The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 8, 1950

The Three Suns (Artie Dunn, Morty Nevins and Al Nevins, with top NBC announcer Ben Grauer between the brothers, as pictured here) have been beaming ever more brightly for the last decade. This shot shows the commemoration of the trio's 10th anniversary with a special broadcast out of the Hotel Roosevelt, New York (where they concluded a two-month repeat engagement July 1). The tall gent in the dark suit, handing Morty a 10th anniversary scroll, is Tom McCray, National Broadcasting Company's manager of West Coast AM operations (till recently he was web's national program director). Others, aiding and abetting the proceedings, l. to r. beyond McCray, are engineer Jim Hackett, program manager Jim Kovacs and staff announcer Roger Tuttle. In addition to top locations and theaters the hot Suns are active on RCA Victor disks (with "Goin' Fishin'," coupled with "So Tall a Tree," and "Marianne," backed by "When the Saints Come Marching In," plus an imminent "Your Favorite Hymns" album), transcriptions and TV (they recently guested on Ed Sullivan's "Toast of the Town" stanza). Group continues to be handled by Herb Kessler and booked by Music Corporation of America.

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VOL. 62. NO. 27 • JULY 8, 1950 The Billboard THE WORLD'S FOREMOST AMUSEMENT WEEKLY

CLASSTUFF ON TAP FOR TV

TV and Disk Springboard For Greatest Number of Acts on Way to Stardom

Billboard Round Tabs Most Promising Newcomers

NEW YORK, July 1.—The woods of show business are teeming with potential new stars—that's the main inference to be drawn from an investigation of the new talent situation in New York, Chicago, Hollywood and other key cities completed this week by *The Billboard*. Altho showmen each year bellyache that they can't fill roles, book spots or get the right emsee—facts would indicate that there is today a solid supply of young performers on the verge of hitting stardom.

It also appears that just as video is pounding to the forefront as a star maker, as reported in last week's issue, so is it in the forefront in developing talent on the verge. TV, as films have done in the past, is drawing on all branches of showbiz to fill its insatiable talent needs. Close after TV in this function are phono records and pop films.

Here's Line-Up

While it may be risky to crawl out on a limb to select the most promising of the future-book crop, it would be a good bet that the following will wind up listed in the future book of stars:

Fran Warren, Eileen Barton, Toni Arden and Theresa Brewer, whose biscuits have been among the best sellers in the gal vocalist field; Paul Tripp, *Mr. I. Magination* of tele, one of TV's best kid shows, who just signed with Columbia Records; Jack Haskel, Dave Garroway's personable young vocalist; Jerry Lester, a veteran who's apparently finally found himself in tele, as witness *Cavalcade of Bands* and *Broadway Open House;* Gene Rayburn and Dee Finch, whose daffy WNEW, New York, antics won 'em a brief spot on ABC and who are due back on the web in the fall; Frank Fontaine, probably the outstanding single up-

(See MOST PROMISING on page 14)

Sinatra and Ken Murray To Buck NBC Sat. Revue

NEW YORK, July 1.—CBS-TV this week decided to abandon Saturday night sports events from Madison Square Garden and to fight the powerful NBC-TV *Saturday Night Revue* with Frank Sinatra, Ken Murray and *Sing It Again*. Leading the pack for the Garden rights is DuMont.

CBS-TV is committed for $125,000 for its Garden deal. If and when a new TV web buys the rights, CBS may take a loss, since neither Du-

(See CBS MAY BE OVER, page 7)

BILLBOARD BACKSTAGE

By Joe Csida

That the swap plans offered by Mercury, RCA Victor and London (turn back $1 worth of old 78 r.p.m. stock for every $3, or in Victor's case $5, worth of 33 or 45 merchandise you buy) is meeting with something at least a little bit short of total enthusiasm is indicated by the following chucklesome communique from a dealer in Carlisle, Pa.

"We have been deluged with stupendous, sensational, terrific summer inventory offers from the major, in-between and minor record companies. The offers, summed up roughly, want us to turn in one 78 r.p.m. record for five new 33 or 45 we purchase. With our tremendous 78 stock we would only need approximately $56,138.79

(See Billboard Backstage on page 46)

Juke Box Push For New Speed Disks in Works

NEW YORK, July 1.—A campaign to further public acceptance of seven-inch records thru juke boxes has been launched by the Rudolph Wurlitzer operator who steps down his new 78 r.p.m. machines, it was authoritatively learned this week. The phonograph manufacturer in turn will give such operators free slow-speed conversion kits.

Designed to spead slow-speed gospel by reaching into typical juke

(See BOW 7-INCH JUKE, page 104)

Musicals and Pulitzer to Soap and Beer

Buyers After Theater Guild

NEW YORK, July 1. — Television sponsors this week were digging into the till for heavy cash to sponsor three of the biggest, most elaborate and prestige-filled video series, which for sheer class material should match any yet to hit the cameras. Involved is the purchase by Schlitz Beer of all Pulitzer prize material, the contracting by Procter & Gamble (P&G) for Bernard Schubert's series of nearly 60 Broadway musical shows and the scramble between U. S. Steel and the N. W. Ayer Agency for video rights to Theater Guild dramas.

The Pulitzer material purchase by Schlitz was set thru Young & Rubicam (Y&R), with Carl Ackerman, dean of the Columbia University graduate school of journalism, administrator of the awards. Schlitz will pay the school $1,000 weekly for the privilege of getting rights to the individual properties involved. A ceiling price, not divulged, will be charged for rights to each separate property. Included is all the prize-winning material since the awards

(See CLASSTUFF FOR TV, page 7)

All Major Pic Producers Set TV Ad Programs

HOLLYWOOD, July 1.—"If you can't fight 'em, use 'em," is the axiom to be followed by movie makers in harnassing tele's sales powers to hypo pic grosses. A survey by *The Billboard* of major lots shows all studios definitely hopping aboard the TV ad bandwagon. Studios vary in the degrees to which their tele plunge has advanced, but all agree the medium is ideally suited to beat the drum on coming attractions and are experimenting how to best utilize it.

Columbia, thoroly sold on TV's sales potency, soon will launch an experimental saturation campaign on Hollywood's seven tele outlets for the *711 Ocean Drive* pic (*The Bill-*

(See PIX TURN TO TV on page 8)

Comic Book Rap Ain't Funny

P. O. Move Will Cost Stars $$$ And Promotion

By Jane Bandy

NEW YORK, July 1.—Comic books, which have been bringing in plenty in royalties to top-name film, radio and TV actors, are heading for a serious setback which may threaten their very existence. That threat is the possibility that some of the books—specifically those based on the lives or adventures of top names or programs—may be deprived of their second-class postage franchise. Should this step—now under consideration by the U. S. post office—materialize, it would mean that comic book publishers would have to pay five times their present rate to mail the mags. In many cases this would make continued operation impossible.

U. S. authorities have been investigating the comic book situation for the past two months. The question involved is whether the books—such as *Mr. District Attorney, Bob Hope, Howdy Doody*, etc.—are actually editorial in nature, or whether they're advertising and promotion material instead. If the P. O. rules that they're the latter, that's all.

The joke in the situation is the interpretation, expressed to *The Billboard* this week by a postal official, that any kind of a royalty arrangement between a publisher and a performer would constitute "using the medium for advertising purposes." Since virtually all comic book publishers using show business personalities pay the latter 5 per cent or more in royalties, this interpretation would inevitably put the whamola on many such deals.

In line with this, the official said that publishers have been asked to submit copies of any agreements, royalties or otherwise, which they may have with movie studios, packagers, sponsors, networks or personalities.

Comic book publishers are up in arms about the situation, since business has been bad this year, especially in TV areas, and it looks as tho the radio and TV personalities might supply the necessary shot in the arm. However, Allan Adams, circulation manager of Fawcett Publishers, had a confab with post office officials in Washington last week, and is slightly more optimistic about the situation. His impression is that the authorities are inclined to be

(See COMIC BOOKS on page 8)

—Will Travel

NEW YORK, July 1.—Will Mahoney, who recently did a two-weeker at the Palace, (47th and Seventh Avenue) goes into the Roxy, 50th and Seventh, (with 100 per cent billing) July 7. When the Roxy date was made, Mahoney turned to his agent, Charlie Yates: "Charlie, can you get me the Metropole (48th and Seventh Avenue) to break my jump?"

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City "Peep Show" Peep-In Results in Changes, B.O. Plug

NEW YORK, July 1.—After viewing the premiere of *Michael Todd's Peep Show* at the Winter Garden Wednesday (28) (see legit review this issue) license Commissioner Edward T. McCaffrey found certain items of the mammoth burly spectacle too hot for public consumption. After a two-and-a-half hour conference with the producer and his attorney Thursday afternoon (29), the commissioner adjourned the

(See City "Peep Show" on page 44)

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U. S. Calms Showbiz Jitters

Rules Out Curbs Unless Korean Fighting Spreads

WASHINGTON, July 1. — Amid tension of Korean hostilities, Washington high officialdom is taking a "keep calm" attitude on possible revival of emergency priority programs affecting the amusement industry. Officials of the Commerce Department and the National Security Resources Board (NSRB) emphasized that, for the present, no step is being taken to revive these programs. The agencies, however, are in readiness to restore a standby emergency system if hostilities spread.

Mobilization plans now being drafted are only to be used in the event of full-scale warfare, it was explained. A Commerce Department spokesman said for the present no drastic effect on the national economy is in prospect. Currently the amusement industry along with other industries is feeling some affects of the nation's stepped-up arms aid program in tightened steel supplies for construction and manufacturing, but no steel allocation program is contemplated for the present.

One direct effect on the international situation on the amusement industry, however, is a threat to the excise tax-reduction bill which went to the Senate after House passage this week (see separate story). If hostilities spread, higher taxes and continued emergency taxes would be in prospect.

Officials point out that there is at present no law giving the President the power for rationing, priorities, travel cuts and other attendant procedures.

N. Y. Gets Ready

NEW YORK, July 1. — Seymour N. Siegel, head of WNYC, New York, was appointed chairman of a joint-communications board this week, as New York launched a full-scale organization of civilian defense activities.

Siegel will set up the city's emergency communications system.

Pay or Play, Sez Copa to Martin

NEW YORK, July 1.—Tony Martin has been charged with breaking his contract by the Copacabana which has asked the American Guild of Variety Artists (AGVA) to proceed against him to the tune of $34,500.

Case goes back to November 28, 1948, when a deal was made for Martin to work the Copa in February, 1947, for eight weeks for about $7,000 a week. Instead of staying the eight, Martin asked to be let out after three weeks due to a radio commitment, and agreed to play the additional five before March, 1948.

The Copa contends it has repeatedly asked Martin to come in but he has not given any satisfaction. His objection, charged the Copa, was his refusal to play three shows.

Under AGVA's play-or-pay rule, an operator who doesn't play a performer is liable for the full salary. On the same basis, a performer who doesn't play is liable for the amount the op agreed to pay him, said the Copa.

Korea Hyps Radio; TV Admits Limits

NEW YORK, July 1.—Development of the Korean situation as the top news story this week focused attention on radio and television as news mediums. TV execs were forced to admit that, insofar as spot news coverage was concerned, TV could offer only stale stuff in the way of stills, augmented by commentary and newscasts.

Radio, on the other hand, went into Korean coverage with both feet, beating all other media via newscasts, commentaries and broadcasts from Tokyo. At the same time, all are on a full wartime operational basis. Of all the webs, Mutual seemed to have the edge in the number of programs devoted to aspects of the Far Eastern situation.

Increased interest in AM newscasts was reflected both by listeners and sponsors.

Far East Crisis Muddles Excise Tax Bill Future

WASHINGTON, July 1.—Fate of the excise tax bill affecting the amusement industry is wrapped up in the press for Congress adjournment and the uncertain international situation following the overwhelming approval given the measure by the House this week.

In passing the bill by a 375-14 vote, House members gave only cursory attention to the Korean developments, with the thought that the situation may be clear by the time the Senate takes up the bill. House leaders figure the Senate will defeat the measure if a full-scale war is in prospect.

With congressional leaders still hoping for adjournment by the end of

(See KOREA WAR on page 46)

Godfrey Bewails Lack of Uke Tuning Standard on Sheets

NEW YORK, July 1.—According to Arthur Godfrey, music publishers are fouling up a very good thing by failing to utilize a standard tuning system for ukuleles in marking uke chords on sheet music. Godfrey, whose TV and radio efforts in behalf of the instrument have been a factor in bringing it back to favor, decries, more in sorrow than in anger, each pubber using a different tuning basis in printing uke chords.

In an exchange of letters with Syd Foley, of the Smith-Foley pubbery, the radioman advocates an A-E-C-G tuning system as being the easiest, most natural and most playable—but failing the A-E-C-G, he urges pubbers to get together and use one universal tuning system

Godfrey Pens Notes

"I have been teaching this method of tuning and playing on television . . . and I have been hoping that you publishers would soon put the chords back into sheet music, but I am heartbroken to know that you are going back to the old confusing way of tuning the instrument," he wrote to Foley. In a second letter, after the pubber had informed him that the industry might resist a switch to a single tuning standard because of the

(See GODFREY BEWAILS, page 12)

Colonna Carries Legion's Banner

HOLLYWOOD, July 1. — Comic Jerry Colonna has set a tie-up with national headquarters of the American Legion whereby gagster will be plugged as the Legion's "roving ambassador of good will." Colonna will promote the org's forthcoming national convention, slated for Los Angeles in October. He embarks on a personal appearance tour next week during which he will headline vaude bills in Washington, Buffalo, Atlantic City, Miami and Chicago.

In each city the Legion will boost Colonna's personal appearances with local tie-ups and special civic affairs which Colonna will headline. Deal will be climaxed in October when the Legion names Colonna as its "convention guest of honor." Local Legion posts are pledged to promote Colonna's appearances via special radio and theater tie-ups.

Juke Ops Plan AFM Fight, Object to Copyright Change

NEW YORK, July 1. — Juke box operators, alarmed over the resurgence of musician demands for mechanical performance rights, are laying plans for an all-out fight against the move urged by James C. Petrillo, president of the American Federation of Musicians (AFM), at its recent convention in Houston (*The Billboard*, June 17).

With federal legislation already being mulled to support the musicians' demands (*The Billboard*, June 24), operators fear passage of such a measure would strengthen the hands of those seeking to amend the Copyright Act to remove the specific exemption against royalty payments now enjoyed by coin phonographs.

Operator plans emphasize welding a strong alliance between their own national committee, the Music Operators of America (MOA), and phonograph manufacturers. And paradoxically, they view the American Society of Composers, Authors and Publishers (ASCAP), long-time opponent, as a potential ally in the early stages of the fight.

Sidney H. Levine, MOA national counselor, explained this week that ASCAP is expected to oppose Petrillo's move since they have no wish to share the royalty kitty. Assuming the accuracy of this interpretation, according to Levine, ASCAP might conceivably line up with the juke box industry to stall AFM's bid for royalties.

ASCAP yesterday (30) refused direct comment on Levine's prediction on how interested parties might align themselves when and if an actual

(See MOA Draws Bead on page 104)

Cleffers Draft Renewal Pact For Royalties

Form Covers Pre-'32 Tunes

NEW YORK, July 1.—Songwriters' Protective Association (SPA) is readying a renewal contract highlighted by a mandatory sliding scale for sheet music royalties and a formula for advances calling for an outright payment, or bonus, plus an advance against royalties, an SPA spokesman revealed Friday (30).

The renewal form, being studied by the association's council prior to submission to pubbers, is designed to apply to tunes copyrighted prior to 1932, the year of SPA's inception. The association will tackle a second renewal form, covering post-1932 ditties, after the one currently under consideration is wrapped up with the pubbers.

Patterned on '47 Form

It was learned that the contract is patterned substantially after the 1947 form (applying to the first period of copyright, currently used by the great majority of pubbers). Of the 51 clauses in the 1947 contract, 43 have been retained intact in the

(See Cleffers Draft $ on page 13)

U. S., Israeli Officials To Meet On Tax Pacts

WASHINGTON, July 1.—U. S. and Israeli tax officials will meet in the next couple of weeks to lay the groundwork for the latest pact in State Department's long series of double tax treaties.

Expected to be developed is a treaty for the avoidance of any possible double taxation on incomes of entertainers and others working in both nations during a tax year. Similar pacts with nearly a score of nations have already been negotiated by State Department.

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RED AM-TV ISSUE TO FORE

N. Y. AFRA in 2-Front Move Vs. "Blacklist"

Execs Told To Fight

NEW YORK, July 1.—The American Federation of Radio Artists (AFRA) New York local will move ahead on two fronts to combat the so-called "blacklist" of performers alleged to have Communist leanings. A resolution passed at a membership meeting here Thursday (27) authorized union execs to proceed with steps to fight the problem. AFRA will meet with the Radio and Television Directors' Guild (RTDG) and Radio Writers' Guild, the two other unions primarily concerned, to initiate and implement action to eliminate its practice. The AFRA national board thru its local board also intends to meet with agencies and networks to examine the matter further.

By a narrow margin the local membership killed another resolution which demanded insertion in AFRA contracts of a clause stating "the use or practice of any form of blacklist of any member of AFRA shall be considered an unfair labor practice and a violation of the contract."

Meanwhile membership gave its views on new contract demands. AFRA's present pact with webs winds up in October. Members want holes in the transcription code stopped up, in addition to higher transcription rates.

Excuse the Talk

NEW YORK, July 1. — Red Barber, CBS sportscaster who airs the Brooklyn Dodgers baseball games over WMGM, and WOR-TV, New York, Wednesday (28) aired a lengthy apology to his audience. The reason was that in an embroglio between the Dodgers and the plate umpire the night before, some of the mutual exchange of profanity was picked up by the mike and broadcast. Altho the Giants weren't involved this time, they had figured in a similar instance earlier in the season.

Barber, in response to wired, mail and phone protests, not only expressed regrets over the incident, but scored those involved.

Kaye Files Suit On CBS Piracy

NEW YORK, July 1.—Orchestra leader Sammy Kaye this week filed suit against CBS, Liggett & Myers, and Cunningham & Walsh, charging them with pirating his original idea for a radio or television program.

Kaye claims, in his suit in New York Federal Court, that the show, *ABC's of Music*, was appropriated from an idea he submitted to CBS in December, 1949. CBS allegedly accepted the idea at that time, but Kaye claims, subsequently appropriated and sold it to Liggett & Myers.

Kaye's idea was allegedly to have a series of programs in which an emsee interviewed disk jockeys from all over the country. Kaye asks for $400,000 damages which, he claims, is the reasonable value of the idea.

SAG Asks Nets Speed TV Pacts

NEW YORK, July 1.—The jurisdictional fight between Television Authority (TVA) and the Screen Actors Guild (SAG) this week flared into the open again when SAG called on the networks and the TVA to speed contract negotiations for performers in live TV shows. Meanwhile SAG agreed to stipulate that such negotiations are to be without prejudice to any of the groups involved to enlarge the scope of negotiations after a hearing now before the National Labor Relations Board is settled.

SAG also advised the networks that it would waive any right to bring a charge that it would bring an unfair labor claim and advised the TVA it would agree not to regard the move as a precedent. The film actors declared "There are no strings to this offer," and "we would appreciate a reciprocal offer from the TVA to go ahead" on TV film negotiations, but added its offer was not made contingent upon reciprocity.

Norge to NBC-TV in Switch of Agencies

NEW YORK, July 1.—Norge Refrigerator this week purchased the 10:30-11 Sunday evening slot on NBC-TV, program to be selected. Sponsor had an option on Saturdays 7:15-7:45 p.m. on CBS-TV and the web's Bert Lahr package, but both were dropped yesterday.

The buy, made thru J. Walter Thompson's Chicago office, indicates that the agency has won out over Duane Jones in the fight to handle the Norge radio and TV billings.

Washington Pushes Probe; Moves Ahead

Trammell Talk Approved

WASHINGTON, July 1. — Amid mounting Congressional Hill interest in legislation to expose communistic infiltration attempts in radio and TV, Chairman Niles Trammell, of the NBC board of directors, told a graduating class of the Federal Bureau of Investigation (FBI) National Academy here yesterday (30) that the broadcast industry is "alert to the danger" of subversive activities. Delivering the principal talk at the graduation ceremonies, Trammell declared: "We welcome the assistance of the authorized agencies of investigation and enforcement in helping us keep broadcasting a vital force in the service of the American nation."

Trammell's talk drew praise on Capitol Hill which moved closer toward probing communism in communications and girded, too, for a showdown on the Mundt-Ferguson-Nixon Bill requiring identification of Communist-inspired sponsorship of radio and TV programs. Korean hostilities have precipitated action on anti-Communist legislation on the Hill, and it was learned that the House Un-American Activities Committee is now ready to cut short its hearings on the Mundt-Ferguson-Nixson Bill in order to rush a report to the floor urging passage of the legislation.

Sen. Bill Upcoming?

On the Senate side the legislation is expected to come up for an early vote in the Democratic policy committee, with the bill already approved by the Senate judiciary committee and the Republican policy committee. Approval of the legislation by the powerful Democratic policy committee would probably assure its passage. Some congressional leaders say that even if the majority party's policy committee is unable to reach a decision the measure is sure to get thru both chambers. Under this legislation, registration of subversive organizations would be placed under the jurisdiction of a special commission, with the attorney general retaining authority to compile lists. Any organization on these lists would be required to identify itself as Communist-affiliated in any radio broadcast or telecast which it sponsored.

Talk of a congressional probe on infiltration attempts in radio and TV has mounted steadily since the Korean outbreak after having been sparked by a Senate appropriations sub-committee's recent disclosure of secret testimony by FBI Director J. Edgar Hoover (*The Billboard*, June 17). Hoover in that testimony declared that some Communist fronters have gained entry into radio berths and that one front organization has been monitoring programs and engaging in protest campaigns against anti-Communist commentators.

Trammell in his talk before the FBI class yesterday also harkened to Communist infiltration attempts, saying that "several years ago Communists in the United States were directed to infiltrate the various media of public expression—the press, broadcasting and the movies—with the aim of slanting them to serve

(See Wash. Pushes Probe, page 7)

Webs Rising to Radio Defense

3 Grab Radox Study Denying Death by Video

Huge Losses Disproved

NEW YORK, July 1.—Indications of a decision by major networks to combat overemphasis of research claims charging, in effect, that TV virtually eliminates radio in combination AM-TV homes, developed this week as three of the four webs bought a new study completed by Al Sindlinger, head of Radox, Philadelphia media measurement firm. Significance of the Radox report is primarily the fact that it analyzes radio listening in a single group of TV homes over a period of about a year and reveals that the so-called stampede away from radio isn't borne out by facts. Webs buying the reports are CBS, MBS and NBC.

Sindlinger also has sold his report to eight Philadelphia stations and soon will offer it thruout the U. S.

The Radox report covers listening and viewing in Philadelphia from April last year until February, 1950. Part of its contents was revealed exclusively in *The Billboard* last April, highlighting the importance of secondary set listening in TV homes.

As brought up to date in the new report, the Radox study is probably the first research in AM-TV based on a continuous study of radio habits in homes which had tele receivers more than a year. It shows that radio regains audiences in TV homes after the first year of TV. "Old" TV homes listen to radio 34 minutes, as an average, between 7 and 10 p.m.; "new" TV homes 14.8 minutes be-

(See 3 Grab Radox on page 7)

CBS Pitches for Jolson AM Spot

NEW YORK, July 1.—CBS this week was trying to use its powers of persuasion on Al Jolson to get the mammy singer to return to radio next season. If he should consent, Jolson would be slotted into the Friday picture and thus become the anchor around which the web would build its programing on that night. Friday evening is the one night on which CBS, so far, has been unable to build up a strong rating.

Several sponsors have also made inquiries as to whether Jolson does work on video. Indications are that he will, at most, handle one or two large-scale shows of his own, aside from occasional guest shots on CBS-TV programs. The web has the singer signed to a contract for such radio and TV guest shots.

Partial Program Autonomy Given CBS-TV Flagship

NEW YORK, July 1.—The CBS-TV network this week decided that its local video flagship, WCBS-TV, would program between five and six hours a day beginning next fall. WCBS-TV is expected to start its programing at 10 a.m.; stop at 1 p.m., when the web takes over; come back on between 5 and 7 and return for its last programing stint for around 11 p.m.

The TV station hasn't worked out its early-morning programing, but the accent may be on service in contrast to the web's afternoon entertainment emphasis. The usual kid shows—*Chuck Wagon, Lucky Pup*, etc.—are slated to return to the early-evening time slots next fall, and if *Soundies* are successful in their sustaining tryout, they will continue for three quarters of an hour after 11 p.m.

Already set up on its executive and sales side, WCBS-TV has added more personnel. Mort Barrett was shifted over from video network purchasing operations to take over sales service and two assistant CBS-TV network meggers—Rod Mitchell and Bill Paterson—have become production supervisors at WCBS-TV under Dick Doan. Bob Fuller will probably take charge of publicity operations for the station.

This one
Copyright

BASEBALL GAMES TV ON WANE?

Beefs, High Rates Slice Sports Video

Hot Potato Local Headache

NEW YORK, July 1. — Next season may find telecasting of big league baseball games at ebb tide. A combination of disenchanted club owners, squawks from the minor leagues, skyrocketing charges for rights and regular network daytime programing seems likely to cut sharply into the number of clubs whose games are now aired. This season all major league teams but the Pittsburgh Pirates are having at least part of their schedules scanned.

Latest complication is the definite emergence of regular daytime broadcast skeds by CBS and NBC, both due to tee off this fall. The CBS programs will commence at 2 p.m. and gradually work back to 10:15 a.m., while NBC plans to begin its operations at 3 p.m.

Local Question

The start of these shows will toss the hot potato of continued baseball coverage squarely into the laps of local station managements. Altho the webs will urge affiliates to pick up their sunlight stanzas, the decision still will rest with each outlet. The likelihood is seen that most will decide to derrick their diamond coverage in favor of the network shows.

Basis of this decision is likely to be a careful analysis of the long-range financial potentialities of each deal. Altho a station retains all receipts from local sales and gains but

(See Baseball Game on page 11)

Hammond, Bess Die; Industry Is Shocked

NEW YORK, July 1.—The radio industry was shocked this week by the deaths of two prominent executives here. Herman Bess, identified with New York stations since 1925, was found dead in the basement of his Newark N. J., home Thursday (29), and Charles Hammond, NBC vice-president in charge of AM advertising and promotion, was found dead in his car near his Chappequa, N. Y., home Friday (30).

Bess, 53, probably transacted the sale of more time than any other man not associated with a network. After his early association with such stations as WODA, WAAM, WGCP and WAAY, he was a partner in Bess & Schilling, one of the first agencies set up wholly to specialize in radio. He later was sales vice-president of WNEW for many years, and since has been associated with WMCA, WLIB and since last October, with WPAT, Paterson, N. J., as vice-president and general manager. He is survived by his widow, Mollie, and three sons, Jerry, John and Herman Jr.

Hammond Dies

Hammond, 41, was a Cornell graduate and worked as a journalist on the *New York World*, *New York Post* and *Literary Digest*. In 1941 he joined the Bureau of Advertising of the American Newspaper Publishers' Association as director of promotion. He joined NBC in 1943 and became the network's advertising and promotion director the following year. In October, 1947, Hammond was named a vice-president. He leaves his wife, the former Rosemary Sistrom, and two daughters, Mary Louise, 8, and Deborah, 5.

Brief and Important

CBS, NBC Battle for Pigskin Classics on TV

CBS-TV and NBC-TV are engaged in a struggle for the Big Ten football films to be sponsored by Ford dealers next season in the Middle West areas. CBS-TV is offering a Sunday afternoon time, while its competitor has Sunday nights 10:30-11 on tap for the football films. Ford only wants 23 markets, only as far east as Pittsburgh.

Norge Buys Sunday-at-10:30 Slot on NBC-TV

Norge division of **Borg-Warner** last week signed to sponsor a new variety TV show in the 10:30 p.m. slot Sundays on NBC. Stars and exact format are yet to be set. The business was placed thru J. Walter Thompson's Chicago office. The program will move into the period now occupied by the co-op "Answer Yes or No."

Bristol-Myers Renews "D. A."; "Bank" Decish Due

Bristol-Myers last week was reported having decided to renew "Mr. District Attorney," which had faced cancellation because of the possibility its TV costs might run too high. A decision on the continuance of the same sponsor's show, "Break the Bank," is expected shortly.

Plymouth Junks Saturation AM-TV Summer Spree

Plymouth division of Dodge-Plymouth Motors last week junked its elaborate plans for a saturation summer spree in AM and TV programs. The decision was made by the prospective sponsor after consultation with its agencies, following pitches from all the webs.

CBS-TV Weighs Laine, Martin for Pepsi Spot

Frankie Laine, last week was being considered for the thrice-a-week CBS-TV slot already purchased by Pepsi-Cola. The singer along with **Tony Martin**, another sock recording artist, is being weighed for the 7:45-8 p.m. slot Tuesdays, Thursdays and Saturdays come fall.

Eye Waterman for Gildersleeve Role

Radio character actor **Willard Waterman** is reported in line for the title role of "The Great Gildersleeve" next fall. Waterman would replace **Hal Peary**, who bowed out of "Gildersleeve" to ink an exclusive radio-tele pact with CBS. Waterman, a regular in the "Gildersleeve" cast, is being considered on basis of his vocal similarity to Peary's Gildy.

NBC-TV Seeks Lease on Carroll Theater

NBC-TV is negotiating with executors of the **Earl Carroll** estate for a long-term lease on the Carroll Theater-Restaurant, located directly across from NBC's Hollywood headquarters. Preliminary talks have been held with NBC Veepee **Sid Strotz** and network's New York engineers are expected here next week to survey the site. Plant boasts largest stage facilities on the West Coast, complete with revolving stages, plus extensive backstage facilities and dressing rooms. Now set up as a theater-restaurant accommodating 1,000, spot can be converted into a 2,500-seat auditorium. Carroll estate is asking $75,000 yearly rental for the spot on a 15-20 years lease.

Betty Furness TV'er Sets Record; Tests, Sells in Week

Some sort of record for speedy sale was set by the **Betty Furness** TV show last week. The program was auditioned Wednesday (21) and bought Thursday (29) by Best Foods, for Shinola and Rit, to air on ABC-TV starting September 15, Fridays 10-10:30 p.m. The program was originally telecast as an on-the-air audition for a different account. It's a Lester Lewis package.

DuMont Plans Sales in Video Marts Via Low-Cost Packages

NEW YORK, July 1. — In the face of increasing splurges by NBC and CBS to get high-cost name talent into TV, DuMont—until the freeze is lifted—will concentrate its attention on selling TV markets via low-cost packages. At the same time, Mortimer Loewi, director of the DuMont web, said this week that DuMont will "sell markets and price, not time." This is being interpreted as meaning that DuMont will focus on a combination of spot and network business, rather than a straight network operation, via delivering specific markets to TV advertisers thru film or kine programs.

Loewi's disclosures came during the course of an interview aimed at ascertaining the DuMont attitude toward the growing TV potency of CBS and NBC. Loewi declared that DuMont is committed to husbanding its resources until there are both more stations and receivers to warrant high time and talent expenditures, which means some time after the freeze has been lifted.

The web's films already are under way, with kine exchange deals set up with the Don Lee net and WGN, Chicago. In addition, Chris Witting, assistant network director, reports that he negotiated some satisfactory deals during his recent trip to the Coast with several Hollywood film companies to handle their product on TV. He declined to name the outfits, but said they're only a step below the majors.

As for the big-name TV competition skedded for next fall, Loewi considers the top-budget, all-star epics "murder for the entire industry," and said DuMont will stick to its "lay-low" economical production policy until the freeze is lifted. "You don't put out a $4,000,000 movie if you only have six houses," he explained, "and that's the situation today in television. Let TV develop future Hopes and Crosbys who will grow in entertaining ability and earning capacity with the new medium as stations and sets increase in number." He added that DuMont also is holding up construction of its blue printed ultra modern studio facilities, until the freeze thaws, and said that the web currently has two sites under consideration for that purpose.

Dough Limited

Lashing out at the million-dollar programing activities of other networks, Loewi pointed out that the number of advertisers who can afford a $40,000 show is very limited. He thinks this fact will ultimately act as a sales boom for DuMont's moderate-cost packages. "We think it's important to the future of television," said Loewi, "that a host of advertisers, unable to finance an extremely expensive operation, learn from experience that they can use the medium effectively at a price within their reach. If they get the right show, they'll not only go on using it, but expand their use of it. Take DuMont's *Cavalcade of Stars* for example. At $9,000 a week this program has done such an excellent job for its sponsors that, of their own volition, they went out and shaped up another show *Cavalcade of Bands* for the same folks." Meanwhile, Loewi stated, the combined operation of DuMont Labs and the video web is "making more money than CBS or ABC."

Take the Stand Order Looms for Richards Again

HOLLYWOOD, July 1.—Question of whether G. A. Richards will be forced to take the stand in his fight with the Federal Communications Commission (FCC) for the life of his three 50,000-watt stations loomed again. FCC general counsel Benedict Cottone again called to the stand Richards's physician, Dr. Roy E. Thomas. Medic stuck by his previous testimony in stating that the ordeals of appearing as a witness could prove too strong a strain on Richards' heart.

Medic took the stand after the government completed a two-week questioning of KMPC Manager Robert O. Reynolds. Hot potato earlier in the week was the inconsistencies between KMPC's report to FCC on number of political broadcasts with those listed in station's log. Cottone charged that there were 122 broadcasts made by or on behalf of presidential candidates as shown by KMPC's log during 1944 which were not included in the station's report to the commission. Cottone maintained this was a "deliberate attempt to deceive the Commission." Joseph Burns, of Richards's legal staff, denied attempt at deception, admitted the station's report was incomplete and blamed it on the haste with which the report was made.

Flare-up resulted when Cottone probed into circumstances surrounding payment of anti-New Deal broadcasts made by Rupert Hughes during the 1944 elections. KMPC's log showed Hughes was paid $50 per broadcast and sponsored by Republicans of California.

Asked Cottone:

"Isn't it a fact that Rupert Hughes was paid $150 a broadcast and that the difference between what the station's log shows the Republicans of California were billed was paid by KMPC?" Burns vigorously objected, with Cottone addressing the examiner, explaining: "This is a very important matter because it could show that not only were regulations of the Commission violated, but also the laws of the U. S., namely the Corrupt Practices Act." Burns denounced Cottone's stand, claiming the Commission counsel was going beyond FCC regulations.

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Classtuff for TV; Pulitzer Backed by Beer

(Continued from page 3)

were started in 1917, including plays, books, musical compositions, etc.

ABC, 10 to 11 P.M. Fridays

The series is regarded as set for ABC, with the William Morris office handling the deal. The probable time is 10 to 11 p.m. Fridays. Placing the programs on kine for non-cable areas is not definitely set, but probably will be approved. Altho a goodly portion of the properties involved has been sold to motion picture firms, it is believed that by a rule of the prize committee, such sale was for the one medium only and would not affect TV showing via kine, film or any other method.

The Theater Guild deal was in a high state of confusion at the week's end, but out of it is certain to emerge one of video's most expensive series yet. U. S. Steel, sponsor of the radio version of *Theater Guild of the Air*, has first refusal on the tele series, with ABC holding a secondary option. However, the N. W. Ayer Agency this week suddenly hove onto the scene with an offer to spend $40,000 to $50,000 per program for four TV shows per year.

Ayer in the Field

Theater Guild thus is in a position to pressure U. S. Steel into an early deal, inasmuch as Ayer, in combination with Music Corporation of America (MCA), is making a solid pitch at Cannon Mills to sponsor the series. Involved are topflight stars including Alfred Lunt and Lynn Fontanne, and material by such writers as Rodgers and Hammerstein and Eugene O'Neill.

The Bernard Schubert operetta series involves shows played on Broadway since the turn of the century, and is set on NBC for the 9:30 to 10:30 p.m. slot Mondays, alternating with Lucky Strikes' Robert Montgomery dramatic series. Cost is an estimated $30,000 gross per program to plug P&G's Tide and Camay soaps, with billings shared by Ruthrauff & Ryan and Pedlar & Ryan. The only aspect still to be cleared at the week's end was a final okay from Luckies on having the stanza alternate with its show. First musical production would begin September 4. Shows were by such names as Victor Herberi, George Gershwin, George M. Cohan, Rodgers and Hart and Cole Porter.

TV-Film for Home Is Latest Switch

NEW YORK, July 1.—Latest by-product of TV films is the home sales market, with United World, subsidiary of Universal-International, prepping its latest video product for the average consumer as well. Titled *Sports Scholar*, the 15-minute series was made available for tele about a month ago, and is already contracted for eight markets, with another eight expected to be set within the next 10 days.

The same series, which will total 104 shows in all, is to be readied for the home projection market as well. First three films for home use will be available this fall. The series is being prepped from film footage shot previously but not used up to now.

WASH. PUSHES PROBE

(Continued from page 5)

the propaganda purposes of the international Communist movement." The red organizations, Trammell said, "were especially interested in broadcasting because of its great influence on the way we think and act." "I assure you," Trammel continued, "that we do not intend to let them succeed in this treacherous work."

CBS May Be Over Barrel Via Sat. Nite Garden Lam

(Continued from page 3)

Mont nor ABC-TV, which is also bidding, will go for 125G, especially with CBS-TV over the barrel. Thus CBS might have to make up the difference.

The Garden is also insisting that a network take over, thus eliminating WPIX from the bidding picture. Sports at the Garden will run for 26 Saturdays and include the rodeo, pro and college basketball (including tournaments), the horse show and five track meets.

Meanwhile, Speidell Jewelry has indicated an interest in purchasing the first half hour of the Sinatra hour TV presentation. Arrid and Sterling Drug are weighing sponsorship of *Sing It Again*, both for radio and TV. Arrid would go 10-10:15 and Sterling 10:15-10:45, with only 10:45-11 on the open market.

Webster Cigars this week also signed to sponsor 30 of the 120 Madison Square Garden telecasts to be aired by WPIX this fall. Sixty of the video sports shows from the arena have already been bought by Chevrolet for televiewing over *The New York Daily News* video stations.

Sinatra is said to be getting a $390,000 annual guarantee from CBS.

3 GRAB RADOX

(Continued from page 5)

tween the same hours. This compares to 89 minutes between 7 and 10 p.m. in AM only homes. TV homes also show higher incidence of secondary radio sets than any new homes, and a higher percentage of secondary AM set buying as well.

Rather than the mammoth losses claimed for radio, Radox reports that in its Philadelphia sample radio has lost only 19 per cent, while TV has gained in viewing by 123 per cent.

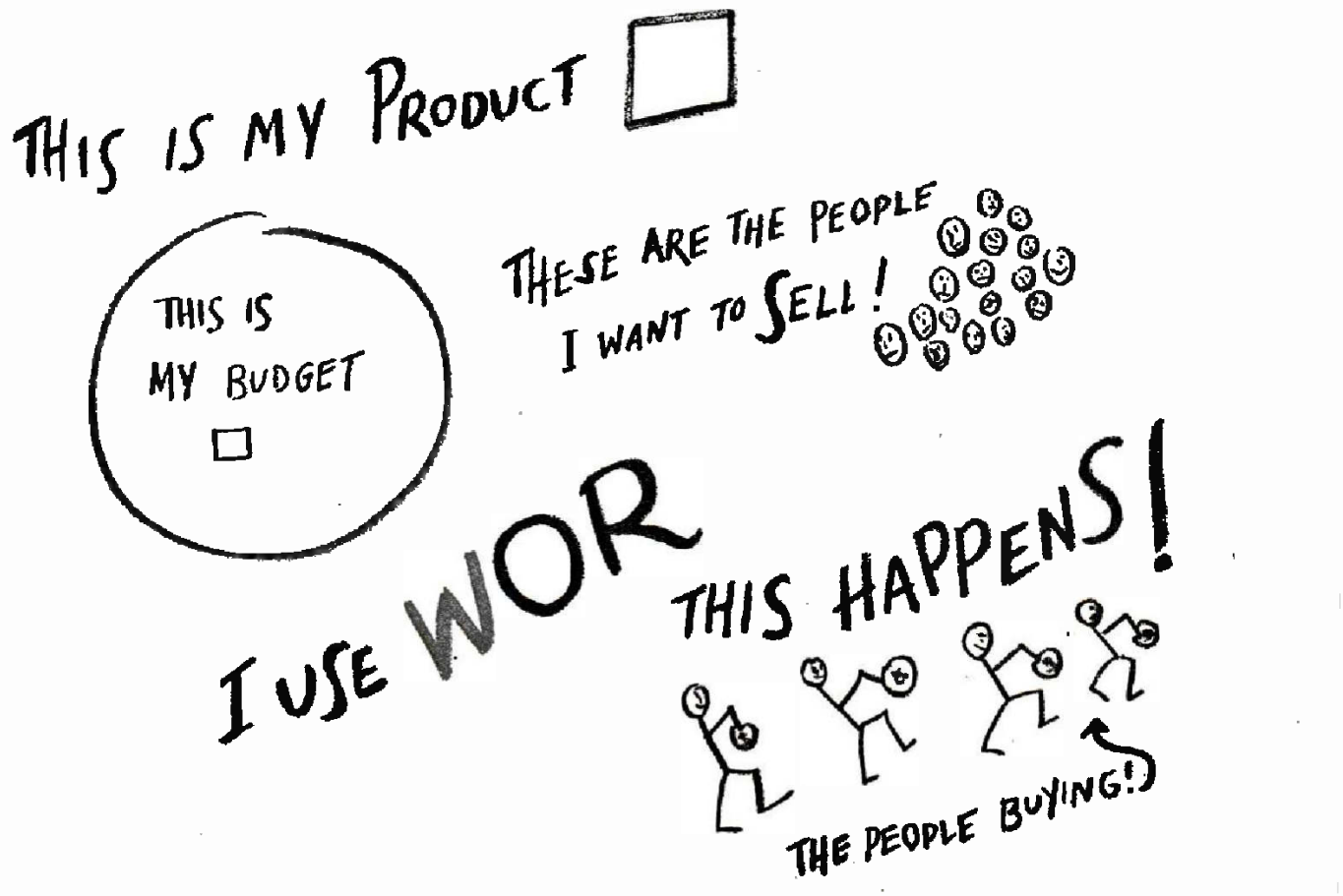
Sindlinger also claims that research stacking radio vs. TV errs and it would be more accurate to measure all activities against a base of available time.

Movies Lose $39 A Year by TV in Family of Four

CHICAGO, July 1.—The movies lose an average of 54 adult admissions and 44 children admissions per year when an average family of four buys a television set, according to a survey made by McFarland, Aveyard Advertising Agency released this week. Movie going increases slightly after a family has had a set awhile, the survey claimed.

The study was made by direct interview with 600 Chicago families. It revealed that in families owning a set less than a year, adults went to the movies 30 times less than before TV and 24 times less in TV families over a year old. Average loss for adult is 27 per year for the combined sample and 22 for children.

On the other hand, 52.6 per cent of the families said that they went to see more sports events because of TV; 9.7 per cent said they went as usual and the others gave no indication. It was also reported that they listened 55 per cent less to radio, and 64 per cent said they would pay to have movies telephoned to their homes (phonevision), 12 per cent said they wouldn't and the rest were undecided.



CBS-TV Hunts Culprit Who Slipped Grip on Parks Show

NEW YORK, July 1.—CBS-TV this week was holding a post mortem to find out who committed the boner that allowed the Bert Parks *Daytime Varieties* show to escape its clutches. The three-times-a-week program, already acquired by Hunt Foods, was formerly under option and even peddled by CBS-TV. Anticipations were that it would certainly be programed as part of the web's daytime line-up come next fall.

The web this week learned that one of its execs neglected to sign a little paper that would have given it programing rights. Now the field is wide open, and CBS-TV must compete with NBC-TV and other video nets to get the property. Young & Rubicam, the client's agency, is in the driver's seat and can drive a stiff bargain.

Execs at the agency were very happy over the situation. The purchase lifted the advertising organization off a very hot seat that would have got hotter if the property hadn't sold. Because of its confidence in the show, the agency, it is said, in an unprecedented deal, paid more than 15G to packager Lou Cowan for a one-year option to the program.

Several weeks ago CBS-TV gave an option to Lever Bros. for the Monday night 8-8:30 time, formerly owned by International Silver, which canceled its *Silver Theater* in the slot. The agency had Hunt Foods all set to take over the time segment but wasn't even given a chance to bid for it. Hunt Foods found that its agency wasn't even given first refusal on a time formerly owned by another of its clients.

"Silver Theater" Tests Switch Y&R to All Possible Pic Use

NEW YORK, July 1. — Young & Rubicam is committed to use film whenever and wherever it can for dramatic and situation comedies, according to Roland (Bill) Gillett, veepee in charge of radio and TV production of the agency. The agency arrived at this decision as a result of its test with the *Silver Theater* which was the first live show to switch over to films via the Jerry Fairbanks three-camera method.

Among the agency-handled TV shows now being considered for the same treatment is *The Goldbergs*, Gillett said. He made clear, however, that the switch will depend on whether Gertrude Berg, creator of the series, okays the idea.

The primary value of film, Gillett stated, is that it can be replayed. Thus, the 12 films of *Silver Theater*, for example, tho the program has been canceled by its sponsor, International Silver, are now being peddled to other clients by the agency. The property is owned by the sponsor, but since the commercials were live, other plugs can be inserted on second-runs.

Gillett pointed out that stations have made great strides in bettering their projection equipment which was almost primitive last spring.

To Television Authority and Network Management:

On May 5 last, Screen Actors' Guild urged you to speed contract negotiations for performers in live television shows.

Because of the existing deplorable conditions for performers in live television, we again urge you to negotiate improvements for such performers without further delay.

We stipulate such negotiations shall be without prejudice to the rights of any party to enlarge the scope of negotiations after the pending NLRB proceedings are concluded.

If the networks fear this would be an unfair labor practice, we hereby publicly waive any right to bring such charge.

If TVA fears this might set a precedent in NLRB proceedings, we hereby publicly waive that precedent.

There are no strings to this offer. We would appreciate a reciprocal offer by TVA for the Screen Guilds to go ahead with negotiations in the field of televised motion pictures, but our proposal is not contingent upon such offer by TVA.

We again urge you to start negotiations for performers in the field of live television.

(Signed) SCREEN ACTORS' GUILD

Comic Books, Star Bonanza, Threatened by US Crackdown

(Continued from page 3)

more lenient with books that have large subscription lists.

Heave-Ho for Some

Adams added, tho, that personality comics will probably get the heave-ho, noting that Fawcett has voluntarily recalled second class applications for mags featuring Joe Louis, Ralph Kiner and other sports figures.

Radio and TV personalities stand to lose a big chunk of dough if the post office clamps down. The average deal calls for a substantial advance, plus one-eighth to a quarter of a cent per copy, approximately 5 per cent of the gross sale. However, the percentage can be as high as 10 or as low as 1, depending on the name involved. Cash-wise, this means plenty, since the average successful comic book sells around 500,000 copies per issue, and toppers like *Howdy Doody* and the Walt Disney series sell in the millions.

In the case of *Howdy Doody*, packager Martin Stone gets a straight 8 per cent, via a special three-way deal with Western Printing & Lithographing. Under the pact, Stone grants *Howdy Doody* rights to three of Western's subsidiaries: Dell Comics, Golden Books and Whitman Paint Books. Stone was guaranteed a minimum of three issues a year and a circulation of 250,000 on each issue. Dell passed the million mark on the third issue.

All of the new show business books haven't fared as well as *Howdy Doody*, tho, and air ratings apparently have nothing to do with sales appeal on the stands. According to a veteran comic publisher, comedy is harder to put over than slam-bang adventure stuff, which explains why *Mr. District Attorney* is one of the all-time best sellers, while a situation-comedy book on Ozzie and Harriet fizzled out after the first issue. The publisher also said that early in the game they'd discarded the idea of adapting radio scripts because, plot-wise, the two media are incompatible.

Tie-Ups Limited

Tie-up promotion is surprisingly limited, since sponsor complications make it difficult for the books to garner many free plugs on the air. A major exception to this rule occurred last April when Bob Hope devoted an entire radio broadcast to pitching his new DC national comic mag.

Most of the big name books, like Hope's, are authorized by the personality himself, but recently the trend has been for the webs to put in for a rake-off. CBS's Arthur Perles has set up agreements for books on *My Friend Irma* and *Crime Photographer* with Broadcast Feature Publications; for *Let's Pretend* with DC, and for *Suspense* with Cornell. Books on CBS's *Snarky Parker* and *Chuck Wagon* are due in the fall. DuMont has a deal on *Captain Video* with Fawcett's, and Mutual is taking a slice of the *Bobby Benson* books.

In addition to the aforementioned comics, other radio and TV books include *A Date With Judy*, *Gangbusters* (DC), *Gene Autry*, *Charlie McCarthy*, *Red Ryder*, *Roy Rogers*, *The Lone Ranger* (Dell), *Martin Kane, Private Eye* (Fox), *Tom Mix*, *Hopalong Cassidy*, *Bill Boyd Western*, *Don Winslow* (Fawcett's), *Straight Arrow* (Parkway), *Fibber McGee and Molly*, *Lucky Pup* and *Judy Canova*.

In some cases, like *Superman* and *Archie Andrews*, the situation is reversed, and the comic book came before the radio or TV program. However, post-office execs say the ruling will apply regardless. Eddie Bracken's forthcoming TV film series on *Dixie Dugan* this fall will come under this category, along with *The Shadow*, *Nick Carter*, *Corliss Archer*, *Junior Miss*, *Dick Tracy* and *Buck Rogers*. All comic books accepted as second class are required to carry six pages of extraneous material, featuring at least two other characters and two pages of text.

Pix Turn To TV Trailers For Ballyhoo

Video Helps Flicks

(Continued from page 3)

board, June 17). Impact on the local b.o. will be reflected on Columbia's national ad plans. Paramount has been running special test trailers in St. Louis, Chicago, New York; New Haven, Conn., and Baltimore with results so gratifying that it has expanded its program to 30 tele towns and soon will be beaming pic plugs in all TV markets. During studio's recent sales convention here, flickery topper Barney Balaban spotlighted firm's attitude toward tele by declaring that it would be "folly to ignore the impact of television on the American public."

Both 20th Century-Fox and Universal-International have arranged with National Screen Service to produce special trailers on pix designated by the studios. Trailers will bear different messages on the same pic so as to avoid loss of home audience appeal. Under supervision of National's Ralph Wilshin, its production head, trailers will be filmed especially for video, and not be mere dupes of theater trailers.

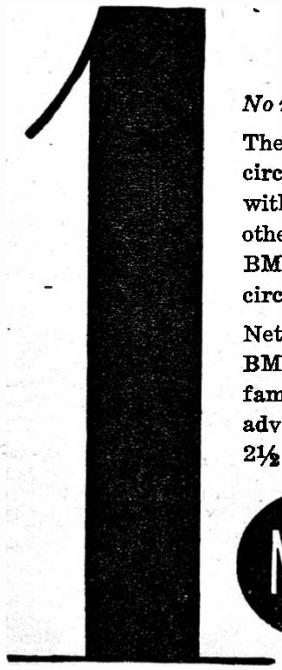
Experimentation has proved that trailers aimed directly at the tele audience reap far greater results than TV use of theater reels. According to Wilshin (who's backed up on this point by numerous other trailer makers), theater coming attractions fare is produced with a large screen and pic house in mind. These are usually of a brash, punch-'em-hard type of commercial often found annoying when projected on the home screen.

Fox's interest in tele trailers followed the successful results of a test reel beamed in San Francisco on behalf of *The Gunfighter* pic. Studio spent $2,000 in buying time, indicating the fat bankroll to be poured into TV stations once studios' tele use gets under way. Metro-Goldwyn-Mayer has recognized TV's powers and is studying the prospects of launching a video campaign of its own. Plans are currently in the formulative stage with some on the lot expecting a move into TV drumbeating within the near future.

Republic Prexy Herbert Yates considers TV "a very effective medium" and is studying its future use. Republic recently released tele trailers for *Rock Island Trail* in Hollywood, Chicago and New York and was pleased with the results. Studio produced a one-minute reel made from the film's footage and distributed it to exhibs free of charge. Republic participated in buying the time by sharing cost and supervising choice of outlets. In most cases, flickeries share time cost on a co-op ad budget basis.

RKO has completed plans to make its own TV trailers to be distributed via National Screen Service. First flick to get the tele hypo is the Bette Davis starrer, *Story of a Divorce*, to be released November 18. Warner Brothers, who pioneered TV trailers more than a year ago with its plugs on *Colorado Territory*, is continuing production of one-minute reels under supervision of studio's trailer topper, Art Silvers.

Materiale protetto da copyright



No need to shout. The figures speak for themselves.

The BROADCAST MEASUREMENT BUREAU has just released the *final* circulation figures of Study No. 2 and NBC continues in first place with the *largest* audience in all radio—reaching more people than any other single advertising medium. (90% of agency timebuyers use BMB as their basic source of information in comparing network circulation according to a recent independent research spot check.)

Network radio is bigger than ever—as big as America—and the BMB results show that each week, *day or night,* more than 7 out of 10 families listen to NBC. These findings give NBC a *weekly* audience advantage of over 1½ million homes during the day and more than 2½ million at night over the second network. And the greater the intensity of listening, the greater is NBC's relative superiority over the next network.

NBC

America's No. 1 Advertising Medium
A service of Radio Corporation of America

What Am I Bid?

Reviewed Thursday (8) 7:30-8 p.m., EDT. Presented by Universal Food Markets thru Vinlaw, Inc., agency via WOR-TV. Producer, Vinlaw, Inc. Director, Gerald Law. Emsee, Hal Tunis.

What Am I Bid? the new WOR-TV presentation, resembles *Auctionaire*, a program which Libby, McNell & Libby sponsors on ABC-TV, but which has already got its cancellation notice. The idea is to have televiewers bid for bridge tables, lighters, radios, etc., with Universal Food Market receipts. Of entertainment there is nil—only the interminable mention of products which Universal sells and then the bidding.

The show is one long commercial. Even on its own terms it probably will fail. *Auctionaire* is evidence of that. Only bidders will be interested in the program.

Hal Tunis, the emsee, handles the proceedings as capably as anyone would who was required to spiel for one product after another.

There also are a number of models on hand to take bids from the studio audience. Looking at them, presumably, was supposed to be the entertainment. Well, of a sort.

Leon Morse.

ATTENTION
TALENT BUYERS
A NATURAL FOR T.V.
RUSTY FIELDS
AND HIS GREAT NEW
SOCK COMEDY REVUE
AVAILABLE FOR YOUR CLIENTS
REP. AL DVORIN AGENCY
54 W. Randolph St.
Chicago 1, Illinois
FRanklin 2-4980

Glossy Professional
8x10 PHOTOS
Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 14th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list. FREE samples, etc.
MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

GENUINE 8 x 10
GLOSSY PHOTOS IN 1 DAY!
5¢ EACH
In 5,000 Lots
5½¢ in 1,000 Lots
$7.00 per 100
Postcards $23 per 1000: Mounted Enlargements (30x40) $3.85
Made from your negative or photo.
NO NEGATIVE CHARGE—NO EXTRAS
Unsurpassed in quality at any price.
Made under supervision of famous James J. Kriegsmann
ANY PRODUCT PHOTOGRAPHED, 5¢
CopyArt Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N.Y.
WE DELIVER WHAT WE ADVERTISE

8 x 10 GLOSSY FINISH
PHOTOS
5½¢ EACH
100 8x10s $6.50
No NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.
1000 LOTS
QUANTITY FOTO CO.
P.O. BOX 816 • BRIDGEPORT, CONN.

Radio and Television Program Reviews

The Billboard CBS Continuity Acceptance Broadcast Standards

Designates Radio Review — Designates Television Review

The Truitts

Reviewed Sunday (11), 3-3.30 p.m. EDT. Sustaining via NBC, Hollywood. Producer-director, Andrew C. Love; writers, Doris and Frank Hursley. Cast: John Dehner, Constance Crowder, Jane Webb, Dawn Bender, Eddie Firestone, Parley Baer, Charles Woolf, Miriam Jay. Announcer, Arch Presby.

The Truitts is an apt substitute for *One Man's Family*, which switched to a Monday thru Friday format this month. The new series is a home-spun situation comedy about a small-town family and, as such, should appeal to followers of the previous airer.

The six Truitts (ma, pa, three teen-age offspring and gramps) are strictly lightweight sterotypes, inclined to coyness, cliches and contrived chit chat. However, the series is also commercial and slickly constructed, which should add up to satisfactory hot weather programing for the summer season.

Nostalgia paid off on last Sunday's show when, at their children's suggestion, the middle-aged Truitts tried to revive their youthful romance via a return visit to *Blossom Time*, legit theater site of their marriage proposal. The kids' adolescent chatter about the matter was fairly funny (i.e. "Ask yourself, does mother still send you?"), and gramps utilized the prerogative of old age to toss off a racy description of ma's plunging neckline: "One of those dresses they pour you into and a little runs over." The plot resolved itself in routine fashion when pa Truitt gave the *Blossom Time* ducats to his daughter's boy friend and ma let daughter wear her new dress. A self-sacrificial solution undoubtedly delighted young dialers and may have irked older members of the audience. As a sop to the latter, the Truitts retired to the porch to spoon at the finish.

June Bundy.

Top Secret

Reviewed Monday (12), 10:30-11 p.m. EDT. Sustaining via NBC, New York. Producer-director, Harry McJunkin; writer, Allan Sloane. Cast: Ilona Massey, Carl Emery, Leon Janney, Paul Levitt, Francis Bethancourt, Bill Lipton, Connie Lembcke. Music, Dr. Roy Shield; announcer, Fred Collins.

In spite of its hush-hush documentary-style title, *Top Secret* is out and out melodrama, with comic strip dialog and plot to match. Within the limitations of this particular type of cloak and dagger stuff, the new series does well. The initial episode, *Night Train to Berlin*, was slickly scripted, with a fast pace and considerable intrigue.

Teeing off on the title train, natch, the story spotted Ilona Massey, a spy for our side, in the clutches of a Gestapo agent i.e. "Ven ve get to Berlin ve vill break you!" . . . She: "I vill not talk! I vill not!") Then, in flash-back style, it related how "Mata Hari Massey had masqueraded as a manicurist to pick up tidbits from Nazi frauleins during World War II. The plot took a Dick Tracy twist when she donned a pair of doctored-up shoes, and turned into a "human geiger counter" with a receiver in each heel. Armed with the shoes and six lumps of cyanide sugar, set set out to track down two ounces of radioactive material, which was on its way to Berlin in a block of lead. The baroness found her man by playing footsie with his luggage, but was trapped in his compartment when a fellow spy got his signals mixed.

All of which led to the opening "I vill not talk" scene on the choo choo. At this point the scripter evidently trapped himself. Anyway, the gal killed the Gestapo agent, picked up the lead block and presumably wended her way back to Switzerland without undue trouble at the border. An enigmatic footnote explained that she did it with her little nail file.

The yarn was loaded with accents, but Miss Massey's authentic Hungarian tones blended nicely with the psuedo-dialect of other cast members. The good looking movie queen is equipped with a fem fatale voice. Playing it straight, she turned in a fine performance. *June Bundy.*

Hawkins Falls, Pop. 6,200

Reviewed Saturday (17), 8-9 p.m. EDT. Sustaining via NBC, Chicago. Producer, Ben Park. Musical producer, Dave Brown; writer, Doug Johnson; executive producer, Ted Mills. Cast: Frank Dane, Arthur Peterson, Norman Gottschalk, Phil Lord, Clarence Hartzell, Alice Dineen, Jean Mowry, Viola Berwick, Les Spears, Hope Summers, Alma DuBus, Andzia Kuzak, Mary Frances Desmond, Bill Snary.

Television was overdue in discovering the small town. If other rural character shows live up to the standard set by *Hawkins Falls*, television will make more friends in the sticks than did the movies or radio. Writer Doug Johnson and Producer Ben Park have walked the tightrope between exaggeration and caricature and come up with a well-balanced hour which, on the basis of the first show, will deserve better than to fill a summer hole left by Jack Carter. The show is intended to mirror life in a typical Midwest small town. Opener depicted the effect on the town of return of a famous actress who grew up there. The situation, showing reaction of the bachelor town judge, a janitor who once squired the actress, the town cop, and the ladies who view all actresses as evil, was fairly routine. But the dialog and acting were alive and fresh. There was scarcely a cliche in the hour, with the exception of the tired old opening shot with camera surprising narrator, who comes up with snappy "Oh, hello there."

Show was loaded with warm, good humored situations which stopped just short enough of burlesque to be believable, such as the warm-up tooting of the five-picce band, Phinny Zites borrowing the barber's potted palm for a pageant, and the judge using his spittoon for a mirror.

Andzia Kuzak, Mary Frances Desmond and Bill Snary, all new to local TV, did a competent job with songs spotted thruout the hour. Some film shots of the cast taken in Woodstock, Ill., a town of the same size, were used for background.

The production was flawless. There was not a missed cue, not a mike was seen; there was no studio background noise, and timing was of a tightness you expect in mid-season, but not on an opener. *Jack Mabley.*

The Vincent Lopez Show

Reviewed Saturday (24) 4:30-5 p.m. EDT. Presented by the U. S. Treasury Savings Drive thru MBS. Producer-director, Sam Levine.

Vincent Lopez and his ork now have been put to work by the U. S. Treasury Savings Drive, New York, in a half hour transcribed program of music, guest and emseeing by the maestro. The unit comes off fairly well when they stick to the usual run of pops. In tackling a number, however, which demands better and more versatile interpretation they tend to sound tinny in comparison to the current crop of records out on the tune. Lopez himself sparked the band's best effort with his featured piano playing of *Canadian Capers*. The ork's vocalists, Lee Russell and Ann Warren, both sing on the ordinary side. The show's entertainment quota was hyped considerably by guests Cab Calloway and Sandra Deal.

The program was effectively held together by Lopez's adroit emseeing, during which he contributed a few stories about talent he had fathered.

Leon Morse.

Under Arrest

Reviewed Sunday (18), 7:30-8 p.m. EDT. Sustaining via MBS. Producer-director, Wynn Wright; script, Paul Milton; organ, Al Fanelli. Cast: Grant Richards, Ralph Bell, Jan Minor and Linda Watkins.

Unoriginal both in story content and format, *Under Arrest*, the latest MBS crime series, should have its primary appeal to the few blood-thirsty listeners who cant' get enough of murder and mayhem. The basic formula brings to the air still another police captain who is battling crime, tho on the episode caught he was absent and his place was taken by his first sergeant, undoubtedly as successful a crime fighter as his superior.

The story was of still another husband who wanted to rid himself of his spouse. This time the script was complicated by the fact that his new light-of-love was his sister-in-law who didn't want any part of him. Hubby threw his wife off a bridge on a dark night but was tricked into a confession by the absence of the corpus delicti.

Bell Projects

Ralph Bell projected the no-good's personality well enough to give wives a second thought when they look at their bread-winners.

This one should give B pictures strong competition. *Leon Morse.*

NEW YORK, July 1.—Mrs. Alben Barkley was approached by ABC this week, at the request of a Chicago sponsor, to take on a once-weekly commentary show on the news of the day from a woman's point of view. After considering the deal, she finally turned it down.

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LBS Signs WOL, Comes Close To Fifth Net, N. Y. to Coast

NEW YORK, July 1. — With the signing yesterday (30) of WOL, Washington, as a key affiliate, the Liberty Broadcasting System (LBS) this week was moving ahead in its plans for a fifth coast-to-coast network by fall. LBS now is shooting for a New York outlet and a new Hollywood affiliate, plus stations in New England and other areas north of the Mason-Dixon Line not yet covered. LBS also is on the verge of closing a deal for purchase of the Don Lee AM network on the Coast.

The New York outlet in all likelihood will be either WINS or WMGM, with the former the best possibility and a contract due to be set by August 1. LBS veepee and general manager, Jim Foster, was in town from the web's Dallas headquarters this week and had discussions with the managements of both outlets. If the International Ladies' Garment Workers' Union succeeds in buying WINS from Avco, LBS may seek to cement an affiliation tie anyway. The new Hollywood affiliate will undoubtedly be KMPC.

With WOL, former MBS affiliate, now in the LBS fold, the web is planning a heavy news operation, probably within the next 30 days, in view of the Korean situation. Three or more commentators will be pacted shortly, said Foster, and will headquarter in Washington, where a network news head and staff also will be located. Up to two hours of news and comment will be aired daily.

If LBS acquires the Lee interests as expected, it is possible they will operate independently of the LBS network, according to Foster, and remain a portion of MBS. Should Barton and Gordon McLendon, LBS owners, decide to make Don Lee part of LBS, Mutual might find its network gravely upset on the Coast.

Programing on LBS calls for at least one major sports event every day of the year. Football deals for the fall already are being set both with collegiate and pro outfits. Plans for other programs besides news and sports include two hours of originations daily from New York, two hours from Hollywood, and two hours from other cities including Dallas, current LBS center. LBS plans a total of about 10 hours daily.

LBS now has some 250 outlets carrying its baseball games, of which about 200 are permanent affiliates. The LBS line-up by October 1 is skedded to include over 300 stations. Most shows will be sold on a co-op basis.

Baseball Game TV on the Wane?

(Continued from page 6)

about 30 per cent of revenue from network offerings, this doesn't tell the whole story. Most baseball deals are on a package basis, and do not call for full local card rate on the time. Also, only 77 dates are played at home, and increasing numbers of these are slotted at night. The result may well be that station ops will decide that a year-round commercial possibility at 30 per cent is a better gamble than the spotty baseball revenue.

Kine Unsatisfactory

It is unlikely that stations will be able to compromise and take both, using web shows when no daytime games are skedded. Outlets trying to do that now with the comparatively smaller night game schedules have run into a real box. When they carry the games they get some viewer squawks and the ill will of web sponsors and agencies, as well as the network. When they carry the web shows, they get other viewer squawks and the ill will of the local sponsors, ball club and civic groups. Compromises, involving repeats via kine, also have proved unsatisfactory.

Only a couple of weeks ago WBZ-TV and WNAC-TV, Boston, were flooded with phone and mail protests because, on successive nights, they canceled out Milton Berle and Arthur Godfrey in favor of arclight contests. This will happen again in Boston where the Braves have 39 night games and the Red Sox have 14 night games. It also will happen in almost every other major league town this year.

The forthcoming daytime problem was the basic reason that WCBS-TV and WNBT, New York, bowed out of earlier coverage of the Brooklyn Dodgers and New York Giants games, respectively. Other cities will have to face up to the same decision come fall. The solution, ultimately, will come when the freeze is lifted and more stations are airborne. Industry feeling is that TV sports coverage ultimately will fall to the indie outlets, as it has in AM, but there just aren't enough TV indies around yet. New York's WPIX (Giants) and WOR-TV (Dodgers) are examples of how indies can move into the picture profitably and with few complications of the web outlet.

SHORT SCANNINGS

Dorothy Behrens and **Edythe F. Bulle** elected veepees of C. E. Hooper, Inc. . . . **Mitchell C. Hodges** will publish a "TV-Radio Program service" for agencies, stations and packagers, beginning August 1. Weekly bulletin will list and describe new radio and TV programs on the market. . . . Singer **Tony Bennett** landed two new CBS shows last week, "Songs for Sale" and "Stepping Out." . . . **Billy Henry**, Mutual news commentator, made a quickie decision to survey the situation in Europe last week, so **Charlie Shaw** was called in from Philly to pinch-hit on Henry's "Five-Minute Digest of World Events" show. . . . **Paul Reveal**, supervisor of technical operations, WOR, New York, retired last week after nearly 20 years of service. He'll live in Miami. **Seth Gamblin**, WOR transmitter engineer, celebrated 25 years with the same station Sunday (2).

Chester Kulesza, formerly TV production head of Batten, Barton, Durstine & Osborn has joined the radio and TV department of Dancer-Fitzgerald-Sample, Inc., as production director of TV commercials. . . . **Dean Martin** and **Jerry Lewis** have inked songwriters **Mack David** and **Jerry Livingston** to write musical skits and special material for their fall TV show. . . . **Bob Dixon**, of CBS-TV's "Chuck Wagon," left last week (30) for Montana, where he'll vacation and shoot a 16mm. film on the State. He'll run the flicker on his show when he returns. The Abdingdon Square Painters has published a portfolio of drawings by video actor **Jabez Gray**. . . . **Jack Kistler**, continuity director for WPFB, Middletown, O., upped to program director post this week. **Jim Harpring** has been appointed chief announcer at same station.

Jean Foreman has been added to the program department staff at WAAM, Baltimore, and **Herbert B. Cahan** has assumed the duties of assistant program manager, in addition to his current job as the station's public relations director. **Charlotte Darsch** has been named traffic manager at the same station. . . . **Irene Wicker**, video's "Singing Lady," will vacation in Italy, after her last summer show in August.

BRIEF AND IMPORTANT

Packager Ullman Signs Beatrice Kay to 3-Year Pact

Richard H. Ullman, Inc., radio packaging outfit, Buffalo, last week signed **Beatrice Kay** to a three-year contract, calling for three 15-minute transcriptions a week. The series will feature the Gay '90s canary, a Dixieland band and a barbershop quartet.

TV Stations Look for Dough in Religious Shows

Video stations and webs may expect to coin a bit of change on commercial religious airers. At least, that's the way ABC tele toppers seem to be thinking. The web last week circulated a memo which set up time periods during which such programs may be sold. These include the 9 a.m. to 1 p.m. hours on Sunday morning, 10 to 11 p.m. Sunday night and after 11:30 p.m. week nights.

Harris To Succeed Brewster as WOR Programer

Blaney Harris, supervisor of radio and TV programs for Doherty, Clifford & Shenfield, New York, succeeds **Bob Brewster** as program manager for WOR, New York, effective July 17. The post has been vacant since Brewster exited the job two months ago.

Clete Roberts Signs With KLAC-TV

Newscaster **Clete Roberts**, KFWB commentator and a key government witness in the current Federal Communications Commission (FCC) hearings on KMPC license renewal, has signed with KLAC-TV for a build-up as a video news gabber. The telegenic ex-war correspondent will be featured three times daily in five-minute news commentaries. Roberts debuted several weeks ago in a one-shot test airing which resulted in the gabber being offered a long-time deal. Shows are currently partially bankrolled.

FCC Okays Remote of WVBT From WVCN

Permission for remote control operation of WVBT, Briston Center, N. Y., from WVCN, Dereyter, N. Y., was granted last week on an experimental basis by the FCC. The agency said if the experiment proves successful it would entertain a petition for rule making procedure on the subject of remote control stations without an operator in attendance.

National Corp. Wants In on FCC Theater-TV Huddle

National Theaters Corporation wants to get in on the theater-TV hearings when they are held, the organization said in a petition to Federal Communications Commission (FCC) last week. National said it had first decided to let its parent, the 20th Century-Fox Films Corporation, do the talking but had since changed its mind. National stated it is especially interested in the 20th Century's plan to link 24 movie houses in the Los Angeles area into a theater-TV network.

Steele To Supervise Brew Account

Ted **Steele**, Benton & Bowles topper in charge of the firm's Hollywood office, will become supervisor of the newly acquired Brewing Corporation of America (Carling's Ale) account with headquarters in New York. Steele moves to New York sometime this summer, with **Al Kaye** assuming charge of the Coast office. The Carling's account shifts to the agency beginning October 1.

WT in Prelim Deal To Buy General Service

World Television Corporation has reached a preliminary agreement for the purchase of General Service Studios while it continues its search for a suitable Hollywood location. Firm is reportedly the largest capitalized telepix production org yet to be formed and intends to make video movies on a production line basis. As organized by **Martin King**, World will produce all its video fare in Hollywood on film.

Old Florida Dept. Store Into Radio for First Time

The Palm Beach Mercantile Company, West Palm Beach, Fla., has signed a long-term contract with WIRK, marking the first time the 50-year-old Florida department store chain has ever bought radio time. The firm has earmarked the major portion of its advertising budget for the broadcasts, which will feature several of WIRK's locally produced participation programs, supplemented by an across-the-board sponsorship of Mutual's "Fulton Lewis Jr." co-op.

Snooky Lanson Takes Over "Hit Parade" Test TV Shots

Baritone **Snooky Lanson** was signed last week as replacement for **Jeff Clark**, who has bowed off as featured singer on "Your Hit Parade." Lanson started Saturday night (1), and he will be featured in the four test TV versions of the show being prepped by American Tobacco. The four video shots will be aired on NBC July 10, 24, August 7 and 19. First three are Mondays at 9 p.m., while latter date is Saturday at 10:30 p.m.

Lux Drama Goes to 30-Minute TV

Lever Bros. last week set plans for its half-hour video version of the "Lux Radio Theater." Show will bow into the 8-8:30 slot on CBS-TV Monday evenings. It is not known whether **William Keighley**, the present radio host, will act in the same capacity in the video facsimile. Starting date is October 2. Levers will move another of its radio properties into TV when "Big Town" goes into the Thursday night 9:30-10 slot on CBS-TV beginning October 5.

WWJ-TV in One-Year Rate Guarantee

WWJ-TV, Detroit, last week raised its rate for the seventh time since going on the air, but at the same time **Harry Bannister**, general manager of the station, agreed to guarantee advertisers against any rate hikes for one year. It is believed to be the first time any TV station has taken this position since set circulation started to skyrocket. Heretofore, WWJ-TV gave the usual six-month protection.

DISK TAX TAKE OFF MILLION

Makers' Levy Reflects 3-Yr. Drop in Sales

Month by Month Decline

WASHINGTON, July 1. — The Bureau of Internal Revenue collected $5,551,051 from the 10 per cent manufacturers' disk tax in the 1950 fiscal year which ended Friday (30), Bureau records showed this week. This was a drop of nearly $1,000,000 below the $6,482,797 in the preceding fiscal year which, in turn, was about $1,000,000 below the 1948 fiscal year collections of $7,531,905.

Altho the 1950 fiscal year started off with jumbo-sized disk tax collections by the federal government, a trend of steadily declining disk receipts which had begun three years ago was soon in evidence. The first two months of the 1950 fiscal year showed surprisingly high disk tax yields, topping their counterparts of the previous year, but after that the story was a steady decline from comparable months of the preceding fiscal year. A sole exception was February, which showed a spurt over the previous February.

Reflects Sales Decline

The general decline is viewed as almost certainly reflecting a proportionate lag in general disk business and indicates that the introduction of new speeds has so far had little effect on the postwar diskery sales lull.

Tax collections for a particular month, however, do not necessarily reflect actual disk business for that month since reports from tax districts may be delayed. Nevertheless, the general downward trend is obvious.

The decreases over the past few fiscal years in disk tax collections is in line with the trend for all excises, nearly all of which have been slowly sliding. Percentage-wise, disk tax receipts have been tailing off an average of about 10 per cent per year since fiscal 1947. That fiscal year racked up a total of $8,491,536 in tax receipts. Fiscal 1950 was off from fiscal 1947 by more than one-third.

Internal Revenue Bureau has not yet completed tabulating returns for June, 1950, so the total for that month is an estimate. Other figures are taken from the agency's monthly reports which vary from final official figures only in the rounding of cents to the nearest dollar.

The following table shows comparative monthly disk tax collections:

	Fiscal 1950	Fiscal 1949
July	$373,743	$359,828
Aug.	295,589	272,931
Sept.	340,834	495,652
Oct.	432,205	493,056
Nov.	517,037	675,476
Dec.	440,223	612,989
Jan.	628,671	713,920
Feb.	581,779	506,025
March	507,527	767,888
April	590,365	652,333
May	493,078	555,552
June (Est.)	350,000	387,616
	$5,551,051	$6,482,797

ARA Gets St. L. Decca Franchise

NEW YORK, July 1. — Decca Records last week expanded its independent distributor network to include 36 outlets by taking on ARA Distributors of St. Louis to handle the St. Louis territory.

To make room for the indie outlet, the diskery closed down its own branch in that city, to bring the total of self-owned Decca branches down to 17. Diskery currently has distribution in 53 points.

Pal, Col Tie-Up To Push "Moon"

HOLLYWOOD, July 1.—Film producer George Pal will tie up with Columbia Records to promote LP disking of the Leith Stevens score of Pal's flick *Destination, Moon*. Pal has turned over film's sound track to Columbia, with the plattery set to edit score into a 28-minute LP platter. In addition, Pal has kicked in $6,000 to the American Federation of Musicians (AFM) for permission to use picture's music on disks. Dough will be returned to Pal via disk royalties on future sales.

Score was composed and conducted by Stevens, marking the leader's most ambitious musical work to date. Pal plans to exploit the Columbia LP album via theater showings, plugging disks in movie house lobbies, special radio tie-ups and otherwise cross plugging both pic and disk album.

Merc Takes Swan Disks for LP's

NEW YORK, July 1.—As part of a drive to come up with material suitable for long-play merchandising, Mercury Records this week completed a deal to take over 16 sides from the defunct Swan diskery. Mercury, to build its LP catalog as rapidly as possible, has been searching the market for masters of a type which are suitable for the LP medium.

The Swan masters are by Phil Napoleon and an all-star Dixieland group. They will be released on two 10-inch long-play platters.

Meanwhile, Mercury this week began to ship the first of the batch of 50 LP's which have been readied for marketing as part of the label's three-for-one exchange plan (*The Billboard*, June 17). First shipments included three separate Frankie Laine collections, and a Vic Damone package.

Mercury, as part of this "family trade" LP program, is packaging 16 of its recently acquired Silvertone masters. In addition, the diskery is transfering most of the Keynote jazz catalog, which Mercury obtained a couple of years ago, to LP. These will include etchings featuring Count Basie, Earl Hines, Coleman Hawkins, Lennie Tristano, Don Byas and a number of others.

Victor Sets Law On Jazz Pirates

NEW YORK, July 1.—RCA Victor's legal department is going into action against the bootleg diskeries which have been dubbing Victor jazz classics for sale via mail order and in the collectors' record shops. Victor has rounded up samples of the piracy on such labels as Item, Biltmore and Hot Jazz Club of America, which have been issuing cutouts by Jelly Roll Morton, Fats Waller, Bix Biederbecke, Muggsy Spanier, Paul Whiteman, etc., on both 78 r.p.m. and LP diskings.

The bootleggers have not confined themselves to Victor items, but have made free with Columbia and Decca properties as well. The latter diskeries have made no legal moves as yet.

Godfrey Bewails Lack of Uke Tuning Standard on Sheets

(Continued from page 4)

plates already set up and on hand, Godfrey followed up with: "I have no desire to foul up detail. I really don't care how the ukulele is tuned if you'll just standardize it. . . . The thing is all fouled up and unless the tuning is straightened out and standardized soon, the current uke fad will be just that—another fad—and soon will die. . . . I think you guys are silly fools if you don't jump immediately at this opportunity to put new life into the sale of sheet music."

Action at SPA

That the Godfrey pitch is not merely the crotchet of a uke-happy pixie was pointed up by a strong plea for exactly the same thing at Thursday's (29) industry meeting on the spurring of sheet music sales at Songwriters' Protective Association (SPA) headquarters. One of the pubber's field men present informed the group that at least a dozen publishers were using different tuning methods for their uke chords, and that the resulting confusion among uke neophytes could well blight the single most encouraging new stimulus to sheet sales. The news came as a surprise to most of the gathering—case-hardened music business veterans all—and it was immediately agreed to bring the issue before the Music Publishers' Protective Association (MPPA) with a request that the association give it serious study.

Attacks Fakes

Godfrey also castigated those uke manufacturers who have been flooding the market with cheap, unplayable instruments "I think I have nipped (this) obstacle in the bud by going all out . . . against the cheap instruments. I have been cautioning my listeners against throwing away money on cheap, poorly made instruments nobody can play (and since a couple of the fakers have threatened suit which I would welcome, I think must have done some good)."

Foley, who had already set up copies for his current tune, *L'il Ol' You*, by Jim Morehead, revised the uke instructions in accordance with the system Godfrey recommends, and on Foley's suggestion, the Irving Berlin pubbery has agreed to utilize the same arrangement for future uke chords. Whether other major pubbers will fall in line will probably depend on how the MPPA cottons to the proposal.

MCA Inks Adams To Push Talent

HOLLYWOOD, July 1.—Greater emphasis on building unknown talent and individualized guidance for top names is seen in Music Corporation of America's luring of personal manager, Berle Adams, to its exec fold. Adams will abandon personal management after seven years in the field to take over a newly created MCA post. Job will include co-ordinating with personal managers in building unknowns and prepping names for p.a. tours, pix, tele and radio. Adams' only task will be the moulding of talent. He will not be concerned with booking. Adams will operate out of the agency's Beverly Hills headquarters.

In stepping out of the p.m. ranks, Adams leaves a talent stable that includes Louis Jordan, one of the top money making groups; the new Jerry Gray band, currently getting a big build-up, and Joyce Bryant, promising young songstress His exclusive tie with MCA forces him to foresake his music pub firms (Pic-ASCAP, preview-BMI, and Forrest-BMI), and his association with London Records whereby he supervised rhythm and blues recording.

Zionists Are 3d 'Tzena' Claimant

NEW YORK, July 1.—A third claimant entered the *Tzena, Tzena, Tzena* sweepstakes this week when the Zionist Organization of America (ZOA) sent notice to record companies and to Cromwell Music (initiators of the current disk crop on the tune) that it was the possessor of a 1948 copyright of a ditty titled *Tsena, Tsena*. The notification indicated that legal action will be instituted against "infringers" of the ZOA copyright.

The claim of copyright indicates A. W. Binder as the composer.

The ZOA claim follows trade notification by Mills Music that it had signed two writers and was now the sole owner of *Tzena* (*The Billboard*, July 1).

Freed and Brown PenHoppySongs

HOLLYWOOD, July 1. — MGM Producer Arthur Freed, equally well known for his pop tune cleffings, will team up with Nacio Herb Brown on at least two ditties to be included in the forthcoming *Hopalong Cassidy's Song Follo*. Freed will work thru Brown's Nacio Publications and follo will be released by J. J. Robbins Music.

Several weeks ago Freed announced he was resuming his tune cleffing career, collaborating on an MGM pic score with Harry Warren. Freed's record of hits includes such standards as *Temptation, You Were Meant For Me, Singing in the Rain* and *Pagan Love Song*.

N. Y. Rouge Lists Season's Names

NEW YORK, July 1. — The band schedule for the Cafe Rouge of the Hotel Statler here, still one of the most prominent name band locations in the nation, has been set thru to late February. Blue Barron currently holds down the podium.

Shep Fields follows Barron for a three-week stay, beginning July 18. Fields will be replaced with Jan Garber's crew, making its initial New York appearance in several years August 10. Ralph Flanagan's ork will make its New York location debut at the spot in the next slot, with the opening set for September 11. Jimmy Dorsey will follow October 16, while Ray Anthony is due to follow J. D. November 27. Anthony will be followed by Frankie Carle, opening December 29, who will stay in the room for eight weeks, thus carrying the spot thru to late in February. All the bands but Barron's are properties of the General Artists Corporation.

Cleffers Draft $ Renewal Pact

Disks of Peace

HOLLYWOOD, July 1.—Columbia Records and KWIK disk jockey George Jay have long been feuding. Diskery removed Jay from its free record list and the platter pilot virtually boycotted Columbia releases. Peace was made this week in a bold fashion.

Ben Selvin, Columbia Coast a.-and-r. chieftain, was invited to sub for Jay while the latter vacationed. Selvin accepted, was on the air for several hours and made up for lost time. He played 28 Columbia releases in succession.

Chi TV Looks For Basic Rule On 1-Nighters

CHICAGO, July 1.—Word is expected here late next week of important basic ruling from the higher echelon of the American Federation of Musicians (AFM) regarding scale for one-night appearances of traveling and local bands on Chicago video shows. Cause of this ruling is a deal inked this week by WGN-TV here with the Chicago Motor Club, subsidiary of the American Automobile Association. The club inked a 13-week pact calling for a weekly one-hour show, starting today from the station's new studio on the Chicago Fairgrounds (*The Billboard*, July 1).

First to work the show was Jimmy Featherstone's ork, set by GAC here. It was learned that reps of Local 10, Chi chapter of the AFM, gave clearance for the show, altho no official word regarding regulations and scale for the show has been received from national offices. The local board discussed the matter with Ed Benkert Thursday in their weekly confab, with their discussion going to New York for further consideration by AFM.

While some basic format for AFM regulations on traveling and local orks on network shows has been determined because of the DuMont web's *Cavalcade of Bands*, no pattern has been set for a local one-night show by a band. Union execs will have to clarify such important questions as: Whether a band could double from a local job to a video show; whether a band could take a local video job on its off night from a location job; whether a band would have to remain five days out of Chicago before returning to make another date, as is the rule in regard to live appearance work.

While each AFM local has a certain amount of autonomy and can change the primary structure of such a ruling as is awaited, it is known that each initial ruling creates a basic structure for all other local rulings to follow in other parts of the country.

Fast Blush

NEW YORK, July 1. — In a story in last week's *Billboard* about at-liberty songpluggers trying to make the grade publishing their own tunes, the ditty *Sam's Song*, published by Sam Weiss, was pointed out as a successful venture of this type. Weiss demurs at our having placed him in the "walking-around-with-a-song" category, pointing out that, in the eight months he has been in business for himself, he has obtained 31 major recordings on five tunes, and that *Sam's Song* owes its success to hard work and effort by Weiss and his brother. He also states that he still owns *Sam's Song*, with Henry Spitzer acting only as selling agent.

Cap Execs Plan Six Sales Meets

HOLLYWOOD, July 1.—For the first time in Capitol's history, its toppers will take to the field for a series of six regional sales conferences. Quartet of Cap brass to visit the diskery's six regional offices will include Prexy Glenn E. Wallichs, Sales Veepee Floyd Bittaker, Artist-Repertoire Veepee Alan Livingston, and Hal Cook, of the sales promotion department.

Meeting will be held in Chicago, Cleveland, New York, Atlanta, Dallas and Los Angeles, and will be attended by regional and branch office personnel plus sales forces. Purpose of the meets will be to discuss the firm's new fall line, explain new policies and gain field opinion of certain projects now in the works. Cap's foursome will hit the six offices in a 10-day tour, opening with the Chicago meet July 14.

Pac. Nat'l To Stage 15G West'n Contest

VANCOUVER, B. C., July 1. — Pacific National Exhibition has announced a $15,000 world championship Western music round-up for the first four days of its 11-day fair, starting August 23.

Top money of $1,000 goes to the winner in the world title event for square dance orchestras of four pieces and larger; Western vocal duos, trios and quartets and singles for male and female. Twenty-seven events are listed, including barbershop quartets, old-time fiddlers and square dance callers.

Disk Buyer Moans Low After Hold-Up

NEW YORK, July 1.—According to hillbilly music mogul Nat Tannen, burglars don't read the trade papers. Furthermore, their musical tastes are limited. These acute observations were made last week following an early morning hold-up at the Rosalie Allen Hillbilly Music Center, a disk shop in which Tannen holds the major interest.

Two men entered the shop and asked Manager Don Tannen for Billy Eckstine records. When Tannen said he handled only country and Western platters, the men got sore and flashed guns. They then tied Tannen up with several dozen flashy neckties and went looking for loot. When a delivery boy entered the shop they produced a couple dozen more stunning cravats and dumped him in the back room with Tannen.

After picking up about $200 in cash, the hoods cast a last disgusted glance at the shelves loaded with fine specimens of bucolic art and fled.

"If they read *The Billboard*," Tannen moaned, "they'd have known the music business stinks." To make matters worse, the police took all the neckties.

Kessler Roving for Columbia

NEW YORK, July 1.—Columbia Records, in a move to co-ordinate and expand its deejay and sales promotion effort, has put on a roving exploitation man, Danny Kessler. Kessler, who until now has been the promotion man for the diskery's highly successful Philadelphia distributing operation, has already left on his first national promotion tour.

Royalty Form Covers Tunes Predating '32

Sliding Scale Plus Bonus

(Continued from page 4)

renewal form; the remaining eight having been adapted to the renewal situation.

The mandatory sliding scale probably is included to afford writers the benefits of augmented income from standards, which are frequently priced considerably higher than pop copies. There is a sliding scale clause in the 1947 contract, but it is optional.

The bonus-plus-advance provision would seem to be designed as a spur to the pubber to exploit the renewed tune.

Many Months' Work

SPA has been working on the renewal form for many months. The association feels that the confusions and irregularities that so frequently arise in connection with renewal assignments trace in good part to the absence of standard renewal conditions and requirements, and that cleffers and pubbers alike will benefit from a standard contract form to be applied for the second 28-year period of copyrigbt.

The spokesman did not indicate the step-by-step procedure ahead, but if the pattern of the 1947 contract negotiations is followed, the form would be submitted to the Music Publishers' Protective Association (MPPA), MAPPA's cachet, after ironing out of any differences, would then be followed by individual pubbers signing agreements with SPA to utilize the standard form.

Sheet Sale Hypes Planned At Over-All Trade Confab

NEW YORK, July 1.—The music industry's campaign to revitalize sheet music sales began to take form this week following a Wednesday (28) meeting of pubber members of Music Publishers' Protective Association (MPPA) and a Thursday (29) joint confab of Songwriters' Protective Association (SPA) and pubber reps.

The joint meeting, at SPA headquarters, produced the more tangible results, with the establishment of four committees to tackle the question from as many vantage points:

(1) Committee on new outlets: Bernie Prager, Big Three sales staff; Arnold Shaw, general professional manager, Duchess Music; Tommy Hughes, Shapiro-Bernstein sales staff; Charles Tobias, council member and veepee, SPA, and chairman of the meeting. Aim of this committee will be the exploration of possibilities of interesting the chain stores in stocking and pushing sheet music again. During the meeting, the Woolworth music buyer was contacted and an appointment was made to discuss the question with him next week.

(2) Committee on dealer relations: Prager; Tobias; Sam Snetiker, Chappel sales staff; SPA council member Abel Baer; SPA member Alex Kramer. Goal will be investigation of sheet music problems at the dealer level.

(3) Committee on industry-wide promotion: *The Billboard* editor in chief, Joe Csida; *Variety* editor, Abel Green; Shaw; Tobias, and MPPA board Chairman Walter Douglas. This committe will tackle the long-range public relations problems involved.

(4) Committee for radio and TV: SPA council members Tobias, Paul Cunningham and Jack Yellen. Effort will be toward propagandizing the sheet music gospel via radio and TV media.

Two New Ideas

The discussion was more channelized to the point than at the first meeting (*The Billboard*, June 17) two weeks ago, tho much of the same ground was gone over. Two new suggestions found particular favor; one, the advisability of contracting piano teachers' associations to do a missionary job for pops as educational material; the other, the standardization of uke chords on pop music with a recommendation for MPPA to investigate possibilities (see separate story).

At the meeting of MPPA reps the day before, a pubber committee was formed, tentatively designated the Council To Improve Sheet Music Sales, to work in co-ordination with the joint SPA-pubber committees. This group hashed over such moves as providing dealers with counter or floor racks for better display of sheet music, improving the appearance of sheet music itself, impressing the dealers with the actual profit potential in sheet music, setting up surveys and contests, and exploring the attitude of music teachers toward using pop music in their work.

A combined meeting of both groups was set for Wednesday (12) at MPPA offices.

Warbler Puts Her Foot In It To Beat The Flanagan Ork

NEW YORK, July 1.—Penni Smith, the Ralph Flanagan band thrush, is going to be careful about where she puts her toe from now on—and thereby hangs a tale of low buttons and high gears.

The story begins with the telephone rousing ork manager, Bernie Woods, from a deep sleep in his New York apartment early last Thursday morning (23). Flanagan was on the wire, asking for help. Seems the band bus, en route to Hampton Beach, N. H., had given up an hour out of New York, completely unable to get out of low gear. Woods told the orkster to get the bus back to the city; a replacement bus would meet him.

As the bus approached the New York side of the Lincoln Tunnel, Miss Smith, sitting up front next to the driver, awoke, yawned prettily, and asked what was up. Told, she asked in a still small voice, "Does this little button here under my foot mean anything?"

The driver did an Edgar Kennedy. He informed her that the little button was the reverse gear button—when the bus was in forward speed, depressing the little button prevented shifting into high gear.

The bus about-faced for Hampton Beach, with Penni curled up in a back seat.

Materiale protetto da copyright

Most Promising Newcomers Come From TV; Disks Help

(Continued from page 3)

comer in comedy, who has scored both in radio (Jack Benny) and in a number of tele shows; Jack Webb, who went from radio *(Dragnet)* into Paramount films.

Running down the list by showbiz fields, the picture shapes up something like this:

Tele, New York: Paul Tripp, Frank Fontaine, Jerry Lester, Jane Harvey, the writing team of Lawrence Mankin and Charles Speer, writer-producer-director Willis Cooper, Wendy Barrie, emsee Allyn Edwards, ventriloquist Paul Winchell, Hazel Scott, director Albert McCleery, Dorothy Doan, diretor Robert Stephens, actress Felicia Montealegre, writers Arnold Perl, Joseph Liss, Jack Benthover, William Kendall Clarke; Allan S. Lefaus and Norman Lessing, director Byron Paul, the production trio of Mal Boyd, Mike Jablons and Nat Rudich, actress Nora Patterson.

Tele, Chicago: Studs Terkel, Deejay Ernie Simon, sportscaster Wayne Griffin. Washington: Emsee Jerry Strong, vocalist Betty Bradley, vocalist Betty Madigan, deejay and emsee Les Sand; Brook Johns, who made a comeback (ex vaude and legit) via TV; Gene Klavan. Detroit: Tenor John King, now tripling into TV, radio and clubs; comics Pat 'n' Johnny.. Milwaukee: Commentator George Conte, Joseph Fox; staff artists on WTMJ-TV, whose animations have been attracting plenty of interest; home economics commentator Breta Grieu. Los Angeles: Screwball comic Jim Hawthorne, vocalist Ronnie Kemper; Jack Wheeler and Jack Rourke, wack comics; Crash Corrigan, boss opera actor and emsee.

Powerful Platters

The importance of records in making vocalists is shown by the fact that, outside of New York, few such performers made the grade in pop music, scoring—if they did at all—in niteries. The list—with Fran Warren, Eileen Barton, Theresa Brewer and Toni Arden already named—is much longer than that, however. All of 'em that have come up thru platters include Eddie Fisher, whose delayed opening at the Riviera, Fort Lee, N. J., occurred only this week and who looks like a sure-fire bet for clubs and on Victor disks; Rosemary Clooney, who has scored via Columbia disks since leaving Tony Pastor; Bill Farrell, whose MGM Records and nitery work augur much hope for him; arranger-conductor Hugo Winterhalter, who left Columbia for Victor and who hit with *Count Every Star*. Winterhalter has been known in the trade for some time, but his rep is now spreading to the public. Male vocalist group also includes Don Cornell, who scored via his piping on Sammy Kaye's Victor groover, *It Isn't Fair*, now doing a single.

Pop music also has one of the most interesting and novel successes to hit showbiz in some time. Central figure is a former Tin Pan Alley press agent turned music publisher, Howard Richmond (Cromwell Music). Howie started out with *Music, Music, Music*, which launched Theresa Brewer (now temporarily on the shelf, via having a baby). In last week's *Billboard* Richmond scored with three of his numbers listed in *The Billboard Picks*, probably the first time this has happened to a publisher—old or new.

Wrapping up the pop music fields, Buddy Greco and Claire (Shanty) Hogan are reported as building reps locally in Pittsburgh, both via club work.

Radio Round-Up

Radio has disappointed this past year, for the obvious reason of TV's emphasis or overemphasis. Programwise, the outstanding feature was the development of underplayed documentary whodunits—sparked by NBC's *Dragnet*. One vet, however, is giving promise—Art Carney, who's done a lot of TV and who can, with proper development, click in either.

Radio is also sparking two notable comebacks. Rudy Vallee, via his transcribed series is not only sold out in New York (WOR) but the show is in demand thruout the country. Headed the same way is Buddy Rogers, who just started on WOR and had a run before that on ABC.

In the Southwest radio is developing an interesting double-threat guy named Gordon McLendon. McLendon is gaining popularity as a sportscaster at a rapid pace, but even more interesting, he is spearheading the formation of a new AM network, Liberty Broadcasting System, now airing in 37 States, and threatening to go coast to coast.

Two other radio comers are tabbed in Washington. They are John Massey, 28-year-old Negro disk jockey, who is described as a "find" at WWDC, and Milton Ford, a shellac-flipper at the same outlet. Massey, a government employee, took a part-time job at WWDC about a year ago and developed such popularity that he was given a two-hour daily show. He quit his government job. Ford has scored on his own and because of a twist whereby he used a parrot on his shows.

Niteries, Clubs

Night clubs and vaude, whence some New York performers have sprung, had its small contribution to make this past season. Pegged as comers are Fisher and Marks, young Philly comics now up to $850 or so a week; Tony Bennett, a singer (Columbia Records), who was singing in a downtown New York cafe a year or so ago but who is now on the way up and stars in his own radio show next week, and from Milwaukee Tommy Richards, emsee and comic, tagged as a potential sock, and the Tommy Sheridan Trio. Formerly with Lawrence Welk, Sheridan is said to be developing box-office potency in the Beer City.

The Legit Field

Claims that legit is hungry for new acting talent are deemed ridiculous. Here's a partial tabulation of possible marquee names for the future:

Patricia Neway; Richard Eastham, now the lead in a touring troupe of "South Pacific"; Julie Harris, clicking in "Member of the Wedding," whose writer, Carson McCullers, is herself a newcomer; Gloria Lane ("The Consul"), Marcia Henderson ("Peter Pan"); Brenda Lewis and Priscilla Gillette, both in the musical "Little Foxes"; Anne Jeffreys and Keith Andes, now the leads in "Kiss Me, Kate"; Betty Anne Grove, same show; Lydia Clarke, "Detective Story."

Carol Channing, in "Lend an Ear," is one of the top clicks of the theatrical season; Georges Guetary, "Arms and the Girl"; Lee Grant, a click in a flop, "All You Need Is One Good Break"; Nancy Andrews, "Touch and Go"; kid actor Brandon Dewilde, certainly one of the most astonishing finds of the season; Iris Mann and David Cole, teenaged troupers in "The Innocents."

New writers, other than Miss McCullers, include William Inge, "Come Back, Little Sheba"; Samuel Taylor, "The Happy Time"; William Archibald, "The Innocents"; Mel Dinelli, "The Man"; Rosemary Casey, "The Velvet Glove."

Hollywood

Hollywood film newcomers include the following:

Paula Raymond, Nancy Davis, both at Metro; Judy Holliday; Millard Mitchell, the vet character actor finally catching on for real; Lee Genn; Wendell Corey; Chill Wills, another old-timer to climb out of the featured billing group; Dennis Day, already a radio star, at Fox; Richard Basehart, Jeff Corey, Robert Keith, Ruth Roman, Patrice Wymore and seemingly on his way back again,. Jack Oakie.

Yeggs Fade With 15-G Ballroom Take

MILWAUKEE, July 1.—While a watchman slept in an adjoining room, burglars made off with an estimated total of $12,000 to $15,000 from a safe in the office of George Devine's ballroom in the Eagles' Club early Monday morning (26).

Safe was loaded with receipts of previous night's personal appearance by Vaughn Monroe orchestra, which pulled in total of more than 6,000 cash customers.

U. S. Music Okay With Italo City, NSG in the Sticks

NEW YORK, July 1.—Music business is picking up in Italy, according to Dr. Antonio Ciampi, general manager of the Italian Society of Composers, Authors and Publishers. Dr. Ciampi, now on a business trip in the United States, says that the younger middle class in the large Italian metropolitan centers is increasingly drawn to dance music. American tunes have considerable appeal to this group. In the rural centers, however, there is a prevalence of traditional Italian material.

Dr. Ciampi, who will visit the allen property custodian in order to devise a method of freeing Italian funds, stated that members of the Italian society were in much greater number than similar artistic creative groups in the United States, despite fact that Italy's population is one-fourth of America's.

Ciampi currently finds much interest here in Italian creative work—pointing to the success of Gian-Carlo Menotti's *The Consul* on Broadway, the Italian film, *Bicycle Thief*, etc. At least one Italian book a month is published in translation in the United States, he points out. A new Italian musical play, titled *Neapolitan Carousel*, and described as midway between a musical comedy and straight drama, done by Ettore Giannini, is scheduled to hit Broadway in November following a tour of Europe and South America.

Production of disks in Italy is comparatively small, says Ciampi, who points out that they are used in ballrooms in place of live musicians. Diskeries are concentrated in Milan.

Norby of Macy's To Minneapolis

NEW YORK, July 1.—Cliff Norby, department manager for records, phonographs, musical instruments and pianos at Macy's New York, has resigned, it was learned this week. Early in August, Norby will take up his new position as assistant merchandise manager with the Powers Dry Goods Company, Minneapolis. Macy's New York officials refused to comment on Norby's resignation.

With Macy's since 1941, with a leave of absence for naval service, Norby has been recognized as one of the top merchandisers of music-record items. The success of the Macy's music center is credited to Norby's efforts in promoting phonograph records and record-playing equipment. Under Norby's insistence, Macy's turned over the buying and selling of phonographs to the record department with a resultant 300 per cent increase in the sale of players.

Winterhalter Cuts 18th 'Dance' Album

NEW YORK, July 1.—Hugo Winterhalter will make the 18th in the RCA Victor *Here Come the Dance Bands Again* album series as his first package for the diskery. The Victor chief musical director will tackle the music of Isham Jones for his six-sided package. Three will be instrumental, while the remainder will be in the typical ork-chorus production style employed by Winterhalter, and all the slicings will accent the dance beat. Solo vocal efforts will be handled by Peter Hanley.

The album will be ready for shipment late in August. Among the Jones songs set for the package are *On the Alamo, It Had To Be You, No Greater Love* and *I'll See You in My Dreams.*

Names' Royalty Bonanza Plan Set by Snader

HOLLYWOOD, July 1. — Orksters, vocalists, soloists and variety acts are in for a royalty bonanza under a video film plan set by Louis Snader, head of Snader Teletranscriptions. Snader, who inked one of the first royalty deals for tele films with American Federation of Musicians (AFM) Prexy James C. Petrillo several weeks ago, has disclosed that his operational plans will be based on a talent royalty set-up for all headliners. At the same time, Snader said he had set deals with four unidentified publishers for the rights to pub catalogs totaling more than 12,000 copyrights. Snader is buying film rights from pubbers on a flat fee basis, with payments ranging from $7.50 per song to $100, depending on material.

Of prime importance to talent is Snader's royalty deal which will closely parallel record royalty pacts in all respects. The AFM deal inked with Snader calls for a 5 per cent royalty on music to be paid into a fund administered by Samuel Rosenbaum, trustee of the AFM record royalty fund. In addition, however, Snader is offering artists a deal whereby they would participate royalty-wise in all teletranscription sales. He argues that long-range sales plans could conceivably build up an annuity nest egg for talent whereby yearly royalties would be akin to what record toppers now enjoy in the disk field.

Snader's flickers will run three minutes each, and would feature orks, vocalists or specialty artists. Pix are budgeted at $1,200 each and will be peddled to video outlets as "library service" material, with rates depending on market size and station rate cards. AFM's 5 per cent royalty will revert to union locals in the same manner as disk royalty funds. As proof of good faith, Snader has already deposited a substantial sum with AFM to be credited against future royalties.

Heading Snader's org are Phil Moore, as chief of artists and repertoire; Duke Goldstone in charge of production, Louis Victor, exploitation chief. Over 400 flickers are in the first series, with shooting to begin July 17 at General Service Studios, Hollywood. Talent roster is currently in inking stage and will include top names in music and variety field.

US Speeds Trust Suit Vs. Decca

WASHINGTON, July 1. — The United States court for the Southern District of New York is expected to act this month on a motion submitted by the Department of Justice recently for a summary judgment in the anti-trust division's cartel suit against Decca Records, Inc. (American Decca), and Decca Records Company, Ltd. (British Decca). The motion, which was offered to the court in June, seeks a judgment in the case without necessity of going to trial.

The anti-trust division's suit against Decca was introduced nearly two years ago, charging the American and British companies with engaging in a conspiracy and cartel agreements restraining the sale and distribution of commercial phonograph records in violation of the anti-trust laws. Electric and Musical Industries, Ltd., another British corporation, was named a co-conspirator.

The government's complaint charged that American Decca, one of the leading manufacturers of commercial disks in the U. S., conspired to divide parts of world markets with British Decca and Electric and Musical Industries, Ltd. American Decca was formerly affiliated with British Decca by stock ownership, but this relationship was wound up seven years ago.

Materiale protetto da copyright

Peter Pan Plans Phonos, 4-Price Fall Disk Lines

NEW YORK, July 1.—The Peter Pan kidiskery, division of Synthetic Plastics and the largest manufacturer of 49-cent records, has prepped full new fall lines in four different price classes. The outfit, headed by Henry Lapidus, has also redesigned the packaging for all catalog disks and is getting set to break with its own low-priced kiddie record player. Disk shipments will begin in August.

The most radical move by the diskery will be its introduction of a line of 16-page picture books coupled with one 10-inch red vinyl disk to retail at $1. Books will be illustrated in four colors with text and will have hard covers.

In the seven-inch 25-cent line 45 items will be available and all will be produced on red vinyl. Packaging here, as in the other price classes, will be on heavier paper than that previously used, with four-color illustrations on both sides of the sleeve. The flip sides will feature cut-outs and dancing doll figures. Christmas disks and a new series of hymns are included.

Over 25 new titles will be added *(See Peter Pan Plans on page 38)*

Haas Maps Push For Own Items

NEW YORK, July 1. — Package Music, Inc., an independent producing outfit responsible for 32 RCA Victor albums and a dozen single disks, is launching its own promotion of its own section of the Victor catalog on a national scale from July 31 to November 12. The outfit, headed by Bernard Haas, is responsible for 25 Al Goodman albums and other items including operetta sets and kidisks.

Haas will enlist the co-operation of Victor, its 47 distribs and field men—all of whom he will contact personally during this time. Part of the push will emphasize deejay tie-ups, which will involve the Al Goodman operetta sets principally.

Goodman mailing pieces and streamers, for dealer use and counter display, are to be sent out first. There will also be co-op ads available for use in pop concert programs.

A tie-up has also been made with the *Ice Capades*, which will tour the country for 49 weeks, featuring a production of *The Student Prince*. This work has been waxed for one of the Goodman sets.

One of the special features of the push is a 13-week deejay script series based on use of the Goodman operetta albums. This will be made available gratis to jocks on request, direct from Package Music at 55 West 42d Street, New York.

According to Haas, most of the promotion play will be on the sets now available on Victor's 45 r.p.m. disks.

Presseries Close Up For All-Out Vacash

NEW YORK, July 1.—RCA Victor is closing down its Indianapolis plant for one week beginning today, following its annual custom, to give all hands a week's vacation. The MGM plant, Bloomfield, N. J., shutters for two weeks, also starting today, for the same purpose.

Victor shipped two disk jockey releases this week and had its regular distributor shipments planned to make up for the hiatus. Reorders and catalog shipments will be sent out as usual during the off week.

MGM, which ships every other week, will not miss a regular shipment, having sent out Monday's (3) release three days early and scheduling the next release to go three days late.

C'Est La Postcard

NEW YORK, July 1. — On picture post cards bearing the familiar panoramic photo of the Eiffel Tower, Erving Fields advised *The Billboard* staffers of his Parisian vacation as follows:

"Hello, Bill! This town is terrific!"

"Hello, Jerry! Having great time in this town!"

"Hello, Hal! Paris is all there!"

"Hello, Paul! C'est la vie! P.S.: Will be back in States on June 22."

These gratefully appreciated gems reached *The Billboard* boys last Tuesday (27).

Gabor Adds New Label, Exchange Plan, Phono Deal

NEW YORK, July 1. — Donald Gabor's Continental and Remington record combine, which created a stir last month with the introduction of its 99-cent LP line, is expanding its bid this month with a player deal, an exchange plan, an additional label and an expanded talent list.

Gabor has named J. E. Collins, former sales manager with Ansley Radio and a Columbia Records aluminus, as sales manager for the new Playhouse label, and Ted Stock as sales manager for Continental. Gabor himself will direct Remington, which specializes in direct sales to chains and department stores. The new Playhouse line which, like Remington, will feature 99-cent LP's, will however, be sold thru distributors. Fifteen disks will comprise the first release, which will be ready this week. The initial list of titles will duplicate Remington titles, but thereafter the diskeries will go their separate ways.

Player Deal

Th LP player deal will be made directly to promotional stores, and will be ready by July 10, according to Gabor, the unit using the trade name Remington is being assembled in Bagor's Webster, Mass., plant, and uses an Astatic pick-up and Alliance motor. Like Columbia's 33⅓ r.p.m. *(See Gabor Diskery Adds, page 38)*

Rondo Debuts Three Low-Price Platters

CHICAGO, July 1. — Nick Lany and J. F. Bard, co-owners of the Rondo label here, this week debuted a 49-cent supplementary diskery with the release of three Rolin records. The Rolin 49-cent platters differ from most of their lower-price contemporaries, in that Lany has arranged for the new wax to be pressed on a non-breakable substance. Rolin disks will concentrate on standard and semi-classical material, with the majority of the releases to be cut from masters, which both Lany and Bard have obtained from reciprocal pressing agreements with foreign manufacturers.

First release includes *Cafe Mozart Woltz* and *The Third Man Theme* by the Frances Charpin Trio; *Tea for Two* and *Copenhagen* by the Noller-Straub, organ-piano duo, and *Wishing Star* and *My Great Desire* by the Gordon Trio. The Gordon Trio cut regularly for Rondo, but the other disks are from foreign masters.

Rondo will concentrate for the first month on release of Rolin thru the area which Rondo headquarters here and which covers the Midwest. Deals are currently being set up for distributors of Rondo ot handle Rolin in some territories, while direct deals with major retail outlets also will be set up.

Expect Delay in Approval Of UNESCO Copyright Pact

WASHINGTON, July 1. — Anticipated approval of the proposed global copyright pact by the membership of the United Nations Educational Scientific and Cultural Organization (UNESCO) will be delayed until the spring of 1951, State Department officials told *The Billboard* this week. Failure of member nations to expedite answering the questionnaire of the UNESCO copyright office prevented the pact from being presented at the fifth session of the world group's general conference which wound up at Florence, Italy, last week.

Next action on the treaty is likely to come next month when it is expected to receive endorsement of the Third International Conference of the Legal Profession scheduled for London July 19-26. The conference will be held under auspices of the International Bar Association. One of the top items on the agenda is discussion of unification of international copyright protection. The legalists, who will come from 60 nations, are expected to urge the spread of bilateral and multilateral copyright treaties as well as endorsing the global pact.

According to State Department, UNESCO has tentatively set spring, 1951, for the next meeting of the general conference. Formal approval of the treaty cannot come before that time. Meanwhile the UNESCO copyright office in Paris will prepare a full report of the replies of various nations to the questionnaire which was sent out last December. State Department was unable to complete the U. S. reply until mid-May of this year, while a number of other nations have yet to answer.

It is expected that all nations who plan to respond to the questionnaire will have done so in ample time for the Paris office to prepare a comprehensive report for the next UNESCO session. This could not have been done at the recent session even had sufficient replies been received to judge the general trend of world thinking on copyright problems.

Tho State Department is as optimistic as ever about eventual acceptance of a world pact, the original time table is now off about a year. When a panel of international copyright experts first set the wheels in motion last summer, it was hoped that UNESCO approval could be gained this year so that the pact would be drafted in early 1951. Now, however, it appears that it will be late next year before a treaty will be in writing. After that a long delay can be expected before countries ratify it. Well accustomed to lengthy international procedure, State Department is not particularly concerned about the labor pains UNESCO is having with the copyright treaty.

"I. Magination" To Get Col Wax

NEW YORK, July 1. — Columbia Records this week obtained exclusive platter rights to *Mr. I. Magination*, popular CBS-TV music-fantasy show, and the waxery's kidisk division will cut an album series on material from the show. First album will be cut in Hollywood some time this month for fall release.

Pact was sealed by Goddard Lieberson, exec veepee of the diskery, and Paul Tripp, creator of the show. Format of the show will be followed closely, with song lyrics by Tripp and incidental music by Ray Carter to be included. Deal also provides for creation of new material on disks for subsequent inclusion on the TV show.

Tripp also is currently featured on Columbia kidisk in *Tubby the Tuba*, which he scripted.

Count the House Even at Weddings

NEW YORK, July 1.—Agent Willard Alexander, at the Sammy Kaye opening at the Waldorf-Astoria Hotel Thursday (29), was theorizing to the the RCA Victor group about the slack band business. He explained how Vaughn Monroe had done 25 per cent below his previous year's business in a given territory but still drew 3,200 people here and 4,000 people there.

Herb Hendler, co-manager of the Ralph Flanagan band, not to be outdone by Alexander, began to call off a list of the hot new maestro's road counts—4,000 people here and 5,000 there. At a point when the conversation dwindled to a two-man discussion between Hendler and Alexander, a disinterested guest asked Willard how the marriage of Billy Goodheart's daughter came off last Saturday (24).

After a moment of deep thought, Willard said:

"Oh, about 650 people."

Victor To Offer Bonus Disk Bait

NEW YORK, July 1.—A promotion designed to hypo repeat buying has been blueprinted by RCA Victor in connection with the sale of the 45J record player. Starting July 17, each person buying the player will receive a record bonus book entitling the buyer to one bonus 45 r.p.m. disk per month for six consecutive months. Disks are to be selected by the purchaser from Victor's current monthly releases. The promotion is national in scope.

Chief idea, of course, is to give the dealer a chance to sell additional disks.

Purchasers will also be placed on the mailing list to receive copies of the monthly *Picture Review*, which *(See Victor To Offer on page 38)*

Cops Put Clamp On Illegal Wax

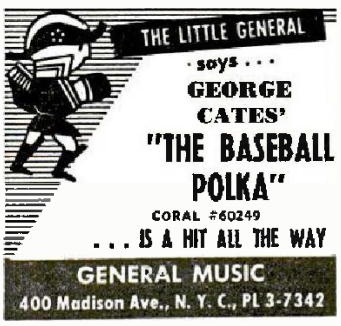
HOLLYWOOD, July 1. — Sheriff's deputies cracked down on a local bootlegging operation (*The Billboard*, July 1) after bogus copies of Dinah Washington's Mercury platter, *I Wanna Be Loved*, appeared on the market. Dealer who was approached by the counterfeiter's fence alerted Harry Blum, Mercury's local distrib. Bootleg peddler was picked up by Sheriff's officers and was held on a suspicion of theft charge. Guy reportedly confessed that a Mercury stamper and labels were stolen from diskery's plant. He also spilled the beans on who was manufacturing the phonies.

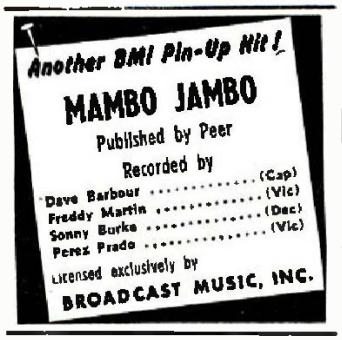
Blum didn't press charges against the counterfeit salesman, after taking into consideration the violators dire economic conditions. He is unable to press criminal charges against the counterfeit manufacturer due to a legal wrinkle. City had passed an ordinance outlawing bogus disk manufacturers two years ago after *The Billboard* exposed a local counterfeiting ring. However, present violator operates outside of the city limits and there are no county statues covering platter bootlegging. Fact that presser has been uncovered, however, leaves him liable to civil action, and Blum feels the bootlegger will stop his bogus operations now that he's been exposed.

Coast AFM Bans Diskings After 3-Hour Limits

HOLLYWOOD, June 1.—On the heels of the American Federation of Musicians (AFM) ban against pre-recording or voice dubbing by diskers, the union's Local 47 this week issued even more stringent recording restrictions. This time, the AFM went after violators of the union's overtime regulations by banning any excess disking after the three-hour session limit.

Local 47's radio-record rep, Phil Fischer, notified all disk reries that even fractional overtime breaks of a minute or two will be disallowed hereafter. Fischer said that plattery execs had abused the privilege of running overtime several minutes if a disking take had begun just prior to time expiration. He claimed recording men had allowed the few minutes to stretch out into five, 10 or 15-minute segments without overtime pay for orksters. Henceforth, when the three-hour period runs out, sidemen automatically go on overtime.





French Diskers Go So Oolalah At Heavy Canadian Moolalah

NEW YORK, July 1.—With more than 4,000,000 French-Canadians and a potential single-disk sale of 100,000 to aim at, France is launching a major artistic invasion of our Northern neighbor. In a series of deals set during the past two weeks by French recording chiefs, arrangements were made for an avalanche of French disks and artists to hit the provinces this fall, and to continue in a steady flow.

The lead has been taken by Polydor's artist and repertoire chief, Jacques Canetti, and Polydor's American prexy, Herbert Borchard. Canetti, who returned to France this week, is also a leading impresario and talent manager in Paris.

Principal deal was made with All-Canadian Radio Facilities, owner of 14 Canadian stations, and also of Quality Records, thru which Polydor's pop recordings will be released there. Quality is owner of the plant set up there last year to press MGM records, and is also the MGM distributor there. Polydor has also contracted to do a French-language transcription series in France for Canadian radio. Deal was made with Quality's general manager, Donald McKim.

In conjunction with Quality, Palydor is sponsoring a French-Canadian vocal talent contest to start September 1, with the prize a trip to Paris and a Polydor recording contract. Eliminations will be held on each of the 14 All-Canadian radio stations, with finalists to be judged by a jury of French and Canadian entertainment moguls about Christmas.

Quality has already begun disk pressing and promotion for Polydor's leading pop artists prior to the actual flesh invasion beginning the end of September. Canetti set route theater bookings last week for thrushes Jacqueline Francois and Rosa Mania, warblers Henri Salvador and Henry Claveau, pianist Henry Leca, and the Compagnons de la Musique group.

Miss Francois, the diskery's leading thrush since Edith Piaf left the label several years ago, will arrive in February, and will also play class clubs in Canada and the States.

According to Borchard, Polydor's classical catalog will still be represented thruout all North America by Vox Records.

Alfresco Longhair Fete Gets RR Push

NEW YORK, July 1.—The New Haven Railroad has set up facilities for all-expense junkets to the forthcoming Berkshire Festival at Tanglewood, Mass., the annual alfresco music fest by the Boston Symphony under Serge Koussevitzky. The package includes round-trip rail fare, reserve seats to three concerts, all meals, transportation to and from Tanglewood, hotel or inn accommodations for three days and nights, and a sightseeing trip of the Berkshire Hills.

The offer applies to two Thursday-thru-Sunday music fetes, July 27-July 30 and August 3-August 6. Cost of the package ranges from $54 to $81, depending on hotel accommodations.

Court Rules for Vet In Suit on 'Powder'

WASHINGTON, July 1.—Stanley Rochinski was declared the composer of *Powder Your Face With Sunshine* by District Court Judge Matthew McGuire recently. Rochinski's rights were affirmed to some $10,000 in proceeds being held up by Lombardo Music, New York, pending determination of authorship.

Chester Hammond, Elmira, N. Y., had claimed he wrote the words to the tune in 1938, and that Rochinski appropriated them in 1949. Upholding the latter's contention that he penned the song in 1946 while a patient at a local veterans hospital, the judge said there was conclusive evidence that Rochinski was showing people the lyrics in 1946.

SB-Miracle Tiff Set for Spring

CHICAGO, July 1.—Next legal skirmish between attorneys for Shapiro-Bernstein pubbery and Miracle Records, local rhythm and blues waxery, probably will take place next spring in the U. S. Circuit Court of Appeals here, following the filing of an appeal early this week from the Federal District Court decision handed down by Judge Michael Igoe. Judge Igoe dropped a bombshell into music pubbers' laps by ruling that the release of a disk constituted publication of a tune and therefore subjected it to the provisions of the Copyright Act of 1909 (*The Billboard*, April 8).

An attempt by Mort Shaeffer, attorney for the New York pubbery, to gain a new trial was later turned down by Judge Igoe. Shaeffer was joined in this attempt by legalists representing both Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA), who filed a brief thru Shaeffer as amicus curiae. At the time he denied a new trial, Judge Igoe further substantiated his stand on the controversial publication-means-public-domain ruling (*The Billboard*, June 17).

In a hearing held Thursday (29) before Judge Igoe to determine court costs and attorney fees, Ed H. Norton and Seymour Tabin, attorneys for Miracle, were awarded $5,000 to cover legal fees and $359.95 covering trial costs.

"Man 'Round" Men Say Theme's Oldie

NEW YORK, July 1.—Cleffers Jack Elliott and Harold Spina, in answers filed in U. S. District Court, make a general denial of all allegations in connection with the $100,000 damage action started by Gladys Shelley and Harry Archer involving alleged infringement of the tune, *Man Around the House*.

Elliott and Spina as writers and Edwin H. Morris as pubber of the tune *It's So Nice To Have a Man Around the House* are being sued for alleged piracy of the Shelley and Archer tune, *You Gotta Have a Man Around the House*, written in 1942.

The answers also contain a claim that the plaintiffs are not the original authors of *House*; that the theme for many years past has been used by others, and that plaintiffs copied portions of prior works in writing their tune.

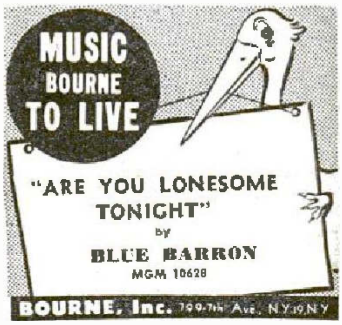
Col Takes Back Bay Master

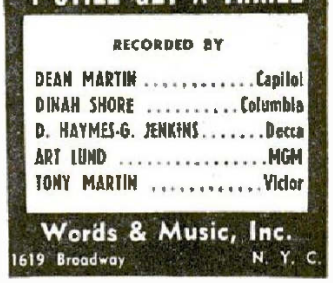
NEW YORK, July 1.—Columbia Records has acquired the master to *You Can't Fool Around With Love* from Back Bay, Boston indie diskery, and will release the side in one week on the Columbia label. Tune was cleffed by Jack Clifford, prexy of Back Bay, with pubbing rights going to Bobby Mellin's Algonquin Music. Columbia's acquisition of the master is something of a rarity for that waxery, which seldom takes over pop masters from other manufacturers for release on its own label.

Kay Brown Signs 7-Yr. MGM Pact

HOLLYWOOD, July 1.—Chirp Kay Brown, Hollywood high school lass recently inked by Mercury, was signed to a seven-year Metro-Goldwyn-Mayer pact. Deal was set by Bullet's Durgom and partner Jack Philbin, who thru their newly formed Personalities, Inc., office, agents the gal for pix only. She's under a personal management contract to disk jockey George Jay. Durgom recently teamed with former General Artists Corporation (GAC) Veepee Jack Philbin in forming Personalities, Inc. Firm holds a Screen Actors' Guild (SAG) franchise.

Hence the Durgom-Philbin office handles part of its stable on a management basis only, and serves as pic agent for its remaining talent properties. Pic talent agented includes Paul Lukas, Rita Moreno, Kay Brown and Japanese actress Shirley Yamaguchi. Office manages Jackie Gleason, Connie Haines, Andy and Della Russell (in participation with Charley Wick), Page Cavanaugh Trio, Dick Wesson, Gene Wesson, Ina Ray Hutton band, Randy Brooks band, starlet Karin Tedder and Paula Stone.





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SPECIAL DECCA RELEASE

BING CROSBY

SINGS THE ROMANTIC PARISIAN HIT

LA VIE EN ROSE

with orchestra directed by
AXEL STORDAHL

COUPLED WITH

"I CROSS MY FINGERS"

NEW DECCA RELEASES

Blind Date
Say When Decca 27076
Evelyn Knight—Dick Haymes

Tzena, Tzena, Tzena
Goodnight Irene Decca 27077
Gordon Jenkins

Swingin' in a Hammock
(There Ought To Be a)
Moonlight Saving Time Decca 27016
Guy Lombardo

Let's Have a Party
I Told Them All About You Decca 27079
Carmen Cavallaro

I Cross My Fingers
I Could Write a Book Decca 27078
Vic Schoen

La Cocaleca
Que Te Parece Cholito Decca 21307
Alberto Iznaga

Through The Cabbage Patch
(Przez Kapuste)
Making Hey! With a Ho! Decca 45108
Gomulka Polka Band

I'm Gonna Serve My Lord
Bits of Gospel Hits
I'se In His Care—Lead Me To That Rock—Dry Bones Decca 46249
Blue Ridge Quartet

Hospitality Blues—Part I
Hospitality Blues—Concluded Decca 48163
Grant "Mr. Blues" Jones

Laddie, Laddie,
Laddie On a Lollypop
Whatta Ya Wanna Be
(When You Grow Up?)
Frank Luther
Children's Set K-6

Decorative Envelope. Deccalite.* List Price, $1.00
*Unbreakable Under Normal Use

DECCA 27111

DECCA RECORDS

AMERICA'S FASTEST SELLING RECORDS

MUSIC—AS WRITTEN

Columbia Readies Educational LP, 78 Catalog

Columbia Records is readying a special 24-page educational catalog of LP and 78 r.p.m. records as an audio-educational aid for teaching social studies, language arts and music appreciation in elementary and secondary schools. Material in the catalog was selected to meet the demands of current curricula and was selected by a committee of four prominent educators: **Dr. David J. Goodman, Dr. Kenneth Hjelmervik, Dr. Marion C. Sheridan** and **Dr. William H. Hartly.**

Bernard To Beat Victor Drum

Thomas J. Bernard has been appointed assistant director of public relations of the RCA Victor division. He will report to **John K. West**, veepee and director of public relations. Bernard formerly was manager of institutional promotion in RCA Victor's public relations department. He will continue to direct this activity for the present.

Coral Expands Distribs to 39, Adds Wholesaler

Coral Records, Decca's wholly owned subsid, expanded its distrib network to total 39 outlets with the addition of a new wholesaler to cover Milwaukee and the State of Wisconsin. The new distrib is Tell Music Distributing, Inc., Madison, Wis. The diskery is shopping for additional distribution outlets to make for pin-point coverage for the label.

Laine's "Wild Goose" Lays Golden Eggs

Frankie Laine's golden "Wild Goose" continues to lay those multi-thousand dollar eggs. Latest is a $5,000 date for Laine's appearance at the Mississippi Valley Music Festival, East Moline, Ill., August 6. Laine is the first pop artist to play the event. His portion of the program will be between 15 and 20 minutes. Usual procedure of having a concert hall name as guest of honor was shelved this year after festival association's poll of the town showed Laine as the fave artist.

200 Frolic at Fourth Kappi Jordon Good Will Reunion

The fourth annual **Kappi Jordon** good will get-together was held Saturday (24) at Rockland Lake, N. Y. About 200 deejays, publishers, recording men and artists of the lush blond flack's stable were on hand. These included **Lynn Howard, Richard Hayes, Mitch Miller** (Columbia), and **Dewey Bergman** (Victor). Jocks **Mort Nussbaum** and **Joe Deane**, of Rochester came all the way for the event, as did **Lorraine** and **Lee Ellis**, of Springfield, Mass.

New MPCE Lawyer To Hit at Payolas Thru New Action

Senator **Fred Moritt**, new counsel for Music Publishers Contact Employees (MPCE), met with the MPCE council last week to discuss a program to get pluggers a pension and to bear down on the payola evil. Moritt indicated that he hopes to tackle the payola issue from a heretofore unexplored angle in his capacity as a State legislator.

Marks Bringing Back to "Su-Cu, Su-Cu"

A 17th century Spanish dance, the "su-cu, su-cu," an early version of the rumba, is coming in for a revival under the auspices of Edward B. Marks Music. Push has begun with acquisition of two su-cu, su-cu tunes from top Cuban cleffer **Elisio Grenet**. Marks is currently negotiating for the corporation of leading chain dance studios, and will introduce the dance shortly on television."

New York:

Sid De May has sold the master of his ukulele disk, cut by **Harry Martin**, to **Jerry Blaine's** Jubilee Records. Disk, which is claimed to be the first one on which a uke plays the melody, is "Basin Street Blues" backed by "Oh, Susannah." Martin is formerly of the vaude team of **Mills, Kirk and Martin**. . . . **Johnny Singer** and band are set at the Bronze Room, Hotel Cleveland, Cleveland, thru Labor Day. Singer has added **Kathy Norman** as featured vocalist.

Tony Bennett, Columbia Records artist, started two new CBS shows last week, "Songs for Sale" and "Stepping Out." . . . **Roger Sessions's** "Second Symphony," just released by Columbia Records in conjunction with the Walter W. Naumberg Foundation, has been selected by the Music Critics' Circle of New York as the outstanding new orchestral composition by an American to be performed locally during the 1949-'50 season.

Fifty-two new members joined SPA in the last month in a record enrollment. . . , Orkster **George Siravo** is cutting an eight-side instrumental album for Columbia's "Dance Parade" series. . . . **Eydie Gorme**, formerly with the Ken Greengrass ork and now under Greengrass's personal management, has opened with the **Tommy Tucker** band at the Colony Surf Club, Virginia Beach.

Georgia Gibbs opens July 2 at the Steel Pier in Atlantic City for one week. . . . RCA Victor has inked folk warbler **Eddie Marshall**. . . . **Beasley Smith** and **Paul Cunningham** are setting records on their new tune, "I Caught Myself Just in Time." . . . Robbins Music, big three subsid, has acquired American rights to "Let's Do It Again" from Cecil Lennox, Ltd., English pubbery, on the strength of the **Dick James** London waxing. . . . **Eileen Barton** goes into Ciro's, Hollywood, for two weeks beginning September 8. . . . **Benny Goodman** returned from his six-week European concert tour last week.

Riley Shepard cut eight religious sides for London Records backed by the Roxy chorus. . . . **Larry Clinton** is reorganizing his band. . . . **Pete Cameron** leaves for the West Coast to set material for Spencer Music. . . . **Clarence Kelly** has joined Jewel Music as a contact man. . . . **Irving Mills**

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is resting comfortably at his home in Beverly Hills after a siege in the hospital. . . . The mother and father of **Anahid Ajemian**, wife of Columbia Records' **George Avakian**, were killed in the Lake Michigan plane crash last Saturday (24).

Carlton Hayes ork has completed a 20-month stand at the El Rancho Vegas Hotel, Las Vegas. Duration is considered a record for that city. Hayes returns to Las Vegas July 18, opening at Wilbur Clark's Desert Inn Hotel. **Clyde McCoy** is currently at the spot. . . . **Alfredo Antonini** will be guest conductor of four concerts given by the Dominican Republic National Symphony orchestra the week of July 29, during the festivities of La Voz Dominicana, major radio outlet of the West Indies in Ciudad Trujillo.

Axel Stordahl arranged and conducted a Bing Crosby recording date for Decca in Hollywood recently. Tho this is reported as a one-shot deal, Lindy-ites think that Stordahl will draw a Decca Coast music post which will lead to the termination of the long-standing **Stordahl-Frank Sinatra** association. . . . **Frankie Laine** has been set for a New York Copacabana nitery engagement for sometime in either January or February. He is set for a four-weeker with two weeks of options.

Frank Sinatra left for Europe June 30 to fulfill his engagement at the Palladium, London, which is skedded to kick off on July 5. The crooner stopped at Philadelphia June 28 to sing at the wedding of **Ike Levy's** daughter. . . . **Vic Damone** left for the Coast this week to kick off his movie career on the MGM lot with a **Joe Pasternak** production which will co-star **Jane Powell**. The singer's regular accompanist, **Ronnie Selby**, took off for his home in England for a vacation while Damone shoots the flicker.

Jack Hanson, former **Carmen Cavallaro** trumpeter, has joined London Records to handle dubbing of masters from tape. . . .The German pianist, **William Backhaus**, has inked an exclusive contract with English Decca (London Records). . . . **William Avar's** Phoenix Distributing firm has taken over Eastern representation for Alco Records. The Coast-based diskery specializes in modern classics on LP. . . . **Stan Cooper** has signed vocalist **Danny Sullivan** to a personal management pact.

Chicago:

Phil Field is replacing **Phil Bernstein** as flack director for MCA here. . . . **Al Brackman**, of Pickwick Music, has acquired the "Ukulele Song," written by **Jason Matthews** and **Terry Shand**. . . . **Patti Allen**, wife of **Norm Kaaihue**, bassist with the Mary Kaye Trio, is joining the **Frankie Laine** act. Miss Allen, a pianist, will work as a single and with **Carl Fischer** in the Laine stage stint. . . . Jack Owens recently auditioned a show for NBC on the West Coast. . . . Armour Plastics has taken over the master plating plant from **Edmont Sonderling**. **Alois T. Daniel** will head a new corporation which will operate the plating plant, in connection with the Armour Plastic set-up.

Frankie Carle set for the Beachwalk of the Edgewater Beach Hotel July 20-August 4. . . . **Lucky Millinder**, new with King, is seeking all original manuscripts by unknown writers to do on his next King waxing date. His address is 48 West 48th Street. . . . **George Devine**, op of the Million-Dollar Ballroom, Milwaukee, reported a theft of from $12,000 to $15,000 to local police Monday (26) morning, when workers at the ballroom discovered a safe had been broken into during the night. Take was money collected from a Saturday and Sunday night date at the ballroom. A local band worked Saturday, while **Vaughn Monroe** worked Sunday.

Hollywood:

Specialty Records will go to 45 r.p.m. within 90 days, with diskery prexy, **Art Rupe**, pegging move to the new speed on increasing dealer demands. Doughnut disks will be released simultaneously with 78 r.p.m. pressings. . . . **Lionel Hampton** is pulling heavy coin during his current coast trek. At Balboa's (California) Rendezvous ballroom he attracted 2,300 payees at $1.80 per head, drew 2,885 to San Diego's Mission Beach at the same ducat price and grossed more than $25,000 at Los Angeles' Wrigley Field when 2,100 paid $1.25-$2 for a look-listen. At Bakersfield, Hamp attracted 2,300 at $2.40 admission. . . . **Herb Jeffres**, **Vivian Garry** and **Dick Taylor Quartet** open Eddie's Oasis Friday (7).

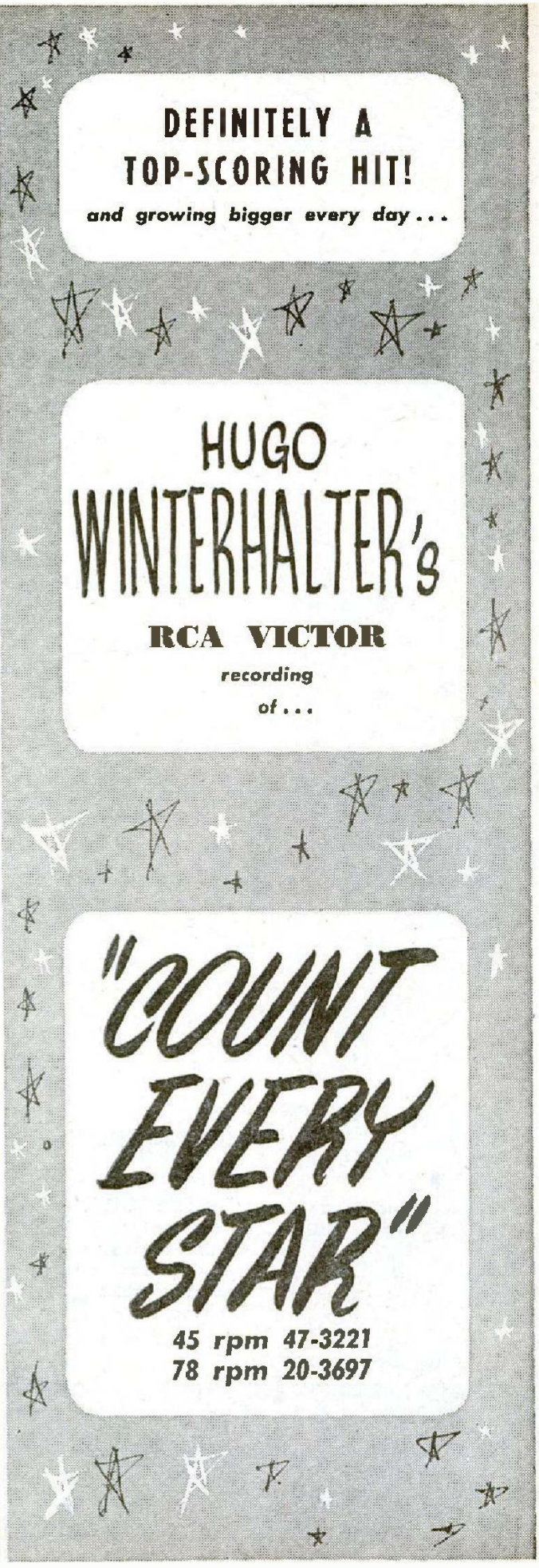
Dick Haymes will headline California State Fair at Sacramento, September 7-8-9. Deal was set by Music Corporation of America (MCA) and marks the balladist's first fairground p. a. since 1948 when he played Wilkes-Barre, Pa., outdoor event. . . . TV package, featuring batoner-arranger **Frank De Vol** as a deadpan emsee, has been wrapped up by writer-producer **Phil Shuken**. Seg will feature small combo with De Vol participating in the music-making. . . . Tenor **Clark Dennis** makes his Cocoanut Grove debut Tuesday (4). Bill includes **Jan August** and **Skinny Ennis** ork. . . . RCA Victor flew **Fran Warren** to Coast for several duet sessions with **Tony Martin**.

Art Morton, Capitol's newly acquired baritone, was inked to a three-year pact by General Artists Corporation (GAC). . . . **Ziggy Elman** has reorganized his band to play local dates and army camps. . . . **Modernaires** and the **Sportsmen** were inked by **Jerry Fairbanks** for a series of 28 radio and tele spot announcements now being prepped for Oldsmobile. Other disk personalities participating in the series include **Martha Tilton** and **Connie Haines**. . . . **Henri Rene**, newly appointed RCA Victor Coast head, returns East to assemble his family and belongings for the move to Hollywood. . . . **Irving Fogel**, Tempo prexy, back from four-month European trek. . . . Southern Music has closed deal for the works of **Silvestre Revueltas**, Mexico's cleffer.

On the Sound Track:

"Les Feuilles Mortes," French ballad from the "Les Portes de la Nuit" film, was acquired by **Mickey Goldsen** for Ardmore Music with the Capitol pubbery gaining U. S.-Canadian rights to the overseas cleffing. Diskery has released **Paul Weston's** instrumental version of the melody. Wordage has been penned by **Johnny Mercer** with song plus lyrics to be released for waxing this fall. . . . **Johnny Murad's** Harmonicats will complete two shorts for Universal-International and RKO respectively following their closing at Cocoanut Grove.

Cleffer-batoner **Dimitri Tiomkin** back from Gotham to launch rehearsals and pre-production work on **Stanley Kramer's** "Cyrano de Bergerac" score. . . . Republic's sagebrush singer, **Rex Allen**, is on a nationwide tour with his first film for the studio, "Arizona Cowboy." . . . **Doris Day** currently recording tunes for "West Point Story" (Warner Bros.). . . . Monogram has moved up starting date of "Dixieland Rhythm" to July 24 instead of the late August rolling date. . . . Capitol Records will release the album of **Franz Waxman's** three Academy Award winning pix scores this fall.



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This Summer's

BLAZING NEW HIT!

THE FRANK PETTY TRIO'S

"AT SUNDOWN"

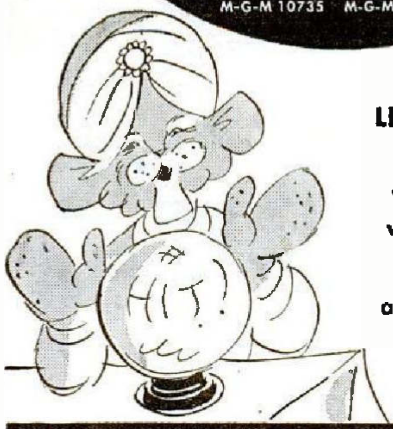
(coupled with)

"BLESS YOUR HEART"

Available 2 speeds

78 R.P.M. M-G-M 10735

45 R.P.M. M-G-M K10735



LEO'S PREDICTION:

Frank Petty's "AT SUNDOWN" will be the hottest platter of the summer in juke boxes and on turntables all over the country.

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

M-G-M RECORDS ARE BETTER THAN EVER!

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending June 30

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week / Last Week

1. THIRD MAN THEME, THE — 2

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. "Sugarfoot" 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; N. Stuart Ork, Intro 6001; Franz Gotschalk, Tempo 470.

Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World.

2. BEWITCHED — 1

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; J. McKee, Varsity 266.

Electrical transcription libraries: Dave Rose Ork, Standard; Kay Armen, Associated; Claude Gordon Ork, Capitol; Jane Christy-Johnny Guarnieri Quintet, Thesaurus.

3. I WANNA BE LOVED — 3

By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP)

Records available: T. Bennett-M. Manning, Col(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)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; O. Bradley, Coral 60241; C. Williams Ork, Varsity 268.

Electrical transcription libraries: Fran Warren, Thesaurus.

4. MY FOOLISH HEART — 6

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; Vincent Lopez, Thesaurus.

5. 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-McNamen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; 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; H. Ashley, Varsity 267.

Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol; Bob Crosby, Standard.

6. MONA LISA — 8

By Jay Livingston and Ray Evans
Published by Famous (ASCAP)
From the Paramount film, "Captain Carey, U. S. A."

Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250.

Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus.

7. 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.

8. OLD PIANO ROLL BLUES, THE — 7

By Cy Cohen
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 970; 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.

9. I DON'T CARE IF THE SUN DON'T SHINE — 10

By Mack David
Published by Famous (ASCAP)

Records available: G. Gibbs, Coral 60210; L. Holmes Ork, MGM 10685; D. Martin, P. Weston, Cap 981; T. Martin-H. Rene Ork, V 20-3755; P. Page, Mer 5396; T. Burns, London 706.

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

10. COUNT EVERY STAR — 9

By Bruno Coquatrix and Sammy Gallop
Published by Paxton (ASCAP)

Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 48158; O. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-555; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111.

Electrical transcription libraries: Bob Crosby, Standard.

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LISA

The Girl To Watch!!!

LISA KIRK

sings...

"LOVE LIKE OURS"

from Stanley Kramer's Production "THE MEN"

45 rpm
20-3823

RCA VICTOR Records

78 rpm
47-3823

Materiale protetto da copyright

THOSE WONDERFUL

Fontane Sisters

RING THE BELL AGAIN

"THREE LITTLE RINGS"

RCA VICTOR Records

78 rpm 20-3814

45 rpm 47-3814

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending June 30

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 greater 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
15	1	1.	THIRD MAN THEME, THE (F) (R)	Chappell
11	2	2.	BEWITCHED (R)	Chappell
12	3	3.	OLD PIANO ROLL BLUES, THE (R)	Leeds
18	5	4.	MY FOOLISH HEART (F) (R)	Santly-Joy
13	7	5.	SENTIMENTAL ME (R)	Knickerbocker
7	4	6.	I WANNA BE LOVED (R)	Supreme
4	9	7.	MONA LISA (F) (R)	Famous
10	5	8.	HOOP-DEE-DOO (R)	E. H. Morris
4	8	9.	I DON'T CARE IF THE SUN DON'T SHINE (R)	Famous
6	12	10.	COUNT EVERY STAR (R)	Paxton
6	11	11.	STARS ARE THE WINDOWS OF HEAVEN (R)	Pickwick
1	—	12.	PLAY A SIMPLE MELODY (R)	Berlin
18	10	13.	DEARIE (R)	Laurel
22	14	14.	DADDY'S LITTLE GIRL (R)	Beacon
18	—	15.	IT ISN'T FAIR (R)	Words & Music

ENGLAND'S TOP TWENTY

POSITION Weeks to date	Last Week	This Week		English	American
12	1	1.	MY FOOLISH HEART	Sun	Santly-Joy
7	2	2.	DEARIE	Campbell-Connelly	Laurel
3	8	3.	BEWITCHED	Chappell	Chappell
8	3	4.	OH, YOU SWEET ONE	Southern	General Music
9	4	5.	THAT OLD PIANO ROLL BLUES	Leeds	Leeds
8	5	5.	LET'S DO IT AGAIN	Lennox	*
24	5	7.	JEALOUS HEART	E. H. Morris	Acuff-Rose
12	7	8.	C'EST SI BON	Peter Maurice	Leeds
16	9	9.	CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose
4	1	9.	I REMEMBER THE CORN FIELDS	Arcadia	Leeds
4	11	11.	DADDY'S LITTLE GIRL	Yale	Beacon
3	10	12.	TWO ON A TANDEM	Pic, Ltd.	*
8	15	13.	QUICKSILVER	E. H. Morris	E. H. Morris
11	13	14.	ENJOY YOURSELF	Morris	Morris
1	—	15.	A LOAD OF HAY	John Fields	*
11	14	16.	CHERRY STONES	John Fields	Robbins Music
24	18	16.	DOWN IN THE GLEN	L. Wright	Mills Music
3	17	18.	THE NIGHT THE FLOOR FELL IN	Southern	*
16	19	19.	FRENCH CAN CAN POLKA	Connelly	Blossom Music
7	16	19.	ME AND MY SHADOW	Francis Day	Bourne

*Publisher not available as The Billboard goes to press.

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Cincinnati 22, Ohio

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City ..... Zone ..... State .....

Occupation or Business .....

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TOP TUNES OF THE DAY

On 78 and 45!

	78 RPM	45 RPM
POPULAR		
"MONA LISA" Nat "King" Cole	1010	F1010
"NOLA" and "JEALOUS" Les Paul	1014	F1014
"BONAPARTE'S RETREAT" Kay Starr	936	F936
"BLIND DATE" Whiting-Hope	1042	F1042
"SAM'S SONG" and "IVORY RAG" Joe "Fingers" Carr	962	F962
"HAPPY FEET" Dean Martin	1052	F1052
"SENTIMENTAL ME" Ray Anthony	923	F923
"PLAY A SIMPLE MELODY" Jo Stafford	1039	F1039
"I LOVE YOU BECAUSE" Jan Garber	983	F983
"HOOP-DEE-DOO" Kay Starr	980	F980
"MISSISSIPPI" Kay Starr	1072	F1072
"A PERFECT DAY" and "THE ROSARY" Jo Stafford-Gordon MacRae	1061	F1061
"THE OLD PIANO ROLL BLUES" Jan Garber	970	F970
"SNOOKEY OOKUMS" and "ROOTEE TOOTEE" Joe "Fingers" Carr	1074	F1074
"MAMBO JAMBO" Dave Barbour	973	F973
"NO OTHER LOVE" and "SOMETIME" Jo Stafford	1053	F1053
WESTERN		
TEX WILLIAMS "Happy Feet"	1087	F1087
TEX RITTER "I've Got Five Dollars And It's Saturday Night"	1071	F1071
FOY WILLING "Sometime"	1070	F1070
JIMMY WAKELY "Sugar Plum Kisses"	1066	F1066
OLE RASMUSSEN "Sleepy Eyed John"	1049	F1049
EDDIE KIRK "Sugar Baby"	1048	F1048
MERLE TRAVIS "Cane Bottom Chair"	1029	F1029
JIMMY WAKELY "Under The Anheuser Bush"	1024	F1024
HANK THOMPSON "Take A Look At This Broken Heart Of Mine"	1016	F1016
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone"	952	F952

Capitol RECORDS HOLLYWOOD

SURE LURES FOR SUMMER SALES

JO STAFFORD

"NO OTHER LOVE"
Flip for:
"SOMETIME"
Paul Weston and His Orchestra
78 rpm No. 1053 • 45 rpm No. F1053

A Capitol tops for ops

"PLAY A SIMPLE MELODY"
Flip for: "PAGAN LOVE SONG"
Paul Weston and His Dixie Eight
78 rpm No. 1039 • 45 rpm No. F1039

JAN GARBER AND HIS ORCHESTRA

"I Love You Because"
COUPLED WITH "COME BACK TO ME"
78 rpm No. 983 • 45 rpm No. F983

A Capitol tops for ops

"I WANNA BE LOVED" and "REMEMBER ME"
Vocal by Dottie O'Brien 78 1044 45 F1044

"KEEP YOUR EYES ON THE STARS"
and "THE SHADE WENT UP" 1062 F1062

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The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

The Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending June 30

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			
5	4	1.	MONA LISA	Nat "King" Cole and the Trio Cap(78)1010; (45)F-1010—ASCAP	
9	1	2.	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork ..Dec 27007—ASCAP	
14	6	3.	MY FOOLISH HEART	G. Jenkins Ork ..Dec 24830—ASCAP	
10	3	4.	HOOP-DEE-DOO	K. Starr-F. DeVol Ork Cap(78)980; (45)F-980—ASCAP	
11	5	5.	HOOP-DEE-DOO	P. Como-The Fontane Sisters V(78)20-3747; (45)47-3747—ASCAP	
14	14	6.	THIRD MAN THEME, THE	G. Lombardo Ork ..Dec 24839—ASCAP	
15	11	7.	THIRD MAN THEME, THE	A. Karas London(78)536; (45)30008—ASCAP	
9	18	8.	BEWITCHED	P. Rugolo Ork-M. Torme Cap(78)1000; (45)F-1000—ASCAP	
20	2	9.	SENTIMENTAL ME	Ames Brothers Coral 60140; Coral 60173—ASCAP	
7	9	10.	BEWITCHED	D. Day Col(78)38698; (33)1-480—ASCAP	
3	—	11.	I WANNA BE LOVED	Fontane Sisters-H. Winterhalter Ork and Chorus V(78)20-3772; (45)47-3772—ASCAP	
9	15	12.	BEWITCHED	G. Jenkins Ork ..Dec 24983—ASCAP	
7	13	12.	COUNT EVERY STAR	R. Anthony Cap(78)979; (45)F-979	
11	7	14.	SENTIMENTAL ME	R. Anthony Ork-R. Deauville Cap(78)923; (45)F-923—ASCAP	
3	8	15.	I WANNA BE LOVED	B. Eckstine MGM 10716—ASCAP	
3	26	16.	BONAPARTE'S RETREAT	K. Starr Cap(78)936; (45)F-936—BMI	
12	22	17.	MY FOOLISH HEART	B. Eckstine MGM(78)10623; (45)45-8015—ASCAP	
1	—	18.	TZENA, TZENA, TZENA	G. Jenkins Ork-The Weavers ..Dec 27077—ASCAP	
2	—	19.	I DIDN'T SLIP I WASN'T PUSHED, I FELL	D. Day-Mellomen Col(78)38818; (33)1-637—ASCAP	
6	12	20.	BEWITCHED	Harmonicats-J. August Mercury(78)5399; (45)5399X45—ASCAP	
5	24	21.	THIRD MAN THEME, THE	F. Martin Ork (78)20-3797; (45)47-3797—ASCAP	
9	—	21.	SENTIMENTAL ME	R. Morgan Ork ..Dec 24904—ASCAP	
4	17	23.	BLIND DATE	M. Whiting-B. Hope Cap(78)1042; (45)F-1042—ASCAP	
3	25	24.	VIE EN ROSE, LA	P. Weston Ork Cap(78)890; (45)F-890—ASCAP	
11	16	25.	BEWITCHED	B. Snyder Ork Tower 1473—ASCAP	
7	—	26.	ARE YOU LONESOME TONIGHT?	B. Barron Ork MGM 10628—ASCAP	
1	—	26.	M-I-S-S-I-S-S-I-P-P-I	B. Darnel ...Coral 60220—BMI	
4	—	28.	BEWITCHED	Honeydreamers-L. Green Ork V(78)20-3726; (45)47-3726—ASCAP	
23	10	29.	IT ISN'T FAIR	S. Kaye Ork-D. Cornell V(78)20-3609; (45)47-3115—ASCAP	
2	—	29.	SAM'S SONG	J. "Fingers" Carr Cap(78)962; (45)F-962—ASCAP	

Vox Jox

PREEMS . . . Doug Nunn, WKRC, Cincinnati, moves over to WNOP, Newport, Ky., succeeding Roy Gilligan, who has joined Procter & Gamble's radio advertising department. Other new additions to WNOP staff, include Bob Weis, ex-WMOH, Hamilton, O.; Grandpappy, Earle Davis, new program director, and Tom Molloy. . . . Roger Stevens, WGCD, Chester, S. C., is spinning 'em on the "Night Hawk" show. . . . Polka King Victor Zembruski teed off two radio shows this month over WATR, Waterbury, Conn., and WTOR, Torrington, Conn. . . . Larry Wilson, WNOE, New Orleans, tagged as guest d. j. for Chesterfield's "ABC's of Music" show Wednesday (12). . . . Mal Bellairs has left WCFL, Chicago to free-lance. . . . Joe Rico, WWOL, Buffalo, moved his "Record Sessions" outdoors, this month, via a remote from Main Street. . . . Jo Stafford's Radio Luxembourg d. j. show "Time for a Song," renewed for second 25 weeks. . . . Grant Turner takes over Snooky Lanson's WSM, Nashville show, while the latter cuts several sides for London in New York. . . . Dave Cobb is piloting "Music City Jamboree," new early morning airer for same station. . . . WOAK-FM, Chicago, has "female hearts a-flutter again," according to its press release, which says "Jim" is back on the air with "Request Time" and an original poetry airer "Moonbeams." . . . Bruce Fleming has taken over "Off the Record" on KSON, San Diego, Calif. . . . Paul Berlin, ex-WHHM, Memphis, is doing a daily show on KUNZ, Houston. . . . Ralph, the Jolly Miller, formerly with WOWO, Fort Wayne, Ind., and WKAN, Kankakee, Ill., has joined WHBO, Sulphur Springs, Fla. . . . Bob Mack, summer man at WMTR, Morristown, N. J., has rejoined the station as staff announcer. Big time guitarist, Benny Heller, launched a daily platter show over WMID, Atlantic City, this month. . . . Three new fems, who joined music library of WCKY, Cincinnati, this week, are Janet Kendall, ex-WCTS music librarian; Lois Stevenson and Faye Hauer.

SPONSOR STUFF . . . Royal Crown Cola and Royal Crown Hair Oil buying time on Fletcher Smith's show, WTNC, Thomasville, N. C. . . . Bayer Aspirin is new advertiser for Sterling Campbell, WWOL, Buffalo. . . . Ralph Moffatt, WCCO, Minneapolis, reports sale of weekly hour show to Chet Groth Music Company. . . . Cook Chemical has signed a 13-week contract with Jim Anderson, WIRK, West Palm Beach, Fla. . . . Dodge Caps on for 14 weeks with Glenn Hill, KXRX, San Jose. . . . Libby-McNeil-Libby plugging Libby Peas on Jack Rye airer, KTSM, El Paso, Tex. . . . Bob Brown, WMID, Atlantic City, claims to be the first local d. j. to originate "a completely commercial local program." Says all sales on his daily 3 to 5 p.m. airer were "made direct." . . . Borden's has bought 26 weeks on Barry Wood broadcast, WSBA, York, Pa. . . . Beaming Billy Swanwick, WALL, Goshen, N. Y., has landed a 13-week contract with Salteen thru Hershey McGillvra Agency.

GIMMIX . . . Cincinnati d. j.'s and record salesmen are staging weekly baseball games with local teams (firemen, police, fems, civic groups) to raise funds for the American Cancer Society. The games are televised. Walter Phillips, WCPO, is field boss, and Carl Strohbach, Mercury, is business manager. Other d. j.'s playing ball for charity include Paul Dixon, WCPO; Leo Underhill, and Rex Dale, WCKY; Don Arthur and Will Lenay, WSAI; Paul Hodges, WKRC; Earl Davis and Bob Weiss, WNOP, and Paul Cowley, WLW-T.. Diskeries represented are Victor, Decca, Capitol, Mercury, Coral and London. . . . John Blashill, KVOE, Santa Ana, Calif., ran out of merchandise on his giveaway platter show last week, so he gifted listeners with live kittens. Feline prizes were "original property of my cat." . . . Tap Taplin, WEBR, Buffalo, is launching an appeal for listeners to turn in unwanted records, which are in good condition, to their nearest dealer for contribution to the Buffalo Veterans' Hospital. Taplin says dealers are also making disk donations. . . . Rusty Austin, WBUD, Morrisville, Pa., writes that the station's entire staff staged a 16-hour campaign this month to raise money for the homeless people of South Amboy, N. J. Disk stars and prominent officials guested, and appeals were made by Bernie Cosnoski, on his Polish airer; Barbara Steiner, on her Hungarian show; d. j. Bob Kent, and fem spinner Austin herself. . . . Tubby Walthall, WSVS, Crewe, Va., offers listeners a weekly prize for best household hints submitted to his "First Call To Lunch" broadcast. . . . Cliff Miller, KBUC, Corona, Calif., has listeners introduce his "Circle City Dance Time" via a telephone beeper gimmick. . . . Perry Brown, WNDR, Syracuse, reports nice reaction to his "Swap Shop," which invites listeners to swap items and recruits furniture for the needy. . . . Charleston contest judges at New York's Coq Rouge nitery last week included Bill Tayor, WOR, New York, and Bill Gordon, WNEW, New York. . . . Chippy and Chirpy, a couple of real canaries, brighten up Fred Rawlinson's early morning "Rise and Shine" show on WJEJ, Hagerstown, Md. . . . G. D. Warland, KJFJ, Webster City, Ia., broadcasts his request show from the banks of Boone River during the fishing season, and awards prizes for the biggest, smallest and most unusual catches. . . . Mr. Tall and Mr. Small, featuring Harry Downie (6 feet, four) and Bill Reynolds (five feet, seven), preemed over WSTC, Stamford, Conn., this month with a couplet contest. Listeners are urged to pair sweet and hot songs to make a couplet (i. e. "I'm Just Wild About Harry" and "My Bill.")

TREND TALK . . . L. Masingill, WDEF, Chattanooga, has "had a lot of response lately to a couple of old ones, Leo Reisman's 'Spellbound' on Decca and Victor's 'Marching Through Georgia' by the Massed Bands of the Aldershot Command. If they're released I'll buy the first copies." . . . "Whether they want it or not Dixieland has taken this area, via constant playing. We decided to push Krupa's Chicago Jazz and now dealers are selling 'em fast. Guess it proves d. j.s do guide the public taste," writes Bill Ramsay, WIRC, Hickory, N. C. . . . Dick Smith, WMTW, Portland, Me., polled 3,538 local high school students to determine their platter preference for his teen-age "Saturday Date" broadcast. Results showed 3,377 listen to disk jockey programs with pop records listed as favorite. Classical polled 324 and Progressive only pulled 67. Guy Lombardo beat Vaughn Monroe out by more than 400 votes for top ork, and Bing Crosby also bested Monroe for favorite male vocalist honor. Doris Day pulled most votes of entire contest for favorite fem warbler with 1,723 to Dinah Shore's 416. Six all-time song favorites were, in order named: "Star Dust," "My Foolish Heart," "Sentimental Me," "It Isn't Fair," "There's No Tomorrow" and "Daddy's Little Girl."

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, June 23, 8 a.m., and ending Friday, June 30, 8 a.m.)

Are You Lonesome Tonight? (R).....Bourne—ASCAP
Ask Me No Questions (R).....Witmark—ASCAP
Bewitched (R).....Chappell—ASCAP
C'est Si Bon (R).....Leeds—ASCAP
Count Every Star (R).....Paxton—ASCAP
Cry, Cry, Cry (R).....Advanced—ASCAP
Darn It Baby, That's Love (R).....Chappell—ASCAP
Dearie (R).....Laurel—ASCAP
Down the Lane (R).....Broadcast Music—BMI
Drifting Down the Dreamy Old Ohio (R).....E. H. Morris—ASCAP
Gone Fishin' (R).....Feist—ASCAP
Home Cookin' (R).....Famous—ASCAP
Hoop-Dee-Doo (R).....E. H. Morris—ASCAP
I Didn't Know What Time It Was (R).....Chappell—ASCAP
I Didn't Slip, I Wasn't Pushed, I Fell (R).....Remick—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 Comiag (R).....Robert—ASCAP
If You Were Only Mine (R).....Robbins—ASCAP
I'm Gonna Paper All My Walls With Your Love Letters (R).Soday—BMI
La Vie En Rose (R).....Harms—ASCAP
Mambo Jambo (R).....Peer—BMI
Mona Lisa (F) (R).....Famous—ASCAP
My Foolish Heart (F) (R).....Santly-Joy—ASCAP
Old Piano Roll Blues (R).....Leeds—ASCAP
Play a Simple Melody (R).....Berlin—ASCAP
Sam's Song (R).....Sam Weiss—ASCAP
Sentimental Me (R).....Knickerbocker—ASCAP
Sometime (R).....Witmark—ASCAP
Stay With the Happy People (R).....E. H. Morris—ASCAP
Third Man Theme, The (F) (R).....Chappell—ASCAP

Note: In the June 24th issue the publisher of "Heart of Stone" was incorrectly listed in Songs With Greatest Radio Audiences. The correct publisher is Pic (ASCAP).

Materiale protetto da copyright

"TOP Mercury POPS"

Frankie Laine
"STARS AND STRIPES"
Flip Side
"THANKS FOR YOUR KISSES"
MERCURY 5421
"EXACTLY LIKE YOU"
Flip Side
"YOU'RE WONDERFUL"
MERCURY 1179

Vic Damone
"VAGABOND SHOES"
Flip Side
"I HADN'T ANY ONE TILL YOU"
MERCURY 5429
"TZENA, TZENA, TZENA"
Flip Side
"I LOVE THAT GIRL"
MERCURY 5454

Patti Page
A SCOOP! FIRST OUT!
"ALL MY LOVE"
Flip Side
"ROSES REMIND ME OF YOU"
MERCURY 5455

Kay Brown
"COTTON CANDY"
Flip Side
"THANKS FOR THE BUGGY RIDE"
MERCURY 5430

Richard Hayes
First Out! First In!
(The Hit Listings)
"SAY WHEN"
Flip Side
"OUR VERY OWN"
MERCURY 5441

•

Brand New! Just Out!
"WHY FIGHT THE FEELING"
Flip Side
"IRON HORSE"
MERCURY 5456

Eddy Howard
ANOTHER SMASH HIT!
"I DO BETTER UP IN THE MOUNTAINS"
Flip Side
"MY HEART ISN'T IN IT"
MERCURY 5453
"AMERICAN BEAUTY ROSE"
Flip Side
"SEEMS LIKE YESTERDAY"
MERCURY 5433

Betty Chapel
"MAY I TAKE TWO GIANT STEPS"
Flip Side
"I DIDN'T SLIP, etc."
MERCURY 5446

Harry Geller
And His Orchestra
"SAM'S SONG"
Flip Side
"1812"
MERCURY 5450

Two Ton Baker
"LET'S DO IT AGAIN"
Flip Side
"KANSAS CITY KITTY"
MERCURY 5445

Alexander Brothers
"GOODNIGHT IRENE"
Flip Side
"WONDERBAR"
MERCURY 5448

Kitty Kallen
"I GOT TOOKIN' "
Flip Side
"IF YOU SMILE AT THE SUN"
MERCURY 5452

King Sisters
"HAPPY FEET"
Flip Side
"BY YOUR FIRST NAME"
MERCURY 5449

STILL RIDING HIGH!

"Bufallo Billy"
ROBERTA QUINLAN, JAN AUGUST & HARMONICATS
Flip Side . . . "NEVER HAD A WORRY"
Mercury 5420

"Bewitched"
JAN AUGUST AND HARMONICATS
Flip Side . . . "BLUE PRELUDE"
Mercury 5399

"I Wanna Be Loved"
DINAH WASHINGTON
Flip Side . . . "LOVE WITH MISERY"
Mercury 8181

"Sun Don't Shine"
PATTI PAGE
Flip Side . . . "PAPER ALL MY WALLS"
Mercury 5396

Only Mercury has the Hits on NON BREAKABLE RECORDS

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

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

PART IV

Based on reports received last three days of Week Ending June 30

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			
18	1	1.	THIRD MAN THEME, THE	A. Kavas	Cafe Mozart Waltz	London(78)536, (45)30005—ASCAP
5	5	2.	MONA LISA	Nat "King" Cole & The Trio	Greatest Inventor of Them All, The	Cap(78)1010, (45)F-1010—ASCAP
17	2	3.	THIRD MAN THEME, THE	G. Lombardo	Cafe Mozart Waltz	Dec 24839—ASCAP
9	4	4.	I WANNA BE LOVED	Andrews Sisters	I've Just Got To Get Out of the Habit	G. Jenkins Ork. Dec 27007—ASCAP
11	6	5.	HOOP-DEE-DOO	P. Como-The Fontane Sisters	On the Outgoing Tide	V(78)20-3747, (45)47-3747—ASCAP
11	8	6.	BEWITCHED	G. Jenkins Ork.	Where in the World	Dec 24983—ASCAP
12	7	7.	BEWITCHED	B. Snyder Ork.	Drifting Sands	Tower 1473—ASCAP
18	11	8.	MY FOOLISH HEART	G. Jenkins Ork.	Don't Do Something To Someone Else	Dec 24830—ASCAP
21	9	9.	SENTIMENTAL ME	Ames Brothers	Rag Mop and/or Blue Prelude	Coral 60140, Coral 60173—ASCAP
4	9	10.	I WANNA BE LOVED	B. Eckstine	Stardust	MGM 10716—ASCAP
9	14	11.	COUNT EVERY STAR	H. Winterhalter	Flying Dutchman, The	V(78)20-3697, (45)47-3221—ASCAP
2	23	11.	TZENA, TZENA, TZENA	G. Jenkins Ork and the Weavers	Goodnight, Irene	Dec 27077—ASCAP
9	13	13.	BEWITCHED	D. Day	Imagination	Col(78)38698; (33)1-480—ASCAP
15	10	14.	MY FOOLISH HEART	B. Eckstine	Sure Thing	MGM 10623—ASCAP
5	18	15.	BEWITCHED	Honeydreamers-L. Green Ork	If I Had You on a Desert Island	V(78)20-3726; (45)47-3726—ASCAP
11	12	16.	SENTIMENTAL ME	R. Morgan Ork.	Copper Canyon	Dec 24904—ASCAP
4	21	17.	BONAPARTE'S RETREAT	K. Starr	Someday Sweetheart	Cap(78)936; (45)F-936—BMI
22	20	18.	IT ISN'T FAIR	S. Kaye Ork-D. Cornell	My Lily and My Rose	V(78)20-3609; (45)47-3115—ASCAP
2	—	19.	NOLA	L. Paul	Jealous	Cap(78)1014; (45)F-1014—ASCAP
7	15	20.	OLD PIANO ROLL BLUES, THE	H. Carmichael-C. Daley	Stay With the Happy People	Dec 24977—ASCAP
1	—	21.	MONA LISA	A. Lund	When My Stage Coach Reaches Heaven	MGM 10689—ASCAP
9	16	22.	ROSES	S. Kaye Ork.	Tiddley Winkin Woo	V(78)20-3784; (45)47-3754—BMI
10	18	22.	MY FOOLISH HEART	M. Carson	Candy and Cake	V(78)20-3681; (45)47-3204—ASCAP
5	—	22.	SENTIMENTAL ME	R. Anthony Ork.	Spaghetti Rag	Cap(78)923; (45)F-923—ASCAP
1	—	25.	GOODNIGHT, IRENE	G. Jenkins and the Weavers	Tzena, Tzena, Tzena	Dec 27077
4	25	26.	SAM'S SONG	J. "Fingers" Carr	Ivory Rag	Cap(78)962; (45)F-962—ASCAP
7	17	27.	BEWITCHED	J. August and the Harmonicats	Blue Prelude	Mercury(78)5399; (45)5399X45—ASCAP
8	27	27.	OLD PIANO ROLL BLUES	L. Cook	Why Do They Always Say No?	Abbey 15003—ASCAP
3	29	27.	BLIND DATE	M. Whiting-B. Hope-B. May Ork.	Home Cookin'	Cap(78)1042; (45)F-1042—ASCAP
2	23	27.	VAGABOND SHOES	V. Damone-G. Disser Ork	I Hadn't Anyone Till You	Mercury(78)5429; (45)5429X45—ASCAP
6	—	27.	HOOP-DEE-DOO	K. Starr-F. DeVol Ork	Woman Likes To Be Told, A	Cap(78)980; (45)F-980—ASCAP

Dealer Doings

MERCHANDISING TIPS . . . The long-time problem of keeping track of special orders has been solved, according to **Al Meyer, Town & Country Music, Westwood, N. J.** A green stock envelope is made up, for each special order, carrying the title, customers name, address and phone number. When received and being filed, the clerk automatically has the special order information at hand. . . . **Mark Music Company,** Milwaukee, reports that a sale can usually be made even when the requested disk is not in stock. The trick is to be ready with a fast and enthusiastic suggestion about another disk. Only a few customers insist on the original request. . . . **Gates Home Appliances,** Covington, Ky., suggests that stuffers, supplements and other printed matter always should be placed inside the record sleeve—not the bag in which the disk is carried. It makes it impossible for the buyer to fail to see the literature. . . . **Mills Music Company,** Topeka, Kan., reports that sales of 45 and 33 r.p.m. disks have been doubled by giving them more extensive display. "We had treated these speeds as orphans, as many dealers are still doing. Maybe our experience might be of help to these dealers." . . . **Lois Epstein,** Jimmy Skinner's Record Shop, Cincinnati, suggests writing up each and every sale in order to get the customer's name and address for future direct mail or telephone selling. The list is used each time new releases are received. . . . **House of Music,** Stockton, Calif., reports doing a large mail order business by offering a free disk with every three purchased or a free storage album with every 10 disks purchased. The shop specializes in Western platters. . . . **Stanley J. Lewis,** Stan's Record Shop, Shreveport, La., reports good results with sponsorship of two rhythm and blues disk jockey shows. Hits can be made this way, says Lewis. During slow months the shop offers one free disk with every three purchased. The free disk is from overstock.

ADVANCE PLUGS BAD? . . . Gripe from **Music Center,** Twin Falls, Idaho, reads, "Too often records are sent to radio stations a week or more before they are listed on new releases and then it's another two or three weeks wait before we get them." . . . "We find that disk jockeys play the new releases too far in advance of the release to us. Customers ask for these new numbers as soon as they hear them, but when they have to wait a week or so they lose interest."—**Henry F. Bardes,** United Radio & Battery Company, Brooklyn. . . . "Why, oh why, do disk jockeys play a record to death even before it gets a fighting chance? Who wants to buy a record if every-time the radio is turned on you can hear it for free?"—**Cudahy Record Shop,** Cudahy, Wis. . . . "It would be grand if disk jockeys wouldn't play a record to death even before it gets on the dealer's shelves."—**Altone Music,** West Allis, Wis. . . . "It seems that all major companies release records to radio stations a few weeks in advance of release to distributors. Therefore many songs are 'played out' before the retailer can get them. I wish we were able to have these coming hits in stock when the customers first hear them over the radio."—**Charles M. Wood,** W. N. C. Book Store, Canton, N. C.

BEEFS AND GRIPES . . . "We've trouble with eccentric grooving on records."—**I. E. Sassaman, Modern Music Centre,** Tamaqua, Fla. . . . "It's almost impossible to get immediate delivery on a good tune. Distributors should keep enough records in stock to fill the demand of the record shops."—**Tanner Home & Auto Supply,** Wichita, Falls, Tex. . . . "My pet peeve is that my profit on records is on my shelves. It is very difficult for a small-town dealer to order properly on the supposed hit disks. I think the record companies should allow full return privileges on the hits, just as the sheet music jobbers do. Then we wouldn't be afraid to stock our shelves with a more complete selection."—**Hahn Music Box,** St. Augustine, Fla. . . . "Why are New York dealers allowed to cut prices on LP records? We're just starting a nice, new, clean business, and some people are ready to ruin it. Haven't the record companies any control over prices? Why does anyone get into the record business to ruin it for all concerned?"—**The Outlet Company,** Providence.

SKIP'S BEACH CLUB . . . **Skip's Gay House of Music,** Myrtle Beach, S. C., has started a series of hour-long broadcasts to be aired Saturday afternoons on WMRA. An interesting gimmick, aside from the fact that the show is aired from the shop's window, is that the disk jockey uses record players and attachments right from stock to play the disks on the air. Thus the shop demonstrates the players to window watchers and radio listeners at the same time. The window is arranged with suitable props and photos of recording artists. The program is handled by **Otis Humphrey,** manager of the disk department and former program manager of the local radio station. Tunes played are all listener requests based on votes received. Prizes are also offered each show for winners of various contest gimmicks. A recent gimmick was to guess the numbers of records stocked by the disk shop.

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		
21	1	1.	CINDERELLA (Two Records)	I. Woods and Others. . . V(78)Y-399; (45)WY-399
17	2	2.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks. . . Cap(78)CBX-3056; (45)CBXF-3056; (33)HX-3052
108	3	3.	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig. . . Cap BBX-34; DBX-114
107	7	4.	LITTLE TOOT (One Record)	Don Wilson-The Starlighters. . . Cap(78)DAS-80; (45)CASF-3001
37	6	5.	WOODY WOODPECKER AND HIS TALENT SHOW	M. Blanc-B. May Ork. . . Cap(78)DBX-3032; (45)CBXF-3032
27	5	6.	KOWOY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene Ork. . . V(78)Y-397; (45)WY-397
5	9	7.	FRANCIS THE TALKING MULE (One Record)	Chill Wills, Narrator . . . Cap(78)CAS-3071; (45)CASF-3071
7	10	8.	TOM AND JERRY AT THE CIRCUS (Two Record)	F. DeSales and C. Biever. . . MGM 51
95	8	9.	BUGS BUNNY (Three Records)	Mel Blanc. . . Cap(78)CC-64; (45)CCF-3004
33	15	10.	LITTLE ENGINE THAT COULD (Two Records)	P. Wing. . . V Y-341
43	11	11.	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston. . . Cap DBX-3021
32	12	11.	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May Ork. . . Cap(78)DBX-3033; (45)CBXF-3033
10	4	13.	ME AND MY TEDDY BEAR (One Record)	R. Clooney-P. Faith Ork. . . Col MJV-70
1	—	13.	BUFFALO BILLY (One Record)	R. Rogers. . . V(78)21-0331; (45)47-0227
7	13	15.	STORY OF THE GOLDEN PALOMINO, THE (One Record)	B. Benson . . . Dec K-2

POP ALBUMS

60	1	1.	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza. . . Col(78)MM-850; (33)ML-4180
14	2	2.	YOUNG MAN WITH A HORN, A (Four Records)	Doris Day-H. James Ork. . . Col(78)C-196; (33)CL-6106
11	3	3.	CINDERELLA (Two Records)	I. Woods and Others. . . V(78)Y-399; (45)WY-399
5	4	4.	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel. . . MGM(78)50; (33)E-509
4	5	5.	HARMONY TIME (Four Records)	The Chordettes. . . Col(78)C-201; (33)CL-6111
24	7	6.	DIXIE BY DORSEY (Four Records)	J. Dorsey Ork. . . Col(78)C-196; (33)CL-6095
17	5	7.	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records)	R. Flanagan. . . V(78)P-268; (45)WP-268
15	8	8.	INNOVATIONS IN MODERN MUSIC (Four Records)	Stan Kenton Ork. . . Cap(78)EDL-189; (45)KDM-189; (33)P-189
2	—	9.	HONKY TONK PIANO (Three Records	R. Turner-M. Ash-L. Busch. . . Cap(78)CC-187; (45)CCF-187; (33)H-188
5	—	10.	KISS ME, KATE (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond . . . Col(78)C-200; (33)ML-4140

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The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending June 30

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 1.

POSITION Weeks to date	Last Week	This Week		
18	1	1.	THIRD MAN THEME, THE.....G. Lombardo Ork.....Dec 24839—ASCAP	
9	2	2.	I WANNA BE LOVED.....Andrews Sisters-G. Jenkins Ork.....Dec 27007—ASCAP	
4	10	3.	MONA LISA.....Nat "King" Cole & The Trio.....Cap(78)1010, (45)F-1010—ASCAP	
20	3	4.	SENTIMENTAL ME.....Ames Brothers.....Coral 60140, Coral 60173—ASCAP	
10	5	5.	BEWITCHED .....G. Jenkins Ork.....Dec 24983—ASCAP	
11	4	6.	HOOP-DEE-DOO .....P. Como-The Fontane Sisters.....V(78)20-3747, (45)47-3747—ASCAP	
11	8	7.	MY FOOLISH HEART.....G. Jenkins Ork.....Dec 24830—ASCAP	
11	6	8.	THIRD MAN THEME, THE.....A. Karas.....London(78)536, (45)30005—ASCAP	
12	8	8.	SENTIMENTAL ME.....R. Morgan Ork.....Dec 24904—ASCAP	
11	15	10.	MY FOOLISH HEART.....B. Eckstine.....MGM(78)10623; (45)45-8015—ASCAP	
9	19	11.	OLD PIANO ROLL BLUES, THE.....H. Carmichael & C. Daley.....Dec 24977—ASCAP	
6	30	12.	BONAPARTE'S RETREAT.....K. Starr.....Cap(78)936, (45)F-936—BMI	
			(K. Starr, Cap(78)936, (45)F936; L. McAuliffe, Col(78)20706, (3312-664.)	
8	13	13.	HOOP-DEE-DOO .....K. Starr-F. DeVol Ork.....Cap(78)980, (45)F-980—ASCAP	
6	30	13.	BEWITCHED .....L. Green-Honeydreamers.....V(78)20-3726, (45)47-3726—ASCAP	
10	10	15.	ROSES .....S. Kaye Ork.....V(78)20-3754, (45)47-3754—BMI	
			(R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 22-0306; S. Larson-J. Pleis Ork, London 682; D. Haymes-4 Hits and a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine, MGM 10664; K. Griffin, Col(78)38826, (3311-647; G. Gates, Coral 60235)	
8	15	15.	BEWITCHED .....J. August & The Harmonicats.....Mercury(78)5399, (45)5399X45—ASCAP	
5	10	17.	BEWITCHED .....D. Day...Col(78)38698, (3311-480—ASCAP	
10	25	18.	MY FOOLISH HEART.....M. Carson .....V(78)20-3681, (45)47-3204—ASCAP	
9	7	19.	BEWITCHED .....B. Snyder Ork.....Tower 1473—ASCAP	
23	14	19.	IT ISN'T FAIR.....S. Kaye Ork-D. Cornell.....V(78)20-3609, (45)47-3115—ASCAP	
			(A. White Ork, Varsity 261; B. Goodman Ork, Cap 860; B. Farrell, MGM 10637; L. Brown, Col 38735; F. Miller, King 15034; J. Marine, Dec 24895; R. Hayes, Mer 5382; B. Harrington-3 Beaus & a Peep, Coral 60156; D. Washington-T. Stewart's Ork, Mer 8169.)	
2	25	19.	TZENA, TZENA, TZENA.....G. Jenkins-Weavers.....Dec 27077—ASCAP	
			(The Weavers, Dec 27053; M. Miller Ork & Chorus, Col 38005.)	
3	25	22.	I WANNA BE LOVED.....D. Washington.....Mercury 8181—ASCAP	
2	25	22.	BONAPARTE'S RETREAT.....G. Krupa Ork.....V(78)20-3766, (45)47-3766—BMI	
2	—	22.	M-I-S-S-I-S-S-I-P-P-I .....R. Foley.....Dec 46241—BMI	
			(E. Fitzgerald-4 Hits & a Miss, Dec 27061; Bradford & Romano, V(78)20-3808, (45)47-3808; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; R. Foley, Dec 46241; B. Darnell-P. Ross Ork, Coral 60220; K. Starr-F. DeVol Ork, Cap 1072.)	
1	—	22.	I DIDN'T SLIP, I WASN'T PUSHED, I FELL.....B. Crosby.....Dec 27018—ASCAP	
			(B. Crosby-S. Oliver Ork, Dec 24018; L. Kirk, V 20-3823; B. Chapel, Mer 5446.)	
1	—	22.	THIRD MAN THEME, THE.....F. Martin Ork.....V(78)20-3797, (45)47-3797—ASCAP	
1	—	22.	THIRD MAN THEME, THE.....V. Young Ork.....Dec 27048—ASCAP	
2	20	28.	SAM'S SONG.....J. "Fingers" Carr.....Cap(78)962, (45)F-962—ASCAP	
			(V. Young Ork, Dec 27033; F. Martin Ork, V(45)47-3798; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Harper-M. Klein's Dixieland Band-4 Hits & a Miss, Col 38876; Melodeons, MGM 10743; N. Geller Ork-The Tune-Timers, Mer 5450; L. Noble, Coral 60250.)	
3	22	28.	STARS ARE THE WINDOWS OF HEAVEN .....Ames Brothers.....Coral 60209—ASCAP	
			(Andrews Sisters-G. Lombardo Ork, Dec 24965; P. Allison-J. Fascinato Ork, V 20-3727; J. Desmond, MGM 10736; H. Brandon, London 606)	
10	30	30.	HOOP-DEE-DOO .....Doris Day-Mellomen-G. Wyle Ork.....Col(78)38771, (3311-591—ASCAP	
4	—	30.	HOOP-DEE-DOO .....R. Morgan Ork.....Dec 24986—ASCAP	

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.

The Billboard MUSIC POPULARITY CHARTS PART VI

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.	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork, Col(33)ML-4308.
3	2.	Rachmaninoff Concerto for Piano & Ork, No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Goischmann, V(33)LM-1006.
5	3.	Beethoven Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V(33)LM-1042.
4	4.	Bach: Well-Tempered Clavicord, W. Landowska, V(33)LM-1017.
—	5.	Tchaikovsky: Symphony No. 6 in B Minor, Vienna Philharmonic Ork, H. Von Karajan, conductor, Col(33)ML-4299.

Best Selling 45 RPM Classical Titles

Last Week	This Week	
2	1.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor, V(45)WDM-920.
3	2.	Puccini: Highlights from Madame Butterfly, L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissman, conductor, V(45)WDM-1068.
—	3.	Bach: Well-Tempered Clavicord, W. Landowska, V(45)WDM-1338.
1	4.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Goischmann, conductor, V(45)WDM-1075.
—	5.	Rossini: William Tell, NBC Symphony Ork, A. Toscanini, director, V(45)WDM-605.
—	5.	Kurt Weill: Down in the Valley, M. Bell, K. Smith, W. McGraw, R. Jacquemont, R. Barrows, RCA Victor Ork, P. Herman Alder, director, V(45)WDM-1367.

Advance Classical Record Releases

(Includes Semi-Classics)

A. Adam: Giselle Ballet Music Album—Orchestra of the Royal Opera House-Covent Garden-C. Lambert, Dir. (A. Bliss: Miracle In) (1-10") Col (33) ML 2117

Alt Wien—J. Melton (Wien, Wien) V(78)10-1540; (45)49-1170

Arthur Bliss: Miracle in the Gorbals-Ballet Suite Album—Orchestra of the Royal Opera House-Covent Garden-C. Lambert, Cond. (Adam: Giselle) (1-10") Col (33) ML 2117

Ave Maria Album—J. Dragonette-A. De Monfred (3-10") Col(78)MM916; (33)ML2115 Franck: Panis Angelicus; Gregorian, Mode 111; Pange Lingua, Tantum Ergo; Ritter: Holy God, We Praise Thy Name; Traditional: Jesus, My Lord, My God; Mother Dear O Pray for Me; O Lord I Am Not Worthy; O Sacred Heart; O Love Divine

Bach: Concerto No. 1 in D Minor for Piano and Orchestra and Sonata No. 3 in C Major for Violin Unaccompanied Album—E. Istomin-Busch Chamber Players, A. Busch, Cond. (1-12") Col(78)MM-624 & MM-926, (33)ML-4309

J. S. Bach: Concerto in A Minor Album—P. Lubo-shutz-C. Nemenoff (2-12") V(78)DM1378; (45)-WDM1378

Berceuse—L. Stokowski Symphony Ork (Valse Triste) V(78)12-1191; (45)49-1168

Brahms Hungarian Dances Album—Decca Concert Ork—H. Horlick, Cond. (1-10") Dec (33) DL 5210

L. Boccherini: Sonata No. 6 in A Major for Violincello and Pianoforte Album—B. Greenhouse-A. Makas (1-12") (G. Valentini: Sonata) Renaissance (33) XR 11

Cesare Siepi in Opera Recital Album—C. Siepi (1-12") Cetra(33)50,035

Donizetti: Il Campanello Album—C. Scarangella-S. Bruscantini-M. Truccato Pace-R. Capecchi-A. Mercuriali-Orchestra & Chorus of Radio Italiana, A. Simonetto, Cond. (1-12") Cetra(33)50,027

Duse of Song Album, The—C. Muzio (1-12") Esoteric (33) ES-LP 502

Every Mail Day—C. London-J. Blatt (Night-Herding) V(78)10-1536; (45)49-1120

G. Gabrielli: Canzonas for Brass Choris Album—New York Brass Ensemble-S. Baron, Cond. (1-12") Esoteric (33) ES-LP 503

Gershwin: Rhapsody in Blue Album—Jose & Amparo Iturbi-RCA Victory Symphony Ork, J. Iturbi, Cond. (2-7") V(78)DM-1366, (45)WDM-1366, (33)LM-23

Granada—M. Lanza (Lolita) V(78)12-1191;(45)49-1168

Haydn: Quartet in D, Op. 64, No. 5 Album (Lark)—Hungarian String Quartet V(78)DM1377; (45)-WDM1377

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, 0-59, poor.

MOZART: SERENADE NO. 5 and SYMPHONY No. 22—Vienna Symphony Ork-H. Swoboda, conductor — **67**
Westminster (33) WL-50-5

The Serenade No. 5 is one of three Mozart serenades in D Major. In seven movements, the work is full of Mozartian inventiveness, variation and pure melody, with an essentially happy character. The Symphony No. 22 is a short (some eight minutes in length) work in three movements. Both works are played with dash and free flowing vitality, faithfully recorded. Not likely to have mass appeal, this disking figures to enjoy some circulation among the Mozart minded.

ARNOLD SCHOENBERG: THE THIRD QUARTET, OP. 30—Pro Arte Quartet (1-12") — **67**
Dial (33) 4

This is the first of Schoenberg's quartets to reach the disk market. As such, it's value to students and collectors of the modern is immeasurable. For others tho, this is rather difficult and weighty listening; certainly it cannot be classified as entertainment. But for those who are willing, they will find this work a brilliantly constructed and compelling modern quartet which is written completely in that vital composer's scholarly "Twelve Tone" technique. The Pro Arte Quartet performs this quartet wonderfully well under the sympathetic and understanding leadership of violinist Rudolph Kolisch.

BRAHMS: CONCERTO IN D, OP. 77 FOR VIOLIN AND ORCHESTRA — Yehudi Menuhin-Lucerne Festival Orchestra-Wilhelm Furtwangler, Cond. (5-7") — **79**
Victor WD-1361 (45)

Menuhin tackles the extremely popular Brahms concerto in scholarly fashion and makes a rather stern, technically superb reading of the warhorse. The much prominent orchestral portions are handled with rich and dynamic elegance by Furtwangler, who drew a singing ensemble out of the Lucerne Festival orchestra. Recording projects clarity and round tones of both violin and ork. All told, a successful new slicing of a grand warhorse, which should prove to be a sturdy and steady piece of merchandise.

DVORAK: WALTZES — Czech Symphony Ork-Otakar Jeremais, cond. (1-12") — **69**
Mercury (33) MG-1030

The popularity of Dvorak will greatly determine the value of this first domestically available recording of the composer's waltzes. The eight waltzes, originally written for the piano, were orchestrated for this recording by Jan Seidel. There is no mistaking the Slavic origin of the music thruout. The disking makes pleasant listening in a light vein, and should be aimed for the "pops" consumer for a maximum return. Recording made in Czechoslovakia, is acceptable.

(Continued on page 106)

MILLS MUSIC, INC.

Announces the acquisition of the Sole and Exclusive Rights to the Most Talked-About Song in Music History-

TZENA

TZENA, TZENA, TZENA

Music (First Two Parts) by Issachar Miron (Michrovsky)
(Third Part) by Julius Grossman
Lyrics by Mitchell Parish

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The Billboard 1950 NAMM Convention Supplement

a special section of the July 15 issue, published in conjunction with the National Association of Music Merchants' Convention, Chicago, July 10-13.

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RELEASE—V25-1164
Laughing Trombone Polka—Blackbird Waltz

★ V-25-1155—Hm! Hm! Aha!
(Vocal—BOB AHDERSON)
Hayride Waltz
(Vocal—BRUCE ESTLUND)

★ V25-1159—Believe Me, Beloved One
(Vocal—BRUCE ESTLUND)
Jolly Peter Polka

★ Victor 25-1148—Stinker Polka and True Love Will Never Die
★ Victor 25-1132—The Vagabond Waltz—I Love an Old Fashioned Polka
★ Victor 25-1142—Up in Heaven and Oh, Clara
★ Victor 20-3474—Land O Lakes Sweetheart—Milwaukee Polka
★ Victor 25-1113—Blondie Charlie—Red Raven Schottische
★ Victor 25-1094—Yes Yes Polka—Two Gossipers
★ Victor 25-1079—Swiss Boy—Pepper Pot Polka

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Are you following the trend in record buying? Today's special conditions call for a review of current record buying techniques. Be sure to check the 3d Annual Record Dealer Survey of . . .

The Billboard 1950 NAMM Convention Supplement

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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 23

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			
14	1	1.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
9	2	2.	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
5	3	3.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
6	4	4.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
14	5	5.	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
11	8	6.	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
17	7	7.	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
3	6	8.	THROW YOUR LOVE MY WAY	E. Tubb	Dec 46243—BMI
5	9	9.	SLIPPING AROUND WITH JOLE BLON	B. Franklin-B. Messner	Abbey 15004—ASCAP
1	—	10.	CHOC'LATE ICE CREAM CONE	K. Roberts	Coral 64032—BMI

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION Weeks to date	Last Week	This Week			
6	2	1.	WHY DON'T YOU LOVE ME? House Without Love, A	H. Williams	MGM 10696—BMI
6	4	2.	M-I-S-S-I-S-S-I-P-P-I Old Kentucky Fox Chase, The	R. Foley	Dec 46241—BMI
17	3	3.	I'LL SAIL MY SHIP ALONE Moon's Tune	M. Mullican	King 830—BMI
15	5	4.	LONG GONE LONESOME BLUES My Son Calls Another Man Daddy	H. Williams	MGM 10645
9	1	5.	BIRMINGHAM BOUNCE Choc'late Ice Cream Cone	R. Foley	Dec 46234—BMI
2	6	6.	CUDDLE BUGGIN' BABY Enclosed, One Broken Heart	E. Arnold	V(78)21-0342; (45)48-0342—BMI
1	—	7.	I'M MOVIN' ON With This Ring I Thee Wed	H. Snow	V(78)21-0328; (45)48-0328
3	9	8.	THROW YOUR LOVE MY WAY Unfaithful One	E. Tubb	Dec 46243—BMI
12	7	9.	LITTLE ANGEL WITH THE DIRTY FACE Why Should I Cry?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
11	8	9.	WHY SHOULD I CRY? Little Angel With the Dirty Face	E. Arnold	V(78)21-0300; (45)48-0300—BMI

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Alcohol Love—B. Walker (Last Kiss) Cap(78)1097; (45)F1097

Any Time, Any Place—A. Gibson-Mountain Melody Boys (I'm Checkin') Mer 6262

Baldheaded End of the Broom, The—J. Carter-Carter Sisters-Mother Maybell (Root, Hog) V(78)21-0355; (45)48-0355

Because the One I Love Has Said Goodbye—Shorty Long (Finders Keepers) King 874

Blood on Your Hands—S. Hamblen (It's no) Col(78)-20724; (33)2-713

Old Man Atom—O. Waters (Give Me) Coral 64050

Road of Broken Hearts, The—Cowboy Copas (Postman Just) King 870

Root, Hog or Die—J. Carter-Carter Sisters-Mother Maybelle (Baldheaded End) V(78)21-0355; (45)48-0355

Stop That Weddin'—S. Warren (I Thought) London 16027

Strawberry Roan—W. Tuttle (Slippin' Around) Coral 64051

Sugar Blues—S. Holmes (Echoing the) London 16030

That's All She Wrote—H. Hawkins (Yesterday's Kisses) King 876

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

Opportunity Unlimited

WANTED

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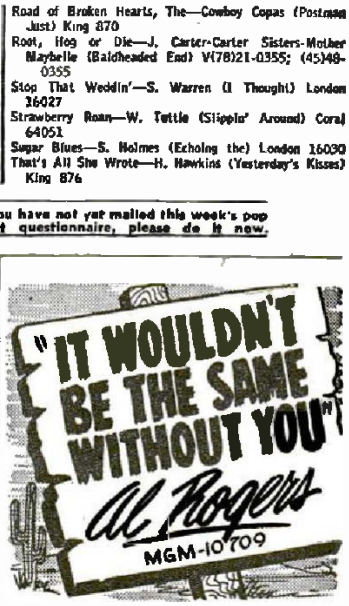
MID-WEST TERRITORY

Leading children's record manufacturer has excellent opportunity for thoroughly experienced record man with merchandising "know how."

Highly responsible position must be resident of Chicago—free to travel. Car essential. Salary open.

Contact Ralph Barson, Palmer House, Chicago—week of July 10 to 14th



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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 30

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			
7	1	1.	WHY DON'T YOU LOVE ME?.....	H. Williams.....	MGM 10696—BMI
17	2	2.	I'LL SAIL MY SHIP ALONE.....	Moon Mullican	King 830—BMI
5	4	3.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
15	3	4.	LONG GONE LONESOME BLUES.....	H. Williams.....	MGM 10645
8	5	5.	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
2	10	6.	THROW YOUR LOVE MY WAY.....	E. Tubb.....	Dec 46243—BMI
5	—	6.	CHOC'LATE ICE CREAM CONE.....	R. Foley	Dec 46234—BMI
30	—	8.	I LOVE YOU BECAUSE.....	L. Payne.....	Cap 57-40238—BMI
9	—	9.	WHY SHOULD I CRY?.....	E. Arnold	V(78)21-0300; (45)48-0300—BMI
2	7	10.	I'M MOVIN' ON.....	H. Snow.....	V(78)21-0328 (45)48-0328
2	8	10.	ENCLOSED, ONE BROKEN HEART....	E. Arnold,	V(78)21-0342; (45)48-0342—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: **Molly O'Day** (Columbia) and her hubby-manager, **Lynn Davis**, are operating their own drive-in cafe and cabins on Route 52 outside of Huntington, W. Va. They are doing an hour Sunday morning show over a Huntington station bankrolled by a church group. Show features Miss O'Day's spiritual singing. . . . **Ted Browne**, vet music contact man, has taken the position of chief of the h. b. and Western song division of Len-Art Music, new BMI affiliate in which **Randy Blake**, WJJD, Chicago, d. j., is an official. . . . **Slim Whitman** (Victor), who recently joined KWKH, Shreveport, La., is setting a tour of Florida, his home State.

A show troupe composed of **Hank Williams**, **Salty Holmes**, **Al Rogers**, **Lost John Miller** and d. j. **Cliff Mercer**, WLOU, played to 4,000 admishes recently in Louisville, with ducats at $1.75, $1.25 and 60 cents for moppets. . . . **Carl Cotner**, orkster who works the **Gene Autry** Melody Ranch CBS segs, has been inked to do the music for Autry's new TV film series. Autry will do a lot of fishing during his July vacation around Lake Michigan. **Johnny Bond** (Columbia) will vacation with his folks in Marietta, Okla. Bond returns to the Coast late in July for a part in a Columbia pic.

The 20th Century Pioneers are working the Dude Ranch, Atlantic City, for the summer. . . . **Lloyd Bryer**, the Stockton, Calif., penner, reports that **Jack Thornhill** and the Royal Texans, including **Rody Erickson**, **Frankie Hichens** and **Bill Choate**, formerly the Dude Ranch Trio (Jewel), and **Little Jimmy Jeffries**, once with the **Maddox Brothers and Rose**, are now working shows at KGDM and KXOB, Stockton. They cut their first sides for San Joaquin Valley label. . . . **Smokey Holt**, heard on WBEX, Chillicothe, O., and WHOK, Lancaster, O., reports that another unit, **Ray Broughton's** Owl Creek Ramblers, is also working over both stations. . . . **Denver Paul Turner**, St. Louis h. b. orkster who heads the **Green Valley Ranch Hands**, has opened up his own record store in Overland, Mo., St. Louis suburb.

Disk Jockey Doings: **Frank Porter**, WXGI, Richmond, Va., reports that he has a pair of promising entertainers in the **Carter Bros.**, teen-age duo, who have won his weekly talent search contest every time they competed. . . . **Ramblin Lou**, of WJJL, Niagara Falls, N. Y., is booking his own eight-piece show troupe. . . . **Sam Workman**, WRVA, Richmond, Va., reports that **Quarantine Brown**, formerly at KSTP, St. Paul, is now at the Old Dominion Barn Dance on WRVA. . . . **Harry O'Conner**, KMAC, San Antonio, had **Mrs. Jimmy Rodgers**, the widow of the late Victor country music star, on his show May 26, the 17th anniversary of his death. . . . **Al Scott**, KCLW, Hamilton, Tex., reports that he uses the top 10 numbers from The Billboard's country music charts as a weekly feature of his shows. In addition, he has an ancient Edison cylinder phonograph, which he uses to play old h. b. numbers from as far back as 1906.

Jimmy Thomson, formerly with **Jimmy Davis**, is now working as a d. j. at KAFX, Bakersfield, Calif. . . . **Cousin George Hawley**, last at WVOK, Birmingham, is now working at KDMS, El Dorado, Ark. . . . **Stan Barclay**, who worked as d. j. promotion man for King, is now a d. j. at WFAX, Falls Church, Va. . . . **Bert Stille**, WHKC, Columbus, O., reports that **Ernest Tubb** drew 4,000 fans to the opening of the Georgia Crackers' G-Bar-C Ranch outside Columbus recently. Stille emsees and works a d. j. contest each Sunday at the ranch. . . . **Les Anderson**, ex-Cooley warbler now with Decca, has joined **Cliffie Stone's** gang working on KLAC-TV, Hollywood, according to **Deacon Moore**, KXLA. . . . **George Sanders**, KFVD, Los Angeles, grabs the front cover of the current issue of Radio and Television Life. **Ginny Jackson** has left **Spade Cooley** to do a single and will wax for Mercury. . . . **Frank Porter**, WXGI, Richmond, Va., reports that **Blaine Smith** (Doma) has joined the Atlantic Barn Dance there. . . . **Bud Davis**, WREN, set for the WLS National Barn Dance July 8. . . . **Bill Hilton** replaces **Danny Shaver** with the **Ozark Mountain Boys** on WFLO, Farmville, Va. Shaver has reorganized his own ork, in addition to working his daily disk show. . . . **Hardrock Gunter** (**Bama**) has joined **Happy Wilson**, WAPI, Birmingham. . . . **Don Larkin** did a personal June 23 at Caggy's, Linden, N. J., where the WAAT, Newark, spinner did several songs.

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

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The Billboard MUSIC POPULARITY CHARTS

Rhythm & Blues Records

PART VIII

Based on reports received last three days of Week Ending June 30

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			
10	1	1.	PINK CHAMPAGNE Sentimental Lover	Joe Liggins	Specialty 355—BMI
5	4	2.	CUPID'S BOOGIE Just Can't Get Free	Little Esther	Savoy 750
11	3	3.	I NEED YOU SO Leave Her Alone	Ivory Joe Hunter	MGM 10663
6	2	4.	WELL, OH WELL I Hate You	Tiny Bradshaw	King 4357—BMI
3	6	5.	HARD LUCK BLUES New Rebecca	Roy Brown	De Luxe 3304—BMI
4	7	6.	I WANNA BE LOVED Love With Misery	D. Washington	Mercury 8181
14	5	7.	MISTRUSTIN' BLUES Misery	Little Esther-J. Otis-M. Walker	Savoy 735
5	—	8.	EVERYDAY I HAVE THE BLUES Rockin' After Midnight	L. Fulson	Swingtime 196
1	—	9.	MONA LISA Greatest Inventor of Them All, The	"King" Cole Trio	Cap(78)1010; (45)F-1010—ASCAP
13	10	10.	CRY CRY BABY Blues After Blues	E. Wiley	Sittin In 545

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	2	1.	CUPID'S BOOGIE	Little Esther	Savoy 750
9	1	2.	PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMI
6	4	3.	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
10	—	4.	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
6	5	5.	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
8	7	6.	IT ISN'T FAIR	D. Washington	Mercury 8169—ASCAP
12	8	7.	MISTRUSTIN' BLUES	M. Walker-J. Otis Ork-Little Esther	Savoy 735
6	—	8.	I ONLY KNOW	D. Washington	Mercury 8163—BMI
1	—	8.	MONA LISA	King Cole	Cap(78)1010; (45)F-1010—ASCAP
3	9	10.	I WANNA BE LOVED	D. Washigton	Mercury 8181—ASCAP
7	—	10.	CRY CRY BABY	Ed Wiley	Sittin In 545
2	—	10.	MY BABY'S GONE	C. Brown	Aladdin 3051

RHYTHM & BLUES RECORD REVIEWS

CHARLINE ARTHUR — Bullet 707

I've Got the Boogie Blues — 67--68--66--66
Energetic thrush shows some promise on this boogie shout, but the material is pretty routine.

Is Love a Game — 53--54--54--52
She's less effective on a word-heavy bounce ballad.

ERSKINE HAWKINS ORK-DEEP RIVER BOYS — Victor 20-3835

Tuxedo Junction — 66--67--65--66
Hawkins' instrumental smash of some years standing is re-cut with a vocal, but the addition is of little consequence.

Opportunity (Ace Harris) — 68--70--67--67
Amusing novelty, with a rumba beat, could get some fair jock play.

UNA MAE CARLISLE — Columbia 38864

Tired Hands — 59--62--58--58
Hard-working torcher fails to register here.

Strange — 62--63--62--60
Rich, moody torch tune requires the more virtuosic treatment of an Eckstine or Holiday.

HELEN HUMES (Marshall Royal Ork) — Discovery 320

He May Be Yours — 57--58--57--56
Jump blues in an old-hat style. Thrush isn't recorded with sufficient definition.

This Love of Mine — 67--68--67--66
Fair rendition of the Sinatra tune, but no evidence that it can be revitalized via this unexceptional disking.

TEXAS SLIM — King 4377

Meaning Blues — 71--70--71--72
Slim shouts a heartfelt Southern blues in the old style, with arresting guitar work, percussive style, in back.

Thinking Blues — 74--73--74--75
Another convincing blues side—material here is even more potent than flip.

R. & B. BLUE NOTES

The Orioles share the spotlight with the Paul Douglas band at the Maple Grove Inn, Devon, Pa. . . . Leonard (Red) Spencer, tenor saxist with the Five Blue Flames, now at the Click, Philadelphia, leaves the unit to organize a crew of his own. Local lad Vance Wilson replaces. . . . Bill Davis former 88-er for Louis Jordan is doing solo pounding at the organ at the Little Belmont, Atlantic City. . . . Pianist Beryl Booker, who has twice left the Slam Stewart Trio, will solo it this summer in Atlantic City. . . . Dole Dickens and His Whispers go into the Ceders Inn, new roadhouse spot opened near Atlantic City by James Simmons. . . . Sax Gill, linked with the Gotham label, locates at the Tropic Cafe, Philadelphia, and features Coalesville Harris, one-time Louis Armstrong drummer boy; Herby Goody, out of Cab Calloway's outfit, and Fats Wright, formerly with Dinah Washington.

Thrush Billie Holiday last week took off on an extended Southern tour with a 14-piece all-star ork for support. The ork was organized for the singer by trumpeter-arranger-composer Gerald Wilson. The tour is being booked thru the Associated Booking Corporation. . . . The Deep River Boys inked a recording deal with His Master's Voice (HMV), the British affiliate of the RCA Victor Company here, prior to their departure for England for a tour which will kick off with a Palladium Theater, London, engagement. The deal calls for the group's disks to be released in the United States on the Victor label. . . . The wax whirling team of Willie Bryant and Ray Carroll of WHOM, New York, celebrated its second anniversary last week.

Louis Armstrong will celebrate his 50th birthday on July 4. . . . Blues thrush Alberta Hunter has set out on a theater and night club trek across the country, following her return from a lengthy USO hospital camp show tour. The thrush has inked and recorded for Regal Records and also has signed for management with the Shaw Artist Corporation. . . . Veteran orkster Tiny Bradshaw has signed a term booking paper with Ben Barr's Universal Attractions. Bradshaw is enjoying disk hitdom with his King waxing of "Well, Oh Well." . . . Paul Gayten, who has scored on wax with De Luxe Records originally and currently with the Regal diskery, has augmented his small crew and made a debut with the new band on a week's engagement at the Amvets nitery in Cleveland.

Dave Braun, sales manager of Regal, Linden, N. J., rhythm and blues diskery, announced that the firm has taken over sales and distribution for Roost, the hot jazz label out of New York. Jack Cook, owner of Roost, will continue to handle a. and r. duties. Braun has added a number of new artists to the Regal catalog, including the Gold Leaf Quartet, Detroit Spirituals Singers; Jimmy Scott, ex-Lionel Hampton chirper; Sam Cotton, blues shouter, and Little David, guitar-harmonica player, both from Atlanta; Blind Willie, blues singer, and Roosevelt Sykes, vet blues shouter, who has cut for many major labels in the past. In addition, Regal will cut sides with Al Jackson, of the vaude team of Patterson and Jackson. New Regal distribbers are Pan-American, Detroit, and Malvern, New York. . . . Idessa Malone, Detroit, has reorganized her Staff label.

Here's a money-maker!

PINK CHAMPAGNE

JOE LIGGINS — Specialty No. 355

Specialty records

STILL ON TOP
On All Billboard and Cash Box Charts

LITTLE ESTHER

Savoy #735
MISTRUSTIN' BLUES
Little Esther with Mel Walker

Savoy #731
Double Crossing BLUES
Little Esther with Johnny Otis Orch.

PAUL WILLIAMS Savoy #751
WEASEL and RYE
SWING BOOGIE

On Savoy #750
CUPID'S BOOGIE
with MEL WALKER

JUST CAN'T GET FREE!

MEET US FACE-TO-FACE
Booth #62
N.A.M.M. Convention,
Chicago, July 10 to 14

Coast-to-Coast Savoy Outsells All Competitive Labels 5-to-1!

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

HITTING HARD!
AMOS MILBURN
"HARD LUCK BLUES"
AL 3059

CHARLES BROWN
"I'VE GOT THAT OLD FEELING"
AL 3060

Aladdin RECORDS

THE PEAK OF MUSICAL DISTINCTION

"MY DREAM CONCERTO"
Flip
"RIDIN' THE OFF BEAT"

by
BILL SNYDER
TOWER RECORD 1474

TOWER RECORDS
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NATIONAL'S HITS!!
"MAY I TAKE TWO GIANT STEPS"
National 9112 EILEEN BARTON
"ROUND UP TIME ON LULLABY TRAIL"
"ONE MAN WOMAN"
National 9117 LYNNE HOWARD
"OUR LOVE"
"I SURRENDER, DEAR"
National 9115 BILLY ECKSTINE
JUST RELEASED National 9118
"PIE IN THE BASKET"
"REAL GONE TUNE"
FLORENCE WRIGHT—ERROL GARNER
NATIONAL Records
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Order from your nearest distributor or direct from
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HAS A NEW HIT!
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with choral background
music by the
JOHNNY GUARNIERI QUINTET
#1013
ADMIRAL RECORDS INC. 701 SEVENTH AVE. NEW YORK 19, N. Y.

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Popular 7¢, Hillbilly 7¢, Race 5¢
F.O.B. Baltimore. All orders C.O.D.
These records are all by good artists on major labels. We guarantee a satisfactory selection. Some are brand new and some are slightly used. All are in good playable condition and may be retailed for 15¢ to 25¢
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1200 BOLTON ST. BALTIMORE 17, MD.

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 air performance potential, 10; exploitation (record adv't'g-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST, LABEL AND NO.	TUNES, COMMENT	RATINGS
POPULAR		
LOUIS ARMSTRONG & THE ALL STARS Decca 27059	**New Orleans Function, Parts I & II** The function is a funeral and the tune is "Oh, Didn't He Ramble." Side one is a dirge with narration by Louis in questionable taste. Flip is a march-jazz go with Bigard, Teagarden and Louis solos. Only the latter shows real inspiration. For Satch's faithful followers only. Side 2 is suitable for boxes.	61--63--60--59
SAMMY DAVIS, JR. (Dave Cavanaugh's Music) Capitol 1050	**I'm Sorry, Dear** Davis warbles the oldie straight in lusty fashion with appeal for pop and r & b buyers. An attractive item.	76--77--76--76
	Dedicated to You Another fine revival, but Davis is more restrained than on the flip. Result is a relatively monotonous rendition.	67--68--68--65
LISA KIRK (Hugo Winterhalter Ork) Victor 20-3823	**Love Like Ours** Winterhalter's sensitive ork-chorus backing adds richness to a straight ballad go by Miss Kirk. Tune is a beauty.	76--77--76--75
	I Didn't Slip, I Wasn't Pushed, I Fell Competent rendition of the rhythm novelty has stiff competition from D. Day and Bing and is unlikely to do more than show.	79--80--79--79
LAWRENCE WELK Mercury 5434	**Dakota Polka** An original polka by Myron Floren, with Floren running down the accordion solo, is played with vigor by the Welk crew. Good stuff for the band's large Midwestern following.	71--73--70--70
	Windy River Floren, who wrote the piece, is showcased in a flashy, melodic accordion solo on this rousing one-step effort. Welk's crew plays it spiritedly.	71--73--70--70
VIC SCHOEN ORK (Bobby Doyle) Decca 27078	**I Cross My Fingers** Excellent mood and dance production is built around this retentive, and to date (via Percy Faith's slicing) moderately successful, ballad. This disking should move the tune and should pick up business of its own.	86--87--85--86
	I Could Write a Book Wonderful ballad from the Rodgers-Hart "Pal Joey," whence comes the current hit "Bewitched." This is a lovely job with a fine Doyle solo vocal, but it's difficult to conceive that lightning will strike twice in the same decade old score.	77--80--75--75
THE WEAVERS Decca 27053	**Tzena, Tzena, Tzena** A wonderful new group does the Hebrew original of the tune which they did in English so successfully with Gordon Jenkins. This is a thrilling record which art song collectors and Jewish nabes should want.	75--75--75--75
	Around the World True folk material is this three-minute tour in pursuit of native folk dance music. An excellent and thrilling side.	73--76--73--70
BETTY BREWER Decca 27057	**My Heart Isn't in It** Pleasant slicing of a pleasant new ballad spots a plaintive Brewer vocal set in a neat group and ork background.	72--74--71--71
	Me and My Imagination A simple, retentive ballad is treated to a trick reading, spotting the thrush singing a duet with herself. Effective group and tasteful ork support help. Fine recording rounds out a potential "sleeper."	86--87--85--85
FOUR HITS & A MISS-BOB SEAMAN'S TRIO Crystal 280	**With All My Love** The veteran group does a warm, simple and thereby ingratiating job with a sound ballad.	78--80--77--77
	On a Merry-Go-Round With You Another nice job by the group on a rhythm ditty of slight substance.	66--66--66--66
GORDON JENKINS ORK-THE WEAVERS Decca 27077	**Tzena, Tzena, Tzena** Exciting disking of a folk tune derived from the Israelite original, with a fine Jenkins' lyric. Topnotch ork and chorus production is enhanced considerably by the fluent work of the Weavers. Should be a resounding hit.	91--92--90--91
	Goodnight, Irene Also packed with potential, tho it figures to be slower and more sustained, is this masterful slicing of a Leadbelly-Alan Lomax folk tune. Weavers' performance is great and Jenkins' orking achieves a spellbinding quality.	88--88--88--88

(Continued on page 34)

IT'S
TEASIN'
IT'S
TANTALIZIN'
IT'S
TERRIFIC
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NO!
NO!
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THE GREATEST NAME IN ENTERTAINMENT
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Record Reviews

(Continued from page 33)

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

ARTIST — TUNES — LABEL AND NO. — COMMENT

POPULAR

VICTOR YOUNG ORK & CHORUS — Decca 27067

Our Very Own — 86--87--86--86
Pretty pic title tune penned by Young is simply and handsomely mounted in an ork-chorus clefting. Solo warble by Don Cherry is fine. Boy sounds promising. Could be a hit tune for Young and his disking should cash in if it does hit.

Mad About You — 74--77--74--72
A lovely Young tune of not too distant vintage is revived with a fine Don Cherry solo vocal and lovely Young orking spotted.

ARTIE SHAW ORK — Decca 27056

I'll Remember April — 70--72--69--68
Shaw features his clary heavily in this slow fox trot instrumental treatment of this pretty evergreen.

The Continental — 79--81--78--78
Expert medium jump instrumental treatment of the standard is recorded excellently. One of the best Shaw dance sides in recent years and a likely contender for terper loot.

CONNIE RUSSELL-JACK HASKELL — Decca 27062

Tell Her You Love Her — 69--70--67--70
Pleasant dueting of a current and not particularly satisfying country-flavored ballad.

Ashes of Roses — 82--84--81--81
The TV couple close harmonize most attractively on this "sleeper" country-styled love hymn. Sound mood interpretation could attract with proper exploitation.

HARRY BABBITT-THE HEARTBEATS (George Cates Ork) — Coral 60239

Mahole Nui — 70--70--70--70
Babbitt chants in his customary fine style on a Hawaiian-derived ballad with tasty vocal, uke and ork assists.

Ukulele Lady — 66--66--66--66
Aimed to pick up on the uke craze, this revival of an oldie is treated neatly but without sparkle.

DON AND LOU ROBERTSON — Coral 60236

Boom Town — 66--66--65--67
This newest of the boy-girl duos exert much energy in dispensing a moderately happy razzamatazzer.

Calico Sal — 70--72--68--70
A greater amount of spirit kicks thru in the handling of this happy and rowdy rhythm novelty.

LARRY VINCENT (Bert Little) — Pearl 608

Our Lady of Fatima — 74--74--73--75
Vincent does an earthy talk-sing job with this homey hymnal effort. It's plaintive and schmaltzy and could pick up suburban coin.

Peace of Mind — 78--78--78--78
Another effective talk-sing effort by Vincent with a good beery moralizer adding to the plus values here.

TONY MARTIN (Henri Rene Ork) — Victor 20-3819

La Vie En Rose — 88--89--88--88
Wonderful bi-lingual crooning by Martin and extremely tasteful Rene orking insure heavy play for this one.

Tonight — 86--88--85--85
Beautiful, classy song gets a powerful selling job here. Should get plenty of jock spins.

VAN JOHNSON (Harry Geller Ork) — MGM 10727

Let's Choo Choo Choo to Idaho — 61--61--63--60
"Duchess of Idaho" flick star makes his sound track version of the tune available for anybody that's interested.

You Can't Do Wrong Doin' Right — 60--60--60--60
Production number from the same flick is well done by Johnson, but fails to impress as disk fare.

TRUDY RICHARDS (LeRoy Holmes Ork) — MGM 10728

Hawaii — 75--80--75--70
Delightfully sly hunk of satire is handled most attractively by the fine thrush and male group.

Wha'd'Ya Say? Wha'd'Ya Say? — 70--72--69--69
Old-timey up-tempo rag tune offers nothing special.

BLUE BARRON ORK (Slim Harris-The Blue Notes) — MGM 10729

I Ain't Gonna Take It Settin' Down — 79--80--79--79
Corn novelty based on the "My Old Man" nursery rhyme proves an infectious rhythm bit here. Should do okay in the country field.

Oh, Little Fish — 72--73--72--72
Pleasant production of a pleasant dancey little novelty. Nothing momentous, however.

KAY STARR-FRANK DEVOL — Capitol 1072

Mississippi — 85--85--84--85
The late, the thrush's vibrant, pulsating rendition of the likely rhythm item, with hip orking, figures to get in on the money if the tune breaks thru.

He's a Good Man To Have Around — 75--76--75--74
Rich, jazz-styled rendition of a bluesy bit of material on the "I Must Have That Man" bent. Mostly for Starr fans.

THE MELODEONS — MGM 10743

Sam's Song (The Happy Tune) — 79--79--78--80
Leisurely paced version of the up-and-coming corn tune has special appeal in its hushed vocal harmony. Good, distinctive coverage.

Tippy Canoodle Canoe — 74--74--73--76
Fine male group picks up the tempo in an old-fashioned razz-ma-tazzer. Lively opus could pick up some juke coin.

JERRY LEWIS (Billy May Ork) — Capitol 1045

I'm a Little Busybody — 67--72--66--64
The comic warbles endless choruses of special material set to Paganini's perpetual motion piece.

Sunday Driving — 62--66--62--58
Lewis's unquestioned night club talents elude wax capture on another hunk of mish-mash.

SY OLIVER ORK — Decca 27065

For Dancers Only — 82--85--80--80
Superb modern re-creation of the great Oliver original which was one of the prize products of the late Jimmie Lunceford's band. Live recording and sparkling performance could draw new action.

Four or Five Times — 75--77--72--75
Another Lunceford band favorite re-created doesn't come off with sock of the topside. Sy contributes an effervescent vocal.

Record Reviews

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

ARTIST — TUNES — LABEL AND NO. — COMMENT

POPULAR

DINAH SHORE — Columbia 38875

Cotton Candy — 81--82--80--82
Lively and rowdy novelty romp spots Dinah and gang in a rather free-wheeling effort which could pick up a following for its happy spirit. Tune's reminiscent of "There'll Be Some Changes Made."

1812 — 83--84--83--82
(Dinah Shore-Jack Smith)
Cleverly contrived nostalgic bounce ballad in the spirit of "Dearie" is underplayed by the team. The potential is there but it will require a sturdy promotional support.

CARMEN CAVALLARO — Decca 27079

I Told Them All About You — 68--68--66--70
Bob Lido and the Cavaliers romp thru the vocal while the maestro joins the pianola parade on this airy bouncer of slight substance.

Let's Have a Party — 68--70--66--68
Frothy, lightweight bouncer is handed a spirited and happy treatment by Cavallaro, again trying it pianola-style, Lido and Cavaliers.

AL TRACE ORK (Lola Ameche) — Columbia 38863

Brown Eyes — 67--67--67--66
Nostalgic-type tune is done pleasantly at an engaging bounce tempo. Nothing especially provocative tho. Bob Vincent vocalizes nicely.

When Lola Plays the Pianola — 64--65--62--64
(Bob Vincent)
Two-beat novelty of slight distinction is done engagingly. Lola Ameche contributes a fair enough vocal.

ROY ROSS ORK — Coral 60248

Happy Feet — 88--88--87--88
Ross, who wrote this jingle for Miles Shoes, and The Beavers, who cut the original spot announcement, team for a winning slicing in the spirit of "Chattanooga Shoe Shine Boy." Could be a biggie.

Dreamin' Is My Business — 75--75--75--75
Pleasant dance treatment of a satisfying new tune, tho the group doesn't have this sparkle generated on the topside.

HENRY BUSSE ORK — Coral 60242

That Old Gang of Mine — 75--75--74--77
The Busse wah-wah horn and the shuffle beat return to wax with a persuasive orking of this oldie. Phil Gray and ensemble vocals round out a happy slicing.

That's the Last Tear — 75--75--74--77
Gray delivers a neat vocal of an engaging bounce ditty handled ably in the shuffle dance style of the Busse band. Ensemble singing sustains interest.

OWEN BRADLEY — Coral 60241

I Wanna Be Loved — 76--75--75--78
Bradley's organ grinds out a strict tempo instrumental treatment of the current smash revival. Figures to score in Midwestern jukes.

La Vie En Rose — 81--80--79--83
This French lovely has been showing signs of busting wide open into a hit. This "different" instrumental bounce treatment could help sell the tune in the indifferent suburban nabes.

JON & SONDRA STEELE — Coral 60244

I'd Love To Call You My Sweetheart — 67--68--65--68
The team does a quietly persuasive duet of a schmaltzy ballad of lightweight quality.

My Happiness — 71--70--68--74
The team here re-records their hit of a couple of years ago. Still could catch Midwestern juke coin.

BOB EBERLY — Riviera 112

Sunrise Follows Sunset — 74--78--75--70
Pretty ballad gets a strong Eberly go, with Miller-like orking by Danny Mendelson.

No Greater Love — 78--80--77--78
Eberly, with rich orking and vocal assist by the fine Heathertones group, turns in one of the finest sides of his career on a recent plug song. Two-tempo idea of his Dorsey days is used here.

MARGARET WHITING — Capitol 1103

This Can't Be Love — 76--78--76--74
Maggie's way with Rodgers and Hart songs is evident in this great, rhythmic show tune. Mostly for sophisticates, however.

I Didn't Know What Time It Was — 81--83--80--80
Fine revival by the same team gets one of its strongest renditions here. If the tune clicks this could be a winner.

PAUL WESTON-STARLIGHTERS — Capitol 1102

Rain on the Roof — 77--79--77--74
The one-time hit gets captivating treatment by the fine group and Weston ork, tho it's unlikely to crack thru today.

Little Liza Lou — 74--75--74--72
Ligh. pseudo-folk song is less-likely contender in this version.

HARRY GELLER ORK-TUNE-TIMERS — Mercury 5450

1812 — 74--74--74--73
Geller makes his coverage job a dance side, tho vocally his group can't equal the intimate charm of the Shore-Smith version of the intriguing Bob Hilliard novelty.

Sam's Song — 77--77--77--78
Similar-style coverage of the fast-rising dance ditty.

FRED ELLIOTT — London 752

Across the Desert — 62--65--62--58
Legit-type bary offers a philosophical saga that fails to excite.

Our Lady of Fatima — 68--67--69--NS
Sacred song, pleading for peace, fares better, tho the delivery is fairly monotonous.

FRANK PETTY TRIO — MGM 10735

Bless Your Heart — 77--77--75--80
The Petty trio has a distinctive old-fashioned sound which generates spirit and spark. Petty sings this neat oldie. Could score juke action.

At Sundown — 88--88--87--88
With that harpsichord-like keyboard sound penetrating all the way, Petty may have his sequel to "Rain" in this resounding instrumental treatment of the oldie. Certainly a juke coin worthy.

(Continued on page 111)

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The Billboard MUSIC POPULARITY CHARTS PART X

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.

SAM'S SONG
SIMPLE MELODY.....Bing and Gary Crosby.....Decca 27111

Bing's eldest son, Gary, makes his disk debut in duet with his old man and makes a most impressive thing of it on both sides of this charming disking. Should prove to be a big family trade item with its universal father-son appeal. To boot, the rendition of "Sam's Song" could show that promising ditty into the top money.

MY DESTINY .....Hugo Winterhalter Ork and Chorus..Victor 20-3822

Rich ork-chorus cliffing in dance time of an enticing ballad could be Winterhalter's follow-up to "Count Every Star." Peter Hanley contributes a fine solo vocal chore.

COUNT EVERY STAR.....Dick Haymes and Artie Shaw Ork.....Decca 27042

Late starter, but superb rendition of this lovely ballad, which has been bordering hitdom via Hugo Winterhalter's several-month-old Victor etching. Haymes sings it in top form while Shaw contributes a tasty half-chorus of clary.

WANDERIN' .....Robert Merrill With Hugo Winterhalter Ork and Chorus .....Victor 10-5142

The Metopera bary tonsils of Merrill show remarkable pop flexibility in this moving slicing of the Sammy Kaye hit. Winterhalter's ork-choral backing is perfect. The it's in the Red Seal (longhair) series, deejays and dealers should find brisk pop appeal in the slicing.

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. TZENA, TZENA, TZENA.....Mitch Miller Ork.....Columbia 38885
2. GOODNIGHT, IRENE .....Gordon Jenkins, the Weavers.....Decca 27077
3. IF I WERE YOU, BABY.....Patti Page and Frankie Laine....Mercury 5442
4. COTTON CANDY AND A TOY BALLOON.....Kay Brown .....Mercury 5430
5. BLIND DATE .....Evelyn Knight and Dick Haymes....Decca 27076
6. FRANCIE .....Ray Anthony Ork.....Capitol 1051
7. NO OTHER LOVE .....Jo Stafford .....Capitol 1053
8. SAY WHEN .....Richard Hayes.....Mercury 5441
9. ON THE MALL.....Buddy Williams Ork.....Rainbow 40088
10. PIGALLE .....Johnny Desmond .....MGM 10736

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. AT SUNDOWN .....Frank Petty Trio.....MGM 10735
2. LA VIE EN ROSE.....Tony Martin .....Victor 20-3819
3. NO OTHER LOVE .....Jo Stafford .....Capitol 1053
4. TZENA, TZENA, TZENA.....Mitch Miller .....Columbia 38885
5. I DIDN'T SLIP, I WASN'T PUSHED, I FELL....Bing Crosby .....Decca 24018
6. HAPPY FEET .....Dean Martin.....Capitol 1052
7. MAY I TAKE TWO GIANT STEPS.....Eileen Barton.....National 9112

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. GOODNIGHT, IRENE .....Gordon Jenkins and the Weavers....Decca 27077
2. AMERICAN BEAUTY ROSE .....Eddy Howard.....Mercury 5433
3. VAGABOND SHOES .....Vic Damone .....Mercury 5429
4. MAY I TAKE TWO GIANT STEPS.....Eileen Barton.....National 9112
5. SAM'S SONG .....Freddie Martin .....Victor 47-3798
6. SIMPLE MELODY .....Jo Stafford .....Capitol 1039
7. THREE LITTLE RINGS .....Fontane Sisters .....Victor 20-3814

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. YOU DON'T HAVE TO BE A BABY TO CRY....Moon Mullican.....King 868
2. ROCK-A-BYE BABY BLUES.....Bob Wills .....MGM 10731
3. LOSE YOUR BLUES .....Red Kirk.....Mercury 6257
4. SOUTHERN HOSPITALITY .....Moon Mullican .....King 868
5. IRON HORSE .....Cole Waters .....Coral 64047
6. SUGAR BABY .....Eddie Kirk .....Capitol 1048
7. HAPPY FEET .....Tex Williams .....Capitol 1087
8. THAT HORSE NAMED PETE .....Carson Robison .....MGM 10732

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

Col Sings Song of LP in Pamphlets

NEW YORK, July 1.—Columbia Records loosed another broadside in its LP campaign this week in the form of a promotional piece signed by the diskery's prexy, Edward Wallerstein, for distribution to customers via retail record shops. The tenor of the pamphlet is the "one best speed" theme that the diskery has been pushing of late. The message points up the standard LP gospel; one size spindle hole for all sizes of records, uninterrupted music, size of record determined by the natural length of the selection, etc. According to the diskery, 1,000,000 pamphlets are being distributed to dealers thruout the country.

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Accessories--How To Sell Them in Volume

Smart merchandising has been applied by alert dealers to build quantity sales of accessories, and there are plenty of case histories to prove it. Be sure to read . . .

The Billboard 1950 NAMM Convention Supplement

. . . a special section of the July 15 issue, published in conjunction with the National Association of Music Merchants' Convention, Chicago, July 10-13.

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The Billboard MUSIC POPULARITY CHARTS PART XI

Advance Information

The Billboard TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

POPULAR

All Dressed Up To Smile—E. Knight-R. Charles Singers (Cherry Stones) Dec 27103

Anna From Havana—L. Raine (Strangers) London 753

(A Pair of) Baby Blue Eyes—N. Wieland (Here With) Coronet 503

Baseball Polka—G. Cates Ork (On the) Coral 60249

Beyond the Reef—A. Apaka-D. Stewart's Hawaiians (I Will) Dec 27100

Birmingham Bounce—T. Dorsey Ork (Happy Feet) V(78)20-3840; (45)47-3840

Boo-Hoo—C. Lombardo (Sailboat In) Dec 27015

Can Anyone Explain?—Ames Brothers (Sittin' 'n Starin') Coral 60253

Caravan—M. Miller Trio (Heartbeat Blues) Life 1003

Charms of the City Ain't For Me, The—J. Davis-Mariners-A. Sleyar (Have You) Col(78)38890; (33)1-714

Cheek To Cheek—R. Norvo Trio (Time And) Discovery 134

Cherry Stones—E. Knight-R. Charles Singers (All Dressed) Dec 27103

Close Your Pretty Eyes—M. Whiting-J. Wakely (Fool's Paradise) Cap(78)1065; (45)F1065

Crazy Little Moonbeam—F. Carle Ork (Lollypop Ball) V(78)20-3831; (45)47-3831

Dig-Dig-Dig-Dig for Your Dinner—P. Harris-W. Scharf Ork (I've Been) V(78)20-3825; (45)47-3825

Driftin' Down the Dreamy Ol' Ohio—A. Godfrey & All The Little Godfreys (Hawaii) Col(78)38882; (33)-1-703

Eighteen Twelve—H. Geller Ork—The Tune-Timers (Sam's Song) Mer 5450

Everybody Knows You By Your First Name—King Sisters-H. Geller Ork (Happy Feet) Mer 5449

Fool's Paradise—M. Whiting-J. Wakely (Close Your) Cap(78)1065; (45)F1065

Happy Feet—T. Dorsey Ork (Birmingham Bounce) V(78)20-3840; (45)47-3840

Happy Feet—King Sisters-H. Geller Ork (Everybody Knows) Mer 5449

Have You Ever Been Lonely?—J. Davis-B. Lawrence-A. Sleyar (Charms of) Col(78)38890; (33)1-714

Hawaii—D. Cornell-H. Winterhalter's Ork & Chorus (You Wonderful) V(78)20-3839; (45)47-3839

Hawaii—A. Godfrey (Driftin' Down) Col(78)38882; (33)-1-703

He May Be Yours—H. Humes (This Love) Discovery 520

Heartbeat Blues—M. Miller Trio (Caravan) Life 1003

Here With You—N. Wieland-L. & J. Banas (Baby Blue) Coronet 503

Home Cookin'—D. Shay-R. Black Ork (Jenny) Col 38861

Honey Dear—B. Strong (That Honky Tonky) Cap(78)-1095; (45)F1095

I Cross My Fingers—P. Como-Fontane Sisters-Mitchell Ayres Ork (If You) V(78)20-3746; (45)47-3846

I Didn't Know What Time It Was—M. Whiting (This Can't) Cap(78)1103; (45)F1103

I Didn't Slip, I Wasn't Pushed, I Fell—B. Chapel (May I) Mer 5446

I Was Dancing With Someone—G. Gibbs (Then I'll) Coral 60255

I Was Dancing With Someone—Ink Spots (Sometime) Dec 27102

I Will Remember You—A. Apaka-D. Stewart's Hawaiians (Beyond the) Dec 27100

I'd Like To Wrap You Up and Put You In My Pocket—Honeydreamers (Love Goes) V(78)20-3821; (45)-47-3821

If You Were My Girl—P. Como-M. Ayres Ork (I Cross) V(78)20-3846; (45)47-3846

In the Valley of Golden Dreams—L. Herman Quintet (Mamma Mia) Coral 60251

Is Love a Game—C. Arthur (I've Got) Bullet 707

It's Summer Again—T. Travers-M. Day (When You're) Adelphi 300

I've Been Floating Down the Old Green River—P. Harris Ork (Dig-Dig-Dig) V(78)20-3825; (45)47-3825

I've Got the Boogie Blues—C. Arthur (Is Love) Bullet 707

Java Jive—Modernaires (Schenectady) Col(78)38883; (33)1-704

Jazz Pizzicato—F. Martin Ork (Memory Island) V(78)-20-3841; (45)47-3841

Jenny—D. Shay-R. Black Ork (Home Cookin') Col 38861

Just Travelin'—B. Winkle-R. Pearson's Tone Travelers (To Be) Keyboard 357

Kansas City Kitty—Two Ton Baker (Let's Do) Mer 5445

Ke Kali Nei Au—G. Kainapau-D. Stewart's Hawaiians (Mai Poina) Dec 27097

La Bie En Rose—B. Crosby (I Cross) Dec 27111

Laddie, Laddie, Laddie On a Lollypop—F. Luther (Whatta Ya) Dec 88042

Let's Do It Again—Two Ton Baker (Kansas City) Mer 5445

Little Brown Jug—L. Herman Quintet (Village Tavern) Coral 60256

Little Jug—E. Ros Ork (Mexican Merry-Go-Round) London 722

Little Liza Lou—Starlighters (Rain on) Cap(78)1102; (45)F1102

Lollypop Ball, The—F. Carle Ork (Crazy Little) V(78)-20-3831; (45)47-3831

Love Goes 'Round on a Merry-Go-Round—Honeydreamers (I'd Like) V(78)20-3821; (45)47-3821

Mad Mad Mad—N. Delano (One Hundred) Discovery 522

Mai Poina Oe Ia'u—G. Kainapau-S. Kokl Paradise Islanders (Ke Kali) Dec 27097

Mamba Jambo—X. Cugat Ork (One at) Col(78)38886; (33)1-707

Mamma Mia—L. Herman Quintet (In the) Coral 60251

Maria Elena—A. Russell (They Say) Cap(78)1096; (45)F1096

May I Take Two Giant Steps—B. Chapel (I Didn't) Mer 5446

Me and My Imagination—G. Mitchell—P. Faith Ork (To Me) Col 38872

Melody—T. Carpenter (Pie In) Col 30212

Mellow Old Man—B. Garry-Four Jacks & a Jill (You Stay) Adelphi 400

Memory Island—F. Martin Ork (Jazz Pizzicato) V(78)-20-3841; (45)47-3841

Mexicali Trail—V. Monroe Ork (Phantom Stage-Coach) V(78)20-3818; (45)47-3818

Mexican Merry-Go-Round—E. Ros Ork (Little Jug) London 722

Mona Lisa—N. Cole (Peanut Vendor) Cap(78)1104; (45)F1104

Mona Lisa—L. Noble (Sam's Song) Coral 60250

Moonlight Saving Time—G. Lombardo (Swingin' in) Dec 27016

No Greater Love—B. Eberly-Heathertones-D. Mendelson Ork (Sunrise Follows) Riviera 112

On the Beach—G. Cates Ork (Baseball Polka) Coral 60249

One At a Time—X. Cugat Ork (Mamba Jambo) Col-(78)38886; (33)1-707

One Hundred Years From Today—D. Delano (Mad Mad) Discovery 522

Peanut Vendor—N. Cole (Mona Lisa) Cap(78)1104; (45)F1104

Penthouse Serenade—Three Jays (Save the) Life 1004

Phantom Stage Coach—V. Monroe Ork (Mexicali Trail) V(78)20-3818; (45)47-3818

Pie in the Basket—T. Carpenter (Melody) Col 30212

Professor Spoons—B. Hannon-J. Ryan (Tic-Toc) Dec 27105

Royal Garden Blues—Bob Crosby Ork (Squeeze Me) Coral 60256

Rain on the Roof—Starlighters (Little Liza) Cap(78)-1102; (45)F1102

Sailboat in the Moonlight—G. Lombardo (Boo-Hoo) Dec 27015

Sam's Song—H. Geller Ork-The Tune-Timers (Eighteen Twelve) Mer 5450

Sam's Song—L. Noble (Mona Lisa) Coral 60250

Save the Wishbone for Me Ma—Three Jays (Penthouse Serenade) Life 1004

Schenectady—The Modernaires (Java Jive) Col(78)-38883; (33)1-704

Sittin' 'n Starin' 'n Rockin'—Ames Brothers (Can Anyone) Coral 60253

Slippin' Around With Joie Elon—M. Shiner (Steppin' Out) Dec 46253

Sometime—Ink Spots (I Was) Dec 27102

Squeeze Me—Bob Crosby Ork (Royal Garden) Coral 60256

Steppin' Out—M. Shiner (Slippin' Around With) Dec 46253

Strangers—L. Raine (Anna From) London 753

Sunrise Follows Sunset—B. Eberly-Heathertones-D. Mendelson Ork (No Greater) Riviera 112

Sweet Cider—E. Condon Ork (Yellow Dog) Dec 27106

Swingin' in a Hammock—G. Lombardo (Moonlight Saving) Dec 27016

That Honky Tonky Melody—B. Strong (Honey Dear) Cap(78)1095; (45)F1095

Then I'll Be Happy—G. Gibbs (I Was) Coral 60255

They Say It's Wonderful—A. Russell (Maria Elena) Cap(78)1096; (45)F1096

Tiger Rag—M. Katz (Doodle Doo) Cap(78)1090; (45)-1090

This Can't Be Love—M. Whiting (I Didn't) Cap 1103

This Love of Mine—H. Humes (He May) Discovery 520

Tic-Toc Polka—B. Hannon-J. Ryan (Professor Spoons) Dec 27105

Time and Tide—R. Norvo Trio (Check to) Discovery 134

Tipy Canoodle Canoe—Melodeons (Sam's Song) MGM 10743

Tired Hands—U. Mae Carlisle (Strange) Col(78)38864; (33)1-683

To Be Mine—B. Winkle-R. Pearson's Tone Travelers (Just Travelin') Keyboard 357

To Me You're a Song—G. Mitchell-P. Faith Ork (Me and) Col 38872

Tunnel of Love, The—T. Beneke Ork-H. Lee (Whispering Rain) V(78)20-3830; (45)

Tunnel of Love, The—Mills Brothers (Why Fight) Dec 27104

Turkish Boogie—M. Wright Quartet (Twelve String) Coral 60251

Turn Your Head Little Darlin'—R. Ingle (You Can't) Cap(78)1076; (45)F1076

Tuxedo Junction—E. Hawkins Ork-Deep River Boys (Opportunity) V(78)20-3835; (45)47-3835

Twelve String Boogie—M. Wright Quartet (Turkish Boogie) Coral 60251

Twice in a Lifetime—R. Leonard-Danke Trio (Stars Looked) Mello-Strain 117

Trena Trena Trena—M. Miller Ork & Chorus (Sleigh, The) Col 38885

Ukulele Lady—E. Herman (Hawaii) Dec 27098

Village Tavern Polka, The—L. Herman Quintet (Little Brown) Coral 60256

Wagon Wheels—S. Oliver Ork (I Ain't) Dec 27096

What, Where and When—A. Wayne-Heartbeats (So Tall) Coral 60247

Whatta Ya Wanna Be—F. Luther (Laddie, Laddie) Dec 88042

When Lolo Plays the Pianola—A. Trace Ork (Brown Eyes) Col(78)38863; (33)1-682

When You're Alone—T. Travers-J. Derise-Four Jacks and a Jill (It's Summer) Adelphi 300

Whispering Rain—T. Beneke Ork (Tunnel of) V(78)-20-3830; (45)47-3830

Who's Sorry Now?—F. Froba (Mistakes) Dec 27028

Why Hurt Me Who Loves You—R. Leonard-Gadabouts Trio (Dreamer's Song) Mello-Strain 118

Why Fight the Feeling—Mills Brothers (Tunnel of) Dec 27104

With All My Love—4 Hits & a Miss-B. Seaman's Trio (On a) Crystal 280

Would You Like To Take a Walk?—California Commanders Ork (Goodnight My) Cap(78)1089; (45)F1089

Yellow Dog Blues—E. Condon Ork (Sweet Cider) Dec 27106

Yes, We Have No Bananas—P. W. Hunt (Fourth Man) Cap(78)1091; (45)F1091

You Can't Be Fit as a Fiddle—R. Ingle (Turn Your) Cap(78)1076; (45)F1076

You—F. Craig Ork (Dreamin' In) MGM 10747

You Forgot About Me—A. Mooney Ork (Little Jug) MGM 10748

You Hold the Reins While I Kiss You—P. Brito-H. Mooney Ork (For One) MGM 10746

You Stay on My Mind—B. Gary-Four Jacks and a Jill (Mellow Old) Adelphi 400

You Wonderful You—D. Cornell-H. Winterhalter's Ork & Chorus (Hawaii) V(78)20-3839; (45)47-3839

INTERNATIONAL

Atomic Polka—B. Witkowski (Helen Polka) Standard S-45113

Baby, the Hubbe and You, The—M. Katz (Yiddish Mule) Cap(78)1063; (45)F1063

Borgo Antico—S. Bruni (Tarantella Dell') V 25-7140

Cash My Check-Oherek—S. Adamczyk (Tickle-Tickle) Cap(78)1083; (45)F1083

Dolores—Accordion Masters (Tales of) Standard S-45117

Don't Do It Stella—Espe Musette Ork (Punch and) Standard S-45116

Dzina Dzina Bam Bum Bum—Silver Bell Ork-B. Witkowski (Ladna Helcia) V(78)25-9226; (45)53-4508

Fickle Sophie—H. Harden Band (Push Pull) MGM 10749

Friendly Time—S. Haskell (Westphalia Waltz) Cap (78)1085; (45)F1085

Grammelmors Vals—S. Agrens Dragelsorkester (Kallie I) V 26-1089

Happy Holiday Polka—J. Resetar Ork (Martha Waltz) Token 300

Helen Polka—B. Witkowski (Atomic Polka) Standard S-45113

Hora Staccato—C. Magnante (Misirlou) Standard S-45114

I Hab Rote Haar—R. Zilliger Ork (Kannst Du) V(78)-25-4126; (45)53-1508

I Metanelment—S. Tsoganakou-Laikis Ork (O Tembelis) V 26-8244

Josephine Polka—T. Puskarz (Wanda and) Coral 60245

Joey's Got a Girl—B. Wyte Polka Band-G. Smith (Tutti Frutti) V(78)25-1166; (45)51-1166

Kalle I Mellangardens Polka—S. Agrens Dragspelsorkester (Gammelmors Vals) V 26-1089

Kannst Du Jodeln—R. Zilliger Ork (I Hab) V(78)25-4126; (45)53-1508

Ladna Helcia—Silver Bell Ork—B. Witkowski (Dzina, Dzina) V(78)25-9226; (45)53-4508

Lucky Five Polka—E. Zima (Polish Wedding) Cap(78)-1084; (45)F1084

Martha Waltz—J. Resetar Ork (Happy Holiday) Token 300

Mary Lou Polka—J. Pecon (Why Did) Cap(78)1086; (45)F1086

Misirlou—C. Magnante (Hora Staccato) Standard S-45114

Mother, Someone Is Knocking—M. Data (Wishing at) Cap(78)1082; (45)F1082

My Treasure Waltz—G. Tossenberger Ork (Spark Plug) Starline SR-301

O Tembelis—S. Tsoganakou-Laikis Ork (I Metanelment) V 26-8244

Over the Waves—Accordion Masters (Wabash Waltz) Standard S-45115

Polish Wedding Polka—E. Zima (Lucky Five) Cap(78)-1084; (45)F1084

Punch and Judy—Espe Musette Ork (Don't Do) Standard S-45116

Push Pull Polka—H. Harden Band (Fickle Sophie) MGM 10749

Shir Hacheirut—Cantor M. Kusevitsky (Yerushalayim) V(78)25-5102; (45)53-2505

Spark Plug Polka—G. Tossenberger Ork (My Treasure) Starline SR-301

Tales of Vienna Woods—Accordion Masters (Dolores) Standard S-45117

Tarantella Dell' Amore—S. Bruni (Borgo Antico) V 25-7140

That Is Why—J. Pecon (When Banana) Cap(78)1081; (45)F1081

Tickle-Tickle Polka—S. Adamczyk (Cash My) Cap(78)-1083; (45)F1083

Tutti Frutti—B. Wyte Polka Band-G. Smith (Joey's Got) V(78)25-116; (45)51-1166

Unpublished Viennese Waltzes Album—Standard Salon Ork (1-10") Standard (33) ST-LP 7

Wabash Waltz—Accordion Masters (Over the) Standard S-45115

Wanda and Stanley Polka—T. Puskarz Ork (Josephine Polka) Coral 60245

Westphalia Waltz—S. Haskell (Friendly Time) Cap (78)1085; (45)F1085

When Banana Skins Are Falling—J. Pecon (That Is) Cap(78)1081; (45)F1081

Why Did You Take My Heart—J. Pecon (Mary Lou) Cap(78)1086; (54) F1086

Wishing at the Wishing Well—M. Data (Mother, Someone) Cap(78)1082; (45)F1082

Yerushalayim—Cantor M. Kusevitsky (Shir Hacheirut) V(78)25-5102; (45)53-2505

Yiddish Mule Train—M. Katz (The Baby) Cap(78)-1063; (45)F1063

LATIN-AMERICAN

Anticipatica—T. La Negra (Maldicion Gitana) V(78)-23-5158; (45)51-5158

Ando Anamerade—F. Rosas (Tu Dijiste V(78)23-5148; (45)51-5148

Ay! Que Cuete Venge—F. Rosas (El Petardo) V(78)23-5140; (45)51-5140

Canasta Rhumba—D. Pablo Ork (Naughty Waltz) Latin American 43

Cancion de Invierno—A. Montes (Mentira) V(78)23-5143; (45)51-5143

Cerbinao el Cecinero—D. Santos (El Entierro) V(78)-23-5139; (45)51-5139

Cocide Madrilene—L. Xey (Tu) V 23-5160

Cuando Salge a los Campos—M. Aceves (Oyes Lupita) V(78)23-5141; (45)51-5141

Delante De Mi Detente—M. Aceves Mejia (El Gallito) V(78)23-5131; (45)51-5131

Donde Estaras, Amor—Los Romanceros-Adalberto—Julito (El Trompe) V(78)23-5147; (45)51-5147

El Entierro de Francisco—D. Santos (Cerbino el) V(78)-23-5139; (45)51-5139

El Gallito Del Norte—M. Aceves Mejia (Delante De) V(78)23-5131; (45)51-5131

El Petardo—F. Rosas (Ay! Que Cuete) V(78)23-5140; (45)51-5140

El Rancho Grande Album—R. Armengod-N. Rodrigo Ork (1-10") Dec (33) DL 5192—Adios Mariquita; Alla En El Rancho Grande; Asaopola; Cielito Lindo; Marquita; Morena Linda; Quereme Mucho; Rosa

El Trompo—L. Romanceros-Adalberto—Julito (Donde Estaras) V(78)23-5147; (45)51-5147

Fiestas De Mexico—A. Huesca (Yo) V(78)23-5149; (45)51-5149

Final—P. Vargas (Te Quiero) V(78)23-5138; (45)51-5138

Goodnite Beloved—D. Pablo Ork-Raquella (My Radio) Latin American 56

Lamento Del Carretero—Canario Y Su Grupo (No Me) V(78)23-5146; (45)51-5146

Locas Por El Mambo—B. More (Mambo Del) V(78)23-5157; (45)51-5147

Luna Llena—Los Tres Diamantes (Pecos Bill) V(78)-23-5159; (45)51-5159

Maldicion Gitana—T. La Negra (Anticipatica) V(78)23-5158; (45)51-5158

Mambo Del Ruletero—P. Prado Ork (Locas Por) V(78)-23-5157; (45)51-5157

Mambo Maravilla—I. Diaz (Super Mambo) V(78)23-5142; (45)51-5142

Mentira—A. Montes (Cancion De) V(78)23-5143; (45)-51-5143

Arthur Murray's Rumba Rhythms for Dancing Album—A. Mendez Ork (1-10") Standard (33) ST-LP 6

My Radio Sweetheart—D. Pablo Ork-Raquella (Goodnight Beloved) Latin American 56

Naughty Waltz—D. Pablo Ork (Canasta Rhumba) Latin American 43

Nicolasa—RCA Victor Banda (Varsoviana) V(78)23-5144; (45)51-5144

No Me Dejes Solo—Canario Y Su Grupo-Lebron-Rodrigues (Lamento Del) V(78)23-5146; (45)51-5146

Quiero Bailar Contigo—J. Valle-C. Concepcion (Que Si) V(78)23-5145; (45)51-5145

Qui Si, Que No—C. Consepcion—J. Valle (Quiero Bailar) V(78)23-5145; (45)51-5145

Oyes, Lupita—M. Aceves (Cuando Salge) V(78)23-5141; (45)51-5141

Pecos Bill—Los Tres Diamantes (Luna Llena) V(78)23-5159; (45)51-5159

Que Problema—N. Morales (Ya Son) Dec 21308

Super Mambo—L. Diaz (Mambo Maravilla) V(78)23-5142; (45)51-5142

Te Quiero—P. Vargas (Final) V(78)23-5138; (45)51-5138

Te—L. Xey (Cocide Madrilene) V 23-5160

Tu Dijiste—F. Rosas (Ando Anamerade) V(78)23-5148; (45)51-5148

Varsoviana—RCA Victor Banda (Nicolasa V(78)23-5144; (45)51-5144

Ya Son Las Doce—N. Morales (Que Problema) Dec 21308

Yo—A. Huesca (Fiestas De) V(78)23-5149; (45)51-5149

RELIGIOUS

Are You on God's Side?—"Sister" M. Fields (Jesus at) Col 30211

Ave Maria Hour Album—The Elizabethans-A. De Vally, Dir. (3-10") Bibletone AH Agnus Dei, Bibletone, 3302; Ave Maria, Bibletone, 3301; Gethsemane, Bibletone, 3303; Lord's Prayer, Bibletone, 3301; Mighty Fortress Is Our God, A, Bibletone 3303; Panis Angelicus, Bibletone, 3303

Across the Desert—F. Elliott (Our Lady) London 752

Beautiful Life—T. Ritter's Gospel Quartet (Thiel on) Cap(78)1098; (45)F1098

Glory to His Name—Jacobs Singers (I Want) Bibletone 2301

He's the Lilly of the Valley—Rev. R. A. Daniels-Mt. Zion Gospel Choir (When the) Cap(78)1099; (45)-F1099

Hymns on the March—(I & II) F. Luther Dec 14523

Hymns of the Blessed Virgin Mary Album—J. Swittel (3-10") Shrine 9001-9006

Hymn of the Pilgrims—Polyphonic Choir of the Academy of Ste. Cecilia, Rome-Mo. Bonaventura Somma, Cond. (Prayer of) V(78)12-1218; (45)49-1253

I Need You—Keys of Heaven (In the) Bibletone 2402

I Prayed—Jacobs Singers (King Jesus) Bibletone 2302

I Want To Go Up to Heaven—Jacobs Singers (Glory to) Bibletone 2301

I Want My Crown—E. Davenport (One Day) Coral 65033

If I Could Hear My Mother Pray Again—Keys of Heaven Bibletone 2401

(Continued on page 106)

Materiale protetto da copyright

The Billboard MUSIC POPULARITY CHARTS

PART XII

The Honor Roll of Popular Songwriters

By Jack Burton

No. 67—THE TOBIAS BROTHERS (PART I)

The stage had its three Barrymores, Ethel, Lionel and Jack; baseball, its three DiMaggios, Vince, Dominic and Joe, and the greatest brother act in Tin Pan Alley today are the three Tobiases, Harry, Henry and Charles.

Harry, the oldest member of the trio, blazed the Tin Pan Alley trail for his two younger kinsmen in 1911 when, at the age of 16, his eye was attracted to an advertisement with this arresting headline:

"Write a Song and Make a Fortune."

It was a slack afternoon at the John C. MacGinnes Department Store in Worcester, Mass., where Harry clerked, so he had plenty of leisure time to dash off a poem, *National Sports*, which he mailed that evening to the sponsor of the advertisement. And three days later he received the sterotyped come-on reply:

"Your poem received, and one of our experienced staff writers is composing a tune for it. In return for the small sum of $25, we will send you 500 copies."

If Harry Tobias had had $25, he would have been cartooned with dollar signs all over his suit in the Hearst paper and flayed as a bloated capitalist and public menace, but the assistant buyer in the ladies' wearing apparel department also was a gullible guy and backed the song with $15. The balance was raised by raiding piggy banks and putting the financial bite on mother and father. And two weeks later, 500 copies of *National Sports*, with a picture of Ty Cobb on the cover, were delivered to the budding young songwriter.

This posed a serious problem. How was Harry to get his $25 back? But he came up with the solution. He simply peddled the song from house to house at 10 cents a copy or three for a quarter, paid back the money he had borrowed, and invested the profits in another song, *When the Moon Shines Bright*, which also graced the music racks of 500 Worcester pianos as the result of another house-to-house sales drive. Then Charley Tobias, three years Harry's junior, got into the act, and they covered the entire countryside, plugging and selling the songs on which they collaborated as lyricists and often singing a recalcitrant prospect into submission.

It was an era of industrial expansion, and Harry Tobias, taking a tip from the Standard Oil Company which then was extending its pipe lines to fuel the entire world, decided to go to New York City and crack Tin Pan Alley, then located around 28th Street, wide open. His father didn't toady to the idea. A tailor, he wanted Harry to learn his trade, but sitting cross-legged on a bench six days a week was too sedentary an occupation for a 19-year-old kid with restless feet.

When Harry Tobias first strode up Broadway in 1914, the Seventh Regiment Band wasn't on hand to welcome him and the competition was stiff, with songs like these selling better than hot cakes at Childs: Irving Berlin's *I Want To Go Back to Michigan*, Ray Walker's *Poor Pauline*, Will Handy's *St. Louis Blues*, Jerome Kern's *They Didn't Believe Me*, Percy Wenrich's *When You Wore a Tulip*, and Ernie Ball's *A Little Bit of Heaven Sure They Called It Ireland*. But a youngster who had trudged thru four-foot snowdrifts to sell *American Sports* and *When the Moon Shines Bright* had the makings of a successful gate-crasher. No less an authority than Irving Berlin gave him an audience and suggested that Harry get a job as a song plugger to keep him off park benches and insure three square meals a day.

So Harry worked the morning and evening shifts in the five-and-dime stores, caroling the tunes of rival songwriters and made the rounds of Tin Pan Alley in the afternoons until he got his first break at the Broadway Music Company, where he met Bill Dillon, author of *My Little Girl, Every Little Bit Added to What You've Got Makes Just a Little Bit More* and *I Want a Girl Just Like the Girl That Married Dear Old Dad*. Dillon not only listened to some of Harry's melodies but offered to collaborate with him, and together they wrote *Take Me to My Alabam'* and *That Girl of Mine*.

Then Uncle Sam pointed his finger at Harry Tobias, and for the next two years the Worcester warbler wore the khaki, being stationed at Camp Joseph E. Johnston, Jacksonville, Fla., where he teamed up with Abe Olman, composer of *Oh, Johnny, Oh* and *Down by the O-Hi-O*, as an army entertainer and morale booster.

Back in mufti with the signing of the armistice, Harry Tobias finally made the grade in 1922 when the popularity of his *O-oo Ernest, Are You Earnest With Me?*, written with Sidney Clare and Cliff Friend, qualified him for membership in the American Society of Composers, Authors and Publishers. Seven years later the three Tobias brothers made their debut as a song-writing team with *Miss You*, a song that has worn so well over the years that it now has become a recognized standard.

Miss You, however, is one of a comparatively few songs on which the three Tobias brothers have collaborated. In the past 20 years they have traveled separate roads to success, altho in 1929 Harry and Henry shared a common ambition and hit the "gold dust" trail to Hollywood in an old four-cylinder Chevrolet. As they neared the gold fields on Thanksgiving Day, they met an army of disgruntled songwriters starting the long trek back to New York, convinced that the fabulous fortunes promised by the sound tracks were but a mirage. Henry Tobias believed them and turned back, but Harry decided to stick it out. He liked the smell of the orange groves and the warmth of the California sun.

And California has been good to Harry Tobias, who sold his wares to the Hollywood studios with the same enthusiasm and presistence he employed in selling his first songs from house to house in Worcester. Soon after his arrival he wrote *It's a Lonesome Old Town When You're Not Around*, which Ben Bernie adopted as his theme song; *At Your Command*, one of Bing Crosby's early hits and on which he and Harry Barris, another member of the famous Rhythm Boys, collaborated, and *Sweet and Lovely*, which like *Miss You*, has a haunting quality that time enhances rather than depreciates.

In more recent years Harry Tobias has worked in the Western song idiom, writing numbers introduced in cowboy films starring Gene Autry and Bill (Hopalong Cassidy) Boyd, and in 1942 he collaborated with his brother, Charles, and Nat Simon on one of the great songs of the wartime period, *Wait for Me Mary*.

Henry Tobias, who cast his lot with Broadway instead of Hollywood in 1929, is probably the most versatile member of this versatile family trio. In addition to being a composer and author, he has conducted his own orchestra over the NBC network, recorded for Bluebird Records, written special material for such stars as Eddie Cantor, Milton Berle, Sophie Tucker, Willie Howard, Judy Canova, Fanny Brice, Belle Baker and Mischa Auer, and produced and directed summer stock and original musical revues for many seasons at the Totem Lodge on the borscht circuit. He also has taken television in stride, writing, producing and acting in TV shows by the Philco Hollywood station, KTLA, in 1948.

As far as Charley Tobias is concerned, he has come a long way since he introduced his first song hit, *Ho Ho, Ha Ha, Me Too*, at Loew's State Theater, New York, in 1927, when vaude was in its prime and Charley Tobias was primed with vaude ammunition.

(To be continued)

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.

THE TOBIAS BROTHERS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1916—*TAKE ME TO MY ALABAM'*
Music by Harry Tobias and lyrics by Will Dillon. M. Witmark & Sons, Inc.
THAT GIRL OF MINE
Music by Harry Tobias and lyrics by Will Dillon. Edwin H. Morris & Company, Inc.

1926—*KATINKA*
Music by Henry Tobias and lyrics by Ben Russell. Leo Feist, Inc.
(Available on Victor 20-1847, Vaughn Monroe.)

1928—*GIGGLING GERTIE*
Music and lyrics by Dave Dreyer, Charles and Harry Tobias. Bourne, Inc.

1929—*MISS YOU*
Music and lyrics by Henry, Harry and Charles Tobias. Santly-Joy, Inc.
(Available on the following records: Decca 24255 in A-621, Bing Crosby; Columbia 37993 in C-158, Eddy Howard; Columbia 22029, Rudy Vallee; Victor 20-2879, Sammy Kaye.)

1930—*WHEN IT'S HARVEST TIME (SWEET ANGELINE)*
Music by Charles Kisco and Neil Moret, lyrics by Harry Tobias. Villa Moret, Inc.
THE WEDDING OF THE BIRDS
Music and lyrics by Henry and Harry Tobias and Charley Kisco. Sherman Clay.

1931—*AT YOUR COMMAND*
Music by Harry Barris and Bing Crosby, lyrics by Harry Tobias. Robbins Music Corporation.
(Available on the following records: Capitol 15254, Gordon MacRae; Capitol 359, Joe Alexander.)
SWEET AND LOVELY
Music by Gus Arnheim and Jules Lemare, lyrics by Harry Tobias. Robbins Music Corporation.
This song was revived in 1944 in the MGM picture, "Two Girls and a Sailor."
(Available on the following records: Decca 18632, Fred Waring's Pennsylvanians; Decca 23813, Eddie Heywood orchestra; Decca 24059 in A-1931, Ray Benson orchestra; Capitol 15020, Benny Goodman; Columbia 36334 in C-70, Frankie Carle; Columbia 38479, Kay Kyser; Mercury 5226, John Laurenz; Victor P(27635) in P-95, Russ Columbo.)
I'M SORRY, DEAR
Music by Anson Weeks and Johnny Scott, lyrics by Harry Tobias. Robbins Music Corporation.
ALL FOR THE LOVE OF MIKE
Music and lyrics by Harry Tobias, Harry Pease and Ed Nelson. Leo Feist, Inc.
I'M GONNA GET YOU
Music by Gus Arnheim and Jules Lemare, lyrics by Harry Tobias. Mills Music, Inc.

1932—*O-OO ERNEST, ARE YOU IN EARNEST WITH ME*
Music and lyrics by Harry Tobias, Sidney Clare and Cliff Friend. Remick Music Corporation.

1934—*CALL OF THE ROCKIES*
Music by Neil Moret and lyrics by Harry Tobias. Miller Music Corporation.
IT'S A LONESOME OLD TOWN (WHEN YOU'RE NOT AROUND)
Music and lyrics by Charley Kisco and Harry Tobias. Bourne, Inc.
(Available on the following records: Decca 25282, Ben Bernie orchestra; London 602, Richard Hayes with Teddy Phillips orchestra.)
THE DAUGHTER OF PEGGY O'NEIL
Music by Charley Kisco and Harry Pease, lyrics by Harry Tobias. Robbins Music Corporation.
Available on Decca 25076, Phil Regan.)
WILD HONEY
Music by George Hamilton and Neil Moret, lyrics by Harry Tobias. Robbins Music Corporation.
(Available on Rondo 204, M. Gordon Trio.)

1935—*ROCKY MOUNTAIN EXPRESS*
Music and lyrics by Albert Von Tilzer, Charles and Harry Tobias. American Music Publishing Company.
PARADISE VALLEY
Music by Lew Porter and lyrics by Harry Tobias. Larry Spier, Inc.

1936—*NO REGRETS*
Music by Roy Ingraham and lyrics by Harry Tobias. Miller Music Corporation.
A-HUNTING WE WILL GO
Lyrics by Harry and Charles Tobias. Music by Harry Stride. Shapiro, Bernstein & Company, Inc.

1937—*SAIL ALONG SILV'RY MOON*
Music by Percy Wenrich and lyrics by Harry Tobias. Santly-Joy, Inc.
(Available on the following records: Columbia 20029, Gene Autry; Decca 25021, Bing Crosby and Lani McIntyre's Hawaiians.)
HERE COMES THE GIRL
By Henry, Harry and Charles Tobias and Milton Berle. Shapiro, Bernstein & Company, Inc.

1938—*STARLIGHT OVER TEXAS*
Music by Roy Ingraham and lyrics by Harry Tobias. Southern Music.
YOU WALKED OUT OF THE PICTURE
Music by Henry Tobias and Little Jack Little; lyrics by Dave Oppenheim. American Academy of Music.

1939—*IN OLD KALUA*
Music by Henry Tobias and lyrics by Dave Oppenheim and Dick Kuhn. Mills Music, Inc.
This is the theme music of Lenny Herman's orchestra.
SORRY, DEAR
Music by Henry Tobias and lyrics by Dave Oppenheim. Mills Music, Inc.

1941—*SWING OF THE RANGE*
Music by Johnny Marvin and lyrics by Harry Tobias. Mills Music, Inc.

1942—*ROLLEO ROLLING ALONG*
Music by Henry Tobias and lyrics by Harry Tobias and Don Reid. Miller Music Corporation.
WAIT FOR ME, MARY
Music and lyrics by Nat Simon, Charles and Harry Tobias. Remick Music Corporation.
This song was introduced in the 20th Century-Fox picture, "Winged Victory."
(Available on Decca 18556, Dick Haymes.)
I'LL KEEP THE LOVELIGHT BURNING
Music by Harold Levy and lyrics by Nick Kenny and Harry Tobias. Remick Music Corporation.
(Available on the following records: Decca 24654, Dick Haymes; Decca 24715, Dick Haymes; Decca 24751, Louis Armstrong; Mercury 5310, Patti Page; London 403, Vera

(Continued on page 40)

SONGWRITERS COMING UP!

THE TOBIAS BROTHERS
In Subsequent Issues *The Billboard* Will Present

FRED AHLERT
HAROLD ALREN
NACIO HERB BROWN
BURTON LANE
JIMMY VAN HEUSEN
PETER DE ROSE
RAY HENDERSON
ARTHUR SCHWARTZ
MILTON AGER
CON CONRAD
BILLY ROSE
HARRY WARREN

TV RETAILERS STILL FREEZE

Private Label Bargains Keep Orders Down

Dept. Stores Have Bulge

NEW YORK, July 1.—Watchful waiting is still the by-word of the retail TV business. Despite the various manufacturers' claims of orders placed for new lines and predictions that lowered prices will widen the consumer market, TV dealers are extremely cautious in placing orders. Trade-wise executives feel that the dealer attitude will continue in the same vein until the private label sellers place firm prices on their new models.

That the private label lines can throw the entire price picture into the proverbial cocked hat, as one department store exec put it, creates the dealers' apathy toward placing orders. This same exec, who insisted on remaining anonymous, listed the following prices as having been offered to his organization by one of the largest producers of private label merchandise. Prices are cost to the store and do not include excise or warranty charges:

12½-inch table model	$ 85.50
12½-inch console	101.90
14-inch rectangular table model	97.65
14-inch rectangular console	110.30
16-inch rectangular table model	110.00
16-inch rectangular console	123.50
19-inch console	163.70
16-inch console combination with three-speed changer and AM-FM radio	177.50

Under these costs it is possible for the promotional-minded stores to advertise sensational values to the dollar-conscious public. The 16-inch console combination and 19-inch console could be sold for "under $200." The 12½-inch table model would continue to sell for less than $100, while the 16-inch table and console models could be priced at $150 and $165, respectively.

As put by one of the buyers for a local radio-TV-appliance chain, "I'm waiting to see what happens when Macy's, Gimbel's and the chains start their big newspaper advertising campaigns. In the meantime, I'll order only what I have to, and keep on selling refrigerators and air-conditioners."

Victor To Offer Bonus Disk Bait

(Continued from page 15)

includes listings of the month's releases from which the consumer may choose his bonus disk.

Ad campaign plugging the bonus offer is now being drafted and is scheduled to start July 16.

Bonus books will be issued by RCA Victor dealers for 45J inventory on hand. All future deliveries of the players will include the bonus books. Dealers who do not handle RCA Victor disks have been told that the customer can use the bonus certificate at any record shop.

Phono Jack on TV Set a Must, Tele-King Official Declares

NEW YORK, July 1.—"There is no excuse for a manufacturer to produce a television set that does not have a phono jack," claims Franklin Lamb, vice-president of the board of the Tele-King Corporation. "We are making a promotionally priced line of television sets, where cost to us, the distributor and the dealer is of the utmost importance, yet every one of our sets that is not a console-combination with a self-contained record player has provision for the attachment of record playing equipment."

According to Lamb, the cost of adding a phono jack is negligible. He pointed out that the added sales feature of a phono jack is an additional selling point for retail salesman, but more than that, offers the retailer an opportunity to increase his volume by selling player attachments and building customers for the shop's record department.

"Not every potential television buyer has the money for a console combination set," said Lamb. "The dealer can easily satisfy the wants of these people by selling them a promotionally priced TV-only receiver and an inexpensive record playing attachment. He can point out to the customer that despite the lower cost of the attachment, he can still get the full benefit of the television set's fine audio system and speaker. In addition, there are many people who do not believe that the location in the home of the television set is also the proper place for the family record collection. A jack-equipped TV set, in that case, gives the customer complete freedom in placing his furniture."

Gabor Diskery Adds Phono Deal

(Continued from page 15)

LP attachment, it lists officially for $12.95. Gabor's promotion, however, offers the attachment, a six-pocket box album, and two Continental LP records—a total list value of $22.15—to retail for $9.90.

Gabor's swap plan is for Continental dealers only, excluding distribs. Between now and August 31, dealers may turn in disks of any label and receive credit for $1 worth against every $2 worth of Continental LP's or 45's purchased.

Meanwhile Remington has inked some additional artists and set up a large summer recording schedule in Europe. Gabor himself leaves for Italy for six weeks on July 17, and Music Director Edward J. Smith heads for Italy and Vienna the first week of August.

Foreign Disking

In Italy, Gabor has made an arrangement with Count Cesare Nesi, a director of the Florence May Festival, and with Dr. Francis Cerbini, of Rome, to assist in the production of eight operas with the La Scala, Milan and May Festival orks, and casts of Italian and American singers. The schedule calls for a Verdi anniversary series, to consist of 45-minute excerpts from the early, rarely heard operas, including *Oberto, Giovanna D'Arco, Nabucco, Ernani, Vespri Siciliani, I Due Foscari, Luisa Miller* and *Attila* or *Alzira*. These will come out on Remington LP's at $1.99 in the fall.

Most of the new Continental LP's, which sell at standard prices, will be cut in France. Included are the operas *Clemenza Di Tito*, by Mozart, and *Prophete*, by Meyerbeer.

Symphonic standards for Remington are being cut now in Vienna by Gabor's representative there.

Among the American artists to perform in the above-named operas are Met soprana Christina Carroll, Ivan Petroff and contralto Elizabeth Wysor. Miss Carroll is being flown over especially for the Italian series. H. Arthur Brown, conductor of the Tulsa Philharmonic, has been flown to Vienna for an orchestral series, and Dr. Felix Gunther has also been sent there to conduct 10 standard symphonic works, all for Remington.

The diskery has also engaged folksinger Richard Dyer-Bennett for an album of his concert specialties.

Set, Fono Sales Up, Disks Slip

WASHINGTON, July 1.—Department store sales of TV sets, radios and phonos for the first quarter of 1950 were more than double the same 1949 period, but sales of disks, sheet music, and instruments were down, the Federal Reserve Board (FRB) reported this week.

Total sales of 175 department stores having a separate department for radios, phonos and television were up 119 per cent over the first 1949 quarter. In 228 stores where disks are included in the same department, the increase was only 86 per cent, with lower disk sales holding down the over-all increase. For 127 stores maintaining a separate department for disks, sheet music, and instruments, sales for the January-March, 1950 period were off 8 per cent from the comparable stretch last year.

Peter Pan Plans New Disks, Kiddie Phonos

(Continued from page 15)

to the regular 10-inch 49-cent line. An innovation here is the use of a different illustration on each side of the sleeve for each side of the record.

45's To Tee Off

Peter Pan's 45 r.p.m. line, to retail at 59 cents, will tee off with more than a dozen disks, each packaged in a four-page, four-color picture book with text.

To lure retail disk shops into the minidisk field, the diskery is packaging four seven-inch 78 r.p.m. records in four-color, soft-cover albums with cut-outs to sell for 98 cents.

The outfit will also make available to distribs and dealers at cost several new varieties of wooden display racks in counter and floor models.

Details regarding the new player were not ready at press time, altho Lapidus stated that the cabinets would be molded at the Synthetic Plastics plant and that the price would undercut anything similar now on the market.

Peter Pan has also set up a third warehouse in Chicago. Its other factory distribution points are in Newark and Los Angeles. Lou Bass has been added to the sales staff to cover the metropolitan area. The diskery is preparing an advertising and promotional campaign for both consumer and trade publications, and has engaged the S. Harold Labow Advertising Agency to handle its account.

BBB Draws Up TV Rules in War On Trade Gyps

NEW YORK, July 1.—The Better Business Bureau (BBB) of New York City this week began a drive to "stamp out the evils in selling and servicing of television sets and to educate the buying public in methods of self-protection." The drive was opened at a meeting attended by more than 900 radio, television and appliance dealers and representatives of television service companies. Hugh R. Jackson, president of the local BBB, presided.

"Radio and television represent the largest single category of complaints handled by the BBB," Jackson stated. "In the first five months of this year, we received 233 per cent more complaints than during the same period of 1949."

Jackson told the group that the BBB's action program was designed: (1) To establish and maintain standards for advertising and selling within the industry in order to reduce faulty and misleading practices; (2) to inform the public, principally thru a consumer booklet, of basic facts they should know about the purchase and servicing of television sets. The new standards will be made effective July 15. The local bureau also is setting up a special unit to work continuously with and investigate the practices of the industry.

Among the new standards are specific regulations on unfair competitive claims, layouts of ads, headlines, "bait" offers, "free" offers, sales, price reductions, conditional offers, former price ranges, duration of sales, finishes, trade-in allowances, guarantees, trial offers, contest prizes, used and imperfect merchandise, credit charges and outside financing. TV servicing standards were set on *(See BBB Fights Gyps on page 93)*

Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

Andrea
Saybrooks, Mayfield, Sutton and Normandy Models.
Arvin
All sets
Bendix
All sets
Capehart
All sets
DuMont
All sets
Hallicrafters
All sets
Hoffman
All sets
Industrial Television
All sets
Meck
Models KQR, KTR and KRTP
Mercury
All sets
Pilot
All sets
RCA Victor
All sets
Stromberg-Carlson
All sets
Tele King
All sets
Westinghouse
Ardley model

Philly Dealer Sues for 75G

PHILADELPHIA, July 1. — A counter claim for triple damages of $75,000 was filed last week in the U. S. District Court here by Dave Krantz, local radio and television dealer, against the Jerrold Electronics Corporation and M. J. Shapp and Company.

Krantz asked that an injunction be issued against the monopolistic practices of the companies.

Krantz is one of six individuals who, with two radio servicemen's associations, were cited in an action brought May 11 in the U. S. District Court by the Jerrold and Shapp companies. The action, charging the defendants with boycotting the products of the plaintiffs, asked triple damages of $285,000 and an injunction to restrain them from continuation of the alleged boycots.

In the action filed in behalf of himself and his co-defendants, Krantz averred that the Jerrold and Shapp companies have established a practical monopoly in their product in this area, and that they have discriminated against retail radio-TV dealers by refusing to sell them except at prices charged to consumers. Because of this prohibition, Krantz alleged he has lost $25,000 worth of business during the past year.

Webster-Chicago Offers New Changer

CHICAGO, July 1. — A new high-fidelity audio amplifier, an automatic portable record changer and mounting boards for the new line of automatic changers have been introduced by the Webster-Chicago Corporation.

The changer, Model 100-641, is priced at $63.25 and designed to be plugged into any radio or TV set or into the company's new amplifier. The amplifier, Model 166, is priced at $68.75 and designed for use with W-C record changers.

The mounting boards have been produced to ease the service problem in substituting the new series of W-C changers for the older one and two-speed models. The boards will retail at $2.50.

RRAC Sets Plans For National Org

CHICAGO, July 1.—The Record Retailers' Association of Chicago (RRAC), which has been organized a year, will open a suite July 9 at the Palmer House in conjunction with their attempt to organize a national wax retailers' association during the National Association of Music Merchants' (NAMM) convention here. It's also planned to leave literature regarding the two afternoon meetings (*The Billboard*, July 1) at all record manufacturer and accessory booths during the NAMM show, July 10-13.

While invitations were sent out early this week to a number of out-

(See RRAC Sets Plans on page 93)

Portomatic Announced

HOLLYWOOD, July 1. — A new remote-controlled tele tuning device, called Portomatic, was placed on the market last week by Richmart Television, local video set manufacturer. Device permits looker to switch channels from any location by using the lightweight, portable, remote tuner. Gimmick is currently available only with companion Portomatic teevee sets, and distributed thru local dealers only.

Richmart is new firm set up by pioneer video dealer, Jack Richards, and Russell Martin, designer and engineer of custom-built sets. Richards has previously developed a large screen projection set now in use in theaters, bars, etc.

People, Products and Prices

Emerson Unveils Low-Price TV, Radio-Phono Combos

In addition to a group of lower-priced video sets and a large selection of portable and table model radios, **Emerson Radio & Phonograph Corporation** last week unveiled several new radio-phonograph combinations and a 45 r.p.m. record player. The Emerson player, Model 590, features a three-tube amplifier and retails at $29.95. In addition, the company showed Model 635 radio-phono set for 45 r.p.m. disks only and retailing at $49.95. The line also includes a three-speed automatic changer radio-phono set in wooden cabinet, and a radio-phono console with three-speed automatic changer. The former will sell at $89.95, and the latter at $149.95.

News Notes on the Manufacturers and Distributors

Pilot introduced a new three-way console combination with 12½-inch picture tube last week. Price of the set, with AM-FM radio and three-speed record changer, is $269.50. . . . **Motorola** announced that unit sales of TV sets for the first quarter of this year were 340 per cent of last year's figures. . . . **Air King** introduced a new 16-inch table model receiver with rectangular tube to retail at $189.95. . . . Three promotions were made last week in General Electric personnel. **John L. Busey** was elected a vice-president of the company and appointed to take over marketing policy, **William V. O'Brien** was elected a commercial veepee and assistant manager of marketing policy, while **Charles F. Pritchard** was elected president of the G. E. Supply Company. . . . **Remco, Inc.,** was named distributor for Sylvania radio and TV sets in the Chicago area. . . . **Sydney J. Mass** has been appointed advertising and sales promotion director of the Jerrold Electronics Corporation. . . . The new **Starrett** line of video receivers will consist of 16 models in tube sizes ranging from 12½-inch to 20-inch rectangular. . . . **DuMont** named **Orkil, Inc.,** as distributor in the Connecticut area and **Tafel Electric & Supply Company** in the Tennessee area. . . . **F. L. Meacham** has been named general works manager of the Crosley and American Central divisions of Avco.

Sylvania Trade Show Line To Consist of 21 Models

The Sylvania line of television sets to be shown at the music industry trade show in Chicago will consist of 21 different models, it was learned this week. Prices for the various sets have not been pegged, but it is understood that the line will feature only 14-inch and 16-inch rectangular tubes and 19-inch round tubes. Two console-combinations are included in the 21 models.

Lynn Takes AMC Post as Smith Quits

George Smith last week resigned his post as radio-record-TV buyer for the Associated Merchandising Corporation (AMC). He formerly held a similar position with Affiliated Retailers and had been with the Montgomery Ward chain prior to that. Replacing Smith with AMC will be **Sy Lynn,** promoted from assistant buyer of housewares. Smith will make known his future plans within the next three weeks.

Shura-Tone Line Adds Three-Speed Adaptor

A three-speed adaptor, Model 3-PJ, has been added to the Shura-Tone line of phonographs, it was announced last week by **Irving B. Shurack,** president of the company. The phono attachment is equipped with a permanent single needle, is covered in leatherette and available in a variety of colors at a list price of $14.95. Shurack also stated that the attachment carries an extremely long discount to the trade.

Magnavox Steps Up Output in Wide Open Market

Despite the competition of television, the Magnavox Company had stepped up radio-phonograph production each month since last fall, according to **Stewart Roberts,** director of merchandising and assistant sales manager for the company. At the same time, **Frank Freimann,** Magnavox executive vice-president, pointed out that fewer than 10 per cent of America's homes have modern console radio-phonographs, and the market is far from saturated.

Zenith Drops Drive To Spread Phonevision Equipment

Zenith Corporation last week promised the Federal Communications Commission (FCC) to stop encouraging other manufacturers to install Phonevision equipment in their sets. The firm told the FCC it was dropping promotion at the agency's implied order but said that it feels such installation would be in the public interest. Listed by Zenith as having expressed interest in Phonevision were **General Electric, Emerson, Magnavox, Stromberg-Carlson, Stewart-Warner, Crosley, Colonial, Industrial Television, Wilcox-Gay,** and **Hoffman.**

Hudson, Steelman, Covrall To Show Radio-Phono Lines At Chicago Industry Show

NEW YORK, July 1.—Three of the top phonograph manufacturers will enter the radio-phono combination field with the introduction of new record playing lines scheduled to be shown at the music industry trade show in Chicago, July 10-13. Hudson Electronics, Steelman Phonograph & Radio and Covrall Industries will all show their first radio-phono models at the convention.

Hudson will preem a table model radio-phono set in wooden cabinet to retail at $79.95. Covrall will show two portable models with radio priced at $79.95 and $89.95. Steelman's line will include a table model at $89.95 and a portable model at $79.95. All sets will have three-speed automatic record changers.

Steelman also will show three portable radio-phono models with three-speed manual players, priced at $39.95, $44.95 and $49.95. In addition to the radio-phono models, each firm will show a complete line of portable record players. Covrall's new sets, in eight different models, will range from $10.85 for a single-speed manual player and $14.75 for a three-speed manual player to $69.95 for a three-speed automatic model.

Hudson will introduce a new line of quality players to be distributed

(See Radio-Phono Lines on page 93)

Rainbow Lights Drop in Phono, Radio Tax Take

WASHINGTON, July 1.—Receipts during the 1950 fiscal year from the tax on radios, phonos and parts totaled $40,683,799 as compared with $49,159,548 for 1949, a survey of Internal Revenue statistics disclosed this week. Despite the over-all drop, the trend started a reversal in the last quarter of 1950, with each month showing a gain over its counterpart of the preceding fiscal year.

Most of the years' decline was registered in the doldrum months of August, September, and October, 1949, which lagged behind the comparable period in 1949 by nearly $6,000,000. The postwar low was reached in August, 1949, when collections fell below the two-million mark for the first time, the following month's receipts picked up slightly, but still remained under $2,000,000.

The high in both fiscal years was December, evidently reflecting Christmas sales. Receipts this past May were somewhat surprising in that they represented the second highest total in 1950. Over the past few fiscal years, the second leader has usually been November.

Collections from the radio-phono tax by fiscal years:

	1950	1949
July	$3,803,671	$4,060,788
Aug.	1,890,533	3,927,000
Sept.	1,952,008	4,344,248
Oct.	2,899,796	4,016,648
Nov.	3,139,854	4,830,504
Dec.	4,499,451	5,833,973
Jan.	3,498,636	4,773,371
Feb.	3,337,865	4,242,149
March	4,210,126	3,502,434
April	4,008,782	4,009,058
May	4,436,906	3,595,361
June (Est.)	3,000,000	2,332,016

Zenith Intros 23 New TV Sets

CHICAGO, July 1. — Twenty-three new Zenith TV models, including three table models and two consoles with 16-inch rectangular screens, were announced by H. C. Bonfig, Zenith vice-president. Prices run from $179.95 to $695.

Line is the first by Zenith to break away from round screens. Bonfig said the rectangular screen was put in "after realistic appraisal of the situation." He would not comment on whether more will be added if Zenith is able to obtain them. "Round screen still is our backbone," he said.

Feature of the line is a single-post record changer which will play any speed and any size record.

Westinghouse Bows 12 New Video Sets

CHICAGO, July 1. — Twelve new TV receivers, priced from $159.95 for 12½-inch table model to $469.95 for a 17-inch radio-TV-phono combo are in the new Westinghouse line. There also is a 19-inch TV console at $399.95.

Prices on radio and TV are lowest in company's history. Feature of TV line is 16-inch rectangular dark-faced tube table model in plastic for $199.95.

New radio receivers include two radio-phono consoles in three cabinet styles, three table models in seven different cabinets, and two portables in five cabinets. Prices run from $17.95, lowest radio price in Westinghouse history, to $249.95.

Materiale protetto da copyright

No. 67—THE TOBIAS BROTHERS

(Continued from page 37)

Lyna; Columbia 38525, Jerry Wayne; Victor 20-3489, Bill Lawrence; MGM 10462, Darry Fulligant.

WE'VE JUST BEGUN TO FIGHT
Music by Henry Tobias and lyrics by Don Reid. Mutual Music Society, Inc.

1944—EASTER SUNDAY WITH YOU
Music by Henry Tobias and lyrics by Don Reid. Leo Feist, Inc.
(Available on Decca 18591, Kenny Baker.)

1945—A THOUSAND TIMES A DAY
Music and lyrics by Henry, Harry and Elliot Tobias. Tobey Music Corporation.
When this song was published, a second generation of songwriters in the Tobias family knocked for admission to Tin Pan Alley, Elliot Tobias being Harry's son, who passed away after this number was released.
(Available on Capitol 407, Joe Alexander.)

1946—THE OLD SQUARE DANCE IS BACK AGAIN
Music by Henry Tobias and lyrics by Don Reid, Leeds Music Corporation.
I USED TO BE HER ONE AND ONLY
Music and lyrics by Henry, Harry and Charles Tobias. World Music, Inc.
(Available on Victor 20-2048, Sammy Kaye.)
GO TO SLEEPY LITTLE BABY
Music by Henry Tobias and Judy Canova and lyrics by Harry Tobias and Zeke Canova. Mutual Music Society, Inc.
This is Judy Canova's radio theme song.
(Available on Mercury 6149, Judy Canova.)
BOW-LEGGED COWBOY
Music by Johnny Marvin and lyrics by Harry Tobias. Leeds Music Corporation.

1947—IF I HAD MY LIFE TO LIVE OVER
Music and lyrics by Henry Tobias, Larry Vincent and Moe Jaffe. General Music Publishing Company, Inc.
(Available on the following records: Decca 23835, Bob Eberle and the Song Spinners; Victor 20-2164, Three Suns; Capitol 15213, Dinning Sisters; Columbia 37302, Buddy Clark; MGM 10003, Kate Smith.)

1948—NO LONGER
Music and lyrics by Henry, Harry and Charles Tobias. Edwin H. Morris & Company, Inc.
I REMEMBER MAMA
Music and lyrics by Henry and Charles Tobias. Tobey Music Corporation.
(Available on Columbia 38543, Fran Warren and Claude Thornhill.

1950—WITHOUT YOUR LOVE
Music by Henry Tobias and lyrics by Harry Tobias and Dave Oppenheim. Tobey Music Corporation.
THE BOWLING SONG
Music and lyrics by Henry, Harry and Charles Tobias. Edwin H. Morris & Company, Inc.
(Available on Victor (78) 20-3759 and (45) 47-3759, Dick Leibert, organist.)

1950—THE LAUNDROMAT SONG
Music by Pinky Tomlin and Charles Kisco and lyrics by Harry Tobias. Kenmore Music Company.
(Available on Victor (78) 20-3730 and (45) 47-3730, Dennis Day.)

Religious Numbers

1943—IN GOD WE TRUST
Music by Al Sherman and lyrics by Harry Tobias. Tobey Music Corporation.
This hymn was played and sung for the first time at the 1943 Easter Sunday services in the Hollywood Bowl by Meredith Willson's orchestra and the "This Is the Army" chorus, and was repeated the following year.

1947—BROTHER
Music and lyrics by Henry, Harry and Charles Tobias. Tobey Music Corporation.
This song has the endorsement and sponsorship of the National Brotherhood of Christians and Jews, and all royalties will be turned over to that organization.

Film Songs and Scores

1930—BE YOURSELF
A United Artists' production starring Fanny Brice. Music by Henry Tobias and lyrics by Billy Rose. Robbins Music Corporation.
COOKING BREAKFAST FOR THE ONE I LOVE

1934—GIFT O' GAB
A Universal picture with a cast headed by Edmund Lowe, Gloria Stuart, Paul Lucas, Boris Karloff, Roger Pryor, June Knight, Ruth Etting, Phil Baker, Chester Morris, Bela Lugosi, Alice White, Alexander Wolcott, Victor Moore and Graham McNamee. Music by Al Sherman and lyrics by Harry Tobias. Shapiro, Bernstein & Company, Inc.
WHAT A WONDERFUL DAY

1935—DIZZY DAMES
A Liberty picture with Marjorie Rambeau, Florine McKinley and Lawrence Gray. Music by Neil Moret and lyrics by Harry Tobias. Harms, Inc.
LOVE IS THE THING

1936—ONE RAINY AFTERNOON
A United Artists' picture with Frances Lederer and Ida Lupino. Music by Ralph Erwin and Jack Stern and lyrics by Harry Tobias. Sam Fox Music Company.
ONE RAINY AFTERNOON
LITTLE MISS NOBODY
A 20th Century-Fox picture featuring Jane Withers. Music and lyrics by Jack Stern and Harry and Harry Tobias. Sam Fox Music Company.
THEN CAME THE INDIANS
TRAIL DUST
A Paramount picture in the "Hopalong Cassidy" series starring William Boyd. Music by Jack Stern and lyrics by Harry Tobias. Paramount Music Corporation.
TAKE ME BACK TO THOSE WIDE OPEN SPACES
BENEATH A WESTERN SKY

1937—ROLL ALONG COWBOY
A 20th Century-Fox picture featuring Smith Ballew. Music by Ray Ingraham and lyrics by Harry Tobias. Sam Fox Music Company.
ON THE SUNNY SIDE OF THE ROCKIES
STARS OVER THE DESERT
THE BARRIER
A Paramount picture with Leo Carrillo and Jean Parker. Music by Jack Stern and lyrics by Harry Tobias. Paramount Music Corporation.
MOONLIT PARADISE

1938—YOUNG IN HEART
A United Artists' picture with Janet Gaynor and Douglas Fairbanks Jr. Music by Franz Waxman and lyrics by Harry Tobias. Leo Feist, Inc.
YOUNG IN HEART

1939—MADE FOR EACH OTHER
A United Artists' picture starring Carole Lombard and James Stewart. Music by Oscar Levant and lyrics by Harry Tobias. Crawford Music Corporation.
MADE FOR EACH OTHER

1940—IT'S A DATE
A Universal picture with Deanna Durbin and Kay Francis. Music by Pinky Tomlin and lyrics by Harry Tobias. Robbins Music Corporation.
LOVE IS ALL
SHOOTING HIGH
A 20th Century-Fox picture starring Gene Autry. Music by Johnny Marvin and Gene Autry and lyrics by Harry Tobias. Robbins Music Corporation.
THERE'S ONLY ONE LOVE IN A LIFETIME
RANCH GRANDE
A Republic picture starring Gene Autry. Music by Gene Autry and Johnny Marvin and lyrics by Harry Tobias. Mills Music, Inc.
THERE'LL NEVER BE ANOTHER PAL LIKE YOU

1943—SHE HAS WHAT IT TAKES
A Columbia picture with Jinx Falkenburg and Tom Neal. Music and lyrics by Henry, Elliot and Harry Tobias. Edwin H. Morris & Company, Inc.
MOON ON MY PILLOW
STORMY WEATHER
A 20th Century-Fox picture starring Ether Waters in a cast that included Lena Horne, Eddie Anderson and Fats Waller. Music by Pinky Tomlin and lyrics by Harry Tobias. Mills Music, Inc.
MY, MY, AIN'T THAT SOMETHING?

1945—I'LL TELL THE WORLD
A Universal picture with Lee Tracy, Brenda Joyce and June Prieser. Music by Al Sherman and lyrics by Harry Tobias. Tobey Music Corporation.
MOONLIGHT FIESTA

1945—SENSATIONS OF 1945
A United Artists picture with Dennis O'Keefe, Eleanor Powell, Sophie Tucker, Cab Calloway and Woody Herman. Music by Al Sherman and lyrics by Harry Tobias. Mills Music, Inc.-Leeds Music Corporation.
MR. HEPSTER'S DICTIONARY
WAKEUP, MAN, YOU'RE SLIPPIN'
ONE LOVE
KISS SERENADE
NO NEVER
SPIN LITTLE PIN BALL

1948—MOONRISE
A Republic picture with Ethel Barrymore, Gail Russell and Dane Clark. Music by Bill Lava and lyrics by Harry Tobias. Robert Music Corporation.
IT JUST DAWNED ON ME

Stage Musicals

1927—PADLOCKS OF 1927
A revue with music by Henry Tobias, Lee David and Jesse Greer; book by Paul Gerard Smith and Ballard MacDonald, lyrics by Billy Rose, and presented by a cast headed by Texas Guinan, Lillian Roth, Ruth Shipman, Frances Healy, Jans and Whalen, Jay C. Flippen and George Rath.
TEXAS
HERE I AM
IF I HAD A LOVER
SUMMERTIME
THE TAP TAP
STRING ALONG WITH TEXAS
HOT HEELS
THAT STUPID MELODY
TOM TOM

1929—EARL CARROLL'S SKETCH BOOK
A revue with Will Mahoney, George Givot, William Demarest, Dorothy Britton, Patsy Kelly, Dorothy Carroll and the Three Sailors. Music by Vincent Rose and lyrics by Harry and Charles Tobias. Robbins Music Corporation.
SONG OF THE MOONBEAMS
FASCINATING YOU
RHYTHM OF THE WAVES

1932—EARL CARROLL'S VANITIES
A revue with Will Fyffe, Milton Berle, Helen Broderick and Harriet Hoctor. Music by Henry Tobias and lyrics by Haven Gillespie and Charles Tobias. Harms, Inc.
ALONG CAME LOVE

(To be continued)

The Billboard MUSIC POPULARITY CHARTS PART XIII

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	10
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, wrappings)	10

APRIL IN PARIS—Victor Young Ork (1-10") **79**
Decca (33) DL-5259
April in Paris; Dancing With You; Speak To Me of Love; Pigalle; Beyond the Sea; Comme Ci, Comme Ca; The River Seine; La Vie En Rose.
Pretty collection of lush instrumental readings of a group of great tunes written in or about Paris. Included is the Young hit reading of "La Vie En Rose" and the current plug effort, "Pigalle." The songs are done most tastefully by Young's all-string ork, which is recorded well. Colorfully designed cover wrapper will help merchandising of this package, which will make solid fare for Kostelanetz-Gould fanciers as well as those in pursuit of these lovely songs.

JUKES: Available on 78 singles and worthy.
JOCKS: Excellent mood pieces.

DORSEYLAND DANCE PARADE—Jimmy Dorsey Band (1-10") **75**
Columbia (33) CL 6114
Charley, My Boy; Rag Mop; Johnson Rag; When You Wore a Tulip; Clap Hands; That's a Plenty; Let a Smile Be Your Umbrella; When You're Smiling.
Eight of the sides made with Jimmy Dorsey's Dorseyland group, which helped to spark the current two-beat revival, are packaged on a single LP. Disking serves as a suitable sequel to the successful "Dixie by Dorsey" set. Spots Claire Hogan, Kenny Martin and Charlie Teagarden in vocal spots. The latter's trumpetooting is the musical highlight of the collection.

JUKES: Available on 78 single and sturdy fare.
JOCKS: Fine pop fare packaged anew on LP.

YOUR DANCE DATE WITH XAVIER CUGAT—Xavier Cugat Ork (1-10") **77**
Columbia (33) CL-6121
I Am a Bum; Night Must Fall; Cariberia; Si Si Si Senor; Para Que; Un Poquito De Tu Amor; You Can in Yucatan; Ria La Yaqua.
This 10" LP is one of new series especially designed for dancing—four numbers to a side—the equivalent of a 15-minute "set." These rumba sides should go well with the Cugie legion—and all L-A fans who aren't finicky about authenticity. Both beat ad volume level are even and consistent.

JUKES: Not suitable.
JOCKS: Okay for continuous segs.

NADINE CONNER IN SCOTCH AND IRISH SONGS—Columbia Concert Orchestra-Slyvan Shulman, Cond. (1-10") **68**
Columbia (33) ML-2116
Loch Lomond; Bendemeer's Stream; Where the River Shannon Flows; Ay Ain Folk; My Laddie; A Little Bit of Heaven; Danny Boy; Comin' Thro' the Rye.
The sweet-singing Metopera thrush does eight Scotch an' Irish ditties of varying degrees of familiarity with tenderness and fond expression. A likely parlor item for LP homes.

JUKES: Not suitable.
JOCKS: Light and semi airers may play single selections.

YOUR DANCE DATE WITH LES BROWN —Les Brown Ork (1-10") **74**
Columbia (33) CL-6123
A Foggy Day; Easy to Love; Drifting and Dreaming; Ebony Rhapsody; 'S Wonderful; I Could Write a Book; Cabin in the Sky; Tico Tico.
Emphasis is on danceable tempi and more orthodox arrangements than have been customary with Brown. Which is sensible in view of the purpose—a platter for dancers rather than the "hip" listeners. A solid item in the new terp series.

JUKES: Not suitable.
JOCKS: Most jocks will prefer Brown's flashier singles, tho this can be used in "let's dance" segs.

DIXIELAND EXPRESS—Phil Zito & His New Orleans International City Dixielanders (1-10") **69**
Columbia (33) CL-6110
Bob Cats; Bye and Bye; She'll Be Comin' 'Round the Mountain; Clarinet Marmalade; Tulane Swing; Zito's Zag; Original Dixieland One Step; Shine.
A relatively unhackneyed assortment of stomps and one-steps is dispensed here by an authoritative Dixie crew, cut in its native city of New Orleans. Nothing overly imaginative or inspired here but a fairly satisfying package for the new and old generation of Dixie addicts. The lads have learned to throw in some modern devices without destroying the ancient flavor. Most numbers may be used for dancing.

JUKES: Not suitable.
JOCKS: Okay for an occasional jazz seg.

TEXAS SQUARE DANCES (Without Calls) —Grady Hester & His Texsons (4-10") **72**
Folkraft F-8
Grady's Folly; Eighth of January; Hop Light, Ladies; Waggoner's Reel; Ida Red; Irish Washerwoman; Bill Cheatham; Arkansas Traveller.
Tho orked in Western style, these sides have no calls and may be used in all regions. The orking is clean and authoritative, with a strong beat. The selections are all pleasant, and not overdone elsewhere.

JUKES: Singles suitable for rural boxes.
JOCKS: For rural air segs.

ANIMAL FAIR AND TUBBY THE TUBA—Burl Ives and Victor Jory-Leon Barzin Ork (1-10") **82**
Columbia (33) JL-8013
Columbia has acquired "Tubby" smash kidisk hit on Cosmo disks several years ago, and has improved its sound in the transfer to LP. Victor Jory, of course, is superb as narrator, and the Kleinsinger music is as delightful as ever. It's still the most painless way we know to introduce the instruments of the ork. The Ives collection of folk songs about animals has proved itself on conventional-type disks during the past couple months, and is even more attractive on LP. Should be a big coupling. Cover illustrations are tops.

JUKES: Not suitable.
JOCKS: Both sides can stand frequent airing on kiddie shows.

Hards Forms New Music Library Co.

NEW YORK, July 1.—Music Associates, a new music service outfit for radio stations, wired music ops, hotels, stores, plants and other outlets ordinarily serviced by transcription libraries, has been formed here by Joseph F. Hards, former manager of the London Library Service.

With the formation of this new outfit, the London Gramophone Corporation has officially wrapped up its own venture into the local library field, a unique one in that its material was all pressed on 78 r.p.m. disks. Hards' has exclusive rights and firm will now offer the London library disks for sale, rather than lease. It also will offer a consulting service to users.

The London catalog is composed of over 1,000 instrumental titles, most of which are f.f.r.r. cuttings. They will be sold outright for 79 cents per disk, with no restrictions on use except for dubbing.

Before joining London several years ago, Hards was with World Broadcasting and previously was an assistant program director of Muzak.

Materiale protetto da copyright

BUYER PACTS ADD WAR RIDER

Only the Weather Was Hot; Stem Combos Take a Dive

NEW YORK, July 1. — Sizzling weather drove them out of their homes and to the beaches, with theaters coming in for a poor third. The result was that even the new bills didn't lift the over-all grosses to any great extent. The total take for the six Stem combo houses was $345,000 against the previous week's $370,000.

Radio City Music Hall (6,200 seats; average $123,000) moved out after its fifth week with a fairish $137,000 for *Father of the Bride*, Ladd Lyon and Martin Brothers. New bill has *The Next Voice You Will Hear*, Allan Carney and Peg-Leg Bates.

Roxy (6,000 seats; average $68,000) did $65,000 for the initial week with *Gunfighter*, Robert Merrill and De-Castro Sisters.

Capitol (4,627 seats; average $43,000) did $39,000 for its third stanza with *Asphalt Jungle*, Georgie Price, Charlie Spivak's band and Rose Murphy. Previous week saw $40,000 and a preem of $52,000.

Paramount (3,654 seats; average $78,000) opened with a leaky $59,000 for Gloria De Haven, Jack Carter, Ray Anthony's band and *Secret Fury*.

Strand (2,700 seats; average $41,000) fell back to $30,000 for its second frame with *Bright Leaf* and Tommy Dorsey's bandshow after a tee-off of $41,000.

Palace (1,700 seats; average $18,000) had another sinking spell when it counted $15,000 for eight-act bill plus *Baron of Arizona*. Previous week's take was $20 000. New bill has Frank Marlow, Herman Hyde, six other acts and *Skipper Surprised His Wife*.

Beauties Banned In Philly Bistros

PHILADELPHIA, July 1.—Bathing beauty, pin-up, "Miss Philadelphia" and other beauty contests have been stopped at the cafes.

The State liquor control board ordered that, regardless of the custom, there will be no "Miss Philadelphia" contests or such in the clubs. The order stems from the claim that many of the contestants are under age, and that the gals compete for prizes. Inasmuch as all competitions or tournaments involving prizes have always been considered as forbidden for liquor-selling places, the State law was invoked.

Kaye, Haye Haye!

NEW YORK, July 1. — A gal, identifying herself as working for Benton Bowles, was called up to lead the band by Sammy Kaye at his preem at the Waldorf Thursday (29).

"Tell me, why do you want to lead a band?" asked Kaye.

"I don't want to lead one at all. I just came up because you called my number."

Lever Act Caught By Cops at Palace

NEW YORK, July 1.—Three men, one carrying a crowbar, were caught by Sam Rubin, stage doorman at the Palace, late Thursday night (29) trying to break into a performer's dressing room.

Leni Lynn, on the bill, finished her show and went up to her dressing room. Opening the door she glanced toward the window and saw three men on the fire escape trying to jimmy the window. She ran down screaming. Rubin ran out, got a couple of cops who hauled the miscreants off to the clink. Nothing was taken.

Powelton Starts Big Name Policy

PHILADELPHIA, July 1.—It will be name attractions for the coming season for the Powelton Cafe, Harlem-type spot operated by Herman and Al Comroe. A small spot offering low-budget floorshows, the Comroes, earlier in the month, brought in Sarah Vaughn. Altho the seating capacity is limited, the terriffic business justified the experiment.

Booked by Jolly Joyce here, Miss Vaughn received $2,250 for the six-day week at the Powelton—more money than the ops paid for their entire show previously. Gal also picked up an additional $500 for a Sunday night show at the private Erie Social Club.

Grades Insert Clause Over Korean Sitch

Emergency Insurance

NEW YORK, July 1.—The Korean war is having its effect on overseas showbiz, with at least one talent buyer already drawing new contracts with the emergency clause inserted.

Lew and Leslie Grade's American rep, Eddie Elkort, said that in all new contracts to be issued for overseas jobs, the old rider that used to be a part of all contracts during World War II will be added. This will stipulate that should hostilities break out in an area which comes under military jurisdiction, the contract will be subject to immediate cancellation without penalties against either party.

The William Morris office, said it had no word on its future plans about cancellation clauses for overseas contracts, but explained that it was looking toward some kind of clause to be inserted into pacts should the Korean mess spread.

The General Artists' Corporation (GAC) does most of its foreign bookings thru the Lew and Leslie Grade office and will probably be guided accordingly.

So Far, So Good

At present, the livliest market for American acts abroad is in London and Paris. Frank Sinatra just left for London, and other acts are booked for the next few months for the Palladium, the provinces and some set for Parisian cafes. So far none of these areas is affected by the Korean hostilities, but London bookers are apparently guarding themselves against being caught in the middle.

The only area likely to be hit is Australia. But, according to David Martin, director of the Tivoli Theater chain and the biggest talent buyer in that country, no immediate disruption in activities is foreseen.

Resort Talent Strike Averted

Deal Assures Summer Cash For Showfolk

AGVA, Agents Sign Accord

NEW YORK, July 1.—Threats of strike in the mountain resort hotels were dissipated when the American Guild of Variety Artists (AGVA) membership in an overflow meeting Thursday midnight (29) was informed that a contract had been signed.

The Fourth of July week-end marks the start of the mountain dates. As many performers count such jobs as their most important revenue getters, the rumors flew fast and wide. On one side AGVA let it be known it would get its deal signed or there would be no shows. On the other, the agents, led by Artists Representatives Association (ARA); Agents Association of America (Three A's), and Entertainment Managers' Association (EMA), were equally adamant. With thousands of dollars tied up in dates, tension was high.

The Issues

AGVA had demanded (1) an all-AGVA arbitration—the agents wanted impartial arbitration; (2) AGVA demanded all actors be classified em-

(See Resort Strike Averted, page 92)

IN SHORT

New York:

The agent who set **Rosenbloom** and **Baer** into the Houston Club during AFM's recent convention is now being investigated by that union. . . . **Jerry Rosen's** Afghan hound, Kissi, won a stack of ribbons and two hours later proceeded to give birth to a litter of pups. . . . The comics in Lindy's are now generals. They're fighting the Korean war.

Andy and Della Russell wanted out on a package deal for the Loew's Washington Capitol and Buffalo because of unsatisfactory billing. MCA okayed the deal and so did the Russells. Result is they'll have to play the dates. **Margaret O'Brien** goes into the Strand the next show.

Dallas:

Petroleum Club, independent organization, has leased Show Time premises and club is closing. . . . **Pappy Dolsen's** Showland has given up one-night-a-week wrestling shows and now is a night club every night of the week. . . AGVA coast topper **Eddie Rio** will step in to sign up various auditoriums, arenas, and sports palaces to minimum basic agreements. . . . Thrush **Jeri Sullivan**, currently on the comeback trail, set for Cafe Gala in Hollywood.

Tito Guizar and **Liberace**, the pianist, are the only performers to play return dates at the Baker Hotel this year. . . . **Jan August**, pianist, who opened Monday (19) at the Studio Lounge, had a movie short featuring him showed at Coronet Theater the first three days of his engagement, giving a nice tie-in. . . . **Mary Hatcher**, ex-"Texas Li'l Darlin'" thrush, opened a seven-day stand at Cipango Club June 30 with husband **Hergie Styles**.

Philadelphia:

McGee's Club 15, under new ownership, is back to shows on a Wednesday-to-Saturday stretch. . . . **Ted Johnson** returned **Harold Cephas** as manager for the seasonal reopening of his Cotton Club at near-by Lawnside, N. J. The spot will have **Phil Johnson's Three Sharps**, the **Three Rockets** and **Earl Patterson's Counts of Swing**. . . . **Pinkey Roberts** marked his seventh month as producer at the Powelton Cafe May 30, with **Sarah Vaughan** headlining. . . . **Marian Bruce** is set as one of the headliners for Atlantic City's Club Harlem this summer. . . . Mayo's Show Place is spreading out with a new week-end floorshow policy. . . . **Lynne Bretonn**, English canary brought over by **Mae Johnson**, is making her first bow at the Celebrity Room.

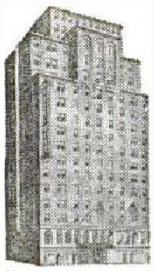
Rump Fights AGVA-AFM Pact

NEW YORK, July 1.—A group of musical performers, calling itself the Association of Musical Acts (AMA), has joined together to fight the recent agreement signed between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM).

Under this agreement, musical acts charge they are deprived of proper representation, have been "sold down the river," and are asking that the 60-day cancellation clause in the agreement be invoked.

The org, claiming to represent about 300 performers, is headed by Eddy Manson, Don Henry and John Carleton. At its first meeting (29), AMA was addressed by Dewey Barto, former AGVA topper; William Feinberg, Unity party prexy candidate on 802's AFM slate, and Max Arons, Unity party vet.

The new group is circulating a petition among AGVA members asking for a special meeting of AGVA's national board to take action on its complaints.



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VAUDEVILLE REVIEWS

Palace, New York

(Thursday, June 29)

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

This is one of the strongest shows the house has come up with in some time (exclusive of its anniversary package) It moves, has pace, solid acts and practically each act rates a standout job.

Bill started with the Arwoods, a two-person dog act combining acro with performing dogs, some of it comical, and winding up to good bands. The Congaroos, a mixed quartet dancing act, came next. Starting as a j-bug group, it split into classy hoofing routines. Act finished amid screams (theirs and the audience's) of excitement in a routine that had them sitting on the edge of their seats.

Paul Gerrits changed the pace with his off-hand easy comedy that won giggles. His nonchalent precise chatter got a solid reception. Gerrits' roller skating and juggling were thrown in for added values, tho it was his lingo that held them. Herman Hyde's standard gimmick act kept the laughs building. Toy and Wing's beautiful ballroomology, long a standard, was another crowd pleaser. The two kids' appearance, youth and routines made them a standout.

Leni Lynn, in a return date, was as big a hit as on her first date. The tiny redheaded soprano rocked them with her big voice as she went thru *One Night of Love*, followed it with a heavily arranged *El Cumbanchero*, and wound it up with *My Hero*. The audience ate it up.

Frank Marlowe's standard tumult tactics and pit falls fractured them. The crowd howled and yocked it up at every bit. It it wasn't that time was running out, Marlowe could've stayed on. His major fault was his getting off the mike too many times, but even that didn't lessen the gales of laughter.

Kuda Bux is a clever illusion builder. His magic tricks were skillful. But a great deal of his real value is lost because of inadequate salesmanship. He turns away from the mike too frequently and, in one trick, he lost his audience entirely. Latter had him drawing a picture of a barrel on a framed paper after which he inserted a tap and drew liquids in wine glass which were passed out to the audience by his two fem assistants. The sketch, however, was almost invisible. He should use black paint, instead of a pencil to make it stand out.

Pic: *The Skipper Surprised His Wife.* *Bill Smith.*

Chicago, Chicago

(Friday, June 29)

Capacity, 4,200. Price policy, 98 cents straight. Five shows week days, six shows week-ends. House Booker, Harry Levine Show played by Louis Basil's house band.

Tho show has top marquee value in Bob Crosby and the Andrews Sisters, the latter having been in on several record-breaking shows here during the past decade, it lacks comedy. Because Patti Andrews has bloomed as a Decca single, she has to do several of her hits sandwiched in between the regular requested sisters' standards and new pop hits. As a result, the gals don't hoke it up as much between numbers to get laughs. The sisters have gained in stature, with Patti's success, and her numbers get the same big mitt as their harmonizing.

Bob Crosby, who had a difficult job of working between acts as emsee and holding his own solo spot, fared well. His easy, affable monologs fit in well between segs, while his songs, especially the special material stuff gets nifty returns. The last chorus of *Daddy's Little Girl* and *Let's Make Comparisons*, which the Brother Bing, get good attention.

Vic and Adio offer a smart hand-balancing turn, utilizing little gimmicks, like reading a mag and lighting a cigarette thru the act. They work slowly and gracefully, showing terrific poise in a series of original numbers.

Bunny Briggs is a top straight Negro cleater. His machine gun stepping won him a hefty bow-off mitt.

Pic, *Bright Leaf.* *Johnny Sippel.*

Radio City Music Hall, New York

(Thursday, June 29)

Capacity, 6,200. Price policy 80 cents-$2.40. Four shows daily. House booker, Leon Leonidoff. Show played by Alexander Smallens' house symphony ork.

Music Hall's show this week is pegged on the Fourth of July theme, with the staging catching the atmosphere of patriotic carnival and gaiety. The result is a spectacle that does credit not only to Leonidoff and Bruno Maine respectively producer and set designer, but also the marvelous technical and engineering facilities of the theater. The latter was most noticeable in the finale—titled *Shoot the Works*, which, incidentally, is the title of the show. *Shoot the Works*, of course, wound up in a display of fireworks, including Roman candles, pinwheels and the usual items—all done with lights.

Alexander Smallens leading the orchestra precedes the stage show in a rendition of patriotic tunes, *Let Freedom Ring* which sets the theme. A newsreel follows. The stageshow proper with ballet and singing chorus, opens with a shooting gallery scene, which gives way to a midway spectacle including a number of side show entertainers. These are Gloria Blatz and Bettie Vincent, acro dancers who also do a suitable hula; Harold Norman, tricked out as a human skeleton, who performs on the xylophone, and Peg Leg Bates, in the garb of the pirate, Long John Silver.

Bates, a standard act for years, does three tap numbers, exhibiting his usual one-legged mastery of the terpsichorean art. His tapping is fluid and, in the finale number, acrobatic. Bates takes a strong hand.

Preceding Bates, is Alan Carney, talented mimic. Most impersonators spend much time on take-offs on Hollywood names. Carney does a couple of these—Charles Laughton and Edward G. Robinson—but devotes the major portion of his turn to dialect. The lines, aside from the impersonations themselves, are clever—and this gives the act a plus value.

There's no Music Hall show without that sinuous, weaving line of high-stepping girls. Their piece de resistance this trip is built around the *Peanut Vender* tune, danced against a backdrop of an enormous gaucho. The movements are subtle and insinuating, precise and deft.

Pic, *The Next Voice You Hear.* *Paul Ackerman.*

M'apolis Hotel To Up Talent $$

NEW YORK, July 1.—The Radisson Hotel, Minneapolis, will up its show budget when it opens its new room around January 1, 1951. Hotel recently elected John L. Hennessey, former chairman of the board of Statler Hotels, as president of its corporation. New room, to be booked by Martha Coppins, will have a capacity of 275 as against 150 at present.

Tom Moore, chief stockholder, will continue to divide his activities between the hotel and Coca-Cola Corporation.

Chi EMA Votes Solid Support For Percenters

CHICAGO, July 1. — A record number of agents sent a solid vote of support to Artists' Representatives Association (ARA) central headquarters in New York at the monthly meeting of the Entertainment Managers' Association (EMA), Midwest chapter of the national percenters' org.

Approximately 60 agents, largest number ever to attend an agents' monthly meeting, unanimously backed a motion by Dave O'Malley, which thanked the Chi reps, Freddy Williamson, Paul Marr and Sid Page, for their part in the ARA board of governors' meeting held in New York last week (*The Billboard* July 1) and which staunchly backed the resolute stand taken by ARA against the anti-agent associations' proposals drawn up by the recent American Guild of Variety Artists' (AGVA) convention in Philadelphia. Meeting included reps of the major offices, as well as 40 indie offices, including two offices from Des Moines.

The crowded meeting heard a message from ARA, which stated that up to AGVA convention time, plans for the new, revised Form B contract were being negotiated by reps of ARA and AGVA. One EMA officer urged the group to take a unified front, pointing out that reps of the major offices, during the important New York board of governors' meeting had asked that the indie agents set the policy, but that indie agents had asked that both the smaller and bigger offices jointly work out a program to combat the AGVA dictum. He said that this was worked out to prevent any agent from feeling that major offices were attempting to run ARA. Page pointed out that ARA's policy followed closely along the lines of a program set up several months before by the Three A's New York group of club date bookers, who are not officially associated with ARA, but did attend in a body the general ARA membership meeting held after the board of governors' meeting in New York. Marr urged that any agent, approached with the offer of taking out a free franchise direct with AGVA, refer the AGVA rep to Jack Katz, ARA's legal rep.

PITTSBURGH, July 1.—The Entertainment Managers Association of Pittsburgh (EMA) announced it is forming a solid front against four measures adopted at the recent American Guild of Variety Artists (AGVA) convention in Philadelphia.

Jim Lanagan president of the group, said that nine independent agents in the city joined up Monday (26) to make every agent in the city a member of EMA. An affiliate of Artists Representatives Association, EMA has gone on record to state that it will not accept an AGVA francise unless it is sent thru the parent organization.

EMA also adopted a resolution that it would not accept franchises unless AGVA rescinded its ban on agent associations; its new arbitration set-

(See CHI EMA VOTES on page 92)

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NIGHT CLUB REVIEWS

Jim Dolan's Cafe Gala, Hollywood

(Wednesday, June 28)

Capacity, 100. Price policy, $1.50 minimum. Continuous entertainment. Owner-operator, Jim Dolan. Booking policy, non-exclusive. Publicity, Jerry Riley. Estimated budget this show, $600. Estimated budget last show, $500.

This intimate Sunset Strip room offers a cosmopolitan sophisticated show. Three acts include Bobby Short, thrush Jeri Sullivan, and singer Paul Valentine. Altho musically top-heavy, the bill is first rate.

Pianist-singer Short, a fixture here, is tremendously popular and justly so. The lad is a sensational pianist and possesses an intimate style of singing and a personality which clicks. Accompanying himself at the keyboard Short gave out with tunes which included such standouts as *Thousands of Miles* (from *Lost in the Stars*), *Speaking of Love*, *Can't Get Started With You* and a medley from *Of Thee I Sing*. Boasting both creative imagination and style, Short can dress up an oldie with novel garb so as to give customers a fresh and delightful impression. This lad could have New York at his feet.

Songstress Jeri Sullivan, now on the comeback trail after several years of inactivity, is excellent. Gal looks gorgeous, sings with intimacy and zest and can sell a song with the best of them. Her version of *Crazy, He Calls Me* had customers in the palm of her hand. For variety, she includes pops and novelties, scoring all the way. Working sans mike, she is able to project her easy style in every corner.

Singing work of Paul Valentine, long established as a stage and screen ballet dancer, proved a pleasant surprise. His pipes are trained and pleasing and his stage manner shows that he has worked hard to switch from terp to song. Valentine's bary voice has both power and range and phrasing is above average. Lad looks well and should have no trouble making his way as a singer. First show, he did six tunes, scoring best with *Black Magic*.

Phil Moody deserves credit for expert piano backing of acts.

Alan Fischler.

Starlight Roof, Waldorf-Astoria, New York

(Thursday, June 29)

Capacity, 500. Price policy, $2 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merril Abbott. Estimated budget, $6,500. Estimated budget previous show, $8,000.

An entertaining band using a give-away gimmick plus a singing group is obviously an experiment for a room like the carriage-trade Starlight Roof. But judging by the way the upper bracket crowd received it, it's a cinch the experiment's a success.

The Modernaires consisting of Paula Kelly and her four boys (Fran Scott, Allan Copeland, Johnny Drake and Hal Dickinson) showed a real act that was as full of zing as it was loaded with show values. The bunch worked in single bits, close harmony and threw in loads of comedy and sight stuff to bring them in way ahead. They teed off with a cute *Great To Be in Manhattan*, then went into the bouncy *I Met My Girl in Macy's*. Then came *Blind Date* with offstage voices doing the sotto voce stuff for solid laughs. But the gang's biggest was *Hollywood Party* involving satiric takeoffs of such names as Greenstreet, Stewart, a hillbilly quartet and even a Kay Thompson doing *Jubilee*. Allan Copeland, who carried the burden of the takeoffs, had a field day and showed talents that made him the spark plug of the Modernaires. The audience reception was so enthusiastic the bunch had to beg off. Some of their material would make ideal TV fare. On the basis of their new act, the Modernaires can work any room or theater in the country.

Sammy Kaye's dance music with its distinct beat is ideal for the room. There was some doubt how his want-to-lead-a-band gimmick would do with a boiled-shirt trade. But outside of the fact that the sideman don't go in for the horseplay usually done in theaters the gimmick met with real success. Stunt is worked thru numbered tickets obtained at the door. Kaye calls out the numbers and two gals and two boys get a wack at batoneering with the winner getting a bottle of champagne.

In the specialty department Kaye's boy singer Tony Alamo is still a standout. The girl singer Judy Johnson not only looks good but also is quite a tonsil thrower. The Kaydets taking their turn during dance sets, make an ideal addition to a real show.

But if the Kaye outfit did a good job as a sight and dance outfit, they were outstanding as show backers They played the Modernaires' music like they've rehearsed it for weeks.

Mischa Borr's Latin outfit did its usual excellent chore in the relief spot.

Bill Smith.

Boulevard Room, Hotel Stevens, Chicago

(Wednesday, June 21)

Capacity, 425. Price policy, $1.10 and $1.50 cover, with minimums of $3 and $3.50 weekends. Shows at 8:30 and 11:30. Producer-booker, Merriel Abbott. Choreography, Dorothie Littlefield. Publicity, Audrey Lindgren. Estimated budget last show, $5,500. Estimated budget this show, $6,500.

Tho gypsy life has been the pattern for many productions, the Romany life fails as ice show material because working on the blades and in such a confined space as this makes it impossible to come up with the fast whirls and turns associated with this fiery type of music. Another factor which makes this sixth consecutive icer the weakest in the lot is the almost complete absence of any real gypsy music.

Arnold Shoda again shines with his ballet-type leaping, which consistently pulled neat mitting, but he deserves more time. Joan Hyldoft, the fem lead skater, also did some top blade work, but she needs better make-up to brighten the contrast between her complexion and her blonde hair. Alice Farrar and Jimmy Carter, new in this revue, are the best adagio team thus far, and this room has had better than average all the way.

Biggest mitt in the show went to the Maxwells, two anemic deadpan comics, who return with some more sensational material. Boys opened with some of their easy acrobatics, which are especially brilliant considering most teams have difficulty without the handicap of skates. Closed with a new roly-boly turn, ending with an amazing two-man stand atop the quivering board, with both boys still on ice skates.

Costumes again were tops, with accolades to John Baur and Bernard Peterson. While production numbers did generally miss the gypsy objective, a fencing number, featuring duelists Jerry Mapes and Jack Raffloer, received rapt attention. Some p.m. or agent should take the Drewry Twins, a pair of the cutest blondes around, currently working in the line here and make them an act. On looks alone they're standouts.

Frankie Masters's ork, as usual, cut a fine show and did well for dancing. Masters should avoid milking an audience, as he did during the Maxwells's turn, when he talked and laughed over the p.a. system, pointing out act's fine points. They hardly need an assist.

Johnny Sippel.

Eddie Fisher in Chips on Break

NEW YORK, July 1. — Eddie Fisher has about $14,000 worth of dates lined up between now and the fall. A few weeks ago he was lucky if he got minimums—and even then the work was spotty.

It all began when Fran Warren, due to go into Bill Miller's Riviera, fell out of the show due to illness, and young Fisher got a break. Singer had worked there on a New Year's Eve, and Miller, remembering him, asked for him.

When he finishes up at the Riviera he's got the following dates lined up, and most of them in the nabe of $800 a week: Chubby's, Camden, N. J.; Casino, Toronto; Paramount, N. Y.; Mocambo, Los Angeles; Town Casino, Buffalo, and the Monte Carlo, Pittsburgh. Dates total about 17 weeks, and new ones are already being added.

Conn. Gov. Okays New Nitery Curfew

HARTFORD, Conn., July 1. — Drinking establishments in most Connecticut cities and towns may now stay open until 1 a.m. Sundays.

Gov. Chester Bowles has signed a bill extending the Saturday night deadline by one hour. The measure has been passed by the Connecticut General Assembly.

Act applies to 151 of the 169 towns in the State. Of the remaining, 14 are dry seven days a week and four have voted to ban Sunday sales.

The act, in general, merely makes legal what taverns, restaurants and night clubs have been doing since 1937.

These locations were forced to cease such activity some weeks ago when State's Attorney General William L. Hadden ruled that the establishments must close Saturday midnight, according to the law. Under the new bill towns may act to chop off the extra hour by town meeting or ordinance.

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City "Peep Show" Peep-In Results in Changes, B.O. Plug

(Continued from page 3)

hearing until the following morning. Meanwhile, he sent a representative to see the show.

McCaffrey's objections stemmed chiefly from the muscle-twisting of Lily Christine in a routine called *Desire* and to June Allen's rotating tassels in strip-tease ballet satire. He stated that the department would tolerate "no more bumps and grinds than it has in previous years" and that such matters would have to be toned down.

Friday (30) the commissioner issued a bulletin to the following effect: "Michael Todd has voluntarily agreed to eliminate certain features of *Peep Show* to which objection has been interposed by the department of licenses as a result of a conference at the department's office this morning. Present were Todd, his attorney, J. Lincoln Morris, fourth deputy Police Commissioner Patrick J. Meeban and License Commissioner Edward T. McCaffrey. The department insisted upon the elimination of any humps and grinds or strip tease in certain specialty numbers, to which Todd acquiesced. The portions to be eliminated are to be put into effect immediately."

Later in the day, a call to Todd's offices verified that the necessary changes were already under way. Director Hassard Short was reported at the theater supervising the trimming of Miss Christine's cat antics and subsequent body gyrations in a shimmy number. Also Miss Allen's upper-torso tassels were on the reform agenda as well as a small clean-up in an Adam and Eve motif, danced by Corrine and Tito Valdes.

Last reports have the license department keeping an alert eye on *Peep Show*, a surveillance which, if it accomplishes no other effect, is wonderful for the b.o.

BROADWAY SHOWLOG

Performances Thru July 1, 1950

DRAMA

	Opened	Perfs.
Come Back, Little Sheba.... (Booth)	2-15,'50	157
Death of a Salesman..... (Morosco)	2- 1,'49	580
Detective Story..... (Hudson)	3-23, '49	533
Julius Caesar..... (The Arena)	6-20, '50	15
Mister Roberts..... (Alvin)	2-18, '48	973
Peter Pan..... (Imperial)	4-24, '50	80
The Cocktail Party..... (Henry Miller)	1-21, '50	188
The Counsel..... (Barrymore)	3-15, '50	125
The Happy Time..... (Plymouth)	1-24, '50	183
The Madwoman of Chaillot... (City Center)	6-13, '50	23
The Member of the Wedding. (Empire)	1- 5, '50	204
The Wisteria Trees..... (Martin Beck)	3-29, '50	109

MUSICAL

Gentlemen Prefer Blondes... (Ziegfeld)	12- 8, '49	236
Kiss Me, Kate..... (Century)	12-30, '48	626
Michael Todd's Peep Show... (Winter Garden)	6-28, '50	5
South Pacific..... (Majestic)	4- 7, '49	508
Texas, Li'l Darlin'..... (Mark Hellinger)	12-25, '49	252
Tickets, Please..... (Coronet)	4-27, '50	76
Where's Charley?..... (St. James)	10-11, '48	720

CLOSED

Lost in the Stars..... (Music Box)	10-30, '49	281

(Closed July 1, 1950)

Sides and Asides

Mary Martin Stricken But "S.P." Rolls On

For the first time since April 7, 1949, when "South Pacific" bowed in at the Majestic Theater, **Mary Martin** was taken ill after the performance Thursday (29) and yesterday morning (30) was rushed to the New York Hospital where her illness was diagnosed as possible appendicitis. At this writing no further details were available, but management is hopeful no operation will be necessary and that the star will be able to return to the cast Monday (3). Meanwhile, **Billie Worth**, who was Miss Martin's stand-in with "Annie Get Your Gun," took over the **Nellie Forbush** assignment Friday (30) for an excellent reception, and such is "S. P.'s" mysterious magnetism, that even with the star absent, not a seat was vacant at curtain-rise. (The Billboard made a first-hand check.)

"Born Yesterday" To Open Miami Beach House

Danny Davis has rechristened his Kitty Davis Club in Miami Beach the Kitty Davis Theater, tossed out all food and beverage sales and turned the bistro into a 400-seat theater. He has engaged **Bill Ross** as producer and will present a resident Equity company, with occasional jobbing of special assignments. Schedule sets a mid-July with "Born Yesterday," followed by "Harvey" and "Angel Street." Price scale calls for a $2.50 top. Should the venture prove successful, Davis plans to continue with weekly bill changes thru the winter.

Gene Kelly, Shirley Booth May Team in Musical "Tree"

A wonderful combo to come about, if **George Abbott** has his way, will be the co-starring of **Gene Kelly** and **Shirley Booth** in the musical version of **Betty Smith's** "A Tree Grows in Brooklyn," for which **Irving Berlin** will do the score. Both Kelly and Miss Booth are interested, according to Abbott. However, the project would have to be timed to meet Kelly's MGM schedule and Berlin is still busy on tunes for "Call Me Madam," which has a priority. Meanwhile, Miss Booth keeps busy with "Come Back, Little Sheba" at the Booth Theater.

Nanette Fabray May Play Helen Hayes's Old "Fairy" Role

It is more than possible that **Nanette Fabray's** next Stem appearance may be in a part **Helen Hayes** made famous 20 years ago. **Preston Sturges** has written a musical version of Molnar's "The Good Fairy," which has a score and lyrics by **Hugh Martin**. La Fabray is wanted for Lu, the usherette, the role created by Miss Hayes. Plans are still in the formation stage, but there is a good chance that "Fairy," or whatever they may retitle it, may be a Broadway fall entrant.

OUT-OF-TOWN OPENINGS

ANGEL IN A PAWNSHOP

(Opened Monday, June 26)

WESTPORT COUNTRY PLAYHOUSE, CONN.

A comedy by A. B. Shiffrin. Staged by Martin Manulis. Setting and lighting by Eldon Elder. Presented by Lawrence Langner, Armina Marshall and John C. Wilson.

Hilary ..... Eddie Dowling
Tom ..... John Farrell
Danny O'Keefe ..... Hugh Reilly
Lizzie Shaw ..... Joan McCracken
Drunk ..... John Farrell
Duke Jones ..... Willis Lewis
Timothy Spangle ..... Murray Hamilton
Joe Mandelbaum ..... Robert Webber
Young Man ..... Robert Whiting
Priscilla Nash ..... Elisabeth Kerr

A. B. Shiffrin once wrote an amiable little comedy about a refugee handyman who took over the destinies of his American employers. It was called *I Like It Here* and Oscar Karlweiss was in it for a moderate Broadway run. Now Shiffrin has written a fantasy called *Angel in a Pawnshop*, and it has interested Lawrence Langner, Armina Marshall and John C. Wilson sufficiently for an unveiling this week at Westport Country Playhouse. It has interested Eddie Dowling who co-stars in it with Joan McCracken, to the point of booking it as a package for further silo shake-downs in Syracuse, Rochester and Cape May, N. J. Dowling believes that *Angel* can be polished for a successful road vehicle but has no immediate design to risk it on Broadway.

Dowling is quite right about any immediate Stem try. Shiffrin has written an ingenuously whimsical fable about a girl who prefers to live in a dream world of historical romance rather than face reality. She adopts, on the basis of childhood acquaintance, an aging and peppery Irish pawnbroker, and proceeds to put her theories into practice on him and sundry clients. The latter comprise a young medical student treating the old man for a heart ailment in exchange for a microscope, a Negro musician who calls daily to play his hocked clarinet and a young writer who haunts the shop to use

(See ANGEL on opposite page)

GETTING MARRIED

(Opened Tuesday, June 27)

BILTMORE THEATER, LOS ANGELES

A conversation by Bernard Shaw. Staged by Cedric Hardwicke. Settings and costumes by Paul Morrison. Stage manager, John Elfrat. General manager, J. Charles Gilbert. Press representatives, Bill Doll & Company. Produced by R. L. Stevens. Sponsored by American National Theater and Academy.

Mrs. Alfred Bridgenorth ..... Margaret Bannerman
William Collins, the Greengrocer ..... Cedric Hardwicke
General Bridgenorth ..... Ralph Forbes
Lesbia Grantham ..... Judith Evelyn
Reginald Bridgenorth ..... Arthur Treacher
Leo Bridgenorth ..... Mary Scott
The Bishop ..... Dennis King
St. John Hotchkiss ..... John Buckmaster
Cecil Sykes ..... John Merivale
Edith Bridgenorth ..... Dora Sayers
Father Anthony Soames ..... Colin Keith-Johnson
The Beadle ..... Ronald Telfer
Mrs. George ..... Mady Christians

This American National Theater and Academy (ANTA) production of Shaw's *Getting Married* is an appetizing dish, garnished with a cast of highly seasoned stage stars. The combination of the Shavian pen and the name value of the play's many performers should no doubt attract customer interest. In viewing this "conversation" from afar, it has glaring faults. It is wordy, especially the overlong third act, and is not up to Shaw's top form. Nonetheless, it is laugh-laden from the start and moves along with both pace and sureness. Save for a tendency to over-stylized British drawing room atmosphere, *Married* has much to offer.

Shaw's premise is the virtue of marriage as against "business contract" relationships between man and woman. In rebelling against wedding vows, the playwright is not against wedded bliss but rather violently opposed to antiquated British divorce laws which doom unhappy couples to life-long misery. To young Edith Bridgenorth (played by Dora Sayers) the thought of this risk becomes so terrible that she refuses to go thru with her marriage to young Cecil Sykes (John Merivale). Instead, it is proposed that a legal con-

(See Getting Married on opp. page)

Silo Circuit

No matter how the stage fare fares at the Green Hills Summer Theater near Reading, Pa., there will be no stiffling the interest of the patrons. Playhouse has added a miniature golf course. When the drama begins to pall, the customer can always switch to golf.

From the "deepest south of all summer stock" enterprises, Ted Mauntz, drumbeater for Pearson Productions, which is giving New Orleans its first taste of silo stock at the Poche Theater, jubilantly reports that the troupe's first effort, *Born Yesterday*, got off to local rave notices. What is more to the point, Mauntz claims an initial week's patronage of 3,550 for a gross of $7,300 at a $2.50 top. The next bill unveils Wednesday (5) featuring Romola Robb, Randolph Echols and Don Kennedy with an all-Equity company in *The Male Animal*.

Speaking again of *Born Yesterday*, the Putnam County (Mahopac, N. Y.) Playhouse opened its fifth season Saturday (1) with another revival of Garson Kanin's comedy. Director Jill Miller is spearheading a splendid notion, which will likely be followed by other silo managements. The Monday (3) performance of *Yesterday* was given for the benefit of the Equity Library Theater with all members of the no-star, resident company giving their services gratis. Miss Miller announces tryouts of three new scripts at the Playhouse for later in the season. The first will be a comedy, *Best of Spirits*, by Joel Turner.

Still barping on *Born Yesterday*, pic-star Shelly Winters made her only summer appearance on Cape Cod in another revival at the Cape (Dennis, Mass.) Playhouse for the week starting Monday (3). Judson Pratt was featured in support, and the cast included Richard Midgley, Richard Robbins, Jack Bittner, Dortha Duckworth, Arthur Jarret and Scott Merrill. Alan Schneider directed and the set was by Eugene Fitsch.

George Kelly's grand old comedy of the early '20s, when the one-acter and the amateur thespian were in their glory, got a revival Monday (3) at the Westchester (N. Y.) Playhouse. Mildred Natwick starred as the lady-director of *The Torch Bearers* who is determined on art-for-art's-sake. Her assistants included Nan McFarland, Gene Lyons, Will Kulova, Althea Murphy, Velma Royton, Arthur Cole, James Reese and Frank Flemming.

Pompton Lakes (N. J.) Summer Theater reopened Monday (3) under new management and a new price policy. Lawrence E. Parke, promotion director of Equity Library Theater's test series in New York last spring, is the new managing director. Parke believes that good productions can be given at budget prices galled to silo purses, and has set his tariffs at 60 cents to a top of $1.80.

ROUTES

Dramatic and Musical

Death of a Salesman (Geary) San Francisco.
Getting Married (Biltmore) Los Angeles.
Kiss Me, Kate (Shubert) Boston.
Lend an Ear (Great Northern) Chicago.
Mr. Roberts (Colonial) Boston.
Oklahoma (Erlanger) Chicago.
Rose Marie (Curran) San Francisco.
South Pacific (Philharmonic Auditorium) Los Angeles.
Two Blind Mice (Harris) Chicago.

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Strawhat Review

THE POOR NUT

(Opened Monday, June 26)

SEA CLIFF SUMMER THEATER (LONG ISLAND)

A comedy by J. C. and Elliott Nugent. Staged by Louis MacMillan. Sets by Patience Perry. Costumes supervised by Frances Salmon. Stage manager, George McIver. Press representative, John Newman. Production supervised by William Eythe. Presented by Thomas G. Ratcliffe.

Colonel Small ..... Will Stark
A Freshman ..... George Meiver
Margerie Blake ..... Joy Geffen
John Miller ..... Lon McCallister
Julia Winters ..... Hinda Cordish
"Spike" Hoyt ..... Norman Leger
"Hub" Smith ..... William Harahan
"Magpie" Welch ..... Richard Butterworth
Coach Jackson ..... Thomas Ratcliffe
"Wallie" Pierce ..... Michael Harvey
Professor Deming ..... Bradford Hunt
"Doc" Spurney ..... Charles O'Connor
Mr Stone ..... Ernie Lang
Reggie ..... Ann Terry
Betty ..... Betty-Lou Chase
Helen ..... Joanne Salomon
Pianist ..... Alexis Fekula

RUNNERS: Don Lenox, Hal Vaughan, Bill Cooke, Mickey Lehman, "Blackie."

CROWD: Juna Holmes, Rose Volkman, Rosemary Belcastro, Muriel Fabricant, Mary Crawford.

The choice of J. C. and Elliott Nugent's *The Poor Nut* is a happy one for its current star, Lon McCallister, who is touring the strawhat circuits with a package revival. If successive appearances are as well done as its first week at the Sea Cliff Summer Theater, this can be one of the most popular shows taking the trek.

Of 1920 vintage, *Poor Nut* presents the ever-popular thesis—the worm turns—against that roaring period. As a memory refresher, note that John Miller is a Phi Beta Kappa in botany at Ohio University, who has illusions of great athletic achievements. An inferiority complex (rarely known of in those days) keeps him from really trying. Promoted, however, by a flapper pen pal who turns up, the coach and the innocent girl he comes to love, he finally wins a track meet against Wisconsin, captures a gold cup for Ohio and takes his innocent lovely to wife.

All this is treated in comic vain, considerably aided by Louis MacMillan's 1920 staging. Sticking to the flapper era, MacMillan has really revived the show; any datedness in dialog seems quite in keeping. Script and production achieve unity. The costuming is generally top-grade, but the four sets of Patience Perry are hardly adequate.

McCallister Tops

Lon McCallister handles his chores like a legit veteran, which he is not, and deserves the star billing he's carrying. He has an actor-proof role, and aside from the fact that he has a tendency to punch too hard, his characterization is nigh perfect, and his line-reading fine. But the package is not his alone. He gets excellent help from apprentices and members of the local company. Joy Geffen shows to excellent advantage what an actress can do with a namby-pamby ingenue chore. Hinda Cordish has the choice plum of the flapper. Tho she has a tendency to lose control, she portraits cleverly a replica of the slicker-cartoon fem. Charles O'Connor, of the package group, and residents William Harahan, Thomas Ratcliffe and Bradford Hunt do much to give fine assists.

Poor Nut seems a natural for the silos. The oldsters can reminisce delightfully; the kids can see clearly what mon and pop have been talking about all this time. Besides, there is that old worm turning, for which almost anyone is a sucker. If future silos keep the pace of the initial run, this package ought to pay-off handily in any locality. McCallister's name is big enough to draw quite a few, and word-of-mouth about his performance and the show should do the rest. *Dennis McDonald.*

Healthy Start Lined Up for Philly Legit

PHILADELPHIA, July 1.—Altho the past legit season was extremely late in starting and very early on the finish, Nathan P. Abrahams, manager of the Shubert houses here, reports that the 1950-'51 season will kick off to an early start in the fall. Due for an extended stay beginning August 28 is the touring company of *Mister Roberts* as the opener, at the Forrest Theater.

The following week skeds the arrival of Celeste Holm and Reginald Owen at the Locust Street Theater in Louis Verneuil's romantic comedy, *Affairs of State*. Co-producers Herman Levin and Oliver Smith have penciled in their new *Bless You All* revue for a November preem here. At the same time, added to the 16 shows previously announced for the coming season, a November visit for Joseph Hyman's satirical revue, *Big Time*, has also been placed on the growing roster. *Time* has a score by movieland's Dimitri Tiomkin and sketches by Lee Rogow and Arnold Horwitt.

ANGEL IN A PAWNSHOP

(Continued from opposite page)

his ditto typewriter. There is also a somewhat corny drunk, and a lad who drops in and out alternately to soak and reclaim his dress suit.

The girl speedily puts her charm spell on everybody, but they all realize that she must be jolted into a pattern for practical living—and thereby comes the Shiffrin plot. She falls in love with the amiable writer, but it seems she has a husband, a killer, who is pursuing her with homicidal intent. Being completely unworldly, despite all urgings she refuses to call the police. The gangster arrives and, when she refuses to go away with him, in the ensuing fracas shoots the pawnbroker and gets himself killed.

Switcheroo Ending

However, Shiffrin has devised an amusing switch ending which leaves a pew-sitter wondering whether the lass will ever get over being slightly loco. It is all projected with a somewhat Saroyanesque unreality but it is warm and kindly, preaching no sermon except, perhaps, that in the current state of the world, people of good will must occasionally personally operate on society's sores. Tailored and pruned and with sharper integration of playing, *Angel* might eventually chance a Broadway reception. But it is currently too determinedly charming to stand any such competition.

Dowling is excellent as the irascible pawnbroker with a heart of gold beneath a dirty shirt. He builds a portraint of far greater stature than anything the script gives him. It is one of those performances which grows steadily on a pew-sitter as the scenes slide by.

Too much credit can't be given, either, to the bemused do-gooder of Joan McCracken. It's a long stride from the ballet to this sort of arduous dramatic chore, but the McCracken does better each time out. She has just the right elfin quality for this sort of thing, and she manages a minor magic with even some terrifyingly long speeches. And since the part calls for occasional interpolated stepping, she is beautifully cast.

Murray Hamilton adds a dash of ingenuous personality to the budding writing genius who eventually wins her. Willie Lewis shows that he can act as well as blow a mean clarinet in his first legit attempt, and there is sound support from Robert Webber, Hugh Reilly and John Farrell in lesser roles. Martin Manulis's staging gives *Angel* the kind of rose-spectacled projection it needs, and Eldon Elder has dreamed up a wonderful pawnshop set. A reporter just wonders how they're going to carry all those props when they package it around. *Bob Francis.*

Broadway Review

MICHAEL TODD'S PEEP SHOW

(Opened Wednesday, June 28)

WINTER GARDEN

A revue. Staged and lighted by Hassard Short. Sets by Howard Bay. Costumes by Irene Sharaff. Sketches directed by Robert Edwin Clark, Esq. Dances by James Starbuck. Sketches by Bobby Clark, H. I. Phillips, William Roos and Billy K. Wells. Music and lyrics by Bhumibol and Chakraband, Harold Rome, Sammy Stept and Dan Shapiro, Sammy Fain and Herb Magidson, Raymond Scott, Jule Styne and Bob Hilliard. Musical director, Clay Warnick. Orchestrations by Ken Hopkins and Irwin Kostel. Production manager, Frank Hall. Stage manager, Teddy Hammerstein. Press representative, Max Gendel. Presented by Michael Todd.

CAST: Lina Romay, Lilly Christine, Clifford Guest, Peiro Brothers, Corrine and Tito Valdez, Shannon Dean, June Allen, Christine and Moll, Myrtill and Pacaud, Linda Bishop, Bozo Snyder, Hi Wilberforce Conly, Peanuts Mann, Red Marshal, Spike Hamilton, Dick (Gabby) Dana.

THE FREEPERS: Charlotte Bergmeier, Fanny Davidson, Glen Grayson, Busy Hegyi, June Kirby, Barbara Leslie, Rosemarie Lynn, Mickey Miller, Mira Stefen, Gwenna Lee Smith, Jeanne Tyler, Rosemary Williamson.

LADIES AND GENTLEMEN OF THE ENSEMBLE: Jan Arnold, Lisa Arrea, Wendy Bartlett, Lynn Berney, Gloria Danyl, Audrey Dearden, Bettina Edwards, Carol Henricks, Christina Prerichs, Frances Krell, Jill Melford, Leila Martin, Ronny Oatley, Elsi Rhodes, Kaja Sundsteun, Jackie Tapp, Mary Thomas, Valarie Wallace, Ruth Vernon, Fern Whitney, Ronan York, Hubert Bland, James Brock, Garry Fleming, Edward Gamboa, Vincent Henry, Robert Davis, Ralph Linn, John Juliano, Frank Reynolds.

A few years ago Mike Todd experimented with the burly pattern in a matter called *Star and Garter* for a tidy run of a year and a half. His newest effort in the field of strip and bump, which he sponsors after the manner of some previous celebrated entrepreneurs of female pulchritude as *Michael Todd's Peep Show*, has everything that *Garter* ever had—then some. If customer taste for this sort of undressed shenanigans remains constant—and there seems no good reason to believe it doesn't—*Peep Show* can run twice as long as its predecessor.

Todd's gals of the ensemble have, as they tell you in song, what it takes—top, bottom, fore and aft—a treat for the eye of any visiting fireman and also local yokels. The only trouble is that it costs $7.20 a pew to see them from the orchestra, a stiff tariff even for the ravishing exposures the Todd charmers put on view.

In the face of some bad break-in notices, Todd has evidently been wise to have held *Peep Show* out for an extra week of polishing and grooming. At all events, his official unveiling spotlights a fast, smoothly oiled show which meets every requirement of the kind of entertainment he is huckstering. Hassard Short has accomplished a handsome overall staging and lighting chore, similar to that which he gave *Garter*. Howard Bay's sets are lush frames, and Irene Sharaff's costumes—what little there are of them—eye-poppers. The sketches, directed and contributed to by Robert Edmund (Bobby) Clark, with scripting assists from H. I. Phillips, William Roos and Billy K. Wells, are surprisingly amusing and less vulgar than expected, and are ably handled by such wheel vet comics as Bozo Snyder, Hi Wilberforce Conly, Peanuts Mann, Red Marshall and straighters Spike Hamilton and Dick (Gabby) Dana.

Song-and-dance-wise, *Peep Show* isn't up to much. Despite a flock of expert contributors to the tune and lyric department, outside of a pleasant little number, *Stay With the Happy People*, by Bob Hilliard and Jule Styne, and another by Herb Magidson and Sammy Fain, called *Violins From Nowhere*, there's nothing even hummable to be carried out of the theater.

But Harold Rome has concocted a couple of amusing specialties for the clown contingent to chant, and James Starbuck has devised sufficient dance patterns to show off the 24 ladies and seven gentlemen of the ensemble to fine advantage.

However, *Peep Show* is geared to sell just one thing, and as long as it's spotted with laughs enough to hold it together, who cares about tunes and lyrics when the gals get expert assistance in selling what they so evidently have to sell.

Chantress Lina Romay gets top billing cast-wise. She is quite an eyeful and makes an auspicious Stem legit debut. Lily Christine contributes some torrid body-writhings and, incidentally, in spite of all the obviously spotlighted undressing, provides the show's one sordid note. But in specialties, *Peep Show* gets a real cast lift. The Peiro Brothers are wonderful when juggling hats on sticks. Clifford Guest adds a good ventriloquist routine. Myrtill and Pacaud interpolate a stunning Siamese adagio in the first act's sock finale to a tune by Bhumibol (in private life H.R.H., the King of Thai). Corrine and Tito Valdez are likewise splendid when spotlighted in another stepping tour-de-force. And lest the heel-and-toe school be overlooked, Jesus Moll is in there for a highly effective session of tapping.

There's no question that if a pew sitter wanted to pick *Peep Show* apart he could rake up a sizable list of faults. And if he doesn't like to look at practically naked ladies he'd best stay away from the Winter Garden. But for the kind of entertainment it is *Peep Show* fills the bill and should attract a flock of customers. Professor Todd charges plenty per eye to the keyhole, but he provides plenty on the other side—even a sensational bubble-bath finale. *Bob Francis.*

Todd Takes 108G Polishing "Peep"

PHILADELPHIA, July 1. — The three-week stay of Mike Todd's *Peep Show* at the Forrest Theater, ended last Saturday (24), hit some real paydirt for the producer. In chalking up a top-heavy $108,000 for the stretch, the burly styled opus also set a record for standees at the Shubert-operated temple.

Peep Show actually brought the 1950 stage season to a close, altho being the first stage offering in a moon of weeks or more.

GETTING MARRIED

(Continued from opposite page)

tract be drawn which would afford both parties protection against tragic marriage.

With this plan, Shaw explores the many possibilities of such a contract. After much haggling and bickering, it becomes apparent that no contract can ever be drawn to satisfy all shades of opinion. In the end, marriage according to the old standards is recognized as the lesser of the two evils, even with all risks and tribulations considered.

Acting is uniformly excellent save for one glaring fault. In the creation of this cross section of upper-class English society, the actors all fall prey to word mouthings and clipped, muttered accents. At times this became downright annoying.

Best acting job overall is credited to Dennis King as the lovable, broad-minded, intelligent Bishop of Chelsea. Cedric Hardwicke (who directed as well as acted in the play) shines as Collins, the Greengrocer. Others of equally top caliber included Judith Evelyn, Arthur Treacher, Ralph Forbes, John Buckmaster, Colin Keith-Johnston, Mary Scott and Margaret Bannerman. Mady Christians, who appears in one important scene only, sparkles in her brief stint.

Direction, settings and acting are good—and in this case better than the play. With a lesser cast, the opus would die; with this brilliant assembly of performers, it plays well and shows little the worse for age and wear. *Alan Fischler.*

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Magic

By Bill Sachs

JACK HERBERT, emsee-magician, is in his ninth week of a 13-week contract with Admiral Television Corporation. Under the deal Herbert plays four Chicago Balaban & Katz theaters each week as emsee on the "Admiral Television Talent Hunt," and on Wednesday nights of each week the winners appear with Herbert on the TV show over one of the Chi stations. . . . **Judith Johnson** and Company, mental turn piloted by **Harold Laughon**, is on a three-week return at White House Inn, Warren, Pa., after a 17-week stretch at Rainbow Inn, Miami. . . . Someone recently gave us a bum steer on the veteran **Al Flosso** to the effect that he was back at Coney Island, N. Y., for his 20th consecutive summer. Al infos from New York that it's been just 20 years since he last appeared at Coney. He's now concentrating on theaters, private clubs and television in the New York area. . . . **The Amazing Vanteen**, after leaving the International Settlement in San Francisco, hopped to Chicago to work his sleight-of-hand at Riverview Park there. . . . **Landrus the Magician**, after winding up an extensive swing thru the South, is resting up at Wayne, Mich., before resuming with his one-man show in New York State. En route north, Landrus stopped off in Charleston, W. Va., for a visit with **Mr. and Mrs. Al Snyder**, still active in that territory with their booking business and their own magic turn. . . . **Madam Meliso**, wife of **George L. Hall (Meliso the Magician)**, was badly burned in a fire on their show at Alton, Ill., recently, which necessitated the closing of their outdoor season. **Mrs. Hall**, after being hospitalized for a time, is showing some improvement. . . . **The Yagers**, mentalists, have just concluded a two-weeker at the Casino Royal, Washington. . . . **Lewis Zanto**, former magic worker, is now engaged in commercial lines in Waverly, O.

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AS A RESULT of the socko publicity yarn, "He Haunts Houses," in the June 4 issue of This Week magazine carried by 27 leading newspapers with a combined circulation of over 9,500,000, Ghost Maker **Bob Nelson**, of the Nelson Enterprises, Columbus, O., landed in the copy of Columbus's three leading columnists, made a radio guest appearance, appeared on a second radio program and grabbed off a two-column story by **John Walters** in The London Mirror of June 12. He also made a movie short for the NBC newsreel which was to have been shown on The Camel News Caravan over the entire NBC-TV network the past week. Two other national magazines have in preparation articles on the Nelson Enterprises. . . . **George Marquis** postals that his fall trek, beginning September 8, will take him to the West Coast over the same territory covered by the Marquis magic caravan prior to 1942. **Chris Carle** is slated to take the advance. **LaTour**, juggling clown formerly with **Horace Goldin** and **Nicola**, will be with him this season, Marquis says. . . . **The Johnstones**, George and Betty, have just concluded a fortnight's stand at Hotel Monteleone, New Orleans, and have been inked to return there for two weeks at Mardi Gras time next winter. . . . **Ramon LaRue (Sir Edwards)**, who made Life magazine with a three-page spread in the June 19 issue, was forced to cancel his sky escape act at the recent Detroit Police Field Day when city fathers and C.A.A. officials turned thumbs down on the stunt because of so-called hazards in the Detroit stadium. LaRue recently did his sky escape, wherein he frees himself from a straitjacket while hanging by his feet from a flying helicopter, with **Jole Chitwood's** Thrill Show at Milwaukee, doing five shows a day. The Indian Magicians' Expansion Board, Calcutta, India, has presented LaRue with an honorary membership card.

BILLBOARD BACKSTAGE

By Joe Csida

(Continued from page 3)

to take advantage of these terrific offers, and since we don't seem to have this much cash to stick in our decrepit record department, I have been struck with a much better idea.

"In brief, we have such a splendid selection of old, dusty, slightly warped antique 78 r.p.m. records that here is a terrific opportunity for some of the major manufacturers to replenish their depleted 78 stocks and at the same time get rid of some of their 33's and 45's.

"We offer any manufacturer what we call the Carlisle Radio Summer Inventory Plan. We will buy one 33 or 45 record for every 15 78's they take back. This offer is for a limited time only and must be taken advantage of before September 1985. We guarantee each record to play perfectly on any standard record player with a good needle.

"Remember, limited quantities, only 11,589 records our inventory—so hurry!

"We don't make much money in the record business, but we haven't lost our sense of humor as you see.

"Sincerely,

"Renee and Walter Manola."

Carlisle Radio & Television Company.

And in the beef department comes this letter from Music Publisher Sam Weiss:

"I have just read an article written in New York in the July 1 issue, on page 14, entitled *Walking Around With Songs*. This article is a terrible slap in the face to me, inasmuch as I have been in business eight months and have published five different songs, and have managed to get 31 major recordings on these five songs. Each song has been worked on, and finally one stepped out and is a hit by sheer work and effort on the part of my brother and me who are in business together. In the past eight months, since I left the firm of Edwin H. Morris, I have been offered many of the top jobs in the music business and have turned them down. I think I deserve a chance like any other publisher who started the same way. After all, where did all of these firms come from?

"I also resent the fact that in the article there is a statement that I have turned my song over to Henry Spitzer. *This is untrue.* I have had a selling agency deal with Henry Pitzer since the inception of my firm. I am publishing *Sam's Song* as well as my previously published songs namely: *A Man Wrote a Song*, Dave Franklin. *Mad About You*, Victor Young-Ned Washington. *Can I Come In for a Second*, Sammy Cahn. *Marriage Ties*, Irving Gordon.

"These songs have been recorded by the top artists in the country."

"I would appreciate it if a correction is made in your next issue."

It's not easy to keep everybody hapy all the time, but we certainly try.

Korea War May Affect Tax Cut

(Continued from page 4)

July or early August, time is rapidly running out for the bill. The Senate Finance Committee is expected to devote some two weeks to consideration, after which the Senate will take it up.

Chief point of controversy in the committee is likely to develop over the change in the corporate tax structure voted by the House. Most GOPers and some Democrats are opposed to this change. A GOP attempt in the House to send the measure back to the Ways and Means Committee with instructions to separate excise cuts from the other provisions was defeated, 238-147.

Under "closed rule" procedure the House had no chance to vote on any of the House committee proposals and could only approve or reject the measure in its entirety. No such rule exists in the Senate, and many of the tax provisions will probably get separate votes when the measure reaches the Senate floor.

As it comes under Senate committee scrutiny, the bill cuts excises on scores of items, including admissions, cabarets, musical instruments and transportation (*The Billboard*, July 1). Restrictions in the tax-exempt status of non-related business enterprises of schools and foundations and on U. S. citizens working in U. S. possessions are also included. One excise tax, that on coin-operated gaming devices, would be increased.

The bill contains a change in the method of computing the admissions tax on reduced tabs. At present, persons getting passes or reduced rates must still pay tax on the established price. The bill provides that the tax will apply only on the actual charge, if any.

Felix Ferdinando Loser to Hard Luck

HARTFORD, Conn., July 1. — How tough can your luck get? That's what Felix Ferdinando, vet Hartford night club operator, has been asking. He lost his 700-person capacity Club Ferdinando last week via the auction block after 10 years of ownership.

Following World War I Ferdinando had a band, which settled in a spot at Manchester, N. H. The location burned. There was no insurance coverage.

Next he took over the Arcadia Ballroom, also in Manchester, N. H. But a strike near-by hit the amusement business.

Club Ferdinando was his third loss. The night spot and adjoining property were auctioned off for $76,500.

The buyer of both properties was Charles H. Miller, a Hartford real estate man, who said he had no immediate plans for the properties.

Miller recalled to Ferdinando that he chauffeured the club operator around in France in 1918 while they were both in World War I service.

Ferdinando said the club would continue to operate "for the time being" under his management, with its Friday and Saturday floorshows and dancing continuing, pending permanent arrangements.

Hotel Suing B. Hope Wins Pre-Trial Exam

NEW YORK, July 1.—New York Supreme Court Justice Dennis O'Leary Cohalan Friday (30) granted the Nesa Realty Corporation its motion to examine Bob Hope and the Paramount Theater Company before trial.

Nesa's complaint is that Hope, in his recent Paramount appearance, made disparaging remarks about the Forrest Hotel, a Nesa property. Hope and Paramount stated that the remarks were purely in jest, but Nesa failed to drop the suit.

Burlesque

By UNO

FREDDIE FULTON'S mixed group of players, including **Frank Cronin**, emsee; **Duke Monroe**, comic; **Bob Davis**, singing songwriter, and **Jill Dorian**, dancer, doing a repeat this week at **Harry Fink** and **Louis Moscowitz's** renovated Manhattan Hotel, Asbury Park, N. J. . . . **Jack Hayes** opened June 30 for **Eddie Skolak** at the President, San Francisco, where **Bette Dixon** is making her debut. . . . **Gloria Marlowe** will have the featured spot at the Roxy, Montreal, week of July 14. She opens July 24 at the Showboat, Lebanon, N. Y., thru **Paul Judson** and vacations thru August at Cape Cod, Mass. . . . **Mac Dennison**, **George Tuttle** and **Irene Carroll** began a summer engagement July 1 at the Kenmore Hotel, Livingston Manor, N. Y., thru **Harry Cutler**. . . . **Jack Birmingham** is in Mercy Hospital, Portland, Me., for five weeks' treatment. . . . **Phyllis Hankin** is new secretary in the New York office of the Kurtz Theatrical Agency.

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KATHY NORMAN, singer, is featured with **Johnny Singer's** ork at the Bronze Room, Hotel Cleveland, Cleveland. . . . **Countess Corina Paves**, singer; **Jimmie Grosso's** band, and **Helen Rita's** all-girl ork comprise the talent at **Max Kurtz's** Kentucky Club, Woodridge, N. Y., all booked thru Maurice Kurtz, whose other Catskill Mountain placements include **Abe Gore**, comic; **Jackie Birns**, straight, and **Blanche Frank**, for the Karmel Hotel, Loch Sheldrake, N. Y.; **Sadie Banks**, Selmura Country Club, Kiamesha Lake, N. Y., and **Maita (Sally Winthrop) Mirrele**, St. Regis Hotel, Fleischmann's, N. Y. . . . **Irene Heidt**, of the Heidt Sisters, former burlesquers, is assistant to **Billie (Mrs. Dave Peyser) Bernard** in charge of wardrobe in **Mike Todd's** "Peep Show" at the Winter Garden, New York. . . . **Tom Fern** and **Bill Sprain** are operating **Oscar Markovich's** concession at the Palace, Buffalo. **Candy Barr (Mrs. Tom Fern)** is booked for 10 weeks at the Rainbow Club, Buffalo. . . . **Dolores Dawson**, bubble dancer, wound up 60 weeks at **Jimmy Kelly's**, New York, June 24 and opened June 29 at the Greenwich Village, New York, for a limited engagement before going on vacation to her summer home at La Fifi Villa, Clementon, N. J. . . . **Al Parker**, comic emsee, is at the Terrace Club, Ellenville, N. Y., for the summer. . . . **Lou Miller** has booked for the Roxy, Cleveland, opening July 7, **Irving Salig**. **Al LeRoy**, **Ann Palmer**, **Linda Leslie**, **Jai Leta**, featured, and **Bernie Leighton**, house singer.

Bistro April Grosses NSC

WASHINGTON, July 1. — Receipts of the nation's eating and drinking places picked up slightly in April over March, but ran behind those from the previous April, Commerce Department reported this week. April receipts totaled an estimated $914,000,000 as compared with $912,000,000 for March, and $973,000,000 for April, 1949.

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Cold Weather, Rain Plagues Slout Players

First 8 Weeks Under '49

EATON RAPIDS, Mich., July 1.—Toby-Orn and Bill Slout Players, whose current week's stand marks their eighth of the 1950 tour, have been plagued with much cold weather, rain and lot location changes. Business, according to officials has been off in all towns played, with one spot showing up with a loss.

Bill Slout, who joined the org four weeks ago, is handling most of the leads in addition to helping with the management of the show. A considerable turnover in personnel also has marked the early-season activities. *Uncle Tom's Cabin*, however, is still a dependable Wednesday box office hypo, it was reported.

Recent visitors included Charles Underwood, former circus press agent and recently with Cavalcade of Amusements; William G. Bale, head of the drama department of Ohio

(See Cold Weather on page 94)

Rep Ripples

A. L. ARNOLD has a new 16mm. outfit and will be busy in the Malone, N. Y., area during the summer. . . . **Jack Norman** pens from Shreveport, La.: "Will open my small cast minstrels (colored) June 12 and play Louisiana and Mississippi territory this summer. Have several fair dates booked. Will not use a tent but will work with sidewalls only on outdoor dates." . . . Gill Family Show has been in Cherokee County, Kansas, recently and having good biz with platform show. Show does some merchandising and is 100 per cent family run. . . . **Frank Parmenter** has a three-people flesh show working in Northern New Jersey and expects to put in most of the summer in Canada. Trick consists of Mr. and Mrs. Parmenter and the former's nephew, **George Devlin**. . . . From Des Moines: **R. L. Rob-**

(See REP RIPPLES on page 93)

Springfield, Mass., Drive-In Promoters Face Obstacles

SPRINGFIELD, Mass., July 1. — The promoters of a plan for a 700-car open air theater on the west side of Round Hill may run into unforseen difficulties if a bill filed recently in the Massachusetts Senate is admitted and passed by the Legislature.

The measure would bar the issuance of licenses for drive-in theaters which are within 2,000 feet of

(See Springfield, Mass., on page 94)

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The Final Curtain

—By E. F. Hannan—

He goes every day to a bench in the park,
With a paper of bread crumbs for birds;
And when he has finished feeding the pets,
He musingly utters strange words.
Such words as he whispers under his breath,
Are so strange they seem almost absurd;
Until often in passion he raises his voice,
And lines from great plays may be heard.

Lay on, MacDuff, dam'd be he who first cries 'hold,' enough,"
In a high-pitched voice he will shout;
"A horse! a horse! my kingdom for a horse!"
Then will come ringing out.

"The world is mine," he will shout with glee,
As he majestically points to the sky;
"Stand back! stand back! or I'll shoot, I say!"
He calls at some passer-by.

"Yes, I'm Jekyll, well what of that?
What have you got to say?
Sign those papers, and quickly too,
Or this will be your one last day."

Then perhaps in more tender voice,
Which may smack of a fatherly tone;
He whispers softly, again and again,
"Come home, my son, come home!"

"Those bells, those bells, can't you hear them?
They're driving me mad—insane;
Take 'em away, I say, away!"
And his face shows anguish and pain.

And so it goes as he dreams of the past,
And all the great parts he has done;
As he waits each day on the bench in the park, for the Final Curtain to come.

Philly Area Spots Push Promotions

PHILADELPHIA, July 1.—Drive-in theaters in this area are giving major attention to big promotional campaigns to keep business humming at its current fast pace. Jack Hamilton, manager of Walter Reade's Atlantic Drive-In near Atlantic City is sponsoring a Kiddie King and Queen Contest. Any child of walking age to six years is eligible, with merchants in the area contributing hundreds of dollars of merchandise prizes. Prizes also will be awarded to the mother and father of the winning king and queen who will be entered in the national finals at Asbury Park, N. J., later in the season.

Also emphasing appeal to youngsters, a monkey circus has been installed at Brandywine Drive-In near Wilmington, Del., with a live monkey house also at the Elkton Drive-In near the Delaware-Maryland border.

With the closing of school, Brandywine introduced a Family Night with Harry (Uncle Wilmo) Hubbell on hand to greet the kiddies. The Sky-Vue Drive-In near Lancaster, Pa., is running a family night once a week, with the admission price $1 per car, regardless of the number of occupants. The Elkton Drive-In also earned itself a lot of good will in staging a benefit show for the Elkton-Singerly Fire Company.

MILFORD, Conn., July 1.—E. M. Loew's outdoor theater here, has completed construction of Playland Park which operates in conjunction with the theater. Included are a See-Saw, slide, Merry-Go-Round and Jungle Jim.

Schaffner Biz Grows After Adverse-Weather Launching

FAIRFIELD, Ia., July 1.—Schaffner's Toby and Susie Players, currently in their fifth week of their 25th anniversary tour of Iowa, Western Illinois and Northern Missouri, have been playing to spotty business which has sent figures for the early part of the trek below average. However, results the past two weeks for the tenter, owned and operated by Neil and Caroline Schaffner, have been reported as satisfactory. The unit opened the season at its Wapello, Ia., winter quarters May 22 and its opening here brought out a packed house.

The Schaffners have charged adverse weather in the form of heavy rains, floods and high winds with the initial slump and add that all indications point to a profitable season as a whole. The aggregation this year has blossomed out with a new outfit from marquee to back end.

On the show this season are Doug Ackley, Dorothea Roberts, Ed (Smilin') Ward, Mason Wilkes, Bob and Arlene Hacha, the Schaffners' and the Tracy Family, a six-person specialty unit. Paul Cox is lot superintendent, and Bernie Baker is treasurer and advance man. Line-up of bills, used thus far on the tour, which include a number of Schaffner originals, comprises *Meet Dallas Daisy, Toby and the Communist Spies, The Pepper*

(See SCHAFFNER BIZ on page 94)

Lindberg Points Up Methods for Return of Flesh

FAIRFIELD, Ia., July 1.—Al J. Lindberg, former repster and currently traveling Iowa and Illinois as division manager for Mail Pouch Tobacco Company, came away from Schaffner's Toby and Susie Players' opening performance here this week with the statement that "it's a distinct pleasure to be able to come across one of the few remaining tent shows like the Schaffner org in making my territory.

"A visit to the show readily acquaints one with the reasons this org continues to survive where so many of its kind are eliminated from the field of entertainment. Regardless of the type of attraction, the old principles of good, honest showmanship will always pay off and a good number of our would-be managers seem to have either forgotten them or never learned them. I think they can be recapped quickly.

"Let 'em know you have the show. Sell it. Give them something to see when they get there. Leave them with a good taste in their mouth. Performances that a mediocre high school dramatic class would be ashamed to play cannot possibly have anything but a bad after-effect when presented under the guise of professional work. The shows must be ably

(See Lindberg Points on page 94)

H. Rooney Play Set For Chi Fair Stand

CHICAGO, July 1.—Under Chicago Park District auspices, Howard Rooney will present his *Lady of the Grotto* at the Chicago Fair of 1950, with opening slated for Sunday (9) when three performances will be given. The play, which will be presented at the Park District Theater, was written by Rooney and is based upon the story of Bernadette of Lourdes.

Joanne O'Neill is cast in the role of Bernadette. Others in the cast are Dorothy Eddy, Ella Stevens, Jeanne Schubert, Ann Telega, Diane Kotil, Anne Wickstrom, Larry Roubitchek, Marge Roberts, Robert Ball, Edward Schroedle, Jenny Kruszewski, Marge Benthey, Marguerite Bloom, Al Badin, Carmela Vruno, Francine Shaw, Jack Woodworth, John McGuiness, Don Zabel, Jean Valiquet, Frank Kiesa, Dorothy Saunders, Edmund and Kevin Gregor, Rance Ruf and Thomas Mannos.

Drive-In Boom Under Way in Eastern Sector

PHILADELPHIA, July 1.—Melvin Fox, who operates a string of indoor and outdoor theaters, opened his sixth open-airer this week in the Burlington Drive-In at near-by Burlington, N. J. Three more drive-ins are being constructed for the Fox interests in Bethlehem, Pa., a second in the South Jersey resort district and a third in suburban Chestnut Hill here. All three are expected to be launched this summer.

Other drive-ins in the Eastern Pennsylvania district are being rushed to completion for openings early this month. Maurice Fruhlinger, for many years manager of the Met Theater, Baltimore, for the Schwaber Circuit, will manage the soon-to-be opened Silver Drive-In at Winher, Pa.

The drive-in at Cross Keys, outside of Gettysburg, Pa., expects to get going this week. The Harrisburg Drive-In, near Harrisburg, Pa., was opened this week by Paul and Thomas Kerrigan, of Frackville, Pa., with William (Breezy) Lazar as manager. The Yankee Drive-In Theater Company, incorporated in Delaware, was granted a certificate of authority to operate theaters in Pennsylvania.

The Allied Booking and Service Company here, handling many up-State drive-ins, has added Marvin Sands' Starlite Drive-In near Tunkhannock, Pa., to its accounts.

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In Cherished Memory
of
My Dear Husband
Denny Pugh

Who Passed Away
July 10, 1949
MARGARET PUGH

IN FOND MEMORY
Of Our
PAL and PARTNER
DENNY PUGH
Who Passed Away
July 10, 1949
"Always in Our Hearts"
JOE and SALLY MURPHY

IN MEMORY
OF
DENNY PUGH
Who passed on
JULY 10, 1949
SIMMY and INEZ CARROLL

In Memory of
DENNY PUGH
A friend we shall never forget
Passed away July 10, 1949
NOBLE C. & VIOLA FAIRLY

THE FINAL CURTAIN

ALFRED—Tom, 39, veteran Hollywood publicist, June 28 at Midway Hospital, Los Angeles. Alfred, whose legal name was Alfred Thomas, started at the age of 15 in the picture business working for his father, Dave Thomas. He worked in advertising and publicity departments for 14 years and was employed at Metro-Goldwyn-Mayer, Columbia, Fox and Paramount. Since 1948 he had been advertising and publicity director for Harry M. Popkin's Cardinal Pictures. Survived by his parents. Services June 30 in Los Angeles.

BESS — Herman, 53, well-known broadcasting exec in the New York area, June 29 in Newark. (See Radio Department for details.)

BLANCHARD—Louis L., 74, former musician and theater owner, June 28 in Southbridge, Mass. He was a member of the Blanchard Brothers orchestra and was associated with his brothers in operating the Blanchard Hippodrome and Strand theaters. Two brothers, Arthur A., and Frederick survive.

BONNEAU—Prosper, 101, former circus acrobat, June 22 in Stafford Springs, Conn. At one time he was an acrobat with the Ringling Brothers and Barnum & Bailey Circus. In more recent years, he was a textile worker in the Connecticut area. Burial was at Stafford Springs, June 24.

COAKLEY—Michael, 83, former vaude performer, June 22 in Freeport, N. Y. Debuting in minstrel shows, he switched to vaude and teamed in the act of Coakley and Dunleavy and also with Rex Van. His career covered more than 50 years. His wife, Eileen, who often appeared with him, survives.

CROSS — MacKenzie, 70, former manufacturer of racing ice skates, June 20, at his home in Upper Darby, Pa., suddenly. He organized and supervised skating races for children at the Arena in Philadelphia when it was known as the Ice Palace. His widow, Dorothy, and a son survive.

DANNENHAUER—Fred Jr., 50, operator of radio, record and recording machine businesses in Philadelphia and in Narbeth, Pa., June 22, in Temple University Hospital, Philadelphia. His widow, Phyllis; two daughters and his parents survive. Funeral services June 26 in Philadelphia, burial in West Laurel Hill Cemetery there.

DEAN—John Wooster, 75, retired actor known to the theater as Jack Dean, June 23 in New York. A leading man for Fannie Ward, he appeared with her in numerous plays including *Madame President*. Miss Ward, his widow, survives.

ELLIS—Christopher, 49, Canadian radio commentator and actor, June 29 in Montreal.

FREDERICK—Eric David, nephew of Frances and Art Spencer, of the Forsythe & Davis Rides, June 27 in Baltimore.

HALL — Arthur (Spark Plug), comedian with the James Ayers *Harlem on Parade* on L. J. Heth Shows, June 27 in New Castle, Ind., of a cerebral hemorrhage. His home was in Ensley, Ala. Survived by his mother and three brothers. Burial in New Castle.

HALL—Charles, 75, Chicago concessionaire for the past 40 years, in that city, June 24, following a lengthy illness. Burial in Showmen's Rest, Woodlawn Cemetery, Chicago, June 28.

HAMMOND — Charles, 41, NBC veepee in charge of advertising and promotion, June 30 in Chappequa, N. Y. (See Radio Department for details.)

HIATT—Howard O., 43, organist and staff musician of WHAS, Louisville, June 24 in an automobile accident near that city. Working under the name of Archie Howard, he also played nitery dates. He was also formerly with WABP, Peoria, Ill. His widow, daughter, brother and mother survive.

KELLY—Mrs. Sally Mae, 74, widow of Andrew Kelly, former *Variety* staffer and Washington drama critic, June 23 in Washington.

KNAPP—Dorothy M., 59, retired vaudeville performer, June 21, at her home in Philadelphia, suddenly. Miss Knapp was the "Ray" and her sister, Mrs. Carol A. Lovitz, was the "Racine," of the comedy dancing and singing team which traveled the Keith Orpheum Circuit. She and her sister retired from the stage several years ago. Also surviving are two brothers. Funeral services June 26 in Philadelphia, burial in Holy Cross Cemetery there.

LOVING—Edward Pierre, 56, correspondent in the Washington Bureau of the International News Service and author, June 25 in Washington. He was co-editor with Frank Shay of *50 Contemporary One-Act Plays;* wrote a novel, *Gardener of Evil*, and did many French and German translations, including Schnitzler's *Comedies of Words*. His widow, a son and a stepdaughter survive.

LUNGSTRUM — Frank A., 54, movie projectionist for the past 33 years, in Topeka, Kan., of a heart attack at the Cozy Theater where he was employed. His widow and 11 children survive. One son, Frank Allan, is a disk jockey at WREN, Topeka.

MAZZOCCHI—Philip B., 64, concessionaire for 34 years and operator of the Penny Arcade and Skeeball at Palisades Park, Palisade, N. J., June 23 in Grantwood, N. J. Burial June 27 in Mount Carmel Cemetery, Tenafly, N. J.

MONAHAN—James, 75, veteran concessionaire at Ohio fairs, June 16 in Columbus, O. Burial in St. Joseph's Cemetery, that city June 20.

MOSICK — Australian aboriginal called "the world's greatest natural dancer" by Ted Shawn, June 23 in Darwin, Australia. Burial was in a tribal "dreaming place" at the Delissaville native settlement.

PHILLIPPY—Sidney, 54, Balaban & Katz Circuit assistant electrician, June 20 in Chicago. He had been with the firm 25 years. His widow and two daughters survive.

ROELLER—Henry, 48, well-known outdoor sound technician, June 24 in Grafton, W. Va. (Details in Outdoor Department.)

SARG—Mrs. Bertha E., 76, widow of Tony Sarg, artist who introduced marionettes to the United States, June 26, in Cincinnati. A native of Cincinnati, she met her husband while in Europe in 1909, later moving with him to London, where they lived until coming to this country before the end of World War I. She made her home in Cincinnati since her husband's death in 1942. A daughter, Mrs. Mary Sarg Miller also an artist, and a sister, Ida McGowan, survive.

SMITH—J. A. (Set Joint Smitty), 62, carnival employee for 45 years June 21 in Red Springs, N. C. He had been with United Exposition, Pine State, Alamo Exposition, T. J. Tidwell and Magic Empire shows. His widow, Etbel, and a daughter, Elaine, survive. Burial June 26 in Oak Hill Cemetery, McAlester, Okla.

STEELE—Mrs. Verna, 41, dancer and concession agent, June 16 in General Hospital, Kansas City, Mo., of cancer. Her husband, E. L. (Eddie) Steele, survives. Burial June 19 in Mt. Calvary Cemetery, Kansas City, Kan.

VOLLMER—James F., 56, widely known as a vaudeville pianist, June 19, at his home in Philadelphia. He accompanied many vaudeville acts and in recent years played piano with various musical units in Philadelphia. His widow, Mae S.; a son, a brother and a sister survive. Funeral services June 23 in Philadelphia, burial in Holy Cross Cemetery there.

WAGNER—Charles C., 53, theater manager for many years, June 24, at his home in Philadelphia. For the past six years, he was a district manager for the A. M. Ellis Theaters in the South Philadelphia territory. His daughter and his parents survive. Funeral services June 27 in Philadelphia, burial in Hopewell Cemetery there.

WAKEFIELD—William Burton, 65, Coast Records exec, June 17 in Hollywood. A daughter and three sons survive.

WILBANKS—Roy, 34, formerly with Georgia Amusement Company, suddenly June 16 in Ayersville, Ga. Survived by his widow and six children.

Marriages

BERMAN-PALUCH — Seymour Berman, booker for Eagle-Lion-Classics pictures in Detroit, and Claire Paluch, June 25 in that city.

BOBROW-BLEETSTEIN — Walter Bobrow and Edythe Bleetstein, continuity editor at WPIX, June 26 in New York.

COOLEY-JOHNSTON — Scott Cooley and Justine Johnston, legit players, June 24 in New York.

DAVIS-BOSTDORF—Ernest Davis and Dorothy Bostdorf, of the Imperial Exposition Shows, June 22 in Oregon City, Ore.

DICKIE-WARSHAW — James L. Dickie, bass player with the NBC Philharmonic Orchestra, and Claire Warshaw, cellist with the Lambertville (N. J.) Musical Circus, June 24, in Lambertville, N. J.

EDWARDS-DESCHAMPS — Freddie Edwards, of the Edwards Brothers acro trio, and Helene Deschamps June 24 in Montreal.

FINE-COHEN—Arnold Fine, *The Washington Daily News* nitery editor, and Marilyn Cohen June 25 in Washington.

GRAE-CONN—Phil Grae, agent, and Phyllis N. Conn, dancer, June 24 in New York.

HUBERT - DARLING — Frank Hubert, non-pro and Charlotte (Brewer) Darling, singer and granddaughter of Grandmaw Darling, comedienne and dancer, June 21 in New York.

MASEK-DRIVER—Joe Masek, musician, and Gladys Driver, June 21 in Chicago.

MOSS-WHORLEY — Larry Moss, publicity director for Shaw's Rodeo and Thrill Shows, and Grace Whorley in Johnson City, Tenn., June 13.

In Memory of
Our Friend and Pal
MELVIN H. VAUGHT
Who passed away
June 27, 1948
MARGARET PUGH
and
JOE and SALLY MURPHY

In Loving Memory
Of Our Sister
Mrs. Joseph Fleischman
Passed Away July 13, 1949
Sadly Missed by
MRS. JOHNNY J. JONES
MRS. HAROLD PADDOCK

IN APPRECIATION

My sincere thanks are extended to all of my good friends, and particularly to my associates on the World of Mirth Shows for the many kindnesses they extended to me to help ease the sorrow occasioned by the death of my beloved wife, Rose, June 21 in New York.

LOUIS D. (DADA) KING

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TEPID TEE-OFF FOR CHI FAIR

House-Okayed Admission Tax Cut to Senate

Bill Would Exempt Fairs

WASHINGTON, July 1.—The omnibus excise tax bill, which includes an admissions tax cut to 10 per cent and revamps certain admissions levy procedures, was passed by the House this week by a vote of 375 to 14 and sent to the Senate where it must survive the complications of approaching adjournment and unsettled international conditions.

As approved by the House, the measure slices the tax in half and exempts non-profit agricultural fairs and municipal swimming pools and beaches.

Also exempted are admissions to functions put on by veterans groups, churches, schools and police and fire departments. However, the exemption does not apply if the functions put on by such groups include professional entertainment.

Under terms of the bill, passes would be exempt from the tax, and the tax would be collected only on reduced rates rather than on established prices, as at present. In reporting this change to the House, the Ways and Means Committee said, "It does not appear that the administration of the tax is facilitated by taxing free admissions and taxing reduced admissions at established prices. Moreover, this is a source of irritation to the public and is inequitable to the amusement operators who desire to have reduced prices for special groups." The change, the committee added, does not apply to horse and dog races.

Farmers' Cash 10% Less Than in 1949

WASHINGTON, July 1. — Outdoor shows playing rural routes will find farmers' cash some 10 per cent less than last year, according to a prediction by Agriculture Department based on estimates for the first six months of 1950. The net farmer take for the first half of the year was estimated at $10,600,000,000, a drop of 9 per cent from the same 1949 period.

State-by-State breakdowns for the first four months of 1950 indicate rougher going for shows in all rural areas of the country this season, but a few States are escaping the general downward trend. Showing a big gain over last year in farm cash receipts was Florida, which grossed $205,077,000, as compared with $171,261,000 for the January-April, 1949, period.

Other States showing gains over last year were Texas, Illinois, Kentucky and Oklahoma. All other States showed decreases, according to Agriculture Department estimates.

The Illinois and Texas gains in farm receipts are significant since they are among the top five States in total farm income. Illinois, for example, collected nearly as much for farm goods during the first four months of the year as the nine States of the North Atlantic Region combined, and that area includes New York and Pennsylvania.

Double Take

FREDERICTON, N. B., July 1.—Two outdoor units were working for the Fredericton branch of the Canadian Legion this week. Unusual situation was created when the Greater Exposition Shows decided to stay here a second week, thus becoming opposition to Dailey Bros.' Circus, in town Wednesday (28). Both were sponsored by the vets.

Cole Opens To Light Biz In Brooklyn

"Hopalong" Exits July 22

NEW YORK, July 1.—Cole Bros.' Circus opened to a sparse crowd estimated at not more than 7,000 last night at Ebbets Field, home of the Dodgers. Show runs thru the holiday, Tuesday (4), for a total of nine performances.

Current date is the second within three weeks in the metropolitan area. The first, a nine-performance run which concluded last Sunday (25), was staged at the Yankee Stadium in the Bronx. Anticipated hefty business on the final two days failed to materilze, with the result that the date could only be termed fair. First matinee, Thursday (22), was big and gave promise of sensational week-end biz, but the remaining performances failed to draw above 10,000 individually. Crowds would have been of turn-away proportions under canvas, but in the huge 64,000-seat stadium they were lost.

Show execs must have felt that the failure to draw big week-end attendance was due in part to price policy of full fare for kids Saturday and Sunday, instead of offering moppets half-price lure for the entire run. As a result, the half-price policy has been adopted for the entire run *(See Cole Bros. Brooklyn, page 59)*

Henry Roeller, 48, Dies of Heart Attack; Buried in Pottstown

GRAFTON, W. Va., July 1.—Henry Roeller, well-known operator of sound amplifying equipment for outdoor show business events, died of a heart attack here Saturday night (24). He was 48.

Despite the handicap of a heart condition for a number of years, Roeller carried on his extensive and rigorous operations without curtailment. Death occurred about 8 p.m., shortly after his car and trailer were involved in an accident. The ensuing excitement resulted in the fatal attack.

Roeller was here in his capacity as sound technician for the Cetlin & Wilson Shows, a post that he held thru the still date season for 12 years. As an independent contractor he operated extensively thruout the East, specializing in the supplying, servicing and operation of sound systems for fairs. At the height of the fair season it was necessary for him to employ several mobile units to fulfill his commitments. He also supplied and serviced equipment for a number of carnivals.

He is survived by his widow, Florence, a resident of Pottstown, Pa., where funeral services and burial were held early this week.

Permanent Lakefront Annual Bows With Rehashed Pageant, Lacking New Sock Attraction

Early Days of 73-Day Event Yield None-Too-Strong Gate

By Herb Dotten

CHICAGO, July 1.—Geared to make money, the Chicago Fair, which opened its 73-day run on the lakefront Saturday (24), needs only people to turn the trick. But thru Wednesday (28), the fifth day, attendance was neither up to expectations nor approaching money-making proportions. Execs, as a result, huddled Thursday (29) to plot ways of giving the event a hearty goose which would enable the gate to hit the sought 2,000,000-mark for the full run. One decision was to doll up and liven the so-called (but not loudly) midway area by the introduction of more flags and additional p. a. systems and by spotting more personnel garbed in Dixieland motif. The other decision was to present special events calculated primarily to snare publicity, rather than concentrate on special events designed chiefly to build attendance and secondarily to snare publicity, as had been the policy.

Veteran observers, however, were inclined to the belief that these measures would have a beneficial effect but, at best, would be but halfway measures. The midway area, they hold, needs more than the light going-over planned. Too, they contend the fair needs the addition of at least one potent and constant attraction. Little hope is held, tho, that the execs will bring in a strong lure.

Attendance Disappointing

Thru Wednesday (28), the attendance was a disappointing 85,592. Count, to be sure, would have been higher if a downpour had not pelted the opening day. Sunday's (25) gate was below expectations, totaling 29,690, poor actually for the opening Sunday.

Disappointing, too, has been the attendance at the *Frontiers of Freedom* pageant. Thru the first five days the four-a-day spec pla; ed to only 24,230. On that basis, it was attracting fewer than one out of every third person passing thru the outside *(See Model Homes, Atom on page 65)*

Plucking the Stem

NEW YORK, July 1.—Outdoor showbiz units are making a strong pitch for Broadway habitues. Jack and Irving Rosenthal have a giant painted board heralding the attractions of their Palisades (N. J.) Amusement Park at the corner of 47th Street and Broadway. Alongside are 24-sheet bills selling the public on Ed Kelmans' Indian Point Park, 40 miles to the north of the city, and Cole Bros.' Circus and its star, Bill (Hopalong Cassidy) Boyd, currently at Ebbets Field, Brooklyn.

Sunbrock Afoul Of Federals on Cincy Tax Claim

CINCINNATI, July 1.—Larry Sunbrock, rodeo promoter, is going to be forced to clear up a tax lien filed against him by the federal government after he staged a show at Crosley Field here in 1944. Thomas A. Gallagher, collector of internal revenue, is holding $12,057.66 which he says is the government's share of receipts taken at Sunbrock's show here.

Jack Andrews and Mrs. Marion Pope Sunbrock, believed to be Larry Sunbrock's wife, have sued Sunbrock and the government to prevent the money from going to the government, Andrews and Mrs. Sunbrock claim that the money was due them in payment for funds they advanced so that the rodeo could be staged.

When neither Andrews nor the Sunbrocks appeared June 30 when the case was called for hearing in District Court here, Judge John H. Druffel continued the hearing until July 12, and ordered the U. S. marshal to subpoena Sunbrock, if necessary, to get him into court.

Government attorneys say that federal claims for $100,000 have been filed against Sunbrock in various parts of the country.

Youth Confesses Setting Ringling Hartford Blaze

COLUMBUS, O., July 1.—A 21-year-old youth has confessed here that he set the fire which burned the Ringling-Barnum circus at Hartford, Conn., in 1944, according to State Fire Marshal Harry J. Callan.

The youth is Robert D. Segee, Circleville, O., who was arrested on an Illinois farm last May by authorities investigating mysterious blazes in Ohio. The marshal said Segee also signed statements admitting he set numerous other fires in several States and that he was responsible for taking the lives of four persons over a period of several years.

According to Callan, Segee was with the circus for two weeks, including the day of the fire. A friend of Segee was arrested some time ago in connection with a fire at Mills Bros.' winter quarters. Segee has been indicted on two arson charges in Ohio.

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Replacements, Numbered Balls, ea. ..... .40
3,000 Jack Pot Slips (stripe of 7 numbers). Per 1,000 ..... 1.25
Middleweight Cards, 8½x7½; White, Green, Red Salmon, Yellow, Per 100 ..... 2.00
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M 1.50
Plastic Markers, Red or Green, Round or square, ¾" Diameter, M 2.50
Scalloped Edge, Green only, M 2.00
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Adv. Display Posters, size 24x36. Each .15
Cardboard Strip Markers, 10 M for .... .75
Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 5-place layout for 15.00
Thin, Transparent Plastic Markers, Brown, ¾ inch. Per M 1.00
Featherweight Thin Bingo Sheets, size 5½x8, very large numerals, 7 colors, loose, not tabbed, M 2.00
Round White N. J. Cardboard Markers, 2 sizes: ½ inch dia., 1800 to lb.; larger size ⅝ dia., 1000 to lb. Either size, lb. .85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, wright, 90#. Send for illustrated circular. For 135.00

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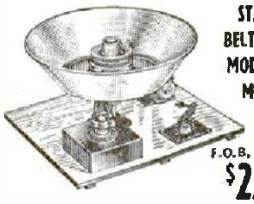

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Close-Ups:

Mike Smith's Climb From Fonts To Fronts; Story of Toil, Sweat

By Sam Abbott

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

ONE SULTRY SUMMER DAY last year when the Northern Exposition Shows were playing dates in the Montana hills, a salesman walked on the showgrounds looking for the owner. Until he saw a man working underneath a truck, he thought the lot had been deserted.

"Where can I find Mike Smith?" the salesman asked.

"He'll be here about 1:30," the grime-covered mechanic answered, pausing in his work only to reach for a wrench.

"That's a couple of hours. What's he do—keep banker's hours?" the visitor asked in evident disgust.

Stickler on Job

Mike Smith is not one to fluff off salesmen or anyone who wants to see him. But when the shows are moving, keeping them on schedule is of prime importance to him. When the salesman called that particular day, Smith was set on getting his shows over the road—and he would not have climbed from under that truck until the job was completed for anyone.

Smith knows what it is to work, for he has done it since he was 11 years old. The shows that he has built were achieved with sweat. Long hours are not new to him, and he knows every job from billposting to cleaning the lot after the shows have moved.

MIKE SMITH

Displays Know-How

He displayed his wide knowledge of his operation last January when he appeared before the Montana B-1 Circuit fair managers. When it came his time to talk, he walked calmly into the room, braced himself against the table in front of the group. In a soft and even voice he made his pitch. He told them what he had to offer and cited his past record of five years on the circuit. His bid, it turned out, was the lowest offered and he walked away with the contract to play the seven fairs on the circuit.

Mike Smith does not know exactly how he got that name, for he was born Aaron Burr Smith in Rock Valley, Ia., 39 years ago. His guess is that the monicker came about because a man, Mike Sullivan, who worked on the elder Smith's railroad section gang, had one arm. As a youngster, Smith

(See Mike Smith's Climb on page 69)

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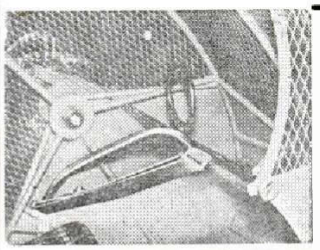

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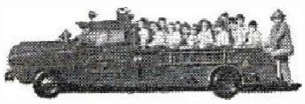

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Cherokee Ranch Biz Weak in N. C.

REIDSVILLE, N. C., July 1. — Cherokee Ranch Rodeo closed a two-day stand under Jaycee auspices here Wednesday (21) and reported business was poor altho the performance was well received.

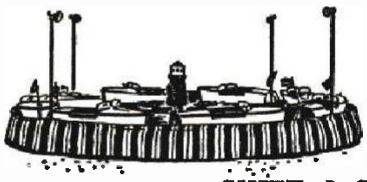
Trucks, canvas canopy and stock were in good condition. Roster includes Cherokee Hammon, owner-manager; Mrs. Hammon, front door; Arnold Coffee, agent; Shirley Byron, secretary; Ralph Clark, sound equipment; Billy Lee, electrician; Ed Davis, superintendent; Bill Wright, livestock, and Jerry Lee, concessions.

Performers include Ralph Clark, big horse catch; the Shooting Mansfields; Wilson Mathis, Roman riding; Chuck Turner, clown; Shirley Byron and Verna Waits, menage horses; Wild Bill Lee, Bill Wright, Johnny Newton, Don Byron, Edna Turner, Verna Waits, and Gail Thomas, riders. Don Byron is arena director.

Rogers Org Cards Pa. Sponsor Dates

WEST CHESTER, Pa., July 1. — Si Reubin's Rogers Bros.' Circus is slated to give two performances here Friday (7) under Exchange Club auspices. Org will be the first circus for the community this season.

Sponsors have placed advertising cards of their own design in windows where it normally would be difficult to place show cards, and has a sound truck touring the center of town on shopping nights. Org jumps here from Coatesville, Pa., where it will show Thursday (6). Coatesville marks the circus' first appearance in extreme Eastern Pennsylvania, and plans call for the show to enter New Jersey this season for the first time.



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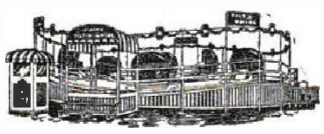

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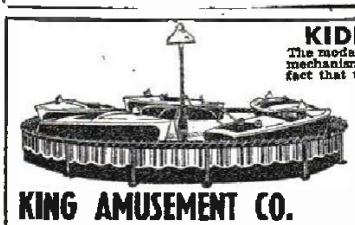

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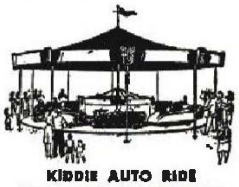

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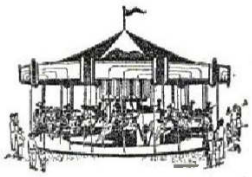

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Talent Topics

George Hubler, working with **Bill Spake**, has his ground bar and trampoline acts with Rogers Bros.' Circus. Hubler's second unit, Glenn Martin & Company, plays Chicago's TV show, "Super Circus," July 30 and then starts fair dates for Barnes-Carruthers Theatrical Enterprises. A third unit, the Aerial Georges, bar act, opens July 4 for celebrations and picnics booked by **E. E. Coleman**, of Dayton. Hubler's animal midway show will join Ayres Davies circus.

Ramon (Buddy) LaRue (Sir Edwards) was scheduled to do his sky escape act for the Detroit Police Field Day, but city dads and the Civilian Aeronautics Association turned thumbs down on the event due to the hazards attendant to working over the stadium. LaRue, booked thru the Gus Sun Agency, performs while suspended from a helicopter, piloted by **Albert H. Luke**. He recently did five shows with the **Joie Chitwood** Thrill Show at Milwaukee. . . . **Fisher Graham** and Company, platform aerial free act, closed with Burkhart Shows June 17. They will play Richmond, Ind., June 19-24; Edwardsville, Ill., July 1-4; Kingman, Ind., August 6; Bennington (Ind.) Fair, August 17-19, and the Sharpsville (Pa.) Firemen's Celebration.

Talent for the Big Top Circus at the Chicago Fair of 1950 will be changed periodically. Line-up for the first few weeks includes **Roland Tiebor's Seals**; **Sing Lee Sings**, bars and chairs; **Langs**, teeterboard; **LaBlonde Troupe**, aerial bars; **Roberts's Circus**, dogs, ponies and monkeys; **Monroe and Grant**, trampoline, and **Kinko the Clown**, midget car. In clown alley are **Frank DeRue**, **Joe Ambrose** and **Mr. and Mrs. Whitey Harris**. **Jimmie Lee** emsees the show and **Eddie Allen** is manager for the first month.

Cast of the Showboat Theater in the fun zone at the Chi lakefront expo includes **Barbara Moro**, **Pat Dennie**, **Fred Ardath**, **Johnny Green**, **Bud Cameron** with **Floyd Bean** on the piano. **Art Comstock** is the front talker and **Captain Billy Bryant**, emsee and greeter. **Mugsy Spanier's** band, which alternates with the theater group, includes **Darnell Howard**, clarinet; **Floyd Bean**, piano; **Truck Parham**, bass; **Julian Lane**, trombone, and **Don Chester**, drums.

Vin Gottschalk is narrator and show manager of the Chicago fair's water show, with **Bill Bell** outside talker. Water ski specialists include **Margie Fletcher**, **Mary Gallerneau**, **Betsy Galena**, **Pam Hanster**, **Martha Mitchell**, **Betty Renega**, **Katy Turner**, **Marguerite Williams**, **Ann Williamson**, **Bill Hatfield**, **Jim Hubbard**, **Bud Leach**, **Lee Martin**, **Dicky Howe**, **Paul Smith**, **Roga Versluis** and **Ev Wettengel**. Boat drivers are **Bob Burrows**, **Bob Connolly**, **Woody Ellingwood**, **Doc Withey** and **Stu McDonald**, and rope boys are **Ed Burr**, **Lyle Hockman**, **Carl Harper** and **George Bergeron**. **Maurice J. Metzel** is director with **Ben Herzog** as his assistant.

The **Arwoods** and their trained dogs and **Paul Gerrits**, roller skating turn, played the Palace Theater, New York, last week.

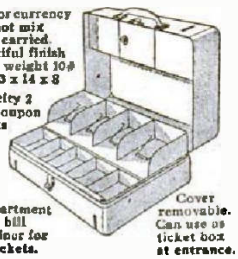
When **Freddie Valentine's** troupe played Belmont Park, Montreal, for two weeks recently, he renewed acquaintances with Lawrence Vess, whom he hadn't seen in 17 years. Lawrence's high trio was on the same bill with the Valentine act, which was also booked for the June 26-July 1 Shrine Circus at Waterbury, Conn.

Jerry D. Martin, of the Three Fearless Stars, high act, infos from Pittsburgh that after closing with Harlacker's charity show there, they are skedded for Nantasket Beach, Mass., July 3-9 followed by dates at Riverside Park, Springfield, Mass., Rockaway Beach, N. Y., Rye Beach, N. Y., and Clementon Lake and Jersey City, N. J.

Lee Slade's Sky Princess, after closing at Masconomy Park, Manchester, Mass., July 4, will move to Kingstown, N. H., for the firemen's celebration July 6-8 and will follow with a week at White City Park, Worcester, Mass., beginning July 9. . . . **Lee Slade's** Sky Prince was skedded to play Riverside Park, Findlay, O., July 2-4.

Talent line-up for the grandstand at the West Texas Fair, Abilene, September 25-30, will include **Sonny Moore's** Dogs, **Novak and Faye**, comedy; **Alex Sadler**, trampoline; **Selden**, swaypole; **Olveras**, perch; **Wilnos**, comedy trio; **Jacques Gordon**, bicycle, and the **Farias** Duo, roly-boly. Show was booked by Ernie Young, Chicago.

KARRY CASH



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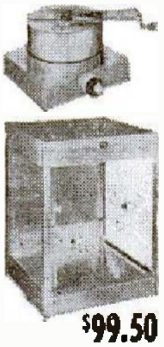

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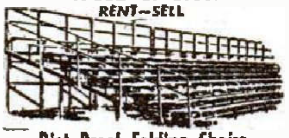

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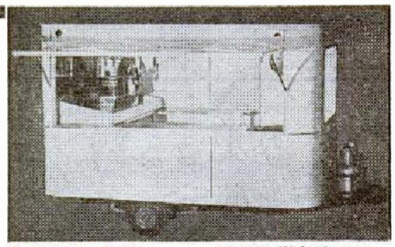

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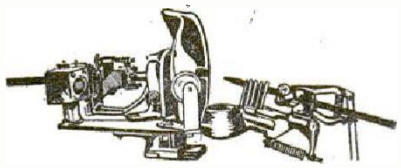

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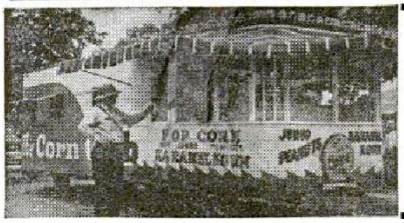

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Out in the Open

Thearle-Duffield Fireworks, Inc., Chicago, is utilizing an LST boat which is nightly moved in front of the pageant grandstand as a base from which fireworks are displayed at the Chicago Fair of 1950. **Art Briese**, of the T-D org, was the subject of profile in the Friday (30) issue of The Chicago Sun-Times. Briese planed from Chicago to Dallas Thursday (29) to supervise make-ready for the July 4 fireworks at State Fair Park, but planned to return to Chicago Saturday (1) to touch off pyrotechnics at the annual American Legion July 4 celebration in Soldier Field. . . . **Clif Wilson**, midway show operator, was in Chicago for the opening of the Chicago Fair of 1950.

Len Humphries, Hamid-Morton Circus exec, is connected with Canadian Famous Players (Paramount-Publix). He is again slated to manage and emsee the George A. Hamid & Son attractions which will appear in the grandstand show at the Canadian National Exhibition, Toronto, August 25-September 9. . . . **Martha and Ben Weiss** are back at their Miami Beach home after attending the funeral of **Mrs. Myrtle Buxton** at Monmouth, N. J., June 28. The return trip was made by train.

Ed Kelmans, manager of Indian Point Park near Peekskill, N. Y., was a guest last week on the Mutual Broadcasting System's radio feature, Luncheon at Sardi's, in New York. Plans call for a return engagement by Kelmans on the same show soon.

Dwight W. Winkelman is director, and **A. Bates Davidson**, manager, of the light horse show skedded for this year's New York State Fair, Syracuse. Premium money for the event will top $8,000. . . . **Charles C. (Doc) Morris**, well-known park picnic and outing promoter, announced in New York June (28) that he is formulating plans for ending his retirement. His son, Jackie, will be associated with him.

Wilkie Unit Opens Season in Britain

LONDON, July 1.—W. H. Wilkie's Mammoth Circus and Zoo at New Brighton has opened its season with a circus program featuring the Fratellinis, French clowns; the Two Clerans, aerialists, and Harry Carre, Liberty horses and ponies.

Other acts on the bill are Karah Khavak, fakir; Three Oxfords, football on bicycles; Six Gridneffs, unsupported ladders; Harry and Marguerite Carre, high school horses; Lulu Carre, canine revue; Jix, Jax and Max, horizontal bars; Togara, sword swallower and fire eater; Juno, baby elephants; Captain Benes, lions; Ateka, snake charmer, and Peggy O'Farrell's line of girls (6).

Conn. Complete Plans For ESE Participation

HARTFORD, Conn., July 1.—Connecticut's plans for participation in the 1950 Eastern States Exposition at West Springfield, Mass., are compete according to Raymond A. Loring, State Development Commission Exposition Committee chairman.

Loring said that the Connecticut building at the exposition, September 17-23, will have industrial and agricultural exhibits.

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Kelly-Miller Grosses Slide 15% From '49 Marks, But Biz Remains at Okay Level

Indiana Produces Best Takes of Year for Show

By Charley Wirth

BATAVIA, O., July 1.—Playing some new territory this season, the Al G. Kelly & Miller Bros.' Circus was here Thursday (29) for the first time and reeled off performances that clicked with audiences. Ideal weather gave the show an afternoon house that was fair and at night the tent was almost filled.

At Lawrenceburg, Ind., June 26, a hot day, matinee was fair and at night almost capacity. The following day at Lebanon, O., there was a one-third mat and full house at night. Wilmington, O., June 28, gave the show a light matinee and a three-quarter night house.

Biz has been good in Indiana, in fact the best of the season to date. However, General Manager Obert Miller stated that over-all grosses are about 15 per cent under those for the corresponding period of 1949. He expressed satisfaction with business, however. Season opened at Hugo, Okla., April 14.

Kelly-Miller, moving on 35 trucks, is a solid organization with equipment of the best. It has all-new canvas except the Side Show top, a fine collection of animals and a pleasing performance.

The 2,500-capacity push-pole type big top is 100 by 300 feet. Side Show is a 60 with five 20's, and the menagerie a 60 with four 20's. Org has 14 working and performing elephants and 70 head of stock. In the kid show are a hippo, rhino, tapir, ostrich, llamas, bears, lions and other animals. A giraffe is a special attraction. The bulls are transported in three trucks.

Top admission for the big show is $1.25 for reserves, including tax. General admission is 75 cents plus tax, and kids go for 50 cents, including tax. Side Show and Wild West concert are 25 cents each. At the Batavia concert night performance one side of the tent was filled.

Show is owned by Obert Miller and his sons, Kelly and Dorey, who also own the Cole & Walters Circus. Ira Watts is general superintendent; Mel Lewis, Side Show manager; John Narfski, animal man; Dick Scatterday, bannerman; Art Miller, agent; Al Lindeman, manager of the 14-man brigade; Iona Stevens, manager of show-owned concessions; Red Rumble, pie car; Bill Woodcock, elephants; Charles Cuthbert, leader of the seven-man band; Tiger Bill Snyder, equestrian director, and Eddie Dullum, producing clown.

Performance is staged in five rings, Snyder directing in a snappy manner. Band leader Cuthbert cuts it in fine style and also announces capably. Among the features are Evalina Rossi, traps and wire, her trapeze work being a standout; Pat Knight family, one man and two girls, in a good wire turn and foot slide; Eddie Hendricks and two girls in a smooth-working riding act, and the elephants, under direction of Woodcock. Bulls appear a number of times and perform well. Program runs 1 hour and 45 minutes.

Among visitors from Cincinnati were Jim McSorley, formerly on the Ringling-Barnum Side Show; Glen Tracy, circus fan and artist, and E. Walter Evans and Charles Wirth of *The Billboard*.

The Program

Display No. 1.—Spec, America on Parade and banner announcement. No. 2—Swinging ladders, "It's a Most Unusual Day," vocal by Evalina Rossi; Ora Jones, Shirley Logan, Karen Kay Miller, Miss Helaine, Bonnie Chamberlin, Louisille Eagle-Man. No. 3—Pony riding dogs and monkeys, presented by John Farrher, Corky Clark, Babe Woodcock, Mary Thorn. No. 4—Eddie Hendricks, Pat Knight Troupe, Evalina Rossi, wire acts. No. 5—Clown levitation. Eddie Dullum, producing; Lee Virtue, Phil Enos, Bubba Moody. No. 6—Tight-wire elephants presented by William Woodcock, Mickey Kelly, Harry Jones. Rolling globe and one-foot stand bull presented by Fred Logan. No. 7—Eddie Hendricks, Miss Helaine, single traps; Harry Rooks, head balancing traps. No. 8—Chevrolet announcement with elephant walkaround. No. 9—Cloud swing, Evalina Rossi; rolling globes, Mary Clark and Bonnie Chamberlin; cloud swing, Monty Knight; rolling globes, Isla Miller, Karen Kay Miller; Roman rings, Miss Helaine; cloud swing, Shirley Logan. No. 10—Pony drills presented by Mary Thorn and Harry Rooks. No. 11—Clown walkaround featuring "Chiquita Banana." No. 12—Trained dogs presented by Babe Woodcock and Mary Thorn. No. 13—Clown hair-growing gag. No. 14—Single elephants presented by Isla Miller,, Karen Kay Miller, Mary Thorn. No. 15—Concert announcement and line-up. No. 16—Hippo, Miss Oklahoma, presented by John Narfski. No. 17—Menage featuring Schenley Black, presented by Harry Rooks. No. 18—Jargo by Forrest Lynn and Roy Kuhns No. 19—Single traps, Evalina Rossi. No. 20—Crazy Crosley, presented by Eddie Dullum, Lee Virtue and Phil Enos. No. 21—Web, Ora Jones, Bonnie Chamberlin, Mary Clark, Monty Knight, Patricia Knight, Miss Helaine, Shirley Logan, Louisille Eagle-Man. No. 23—Clown barber shop. No. 23—Eddy Hendricks riding act. No. 24—Liberty horses, blacks and whites, presented by James Hamiter; Palominos by D. R. Miller. No. 26—Slide for life by Pat Knight. No. 26—Giraffe show announcement. No. 27—Elephants presented by Shirley and Fred Logan, William Woodcock, Capt. and Mrs. Thorn, and featuring long mount on front track.

Roads Slow King In Alberta; Biz Fair-to-Middling

WESTLOCK, Alta., July 1.—King Bros.' Circus has found business only fair in upper sections of Alberta and show trucks get over the roads with difficulty.

The show enjoyed two three-quarter houses here Saturday (24). Weather was cloudy. The matinee was 90 minutes late because trucks got stuck on gravel roads.

Two half houses was the score in Red Deer (21) where the circus was two days ahead of a local stampede event. Rain, which the farmers needed badly, mired the lot. At Provost, Alta. (15), the show had a half-capacity matinee and a three-quarter night show.

King Ad Crew Claims Record For Northern Show Billing

BEAVER LODGE, Alta., July 1.—J. C. Rosenheim, manager of Advertising Car No. 1, King Bros.' Circus, claims his crew set a new record for Northern circus billing when it billed Dawson Creek, B. C., Tuesday (20) for the show's July 1 Dominion Day there. One route went to Fort St. John and Grande Haven, 71 miles north on the Alcan Highway, said Rosenheim. When the crew billed for its June 27 Peace River, Alta., stand, a route went north on McKenzie Highway 100 miles on the way to Yellowknife.

Crew includes Elmer Kauffman, steward; Howard Richmond, boss billposter; Louis Ingelheim, boss lithographer; Raymond Shea, John Kelly, Ed Towers, Charles Pape, Willie Davis, Charlie Stone, Eddie Arnold, programer, and Ed Hughes, porter and pastemaker.

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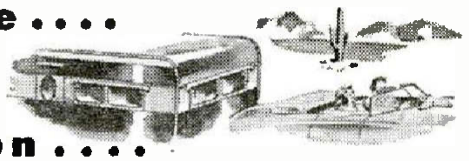

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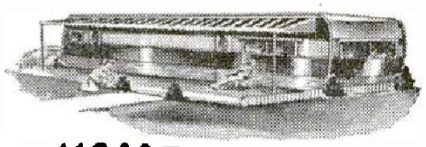

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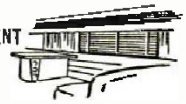

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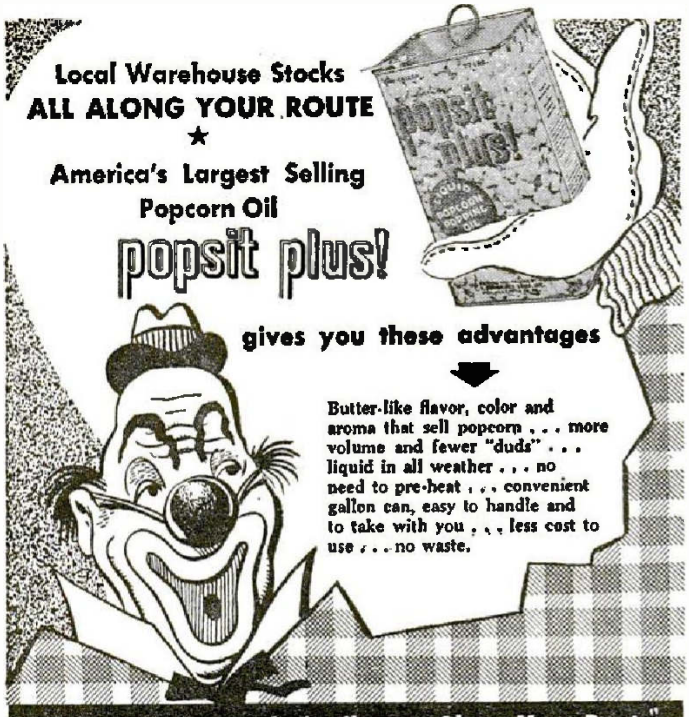

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Revival of Community Fairs In Los Angeles Area Is Sparked By Goebel's Pan-American Shows

LOS ANGELES, July 1. — The community fair has become a top-notch spot in this area during the past three years with Louis Goebel's Pan-American Shows largely responsible for the revival of these dates. Starting in 1947, the shows played 65 fairs in two years and has 34 set for 1950. Stands run an average of five days with the sponsor's cut hitting around $3,400 for each date. The shows' business is 20 per cent ahead of 1949. Headed by Jimmy Wood as general manager, the shows carry 10 rides and no concessions or shows. Concession stands are provided but these are rented along with a 320 by 80-foot big top complete with decorated display booths. Moving on 25 trucks and trailers, the shows have seven 31-foot fluorescent towers. Opening March 23, org will close Armistice Day week-end.

$9,400 Top Sponsor's Cut

Pan-American does not operate any of the concessions but places them at the disposal of the committee. The committee, however, does get a percentage of the ride money. Past accountings have shown that the org has, with rental and ride money, pulled just about what the committee has made. Altho it averages $3,400, the committee take has run from a $97 loss to a $9,400 profit, the latter being for the Crenshaw area event.

The operation grew out of a situation in 1947 when Wood returned to town after having out his ill-fated 101 Ranch and Yankee-Patterson Circus. With no funds worthy of mention and absolutely no equipment, Wood bid on the community fair at Westchester, a Los Angeles suburb, and got the contract. He hustled around and got hold of rides and lumber for concessions. The Lions Club, sponsors of the event, had set $1,500 as a goal. Its take was $7,023.

Sells Paper, Joins Org

Seeing the possibilities of the community fair carnival, Wood placed other bids. To bolster his pitch, he asked William Overly, Lions' Club official and publisher of *The Westchester Airport Tribune*, to accompany him to the committee meeting. Overly was to explain the success at his organization's function. Wood got the community fair and later hired Overly. Overly sold his newspaper and is today the show's general agent.

With the show organization set-up, the committees are sold the show to operate. The carnival handles no money. Members of the sponsoring group take over all of the operation, serving as front gate ticket sellers and concession agents. An accounting is made nightly with the respective parties knowing where they stand.

Work Closely With Sponsors

After a committee has been signed, Overly, Claude E. Morris, who recently joined the show after years with motion picture producers, and William Ellis, who handles the advance and Harvey Walters, who is in charge of publicity, confer with the committee once a week for three months before the date. They outline promotions, help in staging the beauty queen contest and instruct members in concession operation. When the show moves in, it is up to the committee to get in there and pitch.

The community fair show has grown in prestige, too. A deal has been set with Capitol Records for the appearance of Pinto Colvig, who is Bozo, the Clown on kidisks, each Saturday afternoon.

Set for Filming

Wood has signed with a major picture company to use his equipment as background. The film shooting is set for July. During this stand, special fronts will be constructed for the picture. However, they are being made with the idea of using them in the future on community fair dates.

Personnel includes, in addition to those already named: Ruby Wood, secretary; Ova Thornton, treasurer; Frank Chicarelli, boss canvasman; Bill Randall, ride superintendent; Emma Hartman, personnel director; Milo Hartman, superintendent tickets; Jackie Randall, calliope; George Perkins, purchasing agent; Ismael Escalante, superintendent booth construction; Dale Bates, Ferris Wheel foreman; Doc Stanton, Merry-Go-Round foreman; Johnny West, Mix-Up; Al Baumerick, Fly-o-Plane; Floyd Porter, Tilt-a-Whirl; Bob Thornton, kiddie airplane; Marie Horton, kiddie autos; Dude Horton, Funhouse; Cliff Henry, chief electrician; Allen Wood, searchlights; Leonard Senate, boss painter; Robert Galbreath, chief mechanic; Arthur Rickrode, concessions; William DeBarrie, snow cones, and Don Jones, booth decorator.

Hort Campbell has the Roller Coaster, boat and pony rides, that are not listed in the show's 10.

Traffic Mulled At Syracuse Event; Dept. Heads Named

SYRACUSE, July 1. — With the appointment of Harold Creal as director of New York State Fair, to be held here September 2-9, plans for the annual have moved into high gear. Creal said that every effort will be made to expand agricultural exhibits, perfect entertainment features and improve traffic movement at the fair.

Among special events listed are harness racing contests, a 100-mile auto race featuring Indianapolis drivers and a light horse show. Police officials and traffic engineers have been working with fair execs to reduce traffic congestion along approaches to the fairgrounds and within the grounds. Plans call for the addition of a new gate to the fairgrounds entrance and the construction of a new road around the perimeter of the grounds.

Superintendents for the various fair departments include Prof. George Trimberger, cattle; Dr. J. C. Marquardt, dairy products; Wendell E. Field, children's "Fair Within A Fair;" Harry H. Duncan, fruits and vegetables; Prof. George H. Johnson, sheep, swine and goats; Herbert G. Comstock, poultry; Mrs. Martha Eddy, women's division; Arthur Horton, heavy draft horse; Dwight Winkelman, light horses; Charles Riley, Grange; Don J. Wickham, farm bureau; Dr. Kenneth Post, flowers; Dr. Carl Guthe, agricultural museum; Elmer Kellam, horse racing and Ira Vail, auto racing.

Seek Key To Boost Ocean Beach Gate

NEW LONDON, Conn., July 1.— Leslie Morson, beach activities director at city-owned-and-operated Ocean Beach Park here, told last week's meeting or the local Lions Club: "I can't understand why New Londoners disregard Ocean Beach."

He said that he had visited beaches along the east and west coasts and found none with facilities surpassing those of the New London park. He disclosed that he is attempting to work out an evening entertainment program so that local residents will have additional reason to patronize the beach.

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Kelly & Morris Racks Up $$ With Old-Time Show Formula; Year of Big Expansion for Org

By Tom Parkinson

OSHKOSH, Wis., July 1.—Kelly & Morris Circus troupers now get only mildly excited when they must give three shows to handle crowds. For an outfit that gave four performances in one day at South Milwaukee and three shows a day at four other stands within a week, even top business gets to be an old story. This is the year of the big expansion for Kelly & Morris. A new big top, a 90 with two 40s, was purchased from United States Tent & Awning Company, Chicago. Some new sidewall has arrived and more is on the way. A new electric organ and a three-man band are to be added, replacing records. The show is looking for a second elephant. Last year there were no horses. Today there are 16.

For the owners, Pat Kelly and Bill Morris, the show is a high point in careers marked by wide circus experience.

Old Hands on Hand

Simplicity of the layout, intimate presentation of acts and a combination of old circus hands with crews of town kids who help with the ponies give the Kelly & Morris org an old-time mud show atmosphere that is paying off.

A "horse fair" spec starts the show, with all stock and people taking part. Willie Epps and Lester Poetz, graduates of the Schultz circus school, come in as clowns for the second display.

Pat Kelly, who has spent over 50 years in the biz, gives a pony drill. Frank LaTour and Ted Hodgini join Epps and Poetz in a four-clown number. Ladders are next, with Jo Bernie (Morris) and Mrs. Hodgini taking part. Kelly is back next with Rex, the diving dog. Miss Bernice (Mrs. Morris) handles a wire turn nicely.

Two Liberty Acts

Texas Tommy appears for roping spinning and concert announcement and has a pack of trained timber wolves for the concert. Jimmy Dunn works a six-up Palomino Liberty act in the next spot. This act came from Doc Mathes's circus farm at Havana, Ill., winter quarters of the Kelly & Morris show. Out of the program recently was another Liberty act, normally worked by Roy Howser, a veteran of Sparks and other shows.

LaTour fills with a clown juggling number and is followed by Pat Kelly's dog and pony number. Pat said, "Old-timers on the Forepaugh-Sells show used to say that when a trouper gets old he must either turn to clowning or dogs and ponies. So I'm working this act."

Next is the Moreen Troupe (Mrs. Morris, Jo Bernie Morris, Poetz, Epps and Johnny Kerns). Kerns also clowns but was out of the performance here. Co-Owner Bill Morris formerly worked with this troupe and had it on Cole Bros., Robbins Bros., Lewis Bros. and Hamid-Morton shows as a teeterboard unit. On this show it's doing a Roman ladder turn in addition to teeterboard.

Bull To Plug GOP

The baby bull has the next position and is worked thru a standard routine by Jo Bernie. The bull, Jewel, is booked into most county fairs in Minnesota, starting late this month and continuing to September, as a part of the Republican Party's campaign there. The new elephant will stay with the circus.

In the wind-up spot is Ted Hodgini's Funny Ford, which went over well here. Such turns as the Liberty act gives the show an occasional spark of big-show proportions.

The family aspect looms large here. Kelly is Morris's father-in-law. Mrs. Morris and the Morris's daughter, Jo Bernie, fill important spots in the performance. Mrs. Kelly has the popcorn.

With Many Shows

Kelly got his start in Petersburg, Ill., an early-day Peru, and about 53 years ago joined Ed Shipp's indoor org as an acrobat. Stints with Forepaugh, Sells & Gray, and both the Wallace and Hagenbeck shows followed. Pat was with Yankee Robinson the year it switched from wagons to rails in mid-season. In 1915 he left Ringling to start his own Kelly Bros.' Circus, a two-car outfit which soon folded. When the new Kelly & Morris big top arrived, Kelly mused that the last time he had bought a top was 35 years ago—for Kelly Bros. He also worked with Atterbury Bros. and the Singer show.

Kelly & Morris first came out in 1944. It was off the road for the next three seasons, returning in 1948 and continuing since. They sidewalled it the first years and family members gave the whole show.

Jack Hagen is general agent and books stands under luncheon club and police auspices. The big South Milwaukee date was a police stand.

Phone Promotion Used

The circus relies almost entirely on phone promotion, with two men handling the calls and another crew to join soon. No paper is used. That the promotion had brought results was shown at Waukesha by the full top plus a block-long line in the afternoon, altho the lot was hidden in a deep ravine behind a school and on a minor street.

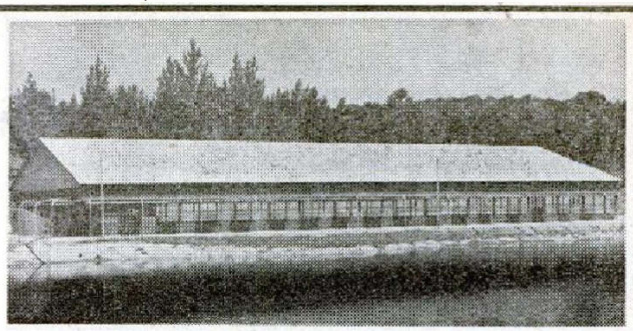
Concessions are show-owned and they worked whips, popcorn, floss and candy pitch here. Admission is 50 cents and $1. Reserves go for 35 cents. The top holds 1,600 persons at the most. Rolling stock consists of 10 trucks, some of them as well as other paraphernalia coming from the 1949 Robbins Bros.' equipment at Danville, Ill.

Laid out, Kelly & Morris Circus includes only the popcorn top and marquee in addition to the big top. Morris reported he has equipment for a Side Show but is holding it back until he gets the line-up of attractions he needs for a show attended primarily by children.

RB Kids Show Pop, Mom How To Do It; School Circus Big

SARASOTA, Fla., July 1.—Pupils of Sarasota High School, many of whom are children of personnel with with major circuses, acquitted themselves with distinction in the school's recent first annual two-day circus, according to Ivan L. Reese, of the school's journalism and publicity departments.

Among circus children featured in the show were Marcello Truzzi, son of Massimiliano Truzzi, juggler; Eastird Franklin, of the Franklin family, equilibrists; Peppi, Nita, Charlie and Americo Borza, tumbling and acrobatics, children of Charlie Borza, of Charlie and Adrienne, R-B trampoline performers; Billy Heyer, son of Capt. William Heyer, owner of Starless Night, who put the famous horse thru its paces; Custis Genders, trampoline and high bar, son of Toughie Genders, former Big Show trapeze artist and now a show official; Jules and Billy Catarzi, trampoline, of the Catarzi-Zacchini-Repensky family, and the Cristiani children in acrobatic routines.



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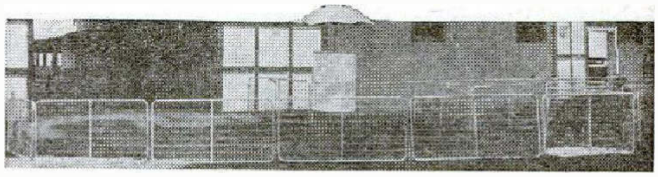

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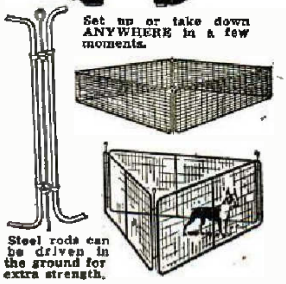

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A. C. Pier Features Deejay, Kid Shows

ATLANTIC CITY, July 1.—*Johnny Clarke Show*, offering the disk jockey of the same name who was featured for many years over WINS, New York, is the new nightly radio feature which began June 28 from Steel Pier here over WCAU, Philadelphia. Show features interviews with headliners appearing at the pier.

Also new this summer are the weekly revues of children's productions staged by Tony Grant in the Ocean Theater on the pier. First of the junior shows, *Swing School*, opens today.

Estevan Changes Track

ESTEVAN, Sask., July 1. — Grandstand patrons at Estevan Agricultural Society fair here this year will get a better view of the home stretch as the result of relocation of the race track. Other improvements include enlarged parking facilities and new entrances and exits.

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. & G.: Fairview, Okla., 6-8.
Alamo Expo.: Lebanon, Mo., 3-5.
American Eagle: Villa Grove, Ill., 6-8.
American Midway: Ellinwood, Kan., 6-8; Hutchinson 10-15.
Avery's Modern: Drayton Plains, Mich., 7-16
Badger State: Fertile, Minn., 3-5; (Fair) Barnesville 6-8.
Baker's United: La Porte, Ind.
B. & C. Expo.: Livingston Manor, N. Y.; Belmont 10-15.
Beam's Attrs.: Brookville, Pa.; Patton 10-15.
Becht, Lee: Norwood, O.
Bee's Old Reliable: (Fair) Greenup, Ky.
Belle City: Ashland, Wis., 6-12; Park Falls 14-20.
Bernard & Barry: Kirkland Lake, Ont., Can., 5-11; Toronto 13-29.
Big State: Slaton, Tex.
Blue Grass: Mt. Vernon, Ill.
Bogie, F. C.: Wesubleau, Mo., 6-8; Carrollton 10-15.
Brodbeck's: Prague, Okla., 3-5.
Buck, O. C.: Keene, N. H.
Burdick Greater: Cameron, Tex.; Valley Mill 10-15.
Burke, Harry: Erath, La.
Burkhart: Princeton, Ill., 3-4; El Vista 6-8.
California: Stockton, Calif., 3-9.
Canell Bros.: Blackwell, Okla.
Capital City: Stearns, Ky.; Orleans, Ind., 10-15.
Carr, Lawrence (Center St.) Boston, Mass.
Casey, E. J., No. 1: (Fair) Dominion City, Can., 7-8; Clear Lake 10-12; (Fair) Carberry 13-15.
Casey, E. J., No. 2: Broadview, Can., 7-8; Esterhazy 10; Goodeve 12; Port Qu'Appelle 13-14.
Casey, E. J., No. 3: Fork River, Can., 7-8; Sifton 10-11; Ethelbert 12.
Cavalcade of Amusements: Madison, Wis.; Milwaukee 10-19.
Cavalcade of Fun: Shabbona, Ill., 7-9; Joliet 12-16.
Cetlin & Wilson: Clarksburg, W. Va.
Chanos, Jimmie: Eaton, O.
Cherokee Am. Co.: Green, Kan.; Clifton 10-15.
Coleman Bros.: Catskill, N. Y.
Collins, Wm T.; Hibbing, Minn.; Walker 10-13.
Columbia: Calais, Me.
Cote Am.: Hamburg, Mich., 6-9.
Crafts Expo.: Monterey, Calif., 6-16.
Crafts 20 Big: (Fair) Del Mar, Calif., 3-9.
Crescent Am. Co.: Spencer, Ia., 6-9.
Crystal: Oneida, Tenn.
Cumberland Valley: Tullahoma, Tenn.
Cunningham Expo.: Parkersburg, W. Va., 3-5.
Dan-Louis: Brooksville, Ky.
Del-Mar: Bridgeport, O.
DeLuxe: Holyoke, Mass.
Denton, Johnny J., No 2: (Fair) McLeansboro, Ill., 3-7.
Dickson United: Pryor, Okla., 6-8.
Dobson's United: Richfield, Minn., 7-9; (Fair) Colfax, Wis., 12-15.
Douglas Greater: Ellensburg, Wash., 10-15
Down River Am. Co.: Wayne, Mich.
Drago Am.: Frankfort, Ind.
Drew, James H.: Louisa, Ky.
Dudley, D. S.: Elida, N. M., 3-4; Roswell 6-8.
Dumont: Sharon, Pa.
Dyer's Greater: Geneseo, Ill., 3-5; Amboy 6-8
Eastern Am. Co.: Mechanic Falls, Me.
Eddie's Expo.: Butler, Pa.; Cannonsburg 10-15
Elliott, Frank: Truro, N. S., Can.
Endy Bros.: Bay Shore, L. I., N. Y.
Evans United: Le Roy, Kan., 6-8; Oswatomie 10-15.
Fair Am. Co.: Norwood, N. C.
Ferris, Carl D.: Medina, N. Y.
Fleming, Mad Cody: Cartersville, Ga.
Folk Celebration: Espanola, N. M., 6-9.
Francis, John: Horicon, Wis., 6-9; Waupun 10-15.
Franklin, Don, No. 1: Childress, Tex.; Plano 10-15.
Gatto Am.: Beach Haven, N. J
Gayland Am. Co.: Chatsworth, Ill., 3-5; Minonk 6-8.
G. & B. Rides: Ripley, W. Va.
Gem City: East Gary, Ind., 5-7.
Gold Medal: Princeton, Ind.; Mt. Vernon 10-15.
Golden West: Pleasanton, Calif., 3-9.
Gooding Park Attrs.: Midland, Pa.
Gooding Am. Co., No. 1: Chillicothe, O.
Gooding Am. Co., No. 2: Indiana, Pa.
Gooding Am. Co., No. 3: Wellsville, O.
Gooding Am. Co., No. 4: Parma, O., 6-9.
Gooding Am. Co., No. 5: Woodville, O.
Gooding American Expo.: Connellsville, Pa.
Gooding Greater: (Fair) Anderson, Ind.
Graceland Greater: White Hall, Ill.; Oquawka 10-15.
Grand American: Waterloo, Ia., 6-11; Toledo 12-15.
Grant's Am.: Sandy Lake, Pa.
Great Lakes Am.: Three Oaks, Mich.
Great Northern: Potsdam, N. Y.
Great Sutton: Robbins, Ill., 3-5; Wilmington, 6-8.
Greater Rainbow: Dwight, Neb., 8-9; Hallam 15-16.
Griggs Greater: Yates Center, Kan., 6-8.
Gulf Coast: Harrison, Ark.
Hannum, Morris: (Fair) Conshohocken, Pa., 8-15.
Happy Attrs.: Minerva, O.; Niles 10-15.
Happyland: Royal Oak, Mich., 6-15.
Harry's Greater: Madison, W. Va.

(See Carnival Routes on page 77)

Circus Routes

Send to

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Beatty, Clyde: Kalispell, Mont., 4; Cut Bank 5; Great Falls 6; Helena 7; Bozeman 8; Butte 9.
Biller Bros.: Rockland, Me., 6.
Burling Bros.: Slickville, Pa., 4; Salona 5.
Cole Bros.: Jersey City, N. J., 5.
Dailey Bros.: Amherst, N. S., Can., 4; New Glasgow 5; North Sydney 6; Sydney 7.
Davies, Ayres & Kathryn: Land o' Lakes, Wis., 4; Ontonagon, Mich., 5; Houghton 6; Hancock 7; Hubbell 8; L'Anse 9; Republic 10; St. Ignace 12.
Gould, Jay: Cass Lake Minn., 5-6; Wheaton 7-9; Belgrade 10-11; Staples 12-13; Battle Lake 14-16.
Horne Bros: Danville, Ill., 4; Gibson City, 5; Dwight 6; Wenona 7; Mendota 8-9; Lanark 10.
Kelly, Al G., & Miller Bros.: Middleport, O., 4; Logan 5; New Lexington 6; McConnelsville 7; Caldwell 8; Woodsfield 9; St. Clairsville 10; Carrollton 11; Millersburg 12; Mt. Gilead 13; Marysville 14; Wapakoneta 15.
King Bros.: High Prairie, Alta., Can., 4; Athabasca 5; Red Water 6; Nanton 7; Pincher Creek 8; Fernie, B. C., 10.
Mills Bros.: Beloit, Wis., 4; Fort Atkinson 5; Delavan 6; Burlington 7; Kenosha 8; Waukegan, Ill., 10; Racine, Wis., 11; Milwaukee 12; Waukesha 13; Baraboo 14; Tomah 15.
Packs, Tom: Nashville, Tenn., 5-8; Decatur, Ill., 10-11; Carmi 12-13; Robinson 14-15.
Polack Bros. (Eastern): (Stadium) Casper, Wyo., 4-6; (Fairgrounds) La Crosse, Wis., 10-12; (Fairgrounds) Marshfield 14-16.
Polack Bros. (Western): Ventura, Calif., 4-5; (Stadium) San Luis Obispo 7-8; (Fairgrounds) Eureka 12-15.
Ringling Bros. and Barnum & Bailey: Toronto, Ont., Can., 4-5; London 6; Detroit, Mich., 7-9; Saginaw 10; Lansing 11; Grand Rapids 12; Kalamazoo 13; South Bend, Ind., 14; Chicago, Ill., 15-23.
Rogers Bros.: Dover, Del., 4; Chestertown, Md., 5; Elkton 6; West Chester, Pa., 7; Coatesville 8; Columbia 10; Hanover 11; York 12; Gettysburg 13; Chambersburg 14; Hagerstown, Md., 15.
Stevens Bros: Cambridge, Idaho, 4; Council 5; New Meadows 6; Riggins 7; Grangerville 8.

Misc. Routes

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Pan-American Animal Exhibit: Phillipi, W. Va., 5-6; Mill Creek 7-8.
Plunkett's Stage Show: Chadron, Neb., 6-8; Hot Springs, S. D., 10-12; Edgemont 13-15.
Skating Vanities (Wembley Stadium) London, Eng., thru Aug. 5.
Stout Players Show: Orland, Ind., 3-8; Edon, O., 10-15.

Fun Zone Area Set For London Cele

LONDON, July 1. — Plans for the amusement zone for the 1951 Festival of Britain, to be held here next summer, have been tentatively completed and preliminary work on laying out the grounds and gardens is well under way.

The Festival Pleasure Gardens, which are some distance from the main exhibit area of the Festival of Britain, cover 37 acres in Battersea Park, with a frontage of 1,500 feet along the banks of the River Thames.

While this area will be devoted to recreation in various forms, only six to seven acres will be allotted for amusement devices. Tentative plans call for a large scenic railway, a big gravity coaster ride, miniature railway, Funhouse, a number of flat rides and a kiddie park. A lake for boating and space for open-air dancing will also be included.

The remaining 30 acres of the Pleasure Gardens will be laid out with artificial lakes, gardens, drives and promenades. Numerous theaters, open-air stages and band shells will serve for the presentation of all types of shows and attractions and restaurants, refreshment stands, tea rooms and beer gardens will be scattered thruout the grounds.

Illuminations will be on an elaborate scale and displays of fireworks will be nightly features. Concert bands and dance combos will provide music at indoor and outdoor spots in the gardens and moppets will be entertained with puppet and magic shows.

While most of the financing for the Pleasure Gardens is being advanced by the government, the actual building and operation of the fun zone is being handled by a group of experienced showmen, including top officials of the leading showmen's organizations of England.

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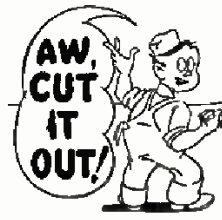

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MONTREAL TURNAWAY FOR R-B

Happy Landing

HAZELTON, N. D., July 1.—During a recent performance of the Cole & Walters Circus, Phyllis Lee Newman flew off her ladder, landing in the lap of a surprised spectator who sustained a stiff neck and had his glasses broken in the mishap. He remained on for the rest of the show however and when Miss Newman came out to do her number, the patron blurted: Oh! My God, not again!", and moved up five rows of stands to let someone else be the target.

Ward Opens L.A. Stand July 4th; Long Beach OK

LONG BEACH, Calif., July 1.—Ward Bros.' Circus closed a successful three-day run here today in the auditorium under auspices of the Shrine. Show moves into the Los Angeles Coliseum Tuesday (4) for its second of a five-year deal to play under sponsorship of the American Legion.

Executive staff for the show includes: George W. Pughe, general manager; Archie Gayer, managing director; R. M. Harvey, general agent; Fred K. Moulton, press; Jack Shaw, superintendent; Jack Bell, bandleader; W. Curtis Evans, auditor; Bill Blomberg, equestrian director; Pete Reeth, property man; Edna A. Pughe, personnel director; Harry Doran, advance agent, and Roberta Carter, Charles H. Phillips, H. Elmo LaBreque, Richard Birkenbach, Russell Donnelly, James Coleman and Frances Shelton, promotion men.

Show has played the following California dates: Imperial Valley

(See WARD IN L. A. on page 80)

Beatty Loses Three Stands In RR Strike

More Losses Expected

SPOKANE, July 1.—Clyde Beatty Circus took another blow from railroad strikes this week when the AFL switchmen's walkout caused loss of three Washington stands.

Beatty blew Mount Vernon Monday (26) and moved into Bellingham for a three-quarter matinee and full night show on Tuesday (27). The show moved to Everett for Wednesday, then skipped Wenatchee and Ephrata. The circus moved in here yesterday a day ahead of its paper. The revised Spokane dates are Friday (30) thru Sunday (2).

The show expects to wild-cat from here to Helena, Mont., where it probably will arrive a day early, making that stop for two days. It is likely that Beatty will lose four stands between Spokane and Helena.

Changes Forced

Changes in route were forced when the Great Northern Railroad was hit by the strike. Moves were via Northern Pacific. An offer by Great Northern to move the show eastward over the line without stops was turned down in favor of making as many towns on the route as possible.

Rail show owners and agents are watching strike developments closely, particularly the possibility of the strike spreading to additional lines on or after July 15. Unofficial observations are that new strikes are unlikely in view of international developments.

Beatty has been hit hard by railroad strikes in recent years. The Missouri Pacific walkout last year caused route changes and the loss of one day. Earlier strikes forced overland moves and loss of stands.

Sunned Out!

LAS VEGAS, Nev., July 1.—Polack Bros.' Western Unit blew two matinees to Old Sol during its engagement here at the Elks' Stadium, June 28-July 1. On Friday temperature hit 114 degrees and Saturday 117, and as a result both matinees were canceled.

The Las Vegas Daily Sun commented that tho rain checks are common this was the first time that a circus ever had to give out heat checks.

Night biz here was good, 3,500 attending Thursday, 5,000 Friday. A big crowd was on hand tonight.

Rain Idles Spud Farmers; Dailey Gets Better Biz

FREDERICKTON N. B., July 1.—Dailey Bros.' Circus got out of the mud here Wednesday (28) and drew a two-thirds matinee and three-quarters night house. Business at the two previous rain-soaked towns was good.

At Edmunston, N. B., (26) rain hindered, but the night show was near capacity. Matinee was about one-third filled. At Woodstock, N. B., (27) the show was drenched in an all-day downpour which kept farmers out of the potato fields. The matinee was a full one and the night show was a two-thirds house despite near-freezing temperatures.

The show cleared the Woodstock lot at 4 a.m., and the Fredericton matinee was delayed until 4:30 p.m.

Hugo Zacchini's human cannonball act was attracting much attention in this area. Jinx Adams's 16-horse Roman standing race also clicked.

Quebec Stand Opens Strong

Excellent advance sale for cop-backed dates in till—first big top in since '39

MONTREAL, July 1.—Turnaway of an estimated 3,000 persons Thursday (29) marked the first of four days here for Ringling Bros. and Barnum & Bailey under police auspices. The capacity-plus biz came at night. A three-quarter house was on hand for the matinee.

Record business was forecast for the stand which closes Sunday (2). Prices range from a $3.50 maximum and General Agent Waldo Tupper said advance sales have been excellent.

The first matinee here started a few minutes late. Night show, despite the throngs, started on time and the Side Show got heavy play from the overflow. This is the first time since 1939 that circus canvas has been spread in Montreal. Ringling-Barnum, on its first Canadian loop in 11 years, will play three Ontario stands before returning to the States at Detroit.

New England Fair

Before crossing the border, Ringling drew two three-quarter houses at Berlin, N. H., Tuesday (27). Rain began during the matinee and continued thru the evening. The lot was about two miles from the city and special busses were skedded for patrons.

At Lewiston, Me., the day before (26), the show had a half-house at the matinee and a two-thirds house at night. The show built a $600 road to the new lot two days ahead of its arrival. Matthew Breen and Edward Maxfield were hospitalized there. Breen was injured when caught between two wagons on the flats.

Bangor, Me., on Saturday (24) gave two three-quarter houses, with rain slowing business at the night performance.

Billing for the Chicago stand was skedded to go into high gear with arrival of the advance car today. Some six-sheets already have been posted. Babe Boudinot has been in Chicago for several days and Bill Lester arrived Thursday (29). Frank Braden is expected in Chi tomorrow (2).

Addition of five cars to the Ringling-Barnum train is being considered, but no decision is expected until next week. The cars, including four flats, would be used to carry movie equipment for Cecil B. DeMille's crews and would increase the train to 85 cars.

Joe Louis Leaves Dailey Org

Bomber Declines To Take Pay Cut

Contract ended by mutual agreement at Quebec stand —show offered longer stay

EDMUNDSTON, N. B., July 1.—Joe Louis left Dailey Bros.' Circus at St. Hyacinthe, Que., last Friday (23). The parting was described as "mutual termination" of the contract with Ben Davenport and Harry Hammill circus owners.

Show management offered to continue with Louis, retired heavyweight champion of the world, if the $1,000 per day price were cut. However, Louis declined to go on for less.

The show drew a half matinee and near capacity night house here Monday (26). Absence of Louis reportedly did not affect patronage. Liberty acts have been returned to the program.

Louis joined the circus May 24 at Kitchener Ont., and was the top feature, appearing in the spec and as referee of a concert wrestling bout.

(See BROWN BOMBER, page 80)

Cole Bros.' Brooklyn Bow Light; Hopalong May Exit July 22

(Continued from page 49)

at Ebbets Field. In addition prices have been cut 50 cents, so that the Brooklyn top is $2.50 as against the $3 top for Yankee Stadium. With the huge seating capacity available in the major league parks, a lower price policy seems a wise move.

Unconfirmed report is that the show's star, Bill (Hopalong Cassidy) Boyd, will quit the road July 22 after a couple of weeks under canvas. Boyd, a third owner of circus, reportedly has done okay financially to date and enjoyed his experience. While it is apparent that a big percentage of Cole's patronage is attracted principally by Boyd, the crowds can not be said to be indicative of the popularity attributed to the moppet's TV-flicker hero.

Beach Competition

Good weather is in prospect for the remainder of the date at Ebbets Field. However, if the sun continues to shine, it may do more harm than good, since Brooklynites traditionally about-face and head for their beloved shore spots, principally Coney Island, at 10 cents a head. The urge to get to the beach this season is perhaps greater than ever since only one week-end to date has been conducive to sunning and bathing.

Light crowds in the Bronx and Brooklyn are the result of meager selling. The show and its star are just not being talked about, and it is apparent that too few moppets are putting the pressure on their parents to see Hopalong.

Show under the Wirtz-Norris regime makes its first appearance under canvas Wednesday (5) at Jersey City, N. J. Other dates carded include Newark, N. J., July 10-11, and Wilmington, Del. Each town is in healthy condition, according to the experiences of other showbiz segs which have played them this season.

Betty and Benny Fox, sky dancers, were out of the Brooklyn line-up. The Wallendas, who provide three of the principal acts in the current program, including the super-thriller high wire routine will exit July 23 to fulfill fair commitments.

Biller Org Bucks Local Features

GLOUCESTER, Mass., July 1.—Biller Bros.' Circus drew better than a half house for the matinee here Monday (26). The night show attracted 50 per cent of capacity despite thick fog.

At Lebanon N. H., Saturday (24) the show drew two three-quarter houses in hot weather. But at St. Johnsbury, Vt., (23) Biller came in third in a race for patrons. The annual Kiwanis Club carnival had its biggest crowd and the New England baseball team fell just short of a new attendance record the same day.

Dressing Room Gossip

Ringling-Barnum

Canadian immigration officers visited in Berlin, N. H., to get show ready for its entry into Canada. Trip thru the Northeast resulted in grassy lots and good weather. During the Sunday off in Lewiston, Me., a night concert in the park provided entertainment for many. Bangor, Me., was a busy place for Prince Paul, who visited his birthplace and his friends.

Two ball games were played last week. The one in Manchester, N. H., was won by Rusty Parent's team, 8-4. A bang-up game in Bangor, Me., ended in a tie 13-13. The mazagine, *Rider and Driver*, has a spread of pictures and an article featuring Claude De Valois, Cilly Feindt, Lucianna and Friedel, also Mroczowski. Artist Juan de la Fuente, husband of Aerialist Pinito Del Oro, has painted many life-like portraits of clowns and performers on neckties, blouses, etc. Ernie Burch has rejoined, but will still be unable to work for a few weeks while his leg is healing. Sally Marlowe has joined. Rusty Parent celebrated her birthday.

Visitors included Ames F. Burns, Ben and Betty Kimball, Mr. and Mrs. Pringle, Mr. McElwee, Rusty Parent's family and Trisco.

Backyard scenes: Tom Mason, assistant to John Riley, the mail man. . . . Ring curbs and props newly painted. . . . Fay Alexander and Billy Snyder doing some Risley practicing. . . . Everyone getting much enjoyment from Bill Ballentine's articles and sketches in *Holiday* mag. . . . Movies shown frequently outside the trains at night.—MARY JANE MILLER.

Biller Bros.

Org's weather and biz in Vermont and New Hampshire has been good. Mrs. William Cowan visited her husband before going to Galveston, Tex., to visit her family for the summer. Rita Biller and Grace McIntosh have finished covering their traps with new velvets. Enoch Bradford gets the big top up in good time. Ben Thomas is back after a Canadian trip. Prince Ki-Gor, who was called home because of illness to his mother, is expected back soon.

Lillian Pierce is back in the concert after a lengthy illness. Ken Maynard's concert and Wild West Show is a strong added attraction. Attorney Frederick W. Wakefield, Burlington, Vt., a friend of William Cowan, legal adjuster, entertained show execs at a dinner party. Mario Ivanov, who has been visiting his wife, Josephine, expects to return to Sarasota, Fla., soon.

Guy Pridemore's wife and two daughters visited. Jerry Pressley sports new wardrobe when she works ladders with the writer. Tommy Whiteside, clown, injured in an auto accident, is expected back soon. Dean Pearson visited with his family when the org played Burlington, Vt.—BOB LORRAINE.

Hagen Bros.

Bill Ward has replaced George Vest on the Hammond organ. Barth and Maier have joined with their hand balancing and perch numbers. Anita Conley, 5, is in the big riding act. Her brother, Carl, 3, is spinning two hoops in the juggling number. The Carletons have purchased a horse and pony to break for menage. Montana Mack bought a horse for the Liberty act.

Recent visitors were Mr. and Mrs. Glen Townsend and Art Mitchell, CFA; Gene and Jessie Marie Tracy; Harold S. Harris and son and brother-in-law; Elwood Mason, juggler; Brownie Silverlake and family; Bobby and Marylin Gamble, Harry and Marie LeRoy Farrell, Wolcott family and W. F. Townsend.—F. M. CAIN.

Cole Bros.

Jack Crippen played the calliope in Times Square, New York, and tied up traffic for an hour. The Great Swanson and Bruno Zacchini have joined. Con and Winnie Colleano went to Pennsylvania to visit his mother and do some fishing on the five days between New York and Brooklyn.

Ronnie Lombardi and Bob McAviney were on a continuous sightseeing tour of New York. The Hanneford stopped the show at every performance at Yankee Stadium. Carla Wallenda is working cloud swing for the first time.

Visitors have included Hans Leder, Don and Mary Francisco, the Ericksons, Emile Lowe, the Maxcellos, Frank and May Wirth, Pat and J. B. Williams, Herman Blumenfeld, Patty and Dick Vall, Mrs. Blanche Wells, Hadj Kader, Howard Harrison, Marion Cola, Elaine Nippo, John and May Yorio, Don and Mary Francisco, Verena Lawrence, Pat Walsh, Martha Lockwell, Max Ruda, the Balzer Sisters, Sarah Carier, Mr. and Mrs. Max Powers, Marcel Harvey, Joe Beach, Dorothy Zakin, Mrs. Marion Petterson, Agnes Doss; all the Breens—Tommy, Fred, Charley, Catherine and children and Millie; Pedro Morales, the Juggling Jewels, Peter Wallenda, Doctor Dunlap, Pat Smith, Fred and Anne Carroll, Joe Muenchen, Arthur M. Concello, M. D. (Doc) Howe, Waldo Tupper, Tommy Reale, Jimmy Brown, Fred Bowers, Sonja Henie, Jim McHugh, Frank Miller, Mr. and Mrs. Mader, Arthur Wirtz, Jim Norris, Eddie Callahan, Will Karshan and family, Estelle Dick, Irving Lesser, Samuel Goldwyn and Mary Martin.—ZAHRA KADER.

Dales

The final week in Ontario, culminating at Sault Ste. Marie, was a red-letter trek with packed houses all along the route. Chester Gregory chalked up big Side Show turnouts and reports from Bobby Ray Boulter, who has the Wild West concert, were satisfactory. The writer moved into his new trailer June 20 and his cousin, Jack Larkin, is sharing it.

Profound sympathy was extended to Mrs. Francisco Heinzman, widow of the Great Francisco. Belated sympathies also were extended to the Berosini troupe. Org day and dated W. G. Wade Shows at Galdstone, Mich. Tommy Comstock and Ray Marsh Brydon were among those noted on the lot. Marie Hall is working the sword box in the Side Show and she and Dottie Milligan are in spec. Maxine Boulter made her debut in the aerial ballet under the tutelage of Sylvia Gregory.

In the French sector of Ontario, Equestrian Director Mac McCoy announced La Gregory and the writer as the Sensational les St. Germaines. Mickey Dales went ahead of the show in Ishpeming, Mich. It has been learned that Gil Wilson is recuperating. Carl Woolrich entertained his cousins at Sault Ste. Marie. One of them, a dairy man, provided the cookhouse with plenty of ice cream.—BILLY BARTON.

Cole & Walters

Rosa Parker's brother, Gilbert Schnase and Lorraine Heisler were recent visitors. Show had straw houses last week for the first time this season. Org day and dated the Worth Expedition at Underwood, N. D., where Charles Sheiler and family visited Eddie Sheiler. Pat Kriel had a bad fall on the wire.

Buddy Ragland turned over one of the animal cages, show's second accident of the season. Norman Anderson visited his mother, Mrs. Laura Anderson, at Lemmon, S. D., while Mrs. Norman Anderson and children were visitors at Reeder, N. D. Rosa Parker, Buddy Ragland and Charles Rex celebrated birthdays recently.—MILDRED WELBES.

Polack Bros., Western

A. E. (Jack) Klein returned to the show after announcing the Polack Bros.' acts at the Shrine Convention, Los Angeles. Bobby Kellogg gets plenty of laughs with his Miss America walk-around. Soldier Barney Landsdorf's crew includes Carl Barnett, Cleo Gamble, Freeman Pursley, Vern Eldridge, Boyd Kiemes and Frank Doherty.

Orville Harnack has opened his own cookhouse. The wind played havoc with the Ward Bell Flyers, Hubert Castle, Loyal Repensky and other acts in Modesto, Calif. Eddie and Evette Kohl went to Yosemite National Park; Walter, Honey and Alfred Shyretto, the Red Woods; Emil and Hanna Pallenberg, Los Angeles, and Arthur Springer, went to Los Angeles for a visit with his folks. The Watson Family visited Boulder Dam. George and Opal Paige and Ingrid and Bernard went to the Red Woods. Joe Madison left for Los Angeles for a check-up and will be out of the program for a week.

Visitors included Mrs. Elizabeth Clarke, Mr. and Mrs. Parley Baer, Clifford Daniels; Mrs. Madison Hope, sister of Slivers Madison; Francine Zenner, Patsy Kelly, the Four Pallenberg children and Joyce Keathley. Vern Eldridge visited his sister in Modesto, Calif. Mrs. Ross Paul is on a two-week vacation. Tommy Upton, CFA, San Francisco showed two and one-half hours of color movies of the show. — FREDDIE FREEMAN.

Kelly-Miller

This is what happened to Miss Helaine in one day. She fell down the steps in the wardrobe wagon. While practicing in the riding act with Eddie Hendricks, the mechanic became twisted around a quarter pole, the horse became confused and ran out the back door throwing Helaine to the ground. While supervising the setting of her rigging, a pulley block fell and missed her by scant inches. While getting into her sleeper she made a misstep and fell out of the wagon.

A baby shower was held for Mrs. Phil Enos between shows. A cake baked by Mrs. Whitey Thorn and ice cream, provided by Mrs. Kelly Miller, was served. Attending were Mrs. Leo Snyder, Mrs. Tommy Chamberlin, Mrs. Frank Francois, Mrs. Frank Cooper, Mrs. Whitey Thorn, Mrs. Alice Cuthbert, Mrs. Ira Watts, Mrs. Ed Robinson, Mrs. Happy Jack, Mrs. Billie Shell, Mrs. Mel Lewis, Mrs. Obert Miller, Mrs. Kelly Miller, Mrs. Dorey Miller, Mrs. William, Woodcock, Mrs. Walt Stevens, Mrs. Fred Logan, Mrs. Ione Stevens, Mrs. Corky Clark, Mrs. Robert Jones, Mrs. Pat Knight, Mrs. Bradshall, Mrs. H. Edmunson, Leona Teodora, Evalina Rossi, Lousille Eagle-Man, Bobbie Jane Miller, Karen Miller, Miss Helaine.

Visitors included Cliff Monette, Coy Lee, Mr. and Mrs. Frank Stout, Mr. and Mrs. Bill Ketrow, former owner of Kay Bros.' Circus; Mr. and Mrs. Roy Feltus, former owner of Shipp & Feltus South American Circus; Jinx Hoagland, horse trainer; Harry and Ruby Haag, formerly of Mighty Haag Show; Mrs. Bill Horton, Mrs. Laura Enos, mother of Phil Enos, clown with the show; Robert Mason, magician, on his way to join Cole Bros.' Circus Side Show in Brooklyn; George Churchill, former banner painter with Cole Bros.

Members of the Circus Historical Society visited three days with the show. They included President Harry M. Simpson; Michael Simpson, Mr. and Mrs. Robert C. King, Ann King, Mr. and Mrs. Chalmer Condon, Dorcas Condon, Otto Schiemann, George Piercy, Melvin J. Olsen, Jerry Olsen, Hubert H. D. Golden and Clarence Shank.—EDDIE DULLUM.

Clyde Beatty

On the jump into Renton, Wash., the trailerites had to make a mountain pass and reported snow two feet deep. And to add insult to injury, Bernie Griggs had his first flat of the season, in the deepest snow. In Kennewick, Wash., a strong wind gave show some worry and excitement. The menagerie top and the marquee finally hit the ground but little damage was done. Bill Lewis and Frank Walter were in the marquee when it fell. Lewis made it out okay but help had to come for Walter.

Don Montgomery received a bruised shoulder when his trick riding horse ran into a quarter pole, Jack Voise passed out cigars and candy on receiving word that he had become the father of a boy. Red and Barbara White had their car and trailer banged up when a man ran into them while they were on the move. Denny Nease and Lonnie Wilson recently celebrated birthdays.

A day off in Bellingham, Wash., gave all a chance to hotel it and catch up with their movies. Johnny Cline spent his day fishing. Harold Voise is practicing some new tricks with Alva Evans. Recent visitors were Ernie Jensen, Charles Melroy, Jack and Betty Goodspeed, Colonel Blake, Francis Wallace, Mike Sorber, Earl Peck, Mr. and Mrs. Wallace Winters and family.— LAURENCE CROSS.

Rogers Bros.

Mr. and Mrs. Allen King joined from the Mills show recently and have taken over the grease stand, while Irish Ginsberg has taken charge of the menagerie novelty stand, recently vacated by Hunky and Mabel Johnson. Myrtle Leuboff now works on her mother's midway novelty stand. Mrs. Leuboff is an artist in her spare time and has painted circus scenes and other views. Hunky Johnson suffered foot injuries while attempting to play football with one of the elephants. Slim Girard has joined with his juggling, clowning and roping.

Billy Sheets has purchased a small enclosed trailer from Allen King for painting banners. Eddie Kuhn Jr. works the puma group and is getting good results as the country's youngest wild animal trainer. Skippy O'Donald includes double somersaults in the teeterboard routine. He practices wire daily under the tutelage of Pauline Penny, as do Joyce and Jeannie Kuhn, Frankie Lou Woods and Sheba. Nellie Dutton was concluding a week's stand at the amusement park in Virginia Beach. All caught her night show and visited with her troupe, which includes Mr. Dutton, Ida Mae Kirkly and husband, Henry, and Fay Dutton newcomer in the act.

Dr. Carl Karland Frischkorn, owner of Karlands Shows, visited twice along with some of his personnel, including Miss Weiss, aerialist, and Jack Hair, equestrian director. Show owns the original Gentry steam calliope and wagon, nine air calliopes and over 30 former Gentry dog and pony wagons and cages. Playing six weeks in the winter and six in the summer, troupe is readying for an engagement in Alaska. Joe Leander and family visited and after the show hosted the band and the following at a chicken dinner: Mr. and Mrs Paul Knight, Mr. and Mrs. Kitty Snyder, Peggy and Shorty Sylvestor.—GEORGE HUBLER.

Kelly-Morris

Watertown, Wis., lived up to its name. A downpour made loading a hard task and next day found most of our folks shopping for boots and rain coats. These were needed in Sturgeon Bay. Despite the weather, biz has held up. A Side Show, managed by the Waldo brothers, was added at Oconto Falls. Miss Georgiana joined in Manitowoc and is working in the web and Roman ladder numbers. Jack Lee is assisting Jack Hagen on the advance.—JACK POTTS.

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King Bros.

The Peace River section of the Northwest, where we have been trouping the past week, is one of the farthest points north in Canada ever invaded by a circus. There are many old persons who have never seen an elephant, much less a giraffe and other wild animals found in our menagerie. Frequently when we arrive we find campers on the lot who have traveled as far as 100 and 150 miles to visit this show. Some indeed make it a festive holiday, arriving in the forenoon and attending both performances.

Dee Aldrich, Side Show manager, had one of his best days at Peace River—indeed a turnaway, so great was the crowd at the first opening. The kid top was filled and ticket sellers rested until there was space for more customers. On the way to this northern outpost and district where the show is playing 10 days, we passed the advance cars and the billing crew in charge of J. C. Rosenheim. Jake managed one of the Side Shows for several years.

Pete Sadowiski, boss mechanic, and his chief assistant, M. J. McIntyre, are doing a grand job in getting the show over the road. The jumps are long, frequently 100 miles and sometimes 150 miles mid-week, but we are generally on time. Speaking of roads, there are very few stretches of black top in the provinces of Western Canada. Mostly we traverse graveled highways which is plenty tough on equipment.

Belmonte Cristiani and family are vacationing in Edmonton, Alta. He is going thru a clinic there. Others spending several days in Edmonton are Mrs. A. Lee Hinckley and Mrs. Joe Colby and children.

F. C. Wingfield, in charge of the provincial tax department in Alberta, and J. Androchowicz, of the Saskatchewan department of traveling shows, spent a fortnight on the show recently. Anyone who has a fishing line is busy, as this part of Canada is a fishermen's paradise. When the show Sundayed in Calgary many visited near-by Banff and Lake Louise.—MICKEY LYONS.

Siebrand Bros.

Rainy and cold weather held biz down somewhat in Twin Falls, Idaho, altho midway got a good play during the week. Show day and dated the annual Sagebrush Stampede Rodeo. Stan and Denise Valero, of the Three D's, were working the latter and visits were exchanged.

Sewing bug hit the show and the Roches, Patines, Hodginis, Hoffmanns, Renous and Fairburns are coming out with home-made shirts, skirts, blouses and what-have-you. The Clarks and Hodginis visited Seal Bros.' Circus in Aberdeen, Idaho, June 25. They renewed acquaintances with Norman and Francis Anderson, the Wells Brothers, the Marmelejos, Harold Hall and Al Conners.

Gracie Fairburn reports that her husband, Jack, is doing okay in Los Angeles and will rejoin the show soon. Captain and Mrs. Harry Clark broke an axle on their trailer on the long jump into Dillon, Mont., and were out of the performance opening night. The Hoffmanns now have running water in their bus. — JOE HODGES HODGINI.

Dailey Bros.

Show had the worst day of the season in Chicoutimi, Que. The lot couldn't be used, so arrangements were made to use the auditorium, which has a dirt floor and space for three rings. Hammerhead, Camel Rider, Red Gates and Paul Niece assisted in hanging rigging from the girders. The Zacchini cannon proved a problem to move thru the back entrance, but the management agreed to knock away a small portion of the cement overhead to allow passage of the muzzle.

Rain fell all day and it was cold. Going to the building in the morning the road was so steep that trucks were doubled on the heavy wagons. For the return trip a less difficult route was used.

Senior Simone is the champion domino player. Orville Lindemann's son has joined for the summer.

Recent visitors included Mrs. Lemoine and daughter Jane and son Guy; friends of Francis Doran, Mr. and Mrs. Tom Huftle's relatives from Watertown, N. Y.; Harry Phillips, bandman of Oswego, N. Y., who sat in with Hank Werner's band for the day. Joe Myers, Auburn, N. Y., accompanied Phillips.—HAZEL KING.

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Sked Full Program At CMBOA Conclave

AUBURN, N. Y., July 1. — A full program is being prepared for the national convention of the Circus Model Builders & Owners' Association, here today thru Sunday (4). Models valued at more than $250,000 will be on display, and more than 20,000 people are expected to be on the grounds. Exhibitors are registered from most States east of the Rockies, according to Harold F. Hayden, executive secretary of the John Pawling Circus Ring, convention host.

Work is being rushed to complete full-scale wagons to be used in the Saturday (1) parade ballyhooing the event. A new calliope, band and ticket wagons, and light plant are completed, and Sunburst Charlie Lockier is completing painting of the concession wagon.

Carl Smith, general manager of the Pawling ring, said that a full program is being arranged. A trip thru the Columbia Rope Company has been scheduled for July 3. Entertainment preceding Old-Timers Night will be lead by the New England Congress of Clowns and Juggling Marty Lynch. The "great grandson of the circus," Dean Bailey, will be present Sunday (2). His great grandfather was Hackaleiah Bailey. All circus personalities, working or retired, are invited to attend.

Conn. Group To Get RB $ Status Report

HARTFORD, Conn., July 1. — A report on the financial standing of the Ringling-Barnum circus will be made to the Hartford Bar Committee on Circus Claims of Connecticut Superior Court soon, it has been announced by attorney Robert P. Butler, committee chairman, following conferences involving lawyers handling the claims growing out of the 1944 circus fire here.

Purpose of the meeting, according to Butler, was to determine if there was "any reasonable possibility of the claims being discharged in the near future." Some $660,000 remains to be paid to claimants.

Zacchini Tabs Poor Takes at Columbia

COLUMBIA, S. C., July 1. — Edmondo Zacchini's Olympic Amusements showed to sparse crowds here Monday-Wednesday (19-21). Less than 1,500 persons saw the five performances staged in the 3,000-seat Capital City ball park. The show, sponsored by Azan Grotto, featured 21 displays and drew good reviews from local newspapers.

Talent included the Flying Belas, Milos, Ivanovs, Albanis, Cuban Farais and the Zacchini cannon act. Hugo and Duina Zacchini worked the cannon act. Rene Zacchini was ringmaster.

Publicity director Charles N. Parr said the org's only other booking was at Raleigh, N. C.

UNDER THE MARQUEE

C. A. (Teddy) Voye, veteran circus musician and minstrel man of Fredericton, N. B., journeyed 200 miles June 24 to visit the Big Show. While there he visited with **Allen Lester, Merle Evans, Felix Adler** and **Lou Jacobs.**

After visiting menageries, the showgoers decide that the colors of animals on lithographs are as reliable as was the color of the early day lemonade.

Janie Guyer McCoy has taken over the cookhouse on Dales Circus. . . . **Jock Carroll**, of The Standard, Canadian mag, is touring with Dailey Bros.' Circus for a few days to gather material for a story he is doing on **Hugo Zacchini**. . . . Line-up of **Lockwood Lewis'** circus band includes **Harvey Lankford**, **Druie Bess**, trombone; **A. Duncan**, snare drums and traps; **Billy Dee Freeman**, comic; **Lockwood Lewis**, first trumpet; **Hori Jones**, second trumpet; **Louise Barnes** and **Thelma Hurst**, soubrettes, and **Stringbean Harrison**, comic.

Ray Hartman, former clown, visited the By Gosh Tent Show in Sinking Springs, O., recently while **Mr. and Mrs. Bill Wilcox**, agents on the Kelly-Miller Circus, were Gosh's guests at Peebles, O. . . . **Joe Stefan** joined Cole Bros. band in New York, replacing **Karl Wahrmund**, who was called home to Dallas. . . . **Clara** and **Eugene Hoffman** were hosts to **Whitey Summers** when Siebrand Bros.' Circus played Twin Falls, Idaho. . . . **Bert and Marie Pettus** closed with Dales Circus at Sault Ste. Marie, Ont., and **Marge Canter** is working the bulls in Marie's place.

Describing a kid show magician as world famous is a good way to emphasize the ignorance of those who didn't come to see him because they never heard of him.

Paul Jung, Ringling - Barnum clown, has entered St. Luke's Hospital, Jacksonville, Fla. . . . Conventioning Circus Fans in Denver presented a scrapbook of Buffalo Bill letterheads to **Mrs. Johnny Baker**, custodian of the Cody Museum and widow of the former member of the Buffalo Bill Wild West Show.

Harold S. Harris, of Local Amusement, Halifax, N. S., is visiting friends on various circuses during his vacation. He reports that Hagen Bros.' Circus played to a full matinee and near capacity night show at Tiffin, O., Sunday (25). . . . **Five Anfaleks**, perch and double traps, joined Polack Bros.' Eastern unit June 26 and will remain thru July. **Chris** and **Rae**, swaypole turn, joined June 29 and will stay until September 9.

Enforcement of the proposed ban on communicating racing info will be fun to watch, especially if they try to stop it over the backyard grapevine.

F. M. Farrell, ventriloquist, has joined the Side Show on Biller Bros.' Circus. . . . **Charlie and Peggy Kline** closed with Hagen Bros.' Circus recently to fill fair dates. . . . Tom and **Verna Mitchell** cut their season with Biller Bros.' Circus short to go home and await the arrival of the stork.

. . . **Mr. and Mrs. Fred Timon**, of Oswego, N. Y., visited the Kelly-Miller Circus at Shelbyville, Casey and Paris, Ill., June 17-19 and on June 20 and 21 they visited Hagen Bros., at Hillsdale and Jackson, Mich.

Clown Cop Corrigan reports that he's still growing four-leaf clovers in his backyard at Cudahy, Wis. He caught Kelly & Morris Circus at South Milwaukee and Ayres & Kathryn Davies Circus at Hales Corners.

(See Under the Marquee on page 80)

ROGERS BROS.' CIRCUS

Can use 2 good Family Acts, doing 2 or more, that want about 20 more weeks with pay every Sunday, no missing pay days. Enlarging show due to bigger dates coming up. Possibility of all winter's work, so write

SI RUBENS

Chestertown, Md., July 5; Elkton, 6; West Chester, Pa., 7; Coatesville, 8; Columbia, 10; Hanover, 11; York, 12; Gettysburg, 13; Chambersburg, 14; Hagerstown, Md., 15.

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Middleport, Ohio, July 4; Logan, 5; New Lexington, 6; McConnelsville, 7; Caldwell, 8; Woodsfield, 9; St. Clairsville, 10; Carrollton, 11; Millersburg, 12; Mt. Gilead, 13; Marysville, 14; Wapakoneta, 15.

WANTED

WILLIE RAWLS

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DALES CIRCUS

WANTS IMMEDIATELY, BIG SHOW ACTS OF ALL KINDS, INCLUDING CLOWNS. ANSWER BY WIRE. VIRGINIA, MINNESOTA, JULY 3D; FORT FRANCIS, 4TH; RAINY RIVER, 5TH; EMO, 6TH; KENORE, 7TH; ALL ONTARIO, CAHADA.

HORNE BROS.' CIRCUS WANT

For Big Show—General Clowns, Family Act doing two or more, Seat Butchers, Boss Canvasman and General Help. Buck Lucas wants to hear from Sideshow Acts with pitch. Tommy wants Side Show Concession Help. Opening for Bannerman. Lot Mug Concession, Frozen Custard. Enlarging Show Help in all departments, contact.

Danville, Ill., July 2-3-4; Gibson City, 5; Dwight, 6; Wenona, 7; Mendota, 8-9; Lanark, 10; all Illinois.

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Gotham Area Funspots Get Jackpot Week-End Grosses; Money Continues Plentiful

Saturday Showers Hinder, But Fail To Nix Big Biz

NEW YORK, Junly 1.—Park operators in the metropolitan area were unanimous in reporting good business over last week-end, despite some rain Saturday (24) which cut takes slightly.

At Palisades (N. J.) Park, Co-Owner Irving Rosenthal said that Sunday (25) was the best day the park had enjoyed this year. Swim pool, a prime attraction at Palisades, drew well before showers arrived Saturday night. Rosenthal said that spending continues above last year's level.

He announced that the annual Police Anchor Club outing from New York would be held at Palisades this year, which means a throng of 9,000 orphans and 20,000 policemen and their families will be at the funspot July 24. In addition, Rosenthal said plans called for appearance by Mayor O'Dwyer and Police Commissioner Edward Wallender, of New York, at the outing. Rosenthal said the blow-out would be the big one of the year for Palisades.

Palisades Tie-Ups

Palisades management has effected tie-ups with two more well-advertised products—Procter & Gamble and Breyer's Ice Cream. Rosenthal said that the deal with the soap firm called for radio plugs for the park on the shows bankrolled by P & G. In return, purchasers of the firm's soap products get a ticket which, with wrapper from the product and 15 cents, entitles them to free admission and five rides at the park on Mondays.

Deal with the ice cream concern is similar, with the ticket in this case entitling purchaser to free admission and a dollar's worth of rides at the park for 70 cents on Mondays, Tuesdays and Fridays. Rosenthal said that stores carrying P & G products are readying 35,000 streamers plugging the tie-up thruout the metropolitan area. Three million tickets are being printed for the soap tie-in and a million for the ice cream deal.

Free attractions in for the week at Palisades, booked by the Hamid agency, New York, were Francine Rolante, trapeze, and Tommy Ryan's ork.

35,000 at Rye

Playland, Rye, N. Y., received a turnout of 35,000 over the week-end. Saturday night rains did little to hamper biz, since the majority of rides and attractions are covered. Spending stayed well ahead of last year, according to Park Director Allan E. MacNicol.

A county-operated funspot, Playland has had good results using native talent, MacNicol said. Free attraction this week was the Westchester Mandolin Group. Fireworks are featured every Tuesday and Friday.

At Olympic (N. J.) Park, treasurer Robert Guenther said that Sunday takes marked the second best gross the spot had scored this season, with a crowd of 35,000 present. Prior to Saturday night showers, the pool drew about 5,000, Guenther said. Spending continued ahead of last year, he reported.

Free attractions at Olympic this week were Clark and Bailey, acros; Connie Shearer, contortionist; Paul Sydell, dogs, and the Two Adams, cyclists, booked by the Hamid agency.

Tax Stunt Draws Crowds, Photogs For Ideal Beach

MONTICELLO, Ind., July 1. — Ideal Beach resort here is nabbing national publicity and some hefty midway crowds with plugs about a local veteran who has moved into a submerged tank in the lake "until something is done about excise taxes."

Stunt began Sunday (18) and a big crowd was on hand, drawn partially by the influx of newsreel cameramen and press service crews. Crowds held up during the week and a second major turnout was on hand the second Sunday (25).

Inside the underwater penthouse is Paul Abbott, 27, who worked out the deal with park owner, T. E. Spackman, and several concessionaires at the spot. Handling publicity is John Thoma, Chicago.

Abbott is quoted on the tax situation and expains he couldn't keep his head above water because of government levies. He is inside a steel and glass tank, rigged so park visitors may see him.

Park distributes post cards with Abbott's photo and statement about his plan, and people are asked to send the cards to congressmen.

Three-Cent Days At Pine Island

MANCHESTER, N. H., July 1. — Pine Island fun zone here recently announced inauguration of kiddie days, which will continue each Wednesday during the season.

Special ride rate on kiddie days will be 3 cents.

Barney Williams, park manager, said the first plan called for using the low rate only between 1 and 6 p.m., but that the final set-up extends the kiddie day curfew to 11 p.m.

Air Raid

NEW YORK, July 1.—Annual feud between Rockaway Beach and Coney Island got off to a flying start last week-end with the Rockaway Chamber of Commerce chartering a plane, trailing a long streamer plugging Rockaway's Wednesday night fireworks which get under way next week. Plane flew at low level off-shore the Coney Boardwalk while the beach and walk were crowded Saturday (24) afternoon.

Last season both resorts used attendance figures, with zeros running wild, in their opera-comique feud.

WFIL Promosh Draws Crowds For Woodside

PHILADELPHIA, July 1. — WFIL Day at Woodside Park here last Saturday drew 15,000, including thousands of children, with rides and attractions jammed all day as customers used thousands of free ticket strips distributed thruout the Philly area by the local radio station.

Sylvan Hall was crowded to capacity for an afternoon show offering Tom Moorehead, sports commentator; disk jockey LeRoy Miller; The Magic Lady, kiddies' show, and Pancake Pete Newman, Western entertainer. Beauty and talent contests were main features of the evening, with 20 professional models competing for the title of Miss WFIL Television. Night presentation was staged by Violet Hale, WFIL fashion authority. Winner in the talent contest qualified for a spot on the Paul Whiteman TV Teen Club show.

Large number of prizes won by the audience included refrigerators, radios, auto tires, food certificates and one-week vacations at Atlantic City and Wildwood, N. J., with all expenses paid.

This week saw another major promotion at Woodside Park, with the period from Monday until today designated as Aristocrat Days. Reduced rate amusement tickets were distributed by local Aristocrat ice cream dealers.

Buckeye Lake Whets Knife For Slice of Winter Trade

BUCKEYE LAKE, O., July 1.—Carlin Park interests of Baltimore, owners of Buckeye Lake Park here under the direction of A. M. Brown, general manager, are putting increased emphasis on winter operation of attractions at this resort.

Already offering roller skating on a year-round basis, the park this year has added a luxurious Park Terrace dine-dance spot for winter-summer operation with name bands and has installed eight bowling alleys, with four more to be put in as soon as they are available, according to Brown.

Altho attendance and business for the park has been off to date in comparison with last year, because of the weather, Brown is highly optimistic over prospects for the season. As might be expected, under-cover attractions have drawn proportionately better business than features that lose play immediately when rain begins falling. Per capita spending has been good, said Brown, and the general economic outlook for the park's drawing area is excellent. He also reported this year's picnic bookings of record proportions.

Buckeye Lake Park's biggest hunk of business comes from near-by Columbus, altho smaller towns in a 50-mile radius of the park contribute substantially to grosses. The park draws west to Springfield and east to the Pennsylvania border. One of the park's important sources of income is the resort trade. Some 5,000 rental cottages are spotted around the shores of Buckeye Lake, and these house substantial numbers of vacationists with money to spend at the park.

Under present policies Brown offers name bands for Saturday night dancing, free acts each week and fireworks displays in connection with major picnics. Increasing popularity of hillbilly entertainment has caught his attention. Friday (30) night Brown kicked off a rural entertainment policy. Each week on that night there will be a two-hour show followed by two hours of square dancing.

The park line-up includes Bubble Bounce, Rolloplane, Funhouse, Ferris Wheel, Pretzel, Rocket Cars, two Arcades, Cuddle Up, Mirror Maze, pony track, Kiddie Autos, Kiddieland in which four rides have been added this year; Greyhound, three dance halls, skating rink, Whip, Merry-Go-Round, swim pool, Motordrome, rowboats and speedboats, restaurants and numerous food, refreshment, game, service and miscellaneous concessions.

Indian Point Tabs 15,000 On One Day

Balmy Weather Aids

CRUGERS, N. Y., July 1.—With weather lending an assist last week-end, Ed Kelmans, manager of Indian Point Park here, reported excellent takes for the funspot, with a Sunday (25) crowd of 15,000 pushing accommodations of the park.

Altho rain Saturday (24) held attendance down, those that showed up spent well, Kelmans said.

Kelmans was happy over turnaway auto traffic at the park, which can handle 1,000 cars, since each vehicle usually represents several customers. Special busses run to the spot from near-by Peekskill numbered 50.

Big Drawing Area

Kelmans said the funspot is drawing patrons from such divergent points as Poughkeepsie in the north and New York City to the south in addition to local patronage. The park now has one line running boats from New York. A second line will soon announce a daily schedule to Indian Point.

Kelmans has sought New York trade thru newspaper advertisements and a billboard spotted on Broadway. Despite prevailing bad weather, Kelmans said his financial position was good since inaugurating Indian Point's first season as a full-fledged park in May.

Plans call for amateur night every Friday evening at the park, with the eventual winner, to be determined thru season-long eliminations, playing a two-week stand at Indian Point. Kelmans said he hoped to induce local merchants to supply awards for the weekly feature, but if that was not possible the park would furnish them.

Rock's Playland Corrals Record Sunday Grosses

NEW YORK, July 1.—With rain canceling the possibility of high takes Saturday (24), Rockaways' Playland rebounded Sunday (25) to score its best gross in several years, according to President A. Joseph Geist, with excellent weather a big factor Sunday.

Geist said that a poll of about 2,000 patrons revealed a 400 per cent increase in auto traffic at the funspot. The figure is partly due to loss by fire this spring of a railroad line which carried many customers. Because of the increase in cars, Geist said the city will expand parking facilities to accommodate an extra 1,700 cars. Tab for parking is a quarter.

Geist said that the daily schedule of boats recently inaugurated by the Wilson Dayline between Elizabeth, N. J., and Rockaways is paying off in a considerable number of patrons. The recently completed Brooklyn-Battery tunnel under New York's East River has also drawn throngs to the park from Brooklyn and further north in Westchester County and Yonkers, he said.

First fireworks of the season Wednesday (28), a weekly free feature, pulled several thousand people, according to Geist

New Pool Ops Chartered

LEXINGTON, N. C., July 1. — The Lexington Swimming Club, Inc., of this city, has obtained a State charter to operate swimming pools. Authorized capital stock is $100,000, with $400 stock subscribed by C. M. Hargrave, J. O. Burke and D. S. Siceloff Jr., all of Lexington.

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Good Weather Sparks First Big Takes for Coney Island

NEW YORK, July 1.—Coney Island finally hit its stride last week-end after a discouraging spring marked by cool weather and considerable rainfall.

Under prodding of the Chamber of Commerce, the resort presents a better physical aspect than in recent years. Rebuilding of the pier jutting out from the Boardwalk in front of Steeplechase Park has been terminated and debris from burned-out Luna Park has been removed.

Plans for a drive-in movie on the former Luna site were killed by city authorities, and the grounds are being used as a parking lot, with a golf driving range at the rear.

New Decorations

In general all store and show fronts in the amusement area have been painted, and rides have been renovated and given new lighting effects.

Few new rides are to be noted, but the Feltman establishment has cleared out its old-time movie stand and is using some of the space for an addition to the Kiddie Wonderland at the Boardwalk end of its grounds. A C-Cruise has been installed here, bringing the number of kiddie rides to six, plus a zoo, pony track and miniature railway. An open-air lunch room has been installed at one end of the Feltman bar and snack stand on the Boardwalk and capacity of the lunch counter at Surf Avenue has been doubled.

One new show, a girlie revue on Surf, has been opened. This gives the island three girl shows, a Side Show, two wax museums and several cafes with music and entertainment. There are also two first-rate movie houses in the area operating the year-round.

Completion of the Beach Haven group of apartments, two blocks from the amusement zone, will boost Coney Island population by several thousand. In addition, a number of large apartments are going up in the Brighton Beach section

At present there are several vacant stores, stands and ride locations in the amusement area. Principal white elephant is the large building, originally a Childs restaurant, on the Boardwalk at West 21st Street.

More Promotions

A more serious program of promotions has been mapped for the season under sponsorship of the Chamber of Commerce. This goes into high during the July 4th week-end with fireworks display and other events skedded.

Recent warm weather gave bugs their first opportunity to swim. All pools are getting heavy patronage, particularly the Steeplechase and Ravenhall establishments.

Tilyou's Steeplechase Park, the only real park still in existence at Coney Island, is drawing well and is one of the most attractive spots on the island.

CONEY ISLAND, N. Y.

By UNO

Saturday's spasmodic showers spoiled another week-end (June 23-25) of biz, a repetition of the kind of financial setbacks that Coney has been plagued with since early April.

Steeplechase Park's new publicity chief this season is **Patty French.** Former stage celebs on the payroll are **Jean Bedini,** old-time Columbia burly wheel showman, who is taking tickets at Babyland; his former teammate, **Joe Milano,** ticket seller on the Boardwalk; **Harry Payton,** operating the Fliers, and **Jim Foley,** guarding the Funhouse entrance. Park was invaded daily by church and school orgs the week of June 19. August 12 will find a large visitation by the National Fraternal Society of the Deaf, Brooklyn Division, No. 23.

Joe and Al George, with the Esposito Bros., have new fluorescents illuminating the interior of their new Tic Tac Toe game on Surf. The George boys are manufacturers and operators. The Espositos, in addition to their financial interests in the game, center their attentions on their Laff-Laff maze further east on Surf and on several waffle stands in different sections of the Island. The 40 units of Tic Tac Toe employs **Jerry Fanelli** and **Mollie Denardo,** as premium chiefs and **Curly Ross, Phil Palsia, Mannie Heber** and **Cuggie George,** another brother, as floormen. Last winter's sale of the game included 20 units to **Sunny Stone** at Rockaway Playland and 40 to **Jack Goldberg** at Asbury Park, N. J.

Harry Nelson's Steeplechase and Bowery Corner is completely tenanted with Nelson's own bottle game, balloon bust, cigarette-shooting gallery and doll rack, plus concessions comprising **Frank Bedeni's** pizza pies; **Mario Viscione** and **Frank Saggesa's** hot corn and drinks; **Elizabeth** and **Lionel Dennis's** hot dogs and other eatables; **Jacob N. Hirah** and **Sam Solomon's** Knishas and Kishkas; **Sylvia Annunziata's** pony track, assisted by **Blondy Johansson,** and **Mrs. Anna Nelson's** homemade cookeries.

Nathan Faber, of the large Faber family, has populated most of his ball-rolling establishments with new makes of Chicago Coin Classic and Bally Shuffle Champs as substitutes for Pokerinos. In fact, all such Coney spots have become monopolized by the new shuffleboard manipulation of bowling and baseball alleys. . . . **Mrs. Dave Rosen** is mourning the recent death of her sister, **Marion Weiss,** an interior decorator in Brooklyn. . . . New Islanders are **Jack Levy** and **Max Ruderman,** partners in machine gun and bottle game concessions on the Bowery. . . . Sagamore bar and grill, Surf and West Eighth streets, has been leased for five years by **Karl Klarnet** and **Harry Richmond** to **Joe Penza.**

Seymour Machson and his daughter and wife, operate five units of donkey ball games on the Bowery. Five more, in Rockaway's Playland, are in charge of **Lester Hochstein.** . . . **Dominick Silvers** and **Joe Palmer** are new bosses of the Whip on the south side of Surf. **Harold,** son of **Karl Klarnet,** has opened a new archery on Surf and West Sixth. . . . **Ann Morano's** two penny pitch concessions, one at Pleasureland and one on the Bowery, corner West 15th have **Rhoda Koren** and **Tessie Balis** assisting at the former and **Roger Joubert,** at the latter. . . . **Nemo,** silhouette expert and his wife, **Elsa Markay,** are in their third season scissoring outside of Marco Amusement Company's Arcade on Surf.

Fred Sindell is back home in Sea Gate after a heart attack. His business affairs are being taken care of by his wife, Ida. . . . **Larry Rapp,** talker outside Garto's Variety Revue, was tendered a party by fellow employees June 20 on the day of his marriage in New York to **Jewel Yother,** of Spartanburg, S. C. . . . **Clara Razzano** operates a Balloon Race on Surf, with **Al Lesser** assisting. . . . Wertheimer's Pleasureland has six new units of Kenney's Bowling Shuffle Alleys to be increased by six more next week. . . . **Eunice Jason** and **Lurdi Montez** are new strip-tease talent at Buxbaum Bros.' Shamrock House on the Bowery.

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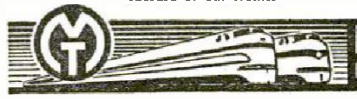

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"Howdy Doody" Pact Gives Rock's Playland New Feature

NEW YORK, July 1.—Rockaway's Playland President A. Joseph Geist reported last week than an arrangement had been made between the park and the Howdy Doody show, TV program with strong moppet appeal emanating from National Broadcasting Company (NBC) video outlet here, which will permit the daily appearance of Clarabell, live clown character with the puppet feature, at Rockaways starting today and continuing thru the summer. The regular line of Howdy novelties, including hats, balloons and pennants, will be pitched at the park in connection with Clarabell's appearance.

Mutual Aid Pact

Argeement between Rockaways and the Howdy Doody show is reciprocal, with the park pushing Clarabell's presence at the funspot in its advertising and the clown character plugging the park on the video stanza.

Continuing patron survey being conducted by Playland's management shows that the majority of park customers learned of the park thru newspaper ads, with radio time and subway cards about tied and bus cards, general outdoor, Long Island Railroad cards, air-tow advertising and plugs on the Howdy Doody show attracting attention to the park in that order. Newspaper ads caught the interest of more than twice the number of patrons as the next most important form of advertising, according to survey statistics.

In connection with the lack of a direct train route to Rockaways because of a fire early this year which destroyed the trestle leading to the funspot, the municipal Board of Transportation recommended that the city acquire and link the Rockaway Beach line of Long Island Railroad to the city-operated subway at a cost of $60,000,000

ICC Jurisdiction

Railroad's plan to abandon the line is being argued in Federal Court here. The court must decide whether Interstate Commerce Commission or the local Public Service Commission has jurisdiction in the case. If the city should acquire the line it would provide Manhattan and Brooklyn residents with a direct route to Rockaways. Project would require about four years for completion.

Geist said that Walter Johnson, Roller Coaster operator at the park, was working with Bendix Electric and Westinghouse engineers in designing a new air brake for the coaster ride. Lowell Young, ride superintendent at Rockaways, also is developing new safety devices for the spot's kiddies rides, according to Geist.

Weekly free fireworks displays each Wednesday started (28) and continue until September 6. The International Fireworks Company of Jersey City will stage the pyro attractions. Prompted by the burning out of the train trestle, a local bus company will run special busses daily every half hour from points near Rockaways to the park. A second firm also is seeking permission from the city to schedule similar special trips from Yonkers, N. Y., to the park.

A. C. Execs Study New Regulations for Chairmen, Venders

ATLANTIC CITY, July 1. — Local ordinances regulating the operation of rolling chairs on the Boardwalk here and sales by beach venders were introduced at a meeting of the city commission this week

Rolling chair ordinances require uniform dress for operators of mechanical and manual chairs in an effort to raise the tone of the Boardwalk. The second ordinance, licensing war veterans selling ice cream on the beach, was drafted as a result of a bill passed by the State Legislature enabling resorts to regulate or prohibit the sale of refreshments on public beaches.

Okay Vet Peddlers

In past years local authorities were unable to control ice cream sales, since the park easement deed prohibits sales of any kind on the beach. However, a peddler's license issued by the county clerk to war veterans permitted them to make such sales. Altho the city officially took no part in regulating beach sales, efforts were made during the past two years to clear all venders thru the Allied Veterans' Council of Atlantic County. Last summer the situation was out of hand, with the number of venders exceeding 250.

Under the proposed ordinance, franchises would be limited to veterans, with applicants expected to be city residents for either six months or a year. Ordinance would fix the license fee, require venders to be photographed and fingerprinted and make them place the price of ice cream products on the box carried.

Old Orchard Bids For Canadian $$

OLD ORCHARD BEACH, Me., July 1.—With a campaign built around the slogan, "Playground of Two Nations," local ops are making their biggest bid in years for Canadian business. Long a mecca for Canadians, who have been coming here each year with increasing regularity, this beach resort is pitching hard for Canadian money. The campaign, which is sparked by the Chamber of Commerce and backed by ride ops, concessionaires and hotel owners, is expected to pull the biggest number of vacationists in resort's history.

In expectation of big biz, hotels are booking New York acts. Ride ops have increased their stands and equipment. Spot has added advantages of a race track six miles away and a new highway from Boston soon to be opened.

Televiewers Get Riverside Pitch

PENNSVILLE, N. J., July 1.—Riverview Beach Park here has purchased time on WFIL-TV, Philadelphia, for advertising aimed at children in the Philly-South Jersey-Wilmington, Del., area.

Three spot announcements on motion pictures started this week, with Skipper Dawes and Patsy Grady, familiar to juveniles, providing voices for the film, produced by L. K. Chrisman, park manager, and edited by J. Robert Mendte, of the Mendte advertising agency. There will be one-minute showings thrice weekly.

Pennsville Spot Redecorates Units; Plans Promotions

PENNSVILLE, N. J., July 1. — Riverview Beach Park here has refurbished rides and facilities at the seaplane base and generally brightened the spot to meet expected increased patronage this summer, L. K. Chrisman is general manager.

Ride names have been set up on colored plexiglass backgrounds and interiors illuminated for distant visibility. Additional modern lunch counters have been built on the park side facing the Delaware River. Roller skating rink also has been done over.

Owned by Boat Line

Pier, where Wilson Line boats coming from Philadelphia, Wilmington, Del., and Chester, Pa., dock to unload park patrons, has been rebuilt and repainted. Frank Weber is traffic manager for the boat line, which owns the park and provides the main artery of transportation to the spot, running four trips daily.

Chrisman has planned several promotional schemes for the park this year, including a summer safety campaign for children in conjunction with the Wilson Line and Station WFIL, Philadelphia. Safety poster contests will be held regularly. Several bubble-gum blowing contests, in co-operation with the Bowman Gum Corporation, also will be held.

An added attraction is Carp Lake, where park management stocks thousands of live carp for those who like to feed fish.

A. C. Steel Pier Home Show Reopens for 15th Season

ATLANTIC CITY, July 1.—Still without need of external repairs, the *Home of the Century* reopened for its 15th year this week on Steel Pier here, with architect William F. B. Koelle and George A. Hamid, president of the pier, guests of honor at a reception held to observe the anniversary.

House was originally created as an exhibit of low-cost planning to aid prospective builders and proved a popular attraction.

Philly String Bands Set Sundays at Forest Park

CHALFONT, Pa., July 1. — String bands from nearby Philadelphia again will be the featured free attraction for Sundays at Forest Park here, starting off with the Broomall String Band.

Musical units of the Philadelphia Mummers and New Year's Shooters Association also are slated for appearances. All string units will compete for prizes late in August.

Vallee Buys New Rides

ST. BENOIT, Que., July 1. — Florian Vallee recently returned from the United States where he purchased a kiddie Flying Scooter, kidie auto ride and adult airplane ride for his park on Lake Poulin. Vallee is associate owner of Shultz-Vallee Circus, which is being organized in quarters here for a summer tour.

The CENTURY FLYER "Trail Blazer"
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Do not confuse the Century Flyer with the small toy-type trains on the market today. The Century Flyer operates on full 24-inch gauge track. It is a large train built for very large revenue and capable of handling 140 passengers to the trip. Park owners interested in good returns on their investment buy the Century Flyer. More than 150 Century Flyers have been sold since the war. Our 31 years of experience in pioneering the 24-inch gauge trains are paying good dividends to their owners.
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Model Homes, Atom Theater Top Chicago Fair Exhibits

Avenue of Homes, carrying two-bit charge, pulls one out of every five fairgoers—event offers better looking plant, more eateries than railroad fairs

(Continued from page 49)

gates, whereas last year, during the Railroad Fair, the pageant played to almost one out of every two gate admissions.

The pageant, again directed by Mrs. Helen Tieken Geraghty, is well-executed, amply eye and ear-filling and well worth the general admission price of 60 cents. But, essentially, it is a rehash of previous lakefront specs, marked only, so far as props go, chiefly by the introduction of much farm machinery and by the use of far less railroad equipment. The latter in the Railroad Fair specs of the last two years toted tremendous impact and gave king-size dimensions.

Fairgrounds Inviting

Physically, the fairgrounds presents a far more inviting appearance than the last two years. Facilities, too, have been improved considerably. Many large, reasonably priced restaurants are in operation, there are fewer open spots thruout the grounds, and the landscaping is more appealing.

Biggest improvement is the layout at the north end. There, sandwiched in between the Cyress Garden Water Show and the ice show, both repeaters from the '49 Railroad Fair, are a Big Top Circus, special events stage, with many benches, and a large restaurant, plus other food concessions. Result is that there is a heavier flow of traffic to the north end, and when the crowd is turned out from one show it spills over to another.

Of the three shows at the north end, the icer, owned and operated by Voorhees - Fleckles Fair Booking Agency, this city, was reported the biggest grosser for the first five days. There was some skepticism before the fair opened that the icer would prove a money-winner because it carries an admission charge, whereas last year it was a free show sponsored by railroad exhibitors.

Water Show Pulls

The Water Show again appears on its way to be a money-winner. The Big Top Circus, a fair-owned and operated show, also looms as a winner. Presented in the open, with a ring and a stage, the circus offers talent booked thru Barnes-Carruthers Theatrical Enterprises, Chicago. It, along with the icer and Water Show, is well worth the general admission price of 60 cents.

Surprisingly, a relative small number of cut-rate tickets, sold in the combination pre-opening sale, turned up the first five days for the three shows. The combo ticket book includes one ticket each for the three shows, plus two for Music in the Round, and five for front gate admission. Sold for $3.95, the books have a face value of $5.50. Of front gate admission thru the first five days, only 7½ per cent came in on the cut-rate ducats.

Music in the Round, a new attraction this year, is given an assured income from 260,000 tickets in the combination book sale. Even with that backlog, the venture does not shape up as a winner. The show is well spotted and presented under an attractive blue top supplied by the O'Henry Tent & Awning Company, this city but it doesn't stack up as entertainment for fair-goers.

Little Build-Up

Newspaper critics, who bent over backward to say kind things about it, largely because it is a fair attraction and their papers are with and for the fair, didn't give Music in the Round much of a build-up. *Of Thee I Sing* probably will do better than *The Mikado*, with which it alternates during the first few weeks of the fair's run, with other offerings skedded thereafter. Cast for the *Mikado* numbers 20, orchestra has 12 pieces, and other help runs the total to more than 40.

Other paid shows are confined to a kiddie's theater, with programs by

(See Model Homes, Atom on page 67)

Lombard Re-Elected Mass. Assn. Sec'y; 165 Annuals Carded

WORCESTER, Mass., July 1. — Alfred W. Lombard, of Arlington, Mass., manager of Union Agricultural Meeting, was elected secretary-treasurer of the Massachusetts Agricultural Fairs Association for his 26th term. Catherine M. Griffin, of the State Department of Agriculture, was named assistant secretary, a new position created at the meeting.

Systems of judging, revised score cards, new attractions, exhibits and contests at fairs were discussed. It was reported that 165 fairs will be conducted this year in the State, ranging from major to small community fairs.

Howard Stanton, of Chesterfield, Mass., presided at the meeting.

Publicity Chiefs Confer on Plans For Atom Exhib

OAK RIDGE, Tenn., July 1.—Publicity chiefs and other execs of three major fairs conferred here recently with David DeJarnette, curator of the American Museum of Atomic Energy, preliminary to setting up the advance campaign for their respective fairs on the atomic exhibit to be supplied thru the museum.

Annuals represented were State Fair of Texas, Dallas; Indiana State Fair, Indianapolis, and Mid-South Fair, Memphis. Memphis representation included a *Memphis Commercial Appeal* staffer, who gathered material to break in that sheet prior to the fair's opening. The Indianapolis delegation included reps from two Hoosier universities.

The get-together was held to work out final details of transporting and setting up the exhibit at the three fairs and to build the most effective publicity campaign, with the latter aimed to adhere closely to the museum's policy.

Charles Yeager, public relations director at Dallas, represented that annual, which this year will have an atomic exhibit for the second time. Roger G. Wolcott, director of advertising and publicity for the Indiana State Fair, headed that annual's delegation, which also included Albert W. Bloemker, Thomas Foley, publicity chief, and Dan K. Crittenden, director of commercial and industrial exhibits, were the Memphis representatives.

Present plans call for the museum's exhibit to be at only the three fairs represented here. Cost of traosporting the exhibit and of the museum staffer, who will accompany the exhibit, are to be borne by the three fairs.

Hypo Special Day Promosh at Dallas

DALLAS, July 1. — State Fair of Texas, October 7-22, is giving special day promotion the hard push in an effort to maintain last year's record attendance of 2,047,540.

Special events department is sending letters to all 254 Texas county seats, as well as numerous other good-sized cities, urging them to set aside special days.

Promotion will also extend into Oklahoma, Arkansas and Louisiana. Letters point out that delegations can be provided with meeting places suitable for speeches and band concerts. Towns are urged to bring one or more high school bands, musicians to be admitted to grounds free. Bands will be invited to march in nightly parades around grounds, now being planned as a major attraction of fair.

Special day promotion also covers organizations, colleges and other groups.

Syracuse Event Allots Record 100G for Prizes

SYRACUSE, N. Y., July 1.—Record-high agricultural prize money totaling more than $100,000 for New York State Fair, to be held here September 2-9, has been announced by C. Chester DuMond, commissioner of agriculture. Premium list was released thru Harold L. Creal, fair director.

Greatest single amount in the 18 departments has been alloted to cattle, with entries in this division competing for $22,200. Boys and girls' department has been marked for $15,207, a considerable increase over previous listings. Further increases were noted in the poultry and pet stock department with $10,800; flowers, $6,000, and grange, $5,000.

Premiums offered in other departments include draft horses, $4,025; sheep, $5,902; swine, $3,316; goats, $936; dairy, $2,560; fruit, $3,700; farm products, $3,700; domestic arts, $1,400; Indian village, $1,040, and farm bureau, $4,000.

Foley Dog Show organization will stage a national contest on opening day at the fairgrounds, according to George Foley, manager. The show will be under supervision of the American Kennel Club, with Paul Shaver of that group as bench show manager.

Saturday and Sunday, September 2 and 3, have been designated as Youth Days, and 200,000 free tickets have been distributed to school children for the occasion.

Richmond To Stage Electronic Feature

RICHMOND, Va., July 1. — Atlantic Rural Exposition will feature an Electrical Village as a major attraction when it opens for a 10-day run September 28, J. A. Mitchell, general manager, announced this week.

Electrial display will occupy 15,000 square feet of the commercial exhibit building erected last year, with half of the 100 by 300 foot structure given over to television, radio, air conditioning, home and farm appliance exhibits. Displays will feature the products of all major manufacturers and will be sponsored by the local Electrical Association under direction of C. F. Bennett, executive secretary. Group represents the power and telephone companies as well as distributors and retail dealers in the Richmond area.

Ottawa Plans Include New Unit Facilities

Record Event Predicted

OTTAWA, July 1.—With the expectation that the 1950 Central Canada Exhibition will be of record-breaking proportions, the board of directors have recently approved several major improvements to the plant, H. H. McElroy, general manager, announces.

An artificial ice plant is slated for the Horticultural Building. This will make it possible to stage indoor curling, including tournaments, during the winter months. The work is scheduled for completion within two months.

The directors' quarters, which are used as an assembly hall for banquets, buffets, dances, etc., has proven so popular locally that the directors have approved a $20,000 renovation program. Work has already started on this project.

450G Project Near End

Nearing completion is the $450,000 wing to the Coliseum. The new edifice will feature modern, removable horse stalls and provide every possible comfort for exhibitors and their stock. A special ventilating system is included in the plans.

The new wing is expected to relieve the congestion of the hitching ring which will be considerably enlarged, and will effect the speeding up of the show which is run on a strict schedule, McElroy said.

Last week a drinking fountain was dedicated on the grounds to the late Hon. Thomas Ahearn, PC., a recipient of the CCEA Gold Medal in recognition of his work in the field of electric lighting and transportation. CCEA execs attending the ceremony included McElroy, Mayor E. A. Borque, vice-president, and Dr. W. A. Armstrong, president.

Quincy Adds 34G Com. Exhibit Bldg.; Other Improvements

QUINCY, Calif., July 1.—Construction of the commercial exhibit building at the Plumas County Fair is under way and the $34,700 structure will be ready for the four-day event beginning August 10. A feature exhibit building costing $52,000 was completed this spring, Tulsa E. Scott, secretary-manager, said.

Work also was begun on additional range cattle pens to be completed within a month. This will bring the number of pens to 48. The floriculture building has been doubled in size to accommodate the increased displays.

The fair recently drilled a well supplying 900 gallons of water per minute.

This year the 4-H Club exhibitors will be housed under canvas, Scott said. Shower facilities are being installed. Club members are preparing the site for the junior show.

Atlantic Rural Signs Holland Hell Drivers

RICHMOND, Va., July 1.—Bill Holland and his Indianapolis Auto Daredevils have been inked to stage four performances at the Atlantic Rural Exposition, September 28-29, J. A. Mitchell, general manager, announced this week.

Herbert B. Thomson, exposition president, announced that John R. Hutcheson, Chancellor of Virginia Polytechnic Institute, Blacksburg, Va., has been named honorary vice-president and a member of the board of directors.

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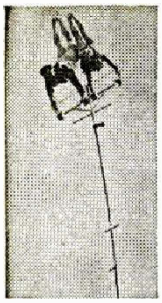

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Mass. Supreme Court Upholds Tax-Free Status of Off-Season Eastern States Arena Activities

BOSTON, July 1.—Upholding a $6,560 tax rebate granted Eastern States Exposition Corporation, Massachusetts Supreme Judicial Court ruled here Thursday, June 29, that the playing of hockey games in the Coliseum at West Springfield, which houses the exposition, is an aid to agriculture.

Rebate was granted the exposition by the State Appellate Tax Board. The court, in rendering the decision, declared that whatever aids agriculture helps to advance the health and prosperity of the commonwealth.

West Springfield assessors levied the tax against the Coliseum in 1948 on the grounds that the building was leased for ice hockey games between April and October and was not used for agricultural purposes. Assessors contended that hockey was not in keeping with principal activities of the agricultural society.

Payment With Interest

Exposition corporation paid the tax in September, 1948, but won an order for a rebate from the Appellate Tax Board. The town assessors appealed this finding to the Supreme Court. The court ordered the West Springfield assessors to repay the exposition the amount of the tax plus 4 per cent interest and court costs. Total sum was estimated at $10,000.

The Coliseum, the court noted, had been leased for hockey games by the Springfield Hockey Associates since 1925 at an annual fee of $15,000. The exposition, in opposing the tax, said that it is an incorporated agricultural society and thus exempt from taxation under State law.

The decision, written by Judge Raymond S. Wilkins, said the exposition had a right to lease the Coliseum during part of the year when it is not needed for fairs in order to provide revenue for purposes of the society. He also noted that exemption from taxation of incorporated agricultural societies has been in force in the State for nearly 100 years.

"The encouragement to agriculture would be slight indeed," the court's decision said, "if the tax exemption so broadly expressed be held conditional upon such property remaining idle or unprofitable at all times when not needed for direct agricultural pursuits."

Syracuse Kid Dept. Slates 15G in Prizes

SYRACUSE, July 1. — All-time high of $15,200 in premiums for the boys and girls department of the New York State Fair, to be held here September 2 thru 9, will be set this year, with entries in the division expected to top last year's figure of 4,893.

Heading the division is Wendell E. Field as superintendent; Robert C. Ogle, poultry; Arthur J. Pratt, junior crop exhibit; Harold A. Willman, livestock and dairy show; Fred E. Winch, forestry; Carlton M. Edwards, agricultural engineering and demonstrations; John A. Lennox, special 4-H agricultural demonstrations and James W. Hatch, in charge of general educational exhibits.

Wapakoneta Reports Its Program for 1950

WAPAKONETA, O., July 1. — The program for Auglaize County Fair, Wapakoneta, O., was announced here this week by Secretary Harry E. Kahn.

The August 6-11 annual presents B. Ward Beam's Congress of Daredevils and Thrill Show Sunday (6) afternoon with Klein's Attractions and Revue at night; Monday Children's Day plus food demonstrations and prizes for women in the afternoon and the Navajo Riders and Western Rodeo at night; Tuesday (8), another Children's Day offering prize contests and night harness races; Wednesday afternoon and night harness races; Thursday afternoon harness races and 40 entertainers from Station WRFD, Worthington, O., at night, and a tractor pulling contest Friday (11) afternoon for $200 in cash prizes and the Continental Revue and auto giveaway at night.

Each night there will be a tug of war between teams from 14 townships in the county for cash prizes. During the fair managers' meeting Kahn issued a challenge, which was accepted by Ashtabula County Fair, Jefferson, to match the winning Auglaize County team against a team representing the Ashtabula fair.

Montevideo, Minn., Annual Completes New Exhibit Hall

MONTEVIDEO, Minn., July 1.—Chippewa County Free Fair here has completed a new commercial display building and has installed lights in the farm machinery exhibit area, S. O. Syverson, secretary, announced.

Attraction program this year will include two night grandstand shows by Marlo Shows, one by Lewis Bros.' Circus, two afternoons of harness horse racing and midway attractions provided by Tri-State Shows.

Book Review:

Prize Fair Recipes In New Cook Book

NEW YORK, July 1. — Prize winning recipes culled from many of the nation's major annuals were published in book form under the title *The State Fair Blue Ribbon Cook Book* here by Frederick Fell., Inc. Authors of the tome, which sells for $2.95, are Lois J. Hurley, who covered the Wisconsin State Fair for 15 years as a newspaper reporter, and Isabelle Groetzinger.

Relieving the monotony of the conventional presentation of recipes are chapters on the history of fairs, fair statistics and midways and clever illustrations by H. Lawrence Hoffman.

Book should be a natural as a prize in women's divisions and of keen interest to the thousands of women who annually compete in culinary arts at the nation's annuals. Fair promotion departments and book stores wherever annuals are operated could use the anthology as the basis for a nifty window display that would boost book sales and stimulate fair attendance.

Listing of "State fairs" is a loose compilation which contains such glaring errors as locating the Piedmont Interstate Fair in Columbia, S. C., instead of Spartanburg, S. C., where it is held. Altho the words "State fair" in the book title impose certain content limitations, a more complete listing of fairs would better serve its readers.—JIM McHUGH.

Allegan, Mich., Annual Expands Parking Facilities

ALLEGAN, Mich., July 1. — Allegan County Night and Day Fair here will be able to park several hundred more cars this year as a result of an addition to the parking area, Clair McComber, director, announced.

Other improvements this year include banking the curves on the race track. Annual will offer $12,000 in harness horse racing purses.

Off-season activities are under way with a weekly program of Saturday night stock car races. Big car and midget races may be added.

97th Ogle County Fair

Oregon, Illinois

Sept. 2-3-4—Day and Night

We need some acts for either one or two days. Not slapsticks, real ones. Could use a Flying Act. Sept. 3 and 4. Also some people to take care of toilets. Write to

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on Concessions. No Carnivals.

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SEPT. 14-15-16, VAN BUREN, MO.

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September 6, 7 and 8.

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Rides (part Merry-Go-Round) and Concessions for Youngsville Community Fair, Sept. 6, 7, 8, 9. No gambling devices or Girl Shows.

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Flying Return Act for Northern Illinois, week of July 10th. Wire or phone.

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CAA Issues Pamphlet Giving Info on How To Stage "Air Fair"

WASHINGTON, July 1. — Civil Aeronautics Administration (CAA) this week issued a special pamphlet on planning and operating air fairs. CAA announced that those wishing to sponsor such fairs may obtain further assistance from any of the agency regional offices.

The pamphlet, *The Air Fair*, points out that crowds of 200,000 attended air fairs in Los Angeles and Oakland last year, while one in St. Louis drew 125,000. At the other end of the scale, Medford, Ore., with a population of 11,000, drew an audience of 15,000.

CAA advises that air fairs be sponsored by local Chambers of Commerce or similar organizations. The aid of the department of aeronautics of the particular State should also be enlisted, according to agency.

CAA states in the pamphlet that comedy acts, both on the ground and in the air, can be used to great advantage as a part of the show. Also advocated by the agency as part of the program are airplane giveaways, dances, model demonstrations, scenic flights, parachute jumps, forced landings, dusting and spraying, and helicopter flights.

The pamphlet lists the types of organizations which might be persuaded to rent exhibit space at an air fair. Included are airlines, State and federal agencies, pilot associations, air equipment manufacturers, and air travel agencies.

The 34-page booklet may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 20 cents per copy.

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Model Homes, Atom Theater Top Chicago Fair Exhibits

(Continued from page 65)

theatrical groups, and a few units in the so-called midway area. Housed in a small building, the kiddie theater, offering such fare as *Tom Sawyer*, may kick it.

Showboat, alternately featuring old-time melodramas and the Dixieland music of Mugsy Spanier and his ork, holds down the commanding spot in the midway area. But thru the first five days the showboat's biz was not heartening. Angelo Valente, who has his collection of Nickelodeons behind the same front and in the same spot used last year by John Courtney's Law and Outlaw Show, was getting like business.

Midway Weak

The midway area is virtually the same as last year, when it was weak. Actually only difference is in paint job, with motif shifted from the Gold Gulch to Dixieland. Repeats in the area include the Funhouse, old-time movies, lead galleries and Penny Arcade. Lead galleries and the Penny Arcade are winning money. New additions to the area are few, limited chiefly to handwriting analysis, silhouette concession and a cartoon sketching concession.

The fair shows its greatest increase in strength over the Railroad Fair in its commercial exhibits. And, oddly, one of the exhibits, the Avenue of Homes—the only one bearing an admission charge—is showing more box-office strength than any paid show on the grounds with the exception only of the pageant.

The Avenue of Homes comprises eight model, modern homes, completely furnished and attractively presented. A 25-cent charge is made, and fair execs reported that thru Wednesday an average of one out of five fairgoers paid to go thru the homes.

Home Show Off Nut

Grover McDonald, veteran home show promoter, handled the feature, and when the fair opened it was off the nut for the eight homes and their furnishings, the cost or donation of materials, furniture, etc., having been promoted from about 20 firms. Consequently, the income is all gravy for the fair.

The big take from the Avenue of Homes more than surprised the fair management, which had placed the 25-cent charge as much to control traffic thru the homes as to bring in an income.

Outstanding among the other exhibits on the grounds is the Theater of the Atom, sponsored by Westinghouse. Also outstanding is the exhibit of the American Telegraph & Telephone Company, which features giveaway long-distance telephone calls.

Free Kid Rides

One tractor company is wooing good will by giving kids free rides on tractors. Elsie, the Cow, is in. Armour & Company, shooting for a county fair motif, offers an exhibit featuring a showing of fine cattle. A bale gun, which shoots bales of hay into a loft, tops the exhibit of a group of utilities.

Indications are that the best crowd-luring exhibit will be the television center which WGN-TV is skedded to unveil today. TV outlet closed only the day before the fair's opening for a five-year exclusive on the video center at the fair. It will televise many of its programs from the grounds from a 40 by 70-foot studio before tiered seats with a capacity of 400 persons.

New this year are two Greyhound low, open trailer-type busses carrying patrons the length of the grounds. Back is Deadwood Central, narrow gauge railroad, again proving a big money-getter at 10 cents a ride.

PNE Midway Layout Undergoes Changes

VANCOUVER, B. C., July 1.—Midway layout at the Pacific National Exhibition here is being completely changed and decorated for this year's fair, V. Ben Williams, manager, announces. Pylons, concealing searchlights, will mark the entrance, and rides, games and eat spots have been relocated by Gordon Hilker, in charge of the fun zone.

Work has started on a new $22,000 washroom to be located on the west side of the livestock barn and the fair board is laying plans for the construction of a British Columbia Building and manufacturers' building for next year. Structures will cost a total of $900,000.

Exhibition recently opened a new nine-hole golf course on the east side of Windemere Street to replace the old course which will be the site of the two skedded buildings.

Grass Valley, Calif., Plans Shift to Sept. Dates in '51

GRASS VALLEY, Calif., July 1.—With the Nevada County Fair set for August 24-27, inclusive, the directors have indicated that they will seek a September date in 1951. Board members argue that the fall date will give the apple and pear growers an oportunity to display at the peak of their season.

Setting of the 1951 dates, however, depends upon authorization from members of the Mother Lode area fairs. For the coming event, directors have approved plans for a tree falling and lumber cutting contest as an educational and entertainment feature. Details of the demonstration are to be worked out with the State division of forestry, Tahoe National Forest and other services.

A plan to construct a fish pond, where children under 16 may fish, was approved. Pond will be developed as a part of the civic program by the local Lions Club.

Edmonton, Alta., To Utilize Portion of New Grandstand

EDMONTON, Alta., July 1.—Altho the Edmonton Exhibition here will not complete its 8,000-seat grandstand in time for this year's fair, it will have 3,000 seats available for its horse race program and 1,000 bleacher seats will be set up.

Free cushions will be provided patrons in the new concrete stands as permanent seats have not been installed.

When completed, the grandstand will cost an estimated $800,000.

Four-Town Fair Revived At Thompsonville, Conn.

THOMPSONVILLE, Conn., July 1. — Union Agricultural Society's 112th annual Four-Town Fair will be held here September 26 and 27 for the first time in 25 years.

Staff includes D. Everett Neelans, superintendent of grounds and rentals, assisted by Frank A. Ryan. Lawrence Lucay heads the general committee as president of the society, and B. R. Grant is secretary.

R. R. Stripling, Knoxville Pub. Director, Dies at 69

KNOXVILLE, July 1. — Funeral services were held here recently for Raymond R. Stripling, 69, public relations director of the Tennessee Valley Fair and a director of the old fair association, who died following an illness of nine months.

Survivors include his widow, Sue; a son, Raymond, and a sister, Bessie, Atlanta.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended June 30.

BillBoard TRADE SERVICE FEATURE

The complete List of Fair Dates was published in the issue dated June 24. 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

Duncan—Greenlee Co. Fair. Oct. 13-15. Ira Spoon.
St. Johns—Apache Co. Fair. Sept. 28-30. Charles L. Noble, Alpine, Ariz.

ARKANSAS

Eudora—Chicot Co. Fair Assn. Sept. 25-30. Loyd E. Walters, Lake Village, Ark.
Stamps—LaFayette Co. Fair Assn. Sept. 11-16. W. B. Thomas.

GEORGIA

Newnan—Coweta Co. Fair Assn. Last week in Sept. Bryan Hammond.

LOUISIANA

Eunice—Southwest La. Fair Assn. Oct. 11-13. Mrs. J. P. Bedell.
Franklinton—Washington Parish Fair Assn. Oct. 11-14. Ethel E. Wood.

MAINE

Acton—York Co. Agrl. Assn. Sept. 13-16. Leon Credilford, Shapleigh, Me.
Exeter—New Exeter Fair. Sept. 7-10. J. O. Rockwell.
Leeds Center—Leeds Agrl. Assn. Oct. 5. J. J. Murphy.
Monmouth—Cochnewagan Fair Assn. Sept. 27-28. C. H. Smith.
New Gloucester—Androscoggin Agrl. Soc. Oct. 16-21. Wm. B. Harnden, Auburn, Me.

MISSISSIPPI

Pontotoc—Pontotoc Co. Fair Assn. Sept. 12-16. E. H. Walker Jr.

VIRGINIA

Wise—VFW Wise Co. Fair. Aug. 24-26. J. M. Robinson.

WEST VIRGINIA

Grantsville—Calhoun Co. Fair Assn. Sept. 4-9. B. A. Hensley.

Estevan, Sask., Adds Bldg.

ESTEVAN, Sask., July 1, — Estevan Agricultural Society here has added a new exhibit building for this year's fair. Fireworks display will be the closing night feature.

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A THRILLER THAT DRAWS ATTENTION — TO YOUR SHOW
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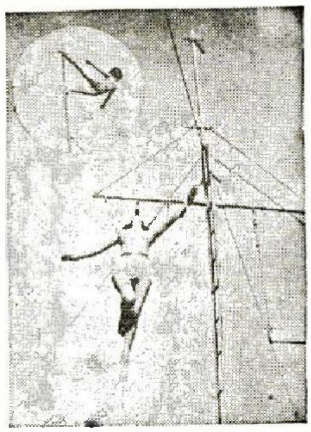

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Featuring
The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.
Represented by AL MARTIN AGENCY, Hotel Bradford, Boston
Foreign representative, LEW & LESLIE GRADE, Regent House, London, W 1.

JJJ Awaits Clear Saturday In Cicero, Ill., After Eight Of Last Nine Are Hit by Rain

East Liverpool, O., Stand Ends With Lot in Deep Water

CICERO, Ill., July 1.—Morris Lipsky and Harold (Buddy) Paddock, co-managers of the Johnny J. Jones Exposition, had their fingers crossed for fair weather here today after the org lost eight of its last nine Saturdays to rain. Stand here, just outside the Chicago city limits, extends thru Wednesday (5) and is the first of three in the area before the org goes into its first fair, July 30, at Muncie, Ind. Longest jump thus far this season was made in the move here from East Liverpool, O., where org was set up on a banked lot used as an ice-skating rink during the winter. A heavy rain, capped by a cloudburst, washed out the promising Saturday (24) and flooded the lot to a depth of several feet. In tearing down, it was necessary to drop the tops into the water and tow the canvas to high land with tractors.

New Additions

Tex Ryan and Buck McLean's Midway Circus is a new addition to the back end and includes the following personnel: Bobby Jackson, menage; Dick Hunt, ponies and mules; Jackson Brothers, trampoline; Barbara McLean, swinging ladders; Clara Ryan, whips; Cabbage Head O'Toole, mule act; Buck McLean, ropes and Liberty horse; Tex Ryan, yodeler, and Jack Edwards, juggling. James Martin, Jimmy Johnson, Mike Carey and Buzz Murphy are in clown alley.

Dave Freidenheim joined on here from Los Angles with five bazooka guns. Mrs. Jack Neil's sisters, Rose and Edna, are spending a couple of weeks on the shows. Mrs. Louis Hoffman reported her mother, Mrs. John Sandbright, was recuperating from a recent illness. George Leonard, show p.a., did a guest column for *The Courier Express*, when org played Dubois, Pa.

Visitors here included Charles Zemater Sr., Flash Williams, Bernie Mendelson and Joe Streibich. East Liverpool visitors included Bon Barnet, of *The Signal Item*, Carnegie, Pa., and Ted Dixon, manager of a men's store.

Stand here produced just fair business with heavy rain Wednesday evening (28) holding down that night's crowd. Org is skedded to open at Harlem and Leland in suburban Norwood Park July 7 for 10 days and will play Calumet Park, southwest of Chicago, from July 18-27.

Cohn Leaves Crafts To Be Personal Rep With Spade Cooley

LOS ANGELES, July 1.—Bobby Cohn resigned as general agent for Crafts 20 Big Shows and signed a two-year personal representative contract with Spade Cooley.

Cohn joined Crafts last January and was booking the show for community fairs and celebrations.

Under Cohn's direction, Cooley will be offered as a package deal for fairs and celebrations. Cohn's contract excludes Cooley's records, television and Santa Monica ballroom activities.

Cohn formerly operated a personal management office in Hollywood before entering the armed forces. He saw service in the South Pacific and during his army days rose from private to major.

Am. Midway Re-Inks Brownsville '51 Cele

BROWNSVILLE, Tex., July 1. — American Midway Shows will provide the midway attractions for the fifth straight year at the 1951 Charro Days Fiesta here.

Contract was signed Tuesday (20). Org was represented by M. G. (Slim) Dennis, while President Paul Spillman and Lefty Appleton, concessions chairman, signed for the celebration.

Menasha Gives Wagner 4-Day WeatherBreak

Ann Paree Replaces Mitzi

MENASHA, Wis., July 1. — Al Wagner's Cavalcade of Amusements, on the receiving end of a full share in the season's rain and cold, got its first sustained break here this week with four consecutive days of sunshine. Stand followed Green Bay, where org chalked up big biz Saturday (24) at both afternoon and night shows, after losing Friday night to rain.

Ann Paree joined here to replace Mitzi as featured dancer in the Posing Show. Les and Bernice Pine joined with Bob Parker's derby races and Thomas Gunnells came on as assistant to Raymond Morris, head billposter. Bob Parker came up from his Delavan, Wis., home for a two-day visit and George Rasmussen, Neenah, Wis., postmaster, was also a visitor. Mrs. Leo Houk celebrated her birthday here.

Wallace Bros. Opens Canadian 'B' Circuit At Lethbridge Fair

LETHBRIDGE, Alta., July 1.—Wallace Bros.' Shows moved into its fair route here Monday (26) at the three-day Lethbridge and District Exhibition, the first of 14 Western Canadian "B" circuit annuals that will see the org this year. Circuit will take the shows thru August 12 at Prince Albert, Sask.

Org moved here from a six-day stand in Regina under Canadian Legion auspices. Despite threatening weather there and a 10-cent gate in a spot where carnivals had previously operated sans admission, shows garnered steady biz, altho spending was admittedly on a pre-war scale.

Alberta Slim's Western shows topped the Regina grosses, with Jean Branson's 10-in-1 a close second. Kid days Wednesday (21) and Saturday (24), with a 5-cent rate, did well.

Org was hampered by a small lot at Regina and Crime Show, Mouse Show and Fly-o-Plane were left on the train. Banners and tops were reduced to fit the location

Winnipeg was the org's best still date, according to J. P. (Jimmy) Sullivan, owner, altho org lost the opener when a train wreck held up arrival and dropped one other day to rain.

Clear Skies Result In Record Grosses For Coleman Org

PITTSFIELD, Mass., July 1.—Dick Coleman, owner-operator of Coleman Bros.' Shows, is happy with the season's outlook despite the loss of play on the last four Saturdays to rain.

Record for the past month sounds gruesome until Dick relates that the first four Saturdays played this season came thru with grosses actually bigger than record ones of the war years.

As a result of his experiences, Dick is convinced that only good weather is needed for a successful season. While some units have reported sparse pickings in New England, reported on the downgrade economically, the Coleman org has put together some nifty takes in its usual New England territory.

Stand here is very good and due in part to the good weather prevailing.

Org next jumps into New York for dates at Catskill and Hudson before embarking on its early fairs.

RAS Pulls In Off - Weather At Winnipeg

Show Ends Still Date Ronte

WINNIPEG, July 1.—Cold weather and showers failed to deter hardy Winnipeg area residents from turning out for the Royal American Shows the first four days of this week. Turnouts, however, were slightly slimmer than last year and spending was off slightly. Business, however, was rated as more than satisfactory.

Weather turned warm and clear Friday (30) and prospects loomed for a big night patronage. Closing day, today, promised the biggest business of the engagement, this being Dominion Day. Previous Saturday (24) yielded excellent biz.

Leon Claxton's *Harlem in Havana* show is pacing back-end units here.

RAS closes its still date route here tonight, then heads for Brandon, Man., where it opens Monday (3) at the Brandon Exhibition to begin its long fair route.

Ashland to Royal Midwest; Two Other Ky. Annuals Set

BELLEFONTAINE, O., July 1. — Royal Midwest Shows will provide the midway at the August 21-26 Ashland County Fair, Ashland, Ky., it was announced this week by Bill Harris, Royal Midwest manager. Fair Manager Alvin Rice signed a contract Wednesday 7 for the attractions.

This year's fair will be held on the recently completed fairgrounds and will include free acts, drawings, fireworks, and horse and stock shows. Other annuals under contract by Royal Midwest are Campbell County Fair, Alexandria, September 2-4, and Green-Up County Fair, Green-Up, Ky., September 14-16.

Blue Grass Shows Add Two Fla. Fairs to Route

MARION, Ind., July 1.—Blue Grass Shows signed this week to provide the midway attractions at two Florida fairs, Panama City and Marianna, C. C. (Specs) Groscurth, org's owner, announced here.

Org's fair route, which starts at Newton, Ill., July 9 and extends thru Armistice Day, will include 18 annuals, Groscurth said.

Pay-Day Gelt Boosts C&W's Grafton Take

Morgantown, W. Va., Fair

GRAFTON, W. Va., July 1.—Cetlin & Wilson Shows was well-publicized in advance by the local press when it pulled in here Sunday afternoon, June 25. A large crowd was on hand to witness unloading operations, since railroad shows do not often visit this Baltimore & Ohio rail junction. Tuesday, June 27, was pay day for railroad employees, with resulting good business for the org.

Grafton Fire Department, sponsor of the date, staged a parade Monday (26) that included bands from surrounding communities, with the mayor and other city officials heading it. Convertibles carrying members of Raynell's Girl Show completed the entourage. The parade ended at the showgrounds, with practically all spectators continuing on to the lot and furnishing a good take for the pay gate.

Show management effected a tie-up here with a Rexall drugstore for the matinee today, at which two bicycles will be given away on the midway.

Flash floods that struck in the State over last week-end did not hit the org, which was playing Morgantown. However, heavy rains drenched the show Saturday night, June 24, and business for the date was only fair.

WOM Heads North; Takes Continue OK

Conn. Expo By-Passed

CHICOPEE FALLS, Mass., July 1. —A fair week is in prospect for Frank Bergen's World of Mirth Shows which winds up its stand here tonight. Good weather, with the exception of showers Wednesday (28), considerably aided the gate and inside take.

Lot here had to be extended thru bulldozer operations. A 10-acre lot across the street was leased by show officials and the free parking offered patrons on the lighted premises created a good impression and was considered an important biz stimulant.

Previous week at Schenectady, N. Y., fair biz was also registered. With the usual route of Maine spots coming up, all of which have been good for the shows for the past decade, feeling is that the org will hit its first fair at Presque Isle, Me., four weeks hence, a strong winner. If so, the outlook for a top season is indeed rosy.

Exits Conn. Expo

Org was forced to cancel out a booking at the Connecticut State Exposition which preemed last night at Stratford, Conn., when minimum midway space available made it impossible to set up most of the attractions and to still comply with the rigid State fire laws.

Fire laws required that all units be at least 10 feet away from all structures, have 10 feet between each seg and front on 30-foot-wide midways, among other things, show execs said.

It is understood that expo officials were making last minute efforts to fill in with independent rides. WOM officials agreed to send in three major rides, three kiddie rides and one show.

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Mike Smith's Climb From Fonts To Fronts; Story of Toil, Sweat

(Continued from page 59)

hung around the crew and they often referred to him as a "second Mike Sullivan."

Smith was born with his right arm ending halfway below the elbow. People came from the entire area to see the infant and the local doctors were unable to offer any explanation.

Overcomes Handicap

Mike Smith, however, has never asked any favors for the lack of a hand. He discovered early in life that to make a go of it he had to make one hand do the work of two. When he started to work at an early age, he was attending school in Worthin, S. D., where the family had moved. His first job was that of a printer's devil and he learned to set type by hand. Later he developed into a top-notch linotype operator and pressman. So proficient was he in handling a print shop he was hired to manage several one-man shops where he was called upon to do all the jobs from the front to the back door.

Altho he had held responsible positions in print shops and had successfully completed galley for galley with fellow printers on *The Beacon* in Wichita, Kan., Smith felt that he wanted to work outdoors. About the time he made this decision, Morris & Castle Shows were well into their 1929 season and playing Eldorado, Kan. After seeing the shows, Mike took a job—with one hand—of driving stakes. He moved from menial labor to the Side Show and later to the pit show. His jobs paid less than he had received setting type, but it was what he wanted. He has never regretted his spur-of-the-moment decision.

Rides Out Depression

When the crash came just as Morris & Castle were closing the season, Smith found himself in South Dakota and sorely in need of a job. He did not look long for a job, for Ben Hassen engaged him to go ahead of his small animal show. As the show played one-night indoor stands, Smith had his wish for a job thru the winter.

But, working with an indoor show was to Smith almost as working indoors setting type. It was now spring and things were beginning to open up a little. Gay Thomas was hopscotching thru North and South Dakota, Wyoming and Nebraska with his illusion show and Smith joined the small outfit.

In 1931 the country was still pinching pennies and getting a job was not so easy. However, by this time Smith had managed to hold on to a few pennies himself and he invested them in an athletic show that he booked on the Art B. Thomas Shows. The show was small and could pull its capacity in a couple of days, making one-day stands. The policy Thomas began was very successful and one June the show made 29 dates.

Gets Married

During his association with the Thomas show, Smith met Elfie Stoddard, who was handling the tickets on the illusions. When Smith needed help, he hired Elfie's younger sister. Thru them he became acquainted with the entire family and in 1933 became a member by marrying Elfie. They have a daughter, Deborrah, now 4 years old.

Outside of getting married when he was on the Art Thomas Show, Smith felt that for the past eight years he had made no progress. To do something about it, he moved into North Dakota, where he joined the Northern Expositions Shows just as it was starting on its 1940 season. With the few dollars that he had accumulated, he put on an animal show, photo gallery and a couple of concessions. Things went along well until the war got into full swing and the shows had the usual transportation and help troubles.

In 1943 Mike decided that the best thing to do was to give it up—at least until the outlook was brighter. He took the trucks that he had used in transporting his concessions and other equipment and went into the gravel-hauling business. This was a money-making venture but it did not appeal to Mike. Altho he had to attend to his gravel business during the day, he drove sometimes 200 miles at night to see a carnival.

Decides on Carnival

After a year in the pits, Smith decided that the best place for him was on a carnival lot. Quitting the gravel business, he got together five concessions and rejoined Northern Exposition Shows. Smith had six girls and himself working the concessions, and the show was moving fast to play three spots a week.

The following year, in 1945, things began to open up and Smith hired men to replace his girls. Northern Exposition had a Merry-Go-Round, Ferris Wheel, Spitfire, Octopus, Tilt-a-Whirl and a kid ride. Again Smith reached down into his jeans and came up with sufficient money to purchase an interest from E. L. (Kack) Pheister, the Exposition's owner. As a partner in the outfit, Smith also bought another kid ride.

Buys Out Partner

Early in 1947, because of his wife's health as well as his own, Pheister decided to retire from show business and raise flax. When his plans were revealed, Smith immediately put in a bid for his partner's interest. Owning the shows lock, stock and barrel, Smith went after the Montana B-1 Circuit of the Rocky Mountain fairs and was awarded the contract for that year, the first opening following the war. With the deal set Smith added four kid rides.

Smith will never forget the first year that he was out on his own. To swing the deal with Pheister, it had taken all of his money and the operation was on slim dough. However, it did not worry the new show owner. Savings were made at every possible turn. Mrs. Smith took over the office; Smith's brother, who is a mechanic, pitched in to keep the trucks rolling. Mike went ahead, booking and billposting, jumping back to the lot in time to help set up and tear down.

Defies Jinx

One of the first things that Smith did when he bought the shows was to change the colors on the trucks Pheister had used red and green, ruling out yellow on the theory that it was bad luck. Smith immediately painted the truck cabs yellow, the fenders black and the boxes orange. He lettered the shows' title across the 23 trucks and semi units in black. So far the yellow has not proved an ill omen.

The personnel problem has been ironed out and there is a great difference between the shows' line-up today and what it was a few years back. Smith sticks pretty close to the shows and booking is left to Gil Tuve, who joined Northern Exposition after 12 years as general agent with the Art Thomas Shows, where Smith met him.

Hires College Students

Out 22 weeks, Norther. Exposition Shows makes it a practice of hiring college students during the summer Last year five stayed the entire season. Another policy, this one rigidly enforced, is that all employees must have sleeping accommodations. They may have trailers or register at a hotel, but there is no sleeping on the lot.

Altho it was not made for the purpose of getting bookings, the anti-lot-sleeping rule paid off nicely a few years ago. Smith was refused, without explanation, a license to play a town. Feeling that he complied with all regulations, he went into the matter to learn the reason behind the rejection. He learned that the town's council felt that the carnivals took money out and put none of it into a town. Smith met with the town fathers and explained his operation. He would bring into town about 75 people. They would eat in restaurants, buy from local grocers, patronize the local gasoline stations and some would occupy hotel rooms. Smith estimated that each would spend about $5 a day somewhere in the town—making a total of $375. This multiplied by the number of days the shows would be in town came to a neat sum. The permit was readily issued.

Sense of Humor

Mrs. Smith recalls that a college boy on the show had not been in this country very long from his native Poland. He was having a time with the English language, let alone carnival slang. An occasion arose when they were trying to set a time on a past incident. The student was asked if he remembered. He said that he did and it was when they were playing that "silent date." "You don't mean 'silent,' you mean 'still' date," Mrs. Smith corrected.

A. Smith recalled it, too. The books show it was a pretty quiet, if not silent, date. But he expects these. Unless they become too frequent, Smith will keep on going. He doesn't want to go back to printing.

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Missoula, Mont., July 17 to 22; Helena, Mont., July 24 to 28; North Montana State Fair, Great Falls, July 30 to Aug. 5; Midland Empire Fair, Billings, Aug. 7 to 12; Central Wyoming Fair, Casper, Wyo., Aug. 14 to 19; Idaho State Fair, Boise, Aug. 22 to 26; Twin Falls County Fair, Filer, Idaho, Aug. 28 to Sept. 2; Eastern Idaho State Fair, Blackfoot, Idaho, Sept. 11 to 16; New Mexico State Fair, Albuquerque, N. M., Sept. 23 to Oct. 1; Eastern New Mexico State Fair, Roswell, N. M., Oct. 3 to 8; Southern Arizona Fair and Expo., Tucson, Ariz., Oct. 17 to 23. Write or wire as per route.

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MIDWAY CONFAB

Smitty and Opal Frazer recently took delivery on a Chevrolet panel while playing River Rouge, Mich., with the Down River Shows. Their son, Raymond, is serving with the army in Japan.

F. O. (Tarzan) Banks, of the Imperial Shows, made the news in Menominee, Mich., recently when he was bitten on the hand by a copperhead while cleaning his snake cages. Quick first-aid work by Banks prevented the spread of poison thru his system, altho his hand and arm became badly swollen.

Mrs. Sammy Glickman recently joined her husband on Hennies Bros.' Shows. . . . Nan Rankine is a recent addition to John Reid's Happyland Shows. . . . Margaret Filograsso is in Chicago making plans to visit her daughter who is attending college in Peoria, Ill. . . . Edith Streibich is spending the summer at Delavan Lake, Delavan, Wis.

Linda Lopez was given a surprise birthday party by Billie Bell on the J. A. Gentsch Shows at Attica, Ind., and gifts included a sequin gown from Pinky Pepper and a silver service from Billie Bell. Orchids were received from Mr. and Mrs. Bill Boswell and Louise Logsdon in Texas. Buffet lunch was served and George Ryan presided at the bar. Guests included Mr. and Mrs. J. A. Gentsch, Mr. and Mrs. Buck McClanahan, Mr. and Mrs. Jay Williams, Mr. Newberry, Bubbles, Robi Lisa Marlaine, Jet LaMar, Mr. and Mrs. Johnny Taylor, Jimmie Farmer Jr. and the Mitchells.

Kid (Gladstone) Brown has joined the W. G. Wade Shows as billposter. . . . While en route to Wichita, Kan., recently Jimmie Hilyard and Jimmy DeRouche renewed acquaintances with Jimmy Travis, annex feature. . . . Sally Rand, Cavalcade of Amusements Girl Show feature, is rumored to be ready to retire and establish a plush resort in Florida.

. . . E. G. (Bless) Blessinger, independent booking agent, while in Cincinnati on business last week visited The Billboard office and advised that he has booked Lone Star Shows into Tipp City, O., and Interstate Shows into Porter, Ind., to provide the midways at Fourth of July celebrations in both cities.

Bob and Ida Rubin closed with Virginia Greater Shows at Haverstraw, N. Y. . . . George (Amber) West and Harry (Roxanna) Fink report from Corriganville, Md., that they have booked their Jewel Box Casino and Zira Show with Peerless Exposition Shows. . . . Samuel (Tex) Cradwell closed as ticket seller on Virginia Greater Shows in Haverstraw, N. Y. . . . Because of the serious illness of his wife in Miami, A. V. Ackley has closed with Gold Medal Shows to take care of her.

B. K. (Snakeyes) Wallace, veteran of 35 years in outdoor show biz and currently on Victory Exposition Shows, plans to go into a hospital for a nose operation after July 4.

R. W. (Bill) Wilhoit, concessionaire and The Billboard sales agent on Ferris Greater Shows, and Rosemary (Baby Rose) Donner, former night club entertainer, who were married recently in Bell Chapel, San Diego, are making plans to work California midways with their concessions until the fall when they will head south. . . . Rita Rang's husband, Dick King, has joined her in Keyser, W. Va., following a two-year stay in Paris. Guests at his homecoming party included John and Derl White, Day Sharry, Jack Boyer, Torchie Dean, Skippy Kirk, Ted Blank, Jack Trade, Lewis Brown, Whitey Evans, Sammy Louis and Jerry Cruse.

Henry Valentine, Cetlin & Wilson Shows, celebrated his 29th birthday June 12 when the org played New Brighton, Pa. Guests at a buffet luncheon included Stanley Barbay, Frank and Helen Gentini, Bobby

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1 or 2 Kiddie Rides on small show; yours will be only Kid Rides with four majors. Good route of Fairs and Celebrations booked, with long season south. Out till November. Can also use a few Hanky Pankys.

PECK AMUSEMENTS

Crawfordsville, Ind., July 3-8; Colfax, Ill., July 10-15.

MANAGER-OPERATOR FOR MOTORDROME

Want capable Rider-Manager for Motordrome. Must be two Riders. Capable sober Man can have good income. Strong line-up of Fairs and Celebrations. 60-40 celebrations, 50-50 fairs. Out till November. Write or wire

BOX D-391

c/o The Billboard Cincinnati 22, O.

Barrow, Billy Rhodes, Eddie Hill; Tex, Betty and Freda Gates; Carl, Geraldine and Tinker Davenport, Harry and Martha Lewis; Henry, the pin head; Bruce Evans, Mildred Harlow, Henry Ayers, Arlene and Abe Kenter, Pete and Caroline Peterson and Sealina, the seal girl. Remembrances were received from Pancakes Hewett, Boots McBride and James Kirkpatrick, who were unable to attend.

Ernest Arnold, who joined DuMont Shows recently, has added a six-cat to his line-up of concessions on the shows. . . . William A. Dunn, formerly with Beckmann & Gerety Shows and the Ringling-Barnum circus, is managing the Tar Heel Restaurant at High Point, N. C., and taking care of his 78-year-old mother at their home there.

H. E. Stahler, former secretary of the Miami Showmen's Association, and his wife, during a visit to The Billboard's Cincy office last week, reported they are vacationing for a month and catching various shows on their route. They have hit New York, Pennsylvania, Ohio and Chicago, with Kentucky and Tennessee jaunts to complete their tour on their homeward trek to Miami. . . . Harry Blair, shooting gallery operator, is in Mercy Hospital, Arkansas City, Kan. He would like to read letters from friends. His address is 1325 North Summit Street, Arkansas City

LAWRENCE GREATER SHOWS

America's Most Progressive Carnival

WANTED WANTED WANTED

For Our Circuit of Fairs and Celebrations

FAIRS

Harrington, Del.
Week of July 24th
Delaware State Fair
Staunton, Va.
Virginia State Fair
Lynchburg, Va.
Petersburg, Va.
Statesville, N. C.
Mount Airy, N. C.
Winston-Salem, N. C.
Marion, S. C.
Union, S. C.
Cambridge, Md.

Want Secretary who understands tax forms. Manager for Fun House.

WANT RIDES

That do not conflict with our own. Can place Little Dipper, Tilt-a-Whirl, Kiddie Auto Ride, Pony Ride. Can place Dark Ride.

SHOWS

MOTORDROME

With own Equipment and Riders. Want to hear from Curley Sayers.

Can place Illusion Show, Hillbilly Show, Wild Life Exhibit, Mechanical City, One Grind Show. Have frame-up for Atomic Show—want competent Manager.

CONCESSIONS

Can place Concessions of all kinds: Long and Short Range Galleries, Photos, Ball Games, PC. If you have Slum Outfits, French Fries, Buckets, Huckly Bucks, Muscles Miller, get in touch immediately. Glass Pitch Cassidy, get in touch with Pitch Brown.

Can place Talkers and Grinders. Girls for Posing Revue.

WANTED, RIDE HELP Want Ride Superintendent, Caterpillar Foreman, Fly-o-Plane Foreman, Second Man on all rides who can drive semi trailers. Other competent Ride Help who can drive semis.

Bob Bushes wants to hear from Eddie Fitz and Art Freeman.

All Address:

LAWRENCE GREATER SHOWS Week of July 3, Clearfield, Pa. Week of July 10, Altoona, Pa.

CALL CALL CALL

BINGO HELP WANTED

Everybody Who Worked for Me Before Get in Touch With Me.

Starting 16 Weeks of Fairs July 15.

BEN WEISS

5205 Alton Road Phone: 865702 Miami Beach, Fla.

WANTED

Ligonier, Indiana, Street Fair
July 11-12-13-14-15

Vermillion Co. Fair Cayuga, Indiana
July 18-19-20-21

Legitimate Concessions of all kind. Bingo sold exclusive. Can place Snake Show, Midget Show, Ten In One, Glass House. Want Spit Fire, Octopus, Rock-O-Plane for the above two mentioned locations and sixteen Bona Fide Fairs to follow. We charge more but we give you people.

Write or wire C. D. Murray, Mgr.

W. G. WADE SHOWS
UNIT NO. 2

Carleton, Michigan, July 6-7-8-9, then as per route.

HARRY'S GREATER SHOW

6 RIDES **6 RIDES**

Can place for the following Fairs and Celebrations—legitimate Concessions of all kinds except Bingo. LOGAN, OHIO, Police & Firemen Street Jubilee, July 10 to 15 by the Court House; Circleville, Ohio, Jr. Chamber of Commerce Celebration on Court Street, July 17-22; Decatur Co. 4-H Fair, Greensburg, Indiana, July 24-28; Nappanee, Indiana, Jr. Chamber of Commerce Fair, July 31-August 5; Plymouth, Indiana, Phi-Delta-Kappa Celebration, City Park, August 7-12; American Legion Annual Street Celebration on Main Street, Sycamore, Ohio, August 14-19—Over $1,500.00 in prizes given away during the week; East Liverpool, Ohio, OLD HOME WEEK Downtown on the Streets sponsored by the Fraternal Order of Police—Over $2,000.00 in prizes given away during the week. Parades-Bands-Derby Crate Races-Contests held on the grounds each night. Our first Virginia Fair: Bland, Va., Labor Day week. Fairs and Celebrations in Virginia and North Carolina until November 11. We hold exclusive concession rights on all of these dates. Shows: Can use 2 small. neat Grind Shows or a 5-in-1 for committee percentage. ALL REPLIES

HARRY BOYLES

Madison, West Virginia

POWER SPECIALISTS

To Show Business in Lower Michigan

CATERPILLAR DIESEL POWER UNITS

and

DIESEL ELECTRIC SETS

24 Hour Parts and Repair Service

MICHIGAN TRACTOR & MACHINERY CO.

13801 Lyndon Ave. Detroit 27, Mich. VErmont 7-5000

1239 Buchanan S. W. Grand Rapids, Mich. Phone 3-5970

GREAT COVINGTON STREET FAIR

Covington, Ind., week July 24

Will place Arcade, Glass or Fun House, Spitfire, Octopus, and Rock-o-Plane. Special opening for Motor Drome. Will place legitimate Concessions of all kinds. Note: Want Cookhouse or Sit Down Grab to join in Indiana Monday, July 10th. Address:

JAMES H. DREW SHOWS

LOUISA, KY., THIS WEEK

HORSE RACE WHEELS • BIG SIX WHEELS

All Other Types, Too

MONEY WHEELS • PENNY PITCH BOARDS • MERCHANDISE WHEELS • OVER-UNDER • LAY DOWN CLOTHS • BEAT THE DEALER • DICE CAGES • CHUCK-A-LUCK • ELECTRIC PENNY PITCH • PENNY PITCH CLOTHS. *Write for Catalog • Buy Direct and Save*

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430 Keap St. Brooklyn 11, N. Y. EVergreen 7-5027

LIGHT PLANT SPECIAL

50 Kw. Caterpillar Diesel D-8800—50 Kw. G.E. Generator, 3 ph., 60 cy., 220 V., 4 wire. Only 1100 hrs., like new, $4750.00. Immediate shipment. Other Plants, 350 watts to 100 kw.

HARRIS MACHINERY COMPANY

501 30TH AVE., S. E. MINNEAPOLIS 14, MINNESOTA

CAVALCADE OF FUN

"You Can't Beat Fun"

WANT WANT

Cookhouse that caters to show people, Novelties, Mug Outfit, Basketball, Scales, etc., not conflicting, one of a kind. NO GYPSIES OR GRIFT. RIDE HELP WHO DRIVE SEMIS. NO DRUNKS, CHASERS OR DRIFTERS. GOOD SALARY AND TREATMENT.

PLAYING: Shabbona, Ill., July 7-9; Joliet, Ill., July 12-16; Genoa, Ill., July 27-29; Cortland, Ill., Aug. 1-6; Leaf River, Ill., Aug. 12-13; then per route.

NOTICE, OPEN DATES JULY 20-23, AUG. 14 THRU 27.

WANTED **FOREMAN** *FOR "HI-BALL"—C-CRUISE AND DAYTON TRAIN*

2—Ferris Wheel Foremen and 2 Second Men—2. Sober, reliable Operators. Can place good Motor Mechanic on "Skooter." Need Second Cook. Griddle Men and Waiters for Cookhouse and Grab—sleeping accommodations.

CAVALCADE OF AMUSEMENTS

Madison, Wis., week July 3; Milwaukee, Wis., on Lake Front—10 days starting July 10.

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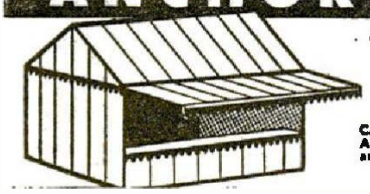
ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.

EXPERT WORKMANSHIP

DRESS UP FOR THE FAIRS

ANCHOR WITH QUALITY CANVAS

4 DAYS' SHIPMENT ON MOST SIZES

FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY

WRITE FOR SAMPLES CALABANA PLASTIC CANVAS

The Number 1 Carnival Tent Manufacturer.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

GOLD MEDAL shows

Want for 14 straight fairs, starting at Mt. Vernon, Ill., next week.

Can place all legitimate Concessions to start now. Can place all Eating and Drinking Stands at the fairs.

Have 20x100 new top for Side Show complete. Want Manager. Will book or buy Motordrome, Penny Arcade, Snake Show. Princeton, Ind., this week, July 3-8.

All replies to

JOHNNY J. DENTON

Montana Spots Poor For American United

CUT BANK, Mont., July 1. — American United Shows' No. 1 Unit, walloped by bad weather and a tighter buck in its Montana tour this spring, was looking for its first winning stand here. Business has been off as much as 50 per cent in some spots, Dean Newland, assistant to owners Mr. and Mrs. O. H. Allin, announced. Org is operating two units this year, with the second outfit, under Charles Mason, playing in Idaho.

Helena produced poor biz, with rain almost every evening and gates of 800 to 1,200, despite the org's popularity there. The org has played the date almost every year since 1935.

Sport and Alice Mathews, bar and high act, is the free attraction. Bro[illegible] shaft on the Highball added to the org's troubles and the ride wasn't set up at Helena.

W. Canadian Notes

VANCOUVER, B. C., July 1. — Tim Brower's Aladdin Shows, with Bill Autin, manager, have merged with Windsor's Great West Shows for a six-week route of still dates in Alberta. The latter org suffered considerable damage recently when hit by a cyclone.

West Coast Benefit Shows, new org under Bu[illegible] Williams and Fred Lewis, will provide the midway attractions at the English Bay Carnival and Beauty Contest here, sponsored by Post 187, Canadian Legion. Royal Canadian Shows held the contract prior to this year.

Fun zone at the Pacific National Exhibition here will be framed from individual units instead of booking in a complete carnival. Shows and rides are set, with some concession space, which is moving slowly, still open.

Royal Canadian Shows are playing stampedes and still dates by truck in Alberta.

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.

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois

Cumberland Valley Shows

Need at once, A-1 Merry-Go-Round Man who can up and down it. No drunkards or chasers. We pay every Monday night. All capable Shows and legitimate Concessions open. Address all mail and wires to

ELLIS WINTON

Tullahoma, Tenn.

JOHNNY J. DENTON SHOWS #2

WANT WANT

McLeansboro, Ill., BIG Fourth of July Celebration and Seven-Day Fair.

Can place Popcorn. GOOD OPENING FOR BINGO on small percentage. Can place all Hanky Panks. Can use a few more Grind Stores. Want Girls for Girl Show. Can place any worthwhile Show with or without equipment for balance of season. Need Rolloplane Foreman and Second Men on all Rides.

Contact GEO. M. CHAPMAN or EARL DENTON

at Hamilton County Fair, McLeansboro, Ill., July 1-7.

JUANITA HUNTER

Wants Readers for American Palmistry

Address: JUANITA HUNTER, c/o CAVALCADE OF AMUSEMENTS

Madison, Wis., July 3 to 8; Milwaukee, Wis., July 10 to 18.

DRAGO AMUSEMENTS

Want for Galveston, Ind., Annual Free Fair and one of the biggest spots in Indiana to follow, Knox, Ind., Centennial; Street Celebrations and Fairs to follow till second week of October. Concessions: High Striker, Novelties, Glass Pitch, Hoop-La, Fish Pond, Duck Pond, Coke Bottles, Pitch-Till-U-Win, Bumper, Penny Pitch and any Concession working for stock. Will book any Show on small PC. Good Girl Show. One more Major Ride. Motordrome for Knox Centennial, 6 days, 5 nights, July 17-22. No gypsies or drunks.

Permanent address: 1711 N. Markland, Kokomo, Ind.

For Sale — 60 KW. G. E. DIESEL — For Sale

Mounted on 1939 Chev. truck, van body. A-1 shape and ready to go. $3000.00 cash for Diesel and truck. Address:

MRS. H. V. ROGERS

c/o Capitol City Shows, Stearns, Ky., this week; Orleans, Ind., to follow.

SUNSET AMUSEMENT CO. WANTS

For Annual Street Celebration, Clinton, Iowa, July 11 to 15

Side Show, Monkey Show, Unborn, Mechanical, Motordrome. Can set in park and drive stakes. Can book Derby, Short Range, Glass Pitch, Snow Balls, African Dip and others. Biggest after the 4th spot in Iowa. Can use additional Ride Help who drive semis.

Monroe City, Mo., Celebration, this week; Clinton, Iowa, next.

HELLER'S ACME SHOWS

WANT

Rolloplane, Octopus, Ferris Wheel, Tilt-a-Whirl, Dark Ride or Caterpillar. Want Shows—Side Show, Motordrome, Girl Revue, Posing Show, Working World, Fun House or any Grind Show, thirty per cent. I pay insurance. Want Concessions—Frozen Custard, Long Range Lead Gallery and two Stock Wheels for 4 big Celebrations: Elks' Grounds, Ridgewood, N. J., first carnival ever to play this town, July 3-8; Hammonton, N. J., Holy Name Society, July 10-15; biggest in State of N. J., the Firemen's Convention, Franklin, N. J., July 17-22; then Mt. Carmel Celebration, Roseto, Pa., 6 days, July 24 to 31, including Sunday and Monday; then Paterson, N. J., August 2 to 12; then 12 Fairs: Franklinton, N. C.; Leaksville, N. C.; Martinsville, Va.; Reidsville, N. C.; Madison, N. C.; High Point, N. C.; Beaufort, N. C.; others pending. Want Shows and Rides not conflicting. No grift on this Show. Wanted at Once—Free Act. Open midway starting July 3 to end of season, Nov. 11. All address:

HARRY HELLER, P. O. BOX 6, CAMPGAW, NEW JERSEY

or Phone WYcoff 4-0333-M or as per route.

BEAMS Attractions

PATTON, PA., OLD HOME WEEK, JULY 10-15

4 Parades—Fireworks—Band Concerts—Special Events

Want Hanky Panks, American Palmistry, Photos, Arcade. Help—Second Man for Bingo, Second Man for Rides who can drive semis, Manager-Front Man for newly built Snake Show and Fun House on 50-50 basis. Want Spitfire Foreman and Second Man. Monkey Show or 10-in-1 for one of the best lineups of Fairs and Celebrations in Pennsylvania. Somerset County Firemen's Convention, Boswell, Pa., follows. Write or wire

M. A. BEAM or STEVE DECKER

BROOKVILLE, PA., THIS WEEK

GEORGE CLYDE SMITH SHOWS

Want Ball Game, Pitch-Till-You-Win, Swinger, Photos, Six Cats, String Game, Balloon Dart, Penny Pitch, Hoopla, Penny Arcade. Want Monkey Show, Jig Show, Snake Show, Girl Show and Mechanical City. Congo, let me hear from you. Want Spitfire, Tilt and Pony Ride. Want General Ride Help and Grind Store Agents. All replies to

GEORGE CLYDE SMITH SHOWS

Hooversville, Pa., this week; Lorain Boro-Johnstown, Pa., next week.

EDDIE L. WHEELER SHOW

WANTS WANTS

Rides on low percentage—Merry-Go-Round, Tilt-a-Whirl, Octopus. Shows—Good opening for Side Show, Jig Show, Funhouse. Concessions—Merchandise of all kinds, good opening for Bingo. Bill Porter wants Agents for Skillo, Razzle and Rolldown. E. Crawford, contact.

All replies: EDDIE L. WHEELER, Saltville, Va.

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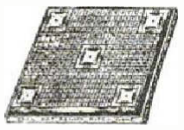

PENNY PITCH GAMES

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 12-13-20-24-and-30-number Wheels. Price $27.50

BINGO GAMES

75-Player Bingo, Complete $6.00
100-Player Bingo, Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

RIDE HELP WANTED

First man on Allan Herschell 3-Abreast Merry-Go-Round. First man on No. 5 Eli Wheel. First man on 16-Tub Octopus. First man on Smith & Smith Chairplane. All must be sober and reliable men—no drunks. Rides in first-class condition. Pay $40 to $50 a week, no hold back, payday every week. All replies to

TROY E. WILLIAMS

Waynesville High School Grounds,
Waynesville, North Carolina
Canton, North Carolina, to follow

WANTED

Small or medium sized Carnival for Firemen's Celebration, week of August 20 or 27. Write, don't wire.

GEORGE KLOHR
Bena, Gloucester County, Virginia

NORTH INDUSTRY, O., HOMECOMING

4 miles from Canton, July 25-29, inclusive. Want 2 Educational Shows, Photos, Lead Gallery, Jewelry, Waffles, Scales, Salt Water Taffy, Fruit or Grocery Wheel, Mitt Reader, French Fries, and Novelties. Don't come in unless contracted.

GEO. MARLOW
911 Payne Ct., N. E. CANTON, O.

RIDE MEN WANTED

Two Foremen for No. 5 Eli Wheel. Must be sober and reliable. Good salary. Contact:

CATTANEO AMUSEMENT ENTERPRISES
953 Webster Ave. Chicago 14, Ill.
Phone: Divarsey 8-3058

SECOND-HAND SHOW PROPERTY FOR SALE

$100.00 Piano Accordion, 120 basses. Fine make.
$12.50 Velvet Curtain, 12x14. Dark own. Others.
$13.00 Tom Tom, good heads. Fine for Girl Show.
$4.00 Adjust. Stool for Bingo. Special price quan.
$7.00 Ticket Box Parasol. Flashy colors. Others.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

CHORUS GIRLS WANTED

For Cotton Club Revue. Wire at once.

HERMAN PARRISH, MGR.
c/o Royal Crown Shows, Barberton, Ohio

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, July 1. — With the Johnny J. Jones Exposition playing the Chicago area, League President Morris Lipsky has been in to attend to many affairs.

Funeral services for Charles H. Hall were held Wednesday (28) with Rev. Marcel LaVoy conducting the services. Burial was in Showmen's Rest. Walter F. Driver, James Campbell, Isaac Malitz, James Roach, Andrew Craig and Ralph Wibberly served as pallbearers.

Fred H. Kressmann left Chicago for Canadian fairs.

W. O. Perrott, William E. Saunders, W. C. Deneke and Charles S. Botto remain on the sick list. Frank Caravella is confined in Meadville, Pa. Ralph Wibberly is improved and may remain in Chicago this season.

Visitors included Peasey Hoffman, Jess Jordan, Ray Walton, J. D. Edwards, William Hetlich, Andre Dumont, Max Brantman, Ernest G. Collins, Zeke Shumway, Eli Rudick, Harry Logan, Ed Sopenar, Milton Cohen, Sam (Bosco) Sandler and James Campbell.

Ladies' Auxiliary

The rummage sale was a success. Pat Seery was chairman, with Carmelita Horan, co-chairman. Frances Keller, past president, is back in town after spending most of the winter in Hot Springs. Carmelita Horan, Lillian Glick, Margaret Hock and Ruth Martone are on the mend after illnesses.

Correspondence was received from Lillian Glick, Walter Driver and SLA American Legion Post.

Mae Sopenar, Blanche Latto and Elsie Miller visited Hennies Bros.' Shows in Waukegan, Ill. Forward your address to the secretary so you will receive your mail. Elsie Miller, 4215 W. Fifth Avenue, Chicago 24, Ill. Have you forgotten your 1950 dues? Send them in at once, as 1951 dues are due and payable December 1, 1950.

Meetings are closed for the summer and resume the first Thursday in October.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 1.—Roy Marr has pulled his concessions off the road and is vacationing here. Captain and Mrs. Hugo and daughter, Lorelei, visited with friends here while the John McKee Shows were at Sedalia. Bill and Anna Myler have popcorn on the McKee org.

Mr. and Mrs. F. W. (Boxie) Warfield back from a vacation. George Dean is closing his Main Street novelty shop to make fairs. George Elser returned from Oklahoma.

Secretary Al C. Wilson, back from Washington stated that new membership cards are ready.

CONTINUOUS BACKGROUND MUSIC

...WITH THE LONG PLAYING

TWIN-TRAX TAPE RECORDERS

You can now have almost unattended background music or voice for your carnival, show, or concession. TWIN-TRAX high fidelity tape recorders offer you 1-hour to 4-hour continuous play models, and a 24-hour model which repeats a program all day long. You make your own recordings — copy records, take music off the air, or record your barkers' pitch. Look at these TWIN-TRAX money savers—one instrument both records and plays. They have built-in amplifiers and speakers, and may be cut into your public address system. One reel of tape gives thousands of playings. To operate just plug into any AC outlet.

*Trade Mark Reg. U.S. Pat. Off.

*TWIN-TRAX is the modern tape recording method, eliminating the expense and bother of old disc records. Write today for illustrated catalog.

AMPLIFIER CORP of AMERICA
398-4C Broadway New York 13, N. Y.

W. R. GEREN PRESENTS

MIGHTY HOOSIER STATE Shows

FAIRS CELEBRATIONS FAIRS

Want legitimate Concessions—Photos, Balloon Dart, Pitches, Cork Gallery, Coke Bottles, Fish Pond.

Want COOKHOUSE, large and clean, to join Bremen Fair, July 17, for balance of season.

SHOWS: What have you? Monkey, Side, Mechanical, Girl, Walk-Thru—any money making Show with own outfit complete. 25% plus tax.

RIDE HELP: Merry-Go-Round Foreman, Roll-o-Plane Foreman, Second Man for Flying Scooter, Foreman for #5 Wheel. If you chase or drink, stay where you are. Must drive semis. Wages top and sure.

MARION, INDIANA, Street Fair, July 10 thru 15; BREMEN Free Fair, July 17 to 22, Bremen, Indiana; with Fairs and Celebrations solid thru October 1st. All replies

BILL GEREN
This week, Camden, Ohio

Percell's PIONEER SHOWS

high class midway attractions

ROSCOE, N. Y., FAIR

DAY AND NIGHT, JULY 10TH TO 15TH. PARADES—BATHING CONTEST—FIREWORKS
MOUNTAIN RESORT WITH PLENTY OF MONEY. ITALIAN FEAST CELEBRATION
FIREWORKS BIGGEST IN EAST. ONE DAY, SUNDAY, JULY 16TH.

Want legitimate Concessions: Photos, Novelties, Jewelry, Hanky Panks of all kinds, Penny Arcade. Want Shows of merit, low percentage. Help: Agents for PC., Bingo Clerks and useful Show People. No drunks or riff raff. For Sale: 2 20x30 Tops, Double Loop-o-Plane, High Striker. Have long route of Fairs. Answer

MICKEY PERCELL HANCOCK, N. Y.

ARKANSAS LIVESTOCK SHOW

LITTLE ROCK, ARKANSAS
OCTOBER 2-7

NOW BOOKING CONCESSIONS

FOLLOWING OPEN: MUG OUTFITS — SNOW CONE
PITCH MEN — DEMONSTRATORS OF ALL KINDS
COTTON CANDY — JEWELRY — ETC.

WRITE OR CALL **E. M. "PAT" FORD** CONCESSION MANAGER
ARKANSAS LIVESTOCK SHOW, Roosevelt and Denison, Little Rock, Ark. (Phone: 2-2900)

WANTED

For GREATER SOUTHWEST FAIR, WACO, TEXAS

October 24-29. Street Decorator, Entertainers for Merchants' & Manufacturers' Exhibit Tent. Piano Act with Singer, Accordionist. Now booking space in Merchants' & Manufacturers' Tent for Demonstrators, Photos, Refreshments, Displays. Six big days and nights. Parades, Contests. Terrific new location on Highway No. 6.

TOMMY STEVENS
National Guard Armory Bldg. Phone 2-6041 Waco, Texas

CRESCENT AMUSEMENT COMPANY WANTS

FOR 16 FAIRS AND CELEBRATIONS

Concessions—Novelties, Ice Cream, Custard, Short Range, Age, Scales, Photos, Hanky Panks that can work for 25¢ and 50¢, Six Cats, Buckets, Swinger for stock only. George and Joe Stanley, wire and come on. Shows—Monkey, Wild Life. We have 30x60 Top. No Girl Shows. Rides—Little Dipper, Super Rolloplane, Live Ponies. Ride Help—Ridee-O Foreman, Scooter Help. Wire

L. C. McHENRY, Mgr.
SPENCER, IOWA, JULY 6 TO 9

WALLACE & MURRAY SHOWS

Want Cookhouse to join week of July 10th. Also Hanky Panks or any Merchandise Concessions that work for ten cents. Can always use Shows not conflicting with what we already have. Can use a few good Ride Men. Agents for Pin, Skillo, Grind and Percentage. Contact Benjamin Braunstein, Asst. Mgr., or come on.

Wire: AL WALLACE, Mgr.
Marietta, Ohio, now; Chesapeake, Ohio, next week.

GATTO AMUSEMENTS

Want Concessions—Bingo, Hanky Panks of all kinds. Want to book Kiddy Rides and any Rides not conflicting. Ride Help, Semi Drivers preferred.

ROX GATTO
Beach Haven, New Jersey

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C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHBRED ENTERTAINMENT

WANT

For Newton, Ill., Fair, starting July 9; followed by Harrisburg, Paris and Charleston, and continuous route of bona fide Fairs until Armistice Day.

CONCESSIONS—Legitimate Stock Concessions of all kinds: High Striker, Ball Games, Coke Bottle, Wonder Bar, Slum Spindle, Jewelry, and Hanky Panks of all kinds.

SHOWS—Special proposition to Fun or Glass House.

HELP—Can place reliable Wheel Foreman for Twin Wheels. No Rides wanted, as we have 12.

NOTE: This Show always goes south and prospers and everybody is happy, and we still have time to rest. Address:

C. C. GROSCURTH
MT. VERNON, ILL.

Morris Hannum Shows
One of the Great Eastern Shows

CAHILL FIELD FREE FAIR

29th and Clearfield Sts., Philadelphia, July 19-29. Ten terrific days—Two Cars Given Away—Suicide Simon and two other free acts. In the heart of Philadelphia. Great Flourtown Fair, August 2-12. Another tremendous Ten Day Free Fair follows immediately.

SHOWS—Thompson's Whale, Wild Life, O'Briens or Dillon's Mechanical City, special proposition for Motordrome. Ask Speedy Merril about these spots.

RIDES—Another Wheel and One Flat Ride.

CONCESSIONS—Hankys only—no exclusives. Good spot for Long Range. We are now playing Spring Mill Fair, Conshohoken, Penna. Ten Days, July 5-15. All replies Morris Hannum, 1107 East Upsal Street, Philadelphia, Penna. Telephone Philadelphia, Livingston 8-7793.

LONE STAR SHOWS

WANT WANT WANT

These are the spots you have been waiting for. For our route of Fairs and Celebrations starting with our big Fourth of July Celebration at Tipp City, Ohio. Week of July 10, Firemen's Celebration, on the streets, at Beaver Dam, Ohio. Week of July 17, Homecoming, Leipsic, Ohio. Week of July 24, Lions' Club Homecoming at Ralston, Ohio. Then the big one on the streets at Delphos, Ohio. Two Sundays. But you haven't heard anything yet. For August we have Homecomings in Findlay, Fostoria, Tiffin, and a big Labor Day Celebration in Toledo, Ohio. These dates are under the best auspices in the country. Then we start our long list of Fairs, including eight weeks on the west coast of Florida.

Want Hanky Panks of all kinds. Glass Pitch, Pitch-Till-U-Win, Cigarette Shooting Gallery, Hoop-La, Duck Pond, Fish Pond, Watch-La, Ball Games, Bumper, String Games, Jewelry, Novelties, and Hi-Striker. Will book French Fries, Custard, and Waffles. Good territory for Penny Arcade and Derby. SHOWS—Jig Show with own equipment, Glass House, Girl Show, Motordome, and Animal Show. RIDES—We have ten. If you have any not conflicting, wire at once. RIDE HELP—Want Foremen for Ferris Wheel and Tilt. Top pay if you can produce. Want Second Man on all Rides who can stay sober and drive semis. Tickets if we know you. Will give Fair route to interested parties. Address:
Tipp City, Ohio, week of July 3-8; then as per route.
J. R. McSPADDEN, Owner; A. "DUTCH" WILSON, Bus. Mgr.; R. M. McSPADDEN, Conc. Mgr.

P.S.: Lee Burke wants Girls for Revue. Top pay. Salary every night.

UNITED STATES SHOWS

Want Monkey Show, Girl Show, 10-in-1 or Snake Show. Only those with own outfits answer. Also want Jewelry and Custard.

All replies to
L. P. BRADY, Mgr., Beekley, W. Va., this week

Wants—INTERSTATE SHOW—Wants

For Clackford County Fair, Montpelier, Indiana, July 10-15.

Have all fairs from now until November 11.

SHOWS—Want Shows with or without own transportation. Side Show, Monkey Show, Snake Show, Fun House, Glass House. Will give good proposition to Motordrome, Penny Arcade.

RIDES—Will book or lease Merry-Go-Round.

CONCESSIONS—Have good opening for Hanky Panks, such as: Fish Pond, Ball Game, Guess Your Age, Jewelry, Photos, Ice Cream, Popcorn, etc. Will sell ex on Frozen Custard. Do not want any flats or gypsies.

All replies to H. B. ROSEN, PORTER, IND.

FROM THE LOTS

Lawrence Greater

OIL CITY, Pa., July 1.—Despite an 87-mile move over steep mountain roads from Ambridge, Pa., everything was set up here by 6 p.m. Monday (26) with the exception of the Girl Show. The attraction's truck turned over on a sharp grade and show opened a day later. Biz here the early part of the week was fair.

A 5 p.m. a cloudburst at Ambridge, Saturday (24), caused an early teardown. Despite heavy payrolls, from three-shift operations at Ambridge steel mills, spending was light. The front gate registered the biggest grosses. Kid's Saturday matinee, sponsored by *The Daily Citizen*, was fair.

New Girl Show, featuring Bunny Baer, exotic dancer, and Herbie Burke, comedian, topped the midway at Ambridge. Earl Myer's three attractions had a fair week.

Ambridge flack included a wire-recorded radio interview of Earl Myers, Bill Woodall, Herbie Burke, Bunny Baer and Tex Forrester.

Charles Hetrick, city clerk here, was on hand for the opening and was entertained at dinner by Sam and Shirley Levy. Fitzie Brown, legal adjuster, was visited recently by Mike Cain, chief of detectives of Alleghany County. Other visitors included Bob Parker, Ann Neal, Louis and Dave Rosenberg and Charlie Todd.

Leonard Duncan's *Harlem Revue*, with a cast of 18, has been doing good biz. Tex Forrester is show's front talker. Mrs. Forrester is in charge of front gate tickets and Mrs. Bob Boshea in the No. 2 box. Bob Young, spending his 14th season with the show, is Ridee-O foreman.—WALTER D. NEALAND.

State Fair

OGALLALA, Neb., July 1.—Shows moved in here from a 24-day stand on the lots near Denver. Manager Scott Lamb bought two new trucks and a new house trailer. Sammy Epple, Vick Davis and C. A. Goree each received new trailers in Denver. Tommy Lamb recently took delivery on a new car.

All rides, shows and trucks are being painted for the fairs. The writer recently returned from a visit with her parents in Denver.

Line-up includes Scott Lamb, manager; Marie Lamb, secretary; L. Burton, electrician and ride superintendent; Roy Brewer, truck maintenance; Skeets Waggoner, Ferris Wheel; Roy Brewer, Merry-Go-Round; G. Hubbard, kiddie rides; Heda Jo Starr, Girl Show; A. Sharkey, Funhouse, and A. Tyler, Mix-Up.

Concessions: Tommy Lamb, razzle dazzle; Buster Ellis and Sammy Epple, skillo; Tom Flemming, roll down; Bob Corn, watch-la; Jack Wagner, Bob Roberson, Jimmie Case, Mary Gordon, Mrs. Sammy Epple, agents. Johnnie Saeur, derby; Margarett Moon, penny pitch; Mrs. Grover, glass pitch; Tom Oliver, pan game; Mrs. Pinkerton, photos; Mrs. Grover, popcorn; Mrs. Gordon, fish pond; Mrs. Brewer, balloons; Joe Mitchel, ball game; Mike Franks, palmistry booth; Lawrence Gangneir, lead gallery, and Gloria Lamb, head baby sitter.—SCOTT LAMB.

Crystal Exposition

LOUDEN, Tenn., July 1.—Sponsor, American Legion. First three days business here was slow due to intermittent rain, but last three days proved the best of the season.

Ed Wooley has added six monks and a trained bear to his Monkey Show. Clare Thomaston has her new ball game in operation. David Drake is framing a new Mickey Mouse Show.

Jimmy Fennessey joined as electrician, and Ernest Kidder to take over as ride superintendent.

Manager Bunts has purchased a 50 kw. transformer to supplement the two light plants.—FRED KUMULAC.

Lee United

GRANDVILLE, Mich., July 1.—Org recently played Coleman, Mich., to good crowds. Staff includes Charles Lee, owner-manager; Buck Bowder, ride superintendent, and Bill Handler, electrician.

Ride and show personnel include Earl (Fuzzy) Ritchie and Ralph Bennett, Tilt-a-Whirl; Norma Niles and Samuel Lawson, Girl Show; Jay Smith and Mort Roberts, Merry-Go-Round; Allen Collins and Robert Slankster, Ferris Wheel; Bill Porter, owner, and S. Sarasin, operator, Kiddie Boat and Kiddie Car Rides; Whitey, Spitfire; Deacon Duncan, Crazy House, and Earl Martindale, Penny Arcade.

Concessionaires: Charlie Carr, popcorn and candy apples; Mrs. William Handler, cotton candy; Mr. and Mrs. D. Burley, heart's desire, pitch-till-you-win, fish pond, add 'em up, spindle; Mr. and Mrs. Harry Lewis, buckets, penny pitch, balloon darts; Mr. and Mrs. Edwin Rouse, cookhouse; Mr. and Mrs. Leo Mitchell, ball game and palmistry booth; Mrs. Patricia Smith, spill the milk; Mr. and Mrs. Frank Lackie, string game and balloon darts; Louis Lublinski, cork gallery, mailman and *The Billboard* sales agent; Mr. and Mrs. William Porter, bingo; Robert Braddock, spindle; Robert Lewis, pan game, p.c., hoop-la; Frenchy Inter, short range; Billy Pitzer, age and weight; Tex Wilson, fish pond; Richard Woodward, pitch-till-you-win; Dorothy Archer, balloon dart; Robert Braddock, bingo caller; Esther Schroppel, bingo counter girl; Mrs. Earl Martindale, add 'em up; Buddy Lewis and Dorine Ogbert, hoop-la; Don Wright, spindle; Ralph Werderman, night watchman; Domar Lewis and Charlie Johnson, buckets; Ardith Wheeler, cookhouse counter girl. — LOUIS LUBLINSKI.

Cavalcade of Fun

MARENGO, Ill., July 1.—Shows moved here from Grayslake, Ill., for the four-day Fourth of July celebration under American Legion Post auspices. Owners Mr. and Mrs. Clark Biggers Sr. celebrated their 20th wedding anniversary recently. Cake and coffee were served to show personnel.

Rides are Ferris Wheel, Shorty Bowls; Octopus, Clark Biggers Jr.; Chairplane, Clayton Ross Jr.; Ferris Wheel, Arthur Conway; car ride, LaVern Warren;, Rockets, Dean Porteous, and baby Ferris Wheel, Jim Anderson.

Concessions are ice cream, Mr. and Mrs. Albert Leland; dart balloons, Richard Recoy; ball game, Don Biggers; adda dart, six cat, short range and punk rack, Mr. and Mrs. Ralph VanMetre; cork guns, pitch-till-you-win, Mr. and Mrs. Nordval Grant; penny pitch, Butch Biggers; cane rack and bumpers, Mr. and Mrs. Ceslocke; fish game, Joyce Swick; cotton floss, Mr. and Mrs. Vern McGraw; bingo, Mrs. Biggers, and seven office-owned stands.—CLARK BIGGERS SR.

James H. Drew

CINCINNATI, July 1. — Org is located at Madison Place, the last of three Queen City dates. Shows move to Louisa, Ky., for the Fourth of July Celebration. Biz here has been good when weather was favorable. All rides and attractions have been painted for the coming fair dates.

Recent visitors included E. W. Evans, of *The Billboard*; Curley Little, Queen City Shows; Lee Becht, Lee Becht Shows; Dave Evans, Gold Medal Products Company; Bill Sterling, general agent; Maurice Miller and his mother. Mrs. Morris Miller; Martin Irven; K. Max Smith; Earl Dudley; Charles Keokler and Paul Brown.—EULA DREW.

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WANTED

OCTOPUS MAN, CHAIRPLANE MAN

and other good reliable Help, Wanted Hanky Panks. Train Ride for sale.

NORTHWESTERN AMUSEMENT CO.

Wayne, O., this week; Whitehouse next week.

United Liberty Shows

WANT FOR TWO SPOTS A WEEK

CONCESSIONS — Popcorn, Custard, Snow, Floss, Mug Joint, Hi-Striker, Long Range, and Stock Stores of all kind. AGENTS—Walker Osborne wants Swinger Agents. Only two Stores on Show. No patch or 10%. Blackie Asher, can place you and your wife. RIDES —Tilt, Spitfire, Roll-o-Plane, and Kid Rides not conflicting with Autos. SHOWS—Mechanical Show, Girl Show or any Show that can work on streets. HELP—Ride Help on all Rides.

Lacona, Iowa, this week; then as per route. KEN MURRAY, Owner; DON DEVAULT, Mgr.

AGENTS WANTED

Skillo, Wheel, Count Store, Hanky Pank Boys (two), Up and Down Joint. Cook House with oven, transportation. Will book all Hanky Panks, $15.00.

Owner, GLEN HOCKETT
Legal Adjuster, JACK DUNCAN
Red Boiling Springs, Tenn., July 3-8

CAN PLACE

For Balance of Season

Sit Down Grab or small Cook House. Bingo to work on straight percentage. SHOWS—Own equipment. I have one Top. All Stock Stores, $17.50 per week. All replies:

O. O. "BUD" POINT
MAGIC CITY SHOWS
This week, Clinton, Tenn.

CLIFF OSTEEN

Wants Girls for two Girl Shows. All Girls who have worked for me before contact at once. Will send tickets if necessary.

CLIFF OSTEEN
c/o Mighty Page Shows, Martinsburg, W. Va.

WANTED

Tilt, Twin Wheels, Rolloplane Foremen. Top wages; pay every Thursday. Schimmel, Fetterman, let me hear from you.

WM. T. COLLINS SHOWS
Hibbing, Minn., this week; Walker, next week.

ROSE CITY SHOWS
Want for Tulia, Tex., July 10-17

Merry-Go-Round Man, must drive semi; Second Man on Wheel, Agents for Stock Joints. Also Ball Game and Dart Balloon Agents. Side Show that doesn't conflict. Will book 1 Major Ride, Roll-o-Plane, Tilt, Octopus or Fly-o-Plane. Want Scales, Age, Novelty, Popcorn and Peanuts, and Stock Joint that doesn't conflict. Bridgeport, Tex., July 3-9; Tulia, Tex., July 10-17.

W. E. KILGORE, Owner and Manager.

FOR SALE—CONCESSION TRAILER

10'x4', aluminum, white enamel, two wheel, very clean looking, new gas French fryer, ice box, fluorescent lights, linoleum floor. Serve from both sides, very convenient for operation, like new, suitable for various purposes. Can be seen at 6205 S. Michigan Ave., South Bend, Ind., or call owner at WOodward 2-6126, Room 719, Detroit, Michigan. Best offer over $550 takes.

WANT SPONSOR FOR CRIME SHOW

Wife of one-time No. 1 bad man. Have played stage and carnival. Loads of newspaper clippings and magazine stories.

BOX D-385
BILLBOARD, CINCINNATI 22, OHIO

COMPLETE CARNIVAL

WANTED

For August 21-24, Four County Fair
Coon Rapids, Iowa
Contact DWIGHT WILLIAMS
Box 206 Coon Rapids, Iowa

FOR SALE

SPITFIRE AND SEMI—IN GOOD CONDITION

'47 Model. Priced Reasonable.

Box 851, Whiting, Kansas

W. G. Wade

GLADSTONE, Mich., July 1. — Local stand didn't stack up with business done by shows in the industrial cities. American Legion Post sponsors co-operated but it didn't help a great deal. Gate was heavy and concession biz was spotty. Shows were the consistent winners. Diana was the heavy grosser.

A surprise was Jimmie Mullholland's Hobby Attraction which had its best week of the season thus far. Children were out every afternoon, and standard rides drew the usual heavy patronage. Novelty rides were heaviest at night. Honey Lee Walker took over the front of the Diana attraction which is getting a heavy flack campaign. The calliope gave a 15-minute daily broadcast over WDBC, with Al La Guire, of the station, co-operating. Florence Schafer is handling the kiddie promotions.

General Representative D. Wade spent several days on the shows. Staff of Dales Circus was entertained June 24 between matinee and evening performance. Transportation superintendent Buster Crossland is getting the fleet over the long jumps in good time. Sam Hansen has the paint crew on the job each morning. Dan Jessup, 3d, is spending his vacation with his dad on the popcorn wagon. Virgil Wood is spotting the trucks. Harry Mammas and his nephews are getting their concessions and rides into shape for the fairs.—WALTER A. SCHAFER.

Pioneer

ELKLAND, Pa., July 1.—Biz is good at the Centennial Celebration here. Al Bydairk's rides and concessions are with the shows. Bydairk expects delivery on a new Fly-o-Plane in time for the fair dates. With the addition of a cat rack, swinger and a spot store, Lew Fanel has seven stores.

John Lash framed two new concessions, and Shrimpy Rappaport and Moe Walker have increased their total to six. Frank Silverman is doing good biz with his short range gallery, photo gallery and slum skillo. Duke and Duran have a new grab stand, and Chester Hepp recently received a new car. Don and Mary Crow have four concessions. The Coopers have the palmistry booth, and Harry Mitchell operates the other. Mike Guy has the pan game, and Jack Rollins is operating the over and under. Mrs. Percell, who handles the bingo, has purchased a new car and another house trailer.

Bob Brocton is electrician and lot man, with the ride crew headed by George Smith. — GEORGE HARRISON.

Monarch Imperial

RAYMOND, Wash., July 1. — Org had a week's vacation on the fairgrounds at Elma, Wash., before moving here under American Legion Post auspices. Shows are located on the streets and biz in only fair.

Visitors at Elma included Riley and Betty Tweedie; Mrs. Ray Young, formerly of West Coast Shows; Mr. and Mrs. Bulldog Jackson; Harry and Marge Chipman, William Rauseu and Mrs. Whitey Jamison. Manager Howard Clifford made several trips to Seattle on business.

Emmy Clifford added two concessions, and Joe Wallace one. Mike and Ruby Pearl Molinaro's dog and pony show has been doing fair business. Ruby Pearl has been using her horse act as an advertising medium on the midway. Mrs. Joe Wallace joined Red Howell's cookhouse crew. Jim Freeman left the shows at Elma. From here shows move to Hoquiam, Wash., for a 12-day stand including the Fourth of July celebration.—WALTON DE PELLATON.

Drago Amusements

WABASH, Ind., July 1. — Org moved here from a rainy week in Summitville, Ind. Good biz has been reported thus far. Owner-Manager Paul Drago was host to 100 local orphans. Elmer Martin donated cotton candy and Wayne Martin supplied frozen custard for the occasion.—B. BIRCHMAN.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WEEK OF JULY 10-17 — 7 DAYS

FRATERNAL ORDER OF EAGLES BIG CELEBRATION

HUNTINGTON STATION, LONG ISLAND

Want Hanky Panks and any concessions that work for stock, also Grind Stores of all kinds. Those joining now will get preference at all our fairs. We have the best.

Can place Little Dipper, Rolloplane or any ride not conflicting with what we have. Can place Wild Life Show. Great territory for this type of show. Also want Illusion Show, Midget Show, Mechanical Show and Hillbilly Show.

RIDE HELP—Can always place good help who drive semis.

Wire, write or phone.

JOHN H. MARKS Babylon, Long Island

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

CAN PLACE AT ONCE FOR OUR STATE FAIR ROUTE, COMMENCING AT GRAND FORKS, NO. DAK., JULY 17, AND ENDING AT OKLAHOMA FREE STATE FAIR, MUSKOGEE, OCTOBER 10.

SLUM CONCESSIONS OF ALL KINDS (REASONABLE PRIVILEGE). FIRST-CLASS COOKHOUSE, OR WILL SELL YOU NEW ONE WITH PRIVILEGE OF BOOKING ON SHOW. WELL FRAMED SIDE SHOW AND ANY HIGH-CLASS GRIND SHOWS WITH FLASH.

WANT Agents for all types of Grind Stores (former Agents and Men, answer or come on). Can place a few good Workingmen in all departments. Don't delay—act quick. All answer:

L. C. REYNOLDS, WORLD OF TODAY SHOWS

BROOKINGS, SO. DAK., this week.

GRACELAND GREATER SHOWS

Want for Soldiers and Sailors' Yearly Reunion, on the streets, Oquawka, Ill., July 10-15. Cookhouse, Photos, Lead Gallery, Hi-Striker, Hoop-La, Huckley Buck, Balloon Darts, Ball Games, Bumper, String Game. SHOWS: Good proposition for any Show of merit with own outfit. AGENTS: Pin Store, 6-Cat and PC. RIDE HELP: Top salary for Merry-Go-Round and Chairplane Foremen. Second Men on all Rides. We pay every week. All address:

HARRY ALKON
Graceland Greater Shows, White Hall, Ill., this week.

WOLFE AMUSEMENT

Playing 6 of the Best Spots in Virginia—Then Fairs Till November 1st

Want at Once—COOK HOUSE, Custard, Lead Gallery (Long and Short), Bowling Alley, Clothes Pins, Floss, Pitch-Till-You-Win, DIGGERS. Usher, get in touch with me. Chuck, with Clothes Pins, also wire. Shows of all kinds.

Franklin, W. Va., this week. Elkton, Va., next week; first show in 3 years; downtown location. BEN WOLFE, Owner; DALLAS DUNCAN, Bus. Mgr.; ERNEST SYLVESTER, Gen. Agent.

JOHN FRANCIS SHOWS

WANT FOR OUR ROUTE OF CHOICE DATES OF FAIRS AND CELEBRATIONS IN WISCONSIN:
CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK. RIDE MEN ON ALL RIDES. (Must drive Semis. Top Salaries.) P.S.: HOMER HOOPER, get in touch with me. Have notified Insurance Company.
All address: JOHN FRANCIS, Mgr., Horicon, Wis., July 6-9; Waupun, Wis., July 10-15.

WANTED FOR

BURDICK'S GREATER SHOWS

For Valley Mills, Tex., Reunion, week July 10 to 15. Five straight weeks of Celebrations to follow. Place Kid Rides, Auto, Train, any Kid Rides. Can use one or two Major Rides, prefer Tilt or Octopus. Hanky Panks of all kinds. Will book nicely framed Bingo or use Bingo Help. Place Independent Shows. Fun House. Opening for Girl Show with own equipment. Use one or two Grind Store Agents. Can use patch who has Concessions. Always use good, sober Ride Help. BURDICK'S GREATER SHOWS, as per route. P.S.: Mickey McDonald not connected with this Show.

NEW ENGLAND AMUSEMENT CO. WANTS

Foremen for Merry-Go-Round, Kiddie Rides; also other capable Ride Help. Top salary. All legitimate Concessions open. All replies to

HARRY J. KAHN
Hillsboro, N. H., July 3-8.

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MAGIC EMPIRE SHOWS

WANT WANT WANT

For Veterans' Festival, 9 Days, Adrian, Mich., July 7-15

CONCESSIONS—Novelties, Fish and Duck Pond, Ball Games, Photos, Cork Gallery, French Fries, Basket Ball, Penny Pitch. Can place all legitimate concessions.

SHOWS—Will book any show with own equipment, not conflicting. Need Unborn, Snake, Illusion or Mechanical.

SPECIAL PROPOSITION TO MOTORDROME AND ATHLETIC SHOW.

WE HAVE 10 OFFICE OWNED RIDES.

Will book Kiddie Ride, Rolloplane, Spitfire or Comet. Can place Dark Ride. HELP—Want Billposter with transportation. Oscar Fox, wire. Want Working Acts and Annex Attractions for office owned side show. Clarence Themes wants Girls for Revue and Posing Show. AGENTS—Want Agents for Floss, Snow, etc. Can place Nail Agent who will take orders. Herman Weiner wants One Count and One Pin Store Agent.

Address A. Spheeris, Owner, Adrian, Mich.

P.S.: Attention, Southern Committees! Have an open date in September. Contact route.

CAPITAL CITY SHOWS

Want for Annual Homecoming, Orleans, Ind., July 10-15. Over 30,000 attendance last year. Sensational High Act for balance of season. Shaffer, contact.

ALL FAIRS

Adair County Fair, Columbia, Ky.
Taylor County Fair, Campbellsville, Ky.
Clay County Fair, Manchester, Ky.
Knox County Fair, Barbourville, Ky.
Leslie County Fair, Hodgenville, Ky.
Hardin County Fair, Elizabethtown, Ky.
Legion Fair, La Grange, Ga.
Tri-County Fair, Manchester, Ga.
Dodge County Fair, Eastman, Ga.
Hart County Fair, Hartwell, Ga.
Gwinnett County Fair, Lawrenceville, Ga.
Jasper County Fair, Monticello, Ga.
Worth County Fair, Sylvester, Ga.

CONCESSIONS—Merchandise Concessions of all kinds. Good opening for Photos, Jewelry, Ball Games, French Fries or Diggers. RIDES—Will book Kid Rides not conflicting. Also Funhouse, Glass House or Dark Ride. Want Billposter with car. Good salary to right man. All replies to J. L. KEEF, Stearns, Ky., this week; then Orleans, Ind.

BOOK COUNT STORE AND SKILLO

Want Skillo Agents. Hanky Panks, eleven dollars per week. Agents that worked for me before, come on.

Canton, Oklahoma, Fourth of July; Fairview, Sixth to Eighth.

V. E. MURPHY, A AND G SHOWS

PURVIS SHOWS WANT

Firemen's Fair, Lively, Va., July 13 to July 22. Other good ones to follow.

Can place Novelties, French Fries, Fish Pond, Duck Pond, Pitch-Till-You-Win, High Striker, Scales, Grab or Cook House. Bingo. Snake Show. Side Show. Joe McBride, Elmer Wilcox, answer. CECIL PURVIS.

WANT MAN

To take complete charge of office Bingo, must be sober; salary or percentage. Must drive. Will book Stock Concessions of all kinds. Have for Sale—Complete Arcade with truck, will book on show. Johnny Dobson, wire me collect. Wire

F. C. BOGLE, Mgr.

F. C. BOGLE SHOWS

WEAUBLEAU, MO. NO PHONE CALLS.

Buttons Wants Good Help

Man capable of managing Unborn Show, making openings on feature, lecturing on specimens. Will give percentage on front and inside if you can produce. (Bill Taylor, take note.) Also want Candy Butcher for Monkey Show. Good proposition for Man to MC, work animals. Also make openings on Annex. Have twelve fairs starting July 20. Wire or write

BUTTONS GRANTHAM

c/o World of Mirth Shows, Kittery, Maine, this week; then per route.

WANT COMPLETE CARNIVAL

or independent Rides, Shows and Concessions for good route of Street and 4-H Fairs and Celebrations and Indiana Centennial, Aug. 1-5. Address: E. G. BLESSINGER, c/o Center Township, Assessor's Office, Muncie, Indiana. Phones: Bus. 4158. Office 6112.

FOR SALE

8 Car Whip, 12 Seat Chairplane, 16 Ft. Trailer, 8 Ft. Grab, 8 Ft. Sleeper with Grill, Popcorn, Apples, Cotton Candy. Equipment in good condition Reasonable. Playing Chappaqua, New York, July 3-8 or 125 Pine St., New Haven, Conn. Tel.: 3-5917

WANTED

For Harry Clark's Club Plantation Revue with Imperial Shows

A-1 Talker who can sell a Colored Show, two good Working Chorus Girls, Trumpet Player who reads, strong Alto Sax. Musicians, forty and berth. Don't write, wire. Fairs start in two weeks. Iron Mountain, Michigan, this week; then per route.

IN THE CREAM

Genesee, Ill., July 3-4-5; Amboy follows.

Want Tilt Foreman account joining armed services. Second Man for other Rides. Tuffy Reeves wants Boxers, Wrestlers. Booking Hanky Panks, Custard, Mugger, Novelties, Jewelry. Will furnish transportation for any Ride not conflicting, starting August 2. Correspondence invited.

DYER'S GREATER SHOWS

NORA RADTKE WANTS

Capable Header for Mitt Camp at once.

c/o ROYAL CROWN SHOWS

Barberton, Ohio, week July 3

FROM THE LOTS

Meeker's

LEWISTON, Idaho, July 1. — Org arrived here after a successful week in Pendleton, Ore., and was greeted by good weather. Thursday's matinee was devoted to the orphans, with all shows, rides and refreshments free.

George French, press agent, is back on the lot after a serious automobile accident.

Personnel includes:

Ralph Meeker, owner-manager; Jo Meeker, secretary-treasurer; George French, general agent; William R. Taylor, auditor; Gordon Eccene, billposter; Red Corey, ride superintendent; Capers D. Cummings, mechanic; Daniel Wilson, electrician; Frank Denesena, search light technician and night watchman.

Rides: Merry-Go-Round, foreman, Raymond Shaw; second man, Robert Asure; third man, Ralph Baker. Fly-o-Plane, foreman, Wesley L. Symons; second man, Neeley O. Hoopingarner; third man, Thomas Laing. Rolloplane, foreman, David Wood. Rock-o-Plane, foreman, Lee Crane; second man, Robert Cossard. Ferris Wheel foreman, Woodrow McQuaid; second man, Kenneth Mullins. C-Cruise, foreman, Edward (Frenchy) Meehan; second man, Claude Ringuette; third man, Larry Savage. Octopus Coaster, foreman, Lucky Savage; second man, Joseph W. Bailey. Roller Coaster, foreman, Earl Wilson; second man, Dallas Wilson. Miniature train, Jack Finley. Caterpillar, Harold Johnson. Screw Ball, Joe Kaiser. Boat ride, Patrick Riley. Pony ride, Jimmie Daily.

Concessionaires include Art Anderson, E. (Whitey) Bartley, Charles Peck, Stan Kramun, Charles (Shorty) Handwerk, George Price, Carroll Kaler, Earl Meyers, Albert Luchessi, Paul Barel, Howard Bishop, Pat O'Brien, P. McAllister, James Long.

Shows include Funhouse, Duke Law and Don Anderson; Travelogue, Obie Van Valkenburg; Crime Car, Joe Zimmerman; The Streets of Paris (Girl Show), Stan Kramun; Wall of Death, Harvey Brown; Artists and Models, Sal Ramos.

Cashiers are Mary Cross, Carolyn Cummings, F. J. Herber, Doris L. Law, Mamie Pinard, Carol Savage, Goldie Wilson, Virginia Wilson, Blanche Yates, Renee Couch, Bernice Stewart, Oma Taylor, LaVerne Williams, Ruth Miller.

Modern rest rooms are under the supervision of Ora Hicks.

Blue Grass

ROCHESTER, Ind., July 1.—Rain and cool nights continue to plague shows. In Marion, Ind., rain spoiled a winner and marked the fourth Saturday in a row that shows had to be winched off. However, despite weather, things have been going well. Altho late getting off the Marion lot, everything was up and ready here Monday night. Auspices is a new county firemen's organization.

Manager Groscurth is having all trucks and rides painted in preparation for fair dates, which start at Newton, Ill., July 9.

Dick Dillon joined here with his Mechanical City. Many new faces are seen on concession row.

Visitors included Charles Hodges and family; Revea Castle; Cameron Murray, of Wade's No. 2 unit; Dan Lester, W. F. Groscurth, G. Wallace Thacker, Eddie Engles and family, and K. K. Stokes, brother of the writer and formerly in show business. —M. G. STOKES.

Frank Elliott

WESTVILLE, N. S., July 1.—Shows wound up a three-week tour of Cape Breton Island with a four-day stand at Port Hawkesbury, N. S. Opening day was a blank, with heavy showers keeping patrons away. Cool weather the rest of the week cut grosses to a minimum.

Bad weather continued the first two days of this stand, which concludes with Dominion Day tonight. Owner Frank Elliott Jr. left at Port Hawkesbury to enter Victoria General Hospital at Halifax, N. S. In his absence, shows will be handled by his mother, Mrs. Frank Elliott.

Frank Porter has a new bingo stand. Jimmy (Toto) Gallant is still at the spuds on Wendell Elliott's French fries. Len Sugrue has three new concessions, including a short-range shooting gallery. Pete and His Ramblers, Western show, joined here. The Chairplane, operated by Johnny Bristol, is proving popular.—R. K. (DICK) JOHNSTON.

Virginia Greater

HAVERSTRAW, N. Y., July 1.—Local stand here was good considering that three other shows already had played the town. Auspices were the Coscriff Volunteer Fire Company, under Capt. Andrew Petrubka, chairman. The committee co-operated.

Friday night (23) the midway was jammed, and spending was heavy. Heavy rain Saturday night (24) put the damper on biz.

Shows purchased a small light plant to take care of the needs of the house trailers on the lot. Dave Kincaid joined here with cotton candy floss.

Millard Masucci and Philip Minelli, both of Orange, N. J., and Mr. and Mrs. Amey Thompson visited here. The committee from the Elks Lodge, Nyack, N. Y., looked over the midway during this stand. Ronnie Prue, cookhouse manager, spent three days at his home in upper New York. Bob Millikin, ride and transportation superintendent, gets the org on and off lots in record time.

American Bazaar

MT. MORRIS, N. Y., July 1. — Org had a strong stand in Batavia, N. Y., before moving here. Newspapers and radio gave shows good publicity.

Personnel includes Mr. George H. Harms, general manager; Ben Paul, general superintendent; George Harms Jr., assistant manager; Al (Doc) Swain, special agent; Mrs. Ben Paul, secretary; Russel Harms, assistant manager; Whity Zeelsdorf, maintenance; Wes Ortan, Ferris Wheel; Mike Whalen and John Melunick, Fly-o-Plane; Tex Crawford and Vincent Radzvilla, kiddie rides; Tennessee Bob, Chairplane.

Concessionaires include Chuck Pierce, bingo; Jack Tiafert and Bill Brooks, counterman; Mrs. George Harms Jr., pitch-till-you-win; Mrs. Harms Sr., balloon dart, fish pond, hoop-la, dart wheel and cane rack; Russel Harms Sr., percentage; Wes Adams, grab stand; Tom Kilheeney, candied apples, popcorn, candy floss, and Mrs. D. Zeelsdorf, photos.—AL (DOC) SWAIN.

20th Century

BISMARCK, N. D., July 1.—Strong newspaper and radio support gave shows their largest week's gross since opening the season. Sponsored by the Conrad Publishing Company, org was located at City Park and weather was fair thruout the stand, which ended June 24. A special ladies' night and distribution of merchants tickets put 7,000 thru the front gate Wednesday night (21). Strong publicity and free ride coupons gave shows a good Saturday matinee and night play.

Floyd Woolsey's Circus Side Show led shows, with *Hollywood Revue* taking second place. The Scooter topped rides, with the Caterpillar second. Mike Smith, owner, Northern Exposition Shows, visited. Duffy's concessions were popular, and Dave Reese reported a good week's business with his bingo. — FRANK GASKINS.

J. A. Gentsch

RANTOUL, Ill., July 1. — Shows moved in here June 26 from a week's engagement in Attica, Ind. Children's matinee and night show Saturday were lost to rain, but business was fair the first part of the week.

C. W. Gentsch; his mother, Mrs. Vivian Gentsch, and his two children motored to Del Rio, Tex., last week. The children will spend their summer vacation in Del Rio. Mrs. Gentsch has returned to her home in Houston.

Mr. and Mrs. Bill Lambert enjoyed a visit from their daughter and son-in-law, Mrs. J. A. Gentsch and Mrs. G. Williams went shopping in Danville, Ill. early in the week. Myrna Gentsch is operating her ball game. Among visitors was Edgar Barnett, of Boswell, Ind.

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Star Amusement

TRUMAN, Ark., July 1.—Org has been doing good biz recently. Mrs. Eva Wood, The Billboard sales agent, and Mrs. Shipp have been on the sick list.

Personnel includes Jack Davis, Ferris Wheel; Leonard Davis, Merry-Go-Round; Kid Loly, Chairplane; Harry Parks, Kiddie Rides; Mr. Howard, Mickey Mouse Show; Mrs. Shipp, photo gallery and mule ball game; Mr. and Mrs. Kimmel, cookhouse; Mrs. B. E. Miller, popcorn; Frank Castro, snowcones and floss; Mrs. Star, ball game; Cisco Kid, ping pong; Della Robinson, penny pitch; Mrs. Robinson, jungle board; Frank Evan, digger; Mr. McElroy, bingo; Mrs. McElroy, glass spindle; the Mad Morman, Athletic Show.—MRS. EVA WOOD.

Page Bros.

MADISON, Tenn., July 1.—Business has been good with an uptown location under American Legion Post auspices. Three new light towers were added here. Paul Pittman, concession manager, took delivery on a new trailer, as did W. D. Mitchell. Jimmie White has the trucks in good shape.

Harry Cantrell joined to take over the publicity department. Joe Richardson joined with Side Show and Girl Show. Mrs. Buck Fortner rejoined her husband, who has concessions on the shows. Visitors included Waxie Moore, Will Hatch, H. B. Bright Jr., and Mr. and Mrs. Dob Myers.

Moore's Modern

OLATHE, Kan., July 1. — After playing to a total blank at Pleasanton, Kan., shows hit a winner here. Weather was ideal and spending free. Grosses were aided considerably by sailors from the naval base.

Girl Show copped top show money and the Octopus paced rides. Atterbury's Monkey Speedway was added here and the Hogans joined, with Loray going to work in the Girl Show and Mickey on the Octopus. Harvey Moore received his new house trailer. —BUDDY BUCK.

Floyd O. Kile

VILLE PLATTE, La., July 1. — Personnel remains about the same. Old-timers along concession row report biz okay.

Shows have new transformers ready for installation in the power truck. Org is being enlarged for string of Arkansas, Louisiana and Mississippi fairs. Mrs. Kile's bingo continues to click and business at Mrs. Widmer's ice cream trailer has been good. Bobo, the clown, accompanies the sound car downtown, and passes are given to children who shake hands with him. Shows have a few more weeks in Louisiana before moving to Arkansas.—I. M. KILE.

Johnny's United

PAOLI, Ind., July 1.—The jump from Martinsville, Ind., was made in record time despite heavy rain while shows were tearing down. Biz has been fair. Casey and Lawrence, Ind., are the next two stops.

Visitors included Bill Geren, of Mighty Hoosier State Shows, and Homer Genther.—M. PORTEMONT.

WANTED
LARGE CARNIVAL
Sept. 4, Labor Day Celebration
Contact CENTRAL LABOR COUNCIL
Box 248, Carthage, Mo.

GIRLS WANTED
IMMEDIATELY
Salary and percentage. Wardrobe furnished.
M. A. SRADER SHOWS
Pratt, Kan., July 10-15; Anthony, Kan., Fair, July 18-22; all fairs to follow.

CARNIVAL ROUTES

(Continued from page 58)

Hawkeye State: Stratford, Ia., 6-8.
Heller's Acme: Ridgewood, N. J.
Hennies Bros.: Toledo, O.
Heth, L. J.: Connersville, Ind.
Hiawatha: Mt. Clemens, Mich.
Hill's Greater: Aberdeen, S. C., 5-8.
Home State: Grand Rapids, Minn., 7-15.
Hottle, Buff, No. 1: (Fair) Metropolis, Ill.
Hottle, Buff, No. 2: Grand Isle, La.
Illiana Expo.: Rensselaer, Ind., 3-4; South Bend 7-15.
Imperial Expo.: Iron Mountain, Mich.
Imperial Expo.: Tillamook, Ore., 6-9.
Inland: Cross Timbers, Mo., 6-8.
Interstate: Porter, Ind.; Montpelier 10-15.
Jan Am.: Hollandale, Wis., 7-9; North Fond du Lac 14-16.
J. & E.: Kensington, Md.
Johnny's United: Lawrence, Ind.; Veedersburg 10-15.
Jollytime: Millheim, Pa.
Jonee, Johnny J., Expo.: (31st & Ogden Ave.) Cicero, Chicago, Ill., 3-5.
Karras, Gust, Greater: Cosby, Mo., 6-8.
Keystone Attrs.: Herndon, Pa.
Kile, Floyd O.: Mansfield, La., 5-15.
Kinland Am.: Athens, Ga.; Cleveland 10-15.
Krause Am.: Philadelphia, Pa.
La Crosse: North Woodstock, N. H., 7-10.
Lagasse Am. Co., No. 1: Franklin, N. H.
Lagasse Am. Co., No. 2: Andover, Mass.
Lagasse Am. Co., No. 3: Framingham, Mass.
Lamb, L. B.: Griggsville, Ill.
Lane, Sammy: Iberia, Mo., 6-8; Richland 10-15.
Lawrence Greater: Clearfield, Pa.; Altoona 10-15.
Lee United: Big Rapids, Mich., 5-8; Cadillac 10-15.
Lone Star: Tipp City, O., 3-8; Beaver Dam 10-15.
Magic City: Clinton, Tenn.
Magic Empire: Arian, Mich., 7-15.
Maine Am.: Jonesport, Me.
Manning, Ross: Peekskill, N. Y.
Marks, John H.: Babylon, L. I., N. Y.
McKee, John: Rich Hill, Mo.
Merker's Missoula, Mont., 6-9.
Merriam's Midway: Lake City, Minn., 6-8, Plainview 10-12; Winona 13-16.
Merry Midway: Kewanna, Ind., 12-15.
Merryland: Indian River, Mich., 7-9; Cheboygan 10-15.
Midway Expo.: Kansas City, Kan., 7-16.
Midway of Mirth: Hartford, Ill.
Mighty Hoosier State: Camden, O.; Marion, Ind., 10-15.
Mighty Hoosier State, No. 2: Ladoga, Ind., 5-8.
Mighty Page: Martinsburg, W. Va.
Model: Iowa City, Ia.
Model Shows of Canada: Springhill, N. S., Can.
Modernistic: Cape Charles, Va.
Monarch Imperial: Hoquiam, Wash.
Moore's Modern: Kirksville, Mo.
Mosher's: Oscoda, Mich., 6-8; Rose City 11-14.
Motor State: Maple Rapids, Mich., 6-8; Paulding, O., 10-15.
Mound City, No. 1: Marceline, Mo.
Mound City, No. 2: Chandlerville, Ill., 6-8.
Myers: Huntland, Tenn.
Nessler's: Rushville, Ill., 3-6; Warsaw 10-15.
New England Am.: Hillsboro, N. H., 3-8.
New York Gaiety: Warsaw, N. Y.; Elmira Heights 10-15.
Northern Expo.: Glendive, Mont., 5-8; Scoby 10-11; Wolf Point 13-15.
Northwestern Am.: Wayne, O.; Whitehouse 10-15.
Orange State: Asbury Park, N. J.
Page Bros.: Martin, Tenn.; Murray, Ky., 10-15.
Paul's Am. Co.: Springdale, Ark.; Pleasant Grove 10-15.
Peck Am. Co.: Crawfordsville, Ind.; Colfax, Ill., 10-15.
Penn Premier: Allegany, N. Y.
Pike Am.: Salem, Mo.
Pine State: Fayetteville, N. C.
Pioneer: Hancock, N. Y.; Roscoe 10-15.
Playtime, No. 1: Woodsville, N. H.; Littleton 10-15.
Playtime, No. 2: Buzzards Bay, Mass.
Powelson Expo.: Danville, O., 6-9; West Salem 12-15.
Powelson Greater: Westerville, O.; Reynoldsburg 12-15.
Purvis: Lively, Va., 13-22.
Queen City: (4th & Cutter Sts.) Cincinnati, O., 5-15.
Raffery: Naga Head, N. C.
Raines Am. Co., No. 1: Greenwood, Ark.
Raines Am. Co., No. 2: Vandervoort, Ark.
Raney United: Ada, Minn., 5-9; Fosston 10-13.
Redwood Empire: Mill City, Ore.; Cottage Grove 10-15.
Reid, King: Houlton, Me.
Rogers Bros.: Oakes, N. D., 3-5; Moorhead, Minn., 6-9; Bemidji 10-16.
Rose City: Bridgeport, Tex.; Tulia 10-17.
Royal American: (Fair) Brandon, Man., Can., 3-7; (Fair) Calgary, Alta., 10-15.
Royal Blue: Point Pleasant, W. Va.
Royal Crown: Barberton, O.
Royal Expo.: Pelzer, S. C.
Royal Midwest: Iroquois, Ill., 3-6.
San Valley: Axtell, Kan.; Cuba 10-11.
Shan Bros.: Galax, Va.
Siebrand Bros.: Butte, Mont.
Silver Slipper: Eminence, Ky.
Smith Am. Co.: McLoud, Okla.
Smith's Funland: Spencer, W. Va.; Grantsville 10-15.
Smith, George Clyde: Hooversville, Pa.; Johnstown 10-15.
Snapp Greater: Moline, Ill.
Southern Valley: Lake Village, Ark.
Sparks, J. A.: Paintsville, Ky.
Srader, M. A.: Stafford, Kan., 6-8; Pratt 10-15.
Star Am. Co: Portia, Ark.
State Fair: Julesburg, Colo., 6-8.
Stephens, C A.: Richlands, Va.
Stipe's: (Rondo & Mackubin) St. Paul, Minn., 7-10; (West End) St. Paul 11-15.
Strates, James E.: Albany, N. Y.
Sunset Am. Co.: Monroe City, Mo.; Clinton, Ia., 10-15.
Tatham Bros.: Sullivan, Ill.; Lexington 11-15.
Taylor Bros. Am.: Indian Head, Md., 7-15.
Thomas Joyland: Logan, W. Va.
Tidwell, T. J.: Grey Bull, Wyo., 6-8.
Tinsley, Johnny T.: Atlanta, Ga.
Tip Top (Eastern): Oxford, N. Y.
Tip Top (Western): Birnamwood, Wis., 7-9.
Tivoli Expo.: Evansville, Ind., 7-15; Tuscola, Ill., 17-22.
Trailway: Scottsville, Va.
Turner Bros.: Oregon, Ill.
20th Century: Jamestown, N. D.; Fessenden 10-15.
Twin City: Aurora, Mo.; Cabool 10-15.
United Am.: Cochituate, Mass., 3-8; North Attleboro 10-15.
United Expo.: Olney, Ill.
United Liberty: Lacona, Ia.
United States: Beckley, W. Va.
Veterans United: St. Cloud, Minn.
Virginia Greater: Monsey, N. Y.; Burlington, N. J., 10-15
Vivona Bros.: Morristown, N. J.
Volunteer: Red Boiling Springs, Tenn.
Wade, W. G, No. 1: Calumet, Mich.; Hancock 10-15.
Wade, W. G., No. 2: Carleton, Mich., 6-9; Ligonier, Ind., 11-15.
Wallace Bros.: (Fair) Moose Jaw, Sask., Can., 6-8; (Fair) Portage la Prairie, Man., 10-12; (Fair) Carman 13-16.
Wallace Bros.: Aurora, Ill.
Wallace & Murray: Marietta O.; Chesapeake 10-15.
Western: Lake Burien, Wash., 6-16.
Wheeler, Eddie L.: Saltville, Va.
Wilson Famous: Tiskilwa, Ill.; North Chillicothe 10-15.
Wolf Greater: E. Minneapolis, Minn., 6-9; S. St. Paul 10-15.
Wolfe Am.: Franklin, W. Va.; Elkton, Va., 10-15.
World of Mirth: Kittery, Me.
World of Pleasure: Muskegon, Mich.
World of Today: Brookings, S. D.
Yager United: Stronghurst, Ill., 3-5; Nauvoo 6-8.
Young, Monte: Nephi, Utah, 7-15.

Coming Events

CALIFORNIA

Los Angeles—Calif. Gift Show, July 23-28. W. C. Ellnborg, 1151 S. Broadway.

COLORADO

Gunnison—Cattlemen's Days. July 14-16. M. J. Versah.

CONNECTICUT

Stratford—Conn. State Expo. June 30-July 9.

GEORGIA

Atlanta—Gift Show, July 24-27, Foster B. Steward, 1492 Peachtree St., N. W.

ILLINOIS

Decatur—Celebration, July 22-23, Dick Ernest.
Gardner—Firemen's Festival, July 20-23. Kenneth D. Clark.
Melrose Park—Italian Festival of Chicagoland, July 21-Aug. 6.
Morrisville—Picnic & Home-Coming, July 26-27. Vernon W. Lauer.
Palmyra—Soldiers-Sailors Reunion. July 27-29. Harvey Solomon.
St. Anne—St. Anne Centennial, July 21-29. David Lynch.
Stockton—Lions' Club Celebration. July 13-15. Frank C. Niemeyer.
Tuscola—Home-Coming, July 19-22. Loren E. Matthews.

INDIANA

Decatur—Free Fair & Agri Show, July 24-29. R. W. Pruden.
English—Reunion & Home-Coming, July 24-29. Glen Hanger.
Hymera—Old Soldiers' Reunion. July 5-8. William Sargent.
Marshall—Home-Coming & Fish Fry. July 6-8. E. R. Pefley.
Montpelier—Montpelier Races. July 12-15. C. Earl St John.
Orleans—Am. Legion Celebration. July 10-15. James H. Tegarden.

KANSAS

Council Grove—Celebration. July 1-8. A. J. Schmidt, Chamber of Commerce.
Downs—Downs Celebration. July 26-29. Charles H. McConnell

KENTUCKY

Morganfield—Free Fair & Home-Coming. July 19-22. Harry Whitefield.

MICHIGAN

Gaylord—Celebration. July 21-23. George Doumas.
Manistee—Sports Festival. July 28-29. Mrs. Kay Novak.
Reed City—Diamond Jubilee. July 26-29. L. V. Nelson.
Traverse City—National Cherry Festival. July 6-7. Merle C. Lutz.

MINNESOTA

Henderson—Sauerkraut Days. July 28-30. Elmer E. Brahs.
Minneapolis—Aquatennial, July 21-30. Tres Goetting, 539 Palace Bldg.

MISSOURI

Craig—Craig Reunion. July 27-30. John L. Pflaumer.
El Dorado Springs—Picnic & Celebration. July 19-21. George W. Natus.
Hillsboro—Horse Show & Festival. July 28-30. H. A. Lippert.
Kansas City—Gift Show, July 23-27. Fred Sands, 1610 Dierks Bldg.
Louisburg—Old Settlers' Reunion. July 24-25. Harry W. Atchley.
Weaubleau—Reunion, July 6-8. Johnnie Allen.

NEBRASKA

Shu Elli—Home-Coming & 4-H Fair. July 27-29. Melvin J. West.

NEW JERSEY

Windsor—Potato Festival. June 26-July 1. Harvey J. Ewart, Robbinsville, N. J.

NEW YORK

Allegany—Vol. Fire Dept. Old Home Week. July 3-8. James J. Roser.
Dansville—Firemen's Carnival. July 3-8. Arthur J. White
Newburgh—VFW Bazaar. July 21-29. E. H. Linenbroker.
Syracuse—Catholic Celebration. July 27-30. Frank Dagostino, 162 John St.

OHIO

Fort Recovery—Harvest Jubilee Street Fair. July 12-15. B. B. Burke.
Gibsonburg—Vol. Fire Dept. Home-Coming, July 26-29. Clarence Mathus.
North Industry—Vol. Fire Dept. Home-Coming. July 25-29 George Marlow, Canton, O.
Wellsville—Vol. Firemen Home-Coming. July 3-8. M. L. Glendenning.

PENNSYLVANIA

English Center—Sportsmen's Week. July 17-23. William Suders.
Factoryville—Annual Fiesta. July 4-9. George Transue.
Jeddo—50th Anniversary Celebration. Week of July 2. Joseph M. Sarosky.
Malvern—Firemen's Celebration. June 28-July 8. Daniel B. Morris Jr.
Martinsburg—Vol. Fire Dept. Ox Roast. July 14-15. E. C. Carper.
New Galilee—Firemen's Fair & Home-Coming. July 24-29 J. A. Fusetti.
Orbisonia—Firemen's Old Home Week. July 5-8. Dale Wasson.
Pittsburgh—Police Circus. July 26-29. Chester B. Morley.
Punxsutawney—Old Home Week & Firemen's Celebration. July 3-8.
Salisbury—Vol. Fire Dept. Celebration. July 3-8. George E. Bowersox Jr.
Saxonburg—Vol. Fire Co. Carnival. July 17-22. Ben Lassinger.
Shippensburg—Firemen's Jubilee Week. July 5-8. Virgil Long.
Tremont—Home-Coming. July 3-9. E. S. Futsavage.

SOUTH DAKOTA

Custer—Gold Discovery Days. July 28-30. M. J. Webber.
Dell Rapids—Cootie Days. July 20-21.
Madison—Yankee Doodle Days. July 28-29.

TEXAS

Burkburnett—Boom Town Celebration. July 18-21. Charles A. Morgan.
Valley Mills—Annual Reunion. July 12-15. J. C. Howard.

UTAH

Salt Lake City—Days of '47. July 19-24. Thos. P. Childs, 452 S. 8th St., E.
Spanish Fork—Spanish Fiesta Days. July 22-25. Willis Hill.

VIRGINIA

Galax—Firemen's Carnival & Celebration. July 3-8. Elbert L. Lundy.
Louisa—Firemen's Fair. July 4-8. L. S. Key. Charlottesville, Va.
Waynesboro—Moose Lawn Party. Week of July 24. William O. Martin.

WEST VIRGINIA

Parkersburg—Wood County CIO-PAC Celebration. July 24-29.

Deer Park Sets Rodeo

DEER PARK, N. J., July 1.—Encouraged by a heavy turnout for a rodeo June 18, Albert Clement will present his own Championship Rodeo at his Circle A Ranch here Sunday (16). Jesse Rogers and His 49-ers, RCA victor recording artists, are added attractions, booked by the Jolly Joyce Agency, Philadelphia.

Saskatoon Gravels Midway

SASKATOON, Sask., July 1. — Saskatoon Industrial Exhibition here has covered its midway area with gravel and shavings and plans are to pave the surface for next year's expo. All concession space for this year's annual has been sold.

General Agent Wanted
Must know Illinois and Indiana territory.
All replies to
BOX S7, L. 30, c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

WANT
PIN STORE AGENTS
For following Fairs: Great Falls, Billings, Casper, Boise, Twin Falls, Blackfoot, Albuquerque, Roswell; three more to follow. No drunks. M. M. BUCKLEY, Siebrand's Shows, Butte, Mont., July 1 to 8.

CARNIVAL WANTED
FOR ANNUAL WATERMELON FESTIVAL, AUGUST 14 TO AUGUST 19. WRITE
SHORT PYLAND
LAKE CITY, ARKANSAS

WANTED
Hanky Pank Agents, experienced in Fish Pond, Slap Rack, Penny Pitch. Several others needed, come on.
FISHER
Ecorse, Mich., till July 4th; then Wayne, 6-9; Rockwood, 11-16.

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D. C. Sesqui Cards Pyro, Music Groups For Fourth of July

WASHINGTON, July 1. — Traditional Fourth of July show here will be staged at the foot of the Washington Monument and will be the initial offering in a month-long program of observances and entertainment occasioned by the Capital's Sesquicentennial.

Carter Barron is general chairman of the July 4 event, which is being sponsored by the National Capital Sesquicentennial Commission in cooperation with the Greater National Capital Committee, National Capital Parks and the District of Columbia Recreation Board. Allen Zee, stage director of the Capitol Theater, New York, will have charge of musical and dramatic pageantry and variety entertainment at the Fourth of July celebration.

Feature of the July 4 offering will be a $2,000 fireworks show. Four service bands, 120 singers and a 21-piece ork will be directed by Sam Jack Kaufman. Tickets are 50 cents for adults, a quarter for children.

Late in July the first performance of Paul Green's symphonic play, *Faith of Our Fathers*, will be given in the Sesquicentennial Amphitheater. During the month a series of 12 concerts by name soloists and the National Symphony Orchestra will be offered at Watergate here.

Smallwood Gives Lowdown on Knie

BERN, Switzerland, July 1.—Currently on a European tour, Tom Smallwood, coin machine operator and tavern owner of Idaho Falls, Idaho, recently caught a Sunday matinee here of Circus Knie, a one-ring truck show using a round top of about the size carried by medium-sized motorized units in the U. S.

Music was supplied by an eight-piece band, including piano and bass fiddle, said Smallwood, and while satisfactory, the lack of a calliope left something to be desired in the musical department, he said. A difference, too, was noted in the manner of announcing acts. The Knie show utilizes attractive, well dressed girls walking around a runway atop the ring curb for this purpose. The girls carry a large card bearing the printed number of the act.

For the most part, the acts were similar to those offered in the U. S., altho two were termed unusual by Smallwood. They were four or five trained camels and a Belgium-type horse act. The latter looked like the horses used by the Anheuser-Busch Brewing Company, said Smallwood. The performance included a human cannon ball act. Circus Knie carries no Side Show, but has in its back yard a menagerie for which a small charge is made. Two clowns who substituted spoken material for pantomime were carried by the show.

Blackpool Spends $149,800 For New Tableau Displays

LONDON, July 1. — Traditional illuminations, which are the feature attraction of the wind-up of the summer season at Blackpool, England's leading shore resort, will involve an expenditure of $149,800 this year. This sum does not represent the total cost of the display but only the cost of new tableaux, since much of the equipment and electrical wiring from previous seasons is utilized.

New tableaux will include an animated cricket match and an apple blossom lane, an avenue of illuminated trees extending from central to south pier. Illuminations at British resorts are electric-lighted counterparts of the pyrotechnical set pieces which are used in fireworks displays at American resorts.

Canada Crossings Continue as Orgs Seek Payola Spots

CHICAGO, July 1.—Dales Circus returned to the States from Canada at Sault St. Marie last week after gaining good business during the last several days in Ontario. However, biz was off at several earlier stands. The show plans to re-enter Canada soon for more than two weeks in Manitoba.

Biller Bros.' Circus is skedded to cross the border into Eastern Canada next week-end and is routed behind Dailey Bros. at several maritime spots. Ringling-Barnum circus will end its eight days in Canada on Wednesday (5). King Bros.' Circus has extended its Canadian route to include several more weeks.

Attendance Dips Sharply At Regina Auto Races

REGINA, Sask., July 1. — An estimated 3,000 saw Russ Lee, Robbinsdale, Minn., cop the big car feature at a night race meet staged here Wednesday (21) by Frank Winkley.

Program a year ago, held on a holiday afternoon, drew 6,000. Dave Spear, new Winkley org publicity director, debuted here as a race announcer.

Georgians Get Race Charter

MACON, Ga., July 1. — Georgia Association of Stock Car Racing, Inc., has been granted a charter in Bibb Superior Court by Judge A. M. Anderson. According to the charter, the organization will be non-profit and will have no capital stock being organized for the enjoyment of its members and for the promotion of stock car racing. Petitioners included L. E. Stripling, R. L. Raines, Doyd Barker, W. H. Dubose, Bruce Baker, Leon Barker, all of Macon,, and Leonard Rivers, W. B. Adams, J. W. Andrews and R. O. Armstrong, all of Fort Valley.

Goebels's Camels Arrive, Zoos Buy 6

LOS ANGELES, July 1.—Nineteen camels consigned to Louis Goebels at Thousand Oaks, Calif., are scheduled to be released from 15-day quarantine at the Foreign Zone in San Pedro Tuesday (4). The animals arrived here recently from Australia and were brought back by Jack Joyce, who represented Goebels.

Three of the camels are to be shipped to San Diego Zoo, one to Worth Zoo and two to Los Angeles Zoo.

Peterson Org Markets New Drink Dispenser

NEW YORK, July 1. — Yankee Stadium here, with seating capacity of 64,000, will soon employ a new portable beverage dispenser capable of holding 75 six-ounce drinks of hot, cold or carbonated liquids. The Stevens brothers, concessionaires, have purchased several of the dispensers and may install them at Ebbets Field, Brooklyn, and the Polo Grounds, Manhattan, if Yankee Stadium use proves successful.

Device is manufactured by Peterson Enterprises, New York, headed up by Robert Peterson, who said he has already sold several dispensers to beach concessionaires. Ease with which it is carried, capacity and attachment for cups on the side of the dispenser make it good for quick spot sales, Peterson said.

Anderson Improvements

ANDERSON, S. C., July 1.—When the Anderson Fair opens here for its 30th consecutive year, October 23-28, the buildings will have new fronts and additional toilet facilities, I. V. Hulme, general manager, announces. World of Mirth Shows will provide the midway attraction, and George A. Hamid & Son, the grandstand revue.

Fit Prices to Man With 5 Kids, Rose Tells Coast Expo

SAN DIEGO, July 1.—Billy Rose, who is serving as a consulting director of the 1953 California World Progress Exhibition, urged that the fair be designed for the family man. He also praised the location for the proposed affair in Balboa Park as the "most magnificent spot for such an event I ever saw" in addressing a civic luncheon here Monday (26).

Rose, who is serving for a pound of tobacco that was given him at the luncheon, declared that the exposition has a chance to dramatize "how much better our free enterprise is and what idiots we would be to let the Kremlin boys walk in and take over."

After outlining the theme of the event, Rose asked the directors to scale the events to fit the purse of the "man with five kids." He stressed the point that fairs are not held for the rich but for the working man.

Rose will use his experience in the entertainment field to show exhibitors how to dramatize their products under the free enterprise system.

Wichita Notes

WICHITA, Kan., July 1.—During the recent engagement of Gil Gray's indoor show at Hutchinson, Kan., Mrs. Della Cooper, of Wichita, rode her dancing horse, Evening Star, in two performances. Recent visitors of the Coopers were Mr. and Mrs. Mickey Lund. Mickey gave a concert on Dr. Cooper's new air calliope. Sharon Copper won a trophy and blue ribbon at a local horse show. She is a pupil of Fred K. Leonard.

Bobo Barnett was guest of honor at a recent dinner given by Leo McKenzie, maker of midget autos. Other guests were Mr. and Mrs. Fred K. Leonard, Mr. and Mrs. Al Bernard and Morris Gebhart.

Don Jerry and Helen Hartley open their fair dates for the DeWaldos Agency. Their bookings run into September.

Charles Dryden, Wichita, veteran juggler and clown, broke into print by shattering claims of a North Carolina man that he is the only person able to make his ears tick. Dryden demonstrated on a local radio station.

Jack Harrison got mixed up with the Indians while playing Rapid City, S. D., where a movie, *Custers Last Stand* is being made

Marion Bybee, former owner of Bybees Stock Company, was the subject of a long article in the *Larned (Kan.,) Journal*. He manages a Larned theater.

Ray Thompson is at Hickman Mills, Mo., where he has a training stable. The Rudynoffs are playing fairs in the Dakotas. Dolly Jacobs recently purchased two Great Pyrenees dogs, described as "animated snowdrifts." Mrs. Bette Leonard has re-entered a hospital here for a short stay.

Hicksville (N. Y.) Farm Mart Lures 'Em With Kid Rides

HICKSVILLE, N. Y., July 1. — Taking a cue from outdoor show business, the Hicksville Airpark Farmer's Drive-In Market here has taken on the atmosphere of a combination market-fair as a lure to kids and thereby their parents.

Kiddie rides, including a Ferris Wheel, are being operated, and Joe Madden, juggling clown, entertained the moppets on a recent Saturday.

Located outside city limits at the airport, the market is open on Fridays and Saturdays from 2 p.m. to 11 p.m., and sells food, clothing, household necessities and hardware. It was originated in 1949 whe.. local farmers brought in their produce to sell directly to the consumer.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Grass Meadow, Va.
July 1, 1950.

Dear Editor:

Last year the boss announced that he was launching a No. 2 circus under the title of the Four-Sheet & Snipe Agriculturalized Circus—a two-ring and one-haystack show To give its patrons something different, an Albino camel was carried instead of an elephant. The building of the new circus was planned to not cost Manager Upp or this show's co-owners any money. So three farmers were promoted and the circus was framed with their dough and equipment. However, the farmers were hep to the art of holding a buck and they put the show on the road with practically no investment. While en route, it was an odd looking overland fleet that comprised farm tractors pulling hayracks, a steam threshing machine engine pulling five farm wagons and a manure spreader the latter being used as a stake-and-chain wagon. Following the rolling stock came 40 head of farm horses that were herded from town to town by a guy on horseback. He also led the camel.

The show's big top wa. a 60-by 90, bale ring, without a lace rope in it. The wheat shockers had picked it up from a traveling sky pilot who was hep to canvas and knew when mildew was taking its toll. The big top was always erected over a haystack on some local son-of-the-soil's meadow in order to have props for the featured act, a boy's and gal's ha' slide, which in rustic areas is more popular than are cities' soapbox derbys The performance also featured horse-pulling contests (thus the 40 head of draft stock) and haymow gymnastics such as skinning the cat on rafters. The three farmer-co-owners had enough sons and daughters, all stage struck, who could strum and yodel. This gave the show an eight-piece washboard and tub band. They had also worked in school minstrels. That gave the show a blackface concert.

Outside of gas, oil, coal for the steam engine and the freight on smoked meat and vegetables shipped from their farms, the show was almost nutless as they fed their stock from the haystack that was daily hidden under the big top and everybody doubled in canvas, concert, cookhouse and big show.

Everything the farmer-managers did was opposite to what a showman would do. Manager Upp told his agent to put it in bad territory and keep it there to break the new org as quickly as possible so he could take over. However, the damned thing prospered thru its nutless operation and after mopping up for six weeks they declared Mike Upp out because he had no money invested in it.

Here today the ingrate, wild-catted the town day-and-date with our show. Thru a party line telephone they advertised their performance to such good results that they packed them in both afternoon and night. We played a blank because their telephone plugs were loaded with such sex appeal as, "Bring your sweetheart for two hours of haymow fun and frolic. Slide the haystack arm in arm. If you haven't a boy friend or a gal, we'll furnish them from our personnel of gorgeous actors and actresses."

This date brings back the words of an old-timer who said, "To give a show's earning power the acid test, leave it unguarded and see whether anyone will steal it."

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Berlin Soviet Zone Minus Circus Fare After Barlay Exit

BERLIN, July 1. — The Soviet sector of Berlin has been left with nothing in the way of circus fare since the flight of Harry Barlay across the border into the Western (Allied) zone. Barlay, operator of the Circus Barlay, fearing expropriation and nationalization of his circus by the Soviet authorities, succeeded in getting most of his staff, equipment and animals out of the Soviet zone of Germany and is reorganizing his circus in the Allied zone.

Barlay's big indoor circus arena in the Soviet sector of Berlin, and a few horses and animals he was unable to make away with, have been taken over by the authorities of the Red zone, who have been forced to present a vaude-revue in the Barlay arena as they have no trained animals or circus acts to offer. Revue is appropriately titled, *Attractions Wanted*. Show, a moderately good one, opened in May to fair business, but attendance has taken a dive this month.

Large tent circuses in the Western zone of Germany are registering good business, particularly in the smaller cities where there are no counter attractions. Emil Wacker's Circus Apollo played to good business the early part of June in Bremerhaven, Bremen and Hamburg.

Circus Williams also drew good houses during a stand at Kiel where, thru a deal with rail and bus lines for cut-rate excursions, circus fans were attracted from neighboring communities. Circus Franz Althoff is set for a season in Cologne as part of that city's celebration of the 1,900th anniversary of its founding.

Norwalk, Conn., Begins Tercentenary September 1

NORWALK, Conn., July 1. — This city's 300th anniversary celebration begins September 1, 1951, it was decided at a recent meeting of the tercentenary committee, which elected Lester C. Gilman, city counselor, as general chairman.

It was decided to ask city permission to use the Old Town House here as headquarters. Committee also voted to call the event "The 300th Anniversary Celebration of the City of Norwalk."

New Stand, Race Track at Burton, O., Annual

BURTON, O., July 1. — Geauga County Fair here will mark its 127th year of operation this season with a new race track, an all-steel grandstand, a new livestock judging pavilion and a recently constructed 4-H building.

The track, grandstand and pavilion were designed and built under supervision of G. R. Lewis and Associates, Findlay, O.

Armchair Safaris

BANGKOK, India, July 1.— Animal collectors who supply jungle creatures to circuses and zoos now base their activities here and have swapped sweaty trail treks for soft hotel chairs and long cool ones.

Collectors get the animals from Siamese dealers who, in turn, buy them from natives in the interior. Reasons for the procedure are that animal-capturing safaris cost too much, most of the collectors can't speak Siamese and the government does not want collectors in the jungle. Collectors are as adept as natives at capturing animals, but with these stumbling blocks in front of them they prefer the system of remote-control acquisition.

Junkin Air Cannons Set Up by Bullock At Long Beach Park

LONG BEACH, Calif., July 1. — A concession of five 68mm. Junkin Air Cannons has been set up in Virginia Park here by J. C. Bullock, gun's designer.

Air cannon is being manufactured by Junkin Machine Company, with Johnny M. Junkin in charge of production. Bullock will handle equipment distribution.

Gun shoots nine soft rubber balls and is 48 inches in over-all length, with 38 inches being devoted to the chrome barrel. Weighing only 35 lbs., the air cylinder and base are aluminum alloy heat-treated casting. Gun has genuine trigger action and is operating here on 65 pounds or less pressure. Air pressure can be increased to 300 pounds.

According to Bullock, the Junkin company can turn out 100 guns a week. Cannons may be used either on a permanent or portable location. The designer is working on a new knockover target that will be indestructable and reset by air pressure. While a package deal is planned, guns and targets will be sold separately.

The concession here goes for three balls for a dime or nine for 25 cents. A 75-foot range is used.

Butlin Bahama Unit Seeks Fresh Money

NEW YORK, July 1. — Elaborate vacation camp established by William E. (Billy) Butlin on the island of the Grand Bahama, off the coast of Florida, is running short of cash and Brigadier S. Keith Thorburn, chairman of the board of Butlin's (Bahamas) Ltd., has been checking up on the camp's operation and mapping out plans for procuring additional funds.

Butlin's Grand Bahama spot is said to have cost $3,724,000 and an additional sum of $840,000 was ponied up by the promoters to provide working capital a few months ago. Idea of charging American vacationists $98 a person for a week's stay at the resort apparently has not clicked as well as expected. Butlin is one of the most successful operators of such camps in Great Britain.

Stevens' Bad Luck Comes in Big Doses

SALMON, Idaho, July 1.—Members of Stevens Bros.' Circus will guarantee the truth of that old bromide, tough luck comes in large doses, as they recount their current season's tour. The show opened in Hugo, Okla., March 16 and Peg Haden, superintendent of cage animals, died in Craig, Colo. The Grim Reaper struck again when death took Mrs. Allen, who succumbed to a heart attack while show was entering Idaho.

Show had two inches of snow in Green River, Wyo., and three inches of the flakes at Kemmerer, Wyo. The show did capacity business here June 25 in an all-day drizzle, but at 8:30 p.m. a four-wheel trailer carrying the three main light plants was burned to the ground, with two local fire companies fighting the blaze to no avail.

Moving out of this city to Arco, Idaho, a horse from the palomino Liberty act sustained a broken leg and had to be shot. At 7:30 p.m., the same day the Side Show and menagerie top blew down. Crossing into Colorado the cookhouse was wrecked, damaging the cook stoves.

Fat Byrnes turned the seat truck over, but without serious damage. The George Bell circus band continues to play snappy music despite the fact that its members are attired in overcoats most of the time.

Flashbacks

25 Years Ago

A combination of tight money in Iowa and Nebraska and rainy weather forced the Frank J. Taylor Great American Circus to close in Wahoo, Neb. . . . **Britt M. Preston** was named secretary of Kalamazoo County Fair, Kalamazoo, Mich. . . . Excelsior Park, new $400,000 resort near Minneapolis, opened to good business. . . . **Eddie Mathias** closed with D. D. Murphy shows and signed with Rice & Perlson Shows as manager. **Billy Owens** was in charge of the office wagon. . . . Personnel of the Walter L. Main Circus Advertising Car No. 1 included **Al Clarkson**, manager; **Frank Cheuverout, Virgil Pruitt, C. H. Hardman, Harry McDaniel, L. H. Jones, Sam Hanford, Louis Brosch, Harry Hones, Ralph Raverkamp, Ralph M. Abernathy, E. H. Jones, Dan Spayd** and **Frank Beatty**. . . . DeVrietriel Brothers, comedians, and **Williams** and **Bernice**, aerialists, were signed as free acts for Baraga County Fair, Baraga, Mich.

The **Kortes** and **McKay** World Museum was proving a good attraction at Oaks Park, Portland, Ore. . . . **John W. Fingerbut** and his band joined the Zeldman & Pollie Shows at Youngstown, O. . . . **William** and **Mlle. Irwin** and **Joe Montarelle** joined the Atterbury Motorized Trained Animal Circus at Murdo, S. D. . . . **W. H. Stratton**, secretary of State Fair of Texas, Dallas, closed a contract for **Clarence Eddy**, organist, to give daily recitals at the fair plant. . . . **H. C. Beares** was manager of West View Park, Pittsburgh. . . . **C. W. Eisnaugle**, concessionaire, joined the J. L. Cronin Shows. . . . **Al Sands** was the local contractor for Hagenbeck-Wallace Circus. . . . **J. C. Grindle**, secretary of Nemaha County Fair, Seneca, Kan., reported that he would emphasize music at the 1925 annual.

It was announced that Blue Grass Park, Lexington, Ky., would be dismantled. Competition from the new Joyland Park forced the closing. . . . Staff of Wallace Bros.' Shows included **Hugh L. Baker**, manager; **Fred N. Scheible**, general agent-secretary; **George P. Fisher**, legal adjuster, **Bob Layton**, press agent; **James Fulmer**, superintendent of concessions; **Al Palmer**, trainmaster; **Harvey W. Eicholtz**, electrician. . . . **Jerry Mugivan** and **Bert Bowers** were in New York to see **Edward Ballard** off on a trip to Europe. . . . **E. E. Monroe** was named excursion agent for Meyers Lake Park, Canton, O. . . . Among concessionaires with the Keystone Exposition Shows were **Sam Nagata, Sam Weintroub, George Keefer, J. M. Roche** and **Harry Kirkis**. . . . **Naida Miller**, wire walker, closed in vaudeville at Omaha and joined the Walter L. Main Circus at New Bethlehem, Pa. . . . **B. H. Nye** was managing Riverton Park, Portland, Me. . . . **Bert Eckert** was managing Central Michigan Fair, Lansing.

Deaths: **Charles Buckley**, outdoor showman; **Frank Fletcher**, concessionaire; **John R. Hayes**, circus man; **Charles E. Henry**, circus man; **J. W. Marr**, carnival man; **Rees C. Vidler**, park man.

10 Years Ago

Jerome T. Harriman, formerly with the Downie and Ringling-Barnum shows, was doing publicity for a candidate for governor in Maine. . . . **Richard Endicott**, general manager of Steel Pier, Atlantic City, was named vice-president of a new broadcasting company which had been granted permission for a station on the pier. . . . **Col. J. Fred Margerum**, former general manager of Trenton (N. J.) State Fair, died in Long Branch, N. J. . . . **R. F. McLendon** resigned from the executive staff of the O. C. Buck Shows to reenter newspaper work in the South. . . . **Ora Parks** and wife were working the press for Mills Bros.' Circus at its Shrine dates in Lorain and Elyria, O. . . . **Albert Tolletene**, manager of the Ballroom in Walled Lake Park, near Detroit, was in St. Joseph Mercy Hospital, Pontiac, Mich., recovering from an appendectomy.

I. T. Jones was elected president of Perry County Fair Association, New Augusta, Miss.; **J. H. Runnels**, vice-president, and **J. H. Saunders**, secretary-treasurer. . . . Staff of the James E. Strates Shows was announced as **James E. Strates**, president-general manager; **William C. Fleming**, general agent; **Dick O'Brien**, assistant manager; **Gertrude Putnam**, secretary; **James Kelleher**, treasurer; **Keith Buckingham**, special agent; **Beverly White**, press representative; **Gifford Ralyea**, electrician; **Thomas Evans**, trainmaster; **James Yotnes**, construction superintendent; **Michael Olson**, master mechanic; **Schuyler Putnam**, mail man and The Billboard agent; **Steve Litzman**, artist, and **James Klein**, advance billing agent. . . . **Jack Pfeiffenberger** joined Ringling-Barnum in Cincinnati as officer in the back yard. . . . A swimming pool opened in St. Francis, Kan., under the management of **Mickie Burke**, lessee, with **Jack Reinhold** and **Jack Reib** on the staff.

Huntington (W. Va.) Agricultural and Industrial Fair was chartered by **Jess Bradley, Philip Ahearn** and **Harry B. Davis**. . . . **George Banks** joined Crowley's United Shows with his Mechanical Working Mines Show in Denver. . . . **Nick Albanese**, for many years with Hagenbeck-Wallace and other circuses, was managing the Showboat, Columbus, O., night club. . . . **Edward J. Carroll**, owner of Riverside Park, Agawam, Mass., reported business holding up despite rainy weather. . . . Bud Hawkins and His Animal Circus was the season's first free attraction to play Idora Park, Youngstown, O. . . . **C. C. Hunter**, secretary of Christian County Fair, Taylorville, booked Barker Bros.' Combined Circus as free attraction. . . . **Sam Weiner**, concessionaire, joined the Convention Shows in Wellsville, N. Y.

Deaths: **Edward I. Brannon**, concessionaire; **Lew Friebe**, circus musician; **Willie Fullmer**, carnival musician; **Catherine Grace**, carnival woman; **Mrs. George Haley**, carnival woman; **Thomas Leep**, carnival man; **J. H. Saxon**, scenic artist; **Joe Valentine**, carnival man.

Mills Bull Dies; Skeleton To Be Mounted at Iowa Clinic

DAVENPORT, Ia., July 1. — Remains of a Mills Bros.' Circus elephant which died while the show was here June 2, have been given to Dr. B. J. Palmer, head of a local chiropratic school.

Palmer, who also owns the Two-Hemispheres band wagon, plans to exhibit the bull's skeleton at his school clinic.

The elephant died despite having a tooth pulled and receiving other medical attention a few days earlier.

Early Bird

LONDON, July 1. — Bertram Mills Circus is already advising prospective patrons of its annual Christmas indoor season at the big Olympic Hall, December 19, 1950, to February 1, 1951, that tickets for all performances will go on sale next month.

The circus is using circular letters, with pamphlets giving details about performances and an application blank for ducats, in its early-bird campaign. Who says the British are phlegmatic?

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UNDER THE MARQUEE

(Continued from page 61)

Wis., recently. . . . **George Chindahl**, Maitland, Fla., and **Mr. and Mrs. Walter Hohenadel**, Rochelle, Ill., visited the Atwell Luncheon Club in Chicago following the CFA convention in Denver. **Hanni Gabin Rex**, high-dive act, has closed with the Ward Bros.' indoor show. . . . **C. S. Primrose**, press man with Clyde Beatty, made Helena, Mont., recently and renewed acquaintances with newspapermen. He first made the town in 1902 for Gentry Bros.' show. Beatty is booked into Helena Saturday (7) and Butte, Mont., Monday (9).

Paul Bolton and Johnny Lindenberger, trumpet players, are recent additions to **Charley Cuthbert's** band on the Kelly-Miller Circus. . . . The **Frazier Family**, which closed with Rogers Bros.' Circus recently, is with the Ayres & Kathry Davies Circus. . . . **Frank Lee** has joined the Clyde Beatty Circus to handle radio and press for **Ora Parks**, org's chief tub thumper.

It is reported that six members of the Chariot & Tableau Circus's opposition brigade have no teeth, which eliminates the report that they are prepared for billing wars.

Walter Wappenstein, 24-hour man with the Ringling show the past 40 years, is convalescing at Williams Nursing Home, 601 N. Main Street, South Bend, Ind. He broke his hip in March. . . . **The Anteleks** have joined **Polack Bros.'** Eastern Unit. . . . **Willie Downing**, of the Ringling show, has left Eastlawn Sanatarium, Northville, Mich., and is now at American Legion Hospital, Battle Creek, Mich.

Bill Kasiska, of Baraboo, Wis., reports Mills Bros.' Circus will be there July 17 and that **Doc Waddell** plans memorial services for the Ringling and Gollmar brothers. Kasiska caught **Ayres Davies's** circus recently. . . . **Walter Scholl**, Chicago, former balloon ascensionist, will have a large display of circusiana at the Chicago Public Library in August to coincide with the CHS convention. . . . Kelly & Morris Circus got a press break in the Milwaukee Journal recently when it took its elephant to a private home to entertain a child too ill to see the show at Oconto, Wis. **Mrs. G. V. Hicks**, former traps performer, arranged the performance. . . . **Wimpey**, the clown, has closed with Mills Bros.' Circus and is booked thru Labor Day at Cedar Point Park, Sandusky, O.

Circus Fans' Association (CFA) **America** is the subject of a page of pictures in the July issue of Chevrolet Motor Company's **Friends** magazine. Shots were taken at the 1949 CFA convention with the John Pawling Circus, and one picture shows **CFA's Melvin Hildreth** and **Dr. H. H. Conley** pounding stakes.

Robert A. Collins, CFA of Palmyra, N. Y., sold a picture of **James M. Cole II** and his performing elephant, **Frieda**, to Quick magazine for use on the cover. . . . **Frank M. Farrell**, veteran vent and magician, joined Biller Bros.' Side Show. . . . Shultz-Vallee Circus, in quarters at St. Benoit, Que., will tour Southern Quebec this summer. An elephant is to be flown to the show from New York, where it is due to arrive by ship.

John C. Fulghum, CFA, caught Rogers Bros.' Circus at Graham and Fayetteville, N. C., recently. . . . **Mickey Sullivan** and his circus band open with **Col. Jim Eskew's** Rodeo July 1. After its St. Louis Police Circus date, the org played a baby show in Boston. Sullivan caught Hunt Bros.' Circus at Concord, Mass. (15) and visited with **Charles T. Hunt Sr.**, **Harry Hunt**, **Eddy Hunt** and **Charles Hunt**, **Father Ed Sullivan**, **Herb Taylor** and **John Looney** were other visitors on the lot.

Robert D. Good, circus fan and former trouper, has had a display of old Strobridge lithos, couriers, heralds and model circus equipment, on display at the Allentown, Pa., library for the past month.

Gabby DeKoe, who underwent an emergency operation while working the Police Circus, St. Louis, is with the Tom Packs Circus. He joins the Ward Beam Thrill Show in August. . . . **Earl Shipley**, who has headed the clown contingent on Cole Bros. since the Chicago opening, closes after show's Brooklyn date to join the **Jimmie Lynch** Death Dodgers for his eighth season. . . . **Jules Catarat**, 12, has joined his family, the Loyal Repenskys, in Bakersfield, Calif., after receiving two gold medals and three diplomas at the Junior High School championships at Tallahassee, Fla.

Cole Bros.' Circus received a strong plug on the opening night of its New York stand from **Arthur Godfrey** on his television program. . . . **Elmo Lincoln**, first to play the Tarzan role in movies, has closed with Seal Bros.' Circus and returned to California.

Three parade wagons last used on Cole Bros.' Circus in 1930 and at Chicago's Railroad Fair last year are stored on the Chicago Fair's grounds but will not be used in this year's show. The wagons were stored at South Houston, Tex., for many years and one still retains several battered half-sheets, advertisIng admission prices to the old Christy Bros.' Circus.

Joseph T. Bradbury and his wife, Atlanta circus fans, visited Peru, Ind.; Chicago, Detroit and other points last week to photograph old circus wagons. They caught Kelly-Miller Circus at Shelbyville, and Casey, Ill., and visited with **Bill Woodcock** and **Ira Watts**. **Bob Parkinson**, Decatur, Ill., fan, also visited K-M at Casey.

Mills Bros. visitors last week included **Mr. and Mrs. J. W. Beggs**, formerly of the old Beggs Wagon Company at Kansas City, Mo., and **Capt. Cleveland Williams**, former clown now of Fort Leavenworth, Kan. . . . **John Murray Anderson**, who stages and directs specs for the Ringling-Barnum circus, was guest of **Vander Barbette**, who handles special production numbers and aerial ballets for Cole Bros.' Circus, during the latter org's run at Yankee Stadium, New York, this week. . . . **R. M. Harvey**, general agent of Ward Bros.' Circus, was in Chicago last week and reported the show will move eastward from the West Coast early in July.

Doc Candler advises that he will be with a carnival in the New England States, doing clown (whiteface) and Punch and that he has new wardrobe. . . . **Art Miller**, general agent for the Kelly-Miller show, was a recent guest of **Mr. and Mrs. James Heron** at Clinton, Ill.

Ringling-Barnum played to a three-quarter night house and a better than half house for the matinee at Manchester, N. H., Thursday (22). . . . Al G. Kelly-Miller Bros.' Circus had a three-quarter matinee and full night show at Martinsville, Ind. (22), and Mills Bros.' Circus had two three-quarter houses at Lincoln, Neb., the same day.

About 425 patients from a mental hospital attended Mills Bros.' Circus at Lincoln, Neb., Thursday (22). It was the largest public outing ever attempted by the hospital. . . . **Claude Patterson**, of Lincoln, Ill., reported Kelly-Miller enjoyed a good day there and at Havana Thursday (15). **Eddie Dullum** and **Lee Virtue** handle clown numbers, he said.

Sandra Lee suffered a face injury when a glancing knife struck her during the knife throwing act with Kelly-Miller at Lincoln, Ill., Friday (16). . . **John C. Fulghum**, CFA, caught the Hamid-Morton Circus at Richmond, Va., recently. . . . Word from the Ringling-Barnum show that it wouldn't make up-State New York stands this year brought an editorial in The Knickerbocker News, Albany, pleading, "Say it isn't so, Mr. Barnum. Deny that report, Mr. Bailey. Come back to Albany, all you Ringling brothers."

In **Allan M. Trout's** "Personalities" column of the June 25 Louisville Courier-Journal there appeared a life story of **Zack Terrell**, former owner of Cole Bros.' Circus, and a picture of him standing in front of an old Cole wagon on his Kentucky farm, reported **William E. Lortz**. . . . **J. C. Rosenheim**, manager of Advertising Car No. 1, King Bros.' Circus, says that **Leo Loringer** is not the King brigade manager, as recently reported.

Brown Bomber Leaves Dailey

(Continued from page 59)

For several days before he left Louis had omitted the horseback ride in the spec. In some stands Louis's activities were limited by a boxing commission ruling but he continued concert appearances thru the St. Hyacinthe stand.

Truman Gibson, Chicago, financial adviser to Louis, said the circus engagement had been marked by a "pleasant personal relationship." The contract included a July 1 option date. If Louis were with the show beyond that time, both parties would have been required to continue under the contract thru August 12.

Gibson said he had served a routine notice on the circus to cease use of Louis's name after a reasonable time but that he realized billing for about two weeks in advance already was posted. In addition, most of the wagons carried the boxer's name.

At Drummondville, Que., (24) the show played to a full night house and three-quarter matinee. However, most business in Quebec had been below that standard. Late arrivals and poor matinee were frequent. Night shows were three-quarters of capacity frequently.

At St. Hyacinthe the show had two half houses. A last-minute change to a lot outside the city plus local celebrations on the eve of a national holiday and the fact that the circus came in on market day, when business places stay open in the evening, combined to hold down the attendance.

Mills Plays to Half Houses in Grain Belt

ATLANTIC, Ia., July 1.—Mills Bros.' Circus played to two half houses here Tuesday (27). At Fremont, Neb., Friday (23) the matinee jumped up to a three-quarter house but the night show was half filled.

At Hiawatha, Kan. (19), the show had two half houses. Some cool weather was mixed in with clear and mild weather.

Inland Blowdown at Crocker

NEWBURG, Mo., July 1. — After nine weeks of blanks caused by rain and cold weather, the Inland Shows got another setback June 9 at Crocker, Mo., when a wind storm flattened everything except four concessions, reports Mrs. N. E. Davis. No harm was done to the Ferris Wheel, but two tops and frames were lost and crescents from kiddie rides were strewn all over the lot. Repair work began immediately.

CFA Re-Elects Tomlinson Prexy; 45 at Denver Meet

DENVER, July 1.—James B. Tomlinson, Portland, Me., was re-elected president of the Circus Fans of America (CFA) during the group's 19th annual convention here June 22-24. Also returned to office was Gil Conlinn, secretary, Hartford, Conn.

Other officers include James L. Harshman, Hagerstown, Md., Eastern vice-president; Karl K. Knecht, Evansville, Ind., Central vice-president; Tom Scaperlanda, San Antonio, Southern vice-president; Clyde Brown, Napa, Calif., Western vice-president; Col. C. G. Sturtevant, San Antonio, national historian; the Rev. Edward Sullivan, Lanesville, Mass., chaplain, and Bill Montague, Hartford, Conn., publicity director.

Awarded ribbons in the CFA photography contest were William Day, New Britain, Conn.; Paul Hoy, Sheldon, Ia.; Floyd McClintock, Uhrichsville, O.; Everett Fuller, Schenectady, N. Y.; Herbert George, Springfield, Ill.; Arthur Stensvad, North Platte, Neb.; John Boyle, Cleveland, and Dr. H. H. Conley, Park Ridge, Ill.

Melvin Hildreth, past president, was named chairman of the 1951 convention at Washington.

Forty-five persons attended the sessions. First day's activities took the fans to *The Denver Post* building for a tour and a reception by Helen Bonfils, CFA, an official of the newspaper and daughter of a former owner of Sells Floto Circus.

The group visited the site of the old Sells Floto winter quarters, a tract of land once owned by P. T. Barnum, and the grave of William (Buffalo Bill) Cody. Some members stayed over to visit Polack Bros.' Circus, Eastern unit, at Colorado Springs Monday (26).

Eastern Shore Sets New 1950 Location

CAMBRIDGE, Md., July 1.—This year's Eastern Shore Agricultural Fair will be held at a new and permanent grounds just outside the city limits, Jack J. Perry, fair president, announced this week.

Event was revived last year after a lapse of 14 years and results passed all expectations, officials said. Work has begun on the new layout and one of the features will be an enlarged and well-illuminated parking area, covering several acres. In addition, four 50-foot entrances and exits are available to the grounds enabling motor traffic to move in and out with a minimum of inconvenience.

Construction has started on a special 1,000-foot runway which will be used by Irish Horan's Hell Drivers who have been renewed for this year's event. Additional space is available this year for the independent midway which was unobtainable at the old location.

P. A. Erects New Concessions

PRINCE ALBERT, Sask., July 1.—Prince Albert Agricultural Society here is replacing its concession stands with 10 new 14 by 20-foot booths, D. F. Kelly, fair manager, announced. New stands are being financed with government funds.

WARD IN L. A.

(Continued from page 59)

Shrine Club, El Centro; Al Bahr Shrine Temple, San Diego; Sciots, Santa Barbara; Sciots, Santa Maria and Old Baldy Shrine Club, Pomona. Following the Coliseum the show plays under auspices of Sciots in Santa Ana and Redondo Beach.

For the July 4 date in Los Angeles, Kayletta, sway pole and the Vests, perch, have been added.

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N. E. Competitions Held in Bridgeport

BRIDGEPORT, Conn., July 1. — Seventh annual New England roller skating championships took place at Holland's Skateland here June 3 and 4 under auspices of the New England Amateur Roller Skating Association. Winners are eligible for the Pasadena, Calif., nationals of the United States Amateur Roller Skating Association.

Charles Dannenberg and Elizabeth Honey won the senior title, while Silvio Serra and Jean Cryoskie copped the intermediate championship and Louis Fazekas and Carolyn Macklow won the junior title.

Jean Cryoskie, Bridgeport, won the (See N. E. Competitions on page 92)

RSIA "Good Skate" Award to Lombardo

NEW YORK, July 1.—The Roller Skating Institute of America (RSIA) has presented its 1950 "Good Skate" award to orchestra leader Guy Lombardo. Reason for Lombardo's selection, according to RSIA Executive Secretary Fred Martin, was his recording (Decca) of *The Roller Skating Song*, now reaching vast audiences the nation over via radio, television, juke boxes and record stores.

Commented Martin, "Lombardo's recording is an outstanding service to the roller skate industry, to the rinks and to 17,000,000 roller enthusiasts thruout the nation."

Chi Braillers Slate Trips

CHICAGO, July 1.—Roller Skating Club of Chicago (RSCC) and blind Chicago skaters made a bus trip to White Pines Roller Rink, Polo, Ill., over Decoration Day, club officials report. A trip thru White Pines Forest preceded the skating session. The groups scheduled trips to Phil Hays's Palomar Rink, Milwaukee, for June 18; Morris, Ill., July 4, and Detroit, Labor Day. The blind skaters are now learning skate dancing under sponsorship of the RSCC. They skate each Thursday night at Arcadia Rink, Chicago.

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2 Derby Groups In Court Tangle

NEWARK, N. J., July 1. — Legal tangle has developed over which of two professional roller skating groups may call itself Roller Derby, with the matter now in Superior Court here.

Roller Derby Associates of New York, thru its attorney, has asked that Roller Relay Derby, Inc., of New Market, N. J., be forced to drop its "misleading name as well as the type of sport it is engaging in." On the other side of the fence, a local lawyer has filed for a declaration of rights in Federal Court, maintaining that the name Roller Relay Derby has been copyrighted for 18 months.

Roller Derby Associates holds that it has been in operation since 1935 and use of a similar name or sport by another group confuses the public. Roller Relay maintains that its game and rules are different and its players skate faster.

Jim Southern Pilots Lansing Park Spot

LANSING, Mich., July 1. — Lake Lansing Park Rink is managed this season by Jim Southern, who opened the spot for the Roger E. Haney-managed park on March 3. Spot ran two nights a week until May 1 when full-week operation began for the summer run ending in September.

Mr. and Mrs. William Gardner, who ran Lake Lansing Rink the past two seasons, have returned to the Rollertrome in downtown Lansing.

Southern, a newcomer to the business, made a serious study of the field (See JIM SOUTHERN on page 93)

Hartford Palace Remaining At Old Site; Signs Lease

HARTFORD, Conn., July 1. — Hartford Skating Palace, which had been slated to cease operations at 3340 Main Street, a site it has occupied for 10 years, has announced cancellation of moving plans.

Some weeks ago Irving Richland, of the Palace management, announced a farewell skating session for the rink. "We hope to reopen at another and more convenient location in the fall," he said at that time. Recently, however, it was revealed that the management had signed a new lease on its quarters. The rink has started its customary summer schedule of Thursday thru Sunday operation.

Bert Patents Skate Box

DALLAS, July 1.—Sammie Bert, owner of Cotton Bowl Roller Rink at State Fair Park here, has obtained patent on a skate box to give protection against "walkaway" skates. Box has a plexi-glass window in the side so that the operator can tell at a glance whose skates are being taken home. Bert says that unnecessary embarrassment is caused rink patrons when doormen must ask to see inside boxes to protect a rink against the possibility of its skates being taken home. Bert expects to sign a contract for manufacture soon.

New Haven Clubsters Elect

NEW HAVEN, Conn., July 1. — Edwin Washburn, Stratford, Conn., was elected president of the New Haven Skating Club at a meeting held recently in the Yale Faculty Club here. Also elected were Frank Coughlin, vice-president; John Donahue, secretary; Elise James, treasurer, and Roy Rickerson and Charles Smith, directors.

Seniors of Printz Skating Club, Holly Oak, Del., visited Riverside Stadium, Washington, June 5.

Donald Martin, son of Eddy Martin, owner of the M & M Rink Supply, Detroit, has been named salesman for United Artists Pictures in Western Michigan, with headquarters at Grand Rapids.

Benefit Show Held At Detroit Arena

DETROIT, July 1.—A first-class roller skating show was held June 29 at Arena Gardens Roller Rink here, with gate receipts earmarked for use in defraying expense of sending State (See BENEFIT SHOW on page 93)

Greeley Clinic Adds Martin as Teacher

GREELEY, Colo., July 1. — Fred A. Martin, Detroit, secretary of the Roller Skating Rink Operators' Association, has been added to the faculty of the second annual Greeley Skating Clinic to be held at Warnoco Roller Rink here, July 19-29.

Martin, a former speed champion, will be in Greeley for the first day of the clinic to instruct in racing. The other faculty members are Fred Bergin, who for the past 11 years has been Dean of the Society of Roller Skating Teachers' Association (SRSTA), and Art Russell, former senior men's roller skating champion and representative to the SRSTA board. They will be assisted by Bergin's son, George.

The clinic is open to all amateur, teachers and rink operators in elementary and advanced groups. It follows by three days the American roller skating championships at Mammoth Gardens, Denver.

Kingsport Aldermen Okay Sunday Skating

KINGSPORT, Tenn., July 1. — City Attorney Marvin Parsons has been directed by the Board of Mayor and Aldermen to draw up an ordinance which will permit skating rinks in the city to operate from 1:30 to 5:30 p.m. on Sunday.

The action was taken at the request of the manager of a skating rink which is located in a section recently annexed to the city.

"I am personally against the city being wide open on Sundays," Alderman George W. Taylor declared, "but I can't honestly see any difference between skating rinks and Sunday movies and baseball, both of which are now legal."

RSROA Adds 3 New Members

DETROIT, July 1. — The Roller Skating Rink Operators' Association has added three members, according to Fred A. Martin, secretary-treasurer. The additions are: Staten Island Roladium, Harry Kleinman, operator, New Dorp, N. Y.; Skateway Roller Rink, W. B. Goodnough, operator Lynden, Wash., and Dixie Roller Rink, Samuel S. Price, operator, Lima, O.

Kleinman Exits URO for RSROA

STATEN ISLAND, N. Y., July 1.—Staten Island Rolladium, New Dorp, $400,000 skatery which bowed in with fanfare a year ago, has switched association allegiance from the United Rink Operators (URO) to Roller Skating Rink Operators' Association (RSROA).

As a result, skaters belonging to the arena's dance and figure club will be registered henceforth with the RSROA amateur group instead of with the U. S. Amateur Roller Skating Association (USARSA). Several, however, competed as unattached contestants in the latter group's New York State championships, June 17-18 at Mineola.

In explaining the change, operator Harry Kleinman stated that altho he agreed with many principals of the URO and USARSA, there had been disagreement with officials of both bodies over several issues.

Gerald Stanton, 85, Dies

ST. JOHN, N. B., July 1.—Gerald Stanton, 85, who died here recently of bronchial pneumonia, had been affiliated with rinks for 50 years. He had been a coach and trainer of speed skaters, and a starter and judge at race meets.

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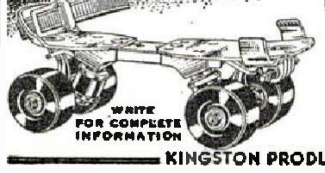
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(Continued on page 84)

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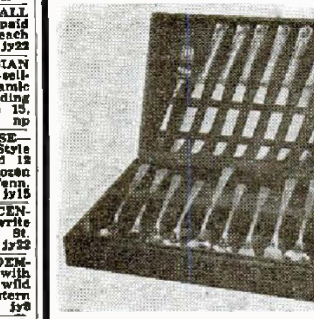

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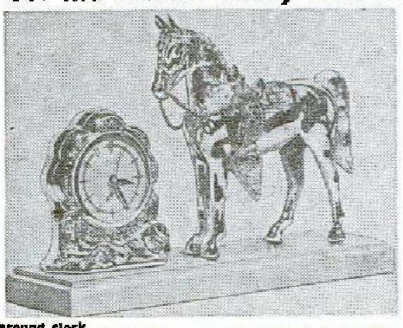

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#215-G $6.60 Each in Doz. Lots

Samples, $7.50 Each

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928 Broadway...New York 10, N. Y.

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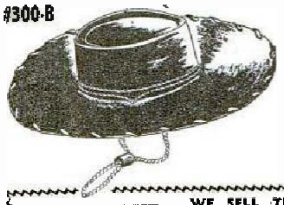
A New Line of

CARNIVAL FELT NOVELTY HATS

by **ALBEE NOVELTIES** *Inc.*

Division of the famous Benay-Albee Novelty Company

#300-B



We guarantee our hats to be of the finest quality ever offered to carnival jobbers at promotional prices! Our vast, fully equipped plant is ready to fulfill your volume needs.

- #300-B (Binding on Edge) . . . $33.00 Gr.
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Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

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$4.00 DOZ.

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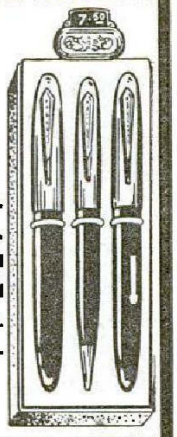

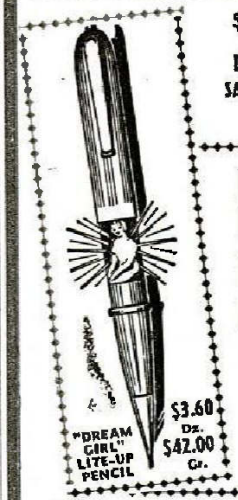

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LARGE BLACK HANDLE PISTOL LIGHTER $9.60 DOZ.

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FAMOUS WATCHES

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RHINESTONE & FANCY DIALS At No Extra Charge

Modern new designs. Reconditioned and rebuilt, guaranteed like new. Complete with leather strap.

15-Jewel, $10.65
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Gold Plated Expan. Band, 95¢ add.

Write for 56-Page New 1950 Catalog.

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NO. 400 Lustrous Chrome finish with black grips. Size 2¾"x3½". In gross lots $10.80 doz. $11.40 doz. in dozen lots.

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A Large List of Second Hand Coin Machine Bargains will be found on page 96 in this issue.

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(Continued on page 86)

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HAWAIIAN LEIS

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RUSH $1 for sample postpaid or $7.20 for 1 dozen. Orders will be filled as fast as possible, as this

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Sore Finger	.25	2
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Send full amount and we prepay in U.S.A. or 25% dep., balance plus charges C.O.D.

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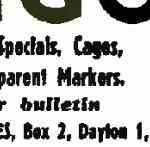
Pop-Out Tongue Gives Bronx Cheer!



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Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

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car polish
made from liquid PLASTIC

PLASTIC-SHINE

wipe on! wipe off!

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SEND ONLY $1 FOR REGULAR $1.50, 16 OZ. CAN
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Sensational!

THE BOUNCING BOMBSHELL . . .
QUEEN OF BURLESQUE

Delightfully realistic, made of soft, fleshlike plastic rubber. Looks lifelike and feels lifelike. . . . WITH DELICATELY MOULDED CURVES and lots of OOMPH!! 6" in height. She WIGGLES, she SHIMMIES, she SHAKES, she BUMPS and GRINDS! A real burlesque THRILLER! You make her do all of these FASCINATING MOVEMENTS with a cleverly concealed mechanical device. A SURE-FIRE SELLER . . . recommended retail price $1.00.

$7.20 sample dozen $72.00 per gross

Send $1.00 for sample

Rush your order today. Be first in your territory. A natural money-maker for FAIR WORKERS, CIGAR STORES, SALESMEN, CONCESSIONAIRES, PITCHMEN, PUNCHBOARD OPERATORS and as an advertising premium.

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JOBBERS' inquiries invited. 25% deposit, balance C. O. D.

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"A real HOTintot"
Wow, what a pair of *"lips"*

The CLEVEREST car window novelty you ever saw. She SHIMMIES and SHAKES, SQUIRMS and WIGGLES! you've never seen anything like it!! She's complete with Tiger-skin loin cloth and feather hair-do, and suction cup. 6 Inches TALL.

$19.60 gross

Send $2.00 for sample dozen.

Jobbers: Look at these low prices!!! Walking Bear, $6.95 doz. Imported Giant Car Lighter, looks like new Buick, $19.80 doz. Send $2.00 cash for sample. Wolf Pack, 52 nudie playing cards, $9.90 doz. Monkey with suction cup, $1.50 doz. Also complete line of Art Pictures. Send $1.00 for assorted beautiful Hollywood models and list. Cutie Projector, pocket size—uses flashlight batteries—complete with 40 art transparencies of beautiful models, only $18.00 doz. Sample, $2.00 cash.
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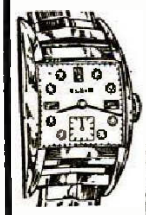

Brand new 1950 model cases for gents and ladies. Rebuilt and guaranteed like new.
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Gold Plated Stretch Band, 95¢ additional. Leatherette Gift Box, 45¢ additional.

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Rhinestone Dials at No Extra Charge

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Ladies' New Windsor Watch
Rhinestone Dial, 7-Jewel.
$8.95
17-Jewel, $12.65

RHINESTONE CASE GUARANTEED WATCH
Copies of expensive $200 & $300 watches. Rebuilt movements guaranteed like new.
7-Jewel .....
17-Jewel, $10.95
$8.95

Wholesale Only — 25% Deposit With Order—Balance C. O. D. Open Account to Rated Houses.

MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.

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.

Sensational Sales—Easy Profits
Really **HOT** *Items!*

GOLD-PLATED CHARM BRACELET, $6.75 dozen*

Here are some of the names:

Agnes	Irene	Rose
Anne	Jackie	Sally
Barbara	Lillian	Terry
Cathy	Marie	Ursula
Doris	Nancy	Virginia
Florence	Peggy	Winnie
Grace		Yvonne

ALSO—any other names; any City, Club, College, School, etc. Send your list with your order!

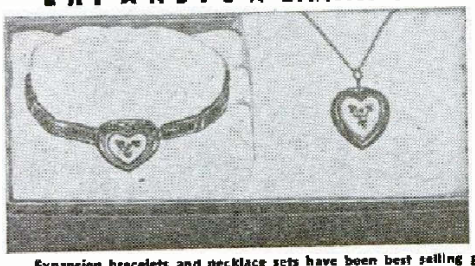
*Minimum order 1 doz.

Send M. O. or Check. We pay postage. If not completely satisfied, MONEY REFUNDED on entire shipment only.

AGENTS WANTED
Please state your business.

MELBA JEWELS INC
159 WEST 27 ST., NEW YORK 1

E-X-P-A-N-S-I-O-N bracelet and necklace sets



. . . with Cloisonne picture lockets. Hand polished gold plated finish. In fancy box on satin pad.

$13.50 Doz.

ALSO AVAILABLE IN
- genuine ocean Mother-of-Pearl
- hand painted floral designs
- hand painted souvenir names
- fancy embossed designs

Expansion bracelets and necklace sets have been best selling gift items for 50 years. They retail in jewelry stores from $5.00 to $10.00 each. Our prices are in line with consumer purse strings.

MONEY-BACK GUARANTEE
On FIRST sample order of six assorted styles for $6.75, postpaid or C.O.D. Order now for immediate delivery.

Originalities of New York
104 FIFTH AVENUE NEW YORK, N. Y.

MEXICAN HEAVY RINGS, Assorted, $4.50 Per Dozen.
MEXICAN PEON HATS, $3.60 Per Dozen.
Women's Jackets, Artistic Pottery, Curios, Novelties, Bird Feather Cards, Etc.
Request Price List No. 24.

F. L. de ARKOS
904 SCOTT STREET LAREDO, TEXAS

Materiale protetto da copyright

JULY SPECIAL

We need volume buyers. Special men's watch only

$2.61

(6 or more) Complete with metal stretch band. 30-day time limit on this offer.

- Removable push pins
- Written 1 year guarantee
- Radium dial
- Sweep second hand
- Brand new (not rebuilt)
- Chrome case
- Unbreakable crystal
- Genuine Swiss

WRITE FOR FREE CATALOG

10% Deposit, Balance C. O. D.
SAMPLE $4.00.

HOT SALES BOARD ITEM!

Never before have you seen a Precision Timepiece with all these features at this LOW PRICE! Order Now for Immediate Delivery.

MARVEL WHOLESALE WATCH CO.
501 PINE ST. ST. LOUIS 2, MO.

SPECIAL PRICES FOR JULY

Genuine Mother of Pearl Pistol Lighter, large. Doz.	$24.00
Genuine Mother of Pearl Pistol Lighter, fully automatic. Doz.	18.00
Camera Lighters. Doz.	$9.00 & 15.00
Lamp Lighter. Doz.	13.50
Sunglasses. Doz.	6.00
Peep Show Flash Pencil. Doz.	6.50
Nudie Pencil. Doz.	4.00
4 Pc. Pen Set With Knife. Doz.	5.50
3 Pc. Pen Set: Pen, Pencil, Ball Point Pen, better quality ...Doz. $4.50. Gr.	45.00

Send $10 for ten samples, retail value $30.

Bird Cage Electric Clock .....$5.50 Ea.

Wolf Pack (the original). Doz. $12.00

25% Deposit, Balance C. O. D., Plus Postage. We Prepay With Full Remittance.

UNITED ENTERPRISES
175 Fifth Ave. New York, N. Y.
ORegon 3-2a19 Suite 1818

6000 Smash Hits— In 460 Page Wholesale Book

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25c brings you this latest 1950 wholesale catalog of Tested Sellers. You may take credit for the 25c on first order, in that way the Book will not cost you any money. Get your copy now before supply is depleted.

SPORS CO., 7-50 Lemont, Le Center, Minn.

14K Gold Plate, $2.75 dz.

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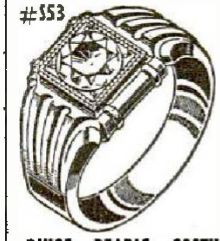

SEND FOR PRICE LIST

25% DEPOSIT ON C. O. D.

PLEASE STATE YOUR BUSINESS

RINGS—PEARLS—COSTUME JEWELRY

JOHN BERKOWITZ & SONS
113 E. DOUGLAS WICHITA 2, KAN.

CLEAN UP
WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rince 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
434 4th St., South St. Petersburg, Fla.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢—Joker's Novelties, Magic, fast-selling Specialties! (Pitchmen's Headquarters.) Ariano Mfg. Co., 4462-B Germantown, Pa. jy8

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

BLUEPRINTS, MINDREADING PUBLICITY, Escape, Books, Chemicals; professional list, 30¢. Genovese, G. F. C. Box 217, Dept.-B, New York 1. au5

NEW #22 CATALOG MINDREADING, MENtalism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books; 104-page illustrated catalog, 30¢, wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. jy15

VENTRILOQUIAL ($45 UP); PUNCH FIGURES, $12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. jy22

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢. Baida, The Lightning Cartoonist, Oshkosh, Wis. jy8

512-PAGE CATALOGUE OF 2500 TRICKS—Pocket, parlor, stage; world's finest magic; send $1.50 for catalogue (refunded first $5 order). Kanter's, B-1311 Walnut, Philadelphia 7. jy29

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BELLY TANKS, $9.95; STEEL, SIX OR TEN foot size, free picture. Buck's Auto Wrecking, 1025 "L," Merced, Calif. jy29

CALFSKIN LEATHER, ZIPPER, SADDLE DEsigned Wallets, $4.95 retail seller; $21 dozen; postpaid sample, $2. Homer Sales, 2611 West Homer St., Chicago 47, Ill. jy22

PITCHMEN — CLEAN MERCHANDISE. AIRpark Farmers' Market, Hicksville, L. I., N. Y. jy22

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope: Green or Khaki, approximate 3 oz., 8x100', $24.56; 7x100', $23.04; 6x100', $72.52; 5x100', $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 5691. jy22

PERSONALS

CHICAGO ADDRESS FOR YOUR MAIL—BUSIness or personal. Information free. Schultz House, 3116-N Seminary, Chicago 13. au26

COOKHOUSE PORTER HATCHER GET IN touch with Herbert Hatcher at home.

EDDIE LARSON—GET IN TOUCH WITH ME at home. Charles Davenport.

IS YOUR HAIR WORTH A DOLLAR? PREvent baldness without the use of drugs, medicines, etc., with our secret Hindu method; money-back guarantee; send $1. Hair Culture Research, Box 245, Peabody, Mass. jy15

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COMIC FOREGROUNDS AND BACKGROUNDS; Photo Mounts, Chemicals, Paper, Rings and Comic Cards for small photos. Miller Supplies, 1538 Franklin, St. Louis 6, Mo. jy29

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COPY ENLARGEMENTS FROM PHOTO, 5x7, 80¢; 8x10, $1; coloring 50¢ extra; originals returned. Acorn, Box 1535, Washington, D. C. jy15

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargain. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. au26

ROADSHOWMEN! 1600' 16MM. REELS, $1.35; Storage Cans, hold 2 1600' reels, 85¢; Vulcanized Fibre 3 Reel Shipping Cases, $1.00; as is 8M; lists free. Mogull's, 112 R W. 48, N.Y.C.

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. au26

SAVE ON FOLDERS—2x3, $2/100; 5x7, $4/100; samples free; write for prices. Penn Photomounts, 338 Woodland Ave., Glenolden, Pa. jy22

THE NEW EASTMAN IMPROVED TYPE DL rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Solo St., Rochester 4, N. Y. jy29

PRINTING

ATTRACTIVE 100 8½x11 LETTERHEADS AND 6¾ Envelopes, Hammermill Bond, five lines copy, $3 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo.

BUSINESS CARDS, FINEST VELLUM; MAXImum, 9 lines; 1,000, $3 postpaid. William Jones, Dept. B, Box 343, Mineola, N. Y. jy15

DE LUXE CUSHIONED RUBBER STAMP, knob handle, indexed, 3 lines, 50¢; 4, 60¢; Ink Pads, 40¢; 500 Two Color Personal Gummed Labels, 2¼x2", $1; quick service. Warner & Co., 355 Green, Havre de Grace, Md. jy22

RUBBER STAMPS, 3 OR 4 LINES, $1 POSTpaid; Stamp Pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. jy15

THREE COLOR 14x22 WINDOW CARDS—NONE better in U. S. A.; $6.50 hundred; $57 thousand; bumper cards, 5½x26, $3 hundred. $38 thousand. Tribune Press, Earl Park, Ind. jy8

1,000 BUSINESS CARDS PRINTED IN 3 COLors, $3.95; card case free; 100 Letterheads, 8½x11, and 6¾ Envelopes, Hammermill Bond, $1.95 postpaid; samples. Academy Press, Enterprise, Kan. jy8

1,000 SIMULATED ENGRAVED BUSINESS Cards, $3 postpaid; 7 lines limit; blue or black ink; samples free; no c.o.d.'s. Angelus, Box 1625, Los Angeles 53, Calif.

SALESMEN WANTED

ADVERTISING BOOK MATCHES—BIG SPOT cash profits! World's largest direct selling book match manufacturer offers profitable year 'round selling opportunity; make money with Matchcorp 20, 30, 40 and 240-light book matches; liberal commissions; every business a prospect; no experience needed to start; men, women; full, part time; low prices for high quality; repeats; direct factory service; giant 250-page and other catalogs furnished plus full selling information. Match Corp. of America, 3433 West 48th Place, Dept. D-39, Chicago 32.

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. np

SELL ELECTRIC DEODORIZERS AND MOTHatizers; newest hit on the market; start your own service route with monthly income assured. Airolator, 1529 Park, Dept. B, Indianapolis, Ind.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COLors, Needles, Outfits; genuine German Pelican ink; free catalog. Gwen Jensen, 120 W 63d St., Los Angeles 3. jy15

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Milt Zeis, 728 Lesley, Rockford Ill. se29

WANTED TO BUY

MATCH DISPENSER—USED OR NEW; GOOD condition; need several hundred as soon as possible. Contact Superior Mfg. Co., 320 W. Polk St., Chicago, Ill. Phone WE-9-4610.

RINK OPERATOR WISHES TO BUY NEW and Used Shoe Skates and Clamp-On Skates in good condition; will also consider any repair parts or equipment if priced right; need Organ and P.A. System. J. W. McGarry, 789 McKeyln Ave., Baltimore 18, Md. jy22

WANT 32 OR 36 FOOT MERRY-GO-ROUND and Ell Wheel; cash. Write James Farrington, Canton, Me.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum $2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BIRD TRAINER—WILL PAY FOR THE BEST; cool summer resort; give references, salary desired. Charles Whitford, Sawyer, Wis. jy8

CARNIVAL, RODEO, CIRCUS, PROGRAM ADvertising salesman, all attractions; West Texas, August 31-September 6; want rent Sidewalls, Seats. Bradley, Box 128, Menard, Tex.

DIRECTOR AND LEADING MAN — OTHERS wire or write; one a week; low salaries. Metropolitan Players of Tiverton, R. I., Bristol, R. I.

MUSICIANS FOR TERRITORY BAND; SALARY $18 per night, $150 per month minimum. Don Laughlin, Grand Island, Neb.

NYC AGENT WANTED—SELL TOPNOTCH songs; percentage, royalty basis; my time extremely limited; write details. Eisenstadt, 30 Remsen, Brooklyn 2.

SALES FORCE AND JOBBERS NEEDED IN all States. Dr. Roberts, 8, Patterson St., Valdosta Ga. jy15

SOLOISTS, TRIOS, ORGANISTS WITH INSTRUment, organized combos; send photos, av. dates, salary expected. Agent, 128 W. 2d St., Jacksonville, Fla.

WANTED — MEN TO DEMONSTRATE AND sell item to filling stations and garages in exclusive territory; not uncommon for our men to earn $200 to $400 commission weekly, or up to $200 weekly part time; if interested in this kind of money have car and $25 to partially cover returnable samples, write L. C. Smith, S. & S. Mfg. Co., Sioux City, Iowa. Position of State Supervisor also open. jy8

WANTED IMMEDIATELY — DRUMMER doubling voice or vibes; easy job, six nights weekly; salary, $55. Contact Lou Clancy, 404 Selma Ave., Selma, Ala.

LOWER PRICES!

	Doz.
PISTOL LIGHTER, dazzling chrome, black handle	$7.20
TABLE LIGHTER SET, automatic, silver plated	7.20
CAMERA LIGHTER, automatic shutter release	7.20
COMB. CIG. CASE & LIGHTER, automatic, extra thin	18.00
20/20 AVIATOR'S SUNGLASSES & CASE	7.20
RHINESTONE JEWELRY SET, luxury boxed	15.00
3 PC. PEN SETS, gold tops, boxed	3.75

1/3 With Order, Balance C. O. D., F. O. B. New York. Send for Catalog.

TED **BURKE** INDUSTRIES
Dept. B-4, 10 W. 27 St., New York 1, N. Y.
MUrray Hill 4-4757

(Continued on page 88)

SURPLUS STOCK! STUFFED TOY CLOSE OUTS
DIRECT FROM MANUFACTURER

25% dep. bal. C.O.D. if not rated.

100 dozen each of the following:

- 25" Cloth Cuddly Doll, pressed masked face, movable eyes, cotton stuffed. In bright flower design ..... $12.00 dz!
- 20" Cloth Cuddly Doll, pressed masked face, cotton stuffed. Low priced for ..... $6.50 dz!
- 11x9" Rayon Plush Scotty Dog, asstd. colors. Slashed to ..... $6.00 dz!
- 12x10" Real Fur Scotty Dog, with ribbon, movable eyes, asstd. colors ..... $10.80 dz!
- 30" Real Fur Grizzly Bear, rayon plush trim, asst. flashy colors ..... $30.00 dz!
- 29" Rayon Plush Bear, asstd. colors. $24.00 doz. In 6 doz. lots $22.50 dz!

Send $8.25 and Receive SAMPLES of ALL SIX NUMBERS POSTPAID

Quality merchandise. Satisfaction guaranteed

SPECIAL SET-UP FOR QUANTITY USERS

SALESMEN: Choice territories open. Send for FREE catalogue of exclusive line of Stuffed Fur and Plush Toys for Carnival and Concession trade. Close-outs always on hand. State nature of your business in FIRST letter to avoid delay. Write today!

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

COLOR CATALOG SENT FREE!

NOVELTIES
JEWELRY
CLOCKS
GIFTWARE
PREMIUM ITEMS

PIPES—MASTERCRAFT—Each in suede gift box and silk bag. Finest briar made. Retails for $5.00 each. Assorted shapes and styles. Dozen, $6.00. Samples, $1.00 each.

SPEED-O-MATIC CAMERAS — Develops immediately without dark room. Retails at $12.95. 12 film pack and developing kit free with each camera. Lots of 12 or more, $2.00 each outfit complete, camera and film. Sample outfits, $2.25 each.

COMBINATION PEARL and RHINESTONE SET-Pin, necklace and earrings perfectly matched in gorgeous satin lined box. $26.00 price tag. SPECIAL PRICE DOZEN SETS, $24.00. Sample set, $2.25.

EXOTIC FAN DANCER!!—Action every second! Figure and base in hand cast metal. All metal shade. Separate switch for motor driven fans. Height 24". Natural feather fans. Individually boxed. Lots of 3, $15.95 each. Sample, $16.95.

ACTION HULA LAMP—Height 36½". shade 16" wide. Lots of 4, $12.50 each. Sample complete, $13.00.

25% deposit on C.O.D. orders. 5% cash discount if your orders total $75.00 or more. F.O.B. Pittsburgh, Pa. Minimum order, $10.00.

S. R. CANTERMAN
1115 OGLETHORPE ST.
PITTSBURGH 1, PA.

Get Your
ARROWHEAD BRILLIANT FIREWORKS NOW
ZIP BOOM BANG

Set the Junior $6.25 package for only $3.95 or the Superior Assortment, $12.15 packages, for only $4.98. These packages contain firecrackers, candles, fountains, rockets, whistling Red Devils, comets, handie fountains and others that you like.

RUSH Your Order Today

No C. O. D.'s, send money order or certified check.

Army Repeater Pistol with Western Holster, only $7.98.

ARROWHEAD FIREWORKS CO.
Dept. M 178
1819 W. Superior St. Duluth 2, Minn.

GIVE TO THE RUNYON CANCER FUND

This Summer's
BIG PROFIT
SENSATION IN COSTUME JEWELRY SETS

$39.95 PRICE TAG
YOUR COST
Only $5.50

Stunning 4-Piece Jeweled Necklace, Bracelet and Earring Set. 24-Kt. Gold Plate. Lovely "Crown Jewels" design lavishly set with simulated Pearls, Rubies and multi-colored stones. Each set in luxurious Plush, Satin-Lined Jewel Box.

$5.50 the set—in lots of 3 or more. 25% deposit on C. O. D. orders.

Write Today for Big New Value-Packed Catalog!

Cel-Max
WHOLESALE JEWELERS
198 S. Main St. P. O. Box 478
MEMPHIS, TENN.

NEW LOW PRICES ON ALL PEN SETS

WE WILL NOT BE UNDER-SOLD

$4.00 Per Doz.
$42.00 Per Gr.
self-filler

The original 2-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 $65.00 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 $36.00 per gross. All cellophane wrapped. Sells on sight.
Sample 50c.

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.
25% deposit with order, M.O. or cash, balance C. O. D.

HARRIS NOVELTY CO.
1102 ARCH STREET PHILADELPHIA 7, PENNSYLVANIA
PHONE MA 7-9848

FLASH!!
SENSATIONAL SCOOP!!
STERLING'S FIRST AGAIN!

NON-TARNISH MASSIVE WESTERN SADDLE RING
Aviation metal
ONLY $1.75 per doz. or $20.00 per gross
Same ring in precious nickel silver with closed shank.
ONLY $3.00 per doz. or $33.00 per gross

VERY POPULAR MASSIVE WESTERN COWBOY HAT RING
in aviation metal
ONLY $2.25 per doz or $25.00 per gross

Minimum order—one dozen
Remittance in full or 25% deposit, balance C. O. D.
Sample of both rings sent for $1.00 postpaid
Send for free catalog

STERLING JEWELERS
44 E. Long St., Columbus 15, Ohio

Walking Bear
The Season's Hottest Item

Immediate Delivery $7.20 DOZ.

No. 544 DRUM MAJOR, 29" tall (Sample $4.25). Doz. $39
No. 542 SUN BONNET SAL, 28" tall (Sample $3.25). Doz. $31
No. 505 STANDING COMBINATION BEAR, 34" tall. (Sample $4.50). Doz. $45
OFFICIAL HOP-ALONG CASSIDY FIELD GLASSES. (Sample $1.50) Doz. $13.50
"GOOD OLD" BOUNCING BIRD. (Dozen $1.50). Gross $15
8" Long RUBBER ALLIGATOR. With Suction Cup. (Doz. $1). Gross $8.64

All Prices F.O.B. Chicago.
25% With Order—Balance C.O.D.

STAR MERCHANDISE CO.
26 S. Wells St. Chicago 6, Ill.

"DOUBLE" Profit Making SPECIAL

AUTOMATIC WINDOW CALENDAR

New! With Automatic Window Calendar, Time, Distance and Stop-Watch Features: Large Red Sweep Hand, Chromium Case, Unbreakable Crystal, Plus "Nite-Glow" Numbers.

Complete with Band Jeweled Movement $4.95 Gross

12 PUSH BUTTONS

	Gross
Lots of 60	$5.10
Lots of 12	5.75
Lots of 6	5.85

SENSATIONALLY PRICED
PRECISION MADE
ELECTRIC SHAVER

Individually wrapped with $22.50 price tag, including simulated pigskin pouch.

SINGLEHEAD $1.50 DOUBLEHEAD $2.25

	Gross	Gross
Lots of 60	$1.65	$2.35
Lots of 12	1.75	2.50
Lots of 6	1.85	2.85

SAMPLES $1.00 EXTRA
25% Deposit, Balance C. O. D.
CALUMET BLDG. **NATIONAL DISTRIBUTING CO.** MIAMI, FLA.

SQUIRT CAMERA
Fastest Selling Joke Item on the Market.

SQUIRTS WATER Looks like a real miniature camera. A real novelty sales getter. One doz. to box. 2 gross to carton. Samples 50¢ Ea.
$3.50 Doz. $39.00 Gross

FUSSY FIDO . $4.80 Doz.
Performing dog, magnetic action makes it a terrific pitchman item. $54.00 Gross. Sample 75c.

RUBBER CLOWNS..$2 Doz.
Colorful. Squeeze him, he squawks and his hat jumps up and down. A big 25¢ number. $21.60 Gross.

25% with order — balance C. O. D.
Add 5% for postage.

THE MACK CO.
1st with the novelty hits
32 N. Wells St. CHICAGO, ILL.

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

PIN With LOCKET
Individually boxed.
Various shaped lockets.
$3.00 per dozen

TIE SLIDES (bulk), $2.75 per gross; (carded), $4.50 per gross.

BEAUTY PINS, Six pins on a card, $5.00 per gross cards.

KEY CHAINS, nickel plated, $16.50 per gross
MEN'S HEAVY BRASS IDENTS, nickel plated ..... $12.00 per gross
LADIES' BRASS IDENTS, nickel plated ..... $10.00 per gross
Assorted Silver Finish Pins, $3.00 per gross

ENGRAVING JEWELRY
DOUBLE HEART, High Polish, 14K gold plate ..... $9.00 per gross
SCOTTY PIN, High Polish, 14K gold plate ..... $12.00 per gross
DOUBLE SCOTTY PIN, High Polish, 14K gold plate ..... $14.40 per gross

A. LEONARD COMPANY
81 Bassett Street, Providence 3, Rhode Island

ATTENTION! ENGRAVERS -- DEMONSTRATORS

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GRAB BAG MERCHANDISE 5¢ EACH
25% Deposit on all C. O. D. Orders
PLEASE STATE YOUR BUSINESS
2ND TO NONE FOR VALUES

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SLUM • BINGO MERCHANDISE • PREMIUMS • BALLOONS
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CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.
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BRAND NEW!!
Both case and movements are guaranteed new. Not reconditioned—not rebuilt.

Sparkling DIAMOND-CUT RHINESTONE CASE
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(Copy of $300 Watch)
You Can't Beat This Value! $8.95

17 Jewels $10.95
17 Jewels, extra fine U. S. general movement 12.95

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GET TOP MONEY—WITH MYCO NOVELTIES

Whips . . .

Special Dart Balloons	.65 Gr.	Imported Hawaiian Leis	$ 1.75 Gr.
4x18 Asst. Color Balloons	1.00 Gr.	American Leis	$2.25 & 5.50 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 631 Baseballs	2.25 Dz.
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	$1.00 to 19.80 Dz.
24 in. Balloon Reed Sticks	.50 Gr.	Electric Gold-Plated Horse Clocks	6.50 Ea.
33 in. Heavy Balloon Reed Sticks	1.00 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 & 7.20 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, $17.26, $30.00 & 42.00 Gr.	Finger Traps	1.00 Gr.
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Jocko—Circus Monkeys	9.00 Dz.	Return Balls	4.50 Gr.
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25% Deposit—Balance C. O. D.

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AMAZING VALUE . . . PLUS A FREE OFFER

ACCURATE GOLD FINISHED MAGNETIC COMPASS IN A SHIP'S WHEEL. IN ANY OF 3 HOT SELLING STYLES.

1. With Suction Cup for Auto Dashboard; 24 to card.
2. With Key Chain for Pocket or Purse; 24 to card.
3. With Plastic Wrist Band; Single Carded; Great for Kids.

ONLY $1.50 A DOZEN (Minimum Order $6.00)

GROSS PRICE $17.00 AND WITH EVERY GROSS ORDERED YOU GET 2 DOZEN KEY CHAIN IDENTIFICATION TAGS ABSOLUTELY FREE.

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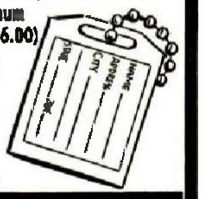

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- Figurines
- Novelties
- Containers
- Giftware
- 100's of Terrific Items

Here it is, Mr. Carnival Man, a wonderful opportunity for you to pick up excellent prize and gift material for year round use. We've got a tremendous inventory of pottery, metal and glassware that we have to sell at below our cost. It's first-class merchandise that accumulated on us . . . and now we need the space. It has to go . . . a once-in-a-lifetime buy! Special low prices for quantity purchases.

Write for more complete details

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Distributors and Manufacturers of Pottery, Glass and Metalware

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We have 61 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS—They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from $1.00 to $72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

Engagement ....$2.63 Doz.
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Red and White Stone Combination ...$3.00 Doz.

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AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum $1

Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

SMALL SOCIETY ORCH—JOBBING 150-MILE radius Cincinnati; union; dances, banquets, picnics. Ken White, P. O. Box 82, Sta. Cincinnati, O. jy15

TRUMPET — COMMERCIAL BAND, PREFER Dixie combo; read, fake, cut shows; 15 years' experience. Musician, 4402 Cabell Dr., Dallas, Tex. jy15

CIRCUS AND CARNIVAL

WANT FOREMAN JOE WITH CIRCUS—GOOD forenight, silent man. Ray Lynch, R.D. 2, Coatesville, Pa. jy15

MISCELLANEOUS

GENERAL BUSINESS AND CHARACTER WOMAN; thoroughly experienced; singing, dancing specialties; good wardrobe, tent repertoire or summer stock. Catherine Williams, 43 Martin Ave., Columbus, O. jy15

MALE, 26, MENTALIST-EMCEE—CAN DOUBLE actor, dancer, female impersonator, medicine man; want manager, partner; consider anything, white, colored. Box C-134, Billboard, Cincinnati, O.

PROF. E. SPIES, THE HOLY MAN AND Great Divine Healer at leisure. 302 Lyell Ave., Rochester, N. Y.

TOP FLIGHT ENTERTAINER AND WIFE AT liberty September 1st would like to lease small tavern or club. Taylor Mowry, Hotel Kansan, Topeka, Kan. jy15

MUSICIANS

ALTO, TENOR SAX, FLUTE, CLARINET; COLlege graduate; 33, sober, union; permanent job wanted. Seymour Bass, 143 Balturrol Way, Springfield, N. J. jy22

AT LIBERTY—RADIO OR STAGE SHOW, Comedy Team playing accordion and bass. Helen and Toby Price, Box 87, Miami, Okla. jy15

AVAILABLE WESTERN SINGER—PLAY GOOD rhythm and take-off guitar; experienced in radio, stage and dance work; reliable and sober; want permanent position in one of Kansas' bordering states. Gene Cobb, 3117 S. Logan, Lansing, Mich.; after July 15, 1209 Conn., Lawrence, Kan.

BASS—RECORDING TUBA DOUBLING STRING bass; fine equipment; wide experience commercial bands; formerly Art Kassel, Don Bled, Johnny Gilbert, others; have panel truck. Bob Beatty, 2040 West "O" St., Lincoln, Neb. jy15

BASSIST — DESIRE COMMERCIAL BAND, combo, read, fake, intonation; reliable, appearance; have transportation. Monk Moninger, 816 Jefferson, Defiance, O.

BASSMAN AVAILABLE IMMEDIATELY — Good beat, tone, intonation; arrange; single, will travel; make offer. Box C-151, Billboard, Cincinnati, O. jy15

DRUMMER — UNION, RELIABLE, EXPERIenced; desires connection with responsible leader, circus or fair bands; all offers considered. John McGlothlin, 2323 S. Adamas St., Peoria, Ill. jy8

DRUMMER—SEMI-NAME EXPERIENCE; GOOD beat, cut shows; all types rhythms. Write Drummer, Box 38, Seaside, Calif.

ELECTRIC LEAD OR RHYTHM GUITAR — Double violin, read or fake, sing in original keys; small combos preferred in South. John E. Meyer, 418 N. Jackson, Odessa, Tex. jy8

GOOD HILLBILLY TEAM CONSISTING OF rhythm guitar and steel; prefer radio with personals; good hillbilly singer, also duets; featured on records. Please contact Dick Wayne or Coy Martin, 621 North 12th St., St. Joseph, Mo. Phone No. 2-0594.

HAMMOND ORGANIST WITH LATEST TYPE own organ, available for anywhere in U.S.A.; 15 years' experience, hotel, dining rooms, restaurants, cocktail lounges; age 37; distinctive organ stylings by Roland Treul, El Patio Hotel, 1825 N. Beachwood Dr., Hollywood, Calif.

LEAD ALTO, CLARINET, FLUTE — EXPERIenced; available after June 30. Gene Schuette, 2110 North 18th St., Sheboygan, Wis. jy15

MALE VOCALIST — BALLAD AND JUMP; single, 21 union; free to travel. Musician, 1325 Ninth Ave., Greeley, Colo.

MUSIC COPYIST—UNION, KNOWLEDGE OF chestration, transposition, symphony, popular; wants connection music firm, orchestra, N. Y. vicinity; good work. Henry Sushansky, 658 Wyona St., Brooklyn, N. Y. Cloverdale 7-4343.

PIANIST—UNION, SINGLE, SOBER, DEPENDable; shows; all essentials. Box C-148, Billboard, Cincinnati, Ohio. jy29

PIANIST — CHICAGO NITE CLUB EXPERIence, member Local 10, wants work; summer resort, combo or solo, in cocktail lounge; capable and versatile, presentable. Lloyd Jenkins, 848 N. Main St., Rockford, Ill. jy8

PIANO MAN — 15 YEARS' EXPERIENCE; read, fake, jam; good appearance; prefer small combo; location only. Vernon Korb, Fair Water, Wis.

PIANO MAN — 10 YEARS' EXPERIENCE IN two-beat, jazz, combo; married, dependable; join immediately. Tex Catron, Woonsocket, So. Dakota.

SOBER, RELIABLE, NEAT, ALTO SAX AND Clarinet; union, cut or no notice. Write or write Dick Brackett, Box 851, Florence, S. C.

STRING BASS—EXPERIENCED, READ, FAKE, any style; sober, appearance, will travel; cut or no notice. Write or wire Rudy Bandy, 1697 Fulton Rd., Cleveland, O.

TENOR SAX, CLARINET — PREFER HOTEL band or combo. Harry Stewart, Carling Hotel, 1512 N. LaSalle St., Chicago, Ill.

TRUMPET-VOCALS — DOUBLE TROMBONE; combo name; hotel exp.; single, sober, reliable; consider anything; available now. 1025 W. Washington St., New Castle, Pa.

TRUMPET—ANY CHAIR; DOUBLE ON VOcals; experienced; willing to travel. Notify Robert Baxter, 49 Fordham St., Williston Park, New York. jy15

TRUMPET—AVAILABLE IMMEDIATELY; ALL essentials, plenty experience. Contact Musician, 227 Bonnie View, Knoxville, Tenn. Phone 22708.

PARKS AND FAIRS

BALLOON ASCENSIONS, PARACHUTE JUMPing; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. jy15

"BOOK" CHARLES LA CROIX, FLASHY PLATform trapeze act for all types of outdoor events. For all particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT — AMERICA'S LEADING high wire performer; all bookings independent; price $350 weekly. Great Calvert, 184 Averill Ave., Rochester, N. Y. au5

HIGH SWAYING POLE ACT, FEATURING trapeze routine and gymnastic feats. Time open. Box C-84, c/o The Billboard, Cincinnati 22, O. jy29sep

ROSCOE ARMSTRONG, BUCKING FORD, open for engagements weeks of July 17, August 21, September 25 and later engagements. Montezuma, Ind. jy15

SENSATIONAL HIGH FIRE DIVE—25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. jy15

SKY PRINCE—AMERICA'S YOUNGEST DARE Devil, 110 ft. sway pole with traps; nicely wardrobed; lighting effects; parks, celebrations, fairs. Lee Slade, 2846 Park Ave., Detroit, Mich. jy15

THE GREAT KELLY—"RIDE OF DEATH"; closing feature; world's only crash act using glass walls; AGVA; riding regular bicycle down steep chute thru fire, thru glass, leaping gap over 2 cars, using fireworks. Mike Kelly, Goshen, Ind. jy15

VAUDEVILLE ARTISTS

COMEDY VENTRILOQUISM IN FEMALE IMpersonation or straight; two-figure routines and duets; wardrobe. Eddie Burke, Aurea Vista Hotel, Riverside, Calif.

SALARY UNIMPORTANT! — COMEDY M.C. wants work in summer resort. Write Floyd Sommers, 27 Baruch Pl., New York City 2. jy15

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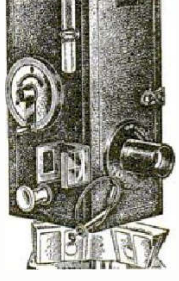
Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER



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Sample $5.50

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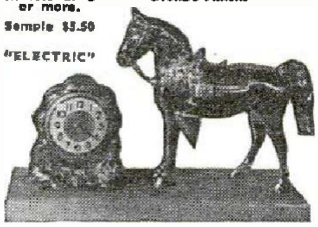

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With quality finish and craftmanship. The best value by comparison anywhere.

A Mounted Original Western Designed Metal Horse. 10½" high, with base 6" high by 6" wide. True Western motif. Overall size—11½" high by 17" long. Individually boxed.

25% deposit with order, balance C. O. D. F. O. B. Chicago.

Special limited quantity Revolving Musical Doll. Fine Swiss movement. 5 asst. beautifully dressed styles complete with hair dressing. Individually boxed with acetate window. 10" high by 8" wide. $2.25 Ea. 4 or more. Sample—$2.50 Ea.

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NOVELTY SENSATION—
Back Again by Popular Demand

SUCTION CUP BOBBING BIRD

NOW to retail at

$9.00 Per Gross
sample dz. $1 Postpaid

10¢

Distributors — Jobbers — Big Users
Write for Quantity Prices
Rush your order today! Cash with order or 25% dep., bal. C. O. D.

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175 Fifth Ave., New York, N. Y.

SILK PARASOLS

Just Arrived!

Beautifully Designed in Attractive Bright Colors.

23" Spread, Dz. $4.20; Gr. $48.00
24½" Spread, Dz. $4.80; Gr. $54.00
33" Spread, Dz. $7.20; Gr. $80.00

FLASHY PLASTIC UKULELES

Cash in on Hottest Novelty.
Dz. $4.80; Gr. $54.00

1/4 deposit with order, balance C. O. D. Send for price list on other items.

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CHAIRS
Folding or Non-Folding

Prompt delivery if desired. Minimum order, 4 doz. State quantity needed.
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Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Adams, Dewey 8c
Lee, Mrs. Dan 20c
Lowrey, Jack 8c
McIntyre, Wm. E. License Plates 6c
Sprague, Hubert F. License Plates 10c

A. & P. Amusement Co.
Abraham, Frank
Acres, Ab & Bob
Allard, Maurice
Allen, Mrs. Barney
Allen, Capt. Frank
Allen, Glenn F.
Allen, Junior
Allen, Rex L.
Allen, Roy "Steve"
Andrews, Jackie
Ansbourg, Mr. Pat
Archer, Joe
Anthony, Mr. Billie
Anthony, John C.
Anthony, Milo
Ard, John
Arlington, Harvey
Arnold, Ralph
Arnott, John K. & Elizabeth
Bailey, Bob
Bailey, S. W. (Bill)
Baker, Lee
Baker, Mrs. Mace
Baldwin, Mrs. Frances
Barber, John
Barnard, Clarence E.
Barnard, Richard Jr.
Bayne, Norma
Beck, Robert
Bell, E. T.
Bethunne, Gus
Biggerstaff, Slim
Birdsall, George
Birmingham, Jack Agent
Black, Denver D.
Black, Frances
Blackburn, E. J.
Blackburn, Ed
Blakely, Mrs. John
Blanton, Jessie
Boley, James
Borst, James
Bourke, Ted
Bradshaw, Bob
Brin, Emil
Britt, Texas Sue
Broeffle, H. J.
Brunkenade, Tony
Brown, Charlotte (Red)
Brown, J. K.
Brown, L. W.
Brown, Mrs. (Mrs.)
Brown, Wm. A.
Bryer, Ollie & Mae
Buchanan, James Alan (Buck)
Bullock, R. T.
Bunch, Mrs. Sam
Bungard, Art
Burd, Sammy
Burens, Delmar
Burnett, Robert C.
Burns, J. A. Doc
Burns, John Calhoun
Butler, Mrs. Peaches
Calison, Carl
Cameron, Charles A.
Camm, Ed S.
Campbell, Mandie
Carnifer, Sam
Card, Myrtle
Carden, Catherine L.
Carey, Mrs. Esther
Carson, Sunset (Carson Western Revue)
Carter, Sonny
Casey, Tom
Cash, R. A. (Tex)
Casper, Col.
Chapman, Don
Chapman, Gene
Charneski, Felix
Chase, Mildred
Cheristo, Leo
Cholnacki, Evelyn
Christensen, Mrs. Geo.
Clark, James H.
Clayman, George
Clifton, Thos. H.
Cochran, A. C.
Cochran, Lee (Starky)
Cochron, Maxie
Cohen, Mrs. Jack
Coleman, Bob & Thelma
Collier, Donald
Collins, A. J.
Collins, Mrs. Dorothy
Conrad, W. T.
Coones, Francis A.
Corkery, Buell
Cotton, Jim
Coula, Robt.
Coward, T. M.
Cowen, Don B.
Cox, Mr. L. E.
Cox, Loftie Gilbert
Cox, Wm. O.
Crandel, Richard Wayne
Cristiani, Oscar H.
Critchley, James
Cross, Dixie or Valores
Cryder, Ethan A.
D'Amato, Santo
Dark, Walter
Darpel, Mrs. Mabel
Data, Daniel M.
Davis, Mrs. Clifford J.
Davis, Graham F.
Davis, Mrs. Magalena
Day, Andy
DeArment, Bill (Hand)
DeCampo, Ray
DeGarlee, Geo.
Dees, John
Delano, Mrs. Charlotta
Delph, Tommy
Demetro, Steve
Demmer, Jack
Dempter, Geo.
Dennis, J. W.
Dennison, E. W.
Doebber, H. M.
Dolan, John
Donaldson, Slim
Dougherty, James
Dougherty, Samuel
Ducharme, Henry W.
Duelinski, Leo
Duffey, Herbert
Duffy, Roy T.
Dunn, Mrs. M. J.
Durrence, Agnes
Earle, Geo. W.
Ebersole, L. K.
Edwards, Winnie or Mrs. Ed
Emery, Flame
English, Mrs. W. H.
Evans, Evan M.
Fallor, Harry
Faith, Laddie
Farman, Mrs. Gertrude
Farnah, K. D.
Farnum, Vera
Farrell, Hugh
Favorite, Geo. H.
Fauth, N.
Fennell, Mrs. A. V.
Forrest, Guy
Fox, Harry J.
Fox, Thos. J.
Frabezig, Pete
Francisco, Don
Frank, Edw.
Frank, E. J.
Frank, Tama
Franklin, James W.
Fraser, Clarence Edw.
Frost, Ray Edson
Fuller, C. & Mary
Furr, Clarence Winnfield
Garland, Joseph Wm.
Gallup, Theo. T.
Garner, Bryan (Brownie)
Gassler, Ralph F.
Garson, Gwen
Gayer, Archie & P.
Gee, Robt. H.
George (Pizzy Pie)
Genders, Mrs. Harold
George, Louis
Gerathy, Wm. P.
Gerber, John
Gibson, Earl Morrel
Gillespie, Frank V
Gilmore, James T.
Gipson, Gilbert Whitney
Girard, Mrs. Edna B.
Glenn, Wallace
Goad, J. D.
Goldie, Jack (Spot)
Good, Dan
Good, Orin S.
Goodman, Byrd
Goodwin, Cecil O.
Gordon, Chas. L.
Gores, Henry
Gormen, Mrs. Jessa W.
Graham, Buddy
Grant, Bobby
Grant, E. R.
Grant, Jack
Grantham, R. O.
Grantham, C. O.
Gray, Mrs. Elsa M.
Gray, Jerry
Green, Carl M. (Rod)
Green, Thos. H.
Griffin, Virginia
Guertin, Jack
Guinn, J. C.
Gulledge, Miss Tonia K.
Gunn, Leonard
Guyton, Chas.
Hagge, Mrs. Roland
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Hall, Dean O.
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Hamilton, Roy J.
Harrison, Allen H.
Hart, Lillian M.
Harvey, Arlene
Havard, Jean
Hatchett, Billy
Hayden, Robt. Wilbur
Heath, Thos. J.
Heerdrick, Herman & Pauline
Helmer, H. L.
Henley, Mrs. Hazel Bob
Highland, Dick & Melita
Hill, James W.
Hill, Smoky
Hillis, Mrs. Clara
Hobb, Dewitt
Holzappel, Carl
Hornits, Victor
Hudson, Geo.
Hutcherson, Chas.
Hyton, E.
Ikert, Kenneth
Ikert, R. K.
Irish, Walter Lester
Jackson, C. N.
Jackson, E. L.
Jackson, Lucy
Jerioca, Henry
John, Eli
Johnson, Mrs. Al F
Johnson, Frank L.
Johnson, Louis
Johnson, Michael
Johnson, Pete Tom
Johnson, Wm. Mack
Jones, Alvin
Jones, Glen
Jones, Mrs. Lenore I.
Jordan, George R.
Kalin, Mrs. Pat
Kaplan, Sam
Karno, Benny
Karr, Honey Mae
Karr, Mr. Joe
Keating, Mrs. Babe
Keenan, Betty Jor
Keith, Kitty Ruth
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(See Letter List, page 96)

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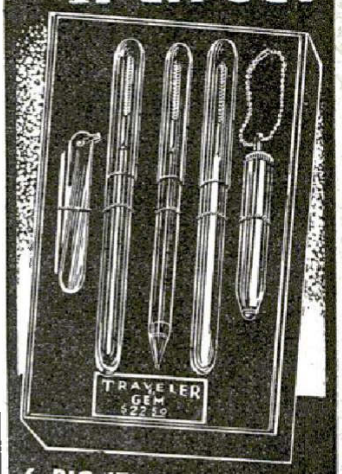
Bed Dolls, 28", asstd. Beautiful silk dresses, regular $36.00; Now 28.50

Half cash with order.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

ANOTHER GEM EXCLUSIVE!

6 IN 1 PEN SET



6 BIG ITEMS 1 BIG SET!

★ Ball Pen ★ Hood Point Pen
★ Mechanical Pencil ★ Knife
★ Flashlight ★ Key Chain

Flashiest pen set ever offered! SIX knockout pieces in Royal Blue velour finish display box. Set is ALL METAL and every piece is polished to a high lustre GOLD finish. Flashlight comes complete with battery and bulb. Looks like a million—sells like wild!

$15.00 Per Doz.

25% Deposit With Order Balance C. O. D.

Sample Set, $1.50

WRITE for Our BIG FREE CATALOG!

GEM SALES CO.
533 Woodward Detroit 26

JUMBO OVER-SIZED
Golf Cap

Two-tone — taking the country by storm. It's terrific.

per dz. $10.50

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HARRIS NOVELTY CO.
1102 Arch St. Philadelphia 7, Pa.
Phone: MA 7-9848

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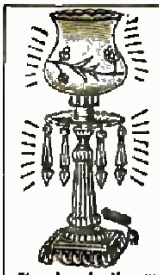
MAGIC TRICKS and JOKER'S NOVELTIES

We supply recognized Dealers and Jobbers only. Nothing sold at retail.

MAGIC BY "ENARMOC"

Write for Our Wholesale Price List

Edward O. Drane & Co.
2453 N. Halsted St. Chicago 14, Ill.



#195 CRYSTAL HURRICANE LAMP

$1.30 Ea.

$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has ¼ frosted glass shade with clear crystal crimped top. Height 15¼". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Packed 2 to Carton (no less sold)

All orders are F. O. B. Chicago. Please include 40¢ for each pair of Lamps to cover parcel post. TERMS: 25% deposit required on all orders—balance C. O. D.

Our new 44-page 1950 Catalog just off the press. Send for your copy today—It is Free.

SERVING THE CARNIVAL TRADE OVER 34 YEARS

M. K. BRODY

1116 S. HALSTED ST. CHICAGO 7, ILL.

All Phones: MOnroe 6-9520

New...Amazing TALKING Birthday Card

Terrific! Mystifying!

Sensational 25¢ Seller

It Says... HAPPY BIRTHDAY

Instantly in Loud, Clear Voice

Truly a "mystery" that sells fast on amazing half second demonstration. Beautifully, colorfully designed, with appropriate verse for everyone, young and old. A red hot "hit" seller—a card that's different for every birthday occasion.

$12.50 Gross Postpaid! SAMPLE, 25¢ Postpaid! $1.50 Doz. Postpaid!

ORDER NOW—Immediate delivery. Send cash in full or 25% deposit, balance C. O. D. To rated firms, net 10 days. F. O. B. Chicago.

TALKING CHRISTMAS CARD Same Price

ALLIED SALES 311 N. Desplaines St. Dept. B-8, Chicago 6, Ill.

NOW AVAILABLE

New Line of Pens and Pencils

Send for Price List

STARR PEN CO.

900 N. Franklin St.

Chicago 10, Illinois

BARGAINS! UP TO 50% SAVE

Ladies' Hose, Lingerie, Toys, School Supplies, Sundries, Razor Blades, Food Products, Novelties, Specialties, Carded Goods, Dry Goods, Cosmetics, Stationary, Jewelry, Notions, Perfume, Soaps, Etc.

Send 10c for latest illustrated catalog and receive all new listings as issued.

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OFF CENTER GOLF BALLS

We are the manufacturers of the world's finest trick, or Off-Center Golf Balls. A real ball that you cannot putt or drive straight!! Each BALL is precision hand-made. Retail price 75c each

We can supply these at the following prices:

1 to 6 doz. inclusive ..... $ 3.50 doz.
7 to 11 doz. inclusive ..... 3.25 doz.
1 gross or more ..... 37.50 gro.

All Shipping Charges Prepaid

Each Ball cellophane wrapped, 12 Balls to a box. Minimum shipment 2 dozens. Free display card. Terms: Cash with order.

NATIONAL MAGIC CO. 119 So. State St. Chicago 3, Ill.

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.

Friday Service ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

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:

Ben Molin and **Joe Rosenbaum** are showing their new Brooklyn plant where they manufacture novelty hats. Their firm, **Benay-Albee Novelty Company**, holds the patent on Atomic Whirler, the beanie with twirling propeller. After selling 4,000,000 beanies, the company plans to enter the carnival novelty hat field with inexpensive promotional numbers. . . . For use in swimming pools, **American Tire Company** is offering B-29 tire tubes as $4.95 sellers and swimming tubes (29-inch outside diameter, 12½-inch inside diameter) as 89-cent numbers. . . . Another beach item is **Singreen's** waterproof blanket at $30. The 27 by 72-inch blanket is made of padded, quilted plastic. . . . For moorings, etc., **Atlantic Works** is selling balsa wood floats. The dollar ones are canvas covered, rubber impregnated and measure 11 by 5 by 4 inches. . . . There's two new items for fishermen. Snag-R is a rust-proof cylinder that's reported to lock and slide down the fish line, releasing the hook or lure caught on the bottom—a $2 retailer. . . . Fisherman's Delight is a lightweight, flexible oar attachment that allows the fisherman to steer his boat with one hand while he casts with the other. The $2 attachment provides for turns, securing the boat and propulsion. **J. Kosten** handles the item. . . . In answer to our June 24 inquiry, we are told that the **Woodwear Products Company** manufactures inexpensive simulated leopard skin auto seat covers. Many readers asked us for a source of supply for the item, and these auto enthusiasts may be interested in a new car snack tray. The plastic tray can be used with the window open or closed. It folds for storage in glove compartment.

To check road map distances, **Alvin** has an instrument that measures curved lines. The imported gadget comes in leather sheath as a $3.75 retailer. . . . **Snap-on Tools** is marketing a hinged handle, magnetic pick-up tool for retrieving bolts, washers, etc., that fall into inaccessible places. . . . Speaking of items for use in hard-to-get-at spots, **Lowe Engineering** is delivering Grasshaver, a holder for used razor blades (single or double edge). The 69-cent seller operates as a scythe, and is a handy aid to the lawn mower. . . . Another economy product is the 10-cent seller, Tube Roll-Up. The plastic T shaped item slips on to any tube-packaged product, and uniformly rolls up the tube as it is used. . . . In the toy field, **Ohio Art Company** is producing Merry Merry-Go-Round, a $1.49 seller. The musical Carousel has a mechanical motor that makes the horses revolve and airplanes whirl out. . . , Woody Woodpecker is a new 98-cent fair traded action toy. The popular Disney woodpecker noisely pecks away as he descends his metal pole. . . . Bully-Woof is a rubber bulldog that growls—by **Tru-Life Toys**. . . . For 89 cents, **Ideal Novelty** has a new toy mechanical cowboy (Roy Rogers) with twirling lasso. . . . **Commonwealth Plastics** is marketing **Globe Bank**, a $2 number. The colored relief map bank teaches geography and thrift. . . . **Selco Novelty Products'** new musical candy bank is a dollar retailer. The bank plays a tune, banks the money and vends ball gum. Gum refills are available from Selco as 29-cent sellers (box of 50). . . . To sell for 49 cents, **Lido Toys** is introducing a new package of its miniature plastic toy automobiles. There are six cars and two truck-trailers, all with movable rubber wheels. The colorful sales display box has cut-outs printed on the back of the container. . . . Taking advantage of the hot weather, **H. B. Davis** is offering electric fans to the trade. . . , **Wheelertet** is offering used government surplus folding steel cots. . . . **Paul C. Roche** is looking for buyers of its first grade, Japanese vacuum bottles.

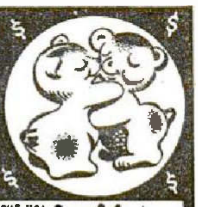
Chicago:

Oak Rubber Company, Ravenna, O., has introduced a soft rubber toy in the form of Bugs Bunny. Licensed by Warner Bros., the toy is an addition to the Squeeze-Me line manufactured by Oak. Toy is housed in a "corner cupboard" box, with the doll visible. . . . Making the rounds here is a new four-page catalog covering the **Haydon Manufacturing Company** line of electric clock movements. The Torrington, Conn., firm's catalog covers mechanisms which can be used in novelty clocks, as well as those made for household, advertising and commercial use.

Here and There:

The **Daly Company**, Aberdeen, S. D., is distributing as a $4 retailer the electronic scriber for use in personalizing metal tools, sports gear, etc. The electric pencil will burn names into the hardest metal. It operates on a. c. or d. c., and features magnet-to-magnet action. . . . **Malko-Wortell, Inc.**, Chicago which is offering Oilette, a transparent plastic oiler in fountain pen size, reports the item has found favor with the coin machine trade. With a press of a button oil is dispensed from a needle-nozzle a drop at a time in hard-to-reach places. . . . **A. G. Busch Company, Inc.**, Chicago, has introduced safety flare auto lights to the trade. They plug into a car's cigar lighter and throw a brilliant light to assist a worker in making repairs and, at the same time, glow a bright red to warn approaching vehicles. Twelve feet of rubber cord are provided. Retail price is $2.79. . . . Snap-tite adjustable picnic jug stoppers for 79 cents retail have been introduced by **Moeller Manufacturing Company**, Racine, Wis. The stopper may replace caps that have been lost or caps that fail to make an air-tight seal. . . . Said to be eye-arresting, durable and economical, a new sign kit of one-inch plastic fluorescent-glowing letters that will stick to any smooth surface has been introduced by **Gordon Plastic Products Corporation**, Ossining, N. Y. It's known as the Alpha-Betty kit. . . , **Magnus Harmonica Corporation**, Newark, N. Y., has introduced an improved instrument of all plastic. A molded-on amplifying horn increases volume and permits a wide range of musical effects, Retail price is 89 cents.

NEWEST SALES SENSATION



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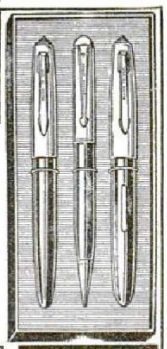
Snuggle Hug SALTS AND PEPPERS

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, Ducks. $7.00 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.

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.

ORDER NOW!

H. EPSTEIN 27 East 22nd St. New York 10, N. Y.

WE HAVE

WALKING BEARS

$6.00 DOZ.

Postage Prepaid.

Cash With Orders—No C. O. D.'s.

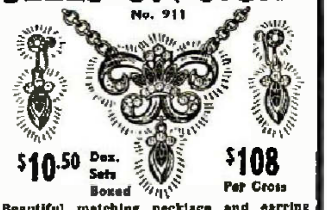
Minimum Order 1 Dozen.

FEDERAL SUPPLY CORP.

119 So. Wells St. CHICAGO, ILL.

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 Novelties. Boxed in sets $10.50 per doz.; $81 per gross.

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Guaranty—Money back if they don't move.

Better boxed sets available on request.

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QUALITY PHOTOS IN QUANTITY

6 x 10—5¢, Postcard—2¢.

Blowups, 20 x 30—$2., 30 x 40—$3.

NEW NATURAL COLOR PHOTOS

Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & List 88

8 x 10 5¢

MOSS PHOTO SERVICE 153 W. 46, N. Y. 19

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Aluminum, Nickel and Nickel Silver at low prices. Girls' and Men's Nickel Silver Signet Rings. Rings for grab bags from $9.50 to $12.00 a gross. Hot numbers. Send $2.00 for samples. Money refunded if not satisfied.

MILWAUKEE NOVELTY CO. 1012 N. 3rd St. Milwaukee 3, Wis.

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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. X200J461 Each $24.50

Same as above with coated lens.

No. X200J465 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 Amed 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. X200J439 Each $32.50

Same as above with coated lens.

No. X200J453 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 2½ x 2¼ inches with 1¾ inch diameter base. Individually boxed.

No. X83J832 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. X83J839 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. X83J822 Dozen $14.40

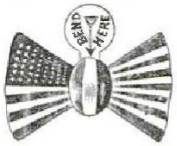
Metal Lapel Bow Pin

The gentlemen's patriotic pin. U. S. flag brightly lithographed on metal bow, size 7/16" by 3/4". Each on printed card.

No. X51N5 Per Gross $1.25

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¢

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND CANE

No.	Size	Per Gr.
X34N7	4 inch	$ 9.00
X34N3	7 inch	18.00
X34N5	7½ inch	21.00
X34N6	8 inch	24.00
X34N4	9 inch	27.00

DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
X38N71	2¾ inch Donald Duck	$ 3.75
X38N72	2¼ inch Frog	3.75
X38N73	2 inch Spider	3.75
X38N75	2¾ inch Spider	6.75
X38N76	1½ inch Devil	6.75
X38N77	6½ inch Skeleton	6.75
X38N82	8 inch High Hat Monkey	14.40

PAPER PARASOLS

No.	Size	Per Gr.
X26N26	18 inch	$ 9.00
X26N7	23 inch	21.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Gr.
X38N48	$ 8.00

NOVELTY HATS

No.	Description	Per Gr.
X45N13	12 inch Cooile Hat	$21.00
X45N14	16 inch Cooile Hat	27.00
X46N88	Spanish Hat	33.00
X46N87	Chole Hat	25.50
X46N704	Flat Top Ten Gallon Hat	48.00

CANES, WHIPS AND BATONS

No.	Description	Per Gr.
X15N2	Extra Heavy Bamboo Cane	$22.50
X17N8	Baton With Ball	13.50
X17N7	Swagger Cane	8.00
X17N18	Lash Whip	12.00
X15N1	Pennant Cane, HEAVY. Per Thousand	18.00

SLUM

No.	Description	Per Gr
X1N12	6 inch Finger Trap	$ .95
X13N52	Metal Cricket	.95
X12N17	Swiss Warbler	.75
X8N9	Celluloid Rose Pin	.75
X8N7	Celluloid R. W., Blue Pin	.95
X8N1	Miniature Parasol	1.65
X38N804	Plastic Novelties	.72
X8N3	Magic Novelty Fan	3.25
X81N9	Bow Flap	.65

CARNIVAL SUPPLIES

No.	Description	
X21R16	Cork Gun, Each	$5.25
X21R26	Corks, Per Thousand	2.80
X5R7	Baseballs (Special), Dozen	1.50

WHILE STOCK LASTS!!

NEW CARNIVAL NOVELTIES DAILY
WRITE FOR INFORMATION!!
WATCH FOR OUR ADS!!
25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

MR. NOVELTY DEALER LET ME INTRODUCE TO YOU . . .

"SILLY SAM" the "SASSY MAN"

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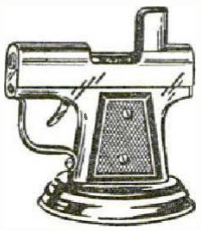
Positively the greatest Belly-Busting LAUGH and PROFIT producer of all times. Place him on a chair or under a cushion and press or sit on his face and he will SASS you back by sticking out his tongue with an explosive surprise.

$6.00 Doz. $5.55 Doz. Gross Lots.
Sample AIR MAILED $1.00.

Gay '90's Derby Style Felt Hats, $6.00 Doz. $5.50 Doz. HI-TOPS, $12.50.
Terms: 25% with order, balance C. O. D. prepaid when full amount accompanies order.
WIRE—AIR MAIL—PHONE

J. R. BROWNLOW 107 E. SUNSET BLVD., LOS ANGELES 12, CALIF. Phone: MUtual 7014

Pistol Lighters



Large Chromium Black Handle Pistol Lighter, $8.50 Doz. Medium Size Black Handle Pistol Lighters

$7.00 doz.

HARRIS NOVELTY CO.

1102 ARCH ST. PHILADELPHIA, PA.

PHONE MA 7-9848

STAINLESS TWIN COLLAR BARS ADJUSTABLE

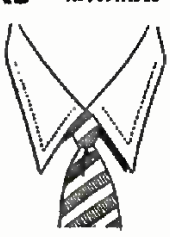
BEFORE

Here's an item you can sell anywhere, any time. Collar can be worn open, with or without tie. Can be worn with soft or starch collars, invisible, comfortable.

DEALER'S PRICE
Color Counter Display Box of ..... 36 for $4.50
Color Counter Card of .... 12 for $1.50
SAMPLES 25c ea.

JOBBERS, DISTRIBUTORS, WRITE!

FEURS MANUFACTURING CO.
853 W. 35th St. Chicago 15, Illinois



AFTER

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No. 9 CPS Circus Parade Circular Stripe....Gro. $7.70

No. 9 MGR Merry-Go-Round .....Gro. $8.05

The OAK RUBBER CO
RAVENNA, OHIO.

OAK BALLOONS
For Immediate Shipment.
Write for FREE Catalog.
STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

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First class papermen can get one of the best deals out on a farm publication which covers all Southern States. Write
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TABLE GUN LIGHTERS
AT LOWEST PRICES
$10.00 per doz.
$100.00 per gross
Heavy Chromed. Indiv. Boxed. 25% With Order Balance C. O. D. INCLUDE POSTAGE with order.
Write for Price List.
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503 N. SECOND ST. PHILADELPHIA 23, PENNA.

The New
WONDER MYSTIC TIE HOLDER
18 kt. gold plated. Six assorted styles individually boxed with $1.50 price tag.
Dozen $3.00
#900 Gross Lots .. $30.00
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.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Pipes for Pitchmen

By Bill Baker

GEORGE H. BROOKS . . . better known as Road Map Scotty, has been making his headquarters at Valley Park, Mo., since his last missive to this corner from St. Louis. Brooks says he worked the Truman parade in downtown St. Louis in June with popcorn, peanuts, ice cream and flags but spending was way off. He also played the two-day Shrine Circus in Olney, Ill., to fair returns. He had balloons and flying birds. Returning to St. Louis, Brooks worked the North Side Sports Arena for Austin Potter. He'll leave Valley Park soon for his annual trek of fair and celebration dates.

MORRIS KAHNTROFF . . . is still in Room 308, Mt. Alto Hospital, Washington, where he's recovering from his recent operation. He entered the hospital for treatment May 29. He says he has received numerous letters from friends during his convalescence. Morris expects to remain there for about two weeks more when he will return to the pitch game. "I hope that Speedy Haskell has a speedy recovery," Morris pens. "He's a fine fellow and clean worker. Was pleased to note that Robert Noell is doing well. I happened to break him into the pitch business in the '30s thru Florida, the Dakotas, Texas and Oklahoma."

UNDER AN ORDINANCE . . . to be voted on by Danville, Va., city council, magazine salesmen and other door-to-door solicitors will have to be registered by the police department in the future. Under the proposal such solicitors will have to be finger-printed and photographed by the police department for a fee of $1 before being authorized to operate. This will give the police an exact record of the person applying for permits and permit a check back with FBI files. The ordinance covers salesmen who collect money for future deliveries and will not apply to venders who sell foodstuff to residents. Danville is a large tobacco market and numerous sheetwriters have been making that territory during the tobacco selling season.

JAMES (KID) CARRIGAN . . . cards the following from St. Louis: "Left Los Angeles two months ago and worked Cincinnati for three weeks before being closed under the new ordinance which provides that one must be a resident of the city before he can obtain a permit to work. I next went to Indianapolis. Kingan's there, which always was a good spot, is closed. From the Hoosier Capitol, I went to Chicago and found that Maxwell Street is vastly changed from other years. Now you pay $100 for a location and the tab on Sundays is from $5 to $10. Here in St. Louis the license is $5 for six months, but the police won't let you work after you've obtained a permit."

JACK (BOTTLES) STOVER . . . is still working spots around DelMar, Va., to okay returns. He advises that he'll probably make a stand at Ocean City, Md., soon and would like to read pipes here from Walter Stoefel, Sentimental Manning and all the with it folks in the biz.

MADALINE E. RAGEN . . . blasts from her Hillbilly Holler near Benton, Ark., that the spot is still a mecca for pitchfolk. Curly Burnett and family were overnight guests recently, while Tip and Lil Halstrom, Arleen Sidenberg and Mary Russo are spending a two-week vacation there. Lou Yesner was a visitor to the Holler while en route to Hot Springs recently. Madaline, who advises that she's getting ready to go to Alaska, says: "Was sorry to learn of the death of Harry Maier, the Mayor of Park Row. He was a credit to the pitch profession. Our figurine demonstration is still going strong in the McClellan store, Little Rock. Mary and Dick Kanthe met a number of pitchmen recently while on a visit to Tulsa, Okla. They included Duke Dover, Doc George Ward and Freed, who came in with coils. My wax show is still in storage in Joplin, Mo. Things are tightening up in Arkansas and Alabama. The cotton crop prospects are slim because of the old boll weavel."

RONNIE PAYTEN . . . is reported to have ditched his magic turn in favor of pitching med in and around Tulsa, Okla.

PROFESSOR ZELLAR . . . and wife, Darleen, and daughter, Candie Darleen, were recent visitors to Mary and Madaline Ragen's Hillbilly Holler near Benton, Ark., while en route to present their magic show and one-man band at the CIO picnic at Hurricane Lake, Ark.

CHARLES HILLAND . . . pipes from Waverly, O., that he has seen Byron Gosh's Tent Show working to good business at several Ohio spots. Hilland is doing okay with his religious pitch but says that business this year thus far has not been as lucrative as that for the same period in 1949.

CONNIE B. GAY . . . who formerly worked knife sharpeners with carnivals and at fairs, currently is clicking with a varied assortment of items which he is pitching via his four programs heard over Station WARL, Arlington, Va., and a daily video show over Station WRC, Washington. In a telephone conversation with this corner from Arlington, Gay said that he's contemplating adding the Sun-Foto device, which Sid Givot, well-known kitchen-gadget worker, has been purveying to outstanding returns via his WGN-TV, Chicago, to his line-up of pitch items.

N. E. COMPETITIONS

(Continued from page 81)

intermediate ladies' figure award, with Virginia Bognar second and Nina Marino third. Junior men's title went to Ronald Rancourt, Hartford, Conn., with Robert Calgogne, Worcester, Mass., runner-up. John Stolpe and Doris Gabriella won the intermediate mixed pairs championship, with Robert Volgagni and John Stolpe, Worcester, winning the senior men's pairs title. Intermediate men's figure title went to Louis Fazekas. The juvenile ladies' figure crown was won by Linda Holland, Bridgeport.

Judges were Mary Louise Leahy and Jude Cull, Elizabeth, N. J.; Leonard Boggaling; Charles Irwin, and William Brewer, Rye, N. Y.

RESORT STRIKE AVERTED

(Continued from page 41)

ployees and so be subject to Social Security benefits, the employer to deduct withholding tax; (3) agents wanted actors to be independent contractors; (4) AGVA wanted each agent (no orgs recognized) to put up a $1,000 bond to be levied against if actor's dough was held up. About 350 agents repped by orgs refused.

In the original talks only the Three A's and EMA were involved but later ARA came in, and whatever deal was supposed to have been made remained unsigned.

The final deal embodied in a code of fair practice was (1) impartial arbitration, (2) all actors to remain independent contractors, (3) recognizing agents' orgs as bargaining bodies and agreeing to have ARA, Three A's and EMA put up a joint guarantee (no actual dough) of $10,000 as a warranty of good faith that acts would be paid. Deal further strengthened the agents' orgs by calling for a $1,000 bond from every indie as a guaranty of payment. Any agent who defaults would not be able to do business with other agents.

Everybody Cheers

Speakers, all of whom vied with each other in congratulations on "working together," were Georgie Price, AGVA board member and candidate for the AGVA presidency; Henry Dunn, AGVA topper; Jackie Bright, AGVA treasurer; Jack Katz, ARA lawyer; Sid Leipzig, Three A's prexy, and Eddie Luntz, Three A's veepee.

Members cheered everything and everybody to a standstill. There were no dissenting votes. The next AGVA meeting will be July 12.

CHI EMA VOTES

(Continued from page 42)

up; unwillingness to contract together on rules and regulations and the attempt to charge buyers the 5 per cent tax. On Thursday (22) a representative of the agents met with the nitery owners in the city to form a united front against the four measures. The ops taking the problems under advisement.

These 28" Plush Stuffed Bears with rolling eyes have a colorful ribbon around neck and are available in assorted two-color combinations.

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REP RIPPLES

(Continued from page 47)

bins pens: "There will be few tent tricks in this State this summer. The nut has got too heavy and the interest in tent rep is almost nil. The drive-in biz has taken over and looks like it would become a big biz." Robbins asks whether the old-timer, John Lawrence is still around. Robbins says that he struck tent for Lawrence 30 years ago. Robbins praises Lawrence as having been a fine man to work for. . . . J. M. Judd cards from Syracuse: "I will be in Streator, Ill., for Honey Boy Evans day. Knew Evans well and he was a good performer." Judd, a former performer and musician, is connected with an Atlanta firm. . . . From Three Rivers, Que., Emil La Plante writes: "Am having fair biz here with a flesh show but more competition than formerly. Some good sized circuses are billing thru here. Have four people and am using E. H. Hannan's 'Pay Up, or Else.'" La Plante says that many small American shows are playing in Quebec villages and that there is no room for more. La Plante plays one-day stands. He has two celebrations booked on guarantee to give stageshows. . . . Masteron's Show and Museum has been in Western Idaho and reports fair biz. Show carries museum trailer and plays halls, doing some merchandising. . . . Donald Chandler is showing 16mm. pix in the Dover, Del., area and will try some dates in Pennsylvania before summer is over. Chandler has been showing pix for four years, being well stocked with religious subjects. . . . W. E. (Dan) Ross letters from St. John, N. B., that he has cut down on his roadshow operation to devote more time to his 16mm. rental library. Ross, who formerly authored most of the plays used by his Maritime Theater Group, has George N. Price, St. John actor; Charlotte MacCormack and Laura F. Ross associated with him in his 16mm. business.

Joseph LaTier pens from Hull, Ont., that "this sector of Canada is being overdone with small shows mostly from the U. S. I have had 16 pix and vaude in Ontario the past three years and was going to try tent this year but after a visit in the States I found that I was only letting myself in for a long headache. Living costs are high here and many Canadian towns are poor show towns unless you have a following. I am trying the platform show for the summer. School shows are taboo in most Ontario towns."

RADIO-PHONO LINES

(Continued from page 39)

on a limited basis thru franchised dealers. The quality line, to be called the Collector's Series, will feature genuine leather carrying cases and exclusive designs. The complete Hudson line will consist of 28 models, including eight junior juke sets ranging from $14.95 to $29.95, and 20 portable models ranging from $14.95 to $79.95.

The Steelman line will consist of 18 models, including the radio-phono combinations. Nine portables in single-speed, three-speed and three-speed automatic combinations will be shown. Prices will start at $19.95 and $22.50. Five three-speed portables will range from $24.50 to $49.95. Three-speed automatic portables will list at $64.95 and $79.95. Steelman's four kiddie sets are an acoustic model at $9.95, an amplified model at $17.95, an acoustic portable at $12.95 and an amplified portable model at $19.95.

BBB FIGHTS GYPS

(Continued from page 39)

prices, service offered, payments, extra charges, speed of service, replacement parts and conversions.

PHILADELPHIA, July 1. — Because of an increase in the number of complaints about television repair service, the local Television Contractors' Association, headed by Albert M. Haas, is huddling with Richard A. Schlegel, operations assistant at WCAU-TV, to prepare a special TV program to clarify the most important questions on video service. The station is giving the servicemen free time for the show as a public service.

RRAC SETS PLANS

(Continued from page 38)

standing reps of major and leading indie diskeries to participate in a review of this year's disk biz and future outlook, slated for Monday (10), thus far only Ted Wallerstein has definitely signified he will be there. The Columbia prexy sent in official confirmation to Ted Raynor, legal rep for RRAC, while Victor has sent correspondence that they will participate but have not named the man to take the meeting assignment. The following day, Tuesday (11), will be spent in further discussion and an attempt will be made to set up the machinery for the national disk dealers' org.

JIM SOUTHERN PILOTS

(Continued from page 81)

in taking over the job, including a 2,000-mile trip to numerous rinks to inspect operating methods. He came here from Fort Wayne, Ind.

Under present policy, Monday and Tuesday nights are reserved for church and club party bookings. A club policy for skaters has been inaugurated, with $1-a-year membership. Members receive a discount on skates and supplies and reduced rates on skating. A supply of television sets for members at reduced prices is planned, according to Southern.

BENEFIT SHOW

(Continued from page 81)

and regional champions to the July 10-15 national competitions in Denver of the Roller Skating Rink Operators' Association.

Headliner was Nancy Lee Parker, winner of the RSROA national senior figure skating title the past two years. Others on the program who appeared in specialty numbers were such holders of sectional titles as Nancy Kromis, Gail Locke, Maryln Adams, Bernice Staunder, Bob Hedges, Pat Hogan, Bill Page and Tommy Jones.

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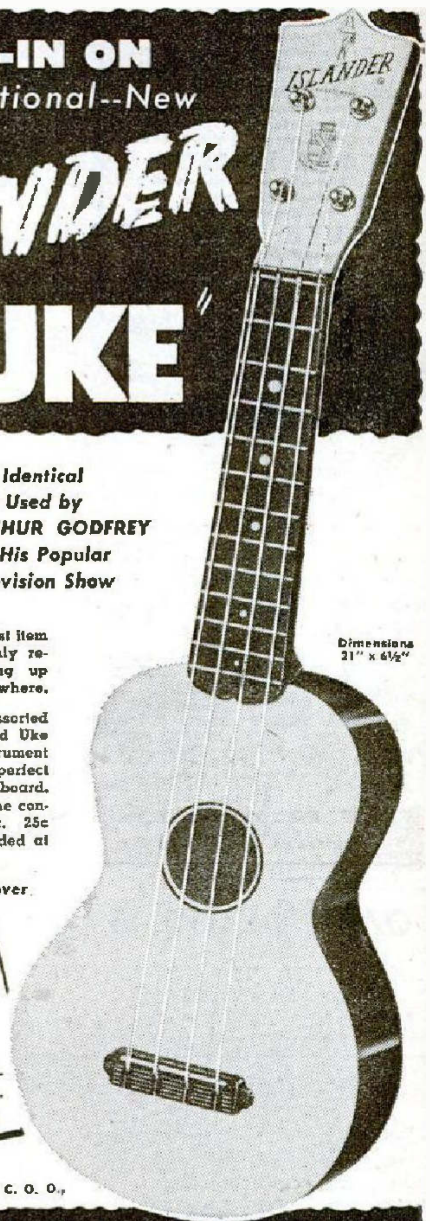

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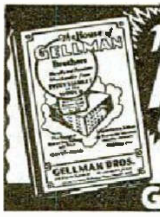

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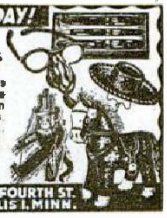

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SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, reports that reduced prices on its entire line of money, coin, merchandise and other boards have stimulated order-flow with a resultant hike in production. Joe Robinson stresses that the price dip has not meant any change in quality standards, which he points out have been maintained and even increased where possible. Gardner's assistant sales manager, Dave Lande, is winding up a business trip thru the Central West territory; he sends back word of perked up conditions.

One of the Saxes who has delved into the business world in a non-salesboard or ticket capacity received a scroll of honor from Ecuador Consul Dr. Carlos Puig the other week. He is George D. Sax, owner of the Saxony Hotel, Miami Beach, Fla. Irv Sax, general manager of Superior Products, Chicago, says the award was in recognition of the hotel's charity show, given following an earthquake in Educador last year.

Werts Novelty Company, Inc., Muncie, Ind., reports via President Iva G. Werts that production is being maintained at peak levels. The baseball season has brought in numbers of new accounts, she adds. . . . Charles Cunningham, DeLuxe Sales Company, Blue Earth, Minn., reports the firm has a brand new jumbo hole board. Every punch takes a pack of cigarettes, ranging from one to 10 packs, and initial acceptance on the number is encouraging, he states.

W. M. Hitter, Carol Sales Company, Elmira, N. Y., tells of a steady customer trek from Buffalo, Rochester, Utica and other points near and far over the country. Many of them are steadies who have made his firm their buying headquarters for the last 10 to 20 years, he says. One instance of customer loyalty was cited by Hitter; a mail-order buyer, who had been dealing with him for 10 years, stopped in during a vacation trip with his family to say hello in person to Dick—he came all the way from Montana. During the next few weeks, Dick announces, he will again sell merchandise via circular. He will use only nationally advertised items.

The McNamara Company, Chicago, is hitting a new high mark in sales activity with its strengthened line of pellet insert boards, Walter McNamara announces. Some of the hard-hitting inserts in the multiple board line include dime play Son-o-Fun, 800 holes; Blue Diamond, 1,224 hole dime play; Roll-Away, quarter punch 1,000-hole board, and nickel play Topper Tommy, also a 1,000-hole number.

LINDBERG POINTS

(Continued from page 47)

presented, and, above all, they must present talent.

"It's true that good, experienced young talent is almost non-existent, but there is undeveloped talent by the carload which can be utilized if only the managers would impart the benefit of their past years of experience toward the development of that talent. The film people do it and it can be done in the rep field too.

"The age-old cry of rep managers has been, 'I'm not running a school of acting. I expect seasoned performers when they sign on my show.' The ranks of those seasoned performers have thinned out to a bare handful and new blood has to enter the picture if America's living folk theater is to survive.

"The time and effort expended upon this development by the people still in the field working with willing, talented and youthful performers will pay off handsomely at the box office and the return of flesh will no longer be wishful thinking. It will become a reality!"

SPRINGFIELD, MASS.

(Continued from page 47)

schools, hospitals or churches. The proposed location for the open air theater at Round Hill is less than 2,000 feet from St. George's Greek Orthodox Church at Memorial Square.

Even if that bill fails to pass, the contemplated Round Hill theater may have some difficult hurdles to overcome. Before the proposed theater may operate, a license must be secured from Mayor Brunton. Last night the mayor indicated issuance of the license would be contingent upon approval of the police department. Also if residents in the neighborhood protest the establishment of an open air theater at Round Hill, that might be considered grounds for blocking issuance of a license.

The plan for the theater was announced by Patrick A. Doyle, representative of Joseph S. Boero, retired contractor, who owns the property.

COLD WEATHER

(Continued from page 47)

Northern University and a former member of the Slout org; Mr. and Mrs. Fred Woods; Bobby Burns, agent, and Mr. and Mrs. Harry B. Kelly, of Hillsdale, Mich., Fair.

Present cast includes Bill Slout, Monte Montrose, Andrew Leigh, Billy Kent, L. Verne Slout, Lucille Clemmons, Wanda Ward, Ora Slout and Blanche Rollins. William F. Lewis has charge of the tent. Richard Tanas joined recently to help on the advance and tent. Robert Seger is still in the box office.

Show jumps into Indiana at Orland Monday (3) for a week's stand and then goes into Ohio and back into Michigan for its final weeks before the long jump into Southern Illinois.

Marty Frankle Dies After Long Illness

CHICAGO, July 1.—Marty Frankle, production manager at Peerless Products Company, died Tuesday (27) following a long illness. Interment was Thursday (29) in Waldheim Cemetery, Forest Park, where services where attended by his immediate family, members of the Ioba Lodge of which he was a member and the many friends he made during his years in the salesboard industry.

Frankle, who had not been active in the Peerless position for over a year because of his illness, had previously filled production, designing and sales positions with Superior Products and Gardner & Company.

He is survived by his widow, Dena, and two children.

SCHAFFNER BIZ

(Continued from page 47)

Family, Grandpa Moves In, Down in Arkansas, Be Yourself and *Right Bed, Wrong Husband.*

Three musical comedy concerts are featured in conjunction with the regular plays, with a survey showing that about 90 per cent of the audience remains for the special shows on the nights they are presented. Mason Wilkes conducts the seven-piece ork.

The new top, a 55-foot push-pole, with three 20-foot middle pieces, was built by Rogers Tent & Awning Company, Fremont, Neb. Three sections of blues are carried together with extra chairs extending out into the airdomes which makes for a seating capacity of about 1,800. An innovation this year is the automatic canvas loader, which is motor powered. It already has proven its worth in the few weeks the show has been out, officials report.

The old standard flatset scenery also has undergone a number of changes, the major one being the reversible double-faced panel which is easily inserted into the rear of each flat section. In this manner, any number of set changes can be made quickly and with one basic set of scenery. A new ceiling piece has been added and a number of improvements is the stage sound system haev been noted.

The Schaffners are confident that this season's layout is the best they have had in a number of years and assert that "a clean, well-acted performance, and, above all, believable plays done in a modern manner is the best insurance we can possibly have against the many types of entertainment offered the public today. Our steady patrons deserve the best we can give them in comfortable surroundings in which to enjoy our offerings."

Current plans call for the unit to make a late summer run down thru Arkansas under canvas after the regular tour is completed. It is contemplated to follow with a house show, with the unit playing full and split weeks in Iowa and Illinois.

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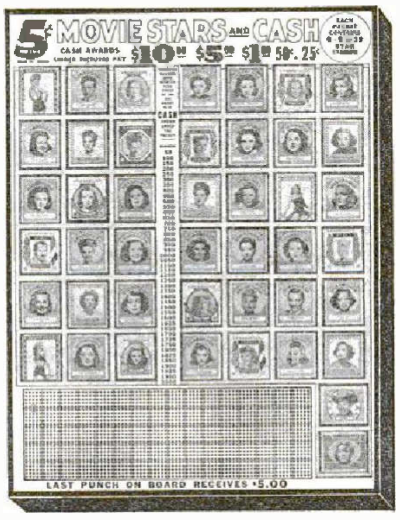

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400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.40
1000	5¢	5¢ CHARLEY, THIN	Def.	17.00	.75
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	.80
1200	25¢	TEXAS CHARLEY, THICK	Avg.	103.98	1.30
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.59	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	48.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

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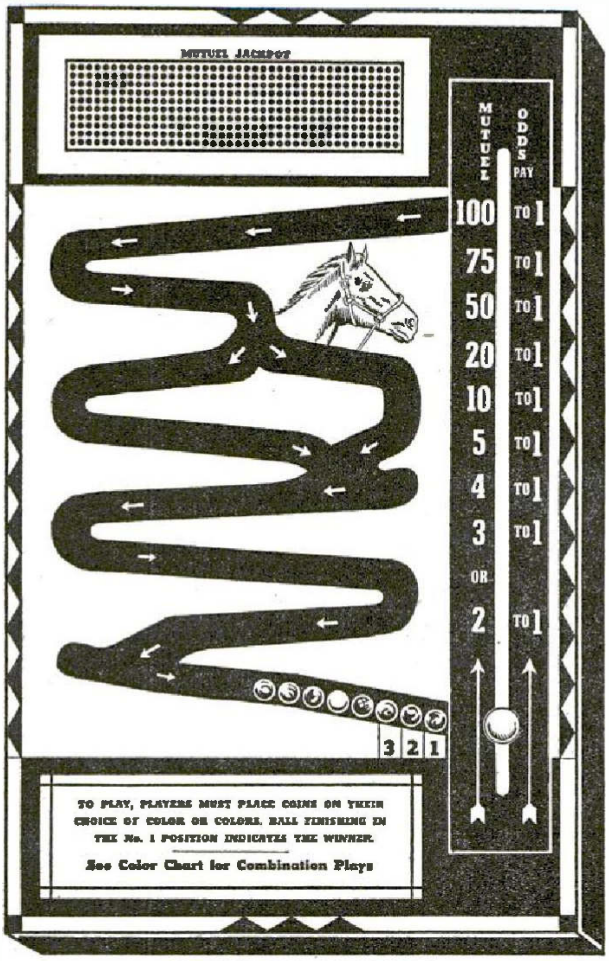

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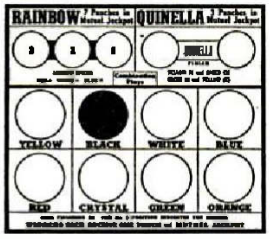

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1000	25¢	Charley Board, Thick	Def.	80.00	.80
1000	25¢	Jack Pot Charley, Thick	Avg.	52.00	.90
1200	25¢	Texas Charley, Thick	Avg.	102.90	1.50
1200	5¢	Squeelie, Thick	Avg.	34.15	2.00
2592	5¢	Jack in Barrel, Thick	Avg.	49.75	3.00
500	25¢	Pin & Bowbuck, Thick (5-25s)	Avg.	57.15	1.85
2000	10¢	It Grows on Trees (Die Cut)	Avg.	71.00	4.00

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A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N Newgard Ave., Chicago, Ill. jy8

BARGAIN—10 DROP PICTURES IN WORKING condition; can be seen on location; $300 takes them. V. Agnelli, 42 W. 10th St., Bayonne, N. J.

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.

DIGGERS—SELLING OUT ELECTRO HOISTS; Mutoscopes, Roll Chutes, Merchantmen, Eries, for carnivals; Exhibit Rotary Merchandisers, National, 4243 Sansom, Philadelphia, Pa.

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BUYING YOUR BOARDS FROM EMPIRE WILL SURELY SAVE YOU ENOUGH MONEY TO PAY YOUR RENT, AND THEN SOME.

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CIGARETTE-NYLON MACHINE — WE BUY and sell used equipment; write for catalogue; all makes and models are refinished to work and look like new; all work guaranteed; Mirrors, Parts, Locks, Quarter Conversions, kingsize 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.

FOR SALE — 50 EXHIBIT IDEAL CARD Venders, counter models, all steel cabinets, one year old, price $10 each. A. Gerry, Box 8435, Philadelphia 43, Pa. jy8

RECONDITIONED BEAUTIFUL POP CORN SEZ Machines, thoroughly cleaned and painted, available in limited quantities, f.o.b. Baltimore, $75; about twenty additional machines available "as is" condition, $50; these are not derelict machines, but are surplus to our operating needs; crating charges extra. Also best prices on high grade pre-popped popcorn. Mayhorn Associates, Inc., 3843 Keswick Rd., Baltimore 11, Md. jy15

SLOT BARGAINS, 5c, 10c, 25c — BROWN Fronts, $40; Chrome Fronts, $45; Black Cherry, $70; Jewel Bells, $100; 50c Brown Front, $75; 50c Black Cherrys, $125; 5c, 10c, 25c Pace Slots, $35; Keeney One Ways $125; Keeney Three Ways, $175; Double Up, $150; Delux Draw Bells, $100. One-third with order, balance sight draft. State second choice. Ray N. Adams, 1407 E. Thurston, Spokane 10, Wash. jy8

SLOT BARGAINS — 5¢ BLUE & BROWN Fronts, $35; 25c Blue & Brown Fronts, $40; 25c Chromes, $45; 5c Mills Bing Bells, $115. ½ deposit. John Burke, Southdown Shores, Edgewater, Md.

STAMP FOLDERS DIRECT FROM MANUFACturer; low, low prices; immediate delivery; write for prices and sample. J. Schpenhach, 1645 Bedford Ave., Brooklyn, N. Y.

UNEEDA ELECTRIC CIGARETTE MACHINE— Only used one month; all parts shiny new; make an offer; I will take a beating. Box C-152, Billboard, 2160 Patterson St., Cincinnati, O.

USED CIGARETTE MACHINES — NATIONAL 9/30, $40; 9/50, $50; not king size; 1/3 with order, balance c.o.d. Ace Cigarette Service Co., 7313 Woodland Ave., Cleveland, O. jy8

WANTED—VICTOR MODEL "V", ANY CONdition. Vess, 3024 N. Clark St., Chicago 13, Ill. au5

WANTED TO BUY—ANY QUANTITY USED Silver King 1¢ and 5¢, Northwestern Model 39 and 33 Ball Gum, Northwestern Deluxe 1¢ and 5¢, Victor, Topper and Squire or what have you? Write full particulars, price wanted first letter; cash waiting. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y. Gedney 8-5900, 438 W. 42d St., New York 18, N. Y. Chickering 4-0142.

13 EXHIBIT ROTARYS, PUSHER TYPE, $195 each; $2500 for lot; clean, good shape. Penny Arcade, Playland Park, Houston, Tex. jy8

28 KANDY KING, DUAL COMPARTMENT Venders, like new, one-half factory price, $24.75 each; five or more, $19.75 each; distributors, make offer for lot. Meadows Amusement Co., 23 Seymour Ave., Naval Base, S. C.

40 GOOD USED ADVANCE MACHINES FILLED with Gum and Charms, $6.95; like new machines, filled, $8.50; used Hart Chrome Ball Gum Machines, unfilled, $8.75; 3 for $25; write for free price lists. Graeff, 1232 Broadway, Toledo 9, O.

NOTHING LIKE IT FOR PROFIT

"Mule Trail"

DEFINITE PROFIT $57.25

2250 Holes

5¢ PER SALE

SUPERIOR PRODUCTS INC.

2133 W. FULTON ST. .:. CHICAGO, ILLINOIS

LETTER LIST

(Continued from page 89)

Kelly, John K.
Kenna, Joe M.
Kennedy, Boyd
Kenner, Bennie
Kenny, Shorty
Kibilds, Tony
Kimball, Dude
King, Clarence H.
King, Mickey
Kirk, Sidney W.
Kish, Lew
Kitterman, Tony
Kivette, Woodrow
Kleban, Harry
Klemp, Bobbie
Knier, Mr. & Mrs. C. L.
Knodell, Emil B.
Koonce, Tony
Korth, William
Kramer, Paul
Krieger, Albert
Kummeline, Donald
Kunde, Arthur
LaDare, Vicki
LaVola, Pat & Wilma
LaZellas, Aerial
Ladd, Edward M. (Doc)
Lamon, Harry
Lane, C. W. (Chuck
Langrall, Gene
Larabee, El
Laughlin, John J.
Langman, Mrs. Jack
Larmer, Wm. S.
Larton, Frank & Caninas
Leak, Edsar L.
Lease, Phil
Lebouf, Frenchy
Lee, Coleman
Lee, R. O.
Leverett, Bob
Lewellyan, Johnie
Lewellyan, Mrs. John
Lewis, Alberta
Lewis, Leslie Don
Lezett, Nick
Liebewirth, Sam
Lindsay, High Pocket
Link, Walter
Little, Mr. & Mrs. Dave M.
Lockhart, Mrs. Wm.
Lorenz, Donald
Lowman, Kathleen May
Lucas, Mr. & Mrs. Joe
Luck, Bill
Lundquist, Jean
Lynn, Shorty
Mac Eachern, Mrs. Gwenyth
Mac Eachern, John
Mac Lennan, Angus D.
McClain, Steve
McCline, Mayne
McCosley, Mr. & Mrs. Henry
McCracken, Geo.
McDaniel, Gracie M.
McDanilles, Noble
McDede, Henry
McFarland, Jack
McGill, Frank
McHugh, Jleene
McIntosh, W. M.
McKinney, Bill
McLean, Mrs. Barbara
McNeal, Jr., Mr. & Mrs. James S.
McSpadden, Myrtle
Mace, Mrs. Susan
Macoby, Paul N.
Magid, Charles
Mallof, Ulaine
Mancuso, Mrs. Diane
Mann, Jesse
March, Curley
Maricle, Rufus A. (Arkey)
Marler, Mr. & Mrs. E.
Martin, Mrs. Della
Mason, John
Master, Kelley (Rep. Stock Players)
Mateolm, Geo. Octopus
Mawkes, Ted
Maxlin, John Henry
Miller, C. M.
Miller, Earl W.
Miller, Frank Geo.
Miller, Irvin C.
Miller, Leonard
Miller, Sam O.
Milner, Mickey
Mitchell, Albert
Mitchell, Bob G.
Mitchell, G. L.
Mitchell, George
Mitchell, Harden L.
Mitchell, Little Willie (Pat)
Mitchell, Turkey
Mitchell, Mrs. Maxine
Moffett, Danny & Jean
Moore, Bill (Animal Show)
Moore, Miss Billie
Moore, Patsy F.
Montanez, Paris
Moran, Mrs. Mary
Moran, Willard Curtis & Vera
Morton, Clyde & Fern
Murphy, J. J.
Murray, Bernard J.
Murray, R. G.
Nash, Albert Lee
Neill, Leonard, E.
Nicholas, Steve
Nicola, Fred
Nippo, Wm.
Noel, Mr. & Mrs. Bob
Nolan, Sr., Mrs. James
Norwood, Al
Novac, Mrs. Bonnie Jean Danks
Nuhsan, Elmer T.
O'Dare, J.
O'Haver, J. D.
O'Neal, Mrs. Jimmy
O'Rourke, Terrence P.
Odell, Joseph
Okie, Joe N.
Ollis, Mrs. Kay
Olszewski, Charles J.
Osborne, Charley
Otis, Johnny
Owens, Ted
Pabst, Anna B.
Padgett, John E.
Palmer, Mrs. H. J.
Pappas, Gus
Parenteau, Hazel
Parks, Beos.
Parr, Charles
Parrish, Mrs. Katy
Party, W. D.
Paschal, Mary Jane
Patchin, Clyde
Patick, Frank (Pat)
Patterson, J. W.
Patterson, Mrs. Thelma Mae
Patton, James Verlie
Patty, Thomas G.
Pease, Vaughan
Peltier, Fred Phillip
Pentlick, Jan
Perkins, Cliff
Perrins, Leona
Perry, Bud
Perry, Jack J.
Peters, Frank E.
Petersen, Thorrence Gordon
Phillips, Clinton
Phillips, Jack
Pike, W. D.
Pike, W. M.
Pitzer, Mrs. Irene
Plato, Mrs. Leona
Post, Wesley F.
Post, Mrs. Wesley
Potts, Russell
Powell, Clinton
Presler, Charles
Preso, Frank
Prokop, Edward J.
Qualls, Knox
Queen, Burl
Quinn, Johnnie
Rabold, Ralph
Raley, Mr. & Mrs. Harold
Randolph, Wm.
Ravelli, Blanch
Ray, Rita
Reed, Mrs. Annie Lee (Little Bita)
Reed, Miss V.
Reese, Sammy
Reese, Mr. & Mrs. W. B.
Reid, Al
Reid, Walter T. (Gabe)
Reineke, Arthur Thomas
Renfro, Charles
Renolds, Charlie
Reynolds, L. C.
Reynolds, Paul
Rhoades, Bill
Rhodes, Marvin
Rice, W. H.
Richards, Robert C.
Rielly, Charles
Rizza, Doug (Doc)
Ringquist, Mr. & Mrs. Clarence
Ringquist, Earle Allen
Robbins, Clarence
Robinson, Jean Roble
Robinson, Ralph James
Rooney, Mrs. Cleo
Rowe, D. V.
Royal, Helene & Stella
Rubyette, (Arrobalo Tumbler)
Rubano, Joe
Ruffing, Wm. S.
Rumbo, Ronnie M.
Russell, Paul
Ryan, Mrs. John
St. Cyr, Lili
Sakobie, James
Salsberry, Mrs. Mary
Sanders, Mrs. Floyd
San Fratello, Mrs. A.
Sarittki, Stephen
Sax, Diana
Sayres, Mrs. Wm.
Schmucker, Claude
Scifres, Fred W.
Scoolcos, W. J.
Screbneff, Wm.
Scrimcher, A. F. Harry'o)
Seaman, Mr. & Mrs. Eddie
Shawrer, Mrs. Harriet Elnora
Shell, Frank
Shelton, Marvin Estell
Sherer, D. E.
Shipler, Leonard
Shoreck, Roy Hank
Siegmann, Richard
Simmons, Mr. & Mrs. Leroy Boss
Simon, Bill
Simons, Mr. & Mrs. Chester Joe
Sims, [illegible]
Sims, Mrs. Warren R.
Sinclair, Luther
Slides, L.
Smallwood, Bob
Smallwood, Ike
Smith, H. G.
Smith, John L.
Smith, Mrs. Mary
Smith, Roland
Smith, Thos. W.
Smith, Sammy
Smith, Vincent Harold
Snyder, L. E. T.
Snyder, Carl D.
Sopko, Elaine
Sorenson, Hazel
Sowden, Jack H.
Sparks, Robert W.
Spears, Jr., Geo.
Spencer, Gordon
Spilberg, Sidney A.
Spitzer, Vickie
Spring, Tony
Stan, Hedy Jo
Stanley, G. M.
Stanley, Robert
Stampis, Mrs. A. J.
Stein, Mrs. Jack
Sterling, Edythe
Stevens, Eli J.
Stevens, Grant
Stoddard, Doc
Strange, Evelyn
Strother, Jack B.
Sullivan, Jack Beatty
Sullivan, Mrs. Marghuerita R.
Sund Players
Sutherland, W. M.
Swan, Harry
Sweeney, Edward
Tarnley, Betty
Tarrant, Corinne D.
Taylor, Mrs. Frances
Taylor, Lillian R.
Taylor, Raymond H.
Taylor, William John
Teldman, Bennie
Tenkins, Doc
Therbeault, Edward
Thomas, Herbert
Thomas, Hobart W.
Thomas, Mrs. Kitty
Thomas, Paul
Thompson, Walter
Thorne, Willard W.
Thornton, Goffry
Thundercky, R. B.
Tieferknecht, Mrs. Geo.
Tinkelpaugh, Richard A.
Tom, Bob
Tom, Geo.
Toysen, Donald J.
Trammell, Clyde D.
Treheau, John
Tri-State Circuit Co.
Turank, J.
Tyson, Geo, B.
Mgr., Holiday on Ice
Tyson, Thomas L.
Tywick, Dennis
Utter, Dick
Van Aiten, Lloyd
Van de Velde, Elly
Van Ness, Kenneth
Van Shrum, Mr. & Mrs. Wm. H.
Vaccaro, Phillip
Valeor, Buddy
Varanis, Jr., Sam
Vernon, C. A.
Veven, Toby
Villemarie, Joseph R.
Vincent, R. J.
Vining, Ted
Vinson, Jack E.
Walls, Jimmy
Walters, Merlin G.
Wald, David
Ward, David Curly
Ward, Geraldine
Ward, Harry (Slim)
Ward, J. Robert & Julienne
Ward, John R.
Ward, Tommy & Randy
Ward, William
Waters, Virgie
Watson, Mrs. John
Watson, O. D. (Tommy)
Watts, Mrs. Helen
Webb, Frank H.
Webster, Fred
Webster, Geo. H.
Weir, Blackie Cook House
Weir, Joe
Weiss, J. C.
Wentz, Mr. & Mrs. G. C.
West, Fred
West, Juliet
Wheelock, Ray
White, Anna B.
Whitecrow, Taboo
Whitlock, Mrs. G. S.
Williams, Mrs. Alberna
Williams, Mrs. Fred (Frenchy)
Williams, H. H. Hagenback
Williams, M. O.
Williams, Pete
Williams, Ted
Willis & Meyers Shows
Wilno, The Great
Wilson, Blackie (Cook House)
Wilson, Cliff
Wilson, Harry
Wilson, James or Joe "Mickey"
Wilson, Robert C.
Wines, Albert
Wong, Harry
Wood, A. J.
Wood, Jr., Larry
Woodward, Johnnie (Gypsy)
Wright, Mrs. Ella
Wright, Ervin J.
Wright, John
Wyrick, Brice Williams
Yalecia, Rose C.
Young, Albert
Young, Harold J.
Zeoni, Charles A.
Zuckerman, Abe

Conner, Ann
Conway, Rose
Davis, Eddie & Ruth
Davis, Sam
Day, Darlene
De Lyr, Donnetta
Demetry, Peter
Detleton, Adaline
Fowler, Will
Gardon, John
Gibson, Peggy
Green, Nick
Guardalibine, Victoria
Hibler, Elsie
Hilburn, Dick
Homan, Stevart
Howard, Joseph
Jackson, D.
Jennler, Fabel
Keegan, Ralph
Kelly, Kathleen
Kelly, Phillo
Korth, William
Leder, Bernice G.
Maltese, Frank
Maxwell, Charles D.
Mayfield, Torch B.
McGee, Thomas W.
Mitchell, Rona
Ora, M. H.
Patrick, Betty
Fraze, Joanna
Quincy, James
Reinhart Circus, Jack
Richard, Raymond
Severr, Dale
Scott, Ann
Sicard, Arthur
Smith, James John
Stacks, Ruth
Steele, Eddie
Stutz, Jim
Terry, Lee G.
Turck, Walter
Walter, Clarence
Wood, Tom Basong

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Alexander, Mildred
Allen, Jr. (Playland)
Babcock, Leaford G.
Bausman, Mrs. Nellie Dutton
Bearer, C. E. (Chick)
Battease, John E.
BeGar, Harvey
Best, A. Starr
Carter, Milton
Gueldner, Mrs. Lorraine
Gueldner, Robert
Hager, Jimmie
Harding, Lloyd W. R.
Hayden, Donald L.
Hoening, Roy J.
Huntley, Helen
Johnson, James D.
Krieger, Albert
La Blonde Trio
Maies, J. G.
McKeown, Muriel Grace
Nolen, Lucky
Platt, John J.
Ruby, C. J.
Ruddy, George N.
Shafer, Frank
Sharp, Betty
Snell Bros. (Clowns)
Teeter, Jeanne
Wall, Otis Lee
Yeager, Eddie (Mrs.)

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Calojan, Carl 37c
Davis, H. E. 22c
Dell, Frank 8c

Abbott, E. E.
Allen, E. D.
Allen, Ray
Alvarado, Tony
Anderson, Miss Lucille
Arbaugh, James
Auskings, Clarence D.
Baldwin, Billie J.
Baldwin, G. M.
Bales, Pete
Bammell, Clifford
Bankard, Robert G.
Bary, Howard X.
Beckner, Mrs. Cecil
Beiza, John
Betze, Mrs. Victoria
Bishop, Laurence Lucky
Boehoun, C. E.
Brazauskas, Felix
Brewer, Jimmie H.
Brown, Royal T.
Bryer, Mac
Bullock, R. T.
Burke, Billy
Burke, William Billy
Burke, Pat
Bush, Frank C.
Clark, Robert J.
Cofer, Buford Lee
Cole, Fred R.
Colella, Louis Joe
Coleman, Alva E.
Comarota, Mrs. Winnie
Compton, Judy
Conner, Earl
Cramer, Albert Wilson
Curtis, Marvin F.
Cutler, Louis
Darling, Joyce
Darpel, Joe
Dennis, Eugene
Dillon, Dick
Dion, Theodore R.
Edwards, Jerry
Engle, Charles T.
Feriand, George E.
Fitchett, Mrs. Helen
Foley, James
Forster, Gus M.
Frisby, J. T.
Gallagher, John C.
Galluppo, Miss Lulu
Giglio, Leon Magician
Gates, Jack Gibson, Raymond or Maria
Gead, Charley
Godfrey, Warren Thomas
Goodman, Max
Gordon, Mrs. Perry
Grady, Kellie Shows
Guillemette, H. P.
Hall, Don
Hall, Eddie
Hall, Edward
Hall, Mrs. Louise A.
Hall, George (Jackie)
Hamby, C. A.
Hamby, Marvin
Harris, Jr., James E.
Henley, A. P.
Hersey, Ben
Hill, David M.
Hinsman, Doc
Hoffman, Margaret
Hollis, William
Holt, A. Clayton
Howard, Johnnie
Howe, C. J.
Howe, Grace G.
Hunsiker, Allen
Kahaloff, Dave
Kampas, Bobbie
Kennaman, Fred J.
Kennedy, Charles
Kennedy, Charles B.
Kerns, Jim
Kline, Fred D.
Knowles, R. C.
Kramer, Ray
Leeright, J. L.
Leitner, Carl
Mac, R. J.
McCrary, W. H. (Tex)
McCutcheon, Miss Betty
McGonigal, Miss Fern
McHenry, Myron F.
McKeon, George W.
McLendon, Leon
Mackey, Roy
Mancuso, Samuel
Marba, C.
Masterman, Geo. E.
Masterman, Mary Jane
Majeski, Polly Jo
Mayberry, Wayne
Melton, Norman L.
Merritt, Mrs.
Middleton, Odell
Mitchell, Al
Moore, Clarence
Morvan, William H.
Mosley, Herman G.
Mundy, Chucks Luck
Ogden, A. R.
Payne, Anna Belle
Patrick, T. W.
Peppers, Frank W.
Peppers, Louise M.
Phalen, Leo F.
Poerier, Ed
Poto, Russell
Prevost, Dave
Pecora, John L.
Pugh, Sheila
Purcell, Miss Pattie
Ra, John Joseph
Reinhart, Geo.
Riechert, Regina C.
Reynolds, Duke
Robinson, O. S. (Bob)
Rocco, Mrs. R. W.
Rolland, Miss Anna Lee
Rossler, Bill Bettie
Schultz, Jerry C.
Shipley, K. L.
Slusser, Melvin E.
Smallwood, Bob
Smith, James E. (Red)
Smith, Stephen
Soucy, Conrad R.
Spensaler, Howard
Stokes, Morris G.
Stringer, Bennie Samuel
Surleta, Mac
Susgenko, John
Sutton, Neil
Tandy, Clarence
Tipton, O. A.
Taylor, Merrick J.
Terry, G. H.
Thomas, John
Tipton, Mrs. O. A.
Turner, Leonard
Uphoff, Walter
Varner, Mabel
Varner, R. E.
Villemarie, Joseph R.
Wacker, Miss Florence
Wagner, C. W.
Waldren, Pat
Weeks, Harry
Wetherbee, Harold
White, Elsie
White, Worth
Williams, A. A.
Williams, Mrs. Orrals
Wilson, Bob
Wilson, Robert C.
Wolf, Fred
Woods, F. A.
Woods, Robert E.
Young, Jesse Harold

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

Aarson, Michael
Abraham, Angelica
Amain, Ralph J.
Baldwin, M.
Baron, Sol
Beauchamp, Carl
Beaumont, Glen
Bods, Jennie
Brown, Gladys
Cappello, John
Cerrone, Mrs. Vito
Cimes, Lydia
Clamp, George

Communications to 188 W. Randolph St., Chicago 1, Ill.

ACMMA EXPANDS MEMBERSHIP

House Passes Excise Bill; Ups Bell Levy

Exempt Some 1c Units

WASHINGTON, July 1.—Without having a chance to vote on increasing the bell machine tax rate, the House this week passed the excise tax bill by a vote of 375 to 14 and sent it to the Senate Finance Committee, which is prepared to give it rapid consideration.

The bill reached the House under the "closed rule" usually given tax and appropriations measures. This procedure prevents the lower chamber from voting on any specific proposal and allows it only the option of passing or defeating such a bill in its entirety.

As it undergoes Senate committee consideration, the bill cuts most existing excises but raises that on coin-operated gaming devices from the present $100 to $150. The amusement device tax remains at $10, but a special exemption is granted to amusement devices operated by a penny. Penny gaming devices would receive no exemption and their tax would also go to $150.

Chances of the bill to be enacted are clouded by possibility that the Korean fighting may spread, requiring increased rather than reduced excises before the rapidly approaching time for Congressional adjournment.

National Coin Named Gottlieb Distrib in Wis.

CHICAGO, July 1.—National Coin Machine Exchange of Chicago has been appointed distributor of D. Gottlieb & Company games in Wisconsin. Firm has already been handling the Gottlieb line in Northern Illinois, Northern Indiana and Iowa.

National Coin is headed by Joe Schwartz, who has been a distributor for 18 years.

The Gottlieb plant closed for group vacations last night (30) and will resume operations Monday, July 17. During the interim, the plant will have a skeleton crew working under Nate and Alvin Gottlieb to handle emergency parts requests.

Pavesi Elected WOG Prexy; Name Directors

WHITE PLAINS, N. Y., July 1.—Carl Pavesi, local phonograph operator, was elected president of the Westchester Operators' Guild (WOG) at a meeting of the new association here Wednesday (28). The 17 charter members, said to control cumulative 75 per cent of all music equipment operated in Westchester County, were *(See PAVESI ELECTED on page 106)*

House Comm. Postpones Bell Bill Hearings to July 27

WASHINGTON, July 1. — The House Interstate and Foreign Commerce Committee will resume deliberations on the Johnson-Preston anti-gaming bills July 27, but the legislation is considered having virtually no chance for passage inasmuch as Congress is pointing toward final adjournment late this month or early in August. In an executive session Thursday (29) the committee voted to defer discussion of the legislation to the end of the month after failing to make headway on a final draft.

The legislation is not officially "dead" as the result of the deferment vote, but since congressional leaders are hoping for sine die adjournment by the first week in August at the latest, the chances for passage are drastically reduced. Nevertheless, there is always the chance that the session might be prolonged by international events, and the Johnson-Preston legislation in such circumstances could come to life at any time. It is axiomatic on Capitol Hill that practically anything can happen in a crowded adjournment grind.

As matters now stand, the committee is no further along in its deliberations than it was at its previous executive session when it was formally agreed that the provisions would be limited solely to bell machines and pinball machines that pay out. The committee is gravely dissatisfied with the language of the Johnson bill which has already passed the Senate, and it is felt that the measure is still greatly in need of revision. Because of the controversial nature of the legislation, Rep. John A. McGuire (D., Conn.) at Thursday's meeting originally proposed to table further discussion of the measure until August 8, but several proponents argued that this would amount to shelving the legislation for the session because of the present objective toward an adjournment date. McGuire then proposed deferment to July 25, but one of the members of the committee protested that he would be required to be absent because of a primary election.

(See HOUSE COMM. on page 106)

'50 Fiscal Year Excise Tax Collections Reveal Decline

WASHINGTON, July 1.—Collections from the coin machine excise tax totaled $20,374,468 for the 1950 fiscal year, a decline of $713,066 from the preceding year, a survey of Internal Revenue Bureau statistics disclosed this week.

Returns for June, which are not yet completely tabulated, could rise enough to wipe out some of the decline, since June is a high tax collection month. However, the estimate for the month is $2,300,000—approximately the same as for June, 1949.

Top month in the fiscal year was July, 1949, when $6,972,100 came into the Treasury. August of the same year was only $15,000 behind. Traditionally, the summer months bring in some 85 per cent of a year's total, and the 1950 fiscal year was no exception. This is partly due to operators buying more tax stamps in the summer and partly due to practices of local Internal Revenue offices in reporting some cumulative totals to Washington around the close of a fiscal year.

Month by month comparisons of receipts over the past few years show little deviation from the general pattern. July, the start of a new fiscal year, has always produced the largest total, followed closely by August, with totals still at a high level in September but well below August. June, the tail end of a fiscal year, usually runs about twice as high as Septem-

(See 1950 EXCISE TAX on page 115)

Mfrs. Unaffected by War Talk; Continue Production

CHICAGO, July 1.—While manufacturers of all types of coin machines were keeping in close contact with the Korean situation this week, production of equipment continued steady, and the threat of World War III failed to interrupt plans for some plant shutdowns for vacations scheduled to start last night (30).

Altho the invasion of Southern Korea came suddenly and brought with it screaming headlines of a possible new world war, some manufacturers in the field had known of the tense international situation for months, and were already well along with defense contracts which were awarded by the government as much as six months to a year ago. Other established firms, which converted to war work during the last conflict, were reported to be in a position where the outbreak of large-scale emergencies would find them able to revert to war work within a matter of hours or days.

No Immediate Alarm

Most manufacturers, while expressing extreme concern over the international picture, reported they did not believe a world-wide conflict was imminent and, as the week progressed, their decision to follow already-completed plans for vacation shutdowns, production of equipment and planning for future production, was made.

Many of the firms pointed to President Truman's statement Thursday that "we are not at war."

Board Amends Constitution For Distribs

33 Firms Apply

CHICAGO, July 1.—In response to the distributors and jobbers seeking associate memberships in the American Coin Machine Manufacturers' Association (ACMMA) since the All-Industry Show in Chicago last May, the board of directors announced this week that the constitution had been amended to admit such members. When the group was organized in December, 1949, only manufacturers of complete coin machine products were made eligible. With this new move ACMMA took another step in becoming a representative industry-wide association.

Grant Shay, ACMMA chairman, explained the change was made after several old line distributors had repeatedly pointed out that the activities of the organization had a bearing on distributors and jobbers, and it would create more harmony in the industry as a whole if they were permitted to join.

The following firms were the first to apply for associate memberships:

R. F. Jones Co., San Francisco; Taran Distributing Co., Miami; Coven Distributing Co., Chicago; Friedman Amusement Co., Atlanta; H. V. Phillips, Jamestown, N. Y.; Southern Vending Co., Danville, Va.; United Novelty Co., Biloxi, Miss.; Keystone Panoram Co., Philadelphia; F. P. Davis, New Castle, Ind.; Indiana Music Co., Terre Haute, Ind.; Automatic Coin Machine & Supply Co., Chicago; Northwest Sales Co., Seattle; C. D. Liggett, Denver; Central

(See ACMMA EXPANDS page 107)

Atlantic City Arcade Pitches For Kids' Biz

ATLANTIC CITY, July 1.—Making a strong pitch to attract the moppet trade, Irving Fischelberg, manager of the Funcade, coin machine arcade on the Boardwalk here, has converted the walls of the arcade into free show attractions. Animated cut-outs have been installed, one depicting the story of *Little Red Riding Hood*, another *The Three Bears*, with all the popular juvenile tales covered.

The animated cut-outs are keyed to musical recordings of the fairy tales. When a particular story is spun out on the recording machine, the spotlight is centered on the appropriate cut-out panel, with the figures electrically animated for the run of the record. The innovation, coupled with a Merry-Go-Round and other kiddie features installed at the Funcade, has made the arcade a "must" stop for parents when out with their children. Moreover, the attraction has arrested the attention of adult crowds as well and has resulted in a considerable increase in arcade traffic at all hours of the day and night.

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Ice Cream Vender Field Thaws

Mfrs. Develop Realistic Approach to Operation, Supply, Sales Problems

Six Firms in Production; Bar, Sandwich Units Lead

By Fred Amann

CHICAGO, July 1.—A realistic approach to the sale, price, operation and product-supply facets of the ice cream vender by manufacturers has become more pronounced during recent months. This is indicated by disappearance of five-figure production claims, adjustments in list prices, realization that independent operators are the prime customer outlet, and a real desire to cement operator-ice cream manufacturer relations on the supply front, a survey by *The Billboard* revealed this week. Currently, six firms report turning out ice cream venders, with another to start output by September. For the past month, three companies reported 70, 100 and 200 unit production, respectively; two companies, 50 unit production each, with the one remaining firm not indicating production figures.

Cup Units Out

With the discontinuance of ice cream vender output by Revco, the predominance of the cup type unit in the field will be challenged by bar and sandwich units within the next 18 months (this is further indicated by Revo's stated intention to re-enter the field next year with a bar machine). Four of the companies now producing equipment

(See Ice Cream Vend on page 102)

A second article on ice cream vending, from the operator's viewpoint, will appear next week. It will deal with on-the-route findings, techniques, etc., as worked out by operators experienced in the field.

NAMA Promotion

CHICAGO, July 1. — B. N. Osmond, convention and exhibit manager for the National Automatic Merchandising Association (NAMA), this week sent out a special bulletin to the 102 firms already signed as exhibitors for the November show. The message offered a supply of green and white stickers to be used as attendance boosters by the exhibitors on their mailings between now and convention time.

While more than 100,000 stickers were used last year by exhibitors, the number was far below the demand. This year, Osmond said, there will be an ample supply to meet the demand.

St. Paul Car, Bus Riders Will Get Daily Papers Thru Venders

ST. PAUL, July 1.—Vending machine sale of newspapers on streetcars and busses in St. Paul will start on the St. Paul City Railway Company in two weeks.

Harrison Levy, of Minneapolis, president of Periodical Distributors, Inc., is promoting the venture and has made a contract with Charles Green, president of Twin City Rapid Transit Company, parent company of the transportation system, to provide the service.

Levy is having specially built an honor-system nickel-in-the-chute machine which will be 21 inches high and will be spotted in trolleys and busses in a car card space.

400 Units

He said that 400 units will be installed on streetcars and busses to vend *The St. Paul Dispatch and St. Paul Pioneer-Press*, evening and morning newspapers.

Levy is to provide each vending unit with 10 papers daily, Mondays thru Saturdays, in an initial attempt to popularize the plan. The arrangement calls for the unit to be put up as far forward in the streetcar or bus as possible. Each machine will be painted an attractive green, he said.

The contract between Levy and the tram firm calls for the payment to the St. Paul City Railway Company 87 cents per vehicle monthly. With papers selling at 5 cents each, he must sell a minimum of three a day to meet his monthly cost.

Levy explained he had to devise an honor-system type of vending unit

(See St. Paul Riders on page 101)

FTC Delayed Canteen Case, NCWA Claims

House Group in Probe

WASHINGTON, July 1.—The National Candy Wholesalers' Association (NCWA) in testimony before the House Small Business Committee this week accused the Federal Trade Commission (FTC) of "delay" in handling the Automatic Canteen Company case (*The Billboard*, July 1). The accusation was made as the committee launched a probe of FTC methods.

John Carsani, NCWA board chairman, urged the committee to make a careful study of the Canteen docket, which took seven years to decide. "It may be," said Carsani, "that the inquiry would reveal delays which should and can be avoided if enforcement of the Robinson-Patman Act is to be effected."

The NCWA spokesman further asked the committee to probe the

(See FTC DELAYED on page 101)

Plants Hiring More Workers; Up Vender Biz

WASHINGTON, July 1.—Operators with industrial locations should profit by the new wave of hiring reported this week by the Bureau of Labor Statistics (BLS). The most recent BLS survey showed a net gain in May of 171,000 employees. Employment in commercial establishments also is on the rise, with the gain over April for both groups totaling 330,000.

BLS said the uninterrupted climb in the number of employed persons has added more than 1.5 million workers to commercial and manufacturing pay rolls since February, the low month of 1950.

The current high level of manufacturing employment is largely attributed by the agency to gains in durable goods industries, which have expanded steadily since the end of the steel strike last November.

Jobless rolls in May dropped to around three million, a decrease from the previous month of nearly a half-million and a drop of 1.6 million from the postwar unemployment peak of 4.7 million reached in February, 1950. BLS said May was the first month this year in which unemployment was lower than in the corresponding 1949 month.

Ready Vender Insurance Plan

Full Coverage Set by Cont'l Casualty Co.

Conducts Biz Survey

CHICAGO, July 1.—Following a nine-month national survey, the Continental Casualty Company here announced this week that it would offer the vending machine operator a special broad form of insurance coverage for on-location and in-transit equipment in late September or October. Harold E. Molitor, manager of firm's dishonesty insurance division, reported the move was made after preliminary investigation into the vending field, brought about by repeated requests for such coverage from operators, and the successful writing of special coverage during recent years for cigarette venders.

The move, when effected, will mark the entry of a major insurance firm into the vending machine field as an underwriter for equipment damage, loss, etc. Policies will differ for various types of machines, installa-

(See Prepare Vender on page 101)

So. California Cigarette Assn. Re-Elects Slate

LOS ANGELES, July 1.—Members of the Cigarette Merchandisers' Association of Southern California (CMASC) re-elected its official slate and named two new members to its board of directors at the annual meeting here Thursday (29). New officers take office today.

George Ovian and George Seedman, Rowe Service Company, Inc., both local operators, were named to the board. Other members re-elected include Davre Davidson Vend-O-Pak, Inc.; Ed Fuller, Accurate Vending Corporation, Ltd.; Ely Glassman, Coast Cigarette Vending, Inc.; Charles Rockwell, Santa Ana; Emil Toya, Automatic Sales Company; Al Weymouth, Weymouth Service; Edward S. Stanton, General Vendors, Inc.; Nick Carter Model Vending Company, and Robert Day, Bob's Cigarette Service.

E. S. Stanton continues as president of the association with Nick Carter, first vice-president; Robert Day, second vice-president, and Arch C. Riddell, secretary-treasurer. Ed S. Chandler was again named executive director.

Ohio Cig Ops Meet July 20 In Cedar Point

Mix Business and Pleasure

CEDAR POINT, O., July 1.—Ohio Cigarette Venders' Association will hold its annual convention here July 20-22, with cigarette operators and their aides from all over the State expected to attend the three-day confab.

Maurice Levitch, Cincinnati, president of the org, announces that an ambitious program, covering both pleasure and business, has been mapped out. Discussions covering the usual trade problems and a number of educational forums will feature the various business sessions, Levitch says.

Other officers of the group are George Golden, Cleveland, vice-president; George Flanagan, Dayton, vice-president; Leonard Stern, Columbus, executive secretary, and Frank Hoffstetter, Columbus, treasurer.

Venders for Tots

CHICAGO, July 1.—Replicas of vending equipment for the younger generation continue to be leading items in the toy world. One of the latest is a miniature, working model of the Vendo 83. The vender, used as a bank, dispenses plastic Coke bottles after a coin is inserted and the delivery compartment lid raised.

Finished in bright red and bearing the Coca-Cola trademark, it features Vendo's revolving vending drum which in the toy version holds 12 bottles. Manufacturer is 20th Century Products, New York.

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"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern

CUTS SERVICING TIME AND COSTS IN HALF

Model 49

INTERCHANGEABLE SANI-CARRY GLOBE

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 49 . . . 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

Nation's Vender Ops To Support Community Chest Drives in Fall

CHICAGO, July 1.—Vending machine industry sponsorship of the Community Chest or Red Feather campaigns thruout the country has been scheduled for this fall, it was announced this week by Aaron Goldman, of the G. B. Macke Corporation, Washington, and chairman of the 1950 public relations committee of the National Automatic Merchandising Association. It was decided that the promotional power of America's vending equipment would be enlisted for the project following a successful test sponsorship this spring in Rochester, N. Y., arranged thru the co-operation of Community Chests & Councils of America, Inc., New York.

Test City

Rochester was selected as the test city because it is the only major one in the nation that holds its Red Feather campaign in the spring, Goldman stated. Over 3,000 machines thruout the city carried the slogan "Everybody Benefits—Everybody Gives" and the Red Feather symbol from April 15 thru May 15. In addition, cigarette venders dispensed specially designed Red Feather match books, cup machines vended drinks in both industrial and public locations in paper cups featuring the Red Feather-Community Chest message.

Order Early

For the fall campaign, operators are asked to order cups, matches and stickers this summer so that co-operating cup and match companies can gear their production for delivery by Labor Day, Goldman declared. A one-month supply of Red Feather-imprinted cups and matches must begin to be dispensed according to the campaign time-schedule of each operator's home town. This means that if the fund-raising campaign is a one-week program, the stickers, cups and matches must appear publicly three weeks before the actual campaign begins, Goldman explained. If it is a two-week or longer campaign, they must appear at least two weeks prior to the start.

Ops Org Own Plan

As city campaign dates vary considerably within the fall Red Feather period (largely thru October, November), local vending machine operators will organize their own plans for participation and offer their promotional services to their own Community Chests.

Participating cup manufacturers will furnish the specially imprinted cups at current prices, with no extra charge. Matches will be furnished by co-operating match companies at current resale match prices. It is expected that Red Feather message tape, for use on all venders and service equipment, will be available to NAMA operator members at approximately $1.50 per roll of 90 messages or less, from local Red Feather services. Special poster stamps for small machines will be available at $1 per 1,000.

Match and cup firms supplying the pecial material are: The Diamond Match Company, New York; Lion Match Company, Inc., New York; Maryland Match Company, Baltimore; Match Corporation of America, Chicago; Ohio Match Company, Wadsworth, O., Universal Match Corporation, St. Louis; Dixie Cup Company, Easton, Pa.; Lily-Tulip Cup Corporation, New York, and Maryland Cup Company, Baltimore.

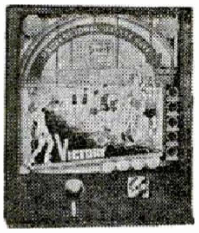
NCA, NCWA To Hold 1951 Meets in Chicago

CHICAGO, July 1.—Officials of National Confectioners' Association (NCA) and National Candy Wholesalers' Association (NCWA) have announced their 1951 conventions will be held consecutively at the Palmer House here.

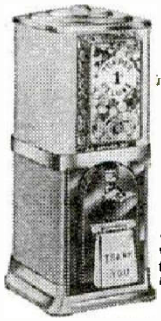
Tentative dates are June 3-6 for NCA and June 5-8 for NCWA.

VICTOR'S
Victory Basketball Game

First new counter game since the war—Plenty of action — return ball feature—1¢ or 5¢ play—REAL MONEY MAKER! 32" High, 16" Wide, 8" Deep. Simple mechanism—guaranteed trouble-free.



$32.50 EA.

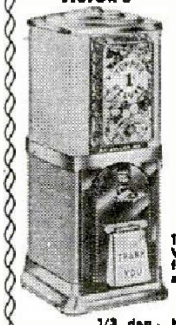


Topper DeLuxe
Single, $12.95
Topper Standard with Plastic Globes, $11.25

JUMBO
1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.
$13.95

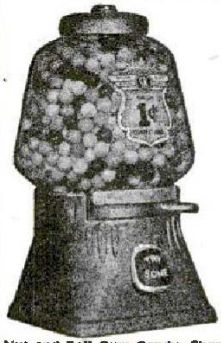
WEST COAST DISTRIBUTOR
ACE VENDING & DIST. CO.
2702 W. Pico Blvd. Los Angeles 6, Calif.

VICTOR'S



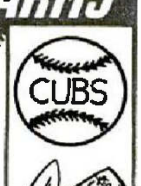
Topper DeLuxe
Single, $12.95
Topper Standard with Plastic Globes, $11.25
and
JUMBO
1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.
$13.95
1/3 dep., bal. C.O.D.
DEVICES NOVELTY CO.
447 Milwaukee Ave. Chicago 10, Ill.
Phone: MOnroe 6-7833

— LARGEST —
PROFIT MAKER
"SILVER-KING"



5¢ PISTACHIO NUT VENDOR or "Charm King" Ball Gum Vendor
Designed for sales compelling eye appeal as low as
$10.00 in quantities
Nut and Ball Gum Candy, Charms, Vendors. 1¢-5¢ U.S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write
Ask about the new "Hunter."
SILVER-KING CORP.
622 Diversy Parkway Chicago, Ill.

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, ½", white with black seams. Per 1000. 4.00
All Postpaid. Write now to get on our mailing list.
Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS
BRILLION • WISCONSIN

CHARMS . . .
Proven Sales Boosters!
Write for Complete Price List!
Karl Guggenheim Inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

FOR 1,000 BUCKS!
We will ship you 100 Brand New "Topper" 1¢ vendors set for either merchandise or ball gum vending F. O. B. Chicago. Smaller quantities of vendors start at $10.75 per machine
Send for free descriptive leaflet!
R. H. ADAIR COMPANY
6936 W. Roosevelt Rd.
Oak Park, Illinois
Phone: EUclid 6-9219

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.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES

S.K. Hunter	$48.00	Groetchen Yankee, 1¢ or 5¢	$36.50
S.K. Target King	45.00	Groetchen Kliks, 1¢ or 5¢	36.50
A.B.T. Model F	47.50	Groetchen Imp. 1¢ or 5¢	21.00
A.B.T. Skill Gum	49.50	Groetchen Wings, 1¢ or 5¢	36.50
Kicker & Catcher	34.50	Groetchen Pok-O-Reel, 1¢ or 5¢	36.50
Electric Shocker	22.50	Comet King 1¢ or 5¢, 3 Rl. Pok.	21.50
A.B.T. Strikelite	47.50	Comet Cub, 1¢ & 5¢, 3 Rl. Cig.	27.50
Victory Basketball	32.50	Comet Marvel, 1¢ or 5¢ Cig. Rls.	39.60
Mills Vest Pocket Bells	45.00	Comet Meteor, 1¢ or 5¢ Fr. Rls.	39.50
		Comet Buddy	24.50

Specify 1¢ or 5¢ When Ordering

NEW VENDING MACHINES

S.K. Charm King, case of 5	$42.00
S.K. 1¢ or 5¢ Bulk, case of 4	42.00
N.W. MODEL 49, 1¢ & 5¢	13.75
N.W. Deluxe Comb., 1¢ & 5¢	27.00
Adams Model N. 1¢ Gum	22.50
N.W. Stamp Roll Type	69.00
Marion Scale	79.50
Watling Scales	Write
Shipman Stamp, 3 Col.	39.50
Acorn 1¢ or 5¢	13.95
Acorn All Charm	17.95
Master Novelty, 1¢	13.95
Master #2, 1¢ & 5¢ Comb.	17.50
Match Box Vendors	4.95
Model GV, 6 Col. Adams Gum	19.50

RECOND. VENDING MACHINES

NW Model 33, 1¢ Nut	$ 7.50
NW Model 33, 1¢ Ball Gum	7.50
NW Model 40, 1¢ Nut	6.50
NW Deluxe, 1¢ & 5¢ Comb.	15.00
SK 1¢ Bulk	7.50
SK 5¢ Bulk	8.50
SK Hot Nut, 5¢	15.00
Master 1¢ & 5¢ Comb.	10.00
Adams 1¢ Gum, 6 Col.	14.50
G & M Adams Gum, 1¢, 6 Col.	10.00
Exh. Card Vendors, 1¢	15.00
U-Chu Ball Gum, 1¢	8.95

ACCESSORIES & SUPPLIES

Vender Stands, heavy	$3.75
Cross Bars, Two Vendors	1.00
Cross Bars, Three Vendors	1.35
Coin Counting Scales, 1¢ & 5¢	18.50
Route Cards, per 100 postpaid	1.25
Pocket Coin Counters, 1¢ & 5¢	1.25
Sft. Va. Peanuts, per 30 lb. ctn.	9.00
Sft. Span. Peanuts, per 30 lb. ctn.	7.50
Ball Gum, per 25 lb. carton	6.25
Licorice Lozenges, per 30 lb. carton	6.60
Rainbow Peanuts, per 30 lb. carton	4.60
Boston Baked Beans, per 30 lb. ctn.	5.60

Charms—Complete Line, Send for Charm List #104.

SPECIAL!
10 Good Used
ELECTRO-SERVE HOT POPCORN MACHINES
with 7 bases and 5¢ chutes
$17.50 Ea. With Base
COMPLETE LOT, $150.00, Incl. Bases.

WRITE DEPT. V FOR CIRCULARS & PRICE LIST OF COMPLETE LINE. VENDORS CAN BE PURCHASED ON RAKE "24 PAY" PLAN. WE TAKE TRADE-INS—Liberal Allowance!
1/3 Deposit With All Orders, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
609 Spring Gerden Street LOmbard 3-2676 Philadelphia 23, Pa.
Pittsburgh Office: 2120 Fifth Ave. COurt 1-3842 Pittsburgh, Pa.

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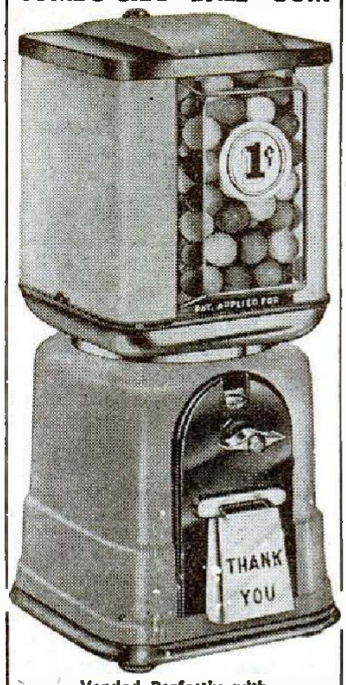
THE MARKET IS "HOT" SO CASH IN TODAY ON JUMBO-SIZE BALL GUM



Vended Perfectly with
VICTOR'S JUMBO UNIVERSAL
Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,375 balls.
SEE THEM TODAY AT YOUR DISTRIBUTOR
VICTOR VENDING CORP.
5701-13 W. Grand Avenue
Chicago 39, Illinois

All Gummed Up

HALIFAX N. S., July 1.—Just installed on the sidewalks of Halifax, in front of stores in the shopping area, are about 150 new parking meters. At least one woman mistook the devices for merchandise venders.

The woman complained to a merchant in front of whose store one of the new meters had been placed, that she had been dropping coppers into the meter chute for a solid hour and that not one piece of gum came out. She demanded her pennies back.

Reveal Loeb Will Terms in Philly; ABC Stock to Wife

PHILADELPHIA, July 1.—An indicated federal tax of $150,000 is payable from the estate of the late Edward Loeb, who was a partner with Jack Beresin in the Berlo Vending Company and other vending machine and concession enterprises. Judge Grover C. Ladner, in Orphans' Court this week, adjudicated the executors' accounting of the Provident Trust Company and Walter T. Andrews, showing a principal balance of $657,792. The judge authorized a tax reserve of $150,000.

Loeb, who formerly was secretary to former Mayor W. Freeland Kendrick, died June 1, 1949 at his home here. He left half of his estate to his widow, Grace R. Loeb, and the other half in trust for her. He also left legacies of $10,000 to his wife, his daughter and his brother. After the death of Mrs. Loeb the daughter is to get the income from the estate, half share in trust and outright payment of it when she reaches 50.

The principal estate asset is 72,455 shares of ABC Vending Corporation stock, valued at $507,189. In addition, the estate owns a number of real estate parcels.

Loeb was named manager and director of the Municipal Stadium in 1926 by Mayor Kendrick. He also was business manager of the Metropolitan Opera House.

Yale & Towne Names V-P

STAMFORD, Conn., July 1. — Yale & Towne Manufacturing Company announced that Elmer F. Twyman had joined the firm as a vice-president. He will head the Philadelphia division. Before joining Yale & Towne, Twyman was general manager of Automatic Transportation Company.

Crystal Tips Ice Machine in Atlantic City

ATLANTIC CITY, July 1. — An automatic ice cube making machine, called Crystal Tips, was introduced here by the Mack Air Conditioning Corporation, exclusive local distributor. The machine produces ice cubes that are round with a hole in the center, making them easy to serve regardless of the size of the glass.

The ice machine, made by the American Automatic Ice Machine Company of Faribault, Minn., is now being installed in bars, restaurants, clubs and hotels. The machine produces over 3,300 "tips" a day, six bushels or more than 240 pounds.

The unit is completely self-contained, powered by a ½ horse power hermetically sealed compressor and is connected to the water, drain and regular electrical outlet. The "tips" are frozen in a stainless steel tank containing tap water. The ice "tips" build up on evaporation tubes containing a refrigerant. Complete freezing cycles takes 30 minutes and are repeated until the stainless steel storage bin is filled. Thermostatic control starts and stops the unit, keeping an abundant supply of Crystal Tips ready at all times.

The complete unit occupies 7¾ square feet of floor space. Its overall dimensions are 41¾ inches high, 47 inches wide and 23¾ inches deep.

At near-by Pleasantville, N. J., the Ace Machine Company also introduces an automatic ice making machine in the Ajax, an "electric iceman" manufactured by Servel, Inc.

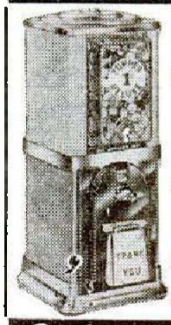
Badger Sales Holds SuperVend School

LOS ANGELES, July 1.—First school for SuperVend operators was held here Thursday and Friday (29-30) at Badger Sales Company under the direction of Al Silberman. The school was attended by 27 operators from Arizona and San Francisco south to the Mexican border.

Robert Horton, factory engineer, conducted the classes with emphasis being placed upon new improvements and engineering changes in the new machine.

Pistachios
FOR GREATER PROFITS THIS SUMMER
ask for ZALOOM'S
4 STAR "JUMBOS"
Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.
Also Ask for ZALOOM'S
INDIAN NUTS
Golden Polished. DELICIOUSLY ROASTED.
Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.
RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES, WRITE US TODAY
ZALOOM'S PISTACHIO NUTS
JOS. A. ZALOOM & CO.
America's Original Masters in Roasting and Salting of Pistachio Nuts
8 JAY STREET NEW YORK 13, N. Y.
BEekman 3-7646

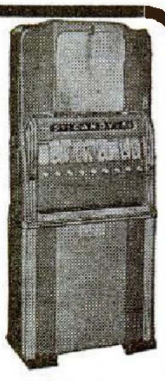
IT'S Sidmor FOR VICTOR!



TOPPER DE LUXE (Illustrated)
Lots of 100 .... $11.95
Sample, $12.95.
VICTOR'S MODEL V
$12.75 Ea.
24 or more, $12.00 Ea.
Victor's Universal JUMBO
Lots of 100 .... $13.95
Sample, $14.95.
1/3 dep. with order, bal. C.O.D., F.O.B. Phila.
Sidmor VENDING CO.
2035 FIFTH AVE. - PITTSBURGH 19, PA.

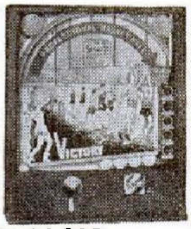
WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES
TOPPER (Illustrated)
Lots of 100 .. $10.00
Sample, $11.25.
Victor's Universal JUMBO
1" Ball Gum Vender. Best Location-Getter in Years!
Immediate Delivery.
½ Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1443

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
F-X, 10 Col., 425 Pack Cap. 125.00
National 9-50, 350 Pack Cap. 95.00
National, 9 Col., Electric 189.50
Challenger, 7 Col. 100.00
DuGrenier MODEL W, 9 Col., 308 PACK CAP. 62.50
Rowe Imperial, 6 Col., 180 Pack Cap. 60.00
Special! 4 Col., 100 Pack Cap. 32.50
ROWE ROYAL
10 Col., 400 Pack Cap.
$85.00
8 Col., 320 Pack Cap.
$80.00
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
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

VICTOR'S Victory Basketball Game
First new counter game since the war—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.
½ dep., bal. C.O.D.
DEVICES NOVELTY CO.
467 Milwaukee Ave. Chicago 10, Ill.
Phone: MOnroe 6-7533

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.

Lowest Prices on Ball Gum, Nuts, Candies and Charms.
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. Time Payment Plan.
BERNARD N. BITTERMAN
3802 Truman Road
Kansas City 1, Mo.

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VICTOR'S AMAZING NEW
TOPPER
Special July 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

Get today's top money maker—Topper DeLuxe 1¢ all Charm Vender. Sample $13.95

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 53¢ lb. Full Cash With Order.

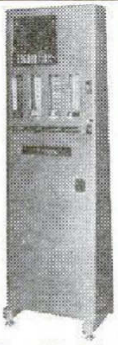
Plastic Autographed Baseballs, $8.00 per M Metal plated, $6.00 per M.

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 2-7772

FITS ANY SPOT!
ALKUNO
CIGARETTE VENDOR



You need a cigarette machine like this — 4 columns—100 capacity —silver quarter only —regular and king size—no matches.

MODEL 600
Metal cabinet and Base.
Ht. on Base, 60"
Wt. on Base, 70 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 — 661, 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

Get on the "Money Hot" Bandwagon with the
NEW AND SENSATIONAL
Money Making Hot Dog and Bun Warmer

* Protected Territories Available For Progressive Routemen
* We Supply the Machine . . . You Handle Hot Dog and Bun Distribution Locally

MORE PROSPECTS THAN EVER with STAR STEAMER
Write For Complete Details While Choice Territories Are Still Open.

MIDWEST HOTEL & RESTAURANT SUPPLY COMPANY
831 W. Van Buren St., Chicago 7, Ill.

VENDING MACHINE SALESMAN
Top Commissions to Top Notch promotional men able to travel and finance themselves until under way—brand new machines that make the operator money. Coin operated and non-coin operated. Tell us who you've sold for and what you sold. Will mail you full information. Exclusive territory granted. No free sample artists considered. Write BOX CH-132, Billboard, Chicago 1, Ill.

Prepare Vender Insurance Plan

(Continued from page 98)

tions, areas, Molitor stated, with different rates based on such conditions.

With final setting up of a full-range coverage for the vending field still about three months off, it was revealed that Continental Casualty (based on reports from the two field men who have been examining on-location conditions since January) has tentatively suggested premiums will hinge on three major factors:

1. Territory: including hazards encountered in delivering machines to locations (this would be less in Texas than in Illinois, for example), exposure to fire and vandalism, etc.

2. Locations: rates will differ for industrial, office, public-type installations.

3. Equipment: various types of vending, service units will fall into different premium brackets, with construction (such as electrical, mechanical operation, glass area, product or products vended, life expectancy of working parts, etc.) determining preset premiums.

"It is our intention to know each type of vender as well as its manufacturer, as to construction, operation, repairs and the complexities of vending itself, in order to set up coverage on the best possible basis for the operator," Molitor said.

To date almost all of the nation's insurance companies have adopted a "hands off' attitude toward venders, largely because of scant knowledge of the field. A few, who have agreed to write broad coverage for various types of equipment, have set their rates at prohibitive levels, due to an exaggerated notion of the risks involved. A few others have written special coverage for operators on a mutually satisfactory basis, but this group has been in the minority.

FTC DELAYED

(Continued from page 98)

extent to which FTC has enforced its cease-and-desist order to Curtiss Candy Company. "So far as we know," Carsani declared, "there has been no effort on the part of the commission in the two years since the order in the Curtiss Candy Company case to enforce it upon the respondent."

Carsani suggested that the Robinson-Patman Act be amended to prohibit selling below cost without the necessity of proving injury to a competitor. Such a change, the NCWA chief said, would have a "wholesome" effect upon the candy industry.

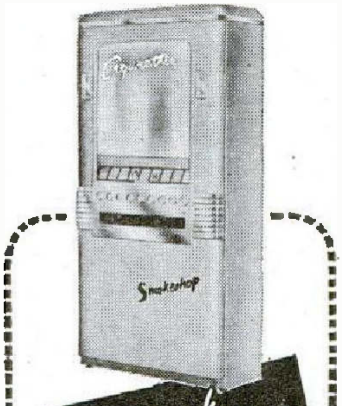
ST. PAUL RIDERS

(Continued from page 98)

because a heavier mechanism would be larger and take up more room than the trolley firm would permit. However, if after the venture is under way for a while and proves successful and mechanical vending devices are made available at what he termed a "reasonable price," he said he may be interested in their installation.

He said he plans no special promotional or advertising campaign, hoping that the eye-view approach in each vehicle will attract newspaper buyers each morning and afternoon.

GREATEST CAPACITY



Feather-Touch All-Electric
REGAL SMOKESHOP '612'
Only $209.50
F. O. B. MINNEAPOLIS, MINN.

STRAIGHT QUARTER OPERATION

Greatest capacity of any vendor on the market. Holds 612 packs. 9 non-shifting columns. Vends free matches. The best cigarette buy in the nation.

See Your Nearest Authorized Distributor or Wire, Phone, Write for Details on the Regal and Other Outstanding Models.

DISTRIBUTORS A Few Choice Territories Still Available. Write

AUTOMATIC PRODUCTS CO.
250 W. 57th Street, New York 19
PLAZA 7-3123

WEIGHT, 165 LBS.
$25
DOWN
Balance $10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS $85.00 IN PENNIES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINCITE, Chicago

30 DAY MONEY BACK TRIAL
Northwestern
MODEL 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices
LESS THAN 25 $13.75
LESS THAN 100 $13.55
100 OR MORE $13.35

GUARANTEED NORTHWESTERN SPECIALS—Used
DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample $14.95
10 or More 12.75
#39 PORCELAIN, 1¢ 7.45
#33 BALL GUM PORCELAIN, 1¢ $7.45
SILVER KING, 1¢ or 5¢ 6.95
MASTER PORCELAIN, 5¢ 7.45

MERCHANDISE AND SUPPLIES
PISTACHIO, Jumbo Queen ..... 52¢
FANCY TULIP, Large ..... 48¢
INDIAN NUTS ..... 40¢
CASHEW, Whole ..... 48¢
CASHEW, Butts ..... 44¢
VIRGINIA PEANUTS, Whole ..... 24¢
FILBERTS ..... 57¢
MIXED NUTS ..... 50¢
BOSTON BAKED BEANS ..... 26¢
LICORICE LOZENGES ..... 25¢
M & M ..... 33¢
BALL GUM, All Sizes (150 Lbs. Min.) ..... 23¢
ADAMS, All Flavors ..... 42¢
WRIGLEY'S, All Flavors 46¢
TOPPS, All Flavors ..... 42¢

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C. O. D.

Time Payment Plan Available — Trade-Ins Accepted

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

BIG MONEY MAKER
1c or 5c
ACORN
ALL PURPOSE BULK MERCHANDISER
Immediate Delivery
EMPIRE
COIN MACHINE EXCH. 1012 Milwaukee Ave, Chicago 22, Ill.

Attention! Operators!
Earn steady income distributing tricks and jokes to cigar stores, etc. Our attractive "FUN SHOP" display cabinets are easy to place. Small investment required. Write Today!
D. ROBBINS & COMPANY
131-B W. 42nd St., New York 18, N. Y.

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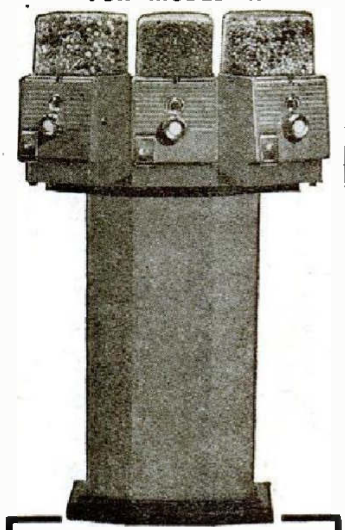
NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern
CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

Ice Cream Vend Field Thaws; Six Firms in Production

(Continued from page 98)

offer a choice of bar or sandwich sale, with the actual break-down as follows:

1. Bars, paper sack ..4 venders
2. Bars, boxed .....3 venders
3. Sandwiches, paper sack ....3 venders
4. Sandwiches, boxed ....1 vender
5. Eclair, paper sack...1 vender

A sixth package form, a 4-ounce roll with a flavor center, is to be vended thru the machine which is scheduled for fall production.

Sales Pattern

The sales pattern adopted by the majority of ice cream vender manufacturers is that of direct-to-user sale, with some firms setting up staffs of active field representatives. One company states it makes direct sales in 90 per cent of all transactions, with 10 per cent going thru distributors.

On the supplier-relations front, vender firms have become increasingly active in cementing operator-ice cream producer contact during the past year. Some companies have systematically approached ice cream producers by area, and presented details of the plus-volume outlet, acted as a liaison body between producer-operator on supply, packaging problems, etc. Other manufacturers have set up supply contracts with specific dairies or ice cream companies, national in scope, to furnish ready-to-vend bars and sandwiches for operators of its equipment. In both instances, the operator is assured of a pre-set pattern, knowing in advance his supply costs.

Cardboard Sleeve

In one instance, a vender manufacturer was instrumental in developing and manufacturing a special cardboard "sleeve" permitting the operator to load 25 bars at a time. To further aid operator-supply, the company also helped develop a "box loader" for use by ice cream makers, which equipment they could use to automatically insert bars in individual vending boxes.

Specific equipment, price, production, and sales information on each of the seven firms active in the field follows:

Arctic Vendor Sales Company, Appleton, Wis., currently producing about 70 units a week: turned out approximately 500 machines during 1949 and hopes to produce between 3,500 and 5,000 units this year. All sales are made direct, with the Model 151 at $635 and Model 75 at $395 (model number indicates capacity). Machines vend either boxed bars or sandwiches. Firm aided development of special loading devices for the operator and ice cream manufacturer, described earlier.

Atlas Tool & Manufacturing Company, St. Louis, reports a monthly production run of 200 units on its Model A. C. 200 Colsnac vender. Sales are made direct or thru sales agents or representatives; price, $595. Machine will vend either bars, ice cream sandwiches or eclairs in paper sacks. Officials state established operators (mainly cigarette, candy and milk operators) are working out satisfactory arrangements with ice cream manufacturers following the addition of this type equipment.

Craig Vending Machine Company, Danvers, Mass., is producing two models at an unstated rate. Direct sale is made on the line, with Model 8, with 252 bar capacity, at $892 and Model 4, 136 bar capacity, $792. Both vend boxed bars.

Dresko Machine Corporation, Milwaukee (formerly Berco Manufacturing Company, Chicago), reports 50 unit output per month on its $595 unit. Machine, of unstated capacity, is sold thru sales representatives, vends bars and sandwiches in paper sacks.

Eastern Engineering & Sales, Inc., Philadelphia, announces production of five machines per day, by the Turbo Machine Company, Lansdale, Pa. The 380 unit capacity vender, priced at $895, is sold direct and thru distributors (to date, 90 per cent of all sales have been made direct, officials claim). Vender handles either boxed or paper bagged bars. Firm is working with all plants of the National Dairies Producis Corporation to supply operators of its equipment.

Production Report

Fred Hebel Corporation, Chicago, reporting output of 50 units per month, sells its $800 Model 2000, five-flavor unit on a direct basis Machine, 190-item capacity, vends bars and sandwiches in paper sacks, 1950 models feature semi-electrical operation (delivery) instead of fully mechanical as in 1949 models.

Company contacts ice cream manufacturers for operators in different localities to work out supply details. Plus-sales potential afforded by venders is stressed in all dealings with the ice cream firm. "We believe in independent operators, with the ice cream nufacturer operating equipment only if he makes it a distinct department of his business with a full time staff," Hebel states.

Smith Enterprises, Peoria, Ill., plans to start production on an ice cream roll vender by September. Unit, to be priced approximately at $275, will be sold thru sales representatives. Firm desires to work out a co-operative plan between operators and ice cream manufacturers.

ANOTHER
ADVANCE
Profit Maker
HERSHEY
5¢ BAR
VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages. 33½" high; 4½" wide; 6 inches deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE
$19.00

2 to 11 .....$15.75
12 to 49 ..... 14.50
50 or more ... 14.25

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

JUST OUT
NEW CHARM MOLD

There are forty (40) different big Charms in this Series. Each and every Charm is a masterpiece of beautiful detail. It would be impossible to make them any better.

"WONDERFUL CHARMS—SERIES #40"
Plastic .....$3.75 per 1000
Metal Plated ..... 5.75 per 1000

F.O.B. Jamaica, N. Y.

Immediate delivery. Immediate action at your machines with these wonder charms.

EPPY
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L.I., 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.
413 Negley Street Pittsburgh 10, Pa.

LUSCIOUS GRAPES in the VIOLET BALL
TOPPS BOZO BALL GUM
8 OTHER DELICIOUS FLAVORS AND COLORS
A PERFECT COMBINATION
BOZO and the NORTHWESTERN MODEL 49
NORTHWESTERN SALES and SERVICE CO.
438 W. 42nd St. New York 18, N. Y.
4105 16th Ave. Brooklyn, N. Y.

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.

WANT TO BOOK
1 or 2 Kiddie Rides on small show; yours will be only Kid Rides with four majors. Good route of Fairs and Celebrations booked, with long season south. Out till November. Can also use a few Hanky Panks.
PECK AMUSEMENTS
Crawfordsville, Ind., July 3-8; Colfax, Ill., July 10-15.

The NEW ACORN 5¢
ALL CHARM VENDOR
No question about it . . . this smooth working vendor is a honey of a money maker in ALL locations. Place the Acorn 5¢ All Charm today and you'll operate many more tomorrow. For it is 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 1-6478—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.

"POP" CORN SEZ AUTOMATIC VENDORS

NEW OR RECONDITIONED
LOW PRICES—FACTORY GUARANTEE. IMMEDIATE DELIVERY.
AUTO-VEND, Inc.
5210 BONITA DALLAS, TEXAS

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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.

SENSATIONAL VENDING DEAL!

Bigger Profits for you with

PURITY PRETZEL STIX VENDER

A natural tie-in with any Beverage Vending Unit.

BIG PREMIUM PROMOTION!

A 5c SELLER WITH A 100% Mark-Up

Purity Pretzel Stix are a golden brown, crisp and tasty food confection. Men, women and children go for them in a big way.

Write for Prices and Details

VEND-RITE MANUFACTURING CO.
1536 N. Halsted Street, Chicago 22, Illinois

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, 800 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.

Charm Users!

Your Favorite Characters From
DICK TRACY
WALT DISNEY
LI'L ABNER
Are Now Combined in One Series of Beautiful Plastic
$3.00 PER M

Wire, Phone or Write
CHARACTER CHARMS, INC.
1349 Fifth Ave. Pittsburgh, Pa.

Demi-Tasse

NEW YORK, July 1.—Snooty coffee lovers who prefer demi-tasse to the more plebian brew, can now get theirs from a vender—at least in the imagination of cartoonist B. Wiseman. His uncaptioned drawing in last Sunday's *This Week*, week-end supplement of *The New York Herald Tribune*, shows such a machine, appropriately located in a Fifth Avenue subway station. In front of the vender stand a wealthy dowager and a moustached gentleman in striped pants.

Operators may see in Wiseman's idea a way to beat the high cost of coffee ingredients as well as a means of serving the carriage trade.

Schilling & Fischer Ups Juice Selection; Buys Ind'lis Milk Op

CHICAGO, July 1.—The addition of canned grape, apricot and pineapple juice to its milk-juice operation has served to increase customer interest and, in some plant installations, sales volume, Schilling & Fischer Dispensing Company announced this week. Robert A. Fischer stated that the new flavors, added in early June, supplement such volume flavor leaders as tomato, grapefruit and orange.

New juice flavors are rotated, as only two selections are stocked in any one vender at a time. Six-ounce cans are used and sell at a dime.

Fischer indicated the three new juices would be a permanent part of the juice operation and a fourth (banana juice) would be added when available.

The recent purchase of the Indianapolis Milk Operation, formerly headed by Paul Derringer, also was reported by Schilling & Fischer. The new route, however, will not offer juice, because vending equipment already in use stocks only bottled milk and is not readily adaptable to handle canned juice, Fischer stated.

Cheyne Dist. Mgr. Of Pressed Steel

MILWAUKEE, July 1. — Pressed Steel Tank Company announced this week the appointment of Albert S. Cheyne as district manager of the new Kansas City, Mo., office. He will headquarter at 2321 West 78th Street and cover Nebraska, Kansas, Oklahoma, Arkansas, Missouri (excluding St. Louis County) and Western Iowa.

Cheyne, who joined the firm in 1930, has been in the sales department since 1945. Pressed Steel manufactures CO^2 cylinders for carbonic gas for use in cup venders.

Alnik Names Sales Reps., Adds to Cig Lighter Vender Kit

GALLUP, N. M., July 1.—The Alnik Company here announced this week it had appointed two road representatives and was in the process of adding a new item to its Vendalite cigarette lighter kit packaged for sale thru cigarette vending machines.

E. A. Gallegos, president of Alnik and a former New Mexico cigarette operator, said the sales representatives were H. J. Finney, covering New Mexico, Arizona, West and Central Texas, and Jim Gladdis, handling Colorado, Wyoming and Western Nebraska.

Vendalite's new item is a small, inch-long screwdriver for loosening lighter screws. The package already contains fluid (which can be used for spot remover), flints, wick and a cleaning brush. The pack sells to operators at 15 cents to be resold at either 20 or 25 cents.

Most of Alnik's customers thus far, Gallegos said, are putting the Lgther service kit in the slow column of their cigarette venders. No change in the vender mechanism is needed. Alnik furnishes free arrow decals calling attention to the kit and its contents and offers window stickers for on-location promotion.

For those operators interested in selling the lighter kit apart from cigarette machines, Alnik provides a single-column vender manufactured by Advance Machine Company.

Stoner Ups Output On Penny Vender

AURORA, Ill., July 1.—With first deliveries on its new penny gum vender started a month ago, Stoner Manufacturing Corporation reported thru official Bip Glassgold this week that production has been successively stepped up each week. Current demand is such that future output figures continue to be channeled upward, he said.

According to Glassgold, most deliveries are being made to operators of candy, cigarette, beverage and cracker venders, who are attaching the gum unit to present equipment.

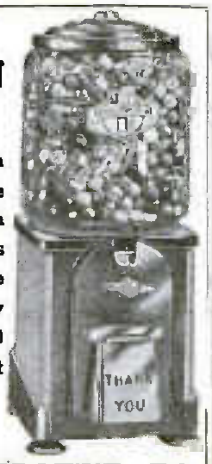
Glassgold pointed out that altho Stoner's production facilities are closed at present (July 1-July 17), a skeleton crew is handling orders and shipments on venders and parts.

Self-Lok Readies Move

NEW YORK, July 1. — Self-Lok Corporation, producers of a telephone-type coin box for vending machines, will move to new offices at 751 10th Avenue here next week. Managed by Harry Russ, the firm will carry a complete line of valves, fittings and other vender accessories, in addition to its own product. Self-Lok has been located at 446 West 50th Street.

SANDY MAC TIGHT
Says . . .

It makes my Scottish blood boil to see some operators pay high prices for machines when they can secure a TOPPER for as low as $10.00 in lots of 100 and on time payment too from . . .



ROY TORR • **LANSDOWNE, PA.**

WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM
140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. . $ 6.65
150 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000	$2.25
Metal Colored Charms, small, 1,000	4.25
Plastic Charms, large, 1,000	2.75
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
"Hep Cat" Buttons, 1,000	5.95
Plastic Colored Rings 1,000	2.50

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

$2.99 each

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BOW 7-INCH JUKE PROMOSH

Top Diskers And Wurlitzer Plug Package

No Op Investment

(Continued from page 3)

locations thruout the country, the package deal has been the subject of high-level confabs between the phonograph and record producers for several months.

While all three parties to the deal have been reluctant to discuss details, it is known that Wurlitzer, RCA and Columbia distributors have been given the go-ahead by parent organizations. Phonograph outlets have been instructed to honor operator requests for free conversion kits.

This is how the program works:

All new Wurlitzer machines leaving the firm's North Tonawanda, N. Y., plant carry two authorization cards (one for RCA and one for Columbia) in their cash boxes. The operator who plans to convert, either to 45 or 33⅓ r.p.m. signifies his intention to his phonograph distributor and both sign the pertinent card. The route owner then receives his free conversion kit, valued at $8.75.

He then takes the signed card to either his RCA or Columbia disk outlet. There he picks up, at no charge, 24 records of his own choosing. He is not limited to a preselected disk package. Records picked up after the initial set must be paid for.

At his phonograph distributor he will also pick up a Columbia or RCA sticker that he will affix to the converted phonograph. The sticker, 30 inches long and 2 inches wide, will be applied across the lower portion of the Wurlitzer juke dome. It will call the attention of location patrons to the 7-inch disks.

It is understood that operators are not limited to any specific number of free conversion and record packets, which will be made available for all new machines for which conversion will be undertaken. The program is expected to continue until the record companies decide a suitable penetration of the juke market has been made and the slow-speed juke can carry its own weight as a consumer unit.

Made easy to take for the operator, the conversion calls for no financial investment. It is hoped by its backers to convert operator thinking to slow speeds and to taking advantage eventually of savings in record costs and handling. Listeners are expected to become aware of the greater fidelity of seven-inchers.

WPOA's Meet To Elect Execs

GREEN BAY, Wis., July 1.—First meeting of the Wisconsin Phonograph Operators' Association (WPOA) held since January is scheduled for Monday, July 10, at the Beaumont Hotel here. Doug Opitz, corresponding secretary of the organization, sent out the call to all members in the State notifying them that the main order of business on the agenda would be the election of officers.

Presiding at the meeting will be C. S. Pierce, of Brodhead, president of the group.

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:

LANY AND BARD RELEASE 49-CENT DISKS. Rolin Records to concentrate on standards on unbreakable plastic (Music Department).

MERC TAKES SWAN DISKS FOR LP'S. The diskery adds 16 sides to build its 33⅓ line fast (Music Department).

GABOR ADDS NEW LABEL, SWAP PLAN, PHONO DEAL. Playhouse line will bow with 15 of the 99-cent LP's.

WURLITZER AND DISKERIES PLUG 7-INCH DISKS. The juke company slows speed in package promosh (General 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.

MOA Draws Bead on AFM Bill; Seen Step to Copyright Change

(Continued from page 4)

measure for player rights is considered by Congress. But Herman Finkelstein, general counsel, did point to ASCAP's stand on a similar bill introduced by Rep. Hugh D. Scott Jr. (R., Pa.) in 1947.

Earlier Bill Died

Supported by the National Association of Performing Artists (NAPA), that bill, strongly opposed by ASCAP, never was reported out of committee.

ASCAP's thesis has been that copyright legislation has all along been designed to protect the creator rather than the executant; its legal argument is that copyrights concern writings and not records.

While Rep. Arthur G. Klein (D., N. Y.) is currently gathering data preparatory to drawing up a new bill along the lines recommended by Pettrillo, there is little likelihood that it will be introduced until next year.

If passed, it would almost certainly lead to a new disposition of forces, with ASCAP and AFM then joining together to press for elimination of the juke box exemption in the Copyright Act.

Up at October Meet

With this eventually the chief concern of the juke box industry, Levine declared MOA will give the problem top billing at its next convention in October. He told a general meeting of the Automatic Music Operators' Association (AMOA) Tuesday (28) that MOA would meet the question head on and seek to establish the closest ties with equipment manufacturers to prepare for the struggle.

He viewed passage of a performing-rights bill and amendment of the Copyright Act as ruinous for the juke box industry. Administration would be unwieldy, he said, and the music business in all its phases would suffer eventually. Levine asked that all operators lend support to MOA.

Al Denver, AMOA president, turned to local matters and reported to members of the city-wide association on the success of its current public relations program. Under this program, many phonographs have been donated by AMOA members to Police Athletic League (PAL) centers. Members, too, have pledged donations totaling $1,000 to further PAL work.

A standing tribute was paid the memory of William Goetz, AMOA director, who died recently (*The Billboard*, June 3).

The meeting, at the Park Sheraton Hotel, was the last AMOA get-together until next fall.

Sloppy Op Bookkeeping Sail To Limit Credit Potential

NEW YORK, July 1.—While phonograph financing in this area has led to remarkably few repossessions during the past year, indicating a basic industry soundness, expansion has been hampered by sloppy bookkeeping methods on the part of operators.

With operators only offering sketchy information as to their financial assets, lending houses are forced more often to rely almost completely on the judgment of distributors alone. And this has had the effect of cutting, sometimes arbitrarily, the credit requests of route owners, many of whom would get the full amount of financing asked, if only they had detailed records available.

This point of view was expressed this week by Theodore H. Silbert, president of the Standard Factors Corporation, which, in the past four years, has written coin machine paper totaling approximately $7,225,000.

"Many sales now being lost due to insufficient financial and operating data can be saved by adequate factual information," he declared, "and credit lines presently in use could justifiably be increased." Operators are too prone to offer only income statements and unrevealing accounts of the number of machines they own, he explained, but balk at recording the true market value of jukes on location. This was said to give an unreliable picture of the value of an operation.

Silbert, a member of the American Finance Conference also is president of the Association of Commercial Discount Companies of New York, and an officer of the National Conference of Commercial Receivable Companies. His own concern's experience in the coin machine field has been satisfactory over the past 10 years, he said.

Postwar Changes

In a review of the market, Silbert said: "The lush war-period provided high returns per operating unit because there were no replacement costs, since no parts were available. After the war, came the necessity of replacing worn out and obsolete units. This financial burden came in the face of a generally lower dollar in-

(See SLOPPY OP on page 107)

Bilotta Distrib In New Offices In Albany, N. Y.

ALBANY, N. Y., July 1.—Opening of a new headquarters here and the appointment of Paul F. Taglione as manager, was announced this week by John Bilotta, owner of the Bilotta Distributing Company. Firm was recently appointed distributor for Wurlitzer. New offices and showrooms are located at 98 Fuller Road.

Bilotta Distributing also maintains offices and showrooms in Newark, N. Y.

Taglione has been associated with the coin-operated music field since 1939 as an operator and sales representative. He started as an operator in Washington, continuing in the business until 1941 when he entered the armed forces. After his discharge in 1945 he started the Mercury Phonograph Service, an operation, and also bought and sold music equipment. This firm was located here. He dropped this activity to join Bilotta.

Trad Appoints Bradley Video Distrib in Ill.

CHICAGO, July 1.—Bradley Associates, distributor for Trad coin-operated radios in Illinois, this week was named rep for Tradio Television by the manufacturing firm. Bradley Associates will cover the same State for the coin television unit, Cliff Nuzette, firm head, said.

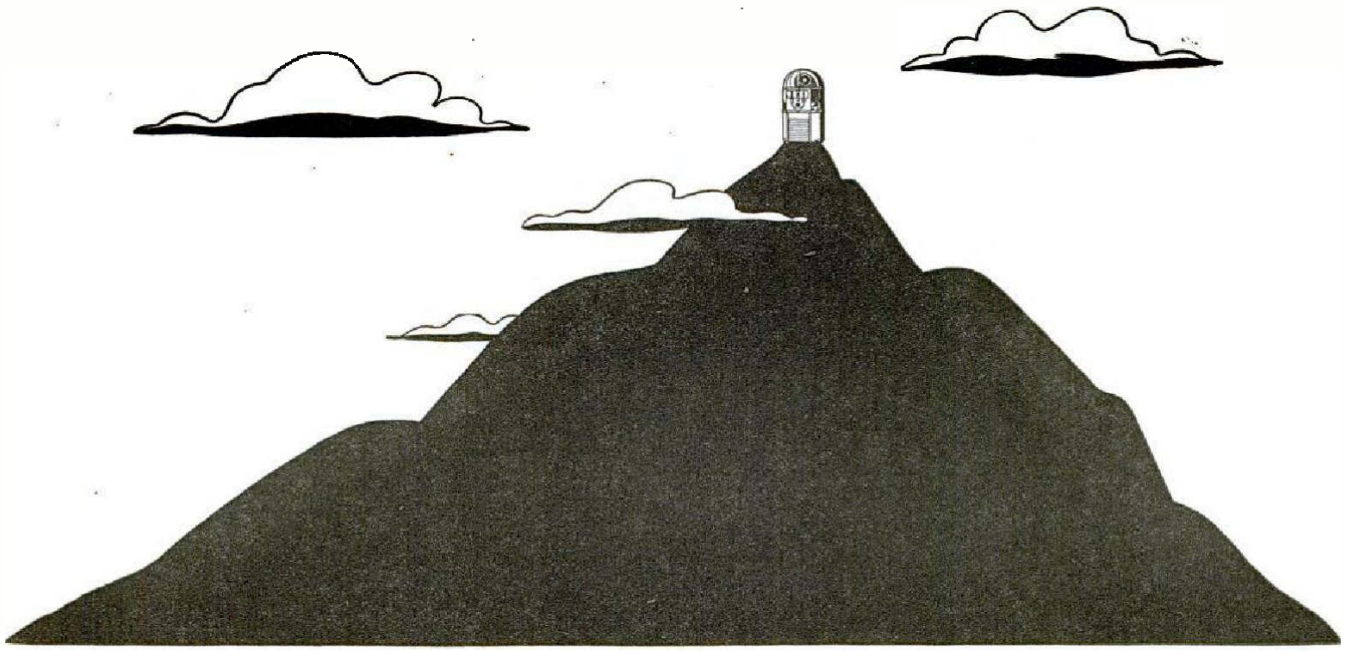
Features of the new Tradio Television, which carries a list price of $199.95 for the 12½-inch screen table model, include a tamper-proof cabinet coin box and timer, separate locks for coin box and cabinet, consolette which can easily be converted to table model, RCA licensed, built-in antenna, etc.

Nuzette said several Tradio Television units already have been installed on locations in this area.

2-Day Wurlitzer Showing Held in Dayton by T & L

DAYTON, O., July 1.—The T & L Distributing Company, Cincinnati, held a two-day showing of the Wurlitzer 1250 here at the Dayton Biltmore June 25-26, with more than 1,500 operators and location owners in the area invited. Hosting the showing were Leonard J. Goldstein, T & L president; Paul C. Goldstein, Sidney W. Block, Morry Goret, sales manager, and Bob Fogle, service manager for phonographs.

Despite extremely high temperatures, firm reported a heavy turnout of ops. Among those in attendance from out of town were Ray Wilbur, Wilbur Vending Company, Middletown; Herbert Kidwell, Franklin; Ernest Gullette, Hamilton; B. E. Ferguson and Bob Wilson, Brookville.



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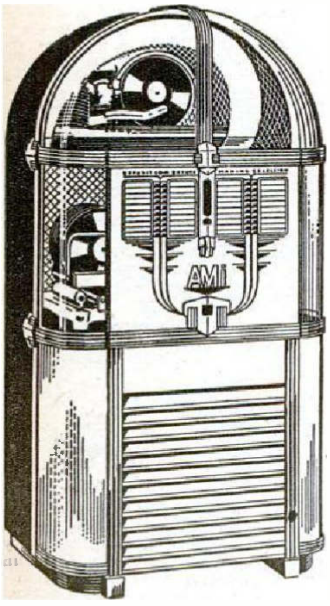

First Juke on the Moon?

One of these years some hardy band of jet-propelled adventurers is going to want a juke box on the moon. The operator whose route reaches out into interstellar space will probably put an AMI in that lunar location.

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Branch Office: 134 N. LaSalle St., Chicago 2, Ill.

Materiale protetto da copyright

ADVANCE RECORD RELEASES

(Continued from page 36)

RELIGIOUS

I'll Fly Away—Keys of Heaven (Nothing for) Bibletone 2403

In the Service of the Lord—Keys of Heaven (I Need) Bibletone 2402

Jesus, My Friend—Guiding Light Gospel Singers (What a) Coral 65035

Jesus at the Well—"Sister" M. Fields (Are You) Col 30211

Jesus Is a Way Maker—Manhattan Gospel Singers (Our God) Dec 46164

King Jesus Is Looking for Me—Jacobs Singers (I Prayed) Bibletone 2302

Lead a My Children—Original Stamps Quartet (Whispering Hope) Col 20711

Man at the Table Asleep, The—M. Estes (Wealth Won't) MGM 10740

Mother Dear, O Pray for Me—S. Sweetland (Our Lady) MGM 10737

Mother Dear, O Pray for Me—K. Roberts-Ken-Tones (Our Lady) Coral 64053

Ninety and Nine, The—Andrews Sisters (Shall We) Dec 14521

Nothing for My Journey—Keys of Heaven (I'll Fly) Bibletone 2403

One Day—E. Davenport (I Want) Coral 65033

One Morning—Keys of Heaven (If I) Bibletone 2401

Our God Is Able—Manhattan Gospel Singers (Jesus Is) Dec 46164

Our Lady of Fatima—F. Elliott (Across the) London 752

Our Lady of Fatima—S. Sweetland (Mother Dear) MGM 10737

Our Lady of Fatima—Frieling Sisters (Story of) King 15057

Our Lady of Fatima—K. Roberts (Mother Dear) Coral 64053

Prayer of the Holy Year, The—His Holiness Pope Pius XII (Hymn of) Vi(78)12-1218; (45)49-1253

Sermon, Hallelujah Amen—Rev. J. B. Crocker (Why Should) King 4372

Shall We Gather at the River—Andrews Sisters (Ninety and) Dec 14521

Story of Our Lady of Fatima, The N. King (Our Lady) King 15057

Thief On the Cross—T. Riter's Gospel Quartet (Beautiful Life) Cap(78)1098; (45)F-1098

Wealth Won't Save Your Soul—M. Estes (Man at) MGM 10740

What a Friend We Have in Jesus—Guiding Light Gospel Singers (Jesus My) Coral 65035

When God Dips His Love in My Heart—R. Foley (Will the) Dec 14522

When the Love Came Trickling Down—Rev. R. A. Daniels (He's the) Cap(78)1099; (45)F-1099

Whispering Hope—Original Stamps Quartet (Lead a) Col 20711

Why Should I Worry—Rev. J. B. Crocker (Sermon Hallelujah) King 4372

Will the Circle Be Broken—R. Foley (When God) Dec 14522

CHILDREN

Carrot Seed, The—(I & II) M. Rose Children's Record Guild 1003

Daisy Bell—R. Heatherton (School Days) Col 358-V

Happy Birthday Record—R. Heatherton (How Are) Col 375-PV

Hansel and Gretel (Parts I & II)—R. Heatherton Col 356-PV

How Did Are You?—R. Heatherton (Happy Birthday) Col 375-PV

Little King of Yvetot, The—G. Rasely (1-10") Young People's Records 2-732

Ride 'Em Cowboy—(I & II) P. Fennelly Children's Record Guild 5001

School Days—R. Heatherton (Daisy Bell) Col 358-V

Three Little Pigs (Parts I & II)—R. Heatherton Col 355-PV

POP ALBUMS

Louis Armstrong Classics-New Orleans to New York Album—L. Armstrong (1-10") Dec(33)DL-5225—Bye and Bye; Dipper Mouth Blues; Mahogany Hall Stomp; Save It, Pretty Mama; West End Blues; When It's Sleepy Time Down South; When the Saints Go Marching In; You Rascal You

Dance to the Music of Jerry Gray & His Ork Album—J. Gray Ork (1-10") Dec (78); (33)DL5266—All the Things You Are; By the Waters of Minnetonka; Blue Skies; Carioca; Crew Cut Star Dust; Stormy Weather; This Can't Be Love

Death of a Salesman Album—T. Mitchell-A. Kennedy-M. Dunnock-T. Chalmers-C. Mitchell-T. Pedi (2-12") Dec(33)DL-9006

Dorsey Bros. Orchestra Album—Dorsey Bros. Ork (1-10") Dec(33)DL6016—By Heck; Dese Dem Dose; Dipper Mouth Blues; Honeysuckle Rose; Milenberg Joys; St. Louis Blues; Weary Blues

Eddy Duchin Dance Parade Album—E. Duchin Ork (1-10") Col(33)CL6126—Between the Devil and the Deep Blue Sea; Brazil; El Rancho Grande; My Twilight Dream; Ol' Man Mose; Stardust; Stormy Weather; What Is This Thing Called Love?

Dinner Music by Ralph Ginsburg and His Palmer House Ensemble Album—R. Ginsburg Ensemble (1-10") Col(33)CL6215—All the Things You Are; Deep Purple; Diane; Etude for Violins and Love; I'll Follow My Secret Heart; I've Told Every Little Star; Night and Day; Smoke Gets in Your Eyes

Everybody Polka Album—F. Yankovic Ork-E. Swierad Ork-Babe Wagner Band-R. Sindell Ork-W. Solek Ork-C. Budny Ork-A. Nowicki Ork (1-10") Col(33)-CL6116—Clap Your Hands Polka; Domino Polka; Everybody's Polka; Anybody's Polka; Fleet Avenue Polka; How Many Burps in a Bottle of Beer?; I'm Gonna Get a Dummy; On Your Toes

Columbia, The Gem of the Ocean Album—F. Waring and His Pennsylvanians—A. Drake (1-10") Dec(33) DL-5202—Army Hymn; Columbia, the Gem of the Ocean; Flying Marines, The; Hymn to a Hero; Man to Man; Navy Hymn, The; Waves in Navy Blue; We're on Our Way

Contrasting Music Album—J. Dorsey Ork (1-10") Coral(33)CRL-56004—Champ, The; Cherokee; Fingerbusting; Flight of the Bumble Bee; King Porter Stomp; Man and His Dream, A; Rigamarole; Swamp Fire

The Dixieland Band Album—B. Crosby (3-10") Coral(507, (33)CRL-56003—At the Jazz Band Ball, 60225; Between the Devil and the Deep Blue Sea, 60224; Come Back, Sweet Papa, 60226; Dixieland Shuffle, 60226; Sugar Foot Strut, 60225

Hamp's Boogie Woogie Album—L. Hampton Ork (1-10") Dec(33)DL-5230—Beulah's Boogie; Flying Home; Hamp's Boogie Woogie; Hamp's Walking Boogie; Hey! Ba-Ba-Re-Bop; Ridin' on the L and N; Tempo's Boogie; Two-Finger Boogie

Hawaiian Festival Album—L. McIntire Ork (1-10") Col(33)CL-6117 — Hawaiian War Chant; Little Brown Gal; One Rose, The; O-Ka-Le-Ma-Lu-Na; Sing Me a Song of the Islands; Song of the Islands; Sweet Leilani; To You, Sweet Heart, Aloha

Dick Haymes Sings With Helen Forrest Album—D. Haymes-H. Forrest (1-10") Dec(33)DL-5243—All Through the Day; Come Rain or Come Shine; I'm Always Chasing Rainbows; In Love in Vain; Something To Remember You By; Till We Meet Again; Tomorrow Is Forever; You Stole My Heart

Eddie Heywood-The Piano Man and His Orchestra Album—E. Heywood (1-10") Dec(33)DL-5220—Begin the Beguine; It's Only a Paper Moon; Laura; Lover Man; On the Alamo; Sweet and Lovely; Temptation; Who's Sorry Now

Let's Polka Album—L. Herman Quintet (1-10") Coral(78)CP-515; (33)CRL-56011—Barbara Polka; Beer Barrel Polka; Clarinet Polka; Emilia Polka; Helena Polka; Little Brown Jug; Martha Polka; Village Tavern Polka

Tony Martin's Dream Girls Album—T. Martin-H. Rene (3-10")—V(78)P-287, (45)WP-287; Diane (78)20-3804, (45)47-3804; Dolores (78)20-3803, (45)47-3803; Laura (78)20-3802, (45)47-3802; Ramona (78)20-3802, (45)47-3802; Rosalie (78)20-3802, (45)47-3803; Sweet Sue (78)20-3804, (45)47-3804

Vaughn Monroe Sings New Songs of the Old West Album—V. Monroe Ork (3-10") V(78)P-289, (45) WP-289; Gonna Ride, N'Ride, N' Ride, (78)20-3810, (45)47-3810; No Range To Ride Anymore, (78)20-3811, (45)47-3810; Phantom Stage-Coach, The, (78)20-3810, (45)20-3810; Pony Express, The, (78)20-3812, (45)47-3812; Rounded Up in Glory, (78)20-3812, (45)47-3812; While I'm Smokin' My Last Cigarette, (78)20-3810, (45)47-3810

Mood Indigo-Duke Ellington Composition Album—T. Steele Novatones (1-10") Dec(33)DL-5192—Azure; I Let a Song Go Out of My Heart; In a Sentimental Mood; Lost in Meditation; Mood Indigo; Prelude to a Kiss; Solitude; Sophisticated Lady

Johnny Noble and His Hawaiians Album—J. Noble (1-10") — Brunswick(33)BL-58005 — Aleloki; Hilo March; Kalamaula; King's Serenade; Lei Nani; Moana Chimes; Sassy; Song of the Islands

Songs of Trinidad Album—W. Houdini-Gerald Clark's Night Owls (1-10") Brunswick(33)BL-58007—Arima Tonight; Sangre Grande Tomorrow Night; Black But Sweet; Cooks in Trinidad, The; Honey, I'm Bound To Go; I Need a Man; No Mo' Bench and Board; Stop Coming and Come; Sweet Papa Willie

Tap Dancing Album—R. Morgan Ork (1-10") Dec(33) DL-5201—Bye Bye Blues; Japanese Sandman, The; La Comparsita; Mama Inez; Neapolitan Nights; Satan Takes a Holiday; Stars and Stripes Forever; Swanee River

Wolverine Jazz Album—B. Freeman-Summa Cum Laude Ork (1-10") Dec(33)DL-5213—Big Boy; Copenhagen; Fidgety Feet; I Need Some Pettin'; Oh, Baby; Sensation; Susie; Tia Juana

Your Dance Date With Hal McIntyre Album—H. McIntyre Ork (1-10") Col(33)CL6124—Body and Soul; Dancing in the Dark, Deep Purple; I Get a Kick Out of You; Indian Summer; Love for Sale; That Old Black Magic; The Way You Look Tonight

Your Dance Date With Xavier Cugat Album—X. Cugat Ork (1-10") Col(33)CL6121—Cariberia; I Am a Bum; Night Must Fall; Para Que; Rio la Yagua; Si Si Si Senor; Un Poquita de tu Amor; You Can in Yucatan

HOUSE COMM.

(Continued from page 97)

The July 27 deferment date was then voted 10 to 8.

Future Outlook

It is figured that at least a week would be needed to get a bill to the floor subsequent to committee agreement on a final draft, inasmuch as the House Rules Committee would have to act on the measure once it came out of the House Interstate and Foreign Commerce Committee. If passed by the House in revised form, the bill would then be returned to the Senate for a vote. With the House Commerce Committee bitterly divided on the legislation, it is currently seen doubtful that the July 27 meeting will culminate in a favorable discharge of a revised measure.

PAVESI ELECTED

(Continued from page 97)

told the State had just granted the group an official charter.

Meeting at the Roger Smith Hotel, the operators also elected a full slate of officers and directors. Officers named were Max Klein of Yonkers, vice-president; Seymour Pollak, Tarrytown, secretary, and Ralph Fabozzi, White Plains, treasurer. Elected as directors were Lou Herman, Mount Vernon; Ben Fagan, Tarrytown, and Harry Smethurst and Louis Tartaglia, Port Chester.

The association seeks to enroll all coin machine operators within the county, including those handling venders and games, as well as phonographs (*The Billboard*, June 24).

Classical Record Reviews

(Continued from page 29)

ANTON WEBERN: SYMPHONY OPUS 21 & PIECES FOR STRING QUARTET, OP. 5 AND 9—Pro Arte Quartet-Paris Chamber Ork, Rene Leibowitz, Dir. (1-12") Dial (33) 7 — **57**

Webern, the late Schoenberg disciple, carried the unorthodox features of the controversial founder of the 12-tone system to far-flung developments, as this waxing of his Symphony Opus 21 and two chamber music pieces vividly demonstrate. Polytonality, absence of theme and repetition, sparseness of elaboration are the principles. They would seem to be well carried thru by the players—the symphony by members of the French Orchestre National under the direction of Rene Leibowitz, himself a student and champion of Schoenberg, the short pieces by the Pro Arte Quartet led by Rudolph Kolisch. There is a growing appreciation of this "difficult" music, and for the handful of forward-looking fans, who comprise the avant-garde record buyers, this landmark waxing is a must—a very limited but certain market.

LILY PONS IN OPERATIC ARIAS AND CHANSONS—Lily Pons-Andre Kostelanetz, Maurice Abravanel, directors (1-12") Columbia (33) ML-4300 — **79**

The extremely popular Miss Pons is presented on this LP in a handsome showcase for her coloratura talents. On one side she essays three favorite arias from "Barber of Seville," "Tales of Hoffman" and "Le Coq d'Or" and a fourth less familiar 18th century operatic excerpt. On the other, she expertly runs down a collection of French art songs, these highlighted by a Darius Milhaud group of four, "Chansons de Ronsard." The Metopera fave's efforts, delivered gracefully and demonstrating effectively her wide range, should satisfy her followers as well as the hefty, name-seeking operatic singer buyer in addition to the bulk of the Metopera regulars.

DAVID OISTRAKH PLAYS VIOLIN FAVORITES AND DMITRI SHOSTAKOVICH PLAYS HIS OWN SEVEN CHILDREN'S PIECES, THREE FANTASTIC DANCES, EIGHT PRELUDES and POLKA from "The Golden Age." (1-12' Mercury (33) MG-10035 — **69**

This LP is composed of a pair of Mercury Classic shellac album transfers, now issued back-to-back. The Shostakovitch side spots the eminent Russian composer playing a flock of his own musical miniatures. He personally introduces the Children's Pieces. Oistrakh, a foremost Russian and top ranking European violinist, demonstrates some of the reasons why in this collection of four encore pieces. The guy plays with great fire and remarkable technique. Virtuosity is the selling point for this package with Oistrakh the incentive for fiddle lovers while Shostakovitch collectors will want to have recordings of the composer playing his own works. He plays quite well, too.

OLIVER MESSIAEN: VISIONS DE L'AMEN — Oliver Messiaen - Yvonne Lorlod (1-12") Dial (33) 8 — **50**

Altho Messiaen's influence on modern French composers has been considerable, this two-piano work is unlikely to create much stir in the local market. A religious work, this effects its extreme mysticism by endless tone clusters tolled in the carrillon-in-a-fog manner invented by Debussy. The style is an atonal extension of impressionism, but here it's plain dull.

ALBAN BERG: THE LYRIC SUITE—Pro Arte Quartet (1-12") Dial (33) 5 — **66**

Berg is one of the more masterful of the Schoenberg disciples. On this LP is offered a precise and totally comprehensive reading of the composer's chamber masterpiece, the Lyric Suite. It is a quartet written in six concise movements reflecting the modern in its percussive and dissonant qualities. The strongly emotional work, extremely difficult to perform, is done superbly by the Pro Arte group, which is led by Rudolph Kolisch, one of the foremost interpreters of modern music. Recording is brilliant and clearly defined on excellent surfaces. This is vital stuff for students of the moderns and should find a brisk market within this selected group.

MOZART: SYMPHONY NO. 33 IN B FLAT, K. 319—Boston Symphony Ork-Serge Koussevitzky, Cond (3-7") RCA Victor (45) 1369 — **70**

Not one of the best known Mozart's symphonies, No. 33, a product of his early years, is a rewarding work. It is melodic and delicate, and, of course, beautifully organized and developed. The performance is graceful and sympathetic. Sales prospects are not as promising as the "big" Mozart works like the "Jupiter," but this disking is a solid catalog item.

MENDELSSOHN: CONCERTO IN E MINOR OP. 64—Jascha Heifetz-Royal Philharmonic Ork-Sir Thomas Beecham, Cond. (1-10") RCA Victor (33) LM-18 — **87**

From point of view of performance, this is a perfect weld of soloist and orchestra with both superbly sympathetic to the composer. From the standpoint of sales potential, it would be difficult to conceive of a more commercial record. Heifetz's name power, the enduring grip of the Mendelssohn Concerto on the public affection, the reputation of Beecham—all add to a tremendous draw. And it is a superb rendition, very well recorded.

CHOPIN: 24 PRELUDES OPUS 28—Guiomar Novaes (1-12") Vox VL-6170 — **77**

By happy circumstance, the 24 preludes of Chopin fit exactly the confines of one two-sided 12-inch LP platter, so that from the repertory point of view alone, this disking is an excellent idea. This disking of the preludes is superlative in performance and recording. Miss Novaes plumbs the emotional facets of the preludes—and they run the gamut from carefree gaiety to solemn despair—with rare sympathy. Her keyboard technique, phrasing and dynamics are top drawer. The recording is crystal clear and true, without blurry overtones on the one hand or too much dryness on the other. Result is a very fine facsimile of a gorgeous piano tone.

RICHARD STRAUSS: SYMPHONIC POEM MACBETH, OP. 23 and BOHUSLAV MARTINU: CONCERTO GROSSO—Vienna Symphony Ork-H. Swoboda, conductor Westminster WL-50-4 — **70**

The enterprising young Westminster label has come up with a pair of interesting recorded "firsts." Of more immediate interest is the Strauss tone poem, which proves to be an energetic, tempestuous score from the composer's early period. Certainly, it will be of major interest to followers of Strauss. The Martinu work is tinged with an early Stravinsky influence, boasts a particularly effective slow movement. Recording of both works is clear and live. Swoboda has conducted both performances extremely well. This pairing will find greatest favor with those who lean toward moderns and with Richard Strauss collectors.

COUPERIN: CONCERT NO. 6 IN B-FLAT and Poulenc: SUITE FRANCAISE—J. P. Rampal-Chamber Ork-Fernand Oubradous, Cond., and Jean Germain. (1-10") Mercury (33) MG-15007 — **60**

The growing circle of fanciers of the baroque will find this a delightful presentation. The Couperin work, out of the 17th century, is a mannered, polished concerto for flute and chamber group—a representative gem of courtly French baroque. The Poulenc is a splendid series of piano pieces based on dance tunes by Claude Gervaise, a 16th century French collator and arranger of folk dance melodies. Poulenc retains the graceful old spirit while applying modern harmonies. Germain performs with spirit and sympathy on the piano pieces; as do Rampal, the flutist, and the string group with the Couperin work.

JUKES	JOCKS
Not suitable.	Fine offbeat stuff for recondite segs.

RAVEL: INTRODUCTION AND ALLEGRO FOR FLUTE, CLARINET AND STRING QUARTET AND SONATINE—Carmela Appiani-Giuseppe, Peloso Paolo Del Pistois-La Scala, Milan Strin Quartet. (1-10") Mercury (33) MG-15006 — **71**

The "Introduction and Allegro," an early work of Ravel, is a highly popular item with admirers of the French composer, with its outpouring of pure, sensuous sound. It is performed here with the delicacy and sensibility so necessary. The "Sonatine" for piano, on the flip side, is played admirably by Germaine Leroux. A well-planned 10-inch LP pairing.

JUKES	JOCKS
Not suitable.	Either side or excerpts, for mood music.

BACH: BRANDENBURG CONCERTO NO. 1 IN F—Boston Symphony Ork-S. Koussevitzky, Cond. (3-7") RCA Victor (45) WDM-1362 — **66**

This Tanglewood recording of the first Brandenburg does not measure up to several already out. It is a "modern" conception, suggestive more of the symphony platform than the intimate chamber. Buyers, in this period of renewed interest in Bach, are becoming conditioned to a warm, close and simple interpretation. Further, the Koussevitzky tempi here are not live. Add to this the breaks necessitated by 45, the fact that five sides are used for Bach with a Mozart "Titus" overture filling out the sixth, and the availability of the six concertos in a package elsewhere.

Ristaucrat Names Rep

APPLETON, Wis., July 1.—Ristaucrat, Inc., maufacturer of counter model juke box featuring 45 r.p.m. disks (*The Billboard*, July 1) has appointed the Geer-Murray Company, Oshkosh, Wis., to handle advertising and publicity. Appointment was announced by Joseph Cohen, Ristaucrat official.

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Turning Back the Clock

10 Years Ago This Week

CHICAGO, June 29, 1940. — Juke box news was garnering top attention with a new conversion unit by Capehart, called Heads-Up-Selector, the wireless Wall-O-Matic selector by Seeburg, the increased sales activity of Mel-O-Tone phonographs by the Herbert Corporation, Chicago, and a general uptrend in production and sales by the big four: Seeburg, Wurlitzer, Mills and Rock-Ola.

From Jack Nelson, vice-president of Rock-Ola, came word of an outcropping of interest in coin phonographs by Russia. A letter from the State Planning Commission of the U.S.S.R. Central Institute of Technical and Economic Information, addressed to Warren Fitch, of Orlando, Fla., requested detailed information on Rock-Ola jukes.

Interest in coin-operated movie units became keener, Talk-A-Vision, Inc., New York, offered a 100 per cent automatic unit featuring 10 different subjects. As they were projected on the screen in rotation, there was no selectivity. Operating on a nickel per play basis, the machine offered "plug-in" operation; the operator simply inserted electric plug for operation, collected earnings from separate coin box, while manufacturer provided on-location service (repairs, maintenance, etc.).

Another movie-record unit was being produced by the Tonovision Corporation of America, New York. Called the Visiontone, the machine had self-winding reels, offered 10 three-minte selections, allowing the customer to make his own selection. Said to have "less parts than an automatic phonograph," it was priced to sell in the same range as a new juke.

A third coin movie unit, produced by Phonovision Corporation of America, New York, made its debut in Jack Dempsey's Broadway Bar, with an estimated 2,000 persons viewing the machine the first evening. Officials of Phonovision, Frank Orsatti and Sam Sax, set up headquarters at 1 East 54th Street, New York, in the old Aeolian Building.

On the operator front, a move was afoot to place patriotic records on machines on a nation-wide level. Suggested disks included *God Bless America;* idea was announced during the annual CMI picnic at Chicago's Riverview Park.

15 Years Ago This Week

CHICAGO, June 29, 1935. — A meeting for the organization of a national association of operators was scheduled to be held in St. Louis in August. Announcement was made by Ralph T. Young, chairman of the organization committee of the National Association of Coin Machine Operators (NACMO), suggested title for the proposed group. Young, who also headed the Automatic Merchandisers' Association of Ohio (AMAO), was active in organizing State and local associations of operators since the coin machine exposition earlier in the year.

Plan was to have State associations each send two delegates and city or local groups one delegate. Organizations responding favorably, and agreeing to send delegates, were: Automatic Merchandisers' Associations of Iowa, New Jersey, Ohio, Michigan, Missouri, New York, Indiana, Rhode Island; Vending Machine Operators' Association of Chicago; Oklahoma Coin Machine Association, Missouri Amusement Machine Association; Memphis Skill Games Association; New Jersey Skill Games Board of Trade; Amalgamated Vending Machine Operators' Association of New York; Greater New York Vending Machine Operators' Association; National Vending Machine Operators' Association; Metropolitan Skill Games Broad of Trade; Union County Amusement Association of New Jersey; Nebraska Coin Machine Operators' Association; Music Machine Operators' Association of Texas; Hamilton County Division of Ohio AMA; Cuyahoga County Division of Ohio AMA; Kentucky Operators' Association; Skill Game Operators' Association of Detroit; Minnesota Skill Game Operators' Association; Maine Skill Game Operators' Association; Anthracite Vending Machine Association of Northeastern Pennsylvania, and Milwaukee Vending Machine Operators' Association.

That church leaders were looking toward pinball and skill games as a sporting medium of amusement was further indicated by Rabbi Saul A. Metz, of the Adas Israel Synagogue of Washington. "Experience has taught us that all interference from outside an industry helps but little," Dr Metz said. "Skill games upon an amusement and sporting basis should be allowed to operate unimpeded. The pinball game is an entertaining form of amusement, from an adult standpoint."

Sloppy Op Bookkeeping Said To Limit Credit Potential

(Continued from page 104)

come per operating unit and, more important, the substantial increase in the cost of postwar units and all operating costs. It just took many more dollars invested to realize the same or lesser net income.

"Since many operators failed to provide adequate cash reserves for equipment replacements, there was a strong demand immediately asserted for term financing. This situation created an unusually heavy financial burden on sales and distributing organizations, and forced many of them to provide financing facilities that otherwise would have been unnecessary.

"During the past two or three years, there has been a noticeable tightening of credit, especially in the automatic phonograph field, due primarily to an unfortunate experience resulting in substantial losses to a company engaged in such financing. Another factor which made it somewhat difficult to permit a normal flow of credit availability was the apparent inadequate financial and operating information from purchasers desiring term accommodations.

"While most finance companies and banks have had satisfactory experience in this field, it would be of immeasurable value to the automatic coin machine industry—and an extremely constructive move as far as the financial institutions are concerned—if term or credit buyers recognize the importance of ordinary business methods, so that factual information may easily be obtained from those seeking credit accommodations."

Despite the tightening of the credit picture cited by Silbert the Standard Factors executive disclosed that 1949 was its peak post-war year in coin machine volume And the first six months of 1950 are keeping pace with last year he added

The average Standard Factors' financing deal for juke box purchases stipulates a 20 per cent down payment, with the balance payable over a 15-month period. For games, credit is limited to six months.

Rosenfeld Adds Mercury Distrib

ST. LOUIS, July 1.—Jack Rosenfeld, head of the coin machine distributing firm here bearing his name, this week announced a new department was being added to handle records.

Company has taken on the Mercury distributorship in this area, Rosenfeld said, and will service music machine operators from the distrib headquarters.

Op Sideline Deal Set by Ex-Jobber

NEW YORK, July 1.—Coin machine operators are being offered exclusive, territorial rights to Fun Shops, counter displays for tricks and jokes by D. Robbins & Company, firm promoting the package deal as a sideline enterprise for route owners.

The company, headed by Dave Robbins, well known in industry circles here before the war as a coin machine jobber, is located at 131 West 42d Street. It now manufactures tricks and jokes exclusively.

Plan outlined by Robbins calls for operators to place Fun Shops stocked with Robbins' products in retail outlets. Proprietors make no financial investment in merchandise, but receive a commission on sales.

ACMMA EXPANDS

(Continued from page 97)

Service Sales, Kokomo, Ind.; Walbox Sales Co., Dallas.

Heath Distributing Co., Macon, Ga.; International Forwarding Co., Chicago; Runyon Sales Co., New York; Lou Dunis, Portland, Ore.; J. Rosenfeld Co., St. Louis; Mayflower Distributing Co., St. Paul; Globe Distributing Co., Chicago; Sicking, Inc., Cincinnati; Sicking Distributing Co., Los Angeles; American Vending Co., Columbus, O.; Free-Dell's Novelty Co., Dallas; United Amusement Co., Kansas City, Mo.; Chris Novelty Co., Baltimore; Lake City Amusement Co., Cleveland; Kinzie Cabinet Co., Chicago; King Pin Equipment Co., Kalamazoo, Mich., and Dixie Coin Machine Co., New Orleans.

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BLANK PROGRAM
TITLE STRIPS
50c per 100 Cards
(In Lots of 1,000)

- 20 ½-Inch Title Strips Per Card
- Black, Red, Green or Blue Border on ONE SIDE
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- No. 111 Fits Any Style Phonograph
- No. 112 for Seeburg "100"

All orders C. O. D., F. O. B. Cleveland

ORDER TODAY

HOUSE OF KENNEDY, INC.
102 St. Clair Ave., N. W., Cleveland 13, Ohio

DOESN'T OBSOLETE
Present Remote
Control Equipment
WURLITZER
Twelve Fifty
WILL PLAY ANY
SPEED RECORD

COBRA CARTRIDGES
Realigned and resurfaced, 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days' service via air mail P.P.
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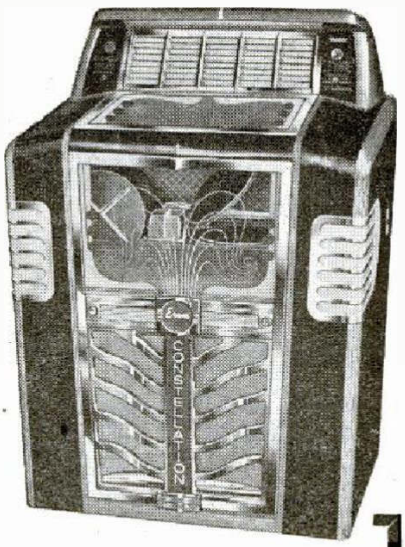
RUGGED AND RELIABLE!
EVANS' 1950
20 RECORD, 40 SELECTION
CONSTELLATION

Here's the phonograph that's built to "take it" under all operating conditions . . . designed to deliver sterling, trouble free performance month after month! Thanks to Evans' Quality throughout, Constellation operators are enjoying "economy runs" without precedent in the history of modern music machines. This is just one of many reasons why it will pay you to see your Evans Distributor. Write factory direct if more convenient.



AVAILABLE NOW — Evans' Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.
1528 W. Adams Street Chicago 7, Illinois
See Our Coin Machine Ad on Page 124

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TSAA URGES TRADE UNITY

Association in Pitch for Manufacturers Turnout at Peoria Shuffle Conference

Invite All Firms To Participate in Three-Day Convention

By Norman Weiser

PEORIA, Ill., July 1.—The Table Shuffleboard Association of America (TSAA), now completing plans for its second annual conference to be held here July 14-16, this week urged manufacturers of shuffleboards and accessories to co-operate in the three-day meet. While TSAA has gone on record as being an association "for the players," the org's officials in their invitation to industry to participate in the conference stated in part: "The players of America want their organization (TSAA) and will go ahead with that organization as scheduled. For the good of the sport we must work hand-in-hand with industry. In other words we will sell your boards and supplies and promote your leagues. We will sell shuffleboard, the sport. We merely ask your co-operation."

Need Unity

TSAA officials have urged that there be a unity within the shuffleboard field, believing that the game's best chance for perpetual success lies in both industry and players working together. To this end, these officials have said there will be no repetition of the St. Louis events last year, when the First Annual TSAA Conference fell apart almost from the opening hour because of the gap in the thinking of the two groups.

Too, say TSAA officials, with a year's experience now under its belt, the org will be able to operate on a more practical basis, with more concrete figures to offer and more definite plans for future league and tournament play thruout the country.

Promote All Products

It is apparently the plan of the TSAA to work with all manufacturers and to include all types of boards in their future plans. In this, its second major pitch to the manufacturers, both Lee Wheeling, executive vice-

(See TSAA MAKES on page 117)

New Weight Is Developed by American Co.

To Debut in August

UNION CITY, N. J., July 1. — Paul Cusano, head of American Shuffleboard Company, this week announced the development of a new weight for shuffleboards. The new weight, which has been in the engineering department for many months and on test locations for many weeks, according to Cusano, combines more speed, accuracy, physical attraction and greater visibility from any point on the shuffleboard.

The weight, which will be available in August, offers greater player control, is chip-resistant and will not tarnish, Cusano stated.

Nation Wide in Expansion Move With New Plant

CHICAGO, July 1.—Nation Wide Novelties has taken over a second plant for the manufacture of its Shuffle Baseball game, Col. L. Lewis, in charge of sales, announced this week.

The new plant is at 1945 W. 47th Street and has 10,000 square feet of production space. It already is functioning on a two-shift basis and is exclusively devoted to mechanism output for the two-player baseball game. Nation Wide's main assembly line, cabinet plant and shipping center remains at 4615 S. State Street.

With the new set-up, Nation Wide is now equipped to manufacture the complete game. Formerly, the mechanisms of Nation Wide games were made on the outside under contract.

Repeats a Winner:

Joe Beck Builds Shuffle Games Thru Tournaments, Finding That Competition Whets the Appetite

By Benn Ollman

MILWAUKEE, July 1.—An observer of the old maxim "repeat a winner," Joe Beck, president of Mitchell Novelty Company, is swinging into action again this month with another of his Shuffle Alley Tournaments.

Learning thru experience that the shuffle type equipment lends itself to sporting competition, Beck is expecting a record turnout for this, his fourth monthly session. Location owners have been expecting the firm to continue running the meets and all involved predict that the number of 5,600 players entered in last February's tournament may be surprised this time.

Games are scheduled to be played in a month and a half period running thru July 31. As in past tourneys, entry for each contestant is free. The only provision requires that each player must play his games at locations sanctioned by the Beck-organized Amusement Alley Association.

Promote Meets

Large printed placards at each location advertise the event and list the rules. Tavern keepers are supplied with entry blanks which are perforated in three sections with the player keeping one part and two going to the association office bearing the location owner's signature certifying the scores listed. One of the cards with the player's name and address on it can be used as a post card to notify him if he qualifies for further elimination play.

No haphazard undertaking, Joe Beck has put even more careful effort and planning into this competition

(See JOE BECK BUILDS, page 117)

Mich. Motel Ops Find Shuffleboards Profitable Sideline

MONA LAKE, Mich., July 1. — Shuffleboard operation has become a profitable sideline for Wilfred and Marva Hoffman, proprietors of the Edgewater Cabins & Recreation Center here, who this week added three new boards to their growing route. They now have 21 boards fitted with dime-play scoring units on location in this Muskegon suburb and nearby communities.

Six are operated in the center itself, which attracts tourists traveling the two main roads which cross at the Hoffman establishment. Parents find it a good place to stop, with kiddie rides and a monkey zoo offering diversion for the youngsters.

League competition helped stimulate play on the shuffle units last winter, and the Hoffmans are about to get a new tourney underway. But they view formal competition in the summer strictly as an experiment, since so many of their players are transients.

HOT SPECIALS!

Reconditioned SHUFFLEBOARDS $75
with Maple or Masonite Tops

New Maple or Masonite Tops $100.00

Like New Nation Wide (1 player) or Chicago Coin Baseball $195.00

Like New Bowling Games—Keeney, Rock-Ola, also Dale Guns $75.00

New Shuffleboard Scoreboards $95.00

SHUFFLEBOARD Specialists
7126 S. STONY ISLAND AVE. • MI 3-1032-3 • CHICAGO 49, ILL.

LOW PRICES!
CASH IN NOW!

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
Exhibit Shuffleboard Conversion, Used. Complete	99.50
New Conversion—Disappearing Pins for United Shuffle Alley	Low Price

NEW EQUIPMENT
PACIFIC SHUFFLEBOARD BOWLING CONVERSION
ATOM JET—Talk of the Show Sensation Wall Pin Game

CONVERSIONS
MAKE SHUFFLEBOARDS IN DEMAND
ROCK-OLA
PURVEYOR SPORTSMAN
NATIONAL
MARVEL
NATIONWIDE
AND MANY OTHERS

$75.00 and up—ALL IN FIRST CLASS CONDITION.
11 ft.—18 ft.—22 ft.

NEW GAMES

Keeney Bowling Champ	Exhibit Strike
Cottlieb Bank-a-Ball	Exhibit Jeanie
United Arizona	United Express
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WANT
LATE 5-BALL AND 1-BALL GAMES—CASH OR TRADE.
BE SURE TO GET ON OUR
GIFT MERCHANDISE LIST
PURVEYOR SHUFFLEBOARD CO.
4322-24 N. Western Ave. CHICAGO, ILL.
Phones: JUniper 8-1814 or 8-1815 or 8-1816

COINMEN YOU KNOW

Washington:

Mr. and Mrs. Marvin E. Maddox, of Watling Sales & Service Company, recently returned from their motor trip vacation following the Chicago meeting of the American Coin Machine Manufacturer's Association (ACMMA). They visited Watling's Morris, Ill., plant, then swung southward making stops in Georgia, Tennessee and Alabama. Best time of all was had close to home in West Virginia, they reported. The Maddox sons, Jim and Frank, are vacationing in Virginia Beach.

The Bendix Home Laundry Equipment Service is opening two new coin-operated laundries near downtown Washington.

Matthews Vending Company has its Snively Dispens-o-lator in several public buildings and institutions, as well as retail establishments, according to J. L. Matthews, associated in the firm with his father, J. A. Matthews. Selling point of the machine, which offers a blended orange and grapefruit drink, is that it opens a fresh can for every 10 servings, thereby keeping the drink fresh and vitamin content high. The machine is now in the Red Cross Building, Georgetown University and Hospital, the United States Chamber of Commerce headquarters, the Railroad YMCA, and department store and government buildings.

Melvin Baum, of the Candy Man Vending Company, reported a heavy pre-July Fourth business. Bill Reed, of the Musical Sales Company, says that business is so brisk that he can't

(See WASHINGTON on page 110)

Indianapolis:

The Calderon Distributing Company is in the midst of re-decorating its showrooms and office quarters in preparation for the coming preview of the Rock-Ola Rocket. Al Calderon, head of the company, is enthusiastic over business conditions at this time and reports bright prospects for the future. Factory visitors calling at the local distributors office were Jack Barabash, field representative, and Kirk Kluever, assistant sales manager, Rock-Ola.

Hal Baily, collector for the Janes Music Company, and his father have gone to Wisconsin lake regions for a fishing trip. . . . Mrs. Lottie Berman, head of Sicking, Inc., spent the past week in Chicago, visiting manufacturing plants looking over new lines of equipment. They were enthusiastic over production. . . . Local juke box operators report business in its usual summer slump with collections slow, while amusement parks report good business from their coin-operated devices.

Logansport, Ind., owns its parking meters. The last payment of the original $40,972.50 for 621 meters has been made. Up to now the city has made payments totaling one-half of each month's receipts, the other half already has financed a new downtown street lighting system. Now that the full $4,000 a month is available, it will be used for other improvements along city thorofares.

Cincinnati:

The Automatic Phonograph Owners' Association will hold its regular monthly meeting at 8 p.m. Tuesday, July 11, at the Hotel Gibson. The executive board will meet at 8 p.m. the same evening.

The hit tune of the month, "Keep Your Eyes on the Stars," by Jan Garber on a Capitol Record, which the association picked for July, is getting a good play by the disk jockeys in Greater Cincinnati. All the members have been requested to put this record on their juke boxes by July 1.

Milwaukee:

Music and games operators in the Green Bay-Appleton area seemed in agreement recently that business was at a low ebb with receipts somewhat below figures of a year ago. Most of them seemed at a loss to explain the drop and were looking forward to tourist and seasonal trade to hypo things till fall comes along. Meanwhile, ops in Oshkosh felt a sudden spurt in business when the VFW Convention took over the town for a hectic four days. Taverns and some restaurants were open day and night during the week-end to accommodate the pleasure seeking delegates.

A business visitor last week in the Cream City was Mrs. Millie Aspador, of the Oshkosh Novelty Company, who stopped in to see Nathan Victor at the S. L. London Seeburg headquarters on Lisbon Avenue. Some record shopping at the Wack Sales Company also was included in the excursion.

Another music operator in search of fresh wax for his locations was Bob Malloy, of P. M. Amusements, who did his shopping at Altone's Music Shop in West Allis.

Andy Pesick, of Pesick Radio, informs that TV set usage in most of his locations is practically nil these days due to lack of top-caliber programs, coupled with tavern owners' growing awareness of the fact that

(See Milwaukee on page 110)

Las Vegas, Nev.:

B. S. Salzman, head of Vegas Vendors, has installed three cigarette venders in the newly opened $3,000,000 Desert Inn. The three machines, Eastern Electric Electros, are installed in the main lobby of the swank hotel and night spot, and do a "smoking" business catering to the puff wants of celebrity and tourist alike, 'tis pointed out.

Bill Alberg, of Brooklyn Amusement, has recovered from his recent illness and is taking on more of the active management of the large juke route. Meanwhile, Irving Fink, an associate, is making arrangements to welcome a new addition to his family. The Finks already have two children. . . . Phil Kurtz, of the Phonograph Service Company, attended the C. C. N. Y. graduation of his son, Nat, who now goes to law school.

Joe Paschette has sold his juke route to Alex Miller. Now on a short vacation, Paschette will return to the industry as a free-lance service-

(See LAS VEGAS on page 110)

New York:

Music op Karl Pavesi, of Hawthorne, N. Y., who was recently named to the executive committee of the new Westchester County Operators' Guild, was in town last week on a phono buying trip. . . . Barney Sugarman, Runyon Sales topper, is back at his Coinrow outlet after a long week-end at Herman Paster's Minnesota estate.

Chick Meehan, ex-football coach, was a guest expert June 26 on the Stan Lomax sporiscast. Meehan, who now heads the large cup machine route, Chick's Vending Corporation, told of subway operating problems. His firm is one of three which have cup vender contracts with the city for the subway system.

Murray Wiener, of Eastern Electric's sales force, commutes daily to his summer home in Lake Mahopac. That is, when the much-traveled cigarette machine rep is not on the road visiting ops. . . . Mac Pollay, of United Phonograph Service, is doing his week-end driving in a new cream-colored convertible, mostly with girl-friend Charlotte Kraus.

Los Angeles:

William R. Happell Jr., Badger Sales Company, has learned not to jump the gun with offers. On a recent trip to Balboa, he went fishing with Mike McGriel, an operator. As the McGriel vessel pulled along side a gasoline station, Happel offered to pay for the gas. He did. The tank held 150 gallons. . . . Mary Jane White, of Badger, is sporting a new Dodge. Mr. and Mrs. Herman Schmidt, of the Badger force, are back in the city following a vacation trip to Wisconsin and Illinois to visit kin.

George Steiner, who handles Capitol records in Orange County, dropped in to Bill Leuenhagen's Record Bar to post a card on Stan Kenton's appearance at the Rendezvous Ballroom in Balboa. Mary Solle posted the card right behind the counter where all of the operators could see it. . . . Lee Wirt, Montebello operator, in the city to renew contacts with various jobbers. . . . Andy Stromberg a visitor from Santa Ana.

Max Brown, of Philadelphia Coin Machine Exchange, arrived by automobile for a two-month visit on the Coast with his brother, Lyn Brown. . . . Ben Boldt, formerly advertising manager for Rock-Ola, in the city attending the advertising men's convention. . . . Tom Broddy, of Lomita, dropped in to Paul Laymon's to look over the new games. . . . Alden Hansen, of San Fernando, in the city on a buying trip.

Al Cicero, a Santa Monica visitor. . . . Homer Gillespie, who is now manufacturing the Wishing Well, spends quite a bit of time along Pico talking about the new device. Laymon is stocking them. . . . Cecil Ellison, of Lancaster, in the city and not complaining of the Los Angeles heat. . . . Jack Moore down from Bakersfield.

Joan Griffin has set up the Automatic Hostess Company and is now operating Mills coffee bars. Plans to add to her present route in the near future. . . . Norman Christ, Lompoc music operator, in the city to get a supply of records and other equipment. . . . Art Nareth in from Anaheim. . . . Howard Tisdale, a buyer from Montrose. . . . Gene Sessions here from Long Beach.

According to M. L. Farr, the tunes

(See Los Angeles on page 110)

Detroit:

Fred Koch, head of the Fred B. Prophet Company, operating in large industrial plants here, reports he can't get into the atomic plant at Los Alamos to inspect his own operation because of the 30-day residence required for local clearance. His staffers don't have trouble, as old residents. . . . William A. Hall, who formerly published The Pickup for the Michigan Automatic Phonograph Owners' Association, is now heading William A. Hall & Company, distributors of Tradio coin-operated radios and television units here.

Harry White, of the White Novelty Company, who has recently returned to the city to go into the record business, reports a marked pick-up in business, particularly in the juke box field to which he caters.

Glendale, Calif.:

Pete Romeo has sold his interest in the Crest Amusement Company here to Ben Korte, but will continue to work with the firm. However, Pete will now devote more of his time to his 80-acre ranch near Custaic where drilling for oil has already started. Meanwhile, Clem Korte, brother of Ben, is now driving to Fairbanks, Alaska, on a vacation trip, and Ben is planning an overseas jaunt when Clem returns.

Chicago:

Many visitors from out of town joined with local coinmen July 1 to attend the wedding of Grant Shay, vice-president and director of advertising at Bell-o-Matic, and Noreen Coakley. Following the ceremony, couple left for a two-week honeymoon trip. Vince Shay, brother of Grant and president of Bell-o-Matic, was on hand at the church to greet the guests.

Herb Perkins, head of Purveyor, returned last week from a combination business and pleasure trip to Miami. Perkins reports operator interest in Atom-Jet, the remote control game introduced at the ACMMA show, and now in production, is high, and that test locations have been excellent.

H. F. Burt, Silver-King Corporation, reports work is in progress to enlarge firm's facilities in Aurora, Ill. With the foundry upped in size last year, and production space increased progressively over the past two years, company's new more-space move is directed primarily toward hiking storage space for parts, equipment, etc. Burt states there has been increased operator activity on the nickel nut level, with pistachio and hot nuts showing strong favor.

Action is getting hotter in the cold sandwich field, with new refrigerated vending equipment going out, or set to go out, to operators. Newest entries in the food phase of automatic merchandising is Rowe Manufacturing Company, Inc. Alco Deree Company is pitching with its cooled unit, also, with its units in the field for many months.

Vendall Company is priming its redesigned candy vender for early introduction. A. Garrick Alex and Bel E. Hall say the new, modern eye-appeal cabinet will house the proven Vendall mechanism and combine to make a "last word" presentation for bar goods.

H. M. Schaef, president of Victor Vending Corporation, states firm's new all-charm vender is being accorded strong operator attention, with the revolving top four-vender unit also coming in for a sales accent.

Jimmy Martin, James H. Martin & Company, has one of the new Ristaucrat wax whirlers at his North Avenue headquarters. Unit, de-

(See CHICAGO on page 110)

Hartford, Conn.:

Harold Hill has been named service manager of Ajay Service, Hartford coin operator concern. . . . Ralph Colucci, owner of Seaboard Distributors, Inc., Hartford, and Mrs. Colucci have postponed their Mexican vacation trip to fall. The family will spend the summer at White Sands Beach on the Connecticut shoreline.

Vital Statistics

Marriages

Grant Shay, vice-president and director of advertising, Bell-o-Matic, and Noreen Coakley at St. Philip Neri Church, Chicago. Following the ceremony and reception, Saturday (1), couple left on a two-week honeymoon.

Births

A daughter, Terry Lee, to Mr. and Mrs. A. J. Berube of Hartford, Conn. Father is head of Ajay Service, coin operation concern.

Chicago:
(Continued from page 109)

signed for "the stop the op forgot," offers 12 tunes and uses 45 r.p.m. disks. Jimmy is plugging his own number, for which he penned the words, called "Let's Have a Nightcap." Platter companion for the piece is the oldie, "Kansas City Kitty."

Tom King and Paul Crisman, heading King & Company, turn in word on the good level of operator demand for Northwestern Corporation's recently introduced 10-column penny tab gum vender. Selectivity, price, appearance and construction combine to make the unit a sales target, they claim.

Among the industry figures in Washington last week for on the spot news on the Johnson Bill developments were O. D. Jennings and Jerry Haley. Mrs. Jennings also was in the city. . . . Meanwhile, at the Jennings plant the production line was turning out Export Chiefs and Sweepstakes units. . . . Alvin Gottlieb, of D. Gottlieb & Company, is back from a brief vacation in Eagle River, Wis. The plant has started its group vacation system for line workers and only a skeleton crew will be at the plant for a week to handle emergency parts requests.

Hugh Burras, who resigned as Jennings vice-president in charge of sales last week, returned Wednesday (28) to his Utica, O., home. Burras has held executive positions in the industry since 1925. . . . Sam Taran, Taran Distributing, Miami, and M. Y. Blum, United Distributing Company, Wichita, Kan., were among the visitors at the Exhibit Supply plant last week to see sales manager Frank Mencuri.

At Universal Industries, all production hands were busy turning out the one ball Winner and the console Feature Bell, both of which have been attracting steady inquiries from operators. Mel Binks and Bill Ryan played host to several out-of-town distribs last week. . . . S. L. Neiman, publicity director for the National Coin Machine Distributors' Association (NCMDA), is working on a schedule for the group's fall meeting, which will probably take place in September.

Chicago Coin's Sam Lewis handled several long distance inquiries last week on the new five-ball game with a bowling theme. . . . At Empire Coin Machine Exchange, Howie Freer and Stanley Levin were handling orders for July 4 shipments to resort areas. Gil Kitt, Empire head, says that the firm has been doing a volume trade in new and used games the past couple of weeks.

World Wide's Al Stern and Monty West report steady interest in Star Bowler, the conversion made for Chicago Coin's Bowling Alley and United's Shuffle Alley. Stern says that Williams' Sweetheart and Exhibit Supply's Jeanie also are winning new operator friends. . . . Col. L. Lewis, in charge of sales at Nation Wide Novelties, states that the court okay for the firm's Shuffle Baseball game has stepped up sales activity in Cook County. . . . At Allied Coin, Bill Knapp and Vic Weiss are working overtime on the Whiz Bowl conversion for Shuffle Alley. It features disappearing pins. It can also be used on Universal, Chicago Coin and Bally games, according to Knapp.

First Distributors last week had its biggest sales week in its six-month history, according to Joe Kline and Wally Finke, with most of the sales being Keeney's Double Bowler and Duck Pins. Firm is Keeney distrib in Indiana. Used games were also a hot item. With the premium department making steady progress Finke and Kline believe they will have a better than average summer. Visitors at the showrooms have commented on the black light display First has set up. This is the same display firm had at the ACMMA show.

COINMEN YOU KNOW

Phil Robinson, Los Angeles, was a visitor at the Chicago Coin plant. While in the Midwest he stopped off in Detroit to take delivery on a new car. Going west he gave Art Levin a ride to Des Moines. Art is a recent college graduate and the son of Ed Levin, Chicago Coin sales manager. Roslyn Wolberg, youngest daughter of Sam Wolberg, left last Friday for Europe on a student tour. Sam Lewis left yesterday (30) for New York where he will confer with Al Simon, head of Al Simon, Inc., who was a plant visitor earlier in the week.

Mr. and Mrs. Justus Seeburg have purchased an apartment on Lake Shore Drive and will move in September. They have been house-hunting since their marriage last winter. . . . Joe Schwartz, new Gottlieb distrib in Wisconsin, expects to do a big job in the dairy State. . . . Lou Boasberg, New Orleans distrib, and Nate Gottlieb, of the D. Gottlieb firm, are among the coin machine fraternity who expect to see the all-star baseball game at Comiskey Park July 11.

Ed Hanson, Abco Novelty Company, will leave for an Eastern trip this week. Meanwhile, Bill Olscher states that Tilt Test's second run will be delayed about four weeks while the firm concentrates on wiping out the backlog of orders on the Hit-a-Homer game. Olscher says he was sorry for the delay but the seasonal influence of the baseball counter game left him no choice.

Traffic was heavy at United Manufacturing last week as Sam Taran, Taran Distributing, Miami; Norwood Veatch, Central Distributing, St. Louis, and Leo Weinberger, Southern Automatic Music Company, Louisville, all dropped in to say hello to Lyn Durant, president; Herb Oettinger, comptroller; Billy DeSelm, general sales manager, and Ray Riehl. They reported United's Shuffle Slugger and 2-player Shuffle Alley Express going strong in their areas. The conversion unit for the Shuffle Alley games also are in big demand, they reported.

While work continues on the tooling program for the Rock-Ola Rocket 50, plant execs report the schedule announced a few weeks ago for the new music machine will be maintained. J. Raymond Bacon, executive vice-president, has been keeping the work moving on schedule, while Art Weinand, vice-president and director of sales, took time off from his desk to make a quick business trip east last week. Art conferred with firm's distribs and ops before returning home for the holiday week-end.

Coinex Corporation is a beehive of activity during the week but deserted over the week-ends. Boss Murray Rosenthal spends the off days at his cottage in Kenosha, Wis., where he claims the fish are biting. . . . David Blodgett is the new office manager at Nation Wide Novelties. Charlie Gillard and Nick Wurts claim the engineering department is cooking up several new games for fall delivery. Meanwhile the shuffle baseball two-player game is going under a full head of steam and production is being stepped up. . . . Vic Weiss, of Allied Coin, is dickering for larger production space to handle output of Whiz Bowl conversion units.

Art Garvey, Ben Becker and Paul Calamari represented Bally at the Springfield, Mass., opening of Si Redd's new showrooms there. Garvey plans to tour Redd's entire territory when he next visits him July 9. This includes Maine, New Hampshire, Massachusetts and Rhode Island. Bill Marmer, Sicking, Inc., Cincinnati, and B. D. Lazar, Pittsburgh, were Bally callers last week. . . .

Jack Nelson Jr., general manager of Logan Distributing Company, and his bride are honeymooning in Colorado.

At Como Manufacturing Corporation, Bill Billheimer is enthused about the response to the firm's disappearing pin conversion unit designed for Shuffle Bowler as well as related games. Billheimer also reports that the Hollycranes are going well on location. . . . Among the busy spots at the Chicago Fair is the Penny Arcade, which thus far is concentrating on older equipment.

Washington:
(Continued from page 109)

even begin to think about a vacation. He reported that his firm has been installing Seeburg music boxes just as fast as they get them in.

Westway Vending Company is installing the vending machines at the new Woodmont Country Club, Rockville, Md. At present, plans call for six cigarette machines, two candy machines, and several miscellaneous machines, such as gum. Sidney Lotenberg, head of Westway, confides that an installation such as this is a complicated affair requiring consultations with interior decorators. The machines will be placed in different rooms and each will be painted to match the decor of its room.

The housing boom in Washington has resulted in good business for the new Almor Coin Wash, Inc., owned by Albert Pasik. Their Bendix machines, charging 20 cents a wash, have been installed in housing projects, rooming houses and low-rent hotels.

E. E. Owens, who operates the Owens Amusement Company on Owens Road in Oxon Hill, Md., reported that the onset of 90-degree weather is having its annual adverse effect on patronage of amusement machines.

Tele-Matic Services, Bethesda, Md., handling the Tele Juice automatic fruit juice dispenser, is terminating business.

Las Vegas, Nev.:
(Continued from page 109)

man. . . . Irv Fenishel has moved his Milrose Music Company into new headquarters at 1590 McDonald Avenue, Brooklyn.

Local cigarette operators and their Connecticut brethren turned out in force to attend the annual outing of the Cigarette Merchandisers' Association (CMA) at the Laurel Country Club Saturday and Sunday (24-25). Under the direction of Matty Forbes, CMA head, the outing was given over entirely to recreation and good fellowship, with no business on the agenda. About 110 attended in all.

The Connecticut delegation was headed by Eddie Berest, A. Masone, Charles Sparrow and Sam Alenier. Manufacturer reps traveling up to Sullivan County included Julius Levy, of DuGrenier, and Jack Mills, of Rowe. Cigarette firms and match producers were also well represented. Al Denver, president of the Automatic Music Operators' Association, was on hand, returning to the city in time to chair a special meeting Tuesday (26).

Los Angeles:
(Continued from page 109)

that are going in Filipino spots in San Pedro are those with dialog lyrics. One of the top tunes with this operator is "Lambingan," featuring Andy Lucas. . . . Irving Gayer making his usual trips from San Bernardino. . . . E. E. Peterson in town from San Diego. . . . Dale Cox reports that the summer vacation season is getting under way in his bailiwick, Big Bear.

Milwaukee:
(Continued from page 109)

continuous TV scanning is not conducive to good business.

Latest reports on the Cigarette Service Company's baseball team in the Appleton Tavern League shows the nine maintaining a .500 average with 2 games won and the same number lost. Mainstays of the squad are still Russ Dougherty, Hank Staedt and Wally Cotton.

Another recent visitor to Milwaukee on business was E. S. Fessler, of Sheboygan. Son Eldred Fessler, also active in the E. S. Fessler Company's coin machine activities, was the victim recently of a thief who broke into his car and made off with all of Eldred's newly purchased fishing equipment.

Looking forward to spending a few days fishing during the Fourth holiday, is Eddie Bartell, of Green Bay's Union Sales Company. Eddie is heading for Big Bay D'Noc in Michigan.

Hobart Paine, Union Sales Company routeman, landed in the Green Bay newspapers recently due to his participation in the local amateur radio operators field day. All of the local qualifying radio "hams" went thru a continuous series of radio exercises lasting around the clock to see how well they were prepared for any possible disaster emergency actions which might pop up.

According to Sophie Ratka, record buyer at the J. T. Novelty Company, Cudahy, the top nickel pulling platter in their music boxes the past few weeks has been Les Paul's "Nola" on the Capitol label.

Louis Albofanie, of Kenosha's Badger Amusement Company, recently added some new music equipment to his route. . . . In to see Bob McLean, of M. C. Amusement, at his Roosevelt Road office in Kenosha, was J. J. McCann, new addition to the operator ranks from Portage, Wis.

Frank Barca, head man at Racine's Advance Novelty, reports biz pointing upward these days and also informs that he is in process of dickering on some new music boxes for his route. . . . In from college for their summer vacations and using that time to good advantage at home by helping out with coin machine business are two Racine lads, Gene Ambrose, son of Tony Ambrose, operator, and Robert McLean Jr., whose dad is Bob McLean, of M. C. Amusement. Gene Ambrose is a liberal art student at Miami University while Bob Jr. is a pre-law student at Northwestern.

Al Hoflander, a routeman at M. C. Amusement, Kenosha, reports lots of recent activity shifting equipment about due to taverns changing hands at this time of year.

Perfection Steel Making Gate Lift

GALION, O., July 1.—Perfection Steel Body Company here announced production this week on a new combination hydraulic lift end gate for trucks. Called the Cobey Hydra-Power End Gate, it is operated from the truck power take-off and has a 3,000 pound load capacity.

Hydraulic power is used to close the gate in addition to the actual lifting, officials state. Use of a single hydraulic cylinder for all operations (lowering, raising, closing gate) is said to reduce installation cost.

Welch Names 2 Sales Execs

CAMBRIDGE, Mass., July 1. — James O. Welch Company announced the appointment of Clarence Flint as sales manager and the promotion of Robert Daugherty to assistant sales manager. Both appointments, effective immediately, are intended to round out the firm's national sales organization.

Record Reviews

(Continued from page 34)

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

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS
	POPULAR	
JOHNNY DESMOND (Tony Mottola Ork) MGM 10736	**Pigalle** Busy but appealing production built around an infectious adaptation from a popular French ditty could score heavily for Desmond, who turns in another delightful performance.	87--88--87--86
	Stars (Are the Windows of Heaven) Desmo delivers a feelingful rendition of this tune, which has been scoring moderately. It's a late disking of it but could still stir action because of warmth and deep mood of the reading.	83--84--82--82
JIMMY DURANTE (Roy Bargy Ork) MGM 30238	**A-Rass-a-Ma-Tazz** The Schnozz makes a happy novelty romp of this rhythmic vamp on "Hoop-Dee-Doo." The comic's following should find pleasure in this humorous and typical effort.	79--80--78--78
	I'm a Vulture for Horticulture Novelty material in the Durante groove is done in his typical fashion and figures to pick up fan coin as well as spinner whirls.	75--78--75--72
JERRY GRAY ORK (Bill Lee-The Lee Gordon Singers) Decca 27054	**Sound Off** Employing the trick cadence-counting bits used in the "Battleground" flicker, Gray makes an enticing novelty march original which could attract widespread attention. Well done effort.	84--86--82--84
	The Lonesomest Whistle (Bobby Troup-The Crew Chiefs) Neat Gray orking of a light rhythm effort is warbled by tunesmith Troup with the Chiefs lending added vocal zest to the slicing.	76--77--74--77
RAY BOLGER (Sy Oliver Ork) Decca 27063	**Francie** Conceived after the fashion of "Once in Love With Amy," this Bolger effort on a ditty from the Mike Todd "Peep Show" could pick up sizeable coin. Tune has an infectious lilt.	84--85--83--84
	You Can't Take It With You From the Hartman's "Tickets Please," this pseudo-spiritual in the "Yes Indeed" tradition just doesn't ring true despite an excellent Oliver arrangement and a top drawer performance by Bolger and chorus.	75--77--72--75
HUGO WINTERHALTER ORK & CHORUS (Peter Hanley) Victor 20-3822	**My Destiny** This lovely David-Livingston ballad is treated richly and warmly by the Winterhalter ork and chorus. Newcomer Hanley contributes a sturdy solo vocal. Could be a winner for Hugo.	86--87--86--86
	Foggy River Folk oldie is handled a highly imaginative rhythm treatment by Winterhalter with a small ork, chorus and Hanley vocal. Ear-attracting clefting could bring action for this different side.	85--86--84--84
DAVID & DOROTHY PAIGE (Richard Bloch Ork) Admiral 1011	**Zum Galli, Galli** With touches of exotica added via tom-toms this Palestinian folk song is mounted richly with chorus and ork. David and Dorothy Paige do duet and solo chores acceptably.	60--60--60--60
	Du Un Ich The Paiges warble a Yiddish ballad in a dramatic style with a neat background assist.	60--60--60--60
STAN KENTON ORK Capitol 1043	**Jolly Rogers** A bop-flavored swinging opus by Shorty Rogers serves as the vehicle for this Kenton big band jazz effort, which spots a neat Rogers' trumpet go as well as some tasty Art Pepper alto.	74--80--74--68
	Evening in Pakistan A Franklyn Marks original makes interesting fare for Kenton's big concert crew. Pulsating rhythmic feel should captivate Stan's large legion of followers.	75--80--75--70
DICK HAYMES-EVELYN KNIGHT (George Bassman Ork) Decca 27076	**Say When** Simple, tasteful job of selling a "sleeper" ballad in dance time. Name power should help grab a market if this tune catches.	86--86--86--86
	Blind Date Completely pleasant, unveiled replica of the Hope-Whiting original, and now, hit disking. Could catch a share of the market where the Capitol distribs aren't alert enough.	85--85--85--85
MAX MILLER TRIO Life 1003	**Caravan** Relentless left mitt and highly percussive attack featured in a clean-cut, imaginative jazz piano go with rhythm support. Might go in jukes in r & b locations.	72--72--71--74
	Heartbeat Blues Same hard-hitting left dominates a jump blues.	70--72--70--68
NICK DELANO Discovery 522	**Mad, Mad, Mad** Delano warbles something like Sinatra on this undistinguished ballad. Mixed group does a self-conscious, over-arranged supporting warble.	58--60--58--57
	One Hundred Years From Today A fine old ballad tune gets a fine job here, as Delano chants warmly and group is unobtrusive in back.	72--74--72--70
DAMITA JO Discovery 521	**Believe Me** Gal has a distinctive sound—a high-pitched reedy voice, plenty of note-blending. But pseudo-exotic ork setting and absence of vitality and push make this tiresome.	57--58--57--56
	Here I Am Another slow-going side. Disk may have some small r & b pull.	59--60--59--58
BILL WINKLE-"RAGS" PEARSON'S TONE TRAVELERS Keyboard 356	**To Be Mine** A most pleasant ballad is handsomely sung by Winkle, a vibrant bary, but unfortunately, organ-alto-accordion-bass combo blur over him in the recording.	68--68--68--68
	Just Travelin' So-so ballad-with-beat gets a really fuzzy recording.	46--46--46--46

(Continued on page 112)

Vet Conn. Op Says Coinmen Should Be Joiners To Aid Biz

HARTFORD, Conn., July 1.—Best recommendation for a newcomer in the coin machine business:

"Be a Joiner."

That's the advice of Abe Fish, General Amusement Game Company, Hartford, and president of the Connecticut State Coin Association, Inc.

"Admittedly a new man getting in the field, says Fish," is green and not sure of his ground. The best way he can get his organization and himself known to the community is by joining the local service organizations, such as Rotary, Lions, Kiwanis, Advertising, etc."

Civic Interest

"Just because a coin machine operator is a new resident of a community for example," Fish, advises "is no reason why he can't participate in community activities and show the community that he's a resident sincerely interested in civic betterment."

"I'd suggest going that 'Be a Joiner' idea even one better," he says. "I'd also try to contribute to worth-while charities specifying in checks and other forms of payment that the contribution is coming from the town's newest coin machine operator. This is a specific method of getting public attention—and a most favorable way of impressing pon the community and your coin accounts of your best intentions."

Fish believes that donating space in a concern's front window for a good community cause, such as the local Heart, Cancer and Community Chest drives, is also a good way of improving one's lot within the community.

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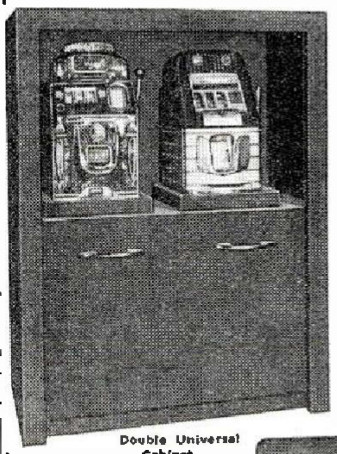

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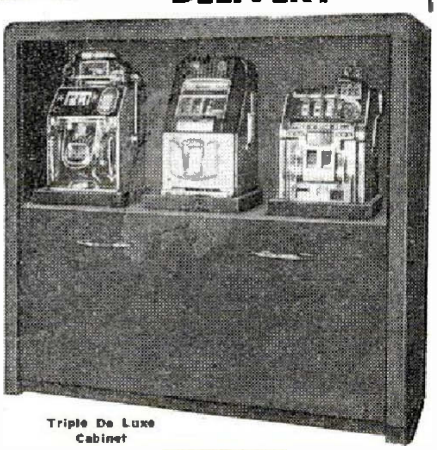

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Record Reviews

(Continued from page 111)

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

ARTIST — TUNES — LABEL AND NO. — COMMENT

POPULAR

EDMUNDO ROS ORK — London 722

Mexican Merry-Go-Round — 71--72--71--70
This adaptation of the "Mexican Hat Dance" features a dance-instruction lyric. Pleasantly warbled in Ros's engaging style.

Little Jug — 78--78--78--78
Sparkling rendition of another adaptation—this one is "La Mucura," recent south-of-the border smash.

NORM WIELAND (Les & Jack Banan) — Coronet 503

Here With You — 40--40--40--40
Draggy boy-gal duet on a mediocre ballad. Organ and piano backing.

(A Pair of) Baby Blue Eyes — 35--35--35--35
Waltz ditty, warbled by boy alone, is duller than flip.

SPIKE JONES — Victor 20-3827

I Know a Secret — 81--82--82--80
Jones tries with a cute kiddity handled with more restraint than is usual for the maestro. Spots a vocal duet of the "Two Front Teeth" type.

Charleston-Mio — 78--78--76--80
From Jones' Charleston album comes this satirical Charleston-styled approach to "O Solo Mio." It's noisy and not as amusing as many a previous Jones effort.

LARRY GREEN — Victor 20-3826

I Remember — 62--65--60--60
Neat "concerto" style arrangement-spotting the Green keyboard doesn't help much with this unconvincing ballad as the vehicle.

Francie — 73--75--72--72
Pleasant treatment of an attractive bounce ditty from the "Peep Show" score will do some business if the song catches.

EDDIE FISHER — Victor 20-3829

Give a Broken Heart a Chance To Cry — 81--82--80--80
Good recording sound, excellent mood-setting orking and a satisfying new ballad make a fine disking which falls down slightly with an uneven Fisher effort.

Just Say I Love Her — 80--83--76--78
Fisher sings out and impresses with a rich vocal of a new tune set to familiar strains. He is strongly supported by an excellent Hugo Winterhalter orking.

HERB JEFFRIES — Columbia 38855

Dancing With You — 67--70--66--66
Jeffries does a nice enough job with a new beguine ballad of no particular distinction. Tasty orking helps.

My Mother Singing — 65--65--65--65
Trick infected Jeffries' singing with an organ background is further bogged with narration by the warbler. Comes off as a synthetic effort.

RUSS EMERY-PERCY FAITH ORK — Columbia 38873

Here Comes the Bride on a Pinto Pony — 79--80--78--80
Excellent ear-attracting Faith orking lends luster to an okay Emery vocal of a lively Western-tinged novelty.

There's a City on a Hill by the Sea — 75--78--73--73
Emery impresses with a straightforward, warm vocal of a very pretty new ballad. Faith backing is rich and tastefully appropriate.

PERCY FAITH ORK — Columbia 38862

If I Had a Magic Carpet — 82--83--82--80
Faith with ork and a choral vocal makes a tasteful and sympathetic disking of a new plug ballad of merit.

They Can't Take That Away From Me — 82--84--82--80
An exceptionally delightful arrangement of this wonderful oldie should grab plenty of spinner action. This could generate a flow of coin.

TONI HARPER — Columbia 38876

Sam's Song — 77--78--75--78
The effervescent young Miss Harper does a delightful rhythmic effort with this growing bounce ditty. The kid shows here that she's bound to inherit the mantle of Ella Fitzgerald some day.

Happy Feet — 80--80--80--80
Tempo's a bit too bright in this treatment of the adapted Miles Shoe jingle but Toni does it lightly and brightly. Nick Castle taps out the tippity-taps. If tune hits, this version could do business.

SAMMY KAYE — Victor 20-3828

Object of My Affections, The — 82--82--82--82
Easy flowing, highly danceable revival of the Pinky Tomlin hit of over a decade ago should score with Kaye's large following.

I Thought She Was a Local — 75--78--70--78
Ear-attracting hoe down styled clefting, brightly recorded, is the attraction of this otherwise rather innocuous novelty.

TONY BENNETT — Columbia 38856

I Can't Give You Anything But Love — 75--78--71--76
Bennett does a junior-sized Frankie Laine-type rhythm job with this evergreen. It's fairly effective, tho Bennett is an uneven hollerer.

Let's Make Love — 75--75--74--76
Bennett is an uneven musician but affects a dramatic styling akin to Arthur Tracy and Laine which sells. He does a reasonably acceptable selling job with this fine new ballad, here treated beguine fashion.

JERRY WAYNE-DELL TRIO — Columbia 38857

My Heart Goes A-Gadding — 70--70--68--72
Wayne affects his Buddy Clark-ish styling as he does this pleasant little bounce ditty. Dell backs neatly.

Swing Waltz, The — 70--68--68--74
Lilting waltz ditty is of slight lyrical substance but could score in Midwestern belt on strength of even tempo etching.

DOROTHY SHAY — Columbia 38861

Home Cookin' — 74--75--74--72
The Park Ave. Hillbillie tackles this promising homespun bouncer from the coming Bob Hope flicker. Makes a neat, unaffected disking which could score moderately against heavy competition.

Jenny — 71--75--70--67
Miss Shay tackles this showtune oldie from "Lady in the Dark", and doesn't do a particularly distinguished job with it.

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Record Reviews

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

ARTIST — TUNES
LABEL AND NO. — COMMENT

POPULAR

GUY MITCHELL — Columbia 38872

To Me You're a Song — 77--80--75--75
Mitchell impresses strongly with a fine phrased warm delivery of a new ballad which comes via Chopin. Neat backing highlights the Como-Damone quality of the newcomer.

Me and My Imagination — 78--80--77--78
A relaxed slicing of a meritorious new ballad with a retentive quality. Mitchell continues to show promise as he sings this with an easy flowing style with his pleasing Como-ish quality.

JOHNNY GUARNIERI — Admiral 1013

Alligator Crawl — 65--67--64--64
Guarnieri tackles a Fats Waller instrumental in typical Waller keyboard style on this piano solo etching.

By the Light of the Silvery Moon — 74--75--71--75
Guarnieri makes like Fats Waller on both solo vocal and keyboard for this revival of a noted Waller effort. Ray Charles' group carries bulk of vocal.

BOB CHESTER ORK (Alan Foster) — Columbia 38850

Daddy From Georgia Way — 58--60--57--56
Light, slight ditty gets a live whirl by the spirited Chester crew. Chester himself handles the unimpressive vocal.

Early, Early, Early in the Morning — 59--60--59--57
A load of musical talent is wasted on so-so stuff.

LARRY FONTINE ORK — Decca 27052

Angel Lips, Angel Eyes — 73--76--72--72
Shuffle rhythm ditty with cute lyrics and an infectious lilt is done up neatly by the Fontine band and sung well by Johnny Goodfellow.

You've Got To Take the Bitter With the Sweet — 73--76--72--72
Simple, country-style homespun philosophy dominates an original ditty which is done in shuffle time and unaffectedly by Goodfellow and Marilyn Marsh.

DICK JURGENS ORK — Columbia 38854

The More I Know About Love — 68--69--67--67
Nice, easy-flowing dance side built around a not extraordinary ballad with a neat lyrical twist warbled unaffectedly by Ray McIntosh.

Dixieland Band — 59--60--57--60
Accent on a lengthy lyric delivered unexcitingly by Al Galante holds down the fervor of this two-beat effort.

CHILDREN

PARKER FENNELLY — Children's Record Guild CRG-5001

Ride 'Em Cowboy (I and II) — 71--70--72--NS
Some folk songs and some originals go into this production, which will attract buyers by its Western theme and eye-catching cover. Material is slight, but well done. For the 5 to 8 age group.

NORMAN ROSE — Children's Record Guild CGR-1005

The Carrot Seed (I and II) — 81--81--81--NS
A thoroly charming little tale for the 2 to 5 year olds, adapted from the well-known Ruth Krauss book, is performed here with the aid of highly imaginative orking and use of a cute child's voice. Cover, by Crockett Johnson, creator of "Barnaby," is sure-fire.

GEORGE RASELY-RUDOLPH GOEHR ORK — Young Peoples' Record YPR-732

The Little King of Yvetot (I and II) — 84--85--83--NS
Highly original kidisk fare here and most entertaining too. It's based on five French folk songs, with English version and story by Leo Israel. Goehr's orking is most imaginative and appropriate. Lilting rhythms and simple, perfectly tailored wordage are ideal for the 2 to 6 group.

COUNTRY & WESTERN

SALTY HOLMES — London 16030

Echoing the Blues — 75--75--75--74
The country harmonica virtuoso wah-wahs a fine moody blues whose appeal isn't limited to rural regions.

Sugar Blues — 76--77--76--76
More talking harmonica in the "I Found My Mama" manner, with the same gal helping out. If the novelty hasn't worn itself out, this one could pick up some fair coin.

SHORTY WARREN — London 16027

Stop That Weddin' — 36--35--37--35
Dim novelty stuff here.

I Thought She Was a Local — 66--67--65--65
Good, solid orking is the saving grace on an otherwise lightweight novelty side.

BLAINE SMITH-NIGHTA WHEELER — Dome 1019

That What-Cha-Ma-Call-It Song — 68--71--68--65
Pleasant little novelty is warbled in entertaining fashion, but is unlikely to splash on a national scale.

There Stands the Glass — 70--72--70--69
Smith does well by an involved lament.

DUSTY WALKER — Columbia 38870

Someday You'll Cry — 58--58--58--57
So-so crooning of so-so material.

My Castle Just Tumbled — 71--72--70--70
Retentive throbber is warbled more convincingly by Walker.

JESS WILLARD — Capitol 1101

Slippin' Around With Jole Blon — 78--77--77--79
The sequel to end all sequels in the c & w field gets an adequate coverage job here, tho the Abbey waxing has a big head start.

New Panhandle Rag — 76--77--76--76
Another sequel, with an easy, toe-tapping beat for rural dancers.

SHORTY LONG — King 874

Finders Keepers, Losers Weepers — 67--67--67--67
Routine throbber gets an okay sweet sob job from Long.

Because the One I Love Has Said Goodbye — 50--50--50--50
Hackneyed material in a waltz setting is thoroly unimpressive.

HAWKSHAW HAWKINS — King 876

That's All She Wrote — 71--72--71--70
Hawkins does a so-so tearjerker in real country style.

Yesterday's Kisses — 73--73--72--74
Above-average torch ballad gets a neat rendition.

(Continued on page 114)

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Record Reviews

(Continued from page 113)

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

ARTIST / LABEL AND NO.	TUNES / COMMENT	RATINGS
COUNTRY & WESTERN		
COWBOY COPAS King 870	**The Postman Just Passes Me By** Copas sings his heart out in an impressive warbling of a strong country torcher. Could rouse action.	84--84--84--84
	The Road of Broken Hearts Another fine sales job of a fair heartache ditty.	74--74--74--74
RICKY RIDDLE-ANITA KERR (Hal Bradley Ork) Tennessee 717	**Price of Love** Close boy-gal harmony projects a pretty ballad engagingly.	70--70--70--70
	Boogie Woogie Tennessee Boy warbles alone on a routine country boogie blues novelty.	66--66--64--68
RANDY HUGHES (Hal Bradley Ork) Tennessee 718	**I'd Rather Be a Rooster** Novelty in country boogie format is delivered okay, but material is flimsy.	56--52--56--60
	When Elephants Start To Roost in Trees Here's a catchy novelty ditty that could catch the rural fancy. Hughes and string band spark it neatly.	74--74--74--74
DICK STRATTON-THE NIGHTOWLS Jamboree 501	**Slippin' Around With Jole Blon** Stratton warbles pleasingly in a good coverage job of a ditty that's already stirring via the Abbey disking.	65--67--65--63
	Fat Cat Boogie Up tempo boogie novelty gets a good country swing vocal-ork job.	65--65--64--66
BURL IVES Columbia 38869	**Jolie Jacqueline** Folk-type tune has some charm, but little meat. Not up to the Ives par.	62--63--63--60
	Lady From Laramie Tune of Western flick is for died-in-the-wool Ives addicts, but few others.	62--63--63--60
TWO-TON BAKER Mercury 5443	**Let's Do It Again** A sparkling English rhythm novelty is projected with zest and enjoyment by Baker and crew.	74--74--73--75
	Kansas City Kitty Baker rattles off the jazzy little cornball tune in a happy hotcha style at breakneck tempo.	72--72--70--74
KING SISTERS-HARRY GELLER ORK Mercury 5449	**Happy Feet** Gals don't sound too animated on their rendition of the promising jingle ditty.	64--65--64--63
	Everyone Knows You by Your First Name Lack of sparkle is apparent again in piping of an engaging, old-fashioned ballad.	58--58--56--60
JUNE HUTTON Decca 27064	**My Sweetie Went Away** Torcher is done with feeling by thrush, with okay Sonny Burke backing.	71--71--70--72
	More Than I Should Pretty ballad, pretty interpretation.	73--73--72--74
LEE MORSE Decca 27066	**Lonesome Darlin'** Miss Morse, a big recording name in years past, does a super job with a winsome new cry ballad. Could bring her back.	85--85--85--85
	If You Only Knew More heartfelt, old style piping, but this ballad doesn't have the straight-from-the-shoulder sock of flip tune.	75--75--75--75
SPIRITUAL		
THE KEYS OF HEAVEN Bibletone 2402	**In the Service of the Lord** A fervent mixed-group Gospel chant for the down-home folks.	68--67--69--NS
	I Need You Group makes full use of its vocal color in a more cohesive rendition.	71--71--71--NS
THE JACOBS SINGERS Bibletone 2301	**I Want To Go Up to Heaven** Male Gospel group generates spirit, but little polish in a fair-enough spiritual.	66--65--67--NS
	Glory to His Name Slower chant is a more potent item.	70--70--70--NS
SACRED		
NELSON KING King 15057	**The Story of Our Lady of Fatima** The story of the Miracle in Spain is told arrestingly by King with organ background. Should be big with religious buyers, especially in rural regions.	79--80--78--NS
	Our Lady of Fatima (Frieling Sisters) Girl duo sings the devotional piece with sweet innocence. A sock religious coupling.	84--85--83--NS
LATIN-AMERICAN		
BENY MORE (Perez Prado Ork) Victor 23-5157	**Locas Por El Mambo (mambo)** Prado's wild mambo orking and More's brief chanting make up a powerful dance side that's brilliantly recorded. Also for jazz jocks.	83--84--84--82
	Mambo Del Ruiatero (mambo) More of More's Afro chanting here, but it's basically a dance side, with great beat. Thoroly exciting stuff from the Prado pen.	84--85--84--83
HOT JAZZ		
RED NORVO TRIO Discovery 134	**Time and Tide** Latin-flavored modern original features some wonderful playing by the Norvo group, particularly bassist Charlie Mingus. For modern cultists mainly.	55--60--55--50
	Cheek To Cheek Easy to take salon jazz version of the Berlin standard spots Red in a brilliant virtuoso vibes effort at a breakneck tempo.	68--75--68--60

PUCK PATTER

Chicago:

Billy DeSelm, United Manufacturing sales manager, last week reported initial shipments of the firm's new factory conversion units for the original Shuffle Alley games. Field tests have shown the conversion, with its disappearing pins, not only boosts play on location, but requires only a few minutes to install.

Regardless of the heat wave that has been turning itself off and on in these parts, **Ted Rubenstein**, head of M. & T. Sales Company, reports orders for the Speed Bowl conversion, featuring disappearing pins, a new backglass, individually numbered pins and the addition of strike zone markings on the cabinet, are being received daily. Firm's Lite-a-Pin conversion, introduced several months ago, is also in production, and deliveries are being made daily, Rubenstein said.

Keeney's Bowling Champ is moving into a lot of suburban locations. The conversion makes a full length board suitable for shuffle bowling play. . . . Universal Industries' Shuffle Tournament, placed in production recently, is another conversion which seems to be helping locations in this area. This product makes a long board into two shuffle games with disappearing pins.

Nels Malmgren, Precision Puck chief, made another quick trip to New York. He and his partner, **Herb Smedburg**, took delivery on new cars recently. . . . Smedburg says that orders are beginning to arrive in quantity from the Western States.

At Monarch Shuffleboards, **Clayton Nemeroff** and **Roy Baselon** are working on new angles for summer trade. Nemeroff is receiving inquiries from many of the cities he visited in the Southwest last month. . . . The American cushion board at Chuck's Tiny Lodge, Midlothian, Ill., does a steady trade every night. Some of its best customers are employees who play a game during free time. Chuck's women's cushion team won the U. S. Championship at Peoria, Ill., and received its trophy last week. **Capt. Bobby Cavallini**, who drove the team back from Peoria, had to get her new car overhauled. While on the trip someone put sugar in the car's tank.

Distributors of the American Shuffleboard Company began arriving at the Stevens Hotel Thursday (22) for the two-day distributor meet which ended Saturday (24). Among the first of the firm officials to arrive in town were **Frederick Jordan**, **Paul Cusano**, **Ken Poulsen**, **Howard James**, **Don Freeburg** and **Bill Raab**. . . . **Poulsen** had to dash out to see **Dan** and **Jim McFall**, American's local distributors, Thursday afternoon following a press luncheon at Riccardo's restaurant.

At Nation Wide Novelties, **Col. Lou Lewis** was working up an effective sales campaign for the firm's Shuffle Baseball game. A two-player game, Shuffle Baseball is beginning to appear in a number of Chicago locations following the announcement that it was given court sanction in Cook County. . . . **Pete Rozgus**, Mero Industries, says that another shipment of steel boards left last week for locations in the Philippines.

Shuffle Tournament, Universal Industries conversion for longboards is in production, **Bill Ryan**, vice-president, reports. This is the unit which makes a 22-footer into two shuffle bowling games with disappearing pins and automatic scoring. . . . The cushion board at Chuck's Tiny Lodge, Midlothian, Ill., is getting so much play lately that the owners are thinking of putting in more equipment. . . . Several American distribs dropped into the lodge over the week-end to see Chuck **Cavallini**, sponsor of the team which won the U. S. Women's cushion title in Peoria, Ill., last month.

Los Angeles:

Bill Schrader, president of Pacific Shuffleboard Bowling Company, Los Angeles, who introduced his new conversion at the ACMMA show, reported that production was under way and that he hoped to start catching up on the backlog of orders immediately. The firm's product met with excellent response from ops and distribs alike, and a number of new reps have been set.

Orange, N. J.:

Sol Lipkin, National Shuffleboard exec, is subbing as sales rep in the metropolitan New York area for a couple of weeks, replacing a vacationing staffer. Just in from a trip to Michigan, Sol leaves, after his local stint, for Southern and Western shuffle territories.

1950 Excise Tax Collections Down

(Continued from page 97)

ber. The January-May period is slow, with the five months combined producing only around $1,000,000, approximately the same as for September alone, and about one-sixth that of July.

October, November and December show variations. In the 1950 fiscal year, November was high for the three months, while in the 1949 year the high was reached in December. December, 1948, which came in the 1949 fiscal year, produced a surprising $836,117—six times the total of last December. Totals for the November-December, 1950, fiscal year period, however, were nearly the same as for the same period in the 1949 fiscal year.

Excise Tax Collections

Coin machine excise tax collections.

	1949–1950	1948–1949
July	$6,972,100	$7,929,547
August	6,958,310	6,536,555
September	1,120,698	1,071,143
October	660,449	616,529
November	787,693	492,242
December	138,470	836,117
January	315,929	315,588
February	268,240	270,731
March	218,657	229,893
April	297,757	277,284
May	336,165	254,045
June (Est.)	2,300,000	2,257,860
Totals	$20,374,468	$21,087,534

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Universal TWIN BOWLER	179
Williams TWIN SHUFFLE with Lite-a-Pins	139
Bally SHUFFLE BOWLER	129
Genco BOWLING LEAGUE, 10 Ft.	95
Genco GLIDER	49

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Bally Shuffle Bowler	145
Genco Glider	80
Genco Bowling League	110

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Blue Front	69.50
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NEW FALCON SHOE
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Exh. Dale Gun	75
Merry Widow	59
Playboy	37
Tally Ho	39
Makio	47
Rainbow	47
Wisconsin	45
Cold Ball	39
Triple Action	49
Suspense	49
Shooting Star	35
Broncho	59

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CITATIONS	199.50
SPECIAL ENTRYS	44.50

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TRIPLE ACTION	
TRADE WINDS	3 FOR
WISCONSIN	
TENNESSEE	$75.00
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RONDEEVOO	

BLUE SKIES	$39.50
HAWAII (Flippers)	19.50
MAJORS '49	49.50
SHOW BOAT	49.50
SELECT A CARD (Floor Sample)	149.50
SHANTY TOWN	89.50

CIGARETTE MACHINES

ROWE PRESIDENT	$69.50
UMBEDA 500	64.50

PHONOGRAPHS

WURLITZER 1100	$329.50
WURLITZER 600	49.50
SEEBURG 9800	49.50
SEEBURG CLASSIC	39.50
ROCK-OLA HIDEAWAY	59.50

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MILLS GOLF BALL SLOT (NEW) ..$445.00

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KEENEY SINGLE BONUS	125.00
BALLY DELUXE DRAW BELL	99.50
MILLS JUMBO PARADE	29.50
JENN. SILVER MOON	29.50
BALLY BIG TOP	29.50
WATLING BIG GAME	29.50

COUNTER MACHINES

A.B.T. CHALLENGERS	$ 9.50
POP UP	14.50
TILT TEST (NEW)	Write
AMERICAN EAGLES	8.50
LIBERTYS	7.50
ZEPHYR (Cig. Mach.)	4.95

MISCELLANEOUS

UNITED SHUFFLE ALLEYS	$89.50
DALE GUNS	59.50
9 FT. SHUFFLEBOARDS (NEW)	49.50
WILLIAMS ALL STAR	79.50
COIN OPERATED POOL TABLES	99.50
MILLS LOBOY SCALES	59.50

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Chase Shifts Sales Force

ST. LOUIS, July 1.—Chase Candy Company has made a number of changes in its sales force, involving shifts in State-wide coverage.

Charles W. Howell has replaced Jack Evans in New York following the latter's resignation. Indiana is now covered by George Long, who was transferred from Arkansas. Replacing Long in Arkansas is Clyde Hamilton. Texas territory has been assigned to Frank Mahaney, replacing Albert Melching. In the St. Louis area Glenn Baker succeeds Welcome Abbott, who resigned.

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ORDERS FILLED IN ROTATION!

GOTTLIEB
☐ BOWLETTE
LIKE NEW $149.50

WILLIAMS
☐ STAR SERIES
WITH LATEST BATTING ASSEMBLY
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Ideal Card Vendor 19.50
A.B.T. Game 47.50
Kicker & Catcher 35.00
Steeplechase (Like Skill Test) 39.50
Whirl-o-Ball 18.50
Mercury Grip 29.50

COUNTER GAMES (Used)
Bimbo $11.00
Totalizer 25.00
Skill Test (Like New) 35.00
Pop-Up 20.00
Gum, 140-170 to Lb. Per Lb. ..... .24
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Calendar for Coinmen

July 3, 16—Amusement Machine Operators of Greater Baltimore (AMO); semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

July 5—Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Chamber of Commerce Building, Houston.

July 5, 12, 19, 26—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

July 6—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

July 6—Summit County Music Operators Association (SCMOA), monthly meeting, Akron Hotel, Akron.

July 10—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

July 11, 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

July 12, 26—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

July 12—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Louie Preganza's Resort, Grass Lake, Ill.

July 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

July 13 — Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

July 15, 16—Table Shuffleboard Association of America (TSAA), annual convention, Hotel Jefferson, Peoria, Ill.

July 18—Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

July 24—Phonograph Owners Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

July 25 — Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

July 25—Automatic Music Operators Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York City.

July 25—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

July 27 — California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

July 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

August 6-9—Southern Candy Wholesalers' Association (SCWA) annual meeting, Municipal Auditorium, Birmingham.

August 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

September 28—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

Supplies in Brief

Cig-Cigar Consumption

WASHINGTON, July 1. — Cigar and cigarette vending will continue at a high rate, it was indicated in an Agriculture Department report jacking up earlier estimates of 1950 consumption. Cigarette consumption during the first quarter of this year exceeded the record rate of 1949 by 3 per cent causing the agency to reverse previous predictions of a slump for the year as a whole.

For the 12-month period ending June 30, Agriculture figures ciggie consumption will total 385,000,000,000—a drop of 5,000,000,000 from the 1948-'49 figure. All of the drop, however, is accounted for by a decline in export trade, with domestic consumption expected to surpass by some 3,000,000,000 the U. S. sale of 352,000,000,000 for July, 1948-June, 1949. The calendar year of 1950 is expected to post a total approximately equal to that for 1949.

Agriculture now figures cigar sales for 1950 will drop off no more than about 2 per cent from 1949. The agency also notes a slight trend toward higher priced stogies after 8-centers and cheaper smokes have stolen the play for the past two years. The more expensive cigars are still sliding from postwar peaks, but the downward trend is approaching a standstill.

Consumer cigar preference is overwhelming in favor of U. S. brands, Agriculture said. Prior to the war, sales of Philippine and Puerto Rican brands were a "fair part" of all sales, but are now "insignificant," according to the agency. Cuban cigar sales are higher than prewar but constitute only a small share of total sales in this country.

Agriculture reported that while wholesale prices of cigarettes has been unchanged since mid-1948, retail prices in 18 cities surveyed have increased more than 5 per cent since that period. Major cause for the rise, the agency pointed out, is new or increased State taxes. Ciggie taxes were adopted for the first time last year by Alaska and Washington, D. C., while Delaware put back its discontinued levy. Increases of 1 or 2 cents went into effect in 10 States during 1949.

Biz Report

WASHINGTON, July 1. — April was a poor month for some types of coin machine locations, according to estimates made by Commerce Department recently. The whole retail field was off 2 per cent from the preceding April, and location business was off even more.

Restaurants and cafeterias found grosses 6 per cent lower than a year ago, while bars and taverns were down 7 per cent. Department store business was down 9 per cent and delicatessens were off 5 per cent. Drugstore and gas station receipts were both off 1 per cent from April, 1949.

Peanut Production

WASHINGTON, July 1.—Production of shelled peanuts this season is at the lowest level since 1941-42, Agriculture Department announced. Thru the end of May, the season, which runs to August 31, accounted for 556,000,000 pounds as compared with 719,000,000 pounds for the comparable portion of last season.

The amount of peanuts used in candy is continuing to rise, altho salted peanut usage is dropping. For the current season, 97,491,000

(See Supplies in Brief on page 118)

Como Develops Conversion Unit

CHICAGO, July 1.—Como Manufacturing Corporation has developed a new disappearing pin conversion unit, Vice-President Bill Billheimer announced yesterday (30).

The unit is suitable for the Bally Shuffle Bowler and similar games. It has an automatic pin setting device with realistic pins which flip out of sight when pucks pass over the scoring roll-over switches and automatically reset after each frame. Like bowling, the unit is designed for scoring thru 10 frames.

Billheimer stressed the new conversion can be installed on location in a few minutes thru a simplified plug connection. Operators testing the unit in the field have found that it steps up play.

Candy Sales Off

WASHINGTON, July 1.—Dollar sales of confectionery by manufacturers in April slumped 19 per cent from March and 3 per cent from the preceding April, Census Bureau reported. For the first four months of 1950, dollar sales were off 4 per cent from the same 1949 period.

Sales of candy bars totaled 57,677,000 pounds valued at $19,002,000, compared with 58,958,000 pounds worth $20,211,000 in April, 1949. For the January-April, 1950, period, poundage sales were up 4 per cent from the comparable 1949 period, but declining prices caused dollar sales to fall off 8 per cent.

Dollar sales of bulk goods—which include penny lines—totaled $13,848 for the first four months of this year as compared with $15,338,000 for the same 1949 period. Poundage sales were 55,052,000 pounds as compared with 58,332,000 pounds for the earlier period.

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TSAA Makes Pitch For Manufacturer Turnout at Peoria

(Continued from page 108)

president, and Joe Reynolds, executive secretary and director of organization, will attempt to start off the conference with the intent of keeping all parties together in the planning that takes place.

This attempt at unity comes on the heels of an announcement one week ago (*The Billboard*, July 1) that while manufacturers and distributors would be invited to attend the second annual conference, they would not be allowed to vote for officers, but, instead, would sit in the general meeting as observers.

Opinions Differ

After tobogganing, shuffleboard grosses this spring began to show signs of increasing—and even more importantly, these increases were being built on a much firmer basis than the play had enjoyed even in its heyday early in 1949. Leagues, promoted by manufacturers, distributors and operators were on an established basis when the 1949-'50 season ended in May, and advance planning indicated an even greater number would be ready to tee-off after Labor Day for the 1950-'51 season.

Differences of opinion as to whether organized play should be conducted on a point or frame basis continue, and this is one of the major problems which the TSAA hopes to settle at its meeting here.

Local, regional and a National Open Championship meets are also to be aired during the conference. In these matters, industry must be given a voice because of its work to build shuffleboard play to date.

The conference will be held at the Hotel Jefferson. Registration is $1.

Joe Beck Builds Shuffle Games Thru Tourneys

(Continued from page 108)

than in any of the previous affairs. The main difference he noted between this session and preceding ones lie in the Cup Match, and innovation this time, and also in the outlay of prizes.

Cup Match

In this contest the top 25 entries in the first qualifying round will compete in a special cup match grouping for possession of a large, handsome trophy engraved with the winner's name.

Instead of offering cash awards as had been done in the past, the prizes this time consist of $500 worth of top grade merchandise headed by a 16-inch RCA television set. Other prizes, totaling 10 in all, are a 3½ h.p. Mercury Outboard motor; a lady's wrist watch; a man's wrist watch; a mantel clock; a fly rod and reel; a tackle box; a kitchen clock; a picnic outing set and a table lamp.

To hypo interest in the tournament among location owners the rules specify that the final events will take place in the location that turns in the highest number of entries.

Use New Games

To keep the action flowing smoothly during the final events the Mitchell Novelty Company will install three new Shuffle Alley machines especially for that evening. This will tend to give the contests the same big time appearance and efficiency as found in regular bowling sweeper tournaments upon which Beck has patterned much of the proceedings.

New "Fountain Pen" Oiler Designed as Operator Aid

CHICAGO, July 1. — Malko-Wortell, Inc., announced this week that its new pocket "fountain pen-type" lubricator, Oilette, is being used by vender, music and amusement operators for on-location machine maintenance.

Officials state the instrument, 5⅝ inches long, easily reaches small, out-of-the way spots where delicate oiling is necessary. Unit features a special needle nozzle, with finger-press control automatically regulating the number of oil drops needed.

Nut Prices

WASHINGTON, July 1. — Candy bar nuts are likely to be higher priced because of poor growing conditions on the West Coast, Agriculture Department reports.

The California walnut crop is forecast at 59,000 tons, a decrease of 19,000 tons from 1949. Oregon production also will be light this year because of low winter temperatures, the agency said. Oregon and Washington filbert crops will be light because of cold weather and because a number of orchards have gone out of production. Early March frosts slowed development of the California almond crop, but the total is expected to be about the same as in 1949.

Cocoa Prices Up

WASHINGTON, July 1.—The price of cocoa, an important part of the cost of a candy bar, is on the way up again, according to the Commerce Department. The average price during April was 24 cents per pound, an increase of 1.2 cents over March and 4.1 cents over April, 1949.

The April average, however, was below the 15-month high reached in January 1950, when slipping imports forced the price up to an average of 27.2 cents. The low over the last few years was 18.7 cents reached in June, 1949.

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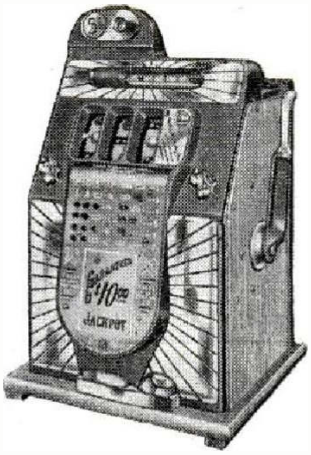

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Trade Directory

New Equipment

Air Hockey—arcade game—Woodcraft-Shufflevision, Inc., Jersey City, N. J.

Mr. Peanut — advertising scale—Hamilton Scale Company, Toledo.

Model 520—refrigerated beverage vender—Majestic Enterprises, Inc., Los Angeles.

Ristaucrat—counter model, non-selective juke box—Ristaucrat Company, Appleton, Wis.

Refrigerated food vender—sandwich and pastry—Freshway Automatic Vendors, Chicago.

Television — coin-operated console model—the Trad Television Corporation, Asbury Park, N. J.

Change of Address

Canteen of Texas moved to Dragon Street, Dallas.

Change of Name

Carle & Sherman changed name to Walter R. Carle, Inc., Hollywood—coin-operated television firm.

New Firms

Freshway Automatic Vendors, 407 South Dearborn Street, Chicago—refrigerated food vender.

Milmac Vending Syrups, 36-01 Vernon Boulevard, Long Island City, N. Y.—sirup firm.

Redd Distributing Company, Boston, opened a branch office at 811 Union Street, Springfield, Mass.

Personals

Paul F. Beich Company, Bloomington, Ill., appointed William M. Church assistant sales manager.

Hugh Burras resigned as vice-president in charge of sales at O. D. Jennings & Company, Chicago.

The Dixie Cup Company, Easton, Pa., announced appointment of Theodore Mannon as New York City sales manager to succeed Albert Smith, who was made sales manager in charge of fountain sales to chain stores; H. B. Hustwick was appointed food container and automatic drink vending representative in the South Atlantic area, succeeding J. R. Bennett, who was upped to sales manager in same area.

First Distributors, Chicago, announced the appointment of Malcolm Finke as manager of the premium merchandise division and Bob Van Allen as shop foreman.

Harold Heyward, general manager of Pin Money Exchange, Inc., Chicago, severed his connections with that company.

Charles E. Hires Company, Philadelphia, appointed John F. Gorski Jr., general sales and merchandising manager.

Lily-Tulip Cup Corporation, New York, announced the following promotions: Robert Ferran, division sales manager; Walter Brunauer, assistant sales manager in New York City area; Robert Snyder, assistant to Doscher; Edward Horan, manager of new sales area (Altoona, Johnstown, Cumberland territory); Wyckliffe White, sales supervisor for 18 Carolina-Virginia counties with Fayetteville, N. C., headquarters (new territory); Patrick Baker, supervisor for 22 Northwestern Ohio counties in Toledo, Lima area; Joseph Johnson, 15 counties in Eastern Ohio area (Akron, Canton, Youngstown); William Dun, Southern Ohio area, plus district manager for 12 Ohio, three Kentucky and two Indiana counties in Cincinnati area; Leslie Nelson, Northeastern Ohio territory (six counties in Cleveland area); John Cavallaro, 30-county Central Ohio area (Columbus, Dayton, Springfield); Jack Carter, packaging specialist for Southwest division, headquartered in Dallas; F. Crawford was named manager of the Oklahoma territory and J. Rowley was appointed manager of the South-Texas area with headquarters in Corpus Christi.

Westchester County Operators' Guild, White Plains, N. Y., appointed following officials: Max Klein, of Yonkers; Harry Smethurst and Louis Tartaglia, Port Chester; Lou Herman, Mount Vernon; Karl Pavesi and Ralph Fabozzi, White Plains; Herbert Chacon, New Rochelle, and Seymour Pollak, of Tarrytown. Fabozzi was elected treasurer, with Pollak as secretary.

Distributors

Como Manufacturing Company, Chicago, appointed Arcadian Amusement Company of New Orleans to cover Louisiana.

Silver King Corporation, Chicago, named Cameo Vending Service, New York, to cover New York, New Jersey and Connecticut.

Wittick Sales Company, Detroit, has been appointed distributor for Coradio and Covideo coin-operated radio and television systems in Michigan, Ohio, Indiana and Illinois.

New Games Review

Chicago Coin's Pin Bowler

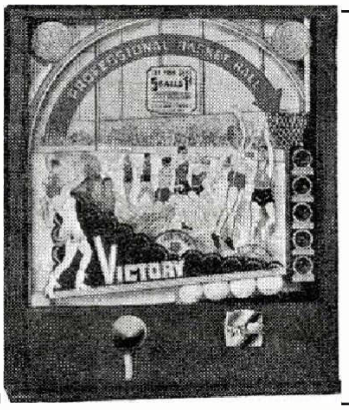
CHICAGO, July 1.—Pin Bowler, a new five-ball game with a bowling theme, is in production at the Chicago Coin Machine Company plant here, Sam Wolberg and Sam Gensburg, owners, announced this week. They also stated the plant will remain in production all summer.

Designed with a wide open playfield, Pin Bowler has a simulated bowling alley and records strikes and spares. Another new feature is a scoring zone at the top of the playing area which registers for both high score and bowling score. There are four ways to win on Pin Bowler: High score, bowling score and by going thru either of two special roll-over switches when lit.

Alley at lower part of playfield is set up in typical bowling formation with simulated pins at scoring end. As balls dropping thru field reach the lower end, player tries to catch them with either of two powered flippers and hurl them up the playfield at spare and strike roll-over buttons. With correct timing and co-ordination, skilled players can run up a winning score on this part of the field. Other highlights include a progressive bumper build-up and animated bowling action on the back rack.

Lily-Tulip Sets Dividends

NEW YORK, July 1.—Lily-Tulip Cup Corporation declared a 75 per cent stock dividend last week, increasing the number of common shares outstanding to 373,693 from 213,539. Directors also announced firm's intention to pay an initial dividend of 45 cents on the larger number of shares September 15 to stockholders of record September 1.



Engineering Dept. At Exhibit Moves

CHICAGO, July 1.—The engineering department of the Exhibit Supply Company has moved to larger quarters on the second floor of the firm's new building, Ed Hughes, chief engineer, announced this week.

Hughes stated the new location for his division offers modern facilities for amusement and arcade machine design. The seven engineers working under Hughes are Otto Behrens, Odel Kyle, Leon Cotton, Red Nevitt, Elmer Meyer, Vic Paremba and Bob Porcellino.

Supplies In Brief

(Continued from page 116)

pounds went into candy as compared with 81,626,000 pounds for the first nine months of the 1948-49 season. Salted peanuts, however, declined from 93,105,000 pounds last season to 87,837,000 for the September-June part of the 1949-50 season.

Candy Sales Off

WASHINGTON, July 1. — Candy sales by manufacturers continued off from April last year, Census Bureau reported. Dollar-wise, bar goods showed the biggest decline, 6 per cent. Dollar sales of package goods and bulk candy were off 5 per cent and 3 per cent, respectively.

Pound sales of candy bars dropped 2 per cent from April, 1949; while sales of bulk and package goods both were down 5 per cent in poundage.

Push New Candy

WASHINGTON, July 1. — Agriculture Department is beating the drums for its new sweet potato candy, Alayam. After announcing the new product a couple of weeks ago, the agency has followed up with a report on a survey conducted by the Alabama Polytechnic Institute agriculture experiment station which indicated that one-third of the nation would be interested in buying the product if it were placed on the market.

The candy is made of sweet potato puree, ground cocoanut and sugar. Faced with a large surplus of sweet potatoes, Agriculture is hoping some manufacturer will put Alayam on the market.

Sugar Report

WASHINGTON, July 1. — With larger purchases by soft drink makers, sugar useage is spurting, according to the Agriculture Department. May distribution of 736,490 tons was more than 100,000 tons over May, 1949, and nearly 200,000 tons more than April, 1950. Total 1950 distribution thru the end of May was 3,010,579 tons as compared with 2,913,672 tons for the comparable 1949 period.

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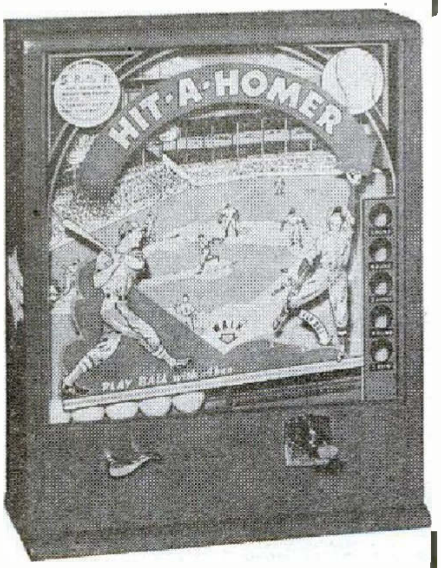

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Timely — cashes in on Baseball's popularity

Size: 22"x18"x6½"

New—Different and low priced

This attractive, 5 ball baseball game tried and proven on hundreds of locations is the greatest boon to the coin machine industry in a decade.

All the thrills of real baseball—walks, fly outs and home runs thrill players from six to sixty.

$27.50

(½ certified deposit with order)

Contact your distributor or write us

ABCO NOVELTY COMPANY

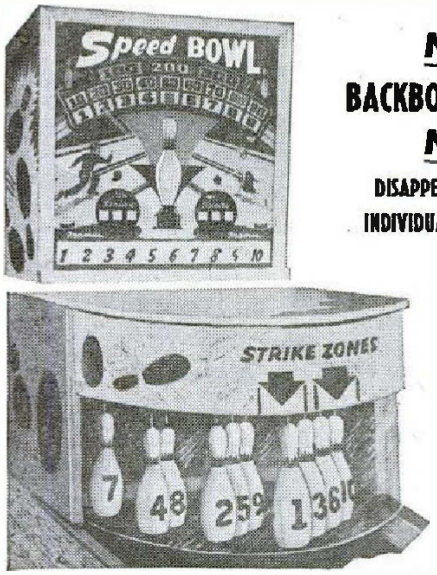
2009 W. IOWA STREET PHONE: EVERGLADE 4-3823 CHICAGO, ILLINOIS

HOLD YOUR LOCATIONS WITH THE TOP MONEY MAKING —

CONVERSION
"S-P-E-E-D BOWL"

FOR UNITED SHUFFLE ALLEY

NO SOLDERING—SIMPLE INSTALLATION!
SCREW DRIVER IS THE ONLY TOOL NECESSARY TO INSTALL!



NEW
BACKBOARD GLASS
NEW
DISAPPEARING PINS—
INDIVIDUALLY NUMBERED

SPEED BOWL is designed to bring in the MAXIMUM PROFIT. Comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield.

WIRE, PHONE OR WRITE

DISTRIBUTORS WRITE

M. & T. SALES COMPANY

2845 W. FULLERTON AVE.
CHICAGO, ILLINOIS

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WILLIAMS
Sensational New Conversion
for
Chicago Coin BOWLING ALLEY only
• Install on location in just 5 minutes • Non-breakable fly-a-way pins • Motor driven
Designed for you, Mr. Operator—each unit is colorful and complete with plexiglas shield.
TAKES THE PLACE OF A NEW GAME Only $79.50

SPECIAL! ROYAL DELUXE LITE-A-PIN CONVERSION UNITS for UNITED GENCO BALLY CHICAGO COIN
Lots of 10 $11.95
Lots of 5 $12.95
Each $15

Available Now! EXHIBIT'S HOCKEY
Two Player—All Electric—Realistic Hockey Game! Pin Game Size—Twelve Flippers—Action Galore! For immediate shipment.
$149.50

ROCKOLA
20 Ft. Regulation Tournament Model
SHUFFLEBOARD
Complete with overhead automatic scoring unit. Guaranteed perfect in every respect . . . First come . . . First served!
As Long as They Last
$150 Complete

EXHIBIT SHUFFLE BOWL
10¢ coin operated for all makes or model Shuffleboards. Limited quantity, unit $75. Lots of 3 Single $65

EXHIBIT DALE GUNS
Reconditioned, refinished, repainted!
$75

BALLY CHAMPION
One Ball Free Play $375

Brand New! WILLIAMS TENNESSEE
5 ball—novelty game. NO FREE PLAY! Flippers . . . Bonus . . . Special Bonus! A real buy! $95

Williams SWEETHEART
Entirely new play field—thumper bumpers—flit reset—10 kickout holes, and replay scoring. Exclusive Factory Distributors.

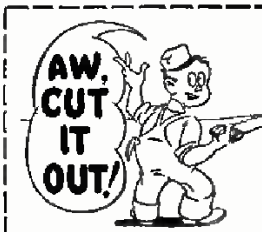
Exhibit's JEANIE
A 5 ball game loaded with new scoring features; bobbin bumpers; player controlled flippers. Exclusive Factory Distributors.

Reconditioned Shuffle Games

Genco BOWLING LEAGUE, 8 ft.	$ 90	Williams TWIN SHUFFLE, 8 ft.	$150
Genco BOWLING LEAGUE, 10 ft.	100	Williams SHUFFLE BOWLER, 9½ ft.	150
United SHUFFLE ALLEY, 8 ft.	100	Bally SHUFFLE BOWLER, 9½ ft.	125
Universal TWIN BOWLER, 9 ft.	185	Keeney PIN BOY, 9½ ft.	125
Genco GLIDER	50	Williams DELUXE BOWLER, 8 ft.	245
United Super SHUFFLE ALLEY	175	Chicago Coin SHUFFLE BASEBALL	139
Chicago Coin BOWLING ALLEY	175	Gottlieb BOWLETTE	139

House of Values
SATISFACTION GUARANTEED!
Terms: 1/3 down, balance sight draft.
WORLD WIDE DISTRIBUTORS, INC.
2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

WANTED TO BUY
ANY QUANTITY OF ORIGINAL FLIPPER GAMES
HIGHEST PRICES PAID
SEND IN COMPLETE LIST
Exclusive Gottlieb, Seeburg and Williams Distributors
TRIMOUNT
Remember IN NEW ENGLAND IT'S TRIMOUNT
40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480



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THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio
7-8-CM
Please enter my subscription to The Billboard for one year, $10.
Name ..... ☐ $10 enclosed
Address ..... ☐ Bill me
City ..... Zone ..... State .....
Occupation or Business .....

'His Honor' Sweeps Undecided as New Entry Takes Lead

CHESTER, N. Y., July 1. — The question of who was the first operator to become mayor of his town is still unsettled, according to residents of this community, who this week advanced R. C. (Russ) Carpenter as their candidate.

Earlier stories in *The Billboard* credited recently elected R. N. Buchwalter, of Rialto, Calif., with the title, only to have his claim challenged by E. Walter Harvey, who traced his political history as mayor of Kilmarnock, Va., to 1946.

Strictly upstarts, say citizens here. They note that Carpenter, who began building his large juke and game route in 1935, was elected to his first four-year term in 1933. He then retired from the political scene temporarily, only to seek and win re-election in 1947. He still holds the top political post in this town—population 2,000.

Owl Mint Moves Its Showrooms

DORCHESTER, Mass., July 1. — The Owl Mint Machine Company has moved its headquarters to 612 Blue Hill Avenue, Dorchester, Jack Ravreby announced this week.

Owl Mint handles equipment produced by Bally, Chicago Coin, Exhibit Supply, Genco, Gottlieb, Jennings, Keeney, Mills, United and Williams.

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.
ACME SALES COMPANY
505 West 42nd St., New York
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FOR 43 YEARS . . . the foremost name in coin machines . . . for amusement and profit
O. D. JENNINGS & CO.
4307-39 W. LAKE ST., CHICAGO 24, ILL.

FOR SALE
47 Champions, F. P. $349.50
22 Citations, F. P. 219.50
Trophy, P. O. 79.50
UNITED AMUSEMENT CO.
3410-12 Main St.,
Kansas City 2, Mo.

10 LATEST TYPE Mutoscope Photomatics, Post War Models, $395.00. They are a steal at this price.

SLIGHTLY USED ALLEYS In excellent condition, the largest selection in the state. You name it—we have it.

SPECIAL Hit-A-Homer Counter Game, $27.50 Singles. Special quantity prices.

Phone, write or wire us for rock bottom price. Financing available.

ARCADE EQUIPMENT

Boomerang	$ 50.00
Batting Practice	75.00
Chi Coin Basket Ball	175.00
Chi Coin Hockey	85.00
Chi Coin Pistol	125.00
Chicken Sam (conv.)	95.00
Evans Ten Strikes	49.50
Exhibit Dale Gun	95.00
Exhibit Silver Bullets	150.00
Goalee	100.00
Heavy Hitter	50.00
Jack Rabbit	100.00
Keeney Air Raider	100.00
Mother-in-Law Game	95.00
Mutoscope Football	225.00
Panorama	185.00
Pitchem and Batter	165.00
Scientific X-Ray Poker	85.00
Sky Fighters	100.00
Solar Horoscope with Scrolls	85.00
Supreme Bowl-A-Score	75.00
Telequiz	150.00
Tommy Gun	85.00
Undersea Raider	95.00
Vitalizer	95.00
Western Baseball	45.00
Williams All Stars	125.00
Early Photomatic	275.00
Latest Voice Recorder	650.00
Sire's Brush Up	100.00
Acme Shoe Shine Machine	150.00
Falcon Shoe Shine Machine	150.00

USED VENDORS

4 National 1 col. Candy Vendors	$ 45.00
1 Counter Model Selector Perfume Vendor	15.00
13 1¢ Jurgens Lotion Vendors	10.00
22 Brand New 5¢ Kleenex Vendors. For all	500.00
1 10¢ Aspirin Vendor	15.00
3 5¢ U-Select-It Candy Vendors	30.00
Silver King Vendors	6.50
Northwestern 333 Vendors	6.50
Columbus 1¢ Vendors	6.50

WANTED
Rotary Pusher-Type and Mills Golf Ball Vendors.

Now delivering United's original disappearing pin conversions for United alleys. $79.50 Singles. Three or more—$76.50

MUSIC

Wurlitzer 616	$ 50.00
Wurlitzer 71	95.00
Wurlitzer 600	85.00
Wurlitzer 750	150.00
Wurlitzer 850	165.00
10 '47 Super Deluxe Aircons (converted)	75.00
Rock-Ola 46	195.00
Seeburg Hi-Tone	135.00
Seeburg Vogue	75.00
Seeburg Cadet	75.00
Seeburg Classic	75.00
Packard Wall Boxes	17.50
Rock-Ola Wall Boxes	17.50
Rock-Ola-Dialtones, late	2.50
Keeney Wall Boxes, as is	2.50
15 Personal Wall Boxes	5.50
15 Seleene Wall Boxes	5.50
10 Seeburg Selecto-matic Wall Boxes	8.00
6 Wurlitzer 3031 Wall Boxes	18.00
30 Wire Cable, 100 ft. for	20.00
30 Wire Plastic Cable, 100 ft. for	25.00
Packard Wall Brackets. Each	2.75

CIGARETTE MACHINES (used)

National 950's	$85.00
National 1A's	85.00
National 920's	65.00
Uneedapak 500, 9 col.	65.00
Uneedapak 500, 15 col.	75.00
DuGrenier Challenger, 7 col.	85.00
DuGrenier, 7 col.	45.00
Rowe Imperial, 6 col.	55.00
DuGrenier W's, 9 col.	55.00
Rowe Royal, 16 col.	65.00
Rowe President, 10 col.	75.00

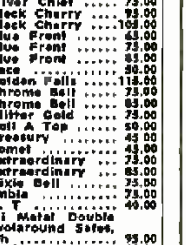
COUNTER GAMES

10 5¢ Gushers, new	$18.50
A.B.T. Electric Skill Guns, new	49.50
Silver King Target Gum Vender, new	21.50
Silver King Target Gum Vender, used	19.50
A.B.T. Challengers, used	30.00
Acme 1¢ Shockers, new	19.50
Five Jacks, 1¢, new	89.50
Kickers & Catchers, new	32.50
Three of a Kind, new	18.00
Punch A Ball, new	19.00
Bat A Homer	27.50
20 Used A.B.T. Electric Guns. Each	32.50
Victor's Basketball	32.50
1¢ Cubs	7.50
1¢ Marvels	15.00

SLOTS

5¢ Silver Chief	$65.00
50¢ Bowers Front	150.00
10¢ Silver Chief	75.00
5¢ Black Cherry	75.00
10¢ Black Cherry	100.00
5¢ Blue Front	65.00
10¢ Blue Front	75.00
25¢ Blue Front	85.00
10¢ Pace	90.00
10¢ Golden Falls	110.00
5¢ Chrome Bell	75.00
10¢ Chrome Bell	85.00
10¢ Oilfire 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
5 Chi Metal Double Revolaround Safes, each	95.00
10¢ Mills Q.T.	65.00
5¢ Vest Pockets	35.00

TERMS: ⅓ deposit with all orders, balance C. O. D.



AMI DISTRIBUTORS FOR NORTHERN OHIO
Liberal trade in allowance this month only
CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. · CLEVELAND 15, OHIO
M. S. GISSER, Pres.
ALL PHONES: TOWER 1-4718

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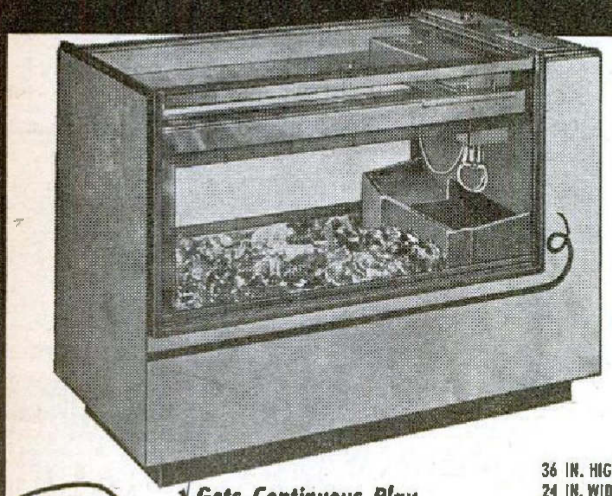
EARN BIG MONEY YEAR AFTER YEAR!

HOLLYCRANE

MINIATURE COIN-OPERATED INDUSTRIAL CRANE



36 IN. HIGH
24 IN. WIDE
48 IN. LONG

- Gets Continuous Play
- Packed With New Features
- Large Super-Size Play-Field
- Easy Access For Dressing Field
- Choice of Merchandise or Free Play Models
- Ideal For Locations of All Types

NO OTHER COIN-OPERATED EQUIPMENT CAN COMPETE WITH THIS AMAZING SKILL-GAME

Write for Bulletin "G" Today

COMO MANUFACTURING CORPORATION
5013-5025 N. Kedzie Av., Chicago 25, Ill.
Phone: INdependence 3-7600

NOTICE

COMMENCING JULY 1
THE
D. Gottlieb & Co.
FACTORY

WILL BE CLOSED
FOR THE

ANNUAL 2-WEEK VACATION

Operations Will Be Resumed by All Departments on

JULY 17

ATTENTION . . .
WISCONSIN OPERATORS

We are pleased to announce that, effective immediately

NATIONAL COIN
MACHINE EXCHANGE—CHICAGO

Has been appointed as your authorized exclusive distributor for

D. GOTTLIEB & CO.
PRODUCTS
IN THE ENTIRE STATE OF
WISCONSIN

Our years of experience as Gottlieb distributors for Northern Illinois, Iowa and Northern Indiana is your assurance of prompt, efficient service. Let's get acquainted! Place your advance orders for Gottlieb games now!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

NOTICE...

CANADIAN DISTRIBUTORS — OPERATORS!

We have ready for delivery a large variety of good Used Phonographs at new low prices!

Write for list of all kinds of Wall Boxes, Steppers, etc.

SEEBURG PHONOGRAPHS

148M	$395.00
147M	295.00
146 Converted to 48	295.00
H-148 Hideaway	325.00
H-146 Hideaway	250.00
146M	275.00
146W	250.00
Rex	39.50
12-Record, Model C	39.50
Commander	39.50
Regal	39.50
Vogue	59.50
E.S. Envoy	59.50
R.C. Envoy	69.50
Classic	69.50
R.C. Colonel	59.50
Casino	49.50
Plaza	39.50
Crown	49.50
R.C. 8800 Hitone	69.50
R.C. 8800 Lorene	79.50
8200 Hitone	69.50
8200 Conversion	59.50

WURLITZER PHONOGRAPHS

1015	$229.50
71 Counter Model	49.50
700	89.50
616	39.50
780	119.50
600	59.50
500	49.50
850	69.50
750	119.50

ROCK-OLAS

DeLuxe '39	$ 49.50
1422	179.50
MILLS Throne	$ 39.50
AIREON 400 Coronet	199.50

20-UNIT AUTOMATIC HOSTESS

Consisting of two 10-unit switchboards, 20 turntables, 20 hostess cabinets, record racks, 20 amplifiers, coin mechanism and speakers.

ENTIRE LOT—$300.00,

Terms: 1/3 Deposit, Balance Sight Draft.

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maumee Ave., Ft. Wayne 4, Ind.
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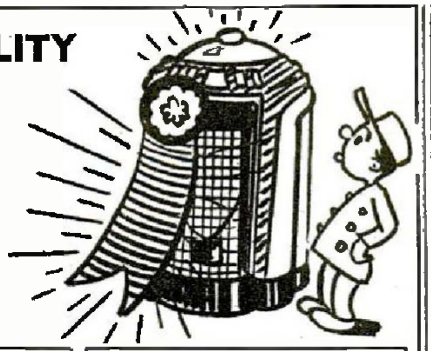
BETTER QUALITY REBUILT PHONOS for Bargain-Wise Operators



POST WAR PHONOGRAPHS

Seeburg 148-ML	$399.50
Seeburg 148-W	349.50
Seeburg 147-M	339.50
Seeburg H-146-M	299.50
Seeburg H-246-M	299.50
Seeburg 146-M	289.50
Wurlitzer "1100"	350.00
Wurlitzer "1015"	249.50
AMI Model "C"	WRITE
AMI Model "A"	350.00

WALL BOXES

SEEBURG

3W5-L56	$59.50
W4-L56	59.50
W1-L56	24.50
3W2-L56	35.00
30 Wire	3.50
PACKARD BOXES	$12.50

PREWAR PHONOGRAPHS ALL IN WORKING CONDITION

Seeburg LoTone RC	$89.50	Seeburg Gem	$59.50
Seeburg Colonel RC	69.50	Seeburg Crown	49.50
Seeburg Envoy RC	69.50	Seeburg Rex	39.50
Seeburg Mayfair	69.50	Wurlitzer "850"	79.50
		Wurlitzer "750"	79.50
		Wurlitzer "600"	49.50

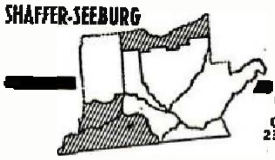
CLOSE OUT

New Solotone Master Entertainers and New Solotone Master Entertainer Boxes.

Model "A"

Write for Price

SHAFFER-SEEBURG



SALES-SERVICE STATES

Terms: 50% Certified Deposit, Balance C. O. D.
All Items Subject To Prior Sale.

SHAFFER MUSIC COMPANY

Cincinnati, Ohio — 2333 Gilbert Ave.
Indianapolis, Ind. — 1327 Capitol Ave.
Columbus, Ohio — 606 S. High St.
Charleston, W. Va. — 1619 W. Washington St.
Wheeling, W. Va. — 2129 Main St.

THE WEATHER IS HOT! SO ARE THESE PRICES!

FIVE BALL FREE PLAYS

Genco Big Top	$ 69.50	Exhibit Playtime	$124.50
Genco Black Gold	70.00	Chi-Coin Bermuda	29.50
Genco Puddinhead	44.50	Chi-Coin Thrill	34.50
Genco Camel Caravan	110.00	Chi-Coin Super Hockey	69.50
Genco Floating Power	59.50	United Blue Skies	49.50
Genco Mercury	169.50	United Carolina	54.50
Genco One-Two-Three	54.50	United Ramona	59.50
Genco Rip Snorter	134.50	United Summertime	35.00
Genco South Pacific	144.50	United Serenade	54.50
Genco Three Feathers	99.50	United Utah	119.50
Genco Triple Action	29.50	United Major League	29.50
Gottlieb Select A Card	164.50	Bally Melody	29.50
Gottlieb Just 21	137.50	Bally Ballerina	44.50
Gottlieb Casey Jones	130.00	Williams Dew Wa Ditty	44.50
Gottlieb Sharpshooter	89.50	Williams Gismo	44.50
Gottlieb Barnacle Bill	44.50	Williams Saratoga	64.50
Exhibit Morocco	49.50	Williams Yanks	29.50

ONE BALLS (FREE PLAY)

Special Entry	$45.00	Card Cup	$ 99.50
Victory Special	25.00	Citation	225.00
Jockey Special	75.00	Champion	350.00
Photo Finish	$335.00		

SHUFFLE GAMES

United Shuffle Alley	$100.00	Calif. Shuffle Pins (12 ft.)	$ 55.00
Genco Bowling League (10 ft.)	129.50	Bally Shuffle Bowler (9½ ft.)	129.50
Chi-Coin Bowling Alley	150.00		

All games are thoroughly gone over, cleaned and ready for location. Kindly include one-third deposit in cash, money-order or cashier's check and always state method of shipment preferred.

WIRE! WRITE! PHONE!

SERVICE OUR WATCHWORD

Morris Novelty Co., Inc.

3007-09 OLIVE ST. PHONE FR. 0757 • ST. LOUIS 3, MO.

USED "BALLY" ONE-BALLS

From Walbox's nationally recognized service department.
Each game thoroughly reconditioned, retouched and like new.
One order will convince you.

Champions	$345.00	Gold Cups	$109.50
Citations	245.00	Jockey Specials	89.50

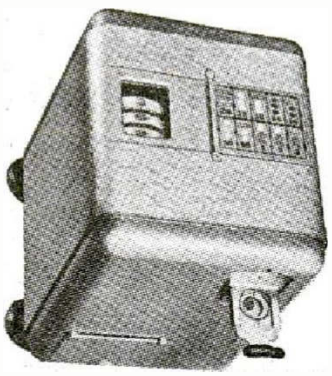
Crated and ready for shipment

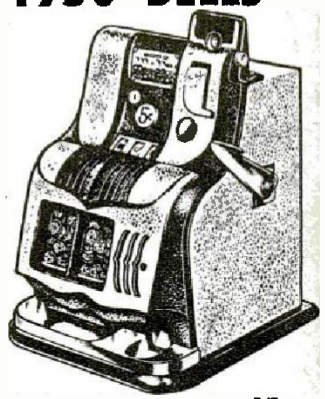
Terms: 1/3 deposit with order, balance sight draft or C.O.D.

WALBOX SALES COMPANY, INC.

3909 Main Street — Dallas 1, Texas — Phone V4-1671

MILLS' NEW 1950 BELLS





MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System.
5¢ Play ..... $65.00 | 25c Play $89.50
WRITE FOR QUANTITY PRICES.

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs.
5¢ Play, $115.00; 25¢ Play, $137.50

"21" BELL — BLUE BELL — BLACK BEAUTY — BONUS BELL — TOKEN BELL
5¢-10¢-25¢-50¢ PLAY — WRITE FOR PRICES

GUARANTEED RECONDITIONED MACHINES

BOWLING TYPE GAMES

Gottlieb Bowlette	$149.50
United Shuffle Alley	99.50
Keeney Ten Pins	124.50
Keeney ABC Bowler	149.50
Bally Shuffle Bowler	149.50
Keeney Pin Boy	149.50
Chi Coin Bowling Alleys	179.50
Genco Bowling League, 10 ft.	149.50

5-BALL FREE PLAY GAMES

State Fair	$17.50	Gold Mine, w/f	$39.50
Playboy	17.50	Sally, w/f	49.50
Stage Door Canteen, w/f	27.50	Ramona, w/f	49.50
Rio, w/f	27.50	Ballerina, w/f	49.50
Singapore, w/f	32.50	Cinderella, w/f	49.50
Havana, w/f	32.50	King Cole	69.50
Sky Blazer, w/f	32.50	Grand Award, w/f	74.50
Mexico, w/f	32.50	Bowling Champ	104.50
Rocket, w/f	32.50	Buttons & Bows, w/f	99.50
Humpty Dumpty, w/f	37.50	Maryland, w/f	114.50
Manhattan, w/f	37.50	Tahiti, w/e	114.50
Bermuda, w/f	37.50	C. C. Champion, w/f	124.50
Wisconsin, w/f	37.50	Just 21, w/f	169.50
		Bee Bop, w/f	169.50

CONSOLES

Bally Triple Bell, 5¢-25¢-25¢	$324.50
Bally Draw Bell, 25¢	224.50
Bally Draw Bell M.B., 5¢	144.50
Bally Reserve Bell, 5¢	249.50
Bally Draw Bell, 5¢, R.B.	179.50
Bally DeLuxe Draw Bell, 5¢	189.50
Buckley Track Odds	249.50
Jumbo Parade, Comb.	124.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Super Bell, 5¢	69.50
Keeney Bonus Super Bell, 5¢	189.50
Late Evans Races (Comb. F.P. & Cash)	349.50
Late Evans Races, Cash Model	324.50

ARCADE EQUIPMENT

Hollycrane (New)	Write
Undersea Raider	$ 49.50
Exhibit Dale Gun	89.50
Exhibit Vitalizer	69.50
Genco Total Roll	84.50
Mutoscope Movie, Iron Model	69.50
Evans Bat-a-Score, Free Play	224.50
Skill Thrill Gun, 1¢ New	27.50
Bally Hi-Roll	99.50

1-BALL FREE PLAY GAMES

Champion	$349.50	Special Entry	$44.50
Citation	224.50	Victory Special	49.50
Gold Cup	99.50	Longacre	32.50
Jockey Special	79.50	Thoroughbred	32.50

New Box Stands. Single, Double and Triple Safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS — Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

Mills Club Console Bells, 5¢, 10¢, 25¢ Play ..... $169.50 Ea.
We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. ⅓ Deposit With All Orders.

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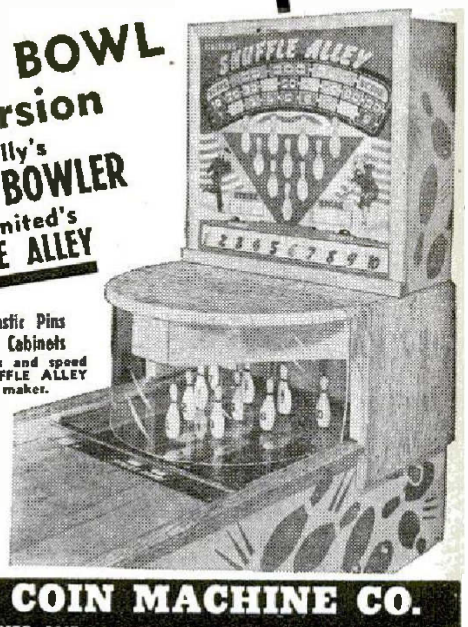
Only 10 minutes to Install!

with ALLIED'S New Whiz BOWL Conversion for Bally's SHUFFLE BOWLER and United's SHUFFLE ALLEY



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Wild is only a minor description of how the operators reacted to the first showing of Mills Bells this year. Old timers said, "they are absolutely the best looking Bells Mills has ever built." Newcomers said, "Mills Bell line is just about the most colorful and best designed we have ever seen." The use of bright colors met with universal approval.

We would like you to keep in mind that these beautiful 1950 models are equipped with the famous Mills Bell mechanism, which has been world outstanding and famous in its field for over 60 years.

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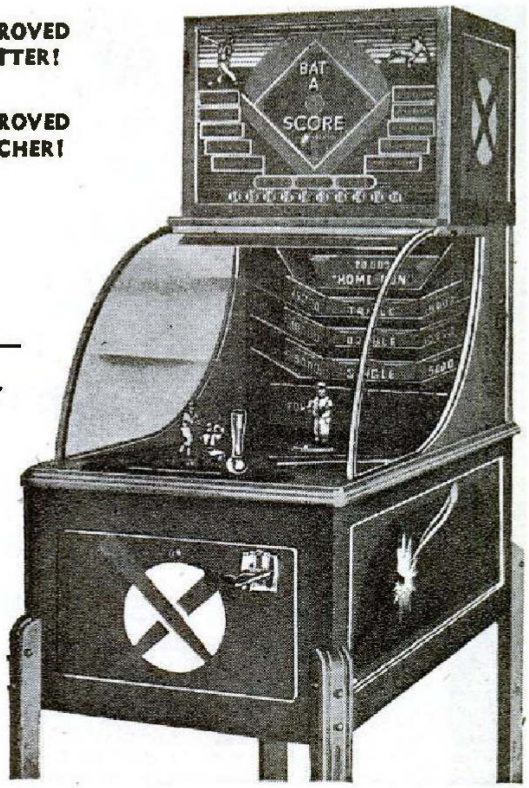

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