

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JUNE 17, 1950



Key item in Columbia Records' king-sized drive to sell its baby-sized (7-inch) 33 1/3d disk (along with the already solidly established 10 and 12-inch 33 1/3d LP) is the new Columbia LP changer attachment (Model 104) over which Frank Sinatra and Columbia's associate director of popular artists and repertoire, Joe Higgins, are here waging ecstatic. The changer, manufactured for Columbia by the V-M Corporation, Benton Harbor, Mich., will retail for \$16.95. It can play up to four hours of music at a single loading, changing automatically either 12 7-inch 33 1/3d platters, 10 12-inch 33 1/3d disks, or a mixture of 10 10-inch and 12-inch 33 1/3d LPs. Changer is equipped with a new astatic Model CAC-J crystal cartridge. Attachment may be hooked up to any radio, radio-phono or TV set.

America Dances Along to the **MUSIC** of the

Benny

STRONG

Orchestra

**THE HIT BAND
OF 1950**

AND HIS CHARLESTON REVUE



The singing maestro doing his numbers that started the "Charleston Revival" on the West Coast in San Francisco

Latest Capitol Releases

"Last Night on the Back Porch"

"Tessie, Stop Teasin' Me"

(on 78) 1003 (on 45) F1003

"Let's Have A Party"

"About That Girl"

(on 78) 1064 (on 45) F1069

"If I Knew You Were Coming
I'd've Baked A Cake"

"Does the Spearmint Lose Its
Flavor on the Bedpost Over Night"

(on 78) 916 (on 45) F916



Score for the first half

MARK HOPKINS HOTEL

San Francisco

COCOANUT GROVE

Hollywood

Opens June 20

ARAGON BALLROOM

Chicago

Direction MCA

PETRILLO RIDES IN TEXAS

Renews War Vs. Copyright Legislation

Deputizes Diskers

HOUSTON, June 10.—Convening delegates of the American Federation of Musicians (AFM) asked that the Federation take vigorous steps to cause the introduction in Congress of amendments to the copyright law which would grant performing rights to musicians...

The resolution calling for legislative action, introduced by John Teagroen, Paul Fischer and Ray Mehenick, all of Local 47, Hollywood, and Charles Iucci and Max Arons, of Local 802, New York, was solidly backed by AFM Prexy James C. Petrillo...

(See Atms at AM on page 13)

Ringling Show Holds Garden With New Pact

NEW YORK, June 10.—Ringling Bros.' circus and Madison Square Garden execs ironed out their differences here Wednesday (7) with the result that the Big Show will again open its season here next spring in the city's only adequate arena...

Altho the financial terms were not announced, it is a matter of record that the Garden, backed by the real (See R-B, Garden Sign on page 54)

AGVA Rep Pinned By Rassler Union

HOLLYWOOD, June 10.—In attempting to snare wrestlers into its old, American Guild of Variety Artists (AGVA) apparently has quite an educational problem on its hands. Grunters are far from hep on show-biz and the complexities of union representation...

Round Up Liberal Lawmakers Or Die, Says Boss Petrillo

HOUSTON, June 10.—The 53d annual convention of the American Federation of Musicians (AFM), which wound up at the Coliseum here Thursday (8), was marked by a preoccupation with national and State-wide politics and an intense desire to protect the membership against the inroads of mechanical music...

The AFM's actions, its strategy and its point of view regarding mechanization in the relatively new medium of TV films, and in the long-

established fields of records and theater films, has been explained in other stories in this issue. The Federation's tactics with regard to national and State politics is simple and straightforward: The AFM, its locals and its members, are in politics as they have never been before.

Every session of the convention sounded this point home, with President James C. Petrillo setting the pattern the opening day with the statement: "Get into politics and keep out of courts." With reference to (See Get Better Laws on page 13)

BILLBOARD BACKSTAGE

By Joe Csida

They buried Joe Wilson Monday in Wynnewood, Pa., with industry associates and friends from all over the country, led by Gen. David Sarnoff and Radio Corporation President Frank Folsom, in attendance. The services were marked by a dignity and a stoicism which Joe would have admired. A fine good-bye to a truly fine man.

Unspoken, but plain as it always is on such occasions, was the thought in the minds of many that the killing pace makes little sense. But at week's end scores of those who must have pondered the question were reboarding the Merry-Go-Round, flying and railroading to conventions and meetings, striving and driving to do the job that had to be done. Maybe that's the way it's got to be.

Our guys were doing a little flying and railroading themselves. Music Editor Paul Ackerman hustled off to Houston to cover the American Federation of Musicians' convention. Always a great show, Paul's dispatches indicate that this year's brannigan was no exception. Little Jimmy P put on his usual slam-bang exhibi-

tion. But don't ever be kidded by the ranting and raving. Out of Mr. Petrillo's rather wild words often come industry-shaking show business changes. You'll enjoy Paul's Houston reports on Page 3 and in the Music Department this week, and maybe you'll even find a tip on things to come.

While Paul was lending ear to the enchanting oratory of the AFM-ers, Night Club-Vaude Editor Willie Smith was in Philadelphia keeping score on the hits, runs and errors being racked up by the American Guild of Variety Artists at their convention. Along with a solid report on the business attempted and done at the shindig, Wee Willie has thrown together some of the choicest, most chucklesome anecdotes you'll ever read. Most of those actors are on all the time and play the convention floor like it was opening night at the Copa. All for the same two-bits you can read Smith's AGVA tattling on page 4 and in the NC-V Department this week.

I did a little flying myself, visiting our Chicago and Cincinnati offices. (See Billboard Backstage on page 18)

Super Season Ahead for Video as Webs Line Up Top Names and Packages

Fall-Spring Shows Read Like Showbiz Who's Who

NEW YORK, June 10.—If developments now in the works materialize to even a small degree, the approaching fall-spring television season will see more top names and top package programs on the home screen than even the wildest TV enthusiast would have imagined a year ago. Actually, what is happening is that TV talent deals are reaching landslide proportions, largely as a result of the terrific talent fight between CBS and NBC.

Here's a partial listing of the situation:

NBC yesterday (Friday) set a deal with Kate Smith—herself built to stardom solely via CBS and Columbia Records—whereby the moon-moun-

tain gal will do an hour-long daytime video show. Frank Sinatra is a virtual certainty for TV and currently is negotiating not only with CBS and NBC both, but with an agency on a sponsorship deal.

Garry Moore has been set for a daytime strip on CBS, as pointed out elsewhere in this issue, and CBS this week also signed video deals with Marie Wilson (My Friend, Irma) and J. Carroll Naish (Life With Luigi). Another possible CBS entry is a half-hour version of Lux Radio Theater. CBS is also slated to get the Horace Heidt video show this fall. Thru an unusual switch, tho, CBS may lose the star of one of its own packages, (See Super Season on page 3)

Shoots for Millions in Pic Royalty

TV Deals Open Fire

By Paul Ackerman

HOUSTON, June 10.—American Federation of Musicians' (AFM) chief, James C. Petrillo, heads for New York following the wind-up of convention proceedings here, in order to mastermind the negotiation of additional TV-film pacts. The stakes

For detailed coverage of the AFM Convention see Pages 12 and 13.

are very large, for they encompass not only the establishment of the royalty philosophy in TV, but also the acceptance of this philosophy thruout the entire field of mechanical music (See Petrillo Rides on page 12)

Hilton Hotels Nosing 'Round Legit-in-Round

NEW YORK, June 10.—The Derrick Lynn-Thomas and David Heilwell legiter, The Show-Off, which teed off at the Edison Hotel May 31, may become the nucleus for a similar format—theater-in-the-round—for the Hilton hotel chain.

Hilton execs caught the show in the newly tagged arena and have since been in huddles with Erwin Kramer, vice-president of the Edison. Kramer admitted that talks were progressing but refused to give (See Hilton Hotels Nosing on page 48)

Road to Life

NEW YORK, June 10.—Today is the skedded nuptial date for Teri Keane and John Larkin, radio thespis. Their friends feel the marriage is a natural, since the duo has been prepping for it via their roles for some time. Teri plays "Chi-Chi," a fem lead, on Lift Can Be Beautiful, an NBC soaper. John has the male lead on Right to Happiness, another NBC soaper. Reported name picked for their first male offspring is "Just Plain Bill."

In This Issue

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The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

AGVA CONFAB PUTS ON HEAT

Quits Agents, Taxes Buyers, Boosts Dues

Van's Speech Stirs Fuss

By Bill Smith

PHILADELPHIA, June 10.—A tax on talent buyers, a break with all agents' orgs and an increase in all dues were the highlights of the third annual convention of the American Guild of Variety Artists (AGVA),

For AFM Convention coverage see Pages 3, 12 and 13

which started here June 5 and ended in the small hours June 8.

The talent tax (see separate story) set off a series of fireworks, with charges of "lack of guts" being freely exchanged. The levy will go to AGVA's welfare fund and will take effect in October, 1950.

The breaking off of all relations with agent orgs first came to the (See AGVA Confab on Page 45)

Data From FBI Stirs Talk of Radio Probe

WASHINGTON, June 10.—A congressional probe of radio broadcasting is being strongly hinted on Capitol Hill as the result of a Senate Appropriations Committee's release this week of secret testimony by Federal Bureau of Investigation (FBI) Director J. Edgar Hoover that Communist influences have been detected. The subcommittee made public for the first time testimony given by Hoover last February charging that Communists have been active behind the scenes in seeking power in radio.

It is conjectured that the House Un-American Activities Committee will make the investigation. A committee spokesman, however, said yesterday (9) that the committee has not formulated plans for such an inquiry. The committee has a heavy agenda, and it is believed that it would not be able to turn its attention to the matter (See Data From FBI on page 8)

Ore. Judge Thumps "Bicycle" Censors

PORTLAND, Ore., June 10.—Censorship got a sizable setback here this week, setting a precedent in this State and possibly in the country, when the flicker, *The Bicycle Thief*, was permitted to open at the local Guild Theater minus cuts previously ordered by the Municipal Board of Review and the city council.

The film, in its full version—including the Bordello scene, to which the Review Board as well as the council had objected—went on "as is" after Circuit Judge James R. Bain issued an injunction Wednesday (7) which reversed the censors. Joseph and Mayer Burstin, of New York, the film's distributors, had refused to allow the showing of the picture if it were to be cut in any way.

Judge Bain declared, in issuing the injunction, that the council, in backing the Review Board, had acted in "arbitrary and capricious manner."

13 Grid Stars Carry the Ball For Touchdown With DuMont

NEW YORK, June 10.—Thirteen experts at hustling a pigskin are now hustling television sets for DuMont. Topping list of football flingers are All-American Sid Luckman and Kyle Rote. Luckman is Chicago distributor, and Rote sells TV for the Dallas wholesaler.

DuMont's national sales manager, Walter L. Stickel, is ex-U.C.L.A. The rest of the "team" includes Bill Scales, Southwestern regional manager (Kansas State); Jack Herbst, Western regional manager (L.S.U.); Willis O. Jackson, Southeastern re-

gional manager (Georgia); Jim Tait, Western regional manager (North Carolina); J. K. Bradley, assistant central regional manager (Purdue); Walter Stickel, Philadelphia salesman (Penn State and Chicago Bears); C. H. Pike, West Virginia salesman (Mississippi); Al Allen (William and Mary) and John Hunt (Brown), New York salesman.

Spot for manager of the team is reserved for Cleveland Indians' exec, Bob Hope, DuMont's California distributor, who is also employed in various entertainment fields.

Showbiz Looks Up as Jobs, Incomes Take Sharp Spurt

WASHINGTON, June 10.—With amusement spending figured by Commerce Department to be closely tied to employment and income levels, the agency's latest economic report issued this week indicates good showbiz prospects for the immediate future. Employment in May jumped a full million over April. Personal income for the first quarter of 1950 also exceeded the last 1949 quarter by over \$2,000,000,000.

Total employment in May averaged 59,731,000—topping the May, 1949, mark by some 800,000. The jobless rolls in May were smaller than for any month in a year, averaging 3,057,000 for the month. There were approximately 1,000,000 more unemployed, however, than in May, 1948.

Gale Inks Hedy; Expanding Into Legit, Radio-TV

NEW YORK, June 10.—Gale Agency, Inc., this week signed Hedy Lamarr, keynoting its expansion into the motion picture, legit theater, radio and TV fields. The outfit has always specialized in musical talent.

Staff additions include Roert Lantz, to head the new flick-legit department, and Robert K. Adams to organize and direct the radio-TV division. Lantz has represented such artists as Madeline Carroll, Claude Dauphin and Designer Rolf Gerard. Adams resigned recently as national production manager of NBC.

Mme Dauphin also signed with Gale this week.

Gale has also acquired the rights to the *Chamber Music of Lower Basin Street* air show, and has sold the package to NBC for an eight-week summer seg, starting July 8. Show will run in the 10-10:30 p.m. spot and will feature Jane Pickens and Her Six Escortiers group, along with Henry (Hot Lips) Levine and his Dixieland crew.

Gene Hamilton will resume in the "Dr. Geno" role he filled till the original show was discontinued three years back. The original writer, Webb Kelly, is also back.

Gale's deal is with the Jergens Company, owner of the format, and calls for payment of royalties which may be applied against the purchase price. The original show, aired in the early '40s, introduced Dinah Shore to the national audience, and also provided material for several RCA Victor disk albums.

Commenting upon the employment figures, Commerce Secretary Charles Sawyer stated that the level of business activity indicated is "highly encouraging." He added that "altho the absorption of new workers into the economy is still a problem, it is significant that we are again close to the record job total of 1948."

Most of the gain in personal income during January-March, 1950, was attributed by Commerce to the distribution of veterans' life insurance dividends. The agency said, however, that only a fraction of the disbursement had been spent during that period.

Amusement spending in March was figured as being at an annual rate of \$3,800,000,000—approximately equal to the December rate, but about \$200,000,000 below the annual rate reached in March of last year.

C. Sandburg, BMI, Doing Folk Songs

NEW YORK, June 10.—Broadcast Music, Inc. (BMI), is preparing a series of folk song folios in collaboration with Carl Sandburg. The poet, renowned as a repository of American folk lore, works at the BMI offices here with BMI Prexy Carl Haverlin and director of writers relations Bob Sour several hours each day.

In addition to his written source material—old manuscripts, song books and jotted notes—Sandburg tape-records tunes which have never been written down, accompanying himself on the guitar.

New Amuse. Building Lags Behind Last Yr.

WASHINGTON, June 10.—New construction starts in the amusement field in May picked up 13 per cent in value over April, but continued to lag behind 1949, the Bureau of Labor Statistics (BLS) reported this week. New amusement buildings ran behind the previous May by 10 per cent in valuation, with the first five months of 1950 off 11 per cent from the same 1949 period.

Total value of amusement buildings started in May was estimated at \$18,000,000, as compared with \$16,000,000 in April and \$20,000,000 in May, 1949. Cumulative total for the January-May stretch this year was \$86,000,000 as compared with \$97,000,000 for the comparable 1949 period.

For all types of new construction, valuation was up 21 per cent for the first five months of the year.

Chesterfield Adds B. Hope To Star List

Como May Do 3-a-Week

NEW YORK, June 10.—Chesterfields' pacting this week of Bob Hope for radio gives the tobacco firm probably the biggest roster of stars gathered by a single bankroller in addition to Hope, the Liggett & McCarty firm bankrolls Bing Crosby, Paul T. Como, Arthur Godfrey, sponsors several major league baseball club games and a whodunit, *Dragnet*, for a time. Hope was signed by Chesterfields almost immediately after release by Lever Bros. Excluded from the pacting for AM and TV by NBC, negotiated by web Prexy Joe McNeill and board chairman Niles Truitt (See Chesterfields Add on page 12)

Radio-TV, Amusement Stocks Move

WASHINGTON, June 10.—Buying in stocks of radio-TV manufacturers in late March sent the index for the industry to 229—the highest for any industry group. Securities and Exchange Commission (SEC) reported this week. Amusement stocks advanced slightly to 230 during March, to nail down for place among the 26 groups in Amusement stock movements very spotty during March, as late-month gains overcame early weakness. During the five-week period, amusement stock gained 2.4 per cent from the late February mark of 227.

The Billboard

The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Gen. Mgr.
Lawrence W. Gatto Asst. Pres.

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Joseph C. Csida Editor in Chief, New York
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Subscription rates payable in advance.
Year \$10. Two years \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address. The Billboard also publishes
Vend, the monthly magazine of amuse-merchandising.

N. Y. PEABODY POST IN BEEF

Columbia To Use Tele as Flicker House Ad Medium

HOLLYWOOD, June 10.—Columbia Pictures is out to prove that the motion picture industry can harness tele's terrific selling power in boosting theater turnouts, rather than allow video to keep patrons at home. Studio will become the first to launch a saturation campaign, beaming pic plugs on all seven local stations. Film makers have used video before on behalf of its product, using only film trailers similar to "coming events" material projected in theaters. However, Columbia's tele campaign will go beyond the usual trailers, embracing integrated plugs and out-and-out commercials.

Columbia's ad veepee, Nate Spingold, conferred with area's seven top telemen in laying the groundwork for the campaign. Studio eyes the local venture as an experiment which, if successful, may well key its approach to national advertising. Special budget has been put aside by Columbia for the L. A. experiment, altho studio remains mum on how much coin it expects to shell out. Tele toppers were given a choice of 71 *Ocean Drive* or *Rogues of Sherwood Forest* for the film they think can best be sold via video. Results of this ad experiment can revolutionize movie industry's advertising methods and media.

NBC-TV To Get L. Ball in Dec.

NEW YORK, June 10.—Lucille Ball is expected to be on NBC-TV in December for the Jello division of General Foods. This will not upset her current CBS radio stint for the same sponsor, but a new format will have to be developed. *My Favorite Husband*, in which she now appears, is a CBS-AM package.

Miss Ball will make a kind of her new TV show next month. Young & Rubicam is the agency.

Sinatra Dickers With CBS, NBC for AM-TV

NEW YORK, June 10.—Frank Sinatra is negotiating with both CBS and NBC, reportedly for a combination AM-TV deal. Meanwhile, it is said that the singer has a hot sponsorship prospect.

Sinatra flew out to the Coast Friday (9) to be with his daughter, Nancy, on her birthday. He is due back in New York late this week, and chances are he will set on one of the pending deals then.

CBS Crime Show To Give Clues 5G

NEW YORK, June 10.—CBS has a new radio program slated for a sustaining run this summer which will offer \$5,000 in cash to listeners providing clues leading to the arrest of criminals. The show is tagged *Somebody Knows*.

The program is based on a feature current in *The Chicago Sun-Times* and will dramatize incidents leading to unsolved murders. The newspaper feature already has apprehended several criminals.

Cash award for the radio airtel will be paid by Jimmy Saphier, who owns the package.

'What's My Line' Almost Closes CBS Tele Time

NEW YORK, June 10.—CBS-TV this week was virtually sold out. This week's purchase by Stopette of the Sunday evening 10:30-11 slot for *What's My Line* beginning next fall locks up all but marginal time periods. Stopette is now alternating with *Toni* in the Wednesday evening 9-9:30 period on CBS-TV but will move when Toni takes over on a weekly basis next fall.

Now available from 7:30 thru 11 p.m. Mondays thru Fridays is the Tuesday evening 8-9 slot opposite Milton Berle and the Thursday night 7:45-8 period, under option to Chesterfield, but certain to be sold. Saturday night's 7:30-8 is for sale and perhaps 9-9:30 before sports from Madison Square Garden. Sunday evening is completely sold out.

NBC Inks 5-Yr. Exclusive TV With Kate Smith

NEW YORK, June 10.—NBC and Kate Smith Friday (9) set a five-year deal giving the web exclusive tele rights on the singing star. Reportedly, some discussions are going on insofar as Miss Smith and radio are concerned, but she now has other commitments which preclude an immediate AM deal with NBC.

The songstress, a CBS fixture for years, is to star in an "at home" type of daytime video show on NBC. It'll be an hour show. The deal was set with Joseph H. McConnel, NBC president, and by Ted Collins, Miss Smith's partner-manager.

The warbler now has two AM shows, an hour-long Friday night stanza on WOR, New York, and *Kate Smith Speaks*, her Mutual noontime co-op show.

Non-Communist Affidavits Pitched at KFI Employees

HOLLYWOOD, June 10.—Earle C. Anthony, owner of KFI and KFI-TV, this week asked all members of his staff to sign non-Communist affidavits, marking what is believed to be first instance of a broadcaster demanding loyalty statements from employees. Anthony's request was accompanied by a statement which read in part:

"I desire to be myself assured and to be in a position to assure my fellow men that all the facilities of our broadcasting operations are completely free of any Communist or other subversive influence."

So far as is known, all KFI employees willingly co-operated with Anthony's demands and process was expected to be buttoned up by end of this week. Policy will apply not only to staff members but to KFI and KFI-TV artists as well. Anthony's request in part, was as follows:

"This will be a call upon and a test of your loyalty to both the United States of America and KFI, AM, FM, and TV.

"We are in a business licensed by the government of the United States,

Limp Waltz

The *Billboard* last week (June 10) got itself caught in the shifting sands of the various TV deals for the Shubert operetta properties, when it mentioned that Howard Hoyt was packaging such a program. The fact is that the rights to lease the operettas belongs to Paul Specht. Ray Nelson also has a deal on with John Shubert to co-produce these musicals for TV, if and when a sponsor arrives. Howard Hoyt is somewhere in the balcony dancing with the *Merry Widow*. Hoyt, however, does have rights to certain Shubert revues.

Don Lee Assets Reported Sold To CBS, Liberty

HOLLYWOOD, June 10.—Sale of the Don Lee radio empire to Liberty Broadcasting System and CBS was reliably reported to have been negotiated. Sources close to bidders claimed that CBS's bid for KTSL, the Don Lee video station here, was highest, while Liberty entered the top bid for remainder of Don Lee holdings. Only other bidder was Ed Pauley, whose offer was considered "too low."

Details of the bids were being guarded by Ben Brown, who was appointed by the courts to administer the estate pending settlement of litigation between heir R. D. Merrill and several claimants to the estate. Liberty owners, Gordon and B. R. McLendon, were reported to have made a deal with CBS to package bids, since McLendons had no interest in acquiring the video outlet and CBS wanted no part of the radio skein. Millionaire Lloyd Odum, head of Atlas Corporation, was also reportedly eyeing the properties but had submitted no bid at presstime.

with the privilege of entering thousands of private homes and we owe it to the government, no less than to the citizens of these homes, to stand clear of any affiliation, either directly or indirectly, with any subversive group whatsoever and particularly, of the Communist Party.

"I must be placed in a position to know and at all times hereafter, truthfully assert that in our entire organization, there is not a single adherent to the Communist Party or any subversive group.

"To that end, I request that you promptly execute under oath, the enclosed formal non-Communist declaration in your own behalf."

Affidavit: "The undersigned first being duly sworn says: I am not now and never have been a member or supporter of the Communist Party, or to my knowledge, of any organization or group advocating the principles and objectives for which that party stands. I agree that if at any time during my service with Earle C. Anthony, Inc., my present position in these matters is changed, to promptly notify you of such fact."

Squawk Stirs Call To Revise Award Rules

Benny's "Drama" Blasted

NEW YORK, June 10.—The New York listing post of the George Foster Peabody Awards Committee is urging the national committee to revise its procedures so as to facilitate the choice of winners and at the same time enhance the stature of the awards. *The Billboard* learned this week. The New York group, which met Monday (5), proposed a number of specific suggestions, and a letter containing the recommendations is to be sent to Dean John E. Drewry this week-end. Drewry is dean of the Henry Grady School of Journalism, University of Georgia, under whose aegis the annual Peabody Awards are made.

Altho the awards are the most sought-after in radio, those handed out this year drew sharp criticism from broadcasters. If the Peabody Awards are supposed to honor the best in radio, they asked, how can those made to Harold Ross, editor of *The New Yorker*, and cartoonist H. T. Webster be justified? Or how can awards for "drama" to Ed Wynn and Jack Benny be justified?

Peabody Awards are dealt out upon the recommendations from regional listening posts. It is said some complaints were made to various New York listening post members on the ground that the 1950 awards were capricious and irresponsible.

Among recommendations being sent to Atlanta are the following: That qualifications for the awards be made more specific, and that these specifications be given listening post members much further in advance to enable them to serve more efficiently; that a religious category be established; that the present single category of drama-variety be split into two units.

New York Peabody staffers are Mrs. Harold V. Milligan, chairman; Mrs. William D. Sporberg, news programs; Charles R. Bell, drama; Henriette K. Harrison, education; Betty McStea, youth; Dr. Arno Huth, international; Ruth Sokoloff, music.

NBC Program Accent Aimed at \$ Market

NEW YORK, June 10.—NBC's AM program department will place an increasing emphasis on developing and selling commercial programs, Charles (Bud) Barry, the web's newly-named program veepee told his staff this week. Barry held a get-together Wednesday (7) to meet his crew and to outline policy.

After praising the line-up set these past months by Tom McCray who yielded his program post to become head of NBC's AM operation on the Coast, Barry declared one of his principal missions will be to collaborate with the NBC sales staff in selling shows. Wherever possible, he said, new NBC packages will get sales department approval before being accepted. Barry also declared there would be no program department staff changes.

For coverage of AFM Convention see Pages 3, 12 and 13—For coverage of AGVA Convention see Pages 4 and 45.

ABC GETS INTO THE ACT

Net Joins NBC, CBS in Scrap To Ink Talent

Grabs "Guild" From NBC

NEW YORK, June 10.—The current money-slinging spree being staged by CBS and NBC for control of packages and personalities, this week was juiced up when another precinct was heard from—ABC. After several seasons of developing some strong shows, only to have them swiped by the other two webs, ABC has decided to prevent repetition by nailing down top properties of its own. The radio facet of this campaign calls for the web to spend upward of \$2,000,000 in the next few weeks to buy up shows and stars, with the first \$500,000 spent this week in a deal for *Screen Guild Theater*, and another bundle put out for *Inner Sanctum*.

Screen Guild, currently bankrolled on NBC by Camels, will be finalized some time next week, with Music Corporation of America (MCA) setting the contract. The star-studded dramas, tied in with the motion picture industry, will be expanded into a 60-minute ainer in the fall and probably will get a Thursday night time. The web will sell *Screen Guild* as two separate half-hours if it can't snag a single sponsor for the show. Camels is not expected to keep the show.

Inner Sanctum, also secured thru MCA from Hy Brown, starts July 13 (Thursday) at 8:30 p.m., replacing *Blondie*, an acquisition last season which has not paid off. A video version of *Sanctum* will be prepared shortly also. The veteran show originally got its start on the old Blue.

From four to six more radio shows and personalities of various degrees of renown are almost certain to be bought by ABC between now and the fall. The web finally has decided to fight CBS and NBC on their own terms—buying shows and signing exclusive contracts—after being staggered by loss of such shows in recent seasons as *Theater Guild*, *Groucho Marx* and *Bing Crosby*. A top web exec told *The Billboard* that "real money is now forthcoming for top-flight ideas, stars and programs." This means TV as well as AM.

Possibly accounting for the sudden bullish attitude of ABC toppers is the brightening TV outlook. With CBS and NBC all but sold out, a considerable amount of the sponsor overflow is expected to be inherited by ABC. As a result, absolutely no TV commitments for sustainers are being made for the fall, with ABC expecting that it, too, may very well sell out the majority of its time. However, fully a dozen new shows have been signed for one-shot auditions on TV in the next few weeks.

Up to now the web has given out options to sponsors for at least eight 30-minute TV time periods. Signatures start falling due the latter part of next week. Two sales registered this week were the firm packing of Gruen for *Blind Date*, and with Sun Oil for professional football this fall.

The football deal, covering 15 games of the National League pro gridsters, like last year's pact, calls for the games to be aired in non-league TV cities and in League cities when the local team is not at home. Sun Oil also is buying a weekly 30-minute period, probably on Wednesday nights, to air film highlights of all the previous week's League contests. (See ABC in the Act on page 9)

BRIEF AND IMPORTANT

Amoco Facing Whole Talent Tab on Ed Murrow

Amoco Gas will have to pick up the entire talent tab on Ed Murrow if it wishes to buy the commentator on CBS. A deal for Amoco to split talent costs with Standard Oil of Indiana folded last week when Standard Oil bowed out. Amoco only wants to buy Murrow in the East, but the CBS concession to the sponsor is to offer to prorate talent costs if and when other bankrollers enter the picture. A decision is expected shortly.

Norge Gets Hot on TV, Switches Agencies for Splurge

The Norge division of the Borg-Warner Company last week shifted agency affiliations, from Duane Jones to J. Walter Thompson. The account is expected to splurge in TV advertising especially in view of TV activity by its competitors—Admiral, Crosley, Philco and others.

Schlitz Weighs TV Bow With Summer Pic Series

Schlitz Beer last week was considering its first venture into TV with a summer film program to be offered on a New York station. The prospective sponsor was looking at various movie properties thru its agency, Young & Rubicam.

Ruthrauff & Ryan Pitches 2½-Million ANTA Show at Dodge

The Ruthrauff & Ryan Agency last week pitched its giant American National Theater and Academy (ANTA) variety TV stanza at Dodge for fall sponsorship, with a decision due at the end of this week. The show would be among the costliest in the medium, a weekly hour-long revue running about \$2,500,000 annually. Dodge is reportedly debating the possibility of sponsoring the show on alternate weeks because of the costs. The show would use the top-name stars of legit, appearing under the ANTA banner.

Kroger Grocers Ogle Alan Young for Midwest

The Kroger Grocery Company last week was showing interest in sponsoring Alan Young in Midwest markets. The TV revue is bankrolled in the East by Esso on CBS-TV, Thursday nights 9-9:30. Kroger would move in next fall.

Menkin, Speer Make Peace With DuMont

A DuMont network exec said last week that the contract conflict with the Larry Menkin-Charles Speer writing team had been resolved, and the duo will return to scripting the "Hands of Destiny" series this week. Menkin and Speer bowed off the show about a month ago when their negotiations for a new free-lance writing pact blew up, with outside scripts used during this period. The web exec said the team is developing a number of new shows for DuMont's use this fall, in addition to scripting "Hands."

Wendy Barrie Show Moves to NBC Net Spot

Wendy Barrie, who has been airing a local show on WNBT, New York, was set last week for a network stanza on NBC, sponsored by Alco, manufacturer of aluminum storm windows. The show will get the 8:15 p.m. Wednesday slot for four to six weeks, then will be shifted to another temporary time before settling permanently in a Saturday afternoon period in the fall.

Schubert Preps "Quick as Flash" for TV Peddle

Bernard Schubert, last week was readying a video version of "Quick as a Flash" for peddling, with NBC reported interested in slotting the show. "Flash" had an AM run on MBS recently. Schubert also finalized details on sale of the "Blind Date" video show to Gruen, which will bankroll the show on ABC Thursdays starting September 28 in the 9:30 to 10 p.m. slot, 30 minutes earlier than its current location. The new "Ruth and Eileen" video show, based on "My Sister Eileen," has been set by Schubert for a one-shot on ABC July 13, with sales pitches to be made from a kine.

Coast Pinky Lee TV Stanza May Hit NBC Web

The Pinky Lee comedy stanza developed by Coast NBC-TV programmers has caught the eye of New York execs and may be moved east for live origination over the full coaxial network. Sponsored in Hollywood by Leo J. Myerberg Company (with same bankroller set to pick up the tab in San Francisco), show has been a kine sustainer in the East for some weeks. Stanza was developed by NBC and the William Morris Agency as a web package and is the top-rated local live ainer on NBC-KNBH, Hollywood. Another KNBH offering, "Lights, Camera, Action," was set for summer kine duty on the full Eastern network beginning in July. "Lights" and Pinky Lee are the only Coast originations to rate kine showings elsewhere.

Video Claims Interest of Coast Ad Agencies

Coast ad agencies have taken to tele with gusto, according to results of a recent survey made by Elmer Shreve. Survey showed that 46 per cent of the 305 local and national ad houses are currently using video, with an additional 23 per cent planning to move into video within the next six months.

Roach Studio Space to David Hire Productions

David Hire Productions, firm producing the "Wild Bill Hickok" tele segs for a group of kid merchandise manufacturers, has leased one third of the Hal Roach studios in Hollywood. Deal embraces both space and equipment for the 52 30-minute telepix series. Films feature Guy Madison and Andy Devine, and are part of an extensive multi-million dollar program to create a new Western kid hero (*The Billboard*, June 10). First reel has been completed, with Hire starting this week on the second.

NAB Scouting New Blood To Swell Coiffers

Petty Out; Economy Reigns

WASHINGTON, June 10.—Pointed up by the resignation yesterday (9) of Don Petty from his \$15,000-a-year job as general counsel of the National Association of Broadcasters (NAB), the trade organization's twin drive for economies and membership moved further into the limelight as the prime topic for the NAB board three-day meeting here, starting June 20.

The board, it was learned, is likely to consider some streamlining economies for the legal departmental set-up as well as for other parts of the organizational structure. With Petty's resignation effective July 1, NAB Prexy Justin Miller is in no rush to deliberate on a possible successor until after the board meets.

With retrenchment the watchword of the board meeting, General Manager William B. Ryan is preparing to give the board a report on a membership recruitment drive and on a crusade already under way for economies to make up for revenue losses caused by the recent withdrawals of ABC, CBS and their owned-and-operated stations from NAB. Since Ryan took over the general management, NAB headquarters here has had a belt-tightening policy. Departments are held down to strictly frugal spending for travel, long-distance phones and the like.

Personnel cuts are in the wind, but an effort will be made to avoid major slashes by means of the vigorous membership recruitment drive which Ryan hopes will get fully under way as soon as his blueprint is okayed by the board, which has already authorized newly hired B. Walter Huffington to do the job in the capacity of field membership secretary.

Altho NAB's bigwigs are making no secret of their concern over the Association's fiscal condition, the general view among the Association's brass is that the abnormal pace of withdrawals is ended. The Association is now figured to be running at about 10 per cent below its income-revenue level of 1948, its peak year. Increase in dues has made up for some of the loss due to withdrawals.

According to NAB officials, this situation is "far from critical" and "the worst is over," but Ryan, nevertheless, is blueprinting a vigorous "grass-roots" campaign for members.

In re-examining the organization's structure for possible streamlining, the board is expected to look further into the question of divorcing the Broadcast Advertising Bureau (BAB) from NAB.

Goodrich, Toni Hunt New Video Shows

NEW YORK, June 10.—Two sponsors on CBS-TV this week were said to be shopping for new shows. They are Goodrich, the bankroller of *Celebrity Time*, Sundays 10-10:30 p.m., and Toni, paymaster on *Twain Time*, Wednesdays 9-9:30. Both have renewed their time slots on CBS-TV, but are looking over program availabilities.

Whether they buy new shows, however, is dependent upon acquiring new video programs which promise to be stronger than the two now being programmed. Batten, Barton, Durstine & Osborn is the Goodrich agency. Foote, Cone and Belding handles the Toni account.

AFRA's "Blacklist" Stance To Be Aired at Org Meet

NEW YORK, June 10.—Two resolutions designed to fight the growing "blacklist" practice in radio-TV will be introduced Thursday (15) at the regular membership meeting of the New York Chapter of the American Federation of Radio Artists (AFRA). The "blacklist," it is claimed, is aimed not only against radio-TV people but also against other artists believed to adhere to progressive doctrines.

Meanwhile attempts to establish a united radio talent union front to fight the "blacklist" are continuing, with one meeting held this week and another to be held next week in advance of the AFRA meeting. Participants are the Radio Writers' Guild (RWG), the Radio and Television Directors' Guild (RTDG) and AFRA.

So far, AFRA is holding up the works in setting up the proposed united union front. AFRA's stance has been that an employer has the right to hire whom he pleases and not to hire those he feels may hold beliefs inimical to his interests.

Unions to Defense?

The other unions, on the other hand, argue that in or out of show business unions must protect their members; that hiring or not hiring because of alleged political beliefs is not democratic; that the "blacklist" has been an undercover operation and those accused have never been con-

fronted directly and given a chance to defend themselves, and that depriving anyone of a chance to earn a livelihood, because of unverified accusation, is contrary to democracy.

Meanwhile the pending resolutions—both of which already have been filed—may bring the AFRA stance on the "blacklist" to a head.

One resolution openly calls for AFRA's participation in a drive on the "blacklist"; the other proposes that a clause be incorporated in the network contract prohibiting any form of blacklisting."

Balk!

CLEVELAND, June 10.—The TV baseball coverage round-up done by *The Billboard* (May 20), incorrectly stated that WXEL, Cleveland, had found no means of placing a camera behind home plate. Fact is the station had a camera stationed at that spot from the onset of the season and recently even improved its location.

During a recent road trip by the Cleveland Indians, WXEL built a new balcony behind the plate, permitting placement of its cover-shot Zoomar-equipped camera lower and closer to the field. Two other cameras continue to be used.

Nash Wants TV Ride But CBS Can't Find Road

NEW YORK, June 10.—CBS this week was in the position of having a firm order for an hour's time from Nash Motors, but being unable to come up with an acceptable time slot. It was thought Nash might be able to go into the 10-11 period Thursday nights, but the orders came in so fast that the 9:30-10 time has already been purchased by Lever Bros. and 10-10:30 by Phillip Morris.

The Nash show, if and when it does go on, probably will be either *The Trap*, with a different title, or an hour big-name dramatic package.

RADIO or TV
which will it be?

The smart buy is

BOTH

in WLW-Land!

WHY BOTH?

Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an increase in the total number of radio homes.* And when TV enters a radio home, the total viewing-listening activity is more than ever before... thus increasing the advertiser's opportunity to sell!

WHY WLW?

The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties... 13,404,000 people... nearly 1/10 of the United States. Yes, WLW is still far ahead in...

COVERAGE—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946.

DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area... competing with 257 other stations.

PENETRATION—The average radio home in WLW-Land listens to WLW 5 hours and 27 minutes per week... more than the four leading competitors combined.

And when you put coverage, dominance and penetration together... THAT'S IMPACT!

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at

lower cost than five combinations of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.

WHY WLW-TELEVISION?

The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of 52.5% from 11 A.M. to 11 P.M. seven days a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.**

And look at the market. It's the 2ND LARGEST TV MARKET IN THE MIDWEST... 6TH LARGEST TV MARKET IN THE NATION.

As for costs, WLW-Television has the second lowest cost in the midwest—as low as 16c per-thousand-set owners.

SPECIAL SUMMER "BONUS TIME PLAN"

Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.

CBS a Cropper On Tele Time Spot for Pepsi

NEW YORK, June 10.—The Chesterfield buy of the 7:45-8 p.m. slot on CBS-TV, Mondays, Tuesdays and Fridays next season is preventing the web from selling Pepsi-Cola the other time periods in the strip because the cigarette sponsor wants an option to go across the board. The Masland Rugs is on CBS-TV Wednesday nights 7:45-8 its contract with the net is not for over 26 weeks and it may be moved after that time, thus giving Chesterfield the full strip.

Pepsi-Cola, however, has lined up a 15-minute show starring Tony Martin, which would fit into the 7:45 time. At the moment, CBS-TV has been unable to change the tobacco company's mind. Negotiations are proceeding in the hope that if Chesterfield doesn't reverse its stand, the web will come up with another time slot.

Bud Rogers May Double on WOR

NEW YORK, June 10. — Buddy Rogers, who winds up his ABC radio show Friday (16), is slated to shift to WOR, New York, on a combination AM-video deal now in the works. Pending deal will give WOR exclusive rights to Rogers's daytime services for both media. Tentative plans call for him to start his AM show July 3.

WOR, which has clicked with its Rudy Vallee morning AM show, has been looking for an afternoon counterpart. Rogers will fill that bill, probably airing across the board at 5 p.m. This will mean a shift in emphasis by WOR, aiming at hausfraus rather than kids.

PRB Production outfit, which handles Rogers's show, figures on syndicating it, as Charles King is doing with the Vallee show. Program is produced by Mal Boyd, directed by Nat Rudich, and written by Dave Karp.

For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus



Crosley Broadcasting Corporation

*All WLW data based on Nielsen Radio Index, Feb.-Mar., 1949
**All WLW-Television data based on Videodex Reports, April, 1950

Super Season Ahead for TV As Webs Set Names, Packages

(Continued from page 3)

Lucille Ball, to NBC. Present plans call for Miss Ball to serve the same sponsor (Jello) on NBC next fall in a new show. She can't use her radio vehicle, *My Favorite Husband*, on NBC—it's a CBS package.

Big Names Register

One deal alone, which is to be decided either way within two weeks, will make available to video the greatest names of legit including—just as a sample—Helen Hayes, the Lunts, Maurice Evans and many others. The program is based on the American National Theater and Academy (ANTA) and the sponsor who has it under consideration is Chrysler Corporation.

Another similar show, involving night club acts, is also in the works, as reported in this issue. This program will use member-acts of the American Guild of Variety Artists (AGVA), which this week signed a TV contract with packager Lou Goldberg.

Still another major show hanging fire involves Cecil B. DeMille as producer of an hour-long dramatic show starring top Hollywood names. Prospective sponsor is Nash Kelvinator. And another candidate is the radio veteran, *Truth or Consequences*, recently acquired for both radio and TV by Philip Morris.

More To Come

These are just a sprinkling of what's in line for TV programming come late '50 or '51. Plus these, previously reported as slated for TV: Jack Benny, who's to do four or five hour-long shows for American Tobacco Company; *Amos 'n' Andy*, Burns and Allen, Eddie Cantor; Edgar Bergen, for Coca-Cola; Bob Hope, Al Jolson and, possibly, Fred Allen. And don't forget, Milton Berle, Arthur Godfrey, Sid Caesar and all the

current TV toppers are due back come fall.

The growing star list carries with it, however, a number of problems. For one thing, the amount of network time available is diminishing rapidly—NBC and CBS are at virtual s.r.o. status for fall, and there isn't enough cable to accommodate very many full-web programs elsewhere. For another, mounting TV costs may start squeezing out some present bankrollers or else force 'em into spot TV rather than network TV.

No Undercutting SAG on TV Pie Mini, Sez Heller

NEW YORK, June 10.—Stating that the Television Authority (TVA) had no intention of undercutting the present Screen Actors' Guild (SAG) minimum scale for theater films, George Heller, the head of TVA, yesterday (9) charged there was a fallacy to SAG's thinking about TV film production. "Half hour film TV show now is being produced within one or two days of production," he said. This means that the take-home pay of the performer in film TV will have to be geared to this very concentrated period of employment. "On this basis," Heller continued, "anyone can see that the TVA demands are substantially higher. But," he closed, "we know that performers will not permit their organizations to be a party to the establishment of any contracts which would enable employers to pit one group of entertainers against another."

The Heller statement was a reply to a SAG statement which said that "conditions proposed by TVA for televised motion pictures would cut the take-home pay of many motion picture actors."

Meanwhile, a meeting has been scheduled here by the National Labor Relations Board (NLRB) with SAG, TVA and television management for Thursday (15).

Chesterfields Add Bob Hope

(Continued from page 4)

mell with Hope's personal rep, Jimmy Saphier.

Hope will retain his current 9 p.m. Tuesday radio slot, with no definite TV time period set. Chesterfields has first refusal on his video services, but have made no decision as yet. Should they turn down the tele show, a major auto firm, believed to be Buick, has entered a bid.

Chesterfields, in signing Hope, has cut in half its sponsorship of the hour-long Godfrey show on CBS Wednesday. The first 30 minutes of Godfrey, thrown on the market, has both Pillsbury and Pontiac bidding for the time. CBS may give each 15 minutes.

Como has been trying to convince Chesterfields to let him retain his current once weekly 30-minute format as per his play-or-pay contract which still has another year to run, but probably will yield to the bankroller's request that he go multi-weekly in a 15-minute format. Chesterfields has contracted for the Monday, Tuesday and Friday 7:45 to 8 p.m. periods on CBS, which Como is likely to fill in place of his canceled 8 to 8:30 p.m. Sunday slot on NBC.

The *Dragnet* show is reported shaky on NBC, and the new commitments by the sponsor may bring on a cancellation of the web package.

Get Away From That Set, Brat, Pop Wants To See That Kid Show

NEW YORK, June 10.—If mommy and daddy have begun elbowing junior out of the comfortable chair in front of the video set when a so-called kiddies' TV show is on, it's strictly okay with the bankrollers of such shows. And, to the delight of these sponsors, nearly 40 per cent of the viewers of the top 10 strictly kid shows are adults in New York. This is in good measure due to a deliberate campaign on the part of such sponsors to lure the grown-ups to the receivers, on the theory that while kid viewers may exert considerable influence on family buying habits, it's the parents who actually shell out at the stores.

Three of the 10 top-rated moppet stanzas, including the first and second shows, actually drew more adult than kid viewers under 16, according to James W. Seiler's American Research Bureau's studies in a typical spring month, March. Thus, 53 per

cent of viewers on WNBT's *Children's Hour* were adults, according to Seiler, while 56 per cent of the *Hopalong Cassidy* WNBT viewers were chronologically mature. These shows ranked one-two, according to a composite rating study of New York kid show viewing, including Seiler's March report, *The Pulse's* March report and the Hooper February-March study. Similarly, WJZ-TV's *Super Circus* ranked 10th, had a 56 per cent adult audience.

Super Mexican TV Outlet Set For Fall Debut

HOLLYWOOD, June 10.—Construction will soon start on XEAC-TV, Tijuana, super-powered border-town Mexican tele station which will reportedly beam a signal twice as strong as any U. S. outlet. Station is skedded to take to the air sometime in October. Outlet will be the TV sister of Gorge Rovera's 50kw. XEAC, will take Channel 6 and, according to its reps, will blast its signal northward beyond Los Angeles into Central California. Radio Corporation of America (RCA) is reportedly furnishing equipment, with engineers developing a special super-powered transmitter.

Station, according to reps will aim its programs and sales especially at the U. S. market, while complying with Mexican regulations of devoting at least 40 per cent of its air time to Mexican language fare. Claim is station will compete with U. S. stations by coverage only, and not by rate cutting. Plans are for outlet to be on from 6 p.m. to midnight, on a seven-day-per week sked. Programs will use musical films produced in Mexico, with English sound track. Station will also employ south-of-the-border talent, thereby skirting U. S. talent unions. Programs will be 20 to 25 per cent live, remainder canned fare. XEAC's management promises to observe U. S. code of ethics.

If station's signal hits the Los Angeles market as its management expects, area will be blanketed by eight video outlets. San Diego will particularly suffer, inasmuch as it tunes in L. A.'s seven outlets, has its own station (KFMB-TV), with a ninth outlet south of the border.

DATA FROM FBI

(Continued from page 4)
tion to the radio industry until late summer if a formal decision is made to undertake the investigation.

There is some talk, too, that a request may be made on the Senate side for creation of a special committee to make the investigation of charges of attempted Communistic infiltration in radio have been raised by several individual congressmen in recent months, and on one occasion a law-maker urged that a study be made of broadcast licenses and applicants before the Federal Communications Commission.

get into the newspaper is by buying the space. But nobody is buying.

Ad agency execs queried said they resent the implications of a commercialized television log, pointing out how they resisted the earlier attempts of *The Evening Bulletin* here to sell listings in its daily radio lots. Moreover, advertisers state they resent the "small-time" attitude of both *The Inquirer* and *Bulletin* in reserving their news coverage of local radio and television to their own stations, to the complete exclusion of the others. Even "program highlights" are reserved for their own stations.

GENUINE 8x10
GLOSSY PHOTOS IN 1 DAY!
5¢ EACH In 5,000 Lots
5 1/2¢ In 1,000 Lots
\$7.99 per 100
Postcards \$23 per 1000; Mounted Enlargements (30x40) \$13.85
Made from your negative or photo.
NO NEGATIVE CHARGE—NO EXTRAS
Unsurpassed in quality at any price.
Made under supervision of famous James J. Kringsmann
ANY PRODUCT PHOTOGRAPHED, 'S
JIT COPY-ART Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N. Y.
WE DELIVER WHAT WE ADVERTISE

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

PHOTOS IN MILLIONS
QUALITY PHOTOS IN QUANTITY
8 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
MOSS PHOTO SERVICE 153 W. 46, N. Y. 19

Sara Berner's Voice as
MRS. JACOBY
(of the Dennis Day Show)
is switching to
"SARA'S PRIVATE CAPER"
(The Sara Berner Show)
NBC, Thurs., June 15, 10:30 p.m. EDT

IBEW May Take Walk in Pact Fuss at CBS

NEW YORK, June 10.—The International Brotherhood of Electrical Workers (IBEW) this week was conducting its own version of the "cold war" against CBS. The union has put the network on notice of a strike since 2 p.m. Thursday, with CBS execs standing by constantly to man the cameras, if the walk-out should take place.

The IBEW has three chief gripes against the new contract offered to it by the network. Members want a meal period that cannot be interrupted by emergencies; they want three weeks vacation written into the contract instead of two weeks plus seven holidays which may be taken as a third week, and they want to eliminate the possibility of 10-day work weeks now possible after the two days off, which is the basis of the IBEW gripe.

The old contract with CBS expired May 28. The negotiations have been going on since then, and both parties have agreed to a 5 per cent wage increase. The inability to reach an agreement on what is considered minor points by insiders has resulted in the strike threat.

If the walk-out should occur, it would involve 360 men here and probably IBEW members working for other CBS stations outside New York. Not only would the radio engineers walk, but also many TV cameramen, who are members of the IBEW at CBS-TV.

Philly 'Inq.' Falls On Face Trying Sale Of Competish Listing

PHILADELPHIA, June 10.—Stations and sponsors have resisted almost completely the efforts of *The Philadelphia Inquirer* to sell space in its daily radio and television program lots. Newspaper not only gives generous space to TV listings each day, but spread out with a four-page Sunday section for AM and TV. *The Inquirer* log columns were thrown open to advertisers two months ago but there are hardly any takers as yet.

In the Sunday TV logs, when the newspaper has a circulation better than 1,000,000, there is only a single advertiser, Hillcrest Cigars, for its giveaway Friday night *Name the Star* show. *The Inquirer* owns and operates WFIL and WFIL-TV, and in keeping with local tradition, almost the only way other call letters can

U. S. Invites 6 Nations to NARBA Parley

Meeting Set for Sept. 6

WASHINGTON, June 10.—State Department is mailing out invitations to North American countries to attend another meeting of the North American Regional Broadcasting Agreement (NARBA) in Washington, beginning September 6. The agency expects all member-nations to attend, including Cuba, whose differences with the U. S. broke up the last meeting in Montreal, Mexico, which was represented only by an observer last year, is expected to send an official delegation to the NARBA confab.

State officials are highly optimistic that a new NARBA can be drafted, figuring that the election in Cuba this week will put the islanders in a more receptive mood to compromise over Cuban demands for rights on frequencies to which the U. S. had priority under terms of the expired NARBA.

It is pointed out that Cuba and this country reached virtual agreement at bilateral conferences in Havana a few months ago, with the Cubans backing out at the last moment. State officials feel the Cuban Government was unwilling to give up any of its claims at a time when the politicians were on the hustings. "The atmosphere is more favorable now for U. S.-Cuban accord," a State Department spokesman said.

Once the broad frequency dispute is ironed out, the chief controversy is expected to come over the use of the 540-kc. band for AM broadcasting. With the U. S. military now making use of bands around 540, State Department feels there is little opportunity for U. S. broadcasters to use the frequency. U. S. delegates will try to hold down the power of foreign use of the band in order to prevent interference with military installations.

It was indicated that the State Department would prefer no AM use of the band. However, the Atlantic City conference three years ago authorized utilization of 540-kc. for standard broadcasting.

The Washington NARBA confab had been tentatively slated for August 1, but both Canada and Mexico wanted a postponement. Even the later date forces Mexico to divide its delegation between the NARBA meeting and a Sao Paulo, Brazil, confab of the Inter-American Association of Broadcasters.

Nations slated to attend the NARBA meeting are the United States, Cuba, Mexico, Canada, the Bahamas, Haiti and Dominican Republic.

Pic Peddles New TV Pkg., "Limpy"

NEW YORK, June 10.—A new method of peddling a TV show is being used here by Wilbur Stark and Jerry Layton, local packagers, acting as Eastern reps for the Scrappy Lambert AM film series, *Limpy*. A 30-minute film has been prepped as a pitch to sponsors and agencies, containing a brief statement on the aims and intents of the series, excerpts from some of the first shows and the ending of the fifth installment. This enables the pitchers to get a glimpse of the series as well as some sales talk in a single viewing.

The series is a Western-type yarn without the gun play and crooks of other series, and will detail family life on a ranch. The weekly 30-minute shows will be produced and written by Hobe Donovan, and shot at Donovan's Western ranch, which has a stable of about 100 horses. The price will be about \$6,500 weekly.

Bus Tele

HOLLYWOOD, June 10.—Short Line Bus Company is installing tele receivers in all busses making the Los Angeles-San Francisco run, thereby becoming the nation's first transportation system to treat its passengers to TV's pleasures. Good tele reception is reportedly available for 40 per cent of the route, going as far as 100 miles from each of the two cities. Lines fleet of eight busses are being furnished with RCA Victor 12½-inch table models. So that safety-minded passengers won't worry, receivers are placed above the driver's head and out of his sight.

ABC IN THE ACT

(Continued from page 6)

In addition, WJZ-TV, New York flagship, will have another 30-minute film show on the New York Giants team. Sun Oil business was placed thru Hewitt, Ogilvie, Benson & Mather.

ABC this week also finalized a deal to acquire 13 30-minute film stanzas of the Dick Tracy video ailer, which will go into production for the web in Hollywood within the next three

Twin Cities Show Fast TV Set Rise, Tho Not on Coax

MINNEAPOLIS, June 10.—Two indices showed remarkable growth of television in homes in the Twin Cities area, despite the fact that the coaxial cable still is six months away, and only two channels are in operation on a daily part-time basis.

The Hooper share-of-audience index for April indicated almost phenomenal growth during evening and Sunday afternoon segs, as compared with the same month in 1949.

At the same time, the Minnesota Poll of Public Opinion, a feature of *The Minneapolis Sunday Tribune*, carried results showing nearly 300 per cent growth in the number of video sets in the homes today, as com-

pared with last October.

The Hooper index for evenings, Sundays thru Saturdays, read 22.1 last month, with 7,003 homes called and 40.7 index of homes using radio and TV sets. Compared with this are the April, 1949, figures of 4.1 for TV when 7,131 homes were called and the sets-in-use index was 34.9.

Hooper's Sunday afternoon rating in April was 14.1 for TV, in 1,522 totaled 29.6. This is compared with 1.8 for video in April, 1949, when 1,546 homes were called for a 21.7 sets-in-use index. Hooper's weekday afternoon index in April was 6.9 for 4,493 homes called, and a 26.4 sets-in-use figure—as against only 2.9 for TV in April, 1949, when 4,542 homes were sampled for a 21.6 sets-in-use ratio.

The Tribune poll reported that its interviews, conducted March 29-April 2 in the Twin Cities area, disclosed 44,300 TV sets in operation, as compared with 43,100 in the February 22-March 1 interview period, and only 18,000 in the October 26-30, 1949, period. For the State, TV home ownership went from 19,500 last October, to 57,000 in April.

weeks. The show will be a nighttime weekly ailer, aimed at the adult audience.

Among the dozen packages which will get one-shot displays on ABC, with peddling done from the kins thereof, are *Chance of a Lifetime*, Betty Furness show; the *Ruth and Eileen* series, based on *My Sister Eileen*; comic George O'Hanlon, and a whodunit titled *I Was a Juror*.



On The Air September, 1950

WSM celebrates its 25th Anniversary by bringing television to the Central South

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National Representative

Quick on the Draw

Reviewed Saturday (3), 9 to 9:30 p.m. Sponsored by Vim Electric Company in co-operation with Westinghouse, over WNBT. Producer, Kermit Shafer; director, Bill Warwick; emcee, Eloise McElhone; featured cartoonist, Bob Dunn; panel this show, Sir Cedric Hardwicke, Earl Wrightson, Vivian Donnet, Bob Trout.

Panel shows seem to be video's latest craze, being economical in terms of cast, writing, rehearsal and set costs. This one is a twist on the old charades game, using cartoons instead of miming. The regular cartoonist is Bob Dunn, who turns out his drawings with speed and authority. Each guest panelist also takes a turn with the crayon.

Basic trouble is the problems are too easily solved, with the panelists miles ahead of the last clues. Result is there is no element of suspense or surprise. Camerawise, the long shot used before virtually every problem is a most annoying one, since it enables the viewer to see none of the participants clearly, with emcee Eloise McElhone too distant, and with the panelists visible only from a rear-side angle.

Miss McElhone is the only real strong point on the show. Lush to look at and quick of manner and speech, she is always an interesting and capable performer, and deserves a better showcase. Commercials for Vim, as sales outlet for Westinghouse washing machines and refrigerators, were routinely done by Betty Furness. Sam Chase.

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Sara Berner's Voice at CHIQUITA (of the Gene Autry Show) is Switching to "SARA'S PRIVATE CAPER" (The Sara Berner Show) NBC, Thurs., June 15, 10:30 p.m., EDT

GIVE TO THE RUNYON CANCER FUND



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Dixieland Story

Reviewed Saturday (3), 5-5:30 p.m. EDT. Sustaining via WNEW, New York. Producer, Dick Pack. Director, Jack Grogan. Writer, Harry Olesker. Vocalist-narrator, Jean Barge. Music, Roy Ross and His Ork. (Cy Mann, piano; Walt Yost, bass; Nat Brown, clarinet; Bob Hackman, trombone; Billy Muir, guitar; Phil Kraus, drums.)

Dixieland Story is a smoothly paced relaxed little musical ailer, featuring TV canary Jean Barge and designed to cash in on the public's new yen for the old two-beat rhythm. Dixie-cultists of the perfection school won't find anything particularly distinctive to shout about, but for the average Dixieland fan and any dialer who "likes to recognize the melody" the show is an agreeable half hour of jazz with a good beat and sincere, albeit none too imaginative, musicianship. Audience-wise it would probably build a better following if it were put on a 15-minute-across-the-board basis and programed, via requests from Dixie-loving listeners themselves.

Vocalist-narrator Jean Barge has the throaty, Dinah Shore-type voice necessary for such an ailer. However, right now she's carrying too heavy a load, and could use an assist on the narration. On the preem broadcast she opened the show with a mood-setting monolog; sang a couple of blues; read a credit list at the finish; and tied the whole show together with a lengthy yarn about Dixie's journey from the Deep South to Chicago. The telegenic Miss Barge's sultry delivery comes over fine on video, but she's inclined to slur some of her words on radio, which makes for difficult listening at times. The copy itself was well written and wisely eschewed too much "hep" phraseology.

Roy Ross' Sextet, some of whom have played with Goodman, Whitman and Dorsey, wisely stuck to the more commercial Dixie favorites for the first broadcast, including the familiar Basin Street Blues, Muskrat Ramble, Wish I Could Shimmy Like My Sister Kate, Balling the Jack, Naughty Baby Blues, and Way Down Yonder in New Orleans. June Bundy.

Allan Kent

Reviewed Saturday (3). Sustaining via WOR, New York. Engineer, Cy Gettes. Disk jockey, Allan Kent.

For those who like their music tuneful and their chatter at a minimum, Allan Kent is the disk jockey. He has a manner that's easy to take as he breezes thru the mike to become truly a "friend of the family," as he titles himself. Kent's talk, what there was of it on his show, concerned dogs. He took a novel, slightly fantastic slant as he chatted about a canine who owned a master whose drinking was giving him trouble. Talk about dogfights, Kent said, was also making two dogs he knew, Mr. Chips and John Barleycorn, mad due to the alleged slander.

During the hour program, the disk jockey devoted half of it to the best recordings of Claude Thornhill and his ork, a superior purveyor of the best in pops. Tony Martin, Frank Sinatra on an old Tommy Dorsey disk and four different units doing Sweet Lorraine polished off the rest of the musical portion. Leon Morse.

Live Like a Millionaire

Reviewed Monday (5), 2:30-3 p.m. EDT, Mon. thru Fri. Sponsored by General Mills via NBC, Hollywood. Producers, Masterson, Nelson & Reddy. Writers, John Reddy, Don Ross, Emsee, Jack McCoy. Announcer, John Nelson. Musical director, Van Ditmars. Guests, Bob Hope, others.

Live Like a Millionaire is a switch in the old "stage mother" routine, with the small fry entering their precocious parents in a talent contest. Junior's take on the across-the-board show is pretty small time (miniature airplanes and such), but mamma and papa fare better, what with a daily grand award and a chance to compete in the weekly finals for seven day's cash interest on \$1,000,000, which sounds bigger than it is. The grand winner of the series will snag a vacation in New York for self and offspring.

It's an ingenious idea with interesting video possibilities. However, the youngsters' drum beating was a bit apathetic on the preem broadcast, particularly when contrasted with the eager beaver attitude of their performing parents and the determined gaiety of emcee Jack McCoy. One dour-voiced little boy brought on his trumpet-tooting papa and another lad introduced his Met-minded mamma in equally flat tones. The sole enthusiastic send-off was sparked by a middle-aged moppet for her 82-year-old mother, who walked off with the prize, via some snappy harmonica-playing, yodeling and a hep vocal on I Want To Be Happy.

Hope Is Guest

The guest was Bob Hope, who was introduced by his son and daughter and who made a gracious plug for Saint Ann's Adoption Home, his frau's pet project. His children, Tony and Linda, were bright, poised and refreshingly un-show-wise.

The General Mills commercials for Bisquick and Wheaties utilized the condescending copy pitch of most daytime ailers. (i.e. "Be a good mamma. Eat Wheaties girls, so you'll have energy for your housework, etc.") June Bundy.

Al Benson's Talent Spotlight

Reviewed Saturday (3), 9:30-10:30 p.m. CDT over WBKB, Sponsor Ber-Tals Apparel Shop and A. & D. Motors, Agency, Commercial Broadcasters, Inc. Director, Scott Young. Regular cast, DeLores Bell, Sax Mallard's Ork, Lurline Hunter, Joe Williams, Dozier Boys, Bernadine Carrickett. Emcee, Al Benson.

Al Benson, disk jockey heard 10 hours a week on Chi radio, has assembled a conglomeration of amateur, semi-pro, and professional talent, Negro and white, which parades before the cameras with a minimum of production and a maximum of flourishing introduction by Benson.

Viewer is pretty well baffled by intermingling of amateur and professional acts, with little explanation other than pleas to vote for the favorite performer. The show got off to a good start with some crisp jazz ensemble work led by guest pianist George Shearing, but then bogged into a procession of singers, dancers, and comics, ranging from average to extremely flat.

Show is topheavy with commercials. Second half hour had a commercial between every act, plus four

Opportunity Unlimited

Reviewed Saturday (3). Sustaining via the ABC network. Producer, Michael Roshkind. Director, Martin Andrews. Script, Lillian Schoen. Announcer, Gordon Frazier.

ABC is to be commended for airing a series on discrimination. Titled Opportunity Unlimited, the show caught was in two sections; a dramatization of an actual case and a panel discussion by representatives of the State, management and the community. The 15-minute script dealt with the refusal of a theater chain to hire a Negro boy as an usher. Spurred on by a white friend who felt the injustice keenly, the Negro took the case to the New York State Commission Against Discrimination (NYSCAD). A talk had with the employer brought forth the comment that hiring Negroes "wasn't the thing to do. None of my competitors do it," but a threatened public hearing with its concomitant unfavorable publicity brought the balking management around.

The well-written script got its points across, but not at the expense of making out management to be black hearted villains. The theater head's reasons for discrimination were what he believed sound, if in error. The wind-up of the case showed that more Negroes were hired, after the experiment had turned out successfully.

The panel discussion was highly illuminating. One participant was R. E. Gilmore, a veepee at the Sperry Gyroscope Corporation, against which a case had been brought in the early days of the NYSCAD. He gave ample testimony that there were no grounds for fear that Negroes would not fit into industry, if given the chance. Statistics were given which showed that in 85 per cent of the cases Negroes were discriminated against, in 8 per cent of the cases it was Jews and that in the remaining 7 per cent people whose "national origins" were "not acceptable."

The panelist finished with a plea to listeners to "examine their own prejudices."

Martin Andrews direction was slick, polished and professional. Leon Morse.

spots tossed in at the beginning and end.

Benson himself is stilted, but he at least avoids the high pressure. The show is pitched toward installment buyer viewers, but because competition is sports and old movies, it might catch a fair general audience, particularly from Saturday night parties. Jack Mabley.

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Sara Berner's Voice as GLADYS ZYBISCO is Switching to "SARA'S PRIVATE CAPER" (The Sara Berner Show) NBC, Thurs., June 15, 10:30 p.m., EDT

BRIEF AND IMPORTANT

World Video's "Comedy Theater" To Bow on CBS-TV

A new World Video package, "Comedy Theater," begins its career on CBS-TV, July 7 between 9-10 p.m. The show will replace "The Play's the Thing," another World Video package. "Comedy Theater" will be two different half-hour shows.

Red Benson To Emcee New WOR-TV Premium Show

A new video show, sponsored by TV Premium Stores Company, has been set for the 8:30 to 9 p.m. slot Wednesdays on WOR-TV, New York. Red Benson will handle the emcee chores. The bankroller has a premium deal with a group of retail outlets and will feature a premium auction on the show. Customers of the stores involved may use their sales checks to bid for merchandise shown on the program.

Interstate Bakeries Buys "Cisco" for 10 Yrs. in 16 Markets

Interstate Bakeries, one of the sponsors of the radio version of the "Cisco Kid" on the Coast and in the Midwest, last week purchased the TV edition for 10 years in 16 markets in the same area. The buy will mean that the show will be seen in such cities as Los Angeles, Kansas City and San Diego. The co-owner of the TV version of the horse opera, Frederic Ziv, is peddling the show to all the bankrollers of the radio facsimile. The radio show is being aired in over 300 markets.

Don Lee Sells News Strips Featuring Hayes

Don Lee Network snagged a juicy news strip plum with exclusive inking of Sam Hayes in a daily news show, to be bankrolled by Studebaker Motor Company over 55 Don Lee stations. Hayes, veteran Coast newsmen, was last heard over NBC's Western network. Studebaker will pick up the tab three days weekly in two time segments each day, with remainder of open time to be peddled elsewhere.

Wally Kline Doing TV "Three Musketeers" Seg

Wally Kline Enterprises, Hollywood, last week (7) started shooting on a series of 52 TV films tagged "Adventures of the Three Musketeers" at Nassour Studios, KTTV's new home lot. The final video script was developed by Betty Sinclair, a Kline staffer, from an adaptation by Dean Reisner, of the Dumas classic. First release rights on the Dumas dramas will go to KTTV.

"Cavalcade" for DuMont Saturday, 9 P.M., Summer Sked

Altho "Cavalcade of Stars" has just been renewed for the summer on the DuMont network for the 9 to 10 p.m. Saturday slot, reports persist that it may switch networks in the fall. The sponsor, Drugstore TV Productions, Inc., is said to feel that the NBC "Saturday Night Revue" is too tough as competition, but with the NBC stanza off for the summer it is felt that "Cavalcade" can do well during the hot months. ABC is known to be pitching for the "Cavalcade" business, with the 10 p.m. time Friday said to be the period offered. Execs connected with the show say no plans are set yet for fall, but admit considering other webs.

CBS-TV Nears Signing of Ritt to Director Pact

CBS-TV last week was on the verge of signing Martin Ritt to a director's contract. Ritt has had numerous Broadway directorial assignments, the last of which was the ill-fated "Cry of the Peacock."

Wallace Ross Quits as World Video Sales Chief

Wallace Ross, sales chief of World Video, last week stepped down from that post to devote more time to his own research enterprise, Ross Reports. He will remain associated with World Video in another capacity, however, probably as publicity and advertising manager. No replacement for Ross has been chosen.

Two Chi Bookers Form Radio-TV Departments

Two indie booking agencies in Chicago set up radio-TV departments last week. Jack Brown, formerly with Mutual Entertainment Agency, joined the James A. Roberts Agency, heading its newly created radio-TV department, while Bill Vidas, assistant to Jack Russell, Mutual's radio-TV chief, ankleed the office to join McConkey Artists Corporation to head its new segment. McConkey has taken over the production of one-hour TV films of gal grappers thru a Yuma, Ariz., wrestling promoter. Russell will appoint a replacement for Vidas next week.

"Hawkins Falls" Replaces Carter NBC Show

NBC summer replacement for the Jack Carter show out of Chicago is "Hawkins Falls," dramatic-variety show mirroring a typical Midwestern town. Background films, with cast, were taken in suburban Woodstock, Ill. Ben Park will produce, Dan Petrie direct, with scripts by Doug Johnson. First show is Saturday, June 17, 8-9 (EDT).

Trio Pictures for TV Kicks Off in Hollywood

Trio Pictures, Inc., new Hollywood video film company, was formed last week by Axel Gruenberg, Jack Hively and Carl Wester. Firm began shooting the first series of 26 half-hour shows at Hal Roach studios for an undisclosed sponsor. Gruenberg is directing radio's "This Is Your Life" for Ralph Edwards, while Wester has series of radio packaged shows to his credit. Hively, motion pic director, was most recently a megger at Universal-International studios.

NBC-TV Sets Comedy Strip for Fall Day Sked

NBC has set one show for its fall daytime TV schedule, the network planning to start service at 3 p.m. some time in September. Show set will be tagged the NBC comedy strip and will feature a new type of video animation.

Saphier Reopens New York Office

James L. Saphier, Bob Hope's manager and radio-TV agent, is reopening the New York office he closed just over 10 years ago. It will be headed by Steve Hatos, now in Chicago for Saphier, who headquarters in Hollywood. Hatos's first job will be to produce the TV version of "Corliss Archer," due on CBS this summer.

Screen Gems Makes Carson, Miss Sullavan TV Trailers

A series of TV trailers plugging the still unreleased Columbia feature film, "The Good Humor Man," has just been finished by Screen Gems, Inc., Columbia's TV auxiliary. "Good Humor" features Jack Carson. Screen Gems also recently wrapped up some TV trailers for Columbia's "No Sad Songs for Me," the Margaret Sullavan feature.

CBS-TV To Extend "Homemakers," "Vanity Fair" Net

CBS-TV this fall will extend its network on "Homemakers Exchange" and "Vanity Fair" from 18 to 25 stations. Both programs are daytime shows which fill the 4-5 p.m. slot across the board on the web. Shows have been sold on a participation basis, and sponsors will have to up their coverage if they wish to remain aboard.

Tripp, Carter To Wax "Mr. I" for Columbia

Columbia Records last week signed Paul Tripp and Ray Carter to a contract to do a wax series of "Mr. I. Magination," the CBS-TV show. The program will be waxed in Hollywood this summer.

WCPO-TV Is First To Air 100 Hours Weekly

WCPO-TV, Cincinnati, last week became the first TV outlet in America to broadcast 100 hours a week, via the addition of one half hour each morning. Under the new schedule, WCPO tees off at 10:30 a.m., Monday thru Friday; 8 a.m. Saturday, and 11 a.m. Sunday with live local programming until 5 p.m., followed by a combination line-up of local, ABC, DuMont and Columbia packages. WCPO-TV premed last summer (July 26) with a 75 to 80-hour-a-week schedule.

H-M Cirk May Fill Up CBS-TV's Saturday Sked

CBS-TV last week just about wrapped up its Saturday night schedule for fall. The web's programming brass have decided to slot the Hamid-Morton Circus in the Saturday 7 to 8 p.m. spot to catch the kid audience. The program will be done remote from Philadelphia. Ken Murray will follow in the 8-9 slot each week in line with his new TV schedule. The comic is sponsored by Anheuser-Busch. He will either be followed by programming directly from Madison Square Garden to wrap up the evening, or CBS will sell 9-9:30 to a sponsor, and then follow from the Garden.

Ford Flicks To Fill Entire WOR-TV Eve

For the first time in New York TV history, a sponsor and an agency will have an entire evening on which to peddle a product. The buy was made by the local Ford dealers last week when they purchased three hours of time, 7:30-10:30, Monday evenings, starting June 26, on WOR-TV. This will be the first time that the station will program Mondays and will mark its expansion into seven-day programming. Titled "Ford Movie Night," the program of films will include a cowboy picture, shorts, news and another feature film.

Band Remote Idea Gets NBC Facelift

NBC is taking steps to lift some of its remote band pick-ups out of the programming rut such shows have fallen into over the years. Thursday night (8), for example, network program operations head Jim Kovacs put on over NBC a special 25-minute show from the Hotel Roosevelt, New York, celebrating the 10th anniversary of the Three Suns (appearing at the hostelry). Ben Grauer, top web staff announcer, did a special commentary. Tom McCray, formerly web national program director and now in charge of the AM operation on the West Coast, read a tribute to the Suns.

FCC To Clear Way for Richards Case

The Federal Communications Commission (FCC) is preparing to issue a ruling shortly to clear the way for resumption of the Los Angeles hearings in the G. A. Richards case. Meanwhile, Richards, charged by some ex-employees with having ordered slanting of news broadcasts on his three stations (KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit), has been subpoenaed to appear on the witness stand.

"T. or C." May Hit Fall CBS-TV Monday Sked

Philip Morris last week made final plans for its CBS-TV time next fall. Indications are that "Truth or Consequences" will go into the Monday night 9-9:30 slot now occupied by "Candid Camera." Horace Heidt show will either go into the Thursday night 10:10:30 slot or Wednesday 9:30-10 p.m. Ralph Edwards will bow out as emcee of his own package, "This Is Your Life," when the show returns to the airwaves next fall. Edwards will devote full performing talents to video and radio versions of "Truth or Consequences," following sale of the veteran quiz airer to Philip Morris last week. "Life," currently bankrolled by ciggie maker, is to be dropped in favor of the dual version of "Truth."

Copyright Office Pic Catalog Has Info of TV Value

A film source list which may prove of value to TV stations is available at the U. S. Copyright Office. It is the latest issue of the motion picture catalog. The catalog, is published twice a year, covers all motion pictures copyrighted during the last half of 1949. For the first time it contains a comprehensive index to the subject matter of non-theatrical films. Filmstrips are also included for the first time. More than 1,000 films from 1949 are listed by title, with each entry giving contents, running time, size, release date, cast and similar data.

SHORT SCANNINGS

Stanton M. Osgood, co-ordinator of film and production services at CBS, last week left Madison Avenue for Radio City, where he will join NBC. Osgood will have virtually the same job, heading web's film operation, but his new title has not yet been set. . . . Alan Rhone, former director of film programming for WBKB, Chicago, and ex-Billboard staffer, moved into the newly created post of film department manager for WOR-TV, New York, last week. . . . Robert F. Kliment, former general manager of WJLL, Niagara Falls, N. Y., has joined Richard H. Ullman, Inc., radio packagers, Buffalo, as the firm's Midwest sales rep.

PETRILLO RIDES IN TEXAS

Shoots for Millions in Pic Royalty

TV Deals Open Fire

(Continued from page 3)

—including sound track for theater films.

Petrillo did not state the latter explicitly, when queried. However, conversations with members of the Federation's executive committee indicated that, in the Federation's long-range planning, Hollywood films are slated for inclusion in the over-all royalty scheme. The AFM is bitter about missing the boat in 1928 when sound pictures took over and the union had spent \$1,100,000 in a futile advertising campaign.

The feeling of union execs is that, if and when the union chief establishes the royalty principle in film-TV—as he has already done in the disk industry—he will then use every stratagem to incorporate such a clause in the Hollywood contract. How soon this could happen is dependent to a large degree upon two elements: (1) Petrillo's relative success in lining up the TV industry, and (2) the economic condition of the film business.

AFM's First Round

In New York a troubled and angry group awaits the AFM president. This group is the industry-wide TV committee which, for months, has been planning to submit a set of proposals to Petrillo covering scales for film-TV. Comprising packagers, networks and indie film companies, this committee would appear to have already lost the first round, inasmuch as the AFM has already negotiated four TV-film contracts with indie companies. These pacts all include the royalty clause. The industry committee, when queried last week, expressed

(See Boss Petrillo on page 44)

Trustee of Fund Gets More TV Pay

HOUSTON, June 10. — Samuel Rosenbaum, trustee and administrator of the record and transcription fund, gets an additional \$5,200 annually for administering the fund which will accrue from TV film royalties.

Rosenbaum's salary as the ret trustee is \$25,000. He will administer the TV fund as he does the ret fund, i.e., via suggestions from the locals as to how the money can best be spent.

Bottled Up

HOUSTON, June 10.—Federation President James C. Petrillo tried to allow all delegates a chance at the mike if they cared to speak. One delegate, anxious to get his story off his chest, seemed to have difficulty in maintaining an even level of speech. His voice quavered, alternately hitting high and low ranges. After some minutes it was obvious that the man was loaded. The convention listened patiently to the unintelligible harangue.

In the convention minutes, printed the next day, it was stated that the delegate discussed "local problems."

Weber, Mellow, Optimistic, Sez TV Is Key to Showbiz Balance

HOUSTON, June 10.—Show business will reach a state of equilibrium when the United States is completely televised and all important areas are connected by coaxial cable or other means of TV transmission, according to Joseph N. Weber, honorary president and general advisor of the American Federation of Musicians (AFM).

Weber, for 43 years president of the Federation until his retirement in 1940, told *The Billboard* that none of the three major entertainment forms—radio, motion pictures or television—would destroy the other. The relative position of each, however, must await TV's full growth, he insisted.

Weber does not regard the royalty principle as the Federation's chief weapon in its adjustment to the inroads of mechanical music. He holds to the belief that the country is and will become increasingly music-minded, resulting in a demand for more live music. Despite the Federation's tribulations, he points to a trend in this direction. For instance, the lesser symphonies—that is, musical groups not on a plane with the Boston, Philadelphia and other noted organizations economically or promotionally—have increased from 50 to 200 in the last 20 years.

The ex-president sees television

as paralleling the early days of radio in trying to improve its programing. The rash of Wild West, bank robber, coach hold-up and murder-mystery shows, he believes, will give way to sounder and more educational fare which will include a good modicum of music. Films for TV, he believes, will be produced in much greater quantities than are now produced in Hollywood.

Historical View

Weber addressed the convention at its second session Tuesday (6), outlining the union's development since its founding in 1896. With regard to present-day conditions, he tempered pessimism with an optimistic note. Tho the inequities of the Taft-Hartley Act are obvious, T-H did not injure the AFM as much as could be expected, he said. He reasoned that the employer, in many instances, is dependent upon the band leader and, therefore, doesn't bring up the matter of a closed shop or non-union musicians. "The employer can't form a band," Weber said, adding that the musicians' strength lies in organization.

Weber followed thru on a convention keynote—urging the delegates to help elect a liberal Congress.

Resolutions Ask Pay Boosts To Fit Varied Types of Jobs

HOUSTON, June 10.—Number of resolutions affecting prices and conditions for different types of engagements in films, radio, vaude and ballet were referred to the executive board for consideration. James C. Petrillo, American Federation of Musicians (AFM) president, pointed out the convention no longer sets scales but must negotiate same. Here are the resolutions:

The executive board took under advisement the working out of additional compensation for "side line musicians" in motion picture studios. Resolution, introduced by delegates of Local 47, Los Angeles, pointed out such musicians are sometimes required to perform in a fashion other than the normal playing of their instrument—such as registering emotion in close-ups and other silent business.

Special clothing and special hours of work are involved, it was stated. The resolution asks an adjustment of pay similar to that set by the Screen Extras' Guild for similar work, namely \$35 for silent bits. Also, clothing other than black tuxedo be subject to a \$10 adjustment.

Other clauses specify that first meal period be not later than five and one-half hours from time of reporting, otherwise an adjustment to time and one-half be made. Finally, only a musician who actually leads the band or, in cases where none is required, then the one who is so designated shall receive leader money.

Standard Scale Asked

Local 47, Los Angeles, set in motion a resolution designed to spike the practice of certain orchestra leaders who avoid having their commercial network broadcasts emanate from any cities which have a high transcontinental radio scale. This technique, according to the resolution, results in members of bands often getting as little as one-sixth of the scale they

would receive were the broadcast to emanate from New York or Los Angeles.

Resolution asks that members of travelling orks playing transcontinental radio broadcasts be paid as follows: For a one-half hour show, including rehearsal of three hours or less, \$37.50; doubles at the rate of 25 per cent for the first double; 10 per cent for each double thereafter; leader and/or contractor 50 per cent in addition to sideman's scale. One-hour show including rehearsal of five hours or less, \$62.50; doubles at the rate of 25 per cent for first double; 10 per cent for each double thereafter. Leader and/or contractor 50 per cent in addition to sideman's scale, or the scale of the local where broadcast takes place, whichever is highest.

Higher Ballet Scale Sought

Move to increase musicians' ballet scale was introduced by Charles Iucci (See Resolutions Ask on page 44)

Pay Raises Voted 2 Petrillo Aids

HOUSTON, June 10.—A recommendation by Federation President Petrillo that his second and third assistants, George Gibbs and Claire Meeder, be given salary raises, was adopted. Gibbs gets hiked from \$8,000 to \$10,000 and Meeder from \$10,000 to \$12,500.

Petrillo explained that he has not had a fourth assistant for a year and therefore the raises entail no additional expense to the AFM.

Ed Canavan, formerly an assistant to Petrillo, for the last year was attached to the recording and transcription fund office headed by Samuel Rosenbaum, but recently resigned. Rex Ricciardi, first assistant, remains at his present salary level, \$15,000.

Pact Details Note Way New Policy Tends

All Agree on 5%

HOUSTON, June 10.—Initial pacts between the American Federation of Musicians (AFM) and Hollywood producers total four, and cover wages, hours and working conditions. Companies are Gene Autry's Flying A Pictures, Inc.; Louis D. Snader, who plans a library of several hundred shorts; Hollywood Imperial Pictures Corporation, which intends to produce half-hour shows, and Horace Heidt, whose Philip Morris TV show will be distributed next fall to TV outlets via film packaging.

Scale is based on Hollywood pic scale—\$39.90 per sideman, for three hours or less. Details of the different deals vary altho they all provide for payment of 5 per cent of the gross revenues on such films to Samuel R. Rosenbaum, trustee. All pacts are for one year.

In the case of jingles, there is no restriction on the number of performances permitted a station. As for the work schedule, producers are allowed to make five three-and-one-half-minute short subjects in one-half hour, with two-and-one-half hours' rehearsal.

In the case of full-scale film programs, one-half hour may be used for recording, with two and one-half hours' rehearsal. On such programs, (See Pact Details on page 44)

Officers Stay, Ballard Named To Exec Board

HOUSTON, June 10. — President James C. Petrillo and all officers of the Federation, including Vice-President Charles L. Bagley, Local 47, Los Angeles; Secretary Leo Cluesman, Local 16, Newark, and Harry J. Steper, Local 526, Jersey City, were re-elected without opposition.

Vigorous campaigning was done for positions on the executive board, particularly in view of a vacancy caused by the death last April of Oscar F. Hild, Local 1, Cincinnati. The fight here was primarily a four-cornered one, the winner being Stanley Ballard, Local 73, Minneapolis, with 831 votes. Opposing him were Lee Repp, Local 4, Cleveland, who scored 474 votes; Robert L. Sidell, Local 1, Cincinnati, 403 votes and Roy W. Singer, Local 655, Miami, who polled 386.

All incumbents on the board were re-elected as follows: John W. Parks, Local 147, Dallas, 783 votes; Herman D. Kenin, Local 99, Portland, Ore., 1,107 votes, and George V. Clancy, Local 5, Detroit, 1,260.

Runners-up for the board were Oscar Apple, Local 40, Baltimore, 156; Paul J. Schwarz, Local 161, Washington, D. C., 128; Charles Bufalino, Local 43, Buffalo, 107; Herman Guile, Local 516, Hillsboro, Ill., 101; Richard McCann, Local 802, New York, 89, and Moses E. Wright, Local 378, Newburyport, Mass., 57.

(See Officers Stay, page 44)

For coverage of AGVA Convention see Pages 4, 45.

AIMS AT AM, DUBS, JUKES

Multiple Use Pay Demanded By Composers

Stress Threat in Disks

HOUSTON, June 10.—Hollywood composers have aligned themselves with instrumentalists as endorsing the principle of "payment for reuse and/or multiple usage" of their musical work.

A resolution to this effect was introduced by Local 47, Hollywood, pointing out that composers recognize the dangers of "self-destruction" as demonstrated in the disk and sound track fields. The resolution, agreed upon by members of the Screen Composers' Association at a general membership meeting May 31, asks the federation to establish minimum scales for (1) re-use and copying, orchestrating and arranging; (2) re-use of copying, orchestrating and arranging in any other medium than that for which originally done.

The federation is asked to incorporate such protective measures in all forthcoming negotiations with radio, TV and film companies and all other users of music in the electronic-mechanical fields.

The AFM law committee referred the resolution to the executive board with the request it be given proper consideration during next negotiations.

Another resolution, allied to the above but varying in some points, was submitted by delegates of both the New York and Hollywood locals and referred to the executive board for special consideration.

It requested the federation to (1) set up minimum scales and working conditions for arrangers, orchestrators and copyists; (2) to require each local to purchase an arranger's stamp in order to stamp every sheet of music arranged, and that (3) federation prohibit the re-use of arrangements without payment (with the exception of dance orchestra or theater orchestra where the arrangements were specifically made for that purpose).

Saratoga Springs Chosen as Site Of Next Conclave

HOUSTON, June 10.—Next convention of the AFM will be held in June, 1951, in Saratoga Springs, N. Y. This was decided only after a remarkable display of oratory and civic pride. The locations committee first awarded the convention to Los Angeles, but John Tegreen, Local 47 delegate, graciously declined the honor when a number of delegates favored the East. For a while Santa Barbara was in the running, delegates from that local carefully enumerating its climatic and other advantages over L.A.

What seemed to swing the deal for Saratoga, however, was the delegates' recounting of what this area offered in the way of entertainment for the women.

Many delegates grumbled that the Houston convention provided no entertainment. Many men, they pointed out from the floor, liked to bring "their wives, their sweethearts . . . and so on."

Masterful Epithets Fly Thick As Jimmy Flays in Fine Fettle

HOUSTON, June 10.—Federation chief James C. Petrillo highlighted the convention proceedings with barbed epithets aimed at various unions. His delivery was at times comic, sarcastic and bitter.

The situation, he told *The Billboard*, was a sad reflection on the lack of common cause among the different performer and craft unions within the American Federation of Labor show business orbit. "The guy with the biggest muscle," he said, "grabs the jurisdictions." He quoted Joe Weber, honorary AFM president, to the effect that jurisdictional struggles within the AFL "will not be settled within our time."

First to get a going over—in a cavalier way—was the American Guild of Variety Artists (AGVA), with which Petrillo recently concluded an agreement (*The Billboard*, June 10) relative to jurisdictional disputes. Tracing the history of his AGVA negotiations, Petrillo said: "I wired Green in convention at St. Paul. . . . Shall I say I 'excoriated' them? . . . The president of AGVA is Gus Van, a 'nice man'. . . . He found out he had some power when he read the by-laws for the first time. . . . He said he would make a deal with AFM. . . . I told him I wouldn't do business with Barto. . . . He's been replaced by Dunn, a nice person up to now. . . . I'm surprised they should think I would take a bluff."

Apropos the Associated Actors and Artistes of America, Four A's international covering all performers and

parent of AGVA, Petrillo said: "The Four A's membership is not even 25,000. They make a lot of noise . . . like four million . . . always fight among themselves."

Then There's IATSE

More bitter attacks, however, were leveled at the International Association of Theatrical Stage Employees (IATSE) and the International Brotherhood of Electrical Workers (IBEW), both of which Petrillo accused of obstructing the AFM's attempts to organize pancake turners at stations and in legit shows using records. Claiming that AFL chief William Green gave the AFM jurisdiction over pancake turners, Petrillo said Dick Walsh, IATSE International president, "double-crossed" him after (See *Epithets Fly on page 44*)

Get Better Laws Or Fold Tents, Petrillo Warns

(Continued from page 3)

the Taft-Hartley Act, he added: "We are in the courts more than ever and not in politics as we should be."

Rising to an emotional pitch, Petrillo urged the necessity of electing a liberal Congress. Then he added: "Unless we get liberals in Congress we're dead." He stated "The lawyers don't know where they're at. Some never did know. I'm shackled. I'm afraid of rotting up there (in the international office). I'll go to jail if I can accomplish something. But it's no use going to jail if you can accomplish nothing. This is too serious for shaking hands and drinking beer. I'm eating my heart out. You must help me defeat these laws."

Hits at High Judge

The president's harangue included a violent attack against Supreme Court Justice Felix Frankfurter (whom he described in gutter terms), who voted against labor on the Lea bill and "cost my people millions in wages."

The tenor of the president's talk—during which he took a number of bows for his trials and tribulations before Senate committees and for his fight to establish the royalty principle (See *Get Better Laws on page 44*)

Leaders Omitting Travel Pay Fined

HOUSTON, June 10.—Band leaders who play traveling or miscellaneous out-of-town engagements and fail to pay the 10 per cent surcharge shall be subject to a penalty not exceeding \$50 for each offense, according to a recommendation of the federation's law committee, adopted on the convention floor.

Penalty shall be levied at the discretion of the international treasurer. Leader, in event he has been notified and fails to pay, shall be considered as having resigned from the federation. Reinstatement will entail payment of all taxes and fines in addition to a national reinstatement fee.

Featherbed "Easing" Seen By Legalite as Tough Rule

HOUSTON, June 10.—Henry Kaiser, of Van Arkel & Kaiser, Washington attorneys for the American Federation of Musicians (AFM), told the convention this week that a recent recommendation by a National Labor Relations Board (NLRB) examiner "strikes at the very foundation of the labor movement." Kaiser had reference to the first test of the application of Taft-Hartley feather-bedding restrictions to vaude musicians. The case involved Akron Local 24, which was construed to have a legal right to try to persuade the Palace Theater to employ a stand-by ork (*The Billboard*, June 3). The case was precipitated when Petrillo notified the Palace Theater that Roy Acuff's ork would not appear unless the Palace and Local 24 reached an agreement. First considered a signal victory

against the T-H Act, Kaiser pointed out that NLRB Examiner William Spencer, in his findings, made it clear that his report would have been adverse to the union if its international president, James C. Petrillo, and the AFM itself had been included in the complaint. Spencer, using the philosophy of Senator Taft, said that "services not performed" in the words of the law means the same thing as "services not wanted" by the employers. In other words, Kaiser told the convention, no demands by any union can be achieved if the employer does not want them.

"Slave to Employer"

Should the NLRB adopt this view, Kaiser said, "he could only advise unions everywhere to turn their assets over to their members and go for the

Renews War Vs. Copyright Legislation

Deputizes Diskers

(Continued from page 3)

I would be willing to forget a royalty levy on the records used in homes." Petrillo estimated that 80 per cent of disks manufactured are used in homes.

The suggested copyright law amendment would establish the principle that the musician has a performing right and should therefore be reimbursed for the commercial use of his work on records, tape recordings, transcriptions and sound tracks. Sound tracks were not specifically mentioned in the resolution but were added following discussion.

A second resolution, apropos the performing right legislation pitch, was introduced by Dick McCann and Charles Iucci, of Local 802. It asked that "contracts with recording companies in the future be revised to provide that musicians performing thereunder do so with the understanding that such recordings will be licensed for home use only." Secondly, this resolution states that, in the event diskeries permit the use of disks for other purposes, contracts shall provide for additional reimbursement for each performance.

This latter resolution, should it be acted upon under current disk biz structures, could cost the diskeries hundreds of thousands of dollars. But should the diskeries rally to the support of the AFM in promotion of the proposed musicians' performing rights amendment to the copyright law, such action could save the diskers in the vicinity of \$1,200,000 annually.

Petrillo, in stating his position on the performing rights legislative suggestion, harked back to the attempt by the National Association of Performing Artists (NAPA), spearheaded by Fred Waring and the late Maurice J. Speiser, to establish the principle of a musician's right to collect a fee for profitable use of his recordings. NAPA tried to establish such a principle thru legislation in the different States but ultimately failed.

Move To Lift Cirk Band Curbs Beaten

HOUSTON, June 10.—The convention defeated a resolution introduced by Everett Henne, Local 224, Mattoon, Ill., asking that no local scale or minimum law be permitted to interfere with contracted circus bands except when a circus plays its entire season within the jurisdiction of such local.

Henne argued that locals forced circuses to hire additional men and sometimes allowed only the leader of the circus band to play, insisting that other men be local members.

The federation, in defeating the resolution, held that circuses under tents are not interfered with but stated that local regulations prevail when circuses are indoors.

rest of their lives in slavish dependence on the employer."

In the Akron case, Local 24 insisted that any agreement must include a provision for the employment of an (See *Featherbed "Easing" on page 44*)

RACE FOR SUMMER DISK BIZ

Victor Drafts Swap System For Distributors

Aims To Cut Overstock

NEW YORK, June 10.—RCA Victor will set in motion a new record exchange plan next week in a series of distributor meetings in the company's six distributing regions. While the Camden, N. J., diskery has drawn up a "recommended" new exchange system for its distributors, and thru them, for its dealers, company execs were loathe to discuss details for several reasons: (1) in the course of the distributor meetings, it is possible some of the basics of the factory plan may be altered, and (2) the company wants to hold to a minimum the confusion a premature and incorrect interpretation of the plan may cause.

It is known, however, that on both the distributor and dealer levels the new exchange policy will take care of a substantial portion of distributor and dealer overstock, tho it will not cover complete overstocks.

Along with the new exchange plan, the Camden firm also is preparing a new and intensified drive on the 45 r.p.m. system. Close to three quarters of a million dollars have been added to the existing advertising and promotion budget for the balance of 1950 and a number of new gimmicks have been developed.

Consumer will be kept informed of the new RCA Victor releases thru the medium of the RCA Victor magazine, *Picture Review*, which the dealer will mail to him each month.

The plan supplements another, in effect for some time, whereby a consumer purchasing the complete self-contained 45 phono (\$29.95) gets an album of \$10 worth of disks free.

Regional distrib meets start Monday (12) and run thru Wednesday with veepee in charge of consumer products, Joe Elliott, handling New York, veepee and general manager of the record division, Paul Barkmeier, making Cleveland and Chicago, and sales and merchandising manager, Larry Kanaga, presenting the pitch in Atlanta, Dallas and Los Angeles.

The home instrument division in the meantime set its portion of the push in motion at a confab starting Friday (9) in Atlantic City.

Atlantic H. B. Bally Adds 24 Masters

NEW YORK, June 10.—Atlantic Records has acquired 24 new masters to spearhead its new drive in the hillbilly field. Four sides by warbler Billy Bell were taken over from publisher Mickey Stoner.

Twenty masters, including several by the Howington Brothers, were obtained from Lillian Claiborne's DC diskery.

Smith Slices Col. Duets With D. Shore

NEW YORK, June 10.—Warbler Jack Smith, former Capitol Records artist and featured on the Oxydol five-days-a-week 15-minute radio seg, has sliced a pair of duet sides for Columbia Records with Dinah Shore, who also is a part-time feature of the air show. The thrush shares the femme vocal spotlight with Margaret Whiting.

ASCAP Writers Hope To Use Publisher Tabulation Set-Up

NEW YORK, June 10.—Because the new writer classification system in the American Society of Composers, Authors and Publishers (ASCAP) will require a logging and tabulating system for a performance count for all writers, the writer classification board is considering the possibility of utilizing the machine and bookkeeping set-up already in operation for the publisher members of the Society.

Since, however, the writer pay-off will be made on a straight point-per-station basis, and the pubbers weigh performances according to commercial or sustaining origin, the pubber card file cannot be used for writers as it now stands. A joint committee meeting between pubber and writer board members is in the offing, to consider ways of resolving the problem. "That doesn't mean that writers will go on a weighted system, necessarily," a spokesman said, "or that the publishers will discard the weighting. We do hope we can reconcile the two systems in the interest of avoiding the terrific expense of a new and separate card file for the writers."

Meanwhile, it was learned that the transformation of writers' classifications from the current letter-bracket system to the numerical point scale that goes into operation in October is nearly completed. The transfer is made on the following basis:

The AA class will be the equivalent of the 900-1,000 class; A will be 750 to 899; BB, 500 to 749; B, 375 to 499; CC, 250 to 374; from C down to Class 4 will grade off from 188 to 25. Averages are made for the five-year performances of each of the letter brackets. The five-year performance average of each member is compared with the average of his class. His

"Slipping" Pubs Skip Battle in Settling Up Suit

NEW YORK, June 10.—Infringement suit involving the song, *Slipping Around With Joli Blon*, was settled out of court this week when plaintiff, Southern Music pubbery, made a deal to take over the copyright from Peter Dorraine Music while writer Floyd Tillman, whose *Slipping Around* was claimed to have been infringed, was cut in as co-writer of the newer ditty. *Blon* was written and recorded by Bill Franklin for Dorraine's Abbey Records. Dorraine, according to the terms of the deal, retains an interest in the song and says that he will participate in both copy and mechanical income.

Deal is somewhat unusual, since the plaintiff's charge was that new lyrics were written to the exact melody of the Tillman original. Since Southern, the pubber, and Tillman, the writer, both apparently were willing to forego infringement proceedings in lieu of the profit-sharing deal, it is considered not unlikely that this deal may spark a series of deliberate hit tune piracies. But the deal on hand was made on the *Blon* ditty co-incidentally with the blossoming into folk disk hitdom of the Franklin dinking. Agreement could have been made simply to forego courtroom expenditure in favor of making a maximum of profit from the growing tune.

is then placed in the new numerical classification of his group in accordance with his standing in the group. However, he cannot be downgraded more than 100 points if he is in a bracket between BB and AA inclusive, 50 between C and B inclusive, and 25 from C-1A down.

Because the consent decree, TV and other business had precluded scheduled classification meetings, the writer board has been holding all-day sessions. Applicants have been getting liberal treatment because of the missed sessions, and the board plans to review as many cases as possible to make adjustments before the new system goes into effect. Raises will benefit recipients to the tune of only one check before the new plan takes hold, but upgrading now will also improve their status in the new system.

Col. All-Size LP Changer To Make Bow

Retail Pegged at \$16.95

NEW YORK, June 10.—The long-awaited Columbia LP changer attachment to play all sizes of 33 1/3 records will make its debut Tuesday (13). The new changer, to be known as the Columbia LP changer attachment, Model 104, will retail at \$16.95.

Trade observers are expected to study extensively Columbia's merchandising program for the new changer. The outcome of the sales drive on the changer, tradesmen believe, should forecast the margin of success for the seven-inch LP record in the industry picture. It is generally agreed that RCA Victor's push behind (See *Columbia All-Size on page 42*)

BMI Campaigns For Terperies

CHICAGO, June 10.—Broadcast Music, Inc. (BMI), took the first positive step to continue its drive to license ballroom ops across the country last week, following its notice to the National Ballroom Operators' Association (NBOA) that it was terminating its negotiation for a blanket contract for terperies ops with the dancery group (*The Billboard*, May 13). A cursory survey of operators in four States thru the Midwest indicated that ops had received letters from BMI during the past 10 days, containing an explanatory story of BMI and its history, plus an application blank.

All operators contacted told *The Billboard* that they are not returning the signed application blanks. One op, however, said that talks with other promoters in his vicinity have indicated that they would sign if BMI lowered the licensing fee. He said he felt that the term "music cost," as outlined in the BMI pact, covered too much territory. He said he had found that ops might ink with BMI if that term were to include only the basic scale paid the musicians. Currently, BMI legalists are defining that term to include not only basic scale, but also union tax, transportation expense incurred and agency fees. He said that

Mercury Plan For Exchange Given Dealers

Needles New LP Line

CHICAGO, June 10.—Mercury Records here this week announced a merchandising plan designed to stimulate biz during the summer lull and which should carry wide repercussions in the trade. In a letter sent to all Mercury distributors, Irv Green, waxery prexy, okayed a radical merchandise exchange plan to stimulate the marketing of Mercury's LP line.

Under the plan, Mercury distributors will take back \$1 in its 78-r.p.m. shellac for every \$3 in LP stock purchased by the retailer, with the \$1 return in 78 merchandise being credited against the \$3 purchase of 33 platters. The Mercury innovation is a result of a study completed during the past three months by Irwin Steinberg, Mercury treasurer, working in co-operation with the firm's 35 distributors. Distributors' salesmen were given several projected Mercury merchandising plans to discuss with retailers. The Mercury plan, as it now stands, is a variation of one of the original plans, with modification coming from the disk dealers themselves. Green emphasized that the Mercury LP-for-78 merchandise plan will not alter a dealer's 5 per cent return plan.

Green said that Mercury is not discontinuing its 78-r.p.m. line with the introduction of the exchange plan, but rather is trying to rid some retailers' shelves of an overstock of 78 wax, occasioned by community acceptance of the LP playing equipment. Mercury definitely intends to scrap all 78 merchandise which is returned during the LP drive. The Chi diskery will offer the dealers the new program from June 15 thru July 30.

In order to further interest retailers in the LP-for-78 merchandise plan, Green said that Mercury is adding 50 10 and 12-inch items to its list of 110 LP items already on the market before July 1. While some of the items may not be on the market before July 1, distributors will supply retailers with the information about the new LP releases within the next week. Included will be 16 LP disks composed of material secured from Sears-Roebuck when Mercury took over the Silvertone catalog from the mail order house. Other items will be by leading Mercury pop and classical artists and some new Jazz at the Philharmonic items.

Green said that Mercury decided to initiate some merchandising plan for the summer of 1950, following the summer success achieved by the firm in 1949 when, as the first firm to intro a regular-priced disk on a non-breakable platter in the spring of that year, Mercury chalked up its biggest sales year in its then three-year history.

he finds ops are agreeable to the 1/2 of 1 per cent assessment on music cost up to \$50,000 per year and 1/4 of 1 per cent over \$50,000 if the term "music cost" were so limited.

Ops pointed out that BMI can save plenty of moo if they could work out some blanket agreement, attractive to ops. Otherwise, the ops pointed out, the vast network of ballrooms across the country will run up a terrific expense if each op is to be contacted personally by a BMI rep, such as the campaign they conducted in inking BMI pacts with nitery ops several years ago.

SPA Doctors Suggest Cures For Ailing Sheet Music Sales

NEW YORK, June 10.—Altho no definite proposals were reached, the industry confab on the revitalization of drooping sheet music sales, held Wednesday (7) at the Songwriters' Protective Association (SPA) offices, yielded a raft of suggested cures which ran the gamut from "have better songs written" to the sponsoring of piano player demonstrators in music stores.

Altho few of the first-rank publishers invited showed up, there was fairly solid representation on their behalf by their sales managers and commercial men. Spokesmen appeared for such firms as Chappell, Warner's, Shapiro-Bernstein, BVC, Bourne, Leeds and Paxton. The Music Dealers' Service (MDS), was represented by Walter Douglas; the Music Publishers' Contact Employees (MPCE) by Bob Miller, the SPA by attorneys John Schulman and William Klein, and tunesmiths Jack Yellen, Paul Cunningham, Stanley Adams and Charles Tobias, with Tobias acting as chairman.

The discussion and analysis centered around three general themes: The basic consumer question, the dealer question, and the long-range question of institutional promotion and advertising.

Finger on TV

The consensus on the consumer's reluctance to buy copies put the finger on TV, the usual warm weather slump, the general deferment in soft-goods purchasing in favor of hard-goods installment buying, the flooding of the market with disk releases and the dearth of solid tunes. There were few panaceas suggested. Various people expressed the hope that the publishers would regain control of their business from the record companies. But, except in the most general way, nobody volunteered to lead the way in banning exclusives, multiple submission of tunes for recording, returning to the planned plug treatment, honoring release dates or restricting the widespread practice of songwriters selling their wares direct to the waxeries. It was generally conceded that these practices were regrettable, and one publisher said that he had certain reasons to believe that the record companies would co-operate in stopping them, but this aspect of the discussion died out in abstracted murmurs.

Merchandising Question

The merchandising question produced several concrete suggestions. It was agreed that the music stores had lost interest in selling sheet music. The reasons: Not enough margin for the dealer, the high price, the competition of the racks, the poor quality of the retail clerk. Each time the conversation veered toward industry action on price, Schulman cut it short, explaining several times that price fixing or discussions which might lead thereto might have severe legal consequences. It was elicited, however, that an MDS spokesman had said that if the dealer's mark-up could be hiked to, say, 40 per cent, it might be arranged for popular music to be sold on a 50 to 75 per cent non-returnable basis.

This proposition was greeted with fervor, and led to a comparison of the pop and standard businesses. It was brought out that standard sales, on a solid merchandising footing, are in excellent shape, in contrast to pop sales. Standard music is 100 per cent non-returnable. Standard publishers spend heavy money on promotional and educational brochures, aimed largely at the clerk. They provide him with catalogs and supplements, enabling him to be a real salesman instead of a bored order-taker. One trader posed the question, which proved strictly rhetorical, why couldn't the popular music business make up an industry fund to do this type of missionary work, which is

carried on by Music Publishers' Association (the standard publishers group), as well as individual standard publishers?

Other ideas given wing were to have songwriters make junkets of chain and department stores, demonstrating songs not necessarily their own; to raise a fund to help pay for professional demonstrators in the stores; to raise a fund to help department and chain stores defray the overhead of expanded music departments. The first suggestion, free of pecuniary undertones, got a hearty welcome, with Tobias, Yellen and Cunningham volunteering to be the first to contribute their services. The money ideas, everybody thought, could wait for some future date.

Cheap Piano Idea

On the institutional level, it was suggested that the industry co-operate with organizations like the American Music Conference, subsidize the piano manufacturers in the production of a \$99, \$199 or \$299 piano, advertise the industry in national media, sponsor TV programs on piano instructions, take radio spots and so on. The cheap piano idea, a Lou Levy pet, met with mixed reaction as to feasibility.

Suggestions were also made to exploit music teachers, to subsidize young singers to demonstrate on tours of stores, to stop giving reprint rights to lyrics.

It was finally decided to appoint a committee of tunesmiths and one publisher to explore the possibilities of the ideas aired at the meeting. The meeting ended on a note of vague optimism and mutual assurances that "we are on the right road."

Diskeries Seek Senate Hearing On Excise Tax

NEW YORK, June 10. — Milton Rackmil, president of Decca Records, has written to Sen. Walter F. George requesting hearing on behalf of the record industry before the U. S. Senate Finance Committee, of which George is chairman. Rackmil wants to put the industry on record concerning the proposed slicing or dropping of the 10 per cent disk excise tax.

The decision for Rackmil to request the hearing was made at a meeting of the industry excise tax committee earlier this week. The industry committee also decided to try to put its case before the House Ways and Means Committee, tho this committee virtually has ignored the platteries in its recommended excise tax slicings.

A Freeze Is On, Due to the Heat

NEW YORK, June 10. — Current somewhat-heavier-than-usual summer slump in sheet music and record sales is creating a hold-back policy on the part of writers and publishers to an intensified degree. At least a half-dozen of the top publishers are sitting on tunes which they would normally be plugging, in the belief that it is foolish to waste a potential hit on the present soft market. A number of top writers are adopting the same stance.

Natural result of the practice, of course, is to make it tougher for the record companies to find strong potential material from the diskery viewpoint. However, the situation has not reached anything remotely resembling alarming proportions, because most of them are cutting and releasing fewer records during this slack season anyway.

Victor Streamlines Selling With 3-Point Plan; 2 Catalogs To Speed Consumer Service

NEW YORK, June 10.—Stemming from an exhaustive six-month survey of the disk industry by the Amos Parrish organization, merchandising consultants, RCA Victor's record division has formulated a streamlined merchandising program designed to alleviate dealer and distributor inventory problems and speed up consumer service. Altho the Parrish survey was confined to the classical field, many facets of the new plan will eventually be employed in merchandising of all Victor disks.

The plan is skedded to roll in September, but diskery execs, distributors and field men were to start nationwide confabs Monday (12), preparatory to an immediate shellac housecleaning to be accomplished by a new exchange plan (see story elsewhere in this section). The idea, in effect, would eliminate slow-moving classical and pop titles from the market, and enable dealers and distributors to concentrate on proved best-sellers. It calls for the issuance of two catalogs—one containing the sure-fire standards and the other listing more esoteric material, to be delivered four times annually on an announced schedule.

The breakdown of the catalogs is based on information that 45 per cent of the items in the current standard catalog accounted for over 80 per cent of the Victor volume in that field. Thirty-four per cent of the titles accounted for 17 per cent of the volume, and 21 per cent of the items accounted for less than 3 per cent of the take.

Three-Point Program

Consequently, the diskery has formulated a three-point program which, according to Paul A. Barkmeier, vice-president and general manager of the record division, will "permit the dealer to maintain an inventory only of those records that have proved their salability and are in constant demand by the consumer."

First, it calls for issuance of a basic catalog of the Music America Loves Best, (MALB), composed of the 600 to 800 items composing the 80 per cent bracket. These are the only disks the average dealer and distributor is expected to carry stock, tho Victor spokesmen emphasize that no stock list is compulsory.

Second, a "request" catalog, listing limited but consistent sellers, not carried regularly by the average dealer or distributor which the factory will press four times a year, at pre-announced intervals. Customers wanting these titles are to be informed that they may place special orders, and may be given specific delivery dates. "At best," Barkmeier states, "this catalog will represent no more than 20 per cent of the potential Red Seal sales."

Third, records failing to hit the minimum requirements sales-wise will be retired from a catalog.

Bi-Annual Catalogs

New, revised MALB and request catalogs will be issued every six months. In the interim, monthly supplements will be issued, each containing all titles released since the last complete catalog. Actually, each new record is to be given at least a six-month trial period, wherein it may sell its way into the MALB catalog. All classics and pop standards, in addition to these new releases, will be kept under continuous sales study to determine their future status. In this way, it is felt that the catalog can be maintained as "a living thing." Barkmeier pointed out that these streamlined listings will be available to dealers at all times for their customers, whereas in the past the bulk and expense of

the catalogs made mass distribution impossible.

The catalogs themselves are concerned primarily with repertoire, and titles and performances have been selected for salability, regardless of disk speed. Some sets will be available in all three speeds, some on 78 and 45, some on 78 only.

Four-Star Plan Out

The program replaces Victor's four-star plan of last year, which made specific stock requirements of certain subscribing dealers. Under that plan the catalog wasn't cut, but certain items were highlighted for promotion. The diskery's new plan is designed to include all dealers.

Regarding the recording of new works, George Marek, Red Seal artists and repertoire chief, told *The Billboard* that these would be waxed on an eight-to-two-ratio—eight bread-and-butter items to two modern or esoteric specials. Extensive recording will continue since dozens of old masters must be replaced by new versions to meet 45 and LP quality standards. The total amount of classical diskings will increase within the next three years, according to Marek.

Decca Switches From Quantity To Quality Wax

HOLLYWOOD, June 10.—A revitalized concept in the recording and merchandising of records is now in effect at Decca. Plattery a. and r. chieftain Dave Kapp told *The Billboard* that Decca henceforth is restricting and reducing the number of diskings and will stress "quality rather than quantity." In cutting down on rampant recordings, Kapp stated that publishers will have "to return to the music business and work at making a tune." No longer will hits be made by freak diskings and no longer will diskers carry the publishers' burdens of making a hit via platters alone, claims Kapp. Records plus exploitation must be the new formula, according to the Decca exec.

According to Kapp, Decca has recorded furiously during the past six months as a "protective measure," but cannot afford to wax indiscriminately in the future. The multitude of releases which diskeries have been forced to issue have found disk jockeys and dealers unable to keep up with demands. A platter spinner receives as high as 100 new releases weekly and cannot possibly play them all. Many die for lack of playing time and likewise gather dust on dealers' shelves. Decca in Hollywood alone has waxed as high as 25 sides weekly with as many as three four-hour sessions held in one day. Material came from the avalanche of tunes thrust at diskers by music men.

BMI Pubs File Suit Vs. Sawdust Nitery

NEW YORK, June 10.—The Hill & Range, American Music and Acuff Rose pubberies filed a combined action against the Sawdust Trail nitery here for publicly performing for profit various of the plaintiffs' tunes without permission or payment. The three firms, Broadcast Music, Inc. (BMI), licensees, are represented by Rosenman, Goldmark, Colin & Kaye, counsel for BMI.

The complaint names *Room Full of Roses*, *Cool Water* and *Tennessee Waltz* as the tunes infringed upon. Damages of not less than \$250 for each cause of action are asked.

Chi Judge's Rule, Making Law Out of Obiter Dictum, May Affect All Tune Rights

Wax Nixes Certain Claims, Sez Igoe

CHICAGO, June 10.—That the legal battle between Miracle Records, rhythm and blues diskery here, and Shapiro-Bernstein (S-B), which has caused considerable turmoil in the music industry, would be reopened was revealed here this week when Mort Schaeffer, legal rep for S-B, told *The Billboard* that his client would definitely appeal the decision of Federal District Judge Michael L. Igoe.

Judge Igoe, in a decision dated May 29, overruled an S-B petition for a new trial. Schaeffer, when contacted, said that the pubbery definitely plans to file a petition in the Circuit Court of Appeals. The appeal will be heard in a Chicago Circuit Court of Appeals, with no current information as to when the hearing would begin.

Originally, S-B claimed that its tune, *Yancey Special*, had been infringed by Miracle's waxing of *Long Gone*. Judge Igoe, ruling there was no infringement, went further into his obiter dictum—a statement supposedly incidental to the main case. In this obiter dictum, he set forth his ideas about unpublished copyrights being tossed into the public domain once they had been put on wax. Now, by reinforcing the obiter dictum, he has made the copyright issue the most important aspect of the case.

In his decision, which overruled a motion for a new trial, Igoe reiterated his stand on the obiter dictum in his original decision. Igoe originally ruled that the release of a platter constituted publication and, therefore, if the tune has not been copyrighted, it becomes public domain by virtue of "dedication" upon release of the record. Igoe, in arguing against the brief filed by S-B, but prepared jointly by legal reps for Music Publishers' Protective Association and Songwriters' Protective Association, stated: "It seems to me that publication is a practical question and does not rest on any technical definition of the word 'copy.' Nor does the notice and registration provisions of the Copyright Act determine the issue here. Modern recording has made possible the preservation and reproduction of sound which therefore had disappeared immediately upon its creation. When phonograph records of a musical composition are available for purchase in every city, town and hamlet, certainly the dissemination of the composition to the public is complete, and is as complete as by sale of a sheet music reproduction of the composition. The Copyright Act grants a monopoly only under limited conditions. If plaintiff's argument is to succeed here, then a perpetual monopoly is granted without necessity of compliance with the Copyright Act.

"It has been held," Judge Igoe stated, "that the 'common law property' in a particular rendition of a musical composition ended with the sale of the records—RCA Manufacturing Company vs. Whiteman (114 F (2) 86, 88 (1940)). This is very close to our case, and the reasoning of the opinion applies with equal force to the case at the bar.

"It is my opinion that when (Meade Lux) Lewis permitted his composition to be produced on phonograph records and permitted these records to be sold to the general public, the common law property in the musical composition did not survive the sale of the phonograph records, and the public sale of those records was a dedication of the musical composition to the public. It is unnecessary to discuss other points raised in the oral argument on plaintiff's motion for a new trial," Judge Igoe said in closing.

Edward H. Norton and Seymour Tab, legal reps for Miracle disks,

Case To Be Taken To U.S. Supreme Crt.

NEW YORK, June 10.—The legalist reaction here to Judge Igoe's final word on the S-B vs. Miracle case was that the issue of dedication by recording will not be resolved short of the United States Supreme Court.

An SPA spokesman said that if Shapiro-Bernstein carries the case to the Circuit Court of Appeals level, which their counsel states they definitely will do (see adjoining story), then the SPA-MPPA view will certainly be presented along with the S-B's claim of infringement. It has not yet been decided whether SPA-MPPA will again enter a brief amicus, or whether they will seek to enter the case directly. In any case, SPA-MPPA proposes to carry thru as far as will be necessary, which will probably mean the Supreme Court, according to trade legalists.

The impact of the "dedication" clause, observers say, is much stronger now that it was in Judge Igoe's original decision, in which it appeared as an obiter dictum—a purely gratuitous finding. In the May 29 decision, Judge Igoe replies to the arguments of the amicus brief not as an obiter dictum, but as a basis for his original decision against the plaintiffs, Shapiro-Bernstein. His closing words, "It is unnecessary to discuss other points raised in the oral argument on plaintiff's motion for a new trial," go into the record as a full-fledged and unqualified finding from the bench, a finding which clearly places thousands of tunes in jeopardy of being thrown into the public domain."

"By incorporating his replies to the joint brief as an integral part of the decision, Judge Igoe has touched off the most vital music copyright case since the Copyright Act of 1909," is how one well known copyright attorney summed up the situation.

Neu Heads Col Sales Promosh, Prod'tion

NEW YORK, June 10.—William C. Neu last week was placed in charge of sales promotion and production at Columbia Records. Neu will supervise the work of the diskery's creative departments with the exception of the art department, which has been placed under the control of Robert Velde. William Greer has been placed in charge of production under Neu. Neu and Velde will operate under the direct supervision of Ken McAllister, director of promotion and advertising for the diskery.

Nep replaces Jim Flora, who has taken a leave of absence from the diskery to spend a year in Mexico to continue his studies in painting. Neu formerly was in charge of production for sales promotion.

halled the Igoe decision as a victory for the small diskery. Norton said that from now on, the larger waxeries will not get first crack at the wide range of unpubbed ditties submitted to the major firms. Because the Igoe decision makes it imperative that all tunes, waxed by firms, be copyrighted, Norton said that "Judge Igoe has maintained a spirit of competition between the largest of record firms and the smallest." When informed that S-B would appeal the case, the Miracle attorneys said they would defend their position before whatever higher courts the matter would be heard, for "we have absolute confidence in the justice and legality of this decision."

Date Data Wanted

HOLLYWOOD, June 10.—Capitol is mapping plans for a national contest on behalf of Blind Date, Margaret Whiting-Bop Hope disk. Contest will be funneled thru disk jockeys whose listeners will send in their experiences on blind dates. Top entries will be forwarded to Capitol with Miss Whiting and the comic serving as judges. Winner will get a free trip to Hollywood and have a blind date with either the songstress or Hope.

RRAC Meet Gets NAMM Brush

CHICAGO, June 10.—The Record Retailers' Association of Chicago (RRAC), an org made up of disk dealers in Cook County, may hold meetings at the same time as the National Association of Music Merchants' (NAMM) convention here July 10-13 at the Palmer House, but these meetings will receive no official sponsorship from NAMM. The pronouncement came from Bill Gard, NAMM's executive secretary, following the projection of such a plan by Ted Raynor and Ben Chodash, of RRAC (*The Billboard*, May 27).

Gard said that as yet he had not even been contacted by Raynor or Chodash, as was erroneously reported previously. The NAMM exec said that RRAC is perfectly free to hold any meetings it cares to, but due to NAMM policy, cannot expect assistance from the music retailers' national org. Gard said that NAMM policy calls for inclusion into its official program of only those matters of interest to all segments of the retail music field. He pointed out that because of the short three-day convention period it is impossible to properly cover individual problems of music merchants during the program which seeks to satisfy the general needs of all the membership. It probably would be impossible to hold the projected afternoon record sessions, as proposed by RRAC, at the Palmer House, Gard added, because hotel execs have informed Gard that all meeting hall space has been taken.

Gard said that NAMM policy to withhold official sponsorship of meetings such as the one being contemplated by RRAC is the result of a series of such situations as the one which occurred when NAMM okayed the suggestion of reps of the National Association of Record Dealers to hold conclaves in conjunction with the NAMM convention of 1949. Gard said that he was notified shortly before the NAMM confab last year that the projected record meetings had fallen thru. It caused a good deal of confusion among NAMM members, who had looked forward to a record sales clinic, and NAMM now wishes to avoid any similar situations, so the blanket rule against side conclaves was enforced.

Chodash, when told that NAMM would not sponsor the record sessions, said that he and Raynor were still planning to hold the meetings. He said that as yet no meeting hall had been selected. He said that Raynor had been trying to make a 12,000 retailer mailing on the proposed meeting, but that a local record retailer service, thru which he attempted to make the mailing, had balked at the suggestion.

Det. Gives Taxis New Life

DETROIT, June 10.—A new ordinance passed by City Common Council will provide a new lease on life for taxi dance spots here. Terperies were nearly exterminated as the result of a police and press drive during the past year. The lengthy ordinance provides minute-control details. An essential clause is one prohibiting a hostess from returning to the ballroom after she has once been "excused" during the same evening.

Feinberg Is Unity Nominee For President

Aims at "Health for 802"

NEW YORK, June 10.—Excoriating the present Blue ticket administration in Local 802 American Federation of Musicians (AFM), with "incompetent leadership," "drifting with the tide," and "hiding behind the skirts of the Taft-Hartley Act," William Feinberg formally accepted the nomination of the Unity party for presidency of the local before an audience of 802 members at the Hotel Victoria yesterday (9).

Feinberg, whose return to the 802 scene was predicted in an exclusive story in *The Billboard* May 13, said that his program would be oriented toward restoration of the local to the healthy condition in which he left it when he resigned four years ago. His aim will be, he said, to put local finances in order, to undertake a job promotion plan thru government subsidy, to work for decentralization of the entertainment industry in order to provide job opportunities for musicians outside of New York, Chicago and Hollywood, to fight unemployment of musicians caused by mechanized music, to obtain employer-financed health insurance, sick leave, holiday and vacation benefits, and to fight the Taft-Hartley and Lea acts thru militant trade activity.

Record Security

His plan for fighting technological unemployment was centered on a proposal to secure a property right for the musician in the phonograph records he makes. (Feinberg's proposal here echoes a resolution submitted at the AFM convention earlier this week along similar lines. This resolution was jointly offered by several delegates, including Charles Iucci, a Blue ticket leader (see separate story).)

Feinberg leveled the following bill of complaint against the current version of the Blue ticket, which, he pointed out, he and the late Jack Rosenberg steered into office in 1935, alleging: Incompetent negotiations with the Class B radio stations, costing members jobs at New York water-tories to a total income loss of \$250,000 a year. Signing a three-year contract with the networks in 1948 with no provisions for wage reopeners. Mishandling of the 1946 hotel strike, in which a 20 per cent raise was won but no provisions made for a subsequent wholesale job lay-off. Losing stand-by pay from the presentation houses in 1947 and settling recently for 25 per cent of the back money, in contrast with the small Akron local which won an important stand-by decision last week despite Taft-Hartley. (Contrary opinions re this decision were the subject of another convention talk by attorney Henry Kalser. See separate story.)

Former Gains

Feinberg listed the gains he and Jack Rosenberg won for the union—security, financial stability, good scales, municipal support, minimums, good contracts—all, he reiterated, being rapidly dissipated by the current administration.

Administration spokesman, apprised of Feinberg's blast at the current Blue ticket, said he had no comment to make.

NEW YORK, June 10.—The Coalition committee, known in Local 802, American Federation of Musicians (AFM) as the left-wing opposition to the Blue ticket, announced this week that David Freed would run as Coalition candidate for president of the local.

By naming Freed, the Coalition spiked allegations that the Unity party was "making deals" with the left-wing faction.

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COPPER CANYON | RUSS MORGAN
Decca 24904 | HOME COOKIN'
WHEN THE SUN GOES DOWN | BING CROSBY
Decca 27019 |
| I WANNA BE LOVED
I'VE JUST GOT TO
GET OUT OF THE HABIT | ANDREWS SISTERS
and GORDON JENKINS
Decca 27007 | WHERE ARE YOU GONNA BE
WHEN THE MOON SHINES
TIDDLEY WINKIE WOO | GUY LOMBARDO
Decca 27005 |
| BEWITCHED
WHERE IN THE WORLD | GORDON JENKINS
Decca 24983 | M-I-S-S-I-S-S-I-P-P-I
OLD KENTUCKY FOX CHASE | RED FOLEY
Decca 46241 |
| MY FOOLISH HEART
DON'T DO SOMETHING TO
SOMEONE ELSE
(That You Wouldn't Want Done To You) | GORDON JENKINS
Decca 24830 | I DIDN'T SLIP, I WASN'T
PUSHED, I FELL
SO TALL A TREE | BING CROSBY
Decca 27018 |



BILLBOARD BACKSTAGE

(Continued from page 3)

Things were in such good shape on both fronts that I couldn't find enough to do to keep me out of New York past Wednesday. In Chi, General Manager Maynard Reuter still keeps the joint jumping in a smooth, unfrantic way, and Prexy E. Walter Evans does likewise with the home plant in Cincy. It was a real treat seeing the fellow-zekes in those two towns again. And in Chi, Johnny Sippel, the pride of the hill country and the love of the Loop, came up with the nucleus of an idea which you'll hear more anon. New staffer in Chi is *Daily News* columnist Jack Mabley, who's covering the Radio-TV beat which had been so well handled previously by Cy Wagner.

In Cincy, News Editor Bill Sachs, it turns out, is now a TV star, having done a number of shots on WLW-TV and WKRC-TV, and good, too, which comes as no surprise to me.

And when I got back here, among other events, an advertiser threatened to yank his advertising if we ran a certain story. When I told him, regretfully, we'd have to run it anyway, he made threats like a B movie hood. Naturally I wrote a fast letter, put it in an envelope marked

"To be opened in the event of my sudden and violent demise," and deposited same in a safe deposit box. Now there!

Sen. Fred Moritt MPCE Counsel

NEW YORK, June 10.—State Senator Fred G. Moritt has been named counsel for the Music Publishers Contact Employees (MPCE), effective July 1.

Senator Moritt, who has been a member of the State Legislature 13 years, seven as assemblyman and is now in his sixth year senator, has ties of long standing with show business, and has been a sponsor of legislation favorable to entertainment world interests. In the early 1930s he sang on the Lucky Strike network show as baritone soloist, and appeared at front-rank theaters and night spots. He was recently accepted in the American Society of Composers, Authors and Publishers (ASCAP) as a writer-member.

Senator Moritt replaces Attorney Dave Freedman as MPCE counsel.

Decca - Merman Pact May Snafu NBC Legit Deal

NEW YORK, June 10.—Decca Records may throw a snafu into the deal which NBC made this week to back the forthcoming Irving Berlin-Howard Lindsay-Russell Crouse-Leland Hayward *Call Me Madam* production. The deal, calling for a \$200,000 investment in the show, was made in order to insure NBC of the TV and radio rights to the show as well as for the recording rights for the web's brother RCA recording division.

But Decca Prexy Milton Rackmil this week indicated that, at the moment, Decca has no intention of allowing Ethel Merman, who is set to star in the Berlin musical, to breach her three-year exclusive disk-ing contract with the Decca firm. Since the show undoubtedly will focus strongly on Miss Merman, Rackmil's decision will certainly throw a wrench into the NBC plans, at least with regard to the recording of the show. The problem will have to be solved by the show's producer, Hayward, who assured NBC of delivery of the original cast, which also includes Paul Lukas, for the three-cornered deal.

Decca this week also completed a term disk-ing contract with Gertrude Lawrence. She previously has recorded for the firm, but only on a date-to-date basis. Miss Lawrence is slated to play the lead in the fall production of *Anna and the King of Siam*, which is being prepared by Richard Rodgers and Oscar Hammerstein.

Lemon Vs. Sleep

NEW YORK, July 10.—Cleveland deejay Ol' Doc Lemon (not to be confused with the Cleveland Indians' star pitcher) is in there pitching for some new kind of record himself. Several weeks ago he started a new seg on TV Station WEWS, which runs for a solid hour, six nights weekly. Following this he runs over to WDOK, where he conducts a jazz disk show from 2 to 5 a.m. Then at 6 a.m. he shows up at WJMO, where he holds forth until 9:30. The latter shows are also on six days. The grand total is 45 hours per week.

Lemon's avowed aim on his WDOK all-night show is to keep listeners awake. This is assuming he can do the same for himself.

Brown 1-Niters To Roll Up 85G

HOLLYWOOD, June 10. — Les Brown will gross a guaranteed minimum of more than \$85,000 on a three-month national one-nighter tour. Brown's tour of 68 one-nighters kicks-off Friday (16) at Salt Lake's Rainbow Rendezvu Ballroom and winds up August 26 at the New Casino in Fort Worth. Brown is getting minimum guarantees ranging from \$1,250 to \$1,500 per appearance. The tour was set by Associated Booking Corporation, with Don Kramer, Brown's personal manager, accompanying band.

Songstress Lucy Ann Polk will accompany band on its tour. Originally, she planned to bow from the Brown aggregation, inasmuch as her Bluebird waxing pact blocked her from participating in Brown's Columbia recordings. When her husband, tramman Dick Noel, joined the Brown band for the tour, she changed her mind. Unique situation will result in disk jockey promotion of tour, with slack Gene Howard sending out Miss Polk's Bluebird disks to spinners (in addition to Brown's Columbia platters) to help push the Columbia band's road results. Also accompanying the band will be Butch Stone and Stumpy Brown.

Powell Ork for N. Y. Roosevelt Grill Soon

NEW YORK, June 10. — Teddy Powell, veteran orkster and tune-smith, will bring his 10-piece society styled ork to the Grill of the Hotel Roosevelt July 5 to fill the summer period in the room. Powell's crew, which has played winter stands at the La Boheme nitery in Miami for the past two years, is holding down the bandstand at the Blackhawk Restaurant in Chicago. Powell will follow the Three Suns and Nat Brandwynne's crew, current occupants, into the Roosevelt's nitery.

Powell last worked New York with his big-sized swing band more than half a dozen years ago. He was booked into the hotel by the Willard Alexander Agency.

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London Preps Kidisk Debut

NEW YORK, June 10. — London Records will open up in the Children's record field within the next few weeks and has already acquired the exclusive disk rights to Borden Milk's Elsie the Cow character.

Six two-record sets will constitute the first major release, which will include the reissuance on unbreakable disks of two titles previously issued on shellac. The entire line will be issued simultaneously on 78 and 45 r.p.m. disks, with all packaged in four colors. The price for the 78's has been set at \$1.05 per disk. All of the disks are being pressed in England, the some of the productions were recorded in this country. According to London's general manager, D. H. Toller-Bond, a fairly extensive kidisk catalog will be ready in time for the fall season.

The deal with Borden's was promoted by Hal Davis, of Kenyon & Eckhardt, Inc., agency handling the Borden account. Davis wrote the script and co-produced the set with Elliott Wexler, head of Kayler Distributing Company. London's Philadelphia distrib. Music and lyrics were penned by Phil Kraus. The title of the first set is *Elsie and Elmer Out West*. The release will be timed to coincide with Elsie's appearance at the Chicago Fair, around the end of June.

Decca Platters Lawrence Band

NEW YORK, June 10.—Elliot Lawrence and his ork have been inked to a Decca recording contract. The young pianist-maestro-arranger formerly recorded for Columbia Records. His crew sliced their first Decca wax this week after his Paramount Theater stint here ended.

The diskery's addition of Lawrence is in line with the firm's dance band music drive, which began some months ago with the creation of the Jerry Gray and Sonny Burke bands.

A-RAZZ-A-MA-TAZZ

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Jimmy Durante.....MGM
Georgia Gibbs.....Coral
Margaret Whiting.....Capitol

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- Cariberia
- Si Si Si Señor
- Para Que?
- Un Poquito De Tu Amor
- You Can In Yucatan
- Rio La Yagua
- CL 6121

dance date with LES BROWN

- A Foggy Day
- Easy To Love
- Drifting and Dreaming
- Ebony Rhapsody
- 'S Wonderful
- I Could Write A Book
- Cabin In The Sky
- Tico Tico
- CL 6123

dance date with TONY PASTOR

- Exactly Like You
- Beyond The Blue Horizon
- Time On My Hands
- You're Driving Me Crazy
- Little White Lies
- It Happened In Monterey
- On The Sunny Side Of The Street
- You Brought A New Kind Of Love To Me
- CL 6122

dance date with HAL McINTYRE

- Dancing In The Dark
- I Got A Kick Out Of You
- That Old Black Magic
- The Way You Look Tonight
- Body And Soul
- Indian Summer
- Love For Sale
- Deep Purple
- CL 6124



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MUSIC—AS WRITTEN

Al Goodman Takes Over on CBS's "Music in the Air"

Radio maestro Al Goodman, who last week cut his 25th album for RCA Victor, takes over the full-hour weekly seg on CBS this summer, "There's Music in the Air," exploiting much of the same material he's committed to wax. Earl Wrightson, warbler, featured in most of Goodman's Victor operetta packages, will guest on the first show June 13. Eileen Farrell and Gordon Hayes will be regularly featured vocalists.

Cap Bally's "Feet" With Top 10 Order Blanks

Howie Richmond has a unique exploitation at the retail level on the Capitol disking of his tune, "Happy Feet." His staff reps in New York, in Hollywood and Chicago are hitting the record shops with printed Capitol order blanks listing the diskery's "Top 10," in which, natch, "Feet" is included.

Regent Branches Out With More LP Longhair

Herman Lubinsky's Regent diskery, which issued its first classical LP waxing last month, broadens out in the longhair field July 1 with the release of three additional LP disks. These include the first wax version of Paganini's "Grand Quartet," the Schubert "Quartet No. 15" and two Bach "Viola Sonatas." The Schubert work is performed by a string quartet that includes Mischel Piastro and Joseph Schuster. The diskery's first longhair issue was excerpts from Verdi's opera, "Ernani."

London Takes Over Cleffer Stenger Masters

London Records has taken over several masters from Baltimore cleffer Charles Stenger, including warbler Lee Shearin's etching of "Give a Broken Heart a Chance to Cry." The side originally appeared on the Summit label. The diskery has also released Kenny Roberts's disking of "She Taught Me To Yodel," originally cut for Bill Putnam's Universal label, to whose product London has first option rights.

Big Nickel Diskery Formed for Pops, Blues

A new diskery, Big Nickel Records, has been formed in New York and will specialize in pop and rhythm-blues wax. The owners are Jack Sloves and C. T. Ford. The outfit has packed 15-year-old warbler Lucille Linden and several r. and b. artists (see R. and B. Blue Notes).

Rogers, Tuttle Sign Term Papers With Coral

Coral Records' artists and rep chief, Jimmy Hilliard, inked Smokey Rogers and Wesley Tuttle to term pacts for the Decca subsid last week. Both hoedowners start waxing this week, with Hilliard on the Coast to supervise. Rogers is currently featured on Tex Williams's video show.

New York:

Former Music Corporation of America (MCA) exec, Billy Goodheart, is bringing together the old MCA bunch for his daughter's wedding Saturday (24). Included in the New York entourage to the marriage will be Willard Alexander, Manie Sacks, Maurie Schrier, Johnny Dugan, Sonny Weblin and many other agents and ex-percenters. A BB record review of "I Still Get a Thrill" on Columbia 38837 was incorrectly credited to Dinah Washington. Should have been Dinah Shore. . . . Decca Records handed the new Gordon Jenkins disking of "Tzena, Tzena, Tzena," a coast-to-coast co-ordinated round-the-clock disk jockey pitch Friday (9).

Capitol Prexy Lenn Wallichs returned from his European trip last week and left New York immediately for Detroit, where he will pick up a car to motor to the diskery's Los Angeles headquarters. . . . Artie Shaw will disband for the summer. His agency, General Artists Corporation, will cancel out whatever remaining bookings the orkster had for the season. Shaw will definitely return to active baton-waving in the fall. . . . Harry James left the Astor Roof Saturday (10) for a series of one-nighters which will lead to a Convention Hall, Asbury Park, N. J., engagement in July. This date will be followed by a plane trip back to the West Coast, where the James crew will work week-end one-nighters thru September, at which time the maestro reports for a 20th Century-Fox flicker.

All efforts to create a record manufacturers' trade association have been stopped following the decision of one of the key majors not to participate in such an organization. . . . Charlie Green, of Victor; Mitch Miller, of Columbia, and Walter Rivers, of Capitol Records, conferred last week to plot a plan with which to confront the American Federation of Musicians (AFM) with regard to putting a halt to the pre-recording ban which was initiated a couple of weeks ago by the Federation. . . . Coral Records' assistant sales manager, Joe Delaney, last week presented Gov. Fielding L. Wright, of Mississippi, with the 100,000th pressing of Bill Darnel's disking of "M-i-s-s-i-s-s-i-p-p-i" in Jackson, Miss.

"Round-Up Time on Lullaby Lane" is the new monicker for the Leeds ditty formerly known as "Little Buffalo Bill." The change was made to avoid conflict with Valando's "Buffalo Billy." . . . Mannie Greenfield is handling Arthur Godfrey winner Billy Albert for management and publicity. . . . BMI is publishing a uke book by Don Ball, program manager at CBS. Book has Arthur Godfrey's endorsement that Ball is "the best uke player in the United States."

Hill & Range is giving its Thanksgiving tune, "Little Johnny Pilgrim," the same long-range build-up as its "Frosty, the Snow Man," spotting ads now and continuing until the numbers come out in the fall and winter. . . . "Oh, You Sweet One," General Music tune which came out of a Russ Morgan-Andrews Sisters' platter last summer and made no noise, is a current top seller in England, with six British records and strong sheet

The Sensational MUGGSY SPANIER

REPRINTED FROM DOWN BEAT

Muggsy Spanier

♩♩♩ Dixie Flyer
♩♩♩ Lazy Piano Man

A very fine side by the Spaniermen. Truck Parham's bass, Big Sid Catlett's drumming spark a band feel you very seldom find these days. Unlike the revival two-beat, this rhythm tends towards the accented four which characterized a lot of the best New Orleans jazz. Darnell Howard's clarinet is fluent in much the same fashion as Barney Bigard, while Muggsy himself plays with more conviction and force than any record he has made in several years. Here is the older jazz style done with the vitality and conviction that originally established it. Thoroughly recommended for your listening. Man depends on Floyd Bean's pleasant piano, the preacher-mah muted trumpet style of Muggsy for a good three minutes of music (Mercury 5424)

MELROSE MUSIC

Smashes Through the
Dixieland Field with Two

SPECTACULAR SIDES

"DIXIE FLYER"

and

"Lazy Piano Man"

MERCURY 5424

"All Time
Jazz Great"
LOOK MAGAZINE



Mercury



ales. Southern Music has the tune abroad. . . . Capitol is promoting the Merle Travis "Cane Bottom Chair," a Johnny Mark's tune, with a booklet on the origin of the chair, signed by Travis. Piece goes out to 1,650 deejays, and Travis distributes them on his current p-a. tour.

Jerry Blaine, Cosnat distribberly topper, is convalescing at home after minor throat operation at Kew Gardens Hospital. . . . Don Cornell opens at the Olympia Theater in Miami Wednesday (21). . . . Mel Torme does two weeks at the Mocambo in Hollywood on July 11 followed by the King Cole Trio for two more. . . . Sidney Mills has inked the cleffing team of Frank Reardon and Ernest Schweikert to an exclusive three-year songwriter contract with Mills Music. . . . Dana Records signed the John Bomba polka brk of Chicago. . . . Billy Eckstine collapsed Wednesday night (7) at Bop City and was unable to go on. He recovered sufficiently to make the opening at the Click in Philadelphia the following night. . . . Cathy Mastice cut her first sides for Admiral Records last week, backed by Mitch Ayres's orking.

Steinberg, noted cartoonist, has drawn his first album cover. It will adorn the Griffon diskery's LP package of the complete Czerny "School of Velocity," cut by pianist Alexander Dickstein. . . . The Hayden Society is releasing the first complete LP waxing of a Mozart opera. The work is the rarely performed "Idomeneo," performed by soloists and chorus of the Vienna State Opera, with the Vienna Symphony ork. It will occupy four 2-inch LP disks. . . . Ralph J. Roberts, director of advertising and sales promotion, was elected veepee of Muzak Corporation last week. The Muzak board also includes Sen. William Benton, Beardsley Ruml and Herbert C. Freeman. . . . Duke Ellington and Billy Strayhorn are doing the score for a musical which Orson Wells will present in Paris this summer. . . . Terry Shand, a former Decca orkster-vocalist, has signed with King Records' pop department.

Cece Blake, ex-Vaughn Monroe chirp, has been signed by Riviera Records. . . . Orkster Gene Krupa is booked into the Palomar Theater, Seattle, for the week of June 19. . . . Pavilion Record Company has been formed here to specialize in Polish and American polkas. . . . Geoffrey B. Bennett has been named Chicago sales rep for RCA Victor's custom record sales division. . . . Robert T. Conner is the new plant manager of Muzak's Elizabethtown, Ky., plant. He was formerly with Decca. . . . Tiny Hill has dropped his ork for the summer. . . . Shep Fields opens July 27 at the Shalimar, Fort Walton, Fla., for a month. . . . Accordionist Joe Mooney has formed a duo with bassist Bob Carter.

Denise Darcel, French actress-singer featured in "Battleground," has been signed by London Records and cut her first four sides last week. The thrush will be featured in both French and English ballads. . . . MGM warbler Bill Farrell plays the Apollo Theater for a week beginning Friday (16). He's an expectant father. . . . Orkster Gene Williams has been booked into the Glen Island Casino starting June 15 and may stay all summer. Joe Glaser's Associated Booking Corporation (ABC) set the deal. . . . Donald Chandler, son of Irving Berlin's business manager, Al Chandler, marries Margaret Blake Saturday (17). . . . Jerry Blaine, Cosnat Distributing topper, went to the hospital for a minor operation last week. . . . Cliff (Ukulele Ike) Edwards has signed an exclusive disk deal with Admiral Records. . . . Nino Ossani, pop tenor star of RCA Victor's Italian disk series, was flown here by Music Corporation of America (MCA) for the June 11 Coca-Cola show. Alex Bard, Victor's international artists-repertoire chief, is speeding up domestic releases of Italian-cut Ossani wax, and MCA intends to extend his stay via local club bookings.

Chicago:

Due to the terrific biz being done by "The Roaring Twenties," miniature legit revue at the Blackhawk, Don Roth, bistro owner, has decided to drop plans to utilize name orks and has canceled Blue Barron's band. Teddy Powell, currently at the bistro, closes in 10 days, with another semi-name following. . . . New 4 Star distributors, appointed by the Coast diskery's sales chief, Don Pierce, are Robins', Cleveland and Columbus; West Coast, Tampa; Coastline, Nashville, and Griffin, Jackson, Miss. . . . Irv Marcus, prexy; Gabe Goldberg, v.-p. and treasurer, and Gwen Kesler, secretary, head the new Mercury Distributors, 421 Edgewood, Atlanta. . . . A. G. Tomlinson, owner of a Delavan, Wis., summer dance spot, died last week. . . . King Records has added Terry Shand, the ex-Decca singer and composer, and Al Dexter, H.B. artist last with Columbia. . . . Bill Weems, GAC Coast office ork booker, became father of a son, Timothy Patrick, May 31. Grandfather is Art Weems, head of GAC's radio-TV department. . . . Bill (Bewitched) Snyder closes the College Inn of the Hotel Sherman July 2 when the room halts its live talent policy to convert to a steak house. Snyder was accepted for ASCAP membership last week. . . . Polo label, the Newark, N. J., international diskery, is going into the pop field. . . . Alice McMahon, op of the Indiana Roof, Indianapolis, denies that she has filed a claim against Russ Morgan on a recent date, at which he failed to appear personally, but the band showed en masse. She reports that she is working out a satisfactory price adjustment with his office, Associated Booking.

Philadelphia:

Elmer Snowden, the guitarist who was once Duke Ellington's boss, remains with his combo at the Princeton Lounge until a June 19 starting for the summer at Ciro's in Montreal. . . . Mills Music has picked up the Mystery Quartet's new composition, "Go Tell Your Trouble to Someone Else," and warbler Danny Sullivan's "Two-Time Heart." . . . Sam Alexander, guitarist-leader of the Fix Barons, now at the Club Del Rio, will open an eatery in Atlantic City this summer. . . . Joe Frassetto, who started out in front of the band at the one-time Hotel Philadelphian, celebrating his 20th anniversary as a maestro this month at the Click.

Walter Miller will lead the Meyer Davis unit at Mackinac Island, Mich., this summer. . . . Charles McConnell III, nephew of the newly elected president of the local American Federation of Musicians (AFM), was dropped from his post as assistant to Assistant Secretary Harry Kammerer. He opposed his uncle in the recent union election. Charles J. McConnell Jr., missed his own installation as president of Local 77 here, being in Houston to attend the national American Federation of Musicians' (AFM) convention. . . . Jack Verna is set to summer at the Hialeah Club, Atlantic City. . . . Danny Kessler, local exploiteer for Columbia Records and manager of warbler Chris Scott, placed the thrush on the MGM label with the Tommy Ferguson Trio, at Big Bill's here, for the backing. . . . Earl Van Dyke is set for the music making at the newly opened Davis Ballroom. . . . Johnny Austin gets the call for the evening dance cruises via the Wilson Lane. . . . Sunny Gale, canary with Joe Frassetto here, is setting out as a solo single at the Club Del Rio. . . . Billy Dove will baton the Clarence Fuhrman orchestra at Cape May (N. J.) pier this summer, while the local

Wallerstein, British Columbia Work Out Schedule for Classics

NEW YORK, June 10.—Altho the disk business abroad shows general signs of improvement, the British Columbia diskery has no immediate plans for the introduction of the LP platter, according to Edward Wallerstein, just back from a six-week sojourn in England and on the Continent.

Wallerstein, president of Columbia Records, Inc. (CRI), told *The Billboard* that adoption of the 33-r.p.m. disk in Europe is a matter for the European diskeries to decide for themselves as they see fit. Altho CRI has a working agreement with British Columbia, the Electrical Musical Industries (EMI) subsid, for exchange of masters, the two Columbias are separate entities, and American Columbia can take no part in policy decisions for the British firm, Wallerstein pointed out.

The essential reason for the CRI topper's trip, however, was to coordinate classical recording schedules of the American and British Columbias. With the LP impetus toward exploitation of previously untapped repertory, the two companies must of necessity work in close rapport, both to avoid duplication and to work out optimum artist and repertory combinations.

Wallerstein said that the release of Columbia LP's here is now being stabilized at approximately eight per month, or 100 a year. The waxery will continue to press the so-called "prestige" items along with the standard, mass-market LP's, the CRI topper said. The forthcoming Pablo Casals records, waxed at the recent Bach Festival in Prades, France, Wallerstein notes, are a unique example of combined prestige and mass sales

Sullivan, BMI Settle Infringement Suit

NEW YORK, June 10.—A two-and-a-half-year-old infringement suit involving the tune, *Laughing on the Outside*, was discontinued and settled in New York Federal Court recently. The plaintiff Dan J. Sullivan, had charged Broadcast Music, Inc. (BMI), and songwriters Ben Raleigh and Bernie Wayne with infringing on his song, *Santa Catalina*, in the composition of *Laughing*.

Sullivan claimed to have written *Catalina* before 1919 and to have renewed his copyright with BMI in 1946. He claimed that BMI published *Laughing on the Outside* with the full knowledge that he owned the *Santa Catalina* composition.

radio maestro will front his own unit at the Ocean City (N. J.) music pier. . . . Rainbow Records inked Cathy Graves, singer at the Embassy Club, for a set of French songs. . . . Jon Arthur, retired maestro, was named to head the new board of directors of the AFM. . . . Stan Lee Broza, personal manager for Elliot Lawrence, will produce and emcee the "Yellow Cab Review" television show, alternating over WCA-TV and WFIL-TV here.

On the Sound Track:

In these days of multi-million dollar screen musicals, Lippert Productions has accomplished the seemingly impossible by bringing in a musical in three days' shooting at a cost of a mere \$45,000. . . . After the boys in the cutting room got thru with "Duchess of Idaho" (Metro-Goldwyn-Mayer), Mel Torme's part in the film evaporated to that of a mere bell-hop sans vocals. Before the shearing, soundtrack had Torme trilling "Warm Hands, Cold Heart" (Al Rinker-Floyd Huddleston tune). Metro explains the film was too long, hence the Velvet Fog was lifted to bring it down to 98 minutes. . . . Harry Ruby, of the Kalmar and Ruby tune-smithing team, will tour the U. S. on behalf of "Three Little Words" (Metro-Goldwyn-Mayer), film based on the lives and songs of the pair. Tour starts early in July, with Ruby hitting country's key towns as part of the pic's promotion. On the screen, Ruby is portrayed by Red Skelton with Fred Astaire as Bert Kalmar. . . . Connie Boswell inked for a musical featurette at Universal-International, produced-directed by Will Cowan. . . . Doris Day and Gordon MacRae are cutting the tunes for the soundtrack of the forthcoming Warner Bros. production, "The West Point Story." . . . "Cinderella" cleffers Mack David and Jerry Livingston have been signed by producers Abby Greshler and Fred Finklehoffe to score the Dean Martin-Jerry Lewis flick version of "At War With the Army." . . . Guitarist Vicente Gomez cut the Miklos Rozsa music for MGM's "Crisis." . . . The Red Norvo Trio is in 20th Century-Fox's "I'll Get By." . . . Benny Carter is arranging background music for the same flickery's documentary, "Panic in the Streets." . . . Xavier Cugat has been pacted for RKO's "Three Tickets To Broadway."

appeal. Wallerstein visited Prades during the rehearsals for the festival, at which time the recordings were being made.

"I found Casals extremely gracious and co-operative in the recording studio, performing and directing for four and five hours at a stretch with a vigor that belies his years," Wallerstein said.

Janet Tremaine To Manage J. D.

NEW YORK, June 10.—Janet Tremaine, boss of the contract department for General Artists Corporation (GAC), will leave the agency to take over the business management of Jimmy Dorsey and his ork. She will replace the retiring Gil Koerner, who has served with J. D. for the past five years.

The revamp of the Dorsey management picture also includes the addition of a new road manager, John Hall, who formerly performed the same stint for Sammy Kaye's band.

Detroit Ballroom To Get Name Bands For Summer Session

DETROIT, June 10.—Jefferson Beach Ballroom on Lake St. Clair will have top name bands this summer for the first time in several years as the result of agreement made by Don Ridler, athletic director at Lawrence Institute of Technology, with the management of the park. Ridler, who has sporadically promoted name band dances at the State fair coliseum for several years, originally dickered for Eastwood Gardens, but differences with the municipal authorities in East Detroit made the fate of this spot uncertain. Result was to shift the dances—and the business—to Jefferson Beach, which has an enclosed ballroom overlooking the lake. Admission will be \$1.25 weekdays and \$1.50 Saturdays.

Skitch Henderson was set to open June 9 - 11, with other bands, mostly on a week-stand basis, following, including Al Trace, June 16-18; Sonny Dunham, June 23-29; Charlie Spivak, June 30-July 13; Russ Carlyle, July 14-21. Other bands pencilled in without confirmation of final dates include Gene Krupa and Les Brown.

LONDON

RECORDS

Release No. 27

POPULAR - 10" Blue Label - 75c plus tax

696 - **TERESA BREWER, SNOOKY LANSON,**
30124* - **CLAIRE "SHANTY" HOGAN and BOBBY WAYNE**
"LET'S HAVE A PARTY"
"THE PICNIC SONG"
Teresa Brewer, Snooky Lanson, Claire "Shanty" Hogan and Bobby Wayne
with Jack Pleis and His Orchestra

652 - **CHARLIE SPIVAK**
"LET'S CHOO CHOO CHOO TO IDAHO"
Charlie Spivak and His Orchestra vocal by Johnny Parker
and The Stardreamers
"APRIL IN PARIS"
Charlie Spivak and His Orchestra vocal by Tommy Lynn

718 - **DICK JAMES**
"LET'S DO IT AGAIN"
"SOMEWHERE AT THE END OF THE RAINBOW"
Dick James with The Stargazers and Malcolm Lockyer's Barnstormers

750 - **AL MORGAN**
"YOU'RE A WONDERFUL SWEETHEART"
"I DREAMED OF AN ANGEL"
Al Morgan, vocal and piano with orchestral accompaniment

697 - **EDDIE HEYWOOD**
30175* - "CARIOCA"
"YOU GO TO MY HEAD"
Eddie Heywood, piano with orchestral accompaniment

686 - **TEDDY PHILLIPS**
30118* - "CIRCUS RAG"
Teddy Phillips and His Orchestra vocal by Lynn and Ernie
"OU-LA-LA SOME MORE"
Teddy Phillips and His Orchestra vocal by Lynn Hoyt

655 - **ROY STEVENS**
"THE GRASS IS GREEN"
Roy Stevens and His Orchestra vocal by Patricia Laird
"YOU CAN'T DO WRONG DOIN' RIGHT"
Roy Stevens and His Orchestra vocal by Roy Stevens

724 - **VERA LYNN**
"HOW CAN I TELL"
"SAY IT ISN'T THE NIGHT"
Vera Lynn with Bob Farnon and His Orchestra

670 - **BILLY BUTTERFIELD**
"I GOTTA RIGHT TO SING THE BLUES" (instr.)
"ANY PLACE I HANG MY HAT IS HOME"
Billy Butterfield and His Orchestra vocal by Jack Palmer

722 - **EDMUNDO ROS**
"MEXICAN MERRY GO ROUND"
"LITTLE JUG"
Edmundo Ros and His Orchestra vocal by Edmundo Ros

683 - **HUGO MALAN**
"RED LIPS KISS MY BLUES AWAY"
"ZAZA"
Hugo Malan and His Quintet vocal by Lisa Pierson and Group

689 - **JACK TETER**
30117* - "KANSAS CITY KITTY"
"JUST A LITTLE NIGHTCAP"
Jack Teter Trio vocal by Jack Teter

693 - **CLAIRE "SHANTY" HOGAN and BOBBY WAYNE**
30121* - "M-I-S-S-I-S-S-I-P-P-I"
"SAM'S SONG"
Claire "Shanty" Hogan and Bobby Wayne accompanied by Jack Pleis

692 - **EVE YOUNG & STUART FOSTER**
30122* - "SOMETIME"
"MARIANNE"
Eve Young and Stuart Foster with chorus and orch. conducted by Jack Pleis

POPULAR - 10" Blue Label - 75c plus tax

699 - **JIMMY LYTELL**
30176* - "FAREWELL BLUES"
"SUGAR FOOT STOMP"
Jimmy Lytell and The Dixieland All Stars

725 - **ANNE SHELTON**
"SEEMS LIKE YESTERDAY"
Anne Shelton with Roy Robertson and His Orchestra
"HUMBLE PEOPLE"
Anne Shelton with Paul Fenhoulet and His Orchestra

726 - **TED HEATH**
"DIDN'T WE"
Ted Heath and His Music vocal Lita Roza and Jack Parnell
"BIRMINGHAM BOUNCE"
Ted Heath and His Music

698 - **THE KEYS**
30177* - "STAIRWAY TO THE STARS"
"FOUR BROTHERS"
The Keys with rhythm accompaniment

695 - **LEE SHEARIN**
30123* - "GIVE A BROKEN HEART A CHANCE TO CRY"
"I NEED YOU"
Lee Shearin with orchestral accompaniment

HILLBILLY - 10" Green Label - 75c plus tax

16029 - **LULU BELLE & SCOTTY**
"BEYOND THE STARRY SKY"
"MUSH"
Lulu Belle and Scotty with instrumental accompaniment

16030 - **SALTY HOLMES**
"SUGAR BLUES"
"ECHOING THE BLUES"
Salty Holmes with instrumental accompaniment

16031 - **ROY KING**
"FREIGHT TRAIN BLUES"
"EVERYBODY KNEW"
Roy King with Hal Fuller and the Tennessee Ho-Downers

16032 - **HANK DALTON**
"LITTLE GIRL YOU'RE MEAN TO ME"
"HUMMINGBIRD SPECIAL"
Hank Dalton and The Brokemen

16033 - **DUSTY ELLISON**
"YOU CAN ALWAYS FIND A SWEETHEART"
"HURRY HURRY HURRY"
Dusty Ellison with instrumental accompaniment

16028 - **KENNY ROBERTS**
"SHE TAUGHT ME TO YODEL"
Kenny Roberts with The Hilltoppers
"HONEY DARLIN'"
Nancy Lee and The Hilltoppers

RHYTHM & BLUES - 10" Green Label - 75c plus tax

17014 - **RUDY RENDER**
"JUST THINKIN'"
"ROCK ME TO SLEEP"
Rudy Render with Maxwell Davis and His Orchestra

17013 - **JOE LUTCHER**
"JUMPIN' AT THE MARDI GRAS"
"COOL DOWN"
Joe Lutchter and His Orchestra vocal by Joe Lutchter

*45 rpm

LONG PLAYING 33 1/3 R. P. M.



- LP5-193 - \$4.95 - 10" Red Label Record
"L'APPRENTI SORCIER" (Dukas)
"RUSSIAN AND LUDMILLA" Overture (Glinka)
"LE ROI MALGRE LUI" Danse Slave (Chabrier)
L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris conducted by Enrique Jorda
- LLP-179 - \$5.95 - 12" Red Label Records
SUITE FROM "L'ARLESIENNE" (Bizet)
The London Philharmonic Orchestra conducted by Eduard Van Beinum
- LLP-184 - \$4.95 - 10" Red Label Record
SUITE FROM "CARMEN" (Bizet)
The London Philharmonic Orchestra conducted by Anthony Collins
- LP5-184 - \$4.95 - 10" Red Label Record
BALLET MUSIC FROM "SYLVIA" (Delibes)
L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris conducted by Roger Desormiere
- LP5-183 - \$4.95 - 10" Red Label Record
BALLET MUSIC FROM "COPPELIA" (Delibes)
L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris conducted by Roger Desormiere
- LLP-191 - \$5.95 - 12" Red Label Records
MUSIC OF SPAIN
Contents:
LA VIDA BREVE; SPANISH DANCE (Falla)
SPANISH DANCE No. 2 "ORIENTAL" (Granados)
SPANISH DANCE No. 5 "ANDALUZA" (Granados)
SPANISH DANCE No. 6 "RONDALLA" (Granados)
LA PROCESION DEL ROCIO; TRIANA EN FIESTA - IBERIA: EL PUERTO - TRIANA (Albaniz)
L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris conducted by Enrique Jorda
- LLP-198/199 \$11.90 - 2-12" Red Label Records
"THE GONDOLIERS" (Gilbert and Sullivan)
The D'Oyly Carte Opera Company with The New Promenade Orchestra conducted by Isidore Godfrey

LONDON RECORDS

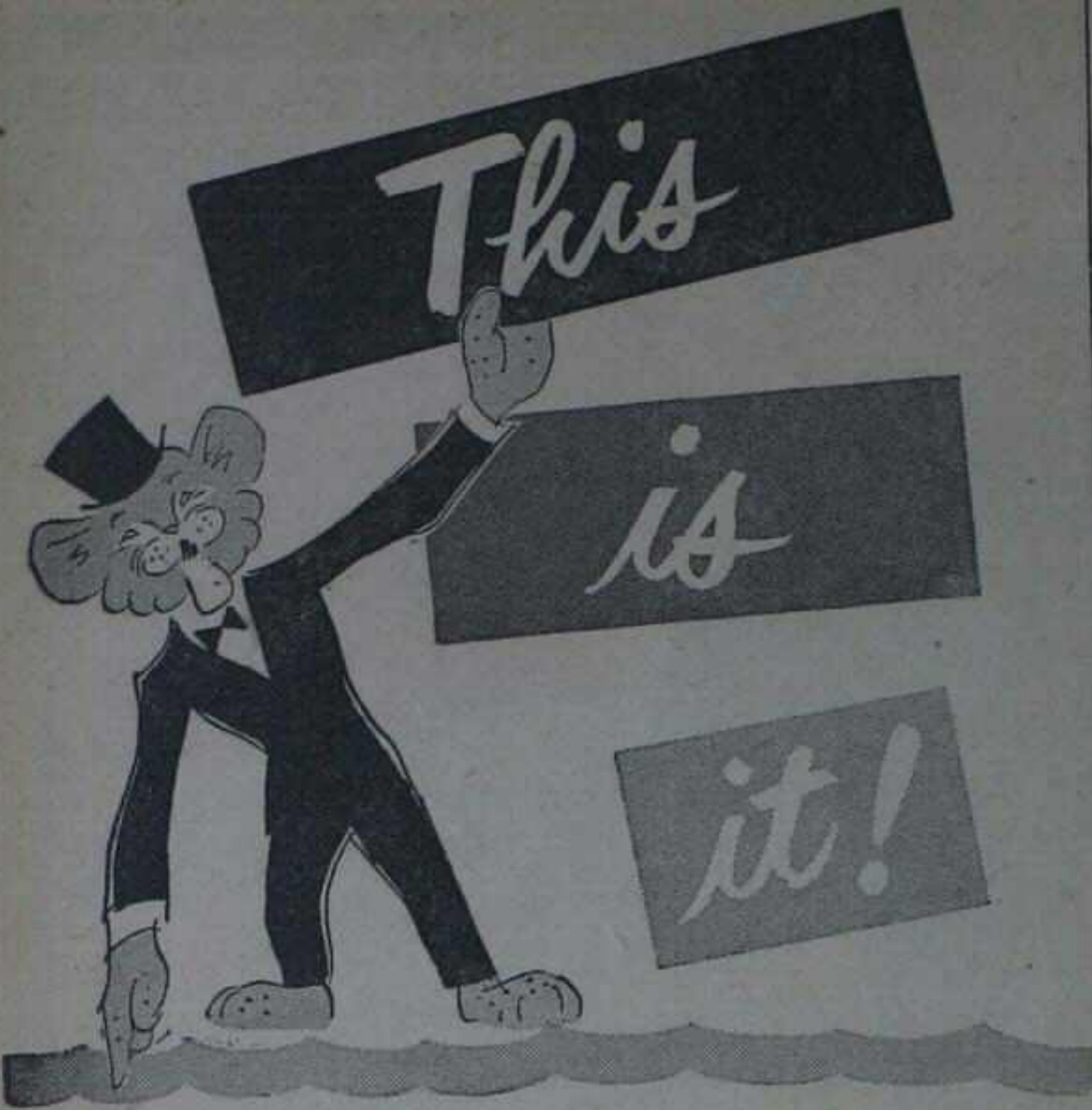
4 GREAT STARS ON 2 GREAT SIDES!



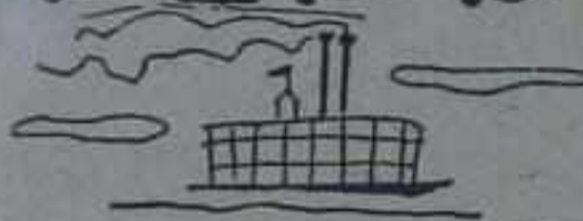
BOBBY WAYNE
TERESA BREWER
SNOOKY LANSON
CLAIRE "Shanty" HOGAN

JACK PLEIS and his orch. 696 - 78 rpm
75c plus tax
30124 - 45 rpm
75c plus tax

LONDON RECORDS



M-I-S-S-I-S-S-I-P-P-I



The Breeze is my Sweetheart



MGM Non-Breakable 10721

Art Mooney

MGM Records
are
better than
ever!



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

The Billboard MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART I

Based on reports received last three days of Week Ending June 9

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 | By | Last Week |
|--|--|-----------|
| 1. THIRD MAN THEME, THE | By Anton Karas
Published by Chappell (ASCAP)
From the Carol Reed film, "The Third Man" | 1 |
| Records available: D. Apollo, National 9104; Cate Vienna Quartet, Col(3311-444); I. Fields Trio, V(78)20-3696, (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 60266; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollock Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World. | | |
| 2. BEWITCHED | By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP) | 2 |
| 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-Honey-dreamers, 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(3311-642).
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Armen, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarnieri Quintet, Thesaurus. | | |
| 3. MY FOOLISH HEART | By Victor Young and Ned Washington
Published by Santly-Joy (ASCAP)
From the Sam Goldwyn film, "My Foolish Heart" | 3 |
| 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 935; H. Winterhalter Ork, Col(78)38697, (3311-478); 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. | | |
| 4. HOOP-DEE-DOO | By Frank Loesser and Milton DeLugg
Published by E. H. Morris (ASCAP) | 4 |
| Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (3311-591); 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.
Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol. | | |
| 5. SENTIMENTAL ME | By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP) | 5 |
| 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-Vac, Dec 48141; B. Mayo Quintet, Dana 2074; R. Valle, V(78)20-3793, (45)47-3793.
Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol. | | |
| 6. I WANNA BE LOVED | By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP) | 10 |
| Records available: I. Bennett-M. Manning, Col (78)38825, (3311-646); 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)2044, (45)F1044; B. Cox-C. Hobbs, Col 20229; R. McKinley Ork, V (78)20-3436, (45)47-4902; D. Washington, Mer 8181.
Electrical transcription libraries: Fran Warren, Thesaurus. | | |
| 7. OLD PIANO ROLL BLUES, THE | By Cy Cohen
Published by Leeds (ASCAP) | 7 |
| Records available: E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0010; H. Carmichael-C. Dajky-M. Matlock's All Stars, Dec 24977; L. Cook-J. Dandley, 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, (3311-593); F. September (Jan August), Mer 5400; C. Steward, Coral 60177.
Electrical transcription libraries: George Wright, Thesaurus. | | |
| 8. IT ISN'T FAIR | By Sylvester Spigato, Frank Warshawer and Richard Himber
Published by Words & Music (ASCAP) | 6 |
| Records available: B. Goodman Ork, Cap 860; B. Harrington-3 Beas and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105; D. Washington-I. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.
Electrical transcription libraries: Dick Jurgens, Associated; Lawrence Welk Ork, Standard. | | |
| 9. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | By Al Hoffman, Bob Merrill and Clem Watts
Published by Robert (ASCAP) | 8 |
| Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminisky's Dixie-landers, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (3311-493); Fontane Sisters-M. Ayres Ork, V(78)20-3713, (45)47-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)20-0027, (45)54-0027; E. Young-The Homesteaders, London 658; T. Carlyn Ork, Rondo 5005; H. Ashley-Four Chords, Varsity 263.
Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Welk Ork, Standard. | | |
| 10. MONA LISA | 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, (3311-588); N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Solvak Ork, London 619; V. Young Ork, Dec 27048.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus. | | |

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This week's

New Releases

... on **RCA Victor**

Release 50-34

Ships Coast to Coast, Week of June 18

POPULAR

TONY MARTIN

La Vie En Rose 20-3819—(47-3819)*
Tonight

Here come the **DANCE BANDS** again!

RALPH FLANAGAN

If I Had a Magic Carpet 20-3820—(47-3820)*
Down the Line

HUGO WINTERHALTER'S ORCHESTRA and CHORUS

My Destiny 20-3822—(47-3822)*
Foggy River

LISA KIRK with HUGO WINTERHALTER'S ORCHESTRA and CHORUS

Love Like Ours 20-3823—(47-3823)*
I Didn't Slip, I Wasn't Pushed, I Fell

THE THREE SUNS with TEXAS JIM ROBERTSON

Gone Fishin' 20-3824—(47-3824)*
So Tall a Tree

WESTERN

Here come the **DANCE BANDS** again!

SPADE COOLEY

Longing 21-0348—(48-0348)*
Little Lisa Lou

COUNTRY

JESSE ROGERS

Great Big Needle 21-0350—(48-0350)*
I've Got Five Dollars and It's Saturday Night

BILL BOYD

Why Don't You Love Me? 21-0351—(48-0351)*
Red Lips Kiss My Blues Away

RHYTHM-BLUES

LUCKY MILLINDER

Sweet Slumber 22-0088—(50-0088)*
Let It Be

POP-SPECIALTY

LAWRENCE DUCHOW

Laughing Trombone Polka 25-1164—(51-1164)*
Black Bird—Waltz

NEW ALBUM

AL GOODMAN and his ORCHESTRA

Selections from Naughty Marietta"
K-22—45-0078 thru 45-0080 (78 rpm)
WK-22—52-0090 thru 52-0092 (45 rpm)

*45 r.p.m. catalog numbers

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



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

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of June 10). Obviously, sure things!

- \$** **Bewitched**
Larry Green and the Honeydreamers 20-3726—(47-3726)* **7**
- \$** **Count Every Star**
Hugo Winterhalter 20-3697—(47-3221)* **7**
- \$** **Hoop Dee Doo** }
\$ **On the Outgoing Tide** }
Perry Como 20-3747—(47-3747)* **7**
- \$** **It Isn't Fair**
Sammy Kaye 20-3609—(47-3115)* **7**
- \$** **Joshua**
Ralph Flanagan 20-3724—(47-3724)*
- \$** **Little Angel With the Dirty Face** }
\$ **Why Should I Cry** }
Eddy Arnold 21-0300—(48-0300)* **7**
- \$** **My Foolish Heart**
Mindy Carson 20-3681—(47-3204)*
- \$** **Roses**
Sammy Kaye 20-3754—(47-3754)* } **7**
Sons of the Pioneers 21-0306—(48-0306)* }
- \$** **Valencia**
Tony Martin 20-3755—(47-3755)*
- \$** **Wanderin'**
Sammy Kaye 20-3680—(47-3203)* **7**



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

- ★** **Bonaparte's Retreat**
Gene Krupa 20-3766—(47-3766)*
No. 25 Most Played Disc Jockey Records Billboard June 10.
- ★** **Third Man Theme**
Freddie Martin 20-3797—(47-3797)*
No. 28 Most Played Disc Jockey Records Billboard June 10.
- ★** **An Ordinary Broom**
Tony Martin & Fran Warren 20-3777—(47-3777)*
No. 1 Billboard Pick May 27. No. 10 Retailers Pick Billboard June 3. No. 3 Disc Jockey Pick Billboard June 10.
- ★** **I Still Get a Thrill**
Tony Martin 20-3799—(47-3799)*
No. 1 Billboard Pick June 10.
- ★** **Thanks, Mr. Florist**
Vaughn Monroe 20-3773—(47-3773)*
No. 1 Operators Pick Billboard June 3 and 10. No. 2 Disc Jockey Pick Billboard May 27. No. 3 Retailers Pick June 3.
- ★** **I Surrender Dear**
Don Cornell 20-3776—(47-3776)*
No. 4 Operators Pick Billboard June 10.
- ★** **What, Where and When**
Pee Wee King 21-0332—(48-0332)*
No. 4 Country & Western Disc Jockey Pick Billboard June 10.
- ★** **When a Dream Is Broken in Two**
Dolph Hewitt 21-0311—(48-0311)*
No. 1 Country & Western Disc Jockey Pick Billboard June 10.

TIPS THREE LITTLE RINGS (Fontane Sisters) THREE LITTLE RINGS (Fontane Sisters) THREE LITTLE RINGS (Fontane Sisters) THREE LITTLE RINGS (Fontane Sisters).

The stars who make the hits are on

RCA VICTOR Records

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

JAN FEB MAR *The* APRIL MAY JUNE *Swing's* JULY AUG. SEPT to OCT NOV DEC "45"

FIRST TIME TOGETHER!

FRANKIE LAINE AND PATTI PAGE

"IF I WERE YOU BABY, I'D LOVE ME"

AND BACKED BY A BEAUTIFUL BALLAD, "I LOVE YOU FOR THAT"

MERCURY 5442 AND 5442X45



ORDER A BOX FULL NOW! DON'T WAIT!

Only *Mercury* has the Hits on NON BREAKABLE RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA, TORONTO, CANADA

Last summer the nation's biggest hit was "YOUR BREAKING MY HEART"

and now **THIS** summer

another smash by the sensational

VIC DAMONE "VAGABOND SHOES"

Billboard Pick says:

Warbler unveils a winning rhythm style in a superior rendition of a highly fetching new novelty ditty. **SIDE COULD BE A VERY BIG ITEM.**

Flip side is one of Damone's standout ballad offerings

'I Hadn't Anyone 'Till You'

MERCURY 5429

MERCURY 5429X45



★
VIC DAMONE CURRENTLY APPEARING AT WALDORF ASTORIA, STARLIGHT ROOF, NEW YORK CITY

WATCH THESE COME UP FAST!



RICHARD HAYES

"SAY WHEN"
"OUR VERY OWN"

Mercury 5441



BETTE CHAPEL

(Dave Garroway's TV Singing Star)

"MAY I TAKE TWO GIANT STEPS"
"I WASN'T PUSHED, I DIDN'T SLIP"

Mercury 5446



KAY BROWN

"COTTON CANDY"
"THANKS FOR THE BUGGY RIDE"

Mercury 5430



LAWRENCE WELK

"FANCY FREE"
"DEEP FREEZER DINAH"

Mercury 5440

CONSISTENT BEST SELLERS!



FRANKIE LAINE

"EXACTLY LIKE YOU"
"YOU'RE WONDERFUL"

Mercury 1179



PATTI PAGE

"SUN DON'T SHINE"
"PAPER ALL MY WALLS"

Mercury 5396



EDDY HOWARD

"AMERICAN BEAUTY ROSE"
"SEEM'S LIKE YESTERDAY"

Mercury 5433



JAN AUGUST, HARMONICATS, ROBERTA QUINLAN

"BUFFALO BILLY"
"NEVER HAD A WORRY"

Mercury 5420

Only **Mercury** has the hits on **NON BREAKABLE RECORDS**

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA, TORONTO, CANADA

THE
JACK
TETER
TRIO
IN THE
TERRIFIC
HIT
DITTY ...



"KANSAS
CITY
KITTY"

backed by
"JUST A LITTLE NIGHTCAP"
No. 689 — 78 rpm
75c plus tax
No. 30,117 — 45 rpm
75c plus tax

London
RECORDS

The Billboard
MUSIC POPULARITY CHARTS
PART II

Sheet Music

Based on reports received last three days of Week Ending June 9



BEST-SELLING SHEET MUSIC

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

POSITION			Songs	Publishers
Weeks to date	Last Week	This Week		
12	1	1.	THIRD MAN THEME, THE (F) (R)	Chappell
8	2	2.	BEWITCHED (R)	Chappell
15	3	3.	MY FOOLISH HEART (F) (R)	Santly-Joy
7	4	4.	HOOP-DEE-DOO (R)	E. H. Morris
9	5	5.	OLD PIANO ROLL BLUES, THE (R)	Leeds
10	6	6.	SENTIMENTAL ME (R)	Knickerbocker
4	11	7.	WANNA BE LOVED (R)	Supreme
1	—	8.	I DON'T CARE IF THE SUN DON'T SHINE (R)	Famous
15	10	9.	DEARIE (R)	Laurel
19	9	10.	DADDY'S LITTLE GIRL (R)	Beacon
14	8	11.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
16	7	12.	IT ISN'T FAIR (R)	Words & Music
3	12	13.	STARS ARE THE WINDOWS OF HEAVEN (R)	Pickwick
1	—	14.	MONA LISA (R)	Famous
2	13	15.	ROSES (R)	Hill & Range

ENGLAND'S TOP TWENTY

POSITION			English	American
Weeks to date	Last Week	This Week		
9	1	1.	MY FOOLISH HEART	Santly-Joy
4	2	2.	DEARIE	Laurel
5	5	3.	OH, YOU SWEET ONE	General Music
21	4	4.	JEALOUS HEART	Acuff-Rose
13	3	5.	CHATTANOOGIE SHOE SHINE BOY	Acuff-Rose
9	6	6.	C'EST SI BON	Leeds
5	9	7.	LET'S DO IT AGAIN	*
6	8	8.	THAT OLD PIANO ROLL BLUES	Leeds
8	7	8.	ENJOY YOURSELF	Morris
8	14	10.	CHERRY STONES	Robbins Music
13	10	11.	FRENCH CANCAN POLKA	Blossom Music
21	11	12.	DOWN IN THE GLEN	Mills Music
4	13	12.	ME AND MY SHADOW	Boarne
8	11	14.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	Robert
5	15	15.	QUICKSILVER	E. H. Morris
19	19	16.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century
2	18	17.	CHOO'N GUM	Chappell
1	—	17.	DADDY'S LITTLE GIRL	Beacon
1	—	17.	I REMEMBER THE CORNFIELDS	*
1	—	20.	LOVELY LAKE IN LOVELAND	Mills Music
20	17	20.	DEAR HEARTS AND GENTLE PEOPLE	Morris

*Publisher not available as The Billboard goes to press.



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Occupation or Business _____

6-17-PC

TOP TUNES OF THE DAY

On 78 and 45!

POPULAR

	78 RPM ↓	45 RPM ↓		
"NOLA" and "JEALOUS" Les Paul.....	1014	F1014		
"MONA-LISA" Nat "King" Cole	1010	F1010		
"SAM'S SONG" and "IVORY RAG" Joe "Fingers" Carr.....	962	F962		
"SENTIMENTAL ME" Ray Anthony	923	F923		
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936		
"BLIND DATE" and "HOME COOKIN'" Whiting-Hope	1042	F1042		
"PLAY A SIMPLE MELODY" Jo Stafford... ..	1039	F1039		
"I LOVE YOU BECAUSE" Jan Garber	983	F983		
"HOOP-DEE-DOO" Kay Starr	980	F980		

"LET'S GO TO CHURCH (NEXT SUNDAY MORNING)" Whiting-Wakely	960	F960		
"DOWN THE LANE" Stafford-MacRae... ..	969	F969		

WESTERN

RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....	952	F952		
TENNESSEE ERNIE "My Hobby"	985	F985		
TEX WILLIAMS "Birmingham Bounce"	1006	F1006		
LEON CHAPPEL "True Blue Papa"	1008	F1008		
HANK THOMPSON "Take A Look At This Broken Heart Of Mine"	1016	F1016		
JIMMY WAKELY "Under The Anheuser Bush".....	1024	F1024		
JIMMIE DAVIS "You Are My Sunshine".....	1025	F1025		
MERLE TRAVIS "Cane Bottom Chair"	1029	F1029		
EDDIE KIRK "Sugar Baby"	1048	F1048		
OLE RASMUSSEN "Sleepy Eyed John".....	1049	F1049		

Record Possibilities ... as predicted by "The Dealers," "The Operators" and "The Jockeys" ... Now Capitol's Top Sellers:

THE BILLBOARD PICKS

both sides



WHITING-HOPE

"BLIND DATE"



and **"HOME COOKIN'"**

78 rpm No. 1042 • 45 rpm No. F1042

THE BILLBOARD PICKS



NAT "KING" COLE

"MONA LISA"



Flip for: **"THE GREATEST INVENTOR (OF THEM ALL)"**

78 rpm No. 1010 • 45 rpm No. F1010

THE BILLBOARD PICKS

and



KAY STARR

"STARS" ON

"HOOP-DEE-DOO"

and "A WOMAN LIKES TO BE TOLD"

78 rpm No. 980 • 45 rpm No. F980



Another Starr Gem:

"BONAPARTE'S RETREAT"

and **"SOMEDAY SWEETHEART"**

78 rpm No. 936 • 45 rpm No. F936

THE ORIGINAL AND

BEST BY FAR



JOE "FINGERS" CARR

CARR

"SAM'S SONG"



and

"IVORY RAG"

78 rpm No. 962 • 45 rpm No. F962

IT'S THE WONDERFUL

NEW, "NEW SOUND"



LES PAUL'S

"JEALOUS"



"NOLA"

78 rpm No. 1014

45 rpm No. F1014



The Billboard MUSIC POPULARITY CHARTS PART III

Radio Popularity

Based on reports received last three days of Week Ending June 9



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 throughout the country.

Table with columns: POSITION, Weeks Last | This to date | Week, Record Title, Artist, and Record Label. Includes entries like 'HOOP-DEE-DOO', 'SENTIMENTAL ME', 'THIRD MAN THEME, THE', etc.

Vox Jox

PREEMS . . . Howie Lund and Walt Kay, both ex-WJW staffers, Cleveland, have joined forces as the town's "first two-man radio-TV combo." They'll air a three-hour weekly stanza over WDOK and have a live talent TV show in the works. . . . Harry Birrell, WBVP, Beaver Falls, Pa., writes, "I'm changing my 'peanut whistle' to a brand new station, WEIR, Weirton, W. Va." . . . Professor George Kahl, WMAJ, State College, Pa., graduates from "Groovology 54" this week, and leaves the station. . . . Mac McGarry moves over from WBEC, Pittsfield, Mass., to WRC, Washington. . . . Milo Boulton, WPAT, Paterson, N. J., Dick Linke and Gene Schneider are packaging a trained animal show for TV, tagged "The Original Animal Hour" . . . Gil Brooks, WKNA, Charleston, W. Va., has expanded his daily disk to a full hour. . . . Rex Dale, WCKY, Cincinnati, has given up his "soft ball career" to collaborate on a series of transcribed programs. . . . Starting this week John Slagle, WXYZ, Detroit, is booked for 13 weeks on the Leonard Stanley Show, via the station's video outlet.

CONGRATS . . . Ray Perkins, KFEL, Denver, celebrated the fourth anniversary of his 17-hour-per-week platter show last month (27). . . . Bruce Fleming's "1240 Club," KSON, San Diego, Calif., has the highest Hooper of the town's four networks and two indies. . . . Jay Giles, WCNT, Centralia, Ill., rated a Red Cross certificate of merit for his big drive on the air last month.

GIMMIX . . . Art Scanlon, WINS, New York, finally found his "Miss Hello." Winner of the search for "the most popular switchboard operator in New York," was Gladys Burman, Plaza Information. Scanlon pulled some 300,000 votes from his listeners during the contest. . . . Bill Bullington, KJFJ, Webster City, Ia., is building his listening audience on "County Party Line," via a telephone recorder. He calls farm feds and chats with them on the air, closing each conversation by playing their favorite disk. Both sides of the call are heard on the air. . . . Kid d. j. David P. Mohr, WTWN, St. Johnsbury, Vt., recently earned local good will by acting as judge for the town's annual pet parade. . . . Now that free disks are getting scarce, Larry Shields, WFRP, Savannah, Ga., has contrived a new trade deal. He gives local dealers a list of the "top 10 of the week" in return for 25 free platters of his own choice, plus window displays and direct mail promotion for his program. . . . John Himes, WRZE, York, Pa., pilots a special request show, "Calling Cards," for tubercular patients of Mont Alto Sanatorium, South Mountain, Pa. The wards' current favorite is "My Foolish Heart." . . . Perry Brown, WNDR, Syracuse, is giving away a Capehart TV set to the winner of his "Annie Get Your Gun" contest. . . . Tom Sawyer, WHOO, Orlando, Fla., will gift some lucky listener with an all-expense-week in the Bahamas. That's the prize bait offered for the best letter on "Why I think I deserve a vacation." . . . Bob and Joyce Martin, WPOR, Portland, Me., are staging a jazz quizzer, with record albums as awards. The husband-wife team spin a chorus by a top-notch jazz musician, and ask listeners to identify the soloist by phone.

TIPS ON PROGRAMING . . . D. J.'s from all over are sending kudos on Billboard's "Honor Roll of Hits" as an aid to better programing. . . . Dave Naber, WKAI, Macomb, Ill., even reads our record reviews on the air, as part of a weekly survey of new disks. . . . Martin A. Culpepper, WGAI, Elizabeth City, N. C., spins the "Honor Roll" every Sunday, plus his own hit predictions. . . . Tommy Moore, WFRG, Reidsville, N. C., writes, "Your Rhythm and Blues guide helps marvelously on my "Ebony Rhapsody" show. . . . Hoydt White, WENK, Union City, Tenn., uses The Billboard's list on his "Best On Wax" program, "starting with the 10th place song and working up like a local hit parade, plus some 'wax extras'." . . . Hal Moore, WCAU, Philadelphia, ask listeners to predict how long it will take before new records get to the top of the hit heap on his "Pick a Hit" session. He uses the "Honor Roll" as an index for winners. . . . Roger Clark, WFGN, Gaffney, S. C., features thumbnail biogs of recording artists, then plays one of the

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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 tied) 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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Table with columns: Song Title, Artist, and Agency. Includes entries like 'A-Razz-a-Ma-Tazz', 'Bewitched', 'Buffalo Billy', etc.

star's old disks for comparison with a new one. . . . Barney Frick, WMGW, Meadville, Pa., features a "Meadville Hit Parade" on his Saturday broadcast, "compiled from juke box dealers and requests." . . . Ted McKay, WKNA, Charleston, W. Va., recently skedded an "all Bing Crosby Show" on his "Hit Tune Party," teeing off with the Groaner's early 1929 records and playing his best platters of the past 20 years. . . . Gene Fischer, WLRP, New Albany, Ind., emphasizes the audience participation angle on his "Toast and Coffee Time" ailer, by reading poetry contributions from listeners over the air and asking for "definitions of love." . . . WOKO, Albany, N. Y., is airing a "spook d. j." show now, featuring Count Midnight. The Count, who evidently believes the mike has eyes, wears a regulation "ghost outfit, complete with ghastly voice, chain clangings, wolf cries and loud wind noises."

PLATTER PALAVER . . . Johnny Williams, WSFT, Thomaston, Ga., writes, "Orchids to King and Mercury, but onions to Decca. What do you have to do to get a few d. j. records from them?" . . . In line with this, Bruce Mitchell, WTXL, West Springfield, Mass., says, "I'd like to answer the plaintive cry of Fred Caldwell, KNOW, Austin, Tex. Decca has been one of the best companies around here and Fred might take a look at page 89 of Billboard, March 4. A little conniving with one of these distributors might well bring him the disks he's after." . . . Hugh (Smoky) Ward Jr., WALD, Walterboro, S. C., wants to know "what's holding up Sammy Kaye's platter 'Roses.' It's a swell tune, but it's sure rising slow." . . . Pedro Albani, WMID, Atlantic City, has penned "The Atlantic City Rhumba." Miguelito Valdez and Alfredo Mendez's orb will record it.

AD LIB CUTTINGS . . . Cuz'n Larry, WHBO, Tampa, will "go along with the d. j. who suggested letting listeners pick the most popular spinner in each area. If it's a hillbilly man, he should get an all-expense trip to 'Grand Ol' Opry.' Otherwise, the winner should appear on a pop-type net show. Votes should be mailed to Billboard." . . . Roy Carr, WLOL, Minneapolis, needs "personal data on the more popular stars and the up and coming youngsters. It's an almost invaluable source of yuk for the d. j." . . . Jerry Kirby, WDBQ-WKBB, Dubuque, Ia., all-time roofer for Guy Lombardo, missed out on an interview with him last month, due to a smashed knee. "I'm doing very limited duty now on crutches" says Jerry, "usual luck of those who attempt physical activity." . . . Ty Mack, KWOA, Worthington, Minn., is receiving lots of requests for the Fontane Sisters-Hugo Winterhalter disk-ing of the oldie "I Didn't Know What Time It Was." His favorite fan note reads, "I can't resist that song; nor can my boy friend resist me when he hears it!"

Flying High!

"WALTZ OF THE WIND"
Jan Garber
Capitol

"I LOVE YOU BECAUSE"
Gene Autry
Columbia

"HONKY TONKIN"
Teresa Brewer
London

"M-I-S-S-I-S-S-I-P-P-I"
Red Foley
Decca

"LONG GONE LONESOME BLUES"
Hank Williams
MGM

"WALTZ OF THE WIND"
Wayne King
Victor

"I'M A LONE WOLF"
Leon Payne
Capitol

"BONAPARTE'S RETREAT"
Kay Starr
Gene Krupa
Capitol
Victor

"IT WOULDN'T BE THE SAME"
Al Rogers
MGM

"WHY DON'T YOU LOVE ME"
Hank Williams
MGM

"ALABAMA WALTZ"
Bill Monroe
MGM

"WARM HANDS COLD HEART"
George Morgan
Columbia

"BLUES IN THE MOONLIGHT"
Cowboy Copas
King

"DRAW UP THE PAPERS LAWYER"
Dave Landers
MGM

"IF IT AIN'T ONE THING IT'S ANOTHER"
Jimmy Dickens
Columbia

Acuff-Rose
PUBLICATIONS
2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

WE DO NOT SELL RECORDS
SHEET MUSIC AVAILABLE

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending June 9



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		This	
to date	Last	Week	Week	Week	Week	Week
15	1	1	THIRD MAN THEME, THE. A. Karas..... Cafe Mozart Waltz ..London 356—ASCAP			
14	2	2	THIRD MAN THEME, THE. G. Lombardo..... Cafe Mozart Waltz ..Dec 24839—ASCAP			
9	6	3	BEWITCHEDB. Snyder Ork..... Drifting Sands ..Tower 1473—ASCAP			
8	4	4	HOOP-DEE-DOOP. Como-The Fontane Sisters..... On the Outgoing Tide V(78)20-3747, (45)47-3747—ASCAP			
16	5	5	SENTIMENTAL ME.....Ames Brothers..... Rag Mop and/or Slow Coral 60140, Prelude Coral 60173—ASCAP			
15	3	6	MY FOOLISH HEART.....G. Jenkins Ork..... Don't Do Something To ..Dec 24830—ASCAP Someone Else			
6	10	6	I WANNA BE LOVED.....Andrews Sisters-G. Jenkins Ork..... I've Just Got To Get ..Dec 27007—ASCAP Out of the Habit			
8	7	8	BEWITCHEDG. Jenkins Ork..... Where in the World ..Dec 24983—ASCAP			
12	8	9	MY FOOLISH HEART.....B. Eckstine..... Sure Thing MGM 10623—ASCAP			
19	9	10	IT ISN'T FAIR.....S. Kaye Ork-D. Cornell ..V(78)20-3609, My Lily and My Rose (45)47-3115—ASCAP			
8	12	11	SENTIMENTAL ME.....R. Morgan Ork..... Copper Canyon Dec 24904—ASCAP			
6	11	12	BEWITCHEDD. Day..... Imagination Col(78)38698, (33)1-480—ASCAP			
6	19	13	ROSESS. Kaye Ork..... Tiddley Winkle Woo V(78)20-3754, (45)47-3754—BMI			
2	24	14	MONA LISA.....Nat "King" Cole & The Trio..... Greatest Inventor of Cap(78)1010, Them All, The (45)F-1010—ASCAP			
6	14	15	COUNT EVERY STAR.....H. Winterhalter..... Flying Dutchman, The V(78)20-3697, (45)47-3221—ASCAP			
4	22	16	HOOP-DEE-DOOK. Starr-F. DeVol Ork ..Cap(78)980, Woman Likes To Be (45)F-980—ASCAP Told, A			
7	13	17	MY FOOLISH HEART.....M. Carson..... Candy and Cake V(78)20-3681, (45)47-3204—ASCAP			
2	—	18	BEWITCHEDHoneydreamers-L. Green Ork..V(78)20-3726, If I Had You on a Desert Island (45)47-3726—ASCAP			
4	20	19	OLD PIANO ROLL BLUES, THEH. Carmichael & C. Daley..... Stay With the Happy ..Dec 24977—ASCAP People			
1	—	19	SAM'S SONGJ. (Fingers) Carr..... Ivory Rag Cap(78)962, (45)F-962—ASCAP			
15	22	21	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....E. Barton..... Poco, Loco, In the Coco National 9103, Mercury 5392—ASCAP			
4	21	22	BEWITCHEDJ. August & The Harmonicals..... Blue Prelude Mercury(78)5399, (45)5399x45—ASCAP			
5	27	23	OLD PIANO ROLL BLUES, THEL. Cook..... Why Do They Always Abbey 15003—ASCAP Say No?			
3	29	23	SENTIMENTAL ME.....R. Anthony Ork..... Spaghetti Rag Cap(78)923, (45)F-923—ASCAP			
1	—	23	I WANNA BE LOVED.....B. Eckstine..... Stardust MGM 10716—ASCAP			
4	18	26	HOOP-DEE-DOODoris Day..... Marriage Ties ..Col(78)38771, (33)1-591—ASCAP			
1	—	26	BONAPARTE'S RETREAT..K. Starr..... Someday, Sweetheart Cap(78)936, (45)F-936—BMI			
1	—	26	OLD PIANO ROLL BLUES, THEThe Jubilaires..... Dream Is a Wish Your Cap(78)845, Heart Makes, A (45)F-845—ASCAP			
6	—	29	ARE YOU LONESOME TONIGHT?Blue Barron Ork..... Penny Wise and Love Foolish MGM 10628—ASCAP			
5	—	29	CHOO'N GUMT. Brewer-J. Lytell... Honky Tonkin' Dixieland All Stars ..London 678			

Dealer Doings

BIG BEEF . . . "This isn't a beef," writes Sylvia Reible, Reible Record & Appliance Company, Beaver Dam, Wis., "but a darned right complaint. Some of my record distributors play favorites when it comes to sending the dealer his record order. I know for a fact that the shipping clerks are notified that when the order is for less than 25 records the order can wait—for as long as three or four weeks. By then we have no use for the records. I have made long-distance calls to place orders, I've always paid my bills on time and I'm not on any black list—so I'm at a loss to understand why a distributor will jeopardize his chances for future business from me and other small dealers. Small dealers should band themselves together and demand their rights to good service."

DISKS-CAMERAS . . . The M-R Shop, Wayne, Pa., reports that the addition of a photographic supply department to the record shop has been an excellent tie-in and quite profitable. In little over two months and on an inventory of less than \$500, the shop reports netting a profit of from \$30 to \$40—before the summer camera season really gets started. The M-R Shop claims that the addition of the new department has been a great traffic-builder. Regular record customers now purchase their photographic supplies from M-R, while the occasional record customers are now seen in the shop much more frequently. "Besides that," claims the disk dealer, "we see dozens of new faces each week, which gives us a chance to acquaint many more people with our stock of records."

DEEJAY DISPLAYS . . . Disk sales were measurably increased by the record department of the H. & S. Pogue Company, Cincinnati, with a new type of interior display. Photos of three of Cincinnati's leading disk jockeys were prominently displayed in the department, along with stacks of records of the type of music featured by each of the spinners. Both the store and jockeys were happy with the display, the results and the additional interest created in recorded music.

EVEN NOW? . . . "How about setting the public straight on the three speeds?" writes Herman's Radio, Newark, N. J. People still ask me for those little records that play 45 minutes! We try to set them straight and take as much as an hour to explain the differences to some people. We also try to tell them something about the composition of records. But the consumers are still so mixed up on the speeds that it isn't funny. Some of them never even heard of LPs. There should be some sort of national campaign to clear up the confusion once and for all."

NEWS AND CHATTER . . . "New, different and better songs on records would help sales right now."—S. H. Kress Company, New Orleans. . . Sherry O'Brien's Modern Music Shop, Philadelphia, tied in with a "Trousseau Day" promotion staged by a local linen shop. O'Brien supplied recorded music and got plugs. . . The 45-r.p.m. children's singles we recently received were much in demand. We can also use a less expensive kidisk on 45-r.p.m."—The Outlet Company, Providence. . . "The public is asking constantly for 45s by Decca artists. Sure hope the company will wake up to the fact that it is essential for them to swing to 45—and soon."—Ruppel Electric Company, North Manchester, Ind. . . "The new Capitol 45-r.p.m. display rack has added 75 per cent to the sale of Capitol 45 albums—Alex A. Gettlin, Philadelphia. . . "We appreciate your 'Tips on Coming Tops' and 'Honor Roll of Hits.' They are a Monday must with us. Thanks for your accurate information."—F. W. Woolworth, Dallas.

KID AIRER . . . Just buying a participation plug in a local children's record program has paid off for Herb Fitzgerald, who operates a disk shop in Euclid, O. Fitzgerald uses the nightly "Kousin Kay's Korner" show over WJMO, but not for institutional advertising. The sales pitch is geared to sell kidisks via direct mail. Listeners are re-

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		This	
to date	Last	Week	Week	Week	Week	Week
18	1	1	CINDERELLA (Two Records) I. Woods and Others...V(78)Y-399; (45)WY-399			
14	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks..... Cap(78)CBX-3058; (45)CBX-3058; (33)HX-3052			
7	3	3	ME AND MY TEDDY BEAR (One Record) R. Clooney-P. Faith Ork.....Col MJV-70			
24	5	4	HOWDY DOODY AND THE AIR-O-DOODLE..... (Two Records) Bob Smith-H. Rene Ork.V(78)Y-397; (45)WY-397			
105	6	5	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Plato" Colvig.....Cap BBX-34; DBX-114			
4	13	6	TOM AND JERRY AT THE CIRCUS (Two Records) F. DeSales and C. Blevier.....MGM 51			
12	4	7	PETER COTTONTAIL (One Record) G. Aury.....Col MJV-68			
34	8	8	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) M. Blanc-B. May Ork.....Cap(78)DBX-3032; (45)CBX-3032			
40	8	9	BUGS BUNNY IN STORYLAND (Two Records) Mel Blanc-A. Livingston.....Cap DBX-3021			
48	7	10	BOZO AND HIS ROCKET SHIP (Two Records) Alan Livingston-Vance "Plato" Colvig.....Cap BBX-65; DBX-118			
4	12	10	STORY OF THE GOLDEN PALOMINO, THE (One Record) B. Benson.....Dec K-2			
92	—	12	BUGS BUNNY (Three Records) Mel Blanc.....Cap(78)CC-64; (45)CCF-3004			
104	8	13	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Cap(78)DAS-80; (45)CAS-3001			
2	13	14	FRANCIS THE TALKING MULE (One Record) Chili Willis, Narrator.....Cap(78)CAS-3071; (45)CAS-3071			
5	—	14	TEDDY BEAR'S PICNIC (One Record)P. Green Ork.....MGM 30194			
1	—	14	CHAMPION (Two Records) G. Aury.....Col MJV-62			

POP ALBUMS

57	1	1	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza.....Col(78)MM-850; (33)ML-4180
11	2	2	YOUNG MAN WITH A HORN, A (Four Records) Doris Day-H. James Ork.....Col(78)C-196; (33)CL-4106
16	3	3	CINDERELLA (Two Records) I. Woods and Others...V(78)Y-399; (45)WY-399
14	5	4	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records) R. Flanagan.....V(78)P-268; (45)WP-268
3	10	5	GUY LOMBARDO TWIN PIANO, VOL. II (Four Records) G. Lombardo.....Dec (78)A-753; (33)DL-5193
38	—	6	JOLSON SINGS AGAIN (Four Records) A. Jolson.....Dec(78)716; (33)DLP-5006
2	7	7	ANNIE GET YOUR GUN (Four Records) B. Hutton-H. Keel.....MGM (78)50; (33)E-509
18	—	8	GENTLEMEN PREFER BLONDES (Seven Records) Original Broadway CastCol(78)MM-895; (33)ML-4290
12	4	9	INNOVATIONS IN MODERN MUSIC (Four Records) Stan Kenton Ork.....Cap(78)EDL-189; (45)KDM-189; (33)P-189
21	6	10	DIXIE BY DORSEY (Four Records) J. Dorsey Ork.....Col(78)C-196; (33)CL-4095

quested to place phone orders for the specific platters aired on each show. Results have been good, with the novelty kid items drawing the most interest.

P.A. COMPLAINT . . . "Retail record stores should insist on better co-operation from recording artists making personal appearances—especially when the artist is playing in the vicinity. We just won't push the records of any artist that gives us a 'hard' time that way"—House of Music, Stockton, Calif.

WARP NO BREAK . . . "What do you do to keep these so-called non-breakable, plastic phonograph records from excessive warping?" queries the Hermitage Music Company, Nashville. "Now that summer weather is here, these records are warping overnight. I wonder what they'll do on coin-operated phonos that generate additional heat of their own?"

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

The Billboard

MUSIC POPULARITY CHARTS

PART V

Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate.

Best Selling LP Classical Titles

Table with 2 columns: Last Week, This Week. Lists top-selling LP titles including Beethoven's Symphony Number Three and Bach's Well-Tempered Clavicorn.

Best Selling 45 RPM Classical Titles

Table with 2 columns: Last Week, This Week. Lists top-selling 45 RPM titles including Bach's Well-Tempered Clavicorn and Rimsky-Korsakov's Scheherazade.

Advance Classical Record Releases

(Includes Semi-Classics)

- List of upcoming classical releases including works by Bach, Beethoven, Alban Berg, and others.

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.

BACH: SONATA NO. 5 IN C MAJOR FOR VIOLIN UNACCOMPANIED AND CONCERTO NO. 1 IN D MINOR—Joseph Szigeti-The New Friends of Music Ork-Fritz Stiedry, Dir. (1-12") Columbia (33) ML 4286

Here is an exceptionally fine addition to the growing list of Bach anniversary releases. Not only does it contain some of the composer's most virtuosic writing, but it also boasts of the technical violinistic brilliance of Joseph Szigeti,

one of the few who are capable of coping on a high level with Bach. He plays with absolute brilliance on the C Major Sonata, which perhaps is the most exciting music of all the unaccompanied violin sonatas.

PHOENIX - presents THE FIRST COMPLETE RECORDING OF J. S. BACH THE WELL TEMPERED CLAVIER. Includes details on pricing and distributor information.

BEETHOVEN: MASS IN C MAJOR, OPUS 86—Akademie Kammerchor-Vienna Symphony Ork-Prof. R. Moralt, conductor (1-12") Vox-Polydor PL-6300

HAYDN: SYMPHONY NO. 99 IN E-FLAT MAJOR—London Symphony Ork-A Roylton Kitch, conductor (1-10") London (33) LPS-171

Large advertisement for the Billboard 1950 NAMM Convention Supplement. Features a stylized 'A STORY WITH A WALLOP!!!' graphic and text promoting 'Sell Players to Sell the New Speeds'.

Each and every feature of The Billboard 1950 NAMM Convention Supplement will be packed with information and data of genuine dollar - sign value to America's music-record dealers.

FEATURE NO. 1.

Case histories of how stores' successes with new-speed records are directly related to merchandising of new-speed players and attachments. Facts and figures show how closely the two are related.

How sale of small phonographs and attachments have been doubled and sometimes tripled after responsibility for pushing them shifted from set department to record counter.

Why many stores that were formerly exclusive record outlets have added the small phonos and attachments, and how small sales increases and profits.

Watch for this and the many other down-to-earth features of The Billboard 1950 NAMM Convention Supplement, a special section of the July 15 issue published in conjunction with the NAMM Convention, Chicago, July 10 to 13.

This Coupon GUARANTEES Your Copy of The Billboard 1950 NAMM Convention Supplement. USE IT TODAY to be sure to get your copy.

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Form fields for NAME, COMPANY, ADDRESS, CITY, STATE, OCCUPATION.

A ONE-WOMAN HIT PARADE
ON COLUMBIA RECORDS!!

SARAH

WONGCHANG



SINGING

"OUR VERY OWN"

AND

"DON'T BE AFRAID"

Columbia 38860 or 7-inch LP 1-679

"YOU TAUGHT ME TO
LOVE AGAIN"

AND

"JUST FRIENDS"

Columbia 38810 or 7-inch LP 1-627

"I'M CRAZY TO
LOVE YOU"

AND

"SUMMERTIME"

Columbia 38701 or 7-inch LP 1-485

CURRENTLY SMASH ENGAGEMENT

CARNIVAL CLUB MINNEAPOLIS

OPENING JUNE 26th

BLUE NOTE CHICAGO

PERSONAL MANAGEMENT
GEORGE TREADWELL

PUBLICITY
JIM McCARTHY

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Juke Box Record Plays

Based on reports received last three days, of Week Ending June 9

MOST-PLAYED JUKE BOX RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
15	1	1. THIRD MAN THEME, THE..... G. Lombardo Ork..... Dec 24839—ASCAP
17	2	2. SENTIMENTAL ME..... Ames Brothers..... Coral 60140, Coral 60173—ASCAP
20	3	3. IT ISN'T FAIR..... S. Kaye Ork-D. Cornell..... V(78)20-3609, (45)47-3115—ASCAP
8	12	3. THIRD MAN THEME, THE..... A. Karas..... London 536—ASCAP
8	4	5. HOOP-DEE-DOO..... P. Como-The Fontane Sisters..... V(78)20-3747, (45)47-3747—ASCAP
6	5	6. I WANNA BE LOVED..... Andrews Sisters-G. Jenkins Ork..... Dec 27007—ASCAP
8	6	7. MY FOOLISH HEART..... G. Jenkins Ork..... Dec 24830—ASCAP
6	12	8. BEWITCHED..... B. Snyder Ork..... Tower 1473—ASCAP
8	16	9. MY FOOLISH HEART..... B. Eckstine..... MGM 10623—ASCAP
7	11	10. BEWITCHED..... G. Jenkins Ork..... Dec 24983—ASCAP
9	7	11. SENTIMENTAL ME..... R. Morgan Ork..... Dec 24904—ASCAP
5	12	11. HOOP-DEE-DOO..... K. Starr-F. DeVol Ork..... Cap(78)980, (45)F-980—ASCAP
5	18	11. BEWITCHED..... J. August & The Harmonicats..... Mercury(78)5399, (45)5399x45—ASCAP
3	27	14. BEWITCHED..... L. Green-Honeydreamers..... V(78)20-3726, (45)47-3726—ASCAP
7	7	15. MY FOOLISH HEART..... M. Carson..... V(78)20-3661, (45)47-3204—ASCAP
7	10	15. ROSES..... S. Kaye Ork..... V(78)20-3754, (45)47-3754—BMI (R. Anthony R. Deauville, Cap 1001; Sam of the Pioneers, V 21-0306; S. Lanson-J. Pielis Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5419; B. Eckstine, MGM 10684; K. Griffin, Col(78)38826, (33)1-647; G. Cates, Coral 60235)
8	28	17. OLD PIANO ROLL BLUES, THE..... L. Cook & Jim Dandies..... Abbey 15003—ASCAP (L. Holmes Ork, MGM 10685; D. Martin-P. Weston, Cap 981; Y. Martin- H. Rene Ork, V 20-3755; G. Gibbs, Coral 60210)
6	—	18. WANDERIN'..... S. Kaye Ork-T. Alamo..... V(78)20-3660, (45)47-3203—BMI
5	22	19. I DON'T CARE IF THE SUN DON'T SHINE..... P. Page..... Mercury(78)5396, (45)5396x45—ASCAP
1	—	19. MONA LISA..... Nat "King" Cole & Trio..... Cap(78)1010, (45)F-1010—ASCAP
15	7	21. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE..... E. Barton..... National 9103, Mercury 5392—ASCAP
6	22	21. OLD PIANO ROLL BLUES, THE..... H. Carmichael & C. Daley..... Dec 24977—ASCAP
1	—	21. I'LL SAIL MY SHIP ALONE..... M. Mullican..... King 830 (C. "Peanut" Faircloth, Dec 46236; J. Dolan, Cap952, (45)F-952)
7	17	24. HOOP-DEE-DOO..... Doris Day-Mellomen-G. Wyle Ork..... Col(78)38771, (33)1-591—ASCAP
13	15	25. DEARIE..... G. Lombardo Ork..... Dec 24899—ASCAP (H. Heidt, Horace Heidt MM-122; M. Ellen Quartet-B. Scott, MGM 10654; R. Bolger-E. Merman, Dec 24873; M. Hughes-H. Zimmerman, Col(78)38718, (33)1-543; H. Ashley-Four Chords, Varsity 263; L. Kirk- F. Warren, V(78)20-3696, (45)47-3220; J. Stafford-G. MacRae, Cap(78)858, (45)F-858; G. Towne Ork, London 609)
2	20	25. BEWITCHED..... D. Day..... Col(78)38698, (33)1-480—ASCAP
3	—	25. BONAPARTE'S RETREAT..... K. Starr..... Cap(78)936, (45)F-936—BMI (L. McAuliffe, Col(78)20706, (33)2-664; G. Krupa, V(78)20-3766, (45)47-3766)
1	—	25. COUNT EVERY STAR..... H. Winterhalter Ork..... V(78)20-3697, (45)47-3221—ASCAP (H. Jeffries, Col(78)38732, (33)1-555; R. Anthony, Cap 859; R. Anthony Ork, Cap 979; Blenders, Dec 48158; D. Haymes-A. Shaw Dec 27042; H. Babbitt, Coral 60214)
3	—	25. OLD PIANO ROLL BLUES, THE..... C. Steward..... Coral 60177—ASCAP
2	—	30. HOOP-DEE-DOO..... R. Morgan Ork..... Dec 24906—ASCAP
3	—	30. RAIN..... F. Petty Trio..... MGM 10669—ASCAP (T. Arden, Col 38739; G. Williams Ork, Mer 5407; Honeydreamers, V(78)20-3761, (45)47-3761; L. Fatine Ork, Dec 24950, D. Martin-P. Weston Ork, Cap 937)
1	—	30. THANKS, MR. FLORIST..... V. Monroe Ork, V(78)20-3773, (45)47-3773 (J. Owens, Dec 27055)
1	—	30. I WANNA BE LOVED..... D. Washington..... Mercury 8181—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 column under the heading: "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
Folk (Country & Western) Record Section
PART VII
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending June 9

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	Title	Artist	Label
11	3	1	1	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
6	1	2	2	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
11	2	3	3	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
2	4	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
9	6	5	5	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
7	9	6	6	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakeley	Cap(78)960; (45)F-960—BMI
14	4	7	7	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
3	7	8	8	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
2	—	9	9	SLIPPING AROUND WITH JOLE BLON	B. Franklin-B. Messner	Abbey 15004—ASCAP
2	10	10	10	CHOC'LATE ICE CREAM CONE	R. Foley	Dec 46234—BMI
5	—	10	10	LITTLE ANGEL WITH THE DIRTY FACE	E. Arnold	V(78)21-0300; (45)48-0300—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	Title	Artist	Label
3	4	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
6	1	2	2	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
14	2	3	3	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
3	5	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
12	3	5	5	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
8	7	6	6	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
8	5	7	7	LET'S GO TO CHURCH NEXT SUNDAY MORNING	M. Whiting-J. Wakeley	Cap(78)960; (45)F-960—BMI
8	8	8	8	HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI
2	10	9	9	SLIPPING AROUND WITH JOLE BLON	B. Franklin-B. Messner	Abbey 15004—ASCAP
16	9	10	10	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Ashes of Roses—E. Britt-R. Allen-Skytoppers (Cotton Candy) V(78)21-0346; (45)48-0346	Last Straw, The—G. Autry (I Love) Col 20709
Bad Deal All Around, A.—J. Wills (Tom Cat) Bullet 717	Last Straw, The—E. Britt-Skytoppers (Stars and) V 21-0339
Blue Yodel—B. Rodgers (Driflin') Macy's 125	Little Liza Lou—M. Shiner-The Dixie Dons (Gra Mamou) Dec 46244
Bottle and a Blonde, A.—S. Long-Santa Fe Rangers (Waltz of) V(78)21-0347; (45)48-0347	Lose Your Blues—R. Kirk (Over an) Mer 6257
Calendar Girl—M. Wills (I Remember) Macy's 128	Nothin' But the Best for My Baby—B. Wills (Rock-A-Bye Baby) MGM 10731
Candy Man, The—D. O'Dell (That's Just) Mer 6259	Over an Ocean of Golden Dreams—R. Kirk (Lose Your) Mer 6257
Catawba River Blues—C. Campbell's Tennessee Rambler's (Steel Guitar) V 21-0340	Red Hot Boogie—D. Whitney (Triffin' Love) 4 Star 1471
Choc'late Ice Cream Cone—Famous (When Papa) FM 486	Rock-A-Bye Baby Blues—B. Wills (Nothin' But) MGM 10731
Chuckawalla Swing—Sons of the Pioneers (Song of) V(78)21-0345; (45)48-0345	Silver Springs—T. Dowdy (Down in) Mer 6263
Cotton Candy and a Toy Ballon—R. Allen-E. Britt-Skytoppers (Ashes of) V(78)21-0346; (45)48-0346	Song of the Wagonmaster—Sons of the Pioneers (Chuckawalla Swing) V(78)21-0345; (45)48-0345
Cuddle Buggin' Baby—E. Arnold (Enclosed, One) V 21-0342	Stars and Stripes Forever—E. Britt-Skytoppers (Last Straw) V 21-0339
Down in Yebbo City—T. Dowdy (Silver Springs) Mer 6263	Steel Guitar Swing—C. Campbell's Tennessee Rambler's (Catawba River) V 21-0340
Driflin'—B. Rodgers (Blue Yodel) Macy's 125	That Horse Named Pete—C. Robison and His Pleasant Valley Boys (Trail Drive) MGM 10732
Enclosed, One Broken Heart—E. Arnold (Cuddle Buggin') V 21-0342	That's Just My Hand You're Holding—D. O'Dell (Candy Man) Mer 6359
Fisherman's Blues—C. Ham (Why Do) Star 1420	Those Blues Skies in Your Eyes—T. Stroud (I'll Forget) Dec 46248
Gra Mamou—M. Shiner-The Sunshine Trio (Little Liza) Dec 46244	Tom Cat Boogie—J. Wills (Bad Deal) Bullet 717
Greer as Grass—R. Allen (I Wanna) V 21-0343	Tormented—E. Lee Southerners (I'm a) V 21-0341
I Remember, Do You?—M. Wills (Calendar Girl) Macy's 128	Trail Drive—C. Robison (That Horse) MGM 10732
I Love You Because—G. Autry (Last Straw) Col 20709	Triffin' Love—D. Whitney (Red Hot) 4 Star 1471
I Wanna Sit—R. Allen (Green as) V 21-0343	Waltz of Colorado—S. Long-Santa Fe Rangers (Bottle and) V(78)21-0347; (45)48-0347
If You Only Knew—L. Morse (Lonesome Darlin') Dec 27066	When Papa Popped the Popcorn—Famous (Choc'late Ice) FM 486
I'll Forget By and By—T. Stroud (Those Blues) Dec 46248	Why Do I Love You?—C. Ham (Fisherman's Blues) 4 Star 1420
I'm a Lonesome Man—E. Lee Southerners (Tormented) V 21-0341	

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	Title	Artist	Label
12	1	1	1	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
4	3	2	2	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
14	2	3	3	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
8	4	4	4	HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI
5	4	5	5	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
7	9	6	6	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
28	6	7	7	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
7	7	8	8	WHY SHOULD I CRY?	E. Arnold	V(78)21-0300; (45)48-0300—BMI
16	—	9	9	LETTERS HAVE NO ARMS	E. Tubb	Dec 46207—BMI
2	—	9	9	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Ray Melton, of Morner Robins, Ga., has inked with Bullet. . . Terry Saint, WIBB, Macon, Ga., was married recently. . . Everett Griner is now spinning country music at WKTG, Thomasville, Ga. . . Fred Cook, KSFB, Joplin, Mo., reports that Lonnie Glosson, formerly with Mercury, has joined KWTO, Springfield, Mo. . . Don Larkin, WAAT, Newark, N. J., is the author of "Playmate Polka" on Polo label. . . Gene Bollinger, WEGO, Concord, N. C., reports that he and the station's Pinehill Ramblers have worked their first drive-in theater date.

Frank Page, the KWKH d.j., has inked with 4-Star records. . . Tennessee Ernie and Hank Thompson do two weeks of one-nighters thru the Southwest, starting June 27. . . Homer and Jethro (Victor) are set for the Flame Room, St. Paul, until June 8; the Venetian Room, Des Moines, June 15-23, and the Lookout House, Covington, Ky., July 3-11. . . The Downhomers, WTIC, Hartford, Conn., have a steady Sunday summer date, working at the amusement park at Lake Compounce, Bristol, Conn. They have also started a show on an NBC regional web early in June. . . The Beaver Valley Sweethearts, Colleen and Donna Wilson, along with their hubbies, Johnnie Silvers and Wayne Troxell, respectively, have formed the Westward Ho Cowboys, working at KNEB, Scottsbluff, Neb. Their sister, Thelma Wilson, is now working with them, in addition to Jimmy Wells, Bobbie McCoy and Bob Stafford. . . Jack Patton, owner of Gold Tone diskery, has just released a country music side, "Gun Totin' Cowboy," written by Eden Ahbez, writer of "Nature Boy."

Artists' Activities: Al Dexter, for years with Columbia, has switched to King records. He has already inked eight sides for Sid Nathan's firm. . . Max Raney, WHAM, Rochester, N. Y., opened his Bar M Ranch, East Bloomfield, N. J., May 30 with the 101 Ranch Boys. Raney is now operating his own cafe on the grounds. He uses shows Sundays and holidays and square dancing Saturday night. . . Jimmie Davis (Capitol) has shuttered his nitery, the Stables, Palm Springs, Calif., and is doing one-nighters. . . Red Foley's frau, Judy Martin, vacationing on the Coast. Her sister, Jenny Lou Carson, the songspinner, joined her there last week. . . Ole Rasmussen, who heads the band at the Corral, Los Angeles, has inked with Capitol. . . Eddie Kirk (Capitol) is now d. j.-ing at KXLA, Los Angeles. . . Charley Adams, Vanguard Music chief, reports that Stewart Hamblen (Capitol) and Andy Parker and the Plainsmen (Capitol) auditioned a TV seg for ABC web last week.

Disk Jockey Doings: Harry O'Connor, KMAC, San Antonio, is marrying Joyce Burney, non-pro, June 9 in that city. . . Cowboy Dallas Turner, formerly at KBKO, Portland, Ore., has switched to KWJJ in that city. . . Ken Davis, KRNO, San Bernardino, Calif., is doing emseing and judging at local horse shows. . . Wally Fowler and the Oak Ridge Quartet have started their own diskery, according to Warren Roberts, WEAS, Decatur, Ga. . . Peanut Faircloth, WNEX, Macon, Ga., reports that during Tennessee Ernie's stay there, the Capitol diskery spent considerable time with Jim Lee, the Decca rep. Ernie and Lee were old schoolmates.

Bud Messner and the Skyline Boys (Abbey) worked a big date with Johnny Mack Brown, Cecil Campbell and the Tennessee Ramblers, Charlie King and the Virginia Ramblers to 4,300 admishes at Hockey's Park, Chambersburg, Va., May 21. . . Slim Lay and the Cross Road Follies Gang, WFMH, Cullman, Ala.; Joe Rumore, WVOK, Birmingham, d. j., and Rebe and Rabe, of Rumore's station, played the annual Strawberry Festival at Cullman recently to 2,000. Lay is doing five hours of h. b. spinning per day at the station. . . Rocky Rauch, leader of the Western Serenaders, who work the Denver area, is opening his own record shop, the Record Corral, in that city, with bass-player, Ace Harmon, as partner. . . Smiley Burnette (Capitol) features Ken Houchins, the Yodelling Drifter, WBAP, Fort Worth, in his latest flicker. Houchins was the fellow who originally got Burnette his first job with Gene Autry back in 1928. Burnette auditioned a new radio show, "The Burnette Gazette," for ABC last week.

Hank Harral, who cut some sides for Modern, has inked with Star Talent label. He is now a h. b. disk jockey at KSEL, Lubbock, Tex. . . Ann Jones (Capitol) is touring three weeks on the Coast and thru the Northwest. Laura Lee Owens, Tex Owens's daughter, is subbing for her as d.j. at KFOX, Long Beach, Calif. . . Donn Reynolds, the Australian yodeler now on the Coast, has inked a three-year pact with MCA and is cutting for ABC-Eagle diskery. . . Bill Roberts, the ex-band leader is now working with Clyde Moody and Smiley Wilson. Wilson has recently gone with Bullet. . . Ted Rains and Sammy Barnhart and the Union County Boys are leaving KWKH, Shreveport.

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

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by BROWNIE MCGHEE

ON REGENT RECORDS

Regent #1016

CRY BABY

By MEL (Cupid's Boogie) WALKER

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The Billboard MUSIC POPULARITY CHARTS

Rhythm & Blues Records

Based on reports received last three days of Week Ending June 9

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	Record Title	Artist	Label
1	7	1	1	PINK CHAMPAGNE Sentimental Lover	Joeiggins	Specialty 355—BMI
2	9	2	2	CUPID'S BOOGIE Just Can't Get Free	Little Esther	Savoy 750
3	4	3	3	WELL, OH WELL I Hate You	Tiny Bradshaw	King 4357—BMI
4	8	3	4	I NEED YOU SO Leave Her Alone	Ivory Joe Hunter	MGM 10663
5	3	—	5	EVERYDAY I HAVE THE BLUES Rockin' After Midnight	L. Fulson	Swingtime 196
6	11	2	6	MISTRUSTIN' BLUES Misery	Little Esther-J. Otis-M. Walker	Savoy 735
7	8	10	7	IT ISN'T FAIR Journey's End	D. Washington	Mercury 8169—ASCAP
8	17	7	8	WHY DO THINGS HAPPEN TO ME? Royal Hawk	R. Hawkins	Modern 20-734
9	11	7	9	CRY, CRY BABY Blues After Blues	Ed Wiley	Sittin In 545
10	1	—	9	I WANNA BE LOVED Love With Misery	D. Washington	Mercury 8161

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	Record Title	Artist	Label
1	6	1	1	PINK CHAMPAGNE	Joeiggins	Specialty 355—BMI
2	8	10	2	CUPID'S BOOGIE	Little Esther	Savoy 750
3	8	2	3	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
4	3	6	4	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
5	20	6	5	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
6	3	3	5	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
7	23	6	7	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578—BMI
8	5	4	7	IT ISN'T FAIR	D. Washington	Mercury 8169—ASCAP
9	9	—	9	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork	Savoy 735
10	13	10	10	THREE TIMES SEVEN EQUALS TWENTY-ONE	J. King	Imperial 5055
11	6	4	10	CRY, CRY BABY	Ed Wiley	Sittin In 545

RHYTHM & BLUES RECORD REVIEWS

AL HIBBLER (Billy Kyle Ork) Atlantic 931	Danny Boy Hibbler's trick phrasing and odd, raspy bary may have another "Trees" in this rendition of the evergreen.	82--81--82--81
	Song of the Wanderer The iddle is treated as a rhythm tune by Hibbler with fly Kyle ork support.	71--70--70--72
JOE LIGGINS Specialty SP 338	I've Got a Right To Cry Bouncy, medium tempo ballad job features engaging warbling by Liggins and stylish combo work.	77--76--77--78
	The Honeydrinker A remake of the famous instrumental smash parallels the original closely in spirit and form, might catch some coin again.	82--82--80--84
COUSIN JOE Decca 48157	Poor Man's Blues Cousin Joe, one of the best of contemporary blues shouters, doesn't have his customary big voice, tho he warbles with his usual feeling on this conventional blues material.	66--64--66--68
	Chicken a la Blues Novelty blues on the topic of food is sold with drive and humor by Cousin Joe, tho coking is too loud.	71--71--70--72
EDDIE WILLIAMS & HIS BROWN BUDDIES Selective S-121	Right Now An engaging and original novelty blues conception with a potent tag line gets a neat vocal and instrumental trio job.	83--83--83--83
	Unfaithful Woman Warbler Lester Myrat, who does so well on flip, shows an engaging, teasing style on this slow blues.	73--73--73--73
THEARD JOHNSON (George Miller's Mid-Driffs) Mercury 8179	I Walk in My Sleep Muddy recording, poor tone, undistinguished performance.	30--30--30--30
	Lost Love No noticeable improvement on this side, which is dedicated to synthetic exotica.	30--30--30--30
PAUL WILLIAMS & HIS HUCKLEBUCKERS Savoy 751	Rye Boogie Driving instrumental boogie based on "Coming Thru the Fly" builds to a sock climax with piano and sax solos and background riffing.	83--83--83--83
	Weasel Swing Another leaping instrumental, this one, a swinging vamp on "Pop Goes the Weasel," should garner action along with flip.	83--83--83--83
LITTLE JOE GAINES Mercury 8180	She Won't Leave No More A good blues shouter and above-average material fail to make the grade because of uneven combo work and insufficient vocal presence in the recording of this shuffle boogie.	58--58--58--58
	Snuff Dipper Comic blues falls flat on a badly organized recording.	50--50--50--50

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The **Billboard** MUSIC POPULARITY CHARTS
PART VIII
Rhythm & Blues Records

Based on reports received last three days of Week Ending June 9

ADVANCE RHYTHM & BLUES RECORD RELEASES

- | | |
|---|---|
| Answer to Wintertime Blues—H. Robinson (Old Woman Boogie) Macy's 5007 | Moody Baby—J. Turner (Feelin' So) MGM 10719 |
| Besame Mucho—Ray-O-Vacs (You Gotta) Dec 48162 | My Girl Wants a Millionaire—B. Mitchell (Red Beans) Derby 731 |
| Bye Boogie—P. Williams (Weasel Swing) Savoy 751 | My Kind of Baby—L. Darnell (I Love) Regal 3274 |
| Cheerful Baby—W. Littlefield (What Pay) Modern 20-754 | My Old Gal—I. Jacquet (Yo Gotta) V(78)22-0087; (45)50-0087 |
| Don't Treat Me So Lo-Down—L. Williams (Dawling Street) Macy's 5006 | Old Woman Boogie—H. Robinson (Answer to) Macy's 5007 |
| Dawling Street Hop—L. Williams (Don't Treat) Macy's 5006 | Red Beans—B. Mitchell (My Girl) Derby 731 |
| Evening Blues—Great Gates (Sad and) 4 Star 1475 | Sad and Lonesome—Great Gates (Evening Blues) 4 Star 1475 |
| Feelin' So Sad—J. Turner (Moody Baby) MGM 10719 | Smooth Sailing Baby—B. Valentine Ork (Hard Loving) Mer 8178 |
| Fish Market Boogie—F. Mitchell Ork (Till Tom) Derby 739 | Stop That Train in Harlem—W. Davis (So Long) Bullet 326 |
| Gimme a Pound of Ground Round—Ivory J. Hunter (Let Me) MGM 10733 | Till Tom Boogie—F. Mitchell Ork (Fish Market) Derby 739 |
| Happy Pay Day—W. Littlefield (Cheerful Baby) Modern 20-754 | Weasel Swing—P. Williams (Bye Boogie) Savoy 751 |
| Hard Loving Papa—B. Valentine Ork (Smooth Sailing) Mer 8178 | You Gotta Change—I. Jacquet Ork (My Old) V(78)22-0087; (45)10087 |
| I Love My Baby—L. Darnell (My Kind) Regal 3274 | You Gotta Love Me, Baby, Too—Tay-O-Vacs (Besame Mucho) Dec 48162 |
| Leaving on the Midnight Train—H. Marina (You're Gonna) Dec 48159 | You're Gonna Break Your Baby's Heart—H. Marina (Leaving on) Dec 48159 |
| Let Me Dream—Ivory J. Hunter (Gimme a) MGM 10733 | |

R. & B. BLUE NOTES

Ops of Bop City, New York, the noted emporium of hot jazz and rhythm entertainment, are negotiating to spread their idea into the hinterlands. They reportedly are dickering to open a Bop City in Atlantic City on the site of the old Paradise Club. Reports indicate that the Atlantic City spot may open June 30 with a bill which would comprise thrush Billy Holiday, Dizzy Gillespie and his new sextet and a fill-in trio. The spot would follow the formula established by the Stem club. . . . Illinois Jacquet's group is penned into the Regal Theater in Chicago for the week of July 7. . . . Arnett Cobb, the tenor star who was ill for two years and has just returned to action, is playing the Howard Theater in Washington, and follows that with a week at the Royal Theater in Baltimore, beginning June 16. . . . Lucky Millinder has returned to the management fold of the Gale Agency after a several-month lapse during which he was being booked thru the outlets of the General Artists Corporation. . . . Chord Records, of the West Coast, has sliced sacred sides with the noted Bishop (Charles M. Daddy) Grace gospel singers.



best sellers



- ★ JOHNNY LONG
15035 SILVER DOLLAR DIXIE
- ★ RUBY WRIGHT
15033 THANKS FOR THE BUGGY RIDE REGULAR GAL
- ★ FREDDY MILLER
15047 A PRETTY GIRL IS LIKE A MELODY DON'T BLAME MY HEART
- ★ SISTER SLOCUM
15050 CHARLESTON VARSITY DRAG



- ★ MOON MULLICAN
830 I'LL SAIL MY SHIP ALONE MOON'S TUNE
- ★ ZEB TURNER
861 HUCKLEBERRY BOOGIE NEVER BEEN SO LONESOME
- ★ HAWKSHAW HAWKINS
859 BACK TO THE DOG HOUSE PARDON ME FOR LOVING YOU
- ★ COWBOY COPAS
855 BLUES IN THE MOONLIGHT HEARTBROKEN
- ★ MEL COX
857 GUITAR JUMP HO SUH!
- ★ CLYDE MOODY
862 THE ANGELS MUST HAVE CRIED LAST NIGHT IT'S TOO LATE TO SAY YOU WERE WRONG
- ★ REDD STEWART
860 IT'S ALL OVER (BUT THE TEARS I'LL SHED FOR YOU) MY LITTLE WILD ROSE OF THE HILLS



- ★ TINY BRADSHAW
4357 WELL OH WELL I HATE YOU
- ★ JOE THOMAS
4367 ROLLIN' THE BLUES STAR MIST
- ★ EARL BOSTIC
4369 SERENADE WRAP YOUR TROUBLES IN DREAMS
- ★ MABEL SCOTT
4368 BASEBALL BOOGIE I FOUND MY BABY
- ★ SONNY THOMPSON
4364 AFTER SUNDOWN FROG LEGS
- ★ IVORY JOE HUNTER
4347 PLEASE DON'T CRY ANY MORE I GOT YOUR WATER ON
- ★ RED MILLER
4356 BEWILDERED AND CONFUSED I'M EATING MY HEART OUT OVER YOU

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The Billboard
MUSIC POPULARITY CHARTS
PART IX
Record Reviews

Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

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's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
CASS DALEY (Matty Matlock) Decca 27046	Mister Honkey Tonk One of those musical tributes to a "Mr. Dixie Piano Man"—like most, forced and contrived. Thrush and Matlock orking try hard, but it doesn't come off.	57--57--57--57
	Louisville Lou The brash, brassy Daley pipes are well suited to this fine Yellen-Ager oldie.	71--70--70--73
THE PALMERS Toos-a RA-502	I'm Forever Blowing Bubbles Male-fem team and rhythm combo take the oldie up-tempo in a brisk, light vaude style with a stuttering effect. Nice and listenable but not significant.	62--61--62--63
	Everyone Should Be in Love Passable novelty tune gets similar, tho not as compact and integrated treatment. For full justice, tune requires fuller ork and bigger arrangement.	58--56--58--60
"RED" NICHOLS & HIS PENNIES North-American NA-500	Blue Jay Dispirited two-beat, especially weak in the rhythm department. Short lyrical solo by leader's horn is only bright spot.	40--40--40--40
	Sugar Babe Thrush Dottie O'Brien does a bluesy torcher with nice jazz feeling, backed with apt slow Dixie treatment.	64--64--64--64
TOMMY REYNOLDS ORK Atlantic 910	Crazy Words, Crazy Tune The old Vo-Do-De-0 Charleston ditty is sparked to a fare-thee-well by a sock Dixie-flavored ork, with a pert and peppy vocal by Eleanor Russell. A goodie for the Charleston-infected.	84--85--84--83
	Did You Come Back To Say Goodbye Thrush Judy Tremaine and male group do a so-so treatment of a so-so novelty ditty to a shuffle orking. Lackluster alongside of flip.	66--64--66--68
PETER LIND HAYES Decca 27022	Sing Me a Happy Song Novelty ditty with a switch is delivered in a sparkless forced fashion by the noted comic.	61--62--60--61
	Thing-a-Ma-Jig Clever material novelty doesn't come off primarily due to another mediocre Hayes' effort.	66--67--65--66
CARMEN CAVALARO ORK (Bob Lido-The Cavaliers) Decca 27060	The Picnic Song Forthright, bright presentation of this material ditty with the infectious catch-phrases. If tune clicks, this one will be a juke coin contender.	80--80--79--82
	Txin Txun Txan Neat bit of Cavallaro's keyboarding highlights this unspectacular but sound disk of a new rumba styled ditty.	77--78--76--76
ELLA FITZGERALD-4 HITS AND A MISS Decca 27061	I Don't Want the World (With a Fence Around It) Ella enhances a new ballad of some merit with her wonderfully relaxed vocalizing with a somewhat un-inspired backing.	78--78--78--78
	M-i-s-s-i-s-i-p-p-i Ella does the fast-stepping, letter-twisting novelty in a straightforward manner. Should catch a moderate share of the action on the song.	81--82--80--80
ROSEMARY CLOONEY (Percy Faith Ork) Columbia 38851	Little Johnny Chickadee Rosemary tries in her ingratiating manner for a follow-up to "Me and My Teddy Bear" and may have it in this delightful little kiditty. Pop potential okay but strong for kids.	84--86--86--80
	Peterkin Pillowby Performance and material, of the kiditty type, are several notches below the topside's efforts.	76--78--78--72
EDDY HOWARD Mercury 5433	Seems Like Yesterday Howard turns in one of his typical ballad warbles on a pleasant tune.	70--70--70--70
	American Beauty Rose Howard, his trio and ork team for a satisfying slicing of this bright, promising rhythm item. Certainly, this is a couple of notches better than this guy's recent output.	85--85--85--85
JOE MARINE (Harry Simeone Ork) Decca 27021	The Shade Went Up Long-winded story-serenade is warbled beautifully by Marine.	69--72--68--66
	(If We Could Be) A-I-o-n-e Tune has been around for some months without showing much life. Another fine rendition by the promising vocalist, however.	72--74--72--70

ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
THE HONEY-DREAMERS (Henri Rene Ork) Victor (45) 47-3794	An Arm With a Bow in Its Hand Engaging Hilliard-Sigman ditty in salon-folk style has considerable charm in this vocal scoring.	71--72--70--70
	I'll Get Myself a Choo-Choo Train Pleasant little vocal production of the rhythm novelty fails to excite.	69--69--69--69
RUSS MORGAN Decca 27049	Rippy Tippy Tune Morgan, with a small group from his band under the tagline of Scranton Seven, delivers a simple, catchy, happy bit of fluff which could score profitably.	87--87--87--87
	About That Girl Morgan again does the singing and sells this bright and airy ditty with all of his charm and mastery.	79--80--78--78
NORWOOD SMITH Master-tone D-100	You're on the Right Road Resounding, spirited ditty is done by a big-voiced bary in a muddled production which is recorded without clarity.	57--60--55--55
	Laugh, Clown, Laugh This old gem is done by Smith with a brief narrative tossed in. Smith's big, legit bary somehow doesn't seem able to fit the simplicity of the tune.	60--60--60--60
PHIL HARRIS (Walter Scharf Ork) Victor (45) 47-3781	Simple Melody Harris provides program notes and sings both parts of the Berlin oldie in an unimpressive performance.	60--58--60--62
	On the Mississippi Another piece of Dixie-lovin' trivial is meted out with some spirit by Phil.	60--60--60--60
FRANKIE CARLE ORK (Alan Simms) Victor 20-3805	Where Are You Gonna Be When the Moon Shines A relaxed, sparkling job in the best Carle manner, as warbler, group and the tinkle piano get the most out of a fine new old-timey ditty.	85--85--85--85
	Maple Leaf Rag The old standard gets a top rhythm job, featuring potent pianism by the leader. Good pairing for juke.	81--81--80--83
GEORGIA GIBBS Coral 60234	A-Raxx-a-Ma-Taxx Miss Gibbs gets right into the oh-so-jazzy spirit of this neo-two beat rickety-ticker.	73--73--72--74
	Red Hot Mama Thrush excels in a really rousing job of the delightful old ditty, singing with beat and verve.	80--80--80--80
SONNY BURKE ORK Decca 27045	More, More, Mambo Burke follows his fine disk of Perez Prado's great "Mambo Jambo" with another exciting swing-Latin performance of another Prado mambo jumper.	75--77--75--73
	Happy Pay Day Relaxed, straight swing instrumental on a catchy riff. Fine precision and color in the ork's work.	72--74--72--70
JACK OWENS Decca 27055	Thanks, Mister Florist Simple, clear and sympathetic rendition tells the "Red Roses for a Blue Lady" sequel attractively.	82--82--82--82
	I'm in Love With the Mother of the Girl I Love Another engaging Owens vocal on a bouncier new novelty ballad with likely commercial content.	80--80--80--80
RICHARD HAYES (Raymond Scott Ork) Mercury 5441	Say When The young warbler turns on a candid, straightforward job on a fine new ballad. Handsomely mounted in Scott's ork-chorus setting, vocal has a simple, light appeal.	85--85--85--85
	Our Very Own New Victor Young pic title ditty of solid ear appeal gets another pleasing job from Hayes. If tune takes hold, this disk should cop a good slice.	84--85--84--83
FRANKIE LAINE-PATTI PAGE (Harry Geller Ork)	If I Were You, Baby, I'd Love Me The awaited teaming of these singers is a disappointment owing to the slight, contrived character of this rhythm novelty, tho both sell professionally.	74--74--74--74
	I Love You for That Flip is another case of the performers being much superior to indifferent material. Tune here is a slow-moving, quite ordinary ballad.	74--74--74--74
ETHEL SMITH Decca 27031	Steamboat Rag With guitar and rhythm support, Miss Smith knocks out a tasty, beautiful hunk of organ ragtime. Tune is old-timey and catchy, with an interpolated chorus of "That's A-Pienty" spicing.	78--76--78--80
	Maple Leaf Rag A short, punchy side in same treatment as flip. Length should attract ops—it's 2:16.	74--74--72--76
BRADFORD & ROMANO Victor 20-3800	The Picnic Song The Van-Schenk type twosome is surrounded with a handsome production for an effective slicing of this airy material ditty. Should catch some action if tune happens.	80--82--78--80
	M-i-s-s-i-s-i-p-p-i Sturdy mounting again helps the duo sock home a satisfying coverage of a fast-stepping rhythm novelty.	82--82--82--82
WAYNE KING ORK (Harry Hall) Victor 20-3796	You Are My Love Pleasant and tasteful rendition of an Italian-flavored waltz, which has been kicking around for several months.	72--75--72--70
	Sometime (Harry Hall-Nancy Evans) Excellent mood rendition of this lovely oldie which is showing strong signs of breaking thru. If it does, this slicing should grab a large share of the loot.	84--85--84--83

(Continued on page 108)

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.

TZENA, TZENA, TZENAGordon Jenkins Ork & the Weavers..Decca 27077

An inspirational performance of a refreshingly original and unusual piece of material, this platter should soar fast. The melody is a Hebrew folk song, the lyric a Jenkins original. Tune, from the repertory of the exciting Weavers folk quartet, is done with vigor and sincerity to an irresistible rhythm. Flipover, using the same talent, is a haunting, warm rendition of a Negro folk tune by Hudie Ledbetter and Alan Lomax—should get good action.

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. I DIDN'T SLIP, I WASN'T PUSHED, I FELL...Doris DayColumbia 388 B
2. M-I-S-S-I-S-S-I-P-P-IArt MooneyMGM 10721
3. I SURRENDER, DEARDon CornellVictor 20-3776
4. THE PICNIC SONGJohnny DesmondMGM 10703
5. SIMPLE MELODYJo StaffordCapitol 1039
6. I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVEJack OwensDecca 27055
7. I DIDN'T SLIP, I WASN'T PUSHED, I FELL...Bing CrosbyDecca 24018
8. NOLALes PaulCapitol 1014
9. AN ORDINARY BROOMTony Martin-Fran WarrenVictor 20-377
10. HOME COOKIN'Bing CrosbyDecca 27019

THE RETAILERS PICK:

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

1. BLIND DATEBob Hope-Margaret WhitingCapitol 1042
2. AN ORDINARY BROOMTony Martin-Fran WarrenVictor 20-377
3. SIMPLE MELODYJo StaffordCapitol 1039
4. BUFFALO BILLYRoberta QuinlanMercury 5420
5. I CROSS MY FINGERSPercy FaithColumbia 38786
6. HOME COOKIN'Bing CrosbyDecca 27019
7. THE THIRD MAN THEMEFreddy MartinVictor 20-3797
8. I DIDN'T SLIP, I WASN'T PUSHED, I FELL...Bing CrosbyDecca 24018
9. SOME TIMETommy CarlynMercury 5422

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. HOME COOKIN'Bing CrosbyDecca 27019
2. COUNT EVERY STARDick Haymes-Artie ShawDecca 27042
3. BLIND DATEBob Hope-Margaret WhitingCapitol 1042
4. STARS ARE THE WINDOWS OF HEAVENAmes BrothersCoral 60209
5. M-I-S-S-I-S-S-I-P-P-IBill DarnelCoral 60220
6. I CROSS MY FINGERSPercy FaithColumbia 38786
7. VAGABOND SHOESVic DamoneMercury 5429
8. THE ANSWER SHE IS YES, NO?Guy LombardoDecca 24999

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. CUDDLE BUGGIN' BABYEddy ArnoldVictor 21-0342
2. THE LAST STRAWElton BrittVictor 21-0339
3. IT WOULDN'T BE THE SAME WITHOUT YOU...A. RogersMGM 10709
4. GIVE ME A LITTLE OLD-FASHIONED LOVE...Ernest TubbDecca 46243
5. I'M MOVIN' ONHank SnowVictor 21-0328
6. BILLY AND NANNY GOATKenny RobertsCoral 64045
7. DIXIE BOOGIERes AllenMercury 6252
8. ENCLOSED, ONE BROKEN HEARTEddy ArnoldVictor 21-0342

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"IF YOU SAW WHAT I SAW IN NASSAU BY THE SEA"

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backed by
"OUR LOVE"

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JATP Sets Up Film Division

NEW YORK, June 10.—Jazz at the Philharmonic, Inc. (JATP), jazz concert and disk production outfit headed by Norman Granz, is setting up a separate film division. The first flick, a jazz short, will start shooting at Gjon Mill's studios September 5.

JATP held its annual meeting last week and elected officers. Norman Granz was re-elected president; Michael Shore, veepee in charge of promotion and exploitation; Irving Granz, also a veepee, and Joel Carhart, secretary. Shore is an exec in the ad agency which handles Muntz TV, and is connected with the big "Madman" build-up. His connection with Granz has stirred speculation of a possible Granz-Muntz tie-up.

Granz leaves for the Coast this week on a one-month recording trek.

Bihari Tees Off Question Mark

HOLLYWOOD, June 10.—Question Mark Records, temporary tag for a Coast indie to be replaced by the winner in a new name contest, has launched last week by Les Bihari, formerly associated with Modern Records. Bihari has launched the promotional name contest thru dealers and disk jockeys, with the top four winners getting a tele set, radio-phonograph combination, playback and table model radio. Idea is to attract public interest by allowing record buyers a hand in naming the new firm.

Bihari said his label will cover all categories of waxdom. In addition to his own artists, Bihari has closed reciprocal deals with foreign diskeries, allowing him a cross-section of overseas jazz as well as longhair items. Foreign labels include France's Vogue, Jazz Selections and Jazz Discs; Belgium's Hot Recordings label and England's Melodisc. His domestic talent roster lists Betty Hall Jones, formerly with Capitol; Peter Rabbit Trio, of Oakland, Calif.; Al Winter (rhythm and blues artist), Spiritual Kings (6), plus 84 sides cut by the late Al Sack for Black & White.

United Air Lines Cut Disk Rates Sharply

CHICAGO, June 10.—Air freight rates on phonograph records shipped from Western cities were sharply reduced this week by United Air Lines. According to E. L. Dare, United's manager of air cargo sales, the rates were cut to stimulate the volume of east-bound shipments which has always been much lower than westbound disk traffic. The cuts do not apply on distances of less than 650 miles.

The rate changes are as follows: A 20 per cent cut from Los Angeles, San Francisco and Oakland, Calif., to Chicago, Milwaukee, South Bend, Ind.; Toledo, Detroit, Akron, Canton, O.; Cleveland, Philadelphia, Newark, N. J.; New York, Hartford, Conn.; Springfield, Mass.; Providence and Boston.

A 40 per cent cut from San Diego, Calif., and 15 per cent from Denver to the above cities.

A 14 per cent cut from Portland, Ore.; Seattle and Tacoma, Wash., to Chicago, Milwaukee, Detroit, Newark and New York.

No Space for "Songwriters"

Due to a space shortage created by the complete coverage of the American Federation of Musicians' convention in addition to *The Billboard's* regular weekly saturation of industry events, Part XIII of *The Billboard's* Music Popularity Charts, the Honor Roll of Songwriters, was not run this week. Part XIII will run next week as usual, with Louis Alter the subject of the feature.

Mickey in Milk

PHILADELPHIA, June 10.—Maestro Russ Morgan was visiting Murray Arnold, WIP program chief, who bemoaned the fact that he was continually getting mail for another Murray Arnold, former pianist with Freddy Martin's band. This brought Morgan around to the following yarn:

It seems that there is another Russ Morgan in Scranton, Pa., the maestro's birthplace. When the two Morgans met, the maestro told the namesake he was foolish for not capitalizing on the music maker's fame. So the other Morgan started a tiny dairy. Today it is one of the largest dairies in the State, and on the face of the largest building of the plant there is a sign in huge letters which reads: "Milk in the Morgan Manner."

Col Preps LP 88 Style Series

NEW YORK, June 10.—Columbia Records' pop artists and repertoire chief, Mitch Miller, is preparing a series of LP diskings pegged on recorded demonstrations of the piano styles of star keyboard performers.

The series, similar in character to the diskery's *Dance Dates*, kicks off with a Bernie Leighton 10-inch LP on the next release and will subsequently include slicings by Buddy Weed, Cy Walters, Teddy Wilson, Stan Freeman, Lawrence Cook (of *Piano Roll Blues* fame) and Eddy Duchin.

Miller currently is negotiating for other top-flight pianists in order to make the series as comprehensive a picture of current pop 88 styles as can be presented in the LP catalog.

350G Fire Destroys Alco, Coast Waxery

HOLLYWOOD, June 10.—Alco Research & Engineering Company, Hollywood record pressing plant, was totally destroyed in a \$350,000 fire Friday afternoon (9). Damage included destruction of 250,000 completed records.

Plant holds pressing contracts with several Coast indie diskeries and is owned by Al Levine.

Toscy Cuts Disks, Plans Date in Italy

NEW YORK, June 10.—Arturo Toscanini, RCA Victor's 83-year-old conductor, having concluded his highly successful nationwide tour with the NBC symphony, cut a recording date with that unit Thursday (1). He left Monday (5) for Italy.

Toscanini has requested that Victor make arrangements for him to record the Verdi *Requiem* in Italy when he performs that work with members of La Scala Opera and orchestra in Milan late in June. Plans are to release the recording here in time to commemorate the 50th anniversary of the composer's death in January, 1951, according to Paul Barkmeier, vice-president in charge of the RCA Victor record division.

Fox Pix, Hurok Plan Bash Films

NEW YORK, June 10.—A series of full-length longhair concert films has been projected by 20th Century-Fox in conjunction with impresario Sol Jurok. Jurok has secured services of some of the top legit musical artists for the filmed programs, which will feature a well-known commentator. Talent already lined up for these popular-medium presentations includes Arthur Rubenstein, Rise Stevens, Jascha Heifetz, Gregor Piatigorsky, Marian Anderson, Patrice Munsel, Jan Peerce and Dimitri Mitropoulos.

Hurok will also incorporate ballet sequences in many of the films, and will leave shortly for Europe to hunt new talent.

Barry, B'port Ritz Op, Marks 40 Yrs.

BRIDGEPORT, Conn., June 10.—Joseph R. Barry op of the Ritz Ballroom here, celebrated his 40th year in the business last week. It was on May 30, 1910, that Barry and his partner, the late George McCormack, opened the old Brooklawn Dancing Academy. They later built the present Ritz Ballroom, which plays name and territorial bands. Since McCormack's death several years ago, his widow, Mary McCormack, has carried on the partnership, assisted by Ray Colonari.

Dollars Blow Life In Det. Symphony

DETROIT, June 10.—Revival of the Detroit Symphony Orchestra may be in the offing, after a one-year hiatus, as the result of renewed willingness of Henry Reichhold to assist in the financial problem that has plagued the organization. This was aired when Reichhold this week decided to underwrite a series of summer concerts at the State fairgrounds. Basic cost of \$24,000 was offered from the music performance fund, and Reichhold announced he would match this as well as underwrite half the deficit of the children's concert series.

The move apparently laid a financial foundation for revival of the Symphony if other Detroiters rally to the cause. Numerous disagreements last year resulted in the passing of the orchestra as a permanent organization.

ATTENTION RECORD COLLECTORS

Have wide selection of collectors' items, including such records as those of Marian Talley, John McCormack, the Clover Garden Orchestra, Charles Hart, Elliot Shaw, Walter Scanlon, Harry Lauder, Lewis James, Victor Young, Fred Van Eps, the Frank Westphal Orchestra, the Happy Six, Jimmy Rodgers, the Freddy Rich Orchestra, the Frankie Masters Orchestra, the Roy Miller Orchestra, the Fletcher Henderson Orchestra, the Henry Ford Orchestra, and the Broadway Dance Band. Also Ernest Stevens Trio, Zet Confrey's "Kitten on the Keys," Gladys Rice, and B. A. Rolfe. Most are old Edisons; all are in very good condition. For any or all, write

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HITCH FM TO TV STAR-COY

FCC Chairman Sees Success In Dual Sets

RMA "Adopts" Television

CHICAGO, June 10. — Federal Communications Commission (FCC) Chairman Wayne Coy told manufacturers that if they will install FM tuners in all TV sets, "FM set production could ride TV piggy-back up the ladder of success." Coy spoke at the closing banquet of the 26th annual convention of Radio Manufacturers' Association (RMA) Thursday (8).

RMA was RTMA by the time Coy talked. Thursday afternoon the members voted to change the name to Radio-Television Manufacturers' Association (RTMA). Other important decision was to hire a paid president, "when we find a good man."

Coy boosted FM as one possible salvation of aural broadcasting remarking, "FM's superiority over AM is as unchallenged as ever." Calling for addition of FM to TV receivers, he suggested that at this stage of TV development, when daytime service is limited, "such an arrangement would make it convenient for the set owner to snap on the FM when television is not on the air."

Aims Criticisms

The FCC boss took some blunt raps at the manufacturers. Some of his specific criticisms were:

Lack of study and research by the industry in ultra high frequency.

Difficulty of the FCC in getting information from the industry on interference problems in color TV.

In a report to members, outgoing President R. C. Cosgrove predicted close to 9,500,000 television receivers in the U. S. by the end of 1950.

Cosgrove denied the industry had held back color TV, but deplored "political pressure on the industry to bring out color television before it was developed."

Sprague Prez

Robert C. Sprague, president, Sprague Electric Company, North Adams, Mass., was elected president and chairman of the board. The reorganization committee was ordered to look for a suitable man to become a paid president. When and if such a man is found, Sprague will become chairman of the board.

RTMA would pay as high as \$50,000 salary for a president; maximum dues

Great Scott!

CHICAGO, June 10.—An exception in the trend toward combination radio-phono-TV units is reported by Scott Radio Laboratories. Music lovers and consistent record buyers show marked preference for radio-phonos separate from TV sets, the Scott check of music stores shows.

"Television is not replacing music in the lives of these people," John S. Meck, president of Scott, said. "It is supplementing music."

Several dealers reported that people buying radio-phonos are much less price conscious than TV buyers.

Dealers' Problem: Light Fingers Make Easy Haul of Tiny Disks

NEW YORK, June 10.—The increasing public acceptance of the 45 and 33½ r.p.m. platters has created a new problem for retail record dealers. Pilferage of the new disks and albums has been increasing steadily. While some dealers have used various devices to cut down on record-stealing, most retailers have not solved the problem to their complete satisfaction. These are the results of a spot survey taken by *The Billboard*.

The local buying office for one of the largest department store chains reports consistent 6 to 8 per cent disk shortages in the various record departments. A Buffalo dealer stated that pilferage has, in some weeks, reached as high as 10 per cent of the stock.

Among the most popular answers to the problem was, "watch 'em more closely." Many dealers have eliminated open racks in favor of keeping LP platters behind the counter. Haynes-Griffin, here, extended the sales counter to the wall of the large store — cutting off the shelves on which album stock is kept. Sam Goody placed his check-out counter and cash register right at the store entrance in order to check everyone leaving the shop.

Some dealers have eliminated or are planning to eliminate the conventional record booths, in which most of the stealing takes place. Dynamic Stores no longer have such booths, from which the flexible LP platters have been removed and stuffed under jackets or coats. Opera disks are the current favorites.

The problem with seven-inch singles and albums is the greatest. Most dealers realize that the disks must be displayed to create sales, but the best method of displaying is still unsolved in most cases. Several dealers keep all 45 singles in green stock envelopes set up in a box placed on the counter. Only one of each number is in the box. Actual sales are made from stock kept behind the counter. Other dealers use counter merchandisers to good advantage. Demonstrations are made from record players right on top or under the sales counters.

Another dealer solution to the display problem is to place empty LP covers on display racks, keeping the actual disks behind the counter.

The extent of the record stealing will be upped from \$5,000 to \$10,000. Minimum remains at \$100.

James Secrest will become secretary and general manager August 1, succeeding Bond Geddes, who retires as executive vice-president and secretary July 31.

Two new vice-presidents were elected—Glenn W. Thompson, president, Noblitt-Sparks Industries, Columbus, Ind., and Max Balcom, chairman, Sylvania Electric Products.

Manufacturers' Tax On TV Looks Dead

WASHINGTON, June 10. — Congress appears certain to reject the President's recommendation for a 10 per cent manufacturers' excise on TV sets, following final action by the House Ways and Means Committee this week reaffirming an earlier tentative vote to keep the present situation unchanged.

Radio parts on TV receivers would continue to be taxed at 10 per cent on the basis of the committee vote.

in many stores is not yet known, but it is expected that inventory time will "make my hair stand on end," as one dealer stated it.

TV Gyms Keep Watchdogs of Business Alert

Retailers, Servicers Blamed

WASHINGTON, June 10. — Complaints about TV sales and servicing are the top problem for the country's Better Bureaus, representatives of various local groups indicated this week at the conference of the Association of Better Business Bureaus (ABBB).

The New York Better Business Bureau finds such complaints totaling more than 18 per cent of all inquiries. Hugh Jackson, president of the New York group stated. Spokesmen for Washington and Chicago Better Business Bureaus said the situation is about the same for their cities, adding that the problem is common in all TV areas.

Most of the blame was placed on retailers and service contractors by James Carmine, Philco veepee. He said, however, that some of the confusion can be attributed to manufacturers of TV sets. Carmine told ABBB that many dealers turn over set servicing to outside contractors "who do not feel the same degree of obligation to the customer as does the retailer." He declared that there is little trouble in cases where the retailer does his own servicing. He warned that it is unwise for purchasers of sets to sign long service contracts, contending that high quality of most sets assures low maintenance costs.

Jackson told the convention that New York is having trouble with shady TV ads, mainly in connection with the offer of premiums with sets. He mentioned one retailer who offered a free trip to Bermuda with the sale of any set in the store. Customers found the store had only a handful of sets available—all at prices above \$1,000.

Set Mfrs. Revise Cost Estimates

NEW YORK, June 10.—Radio, TV and phono manufacturers were revising their cost estimates at the end of this week following the announcement by General David Sarnoff of reductions as high as 50 per cent in the patent royalty rates of the Radio Corporation of America (RCA). Effective on sales and shipments made by RCA licensees on and after July 1, the rate reductions are expected to be reflected in price of sets to be shown at the Chicago music industry trade show.

The rate for sound radio receiving sets and electrical phonographs was reduced from 2¼ per cent to 1¼ per cent. Rates for receiving tubes and cathode ray tubes were changed from 2½ per cent to 1¼ per cent, while the rate for all transmitting and power tubes now stands at 1¼ per cent. Commercial apparatus rates were chopped to 2 per cent.

Audio Debuts New Low-Cost Portable Unit

Automatic Phono \$50-\$60

CHICAGO, June 10.—Audio Industries, Michigan City, Ind., manufacturer of phono-changers and radio-phono combinations, will debut around July 1 a self-contained portable automatic record player to retail from \$50 to \$60, it was announced this week by Paul W. Dolembro, president of the firm. Dolembro said that the new record player will be made available to affiliated retailers, the A'beed Stores, Mercantile Stores and Associated Merchandising Corporation.

Audio Industries, according to Dolembro, has spent thousands of dollars to retool, so that several new factors, such as a new tone arm, using a single needle for both microgroove and 78-r.p.m. play, may be used. The machine will have an automatic intermixer and an automatic shut-off after the last disk play. It will be a portable changer, encased in leatherette, containing a three-tube amplifier.

NEW YORK, June 10. — While spokesmen for the retail syndicates would not reveal the list price to be placed on the new Audio portable player, one buyer stated that it would probably be marketed at \$59.95, or \$10 less than three-speed portables now being sold with V-M changers and \$20 less than similar portables equipped with Webster-Chicago changers.

Admitting that the Audio unit could be sold for "about \$50," most syndicate buyers feel that the expected shortage of three-speed record players eliminates the necessity of drastic price reductions.

Col'bia All-Size 33½ Changer Ready at \$16.95

(Continued from page 14)

the 45 r.p.m. attachment was the greatest single factor in the company's strides in gaining acceptance for 45's.

Changer Promosh

The Columbia changer attachment will be heavily promoted via national and co-op newspaper advertisements, display and point of sale material, the Robert Q. Lewis *The Show Goes On* video program on the CBS network and the Columbia LP Record Parade show on the CBS radio net. In addition, all Columbia national magazine and music publication ads will carry special information about the attachment. The changer will also be plugged in the company's monthly supplements and on store hangers.

The new changer attachment will play 12 seven-inch, 12 10-inch, 10 12-inch or a mixture of 10 10- and 12-inch LP disks. Manufactured for Columbia by the V-M Corporation, the attachment is comparable in size to a telephone book. The tone arm will contain an Astatic Model CAC-J crystal cartridge and a replaceable sapphire-tipped needle ground to .001 radius.

Kicking off the promotional campaign will be a dimensional window display piece designed to hold one of the attachments. The display will permit the self-demonstration of the unit as it runs thru a stock of LP platters.

People, Products and Prices

Aim To Debut Records, Accessories at NAMM Conjob

In addition to a line of 25 children's electric automatic and hand-wind phonographs, Aim Industries will introduce a complete new line of record albums and accessories, according to George H. Fass, sales manager. The Aim products will make their debut at the July convention and show of the National Association of Music Merchants (NAMM).

TV Wholesalers Get Heavy High-Income Trade

While the average low-income family buys its television set from neighborhood retail stores, nearly 25 per cent of the high-income families are able to buy their sets at wholesale prices from factories and other wholesale outlets. These findings are based on a spot survey made in the Chicago area by John Meck Industries. Downtown stores drew only 5.6 per cent of the low-income group and 14 per cent of the higher earning families, as against neighborhood dealers drawing 68.4 per cent of the low-wage earners and 35.1 per cent of the high-income group. Radio and appliance stores got almost 40 per cent of all purchases, furniture stores receiving 31.5 per cent of the low-income and less than 1 per cent of the high-income business. Department stores attracted only 3.5 per cent of the high-income families and 3.7 per cent of the low-income families.

Ruling Lays Union Bias to Stewart-Warner

A National Labor Relations Board (NLRB) trial examiner ruled this week that the Stewart-Warner Corporation engaged in "unfair labor practices" in allegedly favoring the International Brotherhood of Electrical Workers (IBEW) over the United Electrical, Radio and Machine Workers (UE). The examiner recommended that NLRB order the firm to stop interfering with the rights of employees to join a union of their own choosing.

DuMont Skeds Heavy Bally To Boost "Hanover"

A large-scale and heavily budgeted promotion campaign was announced last week by DuMont to up sales of the company's new 19-inch "Hanover" model video set. All DuMont dealers are eligible to enter a contest based on "resourceful, and resultful" promotions rather than actual sales. Sixty-three prizes are being offered to dealers, including a new Cadillac and a new Plymouth. Backing up the dealer promotions, DuMont announced a schedule of full-page ads in national magazines, newspaper ads, TV station spot announcements, co-op ads, window displays and point-of-sale material.

Storage Album To Hold LP Envelopes Designed

A record storage album, specifically designed to store 12-inch long-playing disks in their original envelopes, has been introduced by the Globe Album Company, New York. The album was the brain-child of Alma Kaye, record department manager of the Haynes-Griffin Music Shop, New York. At present only the 12-inch size, with 10 pockets, is being manufactured, but the company plans to introduce a 10-inch album in the near future. Priced at \$5.50, the album features heavy, transparent pockets, and vinylite covers in blue or maroon.

Steelman To Unveil Combos at Chi Show

The Steelman Radio & Phonograph Company, New York, will debut its first line of portable and table model radio-phonograph combinations and children's phonos at the July music industry trade show in Chicago. Morris Steelman, president of the firm, would not reveal prices of the radio-phonograph sets. The company this week introduced a new three-speed manual phono in portable carrying case. The unit will list at \$49.95 and features simulated alligator case, dual channel input and 6½-inch speaker. Beetem & Brody, a new distributorship in Philadelphia was named to handle the Steelman line in Southern New Jersey and Eastern Pennsylvania.

News Notes on Manufacturers and Distributors

A new 16-inch table model video set to retail at \$209.95 was introduced last week by Philco. The company will show its complete 1951 line to distributors assembled in Atlantic City June 20-21. . . . Bendix announced construction of an addition to the company's Baltimore plant that will provide facilities to quadruple production. . . . Majestic Radio & Television announced that sales Veepee Louis Silver has been named executive vice-president and general manager. At the same time, Milton R. Benjamin, New England district manager, was named to replace Silver as national sales manager. . . . John Meck Industries appointed Statewide Radio & Television Company, Seattle, as distributor. . . . General Electric disclosed that it will spend more than \$7,000,000 this year to increase production of radio-TV, cabinets and tubes. . . . Jewel Radio named Irving B. Shurack as exclusive factory representative in the Metropolitan New York area. Shurack will handle distributor sales and sales to central buying offices in the area. . . . Radio-phonograph prices listed in the new Sears, Roebuck & Company catalog are from \$5 to \$10 lower than previous prices. . . . Tele-Tone named Potomac Distributors, Washington, to handle the line. . . . Mars Television introduced a 16-inch de luxe TV console to retail at \$595. . . . Olympic Radio & Television announced that it will increase production 100 per cent for the last half of 1950. . . . The Webster-Chicago Corporation named General Sales Manager W. S. Harford and research director Q. D. Dale as vice-presidents. . . . DuMont named American Wholesalers, Washington, as distributors. . . . Pan-American Distributors held a three-day showing of Kaye-Halbert TV sets in the Pan-American Room of the Book Cadillac Hotel in Detroit. . . . Philadelphia's Lit Bros. department store appointed Charles Boyer Jr. as buyer of phono records and accessories. . . . The H. G. Bogart Company, Toledo, has been named to distribute the Stewart-Warner line. . . . Brand & Millen, Ltd., Long Branch, Ont., last week signed a 10-year contract to manufacture Crosley television and radio receivers for distribution thruout Canada. Crosley receivers with be marketed in Canada by Cross Country Television, Ltd., a wholly owned subsidiary of Brand & Millen.

Merchandising Pays Off:

Theater Disk Club Sees New LP Market as Dealer Aid

By Joe Martin

NEW YORK, June 10. — Retail record dealers can take valuable merchandising lessons from the five-week-old Theater Disk Club (TDC), organized here as a rental service for long-playing, original cast albums. The TDC is not a retail outlet, six dealers in different States have already benefited in sales made thru the club. TDC rents albums to theater fans at \$2.20 for a three-day period and reports receiving orders from 18 States on a small ad headlined "Bring the theater into your living room."

According to Leland Merrick, promotion manager of TDC, over 65 per cent of the club members also purchase long-playing record attachments. The organization feels that this percentage means that the TDC customers have probably never purchased record albums before or have never been introduced to LP's. Of the rental orders thus far received, over half have also asked for information or placed orders for other LP recordings. It is in the latter instance that TDC works with local retail outlets.

Thus far arrangements have been made with dealers in Oklahoma, Texas, Kansas, North Carolina, Washington and New Mexico whereby orders for disks (other than theater

rental albums) are turned over to the retail dealer. TDC, which takes a 15 per cent commission on such orders, does not sell at retail. Shipping charges on such orders would be too high for a profitable operation. The organization is also planning further tie-ins with local dealers to up disk sales and bring new customers into record shops.

"Almost 40 per cent of our orders," reports Merrick, "are from people who specify delivery dates which span the entire summer season. People like our "play parties" and "evening's entertainment" ideas. With such great theater items as *The Consul* and *Death of a Salesman* being made available, this may even be the answer to the summer lull in disk activity. The problem is to get to the customer—and not wait for the customer to come to the record counter. That's what the TDC is doing in a previously untapped market. It's a brand new record public and big enough to demand thinking which serves the best interests of the industry as a whole. Hence, our present dealer co-op policy."

The disks shipped by TDC are packaged in "easy-to-repack" cartons in which the LP's are returned at the end of the rental period. No return postage is necessary and all shipments are made via parcel post.

FTC Sticks Another Needle Maker With Bad Ad Charges

WASHINGTON, June 10. — The Federal Trade Commission (FTC) is intensifying its probe of phono-needle ads. The agency this week filed a new charge of "misleading" ads against the Electrovox Company (Walco needles) and accepted a stipulation in a complaint against Columbia Records. The actions followed closely stipulations entered with two firms last week (*The Billboard*, June 10).

The wave of complaints have concerned advertising that the various needles are good for specific thousands of plays. In all but the Columbia case, the manufacturers were also charged with failing to reveal that ruby and sapphire tips were made from synthetic materials.

The stipulations involving Columbia, Jensen Industries, and the Bonto Company agreed that plugging 1,000 or any other number of plays is okay if a qualification is added to the effect that needles may break or wear, causing sound distortion. It was also agreed that the firms in the future will mention that the "precious stone" tips are synthetic. In the three stipulation cases, the FTC announced that there was no intention on the part of the companies to defraud or mislead.

The complaint against Electrovox alleges the same type of advertising that the other firms agreed to qualify. Representations as to the plays and the needle tip "have the capacity and tendency to mislead the purchasing public, as well as retail dealers," FTC said.

Variable Factors

On the matter of plays, FTC reported: "The number of times any phonograph needle may be used with satisfaction in playing is variable, depending upon the various factors, including the material of which the needle point is made, the amount of pressure on the needle, angle of the needle in relation to the record, and size, quality condition and composition of the record."

For these reasons, FTC continued, "It is therefore impossible to forecast with any degree of accuracy the number of times any phonograph needle may be used with satisfaction in play-

ing records. Under conditions of normal use, none of the respondent's (Electrovox) can be used with satisfaction for anything like the number of times represented."

FTC said Electrovox had represented its various Walco needles as playing 4,000 to 10,000 times. The firm has 20 days to answer or accept a stipulation as did the others.

2 New Kine Devices Get H'wood Showing

HOLLYWOOD, June 10.—NBC-TV Station KNBH will unveil two new kinescope developments for the first time at a special trade showing Monday (12). Following prevue, the kine devices go into public use with the beaming of the Milton Berle-Texaco show Tuesday evening (13). The two highly-touted kine improvements are a new high pressure mercury vapor lamp developed by KNBH engineers and an orthogam amplifier, perfected by the NBC-TV engineering department in New York. KNBH Manager Tom McFadden and Coast tele execs are counting heavily on both trade and public acceptance of the new gimmicks in the hope that improved transmission will create wider acceptance for kine both here and in the East.

New devices were demonstrated for *The Billboard* this week by closed circuit beaming of two identical kinescopes, to highlight the contrast between standard transmission and new gimmicks. The new type lamp provided considerable more lighting and eliminated much of the picture flare and "noise." The orthogam amplifier, a device hooked up with the picture amplifier, was credited with reducing the washed out appearance of kine pix and increasing shading and contrast in black and white color tones.

To herald the new improvements, KNBH will splurge on half-page ads in four metropolitan dailies, plugging the first public airing on the Berle show. Equipment will become standard thereafter.

AGVA CONFAB PUTS ON HEAT

AGVA Socks Talent Buyers With 5% Tax

PHILADELPHIA, June 10. — All talent buyers from theaters to cafes and down to club dates will be taxed for their shows at the rate of 5 per cent of their show budgets, starting October 1, according to a new ruling passed upon by the American Guild of Variety Artists (AGVA) at its convention in Philadelphia last week.

The 5 per cent formula, however, will have maximum and minimum limitations. The top will be \$25 weekly and bottom will be \$5. The new \$5 charge will apply to all buyers whose shows are under \$100.

The resolution reads: "Effective October 1, 1950 . . . all owners, operators and corporations of all places using the services of AGVA members, shall pay to . . . AGVA's . . . welfare relief fund . . . not less than per cent of the total cost of the show up to \$500. The maximum payment by any owner not to exceed \$5 each week the show is working. Payment . . . shall apply to all owners in all engagements irrespective of the duration of the engagement."

The plan was proposed by Dick Jones, AGVA's Philly rep, in a fiery speech. This set off charges and counter-charges of "lack of guts" by delegates.

When the final vote was taken Jones charged down the convention floor, accusing Alan Gale, national board member (who, incidentally, is also a cafe op), with exchanging signature AGVA Taxes Buyers on page 48)

Basic AGVA Dues Up 100%

PHILADELPHIA, June 10. — A hike of 100 per cent in basic dues, with other charges based on salaries, was voted on and approved at the third annual convention of the American Guild of Variety Artists (AGVA) held in Philadelphia last week.

The current dues, in effect for the past four years, are \$12 annually for chorus and \$24 for principals. Under the new set-up they will be \$24 a year for all performers who get up to \$500 a week, \$32 for all acts getting \$500 to \$1,000 a week, \$48 for actors in the \$1,000 to \$2,000 bracket, and \$100 a year for those who get \$2,000 a week or more.

Opponents of the increase claimed that a dues hike would work severe hardships on small performers and chorus girls who work for around \$40 a week. AGVA officials denied that chorus girls got less than \$75 a week.

It was also pointed out that a hike in dues based on a weekly pay scale was unjust because performers can't count on regular work. Some may work two weeks and lay off six. Despite the objections, the raise went thru.

Philly Club Op Changes Policy

PHILADELPHIA, June 10. — Harry Steinman will convert his Latin Casino to a new show policy starting the end of June. This will call for the use of small acts and the shuttering of the main room.

Spot plans to use its outside lounge, build a stage and shut off the main room, which will undergo redecoration. The upstairs lounge will be re-staged a disk jock spot.

Philadelphia Scrapple

PHILADELPHIA, June 10. — A delegate to the American Guild of Variety Artists' (AGVA) convention: "A lot of people have got up and made motions or spoke on them and got their names in the minutes. Some delegates haven't done so. I think it's only fair that the rest of the delegates also get their names into the minutes, so I move that whatever motions or talks are made be credited in the minutes to those who haven't already spoken."

It was accepted unanimously.

"Ladies and gentlemen, I ask for a vote of thanks for . . ." Everybody got up and roared approval. "Wait a minute, you don't even know who I'm talking about." The noise persisted. It became even louder. Finally order was restored but by this time the maker of the motion was livid and refused to go on. Finally he was coaxed to go on. He asked for a vote of thanks for the stenographer taking the minutes, and it was passed unanimously.

Jackie Bright, chairman, to Joe Smith: "Sit down. You're out of order."

Smith: "Thank you. The feeling is optional."

Some of the delegates carried proxies that called for fractional votes. In one vote count one delegate raised one hand and crooked his other hand. "I can't count that way" said the chairman. "Why do you have your arm bent that way?"

"How else should I hold my hand? I got one and three-quarters vote."

Henry Dunn was bent over trying to rub out a spot on his coat when a motion was made. "Who made that motion?" Dunn demanded of Bright.

Bright: "If you weren't so busy pressing your suit, Henry, you'd know who made it."

After hearing that Henry Dunn signed the "wrong paper" and that Gus Van signed with Petrillo without any legal assistance, one delegate turned to another and said, "I think I ought to make a motion that for the length of their stays in office neither Henry nor Gus should be permitted either pen or pencil."

After the dues vote was taken, Joe Smith yelled, "I want to add an appendix to that."

"I'd rather take his (Petrillo's) word than trust 99 per cent of this membership," roared Gus Van in his president's report. The convention stood up and cheered.

New AGVA Rules Signpost Battles With Agent Orgs

PHILADELPHIA, June 10. — A major battle between agent organizations and the American Guild of Variety Artists (AGVA) was forecast by showbiz authorities as a result of AGVA's new rule that, henceforth it would (1) withdraw recognition from all agency orgs; (2) would give franchises to agents for free and, (3) would run its own arbitration hearings.

Under Rule B, which controls relations between agents, agent orgs and AGVA, all quarrels between agents and performers are heard before a three-man panel consisting of one agent rep, one AGVA rep and one public member. Under the new set-up such hearings will be held by branch officers in whatever area the complaint arises, the findings to be sent to the national for review. Agents or their reps will not be represented on such boards.

The Artists Representatives Association (ARA), the largest agent org in the business with members all over the country, has denounced the new rule. "They are not going to tell us how to operate," said an ARA spokesman. "We are willing to sit down and renegotiate Rule B on mutual terms. There is no rule in force that will make us do otherwise."

ARA Rolls Sleeves

The ARA also indicated that if AGVA wanted a battle, it would have it. "Our members have millions of dollars tied up in valuable properties.

We are not going to jeopardize that. We don't know under what terms AGVA will offer its franchises, but we certainly won't go for any arbitrations that leave us out. If it becomes necessary, we will continue doing business without AGVA franchises. We will offer performers work as before. We don't think they'll refuse it."

Under the present agreement agents pay \$50 for AGVA franchises. Some agency orgs, like ARA, charge their members dues, and thru their membership get their franchises without extra payment to AGVA. AGVA spokesmen said that when it is learned that agents can get their franchises direct from AGVA for nothing, they will drop out of agency orgs by the score.

Better AGVA Control

Major reason for the direct issuance of franchises by AGVA was the charge that it would have better control. If violators of the franchise laws were found, AGVA could revoke them. Under the present set-up it deals with the agent orgs, who do the policing of their members.

Under the contract with the ARA both parties may terminate the agreement on 60 days' written notice. Letters revoking the agreement will be sent to the ARA and other agent orgs in the immediate future.

Whatever franchises are now in force will continue until their expiration. But all renewals will come directly from AGVA. Talent union officials admitted there will be plenty of confusion during the change-over period but were optimistic as to its future.

Quits Agents, Taxes Buyers, Boosts Dues

Van's Speech Stirs Fuss

(Continued from Page 4)

floor on the first day of the convention. It was sent to the resolutions committee, which brought it back late Wednesday (7), and was accepted unanimously. Under this new rule, to be set in motion by the AGVA national board, all AGVA franchises will, in the future, be issued without charge (see separate story).

Dues Hike Passes

The dues set-up was also radically changed, tho no date was given when it was to be effective. There were objections freely made that the raise would cause havoc, but it passed by a big majority.

For coverage of AFM Convention see
Pages 3, 12 and 13.

The convention chairman, Jackie Bright, assisted by Jerry Baker, both of New York, did yeomanlike jobs keeping things running smoothly. The hot weather ruffled tempers, but the confab was by no means the rat race it was in Chicago last year.

The major incident at the onset was caused by AGVA Prexy Gus Van's opening address and his defense of the deal he made with James C. Petrillo, AFM's head, in settling the controversy over jurisdiction. Van said he'd been threatened with bodily harm and lashed out offering to resign. Upon being questioned about the 10 per cent traveling tax, he replied that Petrillo had promised it would be taken up at the musicians' convention in Houston. Then getting up steam, announced, "I have more faith in him (Petrillo) than I have (See AGVA Confab on page 48)

Benefit Tab Up; Celeb Nights Out

PHILADELPHIA, June 10. — An edict affecting the benefit picture and another barring all celebrity nights were passed by the American Guild of Variety Artists (AGVA) delegates and national board in Philadelphia this week.

When AGVA broke with Theater Authority, it took over the clearing of all benefits where its members appeared and originally ruled that all acts were to get one-seventh of their regular weekly salary and AGVA was to get 5 per cent of the gross for its welfare fund. In the future where all acts work on AGVA cleared benefits for free, AGVA is to get 15 per cent of the gross paid admissions. The Associated Actors and Artistes of American (Four A's) were also asked to advise its members, non-AGVA people, not to appear on variety show benefits without AGVA clearance.

The celebrity ukase was frankly aimed at Leon and Eddie's, the only known spot in the country with a fixed celebrity night policy. Eddie Davis claimed that his policy permitted him to give unknowns a showing and jobs they wouldn't ordinarily get and cited names. He also indicated that this ruling might force him to close, further limiting places where AGVA people could work.

Magic

By Bill Sachs

MAL B. LIPPINCOTT and wife, Maxine, who conclude a fortnight's stand this week at Fontaine Ferry Park, Louisville, the opener of their outdoor season, invade Michigan soon for a week at Lake Lansing Park, Haslett, Mich., their first visit to the Apple Knocker State in 15 years. **Freddie and Gale LaRue**, with the Lippincotts on the last eight weeks of their indoor season which ended May 13 at Crossett, Ark., have outdoor bookings in the West. . . . **Forrest Jarvis (Great Jarvis)**, working with his wife and another assistant, is currently doing an hour of vent and magic in West Virginia houses and is slated to follow with a string of picnics and outdoor celebrations in Pennsylvania. A recent visitor on the Jarvis show and at the Jarvis farm quarters in West Virginia was **L. J. Wolfe** of Knoxville. . . . **L. Strock Rupert**, youthful emcee magician, is sojourning at his home in Mansfield, O., after winding up on a series of club bookings and is scouting for an assistant's job with a magic or spook opy for the summer. He formerly worked with the late **DeGraham** thru Ohio, Pennsylvania and West Virginia. . . . **L. B. Wilson**, mayor of Macon, Ga., and a magician and vent of no mean ability, has resumed his official duties after a jaunt to Chicago to take in the combined IBM-SAM convention. . . . **Don Wood**, of Flora-dale, Silver Lake, Mears, Mich., writes: "Would like to learn the whereabouts of **Pooshie-Pooshie**, whose real name was either Fitzgerald or Fitzpatrick. The last I heard **Pooshie-Pooshie** and his wife were residing in Miami." . . . **Ralston the Magician**, who has been handling the press for the stock car races at the Stadium, Westboro, Mass., since closing his theater season early in the spring, left Westboro June 1 to join **Sam Preyden's Water Follies** for an extended tour.

JAY PALMER AND DOREEN, after a trek thru North Wales, returned last week to London from whence they hopped to Paris. They are skedded to go to Spain in September. They report that Europe offers plenty of work for a good mystery turn. . . . **George A. Searls** presented his mental turn for the Kellogg Company at Battle Creek, Mich., June 5. . . . **Bill Neff**, following a string of one-nighters out of Denver under auspices of the local Variety Club, began a tour of the Interstate houses in Texas June 6. Still at the helm of the Neff magic spooker is **Anton Scibilia**, with headquarters in Pittsburgh, who also is handling bookings on **Dagmar the Magician**, with four people, and **Dr. Richard Silvers**, mentalist. . . . Two prominent figures in the mystery field are lamenting the fact that others have seen fit to use their

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Censor Swings Stick On Det. Burly, Flicks

DETROIT, June 10.—Local censors are warring on theater fronts and shows, with a total of 17 "corrections" ordered during May — the probable all-time high. Only 16 "corrections" have been made in all local theaters during the entire year of 1949.

Legit and vaude theaters escaped scot free. But six "corrections" were ordered in performances in burlesque houses, four in burlesque show fronts, while seven fronts of motion picture theaters which contained offensive advertising were ordered changed. Two fronts were literally torn down at one house by the censor squad because of their character. Censors made 33 visits to burlesque shows and 97 to other houses during the month, another record high.

Warning that conditions would have to show a rapid improvement, Inspector Herbert W. Case, in charge of censorship, said that action may be taken to revoke a theater license if this were not done. He pointed out that the offenses were mostly concentrated in a fairly small segment of show business, and did not apply generally to the field.

Night club operators were about normal, with seven corrections ordered on 261 inspection visits. Other branches of show business received the attention of the censors. Arcades had 15 visits, carnivals, 9; amusement parks, 4; novelty stores, 30, and phonograph record dealers, 32. A total of \$100 worth of novelties considered obscene was confiscated.

Bill Vs. Gambling Air Seen Shunted

WASHINGTON, June 10.—The bill restricting transmission of gambling information may be sidetracked this session because of the stack of must legislation now piling up, it developed this week as an attempt to get the measure passed by unanimous consent was blocked by an objection from Sen. Pat McCarran (D., Nev.)

Before the bill was stymied, the Senate agreed to the revision made by the Senate Interstate Commerce Committee of the far broader Justice Department bill. In its present form, the bill bans broadcasts or telecasts before start of a horse or dog race of data on the particular race concerning odds, scratches, jockey weights, changes, probable winners, or weights.

The failure of the bill to pass on the consent calendar means that it must be scheduled for debate. McCarran, who comes from a State where gambling is legal, can be expected to fight the measure vigorously. If it should pass the Senate it will go to the House Interstate Commerce Committee, which has been ripping apart another gambling bill drafted by the Justice Department, the anti-gambling device measure.

names in the show field. One is **Joan Brandon**, magic lovely current at the Mapes Hotel in Reno. She writes: "I was startled to read in your column that **Milo the Magician** is going to assume the name of **Brandon**. This could be harmful and embarrassing to both of us. I hope he will change his mind and keep his own name instead of taking mine." The other complainant is the veteran mentalist, **Rajah Raboid**, who forwards a letter proving that a performer with a small carnival is using his full billing title. Writing from Miami Beach, Fla., he says: "Been getting reports for two years that some one has been using my full name on small carnivals. Unless this person quits using my name I'll catch up with him soon and make it warm for him, and I'm solvent enough to do something about it." . . . **Al Flosso** and wife are back at Coney Island, N. Y., for their 20th year with grind show and magic pitch. Flosso was a recent feature on the **Ed Sullivan** TV show.

Burlesque

By UNO

ANNUAL meeting of burly house owners and operators of the two circuits takes place June 15 at the Statler Hotel, Buffalo. . . . **Ross Valore**, of Ace-Hollywood Theatrical Arts, Inc., Cleveland, has placed **Renee LaRue** at the Skyliner Club, Fort Worth, starting June 16. She moves there from **O. B. Coate's** Ring-side Club, Galveston. . . . **Nona Carver**, strip-talker, opens June 16 at the Roxy, Cleveland, thru **Herbie Lynn**. . . . With the closing of the Hudson, Union City, N. J., Manager **Sam Cohen** and family are autoing to California on vacation. . . . **Irving Selig**, comic, has begun an extended engagement with **Jack Linder's** new video show, "The Boweries," over WOR, New York, Thursday nights, 8-9. . . . **Peaches** moves into the Rialto, Chicago, June 30 for two weeks thru **Milt Schuster**. . . . **Irma (Tex Lewis) Stone** is now managing a motel in Tucson, Ariz. . . . **Helene Francis**, exotic dancer, bowed in June 14 for two weeks at the Latin Quarter, Virginia Beach, Va., thru **Ralph Jordan**.

VICKI WELLES has joined **Jack Norman's** "Broadway to Hollywood" on with the **James E. Strates** Shows. . . . **Joe Emerson**, former comic and now a haberdasher, is in New York on a three week's buying tour. . . . **Inez Claire**, following two weeks at the Casino, Boston, will drive to California for a summer's vacation. . . . **Renee Griffin** is working clubs out of Hollywood. . . . **Palmer Cody** and **Bettie Lee** are with **Tirza's** Wine Bath Revue at Coney Island, N. Y. . . . **Freddie Fulton** and his group of mixed players are being held over for the summer at the Manhattan Hotel, Asbury Park, N. J., under the new management of **Harry Fink** and **Louis Moskowitz**. . . . **Phil Seed**, comic, opens July 3 for the summer with the St. Louis Municipal Opera House in the play, "Of Thee I Sing," thru **Henry Wiese**. . . . **Mandy Kaye** will be a later booking. . . . **Red Marshall** replaced **Loney Lewis** in **Mike Todd's** "Peep Show" in the last week of rehearsals. . . . **Tom Barrett**, **Minnie Allen** and **Bobby Day** and **Babbs** are a new dancing combo traveling under the billing of the **Barkley Family** and booked thru **Al Brooks**. . . . **Paul Marakoff** is producer and director of the **Mitzie Brown** Girl Show, and **Estella Mantilla**, dancer with **Sally Rand's** unit, on **Al Wagner's** Cavalcade of Amusements. . . . Co-principals with **Primrose Semon**, playing a return at **Young Marquette's** Cafe de L'Est, Montreal, are **La-Miarka**, dancer; **Johnny Ward**, acro, and **Eddy Sandborn** and his ork.

Fields 7G in Detroit

DETROIT, June 10.—One night appearance by **Gracie Fields** at Masonic Temple Auditorium Monday night (5) brought a near-capacity first floor crowd of about 3,000, according to **William Van Lopic**, Temple manager. Balcony was not put on sale. With a price scale of \$1.20 to \$3.00, estimated

"Cisco" Selling Shirts, Pants to Hefty Payoff

NEW YORK, June 10.—Merchandising tie-ins made by the **Cisco Kid** are expected to gross between \$5,000,000 and \$6,000,000 for manufacturers in 1950. With merchandising only started last October, the **Pancho**-type horse opera already has 30 items bearing its name on sale, and has made arrangements for 20 more to go into production shortly.

The radio version of the show is owned by **Frederic Ziv**, but the TV and movie facsimiles belong to both **Ziv** and **Philip Krasne**, who produces them. **Cisco Kid** Products, Inc., the merchandising subsidiary also owned by the **Krasne-Ziv** combo, was set up to license merchandising.

The merchandising subsidiary gets a cash guarantee against a 5 per cent royalty and is expected to net around \$250,000 this year. Among the products being marketed are shirts, trousers, pajamas, scarves, holsters, belts, lariats, etc.

The merchandisers have set up special **Cisco Kid** corrals in department stores thruout the nation. There will be a special meeting of merchandisers July 5, 6 and 7 here with **Duncan Renaldo**, the star of the oater, and **Ziv** brass to work out personal appearances as a further hypo for the product tie-ins.

Ziv this week also was developing a new exploitation gimmick for its wax show, **My Favorite Story**. Transcription firm is putting together a sample package of the show containing script, disk, sheet background music and cue and sound effect sheets for distribution to schools, colleges, dramatic societies and women's clubs. Fifty-two such packages will retail at \$10 each.

ABC Plans Stanza To Detect Lies

NEW YORK, June 10.—A radio program built around the use of the lie detector was in the works this week at ABC. Titled **Lie Detector**, the stanza will be auditioned within the next couple of weeks by the web, in conjunction with the **Martin Stone** office. **Gene Rayburn**, of the **Rayburn & Finch** team, will emcee.

The show is an audience participation airer, in which the contestants will be rewarded according to their truthfulness. Web execs, however, are asking themselves whether it is an invasion of privacy to have the detector prove a man is fibbing when he claims never to have gadded about with other females, if his wife is catching the show.

gross was about \$7,000. **Miss Fields's** appearance, her only date in the United States during her Canadian tour, received probably the most enthusiastic press reception any artist has had here in recent seasons.

WALKATHON

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SCHENECTADY, N. Y.



Chi Fair Pulls All Stops; Plans Bolster Job Outlook

NEW YORK, June 10.—The Chicago Fair of 1950 should give legit summer employment a substantial boost, according to final entertainment plans outlined here this week by Executive Manager Crosby M. Kelly. The fair, first of a projected series of similar annual events, tees-off Saturday (24) on the 60-acre lakefront site of the Chicago railroad fairs of the past two years. Of particular interest, legit-wise, are a huge pageant, arena musicals under canvas, a showboat and children's theater.

The pageant, *Frontiers of Freedom*, will be directed by Helen Geraghty and calls for a cast of 250. It will run 63 minutes and give four shows daily on a 450-foot stage. According to the Kelly statistic, it will

utilize \$300,000,000 worth of equipment.

Plans for the operetta-in-a-tent venture really put arena-musicals in the big business bracket. Charles Blake will stage the song-and-dancer rep, using New York principals. Tent capacity will be 2,000 and four shows a day will be skedded seven days a week. A completely new departure will be the inclusion of at least two different musicals on the daily bill. Already on the agenda are *The Merry Widow*, *The Mikado*, *On the Town* and a revival of the 1932 Pulitzer prize winner, *Of Thee I Sing*.

The midway theme this summer will be a Dixieland village, a replica of an old Southern town circa 1800. Included, naturally, in this set-up is a showboat. Paul Killiam, impresario of the "Old Knick" melos here, will recruit a similar troupe for the showboat stage chores.

Angled for the juve trade, three companies will combine on a festival of children's theater, offering six half-hour programs daily on a special children's stage. Two New York troupes, the Children's World Theater and the National Youth Theater, and Chicago's Goodman Theater group, will be in the picture. The moppet drama fare will include such items as *Red Riding Hood*, *Marco Polo* and *Aladdin*.

Other show business potential employment items include a one-ring European type circus, and an ice show featuring "Twinkle Toes" Watts.

The fair management has put a ceiling admission of 60 cents on all attractions. The juve theater, however, will have a 25-cent top. Admission to the grounds is 50 cents, with the tariff halved for moppets. The management expects to clear operating expenses on the basis of a 2,000,000 total attendance. Capacity of fairgrounds is 90,000 and, in the past, peak attendance has hit the afternoons. The new attraction set-up is aimed to entice an additional 20,000 evening customers.

Chorus Equity Votes Incumbents' Return

NEW YORK, June 10.—The entire regular ticket of officers, executive committee members and council members was elected at the 31st annual meeting of the Chorus Equity Association at the Hotel Astor here yesterday (9).

Paul Dullzell will be chairman of the executive committee for the next year. Recording secretary for the next year will be William Marshall. Elected to the executive committee for three years were Jane Carlyle, Ray Cook, Eleanore Gregory, Mable Hart, Joseph James, Paula Purnell and Eddie Weston. Serving a two-year term on the executive committee will be William C. Smith. Elected to serve on the executive committee for a one-year term were Leigh Allen and Annabelle Gold.

Three for Council

Three persons were elected to serve on the council for three-year terms—Lynn Alden, Ray Cook and Christine Karner.

The meeting also adopted two resolutions. The first was to endorse the instruction of the Council to the negotiating committee to stand firm on gains in the present contract and to press for additional demands approved by the Council in the forthcoming negotiations with the League of New York Theaters.

The second resolution was to recommend to the Council that the present bonding policy be maintained without change and without addition of any further names to the list of exempt managers.

About 175 persons attended the meeting. Clarence Derwent presided.

Postpone Probe of Legit

WASHINGTON, June 10.—The scheduled probe of the legit industry by the House Judiciary Committee's monopoly sub-committee may be put off for this session, it was indicated this week as the group prepared to launch public sessions on possible monopoly in the newsprint industry.

Chairman Emanuel Celler (D., N. Y.) stated that the legit investigation is still on the sub-committee's tentative agenda, but may be crowded out by the newsprint, and later soap industry hearings.

Broadway Follow-Up Review

KISS ME, KATE
(Reviewed Monday, June 5)
NEW CENTURY THEATER

A musical score and lyrics by Cole Porter. Book by Samuel and Bella Spewack. Staged by John C. Wilson. Sets and costumes by Lemuel Ayres. Dances by Hanya Holm. Musical director, Pembroke Davenport. Orchestrations, Robert Russell Bennett. General manager, Edwin Knill. Stage manager, Ward Bishop. Press representatives, George and Dorothy Ross. Presented by Arnold Salt Suber and Lemuel Ayres.

Fred Graham Keith Andes
Harry Trevor Thomas Holt
Lois Lane Betty Ann Grove
Ralph (Stage Manager) Dan May
Lilli Vanessi Anne Jeffreys
Hattie Helen Dowd
Paul Lorenzo Pulie
Bill Calhoun Danny Daniels
First Man Harry Clark
Second Man Jack Diamond
Stage Doorman Dan Brennan
Harrison Howell Denis Gray
Specialty Dancers Fred Davis, Eddie Sladg

"Taming of the Shrew" Players
Bianca (Lois Lane) Betty Ann Grove
Baptista (Harry Trevor) Thomas Holt
Gremio (First Suitor) Edwin Clay
Hortensio (Second Suitor) Charles Wood
Lucentio (Bill Calhoun) Danny Daniels
Katharine (Lilli Vanessi) Anne Jeffreys
Petruccio (Fred Graham) Keith Andes
Haberdasher John Castello

SINGING ENSEMBLE: Peggy Ferris, Christine Matsios, Joan Kibrig, Gay Laurence, Ethel Madsen, Helen Rice, Mattilda Strazza, Tom Holt, George Cassidy, Herb Fields, Noe Gordon, Allan Lowell, Stan Rose, Charlie Wood.

DANCERS: Shirley Eckl, Janet Gaylard, Jean Houlrose, Doreen Oswald, Ingrid Sertan, Gisella Svetlik, Jean Haas, Harry Asmus, Marc Breaux, John Castello, Victor Duntiere, Tom Hanson, Glen Tetley, Rudy Tone.

June and expiring contracts have their natural corollaries in new faces in the Stem line-ups. *Kiss Me, Kate* went all out this week with replacements of its four top principals. Anne Jeffreys, Keith Andes, Betty Ann Grove and Danny Daniels took over Monday (5) from the retiring Patricia Morrison, Alfred Drake, Lisa Kirk and Harold Lang.

In three out of the four substitutions, a check-up finds *Kate* with no ill effects. Miss Jeffreys and Andes, of course, are old hands with the Spewack book and Cole Porter score, having headed the song-and-dancer's national company since last summer. Miss Jeffreys makes a lovely to-look-at and fiery Lilli Vanessi-into-Katherine. She smashes over the *I Hate Men* number with even more concentrated viciousness than her predecessor and her *So in Love* ballad is a wonderful piece of projection. In fact, the lady seems to improve with every new thing that she does and *Kate* is her best yet. Andes, likewise, does excellently by Fred Graham-into-Petruccio. As was indicated in a revival of *The Chocolate Soldier* a few seasons back, Andes can act as well as sing in musical comedy, and *Kate* proves the prediction. In many ways, his hammy actor-into-Petruccio is very similar to the original Drake portrait—with just the right amount of bravura included to bring out the part's full comedy values.

Little Betty Ann Grove is a happy choice to succeed Lisa Kirk as a young actress-on-the-make. Perhaps her new Lois Lane tops the original. She is engagingly piquant, has a splendid sense of timing and an artful delivery for a porter song. Neither *Why Can't You Behave?* or *Always True to You in My Fashion* suffer a whit in her hands. Hers is a fine Broadway debut.

Of the new quartet of principals, Danny Daniels alone doesn't quite come up to expectations. Daniels is as good as most of them come on fast and furious stepping, as he has proved in the past. In *Kate* he is in top form in the second act low-down, *Too Darn Hot*. But in ballet, and he is called on primarily for stepping of that type, he seems no better than several members of the ensemble—and a featured dancer would certainly appear outstanding in all departments. However, this is a minor beef. *Kate* still (See *Kiss Me, Kate* on opp. page)

Hart'd Zoning Com. Okays Legit Theater

HARTFORD, Conn., June 10.—The Town Plan and Zoning Commission has approved a change of zone in suburban West Hartford to permit construction of a legitimate theater.

The change of zone from residential to business for land at the intersection of South Main Street and Sedgwick Road, West Hartford, by a three to two vote, was with the stipulation that the theater's proponents comply with certain restrictions and covenants. The approval came after two hearings on several executive sessions on the theater's permit.

Paton Price, of Hartford, has been among those leading the campaign against opponents of the Commission's approval of the project. Price and associates plan to launch construction of the theater.

BROADWAY SHOWLOG

Performances Thru June 10, 1950

DRAMA		
	Opened	Perfs.
Come Back, Little Sheba....	2-15, '50	133
(Booth)		
Death of a Salesman.....	2-10, '49	556
(Morosco)		
Detective Story.....	3-23, '49	509
(Hudson)		
Mister Roberts.....	2-18, '48	949
(Alvin)		
Peter Pan.....	4-24, '50	56
(Imperial)		
The Cocktail Party.....	1-21, '50	164
(Henry Miller)		
The Consul.....	3-15, '50	101
(Barrymore)		
The Happy Time.....	1-24, '50	159
(Plymouth)		
The Member of the Wedding..	1- 5, '50	180
(Empire)		
The Show-Off.....	5-31, '50	13
(Theater-in-the-Round)		
The Wisteria Trees.....	3-29, '50	85
(Martin Beck)		
MUSICAL		
Gentlemen Prefer Blondes....	12- 8, '49	212
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	602
(Century)		
Lost in the Stars.....	10-30, '49	256
(Music Box)		
South Pacific.....	4- 7, '49	484
(Majestic)		
Texas, L'il Darlin'.....	12-25, '49	228
(Mark Hellinger)		
Tickets, Please.....	4-27, '50	52
(Coronet)		
Where's Charley?.....	10-11, '48	696
(St. James)		
CLOSED		
Clutterbuck.....	12- 3, '49	(218)
(Biltmore)		
(Closed June 10, 1950)		
A Streetcar Named Desire....	5-23, '50	(24)
(City Center)		
(Closed June 11, 1950)		
COMING UP		
(Week of June 12, 1950)		
The Madwoman of Chaillot... 6-13, '50		
(City Center)		

Sides and Asides

Fox's Plan To Cut Costs Going Into Action

Several seasons ago The Billboard published some notions of Scenic Designer Frederick Fox and means of reducing the high cost of stage sets. One of his principal remedies was for producers to get together and plan ahead on their productions so that scenic studios could be kept busy during the slack summer and thereby eliminate the lay-off period and higher subsequent construction charges due to unproductive overhead. Apparently Mr. Fox's idea is at last to bloom. Arthur Segal, head of Studio Alliance a major New York construction shop, announces that Gilbert Miller, Rodgers and Hammerstein, Aldrich and Myers, Leland Hayward and Irene Selznick have agreed to pool all future production needs and guarantee his studio all their work. The studio agrees on its part to perform the work at a "reduced price, based on time and material costs." The plan, according to Segal, has the endorsement of the Committee of Theatrical Producers, and he is hopeful that other co-op production groups will be formed for similar service with other studios.

Briggs Elected Fourth V.-P. in Equity's Annual Ballot

Equity announced the results last week of the balloting for new officers at the org's 37th annual meeting at the Hotel Astor Friday (2). Over-all, 1,032 valid ballots were recorded. Matt Briggs was elected fourth vice-president for a replacement term of two years. Councillors elected for the full term of five years are Florida Friebus, Jane Seymour, Maurice Evans, Jack Sheehan, John Effrat, Edwin Clay, David Wayne, Thomas Chalmers, William Prince and Doris Dalton. . . . Beatrice Straight and Hiram Sherman were elected to the council for replacement terms of two years and Philip Coolidge for a one-year term.

"The Consul's" 100 Curtains Ring Out Success Story

"The Consul" hit The Billboard's success mark with the June 10 mat, with a rack-up of 100 performances. It will also hit a highly satisfactory success mark for its backers Thursday (15), when producers Chandler Cowles and Efrem Zimbalist Jr. pay off the last of the production nut of \$100,000—just three months after opening night. In addition the impresarios have established a \$12,000 sinking fund. For subject and treatment, which might be expected to appeal primarily to class audiences, it is a success story which must set some sort of Stem record.

OUT-OF-TOWN OPENINGS

MIKE TODD'S PEEP SHOW FORREST THEATER, PHILADELPHIA

(Opened Monday, June 5)

Musical revue in two acts, staged and lighted by Hassard Short. Dances by James Starbuck. Scenery by Howard Bay. Costumes by Irene Sharaff. Sketches by Bobby Clark, H. L. Phillips and William Roos. Music by Bhumbol and Chakraband, Harold Rome, Sammy Stept and Dan Shapiro, Sammy Paine and Herb Magidson, Raymond Scott, Jule Styne and Bob Hilliard. Orchestra directed by Clay Warnick. Music for all dances and production numbers arranged by Mel Pahl. Stage manager, Ted Hammerstein. Press representative, Max Gendel. Presented by Mike Todd.

CAST: Lina Romay, Lilly Christine, Clifford Guest, Peiro Brothers, Corrine and Tito Valdez, Shannon Dean, June Allen, Christine and Gail, Myrtil and Pacaud, Linda Bishop, Les Arcours, "Bozo" Snyder, "Hi Wilberforce" Conley, "Peanuts" Mann, "Red" Marshall, Spike Hamilton, Dick (Gabby) Dana, the sopranos (12 girls) and the ladies (24) and gentlemen (4) of the ensemble.

Considering how profitable it turned out for Flo Ziegfeld to glorify the feminine form, and even for George White to enshrine a bowl of cherries after the scandalized display of Ann Pennington's dimpled nœe, it's a dashing devotion to keen business acumen for Mike Todd to enter into competition with the U. S. Mint on the strength of the appendages which made it necessary for Jane Russell to keep her talents under wraps.

While Earl Wilson makes a lot of syndicated conversation plus newspaper circulation with all his physiological persiflage, and Faye Emerson is given credit for making television stocks zoom because of her daring plunge, it has remained for Mike Todd to leave caution to the psychiatrist's couch and out-jumbo Billy Rose when it comes to a gargantuan parade of pairlets that run the gamut from cupcakes to grapefruit.

If it does nothing else, *Peep Show* explodes the widespread canards that tag the American maiden-form as something synthetic. For Mike Todd has enough convincing exhibits on board—and he even swings one exhibit out over the audience with a bejeweled derrick—to sway the most prejudiced jury of maligned bra manufacturers who would have every reason to picket the playhouse.

At the expense of being downright insulting to that portion of American womanhood in full bloom, let it be recorded here that it all, eventually, gets awfully monotonous. Indeed, *Peep Show* would be a far better show if we could only see some of those girls in a sweater.

Altho he calls it a peep show, it's basically a "peel" show. Lilly Christine provides the exotic bumps, most effective as the "Cat Girl," while June Allen gets down to her epidermis to the strains of operatic ballet and resolves it all into a tassel dance.

For those who explain their presence at such proceedings because of the comics, there are a quartet of wheel vets in "Red" Marshall, "Hi Wilberforce" Conley, "Bozo" Snyder and "Peanuts" Mann, with Dick (Gabby) Dana and "Spike" Hamilton straightening. And while they have kicked around these fall-flat blackouts on many a wheel for many a year, and in face of the direction of "Mr. Robert Edwin Clark, Esq." (nee Bobby Clark), they fail to get their antics over the hump. Maybe letting the boys be themselves will overcome the show's yock drought.

What it lacks in comedy, *Peep Show* lacks as well in song and dance. There isn't a single whistle in the entire score, and that goes for the efforts of even Bhumbol (H. R. H., the King of Siam). Other song-writers tapped for the opus are from hit parade circles, but you'd never recognize it from their samples here. The mixed choir in the orchestra pit is more effective than Lina Romay—excepting that la Lina is lovely to look at, which is the chief attri-

THE LATE CHRISTOPHER BEAN

(Opened Tuesday, June 6)

CIRQUE PLAYHOUSE, SEATTLE

A comedy by Sidney Howard. Staged by Dean Goodman. Setting by Fred Reeve. Stage manager, Wayne Dunlap. Press representative, William Cohen. Presented by Gene Keene.

Dr. Haggitt Stuart Currie
Susan Haggitt Eleanor Potterud
Abbie Zasu Pitts
Mrs. Haggitt Dorothy Lynne Saunders
Ada Haggitt Lori Lanegger
Warren Creamer Rod Cleffton
Mr. Talant Bill Landis
Mrs. Ross Irving Sternoff
Mr. Davenport Rollin Neibauer

Those Chris Bean paintings still answer the call when the stock season comes around. In the current in-the-round production at the Cirque Playhouse here, Zasu Pitts is the perennial maid Abbie. It's a Pittsian version of the role and in some places (including the ending) a Pittsian emendation of *The Late Christopher Bean*. And Zasu Pitts is expectedly hilarious and surprisingly poignant in the part.

Sidney Howard's well-known script tells of the New England country doctor, suddenly besieged by two forgers and an art critic from New York. The critic informs him of the tubercular genius he once housed. Bean is a study of a docile family become avaricious. Intermingled is the usual ingenue-juvenile set-up. And the hub of it all is Abbie, the faithful retainer, to whom both the dead artist and his paintings belong.

Dean Goodman has staged a well-knit circular production, with the emphasis on the blast side. Solid characterizations are furnished by Rollin Neibauer as the art critic and Stuart Currie as the belabored country medico. Lori Lanegger and Eleanor Potterud are tasty and competent New Hampshire daughters. It is, however, a Zasu show when the chips are down, and deservedly so. She stitches the pewsitter continually and handles her two water scenes with a careful hand. Fred Reeve's set does the trick.

Wil Stevens.

bute of the dancing chorus.

For the spotlight dance session, it's the adagio doings of Myrtil and Pacaud as gold-spangled statues coming to life in the Siamese temple that gives sock to the first-act curtain. Also on the credit side is the ballroomology of Corrine and Tito Valdez with choreography that makes it completely unnecessary to drew pictures in explanation. The nimble footwork of Jesus Moll, supplemented by snapping fingers, also provides for an effective hoofing interlude.

Tallying the variety talent that takes in two acts, the most vociferous applause is earned by the hat and rod juggling team of two Peiro Brothers, with the ventriloquy of Clifford Guest, and particularly his echo casting, also finding wide favor.

Regardless of what *Peep Show* hasn't got, it's got almost everything that the visiting firemen would like to find when they get to New York—all of which means that, in face of bad notices and heaps of ridicule, there are enough firemen coming into New York every day to enable Mike Todd to make a million and the large cast to draw weekly paychecks for three years or more. About the only thing that might keep *Peep Show* from replacing Kinsey is the absence of pop-ups—unless Mike Todd is already wooing Carrie Finnell to come in.

Maurie Orodener.

Conn. Gets New Legit Silo

BROOKFIELD, Conn., June 10.—Arrangements have been completed here to open the Nutmeg Theater, a newcomer to the summer stock drama scene, on July 1, with the first of a series of Broadway productions. Located on the property of the Nutmeg Inn here, the theater was formerly a gymnasium for a college preparatory school.

Subway Circuit Review

ANNE OF THE THOUSAND DAYS

(Opened Tuesday, June 6)

FLATBUSH THEATER, BROOKLYN

A drama by Maxwell Anderson. Staged by Maury Tuckerman. Costumes by Motley. Music by Lehman Engel. Company manager, Maurice Turet. Press representative, Vince McKnight. Presented by George Brandt.

Anne Boleyn Sylvia Sidney
Henry John Loder
Thomas Boleyn Henry Craig Neslo
Cardinal Wolsey Walter Matthau
Servant Walter Sands
Henry Norris Bernard Pollock
Mark Smeaton Earl Oxford
Duke of Norfolk Erik Rhodes
Percy, Earl of Northumberland Bruce Hall
Elizabeth Boleyn Shirley Dale
Servant Terence Anderson
Mary Boleyn Rosemary Murphy
Madge Shelton Margaret Garland
Jane Seymour Bernice Marsh
Sir Thomas More Frank Rowan
Thomas Cromwell Haskell Coffin
Bishop Fisher William MacDougall
Prior Houghton Walter Blumer

There is some doubt in a reporter's mind as to whether a blank-verse, costume piece is exactly bait for Subway Circuit audiences. However, if one is to be included in the circuit's summer rep, no better choice could be made than Maxwell Anderson's turbulent saga of England's marrying king and the wife who bequeathed England her greatest queen. *Anne of the Thousand Days* was brilliant and exciting theater on Broadway, and it may well be that less sophisticated off-Stem customers will give it equal favor. A moderate opening night congregation at the Flatbush Theater received it with considerable enthusiasm.

While somewhat cut down—the current cast numbers 18 as against an original 23—the revival is an extremely creditable replica of the Stem production. There is a good facsimile of Jo Mielziner's original unit setting and the Motley costumes are still magnificent. Maury Tuckerman seems to have generally followed H. C. Potter's original pattern of direction, and while Margaret Garland is the only member of the Broadway troupe included in the roster, the supporting cast has been exceptionally well-chosen.

Obviously, the chief interest in the revival stems from the stellar performances of Sylvia Sidney and John Loder in the roles created so superbly by Joyce Redman and Rex Harrison. La Sidney is a prime favorite with Circuit audiences and can be counted on to turn in a good performance. Her Anne Boleyn lacks something of the tigerish fire which Joyce Redman brought to the part, but in Anne's quieter moments her reading of the Anderson verse is excellent. Loder's Henry VIII, considering a limited rehearsal span, is wonderfully effective.

The stars get fine support from Walter Matthau as Wolsey, Erik Rhodes as Norfolk, and Frank Rowan as Thomas More. Haskell Coffin is excellently vicious as Thomas Cromwell and Earl Oxford has a stand-out trial scene as the tortured Mark Smeaton. In sum, when Maxwell Anderson walks with the Tudors, his words still stand up, and they are getting a good delivery in the current edition. However, a reporter still thinks *Anne* is heavy fare for the Subway Circuit.

Bob Francis.

KISS ME, KATE

(Continued from opp. page)

has a marvelous score, some lovely dance patterns and sufficiently amusing book to keep it running indefinitely. Also there are still with it Harry Clark and Jack Diamond to wander in and out as a hilarious pair of stage-struck thugs and give the second act a wallop left with their advice to *Brush Up Your Shakespeare*. It looks and listens as good as it did on opening night.

Bob Francis.

Off-Broadway Review

EARTH SPIRIT

(Opened Tuesday, June 6)

PROVINCETOWN PLAYHOUSE

A drama by Frank Wedekind. Staged by John Stix. Sets by Eldon Elder. Lighting by Lee Watson. Costumes by Warren Harlan. General manager, Al Hurwitz. Stage manager, Robert Sagalyn. Press representative, Merle Debuskey. Presented by Studio Seven.

Schwartz Milton Selzer
Dr. Schon (Newspaper Owner) David White
Dr. Goll Rudolph Weiss
Lulu Margaret Feury
Alva (Schon's Son) John Conwell
Henriette Gloria Swerdlow
Schigolch Riken Ben-Ari
Prince Escerny Bernard Diamond
Countess Geschwitz Julie Bovasso
Hugenberg (A Schoolboy) John Fiedler
Rodrigo (An Acrobat) John Martone
Ferdinand (A Coachman) Thomas Gregorio

Disregarding the historical significance and the symbolic overtones, and viewing it strictly as a piece of entertainment, Frank Wedekind's *Earth Spirit* stands today a bit threadbare on very wobbly legs. Once a sensational bombshell in the late 19th century, it now says nothing that has not long since been accepted. The strength of the Studio Seven production's draw therefore must necessarily be based on symbolic overtones and historical significance. Bringing to the tiny stage a fine cast and tasteful sets, the group has made of this period piece an interesting and engrossing evening—that is, from an erudite viewpoint.

Wedekind's philosophy that "the flesh has a mind of its own" is elaborated on thru the story of Lulu. She is his symbol of earthiness—the epitome of primitive passion. Similar in pattern to the popular historical novel heroines of today, she combines naivete with animal desires and goes thru a sizable list of husbands and lovers, who comprise the rest of the male cast. The end of all this aroused passion is death for the husbands, tragic sorrow for the lovers and jail for Lulu.

Excellent performances from David White, Margaret Feury and John Conwell do much to hold attention to the play. The trio drain whatever moisture is left from this dusty script, and whenever Wedekind's expressionism gets a bit confusing they play as tho they know what they're talking about all the time. Miss Feury's is the tough role and she meets her challenges head on with great success.

A moralist and visionary, Wedekind often gets 'way ahead of Director John Stix. Tho he moves his actors well, and at times brings from his cast the meaning of the lines with great clarity, at other moments he seems to be at a loss as to what to say or what to do about it.

The costumes and lighting are highly professional, and Eldon Elder's sets achieve wonders on the intimate stage.

Professorially speaking, Studio Seven has a hit. There is no doubt that the erudite will be enchanted with the play's significance to the theater, which is reason enough for the experimental group's doing the show. But on a strictly 1950 commercial basis, it's an egg.

Dennis McDonald.

ROUTES Dramatic and Musical

Brigadoon: Atlantic City, N. J.
Chocolate Soldier (Curran) San Francisco.
Death of a Salesman (Geary) San Francisco.
Getting Married: Ann Arbor, Mich.
Kiss Me, Kate: Pittsburgh.
Lend an Ear (Great Northern) Chicago.
Mr. Roberts (Colonial) Boston.
Oklahoma (Erlanger) Chicago.
Peep Show (Forrest) Philadelphia.
South Pacific (Philharmonic) Los Angeles.
Two Blind Mice (Harris) Chicago.

Good Speech, Smart Tricks Equal Commercialized Act

By Everett Lawson

SINCE all magicians have much in common and since it is our common aim to elevate magic and further its place in the sun, attention should be given to several kindred items that go hand-in-hand with the art in addition to the mere tricks and their commercialization.

What would be our impression of the family physician who came to our bedside and misused, mispronounced and otherwise murdered the technical phraseology of the medical profession? Or if your lawyer, in making out your will, should misspell words and use slang expressions, you would doubtless conclude that the legality of the document would be seriously impaired. Such an event would lead to your looking for a more reliable attorney.

So the magician, whose calling is among those which are so incredibly difficult to learn, will spend years perfecting his act. He'll spend scads of money on costly apparatus and advertising and take years and meticulous pains in attempts to build up his reputation. He will attire himself in the traditional faultless evening clothes of the perfect gentle-

man and suave performer and thru it all neglect the one important item that might either stamp him as a seasoned performer or a hopeless First of May—his unguarded casual off-stage speech.

It is nauseating when a clever, accomplished and educated performer makes a statement like "I pulled this trick or I pulled that trick." One doesn't pull tricks. One can imagine one's leg being pulled because that is a physical possibility. But can you describe anyone pulling a trick?

Also when one leaves the stage, one Exits! He does not go off. To hear a performer speak of going off is like saying that he is a little off and going more so. "I went off," or "he went off," can be safely used only when one deliberately jumps, or in a drunken stupor falls across the footlight trough into the pit. Certainly not when one Exits!

When a performer is heard to say that he is going to "give" a show, he naturally imparts the impression that he is included among the greats in the latest edition of the local Junior League Follies, or sponsored by the Ladies Aid, or taking part in some atrocity cooked up by the Daydreams Magic Club. One cannot "give" a show. One "does" or "performs" a show. Unless he is the unfortunate possessor of an organized show of some sort who wishes to make someone a present of it. (Which gives me an idea.)

Then there are those who say that they "work" a theater, night club or school. One never "Works" a date. He "Plays" the date. When I hear anyone say they are going to "work" a certain date, I immediately think of him doing his act as a sort of purge. "Are You Playing Now?" "I'm Playing Now." "They're Playing Now," ad infinitum, are all phrases that should, for obvious reasons, be avoided. Substitute "working" or "showing" for "playing" and notice how smoothly your ear is caressed!

"Did" you play, or "have" you played, or "will" you play the theater, club or school can be safely used without fear of classifying yourself as a cliff-dweller. If you are smart enough to become a magician of sorts, thru even the most feeble application of your intellectual efforts, then your ear surely will advise when you are correct in the above paragraphs. And your off-stage chatter to your agents and friends will take on a more polished and professional style. May the gods grant that this article will help eliminate from our midst, professional jargon, coming from a collective mass of good magicians which sometimes sounds like this: "I played at a theater last night. I worked two shows and pulled the rabbit trick. Then I went off."

First Within-Limits Spot Opens in Philly

PHILADELPHIA, June 10.—Mayor Bernard Samuel cut the ribbon which officially opened the South City Drive-In Theater to make the first open-airer within the city limits. Said to be the largest single unit outdoor movie in the country the new drive-in, operated by Charles Goldfine and Harry Bolhover, accommodates 1,400 cars. A kiddieland and small amusement park is being rushed to completion in connection with the drive-in.

Other drive-in openings in Eastern Pennsylvania area this week included the Cross Keys Drive-In, managed by R. L. McCool at New Oxford; the new Midway Drive-In opened by the Berneys near Lewistown; the Mill Hall Park Drive-In, accommodating 600 cars, newly built near Mill Hall, along with the Delmar Drive-In at near-by Delmar, Del.

N. J. Drive-In Owners Sue Pic Distributors, Chains

PHILADELPHIA, June 10.—The owners of the Starlite Drive-In Theater on Crescent Boulevard at near-by Gloucester, N. J., filed suit in the federal court here last week against the major film distributors and three movie chains which operate 17 theaters in the Camden, N. J., area. The suit, filed by Willis Warren Smith and V. C. Smith, operators of the Starlite, charges violation of the anti-trust laws which forces the drive-in to show stale movies.

Claiming \$30,000 loss in 1948 because of alleged freeze out in getting proper films, and a \$60,000 loss in 1949, the Smiths ask for triple damages, as allowed by law, in the sum of \$270,000. The Smiths started in the drive-in business in 1933 when they built an open-air movie at the Camden Airport. They contend that they are unable to get feature films under six months old, whereas other drive-ins in the area obtained first-run movies 14 days after being shown in the Camden theaters.

The suit charges that the film distributors and Camden chains conspired when the Starlite was opened in 1948 to deprive the open-airer from getting films. It is charged that a 14-day clearance on first-run films are given to all theaters, indoor and outdoor, within a 15-mile radius of Camden, which is located across the river from Philadelphia.

The distributing firms against whom the action was filed include Paramount, Warner Bros., Columbia, United Artists, Universal and Monogram. The three movie chains joined as defendants are the Savar, Victor and Gloucester City Amusement corporations, headed by Joseph and Samuel Varbalow. The Varbalows also have extensive outdoor theater interests.

Vet Perry Ketchum Dies in Sabetha, Kan.

SABETHA, Kan., June 10.—Frank B. (Perry) Ketchum, 69, veteran rep show performer and agent, died here May 24 following a heart attack.

A native of this city, Ketchum broke into rep with the old Belcher Stock Company. Later he was for many years with the Christy Obrecht Shows in Minnesota and the Dubinsky Bros.' reps out of Kansas City Mo. Last season he was on the advance for the Henry Brunk Tent Show thru Texas, New Mexico and Arizona.

He is survived by his sister, Mrs. Agnes Stokes, with whom he made his home here; a niece, Mrs. M. E. Gjovig, and two nephews, Howard Corwin and Harry Corwin.

Fireworks Attract Added Patronage

CHICAGO, June 10.—Use of fireworks by drive-in theaters as an added lure to patrons is mounting, Art Briese, of Thearle-Duffield Fireworks, Inc., this city, said in reporting record sales to drive-in ops.

More than 15 Midwest plants have placed orders with the Thearle-Duffield org for packaged shows they will fire themselves, Briese said. This is a sharp increase over last year, he pointed out.

Briese also reported increased interest by drive-in ops in using fireworks shows to hypo biz on weak nights.

Package shows being sold to drive-in ops range in price from \$47 to \$132, and are confined to aerial-type bursts and bombs.

CONROE, Tex., June 10.—July 4 has been set as the opening date for a 400-car capacity drive-in theater on an 11-acre site here. Owner is Charles Tignor, College Station, Tex., who owns a drive-in in College Station, near Texas A & M College.

Nostalgia!

CINCINNATI, June 10.—He Brown Bobby Burns, former minstrel man and circus agent, now in advance of a rodeo, caught the opening stand of the Madge Kinsey Players at Marion, O., last week and writes that he enjoyed the bills immensely. He was entertained backstage by the Kinsey family and says it reminded him of the days when he was a repster with Norma Ginnivan, Nash Players, Harley Sadler and others.

Linton DeWolfe Dies in South

NEW BERN, N. C., June 10.—Linton DeWolfe, for many years one of the leaders in the tabloid show field and since last March manager of the New Bern Drive-In Theater on Route 1 for E. S. Holland, died this morning in Kafer's Memorial Hospital here of a cerebral hemorrhage. He suffered a stroke last fall and had been under a doctor's care since. He entered the hospital Friday.

For many years DeWolfe operated his own tabloid shows over the Gulf Sun, Joe Spiegelberg and T. D. Kern circuits and also for years had a vaudeville show in vaudeville. He was one of the best known and most active operators in the business. After quitting the road several years ago he took over the management of the Motor Park Drive-In at Clinton, N. C., for "SeaBee" Hayworth.

Body was shipped to New Brunswick, N. J., where burial will be made Monday (12) in the family plot. Surviving are his widow, Ollie, associated with him in the operation of his various theater ventures, and a sister in Commerce, Ga.

Rep Ripples

LEON TOBEY plans to launch a solo show early in July in Northern New York, after which he will make a Western tour. . . . Corby Family Show has been in Central Idaho since March and reports fair business with flesh and pix. . . . "Have been doing 16mm. pix dates in this area for the past six months to fair returns," L. K. Downing pens from Morrisdale, Pa. "I'm moving for the summer to Northern Michigan and will locate at Brimley to try out some towns in that area with a combination pic and vaude show. Will work some merchandise in connection with the show altho I understand Michigan is not too good for merchandise shows. If things do not work out well, I'll give Western Canada a try." . . . H. H. Caton's show has been working the El Paso, Tex., sector. Org does some merchandising and works from a platform. . . . Chris Tate's show reports good business around Rock Springs, Wyo. Unit has left halls and is playing from a platform. Tate, who recently sold his tent to a carnival, says the days of the tent are gone. Byron Gosh letters that his By-Gosh Variety Tent Show is doing okay in Ohio playing three-day and week stands under auspices. In addition to the stagershow, the layout includes By-Gosh and his country store, quiz show, and a Hopalong Cassidy movie. Hopalong novelties are sold at performances. Gosh reports that he recently visited Cassidy on the Cole show, Al Dugan on the Pan American Animal Exhibit, and the Bartone Show. Recent visitors on the By-Gosh show included Hoosier State Shows personnel; Fred Martin, the Crawfords and the Dancing Ripleys, of the Queen City Shows, and Mr. and Mrs. Raymond Keith and Bill Dickman, of the Lawrence Greater and Gooding shows.

Mich. Drive-Ins Grab Spotlight

DETROIT, June 10.—Drive-in theaters continue to hold the spotlight in expansion moves by the film industry in Michigan, with two new ones reported and transfer of ownership in the case of another.

Jack D. Loeks, owner of the Midtown at Grand Rapids, has taken over the Division Drive-In, previously operated by Ben Wachnansy, now chief of the Goldhar-Zimmer Circuit. This is the second Grand Rapids outdoor theater owned by Loeks, the other being the Beltline Drive-In.

The new drive-ins are the Sunset, 288-car plant under construction at Waterliet for Frank Jacobs, former owner of the Sun at Bangor, and the St. Joe Auto Theater at Stevensville, 450-car project being built by M. H. Johnson, a newcomer to show business. The two houses are slated to open June 15.

Slout Players To Host Mich. Historical Society

DETROIT, June 10.—The L. Verne Slout Players will be hosts Wednesday (14) to an informal meeting of the Michigan Historical Society in their evening performance at Albion.

The revived presentation of *Uncle Tom's Cabin* has been picked by the Society for special study because of its historic significance.

DRIVE-IN THEATRE

Equipment — New — Complete, \$2,950.00. Construction and operating instructions furnished.

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Over 500 Westerns and Features to choose from at \$5.00 each. Advertising loaned free. Write office nearest you.

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To join immediately, Character Men and Character Women for one-a-week stock. Open June 20.

Wire **SID KINGDON**
ROCKFORD, ILL.

THE FINAL CURTAIN

ALLEN—Rosie, 64, of a heart attack June 6 at Soda Spring, Idaho. Survived by Cecil, D. V., Charlie, Roy, Frankie Hall, Mrs. John Martin and Mrs. Eddie Moran, of the Southern Play Shows. Burial June 9 at Hugo, Ia.

BURNS—Alyce Ann, 39, associated with the Wonder Bar and other Detroit night spots operated by her mother-in-law, Samuel Sofferin, died in Detroit. Survived by her mother and three sisters. Interment Holy Sepulchre Cemetery, Detroit.

IN MEMORY OF SADIE JEAN CARUSO Who Died May 14, 1950

"Gently took her final curtain and softly stole away to peacefully rest nigh the apple blossoms until she rejoins the Combined Shows of All the World at that Greatest of All Great 'Apple Blossom Festivals' for the permanent date."

JUST "MAC"; AND HEART OF TEXAS SHOWS

CLEMONS—James K., 67, veteran stage, screen and radio actor, at Hollywood Hospital, June 5. He appeared over 350 films, the last of which was *Bel in the Sun*. Survived by his widow, Elleen; a daughter, Maryellen, and a son, James.

COMPTON — Robert, 54, owner-operator of WCAZ, Carthage, Ill., died June 2 in Keokuk, Ia. He at one time owned WTAD, Quincy, Ill.

COUGHLIN—Albert G., 79, former advertising agent for the Davidson Theater, Milwaukee legit house, June 1 in that city. Coughlin was with the theater for 20 years and had also been advance man for road shows with the Ringling-Barnum circus. Burial in Pilgrim's Rest Cemetery, Milwaukee.

CROTSLEY—Mrs. Lydia, 78, mother of Walter Paul, talker on Dr. Zindler's Spook Show with the World of Birth Shows, May 8 in Washington, D. C.

CRYSTALL — Jeanne, specialty singer and vocalist with *Ice Follies* 1950, killed June 5 near Bend, Ore., when a car in which she was riding plunged from the highway.

CUMMINGS—Margurete, Bridgeport, Conn., singer for many years, died in Washington. Survived by her sister, Sarah, Washington. Burial in St. Michael's Cemetery, Stratford, Conn.

DARBY—Mrs. Emma, 82, mother of the late music-comedy singer, Grace Crinkley, June 2 in New York. She had been an organist for many churches. A daughter and three sons survive.

DAVIDSON — Charles, ballet dancer and featured skater with *Ice Follies* of 1950, killed June 5 near Bend, Ore., when the car in which he was driving several members of the troupe from Portland to San Francisco plunged from the highway.

DE WOLFE—Linton, 63, veteran blood manager and producer who for many years operated his units over the Gus Sun, Joe Spiegelberg and D. Kemp circuits as well as in Nevada, of a cerebral hemorrhage at Kafer's Memorial Hospital, Newbern, N. C., June 10. In recent years he had managed drive-in theaters in North Carolina. Surviving are his widow, Ollie, and a sister in Commerce, Ga. (Further details on page 52).

DUNN—George E., outdoor showman and member of Show Folks of America, San Francisco, suddenly in Chico, Calif., May 28. Services under auspices of Show Folks of America June 1, with interment in Show Folks' Rest, Olivet Memorial Park here.

DUPIES—Arlyn, 39, former dance and drummer, June 1 in Milwaukee. He had played with Johnnie (Scat) Davis, Isham Jones and Jan Barber. Survived by his widow, Mitche; a daughter, Arlyne; two sisters, Mrs. Gerhard Buege, and Mrs. Howard Johnson, and two brothers, Jack and Donald.

EDWARDS—Evan R., Detroit musician, in that city June 6. Survived

by his widow, Carolyn. Interment in Warwick, N. Y.

EGAN — Joseph T., 74, comedian, formerly with the team of Joe and Ann Howe, May 31 in Lynn, Mass. His widow, Ann, trapeze performer, survives.

EGGLESTON—Joseph C., commercial manager of Stations WMC and WMCF and tele station WMCT, June 4 in Memphis. He had been commercial manager of WMC since 1936 and was a member of the National Advertising department of *The Commercial Appeal* since 1935. His widow, two sons, three sisters and a brother survive.

GERRARD—Douglas, 62, actor and film director, June 6 in Santa Monica, Calif. He was a Shakespearean actor in Ireland before coming to this country and playing opposite Pavlova in 1903. Later he appeared with Mary Pickford and Pauline Frederick. He had directed for Universal Pictures.

GOLDBERG—A. Martin, 55, part owner of Northville Downs track on the Wayne County Fairgrounds, Northville, Mich., suddenly June 5 in Detroit. Survived by his widow and two children. Interment in Buffalo.

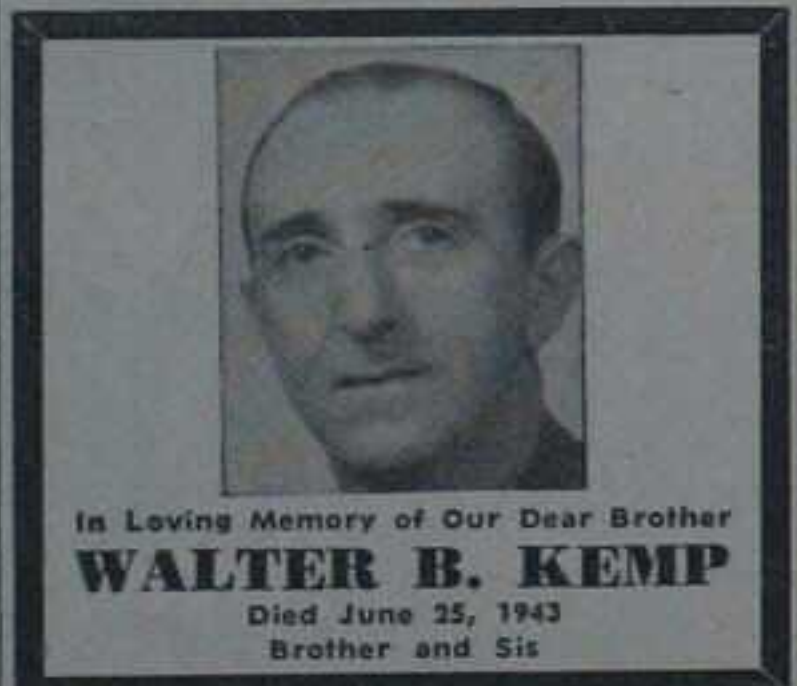
HAINES—Fred L., 67, concessionaire and sound truck operator, for many years with Fay's Silver Derby and Mighty Hoosier State shows, May 17 in Little Griffin Hospital, Valdosta, Ga. Burial in Sunset Hill Cemetery, Valdosta.

HILL—Mrs. Billy, 49, widow and collaborator of songwriter Billy Hill, June 5 in Glendale, Calif. Among the many songs which she helped write are *Heading for the Last Round-Up* and *Wagon Wheels*.

HOSEY—John, 24, Ferris Wheel operator with the G. & B. Rides, June 1 in Glenville, W. Va. (Further details in Carnival Department.)

HUBBARD—Donald G., 35, singer with various Connecticut orchestras, May 31 in Rocky Hill Hospital, Noroton, Conn. Survived by his widow, Dolly, Bridgeport, Conn.; a brother, William, and a sister, Mrs. Margery Bosley, both of Johnson City, Conn.

HUMBER—John H., 57, manager of Casino Arcade Park, Wildwood, N. J., June 1 of a heart attack in that city. He had been a Boardwalk inspector for the resort and for many years managed the Boardwalk amusement enterprises for Carl Ramagosa. His widow, Mary, survives.



In Loving Memory of Our Dear Brother
WALTER B. KEMP
Died June 25, 1943
Brother and Sis

KETCHUM—Frank B. (Jerry), 69, old-time rep performer and agent, in Sabetha, Kan., May 24 of a heart attack at the home of his sister, Mrs. Agnes Stokes, with whom he resided. His first rep show affiliation was with the Belcher Stock Company in Sabetha years ago. He was last on the road as advance man for Brunk's Comedians last season, and prior to that he was on advance for several years with the Christy Obrecht tent and for some time was with the Dubinsky Bros.' shows out of Kansas City, Mo. Burial in Sabetha Cemetery May 27.

KOSTER—Mrs. Helene, 62, radio concert singer, June 2 in Albany, N. Y. She had been heard on many New York stations, including WOR, WEF, WMCA and WQXR. Her husband, three sons and four daughters survive.

LOCKHART—William (Pete), 60, concessionaire for 35 years, June 3 in Miami. Survived by his widow, Edna,

and a sister, Mrs. J. E. Hall. Burial in Southern Memorial Park, Miami.

LOMBARDI — Carmine, former operator of Club Tip Toe, Bridgeport, Conn., which is now operated by his son, Joseph, June 1 in that city. Survived by his widow, Carmella; two other sons, Frank and Orlando, associated with their brother in the business; a daughter, Mrs. George Pastorok, all of Bridgeport; a brother, Sarasino, of Germany, and a sister, Mary. Burial in St. Michael's Cemetery, Stratford, Conn., June 5.

MIDELBURG — Ferdinand, 73, owner of a chain of Kentucky and West Virginia theaters, with headquarters at Logan, W. Va., May 31 in a Miami Beach, Fla., hospital. He had been in poor health the past year. Survivors are his widow, a daughter and a brother. Body was sent to Charleston, W. Va., for services and interment.

MODEEN—Thor, 52, Swedish actor, May 28 in Stockholm. He started as a dancer in Gothenburg in 1918 but gained fame in revues in the Novilla, Folkets Hus and the Southern theaters in Stockholm. He entered movies in 1920. After managing a theater in Malmo, Modeen returned to Stockholm in *Ado, Mimi*. His widow survives.

MOUNTFORD—Harry, 79, former actor and playwright, June 4 in New York. In 1911 and 1912 he edited *Vanity Fair* and later helped found the Associated Actors and Artists of America. His plays include *When the Cat's Away*, *The Minister's Bride* and *The Cat and the Kittens*.

IN MEMORIAM

No Longer With Us.

Mourned By All Who

Knew Him.

JOHN B. O'REAR

Passed Away at His Home in
Miami, Sunday, June 4th, 1950
at 5:30 P.M.

O'REAR — John B., 54, outdoor concessionaire for 35 years, June 4 in Miami. He had worked for the Dodson's World's Fair Shows, Cetlin & Wilson and the Gerard-Endy shows and others, before poor health forced retirement about two years ago. He was a member of the National Showmen's Association. His widow and son survive.

PATRIARCA—Joseph, 83, former drama and opera producer, June 4 in Utica, N. Y.

PHELPS—Nellie (Mrs. Nellie Wishman), 73, of the old-time song-and-dance team of Higgins and Phelps, suddenly May 28 at the home of her son, Ernest, in Philadelphia. She played a featured role in the 1914 musical production, *The Golden Crook*, and she and her husband-partner, the late Thomas Higgins (Wishman) were featured regularly on the Keith vaude circuit before their retirement 35 years ago. Another son, Alonzo, also survives. Burial in Holy Cross Cemetery.

QUINN—Mrs. Carrie Deming Williams, 62, widow of Harry Williams, composer of *In the Shade of the Old Apple Tree*, among others, June 8 in Chester, Pa. Early in life she was on the music-comedy stage. After the death of Williams she married Martin F. Quinn, who survives. She also leaves a sister and a brother.

SCHAEFFER—Sam, comedian, May 24 in Chicago. He toured in a tab version of *Potash and Perlmutter* and his own skit, *Cloaks and Suits*. His widow, a brother and a son, who appeared with him in vaude, survive.

SCOPPA—Salvatore J., 60, labor

organizer in the television division of the International Alliance of Theatrical Stage Employees (IATSE), June 2 in New York. Scoppa drew up the plans for the construction of a "Cinema City" near the New York World's Fair site in Flushing Meadow, Queens, L. I. His widow and three sons survive.

SIDEBOTHAM—William R., 67, motion picture operator for 45 years, June 2 at his home in Philadelphia. He was the first operator of the old Dreamland Theater, Philadelphia, and in recent years was employed at the Warner Bros.' theaters. His widow, Ethel; two daughters and a son survive. Burial in Valley Forge (Pa.) Gardens June 7.

SMITH—Alvin B., 38, co-owner of the Imperial and Skylark theaters, Poncahontas, Ark., June 4 at his home in that city. He had operated theaters at Pocahontas with his brother, J. Henley Smith, for the past 15 years. Survived by his widow, Earlene; a daughter, Diane, and a son, Alvin Jr.

STAMMER—May (Mrs. May Ross), radio coloratura for over 20 years, June 5 in Brooklyn. Her husband, a son, a daughter and a sister survive.

SUTHERLAND—George, 72, managing director of Allan & Company, Australian music publishing house, May 27 in Melbourne. He had been with the firm 53 years.

TAIT—Robert B., radio and film singer, May 28 near Hollywood. His widow survives.

TRENTINAGLIA—Erardo Nobile, 61, former director of La Scala Opera in Milan, June 3 in Venice, Italy. He founded the Venetian Symphony Concert Society in 1926 and established the State-aided Teatro La Venice as a first-class opera house.

WADSWORTH—William, 77, veteran character actor who gained recognition in *Three's a Family*, June 6 in Brooklyn. Prominent in the theater for many years, he appeared with James A. Herne in *Shore Acres*, with Alice Brady in *Zander the Great* and in *Our Town*, *The Wisdom Tooth* and *Abraham Lincoln*, among others.

WILSCHKE — Robert, 76, well-known booking agent, of a heart attack May 26 in Berlin. He specialized in circus thrill and novelty attractions. (Further details in Circus Department.)

Marriages

ADLER-PARKER — Jerome Elliott Adler, assistant stage manager of the legit revue, *Bless You All*, and Dolores Parker June 6 in Brooklyn.

CASE-HOUSTON—Michael Case, director and actor, and Grace Houston, costume designer, June 8 in New York.

DAMMANN-BLOCH — Joseph A. Dammann and Barbara Bloch, CBS-TV staffer, June 8 in New York.

HILDEBRANDT-SUSSMAN—Rudy Hildebrandt, associated with his father in the operation of the New Look night club in Philadelphia, and Gloria Sussman June 3 in that city.

KLAISS-HOFFMAN — Wayne Klaiss, organist known as Ken Wayne, and May Hoffman June 3 in Pittsburgh.

MONAHAN-PETRIE—Richard J. Monahan, commercial manager of WAVZ, New Haven, Conn., and Marilyn Alice Petrie June 10 in Milford, Conn.

NEELY-MATTA — William Neely, cameraman at Station WPTZ, Philadelphia, and Constance Matta, receptionist at the station, June 10 in Philadelphia.

SCHONCEIT-CARROLL — Louis Schonceit, Broadway theater ticket broker, and Renee Carroll, hatcheck girl at Sardi's, New York, June 5 in Cuernavaca, Mexico.

SHERER-EVANS — Eddie Sherer, television director, and Lynn Evans, model, June 11 in Philadelphia.

SILVERMAN-SHAPIRO — Norman Silverman, branch manager for Republic Pictures in Philadelphia, and Joy Shapiro, on the staff of the Norman Lewis theater circuit, Philadelphia, June 11 in that city.

WALK-ZWEIG — Leonard Walk, announcer at WHOD, Homestead, Pa., and Florence Zweig June 4 in Pittsburgh.

Communications to 188 W. Randolph St., Chicago 1, Ill.

R-B, GARDEN SIGN NEW PACT

Deal Blocks Competish in Near Future

Big One's Power a Factor

(Continued from page 3)

or pseudo pressure said to result from the bids of other interested parties, asked for a flat \$10,000-a-day rental which would total up to \$330,000 for the usual run. North was quoted as saying that he would not agree to such terms and that, furthermore, there would have to be a reduction in the terms in the expiring pact before he would re-sign.

Tough Percentage Deal

Former contract to which the circus was committed when the late Robert Ringling served as prexy was a percentage deal reportedly scaled up to a top 50 per cent of the gross for the Garden. Show execs grouched that this was too much in view of the tremendous production costs involved and because the Garden supplied only a showplace while swallowing the concessions.

Unquestionably, both parties were again anxious to do business. In the postwar years Ringling has consistently bettered its gross to approximate a phenomenal \$2,000,000 handle for this year's 33-day, 65-performance run. Equally amazing is the fact that a \$6 top has been established and maintained, and this year the cheapest ducats were hiked 30 cents to total \$1.50.

Potent Title Sells

Consensus is that the Ringling-Barnum title sells the public, since an advance sale of over \$400,000 was tilled this year without particular reference to the attractions. Conceivably, a current top name such as Cole Bros.' Bill (Hopalong Cassidy) Boyd might approximate the Ringling biz, but it is inconceivable that Garden execs would willingly gamble a date that has contributed the biggest earnings of any single endeavor staged in the Eighth Avenue arena. At any rate, Garden execs did not tarry to gauge the strength here of the Cole-Hopalong combo, which preems at Yankee Stadium June 21.

Early this week rumors were printed that the Big One would forsake the Garden and open next spring in Kingsbridge Armory, Bronx arena used frequently for the staging of auto races. Also, it was said, the Ringlings would show in Brooklyn, a former canvas date.

New Arena Planned

Since the new pact covers a period of years, it is likely that show and Garden execs took into consideration the proposed new arena to be constructed by the city at Columbus Circle. The Garden management will operate the new structure on a lease basis, according to current plans. In that event the Eighth Avenue building will become a secondary house.

Currently the Big Show is demonstrating that it can register terrific biz under canvas in the metropolitan area, catering principally to folks who might normally be considered prospective Garden patrons. In a three-day stand at Newark, N. J., ended Thursday (8), six top houses were registered. Yesterday and today at (See R-B, Garden Sign on page 61)

Bingo Bunco

DANIELSON, Conn., June 10.—Joseph A. Duggan, of Malden, Conn., tried to give Lady Luck considerably more than a helping hand here this week and wound up under arrest for his pains.

Police said they uncovered a plot and arrested Duggan after he tried to collect a \$980 bingo game jackpot by presenting a card with the correct squares filled. Gaff was that the card was a phony which had been printed on a portable press as the winning combination was called.

The operator became suspicious when he smelled fresh ink on Duggan's card. Authorities banned all cash awards until further notice.

Detroit Hears Bookers; Puts Off Closing

Dickstein Renamed Dir.

DETROIT, June 10.—The Michigan State Fair Board, meeting here Friday (9), failed to close contracts for grandstand and coliseum attractions for this year's fair. Final decision was deferred until next Friday (16), when the board also plans to act on thrill show and auto race contracts.

Indications are that the fair again will offer a name attraction to head the coliseum program. Booking agencies reported to have made pitches at the Friday (9) meeting were the Music Corporation of America, Gus Sun Agency, Barnes-Carruthers Theatrical Enterprises, Ernie Young Agency, Voorhees-Fleckles Fair Booking Association, Associated Fair Productions, United Booking Association, Klein's Attractions, J. Allen Darnaby and the J. E. Ranch Rodeo.

Prior to the meeting the reappointment of Jack Dickstein as director of shows and attractions was confirmed by the board.

Davies Builds Bantam Opry Biz The Hard Way; GI Loan Helped

By Tom Parkinson

DEERFIELD, Ill., June 10.—It's true what they say about Ayres Davies. He built his circus with a small bank roll and the help of a GI loan, and he wants an elephant in the worst way. Now in its third under-canvas season, the Ayres & Kathryn Davies Circus is playing to steady, satisfactory business. The matinee here recently drew a straw house of 900 children. The banner stand so far this season was Hinsdale, Ill., where 1,000 youngsters jammed the top for the matinee, with the night show nearly as good. McHenry, Ill., gave solid biz altho this was the third successive year there for the org and the auspices rep didn't know what to do with the advance ticket supply.

The Davies show moves on five trucks—three of them show-owned—plus five house trailer rigs. More significant, it moves on troupers' spirit that develops when the people know they've got a good thing that requires some work.

30 People With It

Sparkplugs of the outfit are Mr. and Mrs. Davies, but everyone else (Davies Builds Bantam on page 60)

Texas Prison Rodeo Breaks Dallas Record

Sets New Grandstand Mark

DALLAS, June 10.—Texas Prison Rodeo at State fairgrounds here opened Saturday (3) to the biggest crowd ever to attend a single event at State Fair Park, with exception of football games. With eight-night run half completed, rodeo grossed approximately \$55,000, with 30,000 attendance for the first four performances.

Hundreds were turned away from fair's pint-sized grandstand on opening night, despite addition of 400 chairs. Crowd was about 9,200, gate \$18,000. The grandstand had been enlarged from original capacity of 6,000.

30C Advance Sale

Threatening weather held attendance to about 7,300 Sunday, and 4,400, Monday, but Tuesday crowd went up to 7,478.

Advance ticket sales for rodeo hit \$30,000, heaviest advance for any event put on by the fair except Annie Get Your Gun, starring Mary Martin, during the 1947 State Fair.

Fair publicity department went heavy on paper, radio spots and country paper ads, with paper up as far away as Abilene, 300 miles away. Press and radio people have been given liberal treatment on passes, in spite of tough pass policy.

The Texas Prison System brought 195 convicts to Dallas for the rodeo, making its first appearance in 19-year history outside the State prison in Huntsville, Tex.

Fair picnic pavilion was transformed into miniature prison, with high wire fence topped with barbed wire enclosing area and guard towers at corners of the enclosure.

Concessions Boom

Prison set-up has drawn thousands of curious to State Fair Park, making concessionaires happy. Fred Tennant Jr., fair midway superintendent in charge of concessions, said all were doing excellent biz. Free-spending crowd, mostly out-of-towners, spent (See Texas Prison Rodeo on page 61)

Coast Expo Pays Rose in Tobacco For Consultation

SAN DIEGO, Calif., June 10.—Bill Rose has agreed to serve as a consulting director for the San Diego 1950 California World Progress Exposition and, in exchange for his services will receive a pound of tobacco.

The "rate of pay" was set by Rose and readily accepted by the exposition's management, Ewart W. Goodwin, president, said.

At a recent conference in New York with Claude Vandenberg, exposition executive vice-president, and Goodwin, Rose became interested in the event's theme—"A demonstration of how the free enterprise system benefitting the average man." He chose the token payment in preference to one in the entertainment field that would have paid money.

Excise Tax Bill Near Last Draft

Would cut admission levies in half, exempt ag fairs from tax on admishes

WASHINGTON, June 10.—Outdoor showbiz provisions in the Excise Tax Bill have been virtually unaffected by latest action of the House Ways and Means Committee which is shaping a final bill for submission to the House. Under the latest final committee vote the admissions levy would be reduced from its present 20 per cent to 10 per cent, and State and county non-profit agriculture fairs would be exempted.

Outdoor shows would also benefit from some of the other excise tax cuts voted. The freight tax would be cut from 3 per cent to 1½ per cent; the tax on passenger travel tickets would drop from 15 per cent to 10 per cent; telegram tax would be reduced to 10 per cent from 25 per cent; levy on long-distance phone calls would drop from 25 per cent to 20 per cent; rebuilt and repaired auto and truck parts would be tax-free; new auto and truck parts and accessories would be taxed at 3¼ per cent instead of the present 5 per cent, and the nickel-a-pound excise on tires and the 9-cent levy on tubes would be lowered to 3¼ cents and 6¼ cents respectively.

The committee is still deliberating on the measure, and hopes to have it in shape for a discharge vote late this month. The bill's future, however, is highly uncertain.

Jaynes To Head Concess Sales For '51 L.A. Expo

LOS ANGELES, June 10.—Leasing of concession space at the World Transportation Fair has been placed in the hands of Bill Jaynes, and 3,200,000 square feet of exhibition space to Management Corporation of America (MCA), Ira W. Curry, exposition's managing director, announces. Event is held at the Santa Anita (See Jaynes To Head on page 57)

Doug Grove Dies In Coast Crash

BAKERSFIELD, Calif., June 10.—Doug Grove, 32, Los Angeles auto race driver, died here Saturday (3) of injuries suffered at the local speedway when his midget car collided with one driven by Ed Anderson and turned over three times.

Polack Western Calif. Biz Big; Frisco Pars '49

WATSONVILLE, Calif., June 10.—Business for Polack Bros.' Western Unit has held up well the first two months of its long Pacific Coast trek. Louis Stern, managing director, said here this week.

Show played its first outdoor dates of the season here Tuesday and Wednesday (6-7). Matinees were capacity and night crowds big, despite location of fairgrounds, three-and-one half miles from downtown, and topcoat weather at night. Show's strong array of aerial acts gives outdoor set-up an imposing appearance.

Watsonville was a new date for a new Shrine Club under the jurisdiction of Islam Temple, San Francisco, where show concluded its 10th annual engagement Sunday night (4).

Frisco Equals Record

Attendance in San Francisco, aggregating 160,000 in 11 days, surprisingly was on par with last year's record-breaker, in face of an evident lightening of money and general decline in amusements. With the date a week later than usual, Decoration Day fell in the midst of the run. Both week-ends were big and Monday drew overflow crowds because of dismissal of schools for the holiday. Business was also strong on the holiday but took a dive the day after, building up again to capacity crowds for the final three days.

Across the bay in Oakland, attendance also held its own, comparable with the lush years immediately after the war. There the usual 24 performances were given in 11 days, with three matinees, in mornings instead of afternoons, given over to school children, and two matinees taking care of the throngs both Sundays.

Oakland and San Francisco each year vie with each other as Polack's banner stands on the Coast. This year, a shift in route made it necessary to play Fresno between the two spots, which are separated by only nine miles.

School Promotion Aids

The earlier date in Fresno gave the advantage of promotion thru the schools, upping matinee attendance and producing a substantial gain over last year. There the show was back in Memorial Auditorium, with 13 performances in seven days, after giving the fairgrounds a tryout last year.

Mickey Blue handled promotion here. Joe O'Donnell went from Fresno to Modesto, and George Westerman from San Francisco to San Luis Obispo. Sam Ward, back with Western after two dates on the Eastern Unit, is handling Las Vegas, Nev., another new date this year.

The show moves from Watsonville to Merced for two days, then runs down the valley for four days in Bakersfield and doubles back to Tulare. Jimmy Rison is handling Bakersfield and two of his men the other two spots, E. H. (Dixie) Hebert at Merced, and Art Hansen at Tulare.

OK Bow for Hwd. Daredevils At Woodstock, N. B., Date

FREDERICTON, N. B., June 10.—Lajoie and Robinson's 1950 edition of the Congress of Hollywood Daredevils got off to a good start May 29-30 at Woodstock, N. B., where the show played to packed stands both days despite overcast skies.

Buttercup Pearce, heading the performing staff, is offering a number of new stunts this year, according to Tommy McClure. With him are Betty Cook and Trudy Munroe in precision driving; Tex Saxon, Buddy Young, Jimmy Curry and the Marina Brothers, comedy.

Following maritime dates the show treks into Western Canada. It will return later for Ontario stands.

Close-Ups:

R-B's Babe Boudinot Learned By Mixing Fists With Paste & Bills

By Tom O'Connell

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

F. A. (BABE) BOUDINOT has done a lot of pasting and taken numerous pastings since he started circus tramping with the Hagenbeck-Wallace Circus when he was 16. Babe, now traffic manager and assistant general agent with the Ringling Bros. and Barnum & Bailey Circus, received true beginner's pay on that first job—\$30 per month with a \$5 hold-back.

He states that he doesn't know what he would do for a living if he didn't work with the Big One. About all that would be open to him would be a clerk's tasks in a grocery store. The truth is that Babe, after a three-year hitch with Hagenbeck-Wallace, went with Ringling Bros. in the spring of 1915 and has remained with the org thru the merger in 1919 which produced the present Ringling Bros. and Barnum & Bailey Circus.

Started With Harvey

Born in Pittsburg, Kan., May 31, 1896, Babe joined Hagenbeck-Wallace in St. Louis, obtaining the job from R. M. Harvey, general agent for the circus at that time. In 1912 serious floods struck the Midwest, he recalls, and Hagenbeck-Wallace was hard hit at its winter quarters in Peru, Ind. The brigade with which Babe was working had St. Louis about half-billed when word reached them that the show would not open there but would jump to Coshocton, O. Babe learned early that a billposter's life is not easy.

As a billposter Babe always worked with the opposition brigade. His job was to get his show's paper up, keep it up and keep the opposition's bills



F. A. (BABE) BOUDINOT

out of sight. In carrying out this action he has taken his lumps.

Babe brushes off last year's scrapes between the Ringling-Barnum and Cole Bros.' circuses as insignificant. The two shows' billing brigades clashed only in a few locations.

Babe remembers that one Sunday in May, 1921, the now extinct John Robinson Circus was making ready for a stand at Wilkes-Barre, Pa. Babe and his brigade were touring the countryside by auto, covering Robinson paper, when they noticed that they were being trailed by another car. Driving into Wilkes-Barre proper, Babe and his crew stopped at one of the city's main plazas and stepped from their auto. The other car also pulled up and

(See R-B's Babe Boudinot on page 61)



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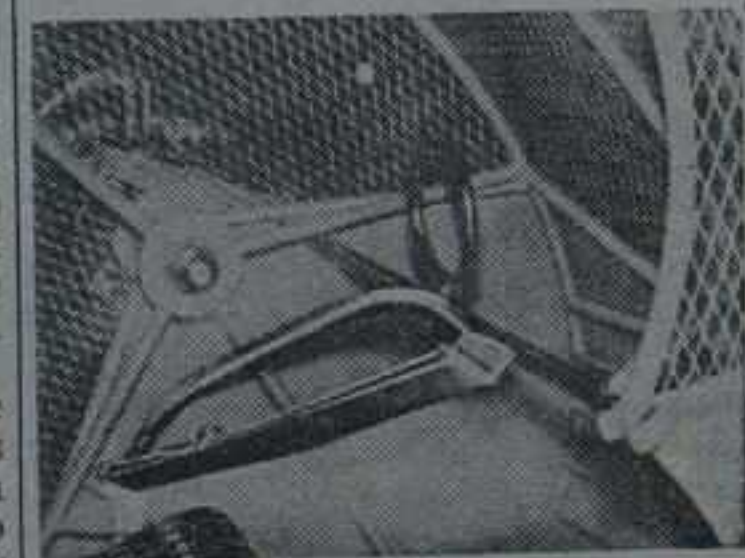
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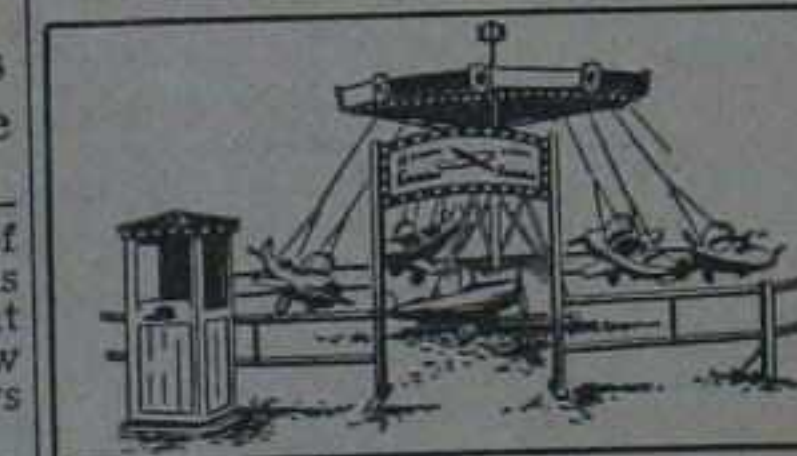
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Out in the Open

Lewis (Lucky) Grimes recently joined Capt. Jack-O-Diamonds' Auto Thrill Show as assistant manager and clown stunt man. Org is playing Texas.

Irish Horan is back in New York after announcing the 500-mile Decoration Day speed classic at Indianapolis. Horan is rounding out plans for his auto thrill unit. . . . Al Martin, head of the Boston talent agency bearing his name, was in New York recently scouting talent for New England clients.

Americo Cristiani, son of Lucio Cristiani, co-owner of King Bros. Circus, graduated Friday (9) from Junior Military Academy, Chicago, where he was a member of the band, manager of the football team and active in dramatics. A classmate was John Weer, son of J. C. Weer, of Johnny J. Jones Shows. . . . Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, returned to Chicago Tuesday (6) from Shreveport, La., where he again signed to provide the grandstand revue at this year's Louisiana State Fair.

George and Bess Hamid and Dorothy Packman visited Jack and Irving Rosenthal's Palisades (N. J.) Park Wednesday (7). . . . Frank Wirth, head of the New York booking agency bearing his name, is planning a cruise up the Hudson River to Lake Champlain at the end of the month. . . . Stanley W. Wathon, New York agent, was a daily visitor at the Ringling show during its Newark, N. J., run.

Bill (Hopalong Cassidy) Boyd, of Cole Bros. Circus, is pictured on the cover and is the subject of a feature in the June 12 issue of Life magazine. . . . Clem Butson, director of Tom Arnold's Holiday Circus, who spent two weeks in New York and Hollywood scouting talent, returned to London by air last week. . . . Sam Bakerman, partner in the operation of Coney Island, funspot at Caracas,

Venezuela, was due to arrive in New York June 10.

Dwight Pepple, of the Polack circus organization, has opened offices at the Biltmore Hotel, Los Angeles, for the Shrine convention. Polack will contribute a program for the Shriners June 20, with Richards' elephants; Lynn and Linda, high act; Mark Smith's Liberty horses, Peejay Ringens's bike act and three camels from Goebels Lion Farm on the bill.

Aerial Snyders, high act, was the free attraction at the Riverdale, Ill., American Legion celebration the week ended June 11. Los Aeros aerialists, the featured free act at St. Joseph's Church carnival, Gary, Ind., the same week. Both acts were booked by Charles Zemater Agency, Chicago. . . . The Amandis, Danish teeterboard act, recently played a week at the Palace Theater, New York.

PSCA Open House For Shrine Confab.

LOS ANGELES, June 10.—With Shriners to convene here for their annual seven-day convention beginning June 17, a number of them are expected to visit the Pacific Coast Showmen's Association's clubrooms.

Move to put out the welcome mat was discussed Monday night (5) when it was decided to hang a PCSA banner in the registration tent in Pershing Square. Clarence Allton will be serving on the Shrine committee and will be in charge of the greetings committee. He will be assisted by Curtis Little and Al Flint.

In extending the invitation to Shriners it was pointed out that most of the PCSA members are now on the road. However, the clubrooms will be open to visitors and they will be welcome to club facilities.

Chitwood Show for Freeport

FREEPORT, N. Y., June 10.—Jole Chitwood's Hell Drivers have contracted for appearances Wednesday (14) and Thursday (15) evenings at Municipal Stadium here. Jake Kedenburg is promoting the event.

German Unit Has Wild West Feature

BERLIN, June 10.—Emil Wacker's Circus Apollo is on tour in Western Germany with a copious program of animal and circus numbers. Second half of the bill is a German conception of a Wild West horse opera, for some reason climaxed by a Hotel Miami scene which includes an elaborate water spec. Aquatic spec is well presented, as Emil Wacker has acquired the equipment and props of the old Busch-Nurnberg Circus, which specialized on portable water productions.

This season's bill is strong on animal numbers. Togare and Taranda present a group of lions, Bela May handles a mixed group of bears, Harry (Philadelphia) Huling puts a mixed group of baby elephants, camels, zebras and other animals thru their paces, and Ernest Bob offers high school and Liberty horse numbers.

In the line-up of circus acts are King Repp, comedy juggler; the Mars Troupe, high perch and ladders; John Cooper, jockey and football dogs; Salem Ben Faradji, tumbling, and Burton and Sohn, acrobats.

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Talent Topics

Acts to appear in the open-air circus at the Chicago Fair of 1950 include Roland Tiebor's seals; Sing Lee Sings, acrobats; the Langs teeterboard; LaBlonde Troupe, aerial bars, and Roberta's Circus, dog and pony act. Booked by Barnes-Carruthers Theatrical Enterprises, Chicago, the circus will be managed by Eddie Allen, formerly manager for Gene Autry . . . Cy Riter's "Dilapidated Tailspin" played Gatesville, Tex., June 7-10, and is scheduled for Gladewater, Tex., June 13-16, before going to Orem, Utah.

Talent for the Detroit Police Field Day, August 4, at University of Detroit will include Sensational Marions, high act; Marchetteers, musical marching unit; LaBlondes, comedy bars; Capt. Jimmy Jamison, fire diver; Hanny Gadbin Rex, European novelty high act; Three Jewels, jugglers; Zacchallas, jugglers; King Reynolds, wire act; Maximo, wire act; Four Ervings, teeterboard; the Winslows and Marks and Lucille, bicycle acts; Jordan Due and the Skaters, roller skating acts; Art and Marie Henry and the Wolcotts, dogs and ponies. Show was booked by Peter J. Iodice, of Amusement Booking Service, and is being supervised by Jack Dickstein, who handles entertainment at the Michigan State Fair.

Lee Slade's Sky Princess, currently at Joyland Park, Lexington, Ky., is skedded to open in Elmira, N. Y., June 20. . . Jimmy (Fearless) Forest, swappole, is the free act on the Playland Shows, now touring Michigan.

Aerial Solts were contracted for the June 14-17 celebration at Ross-ville, Ind. . . Mr. and Mrs. Harry LaRoy recently left the Dales Cir-

cus in Canada with their dog, pony and baboon act for their quarters in Fostoria, O. En route they visited the Lee show in Port Huron, Mich., and the Patterson show in Holly, Mich. Mr. and Mrs. Gil Wilson and their dog act are also at the Fostoria quarters. The LaRoys will play fairs for C. A. Klein. . . Carl Triska, two years old, recently debuted with his mother and father, Karla and Mar-tize, who comprise the Triska Troupe, high wire act recently featured at Palisades (N. J.) Park. Troupe scored with a picture in The New York Journal-American.

The Novellos, ladder and traps novelty, open at the Chicago Theater, Chicago, June 16 for two weeks. Booking was set by Mort Infield, of the O'Mally Agency. . . Johnny Mack Brown, Monogram film star, has been signed to head the four-day Lubbock, Tex., rodeo June 21-24.

Tom Hunt, retired Ringling-Bar-num stunt rider, has been staging one-man rodeo shows in Philadelphia, using two horses and a donkey.

Stardusters, two-people high act, opened with Bill Lynch Shows in Halifax, N. S., as a free act. In the troupe are Mike Kent and Hope Frajo. Kent's appearance in a recent movie is accented in show's publicity.

Irah Watkins, rounding out his second week with his chimp act at Palisades (N. J.) Amusement Park, is using a new chrome-plated motorcycle in the routine. Watkins will appear at Kennywood Park, Pitts-burgh, week of June 19. . . Roscoe Armstrong's bucking Ford preems for the summer June 21 and is booked into Lubbock and Hender-son, Tex.; Fosston and Walnut Grove, Minn.; Woodsfield and Circleville, O.; Mendon, Ill.; Greenville, S. C.; Fort Madison, Ia.; Medina, O.; Sparta, Tenn.; Lebanon, O., and Shelby, N. C. Earl Armstrong is accom-panied by Dane Cox and Bob Bos-well.

Kochman To Play 2 Days at Trenton

TRENTON, N. J., June 10.—Jack Kochman's Hell Drivers again will be the lead-off attraction at New Jersey State Fair here, September 24-October 1, appearing Sunday (24) and Monday, Children's Day.

Harness racing will start Tuesday (26) and continue Wednesday, Thurs-day, Friday and Saturday. Big car racing will be offered the final day. Each evening there will be a stage show, and plans are under way for special events. Wednesday will be Grange Day and Thursday will be Governor's Day.

Department superintendents, as announced by George A. Hamid, president, will be: William C. Lynn, grange and flower show; William C. Skelley and William M. Nulton Jr., livestock; George Vander Noot, goats; Rollyn P. Winters, 4-H clubs; Fred G. Poinsett, State exhibits; Harry W. Sterling, poultry, and Mrs. Helen C. Larzelere, domestic arts.

Premium lists have been prepared and will soon be distributed. Norman L. Marshall, secretary-manager, an-nounced that arrangements are being made for new buildings and ex-tensive changes that will provide more room for exhibits.

Lawrence Tops at MacLeod

MacLEOD, Alta., June 10. — Bill Lawrence, Augusta, Mont., was named top cowboy at the MacLeod Rodeo. Dick and Pauline Pickard were tops in trick and fancy roping and the latter also performed on her trick horse, Tiger. Herman Linder was arena director.

Jaynes To Head Concessh Sales For '51 L.A. Expo

(Continued from page 54)

Anita race track, near Arcadia, May 30 to September 9, 1951.

Jaynes is manager of leasing operations for the Los Angeles Turf Club, Inc., which owns the famed \$15,000,000 racing plant.

In addition to handling the exhibit space with a valuation exceed-ing \$1,500,000 MCA will also be the sales representatives in negotiations with manufacturers, wholesalers and distributors doing business with the fair's concessionaires, with the ex-ception of souvenirs, toys, novelties, clothing, programs, animals and plants. MCA's operation will be di-rected from its Beverly Hills office.

The fair, planned as the West Coast's first major attraction since the Golden Gate Exposition in San Francisco in 1939-'40, is aiming at attracting 6,500,000 people. It will feature all forms of transportation along with other exhibits normally associated with a world's fair.

Event plans to feature top-name entertainment and specialty acts will be presented at frequent intervals on special stages thruout the exhibit area as well as major shows in front of the 28,000-seat grandstand.

Executive offices, Curry said, will be set up at Santa Anita at the con-clusion of the current harness racing season. So that fair activities will not conflict with next winter's regu-lar race meet, 10 months of advance planning on the site will precede actual construction of special ex-hibition facilities. Temporary fair in-stallations, additional landscaping and roadways will augment the pres-ent permanent buildings.

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Flashbacks

25 Years Ago

Fred M. Barnes, outdoor booker, completed arrangements with the Shuberts to send the original company of the musical, "Sky High," headed by Willie Howard, to State Fair of Texas, Dallas. . . . Charles W. McCurran, agent, who suffered burns in May, was discharged from a New York hospital and left to re-join the Miller Bros.' 101 Ranch show. . . . Mazie Lunette, physical culturist, was booked into Luna Park, Coney Island, N. Y., for the summer. . . . Beverly White was handling press for the C. A. Wortham Shows. . . . Harry Lamont, who was assistant trainmaster on the Sparks Circus, joined the Christy Bros.' Shows as trainmaster. . . . Marvelous Melville, aerialist, returned to New York after playing parks and expositions in South America for eight months. . . . J. Alex Sloan signed to stage opening-day auto races at Central Canada Exhibition, Ottawa.

Staff of the Karr & Duffy Shows was announced as Joe Karr and Jack Duffy, owners-managers; Al O'Day, general agent; Tom Murray, special agent; Doc Tasker, electrician; H. L. Jones, lot superintendent; S. Wesley, mail man and The Billboard. . . . Line-up of Walker Bros.' Shows included Ben King, high rings; Johnnie Hall, female impersonator; Walker Twins, swinging ladders; Benny King, trapeze; Captain Nickerson's Concert Band, and Kid Byers, wrestler and boxer, concert. J. G. Lombard was the show agent. . . . Idora Park, Youngstown, O., opened Decoration Day with the Fearless Greggs as free attraction.

Harry Meyer left the Fritz & Oliver Shows to join the Greater Sheesley Shows with five concessions. . . . T. W. Ballenger, general agent of the Sparks Circus, arranged for a broadcast of the show's Schenectady, N. Y., stand by Station WGY. . . . Charles Frederickson and Herbert Calvert, Rockford, Ill., were backing the development of "Old Deerfield," summer resort at Manistique, Mich. . . . Will White was manager of Norumbega Park, Auburn-dale, Mass. . . . Charles L. Sasse was sojourning at his summer home in the mountains near Greeley, Pa. . . . Business started off so well at Columbia Park, Bergen, N. J., that Manager Otto Aeschbach found it necessary to increase the personnel. . . . Thomas Phayre, co-owner of the Tip Top Shows, and General Agent Jack V. Lyles were visiting in New York. . . . Alf T. Wheeler, formerly of the Wheeler-Downie Circus and Belmont's Attractions, was spending the summer as a realtor at Oxford, Pa. . . . The late Claude R. Ellis was handling press for the Greater Sheesley Shows. Later he joined The Billboard and ultimately became its editor.

Deaths: Alice N. Cotton, carnival woman; Paul Field, carnival man; Mike Lewis, concessionaire; James Lewis, trainmaster, and Virginia Neal, circus woman.

10 Years Ago

Bob Morton, of the Hamid-Morton Circus, announced that the show had leased Wallace Bros.' Circus, motorized, for its string of summer Shrine dates. . . . Paul Huedepohl, managing Jantzen Beach Park, Portland,

Ore., reported a two-day Scandinavian Spring Festival drew 33,000 in cool weather. . . . John T. McCaslin, Baltimore, was named general superintendent of the Timonium (Md.) Fairgrounds. . . . Edward R. King, carnival office executive, joined the Johnny J. Jones Exposition. . . . Ernie Stuart, formerly with the Parker & Watts Circus, was doing contortion traps and rings on Lewis Bros.' Circus. . . . Charles King, owner-operator of King's Park, Norfolk, Neb., announced early opening of a pool there. . . . Harold P. Lindsay was appointed to the board of managers of Upper Peninsula State Fair, Escanaba, Mich., to succeed Herbert J. Rushton, resigned. . . . Eddie L. Eger was signed as press representative of West's World's Wonder Shows, replacing Roland W. Richards.

Rex M. Ingham, former circus trouper, was the successful candidate for constable in the Democratic primary election at Reidsville, N. C. . . . Deemer Park, Dover, Del., was incorporated with capital of 50 shares of no par value. Incorporators were David J. Reinhart Jr., Frances E. Davis and Marian B. Collings. . . . St. Francis County Fair Association elected Fred Schramm, president; Henry Nanley, vice-president; H. P. Teal, secretary; J. O. Swink, treasurer, and C. A. Doubet, superintendent. . . . C. W. Franklin was named press representative of the Goodman Wonder Shows. . . . C. E. Duple, musician, joined Russell

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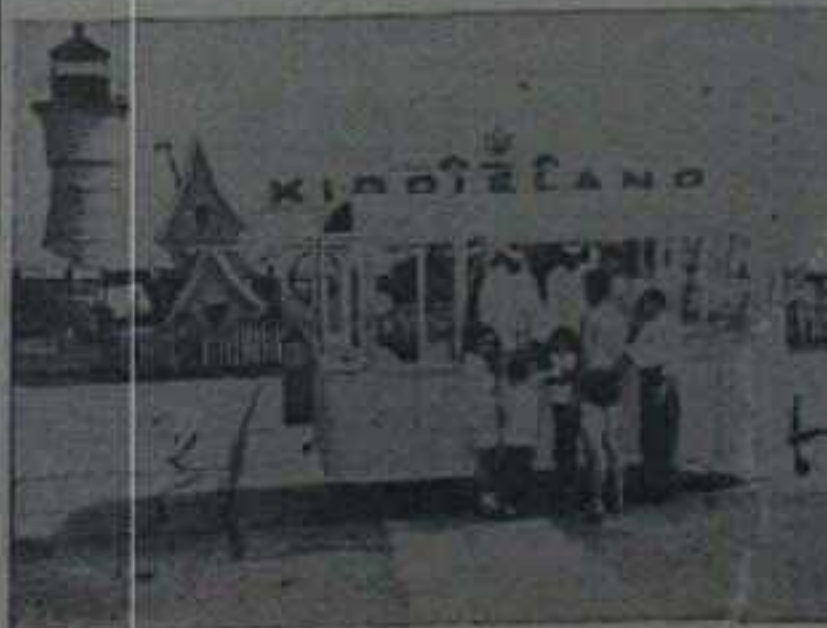
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CONEY ISLAND, N. Y.

By UNO

Finally a week-end (June 3-4) of sunshine during business hours. Whatever rain fell, came during the night or early morning. Recent opening of the Battery-Brooklyn tunnel served to reduce auto travel time considerably and helped build crowds.

Several changes and additions have been made in Feltman's Amusement Park, operated by Benno Bechhold, Harry Socoloff and Alvin Kallman and managed, for his fifth season, by Kenneth Bourke. New is a C-Cruise ride operated by the Garto Brothers in the spot vacated by the late Jack Stern's open-air, silent movies. Television Gardens replaces Maple Grove. Concessionaires are Morris Joffe and Irving Harrison with a modernized and enlarged candy and popcorn shop; Mr. and Mrs. Alex Silverman with souvenirs, operated last season by Johnny Santos; Michael and Marie Dela Corte, fishpond, another former Santos possession; Benny Herz, who bought out Herbert Weaver, his former partner, in the Arcade, with Weaver leaving to manage a park in Baltimore; Dora Mijurak, fortune-telling birds, handwriting analysis and photo gallery; the Della Cortes, shooting gallery; Mrs. Bea Prostakof, basketball and monogram hats; Mr. and Mrs. Charles Miller, penny pitch and shoot-till-u-win; Joe Schubert, guess-your-age and balloon bust; F. C. O'Keefe, miniature train and Greyhound Racer; Jack Merr, miniature golf; Isadore Rubenstein and Sylvia Schissoff, custard and soft drink stands; Garto Brothers, Kid-dieland; George and Rose Jackman, motor boat and Ferris Wheel, partnered with the Gartos; Edward Gerdes, ring toss, and Danny Asuto, funnel ball game. Under the park's supervision are the Carousel, on the Surf front, managed by Neil Mathi-

son; Tilt-a-Whirl, by Charles Calanan; lunch counter on Surf, a new clam bar on Surf, and a new 75-seat restaurant adjacent to the large lunch counter on the Boardwalk with James Evans in charge. Aaron Saul is head barkeep and Bennie Tacouni, hot dog chef.

Pleasureland, a walk-thru (Bowery to Surf) housing a wide assortment of games, has new owners and operators in Sam and Sol Wertheimer, who bought out Phil Gould's interests. Gould has succeeded Al Rapp in a poker roll establishment on the Boardwalk. The Wertheimers have two new games, 20 tables of Zingo, played with seven balls, and

six units of an electrically manipulated hoop-la, a Carnival Concessions Company product. Another newcomer is bowl-a. Collection of machines numbers 200. Among these are Pokerinos, Skee Ball and bangos. Individual concessionaires are Ann Morano with a penny pitch on the Bowery front; Greyhound, Inc., with Greyhound Racers, and Spacarb, New York distributors with the latest in soda machines.

Murray Handwerker, of Nathan's sidewalk eatery, is the daddy of a second son, Kenneth Lawrence, born May 21 in Israel Zion Hospital. . . . Harry Berk, partnered with Al Shaw in two Howard Johnson restaurants, is also associated with Al Stein in concessions with I. T. Shows on Long Island. . . . Paul Insetta, cab driver, whose brother-in-law is (See Coney Island, N. Y. on page 69)



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- TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master — to give you greater power per gallon, lower cost per load
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- BALL-TYPE STEERING for easier handling
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Performance Leaders The new Chevrolet P*L trucks give you high pulling power over a wide range of usable road speeds — and on the straightaway, high acceleration to cut down total trip time.

Payload Leaders The rugged construction and all-around economy of Chevrolet P*L trucks cut operating and repair costs — let you deliver the goods with real reductions in cost per ton per mile.

Price Leaders From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost — outstandingly low cost of operation and upkeep — and high trade-in value, all add up to the lowest price for you.



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Cash or currency will not mix when carried. Beautiful finish. Light weight 10 1/2 lbs. Size 13 x 14 x 8. Capacity 2 rolls coupon tickets.

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@ \$8.95 per 100 pounds. St. Louis. Can also offer SILVER Hulless and Golden Hulless Popcorns. Seasoning Oils. Jumbo Peanuts in shell Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom Popcorn Cartons and over 25 kinds Popcorn and Peanut Bags."

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FOR SALE
X-RAY POKER on West Coast
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\$12,000.00

Write BOX A-99, The Billboard
600 Sunset Blvd. Hollywood 28, Calif.

R-B's Babe Boudinot Learned By Mixing Fists With Paste & Bills

(Continued from page 55)

Jerry Mugivan, part owner of the John Robinson org, together with a crew of huskies, confronted Babe and his men. Babe says he called for a jack handle after sizing up the situation, but two of the opposition pinned his feet and legs, while several others gave him a going over he still remembers.

Gets Working Over

In 1916, not too long after his switch from Hagenbeck-Wallace to Ringling Bros., the former circus was playing a date at Fall City, Neb. Babe and his brigade were programing the Hagenbeck-Wallace parade—passing out handbills advertising the Ringling show while the Hagenbeck-Wallace org attempted to lure customers with the march thru the streets. When opposition forces got wise they roughed up Babe and his men.

Babe solved the problem of how to program the opposition and stay in one piece by hiring Boy Scouts to distribute the handbills. He claims this scheme worked thruout the rest of Hagenbeck-Wallace's Nebraska stands. Other tactics employed by Babe and his men in this clash with Hagenbeck-Wallace was to visit towns on the opposition's schedule thruout Iowa and bill the Ringling show three months in advance, even tho the org had no intention of playing the dates. Babe says this helped kill much of Hagenbeck-Wallace biz, since many people preferred to wait for the Ringling show.

Winds Up in Hospital

The last big billing donnybrook affecting Babe occurred in Great Bend, Kan., in 1936, when the opposition was Cole Bros. Babe and a seven-man brigade were laboring to cover the Cole paper, when Jess Adkins and Floyd King, owner and general agent of Cole Bros., met Babe on the street. Adkins and King pointed out Babe to several bruisers in their company, and one of them used the old what-did-you-do-to-my-sister routine as a pretext for giving Babe a beating. On this occasion he landed in a hospital, but the next day he was up and driving to Denver for more billposting.

Lest his early days seem nothing but an unending series of contusions, Babe recalls that old-time billposters would battle each other during the day but gather in the local pub for companionship at night.

Elastic Budget

As far as billposting competition is concerned, Babe says that his budget with Ringling-Barnum, as with the other shows he has worked, is elastic. If a rival show is battling Ringling-Barnum for business, Babe says he has a free hand to spend what is necessary to top the opposition.

Babe acquired his first big opposition brigade in 1936—a nine-man outfit. At present, his force includes a brigade for original billposting, another to repair bills and catch spots the first crew misses, a third to throw up cloth banners, an inspector to check work done, and a crew to reclaim the costly cloth.

Uses Cloth Banners

Babe has a problem concerning cloth banners. Since the Ringling-Barnum circus is probably the only circus still using them, due to their high cost, the magnetic tack hammers which are used to place the banners against the sides of buildings are hard to find in the right size. Eight-ounce hammers seem to be all that are available, and Babe claims they are too small.

His crew this season consists of about 25 men, with additions as needed. The Ringling-Barnum traffic manager who ran the advertising car from 1938 thru 1943 gives all credit for his knowledge of railroad moves to Arthur Hopper, former traf-

fic manager for the Big Show and now retired.

Recalls Longest Jump

The longest jump Babe can remember making as a billposter was a hop from Toronto to El Paso with Sells-Floto the opposition in both cities. The Ringling-Barnum show had been slated to play from Seattle down to El Paso, and Babe and his crew covered that territory with warning one-shots, reversing the show's schedule and moving from El Paso to Seattle. When he and his men reached the latter city they began once more their regular billposting duties in advance of the show. He recalls that competition was so keen at this time that auto rentals for billing brigades of the Ringling-Barnum circus at a one-day stand in San Diego, Calif., amounted to \$2,700.

Babe is deluged with requests from schools, clubs and other organizations dealing with children for bills, including those especially made of animals in the Ringling-Barnum menagerie. Babe feels that these bills make top-flight advertising, since moppets take home to their parents information on the circus which results in eventual ticket sales.

Norths Choose Posters

John and Henry Ringling North, president and vice-president of Ringling-Barnum, have final say in the choice of bills, according to Babe. The biggest size used by Babe's men at present is a 24-sheet, and he can remember employing 60-sheets, which required specially built frames for mounting. Altho he has no way of telling exactly how many sheets his billing brigades use in a season, Babe estimates that 750,000 were used during the show's New York date, which was a 33-day stand.

Babe and his wife make their home in Chicago. He belongs to Local 1 of the stagehands' union there, the Showmen's League of America, Miami Showmen's Association and the Masons.

R-B, GARDEN SIGN

(Continued from page 54)

Westbury, L. I., capacity crowds were assured since all four performances have been sold outright for a reported \$64,000. Added to this revenue will be the lucrative midway and concessions earnings.

The Big One's other usual indoor date at Boston is secure, Garden officials there have said.

TEXAS PRISON RODEO

(Continued from page 54)

much time on the adjacent midway after rodeo performane.

Of net proceeds of rodeo, fair gets 20 per cent. Rest goes to prisoners' education and recreation fund. Rodeo was brought to Dallas thru co-operation of R. L. Thornton, fair president, and H. H. Coffield and French Robertson, members of Texas Prison Board.

FLASHBACKS

(Continued from page 58)

Bros.' Circus. B. T. and Jingle Carsey and Al Luddig also were late additions to Eddie Woekener's band on the show.

Dave Winnie and Evelyn Dollie, high wire, were booked in as free act at Eastwood Park, Detroit. . . . James W. Sartwelle was re-elected president of Houston Fat Stock Show and Livestock Exposition; G. L. Childress, Henry W. Dew, Russell W. Nix, Julian A. Weslow, J. Howard West, vice-presidents; George W. Strake, treasurer, and W. O. Cox, secretary-manager. . . . Sam Bender booked his scales, novelties and popcorn on the Pioneer Shows. . . . Eddie Allen, superintendent of Wallace Bros.' Circus, was in Houston buying stock and equipment of the former Downie Bros.' Circus.

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Chambliss Plans Set For 3 N. C. Annuals

ROCKY MOUNT, N. C., June 10.—Operations planning is in progress for three Norman Y. Chambliss-managed fairs in this area—Rocky Mount Fair here, Elizabeth City Seven-County Fair, and Pitt County Fair, Greenville. An office has been opened at each city, with Joe Chambliss, son of the manager, in charge.

Chambliss took over the Elizabeth City fair this year and is making extensive improvements on the grounds. Chambliss said he is receiving 100 per cent co-operation from agricultural interests in the seven counties involved. Construction of an exhibit building will start soon. Inasmuch as the plant has a fine track, he plans four nights of harness racing. S. L. Lowery, Pasquotank County agent, will be general director of men's divisions. Mrs. Vernon James will direct the women's department.

Premium lists will be ready by July 15, providing awards totaling \$4,000 for each fair. In addition, Chambliss has arranged for exhibits at each fair by the counties involved, plus State safety, wildlife, and conservation and development department displays.

Prell's Broadway Shows will play the fairs. Prell will be appearing at Rocky Mount for the third year and at Greenville for the second time. Fireworks will be offered nightly at Elizabeth City and Rocky Mount.

"Australia Outlook Greatest"—Morton, Wild West Show Op

HOLLYWOOD, June 10.—With Australia bringing in 250,000 persons a year and 10 jobs awaiting every man, Tex (Ozzie) Morton, operator of Tex Morton's Wild West Shows there, looks for "the greatest future in outdoor show business." Morton arrived in this city recently on what he said was his first real vacation in 18 years.

On his initial trip to the States, the veteran showman found things different in some ways yet closely paralleling his own operation in the country down-under. Like his country, competition among shows here is similar.

Uses All Angles

Prices paid for privilege are vastly different, he said. Fairs and expositions, held in the seven Australian States, charge a ground rental which runs from five shillings to a pound Sterling per foot. This was explained to run from \$1.25 to \$2.70. A four-day event pulling close to 75,000 persons is not over the top figure. The low figure applies to county or shire events.

Morton has not missed playing any of the angles in his country. In addition to having the outdoor show that moves on 20 trucks and trailers or on 25 flats and five baggage cars and coaches, he composes folk songs, records them and is the heroic subject of a score of comic books. While in this country, Morton may record but without his partner, Sister Dorrie.

Man of Many Talents

Morton entered show business in Australia in 1938, soon after he arrived there from New Zealand. Today he carries a 105-foot round top with 42-foot centers. Morton is featured and the show is based upon what the people want. As a man of many talents, he will often croon, bulldog, ride or even hypnotize a group to please the crowd. His shows are augmented with talent playing the Tivoli time and such acts as the Ashtons and Kilroys have played his circuit. While his outdoor specialty is Wild West, Morton arranges his show to meet the committee's approval too. If concessions and rides are wanted, he makes a deal with Greenhalgh & Jackson, and Pedro Labb carnivals. Together they supply him with 6 rides, 12 Shows and from 20 to 25 concessions. After the date, however, each of the three is on his own.

Morton's territory includes all of Australia and even Tasmania, a jump he must make with his equipment and 75 people by boat.



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No. 4	4 1/2' x 4 1/2'	3 1/4' x 8'	\$ 40
No. 6	3' x 3'	2' x 5'	\$ 32
No. 8	1 3/4' x 1 3/4'	1' x 3'	\$ 24

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TENT-SIZE CROWDS FOR COLE

Throngs 'Lost' In Big Stadia

Wirtz-Hopalong org plays one-day stands; rail moves delayed; Akron night poor

ERIE, Pa., June 10.—Cole Bros.' Circus drew good crowds at both shows here Tuesday (6) after a weekend that included the new management's first one-day stand, some bad weather and a rail delay.

Significant of recent stands is that while seating capacity of major stadiums used by the show is tremendous and the circus crowds in them look small, those turnouts usually would amount to capacity or turnaway trade for a big top circus.

Good business and good weather in Erie are an old story for the Cole title and the show's stand at 12,000-seat Erie Stadium had both. Matinee had about 5,000 and night show attracted 7,500. Booking the circus into the stadium was considered a major feat in view of thumbs-down decisions by the stadium board for similar events in the past. Ushers and ticket sellers here were local men.

Rain in Cleveland

Weather marred the Saturday (3) half of the show's two-day stand in Cleveland. Low temperatures were accompanied by the town's heaviest rain of the year. Despite that, 5,000 caught the matinee and 3,000 made the night show. Money was refunded to some out-of-town ticket holders who couldn't make it in the storm. Friday (2) was average. Circus played the 83,000-seat Municipal Stadium.

Akron, where the show played Sunday (4), was the org's first 1950 one-day stop and proved a disappointment at night. The matinee drew 7,400 persons, but the night performance was given for a miserable 1,600, who were swallowed up in the 35,000-seat Rubber Bowl. Cole was the first circus to play the bowl since Ringling bowed its open-air season there in 1944.

Arrivals Delayed

Matinee was late at Akron, altho the jump from Cleveland was only 35 miles and the show had no big top or seats to put up. Boys' choir and some other acts were out at Akron. Griffith's Enterprises promoted the date.

Show train arrived several hours late in Erie but no harm was done because Monday (5) was a free day, and all was in readiness for the Tuesday stand. Train delay was due to derailment of a flatcar en route. Cole Bros. also laid off Wednesday and Thursday (7-8) before opening its two-day stand at Buffalo, Friday (9).

Reports indicated that the circus's open-air policy still was to continue thru the season, with no big top being used anywhere along the line. Side Show continues under canvas.

Robert Wilschke, 76, Succumbs in Berlin

BERLIN, June 10. — Robert Wilschke, 76, well-known agent specializing in circus thrill and novelty attractions, died at his home here May 26 of a heart attack.

Wilschke had booked attractions for the Ringling-Barnum circus for about 30 years. Current Big Show program includes Cilly Feindt, one of his acts.

Stray Corraled

NEWARK, N. J., June 10.—Leon De Rousseau, who does a back flip from a 50-foot-high platform to a mat below with the Ringling-Barnum circus, started the season attired in semi-cowboy style to fulfill ringmaster Harry Thomas's announcement that De Rousseau was a man "known to millions as Dropalong Placidly," the gimmick being a sly reference to Cole Bros.' Circus featured billing of Bill (Hopalong Cassidy) Boyd.

Of late, De Rousseau has switched to an ornate white satin costume. R-B President John Ringling North, who originated the "Dropalong" twist, caught his show here and spotted the incongruity of the announcement and De Rousseau's costume. "Dropalong" is once more arrayed in gaucho garb.

Biller's Luck Turns; Houses Packed in Pa.

Gets Three Big Days

SCRANTON, Pa., June 10.—Pennsylvania popped for Biller Bros.' Circus this week. The show played to big business at three spots to break the chain of weak houses which has plagued the show for weeks. There were four capacity houses in the three days.

Here Wednesday (7), Biller packed the kids in for a straw matinee. Aiding was a 35-cent admish for youngsters and the dismissal of schools for the show. Night show here was a good three-quarter house.

Hazleton, Pa., produced two full houses Tuesday (6). Another capacity crowd saw the night show at Williamsport, Pa., Monday (5), where the matinee was a three-quarter turnout. The latter spot is home base for Prince Ki-Gore, whose lion act is with Biller.

Weather was clear and warm at the three towns. The circus earned compliments for its performance and equipment all along the line. Cristiani Family came in for top attention among acts.

Mills Bros.' Biz Crimped in Iowa

FORT MADISON, Ia., June 10.—Mills Bros.' Circus this week found business at Iowa stands somewhat below the level set earlier in the season. What Jack Mills described as the first losing day of the year came at Burlington (3), where less than a half-house turned out for each performance. Failure of advance sale was blamed.

Absence of school children cut attendance at the matinee in Muscatine (1) to a half-house. Night house was three-quarters filled.

Show played here Monday (5) to a half-house at the matinee and less than a half-house at night. Affair would have been a blank for the sponsoring Lions Club but the circus adjusted the contract to provide some profit for the club.

R-B Bags Big Biz in Jersey With Six Full Ones at Newark Long Island Stand Brings 64G

Howdy Doody Builds Kid Show Crowds

WESTBURY, N. Y., June 10.—With a two-day, four-performance run here, ending today, purchased outright at a reported \$64,000, the Ringling-Barnum circus polished off a week of top grosses marked by six capacity-houses in Newark, N. J., Tuesday (6) thru Thursday (8).

Weather this week lent virtually the first assist to R-B since the circus began its canvas trek, and midway takes were excellent. Elements allowing, midway grosses should continue at a high level. With the cash for the Big Show already assured, circus seeks to draw on the sizable pool of suburbanites in this area who did not see the show during its opening run at Madison Square Garden.

New Brunswick Okay

First break in the weather came Monday (5) at a two-show, one-day date in New Brunswick, N. J. Advance sale for the stand had been below par, and it had not been expected to be a strong link in the org's chain of brief dates begun in Atlantic City, May 28. However, with a big top capacity of about 9,000, the New Brunswick matinee was better than three-quarters, and the evening crowd was reported satisfactory. With clear weather, the midway was well-peopled.

Last week, after leaving Atlantic City, R-B played Lancaster, Harrisburg, Reading and Allentown, Pa., and Trenton, N. J. While Big Show performances drew fair crowds, despite almost continuous rain, midway concessions and the Side Show were hit. Side Show Manager W. R. (Red) McKittrick reported that weather considered, the best grosses possible were registered. Saving of the Reading date was attributed to purchase of matinee and evening shows by rubber and textile firms.

Trenton Matinee Late

Trenton stand, Sunday (4), saw the show late in setting up for a matinee performance for the first time this season. Two railroad changes and heavy rains early Sunday, which turned the lot into a sea of mud, delayed the matinee until early evening. Here again, tho the magic of the Ringling name resulted in a three-quarters afternoon house and a similar night throng. Advance sales for the week of quickies were at least up to last year's standard and ahead in some cases despite rain.

Howdy Doody, strong TV draw with the moppets, has been scoring well in appearances with the Side Show, according to McKittrick. Novelties being pitched in conjunction

New England Dates Give Hunt Boff Biz

BEVERLY, Mass., June 10.—Hunt Bros.' Circus, first to invade New England territory, has been garnering good grosses all the way. Dates the last two days at Niantic and Concord, Mass., were both good.

Previously, stands thru Connecticut mostly paid off despite considerable rain. New York dates, including Ossining, Tarrytown and Mamaroneck, regulars on the Hunt route for many years, all contributed near-capacity business, even tho rain and mud were encountered.

with Howdy Doody's appearances have been going well, and sale of Howdy hats has been boosted by autographs from a live clown character appearing with the offering, Clara-bell. East Coast is one of nation's strongest video territories, and the puppet's drawing power may have its first tough test when R-B hits the hinterlands.

Equipment Holds Up

Despite bad weather and quick jumps, the show's equipment remains in good shape. Plastic costumes worn by personnel in the specs looked as good as when the show opened in New York.

Bill Fields handled flacking chores for the New Brunswick date and the stand here, while Allan Lester took care of Newark. Space in newspapers along the show's route has been plentiful, with the stand here resulting in several plugs in New York sheets.

Ore. Produces For Beatty Org; Heat Cuts Takes

McMINNVILLE, Ore., June 10.—Oregon welcomed the Clyde Beatty Circus with Roseburg and Eugene giving the show capacity houses. In Eugene, the circus played in competition to the Douglas Greater Shows.

Prior to leaving California Friday (2), when the show played Redding, hot weather had cut the takes in Sacramento, Marysville, and Chico. The first spot in this State, Ashland, Saturday (3), also was light because of the heat.

Six Bros. Signs Acts; Preps Bow

HOLLYWOOD, June 10.—The new Six Bros.' Circus opens in Altadena June 17. George McCall is handling the booking of acts for the radio-theatrical backers.

Acts pacted include Hap Henry, dogs and ponies; the Elsons, slack wire; Billy Lehr, producing clown; the Twisterettes, acrobats; Virginia Dalton, spin of death; Irene, Alice and Virginia, cloud swings, web; the Bounding Pauls, trampoline; the Three Lanes, sway pole; the Six Bros.' Liberty act and ponies.

Show debuts under American Legion auspices and moves from Altadena to Compton for two days under Veterans of Foreign Wars sponsorship. Route includes Oxnard, June 20; Santa Paula, June 21, both under auspices of the police departments.

Cole Seeks Pennsy Charter

PHILADELPHIA, June 10.—Cole Bros.' Circus originally incorporated in Delaware, filed application for a corporate charter in Pennsylvania for authority to do business in the State. Registered office for the circus corporation was set up in Philadelphia.

Video Set Awards Stimulate 15% Gate Hike at Palisades

NEW YORK, June 10.—With a big throng on hand last week-end and spending fairly good, Jack and Irving Rosenthal, co-owners of Palisades (N. J.) Park, were highly satisfied with the gross for the two days. Crowds were okay Saturday night (3) despite showers, and the turnout Sunday (4), altho slow in starting, was excellent, with long-awaited summer weather lending a large assist.

Irving Rosenthal said that the 10 to 15 per cent higher attendance figures the park is racking up this season over last year would offset any trend toward light spending. With Phil Smith managing the pool, Rosenthal reported a good crowd Tuesday (6) starting off the swim season.

Free act, booked by the George A. Hamid & Son agency, was Irah Watkins and his trained chimps. Also featured was Tommy Ryan's ork. Thru a tie-up with Pilot Television Corporation, the management Monday (5) began the first of a series of weekly giveaways. Five video sets will be given away each week for 14 weeks.

Dallas Leases Rides to Club For Afternoon

DALLAS, June 10.—For first time in the history of its operation, State Fair of Texas will lease all midway rides to a private organization for an afternoon party.

Chance Vought Club, Inc., will pay \$1,495 for use of 27 rides from noon to 6 p.m. Saturday (17). Midway ordinarily does not open until 6 p.m. Saturdays. Club has approximately 8,000 members.

Altho leasing is common practice at most amusement parks in other parts of country, State Fair Midway, largest in South, is trying out the gimmick for the first time, and if successful will push leases next winter for summer of 1951.

Games and food concessions are expected to profit from the party. Fair will turn over grandstand to club for sports events and picnic pavilion for dancing. Club also will get first crack at tickets for outdoor musical, *High Button Shoes*.

Dorney To Feature Names Week-Ends

ALLENTOWN, Pa., June 10.—Dorney Park here has instituted a new policy for its Castle Garden Ballroom, where name bands are featured Saturday nights. In addition to the band of the week, a radio, stage or screen personality will be featured on Saturday and Sunday.

Park also will bring in free attractions during July and August. Abe and Joe Feinberg will handle the bookings.

Ride Move Delayed

LONG BEACH, Calif., June 10.—Installation of the Sky Ride, basket device, at the Nu-Pike will be delayed a week or so while an 80-foot section is straightened out. The 20 tons of steel crashed into the street when a 90-foot boom was moving the section from Virginia Park to its new location. Nu-Pike, the Long Beach Amusement Company operation, recently bought the ride from Franz Stirnimann in Sweden. It had been located in Virginia Park since it was removed there from the Golden Gate Exposition in San Francisco in 1940.

Pilot also has on display at the park its first TV model, a 1928 set.

Famous Heart Home, which proved a strong draw last year, has been renamed the Ripley Home and will house a collection of oddities from the late Robert Ripley's estate. Ticket sales for the attraction again will go to the Heart Association Fund.

Rosenthal said that the park's deal with Pepsi-Cola, whereby a ticket good for admission and five rides is distributed with each six-bottle carton of the soft drink sold, is paying off big. WOR, New York, will broadcast band music from Palisades six times weekly. Square dance evenings will start June 16 and last the season.

Giveaways Help Rock's Playland Hype Its Gross

NEW YORK, June 10.—Crowds and spending continued big at Rockaways' Playland here over the week-end, reported park Prexy A. Joseph Geist, with Sunday (4) providing the bulk of the gross.

Thru tie-ups with the manufacturers of Columbia bicycles, American dolls, Keystone toy fire engines and Puncho dolls, the management is staging giveaway sessions each Saturday afternoon. Tickets for the prizes are distributed from a different ride each week, and Geist said that when weather permits the gimmick has proved successful. Police Athletic League group of 2,000 children held an outing at the park Tuesday (6) that meant solid grosses, Geist said.

Geist, as legal counsel of the Rockaways Chamber of Commerce, intends to fight the Long Island Railroad's announced intention of abandoning operation of a trestle damaged by fire. Span carried trains conveying a large part of Rockaways' customers, and has not functioned since the blaze. Railroad seeks to have the city assume operation of the trestle.

New Unit Clicks At York Beach

YORK BEACH, Me., June 10.—Funland Park, primarily devoted to kiddie attractions, had a terrific opening here despite considerable rain, Samuel Spector, treasurer, reports. Patronage on rides and the miniature golf course continued at near-capacity in a downpour on one occasion.

Present units catering to adult trade include boats, Merry-Go-Round and the miniature golf course. Response to the new enterprise has resulted in formulating plans for the addition of other major units, Spector said. Various concessions will also be added.

Business to date indicates that a good season lies ahead, Spector said.

Father Divine May Buy Philly Woodside Swim Pool

PHILADELPHIA, June 10.—Rumors this week had it that Father Divine will purchase Crystal Pool near Woodside Park. Pool, owned and operated by the park, is located on a tract separate from the park. Swim spot has been the subject of picketing and threats of lawsuits by groups alleging that membership cards for admission to the pool are issued only white persons in violation of the Pennsylvania Equal Rights Act of 1939.

Several years ago a similar fight was directed against Woodside Park's roller rink. The rink was shuttered and a ride replaced it.

First Heat Wave Brings Top Takes To Eastern Spots

NEW YORK, June 10.—With the mercury soaring all along the eastern seaboard this week, amusement park and resort ops were anticipating this to be their banner week. Reports so far this year have indicated good biz mostly, with excellent prospects for a profitable season.

The metropolitan area has felt 90-degrees heat. New York proper registered 89; Elizabeth, N. J., came up with 92, and Newark, N. J., sweltered at 93. Second day of the season's first heat wave, Wednesday (7), brought the year's largest weekday throngs to local spots. Coney Island had 50,000, the Rockaways drew over 40,000, and Jones Beach counted 27,000.

In Atlantic City the temperature stood at 81 degrees, Wednesday (7), and the season's first big turnout for the spot seemed in the offing today. First big splash of the season will be the bow of George A. Hamid's Steel Pier, Saturday (17), with name talent in abundance.

At Boston 84 degrees was noted Wednesday, and Thursday (8) saw a rise to 93. Revere and Nantasket Beaches, main Hub funspots, were set to chalk up the season's first big grosses.

Carlin Picnics Start; Holiday Sets New Mark

BALTIMORE, June 10.—Picnic season at Carlin's Park here opens today with the Western Electric company's major outing. Owner John J. Carlin reports a full sked of industrial outings thru September 12.

Two weeks of good weather has helped Carlin's garner good turnouts, and the park enjoyed its greatest Decoration Day business in years, according to the management.

A Buggy Ride and Hook and Ladder device are being added to the present line-up of five new kiddie rides. Set for opening later this month is a new Funhouse and a brick and steel administration building.

Spot's Olympic pool bowed Saturday (3). Tie-in with WAAM-TV for selection of a queen during Swim for Health Week, June 19-24, calls for televising daily contestants from the pool. Hal Steward is Carlin's publicity director.

Huge UAW Picnic Goes to Edgewater

DETROIT, June 10.—Booking of what is said to be the largest industrial picnic in the nation, that of the United Automobile Workers Local 600, was completed by Edgewater Park this week. The local has about 80,000 members in the Ford Motor plant here.

At Walled Lake, the park proper will be closed Mondays this season and the Casino Ballroom under management of the Tollettene family will close Mondays and Tuesdays. Benny Strong Orchestra was in last week-end. Chuck Foster's band comes next.

Business at local spots showed a spurt during the week but was off over the week-end (3-4) because of cool weather.

A. C. To Get New Pavilion

ATLANTIC CITY, June 10.—A new pavilion will be constructed at the Boardwalk here on the site of the old Hygeia Swimming Pool. Proposed structure will hold about 125 benches but will not be roofed.

Name Talent Orks Set for A. C. Steel Pier

53d Season Starts June 17

ATLANTIC CITY, June 10.—With an array of name bands and stage luminaries, George A. Hamid will launch the 53d season of his Steel Pier here Saturday (17). Amusement center shifts from week-end to full-time operation with Claude Thornhill and Eddie Karpee on the bandstand for Saturday and Sunday (18), and Karpee continuing thru June 21.

In Music Hall, Mindy Carson will headline the stagershow. For water sports and the outdoor circus at the ocean end of the pier are Russ Dotson and His Diving Collegians, Marion Foster on the high pole, the Plutocrats trained dog act, and the comedy auto act of the Sayers, with Jack Montez emseing.

General Motors Exhibit

Exhibits will include a General Motors display, Ripley's Believe It or Not Odditorium, Armand Duval's collection of Swiss dancing dolls, and the Submarine Diving Bell. As usual, two movies will be offered, along with a variety of exhibits and funhouses, all for one admission, scale at \$1.25 for adults and 65 cents for children.

Bands set for Marine Ballroom include Ray McKinley, June 23-25; Buddy Williams, June 27-29; Louis Prima, June 30-July 6; Ray Anthony, July 7-10; Larry Fortine, July 11-15; Les Brown, July 16; Hal McIntyre, July 18-20; Ralph Flanagan, July 21-27; Jimmy Dorsey, July 28-August 3; Johnny Long, August 11-17; Tommy Dorsey, August 18-24; Tex Beneke, August 25-27; Elliott Lawrence, August 28-31, with plans to return Vaughn Monroe for Labor Day week-end.

Acts set include Eileen Barton, June 25-July 1; Danny Kaye, July 2-8; Myron Cohen, July 9-15; Buddy Rogers and Denise Darcel, July 16-22; Jerry Colonna, July 23-29; Jean Carroll, July 30-August 5; Fran Warren, August 6-12; Artie Dunn, August 13-19 and the Three Stooges, August 20-26.

NAAPPB Selling Trade Show Space

CHICAGO, June 10.—Sale of booth space for the annual trade show of the National Association of Amusement Parks, Pools and Beaches began Friday (2). Paul Huedepohl, association secretary reported.

Three-quarters of the space already had been reserved, he said, by exhibitors from other years, with national advertisers as strong buyers. He said manufacturers were showing a greater desire to display their goods and attributed this to the average operator's desire for "shopping" before buying.

The trade show will be November 26-29 in Chicago.

School, Industrial Groups Build Olympic Picnic Biz

IRVINGTON, N. J., June 10.—Outings ranging from graduating school classes to industrial groups have been making use of picnic facilities at Olympic Park here, according to park officials. Band concerts, daily free acts and reduced rates for rides are lures for them.

Free coffee and cake were provided visitors Tuesday (6) in celebration of the park's 34th anniversary under the management of Henry A. Guenther Sr. Afternoon and evening concerts by Joe Basile's band emphasized selections made popular at the park in the past.

be with him. . . Mr. and Mrs. Larry Narcassio have returned to the O. C. Buck Shows after a week's absence, during which they attended the funeral of Narcassio's father in Massachusetts. . . O. C. Buck personnel parted Ralph (Shorty) Robinson on the occasion of his 74th birthday recently. Sid Goodwalt, cookhouse op, provided a special cake. Robert (Tiny) Tryon was emcee.

J. L. (Jack) Hollowell and wife, Nancy, last year with the Dodson Imperial Shows, joined the Cetlin & Wilson Shows June 1 in New Castle, Pa. . . Mrs. Stanley Jacques (Yvette, exotic dancer) reports she is doing fair business on the Volunteer Shows with her Miss America show. She also has the cork gallery. . . Jimmie Hillyard recently visited Jean and Eugene Mercer, annex attraction with Bill Kennedy's Side Show, and Zora Blaire, Girl Show operator for Kennedy. George DeBard is general manager and front man for the Blaire show.

"I always draw big on this route," advised a midway actor. "Yeah! Yeah," mused a manager, "out of the office on Saturday night to spring yourself out of a hotel."

G. O. Case and Jack Rooney, playing San Antonio lots, report poor business. Mrs. Cleo Rooney, suffering from heart trouble, is under the doctor's care at Rolling Home Trailer Court, 519 Roosevelt Avenue there.

She would like to hear from friends. Bill and Bee Nation are working in San Antonio. Melvin and Ann Easley are working for the city and will not go on the road.

Mrs. Cecilia Rosenberg (Murphy), whose husband has been a Lawrence Greater Shows' concessionaire for many years, is convalescing at Mercy Hospital, Hamilton, O., and would appreciate a line from friends. . . Bob Hallock, agent with various carnivals in the past and now ahead of Larry Sunbrock's Wild West and Rodeo, was a visitor at the home office of The Billboard in Cincinnati last Thursday (8) while in the area in the interest of the Sunbrock opry. . . Billy Logsdon and Company, of the Hammond Shows, were guests recently at a barbecue jamboree given by Karol Taylor at the Sportsmen's Club, Galveston, Tex. . . Carl E. (Pop) Ratliff, with Dehnert's Exposition Shows and Joe Galler's Buckeye Shows a number of years ago, stopped off at The Billboard's Cincinnati office last week en route back home to Woodbine, Ga., from the National Sheriff's Convention in Chicago. He was accompanied by his charming daughter, Arlene. For the last 12 years Ratliff has been operating a cafe and gas station in Woodbine.

So many showmen claim that their neighbors steal part of their allotted locations that it might be a good idea to have a few surveyors on hand in a deep freeze to settle the matter.

Alice Burns, formerly with Carl Lauther's Side Show, is ill in Georgetown Hospital, Washington, and would like to hear from friends. In the past two weeks she has had 10 blood transfusions. . . Jack Lydick, concessionaire and member of the Showmen's League of America, was elected vice-commander of American Legion Post 2, Cleveland, June 7. He will handle promotions for the post.

J. C. Weer, ride operator on the Johnny J. Jones Exposition, and Mrs. Weer were visitors to the Cavalcade of Amusements during that show's Lafayette, Ind., stand. Bill Greco, Racine, Wis., also was a Cavalcade visitor at that stand. . . Roy E. Halstead, concessionaire on the Wolfe Amusement Company, suffered a fractured skull and the loss of speech June 3 at Rocky Mount, Va., when struck by a rock thrown by a local resident. Halstead was hit while packing up his popcorn concession. His wife, Irene, is mail and Billboard agent on the show. . . Gwendolyn Claxton, wife of Leon Claxton, owner-producer of the "Harlem in Havana" show on the Royal American Shows, was gifted with many presents at a baby shower given Thursday (8) by Royal American personnel on the show lot at Davenport, Ia.

GRIGGS GREATER SHOWS

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Opening Sherman, Texas, Monday, June 19th, Two Still Dates and then Fairs. I just purchased this show and need a complete Front End. Will sell X on Cookhouse, \$36.00; Bingo, \$36.00; Popcorn, Candy Apples, High Striker, Jewelry, Long or Short Gallery, Diggers, Scales, Age X on one clean Mill Camp. Concessions, all Hankys open, \$14.00 per week. All P.C. open, must have one Hanky Pank, Count Stores, one Skillo, one Wheel, Line Up Store, Broad Mob, Pat Sheldon, wire. SHOWS: Girl Show, I have the Show, you bring the Girls; all other Shows except Monkey and Snake. HELP: Second Men on all rides, good salary and treatment; need good mechanic. Harry Smiley, come on. Electrician that can handle my Diesel plant. Special Agent and good Banner Man. Experienced Man for Monkey Show that can handle twenty trained monkeys. 14 Fair contracts when with this show, every one joining now will be given preference at the Fairs. Everybody wire

CHARLIE GRIGGS

CARE WESTERN UNION, SHERMAN, TEXAS.

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Grand Rapids, Mich., until June 18.
Fort Wayne, Ind., follows Grand Rapids.
Crown Point, Ind., July 1-4.

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Care Imperial Shows, Canton, Illinois, this week; Penfield, Illinois, next.

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Tattoo Artist that can stay sober and work. Mind Reading Act, Sign Painter and good Sword Swallowing Act that has flash. Write or wire

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WANTED

FOR 16TH ANNUAL JULY 4TH CELEBRATION IN DOWNTOWN KINGSPORT, TENNESSEE

Motorcade, Pit Show, Arcade, or what have you? This is the biggest Celebration in Tennessee. Draws 30 to 40 thousand people. Plenty of free acts, plus a giant parade. Free gate. Nine Rides, Dates June 23 to July 8. This is American Legion owned and operated shows.

Write, Wire or Phone

J. P. TATE

PHONE 1325

KINGSPORT, TENN.

518 CHEROKEE ST.

JIM LIVINGSTON

WANTS HIS OLD PALS TO JOIN

Booked solid. Especially want Rides not conflicting. New territory and a new pitch. Playing this week, June 14, at General Electric Plant, Schenectady, N. Y.

GILLETTE BROS.' SHOWS, 60 Sheffield St., Pittsfield, Mass.

FOR SALE—ILLUSION SHOW

Optical, Mermaid Girl in the Well, portable. The finest ever built; the best materials used. Cost me \$1800.00. Make me a reasonable offer. Can be seen at any time.

Phone number: Miami Beach, Fla., 58-9831, or write

DAVE SINGER

23RD ST. AND THE OCEAN

MIAMI BEACH, FLORIDA

AGENTS WANTED

For Hanky Panks and Percentage Dealers. Sober, capable People who are interested in making money, come on.

EARL TAUBER

SUNSET AMUSEMENT COMPANY

Newton, Iowa, June 12 to 17

Sioux Falls, South Dakota, June 19 to 25.

Side-Show Acts Wanted

Can place two more acts—all salaries out of office; also Tattooer for Side Show on the King Reid Shows. Good proposition for Man and Wife to handle a Grind Show.

JAMES THOMPSON, King Reid Shows

BARRE, VERMONT

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

**100,000
\$27.00**

10,000 \$ 9.00
20,000 11.00
50,000 17.00

INSURANCE

— • —

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FOR SALE

LATE MODEL 18-CAR CATERPILLAR

Best cash offer only. Can be seen and operated in Chicago. In excellent condition.

JOSEPH DISPENSA

19 W. Chicago Ave. Hinsdale, Ill.

WANTED

Ticket Sellers who make openings, Novelty Working Acts. Long season with winter work. Prefer attractions now on West Coast.

A. J. BUDD

216 Willow Road Palo Alto, Calif.

WANT

MERCHANTMEN EXHIBIT DIGGERS

Need five machines to complete a set. Write or wire

A. S. DOVE

c/o DON FRANKLIN SHOWS NO. 2 San Saba, Tex., this week; Marble Falls, Tex., next.

MICKEY WHEELER

HAVE C. & S. LOVE, "BRAT"

CALL HOTEL, MOUNT STERLING, KENTUCKY

WANT GOOD PIN STORE AGENT

J. M. (STONEY) STONE

c/o SIEBRAND SHOWS Pocatello, Idaho, this week.

SECOND HAND SHOW PROPERTY FOR SALE

\$25.00 Genuine Buffalo Head. Fine condition. \$7.00 Ticket Box Parasol, flashy colors. Others. \$58.00 Concession Tent, 14x14 ft. Bally cloth. \$27.00 Iron Boot Torture subject. Rare attraction. \$15.00 Bass Drum. Good heads. Bargain.

WEIL'S CURIOSITY SHOP

20 So. 2nd St. Philadelphia 6, Pa.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, June 10.—Ways and means committee plans are progressing, with this year's award a Buick. Ned Torti reports many requests for tin can banks being distributed for benefit of the cemetery fund.

Membership application of W. E. Page received from Joe Fontana and one for Virgil Sells sent in by Charles Owens. Secretary Joe Streibich announced 1951 membership cards are ready.

Ep and Bn Gloser are working Chicago lots. Chick Bohdan infos he has joined the Curley Vernon Shows. Charles H. Hall is in Alexian Bros.' Hospital, reported in a serious condition.

Bill Hellich a frequent visitor as is Walter F. Driver, the latter busy with affairs of the Al Sopenaar American Legion post. J. C. Weer visited en route to his son's graduation from military school. John F. Courtney in town conferring with Chicago fair execs. Arthur Hockwald, advance for the Hitler auto, a recent visitor. Other visitors included James Campbell, Jack Kaplan, Ell Rudick, Max Brantman, Harry Simonds, Virgil Sells, Andre Dumont, Jimmie Stanton, R. T. Riley and Lolis J. Berger.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, June 10.—Brother George E. Dunn passed away suddenly in Chico, Calif., May 28. Treasurer Dwight W. Kane reported that the club is in good financial position.

Frances Scott, chairman of the committee for decorating the graves at Show Folks' Rest Decoration Day, reported that all of her committee members were on hand at Olivet Memorial Park and decorated all members' graves with flowers and American flags. She thanked Nellie Baker, Fred Weidmann, Betty Monette and Doris and Whitey Monette for the flowers and Jackie Schwartz for the flags which were used. She also thanked those who helped her: Betty Monette, Lois Lopez, May Griffith, Frances Knight, Estelle Rosenthal.

Visitors to Show Folks included Ed and Peg Butler, Lois Lopez, Billie Hodges, Danny Ferguson, Dwight Kane and Estelle Rosenthal.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR BIG SUMMER FESTIVAL

MARION, INDIANA, WEEK JUNE 19th

FOLLOWED BY ANNUAL FIREMEN CELEBRATION—COUNTY WIDE

ROCHESTER, INDIANA, WEEK JUNE 26th

THEN THE MAMMOTH FOURTH OF JULY CELEBRATION, MT. VERNON, ILLINOIS, IN CITY PARK, WITH FIREWORKS, PARADES, FREE ACTS AND FOLLOWED BY 18 BONA FIDE FAIRS STARTING JULY 9

LEGITIMATE CONCESSIONS OF ALL KINDS: Fish and Duck Pond, Pitch Till You Win, High Striker, Ball Games, Coke Bottle, Short Range, Glass Pitch, Wonder Bar, Jewelry, Slum Spindle, Balloon Dart and any other Hanky Panks.

NOTE:—Special Proposition to Fun or Glass House.

ADDRESS

C. C. GROSCURTH, Ft. Wayne, Indiana

GRACELAND GREATER SHOWS

Want For Annual American Legion Street Celebration, Roodhouse, Ill., This Week; Abbingdon, Ill., 19-24. THOSE JOINING NOW WILL BE GIVEN PREFERENCE AT OUR GIGANTIC JULY 4 CELEBRATION AND FAIR, WHITEHALL, ILL.

Those with me last year know that was a "Red One." It will be even bigger this year. 3 cars and other valuable prizes to be given away—Free Acts, Fire Works, other Attractions.

CONCESSIONS—Novelties, Jewelry, High Striker, String Game, Ball Game, Clothes Pin Pitch, Balloon Darts. P. C. open with one or more Hanky Panks or any legitimate Concessions. No flats or gypsies wanted. SHOWS—Monkey, Snake or any Show of merit, with or without transportation or tops. RIDE HELP—Foremen for Merry-Go-Round, Ferris Wheel, Chairplane. Second Men on all Rides.

ALL REPLIES: HARRY ALKON, MGR., Roodhouse, Ill., This Week.

FOR SALE—FROZEN CUSTARD—FOR SALE

Factory-built Trailer, painted white, opens on three sides. Fluorescent lighting, large capacity. Electro Freeze Machine. A real buy. \$1,500.00 cash.

ALL COMMUNICATIONS

DELUXE SHOWS

ROCKVILLE, CONN.

JIMMIE CHANOS SHOWS WANT

Legitimate Concessions of all kind. Ball Games, Photo Gallery, Long Range Shooting Gallery, Basketball, String Game, Popcorn, Jewelry, Penny Arcade. Want Monkey Show or any other Show with out outfit.

Next week American Legion Celebration, Ansonia, Ohio; then Eaton, Ohio, 4-day 4th of July Celebration, Boosters Club.

All replies to JIMMIE CHANOS, Wapakoneta, Ohio

DONNELSVILLE, OHIO, CENTENNIAL

JUNE 28, 29, 30 AND JULY 1

WANTS CONCESSIONS AND SHOWS

BINGO, PERCENTAGE, MITT CAMP, BALL GAMES, ETC.

FRED NOLAN

MOXHALA PARK, SOUTH ZANESVILLE, OHIO

PHONE 2-8252

PLAYTIME SHOWS #1 UNIT

NOW BOOKING FOR WOODSVILLE, N. H., BIGGEST "FOURTH" IN NORTHERN NEW ENGLAND

Bands, Parade, Fireworks, Car give-away, Bonds nightly given away, Ball Game, Drum Corp Contest, Hanky Panks, Custard, Floss, Scales, Jewelry, Photos, Shows, own equipment; good deal to nice Side Show or Motor Drome. Kid Rides, Flat Ride. Can always use good Ride Help. Reply

E. W. BURR, Concord, N. H., June 19 week; then best still dates and 8 Big Fairs; out until Oct. 12. Wakefield, Mass., this week.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT AT ONCE—Exclusive on Photos, Frozen Custard, French Fries, Novelties, Long and Short Range Shooting Gallery, Cotton Candy.

WANT—All Hanky Panks open, Penny Arcade open. We do not allow no Glass Pitch on this show.

WANT—Girl Show with two or more Girls. Have wagon front for same. Bill Taylor, answer. Will book Fun House, two-headed Baby Show or any other good Grind Show.

SPRING VALLEY, NEW YORK, this week, followed by HAVERSTRAW, NEW YORK; FAIRLAWN, NEW JERSEY; big 4th July Celebration EAST PATERSON, NEW JERSEY, then South. We have three early Fairs. All mail and wires to

WM. C. (BILL) MURRAY

WANT CONCESSIONS OF ALL KINDS

Booked solid for 14 weeks—7 Catholic Church Celebrations. Open Roseville, Mich., June 22.

WILL BOOK RIDES THAT DO NOT CONFLICT

All replies to

McKEOWN AMUSEMENT CO.

AUBURIN HOTEL, PONTIAC, MICH.

EDDIE GILLESPIE—Get in touch with me.

JAS. H. DREW SHOWS

CAN PLACE

SPITFIRE, OCTOPUS AND FUNHOUSE

ALL CELEBRATIONS AND FAIRS UNTIL NOVEMBER.

Will Place Stock Concessions, Novelties, Photos, Ice Cream, Etc.

NOTE — Short Range open, White, answer.

All address this week **JAS. H. DREW SHOWS, Loveland, Ohio**

INLAND SHOWS
WANT FOR BELLE, MO., UNITED
NATIONS CELEBRATION
 JUNE 21, 22, 23, 24
 Also Licking, Mo., July 4, and rest of season, all Picnics and Celebrations, one and two a week.
 Coke Bottles, Scales & Age, Clothes Pin Pitch, Fish Pond, Shooting Gallery, Grab, High Striker, Novelties. Agents for office-owned Hunky Panks. Man to take charge Monkey Show. Want any Show except Monkeys, with own equipment. Will book Merry-Go-Round or any Flat Ride, except Kid Rides. Bingo, \$25.00. Also want Mitt Camp.
N. E. DAVIS
 Camdenon, Mo., June 12-17
 Belle, Mo., June 19-24

FOR SALE
ALLAN HERSHELL LOOPER RIDE
 PRICE \$6500.00
 Like new—can be seen in operation on the
W. G. WADE SHOWS. Contact:
EDDIE INGALLS
 BATTLE CREEK, MICH., All This Week.

SHOWMEN
 I have a cleanup for State Fairs. Freak Cow, three sex organs, \$1,500.00.
L. M. HAUSER
 R. 1, Smiths Grove, Ky.

FOR SALE
 Long Range Lead Gallery, V-belt driven, 8 revolving targets, birds, spinners each side. Two rows small bird stationary targets; 10 angle iron frames, 4x8; 2 covered with iron; 8 sheets of aluminum, 4x6; \$275.00. Also 1934 Ford V-8, new motor, good tires, moving van, baby masonite, 8' wide, 8' high, 18' long, out over-cab. Price \$250.00. Need Agents. No wires.
C. J. HOWE, SUNSET AMUSEMENT
 Newton, Iowa, this week; Sioux Falls, South Dakota, week following.

WANTED
 Foremen for new 8-tub Octopus. Also can use Nite Watchman who lives on lot. Best of wages to sober, reliable men. Can place Cork Gallery, Balloon Darts, Hoopla and Clothes Pin Pitch. Showing Chicago lots until Labor Day then long season South. Contact
JOHN HANSEN
 6448 Milwaukee Ave. Chicago, Ill.
 Phone: NE 1-5759

WANT RIDE HELP
 Merry-Go-Round and Ferris Wheel. Also Help to up and down Concessions. William DeVille, contact me at once.
FRED A. POTENZA
 741 N. Wolcott Chicago 22, Ill.
 Phone HAymarket 1-14121

WANT GOOD CARNIVAL
GEORGETOWN FAIR
 AUG. 21-26 Inc.
FRED BROWN, Pres.
 G. E. BLAYNEY, SEC., GEORGETOWN, ILL.

Hutchens Modern Museum
WANTED TO JOIN AT ONCE
 Annex Attraction, Fire Eater, Magician that can pitch, juggler, two Girls for illusions, one Ticket Seller, Mind Reader. Everything furnished. Top salaries, good treatment. We have 10 Fairs.
Address: Noble Fairly
 Brainerd, Minn., this week; Duluth, Minn., next week.

WANTED
 Bucket and Six-Cat Agents. Most work 25 and 50 for stock. Also Hunky Pank Agents, especially good Coke Man.
Geo. W. Peterson
 c/o TURNER BROS. SHOWS
 147th & Western, Chicago (Mailing Address, Blue Island), this week; then the Big One, North Chicago.

RUTHERFORDTON COUNTY NEGRO FAIR
 September 19 through September 23, 1950. Open for midway.
MRS. M. T. CARPENTER (Secretary)
 Rutherfordton, N. C.
S. M. GOODE (President)
 Route #1, Forest City, N. C.
JOHN H. CARPENTER (Chairman)
 P. O. Box 346, Rutherfordton, N. C.

CLAUDE BENTLEY
 Wants for Side Show: First Class Talker for Big Railroad Show, one who can and will cut it. Bill Miles, Bill Redman, answer. Working Help and Freaks to feature. Best of meals and treatment here.
CLAUDE BENTLEY
JAMES E. STRATES SHOWS
 Poughkeepsie, New York.
 P.S.: Linebach, what happened?

Experienced Wheel Man
 Licensed driver to drive tractor. Positively no lush. Top salary. Write
KAY AMUSEMENT COMPANY
 2756 N. 44th St. Philadelphia 31, Pa.
 For Sale—Eli Power Unit mounted on truck. Good condition. First \$125.00 buys it.

John Francis Gets Spring Nut, Altho Hurt by Cold Spells

PHOENIX, Ill., June 10.—“Despite cold weather, we’ve kept our heads above water,” John Francis, owner of the shows bearing his name, said here this week as the outfit played under auspices of the fire department. Since the show left St. Louis quarters in late April it has been dogged by cold weather, Francis said, but enough business has been done to make the nut each week. He admitted, however, that money is tighter than last year.
 At its stand here org had hot, dry weather and looked for big business tonight and Sunday before moving to Gary, Ind.
 In addition to Francis and Mrs. Francis, who is secretary-treasurer, their son, Crawford, has returned to show business after an absence of three years. He is manager.
 Show carries eight major and two kiddie rides, having added a Dangler this year. Rides include a Ferris Wheel, Merry-Go-Round, Scooter, Fly-o-Plane, Roll-o-Whirl, Caterpillar, Octopus and Kiddie Autos and Planes. From 20 to 25 concessions are carried.
 Following fair dates in Wisconsin and Minnesota, org’s route will carry it back into Illinois for celebrations.

John Hosey Killed In Ride Accident

GLENNVILLE, W. Va., June 10.—John Hosey, 24, Ferris Wheel operator with the G. & B. Rides, was killed here June 1 when he was crushed in the driving gears of the Ferris Wheel. According to George Broas, owner-manager of the G. & B. Rides, Hosey joined the staff in Ripley, W. Va., four weeks ago, Broas was making efforts to locate immediate relatives. Interment was made in Ripley.

Wallace Bros.’ Shows Re-Inks Memphis Negro Cotton Fete

MEMPHIS, June 10. — Wallace Bros.’ Shows will again provide the midway attractions at next year’s Beale Avenue Cotton Carnival here, E. E. (Ernie) Farrow, org’s manager, announces.
 Contract for the event will mark the org’s fourth consecutive appearance.

American Carnivals Association, Inc.

By Max Cohen
 ROCHESTER, N. Y., June 10.—Visited the Gaiety Shows at Albion, N. Y., Decoration Day. Jointly exhibiting with the shows were the Reno DiMarco and Al Boxall concessions. Thirty-one membership cards were issued. Roxy Rides were visited at Holly, N. Y., where two membership cards were issued.
 Current standings in the personnel membership race follows: James E. Strates Shows 252, Gaiety Shows 31, W. G. Wade Shows 2, Roxy Rides 2, World of Mirth Shows 1, Gooding Greater Shows 1, B. & C. Exposition Shows 1, Marks Shows 1.
 Economists have been issuing information to the effect that 1950 will show about a 10 per cent improvement over 1949. Statistically, 1949 showed a 15 per cent decline compared with 1948. One of the favorable factors indicated is that pay-rolls in manufacturing industries have risen sharply and at the same time unemployment has decreased.

EXCELLENT LOCATION
 At Saugatuck, Michigan, for Ferris Wheel, Kiddie Rides. Waterfront location near a miniature golf course, bike rental and target shoot. Percentage setup.
EDWARD VOS
 254 River Ave. Holland, Michigan

Morris Hannum Shows
One of the Great Eastern Shows

PHILADELPHIA, PA., JUNE 19-24, LA MOTTE FIRE COMPANY CELEBRATION, 19TH AND CHELTENHAM AVES., PHILADELPHIA, PA., AT THE END OF NORTH BROAD. FREE GATE. FREE CIRCUS THRILL ACTS. CAR GIVEAWAY. RIDES: ROLL-O-PLANE AND ONE FLAT RIDE, CAT OR TILT.

SHOWS: Any Show except Girls and Side Show. Carl Thompson and Dick Dillon, this is for you.

CONCESSIONS: Hunky Panks and all stock concessions and straight sales. No flats or P. C.

HELP: Good Wheel man and Second Man on all rides. Bingo Help for Mack’s Bingo.

Phoenixville and Spring Mill, free gate, fairs to follow. All celebrations and fairs from now on include Flourtown and Cabill Field, 29th and Allegheny, biggest Catholic date in Philadelphia. All replies:

MORRIS HANNUM
 Coach and Four Hotel, Coatesville, Pa., this week;
 Then Philadelphia.
 Philadelphia Telephone: Livingstone 8-7793

Bodart SHOWS
 THE SHOW BEAUTIFUL

BODART SHOWS WANT
 One or Two Shows.
 A Few More Clean Legitimate Concessions.
 Can Use Foremen on Several New Rides.
 Iron Mountain, Michigan, this week.
 Crosby, North Dakota, Thru June 24.
 Then All Fairs Starting at Crosby.
 Finishing September in Wisconsin.

LAST CALL FOR CONCESSION SPACE
 FOR THE
SAN DIEGO COUNTY FAIR
 DEL MAR, CALIFORNIA
 JUNE 30-JULY 9, INCLUSIVE—WIRE, WRITE, PHONE
CRAFTS 20 BIG SHOWS
 7283 Bellaire Phone: SUNset 2-3131 North Hollywood, Calif.

FOR SALE—14 FT. LONG RANGE GALLERY COMPLETE
 MOUNTED 1947 GMC, NEW MOTOR. Contact
A. J. STEWART
 Care WORLD OF MIRTH SHOWS, Garfield, N. J., This Week.

DAN LOUIS SHOWS
 Want Concessions of all kinds except Hingo, Pop Corn, Lead Gallery, High Striker, and Cook House. We operate with free gate and get people on the midway. Want Shows except GAL. Opening for Fun House. Bobby Sickels, write me.
 Montpelier, Ohio, Centennial, on the street, this week; Miamisburg, Ohio, on the street, week June 19th; Xenia, Ohio, week June 26th; Brooksville, Ky., Fair, on the street, week July 2nd and July 4th Celebration.
LOUIS T. RILEY, Gen. Mgr. DAN C. STRATMAN, Asst. Mgr.—Concession Mgr.

CANADA CANADA CANADA

ONTARIO'S BIGGEST CELEBRATIONS
GANANOQUE, ONT., JUBILEE CENTENNIAL
 GATEWAY TO THE 1000 ISLANDS
 ON THE MARKET SQUARE & STREETS. WEEK JUNE 26-JULY 1, INCLUSIVE

ALMONTE, ONT., IN THE OTTAWA VALLEY
BIG ORANGE CELEBRATION JULY 10-11-12
 Address Inquiries to HERB PAYNE, Gen. Mgr.
VAN HOOTON SHOWS
 P. O. BOX 5, ADELAIDE ST., E., TORONTO, ONT.
 BOOKING RIDES, SHOWS, CONCESSIONS

BROWN'S EMPIRE ATTRACTIONS
 BOOKING RIDES, SHOWS, CONCESSIONS FOR
MITCHELL, ONT., OLD BOYS' REUNION JULY 1 TO 5, INC.
CLINTON, ONT., OLD BOYS' REUNION AUGUST 5 TO 9, INC.
 IN THE HEART OF ONTARIO'S RICHEST FARMING DISTRICT

ANOTHER BIG ORANGE CELEBRATION PENDING
 Address **AL BROWN, Hotel Talbot, St. Thomas, Ont.**
 Note: We are interested in booking Merry-Go-Round, Ell and two Kiddie Rides for full season's work in 1950 in Ontario. We will arrange import and customs from U. S.

BUFF HOT HOLE SHOWS

Playing 18 Fairs and Celebrations, including such outstanding ones as Marion, Ill.; Anna, Ill.; Jackson, Mo.; Oberlin, La.; South Louisiana State Fair at Donaldsonville; Washington Parish Free Fair at Franklinton, La.

WANT to join at Metropolis, Ill., Fair, July 2, the following: FUNHOUSE—MOTORDROME—GIRL SHOW or any worth-while attraction with own outfit that does not conflict—reasonable percentage to office. CONCESSIONS THAT WORK FOR STOCK—CUSTARD OPEN. FREE GATE AT ALL STILL DATES AND ALL LOUISIANA FAIRS.

Address all replies: **B. W. HOTTLE, Mgr.**
 Hammond, La., this week; Slidell, La., June 19-27.

WANT WANT WANT

For ROCK RAPIDS, IOWA, JULY 4TH CELEBRATION

25th Annual Legion Celebration—Parades, Bands, Free Acts—Worth coming miles to play

CONCESSIONS: Eating and Drinks, Floss and Snow, Hanky Panks, Photos, Age, Scales, Short Range Gallery, Novelties, Frozen Custard or Ice Cream.

SHOWS: Have complete outfit for Monkey Show (panel front). Louie Selzer, have good proposition for you. Thomas-Uncle Ezra Farm, get in touch with us. Good proposition for Penny Arcade.

RIDE HELP: Foreman for Scooter (Johnnie with Model Shows, wire). Foreman for Spitfire and Parker Merry-Go-Round. Second Men on all Rides. Must drive.

GLENN GIBSON wants Side Show Acts. Also Magician (we have Magic). TED SNYDER wants Drome Help and Boy and Girl Riders. HAVE 16 FAIRS AND CELEBRATIONS—THIS IS A 14-RIDE SHOW.

CRESCENT AMUSEMENT CO.
L. C. McHenry, Manager Jess Wrigley, General Agent
 Moberly, Mo., this week; then per route.

MERRYLAND SHOWS

WANTED WANTED WANTED

FOR FRANKFORT CENTENNIAL, JUNE 22-23-24-25

THE LARGEST CELEBRATION IN NORTHERN MICHIGAN

Grab Joint or Cook House, Custard, Short Range, Mug Outfit, Hi Striker, Jewelry, French Fries, Clothes Pin, Coke Bottles, String Game, etc. Come on, we will place you. No grift. Greenville streets follow, then Lake City July 3-4. Cheboygan, Rogers City—streets, then Gaylord Centennial, on the streets. First Show in heart of town in 20 years. A real red one, get with a winner. Make reservation now. Nashville this week.

C. CRITTENDEN, Mgr.

MAGIC CITY SHOWS

THIS WEEK, "MERCHANT'S FESTIVAL," MONTEREY, TENN.; THEN THREE MORE "FIRST IN" CELEBRATIONS BEFORE THE BIG FOURTH.

Can use few more Hanky Panks, all kinds, and Shows with own equipment. Will book one each: Razzle, Rolldown, Buckets or Swinger that can get it for \$1.00 limit in the center of town. Especially want to book Ferris Wheel for Twin Wheel set-up for the Fourth, but can join now and have it single-lo.

All replies this week: **O. O. (BUD) POINT, Monterey, Tenn.**
 P.S.: Crip Borne, come on; have two Shows and some help.

WALLACE & MURRAY SHOWS

Want for Gallipolis, Ohio, June 19-24

Want Side Show Help. Also Girl Show Help. Can use one more Free Act for balance of season. George Harson, still waiting; what happened? Danny Donini wants Agents for Wheel, Slum Skillo, and Razzle. Gastone, get in touch with Ange. Want Percentage Agents. Answers to **AL WALLACE, Mgr., Middleport, Ohio, this week; next week the big one at Gallipolis, Ohio.**

CAN USE

Fish Pond, Ball Game, Novelties or any legitimate Concession or Shows. Have a good route of Celebrations. Want Ride Help on Wheel, Octopus and Merry-Go-Round. Good pay for those who qualify. Contact

W. KLENKE or IVER VINECORE, Gayland Amusement Co.
 Meroa, Ill., June the 12th to 17th; Dwight, Ill., 19th to 24th.

WANTED—GOOD RELIABLE RIDE HELP

For Ferris Wheel, Octopus, Merry-Go-Round, and Chairplane. A FEW OPENINGS FOR STOCK CONCESSIONS. WANT TO BUY TILT. FOR SALE—TRAIN RIDE.

ANDERSON RIDES, INC.
 RISINGSUN, OHIO, this week; PIONEER, OHIO, next week.

MAGIC EMPIRE SHOWS

Want now and for **BIG SUMMER FESTIVAL, Lima, Ohio, week June 19**
 Followed by **HOUSE OF DAVID JUBILEE, Benton Harbor, Mich., week June 26; then**
 the **BIG FOURTH OF JULY CELEBRATION, Watervliet, Mich., starting Sunday, July 2.**
 22,000 last year.

WANT legitimate Concessions of all kinds. Will give "X" on Photos, Novelties, Cookhouse and Grab. Excellent opening for Long Range Lead. Can use any and all Hanky Panks. Will book Shows with own equipment that do not conflict. Special proposition to Monkey Circus and Motordrome. WANT A-I Scenic Artist and Builder. Useful, reliable and sober Carnival Help always welcome.

All address **A. Sphceris, Magic Empire Shows, Wayndale Pike, Ft. Wayne, Indiana, this week.**

P.S.: Clarence Theames wants capable Dancers for Girl Show. Top salary. James Read wants two Relief Callers and Counter Men for Bingo.

LAWRENCE GREATER SHOWS

America's Most Progressive Carnival

Playing the Cream of Pennsylvania and Ohio Territory

Want for all Fairs and Celebrations: CONCESSIONS—Especially want Ball Games and Photo Studio—All Hanky Panks open at reasonable privilege—also want snow cones. MOTORDROME—With manager who can furnish own equipment for long season's work. GRIND SHOWS—Organized Girl Show, have beautiful showfront and tent theatre; Manager with props for Atomic or any other Grind Show of novel design. RIDE HELP—Must be able to drive semis. will be given preference. Want to hear from Steve Swika. Fitzie Brown wants—2 Counter Men for Bingo. 2 Agents for 6 Cats. JR and King, can place you now. Want experienced Night Watchman. Shorty Harrington, get in touch with Fitzie Brown at once. Can place General Help for Cookhouse.

ADDRESS LAWRENCE GREATER SHOWS
 YOUNGSTOWN, OHIO

WANTED! To Join NOW!

For DIANA and Her MONKEY

Feature Strip Woman, must have burlesque and night club experience. Top pay, long season. Can place strong Talker and Ticket Seller who drive truck.

For "SATAN'S CHILDREN"

Norman Wolf can place Character People. Woman for Madam, Man for Dope Act. "Doc" Frank La Mar, wire. Girls to pose and dance. Long, sure route. Good pay. No drunks or "managers" needed.

SIDE SHOW ACTS

Feature Freak, Novelty Acts, Bally Girls and Girls to work illusions, strong Working Acts, Sword Act, Iron Tongue, Glass Blower. Scotty Kean, come on or return transportation. This goes for you, too, Aloha and Brandy. State all in first wire. All replies to

RAY MARSH BRYDON
 FOR THESE 3 BIG SHOWS.
 Battle Creek, Mich., now; then as per W. G. Wade route.

WANT WANT WANT

BOHN AND SONS UNITED SHOWS

For 2 shots a week. Hanky Panks of all kinds, \$12.50; Cook House that can and will cater to Show People. Want Grind Store and Skillo Agents. Ball Games, Fish Pond, Dart Balloon, etc. Mitt Camps, Girl Show with or without canvas, any other Show not conflicting. Charlie Bailey wants Pin Store and Skillo Agents.

Carmen, Okla., 12, 13 and 14; Seiling, Okla., 15, 16 and 17.

C. A. STEPHENS SHOWS

CAN PLACE

Concessions—Photos, Custard, Jewelry, Novelties, Hi-Striker. Bill Stephens wants Pin Store Agents and Cat Joint Agents. Jimmy Fennell can place Pin Store Men. Terry needs Count Store Men. Tom Hale will place P. C. Dealers.

Shows—Place any worth-while Show, Wild Life, Snake Show, Girl Show, Animal Show. Mr. Davis, we play 12 Fairs and have four top spots coming up. Barbourville, Hazard, War, and Richlands for the Fourth.

Rides—Train Ride or Live Pony Ride.
 Barbourville, Ky., this week.

WANT SIDE SHOW PEOPLE

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Four sectional type plates and cups, mixed colors. In original carrying case. Retail for \$2.50.

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PLANTS SKED VACASH PLANS

Optimism Keynotes Biz as Some Firms Drop Shutdown Plan To Continue Output

All Manufacturers To Maintain Sales, Service Staffs

CHICAGO, June 10.—A war-born vacation measure, wherein over-all plant shutdowns were effected during a one or two-week period in the summer, will partially go by the boards this year, a survey of local manufacturers revealed. While plants have, in recent years, looked forward to the shutdowns because of the drastic drop-off in business during the warm months, at least seven firms and possibly more, this year will stagger vacation periods to assure continued production.

Among those firms with established closing periods, dates have been varied this year, rather than held to the usual early July period. Plans have been set so as to assure that even tho the production lines are stopped, or manned only by skeleton staffs, sales orgs will continue to function, and service and parts departments will also be available.

Optimistic Note

The consensus among manufacturers was that the industry approached the summer with more optimism than had been the case in a good many years. Cited were such examples as the fact that Cole Products Corporation has added a night production shift which will work thru the summer; Alco-Deree is going into a completely new manufacturing program which will find its production

lines steadily increased thru the warm months; Chicago Coin is now in its third production run on its current game, Rock-Ola Manufacturing will (See Plants Schedule on page 123)

Recommend Bell Excise Tax Boost, Slash Counter Levy

WASHINGTON, June 10.—In one of its few excise boosting moves the House Ways and Means Committee this week voted to raise the federal tax on gaming devices to \$150. At the same time the group reaffirmed an earlier tentative vote to exempt penny games from the \$10 amusement machine levy.

The 50 per cent hike in the bell machine tax was by far the largest excise increase voted by the committee. The only other excise to be raised was the occupational tax on medicinal liquor.

Whether either coin machine tax change will go into effect this session is growing increasingly doubtful. Leading senators said this week that it will be almost impossible for the Senate to get around to the

House Comm. Plans Johnson Bill Study Within 2 Weeks

WASHINGTON, June 10.—The House Interstate Commerce Committee is tentatively slated to start executive consideration of the Johnson-Preston anti-gambling device bills within two weeks a committee spokesman told *The Billboard* this week.

It is uncertain how long the committee will meet behind closed doors on the legislation, but it is anticipated that several sessions will be necessary. Committee members have in-

dicated the definition of "gambling device" in the bill will be narrowed so that it restricts only interstate shipments of cash pay-out machines. The section dealing with certification of legal machines by State governors is also likely to be revised.

A minor change expected to be made by the committee is a modification of penalties on common carriers for transporting illegal machines. Committee members have indicated that either carriers will be exempted from liability or that a provision will be added making them liable only for "knowingly" transporting gambling devices into States where they are illegal.

The packed condition of the committee schedule is shown in an announcement by the group this week of subcommittee hearings. The labor (See House Committee on page 122)

omnibus excise tax measure before summer adjournment. If the bill should be sped thru both houses in its present form, it is likely to be vetoed by President Truman, who has stated on two occasions that he will not approve any excise slashes not made up by additional revenue. In the House Committee version all excises would be reduced a total of about \$1,100,000,000 annually. The only possibility for increased revenue is thru a hike in the corporation tax, which would bring at most about a half billion dollars.

Possible Effective Dates

If the bill should survive all the pitfalls, the exemption for penny games would begin on the first day of the first month following enactment (See Plug for Bell on page 122)

UAL Effects Rate Cuts to East, Midwest

To Boost Eastern Biz

CHICAGO, June 10.—Substantially lower air freight rates on coin operated amusement and vending equipment have been put in effect on eastbound shipments from eight Western cities to major Midwest and Eastern centers serviced by United Air Lines, it was announced this week. E. L. Dare, manager of air cargo sales, said the new rates are designed to stimulate volume of eastbound shipments which have always been lower than that of the westbound traffic. Reductions apply only to shipments of 656 or more miles.

With much of the coin machine manufacturing being done in the Midwest, the new rates are expected to not only boost air shipments to the East, but to cut down costs considerably.

New schedule includes the following reductions:

A 25 per cent rate cut on eastbound shipments from San Diego, Calif., and a 15 per cent cut on shipments from Denver to Chicago, Milwaukee; South Bend, Ind.; Toledo, Detroit; Akron— (See UAL Freight on page 122)

EXPORTS SHOW SHARP RISE

Game, Vender Sales Reflect Big \$\$ Gains

Canada a Factor

WASHINGTON, June 10.—With all phases of the trade showing marked improvement, coin machine exports in March totaled \$186,799 for 1,192 units, according to latest figures released by the Department of Commerce. The dollar total was not only high for the year but dwarfed January and February sales of \$123,916 and \$120,333 respectively. The export gains were attributable to a sharp improvement in both game and vender sales.

Belgium, one of the few European nations which has been redeveloped as a coin machine center, was the largest volume buyer in March. Belgian operators accounted for 50 music machines worth \$27,035 and 232 games valued at \$25,295. The sole other quantity purchase for jukes originated in Venezuela and amounted (See Game, Vender on page 104)

Kansas Charter Gives Colo. Town Right To OK Bells

GEORGETOWN, Colo., June 10.—This historical old mining camp went back to the days of the Kansas Territory Charter—before the State of Colorado was in existence—and, under the rights claimed granted in that "charter" passed an ordinance Saturday (3) legalizing operation of bell machines.

The Georgetown board, presided over by Mayor H. W. Luedde, set a licensing fee of \$25 per machine per month and limited to five the number of machines any one establishment may operate.

The owners of two establishments immediately obtained temporary county court orders restraining interference with their operation. A hearing will be held later to determine whether the temporary orders should be made temporary injunctions.

Clement R. Hackethal, first judicial district attorney, explained that the city apparently passed its ordinance on the basis of its 1868 Colorado Territorial Charter. He added that the charter question was upheld 15 years ago by the State Supreme Court.

10-Week-Old Strike Ends At Jennings

Output, Shipments Resumed

CHICAGO, June 10.—The 10-week-old strike of production line workers at the O. D. Jennings & Company plant ended Wednesday afternoon (8) when the bargaining representatives for labor and management agreed to a new contract. Firm founder O. D. Jennings stated that production and shipments on both the Sweepstakes Chief and Export Chief would be resumed immediately.

Hugh Burris and Henry Strong, Jennings sales executives, said that a large backlog of orders had accumulated in the past two and a half months and that all orders would be filled in the order in which they had been received. They expressed satisfaction in the loyalty shown by the firm's distributors and dealers during the long work stoppage.

Gotham Arcade Case Readied For Court Test

NEW YORK, June 10.—Arcade owners will have their day in court July 18, when one of two pending cases to affirm the legality of standard arcade games within city limits reaches the trial stage. Peter P. Smith, official referee of the Brooklyn Supreme Court, will preside. Joseph Goldstein, attorney for Coney Island arcades, will request that the city be ordered to issue licenses for locations housing equipment that has (See Prep N.Y. Arcade on page 122)

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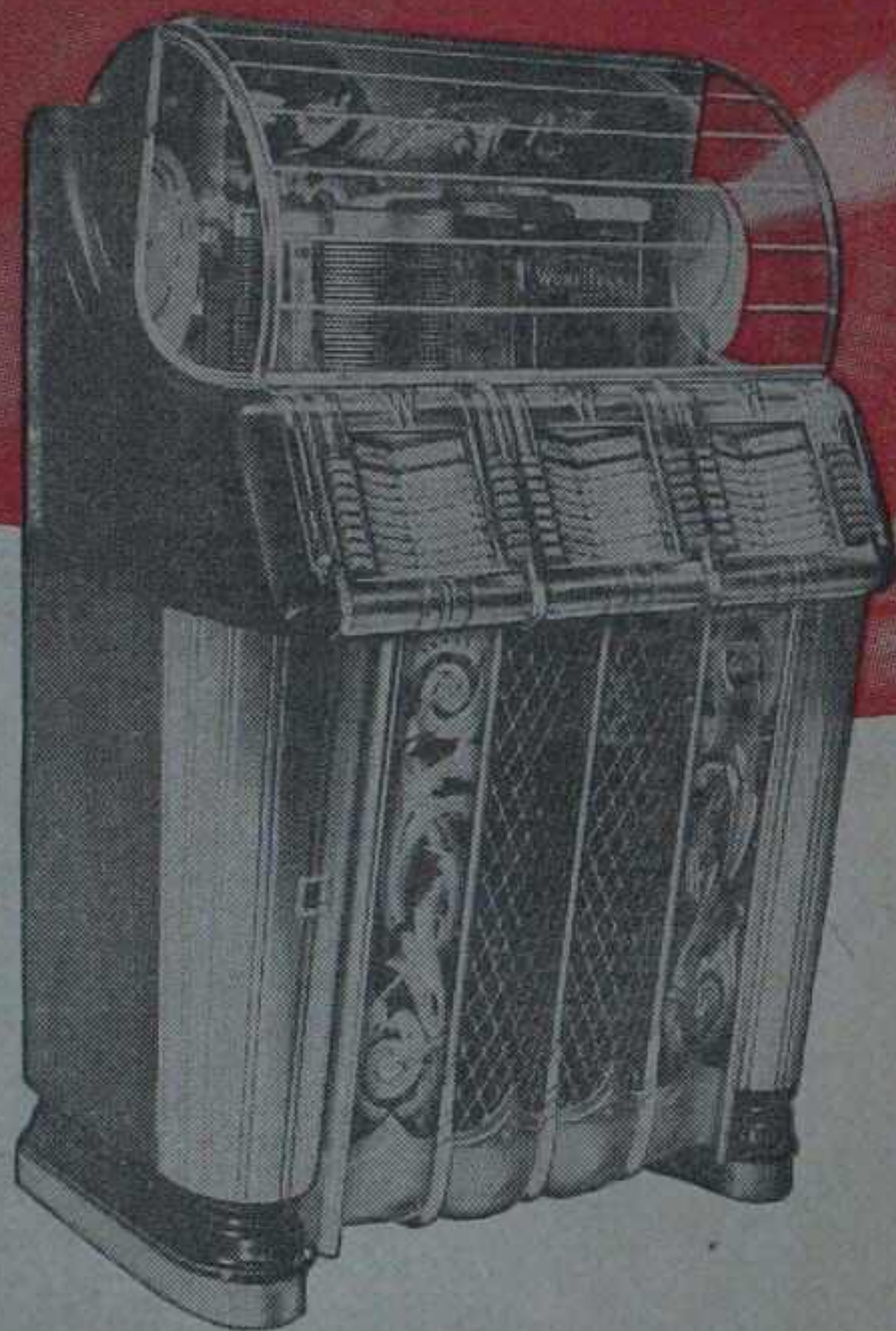
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HIT TUNES		OLD FAVORITES		WALTZS & POLKAS		FOX TROTS & RUMBAS		CLASSICAL SELECTIONS	
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

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Simple turn of a tone control knob brings out best musical quality of any speed record. You get the new high fidelity of the new speed records.

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50% saving in record and needle wear plus finest tone through twin tone arms with Zenith Cobra Stylus.

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Amazing savings in service time and costs. All service units instantly accessible, readily replaceable.

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Priced to pay operators a real profit—designed to stimulate play.

The Wurlitzer 1250 is a triumph of all-over eye appeal with emphasis at the upper level... the eye level... where, over tables and chairs and the heads of the people that occupy them, ALL can see its ACTION and ILLUMINATION.

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Twelve Fifty

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ADVANCE RECORD RELEASES

(Continued from page 10)

- Tell Her You Love Her—G. Russell—J. Haskell (Ashes of) Dec 27062
- Tell Me Why—A. Russell (Mine, Mine) Cap 1023
- There Stands the Glass—B. Smith-N. Wheeler (What-Cha-Ma-Call-It Song) Dome 1019
- There's No Business Like Show Business—A. Shar "k (I've Got) MGM 10730
- They Say It's Wonderful—G. MacRae (Prisoner of) MGM 10734
- Thing-A-Ma-Jig—P. L. Hayes (Sing Me) Dec 27022
- This Is the Night—F. Sinatra-R. Clooney (Peachtree Street) Col 38853
- Three Little Rings—Fontane Sisters-M. Ayers Ork (Down Home) V 20-3814
- Tonight—R. Case Ork (On the) MGM 10723
- Troubled Heart, Troubled Mind—A. Morton-E. Bell Nightingales (Ashes of) MGM 10715
- Two Hearts Are Better Than Anytime—J. Allison & His Nashville Boys (Roses I) Cap 1067
- Tzin-Tzun-Tzan—T. Beneke Ork (Dreamin' Is) V 20-3813
- Tzin-Tzun-Tzan—C. Cavallaro (Picnic Song) Dec 27060
- Ukulele Lady—H. Babbitt (Mahalo Nui) Coral 60238
- Ukulele-Luke—A. Gerard-Elton-Tones Trio (I Can't) Neptune 1002
- Wha'D' Ya Say? Wha'D' Ya Say?—T. Richards (Hawaii) MGM 10728
- Violins From Nowhere—V. Monroe Ork (Our Very) V(78)20-3806, (45)47-3806
- Warm Kisses in the Cool of Night—J. Fina Ork (That Honky) MGM 10724
- We've Met Before—L. Raine-C. Parman (I Remember) Universal U-191
- What-Cha-Ma-Call-It Song—B. Smith-N. Wheeler (There Stands) Dome 1019
- When Does That Ship Come In?—L. Raine-C. Parman (Sun Valley) Universal 8957
- When the Saints Go Marching In—Three Suns (Marianne) V 20-3817
- When We're Dancing—F. Warren-H. Rene (Cloudy Morning) V(78)20-3800, (45)47-3800
- Where Are You Gonna Be When the Moon Shines—F. Carle Ork-A. Simms (Maple Leaf) V(78)20-3805, (45)47-3805
- Who Threw the Ring Around Rosie?—A. Wayne (Laugh! Clown!) Coral 60233
- Woman Is the Strangest Thing, A—C. Murphy (Boogie Jackson) Bama 300
- Wreck of the Old 97—D. Kaye (Handout Song) Dec 27050
- Ya-Hoo—R. Kemper-R. McEvoy (Chanticleer) Kem 2706
- You Are My Love—W. King Ork (Sometime) V(78)20-3796, (45)47-3796
- You Can't Do Wro Doin' Right—P. Harris-J. Benny's Quartet (Let's Choo) V 20-3815
- You Can't Do Wrong Doin' Right—V. Johnson (Let's Choo) MGM 10727
- You Can't Take It With You—R. Bolger (Francie) Dec 27063

- You Never Had It So Good—X. Cugat (Strange Mood) Col 38859
- You've Got To Take the Bitter With the Sweet—L. Fatone Ork (Angel Lips) Dec 27052
- You're Getting Tired—O. Moore Rhythm Aces (Slow Train) Col 30207
- You're on the Right Road—N. Smith (Laugh Clown) Mastertone D-103

POPULAR ALBUMS

- Blue Prelude Album—W. Herman Ork (3-10") Coral CP-509 Bishop's Blues 60189; Blue Prelude 60189; Blues on Parade 60190; Calliope Blues 60191; Dupree Blues 60191; Farewell Blues 60190
- East Side Rendezvous Album—B. Leighton (1-10") Col (33) CL 6112 Don't Blame Me, Gypsy in My Soul, The; June in January, I Let a Song Go Out of My Heart, Laura, Lost in a Fog, Mean to Me, Nice Work If You Can Get It, Please, Soft Lights and Sweet Music, Stella by Starlight, They All Laughed
- Irving Fields Favorites Album—I. Fields-Campos Trio (3-7") V(45) WP-290 Black Eyes 47-3291; Donkey Serenade 47-3291; Forever Mine 47-3292; Miami Beach Rumba 47-3290; Sizzling Rumba 47-3292; Tico-Tico 47-3290
- Here Comes the Bride Album—C. Thibault-G. Carter (2-10") Dec DU-765 Bridal Chorus 40163; I Love You Truly 40164; Oh, Promise Me 40164; Wedding March 40163
- Spike Jones Favorite Album—S. Jones City Slickers (3-7") V(45) WP-288 I Kiss Your Hand, Madame 47-3289; Liebestraum 47-3287; Love in Bloom 47-3288; My Old Flame 47-3288; That Old Black Magic 47-3287; William Tell Overture 47-3289
- Guy Lombardo and His Royal Canadians Silver Jubilee Album—G. Lombardo Ork (1-10") Dec (33) DL 5235; (78) A-762 Ico-Hoo, Little Dutch Mill, Moonlight Saving Time, Sailboat in the Moonlight, St. Louis Blues, Swingin' in a Hammock, When the Organ Played at Twilight, You're Drivin' Me Crazy
- Organ Encores Album—D. Leibert (3-5") V (45) SP 284 Home on the Range, Indian Love Call, Smoke Gets in Your Eyes, Star Dust, When I Grow Too Old to Dream, You Were a Dream
- Oscar Peterson Album—O. Peterson (1-10") Mer (33) MG-C105 All the Things You Are, Lover Come Back to Me, Oscar's Blues, They Didn't Believe Me, Three O'Clock in the Morning, Where or When
- Pick-A-Rib Jazz Album—B. Pollack and His Pick-A-Rib Boys (3-10") Brunswick BP-106 Alice Blue Gown 80121; Boogie Woogie 80148; California Here I Come 80148; Cuddle Up a Little Closer, Lovey Mine 80149; My Wild Irish Rose 80121; You Made Me Love You 80149
- Popular Favorites Album—F. Sinatra-X. Cugat-D. Shore-H. James-D. Day-H. Jeffries-A. Godfrey-L. Brown (10-10") Col (33) CL 6119 American Beauty Rose; Candy and Cake, Doncha Go 'Way Mad, Hoop-Dee Doo, It Isn't Fair, It's So Nice To Have a Man

- Around the House, There Goes My Heart; Wedding Samba, The
- Songs From the Heart—F. Laine (3-10") Mer A-81 Cherie I Love You 1178; Exactly Like You; I'm in the Mood for Love 1178; Rockin' Cha'r 1180; Till We Meet Again 1160; You're Wonderful 1179

RELIGIOUS

- Ain't No Room in Church for Liars—Sister Rosetta Tharpe-S. Price Trio (Cale't No) Decca 48154
- All Hail the Power—B. Crosby-K. Darby Choir (Rock of) Dec 14517
- Army Hymn—Sportsmen Glee Club (In God) Dec 14519
- Bouquet in Heaven—Armstrong Twins-Patsy (He Can) 4 Star 1445
- Can't No Grave Hold My Body Down—Sister Rosetta Tharpe-S. Price Trio (Ain't So) Decca 48154
- Do You Know Him?—R. Shaw (Ship of) Coral 65033
- Farther Along—R. Allen and P. Page (Softly and) Mer 6258
- He Can Save Your Soul—Armstrong Twins-Patsy (Bouquet in) 4 Star 1445
- He Knows My Heart—M. Anderson and Choir (I'm So) Bullet 325
- I Cried, and I Cried to the Lord—O. L. McCoy & Daniel Sisters (Over in) Col 20705
- I Need Thee Every Hour—Ward Singers (Surely God) Savoy 4017
- If You Gain the Whole World—J. Daniel Quartet (Land Across) Bama 44
- I'm So Glad—Rev. E. T. Winston and Choir (He Knows) Bullet 325
- In God We Trust—Sportsmen Glee Club (Army Hymn) Dec 14519
- In the Garden—G. Autry-D. Shore (Old Rugged) Col 38828
- In the Garden—R. Rogers-D. Evans (Old Rugged) V 21-0344
- Land Across the Sea—J. Daniel Quartet (If You) Bama 44
- Lord's Prayer, The—D. Haymes-L. Gordon Quartet-V. Young Ork (Now I) Dec 14518
- Now I Lay Me Down to Sleep—D. Haymes-V. Young Ork (Lord's Prayer) Dec 14518
- Old Rugged Cross—D. Shore-G. Autry (In the) Col 38828
- Old Rugged Cross—R. Rogers-D. Evans (In the) V 21-0344
- Over in the Glory Land—O. L. McCoy & Daniel Sisters (I Cried) Col 20705
- Rock of Ages—B. Crosby-K. Darby Choir (All Hail) Dec 14517
- Ship of Zion—R. Shaw (Do You) Coral 65033
- Softly and Tenderly—R. Allen-P. Page (Farther Along) Mer 6258
- Surely God Is Able—Ward Singers (I Need) Savoy 4017

LATIN-AMERICAN

- Amor y Mas Amor—B. Capo (Insomnio) Seeco 7041
- Arinara—T. Puente (Lagrimas Negras) V 23-15117
- Antipatico—B. Capo (Besame la) Seeco 7053
- Ayudame Cubano—D. Santos Ork (Me Voy) Seeco 7014
- Besame la Bimbila—B. Capo (Antipatico) Seeco 7053
- Boquila Azucarada—Los Romanceros (Solo Ruinas) V23-15126
- Chiquita Bacana-Marcha—E. Ros Ork (My Favourite) London 709
- Communicate Conmigo—E. Negrito Chevalier (El Relojito) V23-1608
- El Relojito—E. Negrito Chevalier (Communicate Conmigo) V23-1608
- El Vueltabajero—Grupo Tropical de R. Diaz (Mi Rumbita) V23-1607
- Felicidad—R. Gama (Ojos de) V23-1612
- Insomnio—B. Capo (Amor y) Seeco 7041
- Lagrimas Negras—T. Puente (Arinara) V23-5117
- Lluvia o Sol—D. Santos-S. Malancera (Rumbero Vamos) Seeco7056
- Mambo No. 5—Orquesta Tropical (Que Rico) Seeco 864
- Me Voy Bala Ljina—D. Santos Ork (Ayudame Cubana) Seeco 7014
- Mi Pecado—F. Fernandez (Por Siempre) V23-5118
- Mi Rumbita—Grupo Tropical de R. Diaz (El Vueltabajero) V23-1607
- My Favourite Samba—E. Ros Ork (Chiquita Bacana) London 709
- Naufragio—A. Lara (Solamente Una) V23-15120
- Ojos de Aguila—R. Gama (Felicidad) V23-1612
- Pierdete—P. Campo Ork (Que te) Seeco 4121
- Por Siempre te he de Querer—F. Fernandez (Mi Pecado) V23-5118
- Que Rico el Mambo—Orquesta Tropical (Mambo No. 5) Seeco 864
- Que te Parece, Chollito—P. Campo Ork (Pierdete) Seeco 4121
- Rumbero Vamos a la Rumba—D. Santos-S. Malancera Lluvia o) Seeco7056
- Solamente Una Vez—A. Lara (Naufragio) V 23-15120
- Solo Ruinas—Los Romanceros (Boquila Azucarada) V23-15126

INTERNATIONAL

- Annazette Polka—W. Dombkowski (My Stephanie) Dec 45107
- Auf der Lahngrub'n Und Auf der Wieden—P. Hoerbiger-O. Karlweis (Huerigen Potpourri) V(78)25-4124; (45)53-1506
- Baby's Lullaby—J. Lasicky Ork (Let's Dance) Mer 2092
- Barnyard Blues Polka—Whoopee J. Willfahrt (Greet the) Dec 45105
- Beautiful Dreamer—R. Wilson (My Love) V 26-9502
- Bleib Bei—G. Lanner (I Hab) Standard F-11038
- Bo Ja Kocham Cie—W. Ossowski Ork (Jedzie Marys) V(78)25-9224; (45)53-4506
- Concert Hall—S. Sosnowski (Rosy Checks) Pavilion 776
- Das Lied Der Drie Zonen—G. Fichtel (Hoch Oben) Standard F-11040
- Fiamma—S. Cusenza (Mazurka Siciliana) Standard F-6058
- Full Gallon—R. Hott Ork (Once in) Pavilion 775
- Greet the Folks at Home Waltz—W. John Willfahrt (Barnyard Blues) Dec 45105
- Heurigen Potpourri—P. Hoerbiger-O. Karlweis (Auf der Lahngrub'n) V(78)25-4124; (45)5301506
- Hoch Oben—G. Fichtel (Das Lied) Standard F-11040
- I Hab' Rote Haar—G. Lanner (Bleib Bei) Standard F-11038

- Jaulana O Hilo Hanakahi—G. Kainapu-The Royal Hawaiian Serenaders (Lei of) Bel LKS 525
- Kaip Gi Gracus Darrellis—A. Vyciene-O. Milauskaite (Pas Darzeli) Standard F-19001
- Lei of Stars—G. Kainapu-The Royal Hawaiian Serenaders (Kaulana O) Bel LKS 525
- Let's Dance Polka—J. Lasicky Ork (Baby's Lullaby) Mer 2092
- Nani Waimea—R. Kaui Quartette (Sometime's I'm) Bell LKS 521
- Mazurka Siciliana—S. Cusenza Duo (Fiamma) Standard F-6058
- Muss I Denn—G. Lanner-M. Helmut Wessels (Weimer Flakerlied) Standard F-11039
- My Stephanie Polka—W. Dombowski (Annazette Polka) Dec 45107
- Nadzyrzyna Polka—J. Bednarek Ork (W. Karczmie) Standard F-3064
- Nar Manen Holder Vakt—S. Kleven (Sultan Er) Standard F-5046
- Once in Warsaw—S. Sosnowski (Full Gallon) Pavilion 775
- Rosy Checks—S. Sosnowski (Concert Hall) Pavilion 776
- Panorama di Napoli—N. Ossani (S'Ultima Serenata) V 25-7138
- Sultan er Klar—S. Kleven (Nar Manen) Standard 5046
- Pas Darzeli Trys Mergelis—A. Vyciene-O. Milauskaite (Kaip Gi) Standard F-19001
- Sayf Lahziq—N. Simon (Paris I & II) Standard F-17006
- Sometimes I'm Happy—R. Kaui Quartette (Nani Waimea) Bell LKS 521
- S'Ultima Serenata—M. Ossani (Panorama Di) V 25-7138
- Tony Has a Date—R. Sampieri (Tony Wants) Standard F-6057
- Tony Wants a Wife—R. Sampieri (Tony Has) Standard F-6057
- W. Karczmie Polka—J. Bednarek Ork (Nadzyrzyna Polka) Standard F-3064
- Weimer Flakerlied—M. Helmut Wessel (Muss I) Standard F-11039
- Yareit Ma' Riffitha—N. Simon (Paris I & II) Standard

Trade Directory

(Continued from page 104)

elected chairman of Region IX, National Automatic Merchandising Association.

George Seedman was elected vice-president of the Rowe Service Company, Inc., Los Angeles, and vice-president of the Rowe Manufacturing Corporation, New York.

Washington Music Guild, Washington, D. C., announced the following officers for 1950: Hirsh de La Viez, head of WMG; Leonard Abrams, vice-president (music); Ira Byram, vice-president (amusement); John D. Cokinos, secretary; Evan Griffith, treasurer, and Teddy Crawford, sergeant-at-arms. Directors: John H. Phillips, Walter Hendrix, Horace H. Smith, Charles W. Bowles, David M. Hirsch, John N. Deoudes, Simon Davis, Don Epstein, Myron Loewinger, Edward B. MacManus and Kenneth Keefe.

Purchases

Spacarb of Washington, Inc., Washington, D. C., purchased beverage cup vending operation of Automatic Fountains, Inc.

Distributors

H. C. Evans & Company, Chicago, named Badger Sales Company, Inc., Los Angeles, for Southern California, Southern Nevada and Arizona; Central Distributors, St. Louis, for Southern Illinois and Eastern Missouri and Lief Music Distributing Company, Cleveland, for Northern Ohio.

Gaylord Manufacturing Company, Clawson, Mich., named Empire Coin Machine Exchange and Logan Distributing Company, Chicago, for the Chicago area; Service Sales, Pittsburgh, for that area; Badger Sales, Los Angeles, and Ray Coin Machine, Philadelphia, for their respective cities and Master Sales & Service, Dallas, for Texas area.

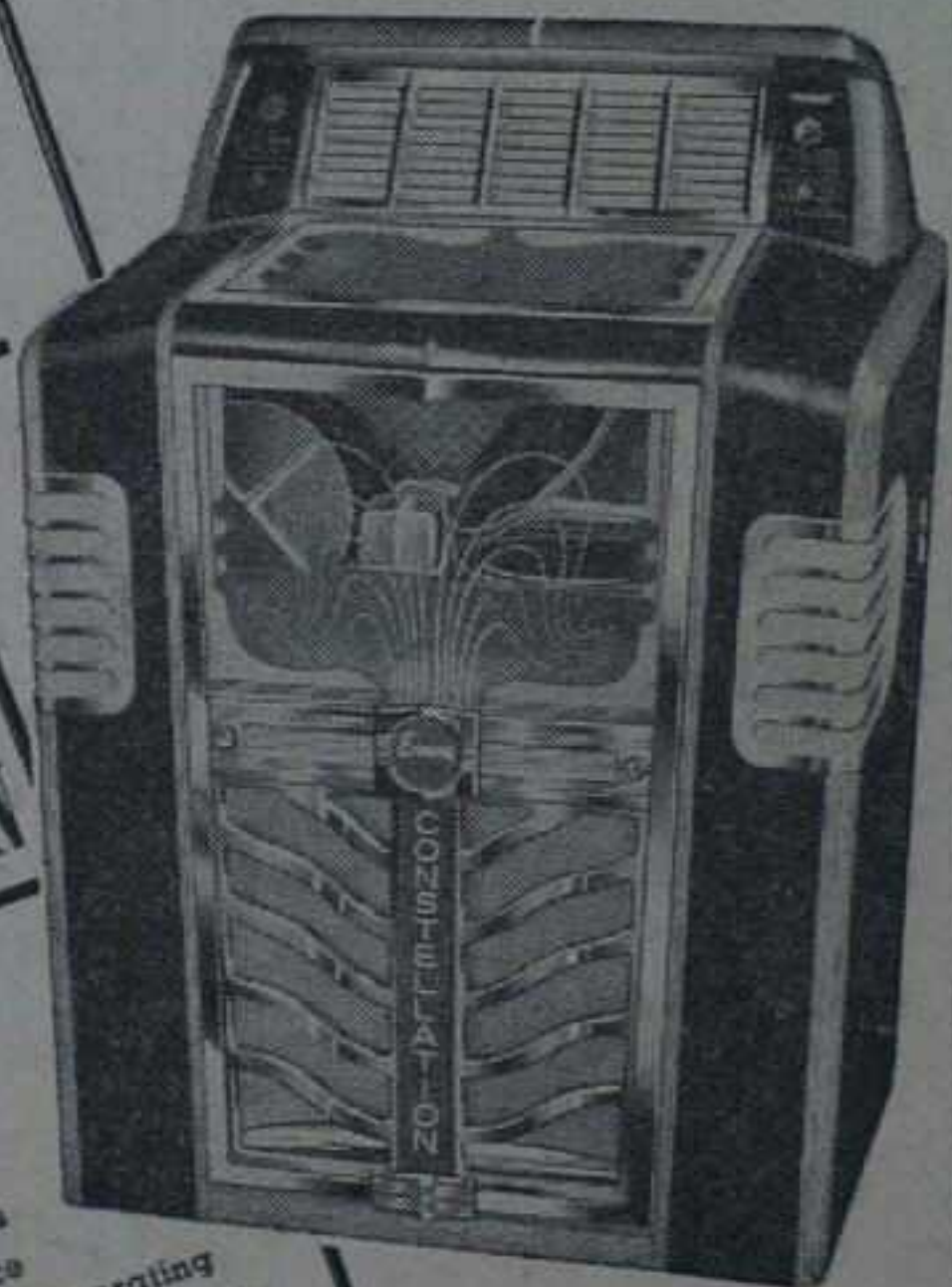
The Gillespie Games Company, Long Beach, Calif., named Breeze Associates, New York, to cover four eastern States and the District of Columbia, and David Rosen, Inc., of Philadelphia, to cover Pennsylvania, Delaware and Southern New Jersey.

Kool-Sleep, Inc., Cambridge, O., named J & R Distributing Company, Pittsburgh; New York Distributing Corporation, New York; Kelley Music Store, Chattanooga, and Birmingham Music Company, Birmingham.

Lyon Industries, Inc., New York, named Automatic Enterprises, Los Angeles, to cover territory south of Fresno, Calif., and Arizona.

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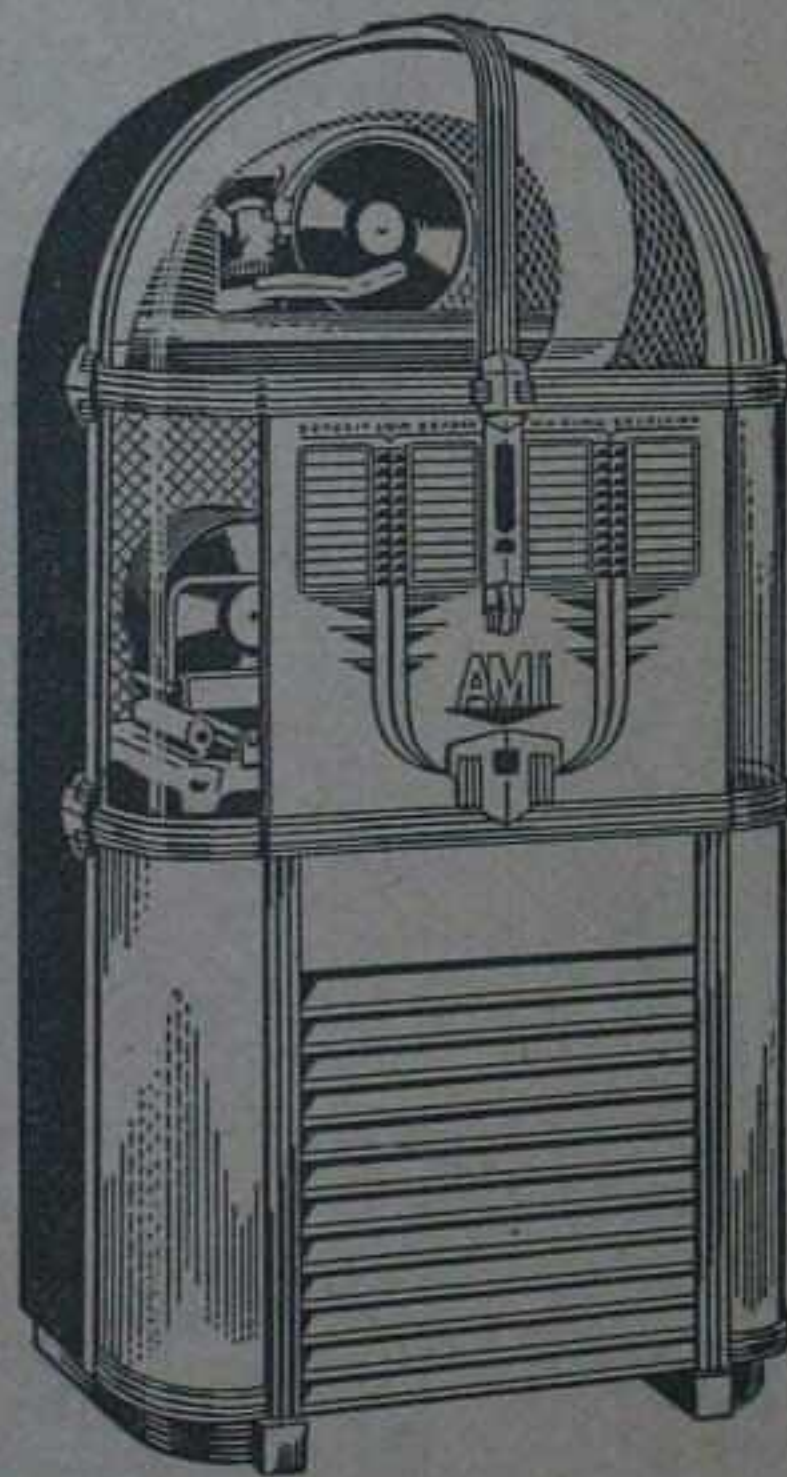
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SEE OUR COIN MACHINE AD ON PAGE 130

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happy because it represents
real financial security now
and for the future.

*"C" Operators
Sleep
Soundly
Every
Night!*

AMI Incorporated

Record Reviews

(Continued from page 33)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
HUGO WINTERHALTER ORK & CHORUS Victor 20-3807	Babes in the Wood Lovely old Jerome Kern melody is mounted tastefully in a rich Winterhalter choral and ork production. Here Comes the Bride on a Pinto Pony Clever Winterhalter cleffing makes a lively compact rhythm slicing of a new novelty.	83--85--83--81
FRAN WARREN (Henri Rene Ork) Victor 20-3809	When We're Dancing Lovely waltz is well chirped by Fran with a lilted assist from a Hugo Winterhalter cleffing, which is well executed in the Rene orking. Cloudy Morning The thrush dips into esoterica for a beautiful but too rich ballad. She sings it superbly and is aided sturdily by a Charlie Naylor score, again interpreted solidly by Rene.	72--75--72--70 71--77--71--66
MILDRED BAILEY (Vic Schoen Ork) Decca 27044	Cry, Cry, Cry This wonderful singer returns to wax with a sterling performance of an appealing ditty, which has been around for several months. Blue Prelude Miss Bailey pours warmth and soul into this feelingful slicing of this haunting evergreen, currently in the throes of a revival effort.	72--75--72--70 73--75--75--70
GEORGE CATES ORK (Ralph Blane-The Buccaneers) Coral 60235	American Beauty Rose Excellent danceable, tasteful reading of a promising, clever and infectious new rhythm ditty. Blane turns in a sturdy vocal chorus. Roses Another fine dance side which sells the fast-stepping balad strongly all the way. Late issue on tune won't help the etching.	82--82--82--82 75--75--75--75
ALAN GERARD (Eltan-Tones Trio) Neptune 1002	I Can't Make a Hit With You Inadequate performance of a far-fetched and silly tune. Ukulele-Luke This side's got even less to offer.	25--25--25--25 20--20--20--20
DANNY ALVIN'S KINGS OF DIXIE-LAND Rondo R-235	The Bucket Song A two-beat novelty of some infection which employs the "buck-buck-bucket" catch-phrase made famous via "Old Man Mose." Could score primarily in jukes. Red Pepper Rag Two-beat instrumental, well done, but no particular distinction.	72--70--70--75 66--67--64--67
KAY KYSER ORK (Sus Bennett - The Campus Kids) Columbia 38849	Let's Choo Choo Choo to Idaho Clean cut, competent production of the "Duchess of Idaho" flick ditty has no special distinction among a raft of similar recordings. It's the Little Things (Harry Babbitt) A tender, appealing ballad that's been around for some time gets a superb job. Babbitt sings a storm, with dreamy mood orking in back.	70--70--70--70 79--80--79--79
LORRY RAINIE (Cliff Parman Ork) Universal 6952	Sun Valley Polka Thrush gives an indifferent pop-polka a fair try, but chugging, wooden beat dampens her efforts. When Does That Ship Come In Passable ballad is weakly piped.	46--46--46--46 53--53--53--53
LORRY RAINIE (Cliff Parman Ork) Universal U-8928	We've Met Before Stilted male recitation preceding Miss Raine's not-inspired vocal gets side off on wrong foot. I Remember Thrush is so-so with a pretty fair ballad.	50--50--50--50 60--60--60--60
FREDDY MARTIN (Mory Griffin) Victor (45) 47-3798	Sam's Song Song, stirring via the Joe Carr sleeper on Capitol, gets a topnotch job from ork, Griffin and ensemble. Could click. Mambo Jambo Tight, hard-hitting pop-Latin job of the Prado number.	87--87--87--87 76--76--76--76
SUNNY SKYLAR Kem 2707	Little Liza Lou Skylar sings a lively little ditty of his own cleffing. His chanting is brisk and pleasant, but backing, organ-rhythm-male-group is spotty and poorly waxed. Well, it's a demonstration. I'll Be Yours, You'll Be Mine Like flip, except that the tune, another Skylar original, isn't as strong.	40--40--40--40 37--37--37--37
RONNIE KEMPER-RENNY McEVROY Kem 2706	Ya-Hoo Synthetic Broadway Western gets an ordinary rendition from warbler and group. Slide whistle in orking doesn't help matters. Chanticleer Nonsense ditty set in exaggerated cornball orking a la Hoosier Hot Shots adds up to nothing much.	39--39--39--39 33--31--33--35
SHICK WEBB ORK Brunswick 80182	Clap Hands! Here Comes Charley! A memorable swing side of the '30s should pick up good jock and some juke play on reissue here. Liza More of the same.	72--73--70--72 72--73--70--72

(Continued on page 120)

Classical Record Reviews

(Continued from page 33)

WAGNER: LOHENGRIN PRELUDES TO ACTS I AND III—TANNHAUSER OVERTURE—Bavarian State Opera Ork—Heinrich Holtzner, Dir. (1-10") Mercury (33) MG-15008	72
Brilliant high level and full bodied recording distinguishes this coupling of Wagnerian excerpts. The "Tannhauser" overture is handed a dynamic interpretation which is loaded with power and intensity. Likewise, the "Lohengrin" prelude is handled intensely. The Bavarian State Opera on plays these pieces with a relish and fire rarely displayed on wax. The these pieces fall into the warhorse category and there are "e me" record logs available, these slicings will provide full satisfaction for those seeking these familiar samples of Wagner.	
HAYDN: DIVERTIMENTO #82 IN C MAJOR; DIVERTIMENTO #6 II D MAJOR—David Shuman Trio (Shuman, trombone; Maxine Johnson, viola; Bernard Greenhouse, cello.) (1-10") LP. Paradox PL-10002	60
Both of the charming works recorded here were cleffed originally for the baryton, a now-extinct string ed instrument. Shuman, who is probably the world's leading trombone virtuoso, has adapted the part for his own instrument, with satisfying results. It's Shuman's own high-order musicianship that carries off the stunt, for he is able to project pure classical style and serve the needs of this particular ensemble. His colleagues are also accomplished performers. More brilliant recording would have helped their efforts, however.	
WAGNER: THE FLYING DUTCHMAN—Bavarian State Opera Ork—Clemens Krauss, Dir.—Hans Hotter-Viorica Ursuleac-George Hann-Karl Osteriag-Franz Klarwein-Luise Willer. (4-12") Mercury (33) MGL-2 (4-12") LPs	66
Outside of schools, libraries indiscriminate full-length (on LP) opera buyers, and avid Wagner followers, there's unlikely to be much of a continuing market for this huge package. The work is actually Wagner's first significant one, in that it gives a huge portion of the dramatic chores over to the orchestra, and introduces the "leit motif" system that he later built to great importance in his great music dramas. The plot is flimsy, and Wagner's word spinning is tedious. There are some rich, melodious moments, as in Senta's "Spinning Song," but you can't see the music for the singing, which is pretty bad. Conductor Krauss acquits himself credibly, in managing to keep the orchestral portions exciting. The recording is uneven too, tho that's to be expected in a full-length opera taped during a continuous performance.	
AMSTERDAM MENGELBERG CONDUCTING—Concertgebouw Ork-Mengelberg Dir. (1-12") Capitol-Telefunken (33) PB078	72
Brahms: Tragic Overture, Op. 81; Schubert: Overture to Rosamunde; Beethoven: Overture, Allegretto and Finale; Beethoven: Turkish March. A generally satisfying potpourri of some veritable warhorses of the concert catalog are conducted in the vigorous and dramatic manner of Mengelberg. The major work on the disk is the Brahms' Tragic Overture and it is played brilliantly by the Concertgebouw. Low point is a rather listless reading of the Schubert Rosamunde Overture. But the flock of Mengelberg collectors and admirers should cotton to this collection. These prewar recordings were done in full range fashion and bear up well tho the distant woodwinds may disturb the connoisseurs.	
MOZART: SYMPHONY NO. 41 IN C MAJOR; SYMPHONY NO. 39 IN E-FLAT MAJOR—Bavarian State Radio Ork—Hans Rosbaud, Dir. (1-12") Mercury (33) MG-10038	80
Here's an LP bargain—two Mozart symphonies on a single platter performed more than adequately and recorded quite well. The 41st is Mozart's crowning achievement in the symphonic form and one of the foremost pieces of writing in the music literature. The 39th is a lyrical, melodic work, in Mozart's secondary class in popularity—certainly not in composition; it boasts a highly effective slow movement and altogether imparts the influence of the Viennese dances of day on the composer. Both works are treated vigorously, perhaps too much so, and are played with a matching energy by the Bavarian State Radio ork. Recordings are high level. Not the best available performances, but the pairing is a buy for the less discriminating and this represents the majority of the people.	
MOZART: A MUSICAL JOKE AND BEETHOVEN: OCTET IN E FLAT MAJOR OPUS 103—Rene Bas String Quartet—J. Devémy, H. Delwarde-Fernand Dubradous Chamber Group (1-12") Vox Polydor PL 6130	69
The famous "Musical Joke," Mozart's satire of the music and musicians of his day, is a highly musical chamber work in spite of the many intentional errors included in the score. The Beethoven, never recorded pre-LP and rarely heard early and Haydn-influenced work, here has its second recording in the space of two months. The other on EMS by members of the Little Orchestra Society is more classic in concept than this one, which is more vigorously and dynamically played by the French group. A pair of unusual chamber works, recorded well with wide range, should rate high with collectors as with students and admirers of the composers involved.	
VIENNA CHOIR BOYS: SCHUBERT SONGS—Vienna Choir Boys (1-12") Capitol-Telefunken (33) P-8085	60
Gott Meiner Zuversicht; Standchen "Zogerdn Leise;" Der Gondelfahrer; Junge Schaeferin; Die Nachtigall; Folks Songs. Tho the Schubert songs get top billing, the folk songs occupying the second side are more successfully rendered by the youthful group. The ultra-romantic Schubert pieces require a maturity these singers lack. Moreover, the ensemble is sometimes crude and the recording dull sounding. The folk tunes are more their dish, and the boys let loose with some coarse, but attractive vigor.	

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General Mills in Vending Field

Mechanical Division Works Out Bugs in Acosta Unit; Plan Further Field Tests

Minneapolis Department Store Used as Proving Ground

By Jack Weinberg

MINNEAPOLIS, June 10.—The mechanical division of General Mills, Inc., has just about worked out the bugs of Tracy Acosta's Fountain of Health fresh orange juice vending machine and is looking ahead to eventual production of the unit, it was disclosed here this week. Arthur Hyde, president of GM's mechanical division, said the first customer reaction to the unit has been "amazingly good" but that its inventor, Acosta, should make one more attempt at customer reaction. Then, according to Hyde, it is up to Acosta to set up a distributive or franchise organization for the purpose of putting the units on location. Hyde estimated that may take at least a year.

The machine slices, squeezes and disposes rinds of fresh oranges and fills paper cups with exactly six ounces of orange juice for 10 cents. On location since April 10 in the basement store of the Dayton Company, largest Northwest department store in Minneapolis, the unit sold the amazing number of 12,292 six-ounce cups of fresh orange juice in the first 21 working days of operation, according to Acosta.

Stops Traffic

The machine, on location in front of the store's bank of elevators and across the aisle from the stairway leading from the first floor to the basement, has all but stopped traffic at Dayton's. Several times the machine has run into mechanical difficulties while on location but they have been of such minor nature that these "bugs" have been fixed on the spot.

The time cycle of the machine is 14 seconds. It comes with three sets of (See Gen. Mills on page 113)

Cig Operator Inaugurates New Lease-Rental Vending Policy

WASHINGTON, June 10.—Excellent response from location owners and increased operating efficiency for the firm has followed introduction of a new lease-rental cigarette vending policy by the Joe McDonald Enterprises.

In effect less than three weeks, the plan works as follows: McDonald installs cigarette vending machines, but instead of servicing them as previously, the firm sells the cigarettes at wholesale prices to location owners. The new set-up allows the location owner to set the retail price anywhere from 17 cents to 25 cents and gives him the long profit, according to McDonald.

McDonald believes he is the first vending operator in the area to launch this type of operation, altho similar plans have been adopted by tobacco jobbers.

Saves Servicing

The program eliminates frequent servicing trips for McDonald men, who now only make weekly visits to locations, inasmuch as each location owner fills his own machines. This time saving has enabled the same size staff to handle many more locations, says McDonald.

He also points out that many small location owners who previously had hesitated to put in machines, usually because of some objection to the retail price, are greeting the new plan with enthusiasm. It is getting wide acceptance from service station owners, many of whom are reporting zooming sales as a result of keeping the machine out in the open during the day.

Washington Nat'l Airport Now Has 150 Vending Units

WASHINGTON, June 10.—The addition of several new machines recently brought the total number of coin-operated vending machines at the Washington National Airport to 150. This figure is in line with the report, relating to the Civil Aeronautics Administration's construction plans, that Class 3-and-up fields make good coin machine locations (The Billboard, June 3.)

Smaller airfields in the area, on the other hand, feature few, if any, machines, a survey showed. The Congressional Airport, Rockville, Md., has four machines, while the Falls Church Airpark, Falls Church, Va., plans to install a few machines in the near future. The remaining fields have one or two machines, with one location (Washington-Virginia

Airport) reporting none.

Airfields, however, have a better location picture than other types of terminals in this area. Bus terminals house virtually no coin machines, while Union Station has 9 beverage, 6 scales, and 2 photographic units for a total of 17.

Maines Joins Bireley's

PHILADELPHIA, June 10.—Hersh M. Surkin, president of Bireley's Philadelphia company, announced the appointment of James G. S. Maines as sales manager of the local company. Maines had been with Bireley's several years ago for a period of five years. The company's canned juices are widely used in vending machines in this area.

Juice Bar To Add Low-Cost 'Junior' Model

Mull Distrib Net

NEW YORK, June 10.—Juice Bar Corporation, manufacturer of a 546-capacity, canned beverage vender, has started production on the Juice Bar "Junior," a compact machine holding 248 individual-size cans and selling for \$398.

The first public showing of the new model will be held at the Hotel Bedford here Wednesday and Thursday (14-15). Jack Cross, president, said deliveries would begin on or before July 1.

At the same time, Cross disclosed that plans are being set to line up a distributor network to speed penetration of both models in all venter markets. Until recently, most Juice Bar sales have been handled directly by the main office here at 270 Madison Avenue. Machines sold to date have been located largely in (See Juice Bar on page 114)

Wrigley Vender Acquires Voice

CHICAGO, June 10.—In a move to test audible as well as visual point-of-sale merchandising aids on a vending machine, the William Wrigley Jr. Company last week (29) installed one of its electric five-column gum venders, equipped with a Powell Announcer unit, in Wrigley Field here, home of the Chicago Cubs baseball team.

The machine "vocalizes" six "thank you" and sales messages, in both male and female voices. A different message is delivered with each six sales before the series repeats. After each purchase of a nickel pack of gum, a "thank you" is heard, followed by a simple "buy more" message tailored to Wrigley brands.

The Powell Announcer unit, manufactured by the Powell Announcer Corporation, Chicago, is installed inside the console cabinet. Operation of the vender starts the tape-recording cycle for post-sale plugs.

10c BAR STILL LIVE ISSUE

Canteen Prez Talks Vending At NCA Meet

Cites High Op Costs

NEW YORK, June 10.—Rising costs of operation may yet force route owners to convert for dime bar sales, candy manufacturers were told this week by E. F. Hinkle, president of the Automatic Canteen Company, who disclosed such a move was still under active consideration by his company. But the switch could not be made unless the co-operation of candy producers was obtained and operators generally followed along, he emphasized.

Hinkle was a featured speaker at the annual convention of the National Confectioners' Association (NCA), which convened at the Waldorf-Astoria Hotel here Sunday (4) and closed Thursday (8). His address to the manufacturers Wednesday (7) was part of a series aimed at detailing the special problems of (See 10c Bar on page 115)

Shine Machine Ops Tell Route Facts; Announce Earnings

CHICAGO, June 10.—Shoeshine machine operators surveyed recently reported average weekly gross earnings per unit range from \$3 to \$7 on dime and \$3 to \$5 on nickel operation. Other interesting operational facts turned up by the sample survey revealed methods of location approach and types of installations "most likely to succeed." Operators appeared to be about evenly divided on the use of dime versus nickel price for both shoes.

A few of the typical operator reports follow: Perry Tolby, operating 75 shiners for the past year in the territory around Dania, Fla., has his units set for 1½-minute operation (enough for both shoes) at a nickel and averages \$5 per week per machine. Top locations are various types of 24-hour spots, he says. His location approach, which he claims has proved successful 90 per cent of the time, consists of carrying a sample unit in his truck, showing the location owner a photo of the machine and then giving him a demonstration on the sample shiner.

Servicing problems are written off (See Shine Machine on page 114)

Calif. Cig Ops File Papers To Form Institute

OAKLAND, Calif., June 10.—Formation of Cigarette Vendors Institute of California (CVIC) moved toward reality here Saturday (3) when incorporation papers were ordered filed.

Jack Gordon, of Glenn-Rowe Vending Machine Company, San Francisco, and C. B. Brandon, Brandon Cigarette Service here, were named as incorporators for Northern California. Arch C. Riddell, of Harmony Cigarette Service, Pasadena, and Ed Stanton, General Vendors, Los Angeles, were named last month as incorporators from Southern California. Stanton and Brandon will serve as co-chairmen of the organization, which is dedicated to the improvement of the automatic merchandising of cigarettes.

Modeled similar to the Cigar Institute of America, the prime objective of the institute is public and press relations. A bulletin, California Cigarette Vendors Letter, will be issued from time to time to a selected list. This list will include people who are interested in the particular phase of the industry covered in that letter.

All operators in the State will be solicited for membership and the dues will be nominal.

Tests Show Controlled Humidity Vital in Cold Storage of Candy

NEW YORK, June 10. — While freezing temperatures are best for storing candy, it may be kept satisfactorily at higher temperatures if the humidity is carefully controlled. This was brought out in a report by J. G. Woodruff, food technologist, at the National Confectioners' Association convention this week.

A storage temperature of 50 degrees was found critical in tests at the Georgia Agriculture Experiment Station, Woodruff said. Above this figure, insects are active, rancidity and staleness develop rapidly, flavors deteriorate and colors fade, tests showed.

To maintain the moisture content of marshmallows and gum drops, a relative humidity in the storage room of 63-65 per cent was found best. Creams and coconut items fared best at a relative humidity of 53-55 per cent, with 40 per cent found the ideal for hard candies, chocolate bars and glazed nuts.

"It was found that at 32 degrees a fluctuation of several per cent relative humidity was not objectionable," Woodruff asserted, "but with temperatures above 50 degrees the relative humidity must be controlled to within two degrees, and at 68 and 86 degrees the relative humidity should be controlled within one degree."

The importance of proper humidity on candy texture and firmness was stressed, as well as on weight change, retention of flavor, the rate of staling, mustiness and hardness of the surface when handled.

Eighteen different kinds of candy were tested at varying temperatures and humidity. Detailed reports on each have been filed with the Association and are open to examination.

Schilling & Fischer Adds Juice Venders; Tries 3 New Flavors

CHICAGO, June 10.—Expansion of its canned juice vending activities was announced by Schilling & Fischer this week, with the addition of seven new special-purpose canned juice units and new types of juices. Robert Fischer said the dual move was made following firm's successful introduction of canned juices in its carton milk vending equipment late last year.

With the new juice machines (Juice Bars) handling juice sales in high-volume stops, and the combination juice-milk venders carrying the bulk of the sales in industrial plants, offices and in larger retail and mail order houses (for employees), Fischer stated the juice operation is now considered a permanent part of the firm's business.

Originally tomato, orange and grapefruit juice was used. These flavors, which will be continued due to their high demand (comparable to the cola drinks in the soft drink field) are now offered along with apricot, grape and banana juices. These, and other flavors to be added later, are being stocked on an experimental basis, however, with the sales figures to determine eventual retention, Fischer said.

Vendall Service Sets New Incentive Pay Plan for Routemen

CHICAGO, June 10.—A new type of "balanced" incentive program for routemen was inaugurated by the Vendall Service Corporation this week. A. Garrick Alex, head of the firm, reported the idea was worked up by the firm's manager, C. P. Kelly, and himself to cover all five phases of operation.

Keeping servicemen's earnings on a higher level, thru carefully figured percentage commissions instead of a regular salary, is expected to boost over-all sales gross annually, Alex said. Thus, while candy sales drop off during the summer, firm's ice cream and soft drink volume increases. This means that the routeman will be assured of steady high-level percentage earnings thru all seasons, something that would not be possible using the same system on a non-diversified route, Alex pointed out.

Different percentages, with varying amounts of increase for different volume brackets, are figured for each of Vendall's five types of equipment—candy, penny bulk, cigarette, cup soft drink and ice cream venders.

Under the new servicing system each routeman handles all five types of machines and is responsible as an individual for his diversified route's profitable operation. Alex stressed that while a serviceman, under this plan, was always assured of a steady income due to the normal sales from each of his units, he could increase his earnings to a marked degree by more efficient, personalized servicing of his equipment.

New Type Carton for Ice Cream Machines

MENASHA, Wis., June 10.—A new "spoon in pack" ice cream carton ranging from 3.2 to 6-ounce size is being market-tested by the Marathon Corporation here, carton manufacturer, and Ex-Cell-O Corporation, Detroit, designer of the special automatic packaging machine for the carton. It is also available in take-home style without spoon, but the "eat from package" version is particularly adapted to venders, according to Marathon.

The package is rectangular, can be opened by raising the tear flap and removing the cover. Ex-Cell-O's new equipment will automatically package the entire range of sizes from 3.2 to 6 ounces, on one machine. Delivery of the new machines will start in a few months, according to Ex-Cell-O.

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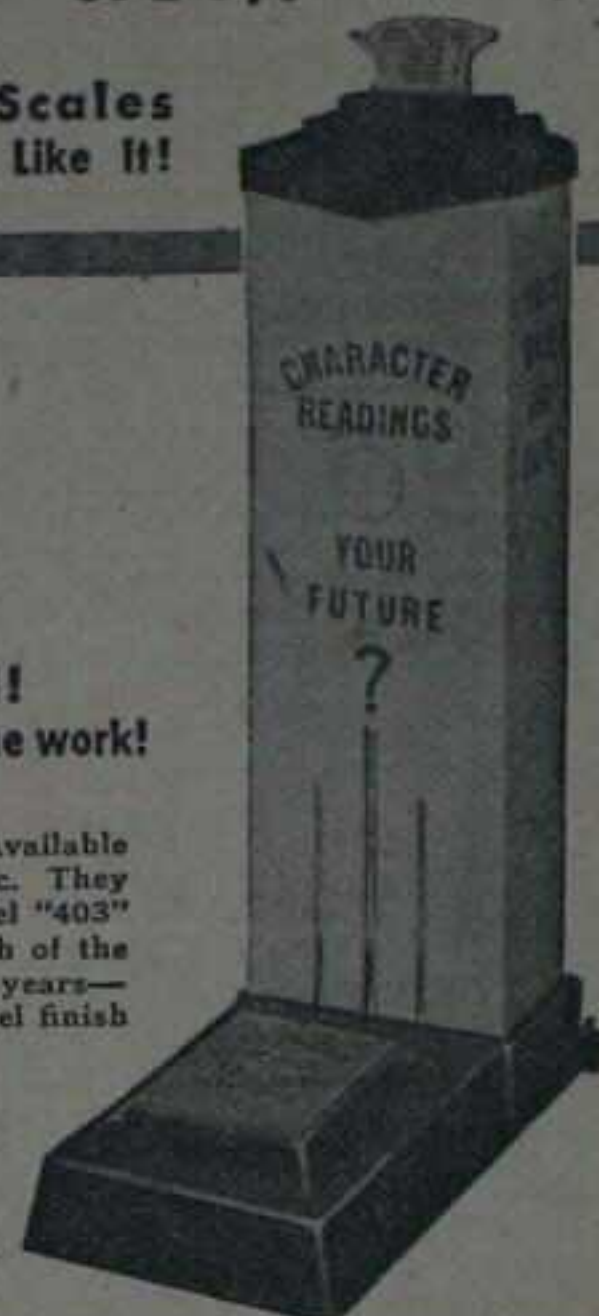
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Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.



Shipped to you for only **\$25** deposit

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
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CITY.....ZONE.....STATE.....

MAIL THIS COUPON TODAY for further details for immediate delivery

WE'VE GOT... **TOPPER**

Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.

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NUT VENDOR OPERATORS

For Top Quality Use

KING O' NUTS BRAND

Salted Nut Meats

Complete Assortment Packed Bulk and in Tins

PRINCESS PECANS, INC.

Camilla, Georgia



STILL BREAKING ALL SALES RECORDS
ACORN 1c or 5c All Purpose Bulk Merchandisers
Order Yours Today!

THE DEMAND FOR THIS WONDERFUL ACORN ALL-PURPOSE BULK VENDOR IS GREATER THAN EVER

- Vends all sizes of Ball Gum.
- Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Charms.

WRITE FOR COMPLETE DETAILS TODAY!

Distributors: A Few Choice Territories Are Still Open. Write Wire. Phone M. J. ABELSON Gen. Sales Mgr. 1349 Fifth Ave. Pittsburgh, Pa. Ph.: ATlantic 1-6478-6479

Pacific Coast Dist. Operators Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Cal.

IAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California

WE ARE HAPPY TO ANNOUNCE THE **OPENING OF OUR BRANCH STORE**

at 8 Orawaupum Street White Plains, N. Y. Phone WH 6-8383



In Stock a Full Line of All Types of Coin Operated Machines—New and Used. Also Parts and Merchandise.

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Exclusive Factory Representatives of Silver King Corp.—New York, New Jersey & Conn. 432 W. 42ND ST., NEW YORK LONGACRE 3-1334, 4-2655

OPENING SPECIAL
100 Lbs. BALL GUM FREE
with each purchase of 5 Silver King HUNTERS (Fastest Money Makers) Full Price—\$225.00

BIG PROFITS, NO SELLING
\$28.95 returns you \$105.00



Every \$10.00 invested there after returns \$52.50. Here's how. Rush your order for one Silver-King Ball Gum Vendor and 10,500 balls of Gum. Place in any store, gas station, restaurant.

PROFITS START AT ONCE
Vending Machines Take In

CASH DAY-NIGHT

Send \$10.00 deposit, machine and 50 lbs. gum will be shipped AT ONCE, pay \$18.95 balance on delivery plus express charges, or write today for "FREE" details on starting a route of these FAST MONEY MAKERS.

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POPCORN

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask — means profits for you.



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WIRE,
PHONE

'POP' CORN SEZ CO.

8329 Delaware Ave.
UPPER DARBY, PENN.
Phone: Allegheny 4-1019

Sunstan Giving Suntan in More Areas as Production Increases

KING OF PRUSSIA, Pa., June 10. — With production stepped up to 35 units a day, Harry Avrigan Jr., president of Automatic Industries, Inc., announced widespread use of the coin-operated suntan lotion vending machine manufactured by the local company.

Among the new locations installing the machines in time for the summer season are the Olympic Swimming Pool, Maplewood, N. J.; Coney Island, Cincinnati; Summit Beach Park, Akron, and Lagoon Resort, Farmington, Utah. Swope Park, Kansas City, Mo., this week approved the installation of a second Sunstan dispenser at the pool, Avrigan said, and dispensers were returned for the coming season at Coney Island, New York, and the New Jersey seashore resorts including Atlantic City, Wildwood, Asbury Park, Belmar and Ocean City.

Intro in Calif.

The Sunstan dispenser, added Avrigan, which was first introduced three years ago, will be located in Califor-

nia for the first time this year. The unit has been approved by the Department of Safety Testing Laboratory in Los Angeles, as required by law before it could be sold, leased or distributed in that State. Twenty units have been shipped to Sunstan of California, Los Angeles, which will handle the distribution of the machines on the West Coast, with arrangements for 150 additional units. Another new distributing firm set up is Sunstan of Ohio in Akron, operated by Dale Simms and Robert Mervine, who already have 10 units in operation.

3 Models

Three Sunstan Lotion Spraying Machines are being produced by Automatic Industries, Inc. One machine holds one to 29 gallons and another from 30 to 49 gallons of the Sunstan lotion, also manufactured by the machine company. A new machine introduced this season is a 28-pound coin-operated portable model, holding an ample supply to allow for at least 200 sprays at a dime a spray.

The machines, according to Avrigan, are offered to the trade for purchase, lease or rental.

Scull To Boost Production of Liquid Coffee

CAMDEN, N. J., June 10. — The William S. Scull Company, producer of Boscul Coffee, has added new facilities for the manufacture of liquid coffee and has set plans for intensive marketing of the concentrate to operators east of the Mississippi. The concentrate has been sold to operators in this area on a limited scale for over two years.

W. Graham Stacy, executive in charge of the vending program, said Scull had been producing liquid coffee for about eight years. The present product, however, was developed specially for venders and is said to be sediment-free. It is a pure product with no preservative added.

The concentrate is shipped frozen in quart jars, 12 quarts to the carton. It will be delivered to operator pick-up points in refrigerated trucks. Current list price is \$7.30 a gallon.

Stacy said operators may use the Boscul trade name on venders if recommended service standards are maintained. He said 5½ to 6 c.c.'s of concentrate should be dispensed per serving for proper strength. The firm may issue display material for use by operators, it was indicated.

Stacy asserted Scull is gearing its vending program to produce 6,000 to 8,000 gallons of concentrate monthly by the middle of 1951. He predicted many new coffee venders would be set up during the coming year.

Scull also produces a special pack of the preparation for Indevco, Inc., to be sold under the Koffee King trademark.

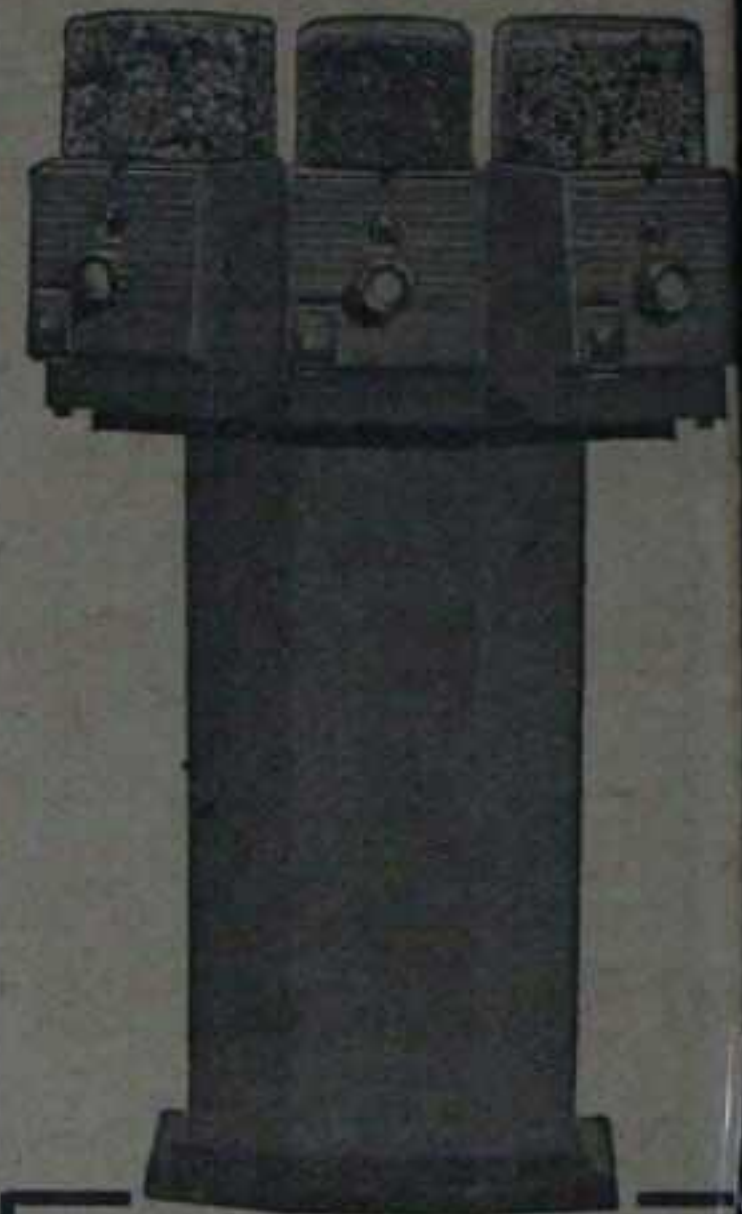
Five Nat'l Rejector Engineers Assigned E. Coast To Aid Ops

ST. LOUIS, June 10. — National Rejectors, Inc., reported recently that five field engineers have been assigned to cover the East Coast to assist operators with schooling, service and suggestions on operation and maintenance of coin control devices.

R. Gottfried, sales department, stated that over 206 operators on the Atlantic Coast have been assisted in this manner during recent months. Firm has had factory-trained engineers traveling thruout the country for the past four years.

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.



ROWE ROYAL

10 Col., 400 Pack Cap.
\$85.00

8 Col., 320 Pack Cap.
\$80.00

ATTENTION —25c & 30c 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
- DuGrenier Model W, 9 Col., 308 Pack Cap. 62.50
- ROWE PRESIDENT, 10 Col. 97.50
- Rowe Royal 10 Col., 400 Pack Cap. 87.50
- Rowe Royal 8 Col., 308 Pack Cap. 85.00
- Rowe Imperial, 6 Col., 180 Pack Cap. 60.00
- Special 4 Col., 100 Pack Cap. 32.50

CIGAR MACHINES

- 7 Col., 175 Cap. \$27.50
- 1 Col., 50 Cap. 17.50

CANDY MACHINES

- ROWE, 120 Bar Cap. \$75.00
- CANDYMAN, like new, 72 Bar Cap., Enclosed Base 62.50
- VENDIT, 150 Bar Cap. 57.50
- U-Select-It 35.00
- UNEEDA 105 Bar Cap. 75.00
- UNEEDA, 40 Bar Cap. 23.50



SALE 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.

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"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

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- 175 folder capacity per column. ABT coin chute with slug ejector. Columns lock when empty. Height 14", Width 5", Depth 7". Baked enamel finish in 3 colors.
- Model #B3—3 column \$26

THESE new designs give you everything you've ever looked for in stamp vendors. They're attractive . . . inviting . . . durable . . . mechanically perfect . . . use folder-type stamps . . . low-priced . . . and what's more, they're made and backed by Flatto, a name that's famous for stamp vendors and stamp vendor supplies. Immediate delivery. Order NOW!

Flatto Manufacturing Co.

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Special—Reconditioned Cigarette Vendors

- Uneeda Mod. 500, 9 col. 20c Vend \$79.50 25c Vend \$89.50
 - DuGrenier Mod. W, 9 col. 59.50
 - Post War DuGrenier Challengers, 8 col. (25c only) 59.50
- Many other models—Please write. 1/3 deposit with order, balance C.O.D.

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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.

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They're Really Beauties, Too

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"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department...

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern... full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois

Shine Machine Ops Tell Route Facts; Report Earnings

(Continued from page 110) by Tolby with "most service calls are due to accidental removal of the wall plug."

Nite Club Locations Jorgen Burke, Robbinsdale, Minn., operates his shoe shiners primarily in night club rest rooms.

While hotels proved to be the hardest locations to sell, they have proved to be the most co-operative, promotionally, after the equipment was in and working.

Lawson Elected New Hupp V.P.

CLEVELAND, June 10. — D. E. Lawson, director of research, Hupp Corporation, has been elected a vice-president of that firm R. S. Geddes, president, announced this week.

Bottle Venders Shown at Retail Grocers Confab

CHICAGO, June 10. — Coin-operated bottle vending equipment was featured in three displays at the National Association of Retail Grocers of the United States (NARGUS) convention at the Navy Pier here this week (4-8).

William M. Kelley, sales manager of Ideal Dispensers, reported active interest by independent grocers in the firm's three models, 300-B, 700-B and 55-B.

Pepsi-Cola, showing two vender models (Vendorlator's Model 220 and the counter unit, Model 27), reported high grocer interest in the small machine.

Models of the latest coin-vending equipment used to sell its bottled product were featured in the Coca-Cola exhibit.

Juice Bar Adds Low-Cost Model

(Continued from page 110) Eastern and Southern territories, but greater stress will now be made on spreading use of the venders in Western States, he indicated.

Produced in Juice Bar's own plant at Matawan, N. J., the new unit is modeled functionally after its larger predecessor. Four flavors are carried, with an illuminated display tray in the front panel providing space for a can of each.

Service is said to be eased thru use of Jones plugs and interchangeable assemblies. The machine occupies 24 by 24 inches of floor space and stands five feet high.

Production of the larger unit will be continued, Cross said.

His Honor RIALTO, Calif., June 10.—Location owners here can now have the honor of dealing with their mayor on matters pertaining to automatic merchandising.

EMPTIES MACHINES FASTER! Rain-Blo BALL BUBBLE GUM

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance.

LEAF GUM CO. Div. of Leaf Brands, Inc. Chicago, U.S.A.

New Low Price SILVER KING CHARM KING 2 GREAT VENDORS

FOR 1,000 BUCKS! We will ship you 100 Brand New "Topper" 1 1/2 venders set for either merchandise or ball gum vending.

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. (Includes illustration of a man in a hat and a vending machine)

ATTENTION: VENDING MACHINE SALES ORGANIZATIONS! Can furnish new electrically illuminated ball-gum machines on drop shipment basis.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES TOPPER JUMBO

IT'S SENSATIONAL THE NEW ACORN 5c ALL CHARM VENDOR EMPIRE COIN MACHINE EXCH.

Cincinnati:

T. & L. Distributing, recently announced Wurlitzer distributor, has added two men to its staff, Morry Gorret, who will head the sales organization, and Bob Fogel. Both have been associated with the coin machine field in this area over a period of years.

Sam Chester, who operates the Diamond Vending Company and served as president of the association for seven years, has returned from a trip to Nashville where he visited his parents and members of his family. They had a reunion on Decoration Day.

Nat Bartfield and M. Lieberman, B-W Novelty Company, have returned from Chicago. Lieberman spent a week after the show visiting relatives. The Automatic Phonograph Owners' Association will hold its regular monthly meeting Tuesday, June 13, at the Hotel Gibson at 9 p.m. The executive board members will meet at 8 p.m.

Detroit:

Erry Loewenthal, head of Marlo Distributors, is moving the company's office, formerly in the Penobscot Building, to Richton Avenue. Firm is planning to manufacture the Nickel Golf game invented by Ted Tunstill in England. . . . Frank Staffe is taking over sole ownership of the Lincoln Park Amusement Company.

John Kaplan and Bernard Besman, of Panamerican Distributors, were hosts to the coin machine trade last week, with a three-day open house showing of the new Kaye-Halbert television. . . . J. M. Hannan, who was in charge of vending machine operations for the Standard Products Company, reports the company has plans for future production, but will not resume for at least a year with new models. . . . Louis Nemesh, manager of Music Systems, Inc., Seeburg distributors, has an announcement coming up on the Grand Rapids opening.

George Hester, of Co-Operative Sales, has added another Evans Constellation to his route. . . . Harvey Johnson, Port Huron, made several visits to Detroit to buy shuffle and pin games. The Nichols Brothers of Port Huron, who operate as the N and N Novelty, also have been adding extensively to their route. . . . Michael Benson and Norman LaFleur, Michigan Nickel Company, are buying a diversified number of new machines, including shuffle and pin games. . . . Arthur P. Sauve is back in harness at his store after several weeks in Florida.

Harry Niedzinski, Harry's Amusement Company, Bay City, reports shuffle games going well in the up-State area around Saginaw Bay. . . . Dale Sauve, of A. P. Sauve & Company, has returned from a vacation trip to New York.

Jerry Gillespie, Ace Amusement Company, Flint, who operates a mixed music and game route, was in town to buy a new Genco Rocket from Sauve. Harold Paige, who has a mixed route in the same area, accompanied him on his Detroit trip. Paul Heaton, of the Monroe Coin Machine Company, Monroe, has been a frequent visitor, buying new pin and shuffle games. . . . Hazel Reichlin, of the Sauve office, reports a lot of sales for games, especially for outdoor park locations.

Twin Cities:

Solly Rose, of the Hy-G Music Company staff, is receiving congratulations on the Bar Mitzvah (confirmation) Saturday (27) of his son, Fred, at Beth El Synagogue, Minneapolis. . . . Operators in this area continue to sing high praise for the shuffle game which all agree has been the "real life saver" of the coin machine industry this past year. More and more coinmen keep adding the units to their routes.

George Cossetti, Brainerd, Minn., operator, is enlarging his route and adding quite a number of summer locations now that the weather appears to be opening up somewhat. T. J. Fischer, Waconia, Minn., operator, took time out from his constant fishing which already has given him a heavy coat of tan, to come to the Twin Cities to buy Twin Bowlers for his route.

Jack Karter, Midwest Coin Machine Company, St. Paul, has taken on the distribution in this territory of the new baseball shuffle game made by Nationwide Manufacturing Company, Chicago. He reports that several test runs on the new unit proved entirely satisfactory and that operators are ordering the game in increasing numbers. Karter also is enthusiastic with the sudden spurt in business for Encore music boxes in this area. Another new product at Midwest is Shuffle Shoes for the large shuffle boards.

Hy Greenstein, of Hy-G Music Company, plans an open house Wednesday (14) for Universal's new one-ball game, Winner. Bill Ryan, of Universal Industries, Chicago, will come to the Twin Cities for the festivities. . . . Gordon Wornson, coinman from Kasota, Minn., has moved to his new home at Mankato, Minn., and came to the Twin Cities last week with his wife to buy furniture. While here he picked up several pin games for his operation.

Jack Harrison, Crosby, Minn., was in shopping for machines and bought a new outboard motor for a fishing trip he is planning. . . . Dave Siskin, of Dave's Distributing Company, played informal host last week to coinmen who dropped in at his new firm headquarters. He has several shuffle alley games and phonographs on display and reports he is writing a few orders despite the fact he isn't yet formally open for business.



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
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BOOST YOUR PLAY OF SHUFFLE-ALLEY BOWLING GAMES

Completely Legal Stimulator

TEST LOCATIONS SHOW IT DOUBLES OR TRIPLES PLAY!

Card contains 150 tickets, numbered from 100 to 250. Jackpot is advanced \$1.00 each day until hit. A proved business booster and money maker!

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MUNCIE NOVELTY COMPANY, INC.
311 N. JEFFERSON ST., MUNCIE, IND.

NEED ROOM OUT THEY GO SHUFFLE GAMES

Universal Twin Bowler\$169.50
Rock-Ola Shuffle Lane, 9 Ft. 75.00
1 Floor Sample Chicago Baseball ... 200.00
10 New Shuffle Alley, in Original CratesWrite for Price

PHONOGRAPHS

5 Seeburgs, 1946 Models Write for Price
9 New Phonographs, in Original Boxes Write for Price
4 Seeburg Wireless Boxes, Like New\$20.00 Ea.

WRITE FOR PRICE ON ALL NEW GAMES WE SAVE YOU MONEY ON ALL NEW GAMES

WANT TO BUY

30 Good Used Consoles, Late Models. Send Your List in at Once.
We Are Now Delivering Brand New! The Hit of the Show! Universal's Winner—What a Game.

FRANK SWARTZ SALES CO.
513-A Fourth Ave., S. Nashville 10, Tenn.
Phone: 4-8571

WE WILL TAKE MUSIC IN TRADE FOR ALL LATE MODEL SHUFFLE TYPE GAMES

Come in to see the new KEENEY DOUBLE BOWLER and DUCK PINS

Dave Lowy & Co.

Exclusive Distributor for Keeney Products in the Metropolitan Area
594 Tenth Ave. New York, N. Y.
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Double Feature Protection

- Protect your money in coin machine cash boxes with HERCULOCKS for dependable security.
- Your key number is registered in our files under your name. This code system will protect your individual key . . . keeps it reserved for your use.

Only Herculo-Lock has the Ilco Gear-Tooth keyway —virtually pick-proof because only the Herculo-Lock key will fit. Investigate Herculo-Locks right now for complete cash box security!

*T.M. Reg. U. S. Patent Office

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FITCHBURG • MASSACHUSETTS

COIN MACHINE AND MUSIC ROUTE

Available in Fireball Section of South Louisiana with country being opened for over twenty (25) years. Business fine. Man must choose in my case money or wife. Approximately \$25,000.00 investment. All new equipment with exception of very few pieces. Music M-100, AMI B Models, Gaming Equipment, Winterbooks, Bonuses, Criss Crosses. If you are a live wire it's time to get on the ball. Inquire.

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NEW ORLEANS NOVELTY CO.
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Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
INTERNATIONAL		
THE BARTON BROS. (Irv Carroll Ork) Apollo 226 (Yiddish)	Cleaned and Pressed One of the best Yiddish comedy sides by this team since their "Joe and Paul" shtets. Funny stuff built around falsets of all types is somewhat blue for the air.	80--NS--80--80
	What Do I Care Another bright side by the team with some funny punches. Again, too blue for radio. Carroll's orking aids both sides immeasurably.	75--NS--75--75
LATIN-AMERICAN		
DANIEL SANTOS-SONORA MATANCERA Secco 7056	Lluvia o Sol (bolero-beguine) Tune is the Yankee pop, "Rain or Shine." It makes a strong, moderato-rumba, with rhythmic Santos vocal in Spanish and good English.	76--77--77--75
	Rumbero Vamos a La Rumba (guaracha-rumba) More typical Cuban rumba is a lively, uninhibited affair with trumpets, rhythm, and chanting by Santos and group.	76--76--76--76
GRUDO TROPICAL DE RICOBERTO DIAZ Victor 23-1607	El Vueltabajero (son guarjiro) Yankee rumbabugs could be sold on this easy-going native effort, with group vocal, trumpet, and guitars.	67--68--68--66
	Mi Rumbita (motivo oriental) Brighter rumba is even more danceable.	69--69--69--68
LOS UNIVERSITARIOS-JOSE RAUL RAMIREZ Calamo 819	El Cebucan (cancion Venezolana) Unique waxing, okay for rumba perro dancers, features an organ with the vocal group. Colorful side.	75--76--74--75
	Mi Loca Fantasia (bolero) Lovely ballad waxing, at a slow dance pace, is beautifully warbled by tenor and group. Organ is most effective.	76--77--75--76
HOT JAZZ		
JAMES MOODY QUINTET Dial 1042	Oh, Well Spiritedly executed bopper spots Moody blowing some fly moden tenor sax and Melba Liston doing a fair tram turn.	65--65--65--65
	Sweet and Lovely (Dexter Gordon) Gordon makes a rich and feelingful tenor sax solo of the standard.	70--70--70--70
ERROLL GARNER Dial 1041	Love Is the Strangest Game The bright piano stylist essays a rather uninspired ballad melody in his tried-and-true manner.	66--66--66--66
	Loose Nut An infectious Garner original, bearing a swinging bounce, figures to be the side which will provoke the action. Certainly, his fans will want this slicing.	77--80--77--75
CHARLIE PARKER QUINTET Dial 1040	Klactoveedsedstene Tho an inferior effort, this side spots a large-sized chunk of Parker's brilliant bop noodling as well as a slice of Miles Davis' trumpetooting.	69--70--70--66
	Charlie's Wig Less complex and more cleanly executed bopper spots more cool Parker jazz as well some sterling J. J. Johnson tram.	71--72--72--70
RELICIOUS		
DRIFTING PIONEERS Gospel 1004	Lord Build Me a Cabin in Glory Back-country sacred song is pounded out rhythmically by a male group. For the Southern rural market.	66--66--66--NS
	Why Don't You Sit Down Group generates more appealing fare in a lively hillbilly spiritual.	71--72--71--NS
SPIRITUAL		
THE SOUTHWIND QUARTETTE Freedom 5P 114	Road So Rough and Rugged Striding spiritual chant has a fervent lead shouter with steady group support.	69--69--69--NS
	Deep River Traditional spiritual is projected sweetly in authentic Southern style.	70--71--69--NS
SACRED		
BING CROSBY-THE KEN DARBY CHOIR Decca 14517	All Hail the Power The arrangement of the hymn is churchy, and Bing is Bing. Should sell steadily.	78--79--78--NS
	Rock of Ages Another popular hymn rendered robustly by Bing. Another standard for the Groaner.	80--80--80--NS
SPORTSMEN GLEE CLUB Decca 14818	In God We Trust Beautiful choral rendition by the all-male group, rendered a cappella. For choral as well as regular hymn buyers.	75--76--74--NS
	Army Hymn Wartime hymn has little meaning today, tho it's a fine bit of group warbling.	61--62--60--NS
DICK HAYMES (Victor Young Ork) Decca 14518	Now I Lay Me Down To Sleep One of the pop crooner's warmest warbling efforts, and a prayer-recitation give this setting of the prayer a broad appeal.	77--78--77--NS
	The Lord's Prayer There's heavy competition on this popular selection from Como and others, tho this 10-inch version, a handsome one, should hold its own.	78--79--78--NS
ALLEN-PATTI PAGE (Jerry Byrd-The String Dusters) Mercury 8258	Softly and Tenderly Down-homey sacred song is harmonized sweetly by the pop-folk duo, with country orking. Attractive diskings.	77--78--76--NS
	Farther Along Perfect vocal blending on a similar, attractive Southern sacred-tune.	77--78--76--NS

MORE FOR YOUR MONEY!

WURLITZER		WALL BOXES	
1100	\$399.00	SEEBURG	
1015	249.00	W1-L56 (NEW) \$37.00	
SEEBURG		3W2-L56, 5e, 3 WIRE 29.00	
146M	\$259.00	W1-L56, 5e WIRELESS 24.50	
THESE PHONOGRAPHS ARE THOROUGHLY RECONDITIONED—LIKE NEW!		WB-12, 5/10/25 17.00	
		DSB-12, 5/10/25 17.00	
		W5-22, 5e 8.95	
		DS20-12, 5e 8.95	
		5-20-12, 5e 3.50	
		WURLITZER	
		125, 5e/10e/25 \$7.50	
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SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$119	750E \$119	Super 40 \$59
Hightone, R.C. 99	800 89	Master 40 59
Hightone, E.S. 79	850 89	Deluxe 39 59
Colonel 69	950 89	Standard 39 59
Major 69	500 69	Commando 49
Commander 69	600R 64	President 49
Cadet 69	Victory 39	
Classic 69	616 39	
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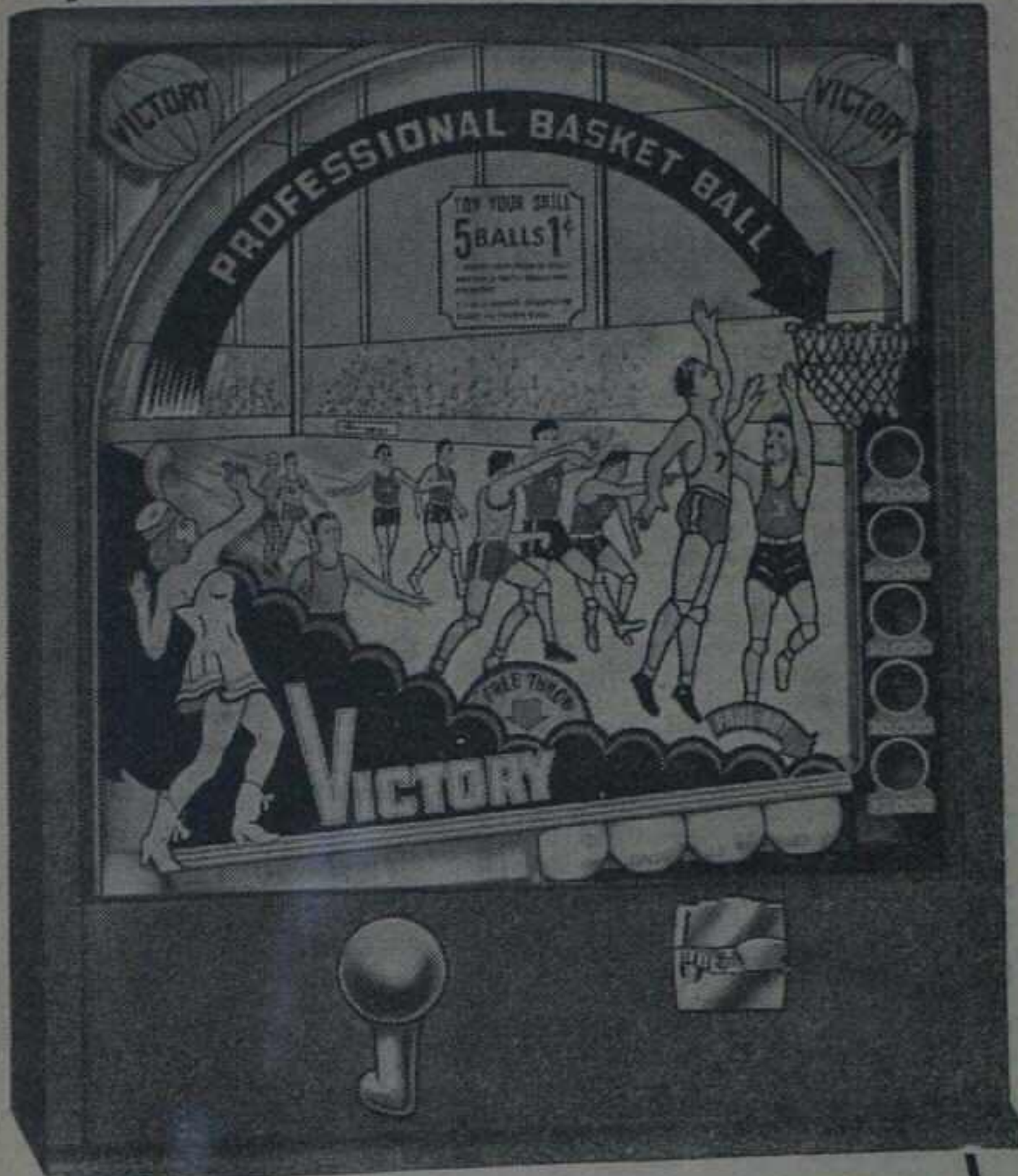
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American Schedules Chicago Sales Meet

(Continued from page 117)

ings of the past several months and also to crystallize current trade trends. This will be handled on both a sectional and country-wide basis.

Another anticipated development is a detailed discussion on the growth and future of American Shuffleboard Leagues, Inc. (ASLI), sponsor of the recent 14 State and U. S. shuffleboard team championship tournaments. Tho the future of ASLI has been adequately planned, it seems likely that the general structure of the organization, formed to promote the game as a whole, will be altered. Toward this end a preliminary meeting of ASLI officials will be held in Union City June 17.

James, who with Poulsen laid the groundwork for the U. S. meet in Peoria, Ill., May 27-28, disclosed that American is now at work on an educational program designed to increase the knowledge of sports editors all over the country on competitive shuffleboard. This will take the form of regular bulletins to sports departments as well as putting hundreds of dailies on the mailing list of *Shuffleboard World*, American's player publication.

Puck Patter

(Continued from page 117)

while his partner, Herb Smedberg, is concentrating on boosting production on Precision's varied puck line. Orders resulting from the ACMMA show last month continue to arrive with the mailman. . . . The women's team representing Chuck Cavallini's Tiny Lodge, Midlothian, Ill., in American's suburban cushion league practices every day under the watchful eyes of Capt. Bobby Cavallini. . . . Arthur Marcus, who helped develop the Cleveland Shuffleboard Congress, was a Chicago visitor. . . . Charlie Pieri, Keeney sales manager, reports interest in the firm's Bowling Champ is growing steadily.

Clayton Nemeroff, Monarch, says operator Tom Calkins, La Porte, Ind., is readying a new league designed for summer standards. . . . Buckley Manufacturing is getting steady response to its new puck line, Jerry Haley reports. . . . Howie Freer, Empire Coin Machine Exchange, says the firm's new merchandise department is making a hit with operators.

Over at Shuffleboard Specialists Phil Cohen says the new conversion unit with the baseball theme is proving a timely item.

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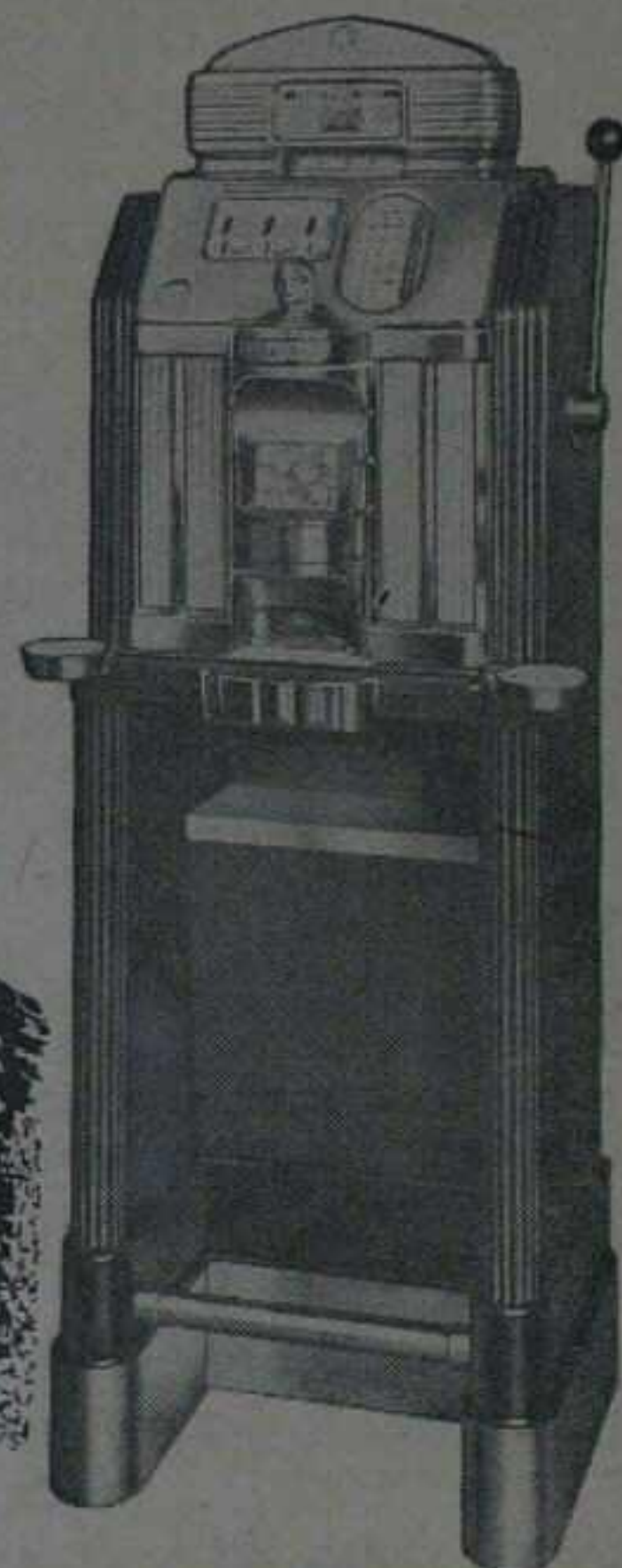
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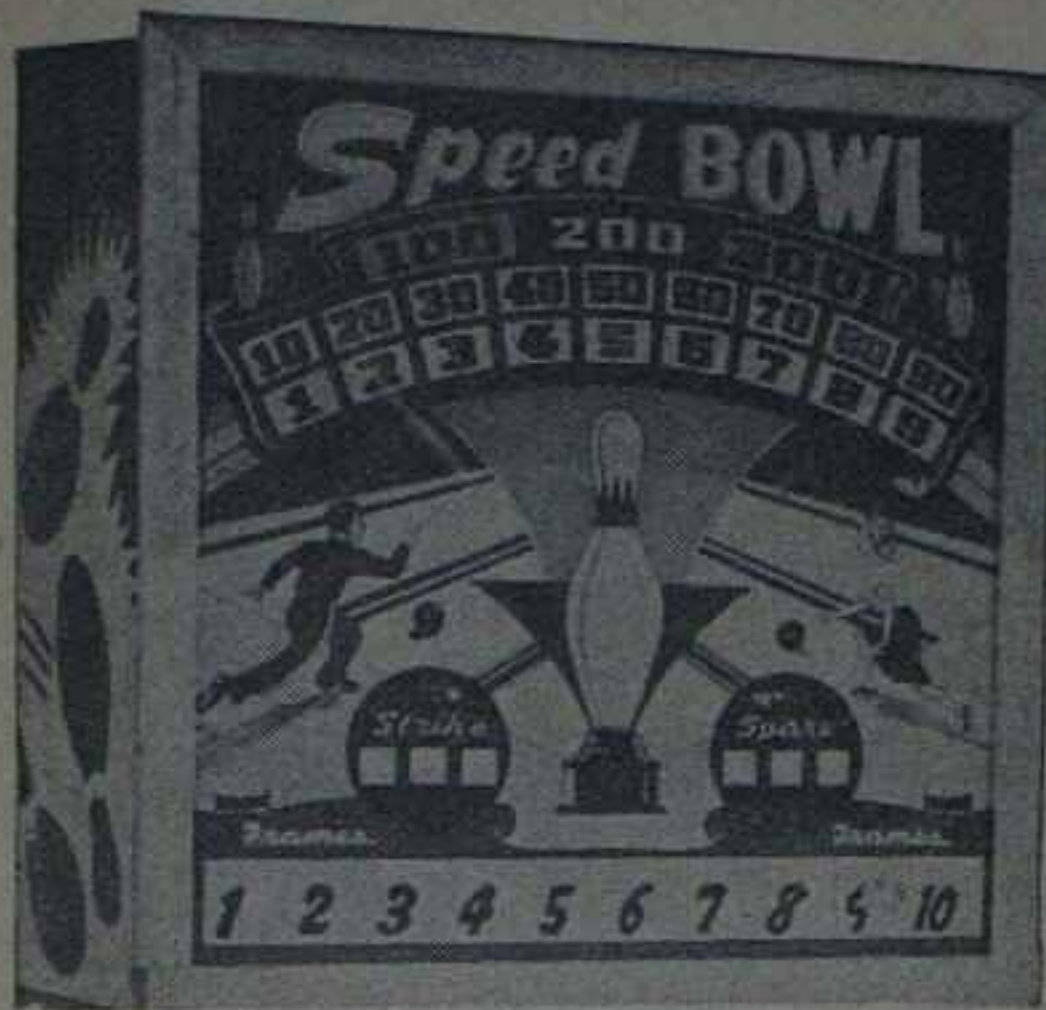
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REPLAY SCORING with Special Bumpers—Special
Rollovers—Special Rollover Button.

SEE IT—BUY IT





AT YOUR DISTRIBUTOR
NOW!



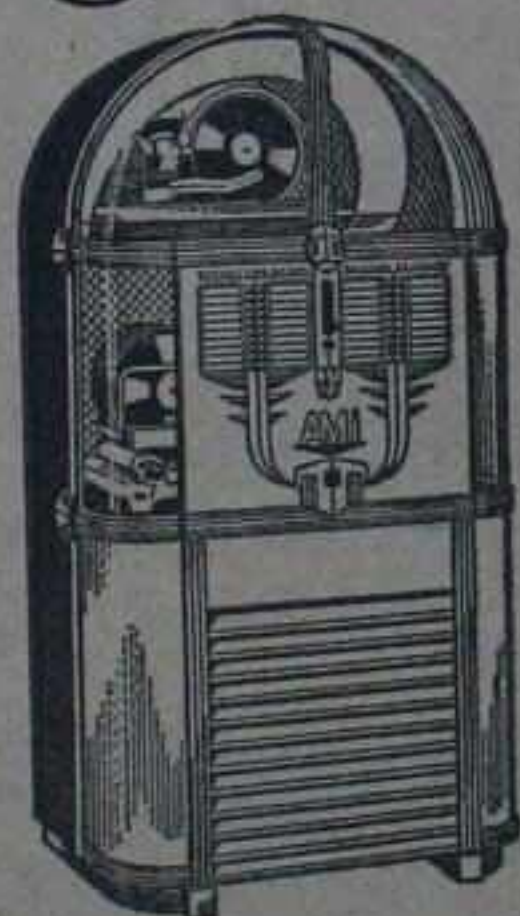
CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST., CHICAGO 24, ILLINOIS

“AMI is the BUY for Me!”
AMI is trouble free.”

The HIT Tune of Operators Everywhere

-  AMI is the juke box built for the operator.
-  AMI saves money on records and service.
-  AMI is economical to operate.
-  AMI has a low depreciation rate.

Small wonder that operators sing this song, for AMI IS the buy. Down-to-earth low price, proved popularity on location, freedom from service difficulties—all permit operators to provide AMI music and be home, free, in a hurry. There's no need to finance for two or three years with this juke box that pays off so quickly. For bigger music profits, buy the new AMI Model "C" and join the chorus of money-making AMI Operators.



The AMI Model "C"

IT'S A FACT!

Trade journal prices prove that the 1946 AMI Model "A" consistently brings higher prices on the used market than any other music machine. And the 1948 AMI Model "B" consistently sells for higher prices than any other 1948 make.

If You Are in Our Territory, Visit Any One of Our Six Offices Most Convenient to You.
Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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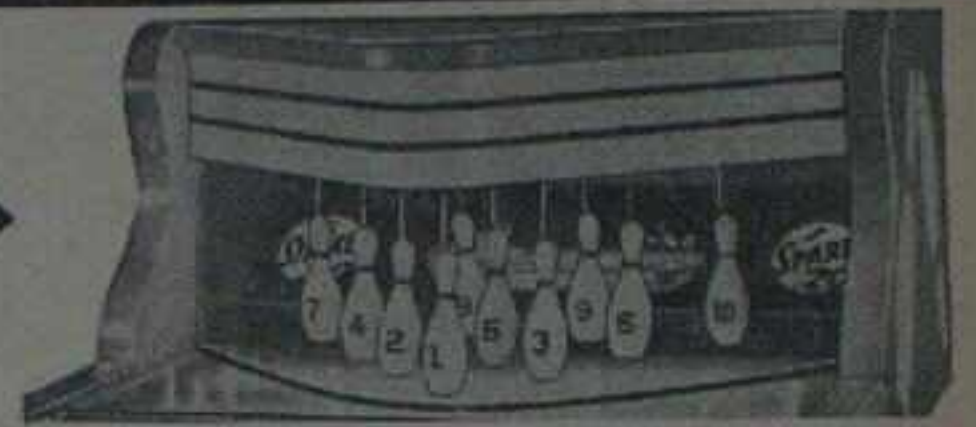
Cincinnati, Ohio
Indianapolis, Ind.

Chicago Coin's "BOWLING CLASSIC" PROVEN TO BE THE BEST AND MOST CONSISTENT LOCATION WINNER



WITH REALISTIC UPRIGHT
DISAPPEARING PINS

Just Imagine!
ONLY 45 SECONDS PER GAME!



SPEED

45 SECONDS TO PLAY

REBOUND

Action

OR
1 Players 2

10c and 20c

CUSHIONED GUTTERS
FOR SILENT PLAY

AUTOMATIC SCORING
PLAYERS COMPETE FRAME BY FRAME

Chicago Coin Machine Co.
1725 Diversey Blvd. Chicago 14, Ill.

PROMPT DELIVERY on these CENTRAL OHIO COIN BUYS

NEW SHUFFLE ALLEYS
Automatic Scoring

- ★ Keeney's Lucky Strike & King Pins
- ★ United's Double Shuffle Alley
- ★ United's Express
- ★ Universal's Twin Bowler
- ★ Chicago Coin's Twin Bowler
- ★ Chicago Coin's Baseball Bowler
- ★ Gottlieb's Bowlette

We have many used Shuffle Alleys at reduced prices for prompt shipment.

SLOTS—SAFES

New and Used

5¢ Blue or Brown Fronts	\$ 69.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
5¢ Standard Chiefs	149.50
10¢ Standard Chiefs	159.50
25¢ Standard Chiefs	169.50
5¢ New Vest Pockets	69.50
5¢ Mills Q.T., A-1	65.00

New Mills and Jennings Slots and Consoles.
New Safes—Single, Double, Triple Revolv-arounds.

ARCADE EQUIPMENT
Specials

Exhibit Dale Guns	\$119.50
Total Rolls, A-1	49.50
Bang-a-Deers, 10¢ (2)	75.00
Chicago Coin Pistol	149.50
Lite League Baseball	39.50
Undersea Raider—Bally	99.50
Sky Fighter	79.50
Keeney Submarine	49.50
Bat-a-Ball Sr., New, With Base	250.00
Pitchem & Batem, Floor Sample	325.00
Voice-a-Graph, Like New	165.00
Premier Skee Roll, Like New	175.00
Genco Gliders, New	175.00
18' & 22' Shuffleboards	195.00
Williams Flying Disks, New	250.00
Keeney Ten Pins, New	195.00
Exhibit Rotary Merchandiser, A-1	195.00
Chicago Coin Roll Down, New	32.50
Gottlieb Triple Grippers, New	32.50

CONSOLES—1 BALLS FP

Mills Jumbo Parade, CP	\$ 49.50
Keeney 3-Way, 5-10-25¢, Like New	395.00
Keeney 2-Way, 5-25¢, A-1	295.00
Bally Double Up, Like New	285.00
Mills 3-Bells, Late Model	295.00
Evans Racers, Comb. CP-FP	395.00
Gold Cups	115.00
Special Entries	85.00
Jockey Specials	95.00
Victory Specials	49.50
Citations	275.00

MUSIC

A. M. I.

DISTRIBUTORS FOR AMI PHONO-GRAPHS AND WALL BOXES FOR CENTRAL OHIO AND WEST VIRGINIA

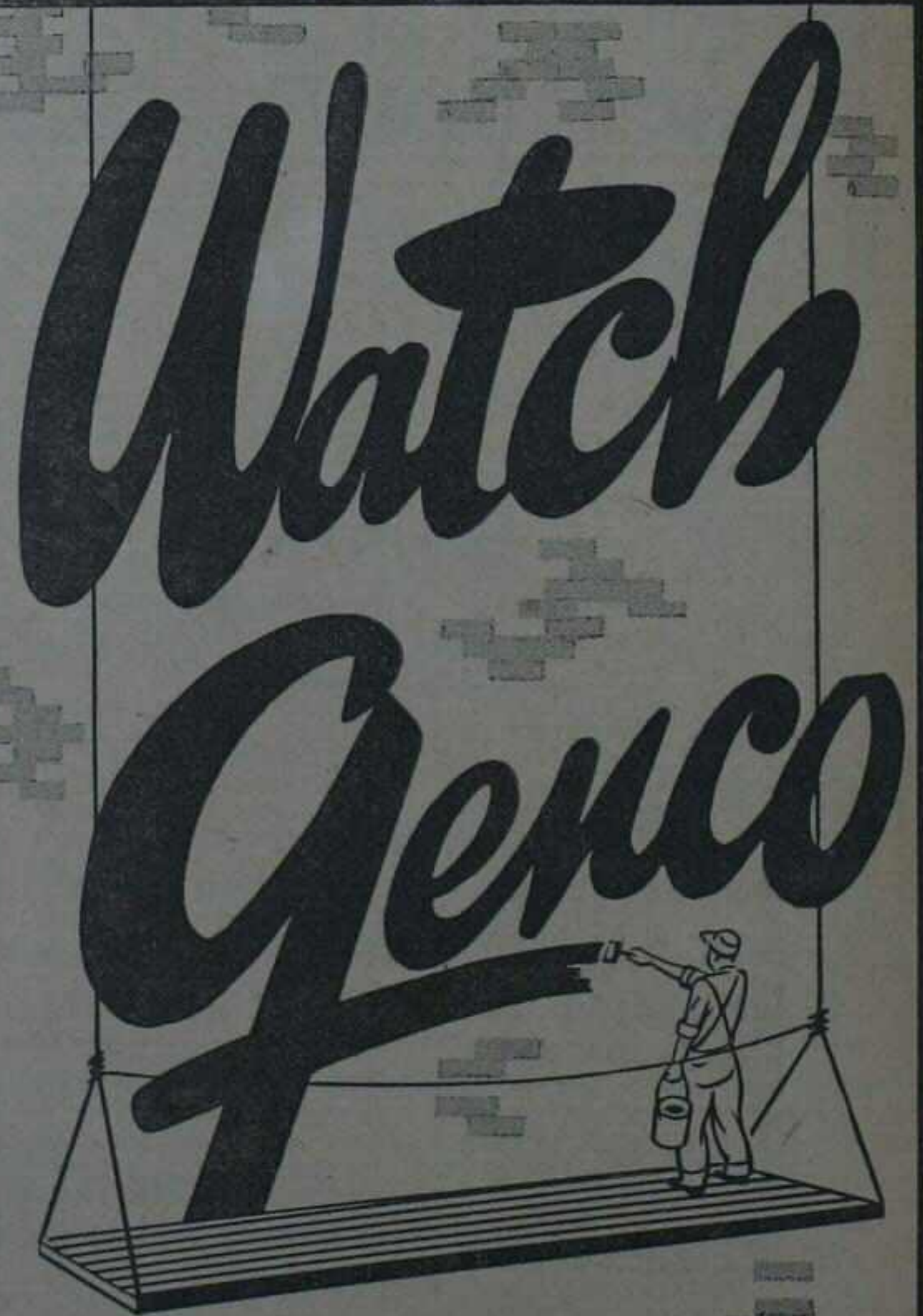
Wurlitzer 1015, Like New	\$269.50
Seeburg High Tone 9800	119.50
Seeburg Lo Tone 9800	139.50
Wurlitzer 600, A-1	79.50
Seeburg Wireless Wall Boxes, Prewar Models, Ea.	7.50

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CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH STREET

COLUMBUS 15, OHIO



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EXHIBIT'S FASCINATING

JEANIE

A 5-Ball Game Loaded With Action Where You Want It . . . On the Play Field—New, Exciting Scoring Features—Plus "Special" Build-Up . . .

- BOBBLE BUMPERS
- JITTER ACTION
- PLAYER CONTROLLED FLIPPERS
- HIGH SCORE

Regular Bonus Plus Surprise Bonus and Other New Play Appealing Features

NOW! AT YOUR EXHIBIT DISTRIBUTOR

EXHIBIT SUPPLY COMPANY

4218-4230 W. LAKE STREET

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ESTABLISHED 1901

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY CLOVER BELLS	WRITE	BALLY SPOT BELLS	\$350.00
BALLY TRIPLE BELLS	\$195.00	BALLY DRAW BELLS	99.50
BALLY RESERVE	150.00	KEENEY BONUS BELLS, 3-WAY	250.00
BALLY MULTI-BELL	250.00	KEENEY BONUS BELLS, 2-WAY	150.00
BALLY HI HANDS	25.00	KEENEY BONUS BELLS, 1-WAY	125.00

GUARANTEED RECONDITIONED PHONOGRAPHS

SEEBURG 100 SELECTIONS, NEW	WRITE	ROCK-OLA 1950 MODEL 1488	WRITE
SEEBURG MODEL 1-48M	\$395.00	A.M.I. MODEL B	\$495.00
SEEBURG MODEL 1-47M	295.00	A.M.I. MODEL A	350.00
SEEBURG MODEL 1-46M	250.00	WURLITZER MODEL 1915	250.00
WURLITZER MODEL 1080	295.00	ROCK-OLA MODEL 1422	195.00
WURLITZER MODEL 1100	WRITE	NEW EVANS CONSTELLATION	WRITE

RECONDITIONED ASST. EQUIPMENT

CHICAGO COIN BASKETBALL	\$149.50	UNIV. PHOTO FINISH (NEW)	WRITE
QUIZZERS (LIKE NEW)	149.50	BALLY CHAMPION (NEW)	WRITE
CHICAGO COIN PISTOL	124.50	BALLY CITATION	\$295.00
EXHIBIT DALE GUNS	99.50	UNIV. PHOTO FINISH	395.00
EXHIBIT SILVER BULLETS	189.50	UNITED SHUFFLE ALLEY	179.50
GENCO BING-A-ROLLS	99.50	CHI COIN BOWLING ALLEY	WRITE
BALLY HI ROLLS	49.50	WILLIAMS TWIN SHUFFLE	224.50
KEENEY TEN PIN	179.50	BALLY SHUFFLE BOWLER	199.50
BALLY TRIPLE BELLS	225.00	KEENEY BONUS 1-WAY, 5-25	199.50
BALLY RESERVE BELL	159.50	BALLY DRAW BELLS	99.50

TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating

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USE OUR FINANCE PLAN
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FOR UNITED, BALLY, WILLIAMS TWIN, ROCK-OLA, KEENEY AND GENCO
Formerly \$29.75

NOW LIMITED TIME \$17.95

This includes: New Canvas Strip, Puck Pusher and Lucite Cover to protect pins from breaking.

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FOR UNITED ALLEY ONLY—PLUG-IN TYPE—NO SOLDERING

Formerly \$20.00 **NOW \$15.00**
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A-NO. 1 CONDITION
5 CHAMPIONS \$400.00 Each
5 CITATIONS 225.00 Each
WRITE—WIRE—PHONE
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YUMA ARIZONA



**HIGH SCORE
OVER
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**MULTIPLE
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FOR
REPLAYS**

**7
WAYS TO
SCORE**

**NEW DOUBLE
1 to 5
(CONTINUOUS)
SPOT FEATURE**

**FIVE BALL
NOVELTY REPLAY**

FLIPPER
CONTROL
BUTTON
EACH SIDE

**UNITED'S
PROVEN
DROP-CHUTE**
"JUST DROP IN COIN"

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UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



New!
FASTEST!

KEENEY'S
Sensationally fast

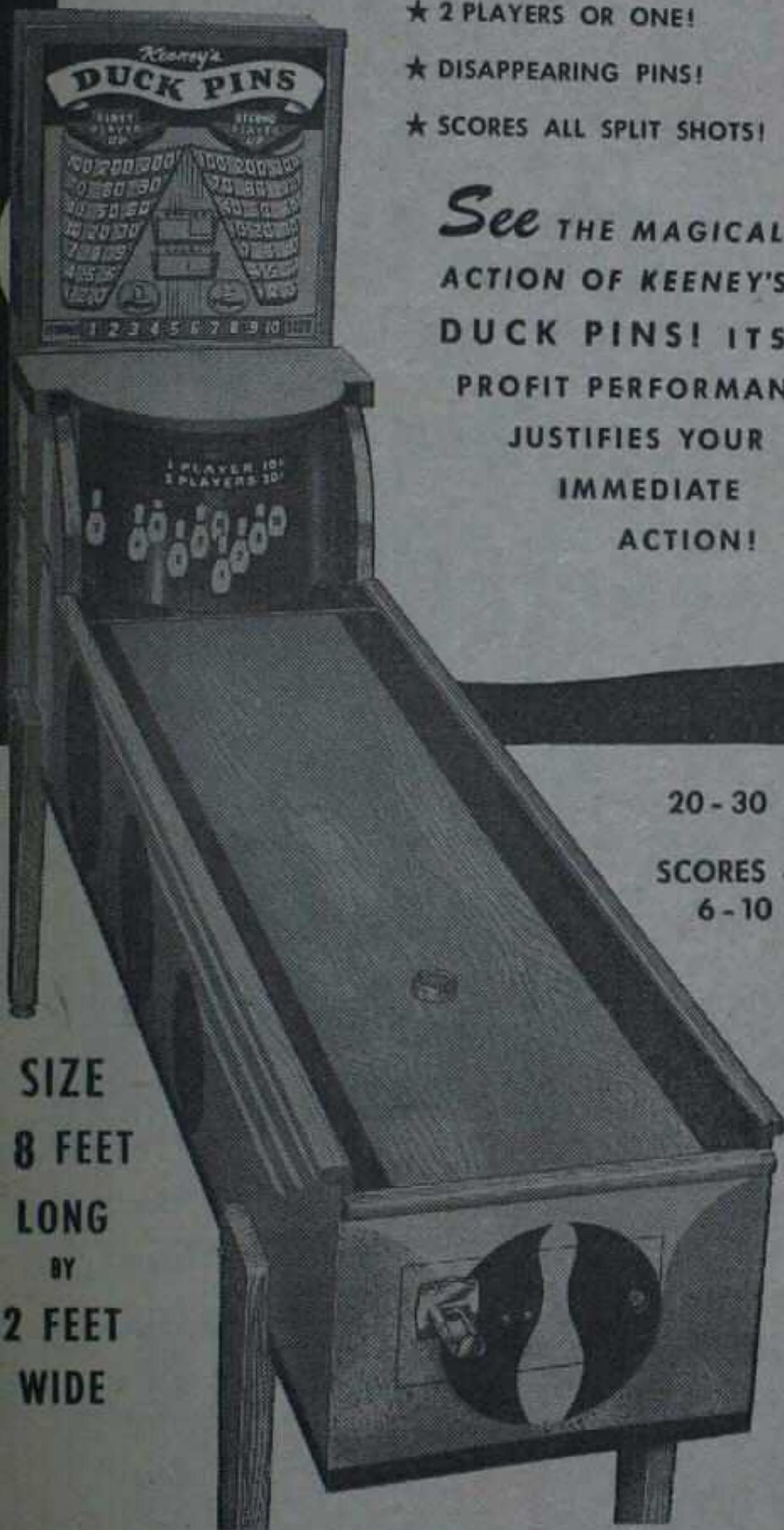
DUCK PINS

FASTEST
2-PLAYER
BOWLER OF
TODAY!

THE OUTSTANDING BOWLER
FOR FAST REBOUND ACTION

- ★ LESS THAN 45 SECONDS PER GAME!
- ★ 2 PLAYERS OR ONE!
- ★ DISAPPEARING PINS!
- ★ SCORES ALL SPLIT SHOTS!

See THE MAGICAL
ACTION OF KEENEY'S
DUCK PINS! ITS BIG
PROFIT PERFORMANCE
JUSTIFIES YOUR
IMMEDIATE
ACTION!



20-30 SCORING
SCORES 4-7 and
6-10 SPLITS

SIZE
8 FEET
LONG
BY
2 FEET
WIDE

EASY-TO-READ SCORING FOR BOTH PLAYERS!

See YOUR
KEENEY
DISTRIBUTOR

New!
FASTEST!

Again KEENEY'S DOUBLE BOWLER

★ **FASTER ACTION!** Rebound
puck cuts game time to
45 seconds or less.

★ **HI-SPEED TOTALIZER** registers
score for 2 players or one.

★ **SCORES ALL SPLIT SHOTS!**

★ **IMPROVED DESIGN** and
**GREATLY SIMPLIFIED
MECHANISM!**

★ **QUIET PLAY!**
FASTEST
2-PLAYER
BOWLER OF
TODAY!



SCORES 4-7 and
6-10 SPLITS

20-30 SCORING

SIZE
9½ FEET
LONG
BY
2 FEET
WIDE

J. H. *Keeney* & CO., INC.
2400 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

New Jumbo Pinball Game

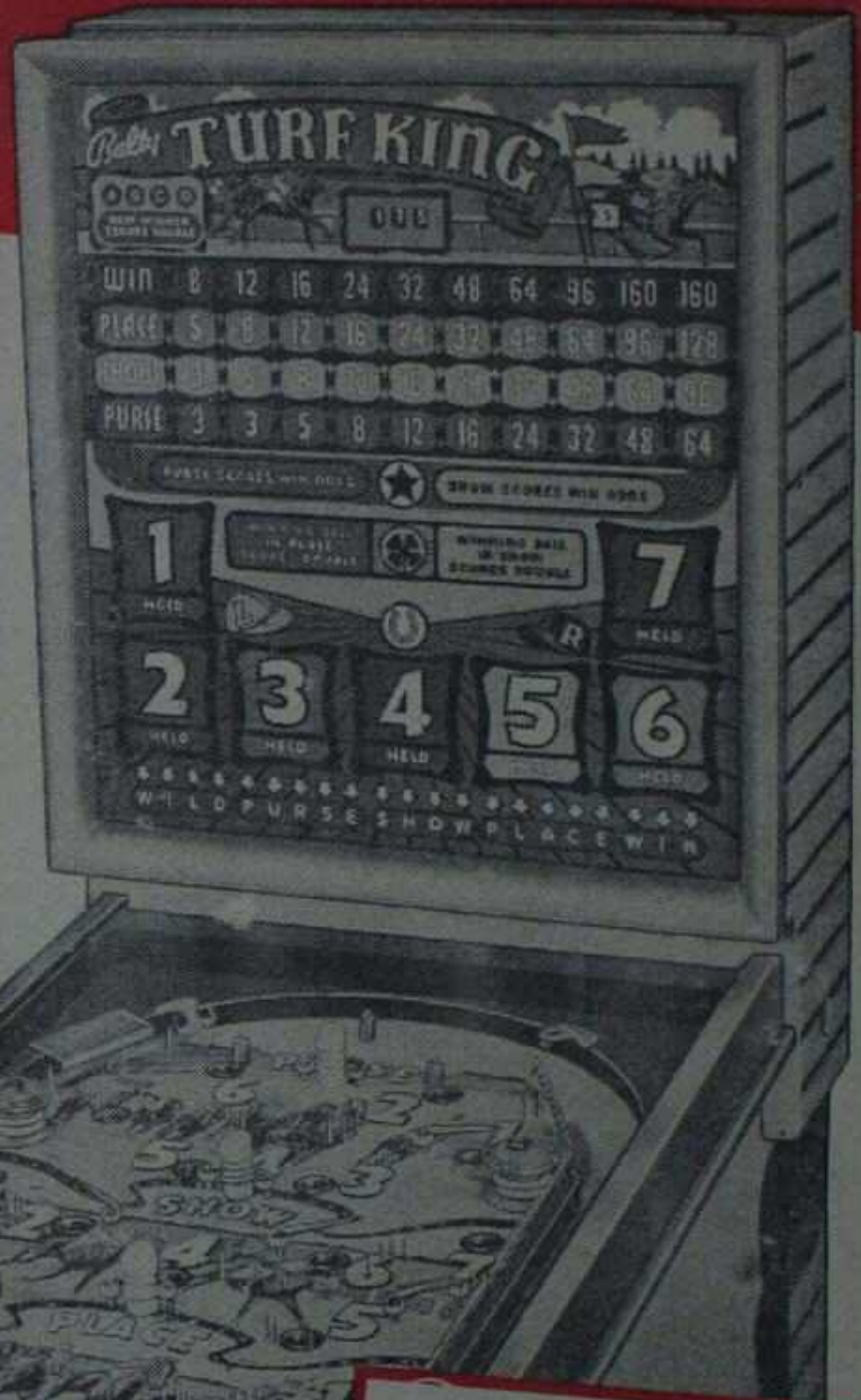
Bally

TURF KING

*Greater than CITATION!
Greater than CHAMPION!*

AMAZING NEW PLAYER'S CHOICE IDEA

CITATION was great . . . CHAMPION was greater . . . but TURF KING is, by all standards, the greatest pinball game ever built. Exhaustive location-tests in all sections of the country prove that the new and revolutionary PLAYER'S CHOICE IDEA is the strongest repeat-play stimulator ever created . . . resulting in earnings far ahead of all previous profit-records. TURF KING includes all the famous time-tested and profit-proved play-principles of CITATION and CHAMPION . . . now presented to the pinball public in a new and fascinating way . . . permitting the player to exercise his own judgment before the final skill-test of shooting the ball . . . offering attractions to every type of player. Rush your order for TURF KING today!



**NEW
PLAYER'S
CHOICE
BUTTONS**

Write for details!

- Famous "Citation" Advancing Odds
- Mystery Skill-Shot Selections
- Win, Place, Show, Purse Winners
- Build-up FEATURE Bonus
CAN BE OPERATED AS 160 OR 320 BONUS
- Popular "Wild" Field Feature
ALL 28 SELECTION HOLES MAY BE WINNERS
- Purse and Show may score Win Odds
- Purse and Show may score double
- New L and R Feature
LIGHTS ALL 7 SELECTIONS FOR NEXT GAME
- New A, B, C, D Bumpers
WHEN LIT IN ROTATION, NEXT WINNER DOUBLED

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Only "WINNER" has ALL these Features!



New!

New!

New!

New!

New!

New!

Simple! ONE (1) ENTRY FLASH BUTTON

- STERY TYPE ADVANCING ODDS
- ADDED ENTRIES—GAME-TO-GAME CARRY-OVER
- SPELL NAME
- A-B-C-D BUMPERS
- FEATURE RACE
- AUTOMATIC BALL-LIFT
- ILLUMINATED PLAYFIELD
- ARMOR PLATE

UNIVERSAL'S "WINNER"

Check these ENTRY FLASH ADVANTAGES:

- ★ **DAILY DOUBLE**... Returns ball after a winner, with odds remaining at same level for start of next game!!!
- ★ **EXTRA NEW SELECTIONS**... Boot - Saddle - No. 4's, etc., advance for better advantages and STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!
- ★ **LITES FEATURE RACE**... Gives player an additional method of "buying" Feature Race!
- ★ **ADVANCES ODDS**... One of the greatest incentives for additional play!
- ★ **PURSE AND SHOW SECTIONS SCORE WIN ODDS**... the familiar feature that players try for after obtaining other advantages!
- ★ **ADDITIONAL SELECTIONS**: 3, 4, 5, singly or in combination.

UNIVERSAL'S FEATURE BELL



LATEST and GREATEST Console

TRY IT!

New!
KICK PLATE ON FRONT DOOR

Order FROM YOUR UNIVERSAL DISTRIBUTOR!

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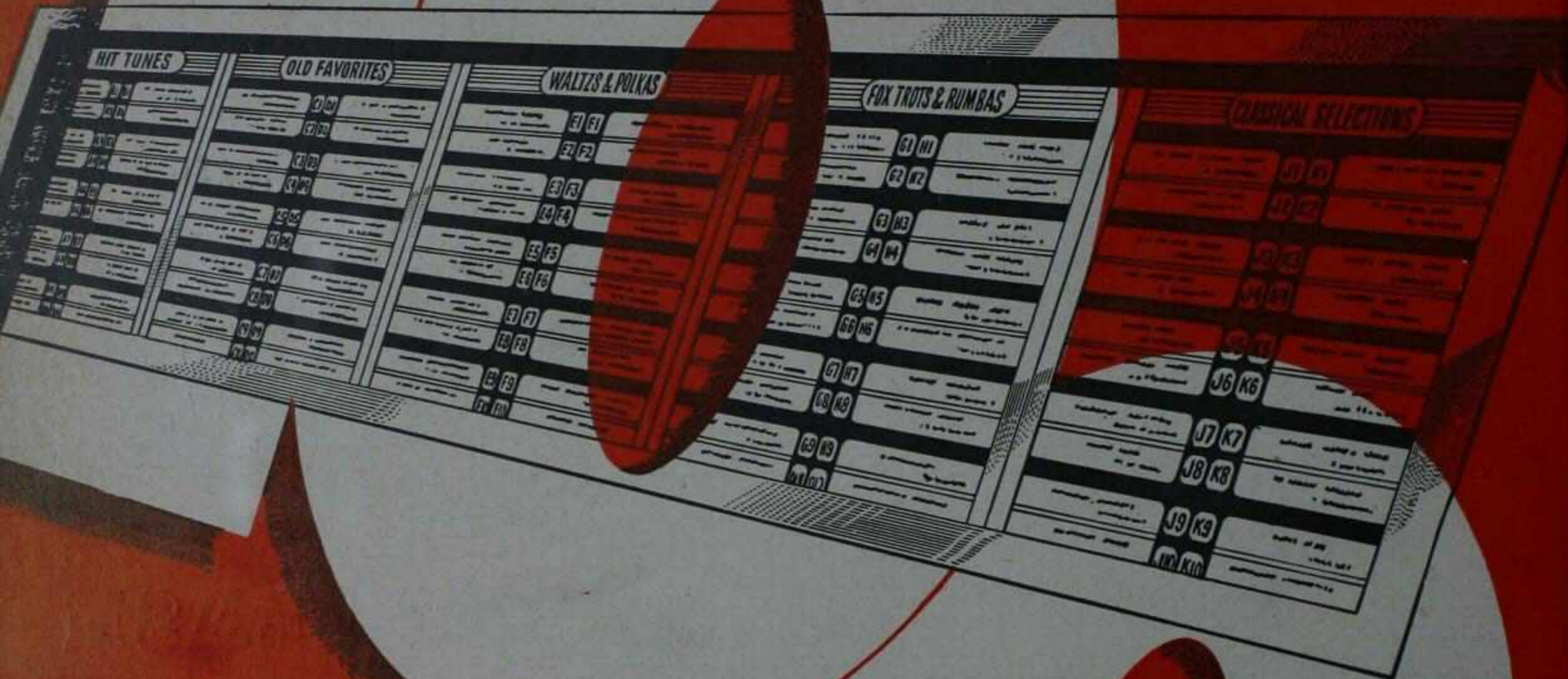
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The Select-O-Matic "100" Mechanism. The most revolutionary development in the history of the coin-operated music industry.



Proper Programming

An attractive, well-organized menu permits fast, accurate selection of a splendid meal. The Selector Panel of the Select-O-Matic "100" does the same for your business. For here are 100 tunes—all visible at one time—grouped under the five basic musical classifications, making it easy and convenient for the public to select the music of its choice . . . played by favorite artists.

No other music system offers this greater music service because no other music system has 100 selections. 100 selections are essential to proper programming.



anywhere in the location

The Wall-O-Matic "100." 100 selections right at the finger tips of the public. All cataloged under the 5 basic musical classifications.



at the phonograph

The Select-O-Matic "100" is the most economical, service-free phonograph ever built. Today, it is helping operators realize maximum revenue in thousands of locations.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.