

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 1, 1950



Orkster Lawrence Welk discusses plans for his current summer series on the American Broadcasting Company's network (Wednesday, 9 p.m., CDT) with Leonard (Buxx) Blair (left), program director of ABC's Central Division, and John H. Norton Jr. (center), v.-p. in charge of the web's Midwest operations. "The Lawrence Welk Revue," which emanates from such prominent danceries as Elitch Gardens, Denver, and Peony Park, Omaha, on Welk's summer itinerary, has been renewed for the fall by the Miller Brewing Company, Milwaukee. Mercury Records, whose latest release on Welk is "Fancy Free" and "Deep Freezer Dinah," is preparing a fall dance band promotion on the champagne maestro and the champagne lady, Roberta Linn. Welk is booked by Music Corporation of America and managed by Sam Lutz.



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# BB SPOTS NEW STAR CROP

## BILLBOARD BACKSTAGE

By Joe Csida

Breezing in where cherubs strictly observe the "keep out" signs, we give you this week in the adjoining columns *The Billboard* staff's round of new stars. In planning the story we laid down a set of general rules for ourselves. Stardom, we said, ought to be decided primarily on the basis of how much green stuff the buyer lays out for services rendered, particularly as compared with what the same buyer was willing to lay on the line one year previously for the same attraction.

Secondary considerations were such items as over-all (trade and lay) critical appraisal and activity in a number of entertainment branches simultaneously—as for instance, a kid who has hit it, or is due to hit it, in radio, TV, pix, records all at once.

Perchance we have slighted some performer, newly kissed with stardust. If so it wasn't intentional. At (See *Billboard Backstage* on page 12)

## CBS Into Film Making With 3 Coast Partners

NEW YORK, June 24.—CBS-TV this week concluded partnership agreements with three Hollywood film producers as part of the 10 and possibly 12 shows slated to go into production on the Coast before June, 1951. The deal was revealed by Harry Ackerman, newly appointed executive head of production for CBS radio and television, who is under a seven-year contract.

The film makers signed to produce video shows for CBS-TV are William Pine and William Thoas; Jack Cher- (See *CBS INTO* on page 9)

## Chi Fair Solid 650,000 Start

CHICAGO, June 24.—Aimed to pull 2,000,000 persons, the Chicago Fair of 1950 opens its 73-day run here today with an advance sale of almost one-third that number, plus a substantial advance for four fairgrounds attractions, all of which were tied in with gate admissions on a pre-opening sale of combination ticket books.

On the eve of the opening, a complete sellout of 130,000 books, valued at \$5.50 and priced at \$3.95, tax included, was reported. This adds up (See *650,000 GATE* on page 54)

## Bing's Boy, Gary, Makes Decca Debut

HOLLYWOOD, June 24. — Gary Crosby, the Groaner's son, made his disk debut Friday (23), waxing two tunes with Papa Bing for Decca. Ditties included *Simple Melody* and *Sam's Song*. Date was supervised by platterer's a. and r. chieftain, Dave Kapp, and biscuits will be rushed into immediate release.

## New and "Old-New" Stars

Listed here, according to the show business fields in which they have achieved stardom in the season from September, 1949, to June, 1950, are the new stars and veteran toppers who have expanded their name appeal into new fields. Rise of these performers and shows is detailed in the adjoining story. Next week *The Billboard* will publish a similar story and list of performers who have made rapid strides in the past season and are sharply on their way up, tho they may not yet have achieved full stature as stars.

### Television

Hopalong Cassidy	Kathi Norris
Sid Caesar	Alan Young
Sam Levenson	Abe Burrows
Imogene Coca	Herbert Swope Jr. (Director)
Max Liebman (Director)	Robert Q. Lewis
Irving Mansfield (Producer)	Ward Byron (Director)
Dave Garroway	Jimmy Powers (Sportscaster)
Faye Emerson	The Roller Derby
Ed Wynn	Marc Daniels (Director)
Gertrude Berg	Ralph Levy (Director)

And Morgan, the basset hound

### Popular Music

Ralph Flanagan	Ames Brothers
Mindy Carson	Ray Bolger-Ethel Merman
Ray Anthony	Tony Martin

And Jimmy Dorsey, the musical comeback of the year

### Radio

Groucho Marx Ronald Colman—Benita Hume

### Legit

Shirley Booth Lilli Palmer

### Films

James Whitmore	Stanley Kramer (Producer)
Dean Jagger	Sterling Hayden
Shelley Winters	Stewart Grainger
Marlon Brando	Barbara Hale
Mercedes McCambridge	Gloria Swanson
Leo Genn	Joanne Dru
Howard Keel	Charlton Heston
Nancy Olson	David Brian
Brod Crawford	Kirk Douglas

### Night Club-Vaude

Martin and Lewis	The Zonys
Al Morgan	Juanita Hall
Jean Carroll	

### Outdoor

Howdy Doody	Danny Kaye
Joe Louis	Bill Boyd
Bonnie Baker	

## Vets Conquer New Fields; Kids Hit, Too

### TV Out Front as Star Maker

NEW YORK, June 24.—One of the largest crops of new stars to be created in any one year developed this past season (September, '49 to June, '50) according to a study of all showbiz fields completed this week by *The Billboard*. Equally—or perhaps even more significant—is the fact that, even tho it's still in its infancy, television is already demonstrating terrific power as a star maker.

Judged on TV's performance during the season just closing, there is every reason to believe that video soon will outrank every other form of showbiz in creating new box-office values. That means, insofar as it concerns (See *TV SUPREME* on page 6)

## ARA to AGVA: Peace Wanted, War If Must Be

NEW YORK, June 24.—Agents from many parts of the country joined the Artists Representatives' Association (ARA) Tuesday (20) at a meeting at the Victoria Hotel here in its fight against the American Guild of Variety Artists (AGVA) and agreed they would, if necessary, book acts without AGVA franchises. The agents further agreed that if any ARA agent obtained a franchise direct from AGVA, other agents wouldn't do business with him.

The overflow meeting attracted over 200 reps fronting for Music (See *STORMY ARA* on page 38)

## Is It Loyalty, or Just Ulcer-Fear?

NEW YORK, June 24.—Renn Zeth, a researcher for Philco, was a finalist on Ted Mack's *Old Gold Amateur Hour* on NBC this week. Right after he finished, WLW in Cincinnati, owned by Crosley, phoned and offered the tyro a five-times-a-week show, starting at \$400 weekly—the sort of chance every radio hopeful dreams about.

Zeth, singer and mimic, turned it down. Prefers being a researcher for Philco to a star with Crosley.

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## Big 78 RPM Clean-Up Drive Under Way; London Joins Diskers' Swapplan Parade

### Columbia & Decca Say No Plans for Special Exchanges

NEW YORK, June 24.—The big 78 r.p.m. disk clean-up is on. The revolutionary dealer-distributor swap plans announced last week by Mercury and RCA Victor have now been supplemented by a dramatic offer from London, which supplied the broadest program to date. But stock-heavy tradesters, hopeful of unloading deadwood accumulated since war years, were wondering where they could get the money required to take advantage of the more-than-generous diskery offers.

At press time there was already talk of diskeries expanding original offers to vie with the more generous late comer. London's plan, which threw the race wide open, permits

dealers and distribs to return 78 r.p.m. disks on any label whatsoever in exchange for London f.f.r.r. long-playing disks. According to sales manager Rudi Tolnay, one dollar's worth of old disks will be accepted for credit against every three dollars spent for new LP's. The program is effective immediately and will run thru August 15.

The Victor offer, which will run for three months, is limited to Victor 78s, which may be turned in at a ratio of one dollar's worth for every \$5 spent on new 45 r.p.m. stock.

Mercury's deal, announced first, is similar to London's except that tradesters were to be Mercury 78 r.p.m.'s (See *78 RPM Clean-Up* on page 10)



# Stunts Pull Hoss Park Bucks

## Tug Contests, Baton Twirls Step Up Biz

### Gal Pole-Sitter a Draw

CHICAGO, June 24. — Hillbilly amusement parks are keeping grosses consistent with biz last year by many promotions. This is the finding of a sampling of the experience thus far this year of Harry K. Smythe, dean of folk music park ops and owner of Buck Lake Ranch, Angola, Ind. Smythe and his frau, Eleanor, now in their fifth year of operation, are continuing to utilize and emphasize top h.b. and Western names, but are surrounding the entertainment entree with crowd-luring promotions.

To illustrate, while Smythe has been booking such top names as the Renfro Valley gang, Pee Wee King and Ernest Tubb as outdoor stage attractions, he has started an outdoor arena site, completely divorced from his name talent showings. Smythe (See MUSIC PARK on page 56)

## Social Security Showfolk Cover Seems Sure Now

WASHINGTON, June 24.—Inclusion into the Social Security system of all show persons still not covered by the provisions is assured as a result of Senate passage of the omnibus Social Security bill this week, but the question of who is to be responsible for the Social Security of orchestra sidemen is up in the air.

The measure, HR 6000, passed the Senate by a vote of 81-2 and was sent to a joint conference with the House to iron out differences in the two versions.

The Senate adopted without argument the Senate Finance Committee amendment which continues the practice of making band leaders responsible for keeping sidemen's Social Security records and paying the employer share of the payroll tax. The House, however, voted last year to switch the responsibility to the location which employs the band.

The particular point cannot be straightened out by a change in wording, so the outcome depends upon which side backs down. The point probably will be up for trade, with (See HUDDLE TO DECIDE, page 12)

## Miami Nitery Plans To Turn To Legit Stock

MIAMI, June 24.—The Kitty Davis Theater-Restaurant will operate as legit theater next season, according to Danny Davis, op of the spot.

"With hotels becoming night clubs, night clubs can't continue to live," said Davis. He is on his way to New York to make deals with package producers to bring in stock companies for week stands at the club.

The plan is to operate as a straight theater with 400 seats, selling no food or liquor. Tickets will go from 90 cents to \$1.80 top.

If the legit shows make a buck, Davis plans to open a small cocktail bar next to the theater.

## Seven Stools for \$7 and NBC's In Biz, Including 7 Sweaters

NEW YORK, June 24.—When Albert McCleery's *Cameo Theater* presents William Saroyan's first original TV script next Wednesday (28) on NBC, total staging cost for the show will be \$7. This is the cartage fee for trucking seven NBC-owned stools over to the studio. Only other special item in the way of costumes or props is seven sweaters, which will be borrowed in return for a credit slide. Other production costs involve one hour for a hairdresser, and another for a make-up gal. Entire show will come in a little over \$100 total production-staging budget.

This is a typical example of why the NBC video people are excited about the potentialities of this series, which was started a few weeks back merely as a filler in vacant time slot. Already, *Cameo Theater* is slated to move into the period now occupied by *Chevrolet Tele-Theater*, 8 p.m. Mondays, starting July 8, for the eight weeks while that stanza is off the air. *Cameo Theater* is regarded as a sure-fire bet to nab a sponsor for fall, since it is easily the cheapest NBC dramatic offering at its \$5,900 gross commissionable price weekly,

and regarded as among the best. NBC now has six kines of the show making the agency rounds and has some hot bites.

After gaining wide critical kudos, which startled the web toppers, McCleery was given carte blanche to experiment with any type of show, including the arty stanzas which usually are sure death. On *Cameo Theater*, however, they worked out successfully mainly because of high caliber writing, acting and directing. Latter features star facial shots, strong use of shadow, and fast, punchy scenes.

McCleery allots better than one-third of the budget to writing, something almost unheard of in video. This has enabled him to use the top scripters around, including Arthur Miller, Shirley Jackson, Harry Junkin and Saroyan. Already commissioned for future shows are Val Gielgud, head of the dramatic division of British Broadcasting Corporation, and Ria Mooney, of Dublin's Abbey Players. Similarly, the actors have been of stellar magnitude, including Sam Wannamaker, Tod Andrews and Ruth Ford.

## 210-Mil Amuse. Excise-Tax Slash Due for House Okay

WASHINGTON, June 24. — The long-awaited omnibus tax bill carrying showbiz excise cuts is slated for House passage next week in almost the same form as approved by the House Ways and Means Committee this week. The measure is expected to reach the House floor under a "closed rule" which permits no amendments except those okayed by the committee.

By voting a corporation tax reshuffle before reporting the bill, the committee practically offset losses from excise cuts by gains in other taxes. Administration leaders who had gloomily predicted no excise bill could be enacted, are looking more cheerful after toting up losses and increases and finding the bill would mean a net loss of no more than \$100,000,000 annually and might add up to a gain, depending upon who does the estimating.

### Measure to Senate

The measure, which would directly benefit the entertainment world to the tune of about \$210,000,000 annually, will go directly to the Senate Finance Committee after House passage for about two weeks of hearings. Disk and radio set makers and others who received no cuts in levies on their products will get a last chance to put in a pitch.

Changes in the corporate tax structure approved by the House tax committee would affect all incorporated amusement enterprises, with all but the largest getting a reduction. The group voted to eliminate the present graduated tax and substitute a flat 21 per cent normal tax on income above \$25,000, plus a surtax of 20 per cent. Effect of the change would be to reduce slightly taxes on all corporations earning less than \$167,000 a year, while increasing the rate some 3 per cent on corporate incomes over that figure. The group also added a speed-up plan of payment of the tax which would have all corporations paying their tax within six months after the close of a tax year. No new money would come from the speed-up, but Uncle Sam's books would look better over the next five years.

The greatest benefit to show busi-

ness in the excise bill would come from the proposed cut to 10 per cent in the present 20 per cent admissions tax. This would amount to a tax saving—and a revenue loss—of about \$193,000,000 annually. Benefitting would be outdoor shows, legit and movie theaters, skating rinks, dance halls, sporting events and others subject to the levy.

The reduction to 15 per cent of the 20 per cent cabaret bite would cut nitery taxes around \$12,000,000 a year, based on 1949 collections. Exempting dance halls and ballrooms serving no liquor would amount to an estimated \$1,000,000 tax saving. The proposed whacking in half of the 20 per cent musical instrument levy would amount to an estimated \$5,000,000.

### Loss Reduced

If, as excise cut sponsors claim, business picks up substantially as a result of reduced levies, the net loss to the Treasury would be proportionally reduced.

In addition to the direct tax relief, the entertainment field would benefit from other excise cuts proposed in the House tax bill. Traveling entertainers would pay a passenger ticket tax of 10 per cent instead of 15 per cent; the 3 per cent freight tax on the shipment of equipment would be cut to 1½ per cent, and the various retailer taxes would be cut in half.

The coin machine field is an exception to the general benefits. The levy on bell machines would go from \$100 per machine to \$150. Penny games would be dropped from the \$10 amusement device tax, but few are now being made.

### Cut Prices Aid Cincy Opera

CINCINNATI, June 24.—Aided by sharp reductions in prices of several tickets, the advance sale for 29th season of the Cincinnati Summer Opera in the zoo, opening July 2, reportedly got off to a good start. Last year's top price of \$4.80 has been reduced to \$3.50. Remaining seats are scaled to 65 cents. The 65-cent seat formerly sold for 90 cents.

## ET Org Eyes 3-Way Artist Pacts, TV Pix

### Disk, AM, Tele Build-Ups

HOLLYWOOD, June 24.—C. P. MacGregor will invade the videopix production field and ink artists to three-way package contracts embracing records, radio (via transcribed shows) and TV. Veteran transcription company head feels talent would benefit from a closely integrated build-up campaign once all three showbiz facets are handled under one roof. He will launch his tele-cine project within the next three to four months and is currently eying the talent scene for prospects.

While prepping his pic venture, MacGregor has ordered an expansion drive on his disk division. Label was kicked off a year ago, concentrating on square dance items. Since then, waxery has added Hawaiian and more recently Dixieland lines to its catalog. Next field will be hillbilly-Western, and search is on for suitable sagebrush talent. To date, label has laid its structure on a foundation of musical categories rather than artists or tunes.

However, henceforth, emphasis will shift to building names with the triple-pronged deal to play an integral part in the process. George Jones, MacGregor's general manager, and Jones's assistant, Edward Lowry, are seeking a Western talent property that would be wax worthy, be starred in an e. t. air-show series created especially for him and in a videopix cycle. According to present indications, this individual will be the first to be inked to the three-way package pact.

In addition to adding talent to its roster, label is also being expanded sales-wise. Waxery seeks to boost its present web of 14 distribs to 35 outlets.

## The Billboard

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# SWITCH HANGS BRAIDS ON DJ'S

## Martin or "Stork" May Hit Pepsi Spot

NEW YORK, June 24.—CBS-TV this week locked up its 7:45-8 p.m. time six days a week, selling Pepsi-Cola the Tuesday, Thursday and Saturday segments. Chesterfield previously had taken Mondays, Wednesdays and Fridays. The cigarette sponsor will move in next fall with a TV version of its *Supper Club*, the headliner as yet undetermined. Pepsi-Cola hasn't selected its program, but is considering both Tony Martin and the *Stork Club*.

The deal means that the Masland Rug current Wednesday evening 7:45-8 show will be pre-empted. Sponsor may move to an earlier time.

## CBS-TV Preps Big Day-Timer October Line-Up

NEW YORK, June 24.—CBS-TV this week was preparing a big-time daytime line-up of talent to begin programming in early October. Tentative plans have Garry Moore committed to do an hour strip, and Bert Parks three half-hours of his *Daytime Varieties* program which is almost sold to Hunt Foods. A name audience participation show, 1½ hour disk jockey strip to star either singer Snooky Lanson or Baltimore platter spinner Jim McManus, perhaps a Robert Q. Lewis stanza and beauty expert Richard Willis in an across the board service show are also in the line-up.

The web will begin operations at 1 p.m., while WCBS-TV opens up programming here at about 10:15 a.m. The CBS-TV daytime network concentration will be on entertainment shows because of their obvious salability.

## Price for WOIC About \$1,400G

WASHINGTON, June 24.—WTOP, Inc., is paying around \$1,400,000 for TV Station WOIC here, it was learned as General Teleradio, R. H. Macy subsidiary and owner of WOIC, and WOR and WOR-TV, New York, neared completion of transfer papers to be submitted to the Federal Communications Commission (FCC) Wednesday (28).

The sale of the station was announced early this week. It is figured that the FCC will give its okay to the transfer within two months. The majority stock in WTOP, Inc., is held by *The Washington Post*, with the balance owned by CBS.

## Fibber May Be Pet's Own Pet

HOLLYWOOD, June 24.—Unverified reports circulating here this week were that Pet Milk is buying the *Fibber McGee and Molly* show, which runs out its string with Johnson's Wax at the end of the current season.

The milk company now has a Sunday night show on NBC with Bob Crosby, but presumably would take over *Fibber's* 9:30 Tuesday night spot. The program is owned now by NBC.

## GAC-Famous Tie Video Ribbon on Authors' League

NEW YORK, June 24.—One of the top new TV packages, involving video rights to the works of virtually every leading American author, has been set up by General Artists Corporation (GAC)-Famous Artists. The telecast will be an hour-long program, produced as a result of a tie-up with the Authors' League. The league will collect a royalty for its benefit fund.

Every U. S. writer of consequence belongs to the Authors' League, and it is presumed the video rights to all of those works not otherwise contracted will now become available. Excluded will be such novels, for example, that have been sold to Hollywood, to which the producer also acquired TV rights. What makes the deal more significant is the growing scarcity of material for dramatic programs. The situation was becoming even more critical in the light of the growing number of dramatic shows going on TV.

GAC and Famous, who also represented some of the top film names in Hollywood, figure on making some of their stars available for the program. The agency handles such people as Irene Dunne, Clifton Webb and Kirk Douglas.

## Tele May Put Cuffs on 'D. A.'

NEW YORK, June 24.—The possibility that Bristol-Myers might cancel out on *Mr. District Attorney*, thus ending a sponsorship run of more than 10 years, was developing this week. If the cancellation does develop, it will be because of TV—but not because of any inroads on the *Mr. D. A.* audience.

The problem confronting the account—which is now trying to settle the question—is the fact that *Mr. D. A.*, which costs \$7,500 as an AM show will cost \$10,000 as a TV show. The combination costs are too high for the advertiser, which also bankrolls *Break the Bank* both in AM and TV but is believed to pay only around \$7,500 or \$8,000 for both *Bank* versions.

The decision is likely to be made in a week or so.

## Video's Marginal Periods Popular With Televiewers

NEW YORK, June 24.—Video's marginal time periods are proving surprisingly popular with televiewers. With CBS and NBC facing s.r.o. skeds in prime TV periods this fall, the significance of this development is that bankrollers wanting in on those webs will be able to buy so-called fringe periods and still know they are playing to large audiences.

The 11 p.m. to midnight period is a typical example. The new April Nielsen TV reports, covering this period for the first time, showed 46.4 per cent of all TV sets were in use during this slot on Saturday nights. On weekday nights, the period showed 35.2 per cent in use (SIU). Sundays drew 23.0 per cent.

The pre-evening periods also showed up surprisingly strong. About one-third of video receivers were on

## Who's Kiddin'?

DETROIT, June 24.—Television versus the movies took a humorous twist when Ross Mulholland, disk jockey on WXYZ-TV and WXYZ, finally convinced Dick Jones, head of WJBK, to advertise his station on the high board fence belonging to Ross's up-State drive-in theater. After they talked price, Mulholland turned the ad down when he read the copy: "What are you doing here? You are missing some good programs over WJBK-TV."

## Ed Wynn Gets Camel Freeze; Norge Warmer

NEW YORK, June 24.—The Ed Wynn TV show, which has been receiving critical acclaim and fair ratings, this week was canceled by Camels thru its William Esty Agency. The agency also dropped its option on Danny Thomas because the comedian's price, said to be \$7,500 a week, was too high.

The account, however, retained its Tuesday evening 9-9:30 time on CBS-TV for a new program next fall. The reason for Wynn's cancellation, it is claimed, is that the advertiser thought the program too costly for the rating it produced. Camels recently dropped Jimmy Durante and *Screen Guild Players* on radio.

Norge Refrigerators are interested in acquiring Wynn for the 1950-1951 season.

## Sinatra About Set With CBS

NEW YORK, June 24.—Frank Sinatra was about set this week on a new contract with CBS. The deal, if completed, will give the web AM and TV rights to *The Voice*, who started his network career on a CBS show.

The only thing holding up the works is the length of the contract term. Sinatra wants a year or two deal; CBS insists on a five-year or longer pact to protect itself against raids. NBC had been bidding for Sinatra but is understood to have lost out.

## Stokowski, Fiedler To Spin Platters

### Treacher Starts Gab

NEW YORK, June 26.—A new approach to disk jockey shows, using such stars as Leopold Stokowski, Arthur Fiedler and Arthur Treacher as spellers on the shows is being developed by WNBC, New York owned-and-operated outlet for NBC. The top-flight stars combine the virtues of potent marquee values with modest production costs as well as providing off-the-beaten-path platter shows.

WNBC this week set a deal with Stokowski to do the gab on a long-hair show, starting July 4 in the 7:30 to 8 p.m. slot. It's a test which may be expanded in the fall. Treacher started his *Gilbert and Sullivan* disk seg yesterday (Sunday), and Ted Cott, WNBC manager, also has signed Fiedler to handle the palaver on a platter session featuring his own orchestra, the Boston Pops.

### Other New Twists

Two other deejay shows with a twist are in line for the NBC flagship, with Enrico Caruso Jr. to air a program featuring his late great father's records on one, and Henry Morgan to take over on a Saturday morning kidisk stanza. Cott is also trying to line up Maurice Evans to declaim on a show using recordings of Shakespeare's plays.

Another aspect of the specialized deejay programs is that both by virtue of the names involved, as well as the program material used, they should line up as strong rating shows.

## WNEW Setting "Bedside Web" Service for Vets

NEW YORK, June 24.—WNEW, New York, is planning a three-way spread as a public service directed toward hospitalized veterans. The new service is to be aired in conjunction with the Veterans' Hospital Radio Guild, a voluntary group formed in the industry to further radio service in the hospitals.

Virtually all the vets' facilities maintain "gaspape" radio stations, whose signals are heard only within hospital limits, either via loudspeakers or headsets. These stations generally are referred to as the "bedside network."

WNEW's offerings will include a special documentary program, setting forth—with no punches pulled—the problems of vet patients long after war's end; a weekly half-hour series, built with the vets mainly in mind and with a vet as emcee, and special disk jockey shows to be aired only on the "bedside web." These last shows will consist of special commentaries, taped by the station deejays, with the phonograph records used on them being played on the hospital stations.

hopeful of being able to salvage some business on the basis of increased numbers of viewers.

This One



FXGW-J5E-24F6



# TV Supreme in Making New Stars, Revamping Oldsters

(Continued from page 3)

the film industry, which for years has been the No. 1 star-making segment, video is a double-barreled threat—at the box office, and as a creator of talent.

Top new name of all of show business this year is purely a television product. That name is Hopalong Cassidy—actually Bill Boyd—an almost has-been whose films did standard oat opera grosses, but now, as a result of TV, are worth their weight in *South Pacific* ducats. Along with Boyd, TV has contributed such new stars as Sid Caesar, Imogene Coca, Sam Levenson, producer-director Max Liebman, and a slew of others. Bearing in mind the relative infancy of TV, as compared to its old brother and sister media, the effect video has had in shaping up new talent careers is breath-taking.

Altho Boyd is the outstanding TV example, that of Sam Levenson is equally dramatic. A former New York City school teacher, Levenson got his first crack when TV producer Irving Mansfield (himself a new star in that category) spotted him on *This Is Show Business* for two shows, \$100 each. That was in '49. Today Levenson is playing niteries at \$5,000 a week, and is one of the hottest new attractions in the show world.

## New Groucho

Another "new star" to hit an all-time high this past year is, like Boyd, a long-time veteran, originally of films and legit. He's Groucho Marx, who after a number of faulty radio starts, found himself via John Guedel's package, *You Bet Your Life*. For years a comic's comic, Groucho's flash-quick ad libs now have public favor, and only recently he was the subject of a spirited talent battle between CBS and NBC, the latter winning.

Back on the TV front, Sid Caesar was similarly skyrocketed to the heights this past year, via Max Liebman's *Saturday Night Revue* on NBC. The comic has drawn unanimous public and critical praise for serving up original, highly penetrating comedy and satire. The same show has also served to "discover" Imogene Coca, a favorite for years in sophisticated bistros, but now a mass favorite. The same show has spotlighted producer Liebman as one of the top men in his field, bringing to video a degree of production, taste and eye-savvy heretofore unmatched.

Top new name in the pop music field is the Ralph Flanagan orchestra which was launched by RCA Victor, with a musical style fashioned after that of the late Glenn Miller. Currently, Flanagan, on the road, is a hot box-office magnet and is also doing a summer commercial for Chesterfields. His biggest platters to date have been *Rag Mop*, *Joshua* and *Stars and Stripes*. Following fast in Flanagan's wake have been Ray Anthony and Jerry Gray, discussed elsewhere in this study.

Legit produced only two new full-fledged stars. Probably the most notable is Shirley Booth, who for years has been delivering Grade A performances (in radio, too, as well as legit) but who hit the peak with her superb performance as a pathetically frowsy wife in *Welcome Back, Little Sheba*. The other legit star is Lilli Palmer, who had a short run in a flop two seasons ago but scored this year as Cleopatra, playing opposite Sir Cedric Hardwicke.

Hollywood produced a good-sized crop of new names this year, altho perhaps not as notable a list as in seasons past. Leaders in the field include veteran Brod Crawford, Mercedes McCambridge, and Dean Jagger, all of whom were Oscar winners, and Marlon Brando, now ticketed for \$150,000 a film, star ranking any way you gander it.

In outdoor showbiz, TV has pro-

vided the two toppers, Hopalong Cassidy and the *Howdy Doody* puppet, currently playing with the Cole Bros. show and the Ringling three-ringer, respectively. Close behind 'em are Joe Louis, with the Dailey Bros.' Circus, and Bonnie (*Oh, Johnny*) Baker, Girl Show feature with Carl Sedlmayr's Royal American Show. Louis is said to be getting \$1,000 a day. Other "new" outdoor names, all of whom are scheduled for alfresco work this year include Bob Hope, Judy Canova, Carmen Miranda, Betty Hutton and Danny Kaye. Kaye is playing one of the top outdoor shows on the continent, the Canadian National Exhibition, Toronto. An indication of this spot's worth to a performer is indicated in the 1949 two-week gross scored by Olsen and Johnson—400G plus.

Running down the various fields, the new star picture—except for those already named—shapes up like this:

Television: Dave Garroway, whose casual and informal style has been combined with crafty production by Ted Mills to serve up one of TV's top shows; Faye Emerson—ong, ong, ong; Ed Wynn, whose highly visual comedy is tailor-made for TV and whose comeback has been a heart-warming success; Gertrude Berg, who, having already scored with her *Goldbergs* in radio and legit, is now solidly entrenched as a TV personality; Kathi Norris, who, making her TV debut last year on DuMont, now is under a \$100,000 annual guarantee at NBC; Alan Young, whose new comedy series is one of the best to be unveiled this year in TV.

## There's Burrows, Too

Altho Abe Burrows' own TV program fared only moderately well, the skin-headed comic has emerged as a high-powered video attraction via his stints as a panel member on (See TV SUPREME on page 49)

# NAB Move To Divorce BAB Clouds Future of Miller

WASHINGTON, June 24.—The National Association of Broadcasters (NAB) emerged from its 'ard of directors meeting this week well on the way to launching its biggest membership drive amid plans to separate the Broadcast Advertising Bureau (BAB) from the NAB. In the wake of the board's two-day session Wednesday and Thursday (21, 22), a membership committee agreed Friday (23) to launch the NAB membership crusade on the eve of the nationwide district meetings which start in Seattle August 14. Meanwhile, a new five-man committee has been authorized by the board to try to develop plans assuring separation of the BAB from the NAB, with April 1 set as target date for the divorce.

The NAB faces a dilemma in trying to separate the BAB without seriously damaging the NAB. The newly appointed five-man committee on BAB divorce is faced with the task of figuring a financial structure for an independent BAB without impairing the NAB's own structure. Also involved is the question of whether the NAB can hold its membership intact after the BAB's services, which have been strongly endorsed by the NAB board, are no longer offered under the aegis of the NAB. Inasmuch as divorce of the BAB would leave the NAB with fewer duties, and most of these would be devoted to public and congressional relations, the trade association's dues would be scaled downward. A perplexing question is whether the upcoming membership drive can produce sufficient recruits

# Big Space to TV In Philly Dailies Shows No Worry

PHILADELPHIA, June 24.—In spite of national reports of publishers' concern with the impact of television on newspapers, there is no reflection of that fear in the amount of space devoted to television and radio in Philadelphia. Biggest splash is made by *The Philadelphia Inquirer*, which devotes generous columns of space to television with no special emphasis on its own WFIL-TV.

Daily editions of *The Enquirer* carry complete listings for 17 radio stations in Philadelphia and New York, and for the three local TV stations, including WCAU-TV which is owned by *The Evening Bulletin*. Complete daily logs also are carried by *The Bulletin* with more selective listings by *The Daily News*.

It's the Sunday editions that *The Inquirer* goes all-out for the see-and-hear mediums. Setting aside a four-page spread for convenient keeping all week, the Sunday spread includes a detailed listing of all radio programs for the week on all stations in Philadelphia and the network keys in New York, along with the full week's listings for the three local video outlets. Pages also include AM and TV highlights for the week and a special listing of the week's outstanding musical programs.

Leading feature on the Sunday page is a video column, emphasizing program trends and studio personalities, with call-letter mention divided among the three video stations and the air networks. *Bulletin* sets aside a page Sunday for a condensed listing of the week's AM and TV shows. Page also carries a program and pattern column covering both mediums, also giving call letter mention to others. *Daily News*, completing the three daily papers, carries a daily television column, averaging about a half-column of the tabloid page. All three sheets use art work of program personalities.

# Paper-Owned TV Film Org Now Looks Stillborn

LOS ANGELES, June 24.—A recent meeting of newspaper-owned TV stations, called by KTTV (*Los Angeles Times*) here to organize a company to produce TV films wound up as a virtual fiasco, it was reported here this week. The sole progress made, it is said, was a decision to ask KTTV to come up with a specific legal outline for such a company.

Two principal objections voiced at the meeting centered on proposals that KTTV retain 51 per cent of the voting stock of the proposed corporation. The other objection was put forth by CBC, which owns 49 per cent of KTTV, but said it had no knowledge of the meeting until it was published in the trade press. As 49 per cent owner of KTTV, CBS is understood to have said the station had no right to obligate itself to any new firm without CBS's approval.

# Wha' Hoppin to Radio Fri. Nite?

NEW YORK, June 24.—Friday seems slated to be radio's loneliest night of the week this fall. With Gulf Oil considering dropping the 8:30 p.m. period on NBC, now used for its veteran *We the People* show, that web now has a string of sustainers from 8 until 10 p.m. Fridays. CBS and MBS are in as tough a spot, with only ABC in a secure position with its strong whodunit line-up.

Gulf is said to plan to retain its video time for another show. The AM loss follows recent cancellation of the two NBC shows which follow *People*, RCA's *Screen Director's Playhouse* and the *Camels Jimmy Durante* show.

CBS also is bare commercially from 8 to 10 p.m., when *Escape* airs on a limited web for Richfield oil, nor has it any other commercials set yet for later in the evening. Mutual's only commercial shows on Friday after 7:15 p.m. are Bob Henry's five-minute newscast at 8:55 for Johns Manville, and the Frank Edwards quarter-hour news commentary for the American Federation of Labor at 10 p.m.

By contract, ABC is sold straight thru from 7:30 to 10 p.m., with *Lone Ranger*, *Fat Man*, *This Is Your FBI*, *Thin Man*, *Sheriff* and *Roll Call of Champions*. However, its post-10 sked is wide open.

# MBS Ready With 1-Station Mkt. Survey

NEW YORK, June 24.—Mutual is expected to reveal the results of its recently completed one-station-per-market survey within the next week or so. The network, which has over 300 stations which are the only outlets in their markets, had the survey made by Crossley, Inc., to establish the extent of listening to MBS stations in those areas, which, despite the absence of stations, are claimed as covered by other webs. Over 500,000 phone calls were made for the report.

Advance info is that Mutual's outlets chalk up an average of 53 per cent of listening thruout the day, with the remainder going to the other webs and unaffiliated stations. Of Mutual's 300-odd one-station markets, 60 per cent have populations over 15,000.

role by registering under the Federal Lobby Act (Ralph W. Hardy, NAB's government relations director, is already registered), and approved a standard rate card for TV broadcasters, prepared by the BAB.



# Seams Bulging, CBS Seeking 3 Video Studios

NEW YORK, June 24. — CBS-TV this week was in the midst of negotiations which would expand its present studio facilities by 25 per cent. Deals are pending to lease a movie theater at Ninth Avenue and 55th Street, the property formerly known as Peace House at Firth Avenue and 109th Street, and another large property, as yet unidentified.

The two known properties being negotiated for are larger than any other CBS-TV studios. The fact that present CBS-TV theaters can be used only for variety programs and that the web's video studios are generally used for dramatic purposes created a facilities bottleneck last season.

The web already has three studios at Liedercranz Hall, three at Grand Central and three theaters converted from radio use. The addition of the new properties would give CBS-TV more studio space than most of the rival webs here.

NBC bought the legiter, the Hudson, in New York last week and has surveyed the Center Theater in Radio City as a possible TV studio.

"In addition, NBC is converting its New York Studio 3B, one of its larger radio studios, to TV. Work is to begin in about a week."

# ABC Tests Garfield, Baker, Ladd, Blaine

NEW YORK, June 24.—Four new radio shows were perking at ABC this week. John Garfield, Alan Ladd, Phil Baker and singer Jimmy Blaine are the talent involved in the stanzas.

Garfield is being set to cut an audition record as the lead in the series based on the Gene Fowler book, *The Great Mouthpiece*. Ladd is being groomed for the lead in another barrister series, *He Frees the Innocent*, based on actual cases of suspects who were sprung when it was proved it wasn't them who dun it.

The new Baker series, which would bring the veteran back on the air this fall, is a comedy series titled *Three On a Honeymoon*. A sample was cut yesterday (30). Jimmy Blaine, who has garnered a reputation as a singer on *Stop the Music*, may become a daytime web disk jockey for ABC if audition material proves favorable.

# MBS Hits "Game" Grand Slam

## BRIEF AND IMPORTANT

### Godfrey's Hi-V May Sponsor Godfrey on CBS-TV

The sought-after first quarter hour of the Arthur Godfrey Wednesday TV show on CBS may be acquired by Hi-V juices, thus putting Godfrey in the position of sponsoring himself. Godfrey has an interest in Hi-V and is a member of its board. Pontiac originally was in line for the time, but the deal fell thru. Pillsbury is taking the second quarter hour, starting in the fall, and Chesterfield retains the last half hour.

### New Food Bankroller Ready for Big TV Day Dip

Hunt Foods last week was practically set to take a big-time plunge into daytime video. Never previously on radio or TV, the sponsor is committed to three half-hours, Mondays, Wednesdays and Fridays, of the Bert Parks "Daytime Varieties" on CBS-TV. Show will probably go on sometime between 3 and 4 in October. Young & Rubicam is the agency.

### Kroger Takes Net TV Plunge With Alan Young

The Kroger Grocery chain last week ventured into network TV for the first time with its buy of the Alan Young show for the Midwest area. The Kroger sponsorship of the Thursday night 9-9:30 program will begin September 14 on 16 stations. Esso already sponsors Young in the East and will split talent costs with Kroger.

### Mounds Hot for Fall TV, Mebbe McCune?

Peter Paul Mounds candy last week was reported hot to buy a fall video show. The likeliest candidate is the Hank McCune show on NBC. The probable time is 7 p.m. Saturdays.

### Philco "Playhouse" Books Bloomington, Making 60 Outlets

Philco last week ordered its 60th NBC video outlet for its "Television Playhouse" series. If WTTV, Bloomington, Ind., can clear as requested, this will be the first video show to gain so wide a network, embracing every NBC outlet, live and kine. Addition of WTTV will give "Playhouse" 29 inter-connected stations and 31 outlets carrying the show via kine. NBC actually has 30 inter-connected stations, but WRGB, Schenectady, N. Y., cannot clear time for Philco and carries the show on kine.

### Davega To Cancel Local "Answer Yes" After Cycle

Davega Stores, New York, last week decided to cancel local sponsorship of "Answer Yes or No" after the current cycle ends. The program is being sold co-op in other markets by NBC-TV and is on Sunday nights 10:30-11 p.m. Cancellation was caused by the lagging sales in the video set market during the summer months. The show's potent 17.6 rating has created other local sponsor interest. Ben Sackheim is the agency.

### Rayburn, Finch Exit ABC; Tape Plan Too Costly

Gene Rayburn and Dee Finch wind up their Saturday night sustainer for ABC in two weeks. The reason for the departure is that the comedy team wanted to tape their stanzas for the summer but production costs would have been excessive, due to problems involved in taping phono records. They may return to the web in the fall.

# Weiss To Bid For Don Lee

HOLLYWOOD, June 24.—A group of key Don Lee Broadcasting System (DLBS) execs, headed by Board Chairman Lewis Allen Weiss and President Willet Brown, laid plans this week-end to bid on purchase of the Don Lee radio interests. *The Billboard* learned exclusively that Weiss and Brown are expected to put in a formal bid in competition with Ed Pauley and Liberty Broadcasting System for the Don Lee radio interests. In addition, the toppers are also considering a bid on Don Lee video station KTSL and the license for a San Francisco outlet currently being sought by CBS.

Most of the web's top department execs and veepees will be invited to participate in the new combine. Ben Brown, public administrator in charge of the estate of the late Thomas S. Lee, has been advised to expect the newest bid in several weeks. Estate is

# LSMFT May Test "Parade" on NBC

NEW YORK, June 24.—Lucky Strike Cigarettes (American Tobacco) may give its *Hit Parade* stanza an eight week TV test on the NBC network this summer. The time involved is the 9 p.m. Monday night slot, now occupied by *Lights Out* for Admiral. The latter account take an eight-week hiatus starting next month.

LSMFT now has Robert Montgomery on NBC-TV alternate Monday nights, starting at 9:30, but this show is also vacationing for the summer. Radio's *Parade* airs on NBC Saturday nights.

appraised at well over \$9,000,000. Both Weiss and Brown have been with Don Lee since its early days, and assurance of continued administration by the two network toppers may become an important factor in the ultimate decision.

# 3,256 Accts. Set Record on B'ball Co-Op

## Hypes Biz for Stations

NEW YORK, June 24.—One of the outstanding sales success stories in radio this year has been chalked up by Mutual's game-of-the-day baseball series, which the web is airing six days a week as a co-op. The series now has the staggering total of 3,256 sponsors on the 323 stations airing the game. Mutual, which had the previous record on co-ops, with Fulton Lewis Jr. and his 570 co-op sponsors, has therefore won out on a \$500,000 gamble.

The gamble was Mutual's obligating itself to the American League for rights and daily line charges, both totaling around \$20,000 a week over a 24-week series. The net is now off the hook and reportedly in line for a \$100,000 profit on the season. More important is that prospects for next season are even brighter, since this year the web got off to a late sales start.

## \$125,000 Weekly

Authoritative estimates say that to Mutual's 323 game stations, the baseball coverage means a combined gross billing tally of around \$125,000 weekly. In addition, it has stimulated (See MBS HITS on page 41)

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# NBC-TV in Deal To Purchase Roach's Culver City Studios

HOLLYWOOD, June 24.—NBC-TV network soon may consummate a deal for the outright purchase of the Hal Roach film studios in Culver City, Calif., it was learned this week. Negotiations between network toppers and Hal Roach began about 60 days ago. If acquired by NBC, it would give the web the largest motion picture lot owned by any net or tele outlet, surpassing in size and scope both ABC's Vitagraph Studio set-up and the Nassour Studios purchased recently by KTTV, local CBS-Los Angeles Times outlet.

NBC has been on the lookout for a film lot for several months, and has inventoried several indie lots, among which are said to be Eagle-Lion Studios, General Service and Motion Picture Center. Web has found the Roach layout best geared for tele films and is anxious to work out a purchase deal before the fall. Network's plans for Coast originations on film make rental or purchase of a large studio imperative since the tele layout at its Hollywood Radio City headquarters is inadequate for video hypo.

If Roach lot changes hands, NBC will use studio facilities for its network programming only, leaving the local owned and operated outlet KNBH in its present Hollywood site. KNBH, now a separate unit under Web's new cost accounting set-up, will continue to lease space from parent web. Any eventual shift to Roach layout is deemed unlikely at this time inasmuch as network has invested nearly \$2,000,000 in per-

manent equipment and engineering set-up for KNBH.

Roach lot includes 90,000 square feet of studio and outdoor lot space and comprises six main sound stages which are convertible to 12 stages for video. Currently the center of considerable tele film activity and home base for many indie video producers, the studio has been appraised at \$4,650,000.

## Congress Turns Searchlight on TV Spellbinding

WASHINGTON, June 24.—The House and Senate this week drew up plans to add a probe of TV political expenses to the usual election-year campaign expenditures investigation. At the same time, Westinghouse Radio Stations, Inc., this week added to the rapidly mounting interest in politico broadcasts (*The Billboard*, June 24), by demanding that Federal Communications Commission (FCC) amend its rules to specify that air speeches not only of a candidate but also of persons speaking for him come under jurisdiction of the political broadcast section of the Communications Act.

The House authorized a special committee to check amounts spent by its members and their opponents on radio and TV time, press ads, personal service and the like, as well as contributions for such purposes made by political committees, individuals, unions and corporations.

Westinghouse asked FCC to bring its politico broadcast rules in line with a district court decision which stated that the pertinent section (315) of the Communications Act applies not only to candidates but also to persons authorized to speak for the candidates. Otherwise, ruled the court, according to Westinghouse, the political broadcast section "fails."

Adoption of the request by FCC would mean that authorized speakers for candidates come under provisions requiring equal time for answering political broadcasts and banning station censorship of such talks, as well as under the FCC determination that stations are not responsible for libel uttered by candidates.

## Wayne, Brandt Form Video Film Company

HOLLYWOOD, June 24.—Artie Wayne, Coral Records warbler, has taken the tele bull by the horns to launch his own video film production outfit, in partnership with Eddie Brandt. Company, set up as Wayne-Brandt Productions, began production on a series of half-hour musical shows tagged *Your Helping Hand* and produced for open-end sale to local video outlets. Firm began actual shooting this week at Hal Roach Studios following music clearance agreement inked with American Federation of Musicians (AFM).

First 13 in the series will cost total of \$110,500 and will be financed by San Francisco and Chicago backers.

## Hamm Beer Eyes Leg Of Murrow Newscast

NEW YORK, June 24.—Hamm Beer this week showed interest in purchasing the Ed Murrow show for the Middle West. The 7:45-8 p.m. news strip has already been bought by Amoco Gas for the East, to begin next fall.

## Moppet Tab Papers By-Product of TV

CHICAGO, June 24.—Tab newspapers for kids may become a big business by-product of Chicago TV shows.

Idea started with Burr Tillstrom's *Kuklapolitan Courier* in 1948. Tillstrom felt a yen to put out a paper and started with 6,000 free mail circulation around Chicago, with RCA picking up the bill.

The paper has got out of hand, and Tillstrom was ready last week to put it up to his viewers whether to drop the *Courier* or go to paid subscriptions.

Last issue was just under 200,000, and it never was mentioned on the air for fear of being swamped with requests.

Whether *Kuklapolitan Courier* will continue, what the price will be, and ad policy will be decided after response to the first announcement.

*Paddy the Pelican*, Sam Singer's puppet show on WENR-TV, came out last week with a tab *Paddy Pelican Junior Journal*, selling for \$1 for 13 issues, \$4 for 52. Singer wants to bring it out weekly, work up newsstand sales and run paid ads to all comers.

*Paddy the Pelican* will go on the ABC network in the fall for 15 minutes daily at a time not yet decided, Singer announced. Present plans call for a co-op deal. Show features hand puppets with a young girl talking to them, and animated pic stories angled toward the nine-year-old level.

## Jurisdiction Delays Neilsen Trust Suit

PHILADELPHIA, June 24.—Federal Judge Guy K. Bard this week reserved decision on the question of jurisdiction in the \$1,500,000 anti-trust action of Al Sindlinger, head of the Radox radio survey firm, against C. E. Hooper and A. C. Neilsen. While the actions against the individuals were dropped, the suit continues against the corporations. C. E. Hooper, Inc., agreed to accept the suit in that it admits doing business in the Eastern district of Pennsylvania, which area is the jurisdiction of the local federal court where the action was begun by Robert Wolf, local attorney representing Sindlinger.

Judge Bard must not only decide whether the Neilsen company actually is doing business in the district within the court's jurisdiction, but also where the action is to be heard. If the court decides that the Neilsen firm does business here, the question is then raised for the judge to decide whether it is a hardship on the defendant to try the case here or whether it should be heard in Chicago, home city of the defendant.

## Cy Wagner to MEA As Radio, TV Boss

CHICAGO, June 24.—Cy Wagner, former Midwest radio and television writer for *The Billboard*, has joined Mutual Entertainment Agency as manager of the TV and radio department and executive assistant to Jack Russell, president.

Wagner was with *The Billboard's* Chicago staff six years prior to his resignation June 1. Previously he had been public relations director of WLS and worked in the continuity, special events and public relations departments of WGN.

## Broadcasters Fear Gag, May Back Richards

WASHINGTON, June 24.—The National Association of Broadcasters (NAB) this week raised the possibility of actively moving into the G. A. Richards case on the side of Richards. In a resolution unanimously adopted by the NAB's 27-member board of directors Thursday (22), the board went on record as charging that the Federal Communications Commission's (FCC) investigation of Richards for allegedly ordering news-slanting in broadcasts "constitutes undue interference with licensee's responsibilities to the public."

The board resolved that "the matter should be retained on the board's agenda for further consideration to determine whether and to what extent National Association of Broadcasters should move actively to participate in this and similar proceedings."

HOLLYWOOD, June 24.—The G. A. Richards case flared to new intensity as letters allegedly written by the station owner to subordinates were introduced into the proceedings. Documents, purported to be letters written by Richards to Leo Fitzpatrick, former veepee and general manager of Detroit's WJR, were handed to KMPC Manager Robert O. Reynolds for identification by FCC General Counsel Benedict Cottone.

Hugh Fulton, head of Richards's legal battery, bitterly objected to use of these documents and charged the commission with "an invasion of Mr. Richards's privacy." Joseph Burns, Fulton's legal right hand, argued that there was no evidence that the views expressed by the station owner in his correspondence with Fitzpatrick had been broadcast over KMPC, and therefore these documents had no place in the proceedings. Cottone maintained that these documents tended to show instructions Richards had issued to his employees. Examiner James Cunningham admitted the material to the record with the understanding that Cottone would later connect it with what actually was aired on KMPC. Material, for the most part, covered 1943-'44 and expressed Richards's hopes for a change in administration and his strong opinion of various movie makers and figures in public life.

Radio and Television Reviews will be found on page 37 of this issue.

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## Rose To Pitch TV Horseshoe

NEW YORK, June 24.—Another sale was all but wrapped up for this fall's TV sked by the red-hot ABC sales department this week. The latest customer is Hudson Motors, which is setting a deal with Billy Rose for weekly dramatizations (see Rose column). The probable title will be *Pitching Horseshoes*, after the column. The probable time is the 9 p.m. Tuesday slot, starting in September.

Ironrite Appliances, which last week bought the 7:30 p.m. Monday period, this week set the show to go into the time. The airtimer will be the Lester Lewis Hollywood Screen Test package.



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## SHORT SCANNINGS

**Worthington Minor**, executive producer of "Studio One" left for Europe June 16. . . . **Leonard Cautello** upped from Mutual press to the web's news department. . . . **Bob Bloch**, production assistant on the "Kathi Norris Show" is back on the job after being laid up 15 weeks with a fracture of his left leg. . . . **Don L. Chapin**, formerly in sales at WLW-T, Cincinnati, has been named local sales manager of WKRC-TV, Cincinnati. . . . **Charles W. Maxwell**, ex-WREN, Topeka, Kan., and **Hugh Bowen**, formerly with KWSM, Des Moines, are new staffers at KCMO, Kansas City, Mo.

**Al Farber** appointed general manager of KCOG, Centerville, Ia.; **Ken Peterson** named program director at same station. . . . **Tom Lewis Shumate**, has resigned his program director post at KSO, Des Moines, to become manager of KAYL, Storm Lake, Ia. He succeeds **Gordon Rasmussen**, who moves over as manager of KFJF, Webster City, Ia. . . . **Eleanore Keeti** has set up a personalized shopping service for radio and TV people in Manhattan, tagged "Geni, Everybody's Girl Friday." . . . **Richard Linkroum** succeeds **Ralph Levy** as producer-director on CBS-TV's "Alan Young Show," beginning June 29. Levy will concentrate full time on his producer-director chores for the **Ed Wynn** video ailer. . . . **Eva Marie Saint** has snagged the role of **Claudia** in the video version of "One Man's Family," which bows over NBC July 29 for Sweetheart Soap. . . . **William Gargan** has optioned Columnist **Frank Conniff's** "Windy Donahue" series, for TV and radio. He's looking for an actor to play the friendly cabbie.

**Clement G. Scerback** upped to supervisor of radio and TV advertising and promotion at WTAM and WNBK, Cleveland. . . . **Albert H. Jaeggin**, WOR, New York, news editor, and **Jeanette R. Boulanger** were married last week. . . . **Dick Winters** has joined WINS, New York, as publicity director, succeeding **Betty Tevis**, who moved over to WNEW, New York, June 19 as assistant publicity and special events director. . . . **Warren King**, formerly assistant to **John Nell**, WOR, New York, sales manager, promoted to radio sales account executive, in charge of retail outlets in the Metropolitan area. **William B. Jennings** takes over King's job. . . . **Joe McConnell**, NBC prexy, will be the principal speaker at the annual mid-summer meeting of the South Carolina Broadcasters' Association July 6-8.

**Joe Ranson**, WMGM, New York, press head, off on a vacation in Mexico. . . . **Charlie Singer**, assistant chief engineer, WOR, New York, recuperating at Mt. Sinai. . . . **Jules Seebach**, WOR program chief, New York, is spending half of his honeymoon time in the office attending board meetings. . . . Platter spinners **Gene Rayburn** and **Dee Finch**, WNEW, New York, dubbed radio's new glamor boys. They're featured in new issue of Charm. . . . **Ed Byron** and staff and cast of "Mr. District Attorney" will take a six-week vacation after Wednesday's (28) broadcast. The ailer will be taped in advance. . . . WNBC, New York, tossed a party for two ex-staffers Wednesday (21)—**Don Norman**, who leaves for the Coast to take over as sales manager for KMBH, Los Angeles, and **Murry Harris**, newly appointed sales promotion manager for TV Guide mag. . . . **Frank Suzulo**, Mutual press, New York, vacationing this week.

**Jerry Jerome** named musical director of WPIX, New York. . . . **Alan Carter** appointed assistant program director, WNYC, New York. . . . Canary **Martha Lou Harp** inked as replacement on ABC's "Strictly From Dixie" ailer. . . . CBS affiliate KDAL, Duluth, Minn., launched a 24-hour-a-day broadcasting schedule this month (11), marking the first time that a station in the Duluth-Superior market has undertaken round-the-clock programming. Staff announcer **Bob Daniels** emsees the new all night d. j. session. . . . **Faye Emerson** tagged "TV's No. 1 saleswoman" by the Philadelphia chapter of the Poor Richard Club. That's all she was voted No. 1 for.

### Lee's Big Click For B'more Bowl Credited to TV

HOLLYWOOD, June 24. — Argument that television will create new nitery stars and directly help bistro ops was being proved by hefty biz currently racked up by **Pinky Lee** at Los Angeles's Biltmore Bowl. Lee's first week at the Bowl brought a 46 per cent increase in number of ringsiders and above average biz for the past four weeks. Bowl's veteran manager, **Joe Faber**, said that tele was the major factor in upsurge, pointing to Lee's customer comment, and advanced bookings all pointed to tele as making the difference between so-so biz and hefty grosses.

To further strengthen his belief, **Faber** pointed out that biz is higher now than at the same time last year despite fact that general nitery biz is below last year's figures. Moreover, Lee's last stint at the Bowl some 18 months ago created none of the interest which his present run is causing. All this, **Faber** holds, is due to tele's impact to see their video fave in person.

**Faber** may test his theory further by booking a show featuring acts culled exclusively from local tele stanzas. Reasoning is that if Lee's drawing power is enough to zoom biz upward then a four or five-act bill with TV stars would most certainly insure even bigger biz. Further proof of Lee's tele pull is fact that the comic's current Bowl salary is twice that earned for his last ap-

### CBS Into Film Making With 3 Coast Partners

(Continued from page 3)

**Chertok** and **Bill Bacher**. **Pine** and **Thomas** will do an adventure-melo with a circus setting. **Chertok** has not decided upon his property. **Bacher** will make a series called *Prowl Car*. The deals with these producers are under a 50-50 arrangement similar to the one the web makes with live TV packagers.

Among the big names slated to be put on video by CBS-TV Coast operation are **Burns** and **Allen**, **Joan Davis**, and **Lum** and **Abner**. **Burns** and **Allen** will go on film in July in a situation comedy which will use acts but retain the **George** and **Gracie** radio characters. The hillbilly comics will do a TV facsimile of the radio program, filmed at the **Nassour Studios**. **Miss Davis** will do a vaude show.

Other video shows scheduled are: *Yours Truly, Johnny Dollar*, featuring **Edmund O'Brien**; *State's Attorney, Let's Talk of Hollywood*, a movie name-panel show using acts which the net bought as part of its **Jack Benny** Amusement Enterprise deal, and a new comedy variety show displaying the talents of four or five Hollywood comics. *My Friend Irma* and *Life With Luigi* are also certain bets for TV exposure in 1951.

pearance and in face of general downward trend in talent salaries.

## BRIEF AND IMPORTANT

### Philly Liquor Men Take TV-Tax Issue to Court

Philadelphia Retail Liquor Dealers' Association last week instituted proceedings in the Pennsylvania Supreme Court to secure an order staying the collections of the television fees for 1947, 1948 and 1949 pending the association's appeal to the U. S. Supreme Court. The association advised its membership not to pay the amusement tax covering TV asked by the State Liquor Control Board.

### Walton Gets 2G From Wise on Recording Claim

Announcer **Sidney Walton** last week received approximately \$2,000 from **William Wise & Company** in settlement of his arbitration case against the book publishing company. Walton claimed that the sponsor aired off-the-line recordings without compensation.

### CBS-TV Deal for Shuberts' "Passing Show" Collapses

The CBS-TV deal to lease the video rights to the "Passing Show" from the **Shuberts** last week fell thru. The reason for its collapse was that the **Shuberts** would not agree to be liable for any legal tangles that might arise out of the use of the material. The buy would have made available to CBS-TV some of the top revue material of the 1920's.

### Gowdy Dickers With CBS for 3 Sports Shows

**Curt Gowdy**, sportscaster of the Yankee ball games, last week was dickering to do three shows for CBS. If **Gowdy** moved over to the web, he would do pre and post-game chatter on the newly sponsored football contests over WCBS-TV, the "Saturday Sports Review" on CBS radio and the Madison Square Garden events on CBS-TV Saturday evenings. This is only **Gowdy's** second year in network sportscasting. He moved up from an Oklahoma City station in 1949.

### Lastfogel, Topper, Gould New Chi Video Packagers

Newest firm in the video packaging biz locally was formed last week when **Bob Lastfogel**, who ankled the Chicago **William Morris** office two weeks ago; **Roy Topper**, ex-newspaper columnist, and **Marty Gould**, formerly house band leader at the **Chez Paree**, Chi, joined forces. **Topper** already is doing a sports show locally and will handle contacts and some emcee work. **Lastfogel** will handle talent skedding, while **Gould** will handle baton duties and musical scoring on shows which the trio work out.

### FCC To Look Into How Horses Run on Washington Air

The Federal Communications Commission (FCC) will probe race info broadcasting on Washington stations, Chairman **Wayne Coy** said at a hearing of the Senate Crime Committee last week. **Coy's** statement was in response to a complaint by **Sen. Lester Hunt** (D., Wyo.), who said all he could hear on the radio was racing data.

### Music Patron Leon To Buy Philadelphia WDAS

Pending favorable action by the Federal Communications Commission, Philadelphia movie chain operator **William Goldman** will sell his full-time independent **WDAS** here to candy manufacturer and musical arts patron **Max Leon**. Altho no price has been mentioned, it is reported that **Leon** is paying \$250,000 for the station—considerably under the price **Goldman** paid. It is reported that **Leon** will unload his candy manufacturing interests to devote his full time to the station. **Leon** attracted attention during the war years when he created and conducted the Philadelphia Pops Orchestra to pursue his hobby of music.

### Is There a Doctor in Broadcast House?

The New York State Department of Health is scouting around for information on low-budget, health radio programs which are broadcast by local stations thruout the country, in preparation for a national meeting of the American Public Health Association this year. Broadcasters airing such shows are asked to send details to **Miles Heberer**, director radio bureau, State of New York Department of Commerce, Albany, N. Y.

### Both Parties Back More TV Channels for Philly

Bipartisan congressional support for additional television channels for Philadelphia was pledged by U. S. Sen. **Edward Martin**, Pennsylvania Republican, and Cong. **Earl Chudoff**, Philadelphia Democrat, at a meeting of the newly formed Philadelphia committee for increased allocation for television channels, which seeks a fourth and possibly a fifth TV channel for Philadelphia. **Col. J. Harry LaBrum**, general counsel for Philadelphia's Chamber of Commerce, is acting chairman of the group, which will seek 500,000 signatures to be sent the FCC urging that the TV channel "freeze" be removed without delay.

### AT&T To Spend Almost 18 Million for Coax to Coast

The Federal Communications Commission (FCC) last week authorized the American Telephone & Telegraph Company (AT&T) to spend \$17,900,000 to build 55 micro-wave relay stations to extend TV networking from Omaha to San Francisco. The two-way circuit is slated to be completed by January 1, 1952.

### Cellar Browns Fouling Ballcasters' Fees

The fact that the St. Louis Browns are deep in the cellar of the American League is having radio repercussions. **KWK** in St. Louis is going to arbitration with the American Federation of Radio Artists (AFRA) over rates for announcers on the ball games. Station wants to slice the \$50 a game fee demanded by the union for the ballcaster. In addition, it wants to be able to cut the amount proportionately on games that last less than four and a half innings.

### "Town Meeting" Signs Los Angeles, Detroit

The Amalgamated Clothing Workers of America, sponsor of "America's Town Meeting" radio show in New York and Washington, will extend its union-label campaign, via **KECA**, Los Angeles, and **WXYZ**, Detroit, beginning July 4. The union has signed 13-week contracts with each station. Agency is **Ben Sackheim, Inc.**, New York.



# 78 RPM Clean-Up Drive On

## London Spurs Swapplan With Broad Offer

Columbia, Decca Stay Out

(Continued from page 3)

only. Last-minute reports from several New York dealers had Mercury matching the London offer, but diskery execs were unprepared to confirm this as official policy.

Decca and Columbia spokesmen told *The Billboard* that no swap plan was contemplated at present. Capitol claimed no plans at present, but it was learned that several New York dealers had already turned in old stock for new on a \$1 for \$3 basis.

London's deal, described by Tolnay as a means "to promote summer business for London and its dealers," is actually that British-owned diskery's biggest step to date to establish the label as a major factor in the American market. More than \$1,000,000 in orders are expected within the month. One dealer in the New York area is reported to have written a single order for \$40,000 worth of merchandise on Friday (23). The deal is expected to prove a special boon to London distributors, many of whom are stuck with large loads of defunct-label disks. One Eastern distributor who launched his own label unsuccessfully three years ago, found this his first opportunity to liquidate a \$10,000 investment and even make a sizable profit.

London figures that its current LP catalog of about 200 titles, the second biggest LP list extant, offers ample opportunity for a dealer to acquire liquid merchandise. At the same time it supplied its distributors with lists of more than 50 additional disks to be issued within the next two (See 78 R.P.M. on page 12)

## Mercury Adds 45s to Boost Exchange Plan

CHICAGO, June 24. — Mercury Records, which introduced the revolutionary 78 r.p.m. for 33½ r.p.m. merchandise plan several weeks ago (*The Billboard*, June 17), this week threw another bombshell into the record business.

Irving Green, prexy of the Chicago firm, told *The Billboard* that starting immediately Mercury salesmen are offering an even more radical exchange plan. Previously, a record retailer could return \$1 worth of 78 r.p.m. merchandise for every \$3 worth of LP merchandise he bought, thus giving him \$3 worth of LP material for \$2 in cash. Green said that the first week of the merchandise exchange plan has been a huge success.

In order to stimulate more retailers to participate in the Mercury program, Green this week announced that any of the label's 78 r.p.m. merchandise will be accepted by Mercury in exchange for Mercury LP or 45 r.p.m. records. The new plan works this way: If a retailer purchases \$3 worth of Mercury records, which may be all in LP's or which may be 25 per cent 45 r.p.m. and 75 per cent LP, the retailer can exchange \$1 worth of any of the diskery's 75 r.p.m. merchandise. Green emphasized that all merchandise taken under the new plan will definitely be scrapped.

## Varsity To Invade LP 99-Cent Field; Pegs 45s at 45 Cents

NEW YORK, June 24.—Eli Oberstein will invade the 99-cent long-playing disk field next week with an initial release of 33 ten-inch LP platters bearing his Varsity label. To round out Oberstein's latest low-price, direct-sale promotion effort, during the following week he will begin shipment on his long-contemplated 45-cent 45-r.p.m. Varsity platters. The Varsity topper, back to full-time ac-

tivity in his low-price disk biz after settling a year-long personal problem, also completed a deal for European masters with the Selmar Company of Paris.

Oberstein, following on the heels of the Remington 99-cent LP, will ship his first 99-centers Monday (26). Among the 33 records on release are packages by pianist Earl Wild, Enric Madriguera, Noro Morales, a package of *South Pacific* songs, and such long-hair platters as the *1812 Overture*, the *William Tell Overture* and the *Peer Gynt* suite. The repertoire is being culled from the disks in the regular Varsity line and will be supplemented with the recordings Oberstein obtained in his European deal. The 99-cent Varsity LP will be distributed in chains and in one large account in each city. Merchandise also will be sold thru mail-order houses.

The same merchandising scheme will be employed to sell the Varsity 45s, which are due to be shipped a week from Monday (3). The etchings in the 45 line also will be taken from the regular Varsity catalog. About 50 disks will be made available in the (See VARSITY on page 12)

## Songwriters Join Pubbers To Spark Biz

Committees To Set Action

NEW YORK, June 24.—Following the action of the Music Publishers' Protective Association (MPPA), which last week formed a committee of six, the Songwriters' Protective Association (SPA) this week formed a like committee of seven members. These two groups, along with a soon-to-be-proposed trade paper committee, will further pursue the problem of finding ways and means to improve conditions in the industry and to increase sheet music sales particularly.

Writers' committee consists of Charlie Tobias, Abel Baer, Peter DeRose, Louis Alter, Vic Mizzy, Joseph Meyer and Jesse Greer. Pub committee, chaired by Lou Levy, Leeds prexy, includes Ira Wegard, of Bregman, Vocco & Conn; Sam Snetiker, of Chappel; Tom Hughes, of Shapiro-Bernstein; Bernie Prager, of Robbins, and Karl Bradley, of E. H. Morris.

The committee will meet Tuesday (24) at the SPA offices to determine next course of action. It is expected that some of the general plans discussed at the industry meeting held several weeks ago (*The Billboard*, June 17) will be finalized at the upcoming meeting.

## Price Jugglings Grey Pubs' Hair

NEW YORK, June 24.—Publishers' row, currently upset by the big dip in sheet music sales, found new causes for concern last week in new instances of over-pricing and under-pricing.

Several jobbers, on checking returns from dealers, found copies rubber-stamped with prices ranging as high as 55 cents on regular 35-cent editions. According to one jobber, "My dealers are all crying 'no business' but they're doing their best to kill it." He learned, however, that government regulations against price-fixing make any remedial action impossible at this time.

Simultaneously, the Music Publishers' Protective Association (MPPA) started investigation of a mail-order org which advertised popular sheets at four for \$1 in *The New York Daily News*. Since the wholesale price of popular music runs between 22 cents and 30 cents per copy, pubs are mystified how the operator can make a profit. MPPA topper Walter Douglas, stating that the enterprise may be entirely legitimate, said the MPPA inquiry was just a fact-finding one.

## Rights Fight Turns 'Tzena' Into a Dirge

Mills Vs. Cromwell

NEW YORK, June 24. — *Tzena, Tzena, Tzena*, rapidly shaping up as one of the most valuable song properties in months, has become the prize in an imbroglio between Cromwell Music, the Howie Richmond pubbery which secured a Gordon Jenkins lyric and set a raft of recordings, and Mills Music, which last week inked two writers who claim to have written the tune.

Richmond first ran across the tune several months ago at a nitery where the Weavers, folk ballad quartet, sang it as part of their repertory. Seeing commercial possibilities in the number, Richmond traced it and satisfied himself that it was in the public domain. He arranged for a new arrangement and the Jenkins lyric, and set the recordings. The Decca recording, done by Jenkins and the Weavers, shows early symptoms of breaking for a hit. Other waxings—Mitch Miller at Columbia, Vic Damone at Mercury, Ralph Flanagan at Victor and two at Rainbow—are being or have been rushed into the shops during this week.

Claimants Enter

Meanwhile the law firm of Zissu & Marcus, which had established relations with Palestinian composers following a copyright case in which they represented nationals of that country, were approached by a Palestinian cleffer who claimed he had written the song. A second claimant appeared, and both subsequently agreed to sign pubbing rights to Mills Music.

Pubbery on setting the contracts, put diskeries and music jobbers on notice that the tune was a Mills property. Jack Mills, prexy of the firm, offered to make a settlement with Richmond in which the latter would participate in the song, but Richmond turned him down flatly.

Mills claims to have indisputable proof of copyright, but has not revealed whether such copyright is of the formal or the common-law variety, or in what country it is registered.

Richmond counters with the claim that exhaustive search has turned up evidence that not only is the tune in the public domain, but that it has been incorporated into several other tunes clearly in the public domain.

"It's a p.d., and I'd rather see the song wither and die than yield 5 cents' worth of interest to Mills," the young pubber told *The Billboard*.

"Mills wouldn't proceed on a thing like this unless we were certain of our rights," was Mills's statement. "This is a matter of business. I've made my offer to Richmond, and it would certainly be easier to make a sensible settlement than to be forced to bring this thing into the law courts."

## Talks Set on Pre-Recording

NEW YORK, June 24. — Mitch Miller, Walter Rivers and Charles Grean, a. and r. reps for Columbia, Capitol and Victor, have set a meeting with Al Knopf and Charles Iucci, of Local 802, American Federation of Musicians (AFM), to try to thresh out a solution to the AFM's ban on pre-recording (*The Billboard*, June 10).

The confab is scheduled for next week, following postponement of a meeting, set back because of Grean's recent trip to the Coast.

## W. Coast Indie Diskers Report Business Gains

HOLLYWOOD, June 24.—Despite backbiting from bootleggers, Coast indie labels report an upward spurt in biz as compared to last summer's slump. Some labels claim present biz to be between 33½ to 50 per cent above the same period last year. Bootlegging scourge, which once flourished here but which was wiped out two years ago when first exposed by *The Billboard*, is reportedly creeping back into the biz. Among labels victimized by the violators who peddle off-the-record dubs of click disks are Aladdin, Imperial and Specialty.

Imperial's Lou Chudd claims that biz is up 50 per cent above the corresponding period in 1949 despite sales stolen by the bootleggers. Specialty's Art Rupe similarly finds current biz 33½ per cent over last summer in face of bootlegging. Aladdin's Leo Messner claims label is feeling the bootleg pinch but also finds biz holding its own. Tempo and Discovery, not troubled by record runners, report biz in good shape.

Bootleggers are reportedly operating in Los Angeles, with bogus biscuits cropping up here, in Florida and spots along the Eastern seaboard. Label heads say it's easy to spot bootlegging by studying sales. Any disk they find, normally builds for a hit, reaches its peak and tapers off in sales. When bootleggers cut in, a hit-riding disk drops suddenly from its peak, with total elimination of the tapering-off period. These symptoms are later corroborated when unauthorized pressings appear on the market. In some instances diskers' distributors find bogus platters on the market before receiving their shipment from the record companies. These are believed to be bogus re-recordings of sample disks sent out by the labels.

Aladdin has found Amos Milburn's *Birmingham Bounce* on bogus wax, while Imperial reports T-Bone Walker's *The Hustle Is On*, Arcibald's *Shake, Shake Baby*, and Fats Domino's *Fat Man* are being counterfeited. At Specialty, chief target of the bootleggers has been Joe Liggen's *Pink Champagne*. Label toppers have hired investigators to track down the violators.



# L. Feist Sues Morris Over Erdman Tunes

## Widow's Right Questioned

NEW YORK, June 24.—Leo Feist pubbery this week filed suit against the Edwin H. Morris pubbery, asking an injunction to restrain Morris from infringing on renewal rights to nine Feist copyrights penned by the late Ernie Erdman. Jerry Vogel Music and Chester Conn, the latter as a song writer, were also named in the suit. Among the tunes are *Toot, Toot, Tootsie; What'll You Do?*, *Underneath Hawaiian Skies* and *I Was Wrong (All Wrong)*.

Feist charges Morris never acquired rights to the songs and insists that the latter had no interest in the songs during the original term. Morris claims rights to the songs on the basis of a purported assignment from Erdman's widow.

The complaint charges that Louise Erdman signed to purported agreements in February, 1945, which could only become effective on the condition that they were to be made and executed by both Ernie and Louise Erdman, and that both their signatures were to be affixed before taking effect. Feist charges that only Mrs. Erdman signed the agreements, thereby making the papers illegal.

The tunesmith was incapacitated at the time of the agreement, and it was required that a court order be obtained to get Erdman's approval of the deal. Feist charges that this court order was not obtained, and that Erdman had not approved the deal. Feist also charges that the renewal rights, which came up after Erdman's death, were not transferable at the time of the agreement without Ernie Erdman's approval, and further contends that the writer's widow has no right to sign away the renewals.

The complaint further alleges that Morris has received no assignments of the renewal rights from the co-writers of the songs involved.

# War Extensions Of Copyrights End for Europe

NEW YORK, June 24.—Members of the Music Publishers' Protective Association (MPPA) were informed by letter this week that President Truman has issued a proclamation terminating wartime extensions for authors and composers in various countries to comply with requirements of the United States Copyright Act. The President has set the termination date at December 29, 1950, after which time authors and composers in the affected countries must observe the conditions and formalities of the copyright act here.

Extensions had originally been granted for various countries within the British Empire and also France.

A special extension for the period of copyright in France—the life of the composer plus 50 years—set by the French government during the war years, has also been defined. The extension was for a term equal to the time which elapsed from September 3, 1939, to the end of the year following the signing of the peace treaty. France has decreed that the date of signing of the peace treaty is the same as that of the end of hostilities, established by France as of June 1, 1946.

A similar extension had been made in France during World War I. Works in existence at that time are considered as benefitting by both extensions.

# NBOA Sets Heavy Biz Sked

## Iowa Terp Ops Talk Promotion To Reverse Trend of Business

CHICAGO, June 24. — With the dance band biz still in a slump, ballroom ops attending the Iowa Ballroom Operators' (IBOA) convention at Clear Lake, Ia., Monday (19) spent considerable time exchanging promotion ideas. Ops feel, from experience during the past year, that a good promotion is just as good as getting a top drawer. Reports from various terp owners and managers from Iowa, Minnesota and Nebraska, present at the meeting, indicated that a good build-up stunt could double the attendance on a normally slow mid-week night.

The managers of Tom Archer's chain came up with a number of brainstorm ideas which have paid off. Ed Schiema, Archer's assistant, recently staged a hair-styling contest at the Tromar, Des Moines, which went so well that each of Archer's other terperies duplicated it. Schiema invited about six of Des Moines leading beauticians to bring two models to the ballroom on a Wednesday night and show their own original hair stylings. The gimmick brought a doubling of the night's biz, altho the regular entertainment was the usual territory ork.

Bill Crowe, manager of the Tromar, has worked out a bride-elect of the week stunt, which consistently pulls a large number of pre-nuptial and young married couples, together with their friends. From a number of names of couples attending, who are eligible to participate, Crowe selects one couple, who are brought on-stage to receive a long list of merchandise from local retailers and are then asked a number of questions about how they met, their first dates, etc., which usually rock the house and provide 15 minutes of good entertainment at intermission. Jimmy Hakes, Frog Hop, St. Joe, Mo., recently did a big mid-weeker by getting an old jalopy from a used car dealer free, painting it up and putting it out in the middle of the floor as a giveaway lure.

Harry Given, promotion man at the Terp, St. Paul dancery, has worked out two successful promotions with local radio stations and record names. Working with KSTP, Minneapolis, which airs a daily show featuring the Six Fat Dutchmen, and the F. C. Hayer Company, Minnesota distributors for Victor, the label for which the Dutchmen cut, Given staged a free dance, which did 3,000 people. Ducats were obtained by going to a local record store. Each retailer printed his store name on the back of the ducat. The only promotion given the dance was airplugs by the radio station, so that when the tickets were brought in, KSTP had some kind of barometer as to where the daily Dutchmen air show was best heard in the city. Another diskery, FM, operated by a local disk distributor, staged a similar party, featuring four of its bands and aired and promoted by WDG. This dance pulled 2,600 free admishes.

Teen-age dance promotions received a great deal of attention, because ops admit they are worried by the lack of youngster interest, which would build a new generation of dancers. Larry Geer said that he had worked out a fine plan with the co-operation of the Fort Dodge recreation department, in which they staged a monthly dance at his Laramar Ballroom, which drew 800 teen-agers consistently. Reps of the Archer chain said that a similar promotion, worked with local d.j.'s, pulled 1,200, with the only entertainment being dance music platters, spun over the p.-a. system by the participating jockey. Given said that the American Federation of Musicians' local in the Twin Cities had set aside a sum to promote

a teen-age Saturday afternoon dance recently utilizing several different local orks. The promotion drew less than 100 kids, but Given said that he felt the teen-agers don't care for afternoon events but would prefer an evening date.

## Flanagan Plays Hot B. O. Tune With Test Band

NEW YORK, June 24.—Ralph Flanagan's ork, whose progress is being eyed closely by tradesters as an indicator for the future of band business, has played to approximately 72,600 persons and grossed \$67,338 in 37 playing days, including 24 promotion dates. Flanagan took percentage money out of 13 of the promotions and established several record attendance marks en route.

The band drew 3,683 persons June 17 at the King Philip nitery in Wrentham, Mass., to shatter Tommy Dorsey's 3,603 persons record of 1948. Flanagan set an all-time indoor attendance record at Castle Farms, Cincinnati, June 3 with a draw of 2,743 ticket buyers. The band had only three bad nights in its travels, all three on Southern one-nights for promoter Ralph Weinberg.

Flanagan has been booked to play the Cafe Rouge in the Hotel Statler here, a band biz plum, for a six-week period beginning September 11. The band has only 10 open days between now and the October 21 closing date at the hotel. Ork has been sold for from \$1,000 to \$1,500 per night on promotions against the standard 60 per cent of the gross.

## Petrillo Urges Political Savvy

CHICAGO, June 24.—James C. Petrillo reiterated his political messages made to the annual convention at Houston (*The Billboard*, June 17) during a meeting held with some 30 band leaders, whom he called to Local 10, American Federation of Musicians (AFM) headquarters Thursday (22).

Petrillo encouraged orksters to take a more active part in politics, especially as far as beating the foes of labor and their resultant legislation was concerned. It is understood that he blasted the Taft-Hartley law and Sen. Robert A. Taft (R., O.). He recommended that all force be put behind the re-election of Scott Lucas (Dem., Ill.), whom Petrillo pointed out as a friend of labor. He again had some choice remarks for John L. Lewis. He pointed out, it was learned, that labor would lose a lot of ground if a Republican president was elected in '52 and urged that a man who favored labor should be supported in the next presidential election.

Petrillo spoke at length about the crazy race between "18 different unions" to control television. He said that "whenever they move a chair in television, four different unions act, and if a guy works on the ceiling of the studio, he can't work on the floor." Petrillo said that such inter-factional skirmishes tend to weaken labor generally.

# Roberts Lists Slate for Chi Sept. Huddle

## BMI Seeks Licensing Pact

CHICAGO, June 24.—Plans for the 1950 National Ballroom Operators' Association (NBOA) convention, as tentatively outlined at a meeting of the Iowa Ballroom Operators' Association (IBOA) this week, indicate that terpmen will face the heaviest biz schedule in the national org's four-year history. During the confab at Surf Ballroom, Clear Lake, Ia., Monday (19), Tom Roberts, NBOA legal chief, outlined the long list of developments which will form the business sessions of NBOA members when they huddle at Hotel La Salle here September 26-28.

Tom Archer, Des Moines ballroom chain op and NBOA's music licensing committee chairman, told the confab that Iowa ops, with a few exceptions, reported receiving letters from Broadcast Music, Inc. (BMI), seeking to have terp owners ink a licensing agreement with the org (*The Billboard*, June 17). Consensus among the 35 ops present including several from Nebraska, Minnesota and Wisconsin, was that the BMI mailing missed a large percentage of ballroom ops. Roberts told the group that several plans are being considered by NBOA's music committee in answering the latest BMI step. Archer said that NBOA is still in the midst of a prolonged negotiation with the American Society of Composers, Authors and Publishers (ASCAP), regarding some renovation of the present agreement between dancery men and the licensing agency.

## Save 4½ Per Cent in Taxes

Roberts told the meeting that the NBOA attempt to halt the AFM in its drive to insert the controversial clause into HR 6000, which would have returned responsibility for Social Security and withholding tax payments to the ballroom op, looked as if it would be successful (*The Billboard*, June 3). Roberts pointed out that because the Petrillo proposal had been defeated, ops were saved the approximately 4½ per cent stipend paid by employers on wages.

## Geer's Two-Point Plan

Primary purpose of the Iowa State meet was to set in motion plans for a legislative committee, which would work closely with the State lawmakers and watch proposals carrying important ramifications for terp men. Larry Geer, Laramar, Fort Dodge, Ia., suggested that the committee take up a two-point program, (1) to rescind current State legislation which forbids cigarette vending machines, and (2) to study State unemployment compensation laws, affecting ballroom ops. Geer explained that cigarette sales, which could be a profitable item for terp men, are now almost nil as a concession for terperies, because the transient employee set-up, common to ballrooms, makes it impossible to check closely on ciggie sales.

Tommy Thompson, the Prom, Minneapolis, said he thought the greatest loss from any item in a ballroom comes from cig sales, if employees, who handle them, aren't watched carefully. Geer pointed out that vending cigarettes thru a machine takes care of the loss completely. Otto Weber, NBOA's managing secretary, told ops to become personally acquainted with their State and Congressional reps, so that when they do write or wire these men for as-

(See NBOA SETS on page 12)



# Huddle To Decide Who Pays Security Tax for Sidemen

(Continued from page 4)

either the Senate or the House group offering to trade off its version to gain acceptance of another controversial viewpoint.

## Tax Exemptions at Issue

Also to be determined in the conference is whether school and fraternal groups will be exempt from taxes in hiring bands for dances. The importance of this question hinges upon whether the House or the Senate provision regarding musician Social Security is accepted. If the band leader is to continue to handle musician Social Security, it will make little difference to locations in competing with school dances whether schools and fraternal organizations are exempt or not. However, if responsibility is shifted to locations, then commercial dance operators would be at a disadvantage.

Another matter of interest to the show world is whether tips are to be included as earnings for Social Security purposes. The Senate voted down a proposal to this effect made by Senator Herbert Lehman (D., N. Y.), but the provision is contained in the House version of HR 6000. The House-Senate conference will have this difference to settle.

With both the Senate and the House having accepted the principle of extending coverage to the self-employed, such a provision will be a part of the compromise bill to be drafted by the conferees. Minor points such as whether certain commission salesmen should be considered as employees or self-employed are in dispute, but as far as show people now exempt from Social Security are concerned, the wording of both versions puts them under the self-employed classification.

## Barriers Broken Down

Most persons in the entertainment world are supposed to be under Social Security now as employees, but a number are considered to be independent contractors and so exempt. It is this group that will go under the system for the first time starting January 1, 1951.

The self-employed will pay a tax of 2 1/4 per cent on the first \$3,600 of their annual incomes. The Senate Finance Committee had put the coverage maximum at \$3,000 but was overruled by the Senate in favor of the House figure after a proposal to raise it to \$4,200 was rejected.

The Social Security tax will be due

# Spencer Starts With BMI Pact

NEW YORK, June 24. — Howie Richmond has started Spencer Music under an agreement with Broadcast Music, Inc. (BMI). The professional manager will be Pete Cameron, who has also taken over management of the Weavers, folk balladeering quartet.

The firm's first plug will be *Goodnight, Irene*, the Leadbelly-John Lomax ditty waxed by the group and Gordon Jenkins for Decca.

## NBOA SETS

(Continued from page 11)

sistance, the plea for aid will be considered more thoroughly.

### McIlrath on Tour

Roberts told the State meet that Roy McIlrath, op of the Prom Terrace, Fort Wayne, Ind., is taking a summer leave of absence from his terpery and is now in the East on a national tour of ballroom ops. McIlrath is acting as a public relations man, drumming up interest in NBOA among ops, outside the organizational fold.

along with the final 1951 income tax statement March 15, 1952. The income tax blank will be changed to add space for Social Security calculations by the self-employed. They will come in for the same benefits as all other persons in the Social Security system.

# Book-Club Type Kidisker Plans 300G Ad Splurge

NEW YORK, June 24.—Children's Record Guild (CRG), a diskery organized in February along book club lines, is formulating a full-scale push into the commercial merchandising field, with over \$300,000 earmarked for promotion. The new distributor-dealer phase of its program will be directed by Irving Katz, who takes over as sales manager July 1. Katz was formerly general sales manager of Apollo Records for four years.

CRG's decision to enter the general disk market was made following a one-week test made with local stores. Outfit was originally set up as a mail-order subscription club operating in a fashion similar to that of the Young Peoples' Record Club. It's headed by Milo Sutliff and John Stevenson, owners of the Greystone Press and its subsidiary book clubs, the Executive Book Club, Fiction Book Club and Book Society. Horace Grenell, former president of Young Peoples' Records, is director of CRG.

The methods used to promote the book clubs are being adapted to the CRG disks as well. Fall advertising is set in national media totaling 50,000,000 circulation, with 120,000,000 readership. Full page ads are skedded in *Life*, *McCalls*, *American Weekly*, *This Week*, *Woman's Home Companion*, *Parents* and *The New York Times*. While most of these ads will plug the club, dealers are expected to benefit from the institutional pitch.

Recently CRG conducted a three-week test of radio and TV promotion over WOR and DuMont, plugging the disk to parents via its *Your Child and Music* format. Package will be set on a permanent basis in the fall.

According to Grenell, the entire CRG line will be introduced to dealers on 45 r.p.m. disks at the National Association of Music Merchants (NAMM) show. The diskery will continue to release two disks per month, in two age groups, and has material cut to carry thru March, 1951. It has signed exclusive disk deals for specific children's stories published by E. P. Dutton, Harper Bros., and Random House. Author Leo Israel and composer Rudolph Goehr have been commissioned to write a series of 10 original sets.

A Canadian branch of CRG has been set up in Owen Sound, Ont.

## VARSITY TO INVAD

(Continued from page 10)

first release. The 45-cent price on the doughnut disk line will be the lowest on the market for the new type platter. Oberstein is planning to package the 45s in similar fashion to his 78-r.p.m. envelope series at three disks for \$1.49.

Oberstein's matrice deal with Selmar, which is the noted instrument house of Paris, was made for a five-year period on a royalty basis, according to the Varsity topper. Selmar went into the longhair disk biz in France a little over a year ago. Oberstein says the Selmar deal will give him recordings by members of the French Conservatory and slicings made at the Salzburg Festival, among many other items. Most of the Selmar stuff will be of an evergreen variety. Oberstein intends issuing some longhair items of a collector's type on his regular \$1.99 LP line when

# BILLBOARD BACKSTAGE

By Joe Csida

(Continued from page 3)

any rate, having been thru this kind of clambake before we have added six people to the complaint department and wish to assure one and all that beefs will be given kind and courteous treatment. Line forms on the right; please submit detailed, factual evidence proving we don't know whereof we stargaze.

A charming hunk of stiletto-ing in the always fascinating tussle between NBC and CBS was that perpetrated on the Dave Garroway Sunday night TV stanza recently. In a race-track bit, among entries posted, were such names as N. Trammell, W. Paley and others. The others and Trammell were marked at even money or no worse than 3 to 2. W. Paley was chalked up as a 300-to-1 shot. Commented Garroway: "Hmmm . . . this one doesn't seem to have much of a chance, does he?"

Ex-staffer Cy Wagner, as a news story in this issue relates, has joined up with Mutual Entertainment Agency as Prexy Jack Russell's executive assistant and head of the agency's Radio-TV department. This is just to wish Cy the best from *Backstage* and all *The Billboard* staff.

We'd like to throw in a plug for a nice guy in the music business who's creating a very noticeable stir. Starting at a reasonably smart pace with *Hop Scotch Polka*, Howie Richmond whammed thru with *Music, Music, Music* and last week had three (count 'em) disks of his Cromwell music firm's tunes in *The Billboard Picks*.

(Editor's note, superfluous type: They can't be bought for love or loot.)

These were *Tzena, Tzena, Tzena; Happy Feet* and *Goodnight, Irene*. And Howie does it strictly by ingenuity, imagination and prodigious amounts of hustle. Keep it up, kid.

# English Decca Bows With LP Disks, Players

LONDON, June 24. — England's first long-playing (33 1/3) records and players are due to hit the market this week under the auspices of the English Decca Company. The outfit, headed by E. R. (Ted) Lewis, has produced a low-cost player attachment as leader in a full-scale line. Price of this non-automatic unit, including the heavy luxury tax, will be about \$25 in American money. A dual-speed (33 1/3 and 78) attachment, with interchangeable magnetic pick-ups, will sell for \$42.

The first disk release will include 60 platters. A second release of approximately 50 titles will follow almost immediately. Classical disks are in two price categories: 12-inch gold label series is priced at \$5.54; 12-inch red label at \$4.75. Ten-inch gold label is \$4.05; 10-inch red label \$3.50. Ten-inch pop LPs list at \$3.10.

The same diskery issues Brunswick and Capitol labels, with material from American Decca and Capitol respectively. Both labels specialize in American pops. Brunswick LPs will be issued at \$4.75 for 12-inch and \$3.50 for 10-inch. Capitol will be \$5.54 and \$4.05 for 12-inch and 10-inch respectively.

It was also learned this week that Polydor, the major French indie, will go LP in October.

they become available to him. This will include chamber works and comparatively unavailable items of a small sales potential.

Oberstein retains his \$1.99 LP line.

# MGM's Big 3 Builds Heart Throb Bally

## Pushes Lofty Tune Pack

NEW YORK, June 24. — MGM's Big Three pubbing group under the supervision of general professional manager Abe Olman, is taking a flyer in merchandising sheet music and records via radio mail order selling direct to listeners. The current offer is a *Beyond the Sunset* package, comprising a special disk of the tune sheet music, and a booklet of "inspirational" verses, selling for \$1.

The record, on a house label called Calvary, was made up with hillbilly performers in Nashville.

The package is being merchandised thru the Mail Order Network Packaging Company, which produces transcribed shows studded with direct sales pitches for an assortment of merchandise, of which the Big Three music package is only one. (For further details of the sales operation see separate story in Radio Section this issue.)

Olman gives as the reason for the experiment his feeling that a large potential market of disk and music buyers interested in sacred music lies fallow among the millions of listeners to indie stations. This applies not only to the Bible belt and the hinterlands in general, but to large cities, too, he believes. The Mail Order firm, for example, has time on WOR here. The record is included in the offer not because the Big Three has any eyes for the disk biz, but merely to provide an additional stimulus to interests in sacred music, which currently shows signs of developing into a likely adjunct of the pop and standard business.

Along these lines, Olman has picked up pubbing rights to a new message-type tune, *To Our Lady of Fatima*. Ditty was clefted by an amateur in Cincinnati. Her home recording was picked up by deejay Bill Dawes, WCPO, Cincinnati, and got a fast and solid response. Diskeries are exhibiting interest; tune has been cut at MGM, London, King, Pearl, with others scheduled to follow. If *Fatima* fulfills its promise, Olman will give it a radio mail order ride as he is now doing with *Beyond the Sunset*.

# Plug Petite Waltz By Dance Lessons

NEW YORK, June 24.—Fred Astaire Studios in conjunction with Duchess Music demonstrated the *Petite Waltz* Thursday night (22) at the Roosevelt Grill during both the dinner and the supper shows.

The demonstration was part of a co-op promotion for the Duchess tune, *Petite Waltz*, which was acquired from Belgian pubber Jacques Kluger during his recent visit here. Tune has been waxed by the Three Suns and Larry Green for Victor. The Suns, currently at the Grill, provided the music for the terp teaching session Thursday.

## 78 RPM CLEAN-UP

(Continued from page 10)

months. Diskery execs emphasized that this is a promotion in which all funds are earmarked for the direct benefit of the dealers. It's not tied to any national consumer ad campaign.

London further guaranteed that all of the returns would be scrapped, with none finding their way back on the market.





# Keep sales POPPIN' with these new DECCA releases!

**YOU CAN'T TAKE IT WITH YOU**  
**FRANCIE**

**RAY BOLGER**  
Decca 27063

**SOUND OFF**  
**THE LONESOMEST WHISTLE**

**JERRY GRAY**  
Decca 27054

**MORE THAN I SHOULD**  
**MY SWEETIE WENT AWAY**

**JUNE HUTTON**  
Decca 27064

**TELL HER YOU LOVE HER**  
**ASHES OF ROSES**

**CONNIE RUSSELL And**  
**JACK HASKELL**  
Decca 27062

**FOR DANCERS ONLY**  
**FOUR OR FIVE TIMES**

**SY OLIVER**  
Decca 27065

**THOSE BLUE SKIES IN YOUR EYES**  
**I'LL FORGET BY AND BY**

**TOBY STROUD**  
Decca 46248

**YOU GOTTA LOVE ME BABY TOO**  
**BÉSAME MUCHO**

**THE RAY-O-VACS**  
Decca 48162

**LONESOME DARLIN'**  
**IF YOU ONLY KNEW**

**LEE MORSE And**  
**HER BLUE GRASS BOYS**  
Decca 27066

**ANNAZETTE POLKA**  
**MY STEPHANIE POLKA**

**WALTER DOMBKOWSKI**  
Decca 45107

**OUR VERY OWN**  
**MAD ABOUT YOU**

**VICTOR YOUNG**  
Decca 27067

## AMERICA'S FASTEST SELLING RECORDS!

### DECCA BEST SELLERS

**I DIDN'T SLIP, I WASN'T PUSHED, I FELL**  
**SO TALL A TREE**

**BING CROSBY** Decca 27018

**TZENA, TZENA, TZENA**  
**GOODNIGHT IRENE**

**GORDON JENKINS** Decca 27077

**BLIND DATE**  
**SAY WHEN**

**DICK HAYMES-EVELYN KNIGHT** Decca 27076

**THE 3RD MAN THEME (with Vocal)**  
**MONA LISA**

**VICTOR YOUNG** Decca 27048

**COUNT EVERY STAR**  
**IF YOU WERE ONLY MINE**

**DICK HAYMES-ARTIE SHAW** Decca 27042

**THE 3RD MAN THEME**  
**THE CAFE MOZART WALTZ**

**GUY LOMBARDO** Decca 24839

**I WANNA BE LOVED**  
**I'VE JUST GOT TO GET OUT OF THE HABIT**  
**THE ANDREWS SISTERS-GORDON JENKINS**  
Decca 27007

**THROW YOUR LOVE MY WAY**  
**GIVE ME A LITTLE OLD FASHIONED LOVE**  
**ERNEST TUBB** Decca 46243

**MISSISSIPPI**  
**OLD KENTUCKY FOX CHASE**  
**RED FOLEY** Decca 46241

**HOSPITALITY BLUES—Part 1**  
**HOSPITALITY BLUES—Concluded**  
**GRANT "MR. BLUES" JONES**  
Decca 48163





## Columbia, Union Reach New Pact

BRIDGEPORT, Conn., June 24. — Columbia Records, Inc., and Local 237, United Electrical Workers, reached an agreement this week on a new one-year contract. Terms provide for wage increases, an additional paid holiday and improved vacations and welfare benefits, according to a joint statement issued by Kenneth E. Raine, company secretary, and Ralph Tripp, union president.

The new contract, which became effective immediately, calls for increases of 4 cents hourly for day workers and 3 cents hourly for piece workers, and an adjustment of about 50 individual rates, adding from 2½ to 5 cents hourly over and above the general wage increase.

The local, which represents about 600 production and maintenance workers, also gained a seventh paid holiday, Good Friday, and an agreement was reached to conduct a union shop election under the Taft-Hartley Act.

Increased benefits of a non-contributory welfare and hospitalization are included, with three additional days of paid vacation provided for employees with 15 or more years of service, which will give them three weeks' vacation a year.

### SPECIALTY GOES TO 45

HOLLYWOOD, June 24.—Specialty Records will go to 45 r.p.m. within the next 90 days. Art Rupe, Specialty's prexy, told *The Billboard* that decision to go to the new speed came after he surveyed dealers. Plan is to release simultaneously with 78 all new issues while going back into the catalog to convert past top sellers.

**MUSIC BOURNE TO LIVE**

**"ARE YOU LONESOME TONIGHT"**  
by **BLUE BARRON**  
MGM 10628

**BOURNE, Inc.** 799-7th Ave. N.Y. 19, N.Y.

**"I STILL GET A THRILL"**

RECORDED BY

DEAN MARTIN	Capitol
DINAH SHORE	Columbia
D. HAYMES-G. JENKINS	Decca
ART LUND	MGM
TONY MARTIN	Victor

**Words & Music, Inc.**  
1619 Broadway N. Y. C.

**"BY THE LIGHT OF THE SILVER MOON"**  
vocal by **JOHNNY GUARNIERI**  
with choral background music by the **JOHNNY GUARNIERI QUINTET**  
#1013

**ADMIRAL RECORDS INC.** 701 SEVENTH AVE. NEW YORK 19, N. Y.

## "Walking Around With Song," Pluggers Adrift Turn Pubs; Disk Thirst Helps Successes

NEW YORK, June 24.—A growing by-product of today's music business economy is the at-liberty songwriter-turned music publisher—in a one-man, small-investment (or none) operation.

The decline in sheet sales, the edge of records over live plugs and the ever-present payola for small sustaining shots all contribute to the big publishers' continuous paring of professional staffs—to the extent that even a highly regarded, veteran contact man is hard put to find a place when he loses one.

Contact men who are "walking around with a song," as the practice is coming to be known, include many who were formerly employed by publishers of some importance in the industry. Some of these men rent office space with other publishers; the majority make informal headquarters at the offices of friends, where their mail and phone messages are received.

These new entrepreneurs do not delude themselves about the possibilities of striking it rich. Most would admit that they would prefer a steady job with a Chappell or a Warners; most view their present activities as marking time. However the reason they attempt to publish on their own is the possibility of coming up with a sleeper platter—or at least of getting a song or two recorded with the possibility of interesting a larger publisher to take over.

### Doors Wide Open

That they do have an outside chance of latching on is made possible by the record companies. The insatiable thirst of the diskeries for off-beat material and exclusives has resulted in somewhat of an open-door policy for almost anybody with a song.

In the past diskery-pubber relations were a cut-and-dried matter of a professional manager presenting

## Anderson-Decca In Unique Deal

NEW YORK, June 24.—Decca Records last week completed a unique recording contract with Composer Leroy Anderson. Anderson has accumulated a group of successful originals in the semi-classic "pops" field in the past couple of years, among them *Fiddle Faddle* and *Sleigh Ride*. He has been a mainstay of the Boston Pops Orchestra for a number of years.

Decca deal calls for Anderson to record original material of his own composition only. Anderson also is committed to a writer's deal with the Mills pubbery.

## Smith To Cut Eight Sides for Columbia

HOLLYWOOD, June 24.—Crooner Jack Smith will cut a brace of eight sides for Columbia Records during the singer's forthcoming European vacation trip. Smith is set for a disking session in Paris, where he will be teamed with vocalist Jane Morgan and backstopped by the Bernald Hilda ork.

Tunes will be done on tape and processed in this country for fall release. Disking date is tentatively set for July 12 and will mark Smith's second session for Columbia. Singer recently debuted on the label via a couple of duets with thrush Dinah Shore. French recording spree is on a free-lance basis but may be the preliminary to a term pact for Smith.

his next plug song, with a word or two on the amount the firm was investing in the particular number. It would almost invariably be recorded 100 per cent. Today, under the pressure of competition, waxeries accept material for consideration from almost all comers—songwriters, big publishers, small publishers, quasi-publishers.

Not that all the new "one-lung" publishers have a sesame to a & r men—but, by dint of persistent effort, they usually manage to get a hearing from at least one company. And some of these hearings have resulted in hit songs. A recent example is Sam Weiss's *Sam's Song*, a fast-growing number which has been taken over by Henry Spitzer on a percentage basis.

## Sinatra on Col. Dance Standards

NEW YORK, June 24. — Frank Sinatra has cut seven rhythm standards for Columbia, to be released both on single platters and in LP and shellac album form as *Sing and Dance With Frank Sinatra*. The first single release will be *My Blue Heaven*, about July 10. The eighth side in the grouping will be a reissue of Sinatra's *It All Depends on You*; the waxery is withholding the names of the remaining tunes in the set until they are scheduled for release. The album is tentatively set for September.

The album is a product of Mitch Miller's reasoning that the big majority of Sinatra's best sellers in the past have been rhythm numbers. The Columbia a. and r. topper points to disks like *The Coffee Song* and *Five Minutes More* among Sinatra's better sellers.

Backings, done in bright dance tempos, were taped by orkster-arranger George Siravo prior to the recent Local 802 ban on tracked records. Sinatra dubbed the vocals in two weeks ago.

## Music Men Show Their Appreciation With 3d Como Day

NEW YORK, June 24. — New York's music men held their third annual Perry Como Day Wednesday (14)—a unique turnout of publishers and contact men to mark their appreciation and friendship for the warbler.

The clambake, a golf and dinner affair held at Como's home course, the Garden City Country Club, was highlighted by attorney Lew Dreyer's hole-in-one at the 13th—the fifth ace for the belting barrister. Duke Niles won first prize in the music men's competition, with Jerry Johnson, Jack Spina and Eddie Wolpen tying for second. Dee Belline, Como's brother-in-law, won in the guest division, with Dreyer and Lew Del Guercio tying for second.

The climax of the festivities came during the presentation of a cup from the music mer. to Como. The inscription was read off, and when the words "he who has served his friends with a full heart" were reached, Elmo (The Baron) White, debonair epigrammatist of the professional men, broke it up with the addendum:

"And with a full chorus."

## Pub Buys Tunes Heard on Phone

NEW YORK, June 24.—The first indie flick score to be published by the Paramount Publishing combine was acquired last week when Paramount Music took over the Ray Evans-Jerry Livingston tunes for *At War With the Army*. According to Professional Manager Eddie Wolpin, the score includes three tunes, with a possible fourth.

The film, which will star Dean Martin and Jerry Lewis, is being produced by Fred Finklehoffe and Abbey Greshler. It will be distributed by Paramount Pictures. Wolpin took the score after hearing the songs over the phone.

## 2 RRAC Huddles Set During NAMM Meet

CHICAGO, June 24.—Despite rejection of an attempt by the Record Retailers' Association of Chicago (RRAC) to gain official confirmation for a projected series of meetings to be held concurrently with the forth- (See 2 RRAC on page 37)

**THE LITTLE GENERAL**  
says...  
**DANNY KAYE'S**  
**"THE HANDOUT SONG"**  
DECCA #27050  
IS THE GREATEST BUM SONG IN 25 YEARS

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**Another BMI Pin-Up Hit!**  
**SAY WHEN**  
Published by Duchess  
Recorded by

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Buddy Boylan	(Nat)
Jo Stafford	(Cap)
Richard Hayes	(Mer)
Kay Kyser	(Col)
King Cole	(Cap)

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**BROADCAST MUSIC, INC.**

**"I'M BASHFUL"**

**SANTLY-JOY, INC.**  
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**FROSTY the SNOW MAN**  
The Hottest Man on Ice





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**3 FOR 1 PLAN**

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or write to Mercury Records, 839 S. Wabash Ave., Chicago 5, Ill



# MUSIC—AS WRITTEN

## Mills Gets U. S. Rights to "Bolero"

Mills Music has acquired U. S. rights to "Bolero," French ditty which WNEW deejay Art Ford has been riding via the original French dinking. English lyrics were added by Mitchell Parrish. The first dinking of the new version is Patti Page's for Mercury.

## MPPA To Explain Public Domain Tunes Decish

The council of the Music Publishers' Protective Association (MPPA) will send out a letter to members next week explaining the Judge Igoe decision which puts many recorded tunes in public domain and urging that special care be taken in copyrighting all material before submitting it for recordings.

## Budweiser Buys Wakely "Anheuser Bush"

According to final count, Cap has sold more than 35,000 pressings of Jimmy Wakely's "Under the Anheuser Bush" directly to the Budweiser brewery. Beer maker is buying platters to distribute them free to taverns and juke box ops. Diskery feels dealers profit thru added source of promotion.

## Burton To Handle P. M. Chores for Art Lund

Crooner Art Lund was inked to a personal management pact by Bill Burton, former Dick Haymes p. m. Lund recently broke his personal management pact with Fred Goodman, following a hassle which took the singer and his former manager into law courts and resulted in Lund winning the decision. Burton also branched out into the video field with formation of a new packaging firm in partnership with Dave Willock, Cliff Arquette and Dick Conway.

## Martin Sets Two Deals for "Band of Tomorrow"

Fredy Martin, thru Personal Manager Arthur Michaud, closed two deals on behalf of his "Band of Tomorrow." Group, selected thru Martin's tele talent hunt, will disk on Victor wax (probably hitting Bluebird label first), and has been inked for a two-week stand at the Hollywood Palladium. Martin, at present, has decided on only six members (two trumpets, marimba, drum, piano and harmonica), with the band to be completed within 90 days. Tele show originates on Station KTTV and is beamed via CBS's tele net.

## Marks Sets Up Nashville Hdqtrs., Wraps TV Package

Edward B. Marks Music, newly active in the country and Western field, has moved field man Larry Norrett to a permanent spot in Nashville. The pubbery has also set up a television department in New York under the direction of Edgar Simon. Simon and the pubbery's flack, Seena Hamilton, have formulated a TV package, "They All Sang" based on the show business book by the late E. B. Marks, founder of the firm, and father of its current president, Herbert Marks. Negotiations are under way for its production in the fall.

## Riviera To Disk Roger Coleman and Al Blank Trio

Riviera, new diskery distributed nationally by Rainbow Records, has signed exclusive contracts with warbler Roger Coleman and Al Blank Harmonica Trio. Outfit also took over two sides cut by Coleman on the Coast and released the coupling last week. Tunes are "Too Marvelous for Words" and "Everything I Love."

## Star of David Label To Wax Liturgical Disks

Eddie Heller and Larry Newton, of Rainbow Records, have formed a subsidiary label, Star of David, which will specialize in Jewish disks. Catalog will be built mainly with LP waxings, including standard liturgical material. First issue, out last week, features a Jewish-language version of "Tzena, Tzena, Tzena," by Cantor Samuel Malavsky and his family choir, with H. Schertzer's ork.

## Conn. Pops Book Stars for Fairfield Concerts

The Connecticut Pops concerts will again be held this year at the shell at Fairfield University in Fairfield, Conn., starting June 30. Among the array of artists booked are Eleanor Steber, Howard Barlow, James Melton, Wilfred Pelletier, Eleazer DeCarvalho, Aldo Parisot, Oscar Hammerstein, Richard Rogers, Anamary Dickey, Gustave Haenchen, Kay Armen, Conrad Thibault, Alden Elkins, Leonard Stokes, the Cities Service Green and White Quartet, Artie Shaw, Daniel Saidenberg, Alec Templeton and Gladys Swarthout.

## Golf Tournament Schedule by Pro Music Men

Professional music men's annual golf tournament is scheduled to be held at Rivervale Country Club, Rivervale, N. J., Wednesday, August 16. If rained out, event will be held August 17.

## Spiro's 220 Masters on Sale Block

Alexander Spiro, owner of the Spiro Record Company, has put the diskery's 220 masters up for sale. Altho disks are still being shipped against orders, Spiro has formed a new business, the All-World Travel Agency. The Spiro line is composed principally of polkas, semi-classics, rumbas and spirituals.

## New York:

Eddie Joy, general professional manager for the Santly-Joy pubberies, expanded his personal management holdings recently with the inking of the Frank Petty Trio, a group from Boston which has clicked with an MGM dinking of "Rain" and has a new and promising slicing of "At Sundown." The trio will be booked thru the General Artists Corporation. Joy already manages warbler Guy Mitchell and his wife, thrush Mindy Carson. . . . Alan Miller left Lew Lebesch's business, where he was a junior partner, to set up his own office. He acquired the Shaw Artists Corporation as his first account.

The "Armory" (Fort Dodge, Ia.) terperery, where Guy Lombardo broke the house record May 14 (The Billboard, June 10), has gone under the name "Laramar" for the past 12 years. Twenty-two years ago, it was learned, Lombardo played the spot for a flat fee of \$250. . . . Thrush Nina Valery and her husband, composer-conductor Rudolph Goehr, sail for

Europe June 30. They'll give recitals there and in Israel. . . . Remington Records has moved back the release date of its low-price classical LP line from June 15 to July 1. Donald Gabor will release his regular-priced Continental classics on the same date.

Columbia Records' international department chief, George Avakian, has returned from a recording jaunt in the Midwest. . . . The Trio Los Panchos, leading Mexican disk artists, due in Los Angeles for film and club engagements during July and possibly August. While in the country they'll cut several disk dates for Columbia. . . . Murray Seidman, head of Buffalo's Command Record Company, left for the Coast last week to set distribution of the line there. The label has expanded into German, Polish and Italian wax. . . . Bourne, Inc., has issued a folio, "Song Gems of Yesterday for the Ukulele," consisting of 30 standard hits from the pubbery's catalog.

## Chicago:

Buster Williams, prominent Memphis and New Orleans disk distributor, is no longer handling Capitol in Memphis. He previously dropped Capitol in New Orleans. . . . Jack Rosenfeld, St. Louis coin machine distributor, is creating a new record distrib wing, to be headed by Joe Turner, vet office chief for Decca. He will handle Mercury in his territory. . . . Darlowe Oleson, op of the Riddota Ballroom, Havelock, Ia., is running for mayor of the town. The Olesons adopted a daughter last week. . . . Bill Crowe has been appointed manager of the Thomar and Val-Air, Des Moines, while Roy Ahlstrom will manage the Aramar, Marion, Ia. Both are Tom Archer terperies. . . . Larry Duchow currently making his first Western swing with his international band. Duchow will go as far West as Lincoln, Neb., in the 10-day tour. He is still operating his Raveno Ballroom, Fremont, Wis.

Larry Fofine's ork did 800 dancers in 48 degree temperature June 17 at the outdoor Centennial Terrace, Sylvania, O. . . . Phil Bernstein, for the past four years publicity chief at MCA here, resigned last week to consider several New York offers. . . . Carson Harris, who has been writing the Frankie Masters TV segs, in addition to repping Arthur Michaud in the Midwest, was to return to the Coast this week to take over Michaud's office while Michaud goes to Europe on a vacation. . . . Henry Durst has started his new job at MCA here as one-night chief.

Joe Kayser will leave shortly on a four-week vacation. No definite announcement has been made as to what Kayser will do upon his return. . . . The American Music Conference will debut its newest color slide film to promote general music interest, "You Can Make Music," at the National Association of Music Merchants' convention here, starting July 11. . . . Morry Price, Mercury sales chief, heads east for 10 days to work out the new three-for-one exchange plan (The Billboard, June 18) with distributors.

## Philadelphia:

Dean Hudson winds up at the suburban Rainbow Room of the Old Covered Wagon Inn to head for the Shamrock Hotel, famed Texas inn. . . . Victor Hugo is set to summer at the Hotel Biltmore Surf Club, Wildwood, N. J. . . . Vince Carson, one-time Jimmy Dorsey vocalist now doing a nitery singing single at the local niteries, cut two sides with the Buddy Williams band on Rainbow Records. . . . Charley Mohacey is set to continue the music for the entire summer at the Bowery. . . . John Ciechon, lead sax man for Chuck Gordon at Wagner's Ballroom, just got his bar degree from University of Pennsylvania and is joining a law firm in Camden, N. J. . . . Lucky Millinder ushered in the new season June 23 for F. R. Vause at his Rosedale Beach dancery at near-by Millsboro, Del. . . . The Shubert Theater interests are negotiating with the American Federation of Musicians on the contract for the coming season, with the road companies of "South Pacific" and "Kiss Me, Kate," due here for the early fall. . . . Eddie Salecto has added Ruth Newman to his Selectones combo. . . . William Reitz, composer of "Fairy Tales," is in from Cleveland to huddle with Rusty and Ginger Wellington who recorded the opus, to wax his newest offering. . . . Frank Capano, local tunesmith, celebrated his 51st birthday by placing two songs—"Too Many Hearts" and a topical "Let's Make Up for Christmas and Start the New Year Right." . . . Michael Donnelly takes over the music making chores for the Wilson Line moonlight boat ride. . . . Joe Frasetto is set to play the Miss America beauty pageant in Atlantic City in September for the seventh year in a row. . . . The RCA Victor label makes it a Mr. and Mrs. combination for its Western roster in adding Sally Starr to the label. The gal is the wife of Jesse Rogers, who has been identified with Victor for some time.

## Hartford, Conn.:

Leave it to Jim Smith, sales promotion manager of Stern & Company, Hartford area distributors of Columbia Records, to help out in a pinch. The business man scheduled to serve as toastmaster at the annual dinner meeting of the Hartford Chamber of Commerce, at Hotel Bond, Hartford, the other night, turned sick suddenly, and chamber officials asked Smith to substitute. With just a few hours notice, Smith really "went to town" on the job and, according to all reports "filled in nicely." Smith is a past president of the Advertising Club of Hartford.

## On the Sound Track:

RCA Victor's kidisk rep Steven Carlin is on the Coast to wax a "Treasure Island" album, tying in with the Walt Disney all-live flick of the adventure classic. . . . Carl Cotner, musical director of the CBS "Gene Autry Show," will head the newly formed music department of Autry's telefilm production firm, Flying A Television Productions, Inc. . . . Max Steiner will score "Dallas" (Warner Bros.) with William Lava penning soundtrack on "Rocky Mountain" at the same lot. . . . Revival of Bert Kalmar and Harry Ruby tunes is promised by MGM's technicolor pic, "Three Little Words," which spotlights an even dozen of the tunesmithing team's yesteryear hits.

MGM's "The Toast of New Orleans," starring Kathryn Grayson and Mario Lanza, will have songs by Nicholas Brodsky and Sammy Cahn. Georgie Stoll is musical director, and operatic numbers will be conducted by Johnny Green. . . . Thrush Frances Langford and her actor-husband, Jon Hall, have been signed by Columbia Pictures. Gal will appear in two flicks this year.



**DEALERS!**

**DEALERS!**

**LONDON**



**SUMMER PLAN**

**CUSTOM MADE FOR YOU!**

Here is your opportunity to clear out your slow moving and obsolete 78 RPM stock.

FOR EVERY \$3.00 WORTH OF LONDON ffrr LONG PLAYING RECORDS YOU PURCHASE, YOU MAY RETURN FOR CREDIT \$1.00 WORTH OF ANY 78 RPM DISCS OF

**ANY BRAND LABEL!**

This unprecedented offer is open to you

**NOW...UNTIL AUG. 15<sup>th</sup>, 1950**

CONTACT YOUR LONDON DISTRIBUTOR IMMEDIATELY!

**LONDON**  
RECORDS



READY TO  
\$PIN NEW \$ALES



**JOHNNY DESMOND**

PIGALLE

STARS (Are The Windows Of Heaven)

M-G-M Non-Breakable 10736

THE PICNIC SONG

I'VE GOT A HEART FILLED WITH LOVE

M-G-M Non-Breakable 10703

**JIMMY DURANTE**

A-RAZZ-A-MA-TAZZ

I'M A VULTURE FOR HORTICULTURE

M-G-M Non-Breakable 30238

**FRANK PETTY TRIO**

BLESS YOUR HEART

AT SUNDOWN

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

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

**TRUDY RICHARDS**

HAWAII

WHA'D'YA SAY? WHA'D'YA SAY?

M-G-M Non-Breakable 10728

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

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

**M-G-M RECORDS Are Better Than Ever!**

The **Billboard** MUSIC POPULARITY CHARTS  
**Part I**  
**The Nation's Top Tunes**

Based on reports received last three days of Week Ending June 23

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

**HONOR ROLL OF HITS**  
(Trade Mark Reg.)

This Week Last Week

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

Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-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(33)1-642; J. McKee, Varsity 266.

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

**2. THIRD MAN THEME, THE** By Anton Karas 1  
Published by Chappell (ASCAP)

From the Carol Reed film, "The Third Man"

Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)820, (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pol-lack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Intro 6001; Franz Gottschalk, Tempo 470.

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

**3. I WANNA BE LOVED** By John W. Green, Billy Rose and Edward Heyman 0  
Published by Supreme (ASCAP)

Records available: T. Bennett-M. Manning, Col(78)38825, (33)1-646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; O. Bradley, Coral 60241; C. Williams Ork, Var-sity 268.

Electrical transcription libraries: Fran Warren, Thesaurus.

**4. HOOP-DEE-DOO** By Frank Loesser and Milton DeLugg 3  
Published by E. H. Morris (ASCAP)

Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V. 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698; H. Ashley, Varsity 267.

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

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

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

Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol.

**6. MY FOOLISH HEART** By Victor Young and Ned Washington 4  
Published by Santly-Joy (ASCAP)

From the Sam Goldwyn film, "My Foolish Heart"

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

Electrical transcription libraries: Tommy Dorsey Ork, Standard; Claude Gordon Ork, Capitol. Vincent Lopez, Thesaurus.

**7. OLD PIANO ROLL BLUES, THE** By Cy Cohen 7  
Published by Leeds (ASCAP)

Records available: E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0010; H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; L. Cook-J. Dandies, Abbey 15003; J. Garber Ork, Cap 970; A. Jolson-Andrews Sisters, Dec 27024; Jubalaires, Cap(78)845, (45)F-845; B. Kay, Col(78)38773, (33)1-593; F. September (Jan. August), Mer 5400; C. Steward, Coral 60177.

Electrical transcription libraries: George Wright, Thesaurus.

**8. MONA LISA** By Jay Livingston and Ray Evans 9  
Published by Famous (ASCAP)

From the Paramount film, "Captain Carey, U. S. A."

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

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

**9. COUNT EVERY STAR** By Bruno Coquatrix and Sammy Gallop 10  
Published by Paxton (ASCAP)

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

Electrical transcription libraries: Bob Crosby, Standard.

**10. I DON'T CARE IF THE SUN DON'T SHINE** By Mack David 9  
Published by Famous (ASCAP)

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

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

**WARNING**

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This week's

# New Releases

... on **RCA Victor**

Release 50-26

**Ships Coast to Coast, Week of July 2**

## POPULAR

**DON CORNELL** with **HUGO WINTERHALTER'S ORCHESTRA & CHORUS**  
Hawaii  
You Wonderful You  
20-3839—(47-3839)\*

Here come the **DANCE BANDS** again!

**TOMMY DORSEY**  
Happy Feet  
Birmingham Bounce  
20-3840—(47-3840)\*

Here come the **DANCE BANDS** again!

**FREDDY MARTIN**  
Mem'ry Island  
Jazz Pizzicato 20-3841—(47-3841)\*

**PERRY COMO**  
If You Were My Girl  
I Cross My Fingers  
(and The Fontane Sisters)  
20-3846—(47-3846)\*

Here come the **DANCE BANDS** again!

**VAUGHN MONROE**  
The Phantom Stage-Coach  
Mexicali Trail 20-3818—(47-3818)\*

## COUNTRY

**EDDIE MARSHALL**  
The Tom Cat Blues  
Three Kisses 21-0357—(48-0357)\*

**SLIM WHITMAN**  
Wabash Waltz  
I'm Crying for You  
21-0358—(48-0358)\*

**JESSE ROGERS**  
Slippin' Around With Jole Blon  
Finders Keepers, Losers Weepers  
21-0359—(48-0359)\*

## RHYTHM-BLUES

**ARTHUR "BIG BOY" CRUDUP**  
Oo Wee Darling  
(Love Me With a Thrill)  
Mean Old Santa Fe  
22-0092—(50-0092)\*

## NEW ALBUM

**TONY MARTIN**  
"Tony Martin's Dream Girls"  
P-287, 20-3802 thru 20-3804, 78 r.p.m.  
WP-287, 47-3802 thru 47-3804, 45 r.p.m.

Here come the **DANCE BANDS** again!

**VAUGHN MONROE**  
"Vaughn Monroe Sings New Songs of the Old West"  
P-289, 20-3810 thru 20-3812, 78 r.p.m.  
WP-289, 47-3810 thru 47-3812, 45 r.p.m.

\*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 24). Obviously, sure things!

- \$** **Bewitched**  
Larry Green and the Honeydreamers . . . . . 20-3726—(47-3726)\* **7**
- \$** **Count Every Star**  
Hugo Winterhalter . . . . . 20-3697—(47-3221)\* **7**
- \$** **El Mambo**  
Perez Prado . . . . . 20-3782—(47-3782)\*
- \$** **Hoop Dee Doo**
- \$** **On the Outgoing Tide** }
- \$** Perry Como . . . . . 20-3747—(47-3747)\* **7**
- \$** **I Wanna Be Loved**  
Fontane Sisters and Hugo Winterhalter . . . . . 20-3772—(47-3772)\* **7**
- \$** **It Isn't Fair**  
Sammy Kaye . . . . . 20-3609—(47-3115)\*
- \$** **My Foolish Heart**  
Mindy Carson . . . . . 20-3681—(47-3204)\*
- \$** **Third Man Theme**  
Freddy Martin . . . . . 20-3797—(47-3797)\*
- \$** **Roses**  
Sammy Kaye . . . . . 20-3754—(47-3754)\* } **7**  
Sons of the Pioneers . . . . . 21-0306—(48-0306)\* }
- \$** **Wanderin'**  
Sammy Kaye . . . . . 20-3680—(47-3203)\* **7**
- \$** **Why Should I Cry?**  
Eddy Arnold . . . . . 21-0300—(48-0300)\* **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.

- ★** **Enclosed One Broken Heart & Cuddle Buggin' Baby**  
Eddy Arnold 21-0342—(48-0342)\*  
No. 1 and 2 respectively Country and Western Disc Jockey Pick, Billboard June 24.
- ★** **I'm Bashful**  
Mindy Carson 20-3801—(47-3801)\*  
No. 7 Retailers' Pick, Billboard June 24.
- ★** **I Still Get a Thrill**  
Tony Martin 20-3799—(47-3799)\*  
No. 2 Retailers' Pick and No. 6 Operators' Pick, Billboard June 24.
- ★** **Peace of Mind**  
Tony Martin 20-3799—(47-3799)\*  
No. 5 Retailers' Pick, Billboard June 24.
- ★** **Simple Melody**  
Phil Harris 20-3781—(47-3781)\*  
No. 10 Disc Jockey Pick, Billboard June 24.
- ★** **The Old Piano Roll Blues**  
Eddie Cantor, Lisa Kirk, Sammy Kaye 20-3751—(47-3751)\*  
No. 27 Most Played Juke Box Records, Billboard June 24.
- ★** **Three Little Rings**  
Fontane Sisters 20-3814—(47-3814)\*  
No. 7 Disc Jockeys' Pick, Billboard June 24.
- ★** **To Me You're a Song**  
Ralph Flanagan 20-3795—(47-3795)\*  
No. 8 Retailers' Pick, Billboard June 24.
- ★** **What, Where and When**  
Ralph Flanagan 20-3795—(47-3795)\*  
No. 8 Operators' Pick, Billboard June 24.

## TIPS

Robert Merrill's **WANDERIN'** (backed by VALENCIA)  
... a great standard.

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 Swings to "45"


APRIL MAY JUNE

JULY AUG. SEPT.

OCT. NOV. DEC.




**THE OLD PISTOL  
 PACKIN' PAPA,  
 AL DEXTER**  
 PACKS A LOT OF WALLOP



on his first recording as an exclusive King Recording Artist!

**IM SETTING YOU FREE**



backed by  
**"BLOW THAT LONESOME WHISTLE, CASEY"**

**BEST-SELLING SHEET MUSIC**

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

POSITION	Weeks	Last	This	to date	Week	Week	Publishers
14	1	1.	1.	THIRD MAN THEME, THE (F) (R)	.....	.....	Chappell
10	2	2.	2.	BEWITCHED (R)	.....	.....	Chappell
11	3	3.	3.	OLD PIANO ROLL BLUES, THE (R)	.....	.....	Leeds
6	7	4.	4.	I WANNA BE LOVED (R)	.....	.....	Supreme
17	4	5.	5.	MY FOOLISH HEART (F) (R)	.....	.....	Santly-Joy
9	5	5.	5.	HOOP-DEE-DOO (R)	.....	.....	E. H. Morris
12	6	7.	7.	SENTIMENTAL ME (R)	.....	.....	Knickerbocker
3	11	8.	8.	I DON'T CARE IF THE SUN DON'T SHINE (R)	.....	.....	Famous
3	10	9.	9.	MONA LISA (R)	.....	.....	Famous
17	8	10.	10.	DEARIE (R)	.....	.....	Laurel
5	13	11.	11.	STARS ARE THE WINDOWS OF HEAVEN (R)	.....	.....	Pickwick
5	14	12.	12.	COUNT EVERY STAR (R)	.....	.....	Paxton
16	12	13.	13.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	.....	.....	Robert
21	15	14.	14.	DADDY'S LITTLE GIRL (R)	.....	.....	Beacon
3	—	15.	15.	ROSES (R)	.....	.....	Hill & Range

**ENGLAND'S TOP TWENTY**

POSITION	Weeks	Last	This	to date	Week	Week	English	American
11	1	1.	1.	MY FOOLISH HEART	.....	.....	Sun	Santly-Joy
6	2	2.	2.	DEARIE	.....	.....	Campbell-Connelly	Laurel
7	3	3.	3.	OH, YOU SWEET ONE	.....	.....	Southern	General Music
8	7	4.	4.	THAT OLD PIANO ROLL BLUES	.....	.....	Leeds	Leeds
7	4	5.	5.	LET'S DO IT AGAIN	.....	.....	Lennox	*
23	5	5.	5.	JEALOUS HEART	.....	.....	E. H. Morris	Acuff-Rose
11	6	7.	7.	C'EST SI BON	.....	.....	Peter Maurice	Leeds
2	16	8.	8.	BEWITCHED	.....	.....	Chappell	Chappell
15	8	9.	9.	CHATTANOOGIE SHOE SHINE BOY	.....	.....	Pic, Ltd.	Acuff-Rose
2	13	10.	10.	TWO ON A TANDEM	.....	.....	Pic, Ltd.	*
2	18	11.	11.	I REMEMBER THE CORNFIELDS	.....	.....	Yale	*
3	12	11.	11.	DADDY'S LITTLE GIRL	.....	.....	Arcadia	Beacon
10	8	13.	13.	ENJOY YOURSELF	.....	.....	Morris	Morris
10	16	14.	14.	CHERRY STONES	.....	.....	John Fields	Robbins Music
7	11	15.	15.	QUICKSILVER	.....	.....	E. H. Morris	E. H. Morris
6	13	16.	16.	ME AND MY SHADOW	.....	.....	Francis Day	Bourne
2	20	17.	17.	THE NIGHT THE FLOOR FELL IN	.....	.....	Southern	*
23	10	18.	18.	DOWN IN THE GLEN	.....	.....	L. Wright	Mills Music
15	19	19.	19.	FRENCH CAN CAN POLKA	.....	.....	Connelly	Blossom Music
10	13	20.	20.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	.....	.....	Chappell	Roberts

\*Publisher not available as The Billboard goes to press.

**FOLK - WESTERN**

- |   |   |
|---|---|
| ★ KING 830 <b>MOON MULLICAN</b><br>I'LL SAIL MY SHIP ALONE<br>MOON'S TUNE               | ★ KING 868 <b>MOON MULLICAN</b><br>YOU DON'T HAVE TO BE A BABY<br>TO CRY<br>SOUTHERN HOSPITALITY                    |
| ★ KING 861 <b>ZEB TURNER</b><br>HUCKLEBERRY BOOGIE<br>NEVER BEEN SO LONESOME            | ★ KING 870 <b>COWBOY COPAS</b><br>THE POSTMAN JUST PASSES ME BY<br>THE ROAD OF BROKEN HEARTS                        |
| ★ KING 869 <b>HANK PENNY</b><br>WHAM! BAM! THANK YOU MA'AM<br>JERSEY BOUNCE             | ★ KING 874 <b>SHORTY LONG</b><br>BECAUSE THE ONE I LOVE HAS SAID<br>GOODBYE<br>FINDERS KEEPERS, LOSERS WEEPERS      |
| ★ KING 867 <b>GRANDPA JONES</b><br>FIVE-STRING BANJO BOOGIE<br>UNCLE EPH'S GOT THE COON | ★ KING 862 <b>CLYDE MOODY</b><br>THE ANGELS MUST HAVE CRIED<br>LAST NIGHT<br>IT'S TOO LATE TO SAY YOU WERE<br>WRONG |

**SEPIA - BLUES**

- |   |   |
|---|---|
| ★ KING 4357 <b>TINY BRADSHAW</b><br>WELL OH WELL<br>I HATE YOU                      | ★ KING 4378 <b>WYNONIE HARRIS</b><br>GOOD MORNING JUDGE<br>STORMY NIGHT BLUES |
| ★ KING 3304 <b>ROY BROWN</b><br>HARD LUCK BLUES<br>NEW REBECCA                      | ★ KING 4367 <b>JOE THOMAS</b><br>ROLLIN' THE BLUES<br>STAR MIST               |
| ★ KING 4373 <b>BULL MOOSE JACKSON</b><br>SOMETIMES I WONDER<br>TIME ALONE WILL TELL | ★ KING 4369 <b>EARL BOSTIC</b><br>SERENADE<br>WRAP YOUR TROUBLES IN DREAMS    |

**POPULAR**

- |   |   |
|---|---|
| ★ KING 15051 <b>JOHNNY LONG</b><br>HELLO<br>SHORTY'S GOT TO GO  | ★ KING 15057 <b>FRIELING SISTERS</b><br>OUR LADY OF FATIMA<br>THE STORY OF OUR LADY OF FATIMA<br>(Narration by Nelson King) |
| ★ KING 15050 <b>SISTER SLOCUM</b><br>CHARLESTON<br>VARSITY DRAG | ★ KING 15052 <b>TERRY SHAND</b><br>MISTER HONKY-TONK<br>DREAM STREET  |

WRITE, WIRE OR PHONE YOUR ORDER TODAY

**King inc.** 1540 BREWSTER AVE.  
 CINCINNATI 7, OHIO

**AW, CUT IT OUT!**

**SUBSCRIPTION ORDER FORM**

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 2160 Patterson St.  
 Cincinnati 22, Ohio

7-1-PC

Please enter my subscription to The Billboard for one year, \$10.

Name .....  \$10 enclosed  
 Address .....  Bill me  
 City ..... Zone ..... State .....  
 Occupation or Business .....



# TOP TUNES OF THE DAY

On 78 and 45!

**78** **45**  
RPM RPM  
↓ ↓

## POPULAR

"MONA LISA" Nat "King" Cole .....	1010	F1010
"NOLA" and "JEALOUS" Les Paul.....	1014	F1014
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"BLIND DATE" Whiting-Hope .....	1042	F1042
"SAM'S SONG" and "IVORY RAG" Joe "Fingers" Carr.....	962	F962
"MISSISSIPPI" Kay Starr.....	1072	F1072
"HAPPY FEET" Dean Martin.....	1052	F1052
"PLAY A SIMPLE MELODY" Jo Stafford...	1039	F1039
"A PERFECT DAY" and "THE ROSARY" Jo Stafford-Gordon MacRae.....	1061	F1061
"I LOVE YOU BECAUSE" Jan Garber .....	983	F983
"HOOP-DEE-DOO" Kay Starr .....	980	F980
"SENTIMENTAL ME" Ray Anthony .....	923	F923
"THE OLD PIANOLA" and "LITTLE MR. BIG" The Jubalaires .....	1054	F1054

## WESTERN

<b>TEX RITTER</b> "I've Got Five Dollars And It's Saturday Night".....	1071	F1071
<b>FOY WILLING</b> "Sometime" .....	1070	F1070
<b>JIMMY WAKELY</b> "Sugar Plum Kisses".....	1066	F1066
<b>TEX RITTER</b> "Blood On The Saddle".....	1058	F1058
<b>OLE RASMUSSEN</b> "Sleepy Eyed John".....	1049	F1049
<b>EDDIE KIRK</b> "Sugar Baby" .....	1048	F1048
<b>MERLE TRAVIS</b> "Cane Bottom Chair" .....	1029	F1029
<b>JIMMY WAKELY</b> "Under The Anheuser Bush".....	1024	F1024
<b>HANK THOMPSON</b> "Take A Look At This Broken Heart Of Mine" .....	1016	F1016
<b>RAMBLIN' JIMMIE DOLAN</b> "I'll Sail My Ship Alone".....	952	F952



**FIRST... "BONAPARTE'S RETREAT"**

**THEN... "HOOP-DEE-DOO"**

**NOW... KAY STARR**

with Orchestra  
conducted by Frank DeVol

**"MISSISSIPPI"**

Flip for:  
**"HE'S A GOOD MAN TO HAVE AROUND"**

78 rpm No. 1072      45 rpm No. F1072

**THERE'S A SALES KICK in**

**"Happy Feet"**

by **DEAN MARTIN**

with Paul Weston and his Orchestra

Flip for:  
**"BYE BYE BLACKBIRD"**

78 rpm No. 1052  
45 rpm No. F1052



# The Billboard

## MUSIC POPULARITY CHARTS

### PART III

#### Radio Popularity

Based on reports received last three days of Week Ending June 23



### 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 throught the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION		Weeks   Last   This to date   Week   Week		
8	1	1.	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork ..Dec 27007—ASCAP
19	4	2.	SENTIMENTAL ME	Ames Brothers Coral 60140; Coral 60173—ASCAP
9	3	3.	HOOP-DEE-DOO	K. Starr-F. DeVol Ork Cap(78)980; (45)F-980—ASCAP
4	14	4.	MONA LISA	Nat King Cole-The Trio Cap(78)1010; (45)F-1010—ASCAP
10	2	5.	HOOP-DEE-DOO	P. Como-The Fontane Sisters V(78)20-3747; (45)47-3747—ASCAP
13	5	6.	MY FOOLISH HEART	G. Jenkins Ork ..Dec 24830—ASCAP
10	7	7.	SENTIMENTAL ME	R. Anthony Ork-R. Deauville Cap(78)923; (45)F-923—ASCAP
2	26	8.	I WANNA BE LOVED	B. Eckstine MGM 10716—ASCAP
6	15	9.	BEWITCHED	D. Day Col(78)38698; (33)1-480—ASCAP
22	6	10.	IT ISN'T FAIR	S. Kaye Ork-D. Cornell V(78)20-3609; (45)47-3115—ASCAP
14	8	11.	THIRD MAN THEME, THE	A. Karas London(78)536; (45)30005—ASCAP
5	18	12.	BEWITCHED	Harmonicats-J. August Mercury(78)5399; (45)5399X45—ASCAP
6	13	13.	COUNT EVERY STAR	R. Anthony Cap(78)979; (45)F-979; Cap(78)859; (45)F-859—ASCAP
13	10	14.	THIRD MAN THEME, THE	G. Lombardo Ork ..Dec 24839—ASCAP
8	11	15.	BEWITCHED	G. Jenkins Ork ..Dec 24983—ASCAP
10	23	16.	BEWITCHED	B. Snyder Ork ..Tower 1473—ASCAP
3	16	17.	BLIND DATE	M. Whiting-B. Hope Cap(78)1042; (45)F-1042—ASCAP
8	12	18.	BEWITCHED	M. Torme-P. Rugolo Ork Cap(78)1000; (45)F-1000—ASCAP
1	—	18.	SIMPLE MELODY	J. Stafford Cap(78)1039; (45)F-1039
1	—	20.	PICNIC SONG, THE	J. Desmond ..MGM 10703—ASCAP
10	27	21.	MY FOOLISH HEART	M. Carson V(78)20-3681; (45)47-3204—ASCAP
11	9	22.	MY FOOLISH HEART	B. Eckstine MGM 10823—ASCAP
1	—	23.	VAGABOND SHOES	V. Damone Mercury(78)5429; (45)5429X45—ASCAP
4	17	24.	THIRD MAN THEME, THE	F. Martin Ork V(78)20-3797; (45)47-3797—ASCAP
2	27	25.	VIE EN ROSE, LA	P. Weston Ork Cap(78)890; (45)F-890—ASCAP
2	18	26.	BONAPARTE'S RETREAT	K. Starr Cap(78)936; (45)F-936—BMI
2	—	26.	BEWITCHED	D. Rose Ork MGM 30120—ASCAP
3	—	26.	I'M CRAZY TO LOVE YOU	S. Vaughan Col(78)38701; (33)1-485
1	—	29.	NOLA	L. Paul Cap(78)1014; (45)F-1014—ASCAP
7	24	30.	HOOP-DEE-DOO	Doris Day-G. Wyle Ork-Mellomen Col(78)38771; (33)1-591—ASCAP

### Vox Jox

**TREND TALK . . .** "Believe it or not" writes Bill Lohmeier, WSLI, Jackson, Miss., "that weird biscuit of Kenton's, 'Mardi Gras,' is going over big down here in the Deep South. Out of 248 phone calls over 50 requested it. How's that!" . . . Wayne Hyde, WPAW, Chester, Pa., who's taken Kal Ross's place on the "1590 Club," says, "Informality with less talk and more music seems to be the keynote here. I play a minimum of stuff like 'Choo'n Gum,' and 'Music! Music!' and 'I'd've Baked a Cake.' Sure it sells like angry, but it's not music. It's junk. Having been a dance band vocalist myself I like to think that I know good music when I hear it." . . . "Yellow Dog Blues" should go places," opines Joe Nixon, WKGW, Knoxville. "It's hot down here; old time piano rag with rhythm—authentic stuff with a tantalizin' beat." . . . Byron Taylor, KFXD, Nampa, Idaho, pens, "Dixie is the thing around here." . . . "George Carroll and I kicked off 'Buffalo Billy' here," pens John Andrews, WEEU, Reading, Pa., "and sales are soaring in the Reading area. Ask Mercury." . . . Jack Little, WPDJ, Clarksburg, W. Va., is "plugging Bob Houston hard. Good results so far, but wish he would make more disks like 'Pianissimo!'" . . . Dave Hubbard, KFXM, San Bernardino, Calif., wants "more information about Richard Hayes. Great interest here in his 'Tony Martin' type voice and colorful delivery." . . . "Just in case some of the folks still think jazz has no audience" pens Chaz Harris, WJHP, Jacksonville, Fla., "I'd like to pass along the fact that my 'Jazz Review' carved out a neat second in this seven-station town's overall Hooper last season. What's more, my listeners include the housewife gang and teen-agers who 'aren't supposed to know about jazz,' it says here."

**TIPS ON PROGRAMING . . .** Robert P. Stephens Jr. WWNS, Statesboro, Ga., dedicates a new series of programs to small towns without a radio station. He plays requests for the town-folk and carries spots for the local merchants. . . . George McCall, WKAL, Rome, N. Y., devotes his entire Saturday morning show to plugging 45 and 33 1/2 speed disks. . . . Ted Booth, WJAX, Jacksonville, Fla., tosses in short notes on local news on his "Top Tunes" afternoon spin-session.

**GAB BAG . . .** Jimmy Trippe, manager-deejay, WFEB, Sylacauga, Ala., is publishing a book tagged "Meet Your Favorite Disk Jockey" and wants all d. j.'s to send him vital statistics for the tome. Listing, which is for free, of course, includes date and place of birth, color eyes and hair, height, weight, marital status and photo. . . . Bill Brown, WCNH, Quincy, Fla., is back from a Smoky Mountain honeymoon. . . . Fred Robbins, WINS, New York, voted top d. j. on air by Brown University students and crowned "King of Rhetoric and Easy Listening." . . . Harry Lee, WBAB, Atlantic City, pitched so many plugs for the U. S. Naval Reserve that he talked himself into a uniform. . . . Another example of sock salesmanship occurred when Vaughn Monroe guested at KGA, Spokane. According to Larry Doyle, of that station, KGA copywriter Virginia Youngs was so taken with the baritone that she immediately switched to Camels. . . . Charles Mitchell, WBIG, Greensboro, N. C., vacationing at Virginia Beach, Va.

**SPONSOR STUFF . . .** Ken Rowland, KSAL, Salina, Kan., has snagged himself the town's leading department store, Stiefel's, as sponsor for his "Melody Club" morning ainer. The firm will back the entire half-hour program six days a week. . . . Kal Ross, WPEN, Philadelphia, acquired two more participating advertisers this week, Patricia Stevens, Inc., and the Roxy Auto Company. . . . Ditto for LeRoy Miller, WFIL, Philadelphia, who added Bayer's Aspirin for his five-minute seg in the early a.m. Bayer's pitch was placed thru Dancer, Fitzgerald & Sample. . . . Old Georgetown Beer picking up the 13-week tab on Harry Curran's show over WXGI, Richmond, Va. . . . Swansdown buying three weeks for Robert Martin, WPOR, Portland, Me. . . . Chesterfield on for 13 weeks with Don Roberts, WKNE, Keene, N. H. . . . Bill Taylor, WOR, New York, snagged Helbros Watches for a 13-week session. . . . Regional spot contract

### SONGS WITH GREATEST RADIO AUDIENCES (AC)

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

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

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(Beginning Friday, June 16, 8 a.m., and ending Friday, June 23, 8 a.m.)

Are You Lonesome Tonight? (R)	Bourne—ASCAP
Bewitched (R)	Chappell—ASCAP
But Me, I Love You (R)	Campbell—BMI
C'est Si Bon (R)	Leeds—ASCAP
Count Every Star (R)	Paxton—ASCAP
Daddy's Little Girl (R)	Beacon—BMI
Darn It, Baby That's Love (R)	Chappell—ASCAP
Enjoy Yourself (R)	E. H. Morris—ASCAP
Gone Fishin' (R)	Feist—ASCAP
Home Cookin' (R)	Famous—ASCAP
Hoop-Dee-Do (R)	E. H. Morris—ASCAP
I Didn't Slip, I Wasn't Pushed, I Fell (R)	Remick—ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous—ASCAP
I Still Get a Thrill (R)	Words & Music—ASCAP
I Wanna Be Loved (R)	Supreme—ASCAP
If You Were Only Mine (R)	Robbins—ASCAP
It Isn't Fair (R)	Words & Music—ASCAP
Mambo Jambo (R)	Peer—BMI
Music! Music! Music! (R)	Cromwell—ASCAP
My Foolish Heart (F) (R)	Santly-Joy—ASCAP
Old Piano Roll Blues (R)	Leeds—ASCAP
Picnic Song (R)	Chappell—ASCAP
Play a Simple Melody (R)	Irving Berlin—ASCAP
Rain (R)	Miller—ASCAP
Sam's Song (R)	Sam Weiss—ASCAP
Sentimental Me (R)	Knickerbocker—ASCAP
Sometime (R)	Witmark—ASCAP
Stay With the Happy People (R)	E. H. Morris—ASCAP
Tell Her You Love Her (R)	Duchess—BMI
Third Man Theme, The (F) (R)	Chappell—ASCAP
You Are My Love (R)	Harms—ASCAP

signed by Arizona Brewing Company for A-1 Beer on Matt Lemon's ainer, KOPO, Tucson, Ariz. . . . Howard Ozment, WTMA, Charleston, S. C., reports new spot business from P&G (Ivory), Cook-Kill and Colgate. . . . Barton's Appliances has purchased 13 weeks on Ted Nabor's show, KTHT, Houston. . . . Larry Miller, WSBA, York, Pa., nabbed a 26-week contract with Stanback. . . . King-of-All Pipe Cleaners buying 16 weeks of plugs from John Andrews, WEEU, Reading, Pa. . . . Hudson Motor Company driving the next three weeks with Paul Myers, WOHI, East Liverpool, O. . . . Cook-Kill sponsoring Ted Jones, KLEE, Houston. . . . Pepsi-Cola hits the spot this month with Jackson Low, WWDC, Washington. . . . Wayne Bell, rounded up Leblanc Corporation for a year's supply of Hadacol plugs. . . . Fisher's Flouring Mills new spot buyer on KPUG, Bellingham, Wash., according to Jeanne Smith.

**PREEMS . . .** Al Roberts, ex-staffer at WSCR, Scranton, Pa., is back at the station as a summer replacement, on vacation from Emerson College, Boston. . . . Bob Milford, WCHV, Charlottesville, Va., has moved his daily "1240 Club" in the 5-6 p.m. slot. . . . Ted Knapp, KATL, Houston, is now midnight to dawn d. j. by name of "the Old Hoot Owl." . . . Don Putnam, WBBZ, Ponca City, Okla., of Put and Jiggs, early-morning d. j. team, has skedded a new 45-minute live talent kid show for summer, which will be broadcast from a downtown theater. The sponsor, a local creamery, will gift all moppets present with free ice cream. . . . Len Stevens is summer relief "Morning Mayor" at WHAT, Philadelphia. Allen Michels is joining same station. . . . Don Thomas has taken over reins on "Bandstand," WTXL, West Springfield, Mass. . . . Gene Fischer, WLRP, New Albany, Ind., is emseing a new children's ainer, "Uncle Tony's Kid Time," which features birthdays and album giveaways. . . . WPOR, Portland, Me., changed its mind about taking Bob O'Wril's "Polka Party" off for the summer, after 2,500 listeners protested, via mail. . . . Bob West, WWGP, is handling a new Saturday program, which spotlights the lives and music of top band leaders. . . . Ed Williams is heading up "Rise and Shine" on WTWA, Thomson, Ga., while Johnny Morris has teed off "Moonlight Serenade," featuring "soft music and poetry." . . . Rush Hughes subbed for Art Green on "Make Believe Ballroom," WMIE, Miami, when The Billboard correspondent underwent an appendectomy. . . . Frank Lokey, formerly with WORD, Spartanburg, S. C., has joined WBIG, Greensboro, N. C. . . . Johnny Clarke, ex-WINS, New York, launches a 10-week interview remote series from Atlantic City's Steel Pier June 28. Clark's "Steel Pier Show" (Wednesday thru Sunday, 11:30-12 p.m.) will be heard over WCAU, Philadelphia and WBAD, Atlantic City.



THE ONLY VERSION WITH A TOP VOCALIST!

# Vic Damone

SINGS THE EXCITING, SPECTACULAR

## "TZENA TZENA TZENA"

with chorus and orchestra conducted by

**RONNIE SELBY**

*Backed By*

## "I Love The Girl"

MERCURY 5454

45 RPM 5454X45



... and don't forget Vic's current hit

## "Vagabond Shoes"

The hit picked by DJ's, Ops, and Dealers



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

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA, TORONTO, CANADA



# The Billboard MUSIC POPULARITY CHARTS

## Retail Record Sales

Based on reports received last three days of Week Ending June 23

PART IV



### BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
17	1	1	1	THIRD MAN THEME, THE	A. Karas	London(78)536; (45)30005-ASCAP
				Cafe Mozart Waltz		
16	2	2	2	THIRD MAN THEME, THE	G. Lombardo	Dec 24239-ASCAP
				Cafe Mozart Waltz		
20	6	3	3	SENTIMENTAL ME	Ames Brothers	Coral 60140; Coral 60173-ASCAP
				Rag Mop and/or Blue Prelude		
8	3	4	4	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec 27007-ASCAP
				I've Just Got To Get Out of the Habit		
4	9	5	5	MONA LISA	Nat "King" Cole and The Trio	Cap(78)1010; (45)F-1010-ASCAP
				Greatest Inventor of Them All, The		
10	4	6	6	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747; (45)47-3747-ASCAP
				On the Outgoing Tide		
11	5	7	7	BEWITCHED	B. Snyder Ork	Tower 1473-ASCAP
				Drifting Sands		
10	7	8	8	BEWITCHED	G. Jenkins Ork	Dec 24993-ASCAP
				Where in the World		
3	15	9	9	I WANNA BE LOVED	B. Eckstine	MGM 10716-ASCAP
				Stardust		
14	10	10	10	MY FOOLISH HEART	B. Eckstine	MGM 10623-ASCAP
				Sure Thing		
17	8	11	11	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830-ASCAP
				Don't Do Something To Someone Else		
10	13	12	12	SENTIMENTAL ME	R. Morgan Ork	Dec 24904-ASCAP
				Copper Canyon		
8	12	13	13	BEWITCHED	D. Day	Col(78)38698; (33)1-480-ASCAP
				Imagination		
8	14	14	14	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697; (45)47-3221-ASCAP
				Flying Dutchman, The		
6	18	15	15	OLD PIANO ROLL BLUES, THE	H. Carmichael and C. Daley	Dec 24977-ASCAP
				Stay With the Happy People		
8	17	16	16	ROSES	S. Kaye Ork	V(78)20-3754; (45)47-3754-BMI
				Tiddley Winkie Woo		
6	19	17	17	BEWITCHED	J. August-Harmoncats	Mercury(78) 5399; (45)5399X45-ASCAP
				Blue Prelude		
9	16	18	18	MY FOOLISH HEART	M. Carson	V(78)20-3681; (45)47-3204-ASCAP
				Candy and Cake		
4	23	18	18	BEWITCHED	Honeydreamers-L. Green Ork	V(78)20-3726; (45)47-3726-ASCAP
				If I Had You on a Desert Island		
21	11	20	20	IT ISN'T FAIR	S. Kaye Ork-D. Cornell	V(78)20-3609; (45)47-3115-ASCAP
				My Lily and My Rose		
3	21	21	21	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936-BMI
				Someday Sweetheart		
1	—	22	22	MONA LISA	V. Young Ork	Dec 27048-ASCAP
				Third Man Theme, The		
1	—	23	23	TZENA, TZENA, TZENA	G. Jenkins-The Weavers	Dec 27077-ASCAP
				Goodnight, Irene		
1	—	23	23	VAGABOND SHOES	V. Damone-G. Osser Ork	Mercury(78)5429; (45)5429X45-ASCAP
				I Hadn't Anyone Till You		
3	26	25	25	SAM'S SONG	J. "Fingers" Carr	Cap(78)962; (45)F-962-ASCAP
				Ivory Rag		
5	—	26	26	HOOP-DEE-DOO	Doris Day	Col(78)38771; (33)1-591-ASCAP
				Marriage Ties		
7	28	27	27	OLD PIANO ROLL BLUES, THE	L. Cook	Abbey 15003-ASCAP
				Why Do They Always Say No?		
1	—	27	27	SIMPLE MELODY	J. Stafford-Starlighters-P. Weston	Cap(78)1039; (45)F-1039
				Pagan Love Song		
2	21	29	29	BLIND DATE	M. Whiting-B. Hope-B. May Ork	Cap(78)1042; (45)F-1042-ASCAP
				Home Cookin'		
1	—	29	29	OLD PIANO ROLL BLUES, THE	E. Cantor-L. Kirk-S. Kaye Ork	V(78)20-3751; (45)47-3751-ASCAP

### Dealer Doings

**BEEF DEPARTMENT** . . . "Jockeys play records to death even before we can get them in stock."—**Altone Music**, West Allis, Wis. . . . "Disk jockeys play new releases too far in advance. When customers have to wait a week for a tune they heard, then they always lose interest."—**Henry F. Bardes**, United Radio, Brooklyn. . . . "If **Vaughn Monroe** would record some of the songs he sings on his radio show instead of the songs he has been recording, then he might come up with a hit."—**S. H. Heironimus**, Roanoke, Va.

**KIDISK KOMMENTS** . . . "Children's records are too high-priced and we don't get enough single records."—**Prichard Music & Appliance Company**, Prichard, Ala. . . . "Have stocked some Peter Pan disks that sell for 49 cents, and they are going good. Have always had trouble in getting reasonably priced children's records, but I think this is the answer."—**Frank Mazza**, Katz Drugstore, Des Moines. . . . "Altho we carry a large stock on many different labels, only the 'Cinderella' records and albums have sold well. No special one, either."—**S. H. Heironimus**, Roanoke, Va. . . . "Kiddie records should become big sellers this fall unless television fare is improved. Several parents have commented on the decreased interest of moppets toward existing TV programs."—**Vill Anderson**, De Luxe Music Shop, Chicago. . . . "Children's records die with us during the summer. This is a vacation-minded town."—**Cecil's Music Manor**, Engelwood, N. J.

**UNBREAKABLE DISKS** . . . "Pop record buyers are beginning to tell us that they won't buy any more records unless they are 'unbreakable.' It's a good thing that people are finally beginning to realize that. It takes a long time to educate the public to a new thing—even if it's for their own good. It's easy to sell Mercury and MGM records to anyone with children. Kids love records, and what's more, they are our biggest potential market. Our future in the record business is with kids. Would like to encourage all manufacturers to make unbreakables. It would also save us dealers a lot of breakage headaches. We still have about 100 albums tied up because of broken records missing from the set."—**Louis E. Dean Record Shop**, Hyannis, Mass.

**NEWS AND CHATTER** . . . **Sam Goody**, New York, is remodeling his store—erecting a new front. Goody has decided to separate completely the pop and classical departments by renting another shop, two doors away, for the pop business. Son-in-law **Bob Menashe** will manage the new shop. . . . **Boston's Phonograph & Record Shop** ran a fire sale as a result of a minor conflagration a few weeks ago. The shop was closed for a few days after the blaze. All disks were sold at 30 per cent off during the sale. Sale was unadvertised, but enough disk buyers heard about it to swamp the shop. Shop reports that Mozart, Bach and Beethoven albums sold faster than any other sets. . . . **Sterling W. Reed**, manager of Reed's Radio & Record Shop, Baltimore, is seeking to buy dealer's shellac overstock.

**MERCHANDISING TIPS** . . . **Archies' Record Shop**, Richmond, Va., reports sales increases on the strength of "plenty of radio advertising and offering a free record to anyone who can answer a baseball quiz." . . . When business "got really bad," **Radio Sales & Service**, Orangeburg, S. C., advertised an offer of one free record with every five purchased at list price. According to the store, "business picked up immediately and sales nearly doubled." . . . **J. T. Shaffer**, Radio & Electric Company, Greenville, S. C., advises that radio advertising should be based on a "well supplied stock" of the top hit tunes. Shaffer also makes use of a weekly report on the most popular tunes at all the nearby beach resorts, instead of complete reliance on the various listing services. . . . **Ladd's Music**, Worcester, Mass., maintains a blues and rhythm book in which are listed all such records in stock. The shop reports that sales on old r. and b. disks have picked up considerably. Customers apparently like the idea of having everything listed in

### CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
20	1	1	1	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
16	2	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052
107	3	3	3	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114
9	5	4	4	ME AND MY TEDDY BEAR (One Record)	R. Clooney-P. Faith Ork	Col MJV-70
26	4	5	5	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	B. Smith-H. Rene Ork	V(78)Y-397; (45)WY-397
36	7	6	6	WOODY WOODPECKER AND HIS TALENT SCOUT SHOW (Two Records)	M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)CBXF-3032
106	10	7	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001
94	8	8	8	BUGS BUNNY (Three Records)	Mel Blanc	Cap(78)CC-64; (45)CCF-3004
4	11	9	9	FRANCIS THE TALKING MULE (One Record)	Chill Wills, Narrator	Cap(78)CAS-3071; (45)CASF-3071
6	6	10	10	TOM AND JERRY AT THE CIRCUS (Two Records)	F. DeSales and C. Biever	MGM 51
42	7	11	11	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX-3021
31	12	12	12	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May Ork	Cap(78)DBX-3033; (45)CBXF-3033
6	13	13	13	STORY OF THE GOLDEN PALOMINO, THE (One Record)	B. Benson	Dec K-2
8	13	14	14	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V(45)WY-33
32	—	15	15	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	V Y-347

### POP ALBUMS

59	1	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezlo Pinza	Col(78)MM-350; (33)ML-4180
13	2	2	2	YOUNG MAN WITH A HORN, A (Four Records)	Doris Day-H. James Ork	Col(78)C-198; (33)CL-6106
10	3	3	3	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
4	7	4	4	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel	MGM(78)50; (33)E-509
16	5	5	5	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (Three Records)	R. Flanagan	V(78)P-268; (45)WP-268
3	4	5	5	HARMONY TIME (Four Records)	The Chordettes	Col(78)C-201; (33)CL-6111
23	8	7	7	DIXIE BY DORSEY (Four Records)	J. Dorsey Ork	Col(78)C-196; (33)CL-6095
14	6	8	8	INNOVATIONS IN MODERN MUSIC (Four Records)	Stan Kenton Ork	Cap(78)EDL-189; (45)KDM-189; (33)P-189
3	—	9	9	DAILY'S DIXIELAND BAND (Three Records)	Pete Daily	Cap(78)CC-183; (45)CCF-183, H-183
19	—	10	10	GENTLEMEN PREFER BLONDES (Seven Records)	Original Broadway Cast	Col(78)MM-895; (33)ML-4290

a book thru which they can browse. It also acts as a constant inventory.

**PET PEEVES AND GRIPES** . . . "Dealers wouldn't have to tear their hair if LP album prices were more consistent and if the manufacturers would supply more up-to-date lists. It's tough trying to remember album prices these days."—**Jack's Music Shop**, Chattanooga. . . . "In addition to too many releases at one time, there doesn't seem to be enough good ones on 45 r.p.m. disks. We need more of them, more record publicity and much better displays."—**Gloria Rybakowicz**, assistant manager, F. & W. Grand, Milwaukee. . . . "My pet peeve is the dull, tired-looking labels on RCA Victor pop records. Absolutely the dullest on any record."—**Alma Pflueger**, music department, D. Paul Company, Norfolk. . . . Beefs about poor service and inadequate supplies of wanted records are leveled at major label distributors by **Steve Vaughn**, Colburn Electric, Upland, Calif.; **Payne's for Music**, Greenville, S. C., and **Katz Drugstore**, Des Moines.

**DISPLAY ACTION** . . . Intentionally or unintentionally, **Haynes-Griffin**, New York, has come up with active record window displays of late. Some time ago the shop placed a live showgirl in the window to promote "Gentlemen Prefer Blondes" albums. Last week, the shop set up a display on MGM's "Tom and Jerry," cat and mouse kid album. A customer ran into the shop to report that a live mouse was sitting on one of the albums in the window—making a personal appearance.



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Classical Records**  
**PART V**  
**TRADE SERVICE FEATURE**

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

**Best Selling LP Classical Titles**

Last Week	This Week	Title
3	1.	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork, Col.(33)ML-4308.
2	2.	Tchaikovsky: Swan Lake, St. Louis Symphony Ork, Vladimir Golschmann, conductor V(33)LM-1003.
4	3.	Rachmaninoff Concerto for Piano and Ork No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann, V(33)LM-1006.
5	4.	Bach: Well Tempered Clavicorn, W. Landowska, V(33)LM-1017.
1	5.	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V(33)LM-1042.

**Best Selling 45 RPM Classical Titles**

Last Week	This Week	Title
2	1.	Rachmaninoff: Concerto No. 2 in C Minor Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor, V(45)WDM-1075.
4	2.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor, V(45)WDM-920.
5	3.	Puccini: Highlights from Madame Butterfly, L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor, V(45)WDM-1068.
1	4.	That Midnight Kiss, Mario Lanza, RCA Victor Ork, V(45)WDM-1330.
—	5.	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V WDM-1375.

**Advance Classical Record Releases**  
 (Includes Semi-Classics)

- Beethoven: Sonata No. 18 in E Flat Album—A. Rubenstein (3-7") V(45)WDM 1371
- Beethoven: Sonata No. 4 in C Album—A. Schnabel-P. Fournier (2-7") V(45)WDM 1370
- Beethoven: Spring Sonta in F Album—J. Helfetz-E. Bay (Mozart: Sonata No. 8) (1-12") V(33)LM 1022
- Bruckner: String Quintet in F Major Album—Philharmonic String Quintet of Vienna (1-12") Vox(33) PL 6330
- Chopin: Sonata No. 2 and Fantasie Album—G. Novas (1-12") Vox(33)VL 6230
- Nadine Conner in Scotch and Irish Songs Album—Columbia Concert Ork-S. Shulman, Cond. Col(33)LP-ML 2116
- Bendemeer's Stream; Comin' Through the Rye; Danny Boy; Little Bit of Heaven, A; Loch Lomfond; My Kin Folk; My Laddie; Where the River Shannon Flows
- Dvorak: Waltzes Album—Czech Symphony Ork-O. Jeremias, Dia. (1-12") Mer(33)MG 10030
- C Edwards: Into the Night—T. Hayward-F. L. Forge (F. La Forge: Grieve) V(78)10-1535; (45)49-1010
- Freire: Ay, Ay, Ay—J. Melton-RCA Victor Ork-F. Black, Cond. (Curtis: Torna a) V(78)10-1532; (45)49-0945
- Handel: (Xerxes) Largo—Boston Pop Ork-A. Fiedler, Cond. (Massenet: Meditation) V(78)12-1142; (45)-49-1007
- Haydn: Symphony No. 104 in D Major and Symphony No. 82 in C. Major Album—Bavarian Radio Ork-A. Dressel & H. Rosbaud, Cond. (1-12") Mer MG 10050
- Kern: All the Things You Are—A. Jones (The Night) V(78)10-1531; (45)49-0943
- Kern: The Night Was Made for Love—A. Jones (All the) V(78)10-1531; (45)49-0943
- F. La Forge: Grieve Not, Beloved—T. Hayward-F. La Forge (C. Edwards: Into) V(78)10-1535; (45)49-1010
- Mozart: Symphony No. 33 Album—Boston Symphony Ork-S. Koussevitzky, Cond. (3-7") V (45)WDM 1369
- David Oistrakh Plays Violin Favorites Album—D. Oistrakh (Shostakovich: Plays) (1-12") Mer(33)MG 10035
- Poulenc: Suite Francaise—J. Germain (1-10") (Coperin Concert) Mer(33)MG 15007
- Prokofieff: Concerto No. 3 in C Album—W. Kapell-Dallas Symphony Ork-A. Dorati, Cond. (Liszt: Mefisto) (1-12") V(33)LM 1058
- J. P. Rameau: Six Concerts en Sextuor Album—(1-12") Vox(33)DL 6680
- Ravel: Introduction and Allegro for Harp, Flute, Clarinet and String Quartet and Sonatine for Piano Album — C. Masetto Appiani-G. Peloso-P. Del Pistoia-La Scala Milan String Quartet (1-10") Mer(33)MG 15006

**Classical Record Reviews**

The rating, shown by the large boldface number, is an indication of sales potential Popularity of the composition; strength and availability of competitive versions; name value of the talent, interpretation and recording technique, and disk quality are carefully considered in determining the rating Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values, 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79 good; 60-69, satisfactory; 0-59, poor

**TCHAIKOVSKY: SERENADE IN C FOR STRING ORCHESTRA—Boston Symphony Ork-Serge Koussevitzky Cond. (1-12")** **83**  
 RCA Victor (33) LM-1056

This thory charming, melodious work hardly needs an introduction. It's famous waltz is one of the more frequently performed pop concert pieces, and in this brilliantly recorded LP version, it's likely to soar into the best-seller ranks. The Koussevitzky reading, cut in Tanglewood, is lilting, lucid and affectionate.

**BRAHMS: SYMPHONY NO. THREE IN F, OP. 90—Boston Symphony Ork-Serge Koussevitzky, Cond. (1-12")** **80**  
 RCA Victor (33) LM-1025

Koussevitzky's reading of this highly popular work is one of the foremost on wax—if not the outstanding one. It manages successfully to merge the lyrical beauty of the score with its heroic aspects. The precision and beauty of sound of the Boston Symphony helps to breathe full life into the maestro's interpretation. This is a fine transfer from shellac singles, with the LP sound allowing for greater clarity and roundness of sound. Top-notch catalog stuff.

**ALBAN BERG: CHAMBER CONCERTO—Roland Charny-Jacques Monod-Paris Chamber Orchestra - Rene Leibowitz (1-12")** **68**  
 Dial (33) 9

The conceived in the highly intellectual 12-tone technique of Schoenberg, Berg's teacher, this is essentially music of a highly romantic nature. It's emotional strength, in fact, can get the ultra-modernists' message across to a previously impervious public, provided jocks and storekeepers can get it heard. Actually it's very formal, architectural music, brilliantly orchestrated, with violin and piano contrasted sharply with sensitively conceived woodwind figures and voicings. Berg's letter to Schoenberg, describing the piece, serve as excellent liner notes. Performance is brilliant; recording, fair enough.

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All I got to show for it is the mus-clo in my arm.




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**HERE COMES THE DOUGH BOYS!**

**BIG HITS**



**Tom GARBER**  
and his Orchestra

**"I LOVE YOU BECAUSE"**  
Vocal by ROY CORDELL  
WRITTEN BY LEON PAYNE—BMI      CAPITOL 983

**"WALTZ OF THE WIND"**  
Vocal by ROY CORDELL  
WRITTEN BY FRED ROSE—ASCAP      CAPITOL 1012

Capitol RECORDS

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
PART VI

Based on reports received last three days of Week Ending June 23

**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   Last   This		to date   Week   Week	
17	1	1.	THIRD MAN THEME, THE.....	G. Lombardo Ork.....	Dec 24839—ASCAP
8	3	2.	I WANNA BE LOVED.....	Andrews Sisters-G. Jenkins Ork.....	.....Dec 27007—ASCAP
19	2	3.	SENTIMENTAL ME.....	Ames Brothers .....	.....Coral 60140; Coral 60173—ASCAP
10	4	4.	HOOP-DEE-DOO .....	P. Como-The Fontane Sisters.....	.....V(78)20-3747; (45)47-3747—ASCAP
9	5	5.	BEWITCHED .....	G. Jenkins Ork.....	Dec 24983—ASCAP
10	13	6.	THIRD MAN THEME, THE.....	A. Karas .....	.....London:78)536; (45)30005—ASCAP
8	6	7.	BEWITCHED .....	B. Snyder Ork.....	Tower 1473—ASCAP
11	8	8.	SENTIMENTAL ME.....	R. Morgan Ork.....	Dec 24904—ASCAP
10	10	8.	MY FOOLISH HEART.....	G. Jenkins Ork.....	Dec 24830—ASCAP
4	11	10.	BEWITCHED .....	D. Day..	Col(78)38698; (33)1-480—ASCAP
9	19	10.	ROSES .....	S. Kaye Ork.....	.....V(78)20-3754; (45)47-3754—BMI
(R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0306; S. Lanson-J. Pleis Ork, London 682; D. Haymes-4 Hits and a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine, MGM 10684; K. Griffin, Col(78)38826, (33)1-647; G. Cates, Coral 60235)					
3	18	10.	MONA LISA.....	Nat "King" Cole and The Trio.....	.....Cap(78)1010; (45)F-1010—ASCAP
7	14	13.	HOOP-DEE-DOO .....	K. Starr-F. DeVol Ork.....	.....Cap(78)980; (45)F-980—ASCAP
22	12	14.	IT ISN'T FAIR.....	S. Kaye Ork-D. Cornell.....	.....V(78)20-3609; (45)47-3115—ASCAP
(A. White Ork, Varsity 261; B. Goodman Ork, Cap 860; B. Farrell, MGM 10637; L. Brown, Col 38735; F. Miller, King 15034; J. Marine, Dec 24895; R. Hayes, Mer 5382; B. Harrington-3 Beaus & a Peep, Coral 60156; D. Washington-T. Stewart's Ork, Mer 8169.)					
10	6	15.	MY FOOLISH HEART.....	B. Eckstine.....	MGM 10623—ASCAP
7	9	15.	BEWITCHED .....	J. August-The Harmonicats.....	Mercury(78)5399; (45)5399X45—ASCAP
10	23	15.	OLD PIANO ROLL BLUES, THE.....	L. Cook and Jim Dandies.....	.....Abbey 15003—ASCAP
6	—	15.	I DON'T CARE IF THE SUN DON'T SHINE .....	P. Page .....	Mercury(78)5396; (45)5396X45—ASCAP
8	15	19.	OLD PIANO ROLL BLUES, THE.....	H. Carmichael and C. Daley.....	.....Dec 24977—ASCAP
1	—	20.	SAM'S SONG.....	J. "Fingers" Carr.....	.....Cap(78)962; (45)F-962—ASCAP
(V. Young Ork, Dec 27033; F. Martin Ork, V(45)47-3798; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; T. Harper-M. Klein's Dixieland Band-4 Hits & a Miss, Col 38876; Melodeons, MGM 10743.)					
1	—	21.	I WANNA BE LOVED.....	B. Eckstine.....	MGM 10716—ASCAP
2	24	22.	STARS ARE THE WINDOWS OF HEAVEN .....	Ames Brothers.....	Coral 60209—ASCAP
(Andrews Sisters-G. Lombardo Ork, Dec 24965; F. Allison-J. Fascinato Ork, V 20-3727; J. Desmond, MGM 10736; H. Brandon, London 606)					
2	—	23.	COUNT EVERY STAR.....	H. Winterhalter Ork.....	.....V(78)20-3697; (45)47-3221—ASCAP
1	—	23.	M-I-S-S-I-S-S-I-P-P-I .....	A. Mooney Ork.....	MGM 10721—BMI
(E. Fitzgerald-4 Hits & a Miss, Dec 27061; Bradford & Romano, V(78)20-3808, (45)47-3808; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; R. Foley, Dec 46241; B. Darnell-P. Ross Ork, Coral 60220; K. Starr-F. DeVol Ork, Cap 1072.)					
9	15	25.	MY FOOLISH HEART .....	M. Carson .....	.....V(78)20-3681; (45)47-3204—ASCAP
8	27	25.	WANDERIN' .....	S. Kaye Ork-T. Alamo.....	.....V(78)20-3680; (45)47-3203—BMI
1	—	25.	TZENA, TZENA, TZENA.....	G. Jenkins-Weavers.....	Dec 27077—ASCAP
(The Weavers, Dec 27053; M. Miller Ork & Chorus, Col 38885.)					
1	—	25.	BONAPARTE'S RETREAT .....	G. Krupa Ork.....	.....V(78)20-3766; (45)47-3766—BMI
(K. Starr, Cap(78)936, (45)F936; L. McAuliffe, Col(78)20706, (33)2-664.)					
2	—	25.	I WANNA BE LOVED.....	D. Washington.....	Mercury 8181—ASCAP
9	20	30.	HOOP-DEE-DOO .....	Doris Day-Mellomen-G. Wyle Ork.....	.....Col(78)38771; (33)1-591—ASCAP
2	22	30.	I DIDN'T SLIP, I WASN'T PUSHED, I FELL .....	Doris Day-The Mellomen.....	.....Col(78)38818; (33)1637—ASCAP
(B. Crosby-S. Oliver Ork, Dec 24018)					
5	27	30.	BONAPARTE'S RETREAT.....	K. Starr.....	Cap(78)936; (45)F-936—BMI
5	20	30.	BEWITCHED .....	L. Green-Honeydreamers.....	.....V(78)20-3726; (45)47-3726—ASCAP

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



The **Billboard** MUSIC POPULARITY CHARTS  
**Rhythm & Blues Records** PART VII  
 Based on reports received last three days of Week Ending June 23

**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.

Weeks to date	Last Week	This Week	Record	Artist	Label
9	1	1	PINK CHAMPAGNE Sentimental Lover	J. Liggins	Specialty 355—BMI
5	3	2	WELL, OH WELL I Hate You	Tiny Bradshaw	King 4357—BMI
10	2	3	I NEED YOU SO Leave Her Alone	Ivory Joe Hunter	MGM 10663
4	5	4	CUPID'S BOOGIE Just Can't Get Free	Little Esther	Savoy 750
13	4	5	MISTRUSTIN' BLUES Misery	Little Esther-J. Otis-M. Walker	Savoy 735
2	6	6	HARD LUCK BLUES New Rebecca	Roy Brown	De Luxe 3304—BMI
3	7	7	I WANNA BE LOVED Love With Misery	D. Washington	Mercury 8181—ASCAP
19	10	8	WHY DO THINGS HAPPEN TO ME? Royal Hawk	R. Hawkins	Modern 20-734
20	9	9	DOUBLE CROSSING BLUES Back Alley Blues	J. Otis-Little Esther and the Robins	Savoy 731
12	—	10	CRY, CRY BABY Blues After Blues	Ed Wiley	Sittin In 545

**MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
8	1	1	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
4	2	2	CUPID'S BOOGIE	Little Esther	Savoy 750
24	—	3	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578—BMI
5	8	4	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
5	3	5	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
22	4	6	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
7	6	7	IT ISN'T FAIR	D. Washington	Mercury 8169—ASCAP
11	6	8	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork	Savoy 735
2	10	9	I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP
1	—	10	WHERE THERE IS NO LOVE	R. Milton	Specialty 358

**RHYTHM & BLUES RECORD REVIEWS**

- ILLINOIS JACQUET ORK** (Sid McKinney) Victor 22-0087  
**My Old Gal** 61--62--62--60  
 A ballad of slight appeal is warbled quite well by a new singer Sid McKinney.
- You Gotta Change** 72--75--71--71  
 A mood ballad instrumental original has an ear-attracting front-strair which could bring in some coin. Jacquet plays some neat tenor to pace the effort tastefully.
- JOHN LEE HOOKER** Sensation 34  
**Miss Eloise** 63--61--63--65  
 J. L. does a so-so slow blues in his own Southern style, with a harmonica added to his vocal and guitar.
- Boogie Chillen' No. 2** 73--73--72--74  
 Second edition of Hooker's boogie woogie hit rocks hard.
- JACK SURRELL TRIO** Sensation 35  
**I'm In Love** 43--43--43--43  
 Polite tepid warbling and trio treatment of a light ballad novelty has small r & b potential.
- I Love You** 55--55--53--57  
 Rhythm treatment of a standard has more punch than flip, but is less than promising.

(Continued on page 98)

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

- Baby, You Messed Up—B. Moten (Turn It) Cap(78)1094; (45)F1094
- Blow Your Top—R. Harris (She's Coming Back) Imperial 5084
- Blue Lullaby—T. J. Fowler (Hot Sauce) Sensation 36
- Boogie Chillen' No. 2—J. Lee Hooker (Miss Eloise) Sensation 34
- Your Love Belongs to Me—Blind J. Davis (My Red) MGM 10738
- Boogie's the Thing—G. Miller (Bat-Lee) Mer 8183
- Chewing Gum Mama—Three Flames-M. Buckner Ork (Suffer) MGM 10741
- Hot Sauce—T. J. Fowler Ork (Blue Lullaby) Sensation 36
- Hustle Is On, The—T. Bone Walker (Baby Broke) Imperial 5081
- I Love You—J. Surrrell Trio (I'm in) Sensation 35
- Million Tears, A—J. Heap (If Mama) Imperial 8082
- Miss Eloise—J. Lee Hooker (Boogie Chillen) Sensation 34
- My Red—Blind J. Davis (Your Love) MGM 10738
- News for You, Baby—E. Cole (That's Right) Gotham G-238
- Owl Hoot Blues—D. Dickerson (Ain't Got) Imperial 8083
- Peach Tree Shuffle—P. Francis (Crackerjack) Gotham G-225
- Shake, Shake, Baby—Archibald Ork (Ballin' With) Imperial 5082
- She's Coming Back—R. Harris (Blow Your) Imperial 5084
- Sometimes I Wonder—Bull Moose Jackson (Time Alone) King 4373
- Strumming Up a Boogie—P. Freeman (Night Train) 4 Star 1478
- Suffer—Three Flames (Chewing Gum) MGM 10741
- Turn It Over—B. Moten (Baby, You) Cap(78)1094; (45)F1094

**SUMMER'S HERE!**  
 and we're ready for it with  
**"CHERRY IN MY LEMON-N-LIME"**

backed by  
**"Jumping Jack"**  
 as sung by  
**THE THREE RIFFS**  
 Apollo 1164  
 Order from your nearest distributor or direct from  
**APOLLO RECORDS**  
 457 W. 45th St. New York, N. Y.

**R. & B. BLUE NOTES**

The new Big Nickel diskery has inked an assortment of R & B talent, including orkster **Avey Prince**, thrush **Mildred Gettings** and balladeer **Henry Wright**. . . Atlantic disk bigwig **Herb Abramson** has signed young blues thrush **Laurie Tate**, fresh out of Richmond. . . Regal has signed **King Porter**. . . **Steve Gibson** and the Red Caps, Mercury artists, have been booked into Chubby's North Collingswood, N. J., for five weeks, starting September 7. . . **Bucklin Moon** has penned a new biography of **Louis Armstrong**. Satch's autobiography may be filmed in London next fall, with the trumpeteer playing himself. . . Pianist **Milt Buckner**, formerly featured with **Lionel Hampton**, has his own combo at the Club Harlem, Atlantic City. . . **Louis Jordan** has been booked by GAC for 65 one-nighters thru the South, including Texas. The jump starts in September.

Reports drifting back from the Scandinavian countries indicate that **Duke Ellington** has found a ripe territory on the Continent for the wares of his ork. Originally, reports told that Ellington's European tour had kicked off on the wrong foot in France, but the later news infers that the veteran orkster's lengthy tour has developed into a money-making venture in its later stages. The orkster is due back in the States some time in July. . . **Toni Harper**, the 12-year-old Columbia recording thrush, will make her first New York theater date at the Apollo Theater for a week beginning June 30. . . **Buddy Johnson** and his ork kick off another two-week Southern tour June 30 with the first date skedded for Newport News, Va. . . **The Ravens**, vocal group, celebrate four years in show business this week. . . Three weeks of additional rhythm and blues talent theater time will open up beginning July 7 at the W. C. Handy Theater in Memphis, with a six-act bill headed by **Earl Bostic's** ork. The chain has theaters in Tennessee, Kentucky, Ohio and Pennsylvania, and covers the cities of Louisville, Columbus, Pittsburgh and Cincinnati. . . **Erskine Hawkins** has re-recorded his hit composition of almost a decade ago, "Tuxedo Junction," for the Victor company with a freshly penned lyric added. Words were committed to the plattering by the Deep River Boys. . . **Jo Jones** back at the tubs for the **Illinois Jacquet** crew, replacing **Shadow Wilson**, who replaced Jones in the unit earlier this year.

An unpublished tune by the late **Fats Waller**, "I'm Saving My Pen-nies," will be recorded by **Johnny Guarneri** for Admiral Records. Guarneri has done a series of diskings in which he has pulled a vamp on the Waller singing and keyboard style. . . The New York State commission against discrimination is acting on the advice of the New York City branch of the National Association for the Advancement of Colored People on charges of discrimination in radio and television on New York stations. . . **Erroll Garner** was handed a big birthday party Thursday (15) at the Birdland nitery here, where he is appearing. . . **The Keys**, a London recording group, open at the Blue Mirror in Washington June 26.

**Amos Milburn** starts off a parade of musical units for the Showboat, Philadelphia. . . **Savannah Churchill**, closing at Chubby's, West Collingswood, N. J., heads for Hollywood for a July 7 opening at **Ciro's** there. . . **Stanley Gaines** adds his bass fiddling to the **Cats** and the **Fiddle** at **Lou's** Moravian, Philadelphia.

**MONEY MAKERS!**

**AMOS MILBURN**  
 "WALKING BLUES" AL 3049

**CHARLES BROWN**  
 "MY BABY'S GONE" AL 3051  
 "REPENTANCE BLUES" AL 3060

**CALVIN BOZE**  
 "SAFRONIA B" AL 3055

**Aladdin RECORDS**

**SOON #1 ACROSS THE NATION!**

**LITTLE ESTHER**  
 ON SAVOY #750  
 "CUPID'S BOOGIE" WITH MEL WALKER  
 "JUST CAN'T GET FREE"

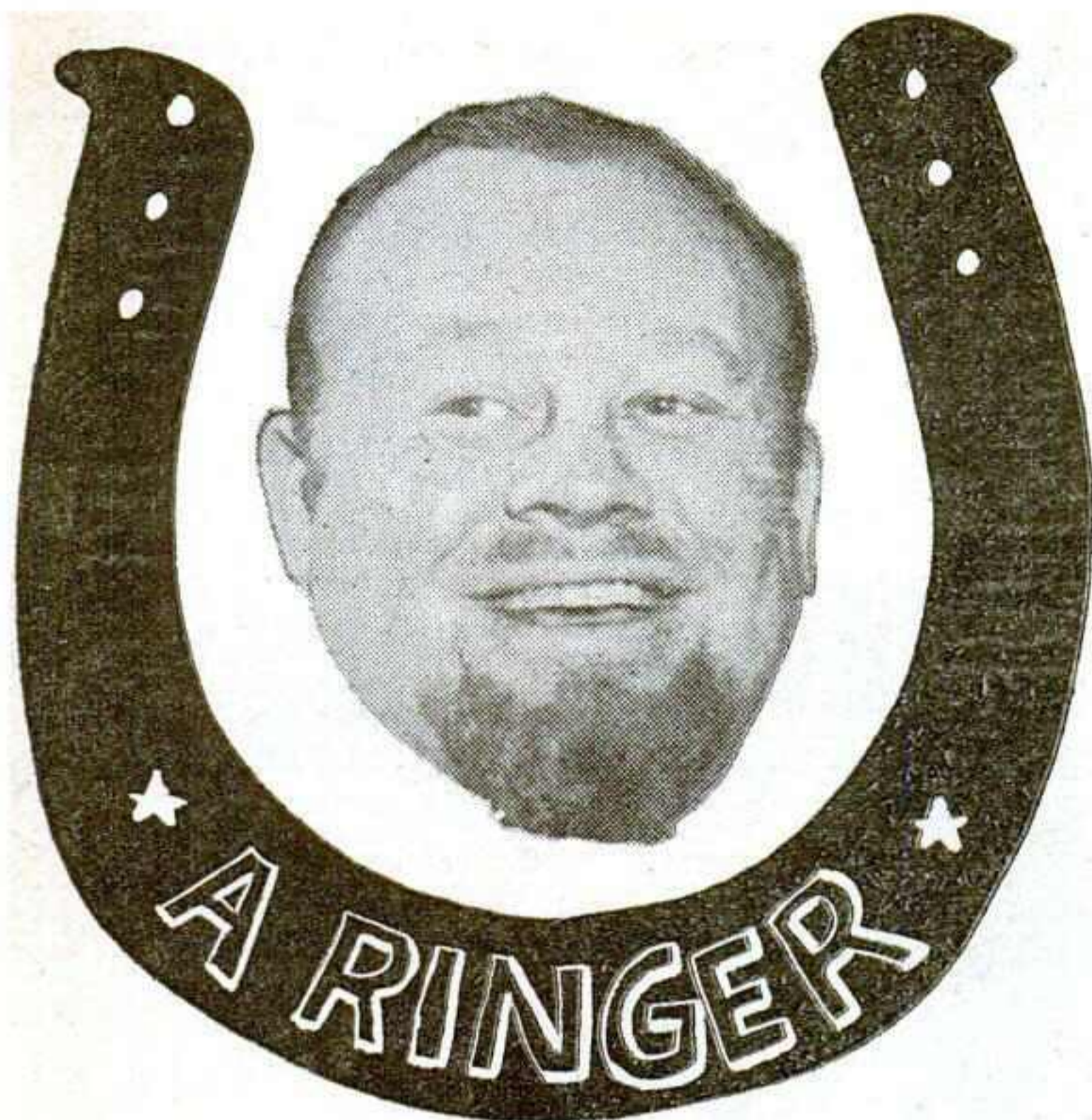
**THE HUCKLEBUCK MAN'S GREATEST DOUBLE-SIDED HIT!**

**PAUL WILLIAMS**  
 "WEASEL SWING" SAVOY #751  
 "RYE BOOGIE"

Coast-to-Coast Savoy outsells all competitive labels 5-to-1!

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





**BURL IVES**  
SINGING

"Lady from Laramie"  
AND  
"Jolie Jacqueline"

Columbia 38869  
or 7-inch LP 1-686

**Columbia Records**

First, Finest, Foremost in Recorded Music  
Originator of 33 1/3 Records for Uninterrupted Listening Pleasure

The **Billboard** MUSIC POPULARITY CHARTS  
**Folk (Country & Western) Record Section** PART VIII

Based on reports received last three days of Week Ending June 23

**MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS**

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

POSITION		Weeks   Last   This	to date   Week   Week	Record	Label
13	1	1	1	I'LL SAIL MY SHIP ALONE.....	M. Mullican.....King 830—BMI
8	1	2	1	BIRMINGHAM BOUNCE .....	R. Foley.....Dec 46234—BMI
4	4	3	1	MI-S-S-I-S-S-I-P-P-I .....	R. Foley.....Dec 46241—BMI
5	5	4	1	WHY DON'T YOU LOVE ME?.....	H. Williams.....MGM 10696—BMI
13	3	5	1	LONG GONE LONESOME BLUES.....	H. Williams.....MGM 10645
2	9	6	1	THROW YOUR LOVE MY WAY.....	E. Tubb.....Dec 46243—BMI
16	9	7	1	I LOVE YOU BECAUSE.....	E. Tubb.....Dec 46213—BMI
10	—	8	1	WHY SHOULD I CRY?.....	E. Arnold..... .....V(78)21-0300; (45)48-0300—BMI
4	7	9	1	SLIPPING AROUND WITH JOLE BLON.	B. Franklin-B. Messner..... .....Abbey 15004—ASCAP
4	8	10	1	CHOC'LATE ICE CREAM CONE.....	R. Foley.....Dec 46234—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   Last   This	to date   Week   Week	Record	Label
8	1	1	1	BIRMINGHAM BOUNCE .....	R. Foley.....Dec 46234—BMI Choc'late Ice Cream Cone
5	2	2	1	WHY DON'T YOU LOVE ME?.....	H. Williams.....MGM 10696—BMI House Without Love, A
16	3	3	1	I'LL SAIL MY SHIP ALONE.....	M. Mullican.....King 830—BMI Moon's Tune
5	5	4	1	M-I-S-S-I-S-S-I-P-P-I .....	R. Foley.....Dec 46241—BMI Old Kentucky Fox Chase, The
14	4	5	1	LONG GONE LONESOME BLUES.....	H. Williams.....MGM 10645 My Son Calls Another Man Daddy
1	—	6	1	CUDDLE BUGGIN' BABY.....	E. Arnold.....V(78)21-0342—BMI Enclosed, One Broken Heart
11	10	7	1	LITTLE ANGEL WITH THE DIRTY	FACE .....
10	8	8	1	WHY SHOULD I CRY?.....	E. Arnold.....V(78)21-0300; (45)48-0300—BMI Little Angel With the Dirty Face
2	6	9	1	THROW YOUR LOVE MY WAY.....	E. Tubb.....Dec 46243—BMI Unfaithful One
10	9	10	1	LET'S GO TO CHURCH NEXT	SUNDAY MORNING .....
				Why Do You Say Those Things?	M. Whiting-J. Wakely..... .....Cap(78)960; (45)F-960—BMI

**ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES**

Apple, Cherry, Mince and Choc'late Cream—M. Slim (Take It) V(78)21-0352; (45)48-0352

Bear Creek Boogie—J. Boyd (Girl in) V(78)21-0353; (45)48-0353

Current Country Hits No. 3 Album—L. McAuliffe-G. Autry—"Little" J. Dickens-J. Hicks-C. Smith-J. Bond (1-10") Col HL 9016—Birmingham Bounce; Bonaparte's Retreat; Guilty Conscience; Hillbilly Fever; I Can't Get Enough of That Ah-Ha; I Love You Because; Love Song in 32 Bars; What, Where and When

Girl in the Picture, The—J. Boyd (Bear Creek) V(78)-21-0353; (45)48-0353

Good Man in Memphis, A—Esmerelda (Whoopin' in) MGM 10739

Great Big Needle—J. Rogers (I've Got) V 21-0350

Guilty Conscience—C. Smith (Washing My) Col(78)-20712; (33)2-684

Heska-Holka—A. Hofner-L. Hofner (Life Passed) Col (78)20710; (33)2-674

I Couldn't Do a Thing Without You—L. Payne (You Still) Cap(78)1093; (45)F1093

I'm So Blue I Could Cry—P. Johns (It's a) Dec 46251

It's a Lonely, Lonely Life—P. Johns (I'm So) Dec 46251

I've Got Five Dollars and It's Saturday Night—J. Rogers (Great Big) V 21-0350

Jelly Bean Rag—J. Rivers (Wild Guitar) Coral 64049

Just a Closer Walk With Thee—Pinetoppers (Will the) Coral 64048

Legend of the Dogwood Tree—W. Lee-S. Cooper (White Rose) Col(78)20713; (33)2-685

Life Passed Me By—A. Hofner-B. Hofner (Heska-Holka) Col(78)30710; (33)2-674

Little Liza Lou—S. Cooley Ork (Longing) V 21-0348

New Panhandle Rag—L. (Carrot-Top) Anderson (Tear-drops on) Dec 46250

Red Lips Kiss My Blues Away—B. Boyd (Why Don't) V 21-0351

Take It Easy Blues—M. Slim (Apple, Cherry) V(78)21-0352; (45)-0352

Teardrops on the Roses—L. (Carrot-Top) Anderson (New Panhandle) Dec 46250

Washing My Dreams in Tears—C. Smith (Guilty Conscience) Col(78)20712; (33)2-684

White Rose, The—W. Lee-S. Cooper (Legend of) Col (78)20713; (33)2-685

Whoopin' in the Holler—Esmerelda (Good Man) .MGM 10739

Why Don't You Love Me—B. Boyd (Red Lips) V 21-0351

Wild Guitar—J. Rivers (Jelly Bean) Coral 64049

Will the Circle Be Unbroken—Pinetoppers (Just a) Coral 64048

You Still Got a Place in My Heart—L. Payne (I Couldn't) Cap(78)1093; (45)F1093

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



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Folk (Country & Western)**  
**Record Section**  
**PART VIII**

Based on reports received last three days of Week Ending June 23

**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.

Weeks to date	Last Week	This Week	Record	Artist	Label
6	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
16	2	2	I'LL SAIL MY SHIP ALONE	Moan Mullican	King 830—BMI
14	3	3	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
4	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
7	7	5	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
8	—	6	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—BMI
1	—	7	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328
1	—	8	ENCLOSED ONE BROKEN HEART	E. Arnold	V(78)21-0342—BMI
10	5	9	HILLBILLY FEVER	J. Dickens	Col(78)20677; (33)2-563—BMI
1	—	10	THROW YOUR LOVE MY WAY	E. Tubb	Dec 46243—BMI

**FOLK TALENT AND TUNES**

By Johnny Sippel

**Artists' Activities:** Folk music parks are utilizing good promotions to supplement use of strong h. b. and Western names to do better business (see other story on page 4). . . . Jack Kennedy, long pianist with Jerry Jericho (4 Star) is now working with Jerry Irby (MGM). Irby and His Texas Ranchers are now heard daily on KTRH, Houston. . . . Eddy Arnold soon starts a new series for his regular feed sponsor, with the e. t. show airing once per week over 10 top 50,000-watt stations and 30 to 50 5,000-watters. Charley Brown, of Monogram Radio Productions, Nashville, where the show is cut, is looking for gueststars to work with Arnold. . . . Jess Willard, long-time pal of the late Jack Guthrie, has inked with Capitol, according to Charley Adams, chief of Vanguard Music. . . . Laura Lee Owens and Dickie McBride have left the Coast to work with Bob Wills in Oklahoma City. . . . It was a girl for Doye O'Dell (Mercury), born June 10. O'Dell is working on a series of TV films for national distribution.

**Disk Jockey Doings:** Bill Clark, WMOH, Hamilton, O., is doing a d. j. remote from the Hilltop Tavern, local pub, for a half-hour nightly. . . . Duke Bowman, WLOH, Princeton, W. Va., is promoting traveling h. b. name shows in his vicinity. . . . Bert Stille, WHKC, Columbus, O., is helping the Georgia Crackers promote their new park, G-Bar-C Ranch, outside Columbus. . . . Red Kerce, WTNT, (Continued on page 98)

**Inventory Headaches?**

Find out how dealers are successfully answering complicated inventory problems caused by the current three-speed record market. Be sure to read . . .

**The Billboard 1950 NAMM Convention Supplement**

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

**NEED QUARTET RECORDS?**

Let us send you a few of these, and we know you'll buy more:  
 ACME NO. 243 We'll Soon Be Done With Troubles The Erin Quartet  
 I'll Meet You in the Morning  
 ACME NO. 250 Go Right Out The Tennessee Four  
 It's Really Surprising  
 ACME NO. 300 Just a Closer Walk With Thee Southland Dixie Quartet  
 My Non-Stop Flight To Glory  
 ACME NO. 570 Lead Me to That Rock The Gospelaires  
 A New Born Feeling

We'll send complete list of many other Acme Records upon request. Prices (to dealers) 49¢, any quantity, great or small. Prompt shipment, safe arrival guaranteed.  
**ACME RECORDING STUDIOS** Christine, Kentucky  
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In less than two years we must again double our capacity in a new plant

**RESEARCH CRAFT CO.**

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 FINEST QUALITY RECORD PRESSING IN THE U. S.  
 78, 33, 45 r.p.m. All New Materials: Rigid, Flex, Vinylite.

**RED KIRK**

"THE VOICE OF THE COUNTRY"

**"LOSE YOUR BLUES"**

Flip Side

"Over An Ocean of Golden Dreams"



No. 6257

If unavailable in your area contact Mercury Records 1016 Melbourne Ave., N.E., Knoxville 17, Tenn.

ONLY *Mercury* HAS IT

**CLAUDE BOONE**

"FROM THE SMOKY MOUNTAINS"

"MEMORIES OF WEDDING BELLS"

Flip Side

"Get Your Kisses While You Can"

No. 6248



If unavailable in your area contact Mercury Records 1016 Melbourne Ave., N.E., Knoxville 17, Tenn.

ONLY *Mercury* HAS IT

**BILL NETTLES**

AND HIS DIXIE BLUE BOYS

"I HAULED OFF AND LOVED HER"

Flip Side

"Life's Road of Sorrow"

NO. 6249



If unavailable in your area contact Mercury Records 1016 Melbourne Ave., N.E., Knoxville 17, Tenn.

ONLY *Mercury* HAS IT

**TOBY DOWDY**

AND HIS DIXIE LILY HIGHPOINTERS

"SILVER SPRINGS"

Flip Side

"Down in Yebo City"

NO. 6263



If unavailable in your area contact Mercury Records 1016 Melbourne Ave., N.E., Knoxville 17, Tenn.

ONLY *Mercury* HAS IT



# Hugo

# WINSTON-SALEM

# ROCKY RIVER

RCA VICTOR Records

78 rpm  
20-3822  
45 rpm  
47-3822

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Billboard TRADE SERVICE FEATURE

## Record Reviews

RATINGS  
(100 Point  
Maximum)

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

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

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

RATINGS  
OPERATOR  
RETAILER  
DISK JOCKEY  
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
	<b>POPULAR</b>	
<b>KEN GRIFFIN</b> Columbia 38826	<b>Roses</b> The master of tempo and melody runs down this current ballad winner in his typical organ style.	76--75--75--78
	<b>Little Sally One Shoe</b> Lilting bounce ditty comes off as a catchy organ solo effort for Griffin. Should fully please his large Mid-western following.	76--75--75--78
<b>SARAH VAUGHAN</b> Columbia 38860	<b>Don't Be Afraid</b> Sarah's at her best on wax in several outings on this pretty new ballad with neat Norman Leyden backing. Her fans will like.	75--78--75--72
	<b>Our Very Own</b> The thrush again is in top form for a straight reading of a new and pretty flicker title tune. Could be a winner for the chirp.	79--80--78--78
<b>THREE SUNS</b> (Honeydreamers) Victor 20-3817	<b>Marianne</b> Suns and 'Dreamers weave a sweet spell with a melodic, highly retentive new ballad.	75--75--73--77
	<b>When the Saints Go Marching In</b> The revival meetin' tune doesn't come off here. Boys' 23-skidoo "hot choruses" and chugging "jazz" heat miss the spirit.	49--48--49--50
<b>TEX BENEKE ORK</b> (Gregg Lawrence) Victor 20-3813	<b>Txin-Txun-Txan</b> Ork gets off a mart side with a live sound and fine dance beat. Lawrence does nicely with the vocal.	80--80--80--80
	<b>Dreamin' Is My Business</b> (Helen Lee) Rhythm novelty doesn't click as fem vocal misses fire.	65--65--65--65
<b>LEE SHEARIN</b> London 695	<b>I Need You</b> Simple dity is pleasantly cast in an old-fashioned mickey format—one chorus of male vocal sandwiched by Kaye-Barron styled ork. Nothing outstanding here.	68--68--68--68
	<b>Give a Broken Heart a Chance To Cry</b> This sweet ballad job has strong tune potential. Performance, similar to flip, is an okay showcase of a likely, rentive ballad.	74--74--73--75
<b>SISTER SLOCUM &amp; HER LITTLE BROTHER</b> King 15050	<b>Charleston</b> Romping organ-and-rhythm rendition of oldie is an ear-catcher. Male duo does so-so vocal in close harmony. Good bet for boxes.	74--73--72--77
	<b>Varsity Drag</b> The flapper-age razz-ma-tazz gets a honky organ and instrumental treatment. Rambles some, might have profited by a vocal chorus.	66--66--64--68
<b>VIC ANTHONY</b> Autograph 817	<b>On the Road Back to Old San Antone</b> A high grade Western-flavored pop is done with simple, appealing forthrightness by warbler, vocal group and combo. Anthony has a pleasing voice and style.	76--76--77--78
	<b>Rose of the Range</b> Anthony warbles another pretty range pop, here without chorus. Less effective than flip.	71--71--70--72
<b>LAWRENCE WELK</b> Mercury 5440	<b>Deep Freeze Dinah</b> Tex Cromer does a Phil Harris with some light novelty material.	70--70--68--72
	<b>Fancy Free</b> The Mercer-Arlen waltz ditty is piped shrilly and uninvitingly by thrush; the ork gives a good account of itself.	61--61--61--61
<b>MITCH MILLER ORK &amp; CHORUS</b> Columbia 38885	<b>Txena Txena Txena</b> The fascinating hora gets a pulsating ork-chorus interpretation that should win a good share of the tune's take. Norm Leyden rates a bow for the sock arrangement.	88--88--88--88
	<b>Sleigh, The</b> A familiar light classical piece is given a lively "pops" ork-chorus treatment, with French horn woodpile effects stressed.	73--75--73--72
<b>KAY BROWN-HARRY GELLER ORK</b> Mercury 5430	<b>Cotton Candy and a Toy Balloon</b> New young thrush in the Teresa Brewer style sells attractively on this summery novelty reminiscent of "There'll Be Some Changes Made" and "Lazy River."	75--76--74--74
	<b>Thanks for the Buggy Ride</b> Thrush does another engaging bit, but orking doesn't do her justice.	66--66--64--68
<b>ARTIE SHAW ORK</b> (The Mel-Tones) MGM 10730	<b>I've Got the Sun in the Morning</b> Worthy reissue from the Musicraft catalog of a fine dance reading of the "Annie Get Your Gun" ditty which has current values with the new flick version on the market.	72--75--71--71
	<b>There's No Business Like Show Business</b> Spotting Mel Torme in solo spots, Shaw and the old Torme-led group did a good job with this Berlin classic from "Annie." Makes a sturdy two-face reissue.	74--75--74--73



# Record Reviews

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

POPULAR		
<b>NAPPY LAMARE'S STRAWHAT SEVEN</b> Capitol 1047	<b>It Ain't Gonna Rain No Mo'</b> Bright, punchy, ragtime treatment of the happy ditty of the '20s. Thumping Dixie orking boots in back of Jacqueline Fontaine's sock vocal. Gal has studied her Kay Starr—and it's all to the good.	82--82--80--84
	<b>This Is the Life</b> Little-known Irving Berlin tune smacks of the ragtime era. Gal and group rock it hard, but it doesn't quite make it.	70--70--70--70
<b>AL MORGAN</b> London 750	<b>You're a Wonderful Sweetheart</b> Morgan does a relaxed, pleasant schmaltz job with a new ditty of slight import.	72--73--72--72
	<b>I Dreamed of an Angel</b> Morgan sells this schmaltz ballad in the Midwestern bounce style. Should do moderate biz in that belt.	76--76--75--76
<b>ARTIE WAYNE</b> Coral 60233	<b>Laugh! Clown! Laugh</b> Effective choice of a wonderful oldie for revival which Wayne delivers unevenly with rich ork support.	74--77--74--72
	<b>Who Threw the Ring Around Rosie?</b> An original rhythm novelty of slight import is done pleasantly.	58--58--55--60
<b>JOHNNY GUARNIERI QUINTET</b> Admiral 1012	<b>Gone Fishin'</b> Guarnieri does a vamp on the late Fats Waller both vocally and pianistically in attacking this modern day "Lazy Bones." Jocks should like this.	71--75--69--69
	<b>Charleston</b> Fly, amusing, barrelhouse treatment is handed the much-publicized dance theme ditty. Could catch brisk action because of the "Charleston" revival.	76--77--75--77
<b>FONTANE SISTERS</b> Victor 20-3814	<b>Three Little Rings</b> Cute novelty built around the Ballantine Beer spot transcription jingle makes an engaging disk in rumba time. Girls turn in a fine job.	78--80--75--80
	<b>Down Home Rag</b> Girls lend razz-ma-tazz spirit in this latest effort to catch onto the two-beat, Charleston and ragtime revival money.	79--80--77--80
<b>PHIL HARRIS</b> Victor 20-3815	<b>Let's Choo Choo Choo to Idaho</b> Harris turns in one of his typical Southern-dialect jobs on this zippy rhythm ditty from the coming "Duchess of Idaho" flicker.	72--73--70--73
	<b>You Can't Go Wrong Doin' That</b> Harris, "Jack Benny's" quartet and a sharp Walter Scharf orking make a bright, moving etching of some novelty material of only slight substance.	73--75--72--72
<b>TERESA BREWER-SNOOKY LANSON-CLAIRE SHANTY HOGAN-BOBBY WAYNE</b> London 696	<b>The Picnic Song</b> London pours four of the label's young stars into a full-blown production built around the catchy novelty which has been scoring modest successes here and there.	77--80--76--76
	<b>Let's Have a Party</b> Weak material deflates the impact of this collection of talent.	65--65--65--65
<b>LYNNE HOWARD</b> National 9117	<b>One Man Woman</b> Miss Howard sounds not unlike Judy Garland as she lays dramatic emphasis on a new quality ballad. Sloppy orking doesn't help.	70--73--68--68
	<b>Round-Up Time On Lullaby Trail</b> Formerly known as "Little Buffalo Bill," this is a pleasant kidditty in the lullaby vein done nicely by Miss Howard.	70--72--70--68
<b>THREE SUNS (Texas Jim Robertson)</b> Victor 20-3824	<b>Gone Fishin'</b> Suns create lazy mood and pave the way for an effective chant by bass-bary Robertson, a New York hillbilly with powerful and appealing tonsils. If tune clicks, this should score.	82--82--82--82
	<b>So Tall a Tree</b> This unusually constructed tune is not quite as convincingly done as is the topside, but the mating of the talents is handsome.	78--78--78--78
<b>RALPH FLANAGAN ORK (Harry Prime)</b> Victor 20-3820	<b>If I Had a Magic Carpet</b> A new plug ballad serves as the vehicle for one of the less sparkling efforts for the Flanagan crew. Prime contributes a sound chorus.	76--78--74--76
	<b>Down the Line</b> This is a Flanagan original. Instrumentally it's handled cleanly by the band but it stacks up a lesser effort.	75--76--75--74

(Continued on page 104)

# HUGO W



**RCA VICTOR Records** { 78 rpm 20-3822 45 rpm 47-3822

## 33 1/3 or 45 . . .

Which Represents the Highest Gross Dollar Volume Today?

The results of a national survey, conducted by The Billboard on this important subject, will be published in . . .

### The Billboard 1950 NAMM Convention Supplement

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



THE HIT RECORD OF THE HIT SONG!

CHARLIE SPIVAK'S



MONA LISA

Charlie Spivak and His Orchestra vocal by Tommy Lynn and Choir

backed by

"LOVELESS LOVE"

619-78 rpm

75c plus tax

30073-45 rpm

75c plus tax

London RECORDS

The Billboard

MUSIC POPULARITY CHARTS

PART X

TRADE SERVICE FEATURE

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.

LA VIE EN ROSE.....Tony Martin.....RCA Victor 20-3819

Martin gets off a super sales job as he throbs thru English and French choruses of the lovely ballad introduced here by Edith Piaf. Mood-making Henri Rene orking sets off the vocal nicely.

TZENA, TZENA, TZENA .....Vic Damone.....Mercury 5454

Add another topnotch version of the fast-breaking Hora tune to Gordon Jenkins's Decca and Mitch Miller's Columbia etchings, already tabbed in these columns. Damone's clear, bravura warbling is handsomely showcased by George Bassman's inspired ork-chorus cleffing.

I CROSS MY FINGERS.....Perry Como.....RCA Victor 20-3846

Tune, showing via Percy Faith's Columbia job, makes a bid for the top with this expressive, smartly undersung Como treatment, abetted by tasty Fontane Sisters and Mitch Ayres ork support. Vic Schoen's version (Decca 27078) also promises.

RIPPY TIPPY TUNE.....Russ Morgan's Scranton Seven.....Decca 27049

Morgan gets a lot of music out of seven pieces in a light, affable treatment of an infectious little ditty.

THE DISK JOCKEYS PICK:

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

1. TZENA, TZENA, TZENA .....Gordon Jenkins & The Weavers.....Decca 27077
2. TZENA, TZENA, TZENA .....Mitch Miller Ork.....Columbia 38885
3. NO OTHER LOVE .....Jo Stafford.....Capitol 1053
4. FRANCIE .....Ray Anthony Ork.....Capitol 1051
5. MAY I TAKE TWO GIANT STEPS? .....Eileen Barton.....National 9112
6. GONE FISHIN' .....Three Suns.....Victor 20-3824
7. I STILL GET A THRILL .....Tony Martin.....Victor 20-3799
8. SOMETIME .....Jo Stafford.....Capitol 1053
9. GOODNIGHT, IRENE .....Gordon Jenkins & The Weavers.....Decca 27077
10. AMERICAN BEAUTY ROSE .....Eddy Howard.....Mercury 5433

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. NO OTHER LOVE .....Jo Stafford.....Capitol 1053
2. MAY I TAKE TWO GIANT STEPS?.....Eileen Barton.....National 9112
3. A LITTLE BIT INDEPENDENT .....King Cole Trio.....Capitol 1068
4. I STILL GET A THRILL.....Tony Martin.....Victor 20-3799
5. SIMPLE MELODY .....Dinah Shore.....Columbia 38837
6. PICNIC SONG .....Johnny Desmond.....MGM 10703
7. KANSAS CITY KITTY .....Jack Teter Trio.....London 689

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. VAGABOND SHOES .....Vic Damone.....Mercury 5429
2. GOODNIGHT, IRENE .....Gordon Jenkins & The Weavers.....Decca 27077
3. I DIDN'T SLIP, I WASN'T PUSHED, I FELL...Bing Crosby.....Decca 24018
4. BUFFALO BILLY .....Roberta Quinlan.....Mercury 5420
5. I CROSS MY FINGERS.....Percy Faith Ork.....Columbia 38786
6. I STILL GET A THRILL .....Tony Martin.....Victor 20-3799
7. SIMPLE MELODY .....Jo Stafford.....Capitol 1039
8. I STILL GET A THRILL .....Dick Haymes.....Decca 27008
9. MAY I TAKE TWO GIANT STEPS? .....Eileen Barton.....National 9112
10. MY DESTINY .....Billy Eckstine.....MGM 10684

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. THE LAST STRAW .....Elton Britt.....Victor 21-0339
2. CANDY MAN .....Doyle O'Dell.....Mercury 6259
3. LOSE YOUR BLUES .....Red Kirk.....Mercury 6257
4. CUDDLE BUGGIN' BABY .....Eddy Arnold.....Victor 21-0342
5. GIVE ME A LITTLE OLD-FASHIONED LOVE...Ernest Tubb.....Decca 46243
6. PARDON ME FOR LOVING YOU .....Hawkshaw Hawkins.....King 859
7. WHAM, BAM, THANK YOU MA'AM .....Hank Penny.....King 869
8. THE LAST STRAW .....Gene Autry.....Columbia 20709
9. WHAT, WHERE AND WHEN .....Leon McAuliffe.....Columbia 20706
10. WHEN I GET RICH .....Red Sovine.....MGM 10717

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



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Advance Information**  
**PART XI**  
**TRADE SERVICE FEATURE**

**ADVANCE RECORD RELEASES**

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


**POPULAR**

- Are You Forgetting Love?—H. Wright (Just Another) Big Nickel 1004
- At Coney Island—L. Ross-P. Marshall-Holidays-E. Evans Ork (Geel It's) Zenith 1042
- Baby, Obey Me!—R. Case Ork (I Like) MGM 10745
- Bewitched—J. McKee (Roses) Varsity 266
- Black Bottom—E. Condon Ork (Charleston) Dec 27095
- Blue Skies—T. Lewis Ork (Cuddle up) Dec 24968
- Blues Downstairs—W. Herman Ork (Blues Upstairs) Coral 60245
- Blues Upstairs—W. Herman Ork (Blues Downstairs) Coral 60245
- Brown Eyes—A. Trace Ork (When Lola) Col(78)38863; (33)1-682
- Buffalo Gals—J. Biviano-A. Malvin (Dancing Tambourine) V(78)25-1165; (45)51-1165
- Charlestane-Mie—S. Jones (I Knew) V(78)20-3827; (45)47-3827
- Charleston—E. Condon Ork (Black Bottom) Dec 27095
- Close Your Pretty Eyes—O. Bradley Quintet (Say When) Coral 60240
- Coney Island Washboard—H. Carmichael-4 Hits and a Miss (Some Days) Dec 27093
- Cotton Candy and a Toy Balloon—K. Brown-H. Geller (Thanks for) Mer 5430
- Cotton Candy and a Toy Balloon—D. Shore (1812) Col(78)38875; (33)1-694
- Cryin'—L. Paul (Dry My) Cap(78)1088; (45)F1088
- Cuddle Up—T. Lewis Ork (Blue Skies) Dec 24968
- Dancing Tambourine—J. Biviano (Buffalo Gals) V(78)-25-1165; (45)51-1165
- Dancing With You—H. Jeffries (My Mother) Col (78)38855; (33)1-672
- Dancing With You—T. Manners-M. Marrow Ork (Over the) MGM 10744
- Deep Frezer Dinah—L. Welk (Fancy Free) Mer 5440
- Deep Purple—Mercury Studio Ork (I Still) Mer 5438
- Doodle Doo Doo—M. Katz (Tiger Rag) Cap(78)1090; (45)1090
- Don't Be Afraid—G. De Haven (There Isn't) Dec 27086
- Down the Lane—H. Ashley (Hoop-Dee) Varsity 267
- Dream a Little Dream of Me—J. Owens (It Couldn't) Dec 27096
- Dreamer's Song—R. Leonard-Danke Trio (Why Hurt) Mello-Strain 118
- Dreamin' Is My Business—F. Craig Ork (You) MGM 10747
- Dreamin' Is My Business—R. Ross Ork (Happy Feet) Coral 60247
- Dry My Tears—L. Paul (Cryin') Cap(78)1088; (45)F-1088
- 1812—D. Shore-J. Smith (Cotton Candy) Col(78)38875; (33)1-694
- Fancy Free—L. Welk (Deep Freeze) Mer 5440
- For One Kiss of Love—P. Brito-H. Mooney Ork (You Hold) MGM 10746
- Fourth Man Rag—P. W. Hunt (Yes, We) Cap(78)1091; (45)F1091
- Fransie—L. Green Ork (I Remember) V(78)20-3826; (45)47-3826
- Gee! It's Tough To Be a Skunk—J. "Foghorn" Lacy (At Coney) Zenith 1042
- Give a Broken Heart a Chance to Cry—E. Fisher (Just Say) V(78)20-3829; (45)3829
- Glow Worm—C. Reyes (Lovers' Dance) Cap(78)1092; (45)F1092
- Goodnight, My Love—California Commanders (Would You) Cap(78)1089; (45)F1089
- Happy Feet—T. Harper-M. Klein's Dixieland Band-N. Castle (Sam's Song) Col(78)38876; (33)1-695
- Hawaii—E. Merman (Ukulele Lady) Dec 27084
- Happy Feet—R. Ross Ork (Dreamin's Is) Coral 60247
- Heaven Put Them There—R. Leonard (I Want) Mello-Strain 118
- Here Comes the Bride on a Pinto Pony—R. Emery-P. Faith Ork (There's) Col(78)38873; (33)1-690
- Here, Pretty Kitty—G. Lombardo (Our Little) Dec 27092
- He's a Good Man To Have Around—K. Starr-F. DeVol Ork (Mississippi) Cap 1072
- High Society Blues—Mound City Blue Blowers (Muskrat Ramble) Brunswick 80157
- Hoop-Dee-Dee—H. Ashley (Down the) Varsity 267
- I Ain't Got Nobody—S. Oliver Ork (Wagon Wheels) Dec 27096
- I Can't Give You Anything But Love—T. Bennett (Let's Make) Col(78)38855; (33)1-672
- I Knew a Secret—S. Jones (Charlestane-Mie) V(78)20-3827
- I Like That—R. Case Ork (Baby, Obey) MGM 10745
- I Love the Guy—A. Shaw Ork (Just Say) Dec 27085
- I Remember—L. Green Ork (Fransie) V(78)20-3826; (45)3826
- I Still Get a Thrill (Thinking of You)—Mercury Studio Ork (Deep Purple) Mer 5438
- I Thought She Was a Local (But She Was a Fast Express)—S. Kaye-Kaydets (Object of) V(78)20-3828; (45)47-3828
- I Told Them All About You—C. Cavallaro (Let's Have) Dec 27079
- I-Wanna Be Loved—O. Bradley (La Vie) Coral 60241
- I Want To Be Loved—C. Williams Ork (On the) Varsity 268
- I Want To See You Better in My Dreams—R. Leonard (Heaven Put) Mello-Strain 118
- I Wanted You To Be My Sweetheart—M. Orsini Ork (My Boy) Crystal 282
- I'd Love To Call You My Sweetheart—Jon and Sondra Steele (My Happiness) Coral 60244
- If I Had a Magic Carpet—P. Faith Ork (They Can't) Col(78)38862; (33)1-681
- I'll Remember April—H. Lamb (San Diego) Regent 1020
- I'm in Love With the Mother of the Girl I Love—R. Q. Lewis (Steven Got) Col(78)3887; (33)1-696
- It Couldn't Happen to a Sweeter Girl—J. Owens (Dream a) Dec 27096
- It's Lovely To Be in Love—R. Noval-Four Hits & a Miss-A. Raskin Ork (There's a Crystal 279
- Jolie Jacqueline—B. Ives (Lady From) Col(78)38869; (33)1-686
- Just Another Goodbye—M. Gettings-C. Wheeler-A. Prince Ork (Are You) Big Nickel 1004
- Just Say I Love Her—E. Fisher-H. Winterhalter Ork (Give a) V(78)20-3829; (45)3829
- Just Say I Love Her—A. Shaw Ork (I Love) Dec 27085
- La Vie en Rose—O. Bradley (I Wanna) Coral 60241
- Lady From Laramie—B. Ives (Jolie Jacqueline) Col (78)38869; (33)1-686
- Lassus Trombone—E. Howard Ork (Put Your) Mer 5439
- Let's Have a Party—C. Cavallaro Ork (I Told) Dec 27079
- Let's Make Love—T. Bennett (I Can't) Col(78)38855; (33)1-672
- Little Jug—A. Mooney Ork (You Forgot) MGM 10748
- Lovers' Dance—C. Reyes (Glow Worm) Cap(78)1092; (45)F1092
- Mississippi—K. Starr-F. DeVol Ork (He's a) Cap 1072
- Mistakes—F. Froba (Who's Sorry) Dec 27038
- Mister Morty, Fat and Forty—L. Linden-A. Prince Ork (Oh, Oh) Big Nickel 1002
- Morocco—B. Pollack (Snake Charmer) Brunswick 80156
- Muskrat Ramble—Mound City Blue Blowers (High Society) Brunswick 80157
- My Boy—M. Orsini (I Wanted) Crystal 282
- My Castle Just Tumbled—D. Walker (Someday You'll) Col(78)28870; (33)1-687
- My Happiness—Jon & Sondra Steele (I'd Love) Coral 60244
- My Heart Goes A-Gadding—J. Wayne-Dell Trio (Swing Waltz) Col(78)38857; (33)1-676
- My Mother Singing—H. Jeffries (Dancing With) Col (78)38855; (33)1-672
- Object of My Affections, The—S. Kaye-Kaydets-T. Alamo (I Thought) V(78)3828; (45)47-3828
- Oh, Oh, Jo-Jo—L. Linden-A. Prince Ork (Mister Morty) Big Nickel 1002
- On a Merry-Go-Round With You—Four Hits & a Miss-A. Raskin's Ork (With All) Crystal 280
- On the Outgoing Tide—J. McKee Ork (I Want) Varsity 268
- Opportunity—E. Hawkins Ork-A. Harris (Tuxedo Junction) V(78)20-3835; (45)47-3835
- Our Little Ranch House—G. Lombardo (Here, Pretty) Dec 27092
- Over the Mountain-Under the Moon—T. Manners-M. Marrow (Dancing With) MGM 10744
- Put Your Arms Around Me, Honey—E. Howard Ork (Lassus Trombone) Mer 5439
- Roses—J. McKee (Bewitched) Varsity 266
- Shake 'Em Up—B. Johnson Ork (Tell Me) Dec 27087
- Sam's Song—T. Harper-M. Klein's Dixieland Band-Four Hits & a Miss (Happy Feet) Col(78)38876; (33)1-695
- Sam's Song—Melodeons (Tipy Canoodle) MGM 10743
- San Diego Bounce—H. Lamb (I'll Remember) Regent 1020
- Say When—O. Bradley Quintet (Close Your) Coral 60240
- Sleigh, The—M. Miller Ork & Chorus (Tzena Tzena) Col 38885
- Snake Charmer—B. Pollack (Morocco) Brunswick 80156
- So Tall a Tree—A. Wayne-Heartbeats (What, Where) Coral 60247
- Someday You'll Cry—D. Walker (My Castle) Col(78)-38870; (33)1-687
- Some Days There Just Ain't No Fish—H. Carmichael-4 Hits & a Miss (Coney Island) Dec 27093
- Stars Looked Down The—R. Leonard-Danke Trio (Twice in) Mello-Strain 117
- Steven Got Even—R. Q. Lewis (I'm in) Col(78)3887; (33)1-696
- Strange—U. Mae Carlisle (Tired Hands) Col(78)38864; (33)1-683
- Swing Waltz, The—J. Wayne-Dell Trio (My Heart) Col(78)38857; (33)1-676
- Tell Me What They're Saying—B. Johnson Ork (Shake 'Em) Dec 27087
- Thanks for the Buggy Ride—K. Brown-H. Geller Ork (Cotton Candy) Mer 5430
- That Old Gang of Mine—H. Busse Ork (That's the) Coral 60242
- That's the Last Tear—H. Busse Ork (That Old) Coral 60242
- They Can't Take That Away From Me—P. Faith Ork (If I) Col(78)38862; (33)1-681
- There Isn't Very Much To Do Now—G. De Haven (Don't Be) Dec 27086
- There's a City on a Hill by the Sea—R. Emery-P. Faith Ork (Here Comes) Col(78)38873; (33)1-690
- There's a Pair of Eyes in Hawaii—R. Noval-4 Hits & a Miss-A. Raskin Ork (It's Lovely) Crystal 279

**AN UP AND COMING HIT!**

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 WITH ORCHESTRAL ACCOMPANIMENT

**GIVE A BROKEN HEART A CHANCE TO CRY**



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 75c plus tax

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with Ray Charles Vocal  
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with Henri Rene Orchestra  
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**"I'M A DING-DONG  
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flip  
**"WAY DOWN YONDER  
IN NEW ORLEANS"**

**TEMPO**

RECORD CO. OF AMERICA  
8540 Sunset Blvd., Hollywood 46, California

The **Billboard** MUSIC POPULARITY CHARTS  
**Part XII**

**The Honor Roll of  
Popular Songwriters**

By Jack Burton

**PERTINENT DATA ON SONGS AND SONGWRITERS**

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

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

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

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

**No. 66—LOUIS ALTER**

**LOUIS ALTER'S BEST KNOWN SONGS  
AND RECORDINGS AVAILABLE**

(Continued from last week)

- 1937—**TRIBUTE**  
Robbins Music Corp.  
Based on a poem by Theodore Dreiser
- 1938—**SIDE STREET IN GOTHAM**  
Robbins Music Corp.  
(Available on Decca record—2 sides—29060 in A-116, Paul Whiteman.)
- 1940—**AMERICAN SERENADE**  
Robbins Music Corp.  
Introduced by Meredith Willson on the Maxwell House radio program.  
(Available on Decca record 29104 in A-219, Meredith Willson orchestra.)
- 1948—**CANDLE IN THE WIND**  
Robbins Music Corp.  
TOY BALLERINA  
J. J. Robbins & Sons

- Upton. Lyrics by Arthur Swanstrom.  
**PEANUTS AND KISSES**  
**HAPPY LITTLE WEEKEND**
- 1934—**CASINO VARIETIES**  
Starring Harry Richman. Crawford Music Corp. Harms, Inc.  
**IF LOVE MAKES YOU GIVE UP STEAK AND POTATOES, THEN I DON'T WANT LOVE**  
Lyrics by Lew Brown.  
**I'VE LOVED THE SAME GIRL FOR FIFTY YEARS**  
Lyrics by Lew Brown.  
**RAIN IN MY HEART**  
Lyrics by Arthur Swanstrom.  
**I'M ALL IN**  
Lyrics by Arthur Swanstrom.

**Film Songs and Scores**

- 1929—**HOLLYWOOD REVUE**  
An MGM picture with a cast of MGM stars that included Joan Crawford, Marion Davies, Norma Shearer, Lionel Barrymore and Jack Benny. Robbins Music Corp.  
**GOTTA FEELIN' FOR YOU**  
Lyrics by Jo Trent.  
**UNTAMED**  
An MGM picture with Joan Crawford, Robert Montgomery and Ernest Torrence. Robbins Music Corp.  
**THAT WONDERFUL SOMETHING IS LOVE**  
Lyrics by Jo Trent and Joe Goodwin.  
**THE IRON MASK**  
A United Artists' picture starring Douglas Fairbanks. Lyrics by Ray Klages. Robbins Music Corp.  
**ONE OR ALL, ALL FOR ONE**  
**LORD BYRON OF BROADWAY**  
An MGM picture starring Ethelind Terry, in a cast that included Cliff Edwards and Benny Rubin. Lyrics by Joe Goodwin. Robbins Music Corp.  
**LOVE AIN'T NOTHING BUT THE BLUES**
- 1933—**TAKE A CHANCE**  
A Paramount picture with James Dunn, Cliff Edwards, June Knight, Lillian Roth and Charles "Buddy" Rogers. Harms, Inc.  
**COME UP AND SEE ME SOME TIME**  
Lyrics by Arthur Swanstrom.
- 1935—**DIZZY DAMES**  
An RKO picture with Marjorie Rambeau, Clorine McKinney and Lawrence Gray. Harms, Inc.  
**THE MARTINIQUE**  
Lyrics by Arthur Swanstrom and George Waggoner.  
**I WAS TAKEN BY STORM**  
Lyrics by Ed Heyman.  
**THE RAIN MAKERS**  
An RKO picture with Bert Wheeler, Robert Woolsey and Dorothy Lee. Leo Feist, Inc.  
**ISN'T LOVE THE GRANDEST THING**  
Lyrics by Jack Scholl.

**SONGWRITERS**

**COMING UP!**

**THE TOBIAS BROTHERS**

In Subsequent Issues *The Billboard* Will Present

- FRED AHLERT
- HAROLD ALREN
- NACIO HERB BROWN
- BURTON LANE
- JIMMY VAN HEUSEN
- PETER DE ROSE
- RAY HENDERSON
- ARTHUR SCHWARTZ

- CONVENTION GIRL  
A Universal picture with Rose Hobart, Weldon Heyburn, Sally O'Neil and Herbert Rawlinson. Lyrics by Arthur Swanstrom. Remick Music Corporation.
- I'VE GOT SAND IN MY SHOES  
YOU OUGHT TO BE ARRESTED FOR BREAKING MY HEART  
GOING Highbrow  
A Warner Bros.' picture with Guy Kibbe, Zasu Pitts, Edward Everett Horton, Ross Alexander and Judy Canova. Lyrics by Jack Scholl. Remick Music Corporation.
- ONE IN A MILLION  
MOON CRAZY

- 1935—**THE OLD HOMESTEAD**  
A Liberty picture with Mary Carlisle and Lawrence Gray. Harms, Inc.  
**MOONLIGHT IN HEAVEN**  
Lyrics by Jack Scholl.  
**SPRINGTIME IN HOLLAND**  
A Warner Bros.' featurette. Remick Music Corporation.  
**THE GIRL ON THE LITTLE BLUE PLATE**  
Lyrics by Jack Scholl.

- 1936—**RAINBOW ON THE RIVER**  
An RKO picture with Bobby Breen, May Robson, Charles Butterworth and Benita Hume. Leo Feist, Inc.  
**RAINBOW ON THE RIVER**  
Lyrics by Paul Webster.  
**YOU ONLY LIVE ONCE**  
A United Artists' picture with Sylvia Sydney, Henry Fonda, Berton MacLane, Jean Dixon and William Gargan. Robbins Music Corporation.

- A THOUSAND DREAMS OF YOU**  
Lyrics by Paul Webster.  
**TRAIL OF THE LONESOME PINE**  
A Paramount picture with Sylvia Sydney, Fred McMurray, Henry Fonda and Fred Stone. Lyrics by Sidney Mitchell. Famous Music Corporation.

- MELODY FROM THE SKY**  
(Available on Decca record 24076 in A-1926, Fingerle and Schutt, dual pianos.)  
**TWILIGHT ON THE TRAIL**  
(Available on the following records: Decca 25347, Bing Crosby; Columbia 20087 in H-1, Gene Autry.)  
**SING BABY SING**  
A 20th Century-Fox picture with Alice Faye, Adolphe Menjou and Gregory Ratoff. Lyrics by Sidney Mitchell. Movietone Music Corporation.  
**YOU TURNED THE TABLES ON ME**  
(Available on the following records: Decca 24387, Ella Fitzgerald and the Daydreamers; Columbia 38141, Gene Krupa; Capitol 15044, Benny Goodman.)

- 1937—**MAKE A WISH**  
An RKO picture with Bobby Breen, Basil Rathbone, Marion Claire, Henry Armetta, Ralph Forbes and Leon Errol. Lyrics by Paul Webster. Leo Feist, Inc.  
**MY CAMPFIRE DREAMS**  
**MUSIC IN MY HEART** (With Oscar Straus)  
**MAKE A WISH** (With Oscar Straus)

- 1938—**VOGUES OF 1938**  
A United Artists' picture with Warner Baxter and Joan Bennett. Leo Feist, Inc.  
**TURN ON THE RED HOT HEAT, BURN THE BLUES AWAY**  
Lyrics by Paul Webster.  
**FASHION PARADE OF '38**

- 1940—**YOUTH WILL BE SERVED**  
A 20th Century-Fox picture with Jane Withers, Jane Darwell and Robert Conway. Robbins Music Corporation.  
**HOT CATFISH AND CORN DODGERS**  
Lyrics by Frank Loesser.

- 1941—**CAUGHT IN THE DRAFT**  
A Paramount picture starring Bob Hope and Dorothy Lamour. Paramount Music Corporation.  
**LOVE ME AS I AM**  
Lyrics by Frank Loesser.  
**LAS VEGAS NIGHTS**

- A Paramount picture with Phil Regan, Bert Wheeler, Constance Moore and Tommy Dorsey's orchestra. Paramount Music Corporation.  
**DOLORES**  
Lyrics by Frank Loesser.  
(Available on the following records: Decca 25399, Bing Crosby, the Merry Macs and Bob

(See Popular Songwriters, page 41)

**NEW VICTOR, COLUMBIA**  
**\$12.00 per 100**

**OTHER LABELS**  
**\$10.00 PER 100—\$85.00 PER 1,000**  
1/3 with order, balance C. O. D.  
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Publicity... Management  
Song and Record Exploitation



**Billboard** MUSIC POPULARITY CHARTS  
PART XIII

**Album and LP Record Reviews**

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

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

**THE RATES**

(100 points—the maximum)

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

**THE CATEGORIES**

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

**THE STUDENT PRINCE**—Lauritz Melchior, Jane Wilson, Lee Sweetland, Gloria Lane and Victor Young chorus and ork. (1-10'') **75**

Decca (33) DL-7008  
Overture; Golden Days; Drinking Song; Students' Marching Song; Deep in My Heart, Dear; Serenade; Just We Two; Finale.

This popular Sigmund Romberg operetta, with lyrics by Dorothy Donnelly, serves as the latest vehicle for Decca to build its show catalog. The hambone flows free in this dinking as Lauritz Melchior lends his heroic tenor to the swirling charm of the Romberg score. Victor Young contributes a spirited choral and ork performance to this soundly recorded package of excerpts. Good family fare.

**JUKES** Not suitable. **JOCKS** Suitable stuff for "pop" segs.

**WEST POINT GLEE CLUB** of the United States Military Academy (1-10'') **72**

Columbia (33) CL-6118  
Army Blue; Trees; Kentucky Babe; Gentlemen Rankers; Benny Havens, Oh!; Over the Rainbow; The Lord's Prayer; The Corps.

The precision of West Point carries over in the work of the Academy's Glee Club, which is made up of 100 cadets. This is demonstrated in this collection of the Glee Club's varied efforts, which here includes four traditional West Point songs as well as a couple of pops, "The Lord's Prayer" and a new setting of "Trees." The collection makes for interesting listening. The singing is warm and rich, actually falling as a full-blown transposition of the choral work of such groups as Fred Waring's Choir. The large Waring market would like this set, as would most anyone who goes for lush choral singing of a light nature.

**JUKES** Not suitable. **JOCKS** Something a bit different for whirlers.

**EVERYBODY POLKA**—Frankie Yankovic Ork-Ed Swierad Ork-Babe Wagner Band-Rudy Sindell Ork-Walt Solek Ork-Chester Budny Ork-Adam Norwick Ork. (1-10'') **74**

Columbia (33) CL-6116  
I'm Gonna Get a Dummy; Clap Your Hands Polka; On Your Toes; Anybody's Polka; Everybody's Polka; Fleet Avenue Polka; Domino Polka; How Many Burps in a Bottle of Beer.

There's a variety of color and style in this dance collection, since the various orks stem from Slovenian, Bohemian and Polish sources. All are represented in their more American moments, however, and the only practical distinction is between fast and slow. The beat is good in all selections, and the numbers themselves have been well chosen. Several have been released recently as singles. For international and even rural nabes, wherever the polka is popular.

**JUKES** Not suitable. **JOCKS** Titles are well-programmed as is.

**YOUR DANCE DATE WITH HAL MCINTYRE**—Hal McIntyre Ork (1-10'') **72**

Columbia (33) CL-6124  
Dancing in the Dark; I Get a Kick Out of You; That Old Black Magic; The Way You Look Tonight; Body and Soul; Indian Summer; Love for Sale; Deep Purple.

Two excellent dance sets are included on this LP, tho there are no truly up-tempo tunes. The tune selection, however, is likely to help the band's introduction to the label. Style of the outfit is tied up to the leader's silky-toned alto sax, which in fact carries a good share of the load. Tempi and beat are always danceable, and the sound is easy on the ears. Jock spinning will help this one, as will the diskery's over-all promotion of its "Dance Date" series. Only two numbers have vocals.

**JUKES** Not suitable. **JOCKS** Good program fodder.

**RECORD BIZ HEADACHES?**

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JUKE OPS

**EILEEN BARTON'S**  
*masterpiece of*  
**NATIONAL 9112**  
**"MAY I TAKE TWO GIANT STEPS?"**  
*backed by*  
**"IF YOU SAW WHAT I SAW"**  
★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

**BILLY ECKSTINE** sings the latest rage on  
**NATIONAL 9115**  
**"OUR LOVE"—"I SURRENDER DEAR"**  
★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

**JUST RELEASED—NOW ON SALE**  
**LYNNE HOWARD** on **NATIONAL 9117**  
**'ROUND-UP TIME ON LULLABY TRAIL'**  
*backed by*  
**"ONE MAN WOMAN"**  
**DISC JOCKS AND JUKE OPS ACCLAIM HER**  
**THE VOCAL FIND OF THE YEAR!**

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**FRAN WARREN** sings...  
**"WHEN WERE DANCING"**  
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**RCA VICTOR RECORD**



# PRICE JITTERS IN TV TRADE

## Dealers Fear Decline, Eye Move by RCA

### Philco, Admiral Offer Props

NEW YORK, June 24.—Despite TV price announcements made this week by such industry leaders as Philco and Admiral, many dealers and distributors are reluctant to believe that prices will remain stable until the fall selling season gets rolling. The trade is keeping a close watch on price moves to be made shortly by RCA Victor, General Electric and the department store private brand lines.

It is generally expected that RCA will not attempt to match other manufacturers on prices. Most frequently heard "guess estimates" of the new line include a 16-inch table model at \$229.95 and a 16-inch console at \$259.95. RCA will not use rectangular tubes in the 17 models to be announced early in July.

It's the private brand prices to be announced that arouse the interest of the trade. Receiver close-out sales at Macy's and Gimbels, plus the promotional pricing by such TV chains as Davega and Vim in New York, have set the price of 12½-inch table models at "under \$100." At least, that's the opinion of dealers who have to sell against consumer demand for "Macy prices."

The problem now facing the industry centers around what the consumer will be willing to pay for a 14-inch rectangular tube set that offers very little more in picture-viewing surface. One manufacturer stated it costs about \$100 to make a 14-inch set for private brand buyers. "It's doubtful that the consumer will want to pay \$75 or \$100 more for a 14-inch (See Price Jitters on page 41)

## Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

Andrea  
Saybrooks, Mayfield, Sutton and Normandy models  
Arvin  
All sets  
Bendix  
All sets  
Capehart  
All sets  
DuMont  
All sets  
Hallcrafters  
All sets  
Hoffman  
All sets  
Industrial Television  
All sets  
Meek  
Models XQR, XTR and XSTP  
Mercury  
All sets  
Pilot  
All sets  
RCA Victor  
All sets  
Stromberg-Carlson  
All sets  
Tele King  
All sets  
Westinghouse  
Ardsley model

## People, Products and Prices

### Aim Industries Adds Two Players to Supreme Line

Two more record players have been added to the Supreme line manufactured by Aim Industries. Sales Manager George H. Fass announced last week that Aim would introduce a three-speed automatic player attachment and a similar instrument with its own amplifier at the upcoming music industry trade show. Model 743, to retail at \$44.95, is the attachment. Model 744, to retail at \$59.95, is the three-speed, self-amplified unit which features five tubes and a six by nine-inch speaker. . . . Fass also announced recently that Aim has been appointed national sales agency for 45-r.p.m. adapter inserts manufactured by the Morse Manufacturing Company, Fitchburg, Mass. The inserts make it possible to play 45s on phonos equipped with the standard-sized spindles. The adapters will be packaged in bulk and in envelopes of 10 each.

### Ansley Introduces New Phono With Three Speeds

A table model phonograph with 10-inch speaker, 5-watt amplifier, and automatic three-speed record changer was introduced last week by the Arthur Ansley Manufacturing Company, Doylestown, Pa. The new phono, Model LP-6, will list for \$119.50, and is housed in a mahogany cabinet. The same set will also be available with a three-speed manual player, and will list at \$99.50. The latter version is aimed at the school and record demonstrator market.

### GE and Philco Men Named to RTMA Posts

New Radio-Television Manufacturers' Association (RTMA) appointments include Dr. W. R. G. Baker, General Electric Company, as chairman of the television committee, and David B. Smith, Philco Corporation, as assistant director of the engineering department. Virgil Graham, Sylvania Electric Products, continues as associate director.

### Three Million Radio Sets, Two Million TV in Five Months

May TV set production slipped slightly from the record levels of the preceding two months, but home radio production posted the second highest monthly mark of the year, the Radio-Television Manufacturers' Association (RTMA) reported last week. TV output was 376,227, as compared with 420,026 in April and 525,277 in March (five weeks). Home radio sets were produced at the rate of 693,592—an increase of 45,240 over April. March radio production was 724,691 sets. Total production of RTMA members for the first five months of the year was 2,024,183 TV sets and 3,066,604 home radios.

### FCC Mildly Reminds Zenith Phonevision Is Not Here Yet

Claiming that dealers and the public have been misled about Phonevision, and expressing dissatisfaction with an earlier explanation, the Federal Communications Commission (FCC) last week called upon the Zenith Radio Corporation for a further statement on Phonevision plans. FCC said that ads on the system used by Plessers, Hempstead, N. Y.; Loucheim, Philadelphia, and Kirby-Tuttle, Miami, "demonstrate that your dealers have misunderstood the facts in this matter." The agency emphasized that its approval for the start of tests on the system was conditioned on Zenith's avoiding any action giving the impression that Phonevision has been or will be regularly authorized.

### Notes on the Manufacturers and Distributors

Lawrence E. Rankin and Louis Jablon have been named Eastern sales distributors for the Natalie Kalmus line of TV sets manufactured by the Richmond Television Corporation. . . . Air King named Nicholas J. Giordano as field service engineer. . . . The Carduner Sales Corporation, New York City, has been appointed sales rep for the Audak Company line. . . . Stromberg-Carlson announced the promotion of Kenneth L. Henderson to the post of chief mechanical engineer of the research division. . . . Magnavox introduced two additional TV models, a 14-inch table model to retail at \$189.50 and a 14-inch console to retail at \$239.50. . . . Emerson announced a quarterly dividend of 25 cents a share. . . . A campaign to "improve trade practices and to acquaint the public with facts they should know about the purchase and servicing of television receivers" will be announced officially to New York dealers at a special meeting scheduled to be held Wednesday (28). . . . Hoffman reported consolidated net sales of \$9,743,000 for the first five months of 1950. . . . Result of Philco's million-dollar convention in Atlantic City, was the sale of 343,000 TV sets to the company's distributors. . . . Emerson's new line will be shown in New York on Monday (26) and Tuesday (27).

## GE Hypes AM-TV Set Sales Staff

NEW YORK, June 24.—The reorganization of the General Electric radio-TV sales organization thru a series of new appointments was seen this week as the company's first step toward moving into the television sales picture in a big way. It is no secret that the heavy TV sales racked up by RCA Victor, Admiral, Philco and Motorola has rankled the top G.E. brass for a long time.

Last week the company announced the organization of a new radio-TV receiver division headed by Arthur A. Brandt, formerly sales manager of

the electronics division. This week G.E. made six more appointments to sales positions in the division. R. W. Ferrell was named assistant general sales manager; D. S. Beldon Jr., sales manager for radio; David Davis, sales manager for television; E. J. Hendrickson and D. E. Weston Jr., assistant TV sales manager, and G. O. Crossland, assistant radio sales manager.

Assisting Brandt in managing the entire division is Harrison Van Aken. W. M. Skillman is now manager of marketing services.

Among the new appointees, only Ferrell and Weston have been with G.E. longer than two years. Davis came to the company from Macy's last January, Beldon only recently left his post as sales manager for

## Retail Video Set Sales in Slump of 35%

### Field Not Near Saturation

CHICAGO, June 24. — Television sales are off 35 per cent at the retail level from the peak of six or eight weeks ago, Ross Siragusa, president of Admiral Corporation, said at the Summer Furniture Market here.

"But it will take several months to supply dealers with a representative line of new models," Siragusa said. Television is the big star of the summer market showing here. It is the only item which is resisting the upward trend in prices. Furniture and room designers are redesigning their products to fit the TV influence.

H. C. Bonfig, Zenith vice-president in charge of sales, reported that many people are wanting to trade in 7, 10 and even 12-inch sets for larger screens. "There is a very doubtful market for anything smaller than a 12-inch, even used," he said. Asked if that means used sets will be written off, he replied, "Almost."

Bonfig doesn't believe TV sales have reached the saturation point in any market. "Our most saturated market at the moment is New York, and it is still continuing to be far and away the biggest and most virile market in television in the whole United States," he said.

Higher prices for components, labor increases, due to pensions and retirement plans, are keeping operating costs up, and make any more substantial price decreases doubtful, Bonfig stated.

## RTMA Salaried Prexy Gets Push

WASHINGTON, June 24. — Work on the reorganization of the Radio-Television Manufacturers' Association (RTMA) is to get underway as fast as possible, RTMA President Robert C. Sprague said this week as he announced formation of a reorganization committee under the chairmanship of Max F. Balcom, former group prexy.

The revamp plan to be formulated by the committee is to include its recommendations as to the employment of a salaried president. Authorization for a reorganization was voted by the RTMA membership at the recent convention.

Named as vice chairman was J. J. Kahn, Standard Transformer Corporation. Other committee members are Benjamin Abrams, Emerson Radio & Phonograph Corporation; W. R. G. Baker, General Electric Company; William Balderston, Philco Corporation, with L. F. Hardy, of the same firm, as alternate; Paul Galvin, Motorola, Inc.; Frank Folsom, RCA, with J. B. Elliot as alternate; W. J. Barkley, Collins Radio Company; Arie Liberman, Talk-a-Phone Company; W. A. McDonald, Hazeltine Electronics Corporation; E. F. McDonald Jr., Zenith Radio Corporation, with H. C. Bonfig as alternate; Leslie Muter, the Muter Company; A. D. Plamondon Jr., the Indiana Steel Products Company; and Robert Tait, Stromberg-Carlson Company.

Nesco stoves, Hendrickson joined G.E. two years ago after service with Farnsworth & Midland Radio, and Crossland left the Capehart sales staff in 1948 to join G.E.





## Radio and Television Program Reviews

Designates Radio Review



Designates Television Review

### Glancin' at Anson

Reviewed Monday (19), 11-p.m.-midnight. Participation over KLAC-TV, Hollywood. Producer, Bill Anson; director, Mal Klein; music director, Van Alexander. Cast: Bill Anson, emcee; guests.

Latest in the rash of late evening disk jockey-variety segs is this new five-a-week strip emceed by Bill Anson. Like competing stanzas, the show is geared for spot announcement sale. As entertainment, it is par for the course, offering both solid acts and mediocre talent.

On opening stanza, Anson's guests included Ewing Sisters, Lennon Brothers, Herb Jeffries and a Dixieland trio whose name was never clearly established. Regulars included Van Alexander's combo and Al Calm, latter serving as handyman.

Format is commonplace with all such segs, namely the introduction and build-up of guest artists with gab sessions followed by performances. Jeffries and his balladeering made the best impression.

Anson does an adequate job of coordinating the show altho the radio platter pilot shows plenty of nervousness and stiffness in front of tele lens. What he lacks in polish, however, is more than counter-balanced by warmth and winning ways.

Show ended with a feature tagged *Love Thy Neighbor*, in which Anson attempts to help those in need. This feature is highly questionable, no matter how sincerely motivated, in that introduction of tragedy and grief on a late evening show leaves lookers with a feeling of gloom rather than lightness. Anson brought to the camera a mother and child who, destitute and without shelter, broke down in view of audience. Fact that Anson's pitch succeeded in bringing succor to the unfortunates removed some of the sordidness of the scene.

Production and camera work were both adequate. *Alan Fischler.*

### The Steve Allen Show

Reviewed Sunday (18), 6:30-7 p.m. EDT. Presented by Colgate-Palmolive-Peet thru the Ted Bates Agency via the CBS web. Producer-director, Al Span; announcer, Johnny Jacobs; music, Ivan Ditmars Trio; vocalist, Ilene Woods; emcee, Steve Allen.

Hailed as a new CBC talent find, Steven Allen, the fair-haired boy of Pacific Coast radio, leaves much to be desired as an emcee-comedian. Allen is on for Colgate while *Our Miss Brooks* takes its hiatus.

Actually the show's primary need is for a format that will use Allen's talents. These are warmth, personableness and a good mike voice. His present show has been heard before. Both Garry Moore and Robert Q. Lewis did daytime strips on CBS in previous years which used the same combination of gags, visits with the audience and vocalizing. Neither show sold. The substitution of a new personality, however, seems to hurt the comedian rather than help the show.

But Allen certainly can have the satisfaction of knowing that he clicked with the studio audience as testified by their laughing, giggling and whistling. It's a pity that they can't buy enough to support his show.

Ilene Woods's vocal on *A Dream Is a Wish* was pleasant.

Colgate is selling a "stop tooth decay" theme which doesn't create any milestones in radio advertising. Its *Dream Girl* Luster Creme shampoo jingle is much better. *Leon Morse.*

### So You Want To Lead a Band

Reviewed Sunday (18), 8-8:30 p.m. EDT. Sustaining on NBC-TV. Producer-director, Paul Monroe; writers, Stan Burns and Herb Sargent; technical director, Jack Irving; emcee, Sammy Kaye. Cast: Sammy Kaye band featuring Tony Alamo, Judy Johnson, Chubby Silver and Irving Rudisill.

Sammy Kaye's routine probably will go on and on as long as people are willing to make spectacles of themselves as they stand in front of the Kaye band and make like a batoneer. This, however, doesn't mean that it adds up to good entertainment, or in this case, to good television.

The Kaye video show follows the tried and true format of the company, with a motley group selected from the audience to get up and wave a stick. These, of course, are selected for the variety of their waistline sizes, ages, physiognomies, etc. Apart from that, when you've seen one you've seen them all.

The band itself makes okay music for those who like Sammy Kaye's band. Kaye's emceeing is a bit on the tanglefoot side, as he occasionally got himself into slight predicaments thru clumsy questioning. An attempt at the lighter side, by having the "Sammy Kaye Repertory Players' Swing and Sway Theater" present slapstick skits, had only fair success. The purpose of these was to have the contesting would-be band leaders vie for the right answer, giving the winner the privilege of mounting the podium.

The show is sustaining in the former Perry Como *Supper Club* time. *Sam Chase.*

### Charles Boyer Show

Reviewed Tuesday (20), 9:30-10 p.m. EDT. Sustaining via NBC. Producer-director, writer, Nat Wolff; announcer, Doug Gourlay. Cast: Charles Boyer, Hanley Stafford, others.

The Charles Boyer show is a smoothly constructed comedy-drama of continental intrigue, which derives most of its plus values from an admirable performance by its star. The French actor's gift for authoritative characterization and his warm mike presence converts a shopworn "Raffles"-type into a thoroly entertaining series, sparked by flashes of surprisingly sophisticated dialog.

Unfortunately, the flashes were too infrequent. However, a capable supporting cast imbued even the most stereotyped lines with comparative freshness, via expert delivery and some tongue-in-cheek phrasing which the author probably never intended.

The preem drama was a bit complicated in its opening scenes, due to a lengthy explanation of the program's rogue-like protagonist Mr. Michael (Boyer). It was a needless precaution, since the actor himself established a more real character with his first sentence than the entire narration. The plot device, which apparently will be utilized thruout the series, spots Boyer as a soft-hearted adventurer, who sells his life story to a jaded author (Hanley Stafford) for a free meal and ready cash.

Last Tuesday's airer related, via flash-back technique, a mistaken identity episode, posing as a baron, Boyer became entangled in a bogus painting deal, when a crooked art dealer mistook him for a hired shill, paid to sell a fake Corot as the genuine article. Our hero took the job but fell in love with the dealer's innocent daughter and finally balked at making a dishonest dollar. So he pocketed a \$500 advance from

### Merchandising Pays Off:

## Kidisks, Players Can Stabilize Disk Biz, Says Chain Buyer

By Bill Simon

NEW YORK, June 24. — Gradual stabilization of the record business may be effected if the diskeries and retailers will take steps to open up the full potential of the children's record market. This opinion was voiced last week by the disk buyer for one of the leading chains, with upward of 200 departments.

The first step is to "give the kids their own record players during their developing years, and chances are strong that they'll become life-long disk addicts." Since a tremendous majority of disk sales are made in regular retail music shops, this is the logical place for children's players to be sold, but most dealers have refused to carry lower-priced units. Consequently most of the kid-phono sales are made in chains and department stores, which actually get only a small percentage of the disk traffic. It is his feeling that players selling for approximately \$15 will sell readily wherever they are made easily available. He points out that kids are frequently discouraged from using the household combination and turn to other diversions. If they have their own machines they plan their own programs, invite their friends and eventually every other kid in the neighborhood is demanding a player of his own.

### Kiddies' Disk Bite

In the last two years, it is estimated, the number of kiddie players in homes has risen to the ratio of one for every five adult players. The kidisk business is close to 20 per cent of the total disk business. This figure is actually much lower than the percentage of unit sales, since in this chain alone 14 per cent of the total disk business (including pops) is accounted for by 25-cent platters. Ten per cent of the total is done in 49-cent kidisks, and about 6 per cent here is done in kidisks over 49 cents. (The balance is almost entirely pops.)

The regular retailers, this buyer feels, have shirked their responsibility to develop the junior market by their reluctance to carry inexpensive merchandise, players and records. He especially scored their "giving up" on the entire children's business during the summer months. While the summer cannot be expected to maintain the cold-weather sales pace, "it doesn't have to die completely." Here he places the blame for the seasonal slump on the dealers who refuse to add new titles and who stop displaying the tempting kidisk packages. "Children can't stay outdoors all the time," he insisted, "and what about rainy days?"

Taking into consideration the tremendous quantity of kidisk players sold in the past year, this particular chain has decided to prove its point by emphasizing kidisks this coming season. Special summer displays have already gone out to all departments, and several diskeries have agreed to keep the stream of new material flowing. Unfortunately, he says, the three major labels have not indicated their willingness to take the lead in such a project.

### New Disks Needed

"A continuity of new releases must be established, just as in the popular field. Each kidiskery," he feels, "should schedule about two new titles each month. But every new label that goes into business insists on putting out a whole line of standards immediately. Mother Goose has been run into the ground." The potency of original stuff was shown by Capitol several years ago when it launched

her old man and graciously presented the art item to the gal when she married another guy. Like Hopalong Cassidy, Boyer is evidently destined to walk alone, fem-wise, thru the series. *June Bundy.*

its picture book line, featuring new characters and stories. This year, he noted, Simon and Schuster's Little Golden records showed what can be accomplished with up-to-date material. The latter's individual *Cinderella* disks have been nudging the 1,000,000 mark.

Some diskeries have also overlooked the importance of colorful packaging. In the cheap disk field, name value is unimportant, and the disks must sell themselves since chain clerks are not generally accomplished record salesmen. Eye-appeal accounts for 90 per cent of the kidisk sales in chains.

"Neither 45 nor 33 r.p.m. systems provides the solution for the lack of stability in the record business. We must educate the kids and make records an integral part of their lives," he concluded.

Meanwhile it was learned that several of the more important kidisk labels, several of which have produced minidisks only, have been preparing 39-cent, 10-inch lines for the fall. Tradesters have been speculating on the possible effect of such disks on the currently flourishing 25-cent minidisk lines.

## Crystal Gazers See Second DuMont Line

NEW YORK, June 24. — Despite continued denials by company executives, trade rumors here persist that DuMont will bring out a "second" and lower-priced line of video sets. At the same time, the company also denies that it will expand its franchises in order to permit several hundred more dealers to handle the DuMont line.

Trade talk has it that the franchise-broadening and production of a "second" line of sets will be based on the tremendous production capacity of the DuMont receiver and cathode-ray tube plants. Under the existing DuMont price and franchise program, the plants are able to produce many more sets than the dealers can handle.

## 2 RRAC HUDDLES

(Continued from page 14)

coming National Association of Music Merchants' (NAMM) convention here, reps of RRAC were this week completing arrangements for two meetings. Ted Raynor, RRAC legal rep, told *The Billboard* that RRAC had taken the English Walnut Room of the Congress Hotel, near the Palmer House, where NAMM is housing its exhibits and delegates, for afternoon sessions Monday (10) and Tuesday (11).

While NAMM would not, because of policy, list or endorse the RRAC projected meeting, Bill Gard, NAMM executive secretary, said that it would be okay to hold the two meetings. NAMM's program does not list official business on these two afternoons.

Raynor said that a 3,500 piece mailing made to disk dealers in the U. S. and Canada thru Alex Getlin, Philadelphia publisher of record retail data, had brought 400 inquiries about meeting information. Based on this response, RRAC is readying another mailing for early next week, explaining the purpose of the meetings. Raynor said he has contacted the big four, Decca, Columbia, Victor and Capitol, regarding the RRAC plans and that a tangible program will be set up by RRAC membership next week.



# STORMY ARA DEFIES AGVA

## Warns It Will Book Without Union Permit

### Rebels Face Boycott

(Continued from page 3)

Corporation of America (MCA), William Morris (WM), General Artists Corporation (GAC), Entertainment Managers' Association of Chicago, Michigan Theatrical Booking Agents' Association, in addition to indies and smaller agent orgs from Pittsburgh, Philadelphia and Rhode Island and a club bookers' org from New York.

The gathering was preceded the day before by a meeting of ARA governors at which strategy was discussed. Insiders admit there was considerable concern about agents' reaction to AGVA's bid to give franchises for free. It was decided, however, to point out that this cuffo offer could be pulled back any moment and agents who dealt with AGVA directly would put their heads into a noose.

The meeting was opened by Bill Kent, ARA prexy. Later the ball was carried by Jack Katz, ARA lawyer, and various governors. Charges of bad faith were leveled at AGVA for its recent action at its Philadelphia convention (*The Billboard*, June 17). At the same time, however, it was emphasized that the agents' groups didn't want to oppose AGVA if the latter would sit down and negotiate a "proper agreement."

In the next breath ARA let it be known that it "would not stand for or submit to strong-arm methods." If necessary, the official statement said, "the agents will sell acts without a license . . . but ARA made another peace gesture to AGVA members by stating "the acts not signed to agents will be at a great disadvantage in obtaining bookings."

At one point of the proceedings Paul Marr, Chicago, said he gave over 500 acts work every month and declared "they will do anything I say. If I tell them "let's go, boys, and form a new union, they'll go with me."

ARA contended it knew the problems of performers and buyers better than AGVA directors. "It is the unemployed actor who is trying to run AGVA. . . ." "It is the function of AGVA to protect the actor's minimum conditions, but it is the agent's job to obtain the maximum for each client." Using this argument, ARA said it believed that AGVA members and talent buyers would flock to ARA's side in the fight.

Some targets at which ARA took aim were AGVA's new member dues scale, the 5 per cent employer contribution to AGVA's welfare fund (*The Billboard*, June 17), the legal battles by AGVA to declare performers employees rather than let them continue as independent contractors, and what ARA called "the impractical code established by AGVA for resort hotels which was handed to employers and bookers without negotiations."

If all the rules established at AGVA's conventions are followed, they "will cost the acts considerably more money and will lose many employment opportunities for variety artists," ARA announced. It didn't enlarge on this statement. When one agent proposed, "Let's agree not to book any acts unless they leave

## IN SHORT

Benny Gaines had plans to operate the Miami Beach Copa City but deal fell thru. . . . E. M. Loew and Lou Walters may operate the Miami Beach Latin Quarter in 1952. . . . Joe Wolfson, of the Morris office, jealous of all the performers and their pretty noses, also had his schnozz bobbed. Mad Moises, currently at the Blue Angel, move into Cafe Society for the next job. . . . Copa turned over 5G to the Mount Carmel Home for the Aged raised from raffles run in the club. . . . Milton Berle's talking about a deal for the Roxy before the summer is over. . . . Quite a hassle on Barry Gray's radio show last week when Phil Foster flatly accused comics (naming names) of "stealing" his material. . . . Friars started ladies' night Sunday (25) and every Sunday thereafter. . . . Next AGVA convention will be held in Los Angeles, early June, 1951. . . . Bill Kent, head of ARA, lost his father. . . . Marty Baum getting hitched. . . . Diane Adrian, now in London, goes to Le Carroll's in Paris next, "at more money than I every got before," she writes.

## Philly Hotels Lure July 4 Biz With Bargain Package Tour

PHILADELPHIA, June 24.—Altho the July 4 holiday week-end always spells a general exodus of city folk, this year—as a result of smart promotion—the holiday will find more than 1,000 out-of-towners visiting here under a new "package tour" sponsored by a group of hotels.

Plan provides hotel reservation, five meals and a program of entertainment for the four-day holiday week-end at bargain rates of \$29.30 to \$32.60 per adult, with a special rate of \$25.80 for children. Included in the tour is the all-city July 4 program sponsored in Fairmount Park by *The Evening Bulletin* and a major league night baseball game.

The 1,200 signed up for the tour come from as far away as Wheeling, W. Va., and the total is expected to be closer to the 2,000 mark when the holiday rolls around. There were almost 5,000 inquiries since the seven major hotels here jointly offered the plan less than a month ago in an effort to bring business to town—particularly during the summer lull. It is expected that the plan will be applied to other holidays and may become part of a permanent program to make this city a mecca for observance of the Fourth of July.

Such influxes mean new sources of patronage for the night clubs, musical bars, movies and other theatrical attractions.

Also aimed at helping the amusement field is a move begun by the Independent Voters' League here to permit on-premise sale of liquor on Sundays.

The League points out that it would not only make Philadelphia a seven-day tavern and restaurant town, taking business from surrounding States, but would boost the hotel, restaurant and entertainment business, thus increasing State and local tax yields.

The added taxes, the League argues, could be used to eliminate several nuisance taxes now imposed. The "open Sunday," it was estimated, would raise about \$15,000,000 addi-

AGVA," the suggestion was disregarded.

After all the heavy verbal pokes at AGVA and the implied threats of what ARA would do, the org held out the olive branch by adding: "Despite what they consider an unfair situation, the agents remained calm and emphasized their desire to make every attempt to treat AGVA as a friend because the individual members of AGVA are their friends. The agents know they must work together in harmony in order to continue in business and they mean to do so."

tional revenue per biennium from beer and liquor taxes. State Legislature, when it reconvenes next January, will be asked to consider a bill to permit local governments to vote on the subject.

Sunday blue laws were modified some years ago to permit Sunday movies and athletic events after 2 p.m. However, liquor sales, excepting for the private membership clubs, cease at 12 midnight Saturday night until Monday, with the result that niteries must get in all their week-end business before the Saturday curfew. An "open Sunday" would also allow for stagershows, now forbidden, as well as dances and musical concerts.

## La Tucker Set For LQ in Sept.

NEW YORK, June 24. — Sophie Tucker will go back to the Latin Quarter, September 24, following a six-day date at Piping Rock, Saratoga, N. Y.

The last time Miss Tucker worked the LQ she received a reported \$7,500. This time in, a four-weeker, it is understood she'll get approximately \$1,000 less.

## Shaughnessy Gets Crack at Pictures

PHILADELPHIA, June 24. — Mickey Shaughnessy, niterie comic who has been working at Frank Palumbo's for most of the year, gets a crack at pictures this summer. He is slated to report in Hollywood July 13 for the new Dean Martin-Jerry Lewis flicker, *At War With the Army*.

The script is being rewritten to give Shaughnessy a part. Comic will take time out from his summer stay at the Club Avalon, Wildwood, N. J., for the screen shot.

## Niteries Join Drive To Wake Pittsburgh

PITTSBURGH, June 24.—Five of Pittsburgh's largest niteries joined with business groups in the downtown section of the city last week to promote activity for increased evening business in the heart of the city. The Carousel, Copa, Monte Carlo, Carnival and Midway will be part of the group known as the Golden Triangle Association.

Downtown business has been off for a long time and the group decided it was time to take action.

## Acts Win Mt. County Resorts Insurance Pact

NEW YORK, June 24.—Performers working mountain resorts won a new insurance agreement from over 200 hotels represented by the Sullivan County Resorts' Council.

The actors, represented by the American Guild of Variety Artists (AGVA), had been dickering with two orgs, the Mountain Hotelmen's Federation and the County Resorts' Association, for several weeks. The latter org fronts for most of the big talent buyers in the mountains, including Grossingers, Concord and Nevele. Both orgs joined into the Sullivan County Resorts' Council and met with AGVA reps in Liberty, N. Y., Wednesday (21).

The points at issue were AGVA's demands that acts be classified as employees, not as independent contractors, and that each be insured against accident or death. The employee-independent contractor status was tabled until an official U. S. government ruling was handed down.

### Coverage Defined

The insurance deal worked out calls for each op to pay AGVA \$1 per head per performance. In exchange each performer will be insured for 24 hours before he arrives to work and 24 hours after he leaves his last job. In case of accidental death or dismemberment the actor's heirs will get \$5,000. Each actor will be covered up to \$1,000 to cover all medical, surgical and hospital expenses in case of an accident. If an actor is injured while covered and is unable to work, he will get \$50 a week for 13 weeks.

## Would ARA-AGVA Break Void Pacts? It's Yes, No, Maybe

NEW YORK, June 24.—What will happen with millions of dollars of actors' contracts if the battle between Artists Representatives' Association (ARA) and American Guild of Variety Artists (AGVA) really gets down to more than talk is the chief problem facing agents today.

Under Rule B (involves dealings between AGVA and ARA), agents may sign artists to three-year and three-year option contracts, but the agent must have a franchise from AGVA or be a member of an org (ARA) recognized by AGVA, and the artist must be a member of AGVA.

The question has been posed that if AGVA withdraws recognition from ARA members, agents will theoretically be without standing. In that case would performers under contract be free to break them on the grounds they were in violation of AGVA's rules?

ARA lawyers flatly said that the contracts could not be broken. AGVA lawyers refused to comment but said that problem could be worked out. An AGVA official, however, said that such contracts become null and void.

Various proposals have been made, which will be passed upon at a meeting next week at the Hotel William Penn. The business men have quit blaming the drive-ins, roadside clubs and TV for the falling grosses.



# VAUDEVILLE REVIEWS

## Paramount, New York (Wednesday, June 21)

Capacity, 3,654. Prices, 55 cents-\$1.50. Five shows daily. Chain booker, Harry Levine. Show played by Ray Anthony's ork.

New bill here isn't a big-name lineup, but entertainment-wise it packs more all-around punch than many star attractions booked by the theater this year.

In the closing spot, TV comic Jack Carter was surprisingly effective with a fast-moving monolog and a series of take-offs on movie personalities and old-time showmen. Tho his gags weren't too strong, Carter's fast, furious timing and sheer quantity of material kept the house on a continuous laugh jag. The brash young comedian pulled a tremendous hand and finally had to beg off.

Ray Anthony and his band (four trombone, drums, piano, bass, five sax and four trumpets, including the leader) showed more zip than when caught here last time. Anthony teed off with a loud brassy instrumental on *Just One of Those Things*, a sock opener, followed with a bouncy *Skip to My Lou* and gave his vocal crew (Betty Holiday, Ronnie Deuville and the Skyliners) a brief showcasing in a medley of *Tenderly*; *East Orange, New Jersey* and *Sentimental Me*. Anthony's solo trumpet work on the first number clicked big with the crowd, and he topped his own performance by marching the musicians around stage in a Pied Piper-styled Dixieland number—corny, but sure-fire stuff judging by audience reaction opening day. As an emcee, Anthony is personable altho inclined to go overboard on cavorting while the band is playing.

### La DeHaven Sales-Wise

Movie queen Gloria DeHaven, whose ex-husband, John Payne, was on the bill last week, lived up to her show business heritage with a sales-wise warbling performance. The gal is petite, pretty and poised. Her jump vocalizing on *I Don't Care If the Sun Don't Shine* sparked an okay reaction, tho her vocal talents were displayed to better advantage on an intimately phrased version of *Bewitched, Bothered and Bewildered*. Her nicely timed ditty, *Whoopee*, delivered with deft Eddie Cantor mannerisms, was a real crowd pleaser. Unfortunately, she followed with an ordinary oldie, *Goodie, Goodie*, instead of quitting when ahead.

In the opening spot, Tip, Tap and Top, a standard act, scored with their terp routine. The boys' precision work was a bit faulty, but their solo tap turns were as socko as ever.

Pic, *The Secret Fury*.

June Bundy.

## Oriental, Chicago (Thursday, June 22)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Carl Sands's house band.

This bill is consistently entertaining, mainly because three or four pro acts aren't often seen here.

Carl Sands's house band picks a well-selected medley of the top pops, ending with a good vocal by amateur talent finals winner Ted Daniels. While the dark-haired singer was visibly nervous, he has a penetrating high baritone voice that projects well. Got a mitt equal to his pro contemporaries.

Harrison, Carroll and Ross are an excellent opener, running the gamut of musical and terp novelty. Two boys and the girl combine piano

## Palace, New York (Thursday, June 22)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly; producer, Dave Benis. Show played by Don Albert house ork.

An apathetic audience gave most of the acts, on show caught, a bad time.

Carlton and Dell, a couple of good hoofers, opened fast in the one spot. Freddy Carlton showed an agile pair of legs, and Del Kelsey, his partner, made up in looks what she lacked in speed. Their challenge stuff went off okay and got them a fairish mitt. Lee Marx, comedy juggler, did better in the second half of his act. His first half was taken up with ball and Indian club tosses, much of it too monotonous to get a rise from the house. The latter half he did ball balancing while skipping rope, the same balance while up and down a teeter board and continued with an Indian club toss while atop the ball, pedaling off the board and thru a maze for improved reception.

Jerry Bergen's standard act took a little time to register but once he hit he stayed with it. His fiddle panto bits drew titters which grew to yocks. When he brought on his straight woman (unbilled), a gorgeous blonde who towered above him, the act was in by a mile. Incidentally, the gal showed a better than average voice.

### Beachcombers Slick

The Beachcombers, three boys and a tiny sloe-eyed gal, did a thoroly professional job as a singing group. Aply assisted by top production, the act went thru a couple of Hawaiian numbers followed by a solo, *Lucky Old Sun*, by the gal, backed with male choral effects and wound it up with a highly effective *Skip to My Lou* for big hands.

Guili Guili, magician, working in Egyptian costume, went thru a series of tricks including disappearing eggs, chicks and ended by pulling a string of flags out of his mouth. Guili's bulging cheeks and red face as he pulled things out of his mouth made an unpleasant impression. His bits with a couple of sailors brought on from out front were meaningless. Basically, Guili, tho a skillful technician, needs better salesmanship.

Moke and Poke's standard act, chatter plus huffing, got fine results. Robert Ross, working with Maxine Stone, hit the laugh meter after the fem came on. Ross's piano work and singing was considerably better than his chatter. Miss Stone put the zest into the act. Together they worked beautifully for solid exits.

The Ericksons (four boys; one gal) did a great job on hand-to-hand, foot balances and pyramids, winding up with a three-ball head-to-head balance for solid applause.

Pic, *Baron of Arizona*.

Bill Smith.

cordion work with straight and eccentric dancing. The tiny lad is a smart showman.

Virginia Lee has trouble following, for the first part of her act is a slow acro dance solo. When she picks up her excellent stooge from the audience to do some double acro, the tempo hits its peak and stays there. Awkward man doing balancing with the statuesque brunette pulled plenty laughs.

Pat Rooney got a big ovation and solid mitt for every dance he did. The septugenerian stepper slows up his great dancing by doing too much "thank you" talk. His Irish jig closer got the show's biggest mitt.

The Lind Brothers closed nicely with their excellent harmonizing of all types of songs, but they need original comedy songs to make them a stand-out vaude attraction, for the bulk of their material is serious and needs contrast.

Pic, *The Skipper Suprised His Wife*

Johnny Sippel.

## Roxy, New York (Friday, June 23)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house ork.

The use of acts with a TV rep, started by the theater some weeks ago, continued with this one in the booking of *Lucky Pup*, the CBS puppet show. But unlike the episodic format on TV, its handling here, is limited for obvious reasons. Doris Brown, who helps tie the show on CBS, does very little here, except look pretty, which she does very well. The burden is carried by Hope and Morey Bunin, using virtually the same act they've used so often in vaude before their TV days. The antics of Foodini are as hilarious as ever. The handling of the other puppets by the Bunins is deft. But it is their chatter that is still their best stock in trade.

Show opened with a black light production which brought on the Wayne-Marlin Trio who also started in black light. Two boy and girl adagio act did an outstanding performance showing fine tricks, expert handling and excellent appearance.

The DeCastro Sisters (three) next on, opened in a bouncy *Wedding Samba*, followed by a surprisingly well-executed, three-part harmony of *Lucky Old Sun*, and finished with *Maharajah of Magador*. Latter was replete with mugging and business, but total effect was n.s.g. The kids are great rumba singers, but the too sudden switch from a moving ballad to bumps was too sharp to hit home.

Bobby Whaling and Yvette, comedy bicycle act, worked in the middle for good returns. Whaling got yocks with his breakaway cycle bits, unicycle routines and good showmanship. Yvette was used to dress up the act.

The big job was turned in by Robert Merrill. Last time here about six years ago Merrill was part of a Major Bowes's unit. Today he's a major Met Opera baritone and an RCA Victor Red Seal artist. He opened with *Mattinata*, followed with a moving *Wandering*; a two-way version of *Some Enchanted Evening*, his own arrangement and an amusing Ezio Pinza take-off, complete with dialect. Then came *Figaro*, and ended with *America the Beautiful* medley. Merrill, a good looking lad, handled himself with ease and showed a voice that earned big hands time and again.

Pic, *The Gunfighter*. Bill Smith.

## Olympia, Miami (Wednesday, June 21)

Capacity, 2,200. Price policy, 62 cents to \$1.18. Four shows daily. House booker, Harry Levine. Show cut by Les Rhode, house ork.

Nora Toomey, aided by two attractive chicks, got things off to an exciting start. Her trapeze work had them gasping. Lee Shippers held them with his novelty music-making on improvised instruments. He was followed by Janis Paige.

It's refreshing to see a gal come out of Hollywood who can do more than just look pretty. Miss Paige can really sing. She opened with *I Feel a Song Coming On*, and followed with *I Wanna Be Loved and Bewitched, Bothered and Bewildered*. Encored with *I Don't Care If the Sun Don't Shine*, and *Baby, Won't You Say You Love Me* to a terrific beg-off hand. She's a sure bet for television and the better niteries as well as the theater. Al Norman, who emseed the bill followed, and was good for solid yocks with his comedy hoofing and gags. Don Cornell closed the show.

After five years with Sammy Kaye, Cornell has stepped out on his own with a ready-made rep. In addition to a fine voice, Cornell demonstrated a brand of showmanship rare in a vocalist. After opening with a medley of current pop hits, he did take-offs on Sinatra, Como, Laine, the Ink Spots and Crosby. The takes were short but long enough to change pace and sufficient to make them clamor for more. Encored with *It Isn't Fair and Because*, exiting to a tremendous hand.

Art Green.

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**NIGHT CLUB REVIEWS**

**Cafe Society, New York**  
(Tuesday, June 20)

Capacity, 200. Price policy, \$3.50 minimum. Shows at 10, 12 and 2. Owner-operator, Lou Louis; booking non-exclusive. Estimated budget this show, \$1,500. Estimated budget for last show caught, \$2,000.

Art Tatum is the current draw here, tho on the night caught his lure wasn't outstanding. The piano player still has that marked ability to handle a piano with the ease that marks him an outstanding 88 artist, tho it was equally evident that his music-for-musicians style didn't have a rapt audience. His ad libbed arrangements of standards complete with Tatum touches make thrilling listening, tho the major difficulty is that most cafe spenders aren't avid listeners of intricate runs and skillful technique. A pretty melody is more down their alley.

The show teed off with Charlie Parker on tenor sax, fronting a five-piece combo in some modern jazz idioms. The first act on was Jack Prince who now does mostly singing and very little comedy. When first caught Prince showed real promise. His weight, his plastic mug, his good voice, plus an ability to tell gags, marked him as somebody to watch. Something's happened to him along the line. He's now working with a patronizing air which may prove injurious to his career. Because the house is cold is no reason for a performer to wither, sluff off a performance or throw insulting innuendoes around.

**La Mathews Surprises**

The surprise of the bill was tiny, brunet Lea Mathews. A dark-eyed kid, she works as a stylist somewhat on the order of a Sarah Vaughan, tho she uses melody more frequently. The canary showed a warm, pleasing voice and plenty of heart in such songs as *I Didn't Know About You* and similar standards. But tho Miss Mathews has the voice and the poise, her material indicates a need for more flexibility. It was apparent that when she hewed to the melodic line she had attention from the squares. But when she went into heavy note bending, their attention wandered, leaving only the hepsters listening. A smart performer plays to all sides of a house, particularly at the onset of what may develop into a real singing career.

Bill Smith.

**Lookout House, Covington, Kentucky**  
(Tuesday, June 20)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, non-exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

The Henry Busse Show doesn't pack the variety of some of its predecessors here, but scores solidly with its depth of vocal talent. Busse opens the show with saccharine trumpeting of his standard *Hot Lips*, backed smartly by his 14-man combo, to grab big hands. The maestro brings his sidemen into the limelight with a medley from *South Pacific* to provide a sock closer. Busse's tonsiling corps, Betty Taylor, striking blonde, and Phil Gray, handsome bary, came off winners in the brief outings allotted them. Miss Taylor rang the bell with *Hoop-Dee-Dee* and *Enjoy Yourself* and Gray winds up the ork's medley with a romantic *Some Enchanted Evening*.

Anita Martell, winsome lass, backs her juggling antics with song and patter that sets well with patrons. She's adept at handling tennis balls and her best proved a thing tagged the *Mad Hatters*, in which adroit switching of the pink toppers sent her away in good style.

Melba Vick, Tennessee hillbilly, won chuckles with her rural-styled pings of *How You Gonna Keep 'Em Down on the Farm*. She built them into full-bodied laughs with *I'm Doing All Right for a Mountain Gal* and a Dorothy Shay-like *You Can't Get a Man With a Gun*.

Siccardi and Brenda give sharp interpretation to a number of adagio turns before going into a *Slave Market* offering that attests to their ability as dance stylists and wins them all-out hands.

The Arden-Fletcher Dancers (8), decked out in new eye-catching wardrobe, ran thru three fast offerings that displayed imaginative routing, which the gals carried out in fine fashion. Emsee-bary, Johnny Bosworth, provided capable vocal backgrounding for the turns.

Busse's ork cut the show excellently and provided outstandingly danceable tunes. Kathryn Hammond holds forth at the Steinway in the club's Wonder Bar. Bob Doepker.

**Jackie Heller's Carousel, Pittsburgh**

(Tuesday, June 20)

Capacity, 300. Price policy, \$2 minimum. Shows at 8:30 and 12:30. Booking, non-exclusive. Owner-operators, Jackie, Sol and Bill Heller. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

Sid Stone has taken his sock 12-minute theater act into cafes and walks off a big winner in his first nitery engagement since he hit big on TV. Stone's delivery, gags and routine are all top drawer, and while time required of a star act is lacking, he puts out enough entertainment while on to compensate for this small shortcoming. Boss Jackie Heller has surrounded Stone with a strong package.

On first is Shorts Davis, a young tap dancer who dropped into town around a year ago and found himself home. Davis is easily one of the five top male dancers in the country and even in the opening slot, he stopped the show cold. Heller finally got him off and brought on the sock turn of Elaine Beverly and Joe Mann, a singing comedy team that's ready for the top cafes in the country. Mixing some fresh special material with their pop tunes, the team won going away and were off to a big mitt.

Heller took over after Stone had rocked the room with his usual fine selection of tunes. Heller had crowd right with him all the way. Herman Middleman's ork (5) did their usual top job in cutting the show and played for dancing. Len Litman.

**Cocoanut Grove, Hotel Ambassador, Los Angeles**

(Wednesday, June 21)

Capacity, 860. Price policy, \$1.50 cover. Owner, Ambassador Hotel. Operator, J. E. Bentoh. Estimated budget, last show: \$7,000. Estimated budget, this show: \$4,350.

Spot has lopped its budget, but thanks to two disk-built attractions, Jon and Sondra Stee'e and Jerry Murad's Harmonicats, there's plenty of entertainment on hand. Steeles blend song and comedy talents for solid results, pulling top mitting with their novelty selections, *Television Is Tough on Love* and *You Can't Take It With You*. Pair wisely makes 'em beg for *My Happiness*, the disk click that gave the team its national boost.

Harmonicats are fast openers, and keep the mouth organ music and antics rolling at a high pace thru-out. Tri works up to a feverish pitch on *Harmonica Boogie*, the follow with *Peg o' My Heart*, platter that pitched the group to prominence. Skinny Ennis' ork provides okay terp tempi and suitably backs the show. Lee Zhitto.

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**Rain Dodgers Boost Stem To 370G; MH 141, Cap 50**

NEW YORK, June 24. — Chilly weather plus a couple of days of rain gave Stem combo houses a shot in the arm last week. Grosses for the six theaters went up to \$370,000 as against \$327,000 for the previous week.

Radio City Music Hall (6,200 seats; average \$123,000) jumped up to \$141,000 for its fifth week for *Father of the Bride*, Ladd Lyon and the Martin Brothers after a third week of \$133,000. The show started with a \$150,000 and went to \$155,000.

Roxy (6,000 seats; average \$68,000) wound up its two-weeker with \$62,000 for Lucille Ball, Desi Arnaz and *Night and City* after a preem of \$70,000. The new bill has Robert Merrill, the DeCastro Sisters, Yvette, Lucky Pup (from TV) and *The Gunfighter*.

Capitol (4,627 seats; average \$43,000) held up with a strong \$50,000 for its second week with *Asphalt Jungle*, Georgie Price, Rose Murphy and Charlie Spivak's band. The initial week's take was \$52,000.

Paramount (3,654 seats; average \$78,000) moved out after its second week with \$52,000 for Jan Murray, Patricia Morrison, John Payne, Al Donahue's ork and *Winchester '73*. The kick-off stanza brought \$61,000.

The new bill has Gloria DeHaven, Jack Carter, Ray Anthony's band and *Secret Fury*.

Strand (2,700 seats; average \$41,000) got a solid \$45,000 for its opener with Tommy Dorsey's ork, the Pitchmen and *Bright Leaf*.

Palace (1,700 seats; average \$18,000) saw better figures for last week with \$20,000 for Jack LaRue, Barney Grant, six other acts and *Quicksand*, against \$15,000 the previous week. The new bill, reviewed this issue, has Jerry Bergen, Robert Ross, six other acts and *Baron of Arizona*.

**Reilly's, Saratoga, Sets July Bow Date**

NEW YORK, June 24.—Reilly's, Saratoga, N. Y., will reopen for the season the last week in July with a big show. The production and minor acts will cost about \$10,000 a week.

Show, to be booked and produced by Noel Sherman, will call for a 40-person cast which will include a 24-girl line, eight show girls and 16 dancers. While no names have been set as yet, it is expected that the spot soon will go after the big ones.



## Magic

By Bill Sachs

**C. THOMAS MAGRUM** recently closed a tour which began at Huntington, W. Va., September 19 last, during which he traveled 14,000 miles and made 344 appearances thru Pennsylvania, New Jersey, Virginia, North Carolina, Eastern Kentucky and the Chicago area. Dates played were under the Dietrich, Roth, Antrim and Foxwell bureaus. Magrum will spend some time at his home in Rock Island, Ill., readying his program for an early fall showing for the University of Minnesota Extension Service. He is this week attending the International Platform Association Convention at Rapid City, S. D. (24-29). . . . **Clifford Marshall** is keeping magic alive in the Prestonburg, Ky., area. . . . **Richard N. Oslund** (*Richard the Wizard*) is readying his "illusion and confusion" turn for an early summer appearance in the Escanaba, Mich., territory. . . . **Midwest Mystics**, parent chapter of the Counts of Conjuring, magic org for teen-agers boasting a national membership of close to 100, sponsored their third Midwestern conclave in Cincinnati Tuesday thru Thursday of last week (20-22). The conclave featured lecture-demonstrations by **Ray Bedwell**, **Midwest Mystics** prexy, and other local chapter members. . . . **Keith Clark** has just concluded two weeks at Ruby Foo's in Montreal. . . . **Phil and Hazel Huckabee** have just concluded a season under the sponsorship of the Grapette Company, soft drink manufacturer with headquarters in Camden, Ark. On the tour the Huckabees are estimated to have given some 700 performances before more than a quarter million school students in assembly programs thru Arkansas, Tennessee, Kentucky, the Carolinas and Virginia. They are engaged in a full-time public relations program for Grapette and will play hospitals, churches and civic groups until the schools resume in the fall.

**GEORGE LaFOLLETTE**, one of the real magic greats in the days when vaude flourished and now settled in St. Petersburg, Fla., where he maintains headquarters for his mystery turn and operates a magic shop, shoots us a herald on his newest mystery attraction which he has labeled "A Night With the Spirits in the Haunted House." It's really a spook opy in miniature, with a haunted house about the size of a magician's doll house and with LaFollette offering miniature versions of the usual spiritualistic effects, including slate writing, spirit messages, rapping hands, talking skulls and the like. He has geared it for the assembly field and clubs. . . . **Harry Bardell**, formerly with the **Harry Otto** and **Mysterious Smith** magic shows, after playing the House of David, Benton Harbor, Mich., moved into Chicago for a string of club dates with his juggling turn. . . . **Larry Weeks**, juggler and magicker, is being featured with **Jerry Lynn's** new 17-people nitery unit, "Follies de Paree," which has just concluded a two-week break-in date at Club Howard, Bridgeport,

## WGN-TV Signs For Videocasts From Chi Fair

CHICAGO, June 24.—An exclusive five-year contract for WGN-TV to operate a television center at the Chicago Fair was pacted yesterday (23) by Crosby M. Kelly, exec director of the fair, and Frank P. Schreiber, manager of WGN, Inc.

Programs will originate from a modern studio, 40 by 70 feet, and equipped to handle all types of programs. One side of the studio will be glassed to give fair visitors a view of the entire layout from a platform seating about 300 persons. Special camera set-up will enable visitors to see themselves on TV screen.

Center is under construction and will start operation early next week. Building which housed Eastern railroads' exhibit at the 1949 fair is being used. Technically, the studio will have all modern video facilities. WGN-TV engineering department, under supervision of Carl J. Meyers, is installing equipment. Programs originating at the center will be cabled to the WGN-TV transmitter in Tribune Tower.

J. E. Faraghan, program director at the station, said programs originating at the new center will include the Tom Wallace show, *Chicago Cooks*, with Barbara Barkley; *Hi Ladies*; *Stop, Look and Learn*; *Spell With Isbell*, Al Morgan show and *Telephone Game*. These are morning and afternoon stanzas. Night shows will be added later. Other programs will be given from the WGN building.

Set-up will permit visitors to see rehearsals and auditions as well as finished productions. DuMont TV net will carry several of the shows.

Television sets exhibited by manufacturers and distributors in an adjacent pavilion will carry the full sked of WGN-TV and DuMont programs.

## MBS HITS "GAME"

(Continued from page 7)

sales on other MBS co-op shows, with competitive local sponsors climbing on the band wagon.

Virtually every kind of advertiser, other than liquor, which is banned, is sponsoring the games. Broadcasts are set up to permit 18 commercials per game.

## Hawaii Take Up Since 1938

WASHINGTON, June 24. — Hawaiian amusement enterprises grossed \$10,400,000 in 1948 as compared with \$5,100,000 in 1938, Census Bureau reported this week on the basis of returns from the 1948 business census.

Some 70 per cent of the 1948 total was racked up in Honolulu, according to Census figures, which listed the capital's amusement take at \$7,283,000.

Conn., and current for two weeks at the Hi-Hat Club, Bayonne, N. J. Weeks has rehearsed six of the unit's eight line girls in flag swinging and baton twirling and they are working with him in a production version of his regular single routine. . . . Some 70 magi from Virginia and North Carolina attended the character presentation dinner held recently in Norfolk, Va, by Tidewater Ring No. 103, International Brotherhood of Magicians. **Harry Baker**, Washington, was guest of honor and principal speaker. Officers of the newly chartered ring are **George U. Lyon**, president; **Bill Detterman**, vice-president; **George (Lerne) Breitz**, secretary, and **Hy Kroskin**, treasurer. The ring was founded by **Earl Edwards**, IBM territorial vice-president for Virginia. The five-hour charter-presentation program was brought to a close with entertainment featuring **Coke Cecil**, **George Weisensel**, **Jimmy Snow**, **Dr. C. S. Frischkorn** and **Clint Reidel**.

## Burlesque

By UNO

**KEN ROGERS**, former burly show producer, is manager of the Hotel Bryant, Manhattan, for **Robert Sillins**, general manager of a corporation operating a chain of 11 hotels in and out of New York. Room clerks are **Buddy Lee**, formerly of the Forrest Hotel, and **Jimmie Prince**. . . . **Helen McCree DeCenzie** and her show are at the Guild Theater, Toledo. . . . **Rube Bernstein** is managing "Happy Times" at the Plymouth, New York. . . . **Ted Coyne** has booked **Helene Lovette**, **Nikki Chan**, **Howard Montgomery** and **Alberta** for the Burbank, Los Angeles. . . . **Jimmie Ellsworth**, one-legged dancer, is back in New York pending a tour of niteries in and around Boston. . . . **Bonnie Boyia** returned to the Gayety, Detroit, June 15, as stellar attraction. . . . **Russell Lavelle** replaced **Lyle Page** as chorus producer at the Gem, Chicago, where new comic is **Fred Frampton**. Remainder includes **Walt Collins**, **Harry Bentley**, **Sherry Shannon**, **Ethel Barri** and **Princess (Indian) LaHoma**. . . . **Casandra**, Hawaiian dancer and author of "Twas Ever Thus," a book of poems, has placed her torch song, "Too Proud," with Twin Music Company publishers. . . . **Stephen Richards**, ASCAP writer, collaborated on the melody.

**PRIMROSE SEMON**, originally set for four weeks at Cafe DeLest, Montreal, has been held over another four. . . . **Tom Patricola Jr.** and his new teammate, **Dottie Mancene**, have started a summer engagement, doubling at the Furst and Harmony hotels in Parkville, Young's Gap, N. Y. . . . **Lili St. Cyr** closes after eight weeks at the Follies, Los Angeles, where **Betty Rowland** opened June 23. Other principals are **Stuffy Cochran**, **Frances Rhea**, **Brandy Jones** and **Diane and Gay Davis**. . . . **Winnie Garrett** is in her third month at the HaHa Club, Manhattan. . . . **Happy Ray**, comic, and **Candy Kane**, **Sandy Wayne**, **Memory Lane** and **Jennie Pollard** left **Sindell's Girlie Revue**, Coney Island, N. Y., to open June 30 for the summer at **Jack Kane's** resort, Geneva-on-the-Lake, O. . . . **Joe DeRita** and **Stanley Montford**, comedy and straight combo, are in their ninth week at the Rialto, Chicago. **Bob Ferguson** and **Mary Murray** closed there, as did **Dardy Orlando**, last named to vacash at her home in California. . . . **Russell Trent**, **Rod Rogers**, **Paula Lynn** and **Susan Joyce** are at the Club Zam Boanga, Los Angeles. . . . **Gypsy Rose Lee** has been assigned the editorship of the newly established AGVA News to be issued four times a year and contain 50 to 60 pages. . . . **Harold Weinstock**, former burly house operator with his late dad, **Joseph**, is now boss of a taxi fleet in Manhattan.

## PRICE JITTERS

(Continued from page 36)

set than the price already established for the 12½ models," he remarked.

Evidence that manufacturers are also aware of the potential price drop (or that dealers are worried about possible cuts), is shown by announced price protection plans. Even Admiral, an industry leader, will guarantee prices between now and October 1. Curious fact is that the Admiral statement reads:

"A realistic appraisal of all factors indicate that a further decline in the foreseeable future is improbable. For this reason . . . the following price protection policy is now offered." Last week **Magnavox** made a similar price guarantee.

## WLOL Bucks TV With Pop Tune Records, Sports

MINNEAPOLIS, June 24. — The growing problem of how to program an AM outlet successfully in view of rising TV competition is one which seems to have been faced and overcome by WLOL, 5-kw. MBS outlet here. A policy of pop tune disk shows and portcasts has paid off handsomely both in sales and share of audience in the face of TV sharp expansion, with two video stations now operating in the Twin-Cities market. WLOL's 1949 sales gross was the highest in its 10-year history, and station execs say 1950 is proving even better.

Its disk shows, handled by four jockeys, are confined strictly to pop music, with no longhair played on the station. A block of mystery shows from 2 to 8 p.m. Sunday is responsible in large measure for the station's leadership of sharing audience on Sunday. WLOL carries no sustaining network shows unless they are of a public service nature. The only deviation from its music and sports policy are four one-hour strips daily. A one-hour seg starting at noon has news and two live shows. An afternoon strip has web's *Queen for a Day* and *Lady's Fair*. A kid strip follows from 5 to 6 p.m. and one hour of news from 6-7 p.m. Religion is on the air only until 10 a.m. Sundays followed by four hours of recordings.

The station's sports broadcasts are a year-round proposition and **Dick Enroth**, sports gabber, has just completed a 125-game basketball broadcast sked which included University of Minnesota, Minneapolis Lakers professional home and away, and Minneapolis high school games. Enroth now is doing Minneapolis American Association baseball broadcasting for four bankrollers. Next fall, the station will carry University of Minnesota football. Last year, it carried Notre Dame games in opposition to U. of M. broadcasts locally, but found that didn't work out well.

In addition, **Stu Mann** handles sports comment and review, outdoor, golf, bowling and special events sports segs for the station. WLOL

(See WLOL Bucks on page 45)

## POPULAR SONGWRITERS

(Continued from page 34)

Crosby orchestra; Decca 25398, Russ Morgan orchestra.

### 1944—BREAKFAST IN HOLLYWOOD

A United Artists' picture with Tom Breneman and Bonita Granville. Melrose Music-Corporation.

#### IF I HAD A WISHING RING

Lyrics by M. Shelton. (Available on the following records: Victor 20-1809, Tommy Dorsey; Capitol 234, Andy Russell.)

### 1947—LIVING IN A BIG WAY

An MGM picture with Gene Kelly, Marie McDonald and Charles Winninger. Leo Feist, Inc. FIDO AND ME

#### NEW ORLEANS

A United Artists' picture with Dorothy Patrick, Arturo DeCordova, Irene Rich and Louis Armstrong. Lyrics by Eddie DeLange. Edwin H. Morris & Company, Inc. BLUES ARE BREWIN'

#### ENDIE

(Available on Victor record 20-2087, Louis Armstrong.) DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS?

(Available on Victor record 20-2087, Louis Armstrong and his Dixieland Seven.)

### 1948—MOONRISE

A Republic picture with Dane Clark, Gail Russell and Ethel Barrymore. Lyrics by Edgar DeLange, Martin Block. MOONRISE

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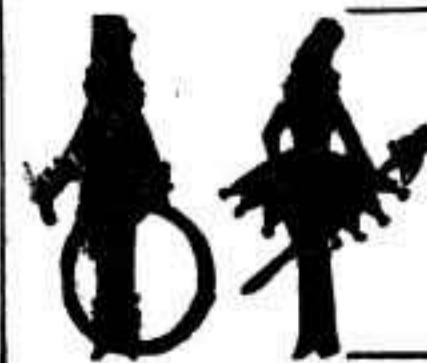
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## Wash. U. Revival of "Nobel Prize" Is a Happy One

SEATTLE, June 24.—The University of Washington has come up with a pithy revival of the late Hjalmar Bergman's comedy, *The Nobel Prize*, at its Penthouse Theater here. *Prize*, a translation by Clifford Grey of one of the Swedish maestro's best light efforts, emerges as exhilarating drama, and even its slightly mannered comedy is a healthy challenge to the pat comic fare so often doled out to American pewsitters.

Bergman's conceit deals with a brilliant engineer on the ragged edge of bankruptcy who suddenly finds himself a Nobel prize-winner. Confronted with financial dishonor in the home field, his pride brings him to the point of refusing the prize. However, when his sister-in-law, his housekeeper, reveals that thru devotion she has taken liberties with the family's money affairs, the man realizes his own pollyannish preoccupation and egotism, which has permitted the situation to come about. So he and his motherless clan are off at the final curtain to meet the King of Sweden and snare the brass ring.

### Fine Portraits

Bergman's individual portraits are developed with rare thoroughness to an integrated whole. Robert Grey's staging has brought this continuity of dramatic design to fine reality. His cast is more than able. As Dr. Swedeholm, Robert Cass captures the wit, ebullience of the character and brings compassion to its tragic overtones. Bernice Mortonson's interpretation of the housekeeper is admirable, while Robert Lindquist as a naive young journalist comes across as an excellent juvenile. Gerald Frederickson's chore as a revengeful foster-brother is likewise fine.

A reliable local rumor is current that the Theater Guild wants a look at the Washingtonians' latest exhibit. It's worth it. *Will Stevens.*

## Sides and Asides

### NBC Gets Hudson for Reported \$550,000

After a six-year ownership, Howard S. Cullman, Leland Hayward, Elliott Nugent, Howard Lindsay and Russel Crouse let it be known June 20 that the historic Hudson Theater in New York has been acquired by NBC as a television studio. Purchase price was put in the neighborhood of \$550,000. A previous offer by NBC for a three-year lease or a buy for \$450,000 had been rejected. Crouse and Lindsay wanted to hold on to the playhouse, but followed thru with the majority. NBC will take immediate possession. The current tenant, "Detective Story," moves to the Broadhurst July 3.

### Arena Success Extends Run, Sparks New Group

Producers of the Arena Theater, the Stem's first theater-in-the-round, are so encouraged by the b.-o. interest engendered by "Julius Caesar," which unveiled June 20, that they have decided to run the Shakespearean melo an extra week—thru July 15, instead of shuttering July 8 as previously skedded. Sparked, perhaps, by the Arena's reception, Paul Shyre and Allen Hodshire are adopting a similar off-Broadway venture on a capitalization of \$1,550 called Rindside Productions. The newest in-the-round project skeds to open July 11 at Central Plaza Hall on Second Avenue. According to Shyre, the first production will be a revised version of Shaw's latest opus, "Buoyant Billions."

### Miller To Start Building L. I. Year-Round House

According to Max Miller, Long Island theater producer, construction will start in a few weeks on a year-round theater in the Belle Harbor area of the Rockaways. The new playhouse will be a modern 800-seater, equipped with revolving stage, motor-operated curtain and up-to-the-minute p.-a. system. The building will also house a bar and grill, with an outdoor restaurant terrace for summer use. The current schedule calls for operation to start in midwinter as a community project on a stock company basis.

## Broadway Follow-Up Reviews

### TEXAS LPL DARLIN'

(Reviewed Wednesday, June 21)

#### MARK HELLINGER THEATER

A musical by John Whedon and Sam Moore. Music by Robert Emmett Dolan. Lyrics by Johnny Mercer. Staged by Paul Crabtree. Sets by Theodore Cooper. Costumes by Eleanor Goldsmith. Dances by Al White Jr. Musical director, Will Irwin. Orchestration, Robert Russell Bennett. Company manager, Hugo Schaaf. Stage manager, John Larson. Press representatives, Nat and Irvin Dorfman. Presented by Anthony B. Farrell and Studio Productions, Inc.

Harvey Small	.....Loring Smith
John Baxter Trumbull	.....Charles Bang
Parker Stuart Elliot	.....Elliott Martin
William Dean Benson Jr.	.....Edward Platt
Frothingham Fry	.....Ned Wertimer
Brewster Ames II	.....Fredd Wayne
The Three Coyotes	.....The Texas Rhythm Boys
Bunkhouse	.....Eddy Smith
Muleshoes	.....Bill Horan
Fred	.....Joel McConkey
Hominy Smith	.....Kenny Delmar
Dogle Smith	.....Betty Lou Keim
Amos Hall	.....Robert Evans
Sherm	.....Cameron Andrews
Duane Fawcett	.....Ed Preston
Branch Pedley	.....Bob Bernard
Della Pratt	.....Jeanne Bal
Red	.....Merrill Hilton
Jo Ann Woods	.....Elyse Weber
Calico Munson	.....Dorothy Love
Rebecca Bass	.....Carol Lee
Sally Tucket	.....Ruth Ostrander
Sue Crockett	.....Doris Schmitt
Sarah Boone	.....Arleen Ethane
Belle Cooper	.....Yvonne Tibor
Sam	.....Jared Reed
Dallas Smith	.....Betty Jane Watson
Easy Jones	.....Wilton Clary
Melissa Tatum	.....Kate Murtah
Three Little Maids	.....Elyse Weber, Carol Lee, Dorothy Love
Three Prospectors	.....Elliott Martin, Edmund Hall, Carl Conway
Stan	.....Edmund Hall
Herb	.....Ralph Patterson
Jack Prow	.....Bob Bernard
Harry Stern	.....Joey Thomas
Cowboys	.....Bob Bernard, Merrill Hilton, James Elsegood
Oil Workers	.....Jack Purcell, Carol Lee, Robert Evans
Drum Major	.....Jacqueline James
Cheer Leader	.....Elyse Weber
Football Player	.....Carl Conway
Bang, Ralph Patterson, Edward Platt, Ed Texas Rangers	.....Charles Bang, Ralph Patterson, Edward Platt, Ed Preston
Voice of "Trend"	.....Edward Platt
"Trend" Secretaries	.....Jacqueline James, Jo Gibson, Elyse Weber, Dorothy Mary Richards, Marlon Lauer, B. J. Keating
Guard	.....Bob Bernard
Radio Announcer	.....Charles Bang
Engineer	.....Elliott Martin
Joe Raker	.....Cameron Andrews
Neighbors	.....Elliott Martin, Patricia Jennings, Carl Conway, Lloyd Knight, Jo Gibson, Janie Janvier, James Elsegood

A reporter saw a tryout of *Texas L'l Darlin'* in Westport, Conn., last August and dubbed it strictly silo fare. He saw it again last November, when it arrived at the Mark Hellinger Theater, considerably amplified and under the wing of Anthony B. Farrell. It still looked and sounded like cow-barn fodder. However, a re-  
*(See Texas L'l opp. page).*

### THE MADWOMAN OF CHAILLOT

(Opened Tuesday, June 13)

#### CITY CENTER

A fantasy by Jean Giraudoux, adapted by Maurice Valency. Staged by Alfred De Liagre Jr. Sets and costumes by Christian Berard. Lighting by Samuel Leve. General manager, Samuel Schwartz. Stage manager, William Chambers. Press representative, Bernard Simpon. Presented by Alfred De Liagre Jr.

The Walter	.....Ralph Smiley
The Little Man	.....Harold Grau
The Prospector	.....Jonathan Harris
The President	.....Louis Sorin
The Baron	.....Paul Byron
Theresa	.....Frances Hammond
The Street Singer	.....Claibourne Bryson
The Flower Girl	.....Millicent Brower
The Ragpicker	.....John Carradine
Paulette	.....Barbara Pond
The Deaf Mute	.....Martin Kosleck
Irma	.....Roberta Haynes
The Shoe-Lace Peddler	.....Maurice Brenner
The Broker	.....Fay Roope
The Street Juggler	.....John Beahan
Dr. Jadin	.....Sandro Giglio
Countess Aurelia, the Madwoman of Chailot	.....Martita Hunt
The Doorman	.....Christopher Drake
The Policeman	.....James Ramsey
Pierre	.....Alan Shayne
The Sergeant	.....Tom Emlyn Williams
The Sewer-Man	.....Jacques Aubuchon
Mme. Constance, the Madwoman of Passy	.....Estelle Winwood
Mlle. Gabrielle, the Madwoman of St. Sulpice	.....Nydia Westman
Mme. Josephine, the Madwoman of La Concorde	.....Eleanora Mendelssohn
The Presidents	.....Louis Sorin, Fay Roope, Paul Byron
The Prospectors	.....Jonathan Harris, Harold Grau, Maurice Brenner
The Press Agents	.....Christopher Drake, James Raunsey, Jacques Aubuchon
The Ladies	.....Frances Hammond, Barbara Pond, Millicent Brower
The Adolphe Bertauts	.....Christopher Drake, Paul Byron, James Ramsey

Back in December 1948, this reporter was one of a few dissenters who saw *The Madwoman of Chailot* unveil at the Belasco. However, he returned to see it again when it moved to the Royale the following September, and was forced to eat a large hunk of crow. What had seemed diffuse and talky whimsy on opening night had gained clarity and brilliance thru pace and smoothness of long playing. Now *Madwoman* comes back for a final local fling at the City Center after touring the hinterlands all winter. It can be reported that the Giraudoux fantasy registers better than ever.

Martita Hunt, who won the 1948-1949 Donaldson Award for the season's best performance in the title role, continues to give one of the really great performances of our time as the fabulous crack-pot countess who goes about achieving Utopia by consigning rapacious tycoons and  
*(See The Madwoman opp. page)*

## Attack Building Code Changes

NEW YORK, June 24.—The 22 bills introduced by Councilman Hugh Quinn to the city council in April, designed to liberalize the city's current theater building code, came under severe attack from the fire department and the department of housing and buildings at a public hearing at City Hall Friday (23). The proposed changes in the code call for elimination of the ban on construction over the stage area of a theater and permission for playhouses to be housed above or below street level in buildings otherwise used for commercial purposes, as well as other changes in structural requirements.

Three principal objections were voiced by both departments. Thermostatic ventilation controls were urged for mechanical ventilation of stage areas in new theaters as against manual controls. Installation of such controls must be made before construction over such stages would be permitted. Inadequate also, were found the provisions for exits for theaters above and below street level, and a proposal to eliminate a center aisle and thereby adopt the European system of an unlimited number of seats in an auditorium also drew sharp opposition. The last was termed an extra panic hazard. The fire department vetoed 12 of the bills, but said it would approve three others, if amended, and six without change. The housing and building department approved five and agreed to 10 more with amendments and six without change.

Seventeen speakers were on hand, repping civic orgs and theater groups, and all favored passage of the bills subject to changes to meet objections. The city council's committee on buildings will consider the proposed amendments before it reports to the council for final action.

## Sp'field, Mass., House Readies Legit Revival

SPRINGFIELD, Mass., June 24.—Local legit may get a revival, according to an announcement by Samuel Goldstein, president of Western Massachusetts Theaters, Inc. The Broadway Theater is being readied for legitimate roadshow attractions this fall.

"We have been considering this move for some months now," said Goldstein, "and we believe that we are in a position to offer this area the type of legit entertainment that it needs and wants."

Goldstein stated that Daniel J. Maloney, prime mover in the founding of the Playgoers of Springfield 10 years ago, will act as executive director of this Broadway Theater project, and will contact New York booking offices with an eye to bringing in a full quota of legit attractions for the 1950-'51 season.

Originally designed for stage productions, the Broadway has a seating capacity of 1,800, with 1,100 seats on the main floor.

The theater, which has been a pic house for several years, will close this month for renovations. A fall opening will find it available not only for theatrical productions, but for name bands, radio shows and virtually any other type of entertainment which would normally utilize a well-equipped theater.

## ROUTES Dramatic and Musical

Death of a Salesman (Geary) San Francisco.  
Getting Married (Blitmore) Los Angeles.  
Kiss Me Kate (Shubert) Boston.  
Lend an Ear (Great Northern) Chicago.  
Mr. Roberts (Colonial) Boston.  
Oklahoma (Erlanger) Chicago.  
South Pacific (Philharmonic Auditorium) Los Angeles.  
Two Blind Mice (Harris) Chicago.

**BROADWAY SHOWLOG**  
Performances Thru  
June 24, 1950

**DRAMA**

	Opened	Perfs.
Come Back, Little Sheba... (Booth)	2-15, '50	149
Death of a Salesman..... (Morosco)	2- 1, '49	572
Detective Story..... (Hudson)	3-23, '49	525
Julius Caesar..... (The Arena)	6-20, '50	7
Mister Roberts..... (Alvin)	2-18, '48	965
Peter Pan..... (Imperial)	4-24, '50	72
The Cocktail Party..... (Henry Miller)	1-21, '50	180
The Consul..... (Barrymore)	3-15, '50	117
The Happy Time..... (Plymouth)	1-24, '50	175
The Madwoman of Chailot... (City Center)	6-13, '50	15
The Member of the Wedding. (Empire)	1- 5, '50	196
The Wisteria Trees..... (Martin Beck)	3-29, '50	101

**MUSICAL**

Gentlemen Prefer Blondes... (Ziegfeld)	12- 8, '49	228
Kiss Me, Kate..... (Century)	12-30, '48	618
Lost in the Stars..... (Music Box)	10-30, '49	272
South Pacific..... (Majestic)	4- 7, '49	500
Texas, L'l Darlin'..... (Mark Hellinger)	12-25, '49	244
Tickets, Please..... (Coronet)	4-27, '50	68
Where's Charley?..... (St. James)	10-11, '48	712

**COMING UP**  
(Week of June 26, 1950)

Michael Todd's Peep Show.. 6-28, '50  
(Winter Garden)



## Broadway Review

### JULIUS CAESAR

(Opened Tuesday, June 20)

#### THE ARENA

A tragedy by William Shakespeare. Staged by Dan Levin. Designed and lighted by Ralph Alswang. Costumes supervised by Beulah Frankel. Incidental music by Hall Overton. Business manager, Joseph Moss. Stage manager, Charles Vocalis. Press representative, Reginald Denenholz. Presented by David Hellwell and Derrick Lynn-Thomas.

Cassius ..... Basil Rathbone  
 Metellus Cimber ..... Winston Ross  
 Artemidorus ..... Alan Dreeben  
 Pindarus ..... Richard Wilder  
 Messala ..... Milton Selzer  
 Julius Caesar ..... Horace Braham  
 Calpurnia ..... Sarah Burton  
 Antony ..... Alfred Ryder  
 Casca ..... Berry Kroeger  
 Brutus ..... Joseph Holland  
 Cinna, the Conspirator ..... Herbert Ratner  
 Lucius ..... Martin Newman  
 Decius ..... Tony Dowling  
 Trebonius ..... John Glendinning  
 Portia ..... Emily Lawrence  
 Servant to Antony ..... Charles Vocalis  
 Cinna, the Poet ..... Howard Wendell  
 Octavius ..... Kurt Richards

ROMAN CITIZENS: Jerry Harvey, Michael Ochipinti, Moses Moses, Michael Davis, Roy Kauffmann, Michael Thorne, Larry Berry, Rafael Arguelles, John Garrison, Marshall Flaum and William Newey.

As their second offering in the Stem's first theater-in-the-round, Messrs. David Hellwell and Derrick Lynn-Thomas unveil a center-platformed, sans scenery version of *Julius Caesar* in the Hotel Edison Ballroom. The undertaking is a distinct challenge, but on the whole the Arena Theater can be said to have met it better than well.

A reporter is still not convinced that the ballroom locale is conducive to complete enthrallment in the drama. The intimacy is such that the pewsitter is conscious of fine elocution at the expense of pictorial illusion. However, this does not mean that the Arena concept of *Caesar* is not excellently brought off for the most part, or that a splendid corps of actors does not register imposingly. If a customer loves the theater enough to be able to blot out distractions, then in-the-round operation is his dish and as good as anything that hides behind a curtain.

Actually, the current version of Shakespeare's greatest melo begins at the half-way mark. The first act build-up covers so much plotting ground that a platform stage can only begin to encompass its details via repeated, static dialogs. However, beginning with the assassination scene—and from there on in—Director Dan Levin has done wonders in intimate stagecraft. There is rare imagination in the staging of the Senate sequence and the subsequent oration by Antony in the Forum, with unclothed actors spotted thruout the audience to shout the imprecations of the Roman mob. Such scenes are at their sharpest and most vivid and bring an audience completely within the sphere of the acting. Likewise, the handling of the battle scenes redounds to Levin's credit. Since obviously there is no room for the usual Shakespearean fanfares of pushing and mauling, the results focus solely on the principals, and the over-all effect is left to skillfully stimulated imagination.

Basil Rathbone has elected to star in the secondary role of Cassius and brings to the part a spirited, intelligent reading. His quarrel scene with Brutus is in the Bard's best tradition. But aside from the fact that in this instance the Caesar of Horace Braham is superlative, the play belongs to Brutus and Antony. Joseph Holland is highly impressive as the "noblest Roman of them all," and Alfred Ryder is quite terrific in his rabble-rousing oration in the Forum—the most effective moments of the production. Berry Kroeger is excellent as the slightly slimy Casca and, on the distaff side, Emily Lawrence's short stint as Portia merits a bow. Ralph Alswang's lighting is generally effective and Beulah Frankel's costumes are in keeping with the production's simplicity. **Bob Francis.**

## Atlantic City Legit Season Set by Blood

ATLANTIC CITY, June 24.—The resort will have a summer legitimate theater after all, with a season starting June 30 at the Hippodrome Theater on Million Dollar Pier. Playhouse has been taken over by director Bill Blood and producer Bill Robbins, preparing the theater to bring in Bert Wheeler in *Harvey* as the opener.

Season's program calls for 10 weekly productions, following up with *Born Yesterday*, *On the Town*, *Pal Joey* and the *Second Man*. Franchot Tone is set for *Second Man* and Nancy Walker for *On the Town*.

Prices, Blood said, will be kept to an absolute minimum, starting at \$1, with a \$3 top for the musicals and a \$2 top for the dramatic shows—all admissions plus tax. Decision to open the playhouse came as a result of promises of support from local interests. Group and subscription ticket plans are being offered, and the playhouse is being remodeled.

## TEXAS L'P L BARLIN'

(Continued from opposite page)

porter must have suffered from some sort of commercial astigmatism, because a lot of people appeared to find *Texas* charming and have continued to back their enthusiasm with cash at the b. o. *Texas* has done right well for itself and Farrell for the past six months and looks to continue the pace thru the summer.

As a matter of fact, another look-in at the Hellinger this week shows *Texas* to have overcome considerable of its original deficiencies due to a top-heavy ponderous book. The plot is still laggard and repetitious, but long playing has resulted in a much tighter, faster show. The dance patterns are still traditionally corny, but the troupe goes at them with unabated zest and actually makes them seem fresher than on opening night. Robert Emmett Dolan's *Month of Sundays*, *Big Movie Show in the Sky*, *Ride 'Em Cowboy* and *Hootin' Owl Train* tunefully stand the test of time, and Johnny Mercer's lyrics for *Crank Letter* and *Affable*, *Balding Me* still add up to amusing specialties.

New blood has been piped into the romantic leads—and where better could it be tapped than from the alumni of *Oklahoma*. Over-all, the transfusion has given the show a decided lift. Betty Jane Watson and Wilton Clary, who put in long stints as the Laurie and Curley of the Theater Guild's hardy perennial, are now moved South to Texas to become Dallas and Easy. Miss Watson far and away tops her predecessor in the cornfully cute assignment and has a voice that can even make Dolan's yodeling number sound like something. Clary has not the vocal power of the departed Danny Scholl, but he knows all about this type of musical projection, and contributes an excellent acting job as the be-deviled, dumb hero. Otherwise, there have been half-a-score of minor cast changes, but none which makes any noticeable change in the over-all.

Comedy honors continue to be shared by Kenny Delmar, Loring Smith and Fredd Wayne. It is still a reporter's contention that the book hog-ties Delmar's best opportunities, but he has improved on his original chances. Smith still dominates the second act with his portrait of a nit-wit mag tycoon, and Wayne remains fine as his yes-man from Yale who wins a key to the executive toilet.

In sum, a reporter is still dissatisfied with the Hellinger's *Texas* didoes, but it's a much better show than it was last November. **Bob Francis.**

## Curtis Flacks Aussie Legit

SYDNEY, June 24.—Percy Curtis has been appointed publicity director for J. C. Williamson Theaters, Ltd., a leading org in the production of legit shows in Australia. He will

## Off-Broadway Review

### RIGHT YOU ARE!

(If You Think You Are)

(Opened Wednesday, June 14)

#### KAUFMANN THEATER, YMHA

A comedy by Luigi Pirandello. Staged by Lila Paris. Sets and lights by G. Philippe de Rosier. Costumes by Betty Coe Armstrong. Stage manager, Rose Marie Gregorio. Production stage manager, Elliot Silverstein. Press representatives, Robert Baron and Robert Ackart. Presented by The Players Company.

Lamberto Laudisi ..... Boris Sagal  
 Amalia ..... Margaret MacRoberts  
 Dina ..... Gretchen Van Drouten  
 The Butler ..... Hal Meiers  
 Sirelli ..... Albert Ackel  
 Signora Sirelli ..... Anne Shropshire  
 Signora Cini ..... Norma Freedman  
 Commendatore Agazzi ..... Gerald Rabkin  
 Signora Frola ..... Virginia Payne  
 Ponzia ..... Thomas Hill  
 Signora Nenni ..... Betty Black  
 Centuri ..... Bruce Tonks  
 The Prefect ..... Jack Delmonte  
 Signora Ponzia ..... Lynn Merrill

As an off-shoot of Yale's drama department, The Players Company gives evidence of sound professional university training. Every facet of the group's production of Luigi Pirandello's *Right You Are! (If You Think You Are)* has been given a smooth, slick polish. The audiences doubtless will not mob the place to get in, classic lovers will get a great kick out of the show. It's a must for them.

*Right You Are!* is frustrating in the same vein as Frank Stockton's *The Lady or the Tiger*. Pirandello presents his plea for every man's right to a bit of personal privacy in the midst of gossipy, nosey people in a small Italian town. Into their neighborhood come a daughter, her husband and her mother. The couple and the mother live apart, and the mother is forbidden by the son-in-law to have contact with the daughter. These actions naturally arouse the neighbors' suspicions, and they set out to smell out the answer. Complications arise when the mother bases her explanation for the peculiar situation on the son-in-law's insanity on the subject, and the son-in-law accuses the mother of similar farminess. The characters in the play are not alone in their confusion to decide the issue. And since Pirandello gives no direct answer to the problem, an audience may well conclude that they themselves have gone mad. Pirandello keeps his tongue in his cheek right up to and beyond the final curtain. The result is fine fun.

From such a fine cast it is difficult, indeed, to select outstanding jobs. Pirandello actually selects the stand-outs, since most of his characters are not clearly defined—the majority being simply a group of gossips. For definition of character and length of role, Boris Sagal, Anne Shropshire, Thomas Hill and Virginia Payne deserve credit for fine performances. Margaret MacRoberts and Albert Ackel have managed to make much from their surface roles, and the others fit the gossip pattern competently.

The scenery and lighting of G. Philippe de Rosier is the most satisfying experimental effort this reporter has seen to date, and the excellent direction of Lila Paris has given a wordy play a lot of zip by drawing from her cast a great enthusiasm for the script, which could be dull if not well played. Betty Coe Armstrong's superior costumes complete the picture.

All told, the Players Company have done an excellent job. They have taken a fine classic and have treated it well. It takes time, however, to build an audience for this type of play, but with such a successful production to their credit, word-of-mouth should make them one of the most popular groups in the current off-Broadway sweepstakes. **Dennis McDonald.**

drumbeat such shows as the *National Ballet*, *Song of Norway*, *Brigadoon*, *Streetcar Named Desire*, *Harvey* and a revival of *Annie Get Your Gun*.

## Green's Sesqui Spec To Preem August 4

WASHINGTON, June 24. — The sesquicentennial symphonic drama penned by Paul Green will have its premiere the night of August 4 in an amphitheater now under construction, the National Capital Sesquicentennial Commission announced this week. A public opening will be staged the following night.

Originally slated to open sometime in July, the drama's debut has been deferred to the August date because of uncertainties as to when the new amphitheater in Rock Creek Park will be completed, the sesqui commission said. Casting is virtually completed, and rehearsals will get under way shortly.

A preview of some of the costumes will be given Sunday (25) for the American Newspaper Guild (ANG) on the eve of ANG's convention here. The preview will be staged at Mount Vernon, ancestral home of George Washington.

Meanwhile, the sesqui commission is completing arrangements on numerous other events, including a July 4 celebration featuring fireworks and concerts on the Washington Monument grounds.

## THE MADWOMAN

(Continued from opposite page)

their cohorts to a bottomless pit below the Paris sewers. It is a portrait that has steadily gained in authority since her original opening-night conception.

Estelle Winwood is still crowding her for honors as the hilarious old bag with an imaginary dog, and Nydia Westman remains the same raffish, ancient virgin who imagines that her sex appeal is still rampant. Eleanora Mendelsohn has taken over with fine aplomb the chore of the third-assistant madwoman, originally created by Doris Rich. The scene in which the quartet of wacky beldames assemble in the countess's cellar to try business for its high crimes is still, for one reporter, the top sequence of Giraudoux's fantastic wit.

The supporting company is still excellent. Jonathan Harris, Louis Sorin and Paul Byron are viciously eloquent as the rogues who are agreeable to blowing up Paris for the sake of finding a touch of oil. Fay Roope continues a fine double-talk reading of the broker who aids and abets their schemes. John Carradine retains his moments as a philosophical rag-picker, and Jaques Aubuchon repeats his wonderful description of the delights of drain tending as the king of the sewer-men.

If Roberta Hayne's little waitress lacks something of the wistful loveliness of Leora Dana's original portrait, it can be set down to personal reportorial prejudice. Others of the original cast whose contributions continue to merit bows are Martin Kosleck, John Beahan and Alan Shayne. All of them have absorbed Alfred De Liagre's smooth and fluent direction for high-perfection in integrated playing.

In sum, *Madwoman* gets top projection at the City Center. The magnificent Christian Berard sets and costumes are well-lighted, and the sound amplifiers are clicking perfectly. At pop prices this last chance at the Giraudoux fantasy should pack 'em in. **Bob Francis.**

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## REP RIPPLES

**A. A. CONOTY**, who has been showing 16mm. pix around Baker, Ore., to good returns, plans to add some religious pix soon and expand his sphere of operations. . . . **Ernest Burpee** has his platform show in the Clayton, N. M., sector. He does some merchandising and has been playing school dates in season. . . . **Karl Cartwright** letters from Birmingham that he is in receipt of an old handbill advertising the 1915 tour of Polack Bros.' "Uncle Tom's Cabin." Cartwright says that he had not heard of the Polack Tommer and doesn't recall mention of it being made in **Harry Birdoff's** book on Tom show. . . . **Holland's Museum** is playing dates in Southwest Kansas until the fair season gets under way. . . . **Graff Players** are readying a three-cast bill which will open near Troy, N. Y. . . . **Bailey's Show** has been playing dates in Georgetown, Tex., area. . . . **Ruffler**, hypnotist, reports good biz in the North Bay, Ont., area. He left Western Canada because of the floods in that sector. . . . **Arthur Robers** writes from Mount Dora, Fla., that "I'm leaving here soon to pilot my two-person show back to Ontario. We worked our way down here from

Canada. Had a good trip and played 70 dates and will go into more on our way back. We have some 16mm. pix in the car and worked them several times en route to Florida." . . . **Leon Tredell** is getting his feature pic show ready at Providence, R. I., and will open early this month. . . . "Last winter in the Northwest was poor," **L. J. Kennard** writes from Kanab, Utah. I have a platform show with an oddity show attached, but soon will return to three-person bills since I plan to work my way to Florida with my family. I've never wintered in Florida before but will give it a try this year."

**R. W. SHORT**, who has been presenting 16mm. pix and vaude since last fall, has been around Riverton, Wyo., for the past month. He reports that business has been fair and that he has decided to take on some merchandising and go to a platform show. **Royce Berry**, with vent and novelties, is with Short. . . . **Chestnut Hill Players** have finished their regular season and soon will leave Boston for Northern New York where they will spend the summer. . . . **W. G. Lamb** writes from Clark, Mo., that he will finish his one-man show within the next two weeks and will vacation until mid-summer when he starts his season again and goes into Canada, opening around Chatham, Ont. . . . Members of the Crawford Show write from Ottawa, Ont., that "we were lucky to get out of Western Canada before the floods hit us. Plan to try a little club work with our three-person show. A recent visitor was **Frank Harney**, formerly with the Marks Rep show and now a traveling agent for a paper house. . . . **James Riordan**, who has a 16mm. pix show in the Price, Utah, area, plans to add some flesh soon. . . . **Walter R. Knight** has been presenting his 16mm. pix in the Binghamton, N. Y., area for the past two months. . . . **Ray Waldron** advises from Hibbing, Minn., that he has added a wax unit to his vaude-pix set-up and will make some hall dates before the fair season gets under way. . . . **J. J. Harris** completed plans to open his museum in Eastern Washington June 1. Harris has a number of feature items that he took over from **George Harley**, of Newark, N. J. . . . **Paul Woodworth**, who has had 16mm. pix in New England for several years, will add a museum unit and play Northern Vermont towns. . . . **Charles Dolver**, who has a family show of three people, writes from Napanee, Ont., he's had "to get East from where we've been showing the past winter because of the flood. The western sector around Winnipeg will be poor showing for some time even after conditions return to normal. We've been playing halls and wherever else we can get in."

**IRVING TOWNSEND**, who closed a six-month lecture and solo tour May 23, will vacation in Boston until mid-summer when he reopens, using **E. F. Hannan's** "The Troupers" as a feature. . . . **Mr. and Mrs. L. F. Darrell** who wintered in Florida and played some church and lodge dates with their puppet and variety show, will frame a summer show when they return to their Wisconsin home. The Darrells are playing one and two-day stands on their way home. . . . **D. H. Carroll** is presenting his 16mm. pix around Clovis, N. M. He'll go into Colorado for the summer. He reports that business has been good but that the cost of living is high. . . . **Sand's Museum** has left Florida for its home base in Oregon. . . . **Ralph Pader** writes from Kingston, N. M.: "I have had 16mm. pix and flesh in this State for the past four months. The jumps have been long, but business has been okay. I plan to cut the smaller towns and use some short-cast bills as I'll have a three-person unit. Have

## Philly Judge Mulls Milgram Picture Suit

### Restraint of Trade Claim

PHILADELPHIA, June 24.—David Milgram's Boulevard Drive-In suit was heard last week before U. S. District Court Judge William H. Kirkpatrick, with four days of testimony taken here. Milgram, who also operates a chain of indoor theaters here, is seeking first-run pictures for his 932-car drive-in located between Allentown and Bethlehem, Pa. Judge Kirkpatrick took the case under advisement.

Court action was directed against the major film companies, including Metro-Goldwyn-Mayer, Paramount, RKO, 20th Century-Fox, United Artists, Universal-International, Columbia and Warner Brothers. Intervenors were the Hamilton Street Realty Company, Embassy Corporation of Allentown, and Max and Leon Korr, Max Korr Enterprises. Restraint of trade was claimed under the anti-trust Sherman, Clayton, and Robinson and Patton acts.

On the stand, Milgram claimed that his drive-in sustained a loss of \$23,193.96 on his 1949 operation. His net loss for 1950 thus far has been \$4,016.22. Among those who testified were Milgram; Harold Minsky, former Mideastern sales manager for 20th Century-Fox; Ulrick Smith, Paramount branch manager; William Mansell, Warner Brothers branch manager; Sieg Horowitz, 20th Century-Fox branch manager, and theater operators Si Fabian, Max Korr and Al Boyd. The film company executives endeavored to show that present customers in Allentown were preferable from a financial standpoint to Milgram's Boulevard Drive-In; while Fabian, Boyd and Korr endeavored to prove that their indoor type of operations were better than an outdoor operation.

Fabian, who also operates several outdoor theaters in Eastern Pennsylvania, said that he had never asked for a first-run picture for any of his open-airers. He added that in his opinion, the success of drive-ins did not depend on first-run pictures, that last run or old pictures were more profitable due to the percentage of gross rentals being less, or that they could be purchased flat, ranging from \$25 to \$200 for two to three days' playing time. He said drive-ins could definitely make more money this way.

Most of the witnesses admitted that the Boulevard Drive-In was adequate, and a good operation of its type, but the witnesses for the picture companies were emphatic in saying that it would not be advantageous to give the drive-in first-run pictures as its estimated potentialities were far less than that claimed.

Albert M. Cohen was counsel for Milgram; William A. Gray represented the intervenors, and Bernard Segall represented the motion picture companies.

a tent stored in Lordsburg, N. M., but will not use it this summer. Met **Howard Brummell** in Hudson, N. M., about a month ago and he has a good wax show and is doing well. He carries his wax figures in a trailer and does a good variety show with his wife, son and daughter. I played a few schools but the towns are too small and the amount of business is not worth what you go thru. Plan to add some merchandise before the fall." . . . **Arthur and Hubert Donnelly** have been presenting 16mm. pix in the Gettysburg, Pa., sector. . . . **Al Simonds** has a platform show in Galveston, Tex.

## Turn Right

WASHINGTON June 24.—All future drive-ins in this area would be placed so that the majority of the traffic would enter by making a right-hand turn from the highway, under a decision delivered this week by the Maryland-National Capital Park and Planning Commission. The verdict was made by the group in rejecting a bid to build a drive-in along the Marlboro pike near Hillside, Md.

The applicant was Stanley Frosh, who asked for a commercial zoning for his 15-acre site. The commission pointed out that most of the traffic entering the proposed drive-in would make a left-hand turn from the highway.

## West Haven Urges Drive-In Ordinance

HARTFORD, Conn., June 24.—Bowl Theater Corporation, planning to build a 600-car capacity drive-in theater at West Haven, Conn., was hit a heavy blow by the filing of petitions, bearing 540 signatures, urging enactment of an ordinance to ban outdoor theaters in the city, with the West Haven Board of Selectmen.

Petitions were presented to the board by Dr. J. B. Fishman, of Rivoli Theater Company, and Anthony Terrazano, owner, Forest Theater, both of West Haven, after the Bowl company filed an application for a permit to build a drive-in with State Police Commissioner Edward J. Hickey here.

State Police Inspector Thomas Wilson has announced that no date for a hearing on the Bowl application would be set by Commissioner Hickey until approval of local authorities was obtained and every detail connected with the proposed permit was investigated.

E. M. Loew's Theaters Circuit has opened its 1,000-car capacity Riverdale Drive-In at West Springfield, Mass. The project, managed by Harold Cummings, is under supervision of George E. Landers, Loew's Hartford division manager. George Ramsdell, former manager of theaters in Massachusetts, is manager of Loew's Drive-In at Newington, Conn., replacing Jack Edwards, who resigned recently.

Frank Ramsey, formerly with theater interests here, has been named manager of the Filmarte Theater, which is part of the Fox West Coast Theaters circuit, Los Angeles.

Police Commissioner Edward J. Hickey has approved the application of Vincent Youmatz, Torrington, Conn., to build an outdoor theater in that city.

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# THE FINAL CURTAIN

**BEERY**—Clint, 76, former president of the Circus Fans of America, June 20 in Chicago. Burial at Baraboo, Wis. (Details in Circus Section.)

**BEHRE** — William, 58, animal keeper at Fleishhacker Zoo, San Francisco, June 18 in Veterans' Hospital, that city. Prior to joining the zoo staff in 1937, he had worked with Ringling-Barnum and other circuses. A sister survives.

**BORGLIN**—Eugene Lavern, 27, of Utica, Kan., truck driver for United American Shows, June 14 of injuries sustained June 11 when the truck he was driving went off a mountain road near Helena, Mont. Surviving are his mother, Kathy, and brother, Gerald, both of Tacoma, Wash. Further details in Carnival Department.

**BOVE**—Angelo, 55, orchestra manager of the Philadelphia Civic Grand Opera Company, June 14 at University Hospital, Philadelphia. Surviving are his widow, Ida; a son and a daughter. Burial in St. Alice's Church, Stonehurst, Pa., June 19.

**BROOKS**—Nettie, wife of C. S. Brooks, circus band leader for 30 years, June 9 in Mercy Hospital, Gary, Ind., of a heart attack.

**BUSH**—William T., 69, real estate agent and former manager of Station WPRO, Providence, June 17 in West Palm Beach, Fla.

**CLARK**—Alfred, 77, former chairman of the Gramophone Company, Columbia Gramophone Company and Electric & Musical Industries, Ltd., June 16 in Fulmer, Eng. An officer of the French Legion of Honor, he founded a French gramophone company in 1899 and was one of a group of associates of Thomas A. Edison who developed the cylinder and then the platter for recorded music. His Gramophone Company put its first machine on the market in 1899 with "His Master's Voice" trademark. Clark was a native American and was the director of the Victor Talking Machine Company, Compagnie Francaise du Gramophone and the Skandinavisk Grammophon Aftieselskab.

**DE STEFANI**—Mrs. Ralph, 48, wife of the Long Island, N. Y., band leader, June 19 in Bay Shore, L. I.

**DEUBACH**—J. William, 61, treasurer of the old Olympic legit theater, St. Louis, June 8 in that city. He left showbiz when the old theater folded.

**HEINZMANN**—Franz, 35, billed as the Great Francisco, June 19 at Pueblo, Colo., when his sway pole snapped during his act with Polack Bros.' Circus. Survived by his widow and three children. (Details in General Outdoor Section.)

**JAUFFRET**—Aurora Mananos, 52, Spanish dancer known as La Goya,

June 2 in Madrid. She debuted in Madrid at 13 and made many successful tours of Europe and the Americas. After her last tour of South America, in 1938, she married Tomas Borrás, impresario-writer. He survives.

**JENKS**—Mrs. Grace B., 78, who with her late husband, Fred, had trouped in vaude and with circuses, June 16 in St. Mary's Hospital, Saginaw, Mich. She started in show business at the old Boardwell Opera House, Saginaw, where she met her husband, who was appearing on the same bill as an acrobatic clown. Together they were with the Hagenbeck-Wallace and Ringling-Barnum circuses; she as an equestrienne, he as producing clown. Later they operated a roller skating rink in Saginaw. Survived by a brother, Frank, Newaygo, Mich. Burial in Forest Lawn Cemetery, Saginaw, June 19.

**KING**—Mrs. Rose, 45, wife of Louis D. (Dada) King, concession secretary of the World of Mirth Shows, June 21 in Lenox Hill Hospital, New York. Burial in Mount Hebron Cemetery, Flushing, L. I., N. Y. (Further details in General Outdoor Department.)

**KNAPP**—Dorothy M., 59, retired vaude performer, June 21 in Philadelphia. She and her sister, Mrs. Carol A. Lovitz, were known as Ray and Racine respectively, comic singing-dancing team which toured the Keith-Orpheum Circuit many years. Besides her sister, two brothers survive.

**LITTLE**—Curtis E., 69, billposter with the Ringling Bros. circus before it combined with Barnum & Bailey, June 27 in Los Angeles of a heart attack. He was a member of the Omaha Shrine and the Pacific Coast Showmen's Association. He leaves his wife, Clara. Services June 26 in Glendale, Calif.

**LONG**—William V., 47, outdoor showman, June 16 at his Tampa home. His widow, Catherine; a daughter, Marie, and two sisters survive.

**LOOS**—Lina, 67, former Viennese actress and authoress, June 6 in Vienna. A prominent actress, she wrote a German best seller, *A Book Without a Title*, about her theatrical career.

**MARTIN**—Clifford E., 26, Missoula, Mont., midget who had joined the United American Shows a week earlier, killed June 11 when one of the shows' trucks went off the road near Helena, Mont. Surviving are his parents, Mr. and Mrs. Ernest Martin; four brothers, Wayne, Roger, Floyd and Lloyd; six sisters, Mabel Sain, Catherine Bogard, Vera Paul and Ruth, of Missoula; Rose Bomar, of Helena, and Marie Jarwez. (Further details in Carnival Department.)

**MASHIHIN**—Prof. Ivan T., 54, director and baritone of the Kremlin Art Quintet, heard over Station WOR, New York, June 15 in Yonkers, N. Y. He also had sung in an opera company in Harbin, Manchuria. His widow survives.

**MOSCA** — Mme. Bianca, former London stage designer, June 17 in Paris.

**O'HALLORAN**—Charles E., 69, former Academy of Music stagehand, June 14 in Philadelphia. His widow survives.

**POLLARD** — Wilfred A. (Alex), 63, British-born character actor, June 18 at his home in Hollywood. He appeared chiefly in English butler roles in over 400 films. Survived by his widow, Maud. Services in Glendale, Calif., June 20.

## In Loving Memory of Charles (Steve) Stephens

Who passed away July 2, 1949.

Do not ask me if I miss him,  
For there's such a vacant place.  
Oft I think I hear his footsteps,  
Or I see his smiling face.  
For he left me broken hearted,  
Friends may think the wound is healed,  
But they so little know the sorrow  
That is in my heart concealed.

His Wife, INEZ STEPHENS

**SCOTT**—John D., former circus and carnival trouper, recently in Detroit. Survivors include his widow, Hazel; son, Russell, and a daughter, Theda. Burial in Forest Lawn Cemetery, Detroit.

**STEPPLING**—Alphonse (Al), 43, radio announcer and music librarian at WJAS, June 16 in Pittsburgh. He was also "The Voice of Kennywood Park" for many years. Stepping had also been with WLOA, Braddock, Pa. His widow and two sons survive.

**UPCHURCH**—J. Sherwood, 79, advertising firm executive and former manager of the old Academy of Music, Raleigh, N. C., one-time top-flight vaude house, June 17 in Rex Hospital, that city. He had served as city alderman in Raleigh and as State Representative. He organized an outdoor advertising firm in 1904, which merged with the Dixie Poster Advertising Company in 1912, with Upchurch as its manager. In 1925 this company merged with the Central Outdoor Advertising Company. Survived by his widow, Mary, of Washington; two daughters, Mrs. John W. Menefee Jr., Washington; Mrs. George R. Dye, Chicago, and a brother, Clarence, Raleigh. Burial in Oakwood, N. C., June 19.

## In Loving Memory of

# MELVIN H. VAUGHT

DIED JUNE 27, 1948

SADLY MISSED BY

PEARL VAUGHT

**WERNER**—Hans, 60, viola player, June 15 in Boston. He had been a member of the Boston Symphony for 38 years. His widow survives.

**ZARNOCAY**—Samuel, 78, father of band leader Sammy Kaye, June 15 in Cleveland.

## Marriages

**BARRY-WHITE**—Philip Barry Jr., son of the late playwright, and member of the staff at the Westport (Conn.), Country Playhouse, and Patricia Allen White, actress, in Wilton, Conn., June 11.

**CHANDLER-BLAKE** — Donald Chandler, general manager for Irving Berlin Music, New York, and Margaret Blake June 17 in that city.

**CLARK-DUNN** — Sgt. Calvin J.

Clark, Lowville, N. Y., and Barbara Gene Dunn, daughter of Charlie Dunn, carnival concessionaire, June 10.

**COYLE-GRIGGS**—Johnny Coyle, Los Angeles, and Judie Griggs, daughter of Leta and Bernie Griggs, of the Clyde Beatty Circus, recently.

**MEYERS-BOLGAR**—Morton Charles Meyers and Klara Bolgar, concert singer, June 14 in Philadelphia.

**PUMPHREY-HESTER**—Carl E. Pumphrey and Irene Hester, both with Joyland Shows, recently in Catsburg, Ky.

**SCOTT-BREMER** — Billy Scott, WLW-C hillbilly performer, and Helen Bremer, member of Roy Acuff's *Grand Ol' Opry*, June 18 in New Haven, Ind.

**SNYDER-RULE** — James Snyder, KDKA newsman, and Anna Marie Rule June 17 in Pittsburgh.

**STEVENSON-TURPLE** — Jack Stevenson, Side Show fire-eater on Dailey Bros.' Circus, and Margery Turple, his assistant, in LaTuque, Que., recently.

## Births

A daughter, Francine Clemente, to Mr. and Mrs. Richard R. Falk June 20 in New York. Mother was on the editorial staff of the Office of War Information from 1943 to 1946. Father, formerly flack for the Shuberts, is now prexy of Falk Associates, flackery.

A daughter to Mr. and Mrs. Seymour Abeles June 11 in Buffalo. Parents are teamed on WBEN-TV.

A son to Mr. and Mrs. Ed Bartell June 9 in Pittsburgh. Father is a WPGH announcer.

A daughter to Mr. and Mrs. Moss Hart June 17 in New York. Father is the playwright-producer; mother is Kitty Carlisle, singer-actress.

A daughter to Mr. and Mrs. Dave Page June 8 in Seattle. Father is a deejay-announcer at KIRO.

A daughter to Mr. and Mrs. James Tyler recently in Chappaqua, N. Y. Father is advertising manager of MBS.

A daughter to Billy and Ruby Ferguson June 14. Mother is a dancer and wife of the band leader in the Cotton Club Revue on Royal Crown Shows.

A son to Mr. and Mrs. Harold Hecht at Cedars of Lebanon Hospital, Hollywood, June 16. Mother is the former Gloria Buzzell; father is a film producer.

## Divorces

Marusia Radunska from Don Wilson, radio announcer, in Los Angeles June 20.

## WLOL BUCKS TV

(Continued from page 41)

sports coverage is more than any other two local stations combined.

WLOL heads up a small Minnesota network under the name of Independent Broadcasting System, and it fed a dozen stations with Minneapolis Laker and University of Minnesota basketball game this winter.

The Hooper share of Broadcast Audience Index for March, 1950, as compared with March, 1949, tells the story of the station's growth in audience. Of special interest is the listening audience built during the 6-10 p.m. Sunday-thru-Saturday sked which went from 6.9 in March, 1949, to 11.1 last March. While this increase was being recorded, the station was faced with a video share of audience growth for the same period of from 3.3 a year ago to 21.1 last March.

The Monday-Friday weekday morning index in March for WLOL was 8.1 as compared with 4.1 a year ago; weekday afternoons 10.2 as against 9.4 last year; Sunday afternoons 23.9 to lead the entire Twin Cities field including three 50 kw. stations as against 23.3 in 1949 when it also was first. Only the Saturday daytime index dipped from 16.5 a year ago to 14.6 in March.

## JANE COWL

Jane Cowl, 65, Broadway star who had been on the stage since 1909, died June 22 in St. John's Hospital, Santa Monica, Calif., following cancer surgery two weeks ago. One of the most beautiful and accomplished actresses of the American theater, she was Broadway's most famous Juliet. She played in *Romeo and Juliet* 157 times in 1923, but a series of stellar roles led to that record. Appearing first in David Belasco's *Music Master* and *The Easiest Way*, she was first given a leading role in *Is Matrimony a Failure?* followed three years later by her most popular role as Mary Turner in *Within the Law*. Miss Cowl rejected an exclusive contract with Henry Miller in order to collaborate with Jane Murnin on the writing of *Lilac Time*.

Other plays which she co-authored are *Smilin' Through*, one of her greatest stage successes, which she played from 1919 to 1922; *Information, Please*, and *Daybreak*, as well as *The Jealous Moon*, with Theodore Charles. The plays in which she starred include *Pelleas and Melisande*, *Antony and Cleopatra*, *Easy Virtue*, *The Road to Rome*, *First Lady*, *Old Acquaintance* and *The First Mrs. Fraser*, her last appearance on Broadway in 1948.

A leader in theater activities, she was chairman of the American Theater Wing's New York Stage Door Canteen thruout the war. Until recently she had avoided films, altho she appeared in *The Spreading Dawn*, in 1917. In later years she was seen in *No Man of Her Own* and *The Secret Fury*.

She was married about 1907 to the late Adolph Kauber, once dramatic critic for *The New York Times*, who died in 1933. Miss Cowl shortened her maiden name for the stage; she was the daughter of Mr. and Mrs. Charles A. Cowles.

Burial in Beverly Hills, Calif., June 24.



# ADMISSION TAX CUT NEARER

## Congressional Passage Seen

**Bill would halve admission levy, exempt non-profit fairs from tax on all ducats**

WASHINGTON, June 24. — The House Ways and Means Committee this week formally approved the omnibus tax bill containing a 50 per cent reduction in the federal admissions levy and exemptions for non-profit fairs, and sped it toward the House, where approval is anticipated next week.

Senate Finance Committee Chairman Walter George (D., Ga.) announced his group would begin two weeks of hearings on the bill within a week of House passage. Tho the Senate is likely to make changes in the House committee bill, the proposals regarding admissions are almost certain to be accepted.

The bill would reduce the 20 per cent bite to 10 per cent. Not only would admissions to non-profit fairs be exempt but also admissions to entertainment connected with them. In cases of reduced admissions for commercial shows and events, the tax would be paid on the reduced price, except for race tracks, where the tax on the established price would be collected.

## Godin, Hand Get CNE Pyro Biz

NEW YORK, June 24.—Joseph J. Godin, president of the Interstate Fireworks Manufacturing & Display Company of Canada, Ltd., announced here yesterday (23) that his firm had been awarded the pyro contract for the first seven days of this year's Canadian National Exhibition, Toronto. The Hand Fireworks Company, also a Canadian concern, which held the entire contract last year, has been cut to seven days. Godin said that he would fire the first seven days, August 25 thru September 1. Contract is in the five-figure bracket.

Godin, who was en route to Springfield, Mass., where the home offices of his American fireworks interests are located, after inking the contract with Elwood Hughes, CNE general manager, in Toronto, said that he planned to expand his Canadian interests. Construction will soon be started on a new factory at New Market, Ont.

Plans for the Canadian concern call for the manufacturing of a commercial line of fireworks and the invasion of the retail store field in the Dominion, Godin said. His American firm is not in the commercial market and does not plan any expansion to include that outlet, Godin said.

## London's Olympia Earns \$444,267 Net in 1949

LONDON, June 24.—Shareholders of the firm operating the big Olympia exhibition hall and circus arena received a dividend of 4 per cent, less tax, for 1949. Last previous dividend distributed was in 1936, when 10 per cent was paid.

Net profits for 1949 were \$444,267.60, against \$348,406.80 in 1948.

## Polio Dips From '49; Expect Lower Case Rate To Continue

WASHINGTON, June 24. — Reported cases of polio are slowly increasing, but are running behind last year. The Public Health Service (PHS) reports showed 132 new cases for the week ended June 8 and 206 for the week ended June 15. This compares with 156 and 243 cases, respectively, for the corresponding weeks in '49.

PHS said further increases can be expected during the summer and fall. They expressed the belief, however, that the rate of incidence will continue to run behind 1949.

The largest number of new cases continues to occur in Texas and California. For the seven-day period ended June 15, there were 61 cases in Texas and 18 in California. For the preceding week there were 55 and 18 case, respectively.

## Great Francisco Killed at Pueblo When Pole Snaps

PUEBLO, Colo., June 24.—Franz Heinzmann, 35, known professionally as the Great Francisco, was killed instantly here Monday (19) when his sway pole snapped during his act with Polack Bros.' Circus Eastern Unit at the matinee at the State fair grandstand.

The accident came mid-way in the high pole act, and several thousand spectators witnessed the fall. The performance was continued after an intermission.

Heinzmann had been with the show six years. His home was at Rochester, Ind., where funeral services were to be conducted. Surviving are his widow, twin sons and a baby about six weeks old. His family had rejoined the show only recently.

Heinzmann's was the second fatal accident on the show in recent weeks. Otto Berosini was killed while tearing down rigging for his family's high wire act.

### Top Bracket Flacking:

## Alfresco Field Provides Fertile Story Ground for National Mags

NEW YORK, June 24.—Editors of many of the nation's leading periodicals, displaying the enthusiasm of a town punk sidewalling a big top, are again turning to the outdoor show business field for story ideas. While always a fertile feature field, the alfresco side of show business rated only sporadic mention until the immediate postwar period when it offered a natural source of prime material of an escapist nature. Resultant yarns were perfect antidotes for a reading public which was then satiated with the tales of the blood and gore of battle.

At the time it appeared to be a trend destined for a short life and seasonal extinction with little possibility of annual revival. However,

## Final Draft of Johnson Bill To Exempt Outdoor Biz, House Committee Assures

### Group Reaches Temporary Agreement on Provisions

WASHINGTON, June 24.—In keeping with policy hinted at during recent hearings on the Johnson-Preston bills to restrict interstate shipment of gaming machines (*The Billboard*, May 13), the House Interstate and Foreign Commerce Committee this week gave new assurances that types of equipment used in outdoor showbiz will be exempted from the legislation. Altho the committee, at an executive meeting Tuesday (20), failed to come up with a final draft of the proposed legislation (for details see story in Coin Machine Section), the committee reached temporary agreement on a revised version of a definition of gambling devices. Under the revised definition, as interpreted by the committee, the legislation would strike solely at interstate shipment of bell machines and pay-off pinball machines except in States where gambling is legal.

### Latest Definition

The latest draft of the definition (see Coin Machine story) corresponds with suggestions made at the committee hearings by Herbert W. Bye, who testified in behalf of the Railroad Show Owners' Association, and Harry J. Batt, who filed a statement in behalf of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Bye was invited by the committee to submit a proposed amendment to the legislation, and some of the wording of his draft was included in the committee's latest rewrite. The new version also complies with suggestions made by Don W. Harter, who appeared at the hearings in behalf of Toy Manufacturers of the U. S. A., Inc.

The committee will meet again next Thursday (29) on the Preston-Johnson legislation. There is no certainty whether a final draft can be readied for a committee vote at that session, but spokesmen for the committee said that a strong effort will be made to complete the job at that time. In any event, according to the committee, the final bill will not impose restrictions on types of carnival amusement equipment or other usual non-pay-off types featured in amusement parks. This objective was originally made clear by various committee members during cross-questioning periods at the hearings on the bill, and the Department of Justice gave its strong concurrence to this.

## Gotham Garden Earnings Drop; More Video Set

NEW YORK, June 24.—With reports indicating that Madison Square Garden revues for the fiscal year ending May 31 were slightly behind the figures for 1949 televising of events from the midtown arena probably will increase over last year.

Whether such a trend would affect the Ringling-Barnum circus, which recently signed a new five-year contract with the Garden, is doubtful. Circus toppers have indicated a pronounced dislike for televising of the Big Show. Cash involved as rent in the new contract is not known. Under terms of its last pact with Garden officials one circus paid a reported \$330,000 for a 33-day stand at the arena.

### Big Video Sked

WPIX, video outlet of the *New York Daily News*, will televise 120 events at the Garden, Sunday thru Thursday, including basketball, horse show, rodeo, dog show, Golden Gloves boxing matches and track meets. For these rights the station is paying about \$200,000, compared with the \$30,000 it paid last year for a smaller schedule. Half the schedule will be (See *Gotham Garden* on page 52)

more and more magazines, particularly in the slick classification, have turned to personalities in the outdoor field for story fodder. Apparently excellent results have been achieved because the demand has remained constant.

### Straight Reporting

Notable, too, is the fact that the sleuthing of the past which involved the searching for hidden evils to provide sensational copy has been abandoned in favor of straight reporting. Capable writers have discovered that the field is loaded with top-bracket feature material which needs no artificial coloring and discerning editors have been quick to recognize the (See *Alfresco* on page 52)

## Harlacker Talent Costs Hit 45G for Five July Shows

PROVIDENCE, June 24.—Talent costs for five circus-thrill presentations that J. C. Harlacker will stage during July will run to about \$45,000, the promoter's associates revealed here this week.

Dates to be played include Narragansett Park here, Forbes Field, Pittsburgh; Braves Field, Boston; Roosevelt Stadium, Jersey City, and the 100,000-seat municipal stadium, Philadelphia.

Next Harlacker show opens Monday (26) and runs thru July 4 at New Bedford, Mass. Date at Sargent Field is an annual sponsored by the Kiwanis Club. A Harlacker date was recently staged for the Lions in Detroit.



**Close-Ups:**

# Impetuosity of Youth Steered Louis (Stretch) Rice to Top Job

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

LEAVING a happy home and the warmth and comfort it offered for a bed roll under a show wagon wouldn't make sense to most people at 16 or 60. It did, however, to Louis (Stretch) Rice, who managed to outmaneuver his mother on two occasions to continue his life on carnival midways.

Stretch was only 16 when he promoted himself a job sticking on a carnival playing his home town, Elizabeth, N. J. The pay-off was \$3 a day in dimes and this, Stretch ruefully recalls, he contributed nightly to ride boys who accelerated their collections with loaded dice.

Despite the regular nightly cleaning to which he was subjected, Stretch decided to succumb to the lure of the road. That was 28 years ago and, as Stretch recounts his tale now from the confines of the concession office on Endy Bros.' Shows from which he directs the front-end activities of the railroader, he hasn't regretted the road he's traveled. At 44 Stretch visualizes at least as many more years of midway activity ahead of him since his family is noted for its longevity.



LOUIS (STRETCH) RICE

It wasn't long before Squire Riley promoted him again with the lure of a railroad show. While he had started in the business at \$3 a day he was now reduced to working as a roughneck for \$1 a day and sleeping under a wagon. The lanky Stretch found it necessary to always bed down lengthwise to keep his head and feet from escaping the scant protection offered by a wagon.

**Becomes Legal Adjuster**

After a season of roughing it, Stretch next toured with Bennie Weiss. This association lasted for three years and Stretch is quick to credit the affable Bennie as a "great guy." When he left Bennie he was told to get on the phone if and when a little adjusting was in order. However, Stretch recalls that he learned by trial and error, and it wasn't long before he was capably handling all of the adjusting necessary.

Stretch joined the Hort Campbell Shows and later R. C. McCarter, then a show owner and now general agent for the Cetlin & Wilson Shows, as a legal adjuster. He next joined Willie Glick for a season and then became

(See Impetuosity, page 64)

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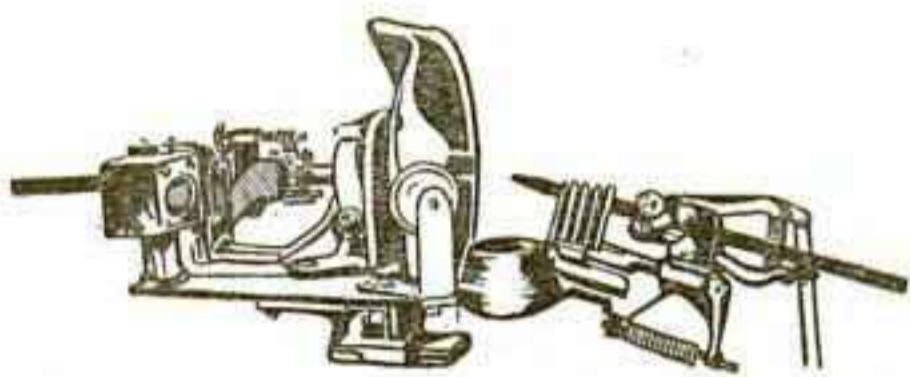
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# No High Acts At Providence

Harlacker limits Shrine show to novelty turns on single 120-foot stage

PROVIDENCE, June 24.—A new format which calls for the elimination of high acts has been adopted by promoter J. C. Harlacker for this year's Shrine Circus which will be staged at Narragansett Park, July 17-22. All acts will be presented on a single stage 120 feet long. In the past as many as 10 high acts have been included in the production.

Most of the talent has again been booked thru the Al Martin Agency, Boston. Already set are the Dornan Bros., vocalists; Gaudsmith Bros. and their French poodles; Rola & Verna Pickett, stilt dancing; Will's dogs and ponies; Rufe Davis & Company, comedy turn; Shaller Bros., trampoline; Bob Gray's Dutch Band; Reg Kehoe and his all-girl marimba band; Tin Sin Loo, Chinese acros; Yacopis, teeterboard; Juanita, skating act; Skating Carters; Maxcellos, Risley; Lebrac and Bernice, bicycle act; Adrian and Charlie, plus the Three Chicadees, trampoline; Will Hill's elephants, and Sharkey, the seal.

A 40-piece band and a quartet will also be used. Charley Dornan will act as emcee. Bumpy Anthony, Washington bridge guard and a native of Pawtucket, R. I., will be producing clown. Anthony is using his vacation to make the date.

Promotion plans call for a parade in the business section here July 15. Arthur F. Brunner is again handling publicity-promotion for Harlacker.

SPRAY, N. C., June 24. — Dan River Speedway, Inc., has been chartered by the secretary of state to operate a speedway here.

# A. J. Stephens PILLAR of LIGHTS



A Cluster of Six 40 Watt General Electric Fluorescent Lights

This "Super Light" Brings You More Customers—Extra Sales!

Can Be Seen a Mile Away

Overall Height 57" Diameter 8 3/4"

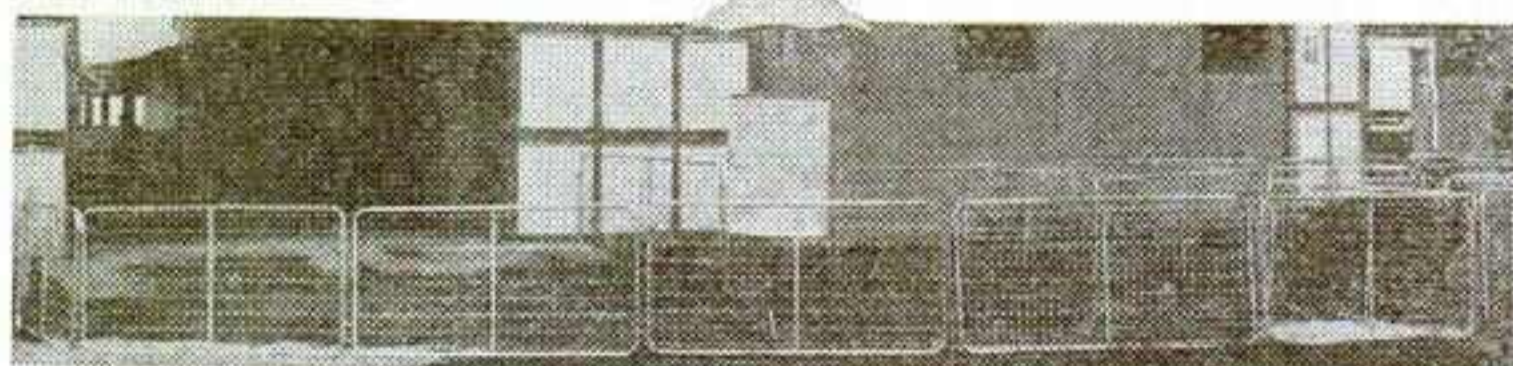
Available in White or Colored Lights. In Full Circles or Half Circles to Mount on Walls

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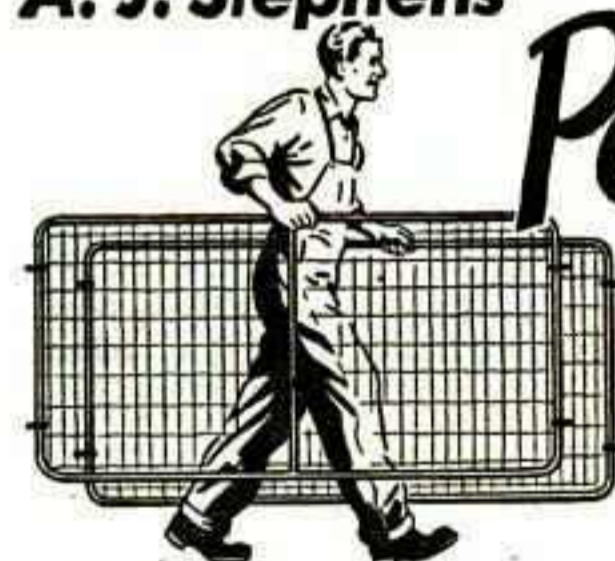
Increases ANY Outdoor Business . . . Carnivals, Fairs, Circuses, Night Clubs, Service Stations, Parking Lots, Used Car Lots, Drive-In Theaters, Airports, Street Lighting, Tourist Courts, Live Stock Shows.

It's GENERAL ELECTRIC throughout. G. E. outdoor ballasts, sockets, fixtures, and new, long-life lamps. Thoroughly dependable in all kinds of weather. Construction completely weatherproof. Requires no expensive standard to install. Easily erected with your own crew. Reduces your light bill. Dealers wanted. Write today for descriptive literature and prices.

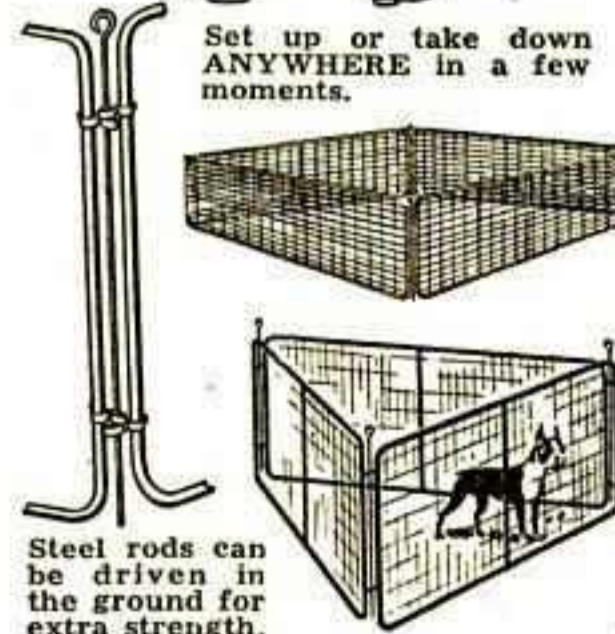
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Set up or take down ANYWHERE in a few moments.



Steel rods can be driven in the ground for extra strength.

A wonderful AID in setting up equipment at Carnivals . . Fairs . . Circuses . . Expositions . . Midways . . Tourist Courts . . Parking Lots . . Livestock Shows

Widely used in Live Stock Show, Kansas City; San Diego County Fair, Delmar, Calif., and in many other places.

Light weight, sturdy sections of aluminum tubing and electro-welded, galvanized wire are self-supporting, held together firmly by steel rods that drop into patented metal rings. Each section braces and supports other sections, without anchorage, and is a gate opening at either end. Sections are 6 ft. long, 3 ft. high, wt. 25 lbs.

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Our new 77-page Concession Supply Catalogue for 1950 has been mailed to all on our mailing list. If you have not received your copy, one will be sent upon request, without charge to those in the concessions business. We have a lot of new items you should know about.

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POPCORN SPECIAL: Equipped with Giant popper, stainless steel warming counter, cabinets, counters. Complete . . . \$1375

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DOUGHNUT HUT: Van Camp doughnut system with 50 lbs. doughnut mix. \$1270

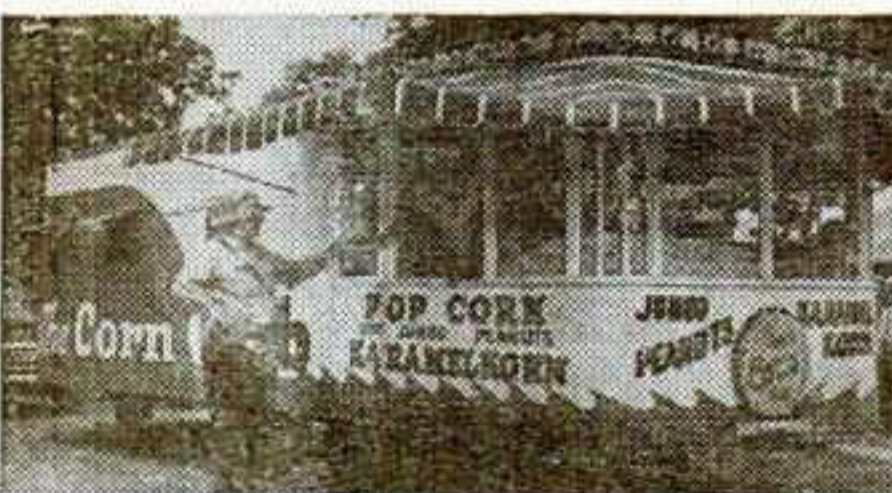
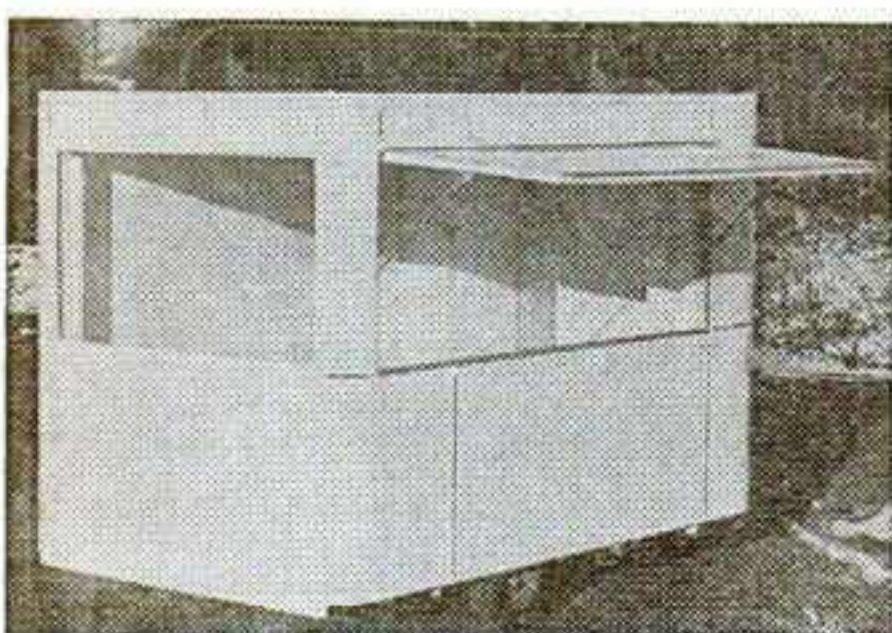
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MT. CLEMENS, MICHIGAN



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One Roll . . . \$ 1.00  
Five Rolls . . . 4.00  
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100 Rolls . . . 38.00  
ROLLS 2,000 EACH  
Double Coupons  
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No C. O. D. Orders  
Size: Single Tkt., 1x2"

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We Manufacture **TICKETS** of Every Description

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Roll or Machine	Cash With Order Prices:	Double Coupons, Double Price
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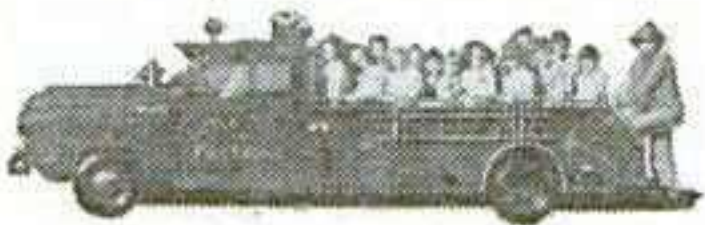
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**LITTLE CHIEF FIRE ENGINE**  
The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949... Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day... Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

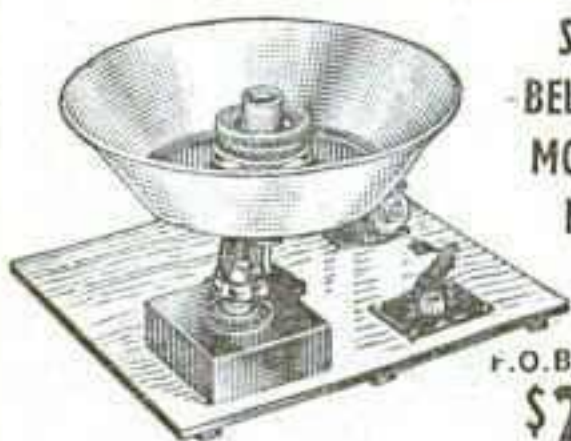
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Organ—Drums—Cymbals All Break-Resistant Material

WRITE FOR FREE CATALOG

CALLIO RECORDS, Elmhurst, Illinois

**TV Supreme in Making New Stars, Revamping Oldsters**

(Continued from page 6)

*This Is Show Business and We Take Your Word.* The show's producer, Irving Mansfield, who started Arthur Godfrey's *Talent Scouts*, is one of several producer-directors to emerge during the past year, the list including Ted Mills, Ward Byron, Marc Daniels, Herbert Bayard Swope Jr.; who made the transition from sports to drama with notable success; and Ralph Levy. Levy, an assistant director with CBS-TV for years, figures prominently in the success of the Ed Wynn show.

The team of Dean Martin and Jerry Lewis is a three-way combination click—scoring smashes in niteries, video and films. They flopped in radio, after a year on NBC, but their cinematic chores in *My Friend Irma*; their boffs on the Milton Berle TV Texaco show, and their s.r.o. biz at the Copacabana, New York, put them at the top of the sight comedy attractions around.

Video also made a strong box-office attraction out of a new sport—the Roller Derby. The skaters came to New York a year or so ago and, solely on the excitement engendered out of their video coverage, now rate as a strong attraction, with regular sports page coverage from the dailies. Also in sports, Jimmy Powers really moved to the front as a TV sportscaster—did it the right and smart way, too, he minimized his gab.

Along with Ralph Flanagan, Mindy Carson shapes up as one of the top new pop music performers to come along recently. After her platter click the *Candy and Cake* gal scored in niteries and now has her own show on NBC. She records for Victor. On the podium, Ray Anthony is one of the leading new money-makers of the year, following an all-out promotion via Capitol which released a disk a week by the band. He has made *The Billboard's* pop record charts with *Sentimental Me*, and *Count Every Star*.

A back-to-back twosome of hits, the novelty *Rag Mop* and *Sentimental Me*, projected the Ames Brothers into top billing and hyped income. They now are strong platter names and are also cashing in via vaude dates. Similarly in the vocal field, Patti Page, who'd been treading water for some time, hit the peak via a couple of Mercury record clicks, combined with a highly successful Paramount, New York, stand. Platters are *I Don't Care If the Sun Don't Shine* and *With My Eyes Wide Open*.

Two names, stars in other fields for

years, turned to phonograph records with signal success this year. They were Ray Bolger and Ethel Merman, whose *Dearie*, a Decca disk, won for each a three-year recording deal with the plattery.

A two-time winner, this past season, was Tony Martin, a standard act for years but who, both in niteries and on his Victor Records, scored boffola. Outstanding platter was *There's No Tomorrow*. Martin now has a combo radio-TV deal with CBS in the offing. Also highballing down the come-back trail is Jimmy Dorsey, whose new Dixieland dansapation has given the vet a new lease on musical life, both in platter and personal appearance popularity. He records for Columbia.

Radio pickings, star-wise, were negligible this year, with the obvious emphasis going into its sister medium. Actually, the radio year was far more marked by the passing of many headliners, rather than the creation of any new ones. Other than Groucho Marx, radio's only new hit show has been *Halls of Ivy*, starring Mr. and Mrs. Ronald Colman (Benita Hume).

The night club-vaude field made a number of new names on its own as well as drafting many from other fields. New strong N.C.-V. attractions include Al Morgan—a result of his Universal-London *Jealous Heart* platter and his Chicago originated video show; Jean Carroll, another to score via TV, now up to around \$2,000; the Szonys, a dance duo unknown a year or so ago, but now rating \$1,250 or so in a field where most terpers earn far less. Sid Caesar and Imogene Coca, on the basis of their video popularity, now are asking \$7,500 and \$2,500, far ahead of their previous takes.

Juanita (*South Pacific*) Hall rated \$250 in clubs two years ago. She currently rates 10 times that, and has also done considerable video. Incidentally, Ezio Pinza, from opera to legit to films, and others of *South Pacific*, are not included in this round-up because the show opened in the spring of '49.

Among the more notable marquee attractions to emerge this year in films is that really "new" star, Gloria Swanson. A virtual exile from Hollywood for years, Miss Swanson's comeback stemmed from a combination of legit stock and TV, her WPIX, New York, stint being one of the first and best of its femme gabber genre.

The full list of stars in all fields will be found on Page 3 of this issue. A round-up of the most promising new performers in all the various showbiz branches will be published next week.



and it's portable, too!

**Allan Herschell LITTLE DIPPER**

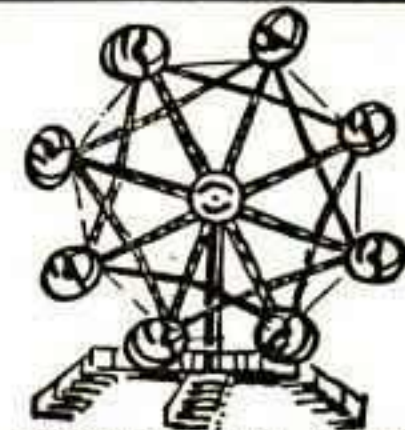
There's nothing like a roller coaster for thrills... and there's nothing like the Allan Herschell Little Dipper for safe, smooth, dependable performance. You get a bigger "take" with this moneymaker because grown-ups continue to ride long after kiddie curfew. New larger cars accommodate adult passengers with ease. Ride is easy to erect, dismantle, transport. Write, wire or phone for free descriptive literature and price.

**ALLAN HERSCHELL COMPANY, Inc.**

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**ROCK-O-PLANE**  
Also **OCTOPUS**  
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Sturdily built Portable One-Truck Rides suitable for Carnival or Park Operation.



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1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

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A NEW MAJOR RIDE  
**The Reiche Space Ship**  
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Norfolk, Neb. BUILDERS

**36 PASSENGER**

8 Wheel Drive **STREAMLINER** (Portable)



America's Finest, Fastest, Most Economical **TOM THUMB STREAMLINERS, INC.** Sarasota, Fla.



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No. 6	3' x 3'	2' x 5'	\$ 32
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For fairs, concessions, conventions, side shows, bazaars, Carnival Flags — Guaranteed New — finest quality, complete with rope, snap and ring for quick hanging. Terms: Net F. O. B. Pittsburgh, check with order.

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NOW-with NEW ADDED FEATURES  
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**All Features  
Set for Expo  
At Bridgeport**

**Midway to World of Mirth**

BRIDGEPORT, Conn., June 24. — Entertainment program of the Connecticut State Exposition, which opens in suburban Stratford next Friday (30) for a 10-day run, was completed Thursday (22) with the securing of Frank Bergen's World of Mirth Shows for the midway zone, it was announced by John M. Houston, general manager.

Expo, which will be staged at the huge Chance-Vought plant, is sponsored by the Disabled American Veterans of Connecticut. State Commander John J. Dempsey said that plans call for turning the event into an annual if the initial presentation is successful.

Principal show feature will be Irish Horan and His Lucky Hell Drivers. Horan will stage the first public showing of his new auto-cannon act here. Hell driving feature is skedded for each day of the exposition. Other show features include the seal, Sharkey Jr., and its trainer, Mark Huling, and a Hopi Indian family, managed by James F. King.

**Atomic Exhibit**

A \$750,000 Atomic Energy Exhibit will be provided by the Joint Atomic Energy Commission. Arrangements for the display were made thru Sen. Brian McMahon, of Connecticut, chairman of the Atomic Energy Commission.

Lou Joe Lenny, operator of the Wagon Wheel, local night spot, is producing a fashion show. A State-wide contest to choose an exposition queen also is being conducted. Numerous industrial exhibits have been set, and the army, navy and marine corps will participate. A parade is scheduled for July 1.

Press is being handled by George McMurray, of New York, and Benjamin Kornfield, staffer on *The Bridgeport Post*. All media are being used, with particular emphasis on television outlets.

The New **FLOSS KING**  
*Challenger*

Selling New Profit and Performance Records!  
**Challenger EQUIPMENT CORP.**  
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Multiplex Faucet Co. Serving the Trade 45 years

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**The Multiplex  
ROOT BEER BARREL**

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



4325-B Duncan Ave  
St. Louis 10, Mo.

**Mrs. Rose King, 45,  
Passes in New York**

NEW YORK, June 24. — Funeral services were held at 3 p.m. yesterday for Mrs. Rose King, 45, wife of Louis D. (Dada) King, concession secretary of the World of Mirth Shows, at Riverside Memorial Home, 76th Street and Amsterdam Avenue.

She died Wednesday (21) at Lenox Hill Hospital after a brief illness. Burial was in the family plot at Mount Hebron Cemetery, Flushing, L. I., N. Y.

Among the many show folk attending the services was a large delegation from the World of Mirth org, headed by Concession Manager Bernard (Bucky) Allen and Mrs. Allen. Shortly before her death, Mrs. King was confined to an iron lung, which members of the National Showmen's Association (NSA) Ladies' Auxiliary have purchased and given to Lenox Hill Hospital.

In addition to her husband, she is survived by her mother, Mrs. Marsha Schwartz; six sisters, Beatrice, Vivian, Fay, Sybil, Hortense and Florence, and a brother, Bill.

**Candlelight Sets Fees**

BRIDGEPORT, Conn., June 24.—Candlelight Stadium Speedway here, scene of stock car racing Fridays, has set its price policy at \$1.50 for grandstand, \$1.20 for general admission and 50 cents for children. Frank Silva is general manager of the stadium, which has a capacity of 11,000.

**FOR SALE  
U.S. DESIGN PATENT  
ON A UNIQUE HOT DOG CART**

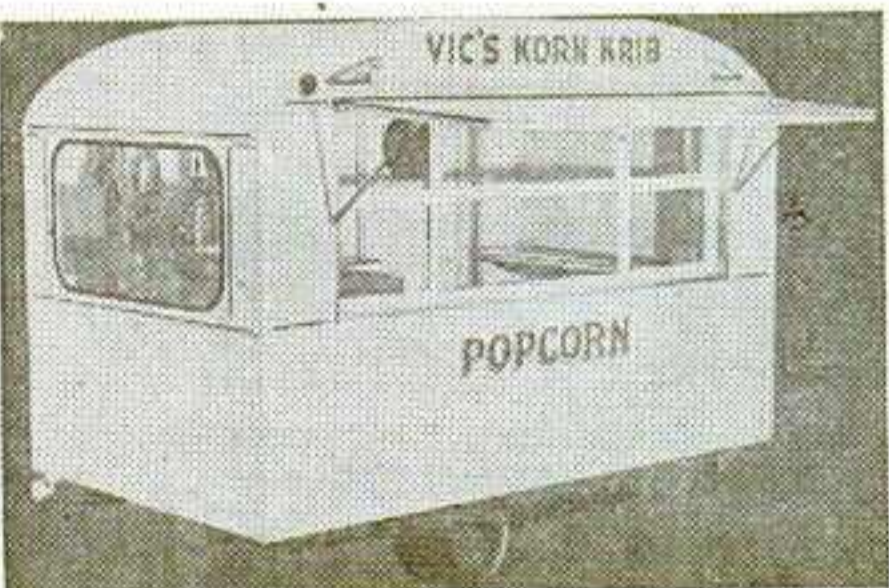
We have been manufacturing these carts and already have 40 sold throughout the country and to date have had about 500 inquiries. Lack of capital and distributors channels is our only reason for selling. Will sell outright or work on combination royalty basis. Do not hesitate to investigate this wonderful money maker. The possibilities are great. For information and pictures write or wire

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STAR • CRETORS • VIKING • DUNBAR • LONG EAKINS • MANY OTHERS . . . Prices start at \$157.50! All supplies—featuring self-locking boxes.

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### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3 same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2 ..... 10¢ each

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

- LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000 size 6x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Set Numbered Ping Pong Balls.....\$15.00  
Replacements, Numbered Balls, Ea... .40  
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000..... 1.25  
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red Salmon, Yellow, Per 100 3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads Size 4x5, M..... 1.50  
Plastic Markers, Red or Green, Round or square, 3/4" Diameter, M..... 2.50  
Scalloped Edge, Green only, M..... 2.00  
Smaller Size, 1/2" Diam., Red or Green Plastics, M..... 1.50  
Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for ..... 15.00  
Thin Transparent Plastic Markers, Brown, 1/4 inch. Per M..... 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M..... 2.00  
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1800 to lb.; larger size 3/4 dia., 1000 to lb. Either size, lb. Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90#. Send for illustrated circular. For..... 135.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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## Out in the Open

Martha and Bennie Weiss planed from their home in Miami to attend the funeral of Mrs. Myrtle Buxton in Monmouth, N. J., Friday (23). The Buxtons are a well-known horse racing family. Merrit (Happy) Buxton is a trainer and his son, Merrit Jr., a jockey. The Weisses, who cut out still dates this season, begin their bingo operations early in July. Their fair dates total 15 weeks, Bennie said. . . . Arthur E. Campfield, head of the New York tent firm bearing his name, has been awarded contracts to build a new big top for Hunt Bros.' Circus, a canvas cover for the Allentown (Pa.) Fair grandstand, and a 40 by 60-foot top for World of Mirth Shows. . . . Fred C. Murray, general manager, International Fireworks Company, reports that he stopped signing pyro contracts in the early part of June because his firm had reached the saturation point. Curtailment is caused, as always, by the lack of skilled firing personnel. Murray recently fired a show at the Festival of Five Flags, Pensacola, Fla. . . . Robert Vaughn, manager of the Art Theater,

Grand Rapids, Mich., staged a vaudeville style presentation recently for the Cherry Festival at Traverse City, Mich.

Harry A. Illions, owner of Celeron Park, Jamestown, N. Y., and New Liberty Park, Buffalo, left Los Angeles by plane Thursday (22) after a week in that city. While there, Illions stored his Rapid and Bozo rides, which had been at old Ocean View Park. . . . Mr. and Mrs. Jim Blair Jr. recently returned to Puyallup, Wash., after spending their honeymoon in Los Angeles and Hollywood. While in Southern California, they visited several of the outdoor shows accompanied by Bert Nelson, of the Abel-Nelson Entertainment Service. Blair Sr. is a director of the Puyallup Fair.

Digger Pugh, English booking agent, spent a day in New York last week before planing to the West Coast on business. . . . Les Berger and Joe Mandel, manufacturers of concession equipment, have enlarged their Brooklyn factory. Firm name is Cardinal Plastics Corporation.

## Talent Topics

Joe and Bebe Siegrist, high act, opened at the Divide County Fair, Crosby, N. D., for Barnes-Carruthers June 22, after 12 consecutive weeks with the Gil Gray Circus. The Siegrists recently took delivery of a new house trailer.

The Rooneys, hanging perch act, appeared as the free attraction with Playtime Shows at the Concord, N. H., Legion of Guardsman celebration. . . . Sol Solman, high diver, was the free act on Coleman Bros.' Shows at the recent Keene, N.H., Veterans of Foreign Wars' festival. . . . Ralph Krause and His Radio Revue have been booked for the Wausau, Wis., July 4 celebration.

Talent set for the July 4 American Legion celebration in Chicago's Soldier Field will include Betty and Benny Fox, pedestal act; Torina and Eric, and the Flying Eldonas, both high acts; Dowbritch Duo, double loop-the-loop; Great Veno, high wire; Don Dorsey and the Great Gaylo, aerialist. Clowns will include Nick Francis and his clown car, A. Lundgren, Lupe Mihares, Vern Peters and Kanter's Clown Band. Acts were booked by Barnes-Carruthers Theatrical Enterprises, Chicago.

Harry Froboess, high pole, has been booked into Springlake Park, Oklahoma City, starting June 30, and will be the free attraction at Dunklin County Fair, Senath, Mo. . . . Francisco and Dolores will play Kennywood Park, Pittsburgh, for two weeks, starting August 20. . . . Los Aeros, high pole, skedded as the free act at the Osborn, O., labor celebration July 2-4. . . . Whitey Erickson, high act, will play the annual July 4 celebration at Moline, Ill.

Acts booked into the Detroit Police Show, August 5, include Maximo, wire act; Ervings, teeterboard, and the Winlos, bicycle. All were booked by Ernie Young, Chicago. . . . Pete Hox, blind whip artist, and his step-daughter, Joyce, opened in Louisville June 20 for two weeks. Act did six shows at the veterans' hospital there and one show over WHAS-TV.

The Juggling Jewels open June 27 for a two-week engagement at Elliott Murphy's Aquashow in the amphitheater at Flushing Meadow Park, New York. . . . Acts appearing with Downey Bros.' Circus at Bristol, Conn., under Knights of Columbus sponsorship, and at Passaic, N. J., under the auspices of the Police Athletic League, included Three Herzogs, trapeze and web; Marcelli and Janice, wire; Jean's dogs and ponies; Beebee's bears; Rosalles Sisters, perch; Three Kayos, acrobats; Jumbo the Seal; Three Welles, acrobats; Mike Munroe, trampoline and Herb Taylor and clowns. Bobby Whaling and Yvette, bike act, played the Roxy Theater, New York this week. . . . The Ericksons, acrobats, and Lee Marx, juggler, were part of the bill at the Palace Theater, New York, last week.

**Gt. Barrington Sets Races**  
GREAT BARRINGTON, Mass., June 24.—Edward J. Carroll, general manager of the Great Barrington Fair Association, has announced the State Racing Commission has granted the week of September 11 thru 16 as racing dates for the annual, to be held September 10 thru 16. Carroll said that work on improving the fairgrounds would get under way shortly.

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## Alfresco Field Provides Fertile Story Ground for National Mags

(Continued from page 46)

While in the past most of the yarns resulted from the ingenuity of free lancers, editors are now assigning top reporters to outdoor stories. This means that they are allotting monies from their operating budgets, a maneuver that can only denote confidence in the ultimate product.

### Digest Skeds Two

Particularly notable is the interest being displayed by the *Reader's Digest*, whose multi-million readers may soon be absorbing the stories of B. Ward Beam, pioneer auto thrill show promoter, and Charles T. Hunt, 80-year-old owner-operator of Hunt Bros.' Circus, the oldest unit operating in this country continuously under one title and ownership.

*Flair*, the new monthly noted for its unique format, and *Holiday*, both deluxe class publications, have already brought news of the outdoor show world to their readers. *Flair* used a piece by Gypsy Rose Lee, last year's gal show feature with the Royal American Shows, in which she described her trouping experiences. *Holiday* used a piece by Bill Ballantine, former Ringling clown. Illustrations by Ballantine showing cross-sections of the sleepers and lot scenes are well done and authentic.

### Satevepost Park Yarn

The *Saturday Evening Post* recently told its readers about George K. Whitney and his Playland-at-the-Beach operation in San Francisco. Whitney's story is a Horatio Alger tale, if there ever was one, and since the American public likes to read about success, this yarn certainly must have hit a high readership average. Previously the SEP ran a piece on Dr. William Mann, head of Washington's zoo, whose showmanly ideas are brain stimulants for the traveling brethren.

*Charm* magazine has scheduled a piece on carnivals, as has *See*. The July issue of the *American Legion Magazine* carries a lengthy yarn on the Thearle-Duffield Fireworks Com-

pany with Frank Duffield, his son, Jack, and Art Briese rating prominent mention. *Look* and *Quick*, both of the Cowles group, are mulling features on A. Joseph Geist's Rockaways' Playland.

The *New York World-Telegram-Sun* has skedded a week-long illustrated feature on Frank Bergen's World of Mirth Shows to run when the current strike is over. Altho not in the magazine category, the *World-Telegram-Sun* yarn can be considered of equal importance. The Bergen org is also skedded for a play in *See*.

### Can. Periodicals Active

The *National*, Canadian home monthly, recently carried a piece on J. W. (Patty) Conklin, midway impresario. Fred H. Phillips, *Billboard* correspondent, has had several showbiz yarns in *Canadian Business*.

Other magazines carrying alfresco yarns during the past year include *True*, *The Kiwanis Magazine* and *Collier's*.

Top space-getter in the alfresco field is still the Ringling-Barnum circus which annually gains recognition in multiple national periodicals, usually as the result of its Madison Square Garden opening, a date synonymous with spring to many editors. Bill (Hopalong Cassidy) Boyd, Cole Bros.' Circus feature, has enabled that org to rate mention in many national mags, with the most important being a recent issue of *Life*, the publication of which coincided with the show's New York engagement.

*Pageant*, *American Weekly* and *Hit* also ran circus stories in recent issues.

## GOTHAM GARDEN

(Continued from page 46)

sponsored by an association of auto dealers in New York, New Jersey and Connecticut.

For the first time the Columbia Broadcasting System (CBS) this year has purchased Saturday evening television rights from the Garden for an estimated \$115,000. Friday evening boxing is expected to be tele-

## Apparel-Textile Show Is Muddled For Sacramento

LONG BEACH, Calif., June 24.—Reports regarding exhibitors and plans for an expanded apparel and textile exhibition at the California State Fair were heard by the directors at their recent annual June meeting here. Session was held at the home of Fred H. Bixby, former fair president and member of the board, who hosts the group each year for this gathering.

William C. Wright, Sacramento, president, conducted the session. Ruth Small, one of the blue ribbon fashion winners in 1949, attended and Lynn Norby, in charge of the fashion show, reported that over 1,000 entries in fashions alone are expected this year. Norby pointed out that California is the only State fair judging fashions.

Fred Links, assistant director of finance for the State, revealed that a large number of Eastern manufacturers will show at the fair August 31 thru September 10.

Other board members at the meeting included T. P. Tupman, Los Angeles; Hal G. Hotchkiss, San Diego; D. W. Beatie, Marysville; J. E. Courtney, Sacramento; E. E. Freeman, Modesto; W. S. Hillis, Madera; James E. McConnell, Columbia, and Ward G. Walkup, San Francisco.

vised again this year by the National Broadcasting Company (NBC), pending a settlement with the boxing managers' guild. Roller Derby, which was reported as a good money-maker, is expected to become a regular Garden attraction.

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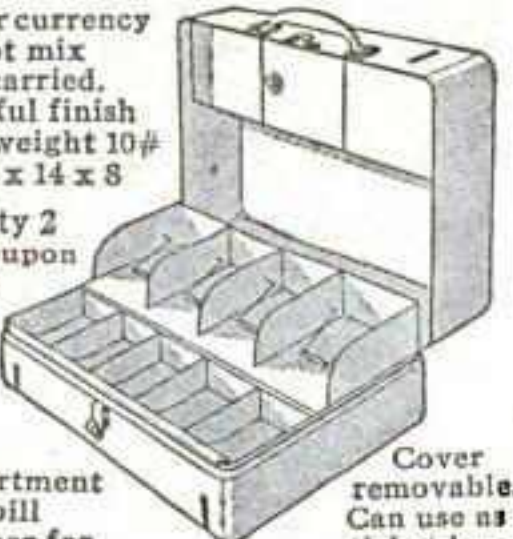
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Alamo Expo.: Vinita, Okla., 26-29.  
American Bazaar: Brockport, N. Y.  
American Beauty: Dodge City, Kan.; Larned 3-4.  
American Eagle: Newman, Ill.  
American Midway: Dodge City, Kan.  
American United: Cutbank, Mont., 26-28; Kallispell 30-July 4.  
Avery's Modern: Bayport, Mich., 1-4; Drayton Plains 7-16  
Badger State: Wadena, Minn.  
Baker United: Plymouth, Ind.  
Beam's Attrs.: Rimersburg, Pa.; Brookville 3-8.  
Becht, Lee: Montgomery, O.  
Bee's Old Reliable: Olive Hill, Ky.; Greenup 3-8.  
Belle City: Sparta, Wis., 26-29; Rice Lake July 1-4; Ashland 6-12.  
Bernard & Barry: New Liskeard, Ont., Can., 30-July 3.  
Big Four Am.: Lake Zurich, Ill.  
Big State: Denver City, Tex.  
Blue Grass: Rochester, Ind.; Mt. Vernon, Ill., 3-8.  
Bogle, F. C.: Arcadia, Kan.; Nevada, Mo., 3-4.  
Bohn & Son: Howard, Kan., 26-28; Yates Center 29-July 1.  
Boone Valley: Atlantic, Ia.; Boone 3-4.  
Brewer's United: (Fair) Elgin, Tex.  
Brodbeck: Kingfisher, Okla.  
Buck, O. C.: Yorkville, N. Y.; Keene, N. H., 3-8.  
Burdick Greater: Cameron, Tex.  
Burke, Harry: Kinder, La., 26-July 2.  
Burkhart: Earlville, Ill.; Princeton 3-4.  
California: Stockton, Calif., 27-July 9.  
Capell Bros.: Sapulpa, Okla.; Blackwell 3-8.  
Capital City: Somerset, Ky.; Stearns 3-8.  
Cavalcade of Amusements: Menasha, Wis.  
Central American: Manhattan, Kan.  
Central States: Columbus, Neb.  
Cetlin & Wilson: Grafton, W. Va.; Clarksburg 3-8.  
Chanos, Jimmie: Muncie, Ind.; Eaton, O., 3-8.  
Cherokee Am. Co.: Corning, Kan.; Peabody 4; Green 6-8.  
Coleman Bros.: Pittsfield, Mass.  
Collins Bros. United: Geneva, Neb.; Fullerton 3-4.  
Collins, Wm. T.: Gilbert, Minn.; Hibbing 3-8.  
Columbia: Machias, Me.; Calais 3-8.  
Cote Am.: Keego Harbor, Mich., 26-29; Pontiac July 1-4.  
County Fair: Gordon, Neb., 26-28; Stuart July 1-5.  
Crafts Expo.: Oakland, Calif., 29-July 4.  
Crafts 20 Big: (Fair) Del Mar, Calif., 30-July 9.  
Crystal: Oliver Springs, Tenn.; Oneida July 3-8.  
Cumberland Valley: McMinnville, Tenn.; Tullahoma 3-8.  
Cunningham Expo.: New Martinsville, W. Va.

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Capell Bros.: Butte, Neb., 29.  
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Gainesville Community: Dallas, Tex., 29-30.  
Gould, Jay: Monticello, Minn., 28-29; Carlton 30-July 1; Coleraine 2-4; Cass Lake 5-6; Wheaton 7-9.  
Hagen Bros.: Ashland, O., 27; Wadsworth 28; Ravenna 29; Salem July 1; E. Liverpool 2.  
Hamid-Morton: Baltimore, Md., 26-July 1.  
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Mills Bros.: Atlantic, Ia., 27; Boone 28; Marshalltown 29; Waterloo 30; Dubuque July 1; Janesville, Wis., 3; Beloit 4; Fort Atkinson 5; Delavan 6; Burlington 7; Kenosha 8.  
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Ringling Bros. and Barnum & Bailey: Berlin, N. H., 27; Sherbrooke, Que., Can., 28; Montreal 29-July 2; Belleville, Ont., 3; Toronto 4-5; London 6; Detroit, Mich., 7-9.  
Rogers Bros.: Pocomoke City, Md., 27; Easton 28; Laurel, Del., 29; Cambridge, Md., 30; Salisbury July 1; Ocean City 2; Milford, Del., 3.  
Seal Bros.: Twin Falls, Idaho, 27; Parma 28; Burns, Ore., 29; John Day 30; Fossil July 1.  
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## Ohio Secretaries See Chance For Cuts in Midway Tariffs

COLUMBUS, O., June 24.—Many of Ohio's fairs will be able to offer substantial reductions in the prices of midway rides at their annuals if Congress adopts the proposed measure calling for a 50 per cent reduction in the amusement tax, it was revealed at the annual mid-year conference of the Ohio Fair Managers' Association, held Thursday (22) in the Deshler Wallick Hotel here.

Floyd E. Gooding, whose Gooding Amusement Company supplies midways for the major portion of Ohio's fairs, said he would cut prices if the proposal becomes law. Gooding said that he would lower prices of some 20-cent rides to 15 cents and reduce the price of kiddie rides, now 15 cents, to a dime.

With Lawrence P. Lake, Cincinnati, president of the association, presiding over the three-hour meeting that drew modestly good attendance, fairmen's informal discussions centered around subjects designed to be of assistance to them in improving their annuals.

Under the subject, *Interesting Features of 1950 Fairs*, secretaries explained various plans. These reports included a program by one secretary whose fair caters to a large foreign population, to stage a Hungarian wedding, following success of Hungarian dancing last year. Another reported plans for a display of industrial products manufactured in his county. A third manager said plans had been made to hold a tomato festival in conjunction with the fair. Another official has organized a junior fair board for the purpose of staging a Saturday parade to advertise his fair.

"A couple of managers reported that water mains and roads were being constructed at their plants in a discussion titled *What Expansions Are Being Made Either in Permanent Improvements or in the Departmental Features of Your Fair?*

Featured speakers were Howard Faust, Ohio director of agriculture, and Robert Jones, manager of Ohio State Fair, who outlined plans for the 1950 Centennial State Fair. Faust was optimistic over prospects for 1950 fairs and predicted a good year for them. Former Gov. Myers Y. Cooper and president of Carthage Fair, Cincinnati, also spoke, urging fairmen to keep their fair plants and programs abreast of the times.

Livliest discussion of the afternoon centered around the topic, *Are Fairs Generally Insisting on Three-Heat Racing Programs?* The consensus was that most fairs are using two heats because of insufficient entries and to give patrons more opportunity to patronize the midway, from which the fairs get an important segment of their revenue. It was emphasized however, that harness racing has a definite place in the fair picture. Races attract many people who might not otherwise attend a fair, it was said, and the events are important in that they assist fair management in offering a well-rounded program.

The day of the indiscriminate issuance of passes to fairs has been eliminated, fairmen said in discussing

the topic, *How Many Fairs Have Completely Eliminated Passes With the Exception of Exhibitors?* Nowadays the ducats are largely limited to courtesy tickets to the press, civic officials, etc. One man reported that the pass problem is no longer handled by the secretary's office at his fair. That office, he said, is always so busy at fair time that its staff is apt to be careless in issuing passes. Instead, the job has been turned over to one person who examines the claims of each applicant thoroly before a pass is issued.

Besides Gooding, attractionists and supply house representatives attending the meeting included Robert O. Otto, representing Jones's Speedways, operators of Powell Speedway, Columbus, and bookers of wrestling as grandstand attractions; A. H. Sutton, R. B. Powers Ribbon Company, and Harry W. Wigton, Regalia Manufacturing Company.

## Three N. Calif. Fetes Pull Record Throngs

SAN FRANCISCO, June 24.—Three Northern California week-end events ended Sunday (18) with record crowds.

The fifth annual Railroad Days celebration in Dunsmuir pulled 15,000 for the parade, the feature of the event. Redwood Empire Shows, headed by Anthony Masseh, played the date.

At North San Juan the 70th annual San Juan Cherry Festival pulled more than 4,000 visitors.

The Days of Kit Carson, staged in Jackson, was one of the most successful ever staged. Features were a parade and entertainment both on the street and in front of the Amador County Fairgrounds grandstand.

## 650,000 Gate Admission Ducats Sold in Advance by Chi Event

(Continued from page 3)

to 650,000 gate admissions, as each book contains five such ducats, plus two for Music-in-the-Round and one each for three other fairgrounds attractions, big top circus, ice varieties and the water thrill show.

Thus, Music-in-the-Round will bow with an advance of roughly \$65,000 after taxes on the basis of its pro rata share of the book sale, whereas the icer, circus and water shows will open comfortably with an advance of roughly \$32,000 under each of them.

### Use Lake Front Site

The fair, managed by 32-year-old Crosby Kelly, a newcomer to the field, utilizes the lakefront site and much of the facilities built and used the last two years by the Chicago Railroad Fair from which it stemmed. The railroad events put emphasis on low prices and did not accent paid attractions strongly. The new fair, planned as a permanent annual event, gives more emphasis to paid shows and has upped prices but at the same time has thrown out the lure of bargain prices thru the advance sale.

Outside gate, which held at 25 cents during the railroad exposition, has been doubled. Parking charge, which was 35 cents, has been upped to 50 cents. Ice show, which last year was a free one, having been underwritten by fair exhibitors, this year carries a 60-cent charge. And, generally, thru-out the fair there are more fee-carrying shows.

Harry P. Harrison, an old hand at directing advance sale of combination tickets for major expositions, planned and executed the sellout. State Street

## Architects Ready Plans for New CNE \$3,000,000 Coliseum

TORONTO, June 24. — Plans are now being drawn for a \$3,000,000 extension to the Coliseum at the Canadian National Exhibition (CNE).

The Coliseum, which is used mainly to house the horse show and the Royal Winter Fair, has been found much too small by CNE officials.

The initial move for the project was the granting by the city of Toronto of \$1,000,000 for the capital expenditure. Other contributions are expected from the provincial and federal governments.

## Transportation Fair To Open Office July 1 At Santa Anita Park

HOLLYWOOD, June 24. — Executive offices for the World Transportation Fair (WTF), to be held May 30-September 9, 1951, will open at Santa Anita Park, Arcadia, July 1, Ira W. Curry, managing director, said. Move will concentrate activities with the exception of exhibit space sales, which will be handled by Management Corporation of America (MCA), a division of Music Corporation of America, from its Beverly Hills offices.

With the office to be located at the 401-acre race track, a reshuffling of WTF key personnel has been necessary. To streamline the work of putting the fair together, Curry named Josef Bulowski general manager and Lawrence E. Jones promotion manager. Roger G. Thompson continues as assistant producer and designer, and Eric W. Coster as publicity director.

stores, many of which had chipped in generously to underwrite the establishment of a permanent lakefront fair, co-operated in not only selling the tickets, but in devoting liberal space in their advertising to the combination book sale. Other outlets were chain drugstores, currency exchanges, bus and rail depots, airlines, major industrial firms and hotels.

One hotel in its paid advertisements cued its prospective customers that by saying "Chicago Fair" upon checking in, they would be duked fair tickets "on the house."

Other ticket gimmicks loom as a means of building and sustaining attendance. Combination ducats, good both for admission to the fair and to *The Chicago Tribune's* musical festival, already are being plugged. This is a departure from the policy of the railroad fairs, which stuck strictly to straight sales at regular prices, but Kelly and his associates figure that changed times call for bargain price appeal.

## Rain Crushes Chi Event's Launching

CHICAGO, June 24.—Chicago Fair opened its 73-day run here on schedule this morning, but heavy rains which broke about 2 o'clock washed out all afternoon activities and held night play to a minimum.

The fair was able to run off its schedule of morning parades and other festivities attendant to the launching of this year's event.

## Beaumont, Calif. Cherry Festival Outstrips 1949

BEAUMONT, Calif., June 24. — While no attendance figures were available, the 33d annual Cherry Festival, which ended a four-day run here Sunday (18), outstripped 1949. Usually running three days, the event was lengthened to four this year, with Ken Baker handling as coordinator.

Event was highlighted by the appearance of Spade Cooley and his company opening night, a square dance Friday night, parade and barbecue on Saturday and Weber Bros.' Circus Saturday and Sunday. The parade had 12 floats, six bands and 900 horses.

### Runs Without State Aid

Operated by the Cherry Festival Association, the event is not State-supported. Admission opening day was \$1, including tax, and 50 cents for children. Other days admission was half that price. However, admission tickets entitled patron to all the attractions, including the circus and Crafts 20 Big Shows midway. Crafts played the event for the first time, getting the contract from Ferris Greater Shows, which had played the date for the past several years.

On display was a B-29 from the Norton Air Base in San Bernardino, tanks, rocket launchers and other marine exhibits. Parade was led by the El Toro Marine Base Band.

Prize ribbons thru fifth prize were awarded. Approximately 85 exhibits were shown. No entry fees were charged.

### Cherry Growers Reap It

Weber Bros.' Circus, booked by Raynor Lehr, of the Bert Levy Circuit, was scheduled to play four performances. However, en route to the festival from Phoenix, the show was delayed at the Arizona-California border. Saturday afternoon show was missed, with the evening performance held with only the side-walls up.

Taylor said that he believed that a final audit would show that the event had made money. Cherry growers sold out to the crowds at 27 cents per pound as against 12 cents per pound last year when there was a bumper crop.

## L. A. County Spring Event Seeks New Site; 3 Towns Make Bid

BELLFLOWER, Calif., June 24.—A new site for the Los Angeles County Spring Fair will be sought, James Bannister, secretary-manager, said.

With about 35-acres required, Long Beach, Artesia and Paramount are reported bidding for the event. Artesia is offering a quarter-mile track and permanent buildings. However, the plant is located in a residential area. Bannister would not commit himself as to preference.

At Paramount, plans were moving ahead for the annual fair there July 19-23. A series of weekly "check" meetings are being held to review the progress made in the planning of the fair. Committees and prospective exhibitors get together for the review.

## Roanoke Rapids Chartered

ROANOKE RAPIDS, N. C., June 24.—Halifax and Northampton Fair Association, Inc., this city, has been chartered to operate fairs. Authorized capital stock is \$50,000, with \$300 stock subscribed by E. E. Gilsdorf, Camden, N. J.; T. B. Glover and Myrtle Glover, both of Roanoke Rapids.



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 Grandstand Attractions for the week of August 28th.  
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**WANTED IMMEDIATELY**  
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**County Fair, Sept. 11-16**  
 Contact: J. O. ROBINSON, Pulaski, Tenn.

**WANT**  
 Rides (part Merry-Go-Round) and Concessions for Youngsville Community Fair, Sept. 6, 7, 8, 9. No gambling devices or Girl Shows.  
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 Independent Ride Unit or good clean Carnival for Hopkins County Fair. For week of Aug. 28 thru Sept. 2. Write at once to:  
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 Madisonville, Kentucky. Phone 284 or 326-R

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**Fair Dates**  
 The following corrections and additions to the list of Fair Dates were received during the week ended June 23. The complete List of Fair Dates was published in the issue dated June 24. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

**ARKANSAS**

Arkadelphia—Clark Co. Fair. Sept. 14-16. George S. Dews.  
 Brinkley—Monroe Co. Livestock Show Assn. Sept. 24-25. G. R. Warblow.  
 Camden—Quachita Co. Fair. Sept. 11-16. W. MacGraves.  
 Clarksville—Johnson Co. Fair. Sept. 4-9. Virgil Smith.  
 Des Arc—Prairie Co. Livestock Show Assn. Sept. 21-23. Joe Caskey.  
 El Dorado—Union Co. Fair. Sept. 25-30. Thomas Reynolds.  
 Foreman—Little River Co. Fair Assn. Sept. 28-30. Marion H. Crank.  
 Fouke—Miller Co. Fair Assn. Sept. 14-15. A. P. Cox.  
 Harrisburg—Poinsett Co. Fair Assn. Sept. 17-22. Horace S. Smith.  
 Harrison—Boone Co. Fair Assn. Sept. 27-30. Coy Jones.  
 Heber Springs—Cleburne Co. Fair. Sept. 21-23. Oran Beasley.  
 Hermitage—Bradley Co. Fair Assn. Sept. 27-29. James O. Harrod.  
 Huntsville—Madison Co. Fair Assn. Sept. 7-9. A. C. Mowery.  
 Lake Village—Chicot Co. Fair Assn. Sept. 25-30. George E. Wilson.  
 Lonoke—Lonoke Fair. Sept. 28-30. Wiley Couch.  
 Mt. Ida—Montgomery Co. Fair. Sept. 28-30. Cleo Ray.  
 Paragould—Greene Co. Fair Assn. Sept. 6-9. J. T. Brown.  
 Salem—Fulton Co. Livestock Show Assn. Sept. 14-16. O. G. Tyree.  
 Sheridan—Grant Co. Fair Assn. Oct. 12-14. Bruce E. Gartman.  
 Yellville—Marion Co. Fair Assn. Sept. 22-23. Mrs. Roy Linton, Summit, Ark.

**ILLINOIS**

Mt. Carmel—Mt. Carmel Fair. July 23-28. E. Guy Pixley.

**MINNESOTA**

Bemidji—Beltrami Co. Fair Assn. Aug. 14-16. George Guyan.

**TENNESSEE**

Athens—McMinn-Meigs Twin Co. Fair Assn. Sept. 25-30. Leonard Earl Lockmiller.

**WEST VIRGINIA**

Middlebourne—Tyler Co. Fair. Aug. 17-19. Cecil L. Nichols.

**CANADA**

**BRITISH COLUMBIA**

Abbotsford—Central Fraser Valley Fair. Sept. 11-12. L. J. Little.  
 Armstrong—Interior Provincial Exhn. Sept. 11-14. Mat Hassen.  
 Cloverdale—Cloverdale Agrl. Assn. Sept. 15-16. T. W. Currie, New Westminster.  
 Coombs—Arrowsmith Agrl. Assn. Sept. 8-9. A. J. Mason, Hilliers, B. C.  
 Courtenay—Comox Agrl. Assn. Sept. 1-4. S. McCowan.  
 Duncan—Cowichan Agrl. Soc. Sept. 7-9. W. R. Barker.  
 Gibson's Landing—Gibson Agrl. Soc. Aug. 18-19. Mrs. M. LeFeuvre.  
 Haney—Maple Ridge Agrl. Assn. Sept. 13-14. J. P. W. Greenhill.  
 Invermere—E. Kootenay Agrl. Exhn. Sept. 1-2. Mrs. A. R. Coy.  
 Ladysmith—Ladysmith Agrl. Assn. Sept. 20-21. Rev. C. McDiarmid.  
 Langley Prairie—Langley Agrl. Assn. Sept. 15-16. J. K. Rewers, Milner, B. C.  
 Lillooet—Lillooet Fair Assn. Sept. 14-15. Mrs. M. Beley.  
 Mission—Mission Agrl. Assn. Sept. 2-5. James Muir.  
 Nanaimo—Nanaimo Agrl. Soc. Sept. 14-16. Lois Morgan.  
 Nelson—Nelson Fair Assn. Sept. 14-16.  
 Port Moody—Port Moody Fair Assn. Sept. 7-8. Charles W. Lunn.  
 Prince George—Prince George Agrl. Assn. Sept. 1-4. Mrs. R. B. Carter.  
 Quesnel—Cariboo Agrl. Soc. Sept. 8-9. K. J. Smith.  
 Rock Creek—Rock Creek Fair. Sept. 7-8. Mrs. Henry Madge.  
 Salmon Arm—Salmon Arm Agrl. Assn. Sept. 21-24. Mrs. J. F. Doe.  
 South Burnaby—S. Burnaby Agrl. Assn. Sept. 15-16. Mrs. J. C. Bellinger.  
 Williams Lake—Williams Lake Fair. Aug. 31-Sept. 1.

**Du Quoin Inks Hope For Labor Day Night**

DU QUOIN, Ill., June 24. — Bob Hope has been signed to appear at the Du Quoin State Fair here Labor Day night, W. R. Hayes, general manager, announced. The comic will appear along with a revue in front of the grandstand.

Other fair appearances already announced for Hope are the Illinois State Fair, Springfield, and the Indiana State Fair, Indianapolis.

**Mass. Annuals Show 100,000 Gate Increase**

WORCESTER, Mass., June 24.—Attendance at 158 fairs in Massachusetts receiving State prize money increased by 100,000 persons over the previous period for the fiscal year ending this month, according to information released at the annual spring meeting of the Massachusetts Agricultural Fairs' Association held here Tuesday (13).

Total attendance figure for the year was 1,145,082, with State payments amounting to \$46,731.89, an \$8,000 increase. Fairs themselves contributed \$37,072.65, a drop of \$3,738.37 from last year, making a total of \$83,804.54 spent on agricultural premiums.

Seven fairs licensed to conduct pari-mutuel betting paid \$75,202.44 into the Agricultural Purposes Fund during the 1949 season. Breakdown shows Weymouth contributing \$4,722.57; Marshfield, \$7,191.48; Middleboro, \$2,365.24; Topsfield, \$2,291.05; Northampton, \$21,688.36; Brockton, \$5,110.26, and Barrington, \$31,833.48. Of the total amount \$70,000 will be used during next year and \$5,000 put into a reserve fund. Fairs will receive more than \$50,000 and special allotments exceeding \$14,000.

State prize money is being sought by 185 Massachusetts annuals this year. The association decided to continue the temporary allotments granted to individual fairs last year by the late Robert P. Trask.

SAGINAW, Mich., June 24.—Dates of the Saginaw Fair here are September 10-16, Clarence H. Harnden, secretary-manager, announced.

**THE AERIAL SENSATIONS**  
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 Concessions booking here can be placed at Bucks County Fair, Doylestown, Pa., week of Sept. 11-16.

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**County Fair, August 24, 25 and 26**  
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Big Car Races Stars on Parade Harness Races  
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Big Car Races — Stock Car Races — Harness Races — Heart of Illinois Revue  
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 Anticipated Attendance, 150,000—AUGUST 29 THRU SEPTEMBER 4  
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THE MARYLAND STATE FAIR, Timonium, Aug. 30 thru Sept. 9  
 THE GREAT FREDERICK FAIR, Frederick, Oct. 2 thru 7  
**LES SPONSLER, 117 W. Saratoga St., Baltimore 1, Md.**



# Lakeside, Forest Near Par At Dayton Despite Weather; Outlook for Season Bright

## 500,000 People Spend When Rain Does a Fadeout

DAYTON, O., June 24. — Rainy weather considered, Dayton's resorts, Lakeside Park on the west side of town and Frankie's Forest Park on the north, have come thru the season to date in good shape and officials are unworried over prospects for the season.

In fact, both managements voice optimism over the outlook, basing their opinions on current high levels of industrial activity and wages in Dayton. "When the weather changes—as it is bound to do—we will get money," they say, pointing out that whenever they have had a fair day people have attended in crowds and spent generously. Dayton's 250,000 people and as many more in surrounding territory supply the market for the parks.

Kyle Anderson, promotion manager of Lakeside, in the absence of Manager Gerald Niermann, reported attendance and grosses to date on a par with 1949 figures, while Frank J. Schaufler, owner-manager of Forest Park, said figures for his spot thus far are only slightly behind last year's. Per capita spending at Forest

Park is unchanged, and picnic bookings are reported equal to last year's.

### Using Name Bands

Lakeside has added a Ferris Wheel this year and has repainted and re-decorated the ballroom, its biggest grosser, in which name bands are offered each Saturday night. Booked in so far are Jimmy Dorsey, Les Brown, Artie Shaw, Ray Anthony, Woody Herman, Hal McIntyre and Art Mooney. During the week private dances are offered, using local talent. (See Lakeside, Forest on page 87)

## N. E. Confab Scheduled for Rocky Point

### Summer Session July 25

EXETER, N. H., June 24.—The 21st annual summer meeting of the New England Association of Amusement Parks and Beaches will be held at Rocky Point Park, Warwick, R. I., on July 25, Fred L. Markey, association secretary - treasurer announced from his headquarters here.

Park owner Vincent Ferla and his manager, Paul Haney, completed plans for handling the gathering this week. Many park men and suppliers from outside the New England States are expected to attend.

Rocky Point was rebuilt three years ago after being completely destroyed by a hurricane in 1938. Modern decor was stressed in the rebuilding program with the result that the funspot is regarded as prime example of modern trends.

Recent additions to Rocky Point are the huge Palladium Ballroom which accommodates 2,000 couples and the Shore Dinner Hall in which 3,400 guests can be served at one time.

## Weather Hurts Olympic Biz

IRVINGTON, N. J., June 24.—Hampered by cold and wet weather, grosses for Olympic Park here over last week-end were held low. Swim pool take was nil. With attendance this season limited by bad weather, but spending holding its own with the 1949 figure, park Treasurer Robert Guenther said he could not decide whether patrons had more money or were merely taking advantage of added elbow-room and laying out more cash than usual.

Guenther reported that park management did not expect to boost the funspot's advertising budget to any great extent with the advent of summer. He explained that the park's ad campaign was set up to start big, run at a moderate pace until July 1, at which time it would be upped slightly, and then be tapered off in August.

Free attractions at Olympic this week, booked into the spot by Herman Blumenfeld, of the Hamid Agency, New York, were the Nathano Brothers; Lynn and Margo, musical novelty; the Four Angels, balancing; and the Bouncing Bodos, trampoline.

## 143G Bid Proffered For A. C. Pier Job

ATLANTIC CITY, June 24.—First contract for rebuilding Garden Pier here as a public park will cost the resort at least \$143,460, under bids received by the City Commission. Initial step in reconstruction calls for decking the front section of the pier and rebuilding the substructure.

City already has spent \$57,000 for demolition of buildings on the pier and another \$10,000 for architect's plans. Mayor Joseph Altman said that the conversion process may eventually cost the city \$800,000.

## Willow Grove Adds Eskimos

PHILADELPHIA, June 24. — Authentic Eskimo village was the new attraction added this week at Willow Grove Park here. The reproduction features a family of Eskimos, their animals and native equipment.

## Music Park Grosses Keep Time With Promotion Temp—Smythe

(Continued from page 4)

has enlarged his horse-pulling contests, now in their second year at the Hoosier park. Considered his strongest promotion, Smythe is running four sessions of the equine-tugging this season, which starts at 9:30. Another early morning side promotion is baton-twirling, staged in the arena.

### Contest Set-Up

Set up by Merle Smith, Syracuse, Ind., baton-twirling tutor, the series will pit residents of Indiana, Ohio and Michigan in separate sessions. In August, the tri-State finals will be held, pitting winners of the first three contests. Smythe pointed out that he is aiming to make his audience a part of the actual programing, with the horse tests geared at the agrarian payers, while the baton twirling carries its primary lure for the urban customer. He emphasized that parks need the early morning draw, which makes it possible to get lunch and at least softdrink moo from the patron, who'll stay also for the start of the regular afternoon stagershow.

### Biz Ahead

Because of the two prominent side promotions, Smythe points out that biz is a little ahead of last year, despite poor weather up to last week. In 1949 Smythe reported that the season, as far as weather was concerned, was much more conducive to attendance at outdoor events. Smythe feels that by running separate events in both the outdoor arena and the theater, more traffic thru the park's concession is encouraged.

Smythe also has inaugurated two full-season promotions, which are going great. He purchased a 450-pound sea turtle from a pet house in Florida for \$110, erected a concrete aquarium for the animal, and reports it a terrific kid draw. Another, aimed at adults, features flag-pole sitter Sunny Dale, living the season atop a 60-foot perch. Smythe reports that passersby stop in all during the week to view the gal, altho he's open only week-ends and holidays.

Two more country music parks have opened this season. Jimmy Wakely, the Capitol disk star, opened the Oregon Trail Radio Ranch Park, Weiser, Idaho, June 24-25. Park is the first reported in the West. The Georgia Crackers, radio h.b. unit at WHKC,

Columbus, O., have opened the G-Bar-C Ranch, located on U. S. Route 40, two miles east of Reynoldsburg, O.

In addition to utilizing country talent on week-ends and holidays, the Columbus ranch will have an outdoor pavilion for dancing on Wednesdays and Saturdays. The Newman brothers, nucleus of the Georgia Crackers, have the start of a kiddieland on the grounds. Admission is 60 cents, with children under 12 admitted free.

Jimmy Kish, radio band leader, working out of Painesville, O., has taken over Pioneer Cowboy Park, Pierpont, O., where he is utilizing the week-end and holiday name policy.

Another newcomer to the park field is Albie Clements, who operates Circle A Ranch, Deer Park, N. J., seven miles from Philadelphia. Pete Taylor and his Circle A Ranch Gang act as house band, with d.j. Lee Stewart, WHAT, Philadelphia, acting as emcee. They hold square dancing Wednesday nights in a pavilion. Admish is either \$1.20 or 60 cents for adults, depending upon the stature of the name attraction. Clements was formerly a rodeo trick-rider.

## Dallas Midway Hits Jackpot On June 19

### Negro Day Sets Record

DALLAS, June 24.—State Fair of Texas summer midway drew record crowd of 72,000 Negroes for June 19 Emancipation Day celebration. "June-teenth" last year attracted about 55,000. Fred Tennant Jr., midway superintendent, said ride owners and food and game concessionaires had the best day of the season to date.

Midway stayed open until after midnight. Kiddie Town was in full swing by 10 a.m. and all rides were turning by 11 a.m. For the first time since the midway opened April 8, both Ferris Wheels were in full operation.

### Negro Flack

Fair promotion of the celebration was carried on entirely thru Negro press, with ads placed both in Texas Negro newspapers and Texas-circulated editions of national Negro weeklies. Don Gilbert, Negro magazine publisher, was hired as public relations director to flack the event and direct activities on the grounds. Total expenditure for promotion was less than \$500.

Fair distributed 50,000 free ride tickets in Negro elementary schools before school closed. Kiddie Town did \$1,280 worth of business at 9 cents per ride. Photograph concession took in \$300.

Most popular event was street dance and jitterbug contest held on the midway, with cups presented to best dancers. Gospel quartet contest failed to come off, when no singers showed up, and only one ex-slave turned up for a heralded fried chicken picnic for ex-slaves. Fair, however, fed all aged Negroes who showed up at the picnic pavilion for a noon-time picnic and the gesture paid off with a good story in Dallas dailies.

Happy Harrison's dog and pony show gave two performances on the midway stage at 7:30 and 10 p.m. Show will remain on the midway thru tomorrow (25), then leave for Oklahoma City. Act came from Pontchartrain Beach, New Orleans. Kuntz and Kuntz, high act, which preceded Harrison show on midway, departed for Corpus Christi (Tex.) park.

## CONEY ISLAND, N. Y.

By UNO

Despite the unusual cold of the June 17-18 week-end biz was up, altho a few ops did complain of a scarcity of spending money. . . . Chamber of Commerce initiates its much-heralded program of promotional free events for July and August 3. Featured will be the Walking Man who will mingle with the crowds. Clues as to his identity will be furnished by various ops and two prizes will be awarded, one an auto contributed by the Vaughn Motors and, the other, a furniture set. Same evening will find Ukulele Ike, Nick Kenny and Joyce Matthews among visiting celebs. July 4 night, a fireworks display will be presented. July 5 starts the Magazine Cover-Girl contest, the finals of which, will take place August 30. July 6 and every Thursday eve thru August will introduce an Air Derby. In addition, a helicopter will perform an air-sea rescue and stunt-flying.

New Islander is Charles Riebold, former decorator at Rockaway's Playland, who is partnered with Johnny Ward in two newly named rides, Spinning Saucer and Rocket Thriller and operated by himself, and three kiddie rides, Pony Cart, Fire Engine and Boat, on the Boardwalk and West 12th. An assistant is

August Jackcontis. Riebold plans further alterations and improvements on the site all on the same scale his father-in-law, August Wolfinger engineered in the building up of Playland.

Atlantis Casino on the Boardwalk has again changed hands, reverting back to its original owner, Herman Schuman, who opened the spot on its erection in 1940. Last year's ops were Phil Rubenstein and Lou Klein. General manager is Herman Levene and chief drink doctor, Herbie Weiser. Talent so far engaged for the season comprise Hey Jackson's comedy ork and Anita DeCastro and her rumba band. . . . Fred, Max and Libby Jacobs closed their merchandise store in Brooklyn over the summer and joined brother Joe and his assistant, Goody Telzer, in the operation of two balloon-busts, one on Surf and one on Stillwell.

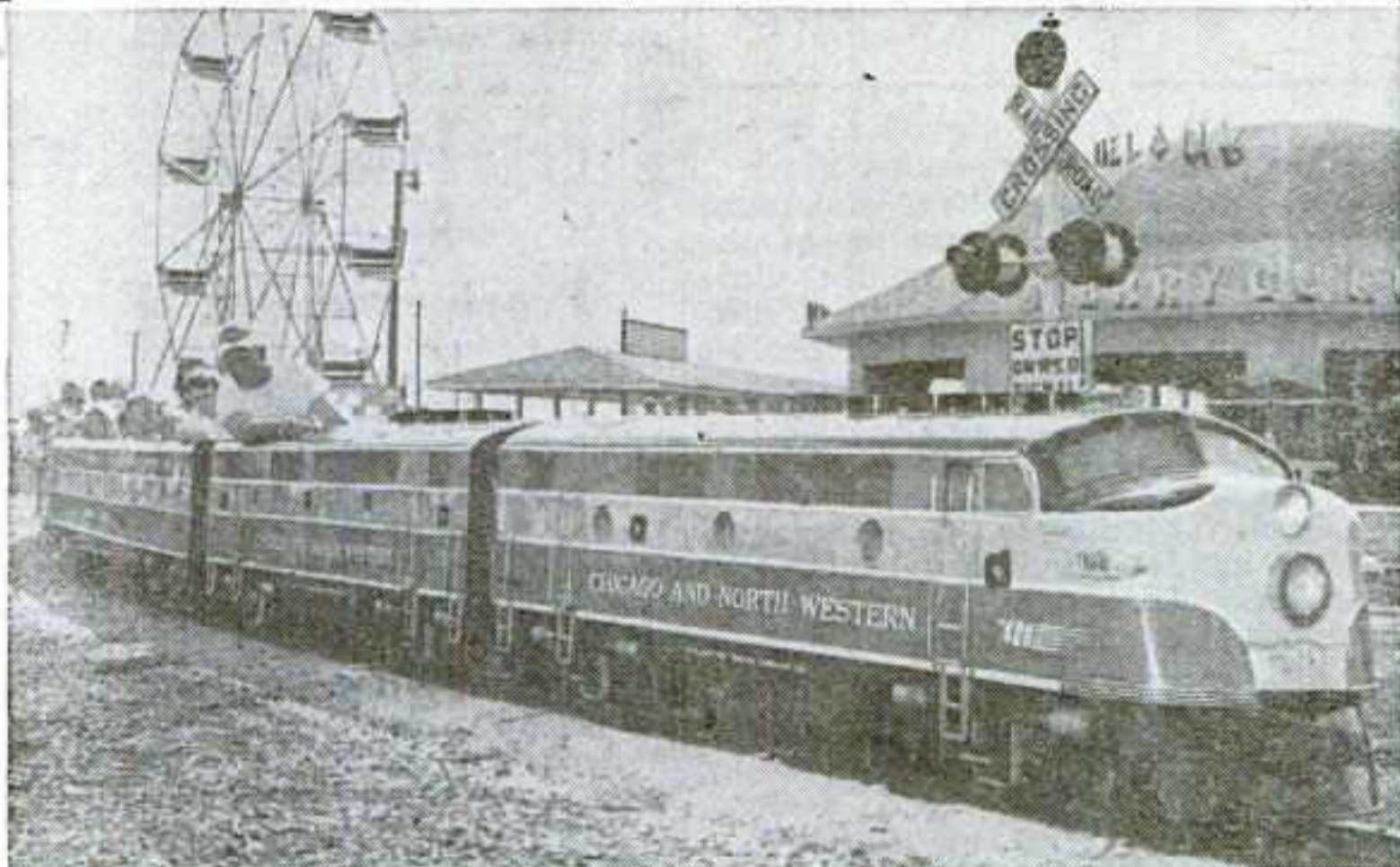
Harry Novins, James Botano and Isadore Kuritz are joint ops in the Cuddle-Up, Flying Scooter and Hi-Ball rides on Surf and West Sixth and the Streamline Scooter, across the avenue, near West Eighth. Ticket seller for Cuddle-Up is Max Smith, with the firm 25 years; for Flying Scooter and, Hi-Ball, Charles Cohn. (See Coney Island on page 84)



# HERE'S WHY . . . ART FRITZ

PIONEER CHICAGO KIDDIELAND OPERATOR

## CHOSE THE MODEL G-16 STREAMLINER



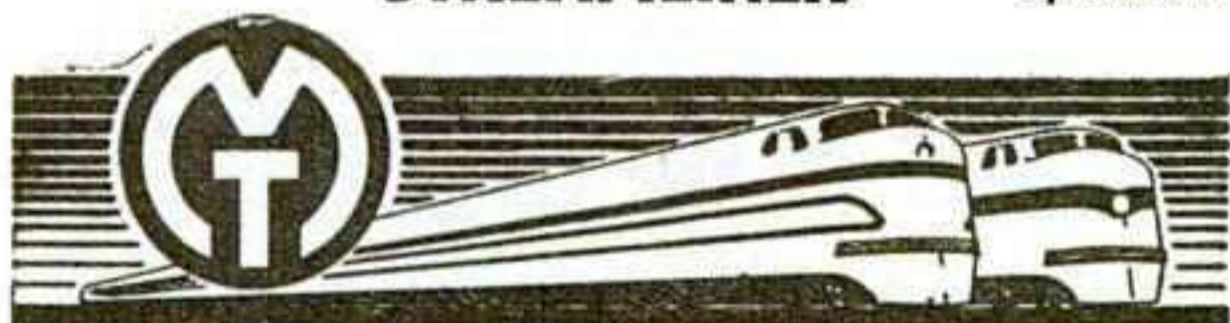
1. He wanted a train built to true scale proportions of the Big Streamliners. He recognized the publicity value—the appeal and desire of all ages to want to ride a train that was "just like" the big ones.
2. He wanted a train that would start smooth, yet fast, he wanted a train that would stop, smooth yet quickly. He chose the MT because it had fluid drive for fast, smooth starting, he chose the MT because it had clasp air brakes on all wheels, including both locomotive units and all cars.
3. Art Fritz wanted a train that would be dependable, giving him an operation that was trouble-free. He also wanted to be assured that if trouble would develop he would be guaranteed immediate service on replacement parts.
4. Art Fritz knows engineering and machinery. He compared before he bought . . . that's why Art Fritz chose the MT G-16 Streamliner.

IF YOU DO AS ART FRITZ DID —  
**COMPARE BEFORE YOU BUY**  
YOU TOO WILL CHOOSE AN



**STREAMLINER**

Write for complete specifications



**MINIATURE TRAIN CO.** RENSSELAER, IND.

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MERRY-GO-ROUND OR ANY GOOD ADULT RIDE  
15,000 People Per Week in Park Plus Many Picnics.

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NEW TOLEDO BEACH, MONROE, MICHIGAN  
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**HARLAN WALTERS, Manager**

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## KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS  
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

**W. F. MANGELS CO., Coney Island 24, N. Y.**

GIVE TO THE DAMON RUNYON CANCER FUND

## Hamid Knocks Lack Of A. C. Auto Room

ATLANTIC CITY, June 24.—George A. Hamid, operator of Steel Pier here, launched a broadside this week at what he termed "the deplorable parking situation" existing at the resort in an address before the Kiwanis Club.

Hamid warned that "unless this resort creates the things we need, it will perish." He also attacked the lack of a co-ordinated, constructive program to ease traffic conditions.

## WANTED

Operator with 3 to 6 good Kiddie Rides to start a new Kiddie Park on concrete ground at Onset, Mass. Additional thousands of youngsters vacation at nearby Cape Lakes and smaller beaches. Rent or percentage. July 4 to Labor Day. Wire:

**HARRY E. ANDERSON**  
ONSET, MASS.

## WANT FREE ACT

JULY 2-4

### CHILHOWEE PARK

KNOXVILLE, TENN.

Prefer High Wire or Pole Act. Wire or write:

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**BIG NIGHTS WITH FIREWORKS**

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Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. Ball Counter for 18th hole. Reference and photographs gladly furnished.

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# BUY SKEE-BALL

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## America's Favorite 5c Bowling Game

A Legal Skill Game Everywhere

FOR PARKS—RESORTS—ARCADES

EARNINGS FROM \$3 TO \$4 PER HOUR

Our 1950 streamlined Alleys should not be confused with imitations or old type alleys.

A Resort Arcade Operator replaced 12 old alleys with 12 new ones in 1949. Reported doubled receipts over any previous season's operation.

SKEE BALL receipts are increasing year by year while many other games and devices are going down.

Operators report earnings from \$1000 to \$2000 per Alley per Summer Season.

There's still time to get Alleys to replace those old ones for the 1950 Summer Season.

It pays to give your patrons the best!

Phone or Write us about terms and delivery.

## PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA.  
AMUSEMENT DEVICE MANUFACTURERS

COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

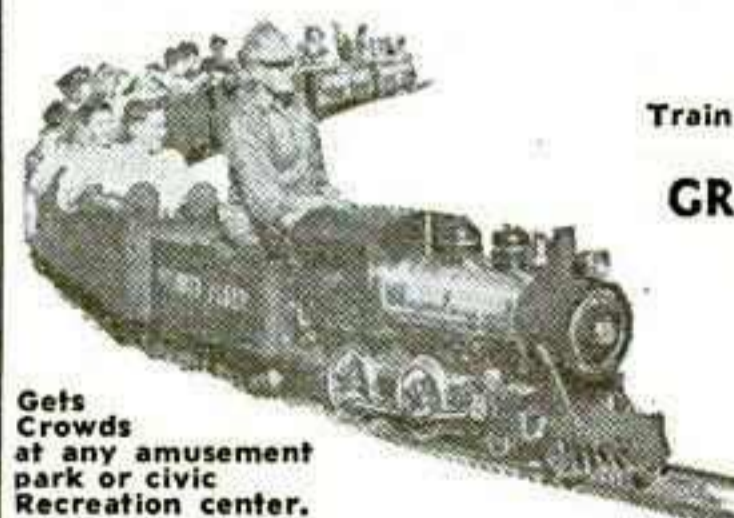
## MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 75 to 80 kids and adults every trip.



Gets Crowds at any amusement park or civic Recreation center.

## OTTAWAY AMUSEMENT CO.

Mfrs. Miniature Steam Trains  
224 W. Douglas WICHITA 2, KANSAS

## YOU CAN GROSS MORE WITH A 12 UNIT GREYHOUND RACE IN THAT LOCATION

\$3540 COMPLETE

GREYHOUND AMUSEMENT DEVICE CO., INC.

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# GOTHAM LOOMS BIG FOR COLE

## Big Week-End Biz Possible

**Fair takes assured after 30,000 gate at opening matinee performance**

NEW YORK, June 24.—With good weather predicted for today and tomorrow, there is every possibility that Cole Bros.' Yankee Stadium date here will be a sizeable winner. The five-day (nine-performance) stand, which ends tomorrow night at the 64,000-seat ball park, to date has been good, principally as the result of a big-turn-out for the first matinee, Thursday (22).

Near-perfect weather has prevailed to date, altho the prediction of rain for the opening stanza, Wednesday night (21), undoubtedly cut down the crowd, which circus execs said numbered about 12,000, but which appeared to be a few thousand less in the vast arena. Night shows have built up steadily, but yesterday's matinee fell off from the reported 30,000 paid Thursday (23). Schools are still in session and the all-important moppets are faced with a tough obstacle in getting to see their hero and the show's star, Bill (Hopalong Cassidy) Boyd.

### Boyd Popular

The enthusiastic reception Boyd gets at every performance leaves no doubt as to his popularity. Neither does the make-up of the audience which, at times, appears to consist of 90 per cent juvenile trade. Moppets are entirely happy with Boyd's walking his horse, Topper, once around and giving a short talk from the center ring.

Show offered two hours and 45 minutes of sock standard fare, including the George Hanneford riding act, which stops the show, and which is a tough one for even Hopalong to follow, the Wallendas, Terrell Jacobs, Con Colleano and the Zaccinis, among others. On a lengthy run, word-of-mouth advertising should aid considerably in selling it to the public.

### Moderate Price Scale

Show is reasonably priced at \$3 top with seats, all of them good, also selling for \$2, \$1.50 and \$1. Show execs expect the moderate price (See Gotham Looms on page 60)

## Mills Nabs Neb. Biz; Kan. Good

NEBRASKA CITY, Neb., June 24.—Mills Bros.' Circus drew a liberal portion of big houses this week in Nebraska, and week-end business in Kansas was equally good.

Night show here Wednesday (21) was a full one but the matinee was a half house. Falls City, Neb., produced half and three-quarter houses Tuesday (20).

At Leavenworth, Kan., Saturday (17) Mills played to a full night house and a three-quarter matinee. Lawrence, Kan., the day before, saw biz dip to half and three-quarter houses again. But in Independence, Mo. (15), the Mills show had a full matinee and a three-quarter night house.

Lions Club sponsored at Independence, and members didn't move many advance tickets. However, the show's phone crew, under Larry Lawrence, boosted banner and kid ticket sales. Weather was good at all stands.

## Joe Louis's Dailey Deal Still In Air; Bomber May Close Soon

CHICAGO, June 24.—Whether Joe Louis will remain with Dailey Bros.' Circus after July 1 still is unsettled.

Truman Gibson, Louis's financial advisor, said here that it was possible Joe would leave the show the first of the month but that he knew of no final decision. Option date is July 1, he said, and if Ben Davenport and Harry Hammill, circus owners, keep Louis beyond that time Louis will be committed to stay until August 12 and the circus will be committed to continue the \$1,000 per day pay-checks.

He stressed that, if Louis leaves, the parting will be amicable. Louis reportedly enjoys his circus experience. Gibson said that Davenport and Hammill had discussed the possibility of Louis staying with the show beyond August 12 for United States dates, but that reports that such an agreement had been reached were "inaccurate."

The circus owners had said Louis's pay would have to be cut for any extension of the tour, and, Gibson said, that was not agreed upon.

Gibson said he "would not be surprised" if Louis closed with the show July 1. He described the past two weeks as a test period to see how the circus drew in better weather and that the business had not been up to hopes.

At Kingston, Ont., Wednesday (21),

## Anderson Rites Held at Emporia

EMPORIA, Kan., June 24.—Funeral services for Fred E. (Bud) Anderson, 55, owner of Seal Bros.' Circus, were conducted here Monday (19).

Anderson was killed Wednesday (14) near Miles City, Mont., when a semi-trailer truck carrying 12 horses overturned on a winding mountain highway. Seven of the animals were killed. Performances of Anderson's circus were given at Forsythe, Mont., as scheduled, on the day of the crash.

The showman and horse trainer started in show business at Emporia 35 years ago with a small dog and pony show. Later he was with rodeos and Wild West shows. Starting with a Pit Show, horses and ponies, Anderson built Seal Bros.' Circus, which was a financial success during the depression. After selling that circus, Anderson organized another and operated it under his name. Emporia was his winter quarters until 1948. At that time he formed a third circus, also called Seal Bros., and it was this show he was operating at the time of his death.

Surviving are his widow; a son, Norman; his mother, Mrs. May Anderson, and a sister, Mrs. Edna Roberts, of El Paso, Tex. His first wife, Laura Anderson, is with Stevens Bros.' Circus.

Circus people at the funeral included Mr. and Mrs. Rex Cole; Jim Goodman and Floyd Caress, formerly of Seal Bros.; Doc Waddell and Fred Stafford, of Mills Bros.' Circus; Neal Walter and family, Eureka Springs, Ark., and Paul Van Pool, Joplin, Mo., circus fan.

Flowers were received from personnel of Seal Bros., Gil Gray, Mills Bros., Al G. Kelly-Miller Bros., Cole & Walters circuses; Jimmy Woods Attractions, Los Angeles, and Louis Goebels, Thousand Oaks, Calif.

however, the circus played to a full matinee and a three-quarter night house. Jinx Adams missed the night performance after a tumble at the matinee when she fell at the close of her 16-horse act. Arthur White, a working man, received leg injuries when he became wedged between a truck and wagon. Campo, wire act, and Hugo Zaccini cannon act were favored there.

At Chicoutimi, Que., (17) the show set up inside a building because of weather. Date was played under auspices of a hockey club.

## King Sets Long Northw'd Jump

**Org to play Upper Alberta; business in southern part okay when weather permits**

WESTLOCK, Alta., June 24.—King Bros.' Circus will make a 222-mile northward jump from here to start a tour of Upper Alberta territory at McLennan Monday (26). The Tuesday (27) stand is Peace River, one of northern-most towns in Western Alberta.

To the south, King has been getting adequate business when weather permits. Payees at Olds, Alta., turned out Tuesday (20) to fill the top at night and almost filled it at the matinee.

Camrose, Alta. (16), failed to produce, however. Driver of the big top canvas truck got off the route and tent wasn't there for the matinee. Weak turnout promoted a decision to sideward the show again at night. Crescent Carnival Shows were there earlier in the week.

Eston, Sask. (13), registered a good three-quarter matinee and a nearly full night house.

## Biller Gets Cool Yank Reception

ST. ALBANS, Vt., June 24.—New England Yankees were cool in their patronage of Biller Bros.' Circus at recent Vermont and New Hampshire stands. A three-quarter house was best the show could do, and most performances were for half houses.

Both shows here Wednesday (21) were for half houses. Ken Maynard, featured attraction, missed the matinee but was on hand for the night show. The three-quarter house came at Montpelier Monday (19), where the matinee drew better than a half house.

Heavy rain in the morning and 40-degree temperature at night discouraged some potential patrons at Keene, N. H., Saturday (17) and half houses were registered. It was the same story business-wise at Brattleboro, Vt., Friday (16). After the latter stand, the driver of a prop truck missed a turn and the truck was damaged somewhat when driven thru a low underpass.

## Knit Unit Skeds Indoor

**Winter Date at Brussels**

BRUSSELS, June 24.—Circus Knit Bros. (Swiss National Circus), which is touring Switzerland under canvas this summer, has arranged to take over the swanky Cirque Royal building here for the winter.

## Ringling Gets Three-Quarter Routine in NE

### Providence Day Okay

PROVIDENCE, June 24.—Ringling Bros. and Barnum & Bailey Circus played here Tuesday (20) to a three-quarter matinee and a better night show. Turnout was considered somewhat disappointing in view of fact that previously this was a two-day stand.

Where the show will set up here in future years may be a problem. Melrose lot is the site for a new armory and no comparable location is available.

Out of the show here were Unus, Adis Troupe and Franklin and Astrid acts. One of the Reinyrs was injured at the end of their act and was carried from the ring.

At New Bedford, Mass., Monday (19) the show drew another pair of three-quarter houses. Frequent showers in the afternoon may have hurt.

New London, Conn., (16) produced a half-house for the matinee and a three-quarters night house in clear weather. Wallingford, Conn., (15) turned out in force to fill the big top for the night performance. Matinee was for a half-house.

After its Providence date, Ringling-Barnum had another week in the States before entering Canada from Berlin, N. H.

## Capacity Houses For Beatty Show In Oregon Spots

SEATTLE, June 24.—Business for the Clyde Beatty Circus continued good with Portland, Ore. (15-18) and Longview, Wash. (14), both giving the show capacity houses. The Portland date was played following the annual Rose Festival.

Business at The Dalles, Ore., Monday (19) and Kennewick, Wash., the following day was slightly under 1949 because of crop freezes.

Show cars and trailers traveling overland had to be re-routed in several places to avoid flooded areas. At Umatilla it was necessary to take the ferry in order to keep on schedule.

Lefty Swanson arrived from Chicago and joined the Bob Steele concert, which is doing top business. Bill Moore also joined.

## Frank Wirth Pacts Sioux City Police For Annual Circus

SIOUX CITY, Ia., June 24.—Contracts were signed here this week by Frank Wirth Enterprises and Sioux City police for production of indoor shows in the fall of 1950, 1951 and 1952. The 1950 dates have been set for October 9-15. The show will be the first circus in new Municipal Auditorium.

George Baur and George Rixner, managers of Wirth's St. Louis office, signed for the circus. Sgt. J. A. Rispalje and Detective Sgt. James J. O'Keefe represented the police force. Rispalje is general chairman.



# New Top, OK Bill Unveiled By Six Bros.

## Biz Weak at Second Stand

By Sam Abbott

LOS ANGELES, June 24.—Six Bros' Circus, which debuted Saturday (17) in Altadena and followed with two days in Pomona (19-20), has a good performance, excellent canvas and satisfactory rolling stock. With these three important factors adequately provided, there is nothing wrong with the outfit that good business wouldn't cure.

Playing the Pomona dates under the auspices of the Optimist Club, the show had scant handfals both days. However, the dates were weakly billed and the show appeared a week ahead of Ward Bros.' Circus, scheduled two days (26-27).

The official souvenir program names as directors Sterling Scott, Los Angeles, Little Rock cotton broker; William Thomas, vice-president, Pine-Thomas Productions, Paramount Pictures; Art Linkletter, radio star; Red Skelton, motion picture and radio star; George McCall, director Wilshire Picture Corporation; Murray Penneck, former executive, Al G. Barnes Circus; James Doane, president, Wilshire Pictures Corporation, radio producer; Joe Floyd, president, Midwest Theater Enterprises, and Maxwell Sturges, legal counsel. The inside back cover and back cover of the program carry photographs and messages from Linkletter and Skelton.

### New Top, One Ring

The management includes Don Rey, music director, organist and announcer; Bill Dalton, equestrian director; McCall, president and general manager; Dwight B. Claar, general agent; B Frank Thompson, advertising-promotion; Harry Lyons, concessions; Clifton Bush, box office, and Hap Hendry, electrician. Others include Eddie Kane, billposter; Ruben Olvera, work supervisor and J. C. Sharp, boss canvasman.

Show runs about 90 minutes in the one ring and features Red Rider (Brooke Temple) and his horse. Thunder. Announcement is made to the effect that all kids will be glad to meet the radio star in person and a plug is given his sponsor. However, there is not much enthusiasm especially at the box office where the charge is \$1.20, including tax, for adults. There are no reserve seats or menagerie.

Six Bros. uses new canvas, a 100-foot round top with a 50-foot middle. The marquee has been eliminated and replaced with a Masonite front that lends no circus atmosphere to the lot. "Bones" Hartzell's octopus exhibit and two eating concessions flanking the trailer "red wagon" make up the front yard.

### Performers Please

Music is by Rey and James Goff on Hammond organ and drums respectively. They wisely stick to popular tunes. Rey also announces but needs some adjectives to bring on the acts.

Featured in the performance are Hap Hendry and his monkey, dogs and pony; Alice, Irene and Virginia (Dalton), swinging ladders; Hendry, slack wire; Capt. Rudy (Mueller) with Rosie, the elephant; Paul and Arlen (Dalton), trampoline; Anita and Ruben Olveras, high perch; Billy Lehr, producing clown with Mingie del Orto and Little Butch, and the Aerial Daltons, high wire. Performers do good work and get good hands. Red Rider is spotted next to closing with his talk, partly sans mike, about horse training.

With Lyons on concessions are Joe Dersey, Charlie Franks and Harry Wallace. Dale Cox is reported joining clown alley soon.

# DRESSING ROOM GOSSIP

## Siebrand Bros.

Last-minute switch of lots in Pocatello, Idal, caused a lot of confusion. The Hoffmanns, Roches and Hodginis wound up in a trailer court at the wrong side of town and the Patines, Fairburns, Harry Ross and Jerry Van Deventer parked on last year's lot, which turned out to be a golf driving range, and this they found out at 8 a.m. Sunday.

The writer's jaunt into a local bistro proved successful since he won a wrist watch during a music quiz. Harry Ross's fame is spreading—he received a postcard addressed to "The Champion Stake Driver" offering him a chance to make thousands in an Alaskan contest. Harry thinks it's a rib. See Mrs. Clark putting up some jams now that we're in strawberry time again. Picnic parties were much in evidence during the stand in Twin Falls, Idaho, since it has become practically a tradition to view the Shoshone Falls while munching on a hot dog.

Tommy and Rosa Patine's daughter, Marsha, flew from Chicago. Dr. and Mrs. L. E. Messman visited recently. —JOE HODGES HODGINI.

## Dailey Bros.

Jack Stevenson, Side Show fire-eater, was married to his assistant, Margery Purple, in LaTuque, Que. The chief of police gave the bride away and another officer stood up with the couple. Bridal party was given a motorcycle escort to the lot after the ceremony. Johnnie Williams's Girl Syncopaters have two new sets of wardrobe. Evening wear is set off by orange satin jackets.

Henry Rohlfing, boss canvasman, recently had his hands full keeping the big top in the air, what with the wind and sandy ground that would not hold stakes. Horse top blew down and the lead horse in the pinto Liberty act was badly injured by a falling center pole. Birthdays: Mona Gruba and Juanita Moody. Mrs. Thomas Russell flew from Toledo to visit her daughter, Anne. Lucy Jourdan and daughter, Montreal, were recent visitors. —HAZEL KING.

## Sparton Bros.

Pop and Mom Ben spent the day with the show in Dobbins, Calif., and operated their candy floss machine. A center pole fell on Ernie Calhoun's arm but he is still in there pitching. Frieda Sparton executed an impromptu clown gag on the Roman rings when her costume split down the back. The writer again is spangling costumes. Town boys are now leading the dogs in spec. Peggy Henry and Erma Sparton are doing well in the pie car. —JOHN TOY.

## Burling Bros.

Show had good matinee and full house at night in Cameron, W. Va. Betty Burlingame has added a new dog to her act. Mackey, boxing gorilla, is featured in the concert. Dick Jones, magician, has joined the Side Show. Recent visitors were John Wyatt, Tommy Macinnes and Ralph Stevenson. —BUCK LEAHY.

## Cole Bros.

Dorita Konyot and her father went to Tampa to receive their final citizenship papers. Dorita has a new baby brother. Rose Behee, Arthur and Rietta Wallenda gave a barbecue outside of their trailers in Pittsburgh. Don and Phillip Wallenda dug the pit. Freddie Nelson and Ernest Ruder visited their families in New Haven, Conn. For that quick snack a miniature restaurant has been opened in the wardrobe room, compliments of Mrs. Lucky and Lili Konyot. Six Foot is in the hospital suffering from a heart attack.

A surprise party was given Cora O'Donnell on her birthday in the pie car. Fritzie Zivic and Billy Conn (See Cole Bros. on page 60)

## Ringling-Barnum

Mr. and Mrs. Bill Day entertained a group of circus friends at their home when show played Plainville, Conn. In New London, Doctor and Mrs. Ganey had a good time planned for a number of showfolk. Thanks to Dr. Ganey—we had a swell lot near town. Paul Jung has gone to St. Luke's Hospital, Jacksonville, Fla., for a hip operation. Elsie Alzana is on the inactive list with a broken bone in her elbow. Ernie Burch is convalescing at his home in Newark, N. J. Albert White and Jere Woode-Dell celebrated their birthdays. Dr. Chester H. Hoyt, representing the Museum of the American Circus of Sarasota, Fla., spent a few days on the show.

Visitors included Theol and Sally Marlowe, Sam Stratton, Bill Conway, Fred De Wolf, Tommy Reale, Ira and Penny Millette, Mr. and Mrs. Blumberg, Trisco, Frank McClosky's relatives, Mr. and Mrs. Jim Hoye, Mr. and Mrs. Bill Day, Mr. and Mrs. Al Loeffler, Mr. and Mrs. Norman Bigelow, DeWitt Riley, Mr. and Mrs. Bryon Bigelow, Albert Scripture, Lawrence Nordgren, Arthur and Ruth Day, Harry Hatsing, Robert Bertini, Elmer Lindquist, Jeff Phelps, Jim Brody, Carl and Ruth Pratt, Mr. and Mrs. Rinehart Gideon, Bluch Landolf, Charley Davitt, Joe and Wally Beach, Francis Laoline, Mr. and Mrs. Gil Conlinn, Doctor and Mrs. Staples, Ken Rearden, Ed Janke, Doctor and Mrs. Ganey; Mrs. Emil Pallenberg's daughter and son-in-law; Logan Page, Perry Raymond, Sam Prentiss, Cecilia Randonanaskim, Father Ed Sullivan, Armand Brodeur, William McGrath, Willie and Clara Lamberti, George Dale, Red Sleeter, Jim and Munci Mooney and sons, Irene De Koe.

Jackie Bostock thanks the many circus fans for their sympathy and kindness in regard to his father's death. —MARY JANE MILLER.

## Polack Bros., Western

BAKERSFIELD, Calif., our third outdoor date, was the hottest this season; we gave a matinee at 10 a.m. All the Polack performers' children are on for their vacation. They include Raymond Gasga, Dolly Perez, Guistino Loyal Jr., Ramo Loyal, Groria Loyal, Fucina Loyal, Tripoli Galasso, Julius Catarzi, Adreano Catarzi, Roddie and Nicki Bell, Skeeter and Debbie Ward and Harry Webb. Also on for a visit are Mrs. Jules Loyal and Cento Catarzi. Eddie Ward and Slivers Madison are now members of Ben Ali Shrine Temple, Sacramento, and Charles Webb and Arthur Springer have been advanced to the second degree in Masonry.

Hubert Castle caught a 25 pound salmon on the tackle which the CFA gave him in Utica, N. Y. Louis Stern, our managing director, attended the Shrine convention in Los Angeles. Billy Griffin, Arthur Springer, Harry Dann, Bobby Kellogg, Joe Sherman, Ethel Freeman, Gus and Betty Bell and the writer (See Polack, Western on page 60)

# Kelly-Miller Gets Big Biz In Ill., Ind.

## Midwest Spots Produce

BLOOMFIELD, Ind., June 24.—Al G. Kelly-Miller Bros.' Circus continued its invasion of new territory this week scoring its usual quota of full houses. This spot registered a straw night show and a matinee that was better than three-quarters filled.

At Sullivan, Ill., Saturday (17) the big top was almost full. A change in route put Kelly-Miller into Casey instead of Charleston for the matinee-only Sunday stand (18), and the org drew well there. Over 1,000 were on the lot in the morning.

Extra hot weather held the matinee at Lincoln, Ill., Friday (16) to a half-house. However, a rain between shows cooled things off and the circus drew a full night show.

Several hundred persons gathered on the streets in Havana, Ill., to watch the elephants, under Bill Woodcock's direction make their regular noon trip downtown. Rain held the matinee to a three-quarter house. The night show at Havana was a full one.

## WANT

Liberty Horse, Pony and other Acts. Week July 17th.

Novelties, Drinks and Eats open. We bring the crowds out.

Chairman Elks' Circus Room #310, Blackstone Bldg., 174-A St. Francis, Mobile, Ala.

## AL G. KELLY & MILLER BROS.' CIRCUS

WANT BOSS CANVASMAN AT ONCE

And other Useful People. Carl Wyche, answer. Address per route.

## BRANDON BROS.' CIRCUS WANTS

Aerial Acts and Clowns; also Promoters and Phone Men, Contracting Agent capable of securing strong auspices. Park Rapids, June 27; Blackduck, June 28; Northome, June 29; Big Falls, June 30; Baudette, July 1, all Minn. Address: SHORTY LYNN, Manager. Brandon Bros.' Circus.

## TIGHTS by KOHAN

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## CONCERNING CIRCUS ACTS

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The Agent With Practical Experience

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WANTS CIRCUS ACTS TO KEEP ME POSTED

For Coming Big Events. Permanent address essential. And please don't ask for \$900 for \$400 act. Let's revive the business and not kill it. All mail: 1564 Broadway, New York City 19.

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### UNION BILLPOSTERS

WE PAY \$125.00 PER WEEK FOR GOOD MEN.

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## WANTED TRAINMASTER

IMMEDIATELY

Write or wire per route

CLYDE BEATTY CIRCUS

## JOYCE O'HARA'S HELLS ANGELS ON WHEELS

Want Thrill Drivers for 4th and Fairs.

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6/e BILLBOARD CINCINNATI, OHIO

## Canada Biz Poor For Capell Org; Returns to U. S.

ELLENDALE, N. D., June 24.—Capell Bros.' Circus returned to the States from Canada last week after what H. N. (Doc) Capell described as five weeks of bad business.

Capell said his show was first into Canada this year "and the first to be glad to get back in the States." He said he believed that he arrived in Canada too early and that too many circuses have played the Dominion in recent seasons.

Capell Bros. got only one good day's business during its stay in Saskatchewan and Manitoba, but has found business better this side of the border, Doc Capell stated.

## Clint Beery, Former CFA President, Dies

CHICAGO, June 24.—Clint Beery, 76, second president of the Circus Fans of America, died in a hospital here Tuesday (20). Funeral services were conducted here and burial was in Baraboo, Wis.

Beery was a cabinetmaker for Ringling Bros.' Circus during his youth at Baraboo. He headed the CFA in 1928 and 1929. At Kewanee, Ill., he operated a boiler business and later moved here where he had a heating company. His widow, Frances; three sons, and one daughter survive.

## COLE BROS.

(Continued from page 59)

visited Eddie Maderi in Pittsburgh. The Williams Trio were guests of Kenneth Waite. The last time they tramped together was on Frank A. Robbins' Circus. We did quite a few television shows in New York. Betty Patterson, John Herriot, Happy Kellem and myself were on a TV program. The Wong Troupe appeared on the Ed Sullivan Show. Kay Hanneford was interviewed on the Luncheon at Sardi's.

Visitors included Mr. Kemkey, Henry Bronkey, Bob Hannon, Johnny Ryan; Lenny Litman, owner of the Copa; Dr. and Mrs. William Huebenner, Rubyatte and Billy Conn. — ZAHRA KADER.

## Kelly-Miller

The Wild West concert line-up now includes Eddie Robinson Family, roping and whips; Benny and Jimmy Rossi, trick riding; Tiger Bill Snyder, roping; Bubba Moody, trick and fancy riding; Chief Eagle-Man and family, archery and war dances; the quadrille riders, and the tug-of-war between Teena, our second largest bull, under direction of Col. Bill Woodcock, and a tractor driven by Mr. Green. Harry Rooks found his half-brother after 25 years of separation when the show played Casey, Ill. He also was visited by many friends while there. Ted Rae, doubling in clown alley, gets laughs with his Mammy Yokum walk-around.

Mr. and Mrs. Harry Shell have joined. Harry is painting banners for Dick Scatterday and Mrs. Shell is in the ticket department. Tex Maynard is now in the concession department. John Dale Baker is visiting his aunt, Ione Stevens, for a few days. Barney Debole and family, of Centerville, Ia., spent a Sunday visiting their niece, Mrs. Whitey Thorn, and brought fried chicken. Mrs. Walt Stevens is seriously ill of pneumonia.

Recent visitors included Alvie Jones, former treasurer of Hagenbeck-Wallace Circus; Mr. and Mrs. George Duval (he formerly was general agent for Christy and Seal circuses); Ed Raycraft, of Bloomington, Ill.; Billy Senior, of Barnes-Carruthers office in Chicago; Mrs. Anna Knight, mother of Pat Knight, and Fred Timon, CFA, who drove from Oswego, N. Y., to Paris, Ill. to catch the show.—EDDIE DULLUM.

## Under the Marquee

Frank J. Lee has rejoined the Clyde Beatty Circus as promotion manager, handling radio and television, replacing Norman and Shirley Carroll, who have returned to Hollywood due to prior contracts. Lee is also making department store tie-ups and school arrangements.

A mag writer described circus men as "road loving people," and it's a question whether there are any other kind.

Marvin W. Krieger Jr., who was recently made director of Region 7 of the Circus Historical Society, Albuquerque, N. M., spent June 14-15 on the Polack Bros.' Circus, Eastern Unit, when the show played there. Krieger joined clown alley for four of the six shows presented, to reported excellent business. Krieger says he will leave for Denver soon to start training with the Ralston Purina Company as a salesman and that he expects to spend a day en route with Harry Chalfant, Colorado Springs, Colo., circus fan and member of the Circus Model Builders and Owners' Association.

Nobody has ever seen a member of a show taking notes while the manager was making a pep talk.

Jack Roach has sold his kangaroo and Scottish ram to Si Rubins on Rogers Bros.' Circus, delivering the kangaroo at Chapel Hill, N. C., and the ram at Fayetteville, N. C. Roach reports that Bob and Anna Mae Noell have returned to their animal show which was closed for four days while the Noells went to New York to purchase more apes.

Rumors being what they are, any circus may be said to be in a serious condition when it's making money.

Rogers Bros.' Circus enjoyed good business at Danville, Va., and Greensboro, N. C., stands recently, reports Rex M. Ingham, who visited at each place. Ingham says Owner Si Rubens presented a smooth-running show with Frankie Lee Woods, Willie Clark, Capt. Eddie Kuhn, the George Bartons, George Hubler and Swede Johnson. The Rev. Dowd Bangle and family accompanied Ingham at Greensboro.

In the early-days when a hand carver came into winter quarters the question was: "Is he a carver or a whittler?"

Bob Dickman recently visited Byron Gosh, of the By Gosh Tent Show, who is playing three-day and week stands under auspices in Ohio. . . . J. McRoberts, Topeka, Kan., dealer in circus pictures, circus fan and member of the Circus Historical Society, reports that so far this season he has caught the Dailey, Al G. Kelly-Miller Bros., Hennies Bros. and Mills Bros.' shows.

To get a reputation as a "great showman" one has to outlive those who remember when he wasn't.

Hatch Show Print, circus, carnival and theatrical printing company, Nashville, is operated by the third generation of Hatches, and not by C. Stanley Fulton, as was reported recently. Fulton, a former circus troupier, also operates a billposting service in Nashville. Mrs. Fulton, known in outdoor show circles as Miss Cook, is with the Hatch firm.

TV shows should build up Wild West concerts, especially if one of the cowboys can be seen hanging from a cliff.

Gib Potter, Saskatoon, Sask., rodeo performer, caught King Bros.' Circus recently and visited Red Hovious, Jim Karro, T. Gorman and A. Pierce, all of the King concert. Potter reported the show played to good houses at Saskatoon.

## Gotham Looms Big for Cole

(Continued from page 58)

scale to appeal to a horde of prospective circus patrons who shied away from Madison Square Garden's indoor offering at a \$6 top.

While Yankee Stadium execs would only say that they considered the date "very good," show execs said they were confident of "excellent" results by tomorrow's closing. Concession grosses thru the first three performances were reported in excess of \$15,000 by Jack Tavlin, show exec.

On the other hand, Dick Best and his Side Show, located on a lot across the street, were getting only fair returns at 25 and 50 cents. Set-up, with which Best has had to contend while the show plays ball parks, is anything but ideal for Side Show operation. The concentration of patronage by the normal circus midway set-up is lacking and, while the oddities get good plugging at each big show performance, the blow-off for both the afternoon and night stanzas is pretty late for most folks.

## Ebbets Field Next

Circus execs and most observers are confident that the next stand, at Ebbets Field, Brooklyn, June 30 thru July 4, will easily top the business at the Stadium. They reason that potential is greater in view of the adjacent population and the income groups involved.

Presentation here was most attractive, with the center ring covering home plate and the side rings directly over third and first base. High act rigging formed a pleasing geometric pattern in the short fields. Only the infield grass was excluded from the working area.

Despite favorable weather, the show's Thursday-Saturday (15-17) stand at Forbes Field, Pittsburgh, failed to pull big crowds. Opening performance drew a weak 6,500, and four subsequent performances averaged less than that.

Previous appearances of Boyd there were believed to have reduced interest among the moppets and their parents. Show was in a hassle with owners of the ball park and the layout had to be changed to conform with park demands.

## POLACK, WESTERN

(Continued from page 59)

took in the Beatty show. They renewed acquaintances with Harold and Eileen Voise and the rest of the Voise troupe, Laurence Cross, Mark Anthony, Bernie Griggs, Oscar Lowande, Mr. and Mrs. Berjo Barton and Mama Caudillo and her daughters. Millie Keathley, who underwent surgery, is out of the hospital and is recuperating at the home of Virginia Powell in Alameda, Calif.

Ethel Freeman has joined the Watson family in the concession department and acts as private chauffeur on the side. Freeman has done many a broadcast but in Merced, Calif., it was the first time he broadcast from a used car lot. The Fred Merckles have an addition. Prior to the Bakersfield opening, a picnic was held. Those present were Jo and Charles Webb, Viola and Billy Watson, Polly and Walter Majeski, Fred and Jean Merkle, Ethel Freeman and the writer.

Visitors included Klara Delbosq and mother, Peggy Forstall, Mrs. Jules Loyal, Cento Catarzi, Bessie Newhouse, Mr. and Mrs. Joe Kohl, uncle and aunt of Edie Kohl; Mabel Stark, Eddie Trees, Daisy Hill, Mr. and Mrs. Frank Gusky and daughter, Irma Bixby, Joe Kessler, and John Nichols, who is on the show for a month in search of material for a novel he is writing.—FREDDIE FREEMAN.

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## Racine Gives Wagner Huge Kid Matinee

### Night Hurt by Cold

GREEN BAY, Wis., June 24.—Al Wagner's Cavalcade of Amusements moved in here this week after a week's stand at Racine, Wis., where it chalked up one of the best kids' matinees in its history.

Moppets' matinee, engineered by Herb Shive, org's press agent, was built on a tie-in with a local dairy, which ran large newspaper advertisements two days before the event. Publicity via news columns and on the air also was strong. All rides went for 9 cents.

Racine stand otherwise yielded weak business. Engagement opened to promising business but then encountered cool nights. Muddy condition of the under-sized lot caused by early rains did not help, either.

Ned E. Torti, Wisconsin De Luxe Company, Milwaukee, was almost a nightly visitor at Racine. Other Racine visitors included Bernie Mendelson, Mr. and Mrs. Lou Keller, Mr. and Mrs. Ed Sopenar, Ray Oakes and Mr. and Mrs. J. C. Weer.

Opening here Monday org had what was rated a fair first night turnout but it caught rain the following day.

## Great Sutton Hit By Storm; Loss Set at \$15,000

CHICAGO, June 24.—Great Sutton Shows were hit by a wind and rain storm here at about 2:30 p.m. today. Management estimated damage at \$15,000.

William Ackerman, publicity rep for the show, said the new front gate was demolished when it was blown over onto the office. Canvas and fronts of two Girl shows and a 10-in-1 were ripped up. Several concessions were blown over and the Merry-Go-Round and two kiddie rides were damaged.

A goodly crowd of children was on the midway for a Saturday matinee but was cleared out when the storm threatened. Lot is at 159th Street and Kedzie Avenue.

Ackerman stated that he believed the shows would be able to move on schedule but that much rebuilding would be required. The org is skedded to play Wilmington, Ill., July 4. He said most of the damage was to show-owned equipment. The storm followed a week of poor business, according to Ackerman.

## Capell Bros. Score Season's Best Gross At McAlester, Okla.

SILOAM SPRINGS, Ark., June 24.—Capell Bros.' Shows opened here this week following the best stand of the season at McAlester, Okla., last week, where grosses topped those of any two dates since the org's March 25 opening. Shows set up in downtown McAlester to ideal weather after bucking three weeks of inclemency in Kansas.

Org opened at the Homecoming Celebration here Monday night (19) and biz the early part of the week was satisfactory.

Bill Starr joined in McAlester as legal adjuster and concession manager, and Harry Travis came on as boss billposter and sound car man. Other new arrivals include Shorty Dennis, Mac Hodges, Pat Patterson, P. L. Stafford, Mickey O'Brien and Red Cooper.

## Put Away the Crying Towels; Best Is Still Ahead--Gooding

COLUMBUS, O., June 24.—Carnival people have been crying too much about bad weather this year and are prone to overlook the fact that the best part of the 1950 tour is still ahead of them, Floyd E. Gooding, president of the Gooding Amusement Company, told *The Billboard* Thursday (22) during the annual mid-year conference of the Ohio Fair Managers' Association here.

Gooding expressed the belief that showmen are expecting too much in the way of easy money. He pointed out that the early postwar days, when money flowed into showmen's pockets with little or no effort, no longer exist and that, altho they may have to work a little harder for their money, it is still to be had. Because of the nature of their business, Gooding said, showmen must expect a certain number of bad breaks. He reminds them, however, that when they win their winnings are big.

Last year there was plenty of early-season rain, too, said Gooding, but at the season's close most showmen finished well in the black. His units, which have been playing Indiana, Ohio and Western Pennsylvania, also have encountered their share of bad weather, but have managed to closely approximate 1949 grosses at this point.

Spending by the public when it can get on a carnival lot, said Gooding, has been good, indicating that with the inevitable change for the better in weather that outdoor show business will be all right.

Gooding is optimistic over prospects for 1950, pointing out that the nation's employment and earnings levels are high and that they will probably continue so for the remainder of the year. He believes that this year's fairs will be at least as good for showmen as they were in 1949.

Gooding brought good news to Ohio fairmen. In a brief talk at their meeting he told them that if Congress passes the bill calling for a 50 per cent reduction of the amusement tax he will cut the prices on his rides. The charge for some 20-cent rides will

be reduced to 15 cents, he said, while kiddie rides, now 15 cents, will be lowered to a dime.

## RAS Launches Winnipeg Date To Good Gate

### Recent Flood. Fails To Hurt

WINNIPEG, June 24.—The Royal American Shows opened their annual still date here Thursday (22) to good weather and matching crowds. Spending, too, was brisk, allaying fears that the recent flood in the area would have a restraining affect.

Friday's (23) weather was cool and there was some wind, but patronage was satisfactory. Clear, warm weather prevails today, and indications are that the day will yield an excellent take. Stand runs thru July 1.

Elks' Club, sponsor of the engagement, and personnel of Royal American were honored Friday night for their contributions to the flood relief committee of this city. Mayor Coulter and Perry Gensler, chairman of the Manitoba Flood Relief Fund, addressed a full top in giving praise to the Elks' Club and RAS members for their donations. Carl Sedlmayr Sr., RAS owner, as representative of the shows' personnel, was called to the stage to receive expressions of thanks from Coulter and Gensler.

Intensive radio campaign, directed by Herb Pickard, RAS p.a., marks the engagement. All radio outlets are giving freely of time for appearances of RAS talent. Pickard estimates that the show will get an average of two and a half hours of free time each weekday of the run.

Davenport, Ia., played prior to the engagement here, ended Sunday (18), with RAS tearing down in the rain.

## Weather Tempers Excellent Biz Potential for Marks Org

NEW YORK, June 24.—With 10 weeks of still dates tucked away, the only beef coming from Allan A. Travers, general agent of John H. Marks Shows, is that the weather just won't behave. Travers, a New York visitor Thursday (22), said that business to date has been good when weather was favorable. The crowds have been consistently large and there is still plenty of money around, he said.

Owner John H. Marks this season jumped into the North after preeming at Richmond, Va., his winter home, and a week in Baltimore. This was a departure from the org's route which normally would include Virginia and West Virginia territory. Move was a wise one, show execs feel, despite the fact that the weather has been unco-operative.

### Initial Weeks Big

First four weeks, including Richmond, Baltimore and two weeks in Philadelphia were good, Travers said. Philly stands added up to excellent biz. but the following date at Lebanon, Pa., was a bust. At Corning, N. Y., org's Decoration Day spot, three of the six days, including Saturday, were lost to rain.

An eight-day stand at Syracuse, including two Sundays, was fair de-

spite the loss of three days. An excellent location aided considerably at this spot. At Newburgh N. Y., shows got in four good days out of a possible five. This week at Plainfield, N. J., a fair gross looms despite the fact that the trucker is following the World of Mirth Shows, railroad org, by less than a month, Travers said. World of Mirth has played Plainfield over Decoration Day for 17 years, with continuing excellent takes and the date is generally considered a waste of time for anyone who attempts to follow.

### Long Island Next

Marks next week invades Long Island to vie with Endy Bros. and Prell's Broadway shows, among others, for that biz. After three weeks on the Island, Marks goes into Washington for 10 days and continues south for his first fair date at Lynchburg, Va., beginning August 8. Season runs thru November 19 for a total of 32 weeks, the longest the org has carded in 10 years, Travers said.

Early dates in the South were reported 10 per cent ahead of last year. Travers planed from here Thursday to check over the org's southern route. He has added the Charleston (S. C.) Colored Fair to the fair route.

## C&W Scores Okay Biz at Pennsy Spots

### Good Weather Builds Gate

NEW BRIGHTON, Pa., June 24.—With the exception of showers Tuesday night (13) the weather was fair for Cetlin & Wilson Shows' stand here and the midway was packed for the week. Gate take was high, and spending, on the whole, was good.

Show received plenty of publicity, with a radio broadcast direct from the midway featuring interviews with Raynell girl show personnel. The Dancing Marfields and Richmond Cox appeared for a half hour on the same station later in the week.

During the previous week at Beaver Falls, Pa., a local radio station put on a 45-minute children's broadcast from the city auditorium featuring Miller, the trainer, and his assistant from the Earl Chambers Monkey Circus. Cox also had a part in the broadcast which 800 kids attended. Saturday (10) matinee saw a jammed midway for the org, with crowds estimated at 10,000 persons. The Club Onyx was working, and all shows and rides were operating full blast.

### Parades, Giveaways Aid

Shows had a tie-up with a supermarket here and with another outlet of the same firm in Beaver Falls. At this stand the store supplied two bicycles, which were given away on the midway. Joint sponsors for the date here were the New Brighton Fire Department and American Legion Post 19. Both groups staged a parade thru the town's main section which ended up on the show grounds and drew a crowd. George Leonard, press agent from the Johnny J. Jones Exposition, and Bob Barnette, Pittsburgh newspaperman, were show visitors here.

Current stand at Morgantown, W. Va., as of mid-week, had a night knocked out by rain, but business prospects were good, with no big railroad orgs in the vicinity. Don C. Hayman, Uniontown, Pa., newspaperman, was a visitor this week. Plans call for the org to play Grafton, W. Va., instead of the scheduled Fairmont date.

## Beaumont Fest. OK For Crafts 20 Big

BEAUMONT, Calif., June 24.—Crafts 20 Big Shows moved out of here for Hermosa Beach at the close of the 33d annual Cherry Festival, which ended its four-day run Sunday (18). Frank Warren, manager, said the date was satisfactory.

The org brought in 10 rides and about 25 concessions but the big top, usually rented to events, was not used on this date but sent ahead for the Hermosa Beach run, which opened Wednesday (21).

Rides and foremen included Ferris Wheel, Mike May; Merry-Go-Round, Carroll Danewood; Tilt-a-Whirl, Maurice Miller; Skooter, Harold Harvey; Double Loop-o-Plane, Don Flores; kiddie rides (.), Earl Fox. Bob Matthews had the pony ride and Funhouse.

Other personnel included Clarence Heilman, electrician; Maurice Miller, mechanic; Roy Shepherd, lot superintendent; Harry Ballard, big top, and Joe Norgie, towers.

Ethel and Joe Krug had the candy floss and grab on the date. Al (Red) Cohn, still wearing a steel back brace following a recent operation, operated a bingo game on the fair midway. Olivia and Alex Freedman had the novelties.





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**MIDWAY CONFAB**

George French, agent for Meeker's Shows, is in a hospital in Kellogg, Idaho. . . . John Cardwell is in Washoe Hospital, Reno, Nev., recovering from injuries sustained in a recent auto accident. . . . Fred Weidmann visited West Coast Exposition Shows at Crockett, Calif.; the Bill Myers rides, at Larkspur, Calif., and Foley & Burk Shows at Alameda, Calif., recently.

Jackpotter isn't a showman who already has his.

Mrs. Louis Chavanne, emcee of the Cavalcade of Wonders with Gem City Shows, is a patient at the Copley Memorial Hospital, Aurora, Ill., undergoing treatment for a stomach ailment. She is expected to return to the show in about 10 days.

Don't laugh at the showman who can't balance his budget. Show offices are in the same boat.

Among the many show business people who attended funeral services in New York Friday (23) for Mrs. Rose King, wife of Louis D. (Dada) King, concession secretary on the World of Mirth Shows, were Dave Brown, Harry Kaplan, Ethel Weinberg, Mrs. Jack Stern, Clem Schinitz, Ike Weinberg, Jackie Owens, Dr. Jacob Cohen, D. D. "Daddy" Simmons, Jack McCormick, Dorothy Packman, Danny Thaler, Bibs Malang and Joe McKee.

Ads that read, "So-and-so is no longer with this show," mean that he's also no longer for it.

Frank Warren, manager of Crafts 20 Big Shows, celebrated a birthday

while the shows played the Beaumont (Calif.) Cherry Festival. He was the recipient of life memberships in the Al Malaikah Shrine Temple, a gift from his mother, Maybelle Crafts, and in the Los Angeles Consistory, which was a gift of his wife, Charlotte. Moving the shows to Hermosa Beach, Calif., Warren took time off to attend the Shriners' convention in Los Angeles.

Midway managers face rainy springs with stiff upper lips, a condition that soon spreads to their joints and muscles.

Jean Nadja returned to Philadelphia recently to fulfill a smoker date after a successful run with Endy Bros.' Shows. Jean plans to return to the road soon. . . . Sandra Berkley, who has worked the Tina Show for Clarence and Marge Thames, has returned to her home in Portland, Me. She plans to go back on the road soon. . . . During the first part of June, Robi Marlaine visited with Lola Conklin in Oil City, Pa., Noma Niles in Jackson, Mich., and Mitzi and Sally Rand in Racine, Wis.

Bankers aren't so smart. I'll bet that not one out of 50 know how to groom a snake or put on a half-and-half make-up.

Jack Lowrey, son of Sammy and Grace Lowrey, Motordrome operators, and who was born on the Rubin & Cherry Exposition, recently was graduated from McGill Institute, Mobile, Ala. Jack was a four-letter winner in football, basketball and baseball and will enter college this fall. . . . Members of Snapp Greater Shows were guests of Mills Bros.' Circus when the latter org played Columbia, Mo., June 12. . . . Karol Tay-

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**Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.**

**MORRIS MANDELL, INC. 26 East 13th St. (Dept. B), New York 3, N. Y. Phone OREGON 3-5912**

Heavy Duty Mounted BINGO CARDS In Various Colors

12	27	33	47	64
10	18	42	52	68
14	16	48	48	63
8	23	60	50	71
8	21	44	58	74

**Iroquois, Ill., 100th 4th Celebration 3 BIG DAYS—JULY 2, 3, 4—3 BIG NIGHTS**  
Gigantic Fireworks, Free Acts, Dancing, Bands, Drawings, Want Custard, Ice Cream, Bingo, Photo, Cookhouse, Diggers, Pop Corn, Ball Games, Darts, Cork, String, Age and Weight, Novelties, Long Range, Basketball, Coke, Glass Pitch. Will sell ex on Mitt. Manager for Athletic Show. Wire:  
**ROXIE HARRIS IROQUOIS, ILLINOIS**

**HARTSOCK BROS.' SHOWS**  
Want Grab, Photos, Scales, Basket Ball, Hoop-La, Jewelry, Novelties, Bowling Alley, String Game, Fish Pond, Cotton Candy, Ping Pong, Darts, Hit and Miss Ball Game, Coke Bottles, Clothes Pin Pitch or what have you? Want Ball Game and Penny Pitch Agents for office Concession. Can use Ride Help for small Merry-Go-Round. Chas. Doersam wants Bingo Help. Those who wired Bevier, Mo., wire Canton, Mo. Due to high water had to reroute. Russell Risl, H. Koepfing, wires were delayed. Best 4th July in Northeast Missouri. A good route to follow. Gorin, Mo., June 26-July 1; Hurdland, Mo., July 4.

**AGENTS WANTED**  
For Scales, Age, Glass Pitch and Jewelry.  
Best Route in Minnesota—All Fairs  
**RANEY UNITED SHOWS P. JUNKIN, Hallock, Minn., July 1-4; Ada, 5-7; Fosston, 7-9.**

**CAN PLACE**  
Clothes Pin and Razzle Agents to join immediately. Answer:  
**Care: HERMAN WEINER MAGIC EMPIRE SHOWS BENTON HARBOR, MICH., THIS WEEK**

**FOR SALE**  
Short Range Shooting Gallery on trailer and two .22 short Guns, \$275.00, High Striker, \$75.00, Chair Scales and Racks, \$95.00; 18x28 Top and Sidewalls and Poles, like new, \$190.00. Everything in good shape. Earlville, Ill., June 26 to July 1; Princeton, Ill., July 3rd and 4th.  
**BURKHART SHOWS AND AMUSEMENT**

**CONCESSIONS WANTED**  
High Striker, Ball Game, Photo, any Concessions that do not conflict for all annual Celebrations. Want Ride Foreman for Flying Scooter and Ferris Wheel. This week, Earlville, Ill.; next, Princeton, Ill., for the 4th.  
**BURKHART SHOWS AND AMUSEMENT**

**WANT RIDE HELP**  
Second Men on Wheel, Tilt, and Merry-Go-Round; must drive. Drunks and chasers, don't answer. Fred Wilson, Jack Jenkins, Ralph Maddox, William Baity, Otto Weise, can use you now. Phone or wire  
**CHEROKEE AMUSEMENT CO. Corning, Kansas**

**WANTED**  
Rides and Concessions for  
Centennial, August 1-5, Fairmount, Ind.  
Write or wire: CENTENNIAL COMMITTEE



**RIDES WANTED**

**IMMEDIATELY**

FOR

**SAVAGE AMUSEMENT CENTER  
GARY INDIANA**

Will give best deal in U.S. Can use Merry-Go-Round, Ferris Wheel or any other Major Rides. Also several Concessions open. Six Kiddie Rides in operation now. Here is your chance to settle down in one spot for an entire season and make money.

ALSO

**CONCESSIONS & SHOWS  
FOR**

**HOOPESTON, ILL., SWEET CORN  
FESTIVAL, SEPT. 7, 8 & 9**

**TOMMY SACCO**

203 N. Wabash Chicago 1, Ill.  
Phone ANdover 3-6112

In the confusion over my accident and my stay in the hospital, I know there are many letters and cards that I did not receive personally.

If you did not receive a personal card of thanks from me, please accept this as being personally from me to you—many, many thanks.

**I. CETLIN**

**WANTED**

Experienced Merry-Go-Round Foreman, Tilt-A-Whirl Foreman and Ferris Wheel Foreman for Chicago Lots.

Must be sober and drive semis. Contact

**SAM MENCHIN**

11 W. Division St. CHICAGO, ILL.  
Phone: SUperior 7-7243

**WHEEL MAN WANTED**

Other Ride Help. Must drive Semi. Hanky Panks of all kinds, no flats, no Gypsies, Stock Concessions, come on. Williamsfield, Ill., June 29-30-July 1; Edwardsville, Ill., July 2-3-4-5-6-7-8-9, biggest 4th in Illinois. 55,000 attendance last year. Always an opening for Joins.

Contact LEW REESE or MARION FULLERLOVE

**SAM WEINTROUB**

**WANTS WANTS**  
Slum Store Agents, also Grind Store Agents. Care GRAND AMERICAN SHOW Oelwein, Iowa, this week; next week, Perry, Iowa

**CONCESSIONS**

**WANTED**

**FOR WEEK OF JULY 4TH**

Phone: Garfield 6567 or Garfield 6956, St. Louis, Mo.

lor has signed as talker for Linda Lopez's No. 2 Side Show on Bill Hames Shows. Unit is featuring Louis and Louise Logsdon. . . . Floyd Burge Jr., who is attending Gulfport Military Academy, Gulfport, Miss., is spending his summer vacation with his parents, Mr. and Mrs. Lloyd Burge, on W. G. Wade Shows.

Concession agent advised, "I used to read books on culture, but they lowered my morale. I found myself siding with the chumps."

William Hagelman, Krause and Duke Amusement Company concessionaire, did good biz with his three stores on the Sam Tassell Shows, when the latter org played at 69th Street and Marshall Road, Philadelphia. . . . Joseph Lehr will again play a spot store for Patsy Rosania on the Morris Hannum Shows. . . . Bobby Kork, of John H. Marks Shows, infos from Hyde Park, N. Y., that, accompanied by Stanley Barbay, he visited Margie Cetlin's grave when the org played Lebanon, Pa. Kork, with Claude Bentley, of the James E. Strates Shows, visited the Roosevelt home and Franklin D. Roosevelt's grave at Hyde Park.

When asked if she was going to eat in the pie car, a first of May dancing gal answered, "I want something besides pie for breakfast."

Mrs. Pearl Vaught, in her first season off the road, is working for the Murphy-Pugh-Lindsey organization at Fair Park, Dallas. Mrs. Vaught was out with Schafer's Just for Fun Shows last year. . . . Sailor Joe Simmons, tattooed man, reports that he has joined Pete Korte's Museum and Circus Side Show in Belmont Park, Montreal. Simmons will be with Korte for his Canadian tour which includes the Canadian National Exhibition and the Western Fair at London, Ont. . . . Carmen Del Rio has been discharged from the hospital following injuries he received in an automobile accident near Sidney, O.

Should the Johnson Bill (as it now stands) become a law, some concession agents will rue the day they broke a plow handle and, rather than face dad, climbed onto a passing show train.

Sally Rand, O. C. Buck, Fred Miller and Margaret Davis recently took delivery on Vagabond house trailers equipped with a new type water system which uses air compressors to insure constant flow of water for toilet and bath when away from a regular supply source. The innovation was developed by Sellhorn's of East Lansing, Mich., and Sarasota, Fla. . . . Chick Franklin infos that outdoor show folk on Constellation Road Shows, film distributors, who recently took delivery on 1951 Frazers included C. W. and Lillian Franklin, Mr. and Mrs. Ray Cramer, J. C. Webb and Stanley Baus. . . . Elmer F. Cote, owner of Cote Amusement Company, was stricken ill on the lot at Lake Orion, Mich., as the result of a recurrent kidney ailment.

**Can Place Limited Number  
LEGITIMATE CONCESSIONS**

**FOR OUR FAIRS**

Delaware Co. Fair, MUNCIE, IND.; All Iowa Fair, CEDAR RAPIDS, IOWA; Keokuk Street Fair, KEOKUK, IOWA; Missouri State Fair, SEDALIA, MO.; Tenn. Valley Fair, KNOXVILLE, TENN.; Chattanooga Interstate Fair, CHATTANOOGA, TENN.; Fair-A-Ganza, ATLANTA, GA.; Pensacola Interstate Fair, PENSACOLA, FLA.; Chattahoochee Valley Fair, COLUMBUS, GA.; Houston County Fair, DOTHAN, ALA.

**HAVE OPENING FOR ROCK-O-PLANE AND  
SKOOTER RIDES . . . ALSO GOOD MONKEY SHOW**

**JOHNNY J. JONES EXPOSITION**

—MORRIS LIPSKY AND HAROLD PADDOCK, MGRS.—

31ST AND OGDEN AVE., CICERO, CHICAGO, ILL.,  
JUNE 27-JULY 5

**W.G. WADE**  
*Shows*

**CALUMET, MICH., JULY 3 TO 8**  
A PROVEN PAST RECORD 4TH OF JULY SPOT

**CAN PLACE**



**WRITE OR WIRE NOW**

All Kinds of Hanky Panks. Especially want MOTOR DROME. Excellent opportunity for ROLL-O-PLANE now, through our long Fair Season.

**W. G. WADE SHOWS**

Ironwood, Mich., all this week.

P.S.: After Calumet follows the Firemen's Celebration at Hancock, Mich.

**Concessionaires — Ride Owners — Acts**

**BUY YOUR INSURANCE FOR  
THE TIME YOU NEED IT . . .  
3 MONTHS  
OR MORE**

**PUBLIC LIABILITY  
INSURANCE FOR**  
• RIDES  
• AUTOS  
• TRUCKS

**GOOD RATES — NATION-WIDE CLAIM SERVICE**

**M. J. "MIKE" LAW**

135 S. La Salle St.  
Chicago 3, Illinois  
Financial 6-1210

**BAKER UNITED SHOWS**

**"A CLEAN MODERN MIDWAY"**

**"A Clean Modern Midway"**

WANT: Can place Legitimate Stock Concessions for LaPorte, Indiana, 4th Celebration, starting Sunday, July 2nd and for route of Indiana's best Celebrations and Fairs. Jewelry, Glass Pitch, Bumper, Hoop-La, String Game, Balloon Dart, Huckley Buck, Ball Games. WANT GOOD, CLEAN COOKHOUSE FOR BALANCE OF SEASON. Can always use good Ride Help who can drive. Plymouth, Indiana, this week.

**ROSS MANNING SHOWS**

Peekskill, N. Y., July 3 thru July 8, Penelope Park (heart of the city). 50,000 summer tourists. Concessions—Novelties, Long and Short Range Galleries, Ball Games, Six Cat Rack, Basket Ball, Slum Stores. Shows—Slide Show, have new top complete. Life Show, have complete setup. Want to hear from Grind Shows. We have the equipment. Have setup for Snake Show on truck. Ride Men—Can use semi drivers. Ben Herman, Bus. Mgr. Write or wire

**ROSS MANNING, Rahway, N. J.**

Telephone from 8.00 a.m. to 2 p.m. or after 1 a.m.: TRafalgar 3-7501, New York City.

**W.C. KAUS SHOWS**

**ATTENTION ATTENTION ATTENTION**

**THIS IS THE ONE YOU'VE BEEN WAITING FOR**

**4TH OF JULY CELEBRATION, OAKLAND, MD., with Fairs and Celebrations to follow**

Want all Hanky Panks and will book Grind and Count Stores of any description. Especially want Guess Your Age, Scales, Shooting Galleries, and Novelties. Will book Penny Arcade, Fun House or other attraction. Want Free Act for Oakland; any Single or High Pole Act answer.

**Wire W. C. KAUS SHOWS, McCoolle, Md. Russ Owens, Mgr.**

**A. B. ROGERS SHOWS**

**CAN PLACE**

Ball Games, will give X. Also Add 'Em and Balloon Darts, Penny and Glass Pitch. Our fairs start in August with Washington County, then Chatham with three more to follow. Can use Pit and Grind Shows, Arcade. Address week June 26th, Corinth, N. Y.

Used Everywhere for Over 35 Years

**ROLL TICKETS** 100,000  
PRINTED TO YOUR ORDER \$27.00

**Keystone Ticket Co.** DEPT. B  
SHAMOKIN, PA.

10,000 ..... \$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.



# CETLIN & WILSON SHOWS

**JULY 3 TO 8 INCLUSIVE, BIG 4TH OF JULY CELEBRATION, CLARKSBURG, WEST VA. FIREWORKS, CONTESTS, BAND CONCERTS, PARADES. LONG CIRCUIT OF FAIRS STARTING JULY 22 AT FT. WAYNE, IND., AND ENDING THE MIDDLE OF NOVEMBER.**

**CAN PLACE**—All legitimate Merchandise Concessions to start now. Will place all Eating and Drinking Stands at fairs.

**WANT**—Foreman for the following rides: Caterpillar, Roll-o-Plane and Chairplane. Also will place Experienced Ride Men. If you drink, please don't join this show.

**CAN PLACE**—Little Dipper, Working World, Fly-o-Plane and any ride or show that don't conflict with what we have.

**CAN PLACE**—First class Midget Show. Art Noble or Baron Singer, please take notice.

Earl Chambers will place a good Talker for the best framed Monkey Show on the road.

## ALL ADDRESS

This week Crafton, West Virginia, and then as per route.

# WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

MUSKEGON, MICH., JULY 6-15

## WANT

Snake, Unborn, Illusion, Animal, Mechanical City. Large Animal or Sideshow to feature. Can place Roll-o-Plane, Fly-o-Plane or Dark Ride. Want Penny Arcade, Novelties, Ball Games, and Slum Stores. Ride Help who drive semis. **HATTIE BROOKS WANTS COUNTER MEN AND GRIDDLE MEN WHO ARE SOBER AND RELIABLE. FOR SALE—ALLAN HERSCHELL MUSIC BOX FOR MERRY-GO-ROUND, \$200.00; 75 KW. TRANSFORMER, \$125.00.**

**JOHN QUINN, Crown Point, Indiana, Thru July 4th**

## WANT CONCESSIONS

Miniature Train, Merry-Go-Round, Kiddies Boat Ride, Mechanical Pony and Cart Ride, Live Pony Ride. For full season on grounds of Melton Museum of Antique Autos and Stirrup Cup Restaurant, located on Route #7. Heavily traveled highway just off Merritt Parkway. Wonderful location. Great possibilities.

WRITE . . . WIRE . . . PHONE

**MISS KOBY, c/o MELTON MUSEUM, INC.**  
NORWALK, CONN.

## ANNUAL 4th OF JULY CELEBRATION & HOMECOMING

LOUISA, KY., ON THE STREETS, ENTIRE WEEK OF JULY 3

Will place for this date and all Celebrations and Fairs until November, Spitfire, Fun or Glass House. Will place Concessions—Custard, High Striker, Novelties, Photos, Arcade, Apples, etc. Address this week:

## JAMES H. DREW SHOWS

MADISON PLACE, CINCINNATI, OHIO

## AMERICAN LEGION FOURTH OF JULY CELEBRATION

JULY 3 THRU JULY 8, BELHAVEN, NORTH CAROLINA

The biggest Fourth of July Celebration in North Carolina, over 20,000 people attend this event. This has been going on for over twenty years. People from all over the country come to this Celebration. Want Stock Stores that will work for stock. No racket, free gate. Office owns five Rides. Want Ride Help who can drive. Office wants Stock Store Agents and P.C. Dealers. Address all mail and wires to:

## KEYSTONE EXPOSITION SHOWS

CRESWELL, N. C.

## MAGIC CITY SHOWS

PLAYING THE BIGGEST 4TH OF JULY SPOT IN DIXIE.

Clinton, Tenn. (in city limits), 2 miles from the main gate of Oak Ridge Atomic Bomb Plant. First show since 1928. Free prizes—car given away—radio stars, old-time fiddlers' contest—world's champion hillbilly band. Can use Concessions of all kinds and Shows with own equipment and transportation. Especially want 10-in-1 or 5-in-1. Snakes, Wild Life or Geek Show. Good proposition for Cook House for 4th of July and balance of season, including Fairs. Will book Bingo on straight percentage. Any Major Rides not conflicting. Kiddie Rides for Kiddie Land. All replies: THIS WEEK, OLIVER SPRINGS, TENN.; THEN CLINTON, O. O. "BUD" POINT

## Impetuosity of Youth Steered Louis (Stretch) Rice to Top Job

(Continued from page 47)

associated with Dave and Ralph Endy. The association with the Endys has lasted for 12 years, Stretch points out with pride. During this time he has worked from Florida to Canada and west to Springfield, Ill., the latter the scene of the Illinois State Fair which Stretch and the Endys were unfortunate enough to play last year in the midst of a polio epidemic. During his tenure, Stretch has encountered every conceivable kind of experience ranging from excellent to awful. Springfield definitely was on the debit side of the ledger. During 1939-'40 Stretch was in Canada with Patty and Frank Conklin.

There have been days and weeks when Stretch might have regretted his mother's advice to continue with his schooling and to chose a career in line with the pattern set by the neighbors, but the doubt always wore off as conditions improved, as they always will. Stretch has the natural optimism so necessary to success in outdoor show business, which has to worry not only about bad economic conditions, but the weather as well.

### Hurricane Headaches

During the war, while playing the Shriner's Fair at Savannah, Ga., Stretch and Dave Endy stood by, usually at the top of wagon steps, while they watched the first three days wash out. Calling it quits late on the third day, they journeyed back down town only to learn that a hurricane was forecast. They hurried back to the grounds and supervised the tearing down and storing of all equipment. They returned to their hotel and went without hot food and lights as the result of a power failure. When the storm abated they returned to the fairgrounds and had the shows set up again. The final two days were wonderful, but it was a tough way to make a buck, Stretch opines.

Stretch has a measure of indolence acquired somewhere along the line and uses the above yarn to illustrate his statement that he pitches in hard when there is work to be done. With crises in the carnival business likely to develop on the hour every hour it isn't a bad idea to conserve one's energy until it can best serve a useful purpose. When he rolls, Stretch can move with boundless energy for long periods of time. A couple of serious operations during the past year have not slowed him down noticeably.

### Money in Rain

Experience and foresight aid considerably in pointing up a good date. During the war Stretch argued for Hornell, N. Y., even tho other personnel regarded it as a stinkeroo. Dave Endy booked in and the shows put together a big week, despite the fact that parts of the grounds were two feet under water.

Succeeding in show business has to do with many things, not the least important being the friends one ac-

quires. Bennie Weiss has a top spot in Stretch's affection for the best of all reasons—he was always good for a touch. Stretch recalls that a collect phone call to Bennie, who was often 500 or 1,000 miles away, would get prompt results.

The friendly Bennie may only be squaring himself for a trick he pulled on Stretch many years ago. With his winter bankroll carelessly tucked away in a pants' pocket, Stretch decided to nap in a wagon before heading for home and a few months of leisure. Sleeping with the soundness of youth, Stretch was unaware of Bennie relieving him of his roll of bills. When Stretch awoke and couldn't find his money he again suffered thru the many hours of labor spent in acquiring it. He wasn't left to suffer too long for Bennie duked him a "fresh" bankroll and cautioned him about being more careful in the future. It was a lesson well learned, albeit Stretch didn't approve of the schooling methods.

### Belongs to Many Orgs

Ask Stretch if he belongs to any organizations and he'll pull out a card case having the approximate capacity of a small valise. Terming his "joining" an "occupational disease," Stretch admits to belonging to Mi-Am-I Grotto, Shrine; being a life member of both the National Showmen's Association and the Miami Showmen's Association, Elks, Masons, Variety Clubs, and other fraternal and social groups.

His wife, Ann, travels with him and keeps busy by working a concession. His mother, who predicted a black future when he rejected the advantages of home for the lure of the road, now winters in Florida and is quite proud of her son.

## DORSO & GOODMAN

### CAN PLACE

First-Class Meal Cook, Griddle Man and Steam Table Man for Cafeteria.

c/o CETLIN & WILSON SHOWS  
Grafton, W. Va., This Week, then  
Clarksburg, W. Va.

## WANT

RIDES, CONCESSIONS  
FREETOWN ANNUAL CELEBRATION

JULY 1-2-3-4—WIRE OR CALL:

CLIFF MONNETT

c/o Monett's Grocery, Greencastle, Ind.

### SECOND-HAND SHOW PROPERTY FOR SALE

\$125.00 Egyptian Tent, 9x12'. Hand embroidered, 6 ft. Side Wall. Cost \$1500.00. Bargain.  
\$1.75 Streamers w/ 12 Pennants, 12"x18". Others.  
\$38.00 Concess'n Tent, 8'x14': Side Wall, Awning.  
Electrical Kicking Mule Game. Cost \$750. Cheap.  
**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 6, Pa.

## PLAYTIME SHOWS #2 UNIT

WANT FOR

### BUZZARDS BAY

JULY 3-8—MAMMOTH CELEBRATION—BONFIRE—FIREWORKS

Stock Wheels, Hanky Panks, Scales, Novelties, Floss, Glass Pitch. Six weeks on Cape Cod to follow. Can place first class Wheel Foreman. All replies:

**JOHN BURR**  
HYANNIS, MASS.

## GRIGGS GREATER SHOWS

WANT FOR FOURTH OF JULY CELEBRATION AT HOMINY, OKLA.

Starts Sunday, July 2 Three big days and nights. Rodeo every day, Fireworks and Free Acts. And the best route of Fairs in Iowa, Kansas, Oklahoma and Texas. Come to Nowata now, will have space for you or wire your footage for the Fourth. Shows with own outfits, Crime, Illusion, Unborn. Will book organized Ten-in-One for committee money. Will book or lease Octopus. Concessions: Hanky Panks, \$14.00. Charlie Tutterow, join now for the Fairs. Mitt Camp, must have D.P. Swinger, Buckets, Six Cats, Nail Game, few choice Concessions. Wire now, space is limited for the Fourth Grind Stores, \$51.00; Skillos, \$65.00. We work over here. All wires to:

**CHARLIE GRIGGS**



**FIRST TIME SINCE THE PILGRIMS!**

**THIS SHOULD BE IT!!**

**July 3rd to July 8th incl.**

**BOSTON**

**6 Days on City Parks 6 Nights**

**FRANKLIN FIELD AND SMITH PLAYGROUND**

**Each Bigger Than Charlestown**

In conjunction with and backed up by city sponsored bonfires, fireworks, parades and other aspects of a Municipal 4th of July Celebration. July 3d to 8th, incl. We have a dozen rides! We need two dozen more! Octopus, Whip, Cat, Jenny, Wheels or other majors. Some Kid rides, but must not conflict. If rides are junk, do not come in. You will not set up.

**WE NEED A MILE OF BOOTHS! BOOTHS! BOOTHS!**

Legitimate Concessions and Stock Stores only. No P/C to give out.

ABSOLUTELY no grift. ABSOLUTELY no flatties. ABSOLUTELY no mitt camps.

Custard, Corn, Floss, Grabs, etc. Shows, Motordrome, etc., that are suitable. NO GIRL SHOWS (SORRY).

TIME IS SHORT — WIRE OR PHONE — PREFERABLY PHONE

**C. S. Borggaard or Jack Flynn**

MYSTIC 6-2288—MYSTIC 8-9671

**QUEEN CITY SHOWS**

WANT FOR BIG FOURTH OF JULY CELEBRATION, PENNSBORO, W. VA.

CONCESSIONS: Any Legitimate Concessions that work for stock, Basket Ball and Custard. Need Agents who can get money. SHOWS: Monkey, Snake, Girl or any Show with own outfit. RIDES: Want Foreman for Smith & Smith Chairplane. All replies:

**CURLEY LITTLE**  
NEW STRAITSVILLE, OHIO

**HARRY W. LAMON**

WANTS

For 14 Fairs and Celebrations including our Big 4th of July Celebration at Prescott, Kansas. Want for our 4th and balance of season—Cookhouse, Bingo, Diggers, Pitch Till U Win, Candied Apples, String Game, Ball Games, Glass Pitch, Cork Gallery, Short and Long Range Galleries or any other Hanky Panks. \$12.50 for all Hanky Panks. Shows with own transportation. 25% to office. Need Girl Show, we have Top. Want Grind Store and 2 Skillo Agents Howard, Kansas, June 26, 27, 28; Yates Center, Kansas, June 29, 30, July 1st; then Prescott, Kansas, 3, 4, 5. Those joining now given preference. Will book Flat Rides and 1 Kiddie Auto Ride for balance of season.

ALL ANSWER

**HARRY W. LAMON, Bohn & Sons United Shows**

P.S.: All Agents who worked for me before get in touch.

**WANT—EDDIE L. WHEELER SHOWS—WANT**

BIG 4TH OF JULY CELEBRATION IN SALTVILLE, VA., FOR WEEK OF JULY 3 AND BALANCE OF SEASON

Good opening for Bingo and Pop Corn. Want Merchandise Concessions of all kinds. Can place two Mitt Camps, Agents for Swinger and Roll Down, Outside Men for Skillo. Will place two Stores to party with Hanky Panks. Want Shows with own transportation. Mr. McWilliams, contact me at once. Can place Merry-Go-Round or any Flat Ride with own transportation on low P.C. All replies to: EDDIE L. WHEELER, Damascus, Va., week of June 26th.

**CUMBERLAND VALLEY SHOWS**

Want for biggest annual 4th of July Celebration in Tennessee at Tullahoma, Tenn., where the \$150,000,000 Wind Tunnel is being built and for 12 straight Fairs to follow. Any Show capable of making money. All Legitimate Concessions open except Cookhouse, Bingo and Popcorn. Need A-1 Photo Gallery. Address all mail and wires to:

**ELLIS WINTON, McMinnville, Tenn.**

**SOUTHERN VALLEY SHOWS**

Want for 14 Fairs and Celebrations. This Show will stay out until Christmas. CONCESSIONS: High Striker, Hit and Miss, Bottles, Strings, Ice Cream, Cigarette Shooting Gallery, Long and Short Range, Basket Ball, Grab, French Fries, Custard, Bowling Alley, and any others not conflicting with what we now have. HELP: Want Man for office Pin Store. Help for Cookhouse. Billy Adams wants to hear from Skeet McWhorter, Archie Frederick, or anyone who worked for him before, come on. SHOWS: Will book Girl Shows, Snake, Monkey, Funhouse, Motordrome. RIDES: Will book Spitfire and Chairplane for our string of Fairs. ALL REPLIES: EDDIE MORAN, MGR., West Helena, Ark., this week; July 4 Celebration, Lake Village, Ark., July 3 thru 8. P.S.: Can use sober and reliable Tilt Foreman, good salary; must drive truck.

**BADGER STATE SHOWS**

WANT FOR 14 FAIRS AND 4 CELEBRATIONS STARTING JULY 3

Spitfire and Dark Ride. Will buy or book Kiddy Boat Ride. Foremen for Wheel and Octopus. Rusty, come on. Small Animal Show for sale cheap; can be booked on show. Get in touch as per route.

**J. VOMBERG**

**AMERICAN MIDWAY SHOWS**

Want for Larned, Kansas, July 3 and 4, and 18 Fairs and Celebrations, ending with the second largest Fair in Texas—Valley Midwinter Fair, Harlingen, November 18 thru 26. Cookhouse, Photos, Custard, Arcade, Diggers or any Stock Concession. Want Man to run Mickey Mouse and other Grind Shows. Can place Funhouses, Wild Life, Athletic, or any flashy Show in keeping with our standards and route. Sober Ride Help who drive always welcome.

Address **DON M. BRASHEAR, Mgr.**  
Dodge City, Kansas, this week; Larned, Kansas, July 3 and 4.

<b>BARTON, MD.</b> FIREMEN'S CARNIVAL JULY 10TH TO 15TH	<b>SALISBURY, PA., FIREMEN'S</b> JULY 3RD TO 8TH CELEBRATION Fireworks, Two Parades, Free Acts.	<b>CONFLUENCE, PA.</b> FIREMEN'S CARNIVAL JULY 17TH TO 22ND
---	--	---

Can place small Cookhouse, Custard, Pop Corn, Candy Apples, Floss, Snow Ice, clean American Palmistry, Glass Pitch, Hoop-La, Balloon Darts, Pitch Till Win, Long and Short Range, High Striker, Nail Game, Swinger, Novelties or any Concession not conflicting. Want Girl for Girl Show, Agents, experienced Ferris Wheel Help, Foreman for Chairplane. Willie Kay, come on.  
**Write: I. K. WALLACE ATTRACTIONS**  
Bloomington, Md. Wires to Westernport, Md.

**20TH CENTURY SHOWS**

FLOYD WOOLSEY WANTS FREAKS AND ANY OUTSTANDING WORKING ACTS TO STRENGTHEN SIDE SHOW FOR ROUTE OF FAIRS. RED DURAN WANTS WRESTLERS, BOXERS, AND OUTSIDE MEN FOR TOP ATHLETIC SHOW TERRITORY. All Address: CANDO, N. DAK., this week; JAMESTOWN, N. DAK., next week.

**WANT**

**WANT**

BIG FOURTH OF JULY CELEBRATION, TUOLUMNE, CALIF. TWENTY FAIRS AND CELEBRATIONS  
No X. Out till Dec. 15. Contact:

**PACIFIC UNITED SHOWS**  
TUOLUMNE, CALIF. DON'T WRITE OR WIRE, COME ON.



## AGENTS WANTED

For Dart Balloons, Coke Bottle, String Game, Hit-and-Miss, Ball Games, Penny Pitch and other Concessions. No more Still Dates—12 Fairs, 6 Celebrations, starting this week. If you are capable, come on. Knoxville, Ia., June 26, 27, 28; Creston, Ia., June 30-July 5. 40,000 people guaranteed.

**HAROLD EUTAH**  
AMERICAN BEAUTY SHOWS  
Per route above.

## WANT BINGO CALLER

Top salary to A-1 Man. If you are not fully experienced, please do not answer this ad.

**LEWIS PERRY**

New Liberty Park  
William St. and Union Rd., Buffalo 6, N. Y.  
Telephone: HUmboldt 6065

## SIDE SHOW ACTS WANTED

Fire Eater, Sword Swallower and Novelty Acts. Salaries out of office.

**JAMES THOMPSON**

KING REID SHOWS  
This week, Bangor, Maine; next week, Houlton, Maine.

## Central American Shows

Want for July 2-3-4 at Clay Center, Kansas. Bingo, Lead Gallery, High Striker, Hoop-La, and Pop Corn. Will book any Rides not conflicting. Want Ride Foreman—top wages, come on in. Agents for Basketball, Penny Pitches, Balloon Dart, Coca-Cola. Want Griddle Man and Dishwasher for Cookhouse, come on in. Contact

MANAGER AT MANHATTAN, KANSAS

Six 55 ft. Light Towers  
**ROCCO SHOWS**  
ROCCO & SON

10 Mi. Auto Search-light

10 RIDES—30 CONCESSIONS—6 SHOWS  
Can use any kind of Hanky Pank Stores, Photo, Strings, Basket Ball, also Shows. Contact at once for Delano, Minn., July 2-4, and complete season. What have you? Low privilege, good locations.  
2434 No. Fairview Ave., St. Paul 8, Minn.  
NEstor 9870

## HUNTSVILLE, ALA. September 18-23

Can place independent legitimate Concessions and Grandstand Attractions.  
**Marie Dickson, Secy.**

## CAN PLACE COUNT AND PIN STORE AGENTS

Wire **ALVIN ZIEGLER**  
c/o AMERICAN MIDWAY SHOWS  
Dodge City, Kansas, this week; Larned, Kansas, July 3 & 4.

## WHITE LUTZ

CONTACT AND REMEMBER

**BABE FRANCIS**

SOLDIER HOME HOSP., ST. JAMES, MO.

## CARNIVAL OR PARK SECRETARY AVAILABLE NOW

Familiar with all daily routine duties of any size organization. Expert publicity man, can handle newspaper work, back with show, if necessary. Address at once to:  
**HARVEY "DOC" ARLINGTON**  
Hotel Washington, 2130 Cass Ave. at Columbia, Detroit 1, Michigan.

## WANTED LARGE CARNIVAL

Sept. 4, Labor Day Celebration  
Contact **CENTRAL LABOR COUNCIL**  
Box 268, Carthage, Mo.

## TATTOO DESIGNS

BY **W. GRIMSHAW**  
ENCLOSE ONE DOLLAR FOR SAMPLES.  
W. GRIMSHAW

421 E. Main St. Norfolk, Va.

## WANTED

One Ferris Wheel, One Merry-Go-Round and One Miniature Train  
**FOR ST. MICHAEL CHURCH BAZAAR**  
July 28, 29, 30.  
Contact: **W. A. WARGO**  
BR 1-2222, 9219 Miles Ave., Cleveland, Ohio

## Conklins Play Host To 182 Blind Kids At Annual Party

BRANTFORD, Ont., June 24.—Mrs. J. W. Conklin and Jimmie Conklin, wife and son of J. W. (Patty) Conklin, Canadian carnival biggie, Saturday (17) played host to 182 students of the Ontario School for the Blind at the fourth annual party for the kids at the Conklins' Sky Acres home here. Patty assisted in the planning and staging of the party.

Entertainment and a carnival lunch were highlights. Food consumed by the youngsters included 630 sandwiches, 450 bottles of pop,

## Chicago Show Folks Chapter Skeds Memorial Services

CHICAGO, June 24.—Show Folks of America here headed by President Irene Blauvelt Reidy, will hold memorial services in honor of deceased members at Showfolk's Rest, Glen Oak Cemetery, tomorrow afternoon (25).

250 pieces of cake and 250 bags of potato chips and a similar number of chocolate bars, ice cream cups, candy apples and boxes of Cracker Jack.

Entertainment, emceed by Al Harvey, included the Silverton Trio; Mildred Morey, singer; Ted Rust and Pat, ventriloquist; Art and Mable Guinness, bell-ringers, and Burn Knowles, pianist.



## Want for Pennsylvania's Biggest Fourth of July Celebration WILKES-BARRE, PA.—PRINGLE LOT Followed by Jersey City

Can place set of Kiddie Rides or will book any single Kiddie Ride. Place Ferris Wheel or any Flat Ride. Shows—Want Side Show, Lew Alter, contact me. Can place Motordrome or any show with equipment. Concessions—Want Age and Scale, Novelties, French Fries, Custard, Ice, Hanky Panks, Pan Game, Rat Game, Blower, Alley. No ex at these two spots. Can place Count Store and Skillo Agent, PC Dealers, Agent for Wheel, useful Carnival People, Ridemen, Canvas Men, Concession Help, Girls for dancing and posing show.

All address **RALPH DECKER, Carbondale, Pa., this week**  
Phone American Hotel.

## GROVES GREATER SHOWS, INC.

Kentwood, Louisiana, June 26 to July 1

Want **ELECTRICIAN**. Must be sober and drive semi. Want Chairplane Foreman and Griddle Man. Can place Stock Concessions, any kind, and American Palmistry.

Phone c/o City Drug Store, Kentwood, Louisiana, or wire Ed Groves, c/o Groves Greater Shows, Inc.

## INTERSTATE SHOWS

WANT FOR PORTER-CHESTERTON, INDIANA, COMBINED MAMMOTH FOURTH OF JULY CELEBRATION, LOCATED IN CITY PARK, SPONSORED BY V. F. W. AND VICTORY CLUB (Fireworks, Free Acts, Bands, Parades, Etc.)

SHOWS: Will book Side Show with own equipment. (Just for committee money.) WILL book Monkey Show, Glass House, Fun House, organized Minstrel Show. Will give good proposition to Motordrome, Penny Arcade. RIDE HELP: Want Foremen and Second Men on ten Rides. CONCESSIONS: All Concessions open. Diggers, Frozen Custard, Long and Short Range Gallery, Fish Pond, Ball Games, Guess Your Age, Jewelry, Photos, French Fries, Ice Cream, and Eating Stands. Will book Buckets, Nail Game, Six Cat, Swinger. No "Ex" from now on, as my Fairs begin July 10, continuing thru November 11. Want Man to take charge of Grab Outfit. Frank Randall wants Countermen (Bill Mable, wire). Earl Walsh wants A-1 Girl Show Talker and two attractive Girls at once. Want Lot Man with or without Concession who is capable of putting on and taking off the lot a ten-ride show.

All replies **H. B. ROSEN, Mgr., Portland, Ind., this week**

## N. Y. GAIETY SHOWS

THIS WEEK, PENN YAN, N. Y.; NEXT THE LARGEST 4TH CELEBRATION IN NEW YORK STATE, WARSAW, N. Y.; THEN ELMIRA HEIGHTS, N. Y., PENN. VOL. FIREMEN CONVENTION; NORWICH CENTRAL N. Y. VOL. CONVENTION, CUBA CENTENNIAL, BATAVIA FAIR, ROCHESTER FAIR, CALEDONIA FAIR, YOUNGSRVILLE FAIR AND PENN YAN FAIR.

WANT HELP ON ALL RIDES

WANT CONCESSIONS: High Striker, Basket Ball, Short Range, Race Horse, Blower, Devil's Bowling Alley, Penny Arcade, Bucket, String or any Concession not conflicting. WANT SHOWS: Snake, Mechanical, etc. Attention, Concessioners! If you want to make your season pay, join this show for the above Celebrations. Wire or write

**ANTHONY SANTILLO, care N. Y. Gaiety Shows**  
Penn Yan, N. Y., this week

## WALLACE & MURRAY SHOWS

Want for Marietta, Ohio, Fourth of July Celebration, 30th anniversary, and a strong route of Southern Fairs to follow. Want legitimate Concessions of all kinds. Good opening for Diggers, Age and Scales. Will book Octopus, Rolloplane and Train.

All replies to **Al Wallace, Mgr.**  
This week, Wellston, Ohio, followed by Marietta.

## American Eagle Shows WANT

FOR JULY 4TH CELEBRATION  
BOSWELL, IND.

Set of Kiddie Rides. Any Flat Ride. Stock Concessions of all kinds. Have 6 Illinois Street Celebrations to follow. All address:

**DANNY ARNETT, Mgr.**  
Newman, Ill., this week; then per route.

## GRAND UNION SHOWS

WANT

ATHLETIC SHOW MANAGER WITH TALENT (Jack Naskworthy, contact me). WILL BOOK GIRL SHOW OR GIRL SHOW TALENT. CAN PLACE A FEW MORE HANKY PANKS (\$11.00 privilege). Can use Grind Store and Skillo Agents, also Swinger Agents.

Contact

**Tommy Henderson, Mgr.**  
Burlington, Colo., this week.

## 20TH CENTURY SHOWS

WANT CATERPILLAR AND SPITFIRE FOREMEN. Must drive semis. Top salaries and best treatment if you fill the bill. Address:

CANDO, N. DAK., this week; JAMESTOWN, N. DAK., next week.

## FIGHTERS AND WRESTLERS

Come to Woodward, Okla., for winter's bank roll. Biggest in the West. 3 days and 3 nights. July 2-3-4. Proven spots to follow. Don't write or wire, come on.

**EDDIE PAQUETTE**  
c/o Heart of Texas Shows  
Woodward, Okla.

## D. D. HALE WANTS

Capable Agents for Count Stores and Skillo. Only outfits on show. Playing biggest Fourth in the South—Clinton, Tenn. Featuring Fireworks, Free Acts, Parade, Jimmie Mitchell, Blackie Lay, White Marcus, Dart Store Shorty, contact me. Positively no drunks. All reply: **D. D. HALE, c/o Western Union, Harriman, Tenn.**

## WANTED CARNIVAL

For Big Legion Celebration, New London, Wis., any week July or August. This is the 27th annual. Address:

**A. W. STREHLOW**  
P. O. Box 1 Waukesha, Wis.

## WANTED

Ferris Wheel or Merry-Go-Round, Kiddy Ride, and few Concessions for Street Celebration. Disabled American Veterans, Greensburg, Pa., six days, either week Ju'y 10 or July 17. Contact

**Commander Harry Mistroff**  
620 Ludwick Street GREENSBURG, PA.

## WANT CONCESSIONS

Lions Club Homecoming and Fish Fry  
July 7-8-9, Marshall, Ind.  
**E. R. PEFLEY**

## SMITH AMUSEMENT CO.

WANTS FOR FOUR BIG DAYS, JULY 4TH ANNUAL CELEBRATION, McCLOUD, OKLA. 15,000 Attendance Last Year.

CONCESSIONS: Novelties, Photos, Mitt Camp, Fish Pond, Cigarette Gallery, Hoop-La, Hanky Panks. Want Clothes Pin Agents. SHOWS: Fun House, Animal, Side Show. WANT WHEEL FOREMAN. Must be sober, reliable and drive semi. Address:

**DAVIS, OKLA., this week.**

## WANT MERRY-GO-ROUND

Best 2-Abreast, \$2,500.00 Cash

Will buy, take delivery now or after Labor Day. No junk.

**BOX D-387**

The Billboard Cincinnati 22, O.

## CANDY FLOSS OPEN

For Anderson Free Fair, July 3-8. Write

**WM. LACKOS**

1319 Ohio Ave. Anderson, Ind.





**VIVONA Bros.**  
Amusement Shows  
ENTERTAINMENT AT IT'S BEST

**PRESENTS AMUSEMENTS OF AMERICA**

12 RIDES—6 LIGHT TOWERS—8 SHOWS—GIANT SEARCHLIGHTS

Want for Annual Fourth of July Celebration—American Legion Fair, 75,000 attendance last year. WANT also for fourteen bona fide Fairs starting August 8. CONCESSIONS—Cookhouse starting July 8 and for balance of season; J. C. Osteen, contact. Novelties, Coke, High Striker, Basket Ball, Scales and Age, Long Range Galleries, Photo, Rotaries, Snow Ball, Punk Ball Games, Derby Racer, Penny Pitches. RIDES—Whip, Caterpillar, Tilt, Spitfire, and any Ride not conflicting with what we have. SHOWS—Fat, Midget, Illusion, Iron Lung, Penny Arcade, Glass House, Motordrome. B. Wise Purtin wants Acts for Sideshow. Can use capable Spot Workers and Men who can handle Concessions.

Contact **JOHN** or **MORRIS VIVONA**

103 S. 21ST ST., IRVINGTON, N. J. THIS WEEK, LIVINGSTON, N. J.

**WANTED FOR The CANADIAN NATIONAL EXHIBITION**

Toronto—Aug. 25th-Sept. 9th  
1949 Attendance Over 2,600,000  
and

**The GREAT WESTERN FAIR**

London—Sept. 11th-Sept. 16th  
1949 Attendance Over 300,000

Caterpillar — Moon Rocket — Whip — Hoccoplane — Screwball Ride — Boomerang—Hi Ball—Sea Cruise Rides. Also interested in all types of Kiddie Rides for the world's largest Kiddie-Land. Will consider an outstanding Show which could be placed under an 80'x100' tent.

APPLY TO  
**J. W. CONKLIN**  
Brantford, Canada. Phone 3-2619

**LONE STAR Shows**

J. R. McSPADDEN, Owner • W. E. BARRY, Secretary • M. McSPADDEN, Treasurer

**WANT WANT WANT WANT**  
**51st ANNUAL FOURTH OF JULY CELEBRATION**  
WEEK OF JULY 4, TIPP CITY, OHIO

\$2500.00 mammoth fireworks display, 4 bands, free acts, 1950 Ford given away. Center of town. Sponsored by the American Legion. Want Hanky Panks of all kinds, Duck Pond, Fish Pond, Ball Games, Watch-La, Hoop-La, Huckley Buck, Pitch-Till-U-Win, Glass Pitch, Jewelry, Novelties, Age and Scales, High Striker, Heart Pitch. We have only one of a kind on our show. Will book French Fries, Custard, Waffles. SHOWS: Animal, Hillbilly, Glass House, Jig Show, Girl Show. If you have your own equipment we can give you a good deal. Good territory for Penny Arcade and Derby. RIDES: Will book any Ride not conflicting with the 10 we own. We play all smoke stack towns. RIDE HELP: Want Foremen and Second Men on all our Rides. Good treatment given our Ride boys. If you drink, stay where you are. Will give fair route to interested parties. Address: Bluffton, Indiana, week June 26; then as per route. J. R. McSPADDEN, Owner; A. DUTCH WILSON, Bus. Mgr.; R. M. McSPADDEN, Concession Mgr. P.S.: Joe Sierman wants 6-Cat Agents.

**THOMAS JOYLAND SHOWS**

**WANT WANT WANT**  
SHOWS—Monkey, Snake, Ten-in-One, Glass House, Animal and Unborn. CAN PLACE A FEW MORE CONCESSIONS. RIDE HELP ON ALL RIDES. Yazboc can use Agents, starting July 4th Celebration, Logan, W. Va. All address **L. I. THOMAS, Mgr.** VIVIAN, W. Va., this week; LOGAN, W. Va., next week.

**CRYSTAL SHOWS WANT**

FOR AMERICAN LEGION ANNUAL FOURTH OF JULY CELEBRATION, ONEIDA, TENN. Legitimate Grind Concessions of all kinds. Good opening for Custard, Diggers and Novelties. Can place Shows with own equipment. This Show does not carry any racket. Address All Mail to **W. E. BUNTS, Oliver Springs, Tenn., this week**

**PINE STATE SHOWS**

CARUSO AND WHITESIDE Can place Stock and Grind Concessions of all kinds: Custard, French Fries, Long Range. Will sell exclusive on two Ball Games. Agents for office-owned Wheels, Skillo, Clothes Pins or Count Stores. Shows—Any worthwhile Attractions. Can place complete Side Show. Rides—Will book or buy Octopus or Spitfire. Can always use sober, reliable Ride Help. Foreman for Merry-Go-Round, also Second Men. Some Drivers preferred. All replies: **JOHN CARUSO** or **A. R. DUTCH WHITESIDE** This week, Fayetteville, N. C. (Spring Lake); then Fayetteville, N. C., next week. Big pay days for both weeks.

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

SPRING MILL FAIR, Conshohocken, Pa., July 5-15; CAHILL FIELD FAIR, 29th and Clearfield Sts., BIG CATHOLIC DATE in the Heart of Philadelphia, Pa., July 19-29; GREAT FLOURTOWN FAIR, Flourtown, Pa., August 2-12

THESE THREE ARE ALL VERY SHORT MOVES IN THE PHILADELPHIA AREA, ALL TEN-DAY DATES, ALL WITH AT LEAST TWO FREE ACTS, CARS GIVEN AWAY, ETC. LARGE ATTENDANCE ASSURED FROM PAST PERFORMANCE.

WANT—Motordrome, Arcade, Mechanical City, Midget Shows

Still have space for Merchandise Concessions. Phoenixville, Pa., this week.

All replies  
**MORRIS HANNUM**

1107 East Upsal Street, Philadelphia, Pa.  
Telephone Livingston 8-7793

**C.A. STEPHENS SHOWS**

**WANT FOR FOURTH AT RICHLANDS, VA.**

Concessions that work for stock—Photos, Custard, High Striker, Novelties, Jewelry. Tom Hale wants Red Appleby to get in touch. Pin Store Agents, Count Store and Six Cats. Rides—Train Ride, Rolloplane, or will book set of Kiddie Rides. Shows—Acts for Side Show, Baby Show, Mechanical City. War, W. Va., this week; Richlands followed by Christiansburg, Va.

**WANTED WANTED WANTED WANTED**  
**RAY WILLIAMS SHOWS, INC.**

THE BIG RED ONE ON THE STREETS—BRIGHTON, MICH., JULY 1st TO 4th

Photos, Frozen Custard, Short Range, Fish and Duck Ponds, Pitch Till You Win, Basket Ball, Glass Pitch, Hanky Panks of all kinds, must work for stock. Can place Ride Help on all Rides. Must be sober and drive semis. All write or wire (no phone calls):

FOLLOWING BRIGHTON, MICH.—ST. JAMES PARISH—FERNDALE, MICH. EIGHT BIG DAYS

**RAY WILLIAMS SHOWS, INC.**  
Rod Link wants Agents for—Count and Pin Stores, also Hanky Panks.

**ENDY BROS.' SHOWS**

CAN PLACE TWO NEW RIDES—FLY-O-PLANE AND ROLL-O-PLANE. FOREMEN AND SECOND MEN. TRAIN POLERS, TRACTOR DRIVERS, CANVASMEN FOR SHOW TOPS, TALKERS, GRINDERS, COME ON. HAVE WAGONS FOR TILT-A-WHIRL AND OCTOPUS, ALSO ANY NEW NOVEL OR KIDDIE RIDES. WILL PLACE UNBORN OR ANY GRIND SHOWS, PENNY ARCADE, FUN HOUSE. CAN PLACE COMPLETE MONKEY SHOW OR CIRCUS (state rooms furnished) WILD LIFE, ALSO CAPABLE OPERATOR FOR OUTSTANDING GIRL SHOW. WANT CONCESSIONS: HANKY PANKS, NOVELTIES, SCALES AND AGE. Want Press Agent who can handle matinee. Have finest July 4th date on Long Island. All answer: **Dave Endy, Mgr., Copiague, Long Island, New York**

**GRACELAND GREATER SHOWS**

Want for county-wide Firemen's Celebration, in city park, Havana, Illinois, this week; followed by that BIG Lions' Club Fourth of July and Fair combined at White Hall, Ill. Three cars given away, fireworks, parades and free acts all week, followed by seven fairs in Illinois and Indiana. CONCESSIONS: Hi-Striker, Coke Bottle, Milk Bottle, String Game, Ball Game, Balloon Darts or any legitimate Concession. RIDE HELP: WANT MERRY-GO-ROUND, FERRIS WHEEL AND CHAIRPLANE FOREMEN. \$50.00 A WEEK IF CAPABLE. MUST DRIVE SEMIS. WANT SECOND MEN ON ALL RIDES. DRUNKS, SAVE YOUR MONEY AND MY TIME. All replies to **HARRY ALKON, Graceland Greater Shows HAVANA, ILL., THIS WEEK**

**NORTHWESTERN AMUSEMENT CO.**  
CAN USE

Ball Games, Jewelry, Pitch-Till-You-Win, Stock Stores. Reasonable privilege. Have booked all Street Celebrations. Ride Help wanted. Want to buy Tilt. Bowling Green, Ohio, Big Fourth of July Celebration; then New Washington, Ohio.



# MARKS SHOWS

MILE LONG PLEASURE TRAIL

BIGGEST FOURTH OF JULY WEEK ON LONG ISLAND

American Legion and Veterans of Foreign Wars Celebration

BABYLON, LONG ISLAND

JULY 2-9 — 8 DAYS

Want Hanky Panks and any concessions that work for stock, also Grind Stores of all kinds. Those joining now will get preference at all our fairs. We have the best.

Can place Little Dipper, Rolloplane or any ride not conflicting with what we have. Can place Wild Life Show. Great territory for this type of show. Also want Illusion Show, Midget Show, Mechanical Show and Hillbilly Show.

RIDE HELP—Can always place good help who drive semis.

Wire, write or phone.

**JOHN H. MARKS**

# WILLIAM T. COLLINS SHOWS

Pride of the Northwest

Want To Enlarge Show for Following Fairs:

Langdon, No. Dak., July 14-19; Hamilton, No. Dak., July 20-22; North Dakota State Fair, Minot, July 24-29; Olmstead Co. Fair, Rochester, Minn., Aug., 2-6; Tristate Fair, La Crosse, Wis., Aug. 9-13; Steele Co. Fair, Owatonna, Minn., Aug. 15-20; Noble Co. Fair, Worthington, Minn., Aug. 21-23; Watonwan Co. Fair, St. James, Minn., Aug. 25-27; Hobo Day (on streets), Britt, Iowa, Aug. 28-29; Central Wis. State Fair, Marshfield, Wis., Sept. 3-7; Reneville Co. Fair, Bird Island, Minn., Sept. 11-13; Kandiyohi Co. Fair, Willmar, Minn., Sept. 13-16.

Can place Motordrome, Side Show, Monkey Show, Snake or any Show with own equipment. Will book Spit Fire, Looper or any Ride that does not conflict. CONCESSIONS—Will book Age and Scales, Bumper, Darts, Basket Ball, Coca-Cola, Jewelry, String Watch-La. Want Wheel Foreman; Loyd Schimmel, wire. Tilt Foreman, Rolloplane; Fetterman, answer. This week, Gilbert, Minn.; then Big July 4th Celebration, Hibbing, Minn., July 3-8.

## JIMMIE CHANOS SHOWS

WANT

FOR EATON, OHIO, 4TH OF JULY CELEBRATION—4 DAYS, 1ST TO 4TH

Legitimate Concessions of all kinds—Ball Games, Fish Pond, High Striker, Bumper, Photo, Ice Cream, Novelties, String Game or any other Legitimate Concession. Want Monkey Show, Snake Show, Ten-in-One. Want Penny Arcade. Also have some Indiana Fairs that I can take Penny Arcade. Ride Help who can drive Semis. All replies to:

**JIMMIE CHANOS**

Muncie, Ind., to the 28th of June; then Eaton, Ohio.

## WANT CONCESSION HELP

Can use men to put up and tear down. Also Truck Driver. Must be ready to report June 30. All fairs following Lowell, Mass., Celebration, July 2d, 3d and 4th. All replies to

**CARL H. BARLOW**

COLES INN, LOWELL, MASS.

## GREAT SUTTON SHOWS

WANT FOR LARGEST FOURTH CELEBRATION IN NORTHERN ILLINOIS, 10,000 PEOPLE LAST YEAR, AT BEAUTIFUL ISLAND PARK, WILMINGTON, ILLINOIS.

Fish Pond, Glass Pitch, Balloon Darts, Cork Gallery Under-Seven, Pea Pool, Novelties, Mug Joint, Penny Pitch, Short Range, Frozen Custard, Diggers and Arcade. I have eight of Missouri's best County Fairs and Celebrations opening with Macon, Mo., County Fair, July 23rd. Can place Foreman on Tilt, Wheel and Jenny, Second Men on all Rides. Will book Pony Ride and Rolloplane. Will trade almost new Rollawhirl for Rolloplane. Would pay cash difference on trade for Spitfire. I need Aerial Ride reason for trading. Contact

F. M. SUTTON JR., Care GREAT SUTTON SHOWS, ROBBINS, ILL., UNTIL JUNE 29

## GALAX, VA., FIREMEN'S 17TH ANNUAL CELEBRATION

JULY 3 TO 8

Can place Grab, Candy Apples, Diggers, High Striker and American Palmistry. Bill Hunter wants Count and Pin Store Agents. Mose Taylor wants Musicians for Minstrel Show.

## SHAN BROTHERS' SHOWS

MARION, VA., THIS WEEK

## FROM THE LOTS

### Gem City

AURORA, Ill., June 24.—Org closed Sunday night in Waukegan, Ill., and opened here Monday night. Good lot and good business early part of week. Cool weather last half cut attendance and total gross. Jimmy Chevanne, manager Cavalcade of Wonders, opened a Mickey Mouse circus here with new top and flashy banner line. Bill Jack, show secretary, is having his office trailer and living quarters repainted and air-conditioned. This is home town of C. W. Finney, retired circus general agent. He was guest of Manager Tom Hickey several nights.

Zeke Zinn is assistant manager of the Penny Arcade. Pee Wee Parker, manager of the Minstrel Show, made a talent scout trip to Chicago and auditioned several prospective singers and dancers. Sally Hickey is on the Glasshouse ticket box. Hank McGuire, Diesel engineer and electrician, was called to Benton, Mo., upon death in his family. Visitors included William Marshall, Frank Perkins, Thomas Willis, Mr. and Mrs. Tom Kane and Eddie Fitzgerald.

At Waukegan, Ill., week ended June 11, org played new lot at edge of town. Biz was good and weather ideal. Saturday and Sunday proved best two consecutive days of the season. Kids' matinee, promoted by Cash Wiltse and Harry Thomas, was excellent. Howard Stroud designed and decorated the new Minstrel Show front. W. E. (Bill) Synder, general agent, was on show all week conferring with the publicity department. Manager Tom Hickey took delivery on a new streamlined 30-foot combined office and living trailer.

Mrs. Tom Hickey; son, Tommy, and daughter, Sally, joined for the summer. Bingo operator John Delaney reported his biggest week of season. Al Kennedy, manager of Penny Arcade, assisted by Zeke Zinn, have rearranged all their machines, making room for an additional 10 new electric cranes. John Beem, lot superintendent, made several buying trips to Chicago. With Hennies Bros.' Shows playing Kenosha, Wis., 12 miles distant, many visits were exchanged. Visitors included Harry Hennies, Jack Kaplan, Al Wagner, Howard Jerome Johnson, Frank Pierce, Walter Leahy and Mr. and Mrs. Raymond Pierson.—DAVE CARROLL.

### Mad Cody Fleming

CEDARTOWN, Ga., June 24.—Org opened to light biz Monday (19). Rockmart, Ga.; Manchester, Ga., and Hogansville, Ga., proved poor stands.

A new fire truck arrived at Greensboro, Ga., recently and, altho the ride appeal is light, it is good advertising.

Jack J. Allen, who has the pitch-till-you-win, ran his truck over an embankment hospitalizing he and his wife. Allen has purchased a new outfit and is ready to go, but Mrs. Allen remains under a doctor's care.

The rides are under the direction of Jack McCarty. Cecil Rice has the Big Snake; James Smith, Midget Cattle, and Jim Simmons, the Funhouse. Mrs. Fleming has the cookhouse, with Al Tanner as head cook. Concessionaires include C. D. Dean, Clyde Dowdy, Bill Butler, Jack J. Allen, Mr. Knox, Cap Spain, Johnson Borup; Joyce Briggs, high striker; Mrs. Cecil Rice, penny pitch; Frankie Shelton, over and under, and Horace Williams, cig gallery and photos.

Staff includes Mad Cody Fleming, owner; Grace Fleming, secretary; Jack Gill, general agent; Jack McCarty, general foreman; Bill Briggs, electrician; Johnson Borup, lot man; Cecil Rice, public relations; Horace Williams, *The Billboard* sales agent and mailman. — HORACE WILLIAMS.

### John McKee

MARSHALL, Mo., June 24.—After eight weeks of bad weather shows got five good days in Moberly, Mo. Date with Mills Bros.' Circus at Moberly turned out well for both shows. A short move to Macon, Mo., brought the biggest single day of the season so far.

Trouble in getting off the muddy lot at Macon caused the shows to lose Monday night here. The lot was packed Tuesday, however, and the midway did well.

John McKee is owner-manager while Mrs. McKee handles affairs in the office. C. S. Reed, general agent, has six rides. Office-owned cookhouse is operated by Al Dover. Doc Williams, electrician, has two concessions. Marco Walter has the sound truck and photo gallery; Mr. and Mrs. Curley Hobbs, penny pitch and coke bottles; Mrs. Cassey, pea ball; Mrs. Marcella Wilson, ball game; Mr. and Mrs. William Myler, popcorn, peanuts and apples; Bud and Ethel Winfrey, jewelry and grab bags; Orval and Dorothy Williams, fish pond and country store; Al Dover, scales and ball game.

Joining this week were Cap Hugo; Billy Smith, candy floss; Henry McCay, p. c. dealer; Myrtle Phelps, penny pitch, and Mr. and Mrs. Bill Gray, ball game.—C. S. REED.

### Smith Amusements

ADA, Okla., June 24.—Move from Cushing, Okla., was made in record time. Altho lot was under water when org arrived Monday, shows opened on schedule. Mrs. Wylena Smith is recovering from a recent illness.

A. A. Williams joined as Snake Show manager. George and Jaskie Hall came on with their cookhouse. Ray and Maurice Logsdon, Babe Flowers and Bill Murray were added as agents. Johnnie and Winifred Hayes added a guess your age and weight stand to their line of concessions.

The Ferris Wheel is top ride, followed by Robert Sweeney's kiddie rides. Russell Dahly's long range gallery heads concessions, with Streets of Paris topping shows.

Visitors included Mrs. Carl Bohns, of Bohns & Sons Shows; Eddie Brothman, Alamo Exposition Shows; George Barker, and Mr. and Mrs. Bob Miller.—MRS. LAWRENCE SMITH.

## BUCKS COUNTY FAIR

Doylestown, Pa.

SEPT. 11 TO 16, INC.

Now booking Legitimate Game Concessions, Photos, Juice, Grab, Custard, Novelties, Age and Weight, Popcorn, etc. Space available in Exhibit Buildings for Sales Concessions. Pitchmen and Demonstrators. This old established Fair grounds located in the heart of the city. Permanent buildings. Government, State and County participation. Automobile and other prizes to be given away. Sensational Grandstand Show already contracted. Harness Racing, Fireworks and Special Event daily. All address:

**S. BURGDORF, Secy.**

Concessions booking here can be placed at Mt. Holly, N. J., GARDEN STATE FAIR, week of Sept. 4-9.

## LA PORTE, INDIANA

4TH OF JULY CELEBRATION

PARADES — BANDS — FIREWORKS

THREE BIG DAYS, July 2-3-4—Want all kinds Legitimate Concessions—Can place one Clean Cookhouse or large Grab.

Write - Wire: **BEN COSSE**  
PLYMOUTH, INDIANA

## Vogt's Southern Amuse.

Race Meet and Rodeo, Temple, Okla., June 26-July 1; Celebration, July 3 and 4, Edmond, Okla., 30,000 attendance.

Want Manager for Snake Show. Concessions: Milk Bottle, Cats, Fish Pond, Balloon Darts, Coke Bottle, Pop Corn, Palmistry, etc. One of a kind. Wire, come on.



**Oklahoma Expo**

L A M A R, Mo., June 24.—Org has been doing fair business since opening in Idabelle, Okla., March 31, and soon starts on a series of celebrations in Missouri, Arkansas and Oklahoma.

Staff consists of Joe and Rosie Starr, owners; E. R. Ryan, business manager; H. G. Pope, secretary, and Mickey Price, lot superintendent.

Owner Starr purchased a new Kiddie Auto ride. Mr. and Mrs. Jim Moran left to join Heart of Texas Shows. Mr. and Mrs. Clarence Miller joined with two kiddie rides and two concessions. Ray Wheeler joined with his Athletic Show and Joe Wilson with an Animal Show.

Personnel line-up includes: Rides: Ferris Wheel, M. Price, foreman; Mix-Up, Robert Whitney, foreman; Kiddie Airplane, Henry Jordan, foreman; Kiddie Train and Autos, Clarence Miller, foreman.

Concessions: Jeannie Lee, ball game; Dee Robert Price, slum spindle; Whitey Jones, pin store; Marie Gill, skillo; Patty Price, glass pitch; Rosie Starr, penny pitch; Juanita Miller, ball game; Whitey Knowles, grind store; Clarence Miller, short range shooting gallery, and A. E. Armstrong, bingo.—DEE ROBERT PRICE.

**Yager's United**

VERMONT, Ill., June 24.—Shows moved in here after a fair week in Bushnell, Ill., and a red one in Abingdon, Ill. Celebration dates begin here and the org will play three-day stands. Tex Fetta's crew did a good job in getting the rides up and ready for action.

Ride personnel includes Robert Phillips, Charles Cooper, Alfred Adams, Clifford Jackson, Jack Steele, Larry Caldwell, Old Kentuck, Peter Staner, George Carding, Leslie Warren, Ray Smith, and Tex Fetta, superintendent and electrician.

Harry Yager is the owner, and the writer is secretary-treasurer. Recent visitors included Mr. Kolbacker, of Graceland Greater Shows, Mr. and Mrs. Ed Russell, and Jim and Evelyn Smith, concessionaires.—LULA MAE YAGER.

**20th-Century**

ABERDEEN, S. D., June 24.—This city, played the week ended Saturday (17), under VFW auspices, gave shows the largest gross they have had in the State. Free ride coupons and prizes for the children's matinee, put the event over the top. Mr. Duffy joined with eight concessions.

Scooter topped rides, with Tilt-a-Whirl second. Floyd Woolsey's Circus Side Show led shows. Mr. Herin reported good business for his Wild Life Show, as did Bill Dusin for his big dog and little horse.—FRANK GASKINS.

**Crafts Exposition**

DELANO, Calif., June 24.—Org has been plagued by cool weather since opening, but had a good stand in Tracy, Calif. In Modesto Lawrence Kline brought a Life photographer to the lot for photos of Clyde Rawlings's Motordrome.

Shows are again headed by Roger Warren, assisted by Hank Arnold. J. W. Giman handles the office and Frenchy Larue is electrician. Sam Fleischman is an addition to the advance staff. Mechanic is Adrian Davis. Tony Hamby is in charge of towers and searchlights and Pat Guest, lot clean-up. Mack Doman is on the gate, with Ida Woodard in the ticket box.

Ride personnel: Ferris Wheel, Ray Stuart, foreman; Roy Lewis, tickets. Merry-Go-Round, Joe Duran, foreman; Gerald Goforth, second man, and Wilma Sears, tickets. Loop-o-Plane, Wilbert Kerns, foreman; Clara Stoner, tickets. Scooter, D. C. Chase, foreman; Jim Early, second man, and Alice Larue, tickets. Octopus, Louis Burke, foreman; Louise Lewis, tickets. Tilt-a-Whirl, L. Norman, foreman; Jay Graham, second man, and Jeanette Davis, tickets. Kiddie rides, Calvin Sears, foreman. Roller Coaster, Ray Pollock, foreman; C. Carlin, second man.

Concessions include Roger Warren's floss, grab and p.c., and Al Cecchini with 10. The writer returned from the army to work for this org again and is assisted by Boston Kennedy.

Jeff Griffin has the Side Show and Monkey Circus. Clyde Rawlings is assisted by Jim Perry on the Motordrome. George and Billie Bryant have the Penny Arcade. Alex Freedman has novelties and hits, and Jack Schue his Derby.—VINCENT KUROPATWA.

**Virginia Greater**

SPRING VALLEY, N. Y., June 24.—Weather here for a stand ending Saturday (17) was ideal for the first two days, with Wednesday (14) lost because of rain which cleared up in time for Thursday night (15). Warm weather prevailed Friday (16), and crowds were capacity, spending high and rides and shows well-patronized. Lot here was grassy and in a good location.

Date was sponsored by the American Legion Post and the group co-operated. On Friday afternoon Manager Rocco was host to 100 orphans and underprivileged children who were given free rides, shows, food and drink under supervision of Legion Commander Thompson. On Saturday (17) a children's matinee clicked, as did the night show.

Andrew Petrubka, Haverstraw (N. Y.) Volunteer Fire Company, and several of his committee visited. Org has a date in that town this week. Harry Heller, Heller's Acme Shows; A. Longo, Silk City Shows, and Edward A. Campbell, of Suffern (N. Y.) American Legion Post also visited.

**Page Bros.**

GLASGOW, Ky., June 24.—A short move from Scottsville, Ky., saw everyone set for Monday noon (12) opening. Date was under VFW auspices. Manager W. E. Page's car was stolen Tuesday night, but was recovered Friday (16) in Calhoun, Ky.

Harry Baker joined with his Girl Show. Mrs. W. E. Page visited her brother, Russell Baker, at Veterans' Hospital, Louisville. Mrs. V. L. Collier was called to her home in Atlanta because of her brother's illness. Ride Superintendent Fred Cantrell is supervising preparations for the shows' Fourth of July date at Martin, Tenn.

Recent visitors included Ralph Wilkerson, Haas & Wilkerson Insurance Company; Kell Abbott, Midwestern Insurance Company; Joe Goodwin, Bee's Old Reliable Shows, and James Wright, Volunteer Shows. Esaw Bright has recovered from a recent illness.

**Eddie Young's**

**Crown**

**Royal Shows**

**WANT**

**FOR BARBERTON, OHIO, 4TH OF JULY CELEBRATION WEEK JULY 3RD AND FOR BALANCE OF SEASON**

<b>CONCESSIONS</b>	Scales, Age, Jewelry, Ball Games or any Hanky Pank Concession.
<b>COOK HOUSE HELP</b>	A-1 Man for Steam Table and Griddle, also fast Waiters for tables, contact Floyd Mellen.
<b>RIDES</b>	Will book two Kid Rides not conflicting, also Caterpillar and Dark Ride. Must have own transportation.
<b>RIDE HELP</b>	Second Men who drive Semi Trucks. Must have license. No drunks.
<b>GIRLS</b>	Want Girls for Revue, also Posting Show. Contact Joe Scortino.

**E. L. YOUNG, Gen. Mgr.—Erie, Penna., this week.**

# WOLFE AMUSEMENT

## BIG 4TH CELEBRATION

FRANKLIN, W. VA., JULY 2-7

FIREMEN'S PARADE AND FIREWORKS

**DON'T MISS IT—THIS IS THE BIG ONE—DON'T MISS IT**

**DON'T GAMBLE — GO WITH A WINNER**

Proven money spots in Virginia follow. Our fair dates start Labor Day. Martinsville, Va., Colored Fair—3 in North Carolina and 4 in South Carolina

Out till Armistice Day

**WILL PLACE FOR 4TH & BALANCE OF SEASON**

CONCESSIONS: Custard, Mitt Camps, 2 Choice Wheels, Razzle, Skillo, Long and Short Range Lead Gallery, Scales, Bowling Alley, Heart Shape Pitch, Clothes-Pin Pitch, Diggers.

SHOWS: Girl Show Manager with 3 girls; must have sound equipment and wardrobe. (We have Panel Front, Top, etc.) Monkey Show, Snakes, Walk Thru and 10 in 1.

**WIRE NOW—DON'T WRITE**      **HOT SPRINGS, VA., THIS WEEK**

**BEN WOLFE**

# GOODING

## AMUSEMENT COMPANY

• — WANTS — •

For solid route of Fairs starting July 3 at the Anderson Free Fair—Logansport, Ind.; La Porte, Columbus, Berea, Shelbyville, Ky. State Fair at Louisville, and many others. Must have transportation and equipment.

**SHOWS** Good Girl Revue, Snakes, Crime, Mechanical, Circus Side Show, Illusion, Midgets, Hillbilly, Wax Show, Dog and Pony, Monkey, Glass, Fat, Arcade, etc.

We have a select route of excellent State, county and district Fairs and Celebrations backed by more than 50 years of successful operation—contact today.

1300 NORTON AVE.      Phone: UNiversity 1193      COLUMBUS 8, OHIO

## VIRGINIA GREATER SHOWS

**WANT FOR BIG FOURTH OF JULY LEGION CELEBRATION, MONSEY, N. Y.**

Frozen Custard, French Fries, Hoop-La, Penny Pitches. We do not book Glass Pitches and Hanky Panks, this is for you.

Want Girl Show Manager with two or more girls. Must have wardrobe and P. A. set. Want Grind Shows and Pony Ride.

P. S.—We have a special light plant for house trailer.

**This Week, FAIR LAWN, N. J.**

### FAIR AMUSEMENT & BAZAAR CO.

WANT for V.F.W. ANNUAL 4TH OF JULY CELEBRATION, NORWOOD, N. C., JULY 3-8; then south to our TOBACCO MARKET FAIRS, going south fast. Markets open July 15th. Join now! Get with a show that hasn't played a blank yet!

SHOWS: With own equipment, Chief Congo can place you now, Girl Show, Snake, Single Pit Illusions, Side Show (10-in-One), what have you? I have 20x30 Top. Will turn over to reliable Showman with something worthwhile to put in it. Want good Funhouse. Very liberal percentage. HELP: Can always place useful, sober, reliable Workingmen (Semi Drivers). Nancy Tiernan wants capable Hanky Pank Agents, Jeanne Brown, Chet and Wanda Kilnetop, Frenchy Doughtney, have joints for you. Contact at once. CONCESSIONS: Want Fish Pond, High Striker, Ball Games, Long Range Gallery, String Game, Spot-the-Spot, Huckley Buck, Penny Arcade, Age and Scales, Jewelry, Watch-La, French Fries, Frozen Custard, Waffles, Balloon Darts, Novelties, Buckets, Add-'Em-Up Darts, American Palmistry, Rotaries, Coke Bottles. Will place any Concession working for stock. All address: J. E. Tiernan, Gen. Mgr., Danville, Va., all this week.

**WANTED**

### GOOD CLEAN CARNIVAL

Small to medium size, for Miami County 4-H Fair, August 9-10-11-12. Write, wire or phone:

**CHAS. R. BENDER**  
CHAMBER OF COMMERCE, Peru, Ind. 4642

**AT LIBERTY**

### GIRL SHOW

Have Top, Transportation. If necessary will be on grounds on 24 hours' notice. Wire or write proposition.

**JIMMY VALLE**  
334 1/2 West 24th Street, New York City

**WANTED**

For Greenwood, Ark., 51st Annual July 4th Celebration and Vandervoort, Ark., 45th Annual July 4 Celebration and all Celebrations and Fairs to follow. Ride Help for Whip and Jenny. Someone to take over Cookhouse, 50-50, who will feed the Carnival People, or will book same. Stock Concessions of all kinds. Agents for a few office Concessions. No drunks, collect wires, tickets or flats.

**Raines Amusement Co.**





### WANTS FOR THE FOLLOWING CELEBRATIONS AND FAIRS

Greenup, Ky., Big July 4 Celebration, followed by the following Fairs each week as listed: Lawrenceburg, Ky.; Harrodsburg, Ky.; Russell Springs, Ky.; Germantown, Ky.; Brodhead, Ky.; Hohenwald, Tenn.; Glasgow, Ky.; Waverly, Tenn.; Horse Cave, Ky.; Munfordsville, Ky.; Stanton, Ky.; Beattyville, Ky. Followed by seven Fairs in Georgia. Why play corn fields, still dates and \$15.00 spots when you can play where the money is. No blanks here. Lights on Sunday and sure. CONCESSIONS: Want Bingo, Grab, Pop Corn, Candy Floss, Ice Cream, Custard, Long and Short Range Galleries, Jewelry, and Hanky Panks of all kinds. No flat joints wanted. Can place one Mitt Camp. RIDES: Want to book Fly-o-Plane, Looper, Caterpillar, Rocket, and Chairplane. Want Foreman for Wheel and Second Men on all Rides, drunks, stay where you are as you wouldn't last here. SHOWS: Want Shows of all kinds with own equipment and transportation. Give us committee money and tax and you keep the rest. Want Electrician who can and will do the job. Must have lights on Sunday and stay sober. Have for sale new Concession Frames of all kinds, \$25.00 each, also set of new Side Show Banners, \$25.00 each banner. One D-30 International Truck, \$350.00. Address: BEE'S OLD RELIABLE SHOWS, INC., Olive Hill, Ky., this week, followed by Greenup, Ky., week July 4 then above Fairs as listed.



"HONESTY IS OUR POLICY"

Now Showing PAOLI, IND., ANNUAL VFW CELEBRATION; CASEY, ILL., 21ST ANNUAL 4TH OF JULY CELEBRATION Following, Then LAWRENCE, IND., JULY 5-9 CENTENNIAL With the BIG VEEDERSBURG, IND., STREET CELEBRATION Following.

CAN PLACE: Popcorn, Floss, Apples, Sno Cone, Ice Cream, Pronto Pups, Taffy, Carmel Corn, Derby Race, Photo, Novelties, Clothes Pin Pitch, String Game, Add-'em Dart, Watch-La, Slum Spindle, Coke Bottle, Cork Gallery, and American Palmistry. No Gypsies. SHOWS WANTED: Funhouse, Glass House, Iron Lung, Fat Show or any Show of merit. RIDE HELP: Octopus Foreman; absolutely must know Ride.

All replies: JOHN PORTEMONT, Mgr., Paoli, Ind.

## CUNNINGHAM EXPOSITION SHOWS

Want Eli foreman, second man for Octopus, second man on Eli Wheel, Chairplane foreman. Sober, reliable, must drive tractor trailer. Want shows with own outfit, transportation. Bingo, Cookhouse, String Stores, concessions of every kind.

Playing New Martinsville, W. Va., June 26-July 1; Parkersburg, W. Va., City Park, July 2-3-4-5.

## WANTED!!!

RIDES — CONCESSIONS — SHOWS  
For Huge 4th of July Week Celebration and Year-Round Operation

### BEAUTIFUL IDLE HOUR PARK

PHENIX CITY, ALABAMA

Will pay straight P.C. all Major and Kiddle Rides. Concessions and Shows not conflicting. No deposit to pay. Will furnish all lights and free trailer park. 7-day week—free gate—free acts, change weekly. 10 minutes from Columbus, Ga., and Ft. Benning, world's largest military training camp. 10¢ bus service to center of park from all points. Pay day and 7-day vacation starting June 30. 300,000 to draw from. Positively no flats or gypsies.

Contact J. L. MARLOWE, Gen. Mgr.

P. O. BOX 348

PHONE 8-7434

PHENIX CITY, ALABAMA

## AMERICAN BAZAAR

CELEBRATIONS—CHOICE DATES WITH PARADES

Playing choice spots in New York and Pennsylvania. Committees with Celebrations and Fairs for Western New York and Pennsylvania, contact us now.

Help Wanted Help Wanted Help Wanted

Rides—Ferris Wheel Foreman who stays sober. Men who know Kiddy Rides. Electrician who knows Diesel GM. Concessions—Couple for Photo Gallery on Trailer. Stock Wheel Men with experience. Hanky Pank Workers who want money. Few experienced Percentage Workers. General Help in all departments. Contact us now or come on. Brockport, N. Y., June 27 to July 1. George H. Harms (Concessions), Ben Paul (Rides). This is real territory if you don't know it.

## CAPELL BROS.' SHOWS

Want for biggest 4th of July in Southwest, Blackwell, Okla. Right downtown in City Park; with fourteen Fairs and Celebrations to follow. Can place at once—Few more Hanky Panks: Glass Pitch, Hoop-La, Pitch-Till-U-Win, Ball Games, or any Concessions that work for stock. Will place two more nicely flashed Stores. R. L. Joab, Canuck Red, contact me. Mickey O'Brien wants Talent for Athletic Show. All replies: Sapulpa, Okla., June 26 to July 1; Blackwell, Okla., July 3-8.

Jack or Bob Capell, Managers; Bill Starr, Legal Adjuster

## EDDIE GAMBLE WANTS

FOR IMPERIAL SHOWS

TWO COUNT STORE AGENTS.

Wire IMPERIAL SHOWS

Negaunee, Michigan, This Week.

## ORANGE STATE SHOWS

WANT FOR ASBURY PARK, N. J., 4TH OF JULY CELEBRATION—Ten Days in the Heart of City

One or two more Rides, Side Show, Girl Show, Fun House, Colored Show. Concessions—All kinds of legitimate Concessions. Good opening for Ball Games, Palmistry, Scales, Photos. Like to hear from good Ferris Wheel Foreman. Write or wire

LEO BISTANY

Week of June 26th, Lakewood, N. J.; week of July 3rd, Asbury Park, N. J.

## FROM THE LOTS

### Lawrence Greater

YOUNGSTOWN, O., June 24.—Org had excellent business here the week ended June 17, especially the last two days abetted by big pay days at the Youngstown Steel Company, Bethlehem Steel and other big steel plants. Location was the same as in former years, Meridian Road circus grounds. Auspice was the Veterans of Foreign Wars, with Charles Todd, local promoter, in charge of arrangements for the VFW committee. Weather was good except Wednesday night when a heavy downpour hampered the spenders. Station WBBW, with Gene Trace in charge, broadcast from the midway during the engagement.

Singer's Midget Revue, with 11 performers, played a special week's engagement under canvas on shows' midway and did well. Leo and Frances Singer were in charge of the show which was emceed by Robert Drake.

Jack Repass is back as chief Diesel engineer in charge of the three 100-watt Caterpillar light units. Broadway Follies presenting Stars on Parade joined here with Herbie Burke as manager and comedian as well as handling the emcee chores. Bunny Baer is the featured strip-tease dancer and Chuck Davis is handling the front. A six-girl line and a five-piece orchestra are in the line-up.

The Monkey Circus opened here with Pete Freeman handling the front and Bob Boshea in charge of the performance. Show had a good week's business.

Many visitors were at Youngstown, among them Harry Copping, retired carnival owner accompanied by Herman and Naomi Bantley. All are residents of Greenville, Pa., where Copping operates the leading hotel. Frankie Bland, former press agent and pilot of circuses and carnivals, now publisher of *The Niles* (O.) *Daily Times*, was a nightly visitor. George Donovan, outdoor promoter, visited with old friends. Robert Mack, general agent of the Royal Crown Shows, spent a night on the midway. Joe Shagrin, theater manager, for many years with the Warner Bros.' playhouses, visited.

### Vivona Bros.

LINDEN, N. J., June 24.—Show played a repeat date at Jersey City, N. J., and did another week of good business at the Hoboken and Oakland lot after losing the first day to rain.

Visitors were Bob Shaw, Merle Stevens, Joe Kennedy, Leo LaSalle, Frenchy Dionnie, Bert Morrell; A. E. Humphries, Columbia, S. C.; Mr. and Mrs. Lee Jordan, Sid Bender and Charles Lovejoy.

A new searchlight, mounted on a special trailer, is a potent lure. Charles Miller is doing good biz with his glass pitch. Jones's bingo is also doing well. Morris Vivona, general manager, returned from a West Virginia business trip. Morris and Johnny Vivona have the shows booked until mid-November. Line-up includes 32 trucks, 10 rides, 6 shows and 40 concessions.

### Heart of Texas

CANADIAN, Tex., June 24.—John Harrison handles the shows' smooth movements. The Great Wilno creating a furor when his Big Bertha got into action. Ann Hileman, No. 1 gate ticket seller, has been named head of the Ticket Sellers Club.

Mrs. Craig and Harry II have been on the org since school closed for the summer. The latter is preparing for a trip to the national Boy Scouts of America convention next month. Mrs. J. H. Stafford is in a local hospital. General Agent Brunk is on a booking trip.—JACK COOPER.

### Monarch Imperial

DALLAS, Ore., June 24.—Hailstorms and rain combined to make this stand (5-10) the worst of the season thus far, with Saturday night (10) a total loss. Manager Howard Clifford and Milton Nicholas planed to Los Angeles from Salem, Ore., Tuesday (6) and returned Saturday (10). Martin E. Arthur, owner of Imperial Exposition Shows, planed into Salem from Medford, Ore., opening day for a conference with Manager Clifford.

Virginia Kline, accompanied by Mr. and Mrs. L. Armstrong, visited the shows here opening night, and the writer spent two days in Salem as the guest of Mrs. Kline, who entertained two evenings. Mrs. Kline and the writer also were the guests of Mrs. Lee Eyerly, Eyerly Aircraft Corporation, at her estate in Salem. Mrs. Ray Danancho and Ray Burmeister, of Amity, Ore., visited. Several members of the shows caught the Clyde Beatty Circus during its stand in Salem.

Mr. and Mrs. Joe Wallace and family joined with three concessions. Special Agent Ed Beebe assumed managerial duties during Owner Clifford's absence. Vance and Florence Horton, formerly with the shows, were seen in Salem.—WALTON DE PELLATON.

### Mosher

DECKERVILLE, Mich., June 24.—Opening stand of the season at Caro was okay. Roster includes Hugh R. Mosher, owner-general manager; Mrs. Mosher, secretary-treasurer; Edward Brown, ride superintendent; Art Bennett, electrician; Bob Kelly, Chairplane foreman; Ben Brown, kiddie rides; Sid Chamberlain, Dipsy Doodle.

Happy Adams, ball game, string game and cork gallery; Mr. and Mrs. Ray Sleeper, novelties; M. Oddell, bingo; Mr. and Mrs. M. C. Kiggins, popcorn and candy apples; Mrs. Dubby, fish pond; Mr. and Mrs. Hudson, scale, age and candy floss; C. P. Herring, balloon darts. Bill Lee is mail man and *The Billboard* sales agent.

## WANT WANT Nashville Amusement Co.

for  
BIGGEST 4TH OF JULY CELEBRATION  
IN TENNESSEE

Billed like circus—two sound trucks—billed like circus. 20,000 people—day and night—20,000 people.

Book, buy or lease Merry-Go-Round, Chairplane, Kiddie Auto all season; must join on wire. Shows with own outfits, wire; place you. Concessions—Photo, Custard, L. & S. Range, Scales and Age, Bottle, Cork Gallery, String Game, all Hanky Panks open. Time short, wire

140 4th Ave., North, Nashville, Tenn.  
P.S.: Pay cash for No. 5; must be in good condition.

## VINCENT AMUSEMENT

WILL BOOK

Hanky Panks not conflicting, \$15.00 a week. Also Skillo, two Count Stores, one Peck Store. Wire or phone 8-9239, Fort Worth, Texas, until June 30; then Walters, Okla.

FLOYD VINCENT, Mgr.

## MERRY MIDWAY SHOWS

Want for big 4th of July Celebration and 4-H Fairs to follow, clean Stock Concessions of all kinds, Ball Games, Basketball, Novelty, Age, etc. Will book small Grind Show, Arcade, Lead Gallery or one Major Ride not conflicting. Have Skeeet Shoot complete for sale. Contact:

RICHARD MILLER

Walkerton, Indiana, July 1st-4th

## WANT FOR ELGIN, TEX., FAIR

Grab, Bingo, Glass Pitch, Clothes Pins, Scales, Pop Corn, Coke Bottles, Cork Gallery, Lead Gallery, Balloon Darts, Ball Games, Slum Spindle, Bumper, Mitt Camp. What have you? We have two Fourth of July Celebrations. Want Merry-Go-Round Foreman and other useful Ride Men who can drive. Frankie Brewer wants Agents.

All Replies to  
BREWER'S UNITED SHOWS  
Elgin, Texas



**O. C. Buck**

OSWEGO, N. Y., June 24.—A Diesel engine has been allotted to the trailer colony for light and power. Roxie Lee's mother and two children have returned to their home after a visit. Mrs. Helen Goodwalt has returned to the shows after hospitalization in New York. Sol Goodwalt is spending a few weeks on the shows.

Millie Sabia baked the cake for Shorty's birthday party. Jack Burke is building a new concession. Eddie Evans has rejoined after a period of illness. His wife, Helen, has returned to their home in Columbia, S. C. She will rejoin shortly with their trailer. Mrs. Specks Davis was recently operated on in Miami. She will rejoin the shows after convalescence.—ROY F. PEUGH.

**George Clyde Smith**

COALPORT, Pa., June 24.—Shows moved here after a good stand in Curwensville, Pa., where attendance was hypoed by warm nights late in the week. Biggest jump of the season was from Scalp Level, Pa., to Curwensville, but all rides were set up by 6 p.m. Sunday.

The Scalp Level lot required 40 loads of shavings and it was impossible to get the rides up on Saturday, so org stayed on for a second week.

Show's personnel recently visited Biller Bros.' Circus at Johnstown, Pa., and Thompson Bros.' Shows No. 1 unit at Clearfield, Pa. The writer took 30 color photos at the circus.—F. A. NORTON.

**I. T.**

HICKSVILLE, N. Y., June 24.—Mildred Isser, wife of general manager Phil Isser, returned to the shows here after a visit with their daughter, Mrs. Jack Gilbert. Morris Brown and Sally Frank, concession managers of the org, and Mrs. Ann Brown are getting ready to assist in the awarding of the new automobile as part of the building fund drive of the National Showmen's Association. A special location on the show will be arranged for the selling of tickets on the car.—LOUIS SCHERER.

**GIRLS WANTED**

For Wagon-Front Girl Show. Looks, shape essential. Salary guaranteed out of office. Transportation, wardrobe furnished.

**TURNER BROS.' SHOWS**

North Chicago, Ill., until July 1; then Oregon, Ill., for July 4th.

**WANTED**

Caterpillar and Fly-o-Plane Foremen. Also Ride Superintendent. Man and Wife to handle set of Kiddie Rides. Want competent Man to handle Funhouse; Clown preferred. Scotty, come back. Have organized Girl Show now.

**Lawrence Greater Shows**

Oil City, Pa.

**WANTED**

SPECIAL AND GENERAL AGENTS. Salary \$125.00 per week. 50 weeks a year. Write

**C. W. (CHICK) FRANKLIN**

CONSTELLATION ROAD SHOW ATTRACTIONS, INC.

4610 So. Presa St. San Antonio, Tex.

**BILL HARRIS**

AGENTS ★ AGENTS ★ AGENTS

For Iroquois, Ill., Annual 4th Celebration. 3 Big Days—July 2-4—3 Big Nights. Fireworks, free acts, 15,000 people. Sam Vanconso, Sailor Nelson, Joe Manno, Jack La Rue, wire. BILL HARRIS, Iroquois, Ill.

**WANTED**

FREE ACT AND CONCESSIONS FOR OLD SETTLERS' REUNION

To be held at Louisburg, Mo., on July 24 and 25. Write

**BERT MATTHEWS**

**WANTED**

Concessions for Annual Street Celebration, July 13-14-15, Stockton, Illinois (20 miles west of Freeport, Illinois, on Route 20).

**FRANK C. NIEMEYER, Seey.**

Lions' Club Carnival, Stockton, Ill.

**Johnny's United**

MARTINSVILLE, Ind., June 24.—Despite the rain here Sunday and Monday (18, 19) shows were up and ready to go Sunday, and midway was crowded both nights until after Capt. Shin Songer's high dive.

Rides and concessions were painted last week in preparation for fair dates. A new tractor was purchased for the Octopus trailer.

A birthday party was held for Mrs. Harley Devine last week in Mount Vernon, Ind., and she received many gifts. Butchie Hull's birthday party proved a big event, with all the kids on the midway getting cake and ice cream.

Mrs. John Portemont Sr. has returned from a visit with her daughter, Betty. Mrs. John Portemont Jr.'s mother and brother visited the shows. Other visitors included Mrs. Harley Devine's mother, sister and family, and Mr. and Mrs. J. B. Harper and son, Tony.—M. PORTEMONT.

**Frank Elliott**

GLACE BAY, N. S., June 24.—Org played here after closing at North Sydney, N. S., following a 280-mile jump from Spring Hill, N. S., where shows bowed for the season. Weather was okay in both spots with good crowds turning out in the evenings.

The new Allan Herschell Kiddie Auto Ride is popular and giving old standbys like the Ferris Wheel and Chairplane a close run in the receipt race.

New calliope recordings are being used on the p.a. system.

Members of this org got together with personnel of the Bill Lynch Shows No. 1 Unit in Sydney, when the latter outfit set up there.—R. R. JOHNSTON.

**J. A. Gentsch**

ATTICA, Ind., June 24.—Shows opened here Monday for a week's stand. Altho encountering two or three nights of rain a week since opening, the org is holding its own. Kids' matinees on Saturday draw big, a bicycle being given away. Lindy Lopez, with Side Show, and the Fantasy Casbar joined recently.

J. A. Gentsch made a business trip to Winona, Miss., recently, and his son and daughter, who have been attending school there, returned with him to vacation on the org. Frank H. Owens made a business trip to Illinois for the shows. Recent visitors were Mrs. Frank H. Owens, Frank Pryer, Happy Blaor and Mr. Rinehart.

**Baker United**

GREENCASTLE, Ind., June 24.—Org had a big winner here under the auspices of the American Legion for the ninth year. Legion post here is the fourth largest in the Indiana district.

All departments shared in the good biz, according to Owner-Manager Tom L. Baker. Kids' matinee, which was featured by a bicycle giveaway, was the biggest of the season.

Advance of favorable weather within the past four weeks has jumped biz. Baker reports that grosses of some recent spots actually were larger than those for the same stands last year.

Latest wrinkle of advance campaign is use of circus wagon, carrying a trained chimp, as a sound truck. Wagon is utilized to head up a large safety bicycle parade, in which police and fire departments and various civic groups also participate.

**Motor State**

DETROIT, Mich., June 24.—Shows arrived here Monday night (19) and opened to good business after playing a Sunday date at Reynolds Corner, O. The V. F. W. Post at Reynolds Corner co-operated to make the stand a success despite rainy weather.

Org is located at 7 Mile and Grande River here under V. F. W. auspices. Ralph Baughman added a kiddie ride.

C. C. (SPECKS) GROSCURTH PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**WANT**

FOR MAMMOTH FOURTH OF JULY CELEBRATION AT MT. VERNON, ILL., IN CITY PARK. PARADES, FREE ACTS AND FIREWORKS. FOLLOWED BY A GREAT LINEUP OF 18 BONA FIDE FAIRS STARTING AT NEWTON, ILL., JULY 9TH, WITH HARRISBURG, PARIS AND CHARLESTON, ILL., TO FOLLOW.

CONCESSIONS—Legitimate Concessions of all kinds: High Striker, Ball Games, Short Range, Wonder Bar, Jewelry, Coke Bottle, Slum Spindle, and Hanky Panks of all kinds. HELP—Can place A-1 Merry-Go-Round Foreman who can drive semi and will stay the season. Want two Wheel Second Men who can work the top.

**ALL ADDRESS: C. C. GROSCURTH**  
Rochester, Indiana

W. R. GEREN PRESENTS

# MIGHTY HOOSIER STATE Shows

**FAIRS CELEBRATIONS FAIRS**

Why Play Still? Want Legitimate Concessions. Need Flashy Photo Gallery. Shows With Your Own Outfits Complete.

Car given away. Fireworks, Free Acts. Followed with Marion, Indiana, Street Fair, July 10th through July 15th. No more still dates, fairs and celebrations through first week in October. We don't go south. If you know and have the spots you can go south the right way—just to rest.

All Replies, Wire Western Union. This Week, Marengo, Indiana.

**BILL GEREN**

Percell's

# PIONEER SHOWS

high class midway attractions

HANCOCK, N. Y., BEST AND BIGGEST FOURTH OF JULY IN THE EAST, JULY 2 TO 8 Six Days and Nights. Parades, Fireworks, Contests.

Roscoe, N. Y., Annual Fair, days and nights, none better. Bathing beauty contests, parades, fireworks. Mountain resort where they have money and spend it.

Want legitimate Concessions—Diggers, Rotaries. What have you? Want Shows of merit, low percentage. Motordrome, Funhouse, Penny Arcade. John Lash wants two Count Store Agents. Lew Farrell, Rosa Pool Agent, Shrimpy, a Bucket Store Agent, Al Bydank, P. C. Dealers, Jimmy Horton and Bill Levinson, these are the spots I told you about. Answer: This week, Johnson City, N. Y.

**MICKY PERCELL**

**TWIN CITY SHOWS**

Want Hanky Panks of all kinds and Pan Game to play the following Fairs and Celebrations: Dates—St. James, Mo., June 24 to July 1; Aurora, Mo., 15,000 attendance last year, July 3-8; Cabool, Mo., Annual Celebration, July 10-15; Rosebud, Mo., Annual Celebration, July 21-23; Marceline, Mo., July 24-30; Linesville, Mo., Aug. 3-5; American Legion Celebration, Bucklin, Mo., Aug. 10-13; Annual Homecoming, Cameron, Mo., 16-19; Fall Festival, Hamilton, Mo., Aug. 23-26; Mercer, Mo., Sept. 2-4, Labor Day Celebration; Ava, Mo., Sept. 6-9; Fair, Salem, Ark., Sept. 12-16; Fair, Mount Ida, Ark., Sept. 18-23; Fair, Sherrill, Ark., Sept. 25-30; with more Arkansas dates pending. Want Manager for Girl Show with girls, 60-40. Agents for Pea Pool, Hit & Miss and Short Range Gallery. No phone calls, please.

Wire or Write GEO. CRABLE, ST. JAMES, MO.

**A-1 AMUSEMENT CO.**

Want for Chicago Annual Saurkraut Festival. Biggest thing in Chicago and mammoth Italian Feast following. Fish Pond, Bowling Alley, Clothes Pin Pitch, Hoop-La, Watchla, Slum Spindle, Hooligan, Ball Game, Balloon Dart, Short Range Gallery, Cork Gallery and any non-conflicting Stock Store. Also place 3 neatly framed Shows, such as Monkey, Snake, Wild Life, Illusion or Minstrel Show. Contact:

**MIKE WOLD**  
3206 Ainslie Ave., Chicago, Illinois. Phone: INdependence 3-1600 or

**JOHN HANSEN**  
6448 Milwaukee Ave., Chicago, Illinois. Phone NEWcastle 1-5759

**WANT MIDWAY EXPOSITION SHOWS**

FAIRS AND CELEBRATIONS SOLID TO OCTOBER.

Shows—Mechanical, Lung, Wild Life, Snake, Girl, Half and Half, Dogs, come on. Few Concessions open. What have you? Concession Agents needed, also Ride Help on all Rides, Semi Drivers. Snell, wire and come on.

Abilene, Kansas, now; Wamego, Fourth; Kansas City, Topeka follow. Wire. No phone calls.

**J. R. LEERIGHT, Mgr.**

**LAST CALL BELFAST JUNIOR CHAMBER OF COMMERCE**

2 CELEBRATIONS

Held at Belfast Airport—July 3rd to 8th inclusive; 4th of July and Saturday, July 8th, Brollor Festival Day. Want Independent Concessions, Rides, Shows, except Beano and Eats.

Contact **BUCKY HARRIS**  
WINDSOR HOTEL, BELFAST, MAINE. WIRE OR CALL 116



## CLUB ACTIVITIES

### Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, June 24.—Showmen Shriners were honored at the regular semi-monthly meeting of the Pacific Coast Showmen's Association (PCSA) Monday night (19). With a group from Show Folks of America, San Francisco, in the city for the Shriners' convention, an informal session was held.

President Joe Krug, a Shriner, conducted the meeting and invited Harry Seber, Eddie Burke, Al (Moxie) Miller, Al Flint, George Lauerman, Ross Davis, Art Fontaine, Mike Krekos and Meyer Schlom to the rostrum. George Draple, another Shriner, was on the rostrum as Krekos' guest. Louis Manly, secretary, and Al Weber, treasurer, participated in the meeting.

At the opening of the meeting, lights were dimmed in the memory of Edward Welsh and John Houghaling, members who recently passed away.

Committee reports were heard. Curtis Little was reported critically ill in Hollywood Leland Hospital. Earle Caldwell, Charles Sondenberg, Henry Hoetner, Freddie Sperb and Jack Bush were reported ill.

With the July 3 meeting suspended, PCSA will hold its next session July 17.

#### Ladies' Auxiliary

Opal Manley, first vice-president, was in the chair at the regular meeting, with 24 members present in addition to guests Bertie Youden, Jean Herman, Clara Delbosq and Eva Thorson, Sunny Day attended her first meeting.

Letters read from Grace Merkle and a thank-you letter from All Nation Boy's Club. On the sick list were Mary Taylor's granddaughter, and Mayme Butters. Babe Miller reported her brother was in the hospital as the result of an auto accident and Estelle Wampler reported Curtis Little hospitalized following a heart attack.

Opal Manley took the bank award. Sunny Day and Mary Bacigalupi won the door prizes donated by President Lillie Schue and Rose Rosard. President Schue, Mary Taylor, Opal Manley and Marie Tait made donations for the bazaar.

Brief talks made by Bertie Youden, Lola Krekos, Sunny Day, Marie Burke, Jean Herman, Babe Miller, Ethel Krug, Alta Deaneau, Mary Bacigalupi, Clara Delbosq, Eva Thornson and Ruth Samuels.

Mr. and Mrs. Mike Krekos and Mrs. Eddie Burke here from San Francisco for the Shrine convention. Harry Seber also made the conclave. Marie and Edie Tait returned from a trip up North to see the West Coast Shows.

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, June 24.—Monday's (12) meeting was called to order by President Mike Krekos. Corresponding Secretary Albert Roche and Treasurer Dwight Kane were absent, and Pat Treanor filled in. Joe Domain was elected to membership.

President Krekos presented John Davis, Adam McBride, Pat and Blanche Treanor, Art and Sylvia Craner, Jimmy Ritter, Lee Hahn, Oscar Walker, Dave Rosenthal; Mr. and Mrs. Redpath, guests of Nellie Baker; and Mrs. Newman and Miss Dowling, guests of Estelle Rosenthal.

Mrs. Boehn reported visiting Fred Ferguson at Marine Hospital. Billie Hodges visited Steve Murphy at Letterman Hospital. Mrs. McBride is ill and no visitors are allowed.

Frances Scott is chairman of the

### National Showmen's Association

1564 Broadway, New York

NEW YORK, June 24.—Sympathy is extended to member Louis (Dada) King on the passing of his wife, who died Thursday (22) after a short illness. Funeral services were held yesterday from Riverside Memorial Chapel here. Interment will be in the family plot at Mount Hebron Cemetery, Brooklyn.

President Jack Perry, in town for a day, appointed the following members as NSA representatives on various shows: Sam Cohen, Prell's Broadway Shows; Phil Cook, World of Mirth Shows; Tommy Carson, Mighty Page Shows; Max Sharp, Vivona Bros.' Shows; Frank Rappaport, Pioneer Shows; Harry Sussman, I. T. Shows; Morris Brown, Carnival Shows, Inc.; Harry Schwartz, O. C. Buck Shows, and Jack Stern, Ross Manning Shows.

Membership cards are ready for distribution. Fiscal year starts July 15. On the sick list at their homes are William A. Wood, 525 Brandon Place, Cliffside Park, N. J., and Philip B. Mazzocchi, 278 Wayne Avenue, Grantwood, N. J.

Letter received from Charley and Vi Lawrence, now touring with a road company of *Annie Get Your Gun* and at present playing Los Angeles. Willie Lish just left for Canada.

Recent visitors were Vincent Andeson, Gerald Snellens, John Weismann, Hyman Feldman, Harry Goldman, Morris Finkelstein, Harry Kaufman, Joseph Dubin, Max Gruberg, Joseph Baker, Harry Weintraub, Sam Sandler, D. D. Simmons, Jules Roth, Ralph Edson and many others. Secretary Phil Isser hurt his leg recently on his shows but still manages to be on the grounds every day. Letters are being held here in the office, so send us your present address.

### Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, June 24.—Meetings are being held the second and fourth Thursdays of each month. Attendance is low as most members are on the road.

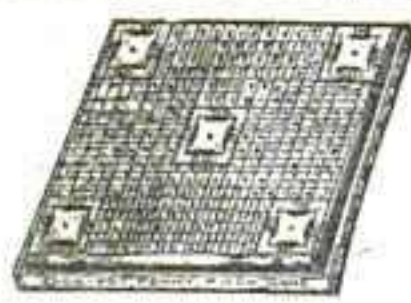
Summer party June 8 was well attended. Members brought sandwiches and cakes, with drinks furnished by the club. Jimmy Dunn prepared one of his famous beef stews and also made a salad. Harold Robideau furnished ice cream and Fred Smith, cake.

Lucille King, founder and past president, is feeling better and added an electric clock to the kitchen and, in addition to painting the room, put up shelves. Ethel Krug and Tillie Palmeter, co-chairman of the bazaar committee, report good receipt of articles for the event, with June Gilligan donating a bed spread. Peg and Ed Butler and Fay Curran gave a hand-knitted afghan and Eve Scott a table lamp. Special prizes have been donated by Jetta Clancy, Larry Nathan, Pete Steinkellner and Mora Bagby.

Members will take a trip to Catalina later this season, where they will be luncheon guests of Ray and Daisy Marrion.

ladies' bazaar committee, replacing Doris Monette, who asked to be relieved of the appointment because of personal business. Lola Krekos is vice-chairman of the event, which will be held this fall.

Letters of appreciation were sent Mrs. Charlotte Porter and Mrs. Patricia Ferrain, who recently donated blood to the Show Folks' blood bank. Harry Seber reported that the new bulletin, *The Midget*, is in the mails and that a membership blank is attached to each copy.



### PENNY PITCH GAMES

Size 46x46"  
Price \$42.50.  
Size 48x48"  
With 1 Jack Pot, \$50.00.

Size 48x48", With 5 Jack Pots, \$55.00.  
**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$27.50

### BING GAMES

75-Player Bingo, Complete .....\$6.00  
100-Player Bingo, Complete ..... 8.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**

114-122 W. Illinois St. CHICAGO, ILL.

### RIDES AVAILABLE

—OR—

### RIDES and CONCESSIONS

Because of the purchase of additional new equipment we have available the following dates:

AUGUST 20-26, INCL.

SEPTEMBER 6-7-8-9

OCTOBER—ENTIRE MONTH

CONTACT US TODAY

### GOODING

AMUSEMENT CO., INC.

1300 Norton Ave. Columbus 8, Ohio

### FOR SALE

### 13 Johnson Fare Boxes

For Use in Stock Operated Games.  
110 Volts.

Automatically registers nickels, dimes and quarters. Six in the original crates; seven slightly used.

\$135.00 Each, F.O.B.

### OCEAN VIEW PARK

Norfolk, Virginia

### WANTED

### A FEW HIGH GRADE DEMONSTRATORS WORCESTER HOME AND FOOD SHOW

October 8-14

EMILE L. ROUSSEAU

1 Waycross St. Worcester, Mass.

### WANTED

### NO. 1 WHEEL MAN FOR NEW NO. 5 ELI

Sober and Reliable. Menlo, Iowa, June 26-28; Gowrie, Iowa, July 1-4; Stratford, Iowa, July 6-8.

Hawkeye State Shows

### CARNIVAL WANTED

For approximately one week show in November, 1950, and March, 1951. Want best proposition for good, clean Carnival.

FINANCE CHAIRMAN, V.F.W.

JAS. MILLIGAN

Orange Court Hotel Orlando, Florida

### MIAMI SHOWS

Want Concessions, Rides.

Rensselaer, Ind., June 30 to July 4; South Bend and Fairs to follow. All wires to

T. J. SMITH

Rensselaer, Ind.

### FOR SALE

Chairplane, Kiddie Airplane, Jeep, Pony and Cart Ride, Long and Short Range Gallery, Custard and Floss Machine, complete Popcorn Outfit. Equipment can be seen in operation. J. E. KAUS, Box 335, Route 4, Fayetteville, North Carolina.

### FOR SALE FOR SALE

Flashy Bingo. 18x36 Fir Frame, New O. Henry Top, 4-way 7 foot Awnings. Seats 100. Center Flash. \$750.00 without stock or amplification. In operation. Week June 26, Donnellsville, Ohio. See

MR. RICHARD

## INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

## LIMA, OHIO

PARKS SHOW GROUNDS

Good Condition for Large Circuses and Carnivals. Open dates for July.

JOHN J. KLAY

Phone 47641

Lima, Ohio

## WANTED

FOR 16TH ANNUAL BOONVILLE, IND., 4TH OF JULY CELEBRATION, JULY 2, 3 & 4

Day and Nite. Horse Racing, Free Acts, Band Concerts and Fireworks. Can place Bingo, Hanky Panks, Mitt Camp, 2 Grind Stores (will not overload), one more Major Ride. Wire or come on.

ALBERT DERR

FAIRGROUNDS, BOONVILLE, IND.

### NO BLANKS

WINNER EVERY WEEK

### BELLE CITY SHOWS

Sparta, Wis., June 26 to 29; Rice Lake, Wis., July 1 to 4.

Want Merry-Co-Round, as one is leaving; 25% or will buy or help on transportation. Also Rollawhirl or Kiddie Ride. Can use a few more Skill Concessions; limited to 22—2 of each. We are hitting every week. What have you? Wire or write

CHAS. PAYACHEK, Owner

E. JOE HENKE, Lot Mgr.

## MYERS SHOWS

Want Hanky Pank and clean Concessions for Menlo, Ga., June 26-July 1; then Huntland. Then for the big 4th of July on the street, 4-8. 8,000 people last year. Will book Kiddie Ride or any Ride not conflicting. Book clean Mitt Camp.

WILLIAM MYERS, Mgr.

## FOR SALE

Smith & Smith Kiddie Airplane Rides

Good Condition. Wire or Phone

ROBERT MALEK

723 William Street Buffalo 6, New York  
Ma. 2740

## WANTED

Carnival to participate in three (3) day Labor Day Celebration. 60,000 to draw from. contact

GEORGE GIRTH

505 State Street Alton, Illinois  
Phone No. Alton 22455

## FOR SALE

8-Car 1947 Flying Scooter and Streamlined Caterpillar, in A-1 shape, operating in one of Ohio's best parks, Canton, Ohio, Myers Lake Amusement Park. Can remain in park if desired. Must sell to highest bidder. Have transportation for same. Contact

WILLIAM MITCHELL

R. D. 3, Kirby Ave., in care of Robt. Nutt, Canton, Ohio. Phone 3-7030.

## FOR SALE

2 Snowball Trailers, complete with new Machine. Contact

SAM COLLETTI

835 W. North Ave. CHICAGO, ILL.  
Phone: DElaware 7-8989

## LOU PEASE WANTS

DANCING GIRLS FOR GIRL SHOW

Experience not necessary

c/o C. A. Stephens Shows, War, W. Va., this week.



**CARNIVAL ROUTES**

(Continued from page 53)

Dan-Louis: Xenia, O.; (Fair) Brooksville, Ky., 3-8.  
 Del-Mar: North Lima, O.  
 DeLuxe: Ware, Mass.; Holyoke 3-8.  
 Dobson's United: Wilson, Wis., 27-29; Cornell July 1-4; Richfield, Minn., 7-9.  
 Dobson's United, No. 2: Marshfield, Wis., 1-4.  
 Douglas Greater: Goldendale, Wash., 26-28; Toppenish 29-July 4.  
 Down River Am. Co.: Ecorse, Mich., 28-July 4.  
 Drew, James H.: Madison Place, Cincinnati, O.  
 Dudley, D. S.: Dickens, Tex.; Elida, N. M., 3-4; Roswell 6-8.

Dumont: Elwood City, Pa.  
 Dyer's Greater: Normal, Ill.; Geneseo 2-8.  
 Eastern Am. Co.: Mexico, Me.  
 Eddie's Expo.: West Brownsville, Pa.; Butler 3-8.  
 Endy Bros.: Copiague, L. I., N. Y.  
 Evans United: Garnett, Kan.; Lyndon 3-4.  
 Fair Am. Co.: Danville, Va.; Norwood, N. C., 3-8.  
 Ferris, Carl D.: Smethport, Pa.  
 Fidler's United: Freeport, Ill., 28-July 4.  
 Fleming, Mad Cody: Dalton, Ga.  
 Folk Celebration: Albuquerque, N. M., 28-July 4; Espanola 6-9.  
 Francis, John: Oconomowoc, Wis.  
 Franklin, Don No. 1: Sayre, Okla.; Childress, Tex., 3-8.  
 Franklin, Don, No. 2: Cisco, Tex., 26-July 4.  
 Garden State: Easton, Pa.  
 Gayland Am. Co.: Gridley, Ill.; Chatsworth 3-5; Minonk 6-8.  
 G. & B. Rides: Mason City, W. Va.  
 Gentsch, J. A.: Rantoul, Ill.  
 Gem City: Joliet, Ill., 19-29; Henry 30-July 4.  
 Gem City, No. 2: Potomac, Ill., 30-July 4.  
 Gold Medal: Columbus, Ind.  
 Golden West: Pleasanton, Calif., 29-July 9.  
 Gooding American Expo.: New Castle, Pa.  
 Gooding Am. Co., No. 1: (VFW Festival) Columbus, O.  
 Gooding Am. Co., No. 2: Blairsville, Pa.  
 Gooding Am. Co., No. 3: (St. Joseph Church) Cleveland, O.  
 Gooding Am. Co., No. 4: Lyndora, Pa.  
 Gooding Am. Co., No. 5: (Kappa Kappa Gamma Festival) Columbus, O.  
 Gooding Am. Co., No. 6: Woodville, O.  
 Gooding Greater: Massillon, O.  
 Gooding Park Attrs.: Garfield Heights, O.  
 Graceland Greater: Havana, Ill.; White Hall 3-8.  
 Grand American: Oelwein, Ia.; Perry 3-4; Waterloo 6-11.  
 Grand Union: Burlington, Colo.  
 Grant's Rides & Am.: Jamestown, Pa.  
 Great Lakes Am.: Ligonier, Ind.; Three Oaks, Mich., 3-8.  
 Great Northern: Gouverneur, N. Y.; Potsdam 3-8.  
 Great Sutton: Robbins, Ill.; Wilmington 3-8.  
 Greater Rainbow: Syracuse, Neb., 26-29; Wahoo 1-4; Dwight 8-9.  
 Griggs Greater: Nowata, Okla.; Hominy 3-8.  
 Groves Greater: Kentwood, La.  
 Gulf Coast: Branson, Mo.  
 Hagensick Rides: Stella, Mo., 28-July 1; Granby 2-4.  
 Hale's: Lenox, Ia.; Chariton 4.  
 Hames, Bill: Brady, Tex., 1-4.  
 Hannum, Morris: Phoenixville, Pa.; Conshohocken 5-15.  
 Happy Attrs.: Dennison, O.; Minerva 3-8.  
 Happyland: Ypsilanti, Mich., 28-July 4.  
 Harry's Greater: Clendenin, W. Va.  
 Hartsock, Bros.: Gorin, Mo.; Hurdland 4.  
 Hawkeye State: Menio, Ia., 26-28; Gowrie July 1-4; Stratford 6-8.  
 Heart of Texas: Woodward, Okla.  
 Heller's Acme: Westwood, N. J.  
 Hennies Bros.: Ft. Wayne, Ind.  
 Heth, L. J.: New Castle, Ind.  
 Hiawatha: Mt. Clemens, Mich., 1-8.  
 Hill's Greater: Moberg, S. D.  
 Home State: Crookston, Minn.; Bemidji 2-4.  
 Hottle, Buff: (Fair) Metropolis, Ill., 2-8.  
 Howard Bros.: Fairport Harbor, O.  
 Imperial, No. 1: Morris, Ill.  
 Imperial Expo.: Negaunee, Mich.  
 Imperial Expo.: Albany, Ore., 26-July 5.  
 Inland: Newburg, Mo.; Licking 3-4; Cross Timbers 6-8.  
 Interstate: Portland, Ind.  
 Jan Am.: Hartford, Wis., 1-4; Hollandale 7-9.  
 Jayhawk: Maitland, Mo.  
 J. & B.: Hillside, Md.  
 Johnny's United: Paoli, Ind.; Casey, Ill., 2-4; Lawrence, Ind., 5-9.  
 Jollytime: Pittston, Pa.; Millheim 3-8.  
 Jones, Johnny J., Expo.: (31st & Ogden Ave.) Cicero, Chicago, Ill., 27-July 5.  
 Karras, Gust: Grant City, Mo.  
 Kaus, W. C.: McCool, Md.  
 Keystone Attrs.: Freeburg, Pa.; Herndon 3-8.  
 Kile, Floyd O.: Ville Platte, La., 1-8.  
 Kinland Am.: Buford, Ga.  
 Krause Am.: Philadelphia, Pa., 26-July 8.  
 LaCross: Milford, N. H., 28-July 5.  
 Lagasse Am. Co.: Taunton, Mass.  
 Lagasse Am. Co., No. 2: Fitchburg, Mass.  
 Lamb, L. B.: Ft. Madison, Ia.; Griggsville, Ill., 3-8.  
 Lane, Sammy: Crocker, Mo.; Eldon 3-4; Iberia 6-8.  
 Lawrence Greater: Oil City, Pa.  
 Lee Am. Co.: Tallahassee, Ala.  
 Lee United: Grandville, Mich.; Sand Lake 3-4.  
 Lone Star: Bluffton, Ind.; Tipp City 3-8.  
 Lone Star Am.: Clayton, N. M.  
 Magic City: Oliver Springs, Tenn.; Clinton 3-8.  
 Magic Empire: Benton Harbor, Mich.; Water-vliet 3-8.  
 Maine Am.: Jonesport, Me., 28-July 8.  
 Manning, Ross: Rahway, N. J.  
 Marlon Greater: Hampton, S. C.  
 Marks, John H.: Glen Cove, L. I., N. Y.  
 McKee, John: Sedalia, Mo.; Rich Hill 3-8.  
 Meekers: Spokane, Wash.; Sand Point, Idaho, 1-5.  
 Merriam's Midway: Readlyn, Ia., 26-28; (Fair) Cannon Falls, Minn., July 2-4; Lake City 6-9.  
 Merryland: Greenville, Mich., 29-July 1; Lake City 3-4; Indian River 7-9.  
 Midway Expo.: Abilene, Kan.  
 Midway of Mirth: Trenton, Ill.  
 Mighty Hoosier State: Marengo, Ind.; Camden, O., 4-8.  
 Mighty Hoosier State, No. 2: Seymour, Ind., 1-4; Ladoga 5-8.  
 Mighty Page: Front Royal, Va.; Martinsburg, W. Va., 3-8.  
 Model Shows of Canada: Tedford Mines, Que., Can.  
 Modernistic: Cape Charles, Va., 29-July 8.  
 Monarch Imperial: Hoquiam, Wash., 26-July 7.  
 Moore's Modern: Bethany, Mo.; Kirksville 3-8.  
 Motor State: Fenton, Mich.; Warren 2-4; Maple Rapids 6-8.  
 Mound City, No. 1: Oakwood, Mo.

Mound City, No. 2: Hardin, Ill., 2-5; Chandlerville 6-8.  
 Myers: Menlo, Ga.  
 Nelson, George W.: Paynesville, Minn., 28-29.  
 Nessler's: Pekin, Ill.  
 New York Gaiety: Penn Yan, N. Y.; Warsaw 3-8.  
 Nolan, Larry: Fairplay, Colo.  
 Northern Expo.: Williston, N. D.; 28-July 1; Sanish 2-4; Glendive, Mont., 5-8.  
 Oklahoma Expo.: Webb City, Mo.  
 Orange State: Lakewood, N. J.; Asbury Park 3-8.  
 Page Bros.: Waverly, Tenn.; Martin 3-8.  
 Parada: Baxter Springs, Kan.  
 Paul's Am.: Springdale, Ark.  
 Peck Am. Co.: Piper City, Ill.; Crawfordsville, Ind., 3-8.  
 Peerless Celebration Am.: Corriganville, Md.  
 Penn Premier: Johnsonburg, Pa.  
 Pike Am.: Salem, Mo., 3-4.  
 Pine State: Fayetteville, N. C., 26-July 8.  
 Pioneer: Johnson City, N. Y.; Hancock 3-8.  
 Playland: Mount Pleasant, Mich.  
 Playtime, No. 1: Plymouth, N. H.; Woods-ville 3-8.  
 Playtime, No. 2: Hyannis, Mass.; Buzzards Bay 3-8.  
 Powelson Expo.: Cadiz, O., 1-4; Danville 6-9.  
 Powelson Greater: Newark, O.; Westerville 3-8.  
 Queen City: New Straitsville, O.; Pennsboro, W. Va., 2-4.  
 Raftery: Beaufort, N. C.  
 Raines Am. Co.: Muldrow, Okla.; Greenwood, Ark., 3-8.  
 Raines Am. Co., No. 2: Vandervoort, Ark., 3-8.  
 Raney United: E. Grand Forks, Minn., 26-28; Hallock 1-4.  
 Redwood Empire: Molalla, Ore., 1-4.  
 Reid, King: Bangor, Me.; Houlton 3-8.  
 Rogers, A. B.: Corinth, N. Y.  
 Rogers Bros.: Hillsboro, N. D., 24-26; North-wood 29-July 1; Oakes 3-4; Moorhead, Minn., 5-9.  
 Rose City: Royse City, Tex.; Bridgeport 3-8.  
 Royal American: Winnipeg, Man., Can., 26-July 1; (Fair) Brandon 3-7.  
 Royal Crown: Erie, Pa.; Barberton, O., 3-8.  
 Royal Expo.: Pelzer, S. C.  
 Royal Midwest: Iroquois, Ill., 2-4.  
 Royal United: Winnebago, Minn., 28-29; Lam-ber-ton 30-July 1; Pipestone July 2-4.  
 San Valley: Randolph, Kan.; Axtell 4-8.  
 Shan Bros.: Marion, Va.; Galax 3-8.  
 Siebrand Bros.: Butte, Mont., 29-July 8.  
 Silver Slipper: Harrodsburg, Ky.; Eminence 3-8.  
 Smith Am.: Davis, Okla.  
 Smith Greater: Mayodan, N. C.  
 Smith's Funland: Middlebourne, W. Va.; Spencer 3-8.  
 Smith, Geo. Clyde: South Fort, Pa.; Hoovers-ville 3-8.  
 Snapp Greater: Ottumwa, Ia.  
 Southern Valley: West Helena, Ark.; Lake Village 3-8.  
 Sparks, J. A.: Harlan, Ky.  
 Srader, M. A.: Hutchinson, Kan.  
 Standard: Glendive, Mont., 1-4.  
 Star Am. Co.: Truman, Ark.; Portia 3-8.  
 State Fair: Guernsey, Wyo., 2-4.  
 Stephens: Victor, Ia.; Osceola 3-4.  
 Stephens, C. A.: War, W. Va.; Richlands 3-8.  
 Stipe's: Forest Lake, Minn., 1-4; (Rondo & Mackubin) St. Paul 7-10.  
 Strates, James E.: Albany, N. Y., 26-July 8.  
 Sunset Am. Co.: Red Oak, Ia., 28-July 4; Monroe City, Mo., 6-9.  
 Tatham Bros.: Williamsville, Ill.; Sullivan 3-8.  
 Taylor Bros.: West Point, Va., 26-July 4.  
 Texas: McAllen, Tex., 30-July 4.  
 Thomas Joyland: Vivian, W. Va.; Logan 3-8.  
 Tidwell, T. J.: Red Lodge, Mont., 29-July 4.  
 Tinsley, Johnny T.: Atlanta, Ga.  
 Tip Top (Eastern): Hallstead, Pa.; Oxford, N. Y., 3-8.  
 Tip Top (Western): Evansville, Wis., 1-4; Birnamwood 7-9.  
 Tivoli Expo.: Linton, Ind., 28-July 4.  
 Trailway: Appomattox, Va.  
 Turner Bros.: N. Chicago, Ill.; Oregon 3-8.  
 20th Century: (Fair) Cando, N. D.; James-town 3-8.  
 Twin City: St. James, Mo.  
 United Am.: Natick, Mass.; Cochituate 3-8.  
 United Expo.: Effingham, Ill., 26-30.  
 United Liberty: Clarksville, Ia., 26-27; Ains-worth 30-July 1.  
 United States: Bradshaw, W. Va.  
 Veterans United: Olivia, Minn., 27-29; At-water 30-July 1; St. Cloud 3-9.  
 Victory Expo.: Livingston, Mont.  
 Virginia Greater: Fairlawn, N. J.; Monsey, N. Y., 3-8.  
 Vivona Bros.: Livingston, N. J.  
 Vogt's Southern: Temple, Okla.  
 Volunteer: Tompkinsville, Ky.  
 Wade, W. G., No. 1: Ironwood, Mich.; Calu-met 3-8.  
 Wade, W. G., No. 2: North Webster, Ind.; Tecumseh, Mich., 3-4; Carleton 6-9.  
 Wallace Bros.: (Fair) Lethbridge, Alta., Can., 26-28; (Fair) Weyburn, Sask., 29-July 1; Estevan 3-4; (Fair) Moose Jaw 5-8.  
 Wallace Bros.: Centralia, Ill., 26-July 4.  
 Wallace, I. K.: Bloomington, Md.  
 Wallace & Murray: Wellston, O.; Marietta 3-8.  
 W. E. Attrs.: Sardis Dam, Miss., 1-5.  
 West Coast Expo.: (Fair) Callstoga, Calif., 28-July 4.  
 West Coast: Klamath Falls, Ore., 27-July 4.  
 Western: Sedro Woolley, Wash., 1-4.  
 Wheeler, Eddie L.: Damascus, Va.  
 Williams, Ray: Brighton, Mich., 1-4.  
 Wilson Famous: Sycamore, Ill.; Streater 2-4; Tiskilwa 5-8.  
 Wilson Greater: Afton, Wyo., 1-4.  
 Wolf Greater: Foley, Minn.  
 Wolf Greater: Willmar, Minn., 30-July 1; Gaylord 2-4; E. Minneapolis 6-9.  
 Wolf Greater: Foley, Minn., 27-28; Willmar, Minn., 30-July 1; Gaylord 2-4; E. Minne-apolis 6-9.  
 Wolfe Am.: Hot Springs, Va.  
 World of Mirth: Chicopee Falls, Mass.  
 World of Pleasure: Crown Point, Ind., 26-July 4.  
 Yager United: La Harpe, Ill.; Stronghurst 3-5.  
 Young, Monte: Logan, Utah.  
 Ziegler: Everett, Wash., 27-July 4.

**4TH OF JULY DON'T GET SHUT OUT**

**OUR BUSINESS IS GOOD**

Hoping that yours is the same. But . . . we are not Houdinis and sometimes orders exceed supplies. 65 various types of concession games ready for immediate delivery.

**BIG 6 CATS . . . . . \$ 10.00 Ea.**  
**HI STRIKERS . . . . . 275.00 Ea.**  
 24 ft., 2 section, 10 comic signs, 2 mauls—ready for delivery — \$100.00 dep.

Accepting orders again for Fish Ponds using the sensational bobbing babies. Others are getting big money with it. \$275.00 and worth more.

Sorry, our beautiful Punks are sold out until after 4th of July.

Please send deposits of we do not know you. SEND FOR OUR NEW 1950 CATALOG. We have the cream of the crop.

**RAY OAKES & SONS**

8432 W. 44th Place Lyons, Illinois  
 Night Phone: BROOKFIELD 8860  
 Phone: LYONS 3-4632

**CARNIVAL WANTED**

EITHER WEEK OF:

**AUGUST 7TH, 14TH, 21ST,  
 SEPTEMBER 11TH OR 18TH**

ALSO

**INTERESTED IN CARNIVAL FOR  
 LABOR DAY CELEBRATION, 1951  
 Wood County C. I. O.-P.A.C.**

505 Juliana St. Parkersburg, W. Va.  
 Phone 2-3731

**FOR SALE**

One G-12 Rensselaer, Indiana, Gasoline Streamliner Train. Used about half of one season. In perfect condition, cheap. Contact

**P. E. R. AMUSEMENTS**

General Delivery Norristown, Pa.

**Merriam's Midway Shows WANT**

Fish Pond, Basket Ball, Hi-Striker, Knife Rack, Jewelry, Penny Arcade, String Game, Monkey Show, Big Snake or any Show of merit. Readlyn, Iowa, now; Cannon Falls, Minn., July 2-4; Lake City, Minn., and Winona, Minn. Steamboat days to follow. "No flying saucers on this show."

**WANTED**

Carnival or Independent Rides for Shannon Homecoming, Labor Day, Sept. 4  
**Contact R. G. Stevens, Comdr.**  
 American Legion Post 379  
 Shannon, Illinois

**W. E. ATTRACTIONS**

Playing largest Celebration in Mississippi, Sardis Dam, July 1 to 5. Booking Slum Concessions only. Want Agents for Darts, P.C. and other office Concessions. Also Ride Help. Come on. Strawberry, catch this.

**W. E. WEST**

**FIRST CLASS MECHANIC WANTED**

Capable of taking full charge of New Arcade, also have charge of up and down; own tools if possible. Care:

**H. BARKOOT**

c/o Cavalcade of Amusements as per route.

**Will Book, Lease or Buy**

Ferris Wheel and 2 Kiddie Rides, or what have you for 12 weeks' work for Churches, Firemen and American Legion Celebrations in Massachusetts and Vermont?

**JAMES CUMMINGS**

464 Springfield St. Chicopee, Mass.

**WANTED!**  
 (Contact NOW!)  
 For "TRI-STATE PETROLEUM EXHIBITION" — Grayville, Illinois, THREE DAYS, SEPTEMBER 2nd, 3rd, and 4th (Labor Day). CARNIVAL OF MERIT or FIRST CLASS RIDE UNIT with legitimate concessions. Inform fully. DON'T misrepresent! No COLLECT wires or calls! FREE ACTS and KNOWN ATTRACTIONS of REAL MERIT contact immediately if above dates open.  
 REPLIES TO:  
**BERNARD STURM**  
 (Carnival Committee)  
 CHAMBER OF COMMERCE  
 GRAYVILLE, ILLINOIS

**ATTENTION CARNIVAL AND BEANO PEOPLE**  
 We Have a Large Selection of Premium and Flash Items for You.  
 Wholesale Cash and Carry  
**Nu-Way Sales Company**  
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 Phone: GL 40140

**TALKER SALLY RAND**  
 PRODUCTION ON THE CAVALCADE OF AMUSEMENTS  
 THIS IS OFFICE SHOW — ROLLOPLANE FOREMAN  
 Can place Ferris Wheel Help, also Tower Man  
 Waiters for Cookhouse  
**MENASHA, WIS., THIS WEEK**

**FOR SALE REASONABLE**  
 Custard Machine, Electro Freeze, single phase motor; Pop Corn Machine, Hollywood model; Duck Pond with a 12-ft. stand; Hoop-La Game with a 14-ft. stand; Monogram Hat Sewing Machine (Cornelly); Big Pack Trailer, closed-in body. Make me an offer.  
 Contact JOHN LASPINO  
 87 Asylum St. New Haven, Conn.

**Girl Show At Liberty**  
 No equipment. Have transportation, four girls, two talkers.  
**NICK PARRISH**  
 c/o The Billboard  
 1564 Broadway New York 19, N. Y.

**BIG STATE SHOWS**  
 Want small Cook House, Candy Apple, Hanky Punks that don't conflict. Book Girl Show, have complete outfit; Monkey Show. Want Second Man on Wheel. Wire  
**ANNA MOORE**  
 Denver City, Tex.

**HELP WANTED**  
 Wheel Foreman, Screwball Foreman and Second Man. Good pay and good working conditions to sober and reliable persons.  
**A. J. SUNNY**  
 3006 E. 130 St. Cleveland 20, Ohio  
 WA 1-4679

**CARNIVAL WANTED**  
 RIDES & CONCESSIONS  
 Aug. 11, 12 & 13, Central Illinois  
 Contact TED TILLMAN ENTERPRISES  
 722 Chestnut St. St. Louis, Mo.

**ATTENTION, COMMITTEES**  
 Have 3 Major and 2 Kiddie Rides, also Popcorn and Floss Trailer available for bookings week of July 10 and after Sept. 10. Prefer spots within 100 miles of Cleveland.  
**A. J. SUNNY**  
 3006 E. 130th St. Cleveland 20, Ohio  
 Phone: WA 1-4679

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MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY - GLAMOUR - SHOWMANSHIP

GET A "REVOLVING" **HOLLYWOOD SPOTS-LITE** \*EASILY INSTALLED

IT'S NOT A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH \*PATENT PENDING

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARES, HOTELS, RESORTS.

Write For Complete Free Details

**HOLLYWOOD SPOTS-LITE CO.**  
Dent. B 912 No. 16th St. Omaha, Nebraska

## Portable Rink For Sale

50'x120', full of new equipment. Chicago skates, living quarters, hard wood maple floor, 5x10 sections. Can be used both winter and summer. One year old. Cash sale only. For quick sale write THOMAS ROLLER RINK, Hayti, Missouri, or call 403.

**COMPLETE PORTABLE RINKS**  
SECTIONAL RINK FLOORS  
Oldest Manufacturers of Rink Equipment  
**BILT RITE FLOORS & RINKS**  
430 S. Vine, Tyler, Texas Phone 4-9585

# RSROA Clears Deck for '50 Annual Conclave, Contests

DETROIT, June 24. — Final arrangements for the 1950 American championships and Roller Skating Rink Operators' Association convention at Denver have been confirmed by Fred A. Martin, secretary-treasurer, who has just returned from a trip to the convention city.

Warning to prospective convention goers is given by Martin that reservations should be made immediately thru the Denver Convention and Tourist Bureau. Arrangements in this respect are a departure from any previous convention. The bureau is handling all hotel and motel reservations.

Activities begin Monday, July 10, with a solid week of carefully planned events to occupy the time of those attending. Center of convention activities will be Mammoth Garden, with a seating capacity of 3,500 around floor. A special lighting system has been arranged by Irving Jacobs, rink

owner, which will allow spectators to take pictures of all types.

A feature of the championships will be the permanent reservation of one section solely for disabled veterans. RSROA operators likewise have been assigned box seat space for their groups. A reserved section of 1,000 seats has been set aside, with indications that these will be sold out next week. In addition, there will be 3,000 seats for general admission and contestants.

Special event will be a jamboree and barbeque Thursday (13). The schedule calls for events to close at noon that day, with a caravan of busses to pick up conventionites and those attending the championships and take them to a mountain picnic grounds. A beef barbeque and other events are slated. Highlight will be an East-West baseball contest between skating teachers. In the evening the caravan returns to Mammoth Garden to resume contests.

Crowning of a roller skating queen to preside over the championship is slated for Monday. She will present awards to champions in various events each night.

Following close of the convention, a series of gold tests is planned, to be given separately for amateurs and professionals in separate rinks Sunday (16).

### SRSTA Schedule

Important part of the national gathering will be the professional conference, to open Monday (10) with a dinner at the Cosmopolitan Hotel at 6 p.m. for SRSTA board members, followed by a meeting to discuss conference activities. The SRSTA conference proper will be held Monday (17) and will probably be completed Tuesday evening. Principal topics expected to be placed on the conference agenda are: (1) The work and realm of the professional; (2) how the SRSTA can be more valuable to the RSROA and skating generally; (3) how the professional can be of value to the rink and operator; (4) how to set up teaching schedules; (5) classes—their organization and importance; (6) improving interest in skating in rinks thru club contests, graduations, test centers and pro-operator meetings; (7) competition skaters; (8) training figures skaters; (9) conducting judges' schools, and (10) test revisions.

## Train, Autos Carry AOW Kids to Calif.

ELIZABETH, N. J., June 24. — Champions of the America on Wheels (AOW) chain of rinks will be sent by train and auto caravan to the national competitions of the United States Amateur Roller Skating Association, to be held July 17-22 at Moonlight Rollerway, Pasadena, Calif.

A special train will carry skaters and rink operators from New York and New Jersey to Pasadena, while 25 champions from rinks in the chain's Southern division—Bladensburg (Md.) Arena; National Arena, Washington, and Alexandria (Va.) Arena—will make the journey in five automobiles.

## Mineola Skaters Snare Honors at N. Y. ARSA Meet

MINEOLA, N. Y., June 24.—The Earl Horn Dance and Figure Club of Mineola romped off with team honors in the U. S. Amateur Roller Skating Association-sanctioned New York State championship meet, contested at Mineola, June 17 and 18. Also competing were skaters from the America on Wheels Mt. Vernon Club and a group of amateurs from Staten Island Rolladium who skated unattached. Mineola, showing clear superiority in almost every contest, snared all places except second and third in senior ladies' pairs which went to Staten Island's standard bearers; a third in Intermediate pairs, also Staten Island, and a first in junior ladies, a second in intermediate pairs and a third in intermediate dance, taken by the Walter Clancy-coached Mt. Vernons.

Entry of under 100 contestants was light for a State competition, but quality of skating was generally acclaimed as high.

Mineola performers acclaimed outstanding by the local skating press were Charles Lowe and Wilhelmina Stuchel, winners in senior dance; Margaret Myers, victor by virtue of a near-perfect free style in intermediate ladies; Frank and Ruth Henrich, brother-sister combine that snared intermediate pair-skating honors; Ed Kenski and Olive Belger, who took intermediate dance, and Joan Pape, who combined many items with grace to win novice ladies, despite the figure lead enjoyed by rival Joan Bush.

### BEST BUILT RINKS

We will build any size sectional floor or complete portable rink, new, complete 40x100 ft. portable rink of Northern hard maple, heavy duty flameproof with trim and with the new type steel center pole adjustment, music, skates, etc., for immediate delivery for \$5495.00. The largest manufacturer of portable rinks. We build the best for less. Write, wire or come and see.

**GOLD'S PORTABLE RINK CO.**  
409 N. 5th St., Longview, Tex. Phone 2443-W

## WE BUY AND SELL

**New and Used Rink Roller Skates**  
Advise make, size, condition and quantity. Also best price.  
**JOHNNY JONES JR.**  
Agents for Chicago Roller Skates  
51 Chatham St. PITTSBURGH, PA.

### FOR SALE

Large Frame and Brick Building, 140x80 with a big and spacious Parking Lot, located in Central Illinois in fast growing suburban community with two hundred and twenty-five thousand people to draw from. Suitable for Walkathon, Sports Arena, high class Night Club, Ballroom for name bands, Theater or Food Mart. On main traveled hard road. Price \$38,500.00. \$20,000.00 down, balance monthly payments. Write  
**BOX D-376**  
Write c/o Billboard Cincinnati 22, O.

## CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

### WANTED

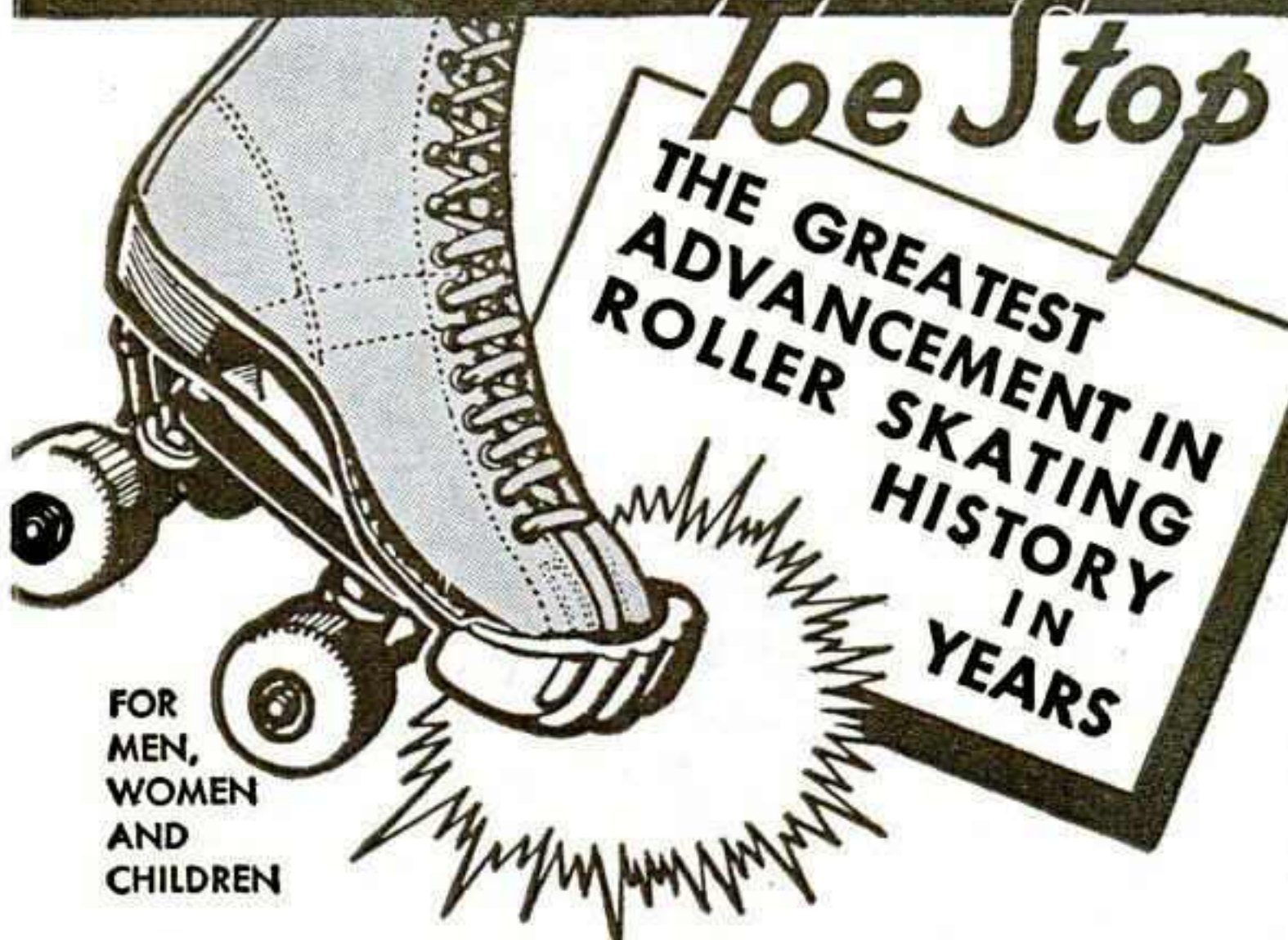
Operator for Portable Skating Rink. Ready to set up about 27th. Must have Portable Rink experience. State all in first letter and salary expected. Or will sell complete outfit, brand new.  
**MYERS BROS.' RINK**  
Box 2145, Oak Ridge, Tenn. Tel.: 5-9588 or 749, Harlan, Ky.

**GENUINE PRO-TEK-TOE**

*Toe Stop*

**THE GREATEST ADVANCEMENT IN ROLLER SKATING HISTORY IN YEARS**

FOR MEN, WOMEN AND CHILDREN



PRO-TEK-TOE Skate Stop, made of tough white rubber, beautifully streamlined in design, is creating a sensation among roller skaters everywhere. Just a few of the highly desirable features of PRO-TEK-TOE are:

- ★ Stops you IMMEDIATELY!
- ★ Protects skate shoe toe from scuffing!
- ★ Give skaters greater confidence!
- ★ Fits all roller skate shoes!
- ★ Adds to skate shoe beauty!
- ★ Eliminates floor scratches!
- ★ White rubber leaves no streaks!
- ★ Helps to avoid rink accidents!
- ★ Hidden steel washer makes PRO-TEK-TOE more durable—longer lasting!



Roller rink operators and wholesale Sporting Goods Agencies throughout the country are stocking up now to meet the growing demand for this fast-moving, "sell on sight" item. Ask your dealer or write for additional information direct.

## PRO-TEK-TOE SKATE STOP CO.

819 NORTH 10TH ST. ST. LOUIS, MO.

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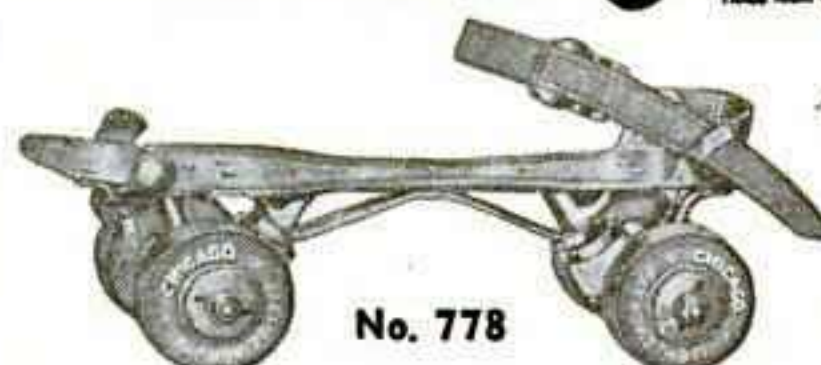
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when you buy Roller Skating Shoes look for the *HYDE* or *BETTY LYTLE* label . . . Your ASSURANCE OF QUALITY.

Our *COMPANY LABEL* is your Guarantee.

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Biggest Profit Makers in WATCH History



RHINESTONE DIAL WATCH In 14K Gold Plated Case

\$4.25 Brand New Written 1-Year Service Guarantee

- 8 Flashing Rhinestones and 4 Simulated Rubies
Genuine Swiss Movement
Looks Like \$50 Watch
Individually Gift Boxed
Genuine Leather Strap
(Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)

14K Gold Plated CHRONOGRAPH



\$3.95 Jewel Movement Assorted Radium Dials

- 1 Yr. Service Guarantee
Instruction Sheet
Copy of \$75 watch
Brand New, Not Rebuilt

(With Strap and gift box, 20¢ add.) With Matching Gold Plated Link Expansion Band, \$1.00 Add'l.

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

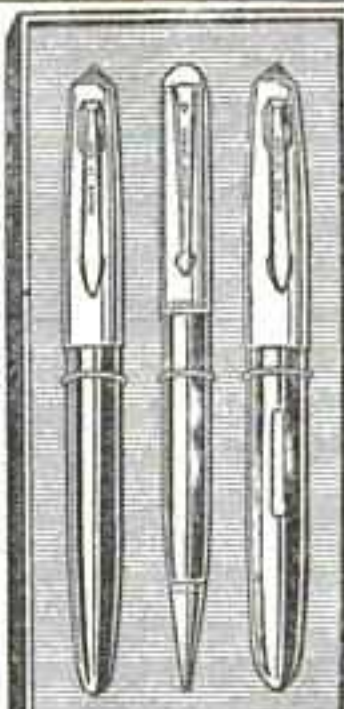
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DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

Free Cartridges. SPECIAL PRICE \$54.00 Per Gross Sets

Sample Set, \$1.00. Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples. ORDER NOW!



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FOR JULY FOURTH and EVERYDAY



America's Fastest Selling Novelty Assortment!

Now contains 53 quick moving 10¢ sellers. 10 different items, such as Trick Matches, Sparkle Matches, Snake Matches, Explosive Matches, Cigarette Loads, Snow Storm Tablets, Stinx, Bitter Cig, Hot Ciggy.

Order this and other fast selling DOUGLAS items from your regular Fireworks and Novelty Jobber.



QUICK PHOTO INVENTION! PDQ CHAMPION Photomaster

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleiman, 5146 Strohm Ave., North Hollywood, Calif. jy1

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23. jy8

"EVERY LITTLE BIT HELPS"—NEW NOVELTY song, \$1; complete Parody Book (Over 20), the kind men like, \$2; free index. Pettijohn's Parodies, 14201 Madison Ave., Cleveland 7, Ohio. jy8

FREE! SELF-ADDRESSED ENVELOPE BRINGS Gag Sheet One; Gag Sheet, "The M.C.'s Bible"; issue two ready, \$1. "Double Routines," two howlous acts, \$1. Gags, 2979 Bewick, Detroit 14, Mich. jy15

LAUGH LINES—FOUR READY; MAIL DOLLAR to Jimmie Muir's 6185 Buena Vista, Oakland 18, Calif. Bits, gags, patter; #1, #2, #3 available; \$1 each. jy15

MAKE MORE MONEY!—FIFTY MONOLOGUES guaranteed to better your act; \$2. Edmund Bodlais, Metro., Box 5556, Los Angeles 55, Calif. jy15

THIS IS! "MY GOO-GOO EYE," BY LOUIS Maur; copies. Grimes Music Publishers, Philadelphia, Penna. jy15

AGENTS & DISTRIBUTORS

ABCO SPECIALS—PISTOLS LIGHTERS, \$7.50 dozen; Girl Photographs, dozen sets, \$4.95; Fun Tooth, 80¢ dozen; Horrible Finger, \$1.80 dozen. Cash Co., Harrington Hotel, Washington, D. C. jy15

A BIG FLASH—7-PIECE JUICETTE, ATTRACTIVELY boxed, \$1.49 value, \$8 dozen; gross lots prepaid; sample \$1. Rockport Specialties, Box 334, Rockport, Me. jy15

ADVERTISING BARGAINS — ADVERTISE IN 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. jy8

AGENTS, DEALERS—EARN BIG PROFITS. New Novelty Fun Cards; 2 sample pkgs, 25¢. Ace Press, Clearwater, Fla. jy15

AGENTS, DISTRIBUTORS, WAGON JOBBERS, Novelty and Advertising Salesmen: New patented, flexible plastic automobile Dash-Deck Fence; beautiful assorted colors, gold imprinted with humorous quips and safety slogans: "Mary Had a Little," "Stop, Look and Whistle," etc.; also imprinted as souvenir or advertising novelty; sells all stores and automotive accessory channels; list \$41.76 gross, wholesales \$25.06, salesmen \$18.80 prepaid, rated firms open account; if first to introduce, good for \$50 per day for next 90 days; dollar bill brings samples and display board. Manufacturer, Box 229, Hollywood, Calif. jy8

ALBUM OF WORLD WAR II—OVER 100 ACTION photographs that really sell; retails \$2 copy; sample copy, \$1 postpaid. W. Sousa, Box 37, Carrollton, Mich. jy15

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas Cards; and this can be done in a single day; free samples; other leading boxes on approval; many surprise items; no experience needed; free sample personalized Christmas Cards, Stationery, Napkins; write today, it costs nothing to try. Cheerful Card Co., 1426 White Plains, N. Y. jy29

A PERFUME DISPENSER THAT'S CARRIED like a lipstick; can't break, can't leak; comes individually displayed on attractive card; smooth sparkling metal case holds a week's supply of perfume; special built-in wick makes it easy to apply; retails at \$1; sample dozen, \$4.20; individual sample, \$1; gross, \$48. Terms: 1/4 deposit, balance c.o.d., f.o.b. factory. Cutler Sales, 3635 Roosevelt, Chicago 24. jy29

BALLOONS (LATEX)—GROSS, 4" ROUND, 72¢; 15" long, 84¢; 12" round, \$1.40; 24" long, \$1.60; prepaid. Ted Heil, Gaylord, Minn. jy22

BULOVA WATCHES FOR PUNCHBOARDS. Bingo, Bazaars, Premiums and Sport Contests; catalogs mailed. Irving, 1130 Broadway, N. Y. jy1

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. jy29

CASH IN ON JACKIE ROBINSON'S MULTI-million dollar promotion! We are exclusive licensed manufacturers of Ashtrays, Bookends, Coin Banks, Rabbit's Foot Key Chains, Pen Sets, "Oscars," etc., all with lifelike sculptured reproductions and signatures of Jackie Robinson; now sweeping the country. Write quickly for free catalog and special profit deal. Arlen Trophy Co., Inc., Dept. B, 42 W. 28th St., New York 1, N.Y. jy8

CLOSEOUT — LIMITED SUPPLY; RETRACTABLE Ball Point Pens; assorted colors; 69¢ retailers; while they last, 10¢ each in gross lots, postpaid; dozen, \$1.50; all guaranteed. Crescent Sales Co., 150 Broadway, N. Y. C. jy15

COMIC CARTOON CARDS, 100 FOR \$1—LIST free to dealers. Cheshires Fun House, 739 Poydras St., New Orleans 12, La. jy15

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloths, Aprons, Drapes, Curtains and other novelties; lowest prices; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. jy15

CONCESSION OPERATORS, SPECIALTY JOBBERS, mail order. Clean up with "Baby-Gay" in Plastic Show Box; big flash; sample \$1 postpaid. Baby-Gay, Beaver Dam 5, Wis. at26

DEPENDABLE FULL FASHIONED NYLONS—Our fast selling 51 gauge #2 grade, packed 1/4 dozen in individual, beautiful cellophane envelopes; latest shades and standard sizes; \$3 dozen in 6 dozen lots or more; prompt shipments. Darlene Hosiery Co., Box 1484, Chattanooga, Tenn. jy1

EARN \$15 DAILY SELLING ONLY 2 DOZ. sensational Nickels to Dimes tricks; easy demonstrator! Rush \$1 for sample, quantity prices. Robbins Co., 131-B W. 42d St., New York City. jy8

ENCHANTING PERFUMES, INDIVIDUALLY boxed, attractive \$1 sellers; cost you \$3 dozen prepaid! \$1 brings three regular packages (assorted), price list other fast sellers. Willingmyre, Merchantville 5, N. J. jy29

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," KL-Roxbury, Boston 19, Mass. np

FLASHY SIGNS—7x11; FOR STORES, Taverns, etc.; rayon embossed, in colors on black, \$4 per 100; blue, \$6; retail, 35¢; 16 assorted, \$1 postpaid. Fay's Signs, Valdosta, Ga. jy15

FLYING SAUCERS? NO! HEAVENLY BODIES? Yes! 16 Photos Curvaceous Beauties, \$1 postpaid. Steele, Box 4763-N, San Francisco. jy15

FREE OUTFIT. WRITE TODAY! SELL Embroidered Advertising Uniforms and Work Clothes, Initial Buckles, Belts, Badges, 2,000 Emblems. Hook-Fast Co., Box 480BB, Roanoke, Va. jy15

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per dozen; #2's, \$3.50; #3's, \$1.25 dozen; sample order sent postpaid for \$4, consisting of 12 pairs #3's, 3 pairs #2's and 3 pairs of #1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga Tenn. jy15

GIRL PICTURES—BEAUTIFUL POSES; 5 SAMPLES, 25¢; 25 assorted, \$1. Fred Hine, 1314 Douglas St., Omaha, Neb. jy15

LADIES' FULL FASHIONED NYLON HOSE, 51 and 54 gauge; packed #3 pair to box; our best grade, \$6.50 doz.; lower grade, \$3.50 doz.; rejects, \$1.50 doz.; sample order of one doz. each number, \$11; 1/3 deposit on C.O.D.'s. Nylon Hosiery Co., 2323 Broad St., Chattanooga, Tenn. jy1

LADIES' FULL FASHIONED NYLON HOSE—Latest shades, Style 500, \$6 per dozen; Style 300, \$3.50 per dozen; mill rejects, packed 12 pair to box, \$1 per dozen in lots of 10 dozen or more. McDonald Mfg. Co., Ooltewah, Tenn. jy15

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. jy1

MAKE PERFUME FROM OUR CONCENTRATES; information free; men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. jy22

MAKE QUICKMEND SOLDER—AGENTS, DEMONSTRATORS; fortune maker; mends pans with match without skill or tools; women wild about it; cost 2¢, sells 60¢; sample 25¢. Western Chemical, BB 643, Salem, Ore. jy8

MEN'S AND BOY'S HOSE—\$1 PER DOZEN and up. Write: Gainer Sales Co., 2540 Monterey, Detroit, Mich. jy15

MERCHANDISE — NOVELTIES WANTED TO tie in with TV show for taverns. Send free samples, literature, to Merchandise Advisors, 140 N. Dearborn, Chicago. jy15

NEW E-Z GARMENT HANGER, A SELLING sensation everywhere. Crew managers, distributors, jobbers, get our quantity prices. Send \$1 for 2 samples or \$4.50 for trial dozen. Satisfaction guaranteed or money back. Perfect Products Co., B-1, Beloit, Wis. jy8

NEW ALLOTMENT OF MEXICAN JUMPING Beans being harvested; supply limited; no orders accepted after July; \$15 per 1,000. Jack Howard, 2117 1/2 Woodside Ave., Springfield, O. jy15

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable signs and religious mottoes; 20 (7x11) best sellers, \$1 postpaid; free catalogue. Koehler, 335 Goetz, Lemay 23, Mo. jy29

PITCHMEN—WRITE HOLDEN CO., 137 MAIN, Buffalo 3, N. Y., for list of excellent items. jy15

POCKET COMBS—100 CARDS 12'S, \$15; CLIP Combs, 100 Cards 12'S, \$20; assorted colors; special discounts; sample card, 25¢. Carleton House Distributors, Texas City, Tex. jy1

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1, refundable. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. jy1

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities. maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. jy1

SALESMEN, DISTRIBUTORS — FAST SELLING Jewelry items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. jy1

SHINE SHOES WITHOUT "POLISH"—NEW invention; lightning seller; shoes gleam like mirror; samples sent on trial. Kristee 151, Akron, O. jy15

"SNIFFY SKUNK!" TRAFFIC STOPPER. YOU can't miss on our chenille dolls, squirrels, novelties. Midwest Supply Co., Box 2193, Casper, Wyo. jy15

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers items. Eagle Specialty Co., Akron 14, O. jy15



New! Fun to watch... Grand Gift for Any Occasion

KIT-CAT KLOCK



THE EYES MOVE! THE TAIL WAGS! PERFECT FOR CHILD'S ROOM, KITCHEN or DEN!

A child will love this clock from the moment he begins to tell time 'til he's grown-up! He'll be fascinated by the luminous eyes, dial and mouth... constantly moving eyes and tail. And the precision movement assures you time-keeping accuracy for years to come! See Kit-Cat Klock today!

Guaranteed Construction Dozen Lot \$7.25 Sample Prepaid, \$7.45 Write for quantity lot prices HASTINGS DISTRIBUTING CO. 6100 W. Bluemound Rd. Milwaukee 13, Wis.

SLUM

This deal is good for Diggers, Duck Ponds, Fish Ponds, Novelty Stores, Crab Bags, Pitch - Till - You - Win, Packages, Ball Game, etc. Giveaways — All Usable Items — Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.

3000 PCS., \$25.00 Lot LUCKY NOVELTY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS 5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr. 10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr. \$1.00 Items \$40.00 Gr.

Satisfaction guaranteed or money refunded 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.

O-BABY!

KEY CHAINS PRODUCTION PROBLEMS OVER! NEW PRICE!! SENSATIONAL BEAUTIES Transparent Magnifying Plastic. Ideal for identification, advertisement or engraving on reverse side. SAMPLE DOZ., \$1.00 \$8.50 GROSS 5 Gr. or Over \$8.00 HURRY! IT'S A FAST MONEY MAKER!! Deposit With All Orders. ROGER WILLIAMS MFG. CO., 49 Westminster St., Providence, R. I.



★ Summer's Most Sensational **BARGAINS** in **Watches!**

Ladies' and Men's



New Low Price! **SWISS WATCHES**

**\$7.95**  
7-Jewel

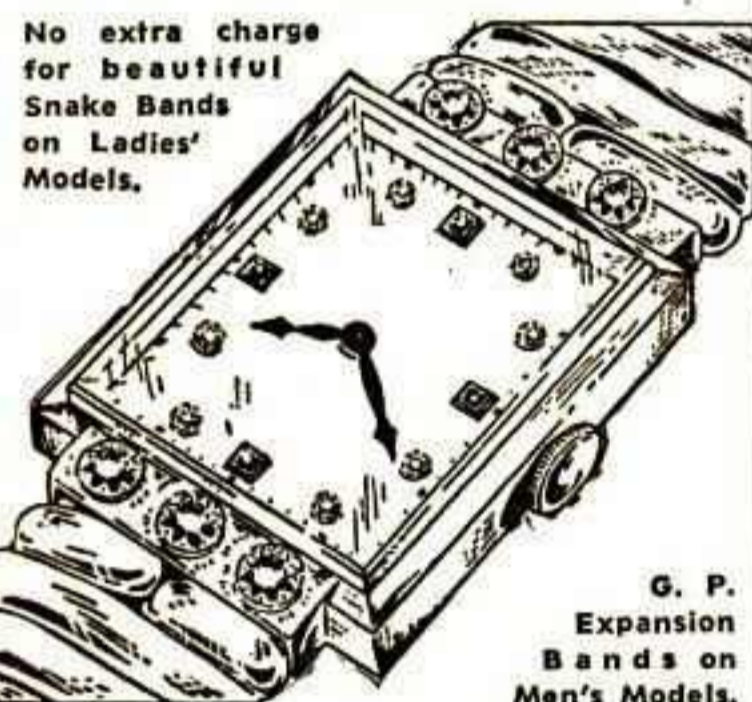
Sparkling New Cases; genuine Swiss movements precision rebuilt and guaranteed like new! They're Beauties!

15-Jewel, \$8.95; 17-Jewel, \$9.95

(In lots of 3 or more. 25% deposit on C.O.D. orders.)

Beautiful Rhinestone Dial, 95¢ additional.

No extra charge for beautiful Snake Bands on Ladies' Models.



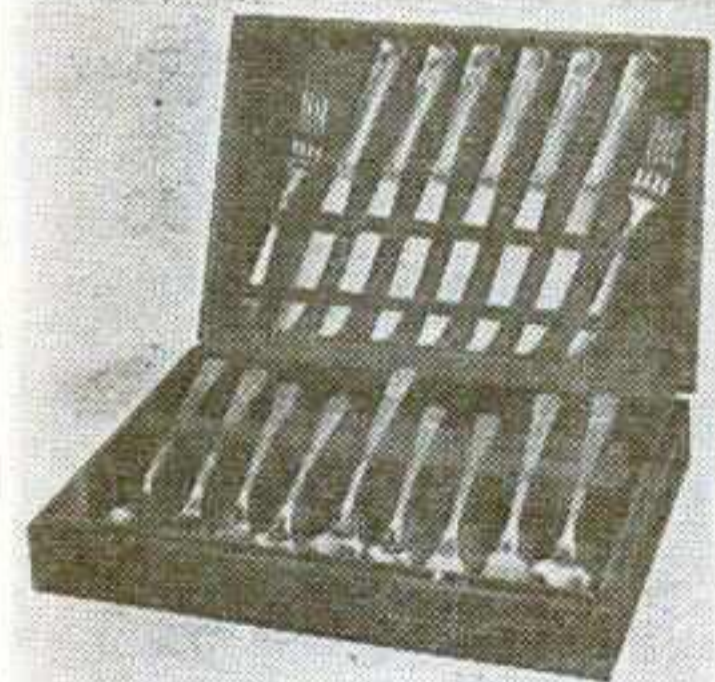
G. P. Expansion Bands on Men's Models.

Write Today for Big New Value-Packed Catalog!

**Cel-Max**  
WHOLESALE JEWELERS

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**MEMPHIS, TENN.**

**SILVER PLATED 32-Pc. SERVICE FOR SIX**



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

**\$3.85** 10 SETS or more **SAMPLE \$3.95** Display Chest, \$1.00 extra.

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223-225 W. Madison St. Chicago 6, Ill.

**\* FIREWORKS and NOVELTIES!**

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog Order Now • Lowest Prices

**ACME SALES CO.**  
P. O. Box No. 1141, Atlanta, Ga.

**AGENTS & DISTRIBUTOR**

(Continued from page 75)

**STAG ASSORTMENT FOR MEN!** Illustrated Cartoon Booklets, Photos breath-taking lovelies, all \$1 postpaid. Marshall, 3116-L Seminary, Chicago.

**WHERE TO BUY IT INFORMATION—ALMOST anything;** write, listing items. Donald Kelly, BG-9544 Whitcomb, Detroit 27, Mich. jy8

**WOMEN—EARN EXTRA MONEY** SELING perfume; buy direct at lowest wholesale prices. Georgia Gay, 2632 E. Cambria St., Philadelphia 34, Pa. jy1

**1000 AUCTIONS AND COMMUNITY SALES** IN Middle West, listed with complete information \$1. W. W. Simpson, 2705 Jules, St. Joseph, Mo. jy15

**ANIMALS, BIRDS, PETS**

**A BIG JULY 4TH SPECIAL—GIANT "HORNED"** Rattler included in each \$50 Mixed Den; immediate shipment, 100% live arrival and absolute satisfaction guaranteed; complete summer price list and bulletin just released, write for free copy; Harmless Dens, Rattlesnake Dens, Mixed Dens, \$20 to \$60; "Complete Snake Show," \$60; don't be disappointed or caught short on the 4th. For America's absolute lowest prices fastest and best service wire Western Snake Farms, Box 6222, Oklahoma City, Okla.

**ALL AVAILABLE FOR IMMEDIATE DELIVERY** Agoutis, Facas, Kinkajous, Squirrels, Prairie Dogs, Skunks, Foxes, Spider and Ringtail Monkeys and the best assortment of Snakes available in any den. Snake King, Brownsville, Tex.

**ANIMALS OF SPECIAL INTEREST TO SHOW-** men; giant Chacma Baboons, \$150; giant Coypu Jungle Rats, \$35; Upside Down Watsit Sloths, \$50; guaranteed perfect. Meems Bros. & Ward, Sparkill, N. Y. jy15

**BABY CHIMPANZES, BABOONS, MANGUE-** bys, Ringtail Monkeys, Woolly Monkeys, Jungle Rats, Badgers, Storks, Pheasants, Owls, Boa Constrictors, Snake Dens, \$15, \$25, \$35; Wildlife Cages. Chase Wild Animal Farm, Egypt, Mass. jy8

**BADGERS, PORCUPINES, DESCENDED** Skunks, Raccoon, Fox, Coatis, Monkeys, Squirrels, Quail, Pheasants, Owls, Crows; other stock. Charone Animal Ranch, Burlington, Wis.

**CLEAN STOCK, PROMPT SHIPMENT—5 FOOT** Boas, \$5; 5 Foot Rattlers, \$7.50; Dragons, \$7.50; Gilas, \$10; Racers, Bulls, others. Reptiles Gardens, El Paso, Tex. jy22

**HEALTHY STOCK—NO JUNK, PROMPT SHIP-** ments: Prairie Dogs, Coyote Pups, Alligators, six feet seven feet, eight feet; all feeders; new Plebald Hamsters. Otto Martin Locke, New Braunfels, Tex. jy15

**HEALTHY LIVE BOB CATS, \$30. DR. WILDES,** Box 598, Edinburg, Tex.

**JAGURUNDI KITTENS, \$35; EXCELLENT** show-worthy Central American Baby Foxes, \$15; Turken, \$20; giant, tame Silver Woolly Monkey \$200; giant Toco Toucans, \$95. Miami Rarebird Farm, Box 100, Kendall, Fla. jy1

**LIVE WILD ANIMALS, BIRDS AND REPTILES** from all over the world; one of the largest and most reliable importers; send for our free price lists regularly. Meems Bros. & Ward, Box C. Sparkill, N. Y. jy1

**LLAMAS (MALES ONLY)—ALL AGES, ONE** to five years. Color: White, brown, black or white and brown. Catskill Game Farm, Inc., Catskill N. Y. jy29

**MONKEYS, BABY RINGTAILS, CINNAMONS** or White-Faced Blacks; Golden Spider Babies; Marmosets all \$30 each, 4 for \$100. Howler Monkeys, \$50; Jaguarundi Kittens, \$35; Baby Ocelots, \$38; Baby South American Deer, \$75; Bleeding Heart Doves, \$39 pair; all kinds Birds; write. Miami Rare Bird Farm, Box 100, Kendall, Fla. jy1

**MONKEYS—CINNAMON OR BLACK WHITE** Faced Ringtails; Marmonettes, \$27.50; S. A. Boa Constrictors, 4-10 ft., \$3 ft.; Ocelots, \$40; anything from S. A.; 1/4 cash, balance c.o.d.; dealers, write for quantity discount. The Pesky Pet Shop, 1113 Franklin St., Tampa, Fla. jy8

**MONKEYS — FIRST-CLASS YOUNGSTERS;** Ringtail Monkeys, \$35; Spider Monkeys, \$35; Kinkajous, "South American Honey Bears," \$45; immediate shipment. Terms: Cash with order or half cash, balance c.o.d. Don Compton, Box 93, Mt. Vernon, Ill.

**PLENTY SNAKES, ARMADILLOS, RED FOX** Cubs, Boas, Gila Monsters, Iguanas, Mexican Beaded Lizards, Alligators, Terrapins, Raccoons, Parrots, Agoutis, Rabbits, Rats, Mice, Guinea Pigs, Monkeys, Peafowl, Squirrels, Fantail Pigeons, Hamsters, Owls, Deodorized Skunks Jungle Rats, Dragons. We have satisfied customers all over the world. Otto Martin Locke, New Braunfels, Tex. Phone 141. jy15

**REPTILE LIST FREE; HOBBY CATALOG, 10¢;** Chameleons, \$12 hundred; Chains, \$2.50; Land Terrapin, 75¢. Quirira Specialties, Topeka 44, Kan. jy15

**SNAKES ALIVE — ANYWHERE, ANYTIME,** any kind; Dens harmless, any size, any price; South American Boas, baby, 6, 7, 8 ft.; immediate shipment via cheapest way. Phone 369 or wire Ross Allen, Silver Springs, Fla. jy15

**TWO TRAINED PONIES, RIDE MONKEY —** Sell or trade for Wildlife or Monkey Show. Jimmy Cannon, 625 N. Seventh St., Zanesville, Ohio.

**WANT ONE MORE MUZZLE AND LEAD** broken Wrestling Bear; no blacks. Roach, Box 443, Emporia, Va.

**BUSINESS OPPORTUNITIES**

**ADVERTISE IN 40 WEEKLY NEWSPAPERS—** 24 words, \$3.50; Texas or elsewhere. Pennebaker Advertising, Box 141, San Marcos, Tex. jy8

**ANALYZE HANDWRITING FOR PROFIT—\$1** puts you in business, including all supplies, charts, signs, instructions (free information). Graphologers, POB 971, Philadelphia jy8

**FOR SALE—COMPLETE PORTABLE SKATING** Rink, 40x90, perfect condition; doing good business. William Miller, o/o Roller Rink, Crossville, Tenn.

**FOR SALE—BROWNWOOD, TEX., PLEASURE** Park, one city block; Kiddie Rides, Golf, 50 ft. Ice Cream Concessions; year around business netting \$1,000 a month; established eleven years; or similar park in Snyder, Tex. Write to: J. Dean Williams, Box 583, Brownwood, Tex.

**IF YOU WISH TO HELP LIVE, CONTACT DR.** Roberts, Valdosta, Ga. jy8

**HOW TO OPERATE GENERAL MERCHAN-** disse store without capital; sell everything; proven plan 50¢. Box 328, Paragould, Ark. jy22

**IF YOU'RE INTERESTED IN AN ESTAB-** lished Horoscope Business with a future and have capital to invest, contact me. Prof. Latour, 382 Marlborough Road, B'klyn 26, N. Y. jy1

**IMPORT-EXPORT! MEN-WOMEN LEARN FROM** established World Trader; your own profitable world wide business by mail, order from home without capital, or travel abroad; experience unnecessary; free details. Mellinger, S-1, Los Angeles 24.

**OPERATE PROFITABLE MAIL ORDER BUSI-** ness; repeat orders; successful "Beginner's" Plan; everything supplied. Lynn, 5710-B Bankfield, Culver City, California.

**QUICKLY BUILD YOUR PAYING MAIL ORDER** Business; our deals are good. A. S. Spencer & Co., Mokena 9, Ill.

**SELL DELICIOUS SNOWBALLS — TREMEN-** dous profits; make them yourself; Ice Shaver with four flavors and instructions; enough for 500 snowballs, \$2 plus four pounds postage; free folder; supplies and equipment. Snowball Co., 9534L Lemturner, Jacksonville 8, Fla. jy1

**25¢ MAIL ORDER PLAN THAT BRINGS QUAR-** ters galore; send quarter for complete plan, six formulas; sure winner. Wetherill Products Co., Akron 11, O.

**COIN-OPERATED MACHINES, SECONDHAND**  
A Large List of Second Hand Coin Machine Bargains will be found on page 87 in this issue.

**COSTUMES, UNIFORMS WARDROBES**

**BUNDLE CLOWN ODDS, ENDS, \$7; GOLD** Curtain, 12x18, \$50; Blue Curtain, 8x27, \$30; Rhinestone G-Strings, Bally Capes, Red Caps, Coats; 10 Blue Velvet Drapes, each 4 1/2 x 7, all \$50. Wallace, 2416 N. Halsted, Chicago.

**CLOWNS, BURLESK COMICS, MINSTREL** Props, Wigs, Accessories; free lists (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. jy8

**SINCE 1869—COSTUME BARGAINS: CHORUS** dollar up; principals, three up; no catalog; state wants. Guttenberg 9 W 18th St. New York 11 N Y jy8

**THEATRICAL FOOTWEAR—HIGH HEEL LACE** Boots, Shoes, etc.; also custom made; write for particulars. Comax, 2130 Langdon Ave., Dallas, Tex.

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES POPPERS AVAILABLE—** 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy22

**ANTIQUE—FOURTEEN FOOT CARVED WHIS-** key Bar, 6x5 foot Mirror, matching eighteen foot Walnut Counter; seventy five years old, make offer. Contact I. J. Daulton, 115 Main St., Childress, Tex.

**FOR SALE—POPCORN OUTFIT BOOKED WITH** good carnival; priced right; also small House Trailer. Vittum, Greenwood, Ark.

**ONE ONLY FROZEN CUSTARD MACHINE—** Never uncrated; dimensions, 46x24x18, complete with self-contained compressor; ready to plug in and manufacture; cost \$1500, first \$1150 takes same. Beverator Co., Cambridge, O.

**STATE RIGHTS PATENT PENDING MA-** chine, food and heat at its best. Dr. Roberts, Valdosta, Ga. jy8

**TWO ELECTRIC DOUBLE HEAD CANDY** Floss Machines; slightly used; one stainless steel steamer for frankfurters, slightly used; 100 clear toy moulds for candy, lolly-pops. David Semer, 2438 East 23rd St., Brooklyn 29, N. Y.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**BARGAINS GALORE—THEATER AND SOUND** Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. S.O.S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. jy29

**BELL-HOWELL 16MM. FILMSOUND — ONE-** Case, thoroughly overhauled, like new, \$150. Joe Ulmer, 103 W. 16, Jacksonville, Fla.

**BUILD YOUR RIDES FROM TESTED PLANS—** Save 90%; Kiddie Auto, Chairplane, Airplane, Boat, \$5 each; Ferris Wheel, \$8; Train, \$10; others; free catalog. Brill, 228-B North University, Peoria, Ill.

**CLEARANCE SALE—BRAND NEW BURLES-** que 16mm. Sound Films, \$5; many other bargains and collector's items; see "Femme de Paris" you'll want more; rentals, exchanges. Joe Ulmer, 103 W. 16, Jacksonville Fla.

**COMPLETE PICTURE SHOW, \$1,000; PROJEC-** tor, 7 Features, Light Plant, Tent, Seats. Wards Shows, Cameron, Okla.

**COMPLETE EQUIPMENT FOR 500 SEAT** Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. jy22

**COMPLETE "WHAT'S IT" SHOW—READY TO** go; A-1 top; 15x15 new banner, pole, light wire, stake, electric squaker, cage and small animal, \$200. Leonard Tracey, R. T, Box 174, Uppercro, B. Co., Md.

**CRETORS, STAR, LONG-EAKINS POPPERS,** Peanut Roasters, Geared Kettles, Copper Caramel Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. jy22

**FOR SALE—SEMI-TRAILER SLEEPER BUS.** Sleeps eleven; separate lounge; fully equipped; excellent condition; reasonable. Hank Winder, 8333 Cass St., Omaha, Neb. jy1

**FOR SALE—CONCESSION COACH, WELL** equipped and attractive, used 7 weeks; new price, \$1,659; will sacrifice for \$1,200 cash. Milo Turner 800 W. 11th, Larned, Kan.

**HORSES—26" NEW, ALUMINUM; UNPAINTED;** suitable Kiddie Ride, \$32 each. M. Hargrove, 915 Pearl St., Camden, N. J.

(Continued on page 78)

**All Extra Heavy Mountings**

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.

**Only Genuine Rolled Gold Plate Sold**

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1/30 14K  
Genuine  
R.C.P. White  
Center. 6  
Ruby Color  
Side Stones.  
**\$15.00**  
Per Doz.

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Genuine 1/30 14K  
R.C.P. Simulated  
Hematite Intaglio  
With 6 White  
Stones.  
Per  
Doz. **\$22.50**

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Sterling Silver,  
11 White Stones.  
**\$12.00**  
Per Doz.

**NEW** Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

**DES MOINES RING CO.**  
1155 26th Street Des Moines, Iowa

**• VALUE TERRIFIC—**  
**• PROFITS GALORE—**  
**WE** Bring you increased savings on fast-moving knives.

Hammer #301  
Brand  
4-Blade Scout  
Knife **\$5.45**  
Doz.

Edgemaster  
Push-Button  
Knives

Asst. Colors  
Doz.

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- Heavy Duty ..... 6.00
- #500 Gentlemen's Size ..... 6.00
- #149 Keychain Type ..... 6.00
- #401 Crossbar Knives ..... 6.00
- #402 Crossbar Candy Stripe. 6.00

Order Once—Order Always  
25% Deposit with order.  
**MAIL ORDER SALES CO.**  
246 Fifth Ave. New York, N. Y.

**SLUM**  
GIVE-AWAY ITEMS FOR ADULTS AND CHILDREN  
**1,000 PIECES FOR \$6.75**  
ASSORTED TOYS—GIFTS—NOVELTIES  
**NOVELTIES AT DEEP CUT PRICES**

- Dart Balloons ..... Gr 5 .65
- Serpentine Balloons, 42 Inch ... Gr. 2.40
- Cat Head Balloons, 10 Inch ... Gr. 4.80
- Lash Whip—Tipp—54 Inch ... Gr. 13.95
- Swagger Canes—Lancaster ... Gr. 7.80
- Hawaiian leis—U. S. A. ... Gr. 2.90
- Spanish Hat, Felt, Large ... Gr. 33.00
- Western Horses, Bronze Finish Metal—2 1/2 In., Doz. \$1.80; 4 1/2 In., Doz. \$4.50.

Send for New 1951 Free Catalog. Satisfaction Guaranteed or Money Refunded. 25% Deposit With Order, Balance C.O.D.

**OPTICAN BROTHERS**  
Since 1909  
300 W. Ninth St. Kansas City, Mo.

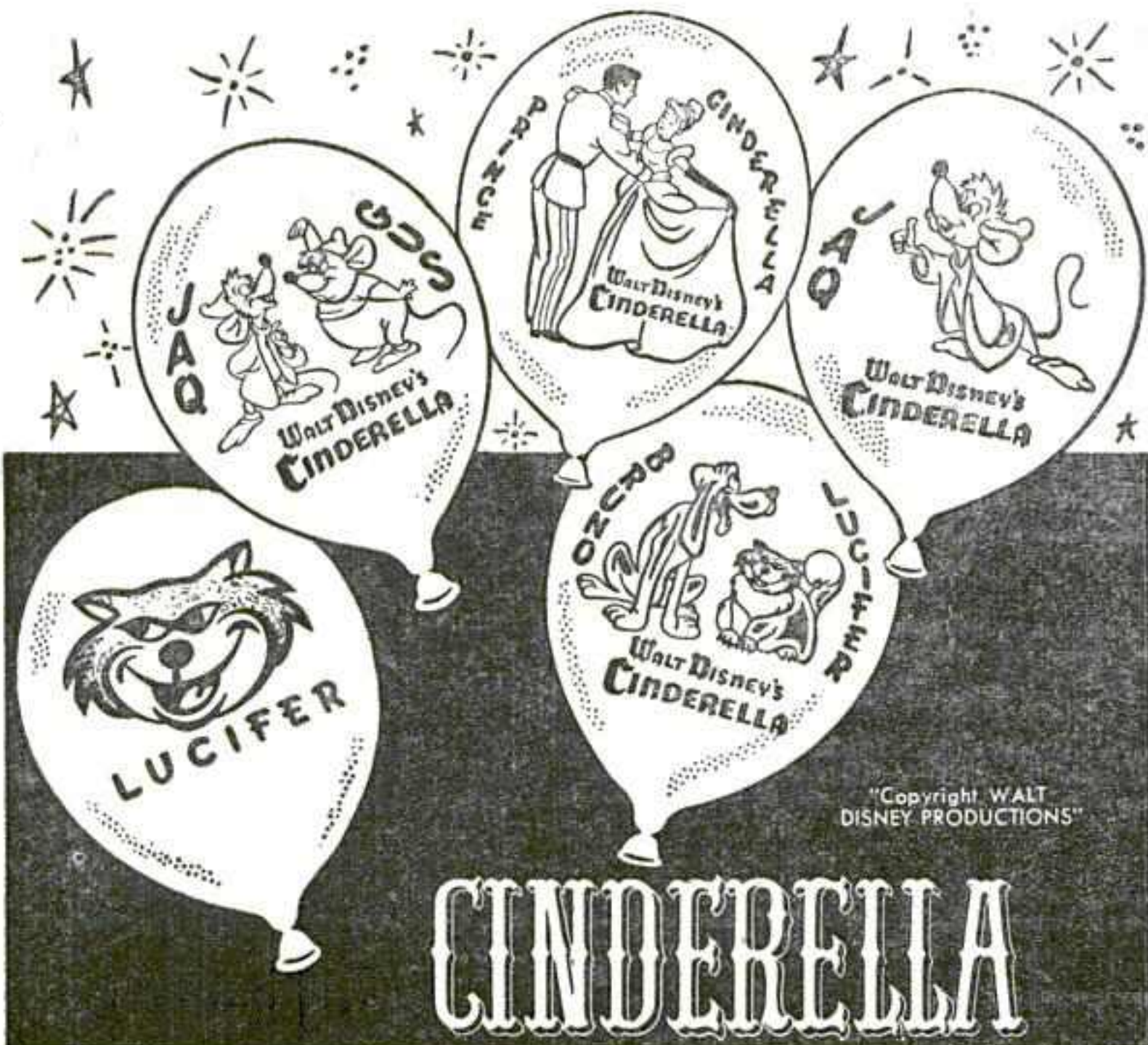
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**NEW SENSATIONAL PROMOTION**  
Beautiful styles (all different—individually carded) mounted on individual counter display. Displays include Antique Earrings (\$4.00 doz.), Pearl & Rhinestone Earrings (\$4.50 doz.), Pin & Earring Sets (\$8.00 doz.), Lavaller & Earring Sets (\$8.00 doz.), Scatter Pins (\$4.50 doz. & up). Be a wholesaler. Stores grab these promotional items. Sample display ass't (24 styles) of above, \$15.00. 25% Deposit, Balance C. O. D.

**DESIGN JEWELERS**  
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**CLEAN UP WITH PLASTIC RAYON TOWELS**  
Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels, Sells \$1; \$54 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

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634 4th St., South St. Petersburg, Fla.





# CINDERELLA

**JUST THE THING FOR LARGE PROFITS THIS SPRING!**

● Sell Beautiful Eagle Balloons imprinted with all the stars from Walt Disney's new movie —CINDERELLA! Every kiddie will want one. Write now for full information.



EAGLE RUBBER CO., INC. Ashland, Ohio



## Fine Quality IMPORTED BINOCULARS

COMPLETE WITH NECK STRAP, SHOULDER STRAP AND LINED HEAVY LEATHER CARRYING CASE.

### 8x30 Prism Binocular

The lenses are scientifically ground and polished. Guaranteed full power and the 30mm. objective lens assures a full clear view. Pupillary adjustment and individually focusing guarantee satisfactory results. Black leather body with polished enamel trimming. Height closed 4 1/4 inches, extended 4 1/2 inches.

No. X200J461 \$24.50  
Each . . . . .

Same as above with coated lens.

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Each . . . . .

### 7x50 Prism Binocular

Made in occupied Japan and released for sale through the command of the Allied Powers. The unanimous choice of the Armed Forces. Bright, clear and precise field of vision. Individual eye focusing, adjustable for pupillary distances. Black japanned trim on light weight aluminum body. Open 7 inches, closed 6 3/4 inches.

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Each . . . . .

Same as above with coated lens.

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## Popular Styled LIGHTERS

### PISTOL LIGHTER

An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 2 1/2 x 2 1/4 inches with 1 3/4 inch diameter base. Individually boxed.

No. X83J832 \$8.50  
Per Dozen

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A replica of a small table lamp. Pulling chain operates mechanism Chrome finished base with colored enamel shade. Overall dimensions 4 inches high, 2 1/2 inches in diameter. Individually boxed.

No. X83J839 \$16.50  
Per Dozen

### Best Quality CAMERA LIGHTER With Compass

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. X83J822 \$14.40  
Dozen

## TESTED PROMOTIONS for BIG PROFITS

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★ ELGIN ★ BULOVA ★ GRUEN  
★ BENRUS ★ WALTHAM

Brand new 1950 model cases for gents and ladies. Rebuilt and guaranteed like new.  
7-JEWEL \$8.45  
15-Jewel \$10.65  
17-Jewel \$12.65  
21-Jewel \$16.65  
Gold Plated Stretch Band, 95¢ additional. Leatherette Gift Box, 45¢ additional.

### GUARANTEED RHINESTONE CASE WATCH

7-Jewel \$8.95

Copies of expensive \$200 & \$300 watches. Rebuilt movements guaranteed like new.

17-Jewel, \$10.95



LADIES' NEW WINDSOR WATCH Rhinestone dial, 7-Jewel \$8.95  
17-Jewel, \$12.65



No. 234 eng.  
No. 255 wed.

Doz. \$7.50

Men's and Ladies' Fast Selling 1/30 K. R.G.P. extra heavy mountings with white center & ruby colored side stones.

### RINGS



No. 309 Doz. \$14.50



No. 501 Doz. \$12.50

Wholesale Only — 25% Deposit With Order—Balance C. O. D. Open Account to Rated Houses. **MIDWEST WATCH CO.** 5 S. Wabash Ave. Chicago 3, Ill. FREE! NEW 54 PAGE CATALOG

## NEW CARNIVAL AND NOVELTY CATALOG READY STATE BUSINESS WHEN REQUESTING COPY

Plush Toys, sparkling Plaster, first, second and third self Bingo Prizes, Slum, new Jap imports and a thousand other items. All at the lowest prices.

MA 10—Pocket Combs. Gr. . . . . \$ .90	MA102—Wood Bottles, Ea. . . . . \$ .65
MA 11—Plastic Cigarette Holders. Gr. . . . . 1.85	MA103—Aluminum Bottles, Ea. . . . . 1.10
MA 12—Jap. Charm Knives, Gr. . . . . 2.00	MA104—Dart Balloons, Gro. . . . . .65
MA 13—Finger Traps, Gr. . . . . 1.00	MA105—Feathered Darts, Gro. . . . . 4.50
MA 14—Fur Monks, 5 in. Gr. . . . . 4.50	MA106—Daisy Cork Guns, Ea. . . . . 5.25
MA 15—Imp. Hawaiian Leis, Gr. . . . . 1.75	MA107—Corks, Per 1000 . . . . . 2.50
MA 16—Jap. Flying Birds, Gr. . . . . 6.00	MA108—Hoop-La Rings, Doz. . . . . .70
MA 17—Jap. Paper Parasols, Gr. . . . . 8.50	MA109—Cane Rings, 100 for . . . . . 4.50
MA101—Baseballs, Doz. . . . . 2.00	MA110—Clothes Pin Rings, 100 for. . . . . 4.50

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA. WE OPERATE ON CENTRAL DAYLIGHT SAVING TIME

**LEVIN BROTHERS**

Established 1886 TERRE HAUTE, INDIANA



### Metal Lapel Bow Pin

No. X51N5 \$1.25  
Per Gross

The gentlemen's patriotic pin. U. S. flag brightly lithographed on metal bow, size 7/16" by 3/4". Each on printed card.

### BOW FLAG



All metal — to be used in place of old cotton one. More durable; longer lasting; bright colors. Overall dimensions 1 1/8 x 3/4 inches.

No. X51N9 PER GROSS . . . . . 65¢

## CARNIVAL NOVELTIES

### CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND CANE

No.	Size	Per Gr.
X34N7	4 Inch	\$ 8.00
X34N3	7 Inch	18.00
X34N5	7 1/2 Inch	21.00
X34N6	8 Inch	24.00
X34N4	9 Inch	27.00

### DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
X38N71	2 3/4 Inch Donald Duck	\$ 3.75
X38N72	2 1/4 Inch Frog	3.75
X38N73	2 Inch Spider	3.75
X38N75	2 3/4 Inch Spider	6.75
X38N76	4 1/2 Inch Devil	6.75
X38N77	4 1/2 Inch Skeleton	6.75
X38N82	8 Inch High Hat Monkey	14.40

### PAPER PARASOLS

No.	Size	Per Gr.
X26N26	18 Inch	\$ 9.00
X26N7	23 Inch	21.00

### LARGE SIZE INSIDE HUMMER FLYING BIRD

No. X38N68 . . . . . \$ 8.00

### NOVELTY HATS

No.	Description	Per Gr.
X45N13	12 Inch Coolie Hat	\$21.00
X45N14	16 Inch Coolie Hat	27.00
X46N88	Spanish Hat	33.00
X46N87	Cholo Hat	25.50
X46N104	Flat Top Ten Gallon Hat	48.00

### CANES, WHIPS AND BATONS

No.	Description	Per Gr.
X15N2	Extra Heavy Bamboo Cane	\$22.50
X17N8	Baton With Bell	13.50
X17N7	Swagger Cane	8.00
X17N10	Lash Whip	12.00
X15N1	Pennant Cane, HEAVY.	18.00

### SLUM

No.	Description	Per Gr.
X13N12	6 Inch Finger Trap	\$.95
X13N52	Metal Cricket	.95
X13N17	Swiss Warbler	.75
X8N7	Celluloid Rose Pin	.75
X8N9	Celluloid R. W., Blue Pin	.95
X8N1	Miniature Parasol	1.65
X38N804	Plastic Novelties	.75
X8N3	Magic Novelty Fan	3.25
X51N9	Bow Flag	.65

### CARNIVAL SUPPLIES

No.	Description	Per Gr.
X21R16	Cork Gun, Each	\$5.25
X21R26	Corks, Per Thousand	2.50
X5R7	Baseballs (Special), Dozen	1.50

WHILE STOCK LASTS!!

## NEW CARNIVAL NOVELTIES DAILY WRITE FOR INFORMATION!!

WATCH FOR OUR ADS!!

25% deposit required on all orders

**N. SHURE CO.**

200 W. ADAMS STREET CHICAGO 6, ILLINOIS



**COLOR CATALOG SENT FREE!**  
**NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS**

**MUSICAL DANCING DOLLS**—Assorted styles. Each in cellophane display box. \$36.00 dozen. Half dozen, \$19.00. Samples, \$3.25 each.

**PIPES—MASTERCRAFT**—Each in suede gift box and silk bag. Finest briar made. Retail for \$5.00 each. Assorted shapes and styles. Dozen, \$6.00. Samples, \$1.00 each.

**SPEED-O-MATIC CAMERAS**—Develops immediately without dark room. Retail at \$12.95, 12 film pack and developing kit free with each camera. Lots of 12 or more, \$2.00 each outfit complete, camera and film. Sample outfits, \$2.25 each.

**COMBINATION PEARL and RHINESTONE SET-PIN**, necklace and earrings perfectly matched in gorgeous satin lined box. \$26.00 price tag. SPECIAL PRICE DOZEN SETS, \$24.00. Sample set, \$2.25.

**R A Z O R BLADES**—Doubled Edged—Packed 20 packages 5's (100 blades) in display carton. 1,000 blades, \$4.50; 10,000 blades, \$37.00. Sample package, 100 blades, 50¢.

**EXOTIC FAN DANCER!!**—Action every second! Figure and base in hand cast metal. All metal shade. Separate switch for motor driven fans. Height 24". Natural feather fans. Individually boxed. Lots of 3, \$15.95 each. Sample, \$16.95.

**ACTION HULA LAMP**—Height 26 1/2", shade 16" wide. Lots of 4, \$12.50 each. Sample complete, \$13.00.

25% deposit on C.O.D. orders. 5% cash discount if your orders total \$75.00 or more. F.O.B. Pittsburgh, Pa. Minimum order, \$10.00.

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 1115 OGLETHORPE ST.  
 PITTSBURGH 1, PA.

FOR THOSE WHO APPRECIATE AND LIKE TO STUDY ART—

**VIRGIN NATIVE BUST**



Reproduced from expensive hand carving for lovers of fine art. 8 1/4 in. high, 6 1/4 in. wide, 3 3/4 in. deep. Useful in pairs for book ends or singly anywhere. Colorful, smart, realistic!

\$3.50 each or \$6.00 pair

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No C. O. D.'s, please.

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 Art Department

Box 2248 Hickory, N. C.

**Bantam Pocket Novels**

Perfect. Full front covers. 25¢ books. \$7.00 Per 100 Delivered.

Jobbers: Write. 25¢ Coin for Sample.

**STANLEY STOPPER**

1186 Broadway New York, N. Y.

**BINGO**

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.



**BIG PROFITS**

Own your own business stamping key checks, name plates, social security plates. Sample with name and address. 25¢.

**Bart Mfg. Co.**  
 303 Degraw St.  
 Brooklyn 2, N. Y.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

(Continued from page 76)

**HIGH STRIKER—GOOD CONDITION**, COMPLETELY equipped; wire, lights, stakes, extra new mallet and rubber; will accept any reasonable offer. Phil King, Long Beach Resort, Panama City, Fla.

**KIDDE FERRIS WHEEL AND JEEP RIDE**, Harrington, 222 Homestead Rd., La Grange, Ill. Phone La Grange 8385. jy8

**LORD'S PRAYER PENNY MACHINES**, \$425; samples, work and illustrated details, 25¢. L. P. Engravers, 705 S. E. 28th Ave., Portland 15, Ore. jy1

**NO REASONABLE OFFER REFUSED—SACRIFICE** two Kiddie Rides: Flying Jenny, Cars; inspect in operation. John Hicks, 28 Grant Circle, Benicia, Calif. Phone 523 W.

**ROLLER SKATING OUTFIT — COMPLETE** ready to work; 150 Chicago clamp shoes, p.a. system with 3 speakers, two automatic turntables, 1 mike, 3 speakers, wheel grinder, record case, keys, straps, parts, skate boxes, \$550. Edw. Felske, Ojibwa, Wis.

**SHORT RANGE TARGETS—30 KINDS**, MANY new ones; free samples. Fine Arts Press, 115 Donald, Peoria, Ill. np

**SMALL 7-TUR TILT-A-WHIRL IN A-1 CONDITION**; 21-foot Trailer; all for \$1000; can be seen in operation here at park. Geo. S. Crippen, Manitou Beach, Mich.

**TRUCKS—47-50 MODELS; SOME SLIGHTLY** used; National credit set-up; f.o.b. Rantoul. Write us about your transportation needs. Rogers Chevrolet Co., "Where Travelers Trade," Rantoul, Ill., Home of Chanute Air Force Base. jy8

**WANT TO TRADE—A.B.T. RIFLE SPORT AIR** Range, 10 Guns, new Devilbliss Compressor, 4 Moving Targets, Counters with Hose and Connections, Shot Tubes, lots of extra parts, new Panco backing; 25 Exhibit Ideal Card Vendors with Stand and Cards, 200 Peanut, Ball Gum and Candy 1¢ Vendors, extra parts, stands, brackets for 32-foot drop frame trailer, 30x60 top with poles, middle; Metal-typers, Photomats, Rotaries, Dale Guns, Silver Bullets or any worthwhile show property with transportation, Arcade pieces or what have you? Will pick up and deliver within 100 miles; will divide. Walter R. Long, 301 S. W. Third St., Richmond, Ind.

**WANTED — A TENT; CAN USE FLAME-** proof, square-end, three pole, ball-ring tent, approximately 50x100 ft. complete with sidewalls; must be in good condition; furnish price, description, location and date available to Gardiner, P. O. Box 6331, Dallas, Tex.

**"WINE, WOMEN AND SONG"—7 REEL ROAD-** show attraction or collectors item; 35mm., good condition, \$35 plus delivery. Everidge Smith, Paragould, Ark.

**16MM. SOUND FILMS FOR RENT AND SALE**, Roadshow releases available. Rogers Films, Box 26, E. Atlanta, Ga. jy15

**4 WHEEL TRAILER, SET OF OUTDOOR** scenery and lights, ready to go; will sell cheap. Box C-138, Billboard, Cincinnati, O. jy8

**MAGICAL APPARATUS**

**AAAAA WHOLESALE TRICK CATALOG, 10¢**—Joker's Novelties, Magic, fast-selling Specialties! (Pitchmen's Headquarters.) Arlane Mfg. Co., 4462-B Germantown, Pa. jy8

**A NEW SUB-MINIATURE RADIOPHONE FOR** mentalists, mindreaders, horoscope pitch; each unit less than pound, easily concealed; brochure, specification, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. jy15

**NEW #22 CATALOG MINDREADING, MEN-** talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books; 164-page illustrated catalog, 30¢, wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. jy15

**WAX FIGURE BUSINESS FOR SALE — 70** Plaster Molds; good business for ventriloquist mfr.; \$500 takes all. J. Jelinek, 3196a So. Grand Blvd., St. Louis 18, Mo.

**YOU CAN ENTERTAIN WITH TRICK CHALK** Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. jy8

**512-PAGE CATALOGUE OF 2500 TRICKS—** Pocket parlor, stage; world's finest magic; send \$1.50 for catalogue (refunded first \$6 order). Kanter's, B-1311 Walnut, Philadelphia 7. jy29

**MISCELLANEOUS**

**ADVERTISING LEAD PENCILS—ANY COLOR:** 5 lines printing, 1000, \$29; 500, \$18; mechanicals, \$39; 100 up; one-third deposit; samples 25¢. Keystone Sales, 634 Yorkshire, Houston 22, Tex.

**AVAILABLE—QUARTET OF SINGING WAIT-** ers for entertaining and service. 2119 406 E. 149th St., Bronx, N. Y. MO 9-5978.

**BELLY TANKS, \$9.95; STEEL, SIX OR TEN** foot size, free picture. Buck's Auto Wrecking, 1625 "I," Merced, Calif. jy22

**CALFSKIN LEATHER, ZIPPER, SADDLE DE-** signed Wallets, \$4.95 retail seller; \$21 dozen; postpaid sample, \$2. Homer Sales, 2611 West Homer St., Chicago 47, Ill. jy22

**FAMOUS SINGERS' ACTORS' VOICE SEC-** rets! Very low price! Information free. 14356A Jersey Ave., Norwalk, Calif. jy1

**FOR SALE—\$1.75 VALUE, 25¢; DIRIGOLD** Sugar Shell Spoons; quantity limited; \$3 dozen; sample, 35¢; a hot item. Field Bros., 39 South State, Chicago 3.

**HILLBILLY COMEDIAN — FIDDLE, SING,** guitar accompaniment; 18 years' experience radio stage; loads good clean material; timing, delivery, clever wardrobe; state your best. Buddy Beetlehead, 113 E. Hamburg St., Baltimore 30, Md. jy1

**LADY SILHOUETTE ARTIST WANTS TO** travel with you. 50-50 proposition. Box C-147, Billboard, Cincinnati, O.

**PITCHMEN — CLEAN MERCHANDISE, AIR-** park Farmers' Market, Hicksville, L. I., N. Y. jy22

**SIDEWALL — WATERPROOF AND MILDEW** proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100", \$54.56; 7x100", \$63.04; 8x100", \$72.52; 9x100", \$80; 10x100", \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691. jy22

**SPECIAL—NO. 9 ROUND BALLOONS, \$2.50;** Flying Birds \$9; beautiful Flora Pinwheels, \$8.50; Grass, quality guaranteed. Powers', 116 18th, Dunbar, W. Va.

**PERSONALS**

**ANYONE KNOWING WHEREABOUTS OF** Steven Homan, please call collect. Mr. Brazill, Syracuse, N. Y. 2-6780. jy1

**CHICAGO ADDRESS FOR YOUR MAIL—BUSI-** ness or personal. Information free. Schultz House, 3116-N Seminary, Chicago 13. au26

**ESPECIALLY IMPORTANT FOR SHOWFOLKS,** executives, students; "Speedreading for Quick Understanding," \$1. Jos. Campagna, 830 S. Michigan, Chicago.

**IS YOUR HAIR WORTH A DOLLAR? PRE-** vent baldness without the use of drugs, medicines, etc., with our secret Hindu method; money-back guarantee; send \$1. Hair Culture Research, Box 245, Peabody, Mass. jy15

**WRITE TO YOUR FRIENDS ON HUMOROUS** Novelty Stationery; 32 assorted sheets, love, business, politics; 32 matching envelopes, \$1. Gesell Printing Co., 117 Johnson, Winona, Minn.

**250 BOND LETTERHEADS OR ENVELOPES,** \$2.95 postpaid. 4th zone; all kinds printing. Cressman, Washington, N. J. jy1

**PHOTO SUPPLIES, DEVELOPING-PRINTING**

**COMIC FOREGROUNDS AND BACKGROUNDS;** Photo Mounts, Chemicals, Paper, Rings and Comic Cards for small photos. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. jy29

**COMPLETE STOCK DIRECT POSITIVE SUP-** plies; Drex and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. jy8

**COPY ENLARGEMENTS FROM PHOTO, 5x7,** 8x10, \$1; coloring 50¢ extra; originals returned. Acorn, Box 1635, Washington, D. C. jy15

**DIME PHOTO OUTFITS CHEAP — ALL SIZES:** drop in and see them; latest improvements. real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jy1

**DIRECT POSITIVE PHOTOGRAPHERS — WE** supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jy1

**DIRECT POSITIVE OPERATORS—WE HAVE** the new Eastman Direct Positive Paper, Chemicals, Backgrounds, Comic Foregrounds, Folders, Glass and Metal Frames. Write for new catalog. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo.

**MODEL 41A VICTOR SOUND PROJECTOR—** Complete nearly new; just \$100 takes it. Max Gall, P.O. Box 42, Hannibal, Wis.

**ROADSHOWMEN! 35MM. SOUND PROJECTORS,** \$112.50 up; trades accepted; lists free. Mogull's, 112B W48, NYC.

**SAVE ON FOLDERS—2x3, \$2/100; 5x7, \$4/100;** samples free; write for prices. Penn Photo-mounts, 335 Woodland Ave., Glenolden, Pa. jy22

**SALE—AMPRO SOUND 16 PROJECTOR, ELECT-** ric Snow Machine, Photograph Equipment, House Trailer; other things. L. H. Herdman, 1438 McCarty, Houston 15, Tex.

**SEND FOR FREE LIST 16MM. SOUND FEAT-** ures and shorts; we also buy, sell and trade. Belmont Films, 76 Forest Way, Clifton, N. J. jy1

**THE NEW E-Z PORTABLE STUDIO STREET** Camera with latest improvements. Glossick Mfg. Co., 544 Monson St., E. Peoria 8, Ill.

**THE NEW EASTMAN IMPROVED TYPE DI-** rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. jy29

**PRINTING**

**ATTRACTIVE 100 8 1/2x11 LETTERHEADS AND** 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. jy1

**BUSINESS CARDS, FINEST VELLUM; MAXI-** mum, 5 lines; 1,000, \$3 postpaid. William Jones, Dept. B, Box 343, Mineola, N. Y. jy15

**CIRCULARS—6x9s, 5000, \$17.50; 1000, \$1.25, 300** words; 4x9s, 5000, \$12.50; 1000, \$3, 200 words; 3x6s, 5000, \$4; 1000, \$1.25 100 words; prepaid; what else? L & K Press, Crawfordsville, Ind. jy1

**DE LUXE CUSHIONED RUBBER STAMP,** knob handle, indexed, 3 lines, 50¢; 4, 60¢; Ink Pads, 40¢; 500 Two Color Personal Gummed Labels, 3/4x2", \$1; quick service. Warner & Co., 355 Green, Havre de Grace, Md. jy22

**MIMEOGRAPHING — TRIAL 100 (8 1/2x11),** black ink, white paper, postpaid, \$1.50. Stowe Mimeo, Box 398BB, Bartlesville, Okla.

**RUBBER STAMPS, 3 OR 4 LINES, \$1 POST-** paid; Stamp Pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. jy15

**THREE COLOR 14x22 WINDOW CARDS—NONE** better in U. S. A.; \$6.50 hundred; \$57 thousand; bumper cards, 5 1/2x26, \$5 hundred, \$38 thousand. Tribune Press, Earl Park, Ind. jy8

**200 6 1/2 WHITE ENVELOPES AND 200 WHITE-** bond Letterheads, 8 1/2x11, \$3 postpaid in U. S. Webster's Printshop, Farmland, Ind. jy1

**1000 SIMULATED ENGRAVED BUSINESS** Cards, \$3.85 postpaid; excellent quality, blue or black ink; order direct or write for samples. Robert Johnson, 263-S Plymouth Ave., Rochester, N. Y. jy1

**1,000 BUSINESS CARDS PRINTED IN 3 COL-** ors, \$3.95; card case free; 100 Letterheads, 8 1/2x11, and 6 1/2 Envelopes, Hammermill Bond, \$1.95 postpaid; samples. Academy Press, Enterprise, Kan. jy8

**SALESMEN WANTED**

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,** Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS, Lincoln, Chicago. np

**SALESMEN—MAKE \$2,500 NEXT 7 WEEKS;** new sensational deal every merchant wants; beautiful sales kit free. States Trading, 330-AA South Wells, Chicago 6. np

**JULY SPECIAL**

We need volume buyers. Special men's watch only

**\$2.61**

(6 or more) Complete with metal stretch band. 30-day time limit on this offer.

**WRITE FOR FREE CATALOG**

10% Deposit, Balance C. O. D. SAMPLE \$4.00.

**HOT SALES BOARD ITEM!**

Never before have you seen a Precision Time-piece with all these features at this LOW PRICE! Order Now for Immediate Delivery.

**MARVEL WHOLESALE WATCH CO.**  
 501 PINE ST. ST. LOUIS 2, MO.

"FAN BLADES MAKES FRIENDS . . . opens the door to more sales, repeat business and larger profits. No other blade offers as much for the money!"

**FAN BLADES**

DOUBLE OR SINGLE EDGE

Write for details and sample order.

**FAN BLADE CO.** 32 Green St., Newark 2, N. J.

**Put \$2.00 on the Winner!!!**

Send for Sample Portfolio Containing **4 HOLLYWOOD PICTURE HOLDERS**

Cellophane construction, self-hanging, no nails or tacks required. Gives a salon display touch to pictures—won't mar walls, and

**15 ASSTD. PIN-UP PICTURES**

11 are approx. 8x10"; rest, 4x6". Gorgeous beauties, wonderful for cottages, cabins, resorts, bars, restaurants, recreation rooms, etc.

Complete portfolio—4 Hollywood Holders & 15 Pictures, only \$2.00. Remit with order. No C.O.D.'s.

**PERMA PRODUCTS CO.**  
 P.O. Box 25, Linwood Sta. Detroit 6, Mich.

**BINGO SUPPLIES and EQUIPMENT**

**IMMEDIATE DELIVERY!**

Electric Flash Boards  
 Electric Bingo Blowers

Wire or write for Catalog

**John A. Roberts & CO. INC.**  
 817-823 Broadway, Newark 4, N. J.



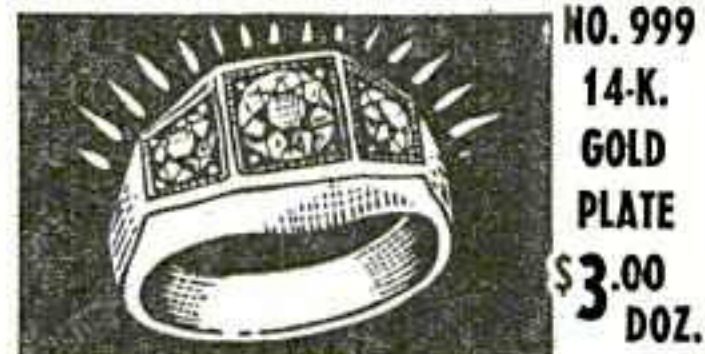
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FOR SALES AND EYE APPEAL  
IT'S NEW — IT'S TERRIFIC!!

14-K.  
GOLD  
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BEAUTI-  
FUL  
FINISH  
\$4.50  
DOZ.



No. 877 — Heavy Mounting — Hand Set.  
Sparkling Full Cut Imported 1-Ct. Stone.  
It's a Gem and a Beauty.



NO. 999  
14-K.  
GOLD  
PLATE  
\$3.00  
DOZ.

White Center, Ruby Sides, or 3 All White  
Brilliant Cut Stones.  
Deposit with all C.O.D. orders. Please  
state your business. Above two samples  
postpaid \$1.00.

**PROVIDENCE RING COMPANY**  
49 Westminster St., PROVIDENCE, R. I.

**JEWELRY!**

IS OUR BUSINESS

**VALUE!**

IS OUR MOTTO

We Have Everything For:

- Jewelers • Engravers
- Demonstrators

**Attention, Engravers!**  
**NEW CATALOG**

NO. 105—HOT OFF THE PRESS AND  
SIZZLING WITH NEW BIG SELLERS

Write for Big Catalog  
(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

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5 No. Wabash Ave. Chicago 2, Ill.  
ALL PHONES Central 6-7966



**Laugh Until You Weep!**  
**COP CALLERS**

Order direct from manufacturer, \$10  
per gr. Dealers and jobbers, write  
for special prices.

25% With Order, Balance C.O.D.

**ELKTON MFG. CO.**  
Elkton, Md.



**Best Selling**  
**LIVING PICTURES**

**BUSY FANNY.**  
**SLEEPING BEAUTY.**  
These pictures actu-  
ally move while look-  
ing at them. No mech-  
anism, the cleverest  
novelty of the year.  
TWO DOZEN ORDERS  
POSTPAID, \$7.20 per  
dozen. **BABY & CAT,**  
\$5.50 per dozen. Two  
samples, \$2.00. Remit-  
tance in full saves  
C.O.D. fee. Deposit on  
C.O.D. orders.

**EASTERN SALES CO. (Est. 1933)**  
634 So. High St. Akron, Ohio

**SALESMEN — DISTRICT MANAGER SELLING**  
Device approved by the Federal Security  
Agency Food & Drug Administration. For de-  
tails write Stimulating Massage & Device, 102  
W. 44th St., NYC.

**SCENERY AND BANNERS**

**NIEMAN CARNIVAL-CIRCUS BANNERS THE**  
best, not the cheapest; no disappointments.  
Nieman Studios, 1236 S. Halsted St., Chicago.  
CA-6-2544. jy1

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, DESIGNS, COL-**  
ors, Needles, Outfits; genuine German Pelican  
Ink; free catalog. Owen Jensen. 120 W. 83d  
St., Los Angeles 3. jy15

**HELP WANTED—ADVERTISEMENTS**

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column.  
No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**AGENT WITH CAR FOR SMALL CIRCUS—**  
Write, don't wire. Monroe Bros. Circus,  
Rt. 4, Box 145, Des Moines 13, Ia.

**BIRD TRAINER—WILL PAY FOR THE BEST;**  
cool summer resort; give references, salary  
desired. Charles Whitford, Sawyer, Wis. jy8

**SALES FORCE AND JOBBERS NEEDED IN**  
all States. Dr. Roberts, S. Patterson St.,  
Valdosta Ga. jy15

**WANTED—MUSICIAN FOR REPLACEMENTS**  
in tenor-style band; locating out of Des  
Moines, Ia. Jack Cole, 423 Chicago Ave., Sa-  
vanna, Ill. np

**EVERYTHING YOU NEED FOR TATTOOING—**  
Electric Tattoo Machines, Designs, Colors;  
complete outfits; illustrated catalog free. Mill  
Zels, 728 Lesley, Rockford, Ill. se29

**WANTED TO BUY**

**LOOPER, FLYING SCOOTER, ELI 5 & 6,**  
Merry-Go-Round, 30 ft.; large Chairplane,  
Kid Boat Ride, Rotowhip. F. Shafer, Washing-  
ton, Ind.

**SPONSORS OF YOUNG PEOPLE'S CLUB WANT**  
portable dance floor or other suitable build-  
ing. Ed F. Smith, RFD, Rte. 1, Box 13, Batavia,  
Ill.

**WANTED TO BUY—ANY QUANTITY USED**  
Silver King 1 $\frac{1}{2}$  and 5 $\frac{1}{2}$ , Northwestern Model  
39 and 33 Ball Gum, Northwestern Deluxe 1 $\frac{1}{2}$   
and 5 $\frac{1}{2}$ , Victor, Topper and Esquire or what  
have you? Write full particulars, price wanted  
first letter; cash waiting. Northwestern Sales  
& Service, 4105 16th Ave., Brooklyn, N. Y.  
Gedney 8-3600. 438 W. 42nd St., New York  
18, N. Y. Chickering 4-0142.

**AT LIBERTY—ADVERTISEMENTS**

**5c a Word, Minimum \$1**

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No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**BANDS AND ORCHESTRAS**

**MUSICAL, VOCAL COMBO—GAY NINETY,**  
cowboy, pop, rumba, plus 2 gal vocalists, 1  
comedienne and 1 glamour. Pagano, 460 E.  
147th St., Bronx 55, N. Y. MO 9-5978.

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radius Cincinnati; union; dances, banquets,  
picnics. Ken White, P. O. Box 52, Sta. E,  
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**WELL ORGANIZED 4-PIECE COMBO DESIRES**  
steady engagement after August 30; prefer  
East or South, but will consider all offers; we  
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records on request. Contact Band Leader, 144  
So. Hawthorne Lane, Indianapolis, Ind.

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**HALF AND HALF FOR ANNEX—TRUSTFUL,**  
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**MISCELLANEOUS**

**CANVAS BOSS, WIFE—TICKETS, TRAILER;**  
rep or med.; state salary first letter. Fred  
Boone, Canton, O. care Kinsey Players.

**TOP FLIGHT ENTERTAINER AND WIFE AT**  
liberty September 1st would like to lease  
small tavern or club. Taylor Mowry, Hotel  
Kansan, Topeka, Kan. jy15

**MUSICIANS**

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no notice. Don Reynolds, 521 West 8th St.,  
Grand Island, Neb.

**DRUMMER—AVAILABLE NOW, ALL SUM-**  
mer; travel anywhere; afterwards at the end  
of September jobbing in Chicago area; read,  
fake, combo and small orchestra; semi-name  
experience; union, white, reliable, dependable  
and sober. William D. Olive, 3655 N. Sacra-  
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**ALTO, TENOR SAX, FLUTE, CLARINET; COL-**  
lege graduate; 22, sober, union; permanent  
job wanted. Seymour Bass, 143 Baltusrol Way,  
Springfield, N. J. jy22

**ALTO, CLARINET, BARITONE, VOCALS, 30,**  
semi name experience; read good, don't  
drink, neat, reliable. B. K., care Rock's Cafe,  
Rt. 4, Baton Rouge, La.

**ARRANGER, COMPOSER, COPYIST — PLAYS**  
trumpet and piano; experienced in organiz-  
ing and styling. Floyd Lauck, 814 Clay, Ft.  
Wayne, Ind.

**AT LIBERTY AFTER JUNE 2—GENERAL**  
business singing specialties, general utility;  
small parts and props preferred. Ray Coles,  
c/o Walter Rogers, Rt. 6, Menomonie, Wis. jy1

**AVAILABLE IMMEDIATELY—EXPERIENCED**  
Lead Alto, Clarinet, Flute, Tenor, single, will  
travel; union. Musician, 2867 W. Palmer St.,  
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ty experience, right chords, read anything,  
shows, etc.; references. Box C-150, Billboard,  
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enced; desires connection with responsible  
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sidered. John McGlothlin, 2322 S. Adams St.,  
Peoria, Ill. jy8

**DRUMMER, BELLS, XYLOS, HORN—SOME**  
band library, Legion bands corps, industrial,  
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answered. Bobbie Burns, Electra, Tex.

**DRUMMER—SEMI-NAME EXPERIENCE, CON-**  
servatory trained; arrange, do comedy, pan-  
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mercial hotel band or cocktail unit; cut or no  
notice. Write or wire Don R. Mitchell, 724  
West Division St., Springfield, Mo.

**ELECTRIC LEAD OR RHYTHM GUITAR —**  
Double violin, read or fake, sing in original  
keys; small combos preferred in South. John  
E. Meyer, 419 N. Jackson, Odessa, Tex. jy8  
(Continued on page 80)

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Aluminum, Nickel and Nickel Silver at low  
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Rings. Rings for grab bags from \$9.50 to \$12.00  
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10K R.G.P. case with stainless steel back.  
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He eats one end —  
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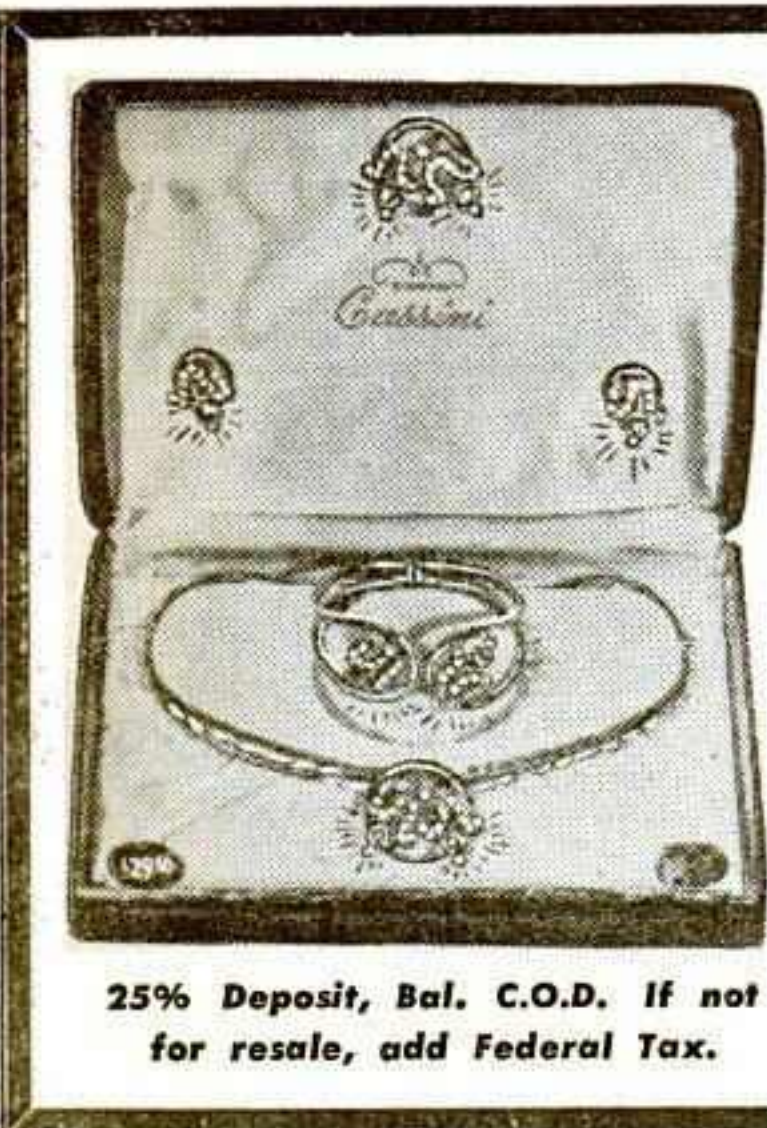
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**5,000,000 U.S. ARMY INSIGNIA PATCHES**  
 At ridiculously low prices!

Think, Wide-Awake Operators! Thousands of American Legion Posts, VFW, Amvets, Catholic War Veterans, Jewish War Veterans, etc., want them!

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FOR SAME DAY SERVICE CALL

**MUSICIANS**

(Continued from page 79)

**ELECTRIC SPANISH GUITARIST, VOCALIST**—Best equipment, tops in appearance; have been working finest hotels, clubs in the South; currently Zebra Bar, Lexington, Ky.; consider all. Write, wire, Bob Eckler, 311 6th St., Ravenna, Ky.

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Moore, Patsy
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Shows Woodward, Johnnie
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Zuckerman, Abe

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Noite, Irwin E.
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## MERCHANDISE TOPICS

### New York:

There's going to be plenty of Rudolph Christmas items on the market this year. Rudolph is the red-nosed reindeer who will be presented as a soap figure (25 cents), on top of a perfume bottle (10 cents), collapsible key chain pencils (59 cents), on key chains (10 cents), as an electric lapel pin—pull string and red nose glows (59 cents), and on pencils (10 cents). . . . **Carnival Toy Manufacturing Corporation** is delivering colorful plastic ukuleles and banjos to the trade. The ukulele has a Hawaiian motif. The banjo has cowboy decorations. . . . Suitable for pocket or purse, Galloping Dominoes is a pair of regular dice enclosed in a glass-covered container. A push-button mechanism activates the dice and offers a player pleasant recreation. It's a 98-cent seller. . . . Tri-Tone is a new three-color ball point pen retailing for \$2.50, manufactured by **Flo-Ball Pen Corporation**. Writing colors change by adjusting the pen's position in the writer's hand. . . . Gas stations and auto courts may be interested to learn that **Santay Corporation** is marketing a new Glo-Knob automatic car lighter. The replacement dashboard lighter has a lucite knob that glows as the lighter heats, and the unit is display carded for counter sales. . . . **Topic Toys'** latest is 'Tidy Teddy, a plastic gadget for young children. Teddy's a young bear that bathes when the youngsters do. When the soap is lifted from his white bath tub (soap dish), Teddy's hands and feet go up and down in evident enjoyment—a 98-cent retailer.

The latest creation in the doll field is **Raving Beauty**, a walking doll that has hair which can be shampooed, combed and waved. The doll sells for \$13.95 and up. It's a product of **Artisan Novelty Company**. . . . For baseball fans, **L. & H. Stern** is introducing **Tie Score**, a combination tie clasp, pocket clip and ball pen. The 50-cent item is shaped like a baseball bat. When not in use, the threaded cap end of the bat protects the point of the ball pen. . . . For yachting enthusiasts in the sand pail set, **Thomas Manufacturing Corporation** is offering a plastic sailing dinghy complete with keel, rudder, tiller and waterproof sail to sell for 29 cents. . . . At the same time, as a \$1.50 number, **Ideal Novelty & Toy** is presenting a plastic speedboat with outboard motor attachment. The boat's direction is governed by positioning the speedboat's rudder. . . . Meanwhile, **Chicago Toy Company** is pushing its new toy, **Sea Star**. The company stresses the safe operation of the speedboat—no chemicals, mechanism or flame. . . . **Plastic Innovations** is turning out an assortment of inflatable swim rings for this age group. . . . To follow up current interest in figurine painting, **Arthur Brown & Bros.**, has introduced a figurine painting kit to sell for \$1.50. The set includes a figurine, four jars of colors, clear glaze, brushes and an instruction book.

Dog show workers and stands should note that there's a new type of dog leash on the market to retail for \$1.29. It's a plastic encased, retractable dog leash that shortens and lengthens automatically as the dog moves around. . . . Noting the great sales success of jumbo noses, **Bayshore Industries** now is manufacturing **Giant Ears**. The carded latex rubber ears slip over the real ones. . . . **National Spangle Corporation** has brought out an attractive line of jeweled dishes in transparent colors. Their five-compartment dish is a 49-cent seller; jeweled cake plate, a 15-cent seller; jeweled fan dish, a 10-cent item, and the jeweled cigarette box a 29-cent number. . . . Signal flares of the five-minute, red burning, fuse type are offered in large quantities by **H. L. Bogess**. . . . The home appli-

ance and housewares industry will display its latest products at the annual trade exhibit, **Atlantic City Auditorium**, July 10-14.

### Chicago:

**Frisco Pete**, novelty jewelry manufacturer, has announced a new line of enameled identification bracelets in a choice of 12 high school colors. **Maurice Mish**, firm head, who is looking forward to a large sale, calls the item a natural for those working school stores. . . . A new TV show, "Tavern Treasure Time," will give away hundreds of dollars in merchandise prizes, and will make it possible for taverns thruout the city to participate thru premium giveaways. Show gets under way July 12 over **WGN-TV**. **Merchandise Advisors, Inc.**, will sponsor the show, with **E. E. Mullan**, executive secretary, in charge. Show and merchandise gimmicks will be used to build public relations for the taverns.

### Los Angeles:

**M. (Whitey) Monette** and **Jake Schwartz** were down from San Francisco to handle novelties at the **Shriners' convention** which brought an estimated 250,000 people into the town for almost a week. . . . **Johnny Harris**, of **Harris Novelty Company**, creator of several outstanding novelties, is bringing out the **Queen of Burlesque, Booby**. Item is made of soft, flesh-like plastic rubber. It wiggles just like the girls of the runways. Movement is controlled by a mechanical device. **Booby** joins the parade with the **Ubangie Girl**, a car window item that wiggles and shakes from the motion of the car. **Ubangie Girl** comes complete with tiger-skin sarong, feather hair-do and suction cup. **Jack Martin** recently joined **Harris Novelty** to take care of increased business. . . . With the fair season getting into full swing, **D. Gordon Manufacturing** is offering a line of twill crew hats in combination colors and with flexible soft peaks. They are ideal for monogramming. . . . **Chimpy** is the name given to life-like soft plastic rubber chimpanzee being offered by **Sol's Novelty & Distributing Company**. Item weighs 12 ounces and is hand-painted. . . . At **Wholesale Specialty** many orders are being filled for the **Babe Ruth Wrist Watch**. The watch has luminous dial and sweep second hand. Available with stainless steel expansion band. . . . **Jack Stanley** is offering the **U. L. approved all-metal electric perfumizer and deodorizer**. Can be used for demothing. Item is individually boxed.

### #195 CRYSTAL HURRICANE LAMP



**\$1.30** Ea.  
**\$15.00** Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.  
**Packed 2 to Carton (no less sold)**

All orders are F. O. B. Chicago. Please include 40¢ for each pair of Lamps to cover parcel post. **TERMS: 25% deposit required on all orders—balance C. O. D.**

Our new 44-page 1950 Catalog just off the press. Send for your copy today—It is Free.

**SERVING THE CARNIVAL TRADE OVER 34 YEARS**  
**M. K. BRODY**  
 1116 S. HALSTED ST. CHICAGO 7, ILL.  
 All Phones: MOnroe 6-9520

### GOLDEN BEAUTIES

Twin 14K gold-plated propel-repel pen and pencil set with beautiful golden filigree, studded with simulated jewels. Comes complete with carrying case. Big demand for this \$1.00 retailer that fits snugly into purse or pocket.



**\$6.00** Doz. **\$66.00** Gr. **\$1.00** SAMPLE  
 25% Dep.—Money Order; Bal. C. O. D.  
 Allow for postage on prepaid orders.  
 Write for list of Hot Specials.  
**IMPERIAL MDSE. CO.** 893 Broadway  
 New York 3, N. Y.

### A Profit Producing Promotion! THE NEW OFFICIAL ROY ROGERS



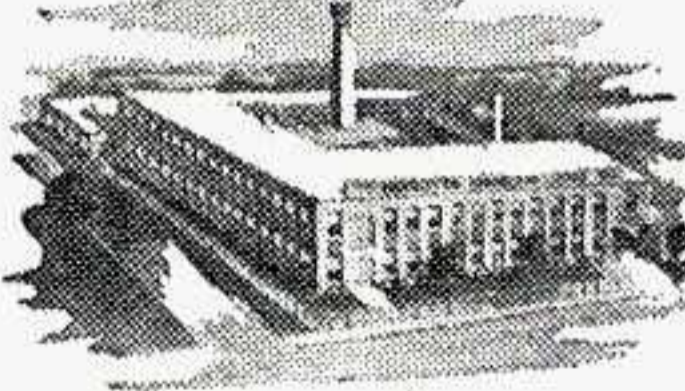
Moving Picture Lamp  
 Sells Itself the Year 'Round **\$2.90**

Distributed by  
**I. ROTHSCHILD, INC.**  
 200 Oak Street Buffalo 2, New York

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SAVE TIME —SAVE MONEY

BUY YOUR ROLLED GOLD PLATE WIRE DIRECT FROM THE MANUFACTURER



No order too small or large that cannot be shipped immediately from our large stocks.  
 25% deposit on all orders, bal. C. O. D.

Sample will be shipped immediately entirely FREE OF CHARGE

Write at once for a generous working sample of 1/60 12 Karat in size desired.

**THE IMPROVED SEAMLESS WIRE COMPANY**  
 775 EDDY STREET PROVIDENCE 5, RHODE ISLAND

### COMPLETE CATALOG NOW BEING MAILED OUT

YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT

Midwest Special SLUM assortment, 25 gross	.....\$15.00
Midwest Special Glassware assortment, 500 pcs.	..... 15.00
Bed Dolls, 28", asstd. Beautiful silk dresses, regular \$36.00; Now	..... 28.50

Half cash with order.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY  
 KANSAS CITY, MO.



# Pipes for Pitchmen

By Bill Baker

**CHARLEY LAWSON . . .** sheet writer of note, is in Ward 26, San Francisco Hospital, where he expects to be confined for a long time. He'd like to read letters from papermen friends.

*Forget about those bankrolls you used to have.*

Give a pitchman a square deal and he's your friend.

**BIG AL WILSON . . .** blasts the following from St. Joseph, Mo.: "I'm working this city this week and then go into Chicago for five weeks at the fair there. Following that date, I'll head for the Minnesota State Fair, St. Paul. The monkey man was here and sold over 100 monkeys at the stock yards. This is the JCL whom pitchmen laugh at and he gets two yards per day. That's something to laugh off. Those Texas monkeys are alive and the boys can't find out where he buys them. That's the catch."

*The average pitchman needs only about a thousand times what he has.*

Heading for trouble is the salesman who has no knowledge of what he's selling.

**ELEANOR DAVID . . .** is working combs and mice to big takes at a main street location in St. Joseph, Mo. Reports from that area indicate that kitchen gadgets are going well in the Kresge store there.

*A pitchman can make as much noise as he likes to make others keep as quiet as he'd like.*

The successful pitchman looks ahead and then goes ahead.

"WHILE STROLLING THRU . . . Riverview Park here recently, I met a trouper of the old school, Jack (Kid) Shaw and his wife, Bernice," letters V. L. Torres from Chicago. "They are readying their Athletic Show for an early opening and promoted me as a filler up, writing good fortunes with the aid of a new gimmick. It's a musical goblet and I'll pass them out at a half-dollar, and hear me, folks. Don't go away without one of my prophesies: You will surely live in clover for when you die you are dead all over. If the outfit clicks we'll stick for the remainder of the season."

*There's much good news going to waste simply because pipesters are too tired to send it in.*

Fireworks for a number of pitchmen will come after the Fourth of July.

**MACK McKENNA . . .** who worked the McClean store in Wichita, Kan., to big scores with pens, is planning to work the same item in Kansas City, Mo.

*If you are one who wears a sour face at the slightest discomfort don't beef because your tips do not smile and patronize you.*

It's true that the season is about half over, but the most promising months are yet to come.

**BOB KRAUSE . . .** and wife are reported to be corralling the hermans working egg beaters and eye glass cleaner in the Woolworth store, Kansas City, Mo.

The successful pitchmen are careful to spread out when working a spot. They don't want to overdo a privilege.

**BOB ROACH . . .** is working cards and mice at a choice location in Chicago to good geedus counts.

The fellow who claims it's too hot to work in the summer and too cold to work in the winter just doesn't have any ambition.

## Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Tells Time. Stop Watch Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

- Telemeter
- Chrome Plated Case
- Precision Made
- Tachometer
- Unbreakable Crystal
- Attractive Dial
- Large Sweep Hand
- Hands and Numbers Glow in Dark.

Gross Lots \$2.98  
Watch Only  
Lots of 100 ..... \$3.05  
Lots of 12 ..... 3.25  
Lots of 6 ..... 3.35  
Gold Plated, 75¢ extra.  
Plastic Band, \$1.10 Doz.

BRAND NEW! TERRIFIC SELLER!



with 4 Sim. Rubies, 8 Sim. Diamonds, 75¢ extra

## AUTOMATIC CALENDAR

Jeweled—Anti-Magnetic  
\$3.35 Gross Lots \$3.65 Doz. Ea.

C. O. D. orders from non-rated concerns, 10% with order.

On orders under 6 watches, add \$1.50 ea. SARO WATCH, SS-1674 B'way, N. Y. 19, N. Y.

## PORTRAIT MEN!

- WE DO ENLARGING, FINISHING,
  - HAVE LARGE STOCK OF FRAMES,
  - ETC. 30 YEARS' EXPERIENCE!
  - Write for Particulars Today!
- MINNEAPOLIS PORTRAIT COMPANY  
309 Gorham Bldg., Minneapolis 3, Minn.

## Fast Selling OAK-HYTEX BALLOONS



No. 9 CPS Circus Parade Circular Stripe....Gro. \$7.70

No. 9 MGR Merry-Go-Round .....Gro. \$8.05

Here's the Flash That Gets the Cash! Order From Your Jobber Today!



The OAK RUBBER CO. RAVENNA, OHIO.

Authorized Distributor for OAK RUBBER CO. PRODUCTS  
25% Dep. With Order, Bal. C. O. D.  
**ACE CARNIVAL SUPPLY CO.**  
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P.O. Box 7696 Dallas 10, Texas

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For FAIRS—PARKS  
\$50.00 TO \$1,000.00

Immediate delivery  
Free Catalog  
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**STANDARD SPECIALTY CO.**  
Oostburg, Wisconsin



**PISTOL LIGHTERS**  
Stocks on hand! Delivery at once! Special Introductory Bargain Sale definitely ends July 15th. Regular higher prices afterwards. Buy now and save! "Masterpiece"—that famous pistol, similar to U.S. Army .45 automatic, with white, pearl plastic handle. \$11.25 doz. "Better" pistol (as pictured), \$7.50 doz. "Fully Automatic" double action pistol, \$10.50 doz. Sample of each of above plus 1 other lighter plus one "bonus" item, \$5.30. Postage extra. 25% advance, balance C.O.D.

HANSPAL, 57 W. 8th St., New York, N. Y.

## CONEY ISLAND

(Continued from page 56)  
in their employ 40 years, and for Streamline Scooter, Hughie Flaherty, former burly comic, 10 years a ducat handler. Larry Sangirardi is general man with Jack Valentine, his helper. Others on the payroll of the Streamline Scooter are Sam Kampel, cashier; Sol Levy, control man and Joe Dietrich, George Mich and James Esposito, floormen.

Joe Asef's Whip on the Boardwalk has Bob Buckley, ticket seller and Roy Whitworth, relief man. . . . Lucky bidder in the auction sale last February of the spectacular Gyroglobe ride on West 12th was Fred Sindell. Price, that started at 7G, ended with \$9,200. . . . Zingo and Hoop-La games, the only ones on the Island, bring heavy returns to the Wertheimers in Pleasureland. . . . Bob Adler, real estate on Surf, goes back to the seasons of 1907-'8-'9 when he was headwaiter for Wilson and Kojan's Surf Avenue Opera House and other concert halls and pocketing 200 to 300 simoleans weekly. . . . Frank Russo's shooting gallery on Surf opposite West Eighth is being managed by George Rosenstein.

Eden Musee, Surf and West Eighth, which William Meinch, Coney's electrical contractor, took over last summer from Sam Gumperz, has Ray Mulford in the ticket box and Helen McKeever, 71, still making wax models as she did back in 1914 when the Musee was located on West 23d Street, Manhattan. Spot, entirely remodeled, now tenants 42 wax exhibits. . . . Butch Bulldog Miller serves as an effective bally for Mr. and Mrs. Charles Miller's penny pitch and shoot-till-u-win, a Feltman's Park concession. . . . Mrs. Julie Adams, who operated kiddie rides 20 years ago, is back on the Island, this time owner of a large popcorn and candy concession in the Smith Street Trolley Terminal.

Rocco R. Castellano's Arcade, corner West 15th and Bowery, offers 42 units of Pokerinos and 8 of Bangos with Harry Block and Rocco's brother Anthony, assisting.

## Why You Should Never Drink Water

A NEW ELECTRICAL LIVE-ACTION LAUGH-RIOT SENSATION  
(Delivery in Two Weeks)

The little boy really does it from beginning to end with a brilliant lighting effect—complete with frog croakings—by way of explaining "Why You Should Never Drink Water."

Prices, complete with lamp and 6 ft. electric cord:  
**\$6.00** Ea. in Doz. Lots F.O.B. N.Y.  
**SAMPLE \$7.50**

POSTPAID  
25% Deposit, Balance C. O. D.  
We prepay with full remittance.

- STARTLING
- FASCINATING
- AMUSING
- ENTIRELY DIFFERENT

Giant 9 1/2" x 13 1/2" Display Size! Good to the Last Drop!

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Engagement .... \$2.63 Doz.  
Wedding ..... 1.63 Doz.

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES — COCKTAIL RINGS—They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

**HARRY MAHREN RING CO.**  
303 5th Ave., N. Y. 16, N. Y.

Red and White Stone Combination ... \$3.00 Doz.

## ITCHY DOGS

Best grade with Key attached, \$21.95 gr., \$2.00 dz.

Swiss Warblers, 85c gr. Ex. large 33 in. JAP PARASOL, best grade, wooden handle, \$5.50 dz., \$63.00 gr.

Immediate delivery. Orders shipped same day received.

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**SUPER SCOOP!**  
Premium Users — Sales Operators



**PISTOL LIGHTER AUTOMATIC TYPE**

We want 1000 new customers! Highly polished chrome plated with stag-like handle grip with screw. Can be replaced with mother-of-pearl. Round detachable base. Individually boxed, packed 12 per carton. Immediate delivery. Wire your orders!

**\$8.00** Doz. Sample \$1.

Gross Lots **\$7.60** Doz. Case Lots (50 Doz.) **\$7.20** Doz.

Write for Catalog

**Super Specials!**  
Famous Lifetime 3-PC. STAINLESS STEEL CARVING SET. In gift box. Dz. \$10.80  
3-PC. PEN SET, boxed. Dz. 4.00  
NAIL CLIPPER, 12 on card, Gr. 12.00  
ALARM CLOCKS. Dz. 16.20  
NYLON BATH BRUSHES, boxed. Dz. 7.20  
25% deposit with all orders, balance C.O.D., F.O.B. N. Y.

**SUPER SALES CO.**  
25 E. 17th St. New York 3

**ITCHY DOGS . . . . . \$19.80 gr.**  
**BEGGING FUR COVERED DOGS.. \$54.00 gr.**

**"THE WOLF PACK" LARGE BLACK HANDLE PISTOL LIGHTER**




Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

**\$10.20** DOZ. PACKS  
**\$1.25** SAMPLE PACK

**\$9.60** DOZ.

**"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.**



**\$43.80 GR.**  
**\$4.00 DOZ.**

**1950 Free Catalog Now Ready, Write for Same**

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**REDUCTIONS 50%**  
**SAVE TO LIGHTERS**

Now at the World's Lowest Prices

**PISTOL LIGHTERS**—Automatic, large size (3"x2"), dazzling chrome, black handle. Sample \$1.00. Doz. \$7.20  
**AUTOMATIC "ALADDIN" TABLE LIGHTER SET**—Brilliantly silver plated, with engraved silver tray to match. Sample, \$1.00. Doz. Sets. \$7.20  
**CAMERA LIGHTERS WITH AUTOMATIC CABLE SHUTTER RELEASE.** Sample, \$1.00. Doz. \$9.00  
**COMBINATION FULLY AUTOMATIC CIGARETTE CASE AND LIGHTER**—Ultra thin, large size, looks like a million, brilliant lifetime chrome, a great \$10.00 retailer. Sample, \$2. Doz. \$18.00.

**WATCHES**  
Brand New Only—No Rebuilds  
World famous make. Sorry, we can't disclose name. NEW Low Prices. Each Watch includes \$12.00 14-Kt. G.F. expansion band, luxury plush gift box, unconditional guarantee.  
**MEN'S OR LADIES' 17 JEWEL PRECISION MOVEMENT**—Gorgeous, modern, ultra thin cases; flashy hand set simulated diamond dial. \$95.00 price tags. Sample, \$16.00. Lots of 3, each \$13.90. Lots of 6, each \$12.90  
**\$6500.00 LADIES' DIAMOND WATCH & BRACELET**—Faithfully copied. Simulated diamonds completely cover face of watch and entire bracelet. Just press lever and jeweled lid springs open revealing time. Platinum finish case, 17 ruby jewel movement, \$125.00 retail. Each \$25.00. Lots of 3, ea. \$20.00. Lots of 6, each \$18.00

**ALARM WATCHES**  
On Alarm Watches BURKE undersells everybody. Ultra fine 7 jewel movements.  
**ALARM POCKET WATCH**—New smaller size, thinner model. Each \$6.50. Lots of 3, ea. \$5.95. Lots of 6, ea. \$4.90  
**ALARM WRIST WATCH**—Precision 7 jewel, radium dial, sweep second. Sample, \$8.70. Lots of 3, ea. \$7.70. Lots of 6, ea. \$7.20  
**WORLD FAMOUS "CAL-O-DATE"**—Superior calendar watch, gold numerals, radium hands, water resistant 7 ruby jewels. Sample, \$5.50. Lots of 3, each \$5.00. Lots of 6, ea. \$4.80

**COSTUME JEWELRY**  
Repeating sensational sample offer. Four 3-piece sets (samples from \$50.00 doz., \$42.00 doz., \$24.00 doz., \$15.00 doz.) gorgeously boxed. All four sets (retail value over \$100.00) \$10.00  
**EXTRA SPECIAL**—14 K. G.F. CROSS & CHAIN SET WITH GENUINE DIAMOND—Gift box, \$19.95 price tags. Sample, \$2.00. Doz. \$15.00  
**EXPANSION WATCH BANDS**—Retail for \$6.00 ea., gold plated or chrome, on velvet pads. Ea. \$1.00. Doz. \$7.20. 3 Doz. Lots, Ea. \$6.00

**QUALITY FAMOUS MAKE PEN SETS**  
Lowest prices anywhere. Check 'em! 24 K. gold plated caps, luxury boxed, \$7.50 tags.  
**3-PC. FINE SELF-FILLER FOUNTAIN PEN**—Better ball pen, fully automatic pencil. Doz. \$3.85. Gross \$43.00  
**4 PC. SETS**—Same as above plus matching pocket knife on keychain flashlight. Doz. \$5.50. Gross \$65.00  
**THE BALL POINT PEN SEPARATELY**—(You'll recognize the famous make.) Doz. \$1.50. Gross \$15.00  
**DREAM GIRL HOLLYWOOD FLOATING NUDE AUTOMATIC PENCILS**—24 Kt. gold plate. Doz. \$3.75. Gross \$43.00

**BURKE DOES IT AGAIN!**  
"THE WOLF PACK"—Regulation size playing cards featuring 52 exciting nudes in gorgeous color. Sample, \$1.25. Doz. \$10.80  
**COMPLETE BOXED CUTLERY SET**—Including cleaver. Sample, \$1.50. Doz. \$14.40  
**AVIATORS' SUNGLASSES**—Extra strong metal, 24 K. gold plated frame, 4 base, 20/20 optometrist lenses. This 20/20 retails for \$2.98. Sample, \$1.00. Doz., \$7.20. 6 Doz. Lots, Ea. Doz. \$6.75  
**10 PIPES**—Genuine "Mastercraft," each pipe in silk bag, plus suede box, factory guarantee, includes \$10.00 price & insurance certificate. Sample, \$1.00. Doz. \$9.00. 6 Doz. Lots, Per Doz. \$7.20  
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**STUFFED TOY CLOSE OUTS**  
DIRECT FROM MANUFACTURER

100 dozen each of the following:

- 25" Cloth Cuddly Doll, pressed masked face, movable eyes, cotton stuffed. In bright flower design. \$12.00 dz!
- 20" Cloth Cuddly Doll, pressed masked face, cotton stuffed. Low priced for. \$6.50 dz!
- 11x9" Rayon Plush Scotty Dog, asstd. colors. Slashed to. \$6.00 dz!
- 12x10" Real Fur Scotty Dog, with ribbon, movable eyes, asstd. colors. \$10.80 dz!
- 15" Rayon Plush Bear, cotton stuffed, asstd. colors. \$12.00 dz!
- 29" Rayon Plush Bear, asstd. colors. \$24.00 doz. In 6 doz. lots \$22.50 dz!

Send \$7.95 and receive ALL SIX NUMBERS POSTPAID  
25% dep. req., bal. C.O.D. if not rated. Quality merchandise. Satisfaction guaranteed.  
**SPECIAL SET-UP FOR QUANTITY USERS SALESMEN:** Choice territories open. Inquire now.  
Send for FREE catalogue of exclusive line of Stuffed Fur and Plush Toys for Carnival and Concession trade. Close-outs always on hand. State nature of your business in FIRST letter to avoid delay. Write today!

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122 West 27 St. New York 1, N. Y.

**JUST IN NEW SHIPMENT!**

**TULIP**  
Life size, real looking rubber tulip conceals rubber snake which pops out in the face of unsuspecting friend. Snake looks realistic and is operated by rubber tube and bulb underneath clothing.  
DOZ. .... \$ 1.80  
GROSS ... 19.50  
1950 CATALOG Now Ready. State your business when requesting copy.

**NOVELTY CHINA**  
**SALT & PEPPER SHAKERS**  
Available in assorted designs or in design of your choice. The following styles are available: Pig, Dog with Cane, Rooster, Duck, Penguin, Panda, Cat, Upright Pig, Strawberry, Tomato, Cactus, Windmill, Teapot, Jug, Figures, Clown, Cook and Maid, Dutch Boy and Girl.  
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Prices F.O.B. Indianapolis, include postage with order. 25% deposit with C.O.D. orders. 1950 CATALOG NOW READY. State your business when requesting copy.

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by Oneida, Ltd., Silversmiths  
26 Pc. Service for 6 ..... \$ 6.30  
34 Pc. Service for 8 ..... 8.00  
Rogers Anti-Tarnish Chests, Leatherette Two-Tone ..... 1.50  
Mahogany ..... 1.75

**EUREKA WATERLESS COOKWARE SET**  
14 pc. extra heavy gauge, spun virgin aluminum. Guaranteed. 32 page cook book in full color. Display folder showing \$49.95 retail price.  
**COMPLETE, only \$7.90!!!**  
Immediate Delivery—Continuous Supply.  
\$20 Min. Order. 25% Dep., Bal. C. O. D.

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Lots of Free Parking!!!

**7 PC. CORDIAL SET**  
(Miniature Wine Cask & 6 Glass Steins)



**ONLY \$4.25**  
In lots of 6.  
25% with order.

An immediate attention getter in sparkling chrome-plate. Holds a full quart, serves from real spigot. 6 beautiful miniature glass steins hook on to sides. A profitable, distinctive prize for pushboards and games of all types.  
SEND \$5.00 FOR SAMPLE.  
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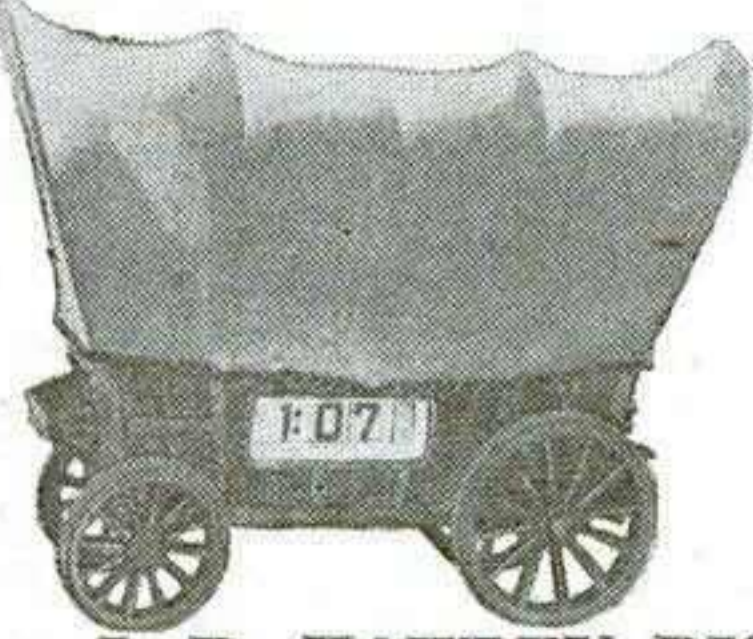
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Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50.  
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# Johnson Bill To Exclude Boards?

## Com. Revises Definition of Units Affected

### Final Decish To Come

WASHINGTON, June 24. — The House Interstate and Foreign Commerce Committee this week reached temporary agreement on a revised definition of gambling devices excluding salesboards from provisions of the Preston and Johnson bills restricting interstate shipment of gaming machines. Altho the revised definition which received unanimous concurrence from the committee in an executive session Tuesday (20) is not considered final, it is at least interpreted as indicating that the committee has no wish to include salesboards under the legislation's provisions.

Under the latest revised definition (for text, see story in Coin Machine section) the legislation is avowedly directed solely at bell machines and pinball machines which pay off. As indicated during recent hearings on the bills, the committee has been impressed by testimony from the Department of Justice which went on record as declaring that salesboards should be exempted from the terms. This testimony was supported by J. Bond Smith, a Washington lawyer, representing the Hamilton Manufacturing Company, salesboard manufacturers, of Minneapolis, who appeared before the committee this month (*The Billboard*, June 10).

Altho the Federal Trade Commission went on record urging that salesboards be included in the restrictive legislation, the Department of Justice's views were given priority presumably because the Johnson bill, which has already passed the Senate, was drafted in that government agency at the personal behest of Attorney General J. Howard McGrath in the wake of McGrath-summoned conference of State and municipal officials.

The House Interstate and Foreign Commerce Committee will resume deliberations on the legislation at an executive session Thursday (29).

Walter McNamara, heading production at the McNamara Company, Chicago, announced firm's two newest insert pellet board releases are picking up sales at a good tempo. New numbers are both dime play, seal jackpots; Silver Spoon and Twenty Hi. McNamara's sales representatives are doing a bang-up job in the field, too, Walter adds, with Philip and Jack McNamara setting the pace. A series of new boards with new punch ideas is being readied, he said.

Pioneer Manufacturing Company, Chicago, is girding for increased girl board activity, presenting its leading numbers in this category as prime order incentives. Harold Boex, vice-president, points to the big nickel gal boards in the Pioneer line: Stocking Full, Tune In, Morning Shower and Just "Glovely," each 1,000 holes. Other girl numbers include two more 5-centers, Sheer Beauty and Dream Island.

Superior Products, Chicago, reports the show-introduced board Mule Trail is kicking up a real train of op orders. Number features six bronze and gold mules, complete with prospector's pack, four inches high and five inches long. The board itself is die-cut, stand-up type. Superior's general sales manager, Irving Sax, hied back from an early vacation and is busy priming his sales sights on the new numbers.

Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Chicago, pair up to tell of excellent results from the new type of on-the-spot service offered by the number of separate shipping points set up around the country. Two of the most popular points appear to be the branch at 1313 West Randolph Street, Chicago, managed by Bernie Kite, and at 2704 Second Avenue, Seattle, where Morris Hitchcock is manager. Both offices feature full displays, and stocks, of Universal tickets and Bee Jay boards. A third shipping point, headed by Capt. Charles Gay at 65 Birch Street, Derry, N. H., performs the same service for New England operators.

Roy Galentine, Galentine Novelty Company, South Bend, Ind., turns in word that business is moving into a higher gear. Firm's jar deals are

proving receptive sales-wise, he says. . . . Sam Feldman, Harlich Corporation, Chicago, reports stepping up sales activities.

Gardner & Company, Chicago, figures its improved production facilities are a good guarantee against the building up of an order backlog especially now that operator buying is showing signs of a definite up-trend.

## SALESBOARD SIDELIGHTS

### NOW DELIVERING

FOUR SENSATIONAL PELLET BOARDS THAT ARE SWEEPING THE COUNTRY!

#### SILVER BELL

5¢ Play—Average Profit—\$ 90.95  
10¢ Play—Average Profit—131.08  
25¢ Play—Average Profit—206.63

#### 1000 WINNERS

5¢ Play—Average Profit—\$127.60  
10¢ Play—Average Profit—207.20  
25¢ Play—Average Profit—354.50

#### BLACK BEAUTY

5¢ Play—Average Profit—\$ 80.00  
10¢ Play—Average Profit—121.00  
25¢ Play—Average Profit—202.00

#### TRIPLE PLAY

5¢ Play—Average Profit—\$ 74.16  
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THESE BOARDS ARE SOLD TO OPERATORS AND JOBBERS ONLY. STATE YOUR BUSINESS! CHOICE TERRITORIES NOW AVAILABLE. WRITE DEPT PB.

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REDUCTION  
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RED, WHITE, BLUE  
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NUMERALS

Single Tickets, Stapled, Five Fold, Match Pack, Pad Deals, Spindle Deals AT PHENOMENALLY LOW PRICES WHILE THEY LAST.

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## SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED  
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Holes	Play	Description	Profit	Net Price
300	25¢	QUARTER KOLORS, THICK	Def. \$15.00	\$ .50
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	.60
1000	5¢	5¢ CHARLEY, THIN	Def. 17.00	.75
1000	25¢	J.P. CHARLEY, THIN	Avg. 52.00	.80
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.98	1.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	1.75
1000	25¢	SIX TWO BITS	Avg. 114.28	1.75

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Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

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### JAR TICKETS

RED, WHITE  
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### BINGO TICKETS

On Sticks—Sizes  
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Buy Direct From Manufacturer at Very, Very Reasonable Prices.  
— Columbia Sales Co. —  
302 MAIN ST. WHEELING, W. VA.  
Phone: Wheeling 340



LAKESIDE, FOREST

(Continued from page 56)

Lakeside recently completed its season of high school and university prom dances.

Lakeside books about 12 big industrial outings each year, among them being events for employees of Frigidaire, McCall Publishing, Monsanto Chemical and carriers for The Dayton Daily News, plus smaller events, said Anderson. Fireworks, set off across the lake, are offered by the park in connection with these big outings and on holidays.

High among Lakeside's income producers is Amusement, an elaborate Penny Arcade whose more than 100 machines are the second best grosses for Manager Niermann. Best among the rides are the Wildcat and Auto Scooter.

60th Birthday

To observe Lakeside's 60th anniversary this year, Manager Niermann has scheduled a celebration the final week of the season. This will entail various civic days and prize awards.

Plans are also being made to set up a Kiddieland next winter for the 1951 season. Tentative plans call for seven rides and concessions surrounded by a miniature train.

Among attractions and concessions in the park line-up are Caterpillar, Octopus, Cuddle Up, Paddle About, Merry-Go-Round, shooting gallery, Pretzel, Merry Mix-Up, Whoopee, Magic Carpet, Moon Rocket, kiddie ride, Flying Scooter, six refreshment stands and 10 game concessions.

Forest Park opened this year with installation of fluorescent lighting the length of the mall, and Operator Schaufler has under construction a poured concrete building which he may use for winter dancing. His Circle Ballroom, which derives its name from its style of construction, has canvas sidewalls for open-air dancing, making it impractical for winter use. Local bands are used exclusively. There is seating capacity for 1,100 around the floor.

A veteran park concessionaire, Schaufler went on his own here 14 years ago, leasing 109 acres on which his plant is located, and the park has shown consistent growth in that time. A great believer in giving patrons bargain prices for their entertainment, Schaufler credits this policy for his success here. To illustrate his policy, he points out that all attractions in his Kiddieland go for 5 cents, a price scale that was in effect even during the war years. "I would rather see the attractions in full operation at all times under a low price policy than have them standing idle part of the time," Schaufler says. "People have a certain amount of money they allot for pleasure, and I try to give them the maximum amount of pleasure for their amusement dollar, believing that policy to be a great builder of good will."

Race Track Assist

Helping Schaufler's grosses along is a speedway on his tract which he leases to outside interests. Crowds attending the track to see stock car

and midget auto races on Fridays and Sundays produce important business for Schaufler, for he catches their trade each night following the races.

Altho he has a large, well-equipped picnic area, outings do not loom large on Forest Park's business calendar, Schaufler reported. He gets some good-sized outings, but many of the large firms in Dayton have their own recreational areas, thus cutting into the park picnic picture. Like Lakeside's operators, Schaufler offers fireworks on holidays and big picnic days. Forest Park's line-up includes a

Roller Coaster, Ferris Wheel, Merry-Go-Round, Scooter, Frolic, miniature train, Tilt-a-Whirl, Looper, 12 rides in the Kiddieland, restaurant and game room, Penny Arcade, shooting gallery, six game concessions and six eat and drink stands.

BLACKHAWK BOARDS JAR DEALS Write for list Galentine Novelty Co. South Bend 24, Ind.

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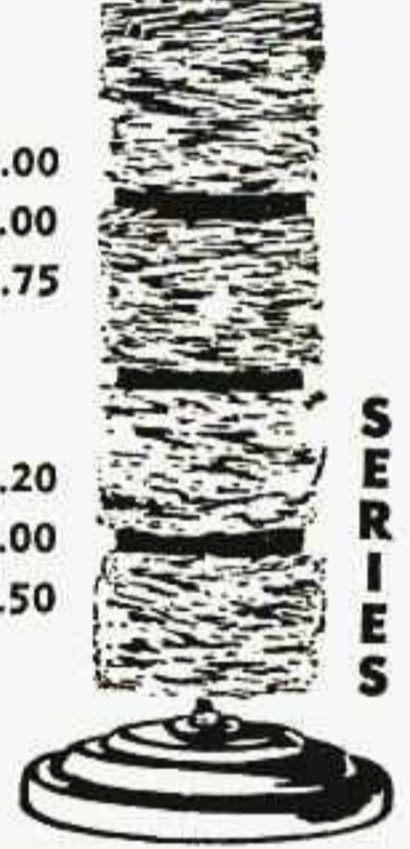
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28 NOS. ONLY TIPS \$ 7.00 36 NOS. ONLY TIPS 8.60 45 NOS. ONLY TIPS 10.00

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MINIMUM ORDER 5 GROSS LOTS — MAY BE ASSORTED WE PAY FREIGHT ON ALL ORDERS OF \$70.00 NET

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A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. jy8

ASCO 5¢ HOT NUT VENDORS—13, IN PERFECT condition, like new, without globes; 24 in good condition, complete, \$12 each for the lot. Bill Roller, 1112 Amidon, Wichita, Kan.

AVAILABLE MECHANIC — FULLY EXPERIENCED in rebuilding, repairing of all coin-operated machines except TV; music installations; have complete set of tools; not afraid to work; sober and reliable, go anywhere. Ted Andersen, 312 Adams St., Steubenville, O. Phone 2-9413.

BEST OFFER TAKES 28 A-1 COIN HOSPITAL Radios with pillow speakers and bed brackets. Tom Wegman, Rochester, Minn. jy1

CANDY MACHINE BARGAINS—6-18 NATIONAL (no base), \$38; 9-18 Nationals with base, \$45 each; two Vendits (no base) \$31 each; Uneda with base, \$35; four Vendalls with base, \$50 each; in operating condition; cash with order. Paul Steichen, 6963 Oak Lane, Indianapolis, Ind. Telephone: Glendale 2060.

CIGARETTE MACHINES—THE BEST BUYS IN RECONDITIONED cigarette machines are at Central; write for details; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CLOSE OUT BARGAINS — NON-COIN-OPERATED Duvall's Marvel, \$10; Pitchem, \$22.50; Card Vendor with 2,000 cards, \$17.50; Four-Way Penny Bulk Mdse. Machine, \$7.50; A.B.T. Challengers, \$17.50; postwar electric A.B.T. Challenger, \$35; Mercury Athletic Lift and Grip Tester, deluxe model, good as brand new, \$69.50; Mills Cigarette Vendor with base, 350 pkg. capacity, \$15; Victor cabinet type 1¢ merchandisers, \$10; Columbus 5¢ Bulk Machine, \$10; Advance 5¢ Bulk Machines, \$10; Shipman Triplex Stamp Vendors \$24.50; Silver King 5¢ Bulk Machines, \$10; Advance Sanitary Napkin and other Advance machines and supplies. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

DIGGERS — ERIES FOR CARNIVALS, Merchants, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy diggers, rotaries. National, 4243 Sansom, Philadelphia, Pa.

ELECTRIC SKILL GUN, LIGHT-UP TARGETS, \$22.50; Shipman Art-Show, \$22.50; Gottlieb Three-Way Grippers, \$12.50; all like new. Alexander, Box 388, Hannibal, Mo.

FOR SALE — 50 EXHIBIT IDEAL CARD Vendors, counter models, all steel cabinets, one year old, price \$10 each. A. Gerry, Box 6435, Philadelphia 45, Pa. jy8

MERCURY ATHLETIC FLOOR DELUXE, thirteen play scales three months old, like new; bugproof, streamlined excellent money-makers; sold regularly \$129 each; sacrificing, only \$47.50 each guaranteed; also Mercury Counter Grippers, excellent condition, regular \$59.50, only \$12 each; money back if not satisfied; buy one, you will want more later. C. Rozinski, 4796 Garland, Detroit 13, Mich.

POPCORN MACHINE (DUNBAR)—20 OZ. CAPACITY, good condition, bargain, \$200. C. R. Bennett, Frankfort, Ind. Phone 2180.

QUICK SIGN PAINTING—USE LETTER PATTERNS; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. jy15

RECONDITIONED BEAUTIFUL POP CORN SEZ Machines, thoroughly cleaned and painted, available in limited quantities, f.o.b. Baltimore, \$75; about twenty additional machines available "as is" condition, \$50; these are not derelict machines, but are surplus to our operating needs; crating charges extra. Also best prices on high grade pre-popped popcorn. Mayborn Associates, Inc., 3643 Keswick Rd., Baltimore 11, Md. jy15

SACRIFICE! TWENTY 5¢ BUCKLEY TRACK Odds, D.D.J.P., 7 coin head double tubes, cash or token play; no reasonable offer rejected. Wholesalers! Make your bids. Write to Ernest Brennen, Dist., 445 Turk St., San Francisco, Calif.

SLOT BARGAINS, 5¢, 10¢, 25¢ — BROWN Fronts, \$40; Chrome Fronts, \$45; Black Cherry, \$70; Jewel Bells, \$100; 50¢ Brown Front, \$75; 50¢ Black Cherrys, \$125; 5¢, 10¢, 25¢ Pace Slots, \$35; Keeney One Ways \$125; Keeney Three Ways, \$175; Double Up, \$150; Delux Draw Bells, \$100. One-third with order, balance sight draft. State second choice. Ray N. Adams, 1407 E. Thurston, Spokane 10, Wash. jy8

"SPECIAL"—RECONDITIONED; 10 5¢ MASTER Nut, \$8.95 each; 25 5¢ Almond Venders, \$6.95; 10 1¢ Hunters (like new), \$30; 10 1¢ 2-col. Andrews, \$15; 25 Northwestern Deluxes, \$14.95; 10 1¢ Victor Vs, \$7. Wanted, Northwesterns, Silver Kings, Cameo Vending, 432 W. 42d, New York.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

USED CIGARETTE MACHINES — NATIONAL 9/30, \$40; 9/50, \$50; not king size; 1/3 with order, balance c.o.d. Ace Cigarette Service Co., 7313 Woodland Ave., Cleveland, O. jy8

WANT KO FIGHTER, SHOOT THE BEAR, Drop Card Machines; Skee Ball Alleys, other good Arcade equipment. F. Shafer, Washington, Ind.

WANTED—VICTOR MODEL "V", ANY CONDITION Vero, 3924 N. Clark St., Chicago 13, Ill. au5

WANTED—EXPERIENCED AERIALISTS, Female, by October 1, for engagement in London, England; late photo with first letter, stating age, weight, height and salary expected. Contact Johnny Gibson, "Hollywood Sky Ballet," care of Al Martin, Hotel Bradford, Boston, Mass.

WILL SACRIFICE TWO SHOE SHINE MACHINES; guaranteed like new, ready for location; price, only \$60 each; order now. Send 1/2 deposit. Al Dugan, Box 476, Augusta, Ga.

3 SILVER KING PEANUT MACHINES, \$5 each; one Silver King Hunter Gun Target, Ball Gum Vendor, \$25; one Tri-Column Columbus Vendor, \$25; Williams Football, excellent shape, like new, used 5 weeks, \$85. John Fiato, 158 Henry St., Binghamton, N. Y.

13 EXHIBIT ROTARYS, PUSHER TYPE, \$195 each; \$2500 for lot; clean, good shape. Penny Arcade, Playland Park, Houston, Tex. jy8

40 GOOD USED ADVANCE MACHINES FILLED with Gum and Charms, \$6.95; like new machines, filled, \$8.50; used Hart Chrome Ball Gum Machines, unfilled, \$8.75; 3 for \$25; write for free price lists. Graeff, 1232 Broadway, Toledo 9, O. jy8



# ARCADE BIZ OUTLOOK BRIGHT

## New Pieces Aid Rebirth Of Interest

### Shuffle Games in Picture

By Tom McDonough

CHICAGO, June 24.—General conditions prevailing in the arcade business indicate a new form of stability and optimism on the part of operators, distributors and manufacturers, which is in sharp contrast with the trade outlook a year ago. While this is the recognized busy season for arcades the seasonal gains in equipment sales thus far have surpassed results of any of the past three years.

Most of the gains in the arcade business, according to such manufacturers as Exhibit Supply Company, Chicago, and International Mutoscope, Long Island City, N. Y., are attributable to the wide variety of new pieces introduced in the past several months. Many of these new machines have been on location but a few weeks in arcades in amusement parks while others have been attracting crowds to indoor stops and midways of traveling shows for some time.

### No New Machines

Actually, the decline in arcade trade following its rebirth during the war and early postwar years, was mostly due to the little new equipment introduced. During the war new equipment was not made at all and (See Outlook Bright on page 107)

## Comm. Defines Equipment To Be Covered by Johnson Bill

WASHINGTON, June 24.—The House Interstate and Foreign Commerce Committee will resume deliberations June 29 on the Johnson-Preston antigaming bills after having failed to come up with a final draft of the proposed legislation in a lengthy executive meeting this week (20). The committee managed to reach temporary agreement this week, however, on a tentative draft of a revised definition of "gambling device" which, according to the committee, would cover only bell machines and pinball machines that pay off.

With the committee racing against time to get a revised measure to the floor in ample time for action before Congress adjourns, a committee spokesman reported that considerable progress was made this week in rewriting the Preston and Johnson bills to restrict interstate shipment of gaming devices. Most of the work this week, however, involved rewriting the gambling definition.

Under the latest version tentatively agreed upon by the committee the term "gambling device" is defined to mean:

### Definitions

"1. Any so-called 'slot' machine or any other machine or mechanical device an essential part of which is a drum or reel, and which as a result of the application of an element of chance may deliver, or entitle the person playing or operating such machine or device to receive any money

or property; or

"2. Any machine or mechanical device which is designed and manufactured to operate by means of insertion of a coin, token, or similar object, and is designed and manufactured so that it may deliver, as a result of chance, any money or property to the person playing or operating such machine or device; or

"3. Subassemblies or essential parts of any such machine or mechanical device."

A committee spokesman explained that this language, which was proposed by Rep. Charles E. Bennett (D., Fla.), is aimed to restrict interstate shipment of pay-off pinball machines and bell machines solely. At the next executive session, it was explained, the committee hopes to write a final version of a provision that a State's governor must certify as to the legality of gambling before the machines can be sent into the State.

### Follow Suggestions

The revised tentative draft of the definition of gaming devices is largely along lines of an amendment suggested by Herbert W. Bye, who testified in behalf of the Railroad Show Owners Association at the first phase of hearings on the restrictive legislation proposed by Rep. Prince Preston (D., Ga.) and Sen. Edwin C. Johnson (D., Colo.) chairman of the Senate Interstate and Foreign Commerce Committee. The new version (See Define Equipm't on page 106)

## New Tax Bill Ups Bell Fee; Clear 1c Pic

### Economy Cig Levy Remains

WASHINGTON, June 24.—After knocking out a tax cut on economy brand cigarettes this week, the House Ways and Means Committee approved the omnibus excise tax bill which contains a hike in the gaming machine tax to \$150 and an exemption from the amusement machine tax for penny games.

The bill is slated for House approval next week after which it will go to the Senate Finance Committee for some two weeks of additional hearings before reaching the Senate floor. The Senate group is likely to approve the House provisions directly affecting the coin machine industry.

The House committee vote on economy cigarettes was a reversal of earlier action when it voted to cut the 7-cent tax on a pack of cigarettes to 4.9 cents for brands selling at 12 cents or less per package.

### See Prez Okay

Since the committee managed to bring near to balance revenue losses from excises and gains from other taxes, the bill is given a good chance to receive the President's signature.

A committee spokesman said that the exemption for penny games will apply to all machines operated with a cent on which Internal Revenue Bureau now collects a \$10 amusement device tax. Any penny machines classed as gaming devices by Internal Revenue and subject to the \$100 tax would not be affected by this provision and their rate would go to \$150 along with other coin-operated gaming machines.

### Penny Venders Exempt

No change was made in the exempt classification for penny gum and nut venders which distribute charms, altho it had been suggested that these should be classed as gaming devices because of the element of chance. The suggestion was an informal one made by a member who noticed a New York court decision to that effect. No vote was taken on the suggestion.

## Burras Resigns Jennings Post

CHICAGO, June 24.—Hugh Burras has resigned as vice-president in charge of sales at O. D. Jennings & Company. His plans for the future will be announced at a later date.

Burras, who makes his home in Ohio, was also with Jennings from 1925-'38 as sales manager. He re-joined the firm last November.

Federman from the firm's sales staff. Federman had been traveling for United since resigning a similar post with Williams last year.

Resignation was accepted with reluctance, DeSelm said. Federman did not announce his future plans.

# SOCIAL SECURITY FOR OPS

## Self-Employed Benefit Under Senate Bill

### To Start in 1951

WASHINGTON, June 24.—Social Security coverage for self-employed coin operators starting January 1, 1951, was assured this week as the Senate passed its own version of the Social Security Bill approved by the House last year. Both Houses, however, are in almost complete agreement on coverage of the self-employed, and such a provision will be a part of the compromise bill to be worked out by House and Senate conferees.

Employees of coin machine firms and operators paying the payroll tax on their workers, along with all other employers and workers, will find the 1½ per cent levy applying to the first \$3,600 rather than the first \$3,000 of annual wages under the terms of both versions of the Omnibus Social Security Bill. Benefits are to be increased, altho the extent will not be determined until after (See Social Security on page 108)

## Operator-Mayor E. Harvey Claims Political Title

CHICAGO, June 24.—An article in *The Billboard*, June 17, headed "His Honor," brought a quick response from E. Walter Harvey, mayor of Kilmarnock, Va., Mayor Harvey pointed out *The Billboard* was in error in crediting R. N. Buckwalter, Rialto, Calif., operator, with being the first coin machine operator to be elected mayor of his town.

"Lay off, MacDuff, lay off," Mayor Harvey wrote, "because I believe I had first or rather a prior claim to that honor. I was elected mayor of the town of Kilmarnock, Va., in 1946, was re-elected again in 1948 and last Tuesday was again re-elected to serve until 1952. And, incidentally, I have never had opposition any time I ran."

His Honor went on to point out he has "been operating since 1930, and I believe I am about the oldest operator in this State in number of years of continuous operation. At present I operate about 150 music boxes, quite a number of pins, shuffle games and scales. I have been a subscriber of *The Billboard* for 20 years and, frankly, couldn't stay in business without it."

## Redd Distrib in New Springfield, Mass., Quarters

SPRINGFIELD, Mass., June 24.—Redd Distributing Company, with headquarters in Boston, held open-house festivities here last week-end (18-19) at its new branch offices at 811 Union Street. Covering most of New England, the Springfield office is expected to offer a better delivery, parts and service set-up for operators, Sid Redd, firm head, stated.

Featured at the open house was the Wurlitzer 1250, which Redd distributes in parts of Rhode Island, Connecticut, New Hampshire, Vermont and Maine, and the Keeney line, which also is handled by the firm.

Redd announced that Robert M. Jones, who has been long associated with the coin machine field in the New England area, has been named manager of the branch office here.

## Federman Resigns United Sales Post

CHICAGO, June 24.—Bill DeSelm, general sales manager of United Manufacturing Company, this week announced the resignation of Paul



# 2 FIRMS PUSH FOOD VENDERS

## Rowe To Offer New In-Plant Feeding Units

### Includes Three Machines

NEW YORK, June 24.—Bern Bernard, Rowe Manufacturing Company, Inc., official, revealed plans this week to market three new Rowe venders which, he stated, enabled operators to offer a complete, simplified, all-vender in-plant feeding service to smaller factories, offices and schools.

A milk vender, in both large and small capacity models, a refrigerated sandwich vender and the Cake-O-Mat, a cakes, pies and pastries vender, now supplement the 4-model Rowe Diplomat cigarette vender line.

The larger capacity milk vender has two vending levels, each of 70 carton capacity and each of which can be operated simultaneously. Pre-cool compartment capacity is an additional 100 cartons. The smaller model has three vending levels, with capacities of 40, 36 and 30 cartons, and a pre-cool capacity of 30 cartons. Capacity figures quoted for both of these models are for Pure-Pac cartons. Capacities are considerably larger where Canco milk containers are used. Both milk venders are designed to handle ½ pints, ⅓ quarts, full pints or full quarts. Machine capacity is not affected by milk con-

(See New In-Plant on page 92)

## Ice Cream Vender Makes Sandwich In Three Seconds

NEW YORK, June 24.—Plans for a unique ice cream vender, which automatically snips an individual portion from an ice cream block and slips it between two wafers before dispensing the finished sandwich, all in a space of three seconds, is being shown here to prospective manufacturers by Lars Birbach, holder of the rights for the United States and Canada.

The German-designed machine, in development for more than 15 years, is also said to operate efficiently under moderate refrigeration. Birbach said six to eight degrees Fahrenheit in the cooler compartment is all that is necessary.

He said a working model of the machine was exhibited and successfully operated last year at the International Trade Fair in Hanover, Germany, and at the National Dairy Show in London. The model is to be shipped to this country and will be shown here early in July.

The working parts are behind an illuminated glass panel, enabling the consumer to view the operation. A measured portion of ice cream is sliced off and carried on a plate to the delivery aperture. There it is sandwiched between the two wafers, which are carried to the ice cream from two magazines.

Birbach laid most stress on the cooling features of the machine. The block of ice cream, sufficient for 200 servings, is housed in a compact container, the only part of the machine which is refrigerated.

He asserted provisions have been made for proper sanitation and that European health authorities have approved the vender.

## FTC Hands Down Ruling in Automatic Canteen's Case

WASHINGTON, June 24.—The Federal Trade Commission (FTC) handed down a long-awaited decision this week ordering the Automatic Canteen Company of America to stop using exclusive dealing contracts in the leasing of automatic vending machines and in the sale of candy, gum and other confections dispensed by the machines. The commission in its ruling also directed the corporation to discontinue "knowingly inducing and knowingly receiving" favorable price differentials from concerns which supply it with packaged confectionery products for use in the coin-operated machines.

The FTC pointed out that its order

does not ban Automatic Canteen from entering into any contract or agreement with any lessee, purchaser or distributor of its machines "which provides for payment to the respondent (Automatic Canteen) of such compensation as it may desire for the use of its vending machines, for services rendered, for protection of quality and salability of products sold thru its said vending machines." The commission further stated that the order does not prohibit Automatic Canteen from entering contracts which provide for protection of Canteen's "franchise territories and distribution, of its good will and trade name, of its rental and additional income, of the development and retention of its business in its distributors' territory, and of the public, when none of such provisions are in conflict with the prohibitions set forth herein."

### 7-Year Case

The commission's order climaxed seven years of proceedings delayed partly by the war and involving more than 7,000 pages of testimony and 6,000 exhibits. The opinion, written by Commissioner Lowell B. Mason and concurred in by the other commissioners (Chairman James M. Mead, William A. Ayres and John Carson), set a precedent by expressing mild criticism of FTC's own counsel for piling up "a plethora of cumulative evidence" in the case. The FTC's counsel in the case was Austin Forkner.

"The complaint listed 14 candy manufacturers as representative of those sellers from whom respondent (Automatic Canteen) was alleged to

(See FTC Hands Down on page 94)

## Majestic Gears For Production On Cup Machine

LOS ANGELES, June 24.—Majestic Enterprises, Inc., in conjunction with the Green Spot Orange-Ade Company, is geared to turn out approximately 200 units a month of its new coin-operated refrigerated beverage vender, Model 520.

The vender is fitted with heavy duty hermetically sealed motor compressors, which maintain a temperature as low as 36 degrees F. Unit is 32 inches wide, 20 inches deep and 62 inches high. Equipped with Welcome meters, the machine will handle 5 and 10-cent coins. Adjustment

(See Majestic on page 92)

# NAMA Releases Exhibit List

## Sodibar System Debuts in Fall; Opens New Locations

PHILADELPHIA, June 24.—Opening up of a new field of locations for soft drink vending machines, as well as other types of venders, is the objective of Lou Gottlieb in starting production of his Sodibar System. Building a bank of machines, which may find as many as 5, 10 or 15 machines on a location taking a minimum amount of space, Gottlieb explained that his units occupy only 15 inches of floor space, as compared to the 30 to 36 inches required by most vending machines today.

With the Sodibar System, said Gottlieb, it will be possible to utilize almost any corner in a location. The system, he said, can be constructed to any length or shape to fit any corner. Moreover, the system also can be set up around a pole. The biggest selling point to the location owner, he said, is that it does not take away any space from the location and enables the location owner to realize revenue from floor space heretofore considered useless. The compactness of the system also means added revenue for the space used.

### Sked Fall Debut

The system will be unveiled in the fall. Already, arrangements have been completed to install an extensive

system at a local bus terminal. Another system will be installed in a local department store. In fact, the machines are being so constructed to fit in with remodeling features.

While the vending machines will be primarily soft drink machines, Gottlieb explained that the system will take in candy, cookies, chewing gum and similar items. The panels will provide both hot and cold drinks

A feature of the soft drink panel, (See Sodibar on page 93)

## "Pop"-ular Spirits

WAYCROSS, Ga., June 24.—Evidently imbued with the desire to quaff "squeezin's" of a carbonated nature rather than his own product, a local "moonshiner" featured a modern soft drink vender in his distillery.

Revenuers who raided the Charlton County whisky still near here, after trekking thru eight miles of the Okefenokee swamp section, were amazed to discover the beverage vender busily dispensing cold "pop" to workers and visitors.

## Freshway Co. To Intro New 5-Column Unit

### Vend Sandwiches, Pastry

CHICAGO, June 24.—Freshway Automatic Vendors, a newly formed Chicago company headed by F. W. (Red) Zogg, announced this week it would start immediate delivery on a five-column refrigerated food vending machine capable of handling full-size sandwiches and pastry items. The vender is being built for Freshway by one of Chicago's oldest and largest producers of venders and games.

Zogg said the machine carries a tentative list price of \$599.50, and explained that the present situation in steel may call for revisions in the list when deliveries begin in quantity. Distributors will be appointed to handle sales, Zogg declared, except in the Chicago metropolitan area where sales will be handled from Freshway's headquarters at 407 South Dearborn Street.

Zogg, with 30 years' experience in the coin machine field, announced he has appointed Nick Angelus sales manager of the new firm. Angelus recently resigned a similar post with Alco-Deree, Chicago firm building refrigerated food and candy venders.

### Fully Automatic

The Freshway vender is fully automatic, employs push-button delivery, vending from back to front so that the item a customer sees in the glass display panel is the item he re-

(See Freshway on page 91)

## Names 1st 102 Firms Signing For '50 Meet

### 4 Truck Mfrs. To Show

CHICAGO, June 24.—National Automatic Merchandising Association (NAMA) this week announced the names of 102 manufacturers and suppliers to the vending industry who have signed to exhibit at the 1950 NAMA convention, November 12-15, at the Palmer House here.

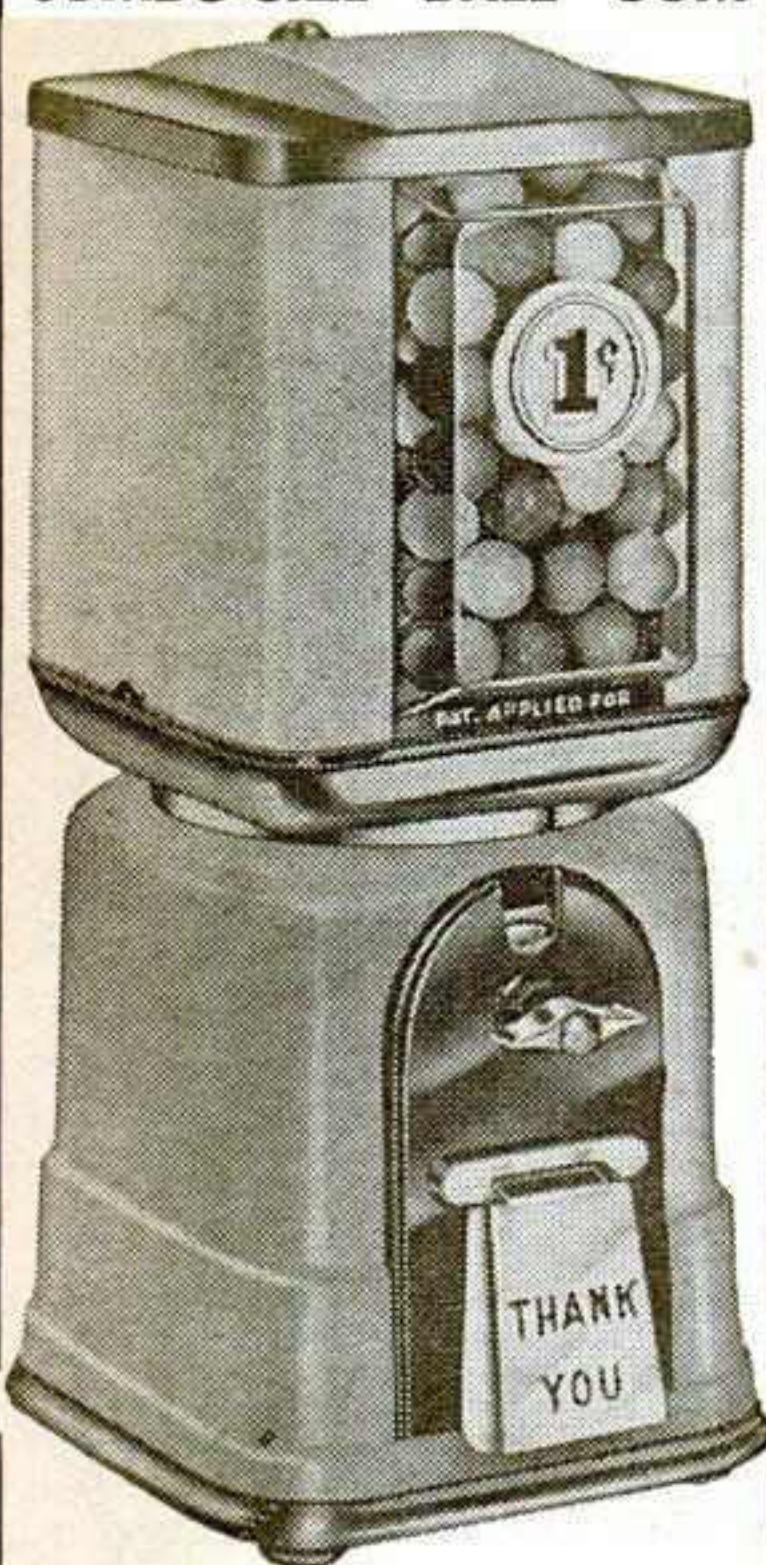
"These exhibitors will display nearly every known type of merchandise and service equipment and nearly every known vendible product," convention chairman Ernest H. Fox declared. "Several new types of machines and products not previously shown will be introduced to convention visitors."

Osmond reported that following the 1949 convention at Atlantic City available space for the 1950 meet was in strong demand. One floor of the Palmer House exhibit area, the exhibit hall, was sold out early last January and as of this week 65 per cent of the display rooms on the ho-

(See NAMA Releases on page 93)



THE MARKET IS "HOT"  
SO CASH IN TODAY ON  
JUMBO-SIZE BALL GUM



Vended Perfectly with  
**VICTOR'S JUMBO UNIVERSAL**  
Thousands of locations waiting for JUMBO  
UNIVERSAL and Jumbo-Size Ball Gum.  
Also the JUMBO UNIVERSAL SPECIAL  
with the tremendous capacity of 2,375 balls.  
SEE THEM TODAY AT YOUR  
DISTRIBUTOR

**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois

# Amer. Chicle Sells Direct

## Add Accounts "Selectively"

Gum Vending, Mills still  
handle line but exclusive  
contracts are ended

NEW YORK, June 24.—Vending machine operating companies are being put on the direct list with the American Chicle Company "on a selective basis," R. B. Kyle, of the gum company, told *The Billboard* this week. Until recently, American Chicle sold the vending machine industry thru the Gum Vending Corporation and Mills Automatic Merchandising Corporation.

Both Gum Vending and Mills will continue to handle the American Chicle line, officials of both firms said. A. M. Strong, vice-president of Gum Vending, said the firm would, however, concentrate more and more on sales of Dugrenier-built gum venders.

### Offer Full Line

Prior to April 1, Mills sold American Chicle's Dentyne, Chiclets and Beaman's Pepsin to the vending trade, while Gum Vending handled the Adam's line. It was understood both firms will now offer their operator customers the entire American Chicle line.

American Chicle entered the vending machine supply business some 40 years ago and followed a consistent policy of encouraging vending machine sales by producing its brands in packages specially designed to (See *American Chicle* on page 93)

## Kiddie Coppers

CHICAGO, June 24.—A battery of nine penny bulk venders draws a heavy flow of coppers from moppets and their parents visiting Art Fritz's newly enlarged Kiddieland in suburban Elmwood Park. Six of the units vend ball gum, three vend peanuts.

Two machines are on support posts of the Merry-Go-Round, two at the entrance to the pony ride, three along the loading zone for the Miniature Train and two on the ledge of the refreshment stand.

## Nat'l Peanut Corp. Contracts for New Hamilton Ad Scale

TOLEDO, June 24. — Hamilton Scale Company announced the addition of a new unit to its Advertising Scale line this week. Howard Ailor, president, stated the new model, called Mr. Peanut, was designed for the National Peanut Corporation, Wilkes-Barre, Pa., which contracted for 50 "peanut" scales.

As in other Hamilton advertising scales, which are exact reproductions of products or product packages such as soft drink bottles, milk cartons, tooth paste tubes, etc., the new model is in the form of the top-hatted, cane-bearing Mr. Peanut trade-mark. Dial and coin chute are positioned in the top of the hat.

## Milmac Vending New Sirup Firm Formed in N. Y.

LONG ISLAND CITY, N. Y., June 24.—Milmac Vending Syrups, a firm specializing in beverage vending sirup, has been formed, with P. J. McGetterick as president and Vincent Milillo as secretary-treasurer.

Feature of the line is Co-Ed Cola which, according to McGetterick, is a registered trade name and formerly was sold in concentrate form to bottlers by the Co-Ed Cola Company, which McGetterick also headed.

Other sirups now being sold by the new firm to the vending trade include a grape and an orange for carbonated and non-carbonated drinks, root beer and cherry. Price range is from \$1.00 to \$1.15 per gallon of prepared sirup, with discounts applying on quantity orders. The new firm is located at 36-01 Vernon Boulevard, Long Island City, N. Y.

## Silver King Skeds Factory Vacation; Deliveries Continue

CHICAGO, June 24.—Silver King Corporation will close its Aurora, Ill., plant for a vacation July 1 to 8, President H. F. Burt announced this week.

While production will be stopped, delivery of venders and parts will continue as the office and order departments will be staffed thru the period.

The Nation's Finest Cigarette Vendor...

Feather-Touch **ALL-ELECTRIC**

# Royal SMOKESHOP '612'

Here is the best cigarette machine buy in the nation. It has everything the most demanding operator wants and sells more cigarettes... faster... than any other vendor on the market.

At the NEW low price of \$219.50 you can well afford to place the Royal Smokeshop '612' most anywhere. You're sure to get the greatest return on your investment.

See Your Nearest Authorized Distributor

or . . .

**CLIP and MAIL COUPON TODAY**  
AUTOMATIC PRODUCTS CO.  
New York 19  
250 W. 57th Street

Gentlemen:  
Please rush details on your feather-touch, all-electric SMOKESHOP "612" models Royal, Custom and DeLuxe Lite-Up.  
Name .....  
Address ..... State.....  
City .....

Only \$219<sup>50</sup>  
F. O. B. MINNEAPOLIS, MINN.

STRAIGHT QUARTER \$209.50  
OPERATION

### Outstanding Smokeshop Features Include:

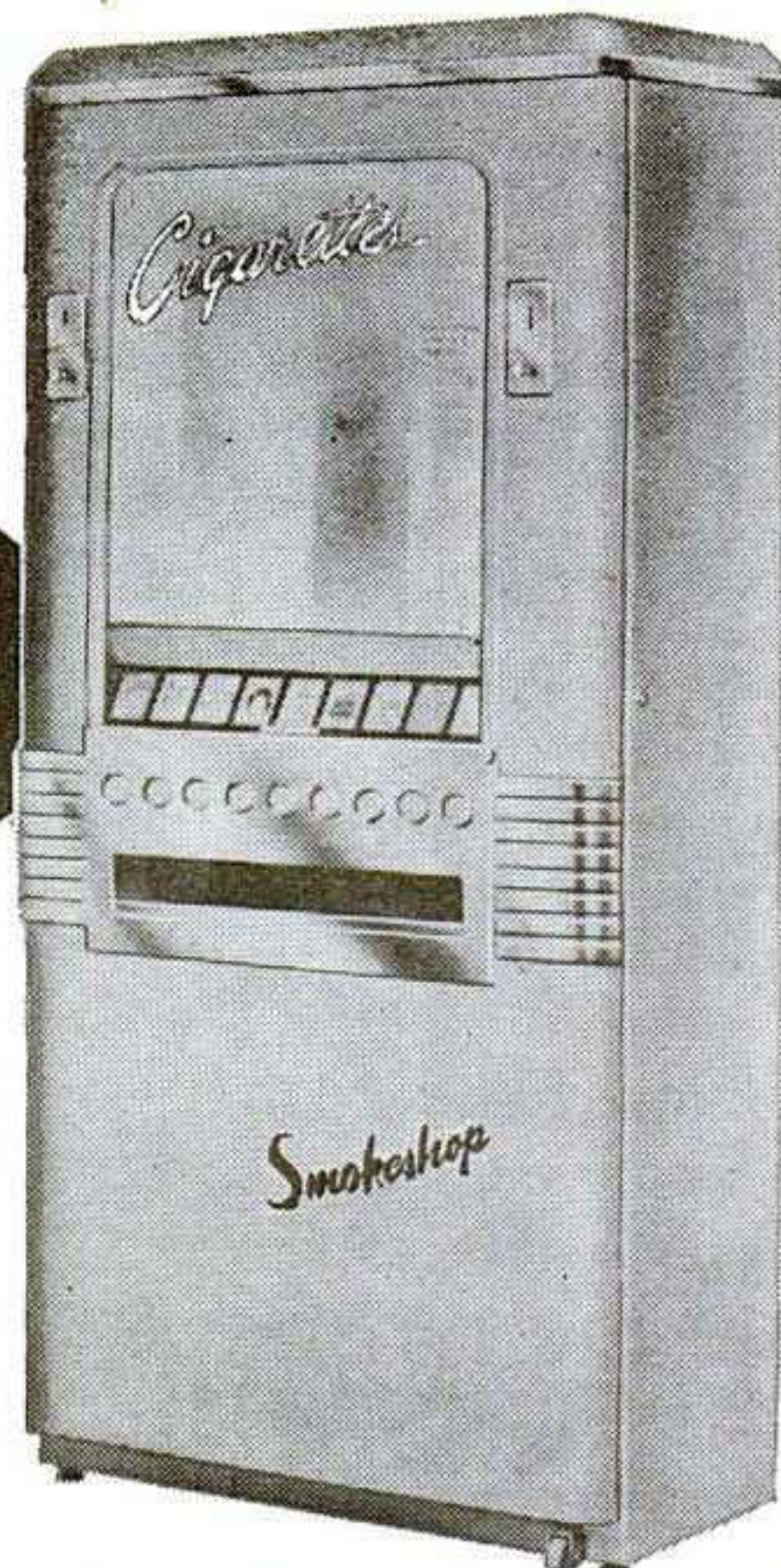
- GREATEST CAPACITY . . . 9 Double Non-Shifting Columns Hold 612 Packs.
- FEATHER-TOUCH ALL-ELECTRIC . . . No Pushing—No Pulling. Fully automatic for fastest delivery.
- BEAUTIFUL STYLING . . . Streamlined cabinet and fluorescent lighting to sell more cigarettes.
- SIMPLEST MECHANISM . . . Truly a serviceman's dream. Easiest to load—easiest to service.
- THERMAL CONTROL . . . Eliminates jack-pot problems.

### DISTRIBUTORS

A Few Choice Territories Are Still Available. Write.

**AUTOMATIC PRODUCTS CO.**

250 WEST 57th STREET NEW YORK 19 PLAZA 7-3123



Other Smokeshop Models  
CUSTOM SMOKESHOP '612'  
DELUXE LITE-UP SMOKESHOP '612'



"GREATEST ADVANCEMENT  
EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON  
IN BULK VENDING**

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

**THE NORTHWESTERN CORPORATION**  
829 E. Armstrong St. Morris, Illinois

**GET \*  
NEWER  
CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street, Pittsburgh 20, Pa.

**Truman KO's Basing Bill**

WASHINGTON, June 24.—President Truman last week vetoed the bill legalizing basing point systems and establishing "good faith" as a defense in charges of price discrimination. In a message to the Senate, the President said the bill would "weaken" the anti-trust laws and "hamper" the Federal Trade Commission (FTC) in its efforts to protect small business.

Truman expressed sympathy for manufacturers confused by the effect of FTC and Supreme Court actions regarding basing point, but said he figures the situation will clarify itself. The President indicated he would be receptive to another basing point bill in the future if present conditions remain confusing.

**Freshway To Introduce  
New Five-Column Machine**

(Continued from page 89)

ceives. The machine will be available in optional models: An eight-column vender, handling eight separate items with maximum dimensions of 2½ by 3⅝ by 1 inch; and a five column vender in which two of the columns vend items of the above dimensions and the other three handle packages up to 4¾ by 3⅝ by 1 inch.

Measuring 62 inches high, 18 inches deep and 35 inches wide, the unit uses a ¼-h.p. Copeland, open-type dual compressor embodying a dehydrator, automatic defroster and dual temperature control. In addition, the vender is equipped with a built-in accumulator which compensates for as much as 20-degree variation in gas supply.

**Cabinet Insulation**

Between the refrigeration mechanism and the vending mechanism is five inches of insulation—two 2-inch thicknesses of styrafoam and a 1-inch thickness of fiberglass. The entire cabinet has 2-inch rubatex insulation.

Another of the machines' features is its ability to vend products at four different prices with only one coin drop, making change where change is needed at all prices. The changer accepts nickels, dimes and quarters in any combination, and columns can be set to vend items at a dime, 15 cents, 20 cents and 25 cents. Price changes are accomplished in any column by simply moving a plug into any one of four holes. This plug likewise controls the changer which automatically adjusts itself to return the proper number of coins.

The changemaking mechanism, used for the first time on this vender, holds a maximum of 150 nickels and 250 dimes.

Capacity of the five-column vender is 175 units, 35 to each column. The eight-column machine has a capacity

of approximately 300 smaller pastry items.

The cabinet is finished in off-white with dark green trim. A light-up panel runs across the top face of the cabinet, and the product display is illuminated by a fluorescent tube. The delivery tray is protected by a glass door of two thicknesses. All stainless steel parts are used to prevent rust.

**HAWAIIAN PINEAPPLE**  
in the **YELLOW BALL**  
8 OTHER DELICIOUS FLAVORS AND COLORS

**TOPPS BOZO BALL GUM**

A PERFECT COMBINATION  
**BOZO and the NORTHWESTERN MODEL 49**

**NORTHWESTERN SALES and SERVICE CO.**  
438 W. 42nd St. New York 18, N. Y. 4105 16th Ave. Brooklyn, N. Y.

**BIG MONEY MAKER**  
1c or 5c

**ACORN ALL PURPOSE BULK MERCHANDISER**  
Immediate Delivery

**RAKE COIN MACHINE EXCH.**  
609 Spring Garden St., Dept. B-A Philadelphia 23, Pa. LOMBARD 3-2676  
Branch Office: 2120 5th Ave., Pittsburgh, Pa.

**RAKE SELLS FINE EQUIPMENT AT FAIR PRICES**

**NEW COUNTER MACHINES**

S.K. Hunter	\$45.00	Groetchen Yankee, 1¢ or 5¢	\$36.50
S.K. Target King	45.00	Groetchen Klux, 1¢ or 5¢	36.50
A.B.T. Model F.	47.50	Groetchen Imp, 1¢ or 5¢	21.00
A.B.T. Skill Gun	49.50	Groetchen Wings, 1¢ or 5¢	36.50
Kicker & Catcher	34.50	Groetchen Pok-O-Reel, 1¢ or 5¢	36.50
Electric Shocker	22.50	Comet King, 1¢ or 5¢, 5 RI. Pok.	21.50
A.B.T. Strikalite	47.50	Comet Cub, 1¢ & 5¢, 3 RI. Cig.	21.50
Victory Basketball	32.50	Comet Marvel, 1¢ or 5¢ Cig. Ris.	39.50
Mills Vest Pocket Bells	65.00	Comet Meteor, 1¢ or 5¢ Fr. Ris.	39.50
		Comet Buddy	24.50

Specify 1c or 5c When Ordering

**NEW VENDING MACHINES**

S.K. Charm King, case of 4	\$42.00
S.K. 1¢ or 5¢ Bulk, case of 4	42.00
N.W. MODEL 49, 1¢ & 5¢	13.75
N.W. Deluxe Comb., 1¢ & 5¢	27.00
Adams Model N. 1¢ Gum	22.50
N.W. Stamp Roll Type	69.00
Marion Scale	79.50
Wattling Scales	Write
Shipman Stamp, 3 Col.	39.50
Acorn 1c, 1¢ or 5¢	13.95
Acorn All Charm	17.95
Master Novelty, 1¢	13.95
Master #2, 1¢ & 5¢ Comb.	17.50
Match Box Vendors	4.95
Model GV, 6 Col. Adams Gum	19.50

**NEW SLOTS**

Columbia Twin J.P., 5¢, 10¢ or 25¢	\$119.50
Mills Q.T., 5¢	115.00
Mills Black Beauty, H.L.; Black Gold, H.L.; Blue Bell, Melon Bell, Bonus Bell, 21 Bell	
Mills Vest Pocket Bells	\$65.00

**RECOND. CIG. & CANDY VENDORS**

Col. Model	Cap.	Coin	Price
6 Natl. 6-30	180	25¢ S/Q	\$49.50
7 DuGr. S	210	25¢ S/Q	65.00
9 DuGr. W	308	25¢ S/Q	69.50
9 DuGr. WD	386	25¢ S/Q	69.50
7 DuGr. V	238	25¢ S/Q	69.50
7 DuGr. VD	298	25¢ S/Q	69.50
4 DuGr.	100	25¢ S/Q	29.50
8 Rowe Candy	120 Bar	5¢	75.00
— U-Select-It	72 Bar	5¢	35.00
5 U-Need-a-Pak Candy	100 Bar	5¢	59.50

**ACCESSORIES & SUPPLIES**

Vender Stands, heavy	\$3.95
Cross Bars, Two Vendors	1.00
Cross Bars, Three Vendors	1.35
Coin Counting Scales, 1¢ & 5¢	18.50
Route Cards, per 100 postpaid	1.25
Pocket Coin Counters, 1¢ & 5¢, postpaid	1.25
Salted Virginia Peanuts, per 30 lb. carton	9.00
Salted Spanish Peanuts, per 30 lb. carton	7.50
Ball Gum, per 25 lb. carton	6.25
Licorice Lozenges, per 30 lb. carton	6.60
Rainbow Peanuts, per 30 lb. carton	6.60
Boston Baked Beans, per 30 lb. ctn.	6.60

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden Street LOMBARD 3-2676 Philadelphia 23, Pa.  
Pittsburgh Office: 2120 Fifth Ave. COURT 1-3842 Pittsburgh, Pa.

**Canteen of Texas Moves to  
Larger Quarters in Dallas**

DALLAS, June 24.—Canteen Company of Texas moved to new quarters here last week after 15 years in its Washington Street building. R. P. Wilson, manager, said the new headquarters on Dragon Street offers 4,500 square feet of space for firm's warehousing and operational activities.

Company's territory covers the entire State.

**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.

**WRITE,  
WIRE,  
PHONE**

**'POP' CORN SEZ, CO.**  
8329 Delaware Ave.  
UPPER DARBY, PENN.  
Phone: Allegheny 4-1019

Here is the New, Flexible

**ALKUNO  
CRACKER VENDOR**

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3¼"x2"x¾". Has large merchandise display and self-illuminating plexiglas sign.

**MODEL 700**  
Metal Cabinet and Base.  
Ht. on Base, 60".  
Wt. on Base, 64 Lbs.

**WRITE FOR  
NEW REDUCED  
PRICES!**

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

**ALKUNO & CO.**  
408 Concord Ave.  
New York 45, N. Y. Melrose 5-7757

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!**

**RAKE MFG. CO., INC.** 11411 Knightsbridge Avenue Culver City, California

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.

**GIVE TO THE DAMON RUNYON CANCER FUND**



**VICTOR'S AMAZING NEW TOPPER**



**Special June Offers**  
 1 Case (4) Toppers PLUS 25# 210 Ball Gum or 25# Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) \$52.00  
 1 Double Unit Topper with Plastic Globes PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for only **\$36.00**  
 1 Triple Unit Topper with stand, plastic globes, PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for only **\$51.25**  
 Samp. Topper, \$11.25

Get today's top money maker—Topper Deluxe 5¢ all Charm Vender. Sample .....\$13.95

**RAIN-BLO GUM**  
 140, 170 or 210 count, in 25# cartons, 27¢ lb. in lots of 150# or more with freight prepaid. 25¢ lb. less 2%

**COLORED BALL GUM**—All Sizes 25# or 40# carton, 25¢ lb. 160# lots, 23¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

**PISTACHIOS**  
 25 lb. carton Large **53¢** lb. Full Cash With Order.

Plastic Auto-graphed Base-balls, \$5.00 per M Metal plated, \$8.00 per M.

Write for our **FREE Complete Charm List.**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

**New In-Plant Feeding Unit To Be Introed by Rowe Co.**

(Continued from page 89)

tainer capacity since the dimensions of the base of the milk contained determines the number of cartons each vending level will hold. Base dimensions are the same for containers regardless of the liquid measure.

The refrigerated sandwich vender is a five selection model (20 per column) with a total capacity of 100 sandwiches in vending position and 30 in the pre-cool department. Both the smaller-capacity milk vender and the sandwich vender employ the same insulated, refrigerator-type cabinet.

The milk and sandwich venders are cooled by a Nash-Kelvinator 1/4 horsepower sealed compressor which can be set to maintain any required temperature. Machines are set to operate at 10, 15, 20 and 25 cents and will accept any combination of nickels and dimes in the correct amounts. Changermakers are available, as optional equipment, to take any combination of coins up to a quarter and return change in nickels and pennies, thus making possible any selling price up to 25 cents.

No price has yet been determined for the milk venders. The sandwich vender will be priced to sell to operators at \$400 to \$500. Initial deliveries are expected to be made in early August, production being de-

layed because of a vacation shutdown in Rowe's Whippany, N. J. plant during the first two weeks of July.

The Cake-O-Mat is an adaptation of the Rowe President cigarette vender, redesigned for five column and with a total capacity of 125 packaged pastry units. Designed to handle packaged cakes, pies and pastries, it is built for 10-cent operation. Immediate deliveries are promised. Selling price to operators is \$150.

Both the Cake-O-Mat and the sandwich vender employ the same size packaging cartons. The cartons are 4 1/2 inches long, 3 1/2 inches wide and 1 1/8 inches high. Rowe, according to Bernard, has contracted with a manufacturer for the purchase of these cartons in large quantities and will make available its low contract price to operators, with the cartons to be shipped direct from manufacturer to operator.

The food vending equipment, Bernard stated, has been location-tested thruout New Jersey from two months to more than a full year, and has met with good acceptance. It is particularly adaptable, he said, to smaller factories where no feeding facilities are available and to plants where cafeteria service is available only during a limited period of the day, as well as in schools and offices.

**NATD Holds 1st Biz School for Distributions**

HARRISBURG, Pa., June 24. — The National Association of Tobacco Distributors (NATD) kicked off a nationwide training program for tobacco distributors last week with an executive management school at the Harris Hotel here (17-18).

The two-day schools will be a third of a series of similar training sessions now being offered by NATD to tobacco distributors over the country. Joseph Kolodny, NATD managing director, said the school is designed to give top executives of tobacco wholesalers an intensive training in all phases of modern business management. Subjects being stressed include public relations, labor relations, sales management, sales merchandising, cost reduction, personnel selection, training, and supervision.

**MAJESTIC GEARS**

(Continued from page 89)

range on the drink runs from approximately five to eight ounces.

Model 520 has two transparent plexiglas bowls, each with a 5 1/2-gallon capacity. Both bowls are visible thru the plexiglas windows and the use of fluorescent lighting in the dome enhances the eye-appeal. A stainless steel tube in the center of each bowl sends up a continuous stream of orange-ade, giving the unit animation.

Interior finish is embossed ham-mertone. Cabinet is heavy-gauge steel, finished in colored baked enamel trimmed with chrome. Chassis is easily removed by a frontward opening lock-operated door.

Model 520 has been approved by the Los Angeles Building and Safety Department as well as the city's health inspectors.

**Snively Vending Chartered**

WILMINGTON, Del., June 24.—The Snively Vending Corporation has been issued a charter here by the secretary of state. Firm, which will deal in vending machines, lists a capital of \$100,000 and will maintain principal offices in the Corporation Trust Building.

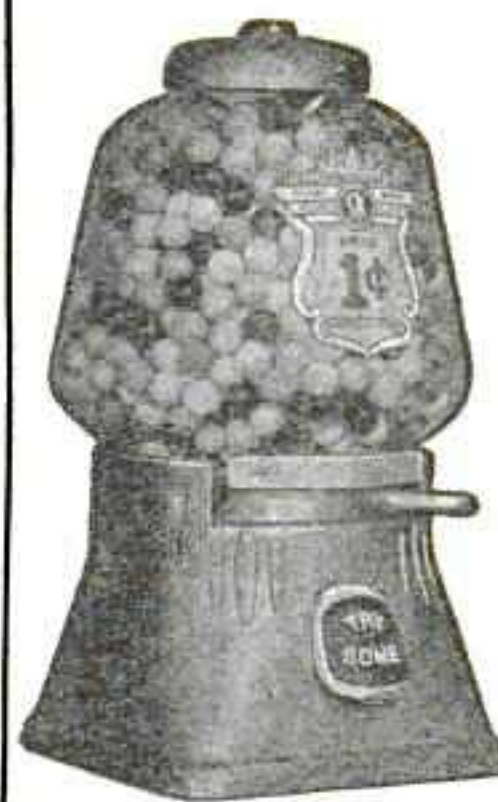
**10 NEW ITEMS! NEW LOW PRICES**

COMIC-STRIP CHARMS, Price per M	
Plastic .....	\$ 4.00
Metal-Plated .....	6.75
GROCERY STORE CHARMS.....	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR, That Actually Cuts.....	10.00
LICENSE PLATE CHARMS .....	7.50
BOWLING PIN CHARMS	
Plastic .....	4.00
Metal-Plated .....	6.50
ANIMAL HEADS, Metal-Plated....	7.50
PIRATE COINS, Metal-Plated.....	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPY SUPER-CHARM MIX	
400 Ass'd in Bag.....	2.00
EPY FORTUNE BALL MIX	
1 Gross Ass'd in Bag.....	1.75
FAMOUS #1 CHARMS	
Plastic .....	2.50
Metal-Plated .....	now 4.25
BIG FAMOUS #2 CHARMS	
Plastic .....	3.00
Metal-Plated .....	now 5.00

**EPY**

Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 2, L. I., N. Y.

**SIMPLEST - STURDIEST LOW PRICED "KING OF VENDORS"**



**SILVER KING CHARM KING**  
 2 GREAT VENDORS

Sample, \$13.95.  
 2 to 3, \$12.50.  
 1 to 5 Cases, \$42.00 Case.  
 6 Cases or More, \$40.00 Case.  
 Packed 4 to Case.

**CAMEO VENDING SERVICE**

Main Office: 432 West 42nd St., New York City 18, N. Y. White Plains Branch: 8 Orawampum St., White Plains, New York

**BRAND NEW LUCKY BOY VENDORS**



**\$9.75** Lots of 5, \$8.75  
 EACH Lots of 25, \$7.75  
 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/2 Deposit, Balance C.O.D.

**FREE**

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

**BLOYD MFG. CO.** VALLEY STATION, KY.

**HAWAIIAN PINEAPPLE** in the **YELLOW BALL** 8 OTHER DELICIOUS FLAVORS AND COLORS

**TOPPS BOZO BALL GUM**

THIS WEEK'S SPECIAL . . . \$2.50 Allowed on Any Old Vending Machine on Purchase of Each NORTHWESTERN MODEL 49, CHARM OR NUT MACHINE.

**VEND-O-MATIC** DISTRIBUTING COMPANY 2808 Tampa Street Tampa, Florida

**ONLY Northwestern Sales & Service Co. offers 30-DAY MONEY BACK TRIAL!!!**



MODEL 49 SPECIAL

PRICES LESS THAN 25 \$13.75  
 LESS THAN 100 \$13.55  
 100 OR MORE \$13.35



Order this famous Northwestern vendor today. Operate it for 30 days. If you don't agree that it cuts your service time and costs in half—that it SELLS more—that it EARNS MORE MONEY—return it and we'll refund your full purchase price plus freight both ways. You've nothing to lose by this sensational offer and we know we'll gain another satisfied customer.

**GUARANTEED NORTHWESTERN SPECIALS—Used**  
 DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample .....\$14.95  
 10 or More ..... 12.95  
 #39 PORCELAIN, 1¢ ..... 7.45  
 #33 BALLGUM PORCELAIN, 1¢ .....\$7.45  
 SILVER KING, 1¢ or 5¢ ..... 6.95  
 MASTER PORCELAIN, 5¢ ..... 7.45

**MERCHANDISE AND SUPPLIES**

PISTACHIO, Jumbo Queen .....52¢	VIRGINIA PEANUTS, Whole .....34¢	M & M .....33¢
FANCY TULIP, Large..48¢	FILBERTS .....50¢	BALL GUM, All Sizes (150 Lbs. Min.) .....23¢
INDIAN NUTS .....40¢	MIXED NUTS .....50¢	ADAMS, All Flavors ..42¢
CASHEW, Whole .....48¢	BOSTON BAKED BEANS .....26¢	WRIGLEYS, All Flavors 46¢
CASHEW, Butts .....44¢	LICORICE LOZENGES .25¢	TOPPS, All Flavors ....42¢

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/2 Deposit, Balance C. O. D.

Time Payment Plan Available — Trade-Ins Accepted

**NORTHWESTERN SALES AND SERVICE COMPANY**

MOE MANDELL

438 W. 42nd ST., NEW YORK 18, N. Y. 4105 16th AVE., BROOKLYN, N. Y. CHickering 4-0142 GEdney 8-3600

**EXPERIENCED PROMOTIONAL VENDING MACHINE SALESMEN WHO CAN TRAVEL**

To sell the world's finest and most versatile bulk vendor which has been location tested for over two years. A NATIONAL SALES ORGANIZATION with good rating and banking and Chamber of Commerce references will cooperate 100% with men selected. Need one for Kansas City area to cover about 8 States; one for the West Coast to cover all of California, Oregon and Washington. Also need one for the Eastern seaboard including New England. Only men who can sell clean; have had actual experience establishing new operators through Business Opportunity ads, have car and can finance themselves for at least a month will be considered. Possible to earn from \$25,000 to \$40,000 per annum gross. For consideration write fully. No wires, please. WRITE BOX 551

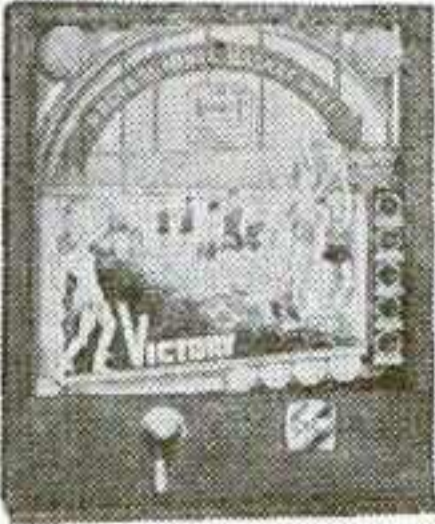
The Billboard, 1564 Broadway, New York 19, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND



**VICTOR'S  
Victory Basketball Game**

First new counter game since the war —Plenty of action — return ball feature — 1¢ or 5¢ play — **REAL MONEY MAKER!** 22" High, 18" Wide, 5" Deep. Simple mechanism — guaranteed trouble-free.



**\$32.50 EA.**



**Topper  
Deluxe**

Single, \$12.95

Topper Standard  
with Plastic Globes,  
\$11.25

**JUMBO**

1-inch Ball Gum  
Vender opens a new  
field. You can locate  
as fast as you fill.

**\$13.95**

WEST COAST DISTRIBUTOR  
**ACE VENDING CO.**

2702 W. Pico Blvd. Los Angeles 6, Calif.

**EMPTIES  
MACHINES  
FASTER!**

**Rain-  
Blo  
BALL BUBBLE  
GUM**

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**

Div. of Leaf Brands, Inc.  
Chicago, U. S. A.



WRITE FOR FREE  
ILLUS. CATALOG  
OF ALL TYPES OF  
MACHINES

**TOPPER**

(Illustrated)  
Lots of 100... \$10.00  
Sample, \$11.25.

Victor's Universal

**JUMBO**

1" Ball Gum Vender.  
Best Location-Getter  
in Years!  
Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.

**VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**NAMA Releases Exhib List;  
Names 1st 102 Firms Signing**

(Continued from page 89)

tel's second floor were reserved, he said.

An automotive section will be a feature of the NAMA exhibit for the second year, following a successful presentation at the 1949 meeting. The foyer of the Grand Ballroom of the Palmer House has been reserved for the display of vehicles that can be readily adopted by vender operators for their business. Three truck manufacturers have signed contracts for exhibit space, with a fourth to follow shortly. The three firms are the Ford Motor Company, Dodge Division, Chrysler Corporation, and Chevrolet Motor Division, General Motors Corporation.

**Exhibitors**

Forty-eight manufacturers of vending machines and machine parts who have reserved exhibit space are: A.B.T. Manufacturing Corp., Chicago; Alkuno & Co., Inc., New York; American Coin Changer Corp., Boston; American National Dispensing Co., Lansdale, Pa.; Atlas Tool & Manufacturing Co., St. Louis; Automatic Book Vending Machine Corp., New York; Automatic Products Co., New York; Belvend Manufacturing Co., Inc., Chicago; Brandt Automatic Cashier Co., Watertown, Wis.; Chicago Lock Co., Chicago.

Cigaromat Corp. of America, New York; Coan Manufacturing Co., Madison, Wis.; Cole Products Corp., Chicago; Deutsch Lock Co., Inc., Hammond, Ind.; Dixie Cup Co., Easton, Pa.; Arthur H. DuGrenier, Inc., Haverhill, Mass.; the Eagle Lock Co., Chicago; Eastern Electric Vending Machine Corp., New York; Fruit-o-Matic Manufacturing Co., Los Angeles; Guardian Electric Manufacturing Co., Chicago.

Fred Hebel Corp., Chicago; Howard Industries, Inc., Racine, Wis.; the Illinois Lock Co., Chicago; International Mutoscope Corp., Long Island City, N. Y.; Johnson Fare Box Co., Chicago; Walter Kiddie & Co., Inc., Belleville, N. J.; Lehigh Foundries, Inc., Easton, Pa.; Lobee Pump & Machinery Co., Gasport, N. Y.; Lyon Industries, Inc., New York; Malkin-

**AMERICAN CHICLE**

(Continued from page 90)

meet the vender's requirements. "That policy," said Kyle, "continues today. Reflecting the growth of the vending machine industry and development of a number of operators of substantial size, we are at the present time adding on a selective basis to the list of accounts on our books for direct purchases.

"Gum Vending Corporation and Mills Automatic Merchandising Corporation continue as they have for years to be important outlets for our brands."

Illion Co., Irvington, N. J.

Master Chef Automatic Machines, Inc., Kansas City; Mills Industries, Inc., Chicago; Mountaineer, Inc., Springfield, Mass.; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; the Northwestern Corp., Morris, Ill.; Rowe Manufacturing Co., Inc., New York; Sattley Corp., Detroit; Shipman Manufacturing Co., Los Angeles; Snively Vending & Sales Co., Winter Haven, Fla. Spacarb, Inc., New York; Statler Manufacturers Corp., New York; Stoner Manufacturing Corp., Aurora, Ill.; Veeder-Root, Inc., Hartford, Conn.; Vendall Co., Chicago; the Vendo Co., Kansas City; Vend-Rite Manufacturing Co., Chicago, and the Yale & Towne Manufacturing Co., Stamford, Conn.

**Candy Firms**

The candy industry will be represented by 26 firms. They are: Fred W. Amend Co., Chicago; Walter Baker Chocolate & Cocoa Division of General Foods Corp., Dorchester, Mass.; Baltimore Chewing Gum Co., Baltimore; Paul F. Beich Co., Bloomington, Ill.; Boyer Brothers, Inc., Al-

**Sodibar System  
Debuts Next Fall**

(Continued from page 89)

Gottlieb said, will be the wide assortment of soft drink flavors offered. In addition to the standard flavors, Gottlieb said that he is going to revive such old-time favorites as sarsaparilla, cherry champagne and even chocolate. He said that arrangements have been made to introduce a new New York chocolate drink. Each unit will vend by cup and will be equipped to provide at least 40 drinks. Moreover, the units will be geared to both nickel and dime sales.

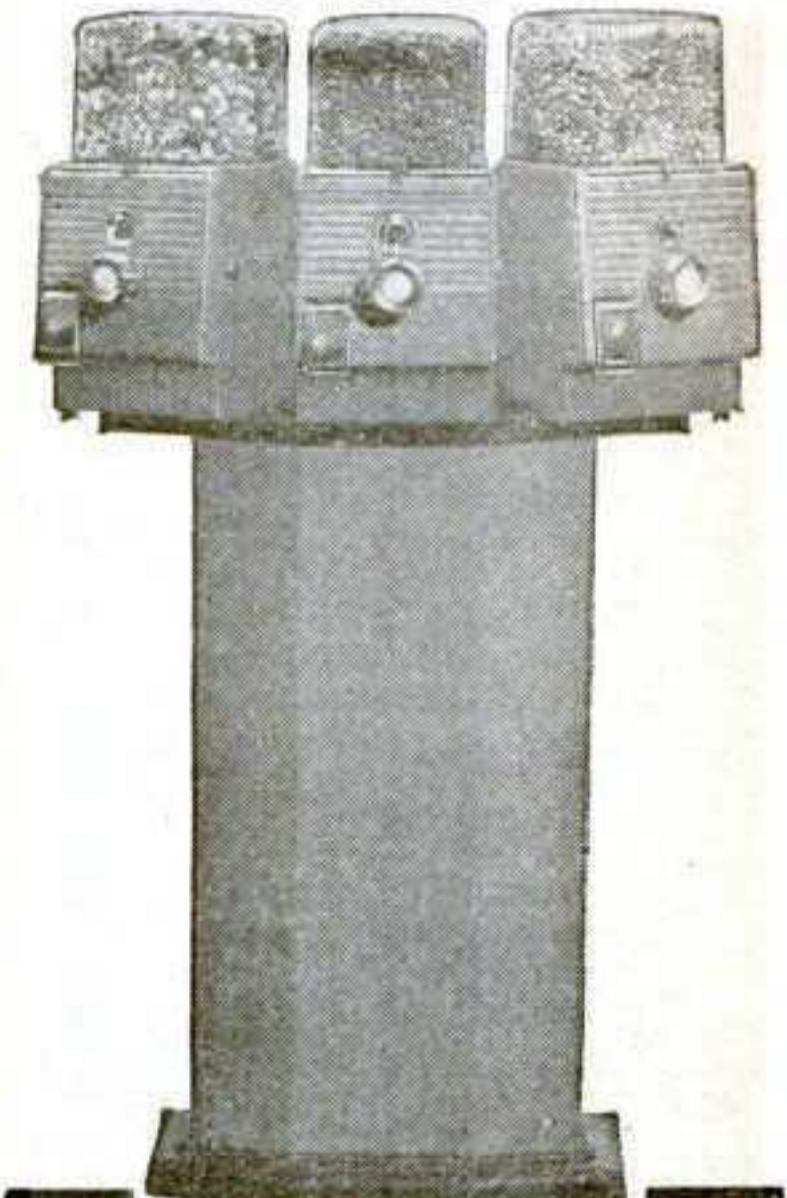
In addition to the Sodibar System, Gottlieb also revealed that he is preparing production for a soft drink unit that will offer a variety of four drinks, both hot and cold. The single unit, apart from the machine designed for the Sodibar System, will also utilize a minimum of space, being scaled at 21 by 21 inches.

**Coin Ice Cube Maker**

Also on the production schedule at the Gottlieb plant is an automatic ice cube maker with a coin meter. While there are a number of coin-operated ice cube machines and automatic ice shaver machines, this will be what is believed to be the first coin-operated vending machine that will also provide ice. However, the ice cube machine plans have been pushed back for the time being so that all facilities can be utilized in behalf of the Sodibar System, including the single unit machine.

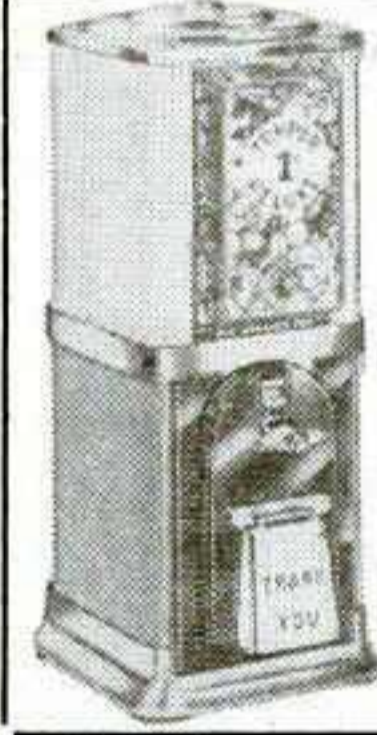
**NOW!**  
**Bigger Profit**  
FROM EVERY LOCATION  
With the New  
*Northwestern*

**CABINET STAND  
FOR MODEL 49**



**WRITE FOR DETAILS  
OR SEE YOUR DISTRIBUTOR**  
**THE NORTHWESTERN CORPORATION**  
829A ARMSTRONG STREET, MORRIS, ILL.

**IT'S Sidmor  
FOR VICTOR!**



**TOPPER  
DE LUXE**  
(Illustrated)  
Lots of 100 ..... \$11.95  
Sample, \$12.95.

**VICTOR'S MODEL  
V**

\$12.75 Ea.  
24 or more, \$12.00 Ea.

Victor's Universal  
**JUMBO**

Lots of 100 ..... \$13.95  
Sample, \$14.95.  
1/3 dep. with order,  
bal. C.O.D., F.O.B. Pgh.

**Sidmor VENDING CO.**  
2035 FIFTH AVE. • PITTSBURGH 19, PA.

**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.**

**NEW CHARMS**

READY FOR YOU  
**NOW**

They're Really Beauties, Too

KNIFE (Scout).  
Per 1000 ..... \$10.00

BASEBALLS, 1/2", with team names, white with black seams. Per 1000. 5.50

BASEBALLS, 3/4", white with black seams. Per 1000. 8.00

All Postpaid.  
Write now to get on our mailing list.

**CHARMS, INC.**  
MANUFACTURERS AND DISTRIBUTORS  
BRILLION • WISCONSIN



# FTC Hands Down Ruling in Automatic Canteen's Case

(Continued from page 89)

have knowingly induced and received discriminations in price," stated the Mason-written opinion.

"Records or summaries of records of the prices at which more than 75 such manufacturers sold their candy, gum, nuts and other confectionery products covering a period of 10 years were obtained by subpoena and admitted into evidence. The commission is concerned with enforcement of the laws administered by it thru the medium of orders to cease and desist. Competent proof of one or more violations would, in ordinary circumstances, be sufficient to establish a factual basis for such an order.

### Plethora of Evidence

"The record in this case does not disclose the reason for such a plethora of cumulative evidence as was adduced by government counsel in the instant matter. Neither harassment of litigants nor the waste of government funds in needless reiteration thru cumulative evidence should be countenanced, nor does it seem that it was necessary to name 14 sellers as typical of a group from which respondent had induced or received discriminations in price, and certainly the records of not more than five of such sellers would have supplied ample evidence of such discriminations or price differentials."

The commission introduced its complaint against Automatic Canteen March 19, 1943, charging violation of Section 3 of the Clayton Act thru the use of certain exclusive dealership contracts. The complaint also charged violation of Section 2 (f) of the Clayton Act, as amended by the Robinson-Patman Act, in allegedly knowingly inducing and receiving price discriminations. Automatic Canteen denied the charges, and the commission appointed a trial examiner on May 26, 1946. After lengthy arguments, FTC's counsel Forkner rested his case on August 4, 1947, and Automatic Canteen filed a motion to dismiss the complaint, but the motion was denied. Then followed a series of motions, answers and appeals, highlighted by a stipulation in which both the government and Automatic Canteen agreed to the limits of any final order. It was explained at the time that this stipulation would not bind Automatic

Canteen from appealing to the courts from any final order by FTC.

### NCWA Intervenes

During the proceedings the National Candy Wholesalers' Association, Inc. (NCWA), represented by Washington counsel William Quinlan, intervened on the side of the government. Another intervenor on the government's side was a group called Independent Vending Operators, represented by Washington lawyer David Carliner. Automatic Canteen's chief counsel was Louis A. Gravelle.

In its opinion this week the FTC declared that Automatic Canteen for a number of years has been engaged in the business of purchasing candy, gum, nuts and other confectionery products from about 115 producers and selling the products as a wholesaler or jobber to "various persons, firms and corporations which lease its automatic vending machines and which are known as 'canteen distributors.'" These distributors, stated the FTC, have resold the products to the public by means of the machines. Automatic Canteen, continued the FTC, also has been engaged in the "development, acquisition, ownership, operation and leasing of automatic vending machines."

The commission went on to declare that Automatic Canteen "has occupied a dominant position with respect to these two activities" and that on January 11, 1946, Automatic Canteen owned 230,150 candy, nut and gum vending machines, most of which were leased to its 83 distributors located in 112 territories in 33 States and in the District of Columbia. "Sales thru such machines increased from \$1,937,117 for the year ended September 30, 1936, to \$14,253,547 for the year ended September 30, 1944," stated the FTC.

### Firm's Growth

According to the commission's opinion, Canteen's rapid growth has been due primarily to exclusive-dealing contracts with its distributors of the machines and to the lower prices from suppliers of confectionery products. The prohibited exclusive-dealing contracts, which the FTC declared to be in violation of Section 3 of the Clayton Act, required that distributors purchase exclusively from Canteen all confectionery products sold in the machines and not buy or deal in the confections of

IT'S TOPPS  
So Round  
So Firm  
So Good

## BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different, *delicious* flavors . . . nine different colors that go all the way thru to *blow real* colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

write for FREE samples

## TOPPS CHEWING GUM

Incorporated  
237 - 37th Street, Brooklyn 32, New York  
South 8-8900

## STANDARD TYPERS

READY FOR IMMEDIATE SHIPMENT

Rebuilt and Refinished Machines that look and operate like NEW.

NEW MACHINES, REPAIR PARTS and ALUMINUM DISCS

We rebuild Old Groetchen or Standard Typers LIKE NEW or accept them on trade for Guaranteed New or Rebuilt Machines.

OPERATE A PROVEN MONEY MAKER 365 DAYS EVERY YEAR. BUILT TO LAST A LIFETIME.

STANDARD SCALE CO.  
1609 DELMAR BLVD. ST. LOUIS 3, MO.

**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
P-X, 10 Col., 425 Pack Cap. . . . .	125.00
National 9-50, 350 Pack Cap. . . . .	95.00
National, 9 Col., Electric . . . . .	189.50
Challenger, 7 Col. . . . .	100.00
DuGrenier MODEL W, 9 Col., 308 PACK CAP. . . . .	62.50
Rowe Imperial, 6 Col., 180 Pack Cap. . . . .	60.00
Special! 4 Col., 100 Pack Cap. . . . .	32.50

**SALE NATIONAL CANDY VENDER \$100.00**  
9 Col., 162 Bar Cap.

**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

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

## ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3 3/4" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 5¢ or 10¢ mechanism.

**ORDER TODAY!**

## J. SCHOENBACH

DISTRIBUTORS OF ADVANCE VENDING MACHINES  
1647 Bedford Ave., Brooklyn 25, N.Y.

— LARGEST —  
PROFIT MAKER "SILVER-KING"

5c PISTACHIO NUT VENDOR or "Charm King" Ball Gum Vendor  
Designed for sales compelling eye appeal as low as \$10.00 in quantities

Nut and Ball Gum Candy, Charms, Vendors. 1¢-5¢ U.S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write

Ask about the new "Hunter."

## SILVER-KING CORP.

622 Diversy Parkway Chicago, Ill.

## CHARMS . . .

Proven Sales Boosters!

Write for Complete Price List!

## Karl Guggenheim INC.

33 UNION SQUARE • NEW YORK 3, N. Y.

FOR 1,000 BUCKS!

We will ship you 100 Brand New "Topper" 1¢ vendors set for either merchandise or ball gum vending. F. O. B. Chicago. Smaller quantities of vendors start at \$10.75 per machine.

Send for free descriptive leaflet!

## R. H. ADAIR COMPANY

6926 W. Roosevelt Rd. Oak Park, Illinois  
Phone: EUclid 6-9219

**Attention! Operators!**  
Earn steady income distributing tricks and jokes to cigar stores, etc. Our attractive "FUN SHOP" display cabinets are easy to place. Small investment required.

## D. Robbins & Co. Inc.

131-B W. 42nd St., New York 18, N. Y.

NEW GUNS NEW

THEY'LL DO A BANG-UP JOB FOR YOU! NOW! THE HOTTEST CHARM ON THE MARKET!

(Same size as illust.)

PLASTIC (6 Bright Colors) . . .	\$4.25 per M
NICKEL PLATED . . . . .	6.50 per M
SILVER PLATED . . . . .	7.50 per M
GOLD PLATED . . . . .	7.50 per M

**Large Assfd. SPORT CHARMS**  
(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)

PLASTIC (6 Bright Colors) . . .	\$3.75 per M
COPPER PLATED . . . . .	6.00 per M
GOLD OR SILVER PLATED . . .	7.00 per M

**ALPHABETO CHARMS**  
(A to Z and 10 Numerals)

PLASTIC (Assorted Colors) . . .	\$2.00 per H
COPPER PLATED . . . . .	4.00 per M

No charm on the market will empty machines as fast as our new guns. Be convinced, Order Now!

Opportunity for Distributors

## PAUL A. PRICE CO., Dept. B

220 Broadway, New York 7, N. Y.



**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise, Games, etc.

**BUBBLE BALL GUM**

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65  
100 lbs. or more 21.90

**CHARMS**

Plastic Charms, small, 1,000 \$2.25  
Metal Colored Charms, small, 1,000 4.25  
Plastic Charms, large, 1,000 2.95  
Copper & Nickel, large, 1,000 5.00  
Silver Wedding Rings, 1,000 5.95  
Toy Watches, 2 gross 2.50  
Stone Set Rings, 1 gross 1.95  
"Hep Cat" Buttons, 1,000 5.95  
Plastic Colored Rings, 1,000 2.50

**STANDS**

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$2.99 each**

We are factory distributors for all leading makes of VENDING MACHINES.



**VICTOR 5¢ ALL CHARM VENDOR**

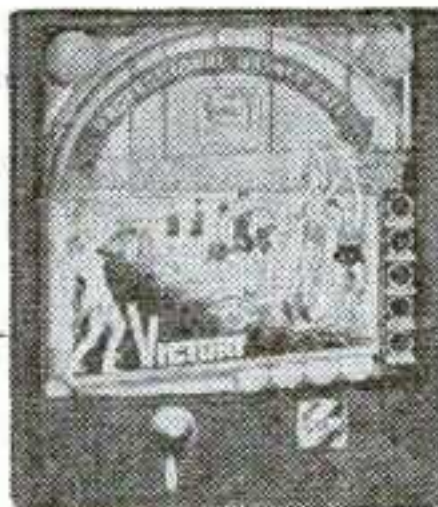
The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

**Victory Basketball Game**

Plenty of action—return ball feature—1c or 5c play  
Real Money Maker! 22" High, 18" Wide, 5" Deep.  
Simple mechanism—guaranteed trouble-free



**\$32.50 EA.**

1/3 DEPOSIT ON ALL ORDERS

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

any other seller or any competitor of the firm. In addition, the commission held that the restrictive agreements provided that the distributors could not own, use, operate or lease any automatic vending machines except Canteen's. Another provision, said FTC, was to the effect that for a period of five years after termination of a contract, the distributor or lessee was prohibited from leasing, owning or using an automatic vending machine of any kind and from selling machine-vended merchandise of any character in the territory specified in the agreement with Canteen.

According to FTC's findings relating to violations of 2 (f) of the Robinson-Patman-amended Clayton Act, Canteen knowingly induced and received favorable price differentials from approximately 80 of its 115 suppliers of confectionery products. "The prices paid by respondent to various sellers of such products," the findings continued, "have consistently ranged from slightly less than 1.2 per cent to slightly more than 33 per cent lower than the prices paid by respondent's competitors for products of like grade and quality."

**Profits**

The findings declared that Canteen's gross profits on confectionery products dispensed by the machines "were composed almost entirely of preferential discounts which it exacted from its suppliers." For instance, stated the findings, the William Wrigley Jr. Company sold \$8,823,728 worth of gum to Canteen from 1937 thru 1945 at 38 cents a hundred sticks. Canteen resold the gum to its distributors at 56 cents a hundred sticks, which resulted in a mark-up of approximately 46 per cent above the purchase price and permitted the firm a gross profit of approximately \$4,091,386, declared FTC. Of the gross profit, \$3,947,471, or approximately 96 per cent, consisted of the difference between what others paid and the lower or preferential price which was granted to Canteen by the Wrigley company, the commission stated.

With detailed findings, the FTC alleged that Canteen's exclusive-dealing contracts and its acceptance of lower prices from confectionery suppliers has had adverse effects on competition. The commission held that, among other things, the effect of such practices "has been, is, or may be" to substantially lessen competition and tend to create a monopoly in both lines of commerce in which the respondent is engaged, namely the sale and purchase of confectionery products, and other similar packaged merchandise suitable for use in automatic vending machines, and the development, acquisition, ownership, leasing, licensing or selling of automatic vending machines."

**FTC Order**

Under the commission's order, Canteen is prohibited from entering into, enforcing or continuing any contract or understanding for the lease or sale of automatic vending machines, or for the sale of confectionery products used in the machines, on the condition or understanding binding lessees, licensees or purchasers to the following terms:

1. Shall not acquire, manufacture, own, operate or lease any automatic vending machine which is not licensed, leased, purchased or otherwise acquired from Canteen or from some source authorized by it.
2. Shall not sell or cause or permit to be sold any confectionery products

**Stoner Delivers 5-25c Device**

AURORA, Ill., June 24.—Operators with Stoner equipment will be able to order nickel-quarter mechanisms as optional equipment for immediate delivery, sales manager Bip Glassgold announced this week.

The new mechanism, which will accept both nickels and quarters, will enable operators to vend cigarettes from the Univendor in those areas where the price is above 20 cents.

Glassgold said the mechanism would add \$10 to the price of a new machine. To enable operators to bring their older Stoner machines up to date, the firm also is offering a conversion kit priced at \$25, which includes the entire mechanism and the coin insert plate.

**Church New Beich Exec**

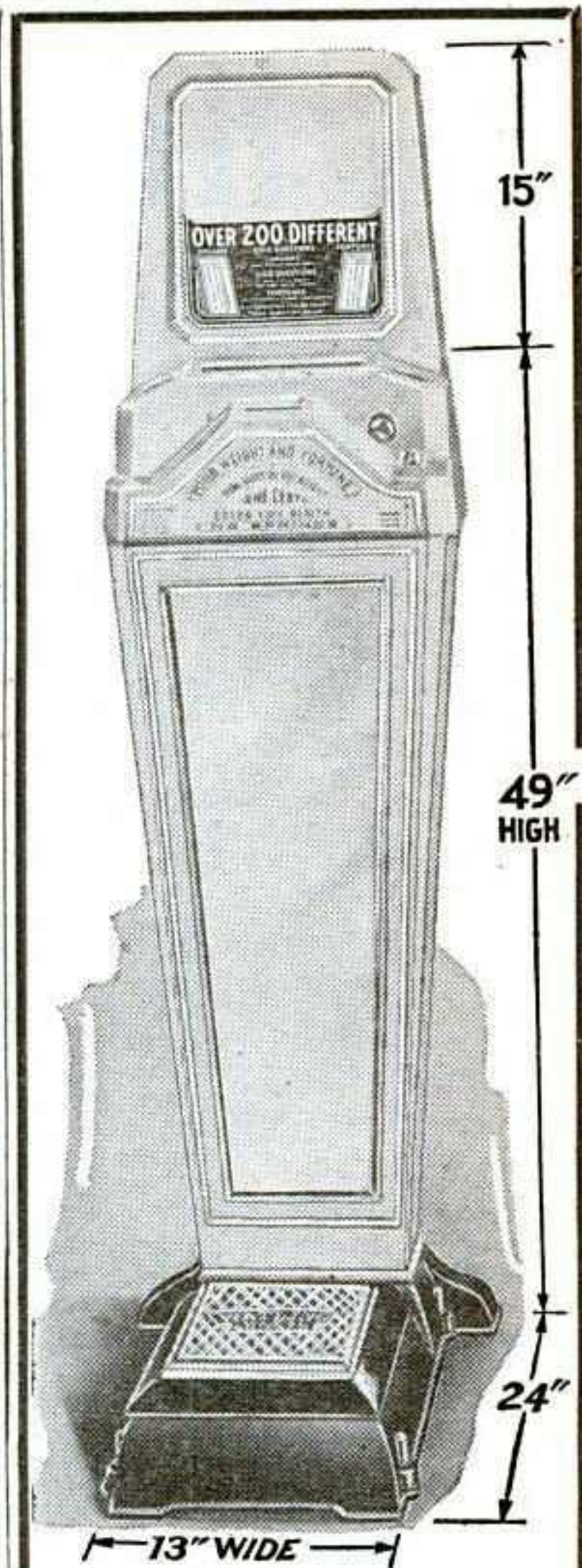
BLOOMINGTON, Ill., June 24.—Paul F. Beich Company announced the appointment of William M. Church as assistant sales manager. He will work with Paul F. Beich, vice-president and director of sales. Church was formerly associated with the firm as credit manager and sales representative for Wisconsin.

purchased from Canteen other than by means of automatic vending machines leased or purchased from it.

3. Shall not buy for resale, use, or permit to be used, in automatic vending machines leased or purchased from Automatic Canteen, the confectionery products of any seller or supplier other than respondent.

4. Shall order and purchase exclusively from Automatic Canteen all confectionery products offered for resale by means of automatic vending machines leased or purchased from Automatic Canteen.

The order also directed that Automatic Canteen, in connection with its purchases of confectionery products, cease and desist from knowingly inducing or accepting a net price from any seller known by it or its representatives to be below the net price at which such products of like grade and quality are being sold to other customers, "where the seller is competing with any other seller for respondent's business, or where respondent is competing with other customers of the seller." This inhibition, stated FTC, does not preclude Automatic Canteen from defending any alleged violation of the order by showing "that a lower net price received or accepted from any seller makes only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are by such seller sold or delivered" to Automatic Canteen. For the purpose of determining "net price" under the terms of order, the FTC provided that "there shall be taken into account discounts, rebates, allowances, deductions, or other terms and conditions of sale by which net prices are affected."



WEIGHT, 165 LBS.

**\$25 DOWN**

**Balance \$10 Monthly**  
400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

**WATLING**

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago



"The Magazine of Automatic Merchandising"

"I have recently had the pleasure of reading one of your editions of 'VEND' and being a vendor it had great interest for me."

**Sam Fox**  
Acme Vending Service  
Detroit, Mich.

**VEND** 7-1  
2160 Patterson St.  
Cincinnati 22, O.  
Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.  
Name .....  
Address .....  
City ..... Zone ..... State .....



IT'S SENSATIONAL THE NEW ACORN 5c ALL CHARM VENDOR Immediate Delivery **EMPIRE** COIN MACHINE EXCH. 1012 Milwaukee Ave. Chicago 22, Ill.

**ATTENTION, VENDING MACHINE MANUFACTURERS**

We are a NATIONAL SALES ORGANIZATION with offices in New York City, Kansas City and Los Angeles. We now travel 25 experienced producers throughout the U. S. A. and plan to add more men. We are open for good machines that have not been offered to every distributor and kicked around. Must lend itself to promotional selling. If you have anything of real merit and are willing to talk about a National Contract, we shall be very happy to hear from you with full details and pictures. We are amply financed and well regarded by bank, Chamber of Commerce and Dun & Bradstreet and will only do business with a responsible concern. Write Box 552, The Billboard, 1564 Broadway, New York 19, N. Y.

**GIVE TO THE DAMON RUNYON CANCER FUND**



# WURLITZER UPS 1250 PRICE

## Unit To List For \$799.50; Cites Reasons

Effective July 17

NORTH TONAWANDA, N. Y., June 24.—The Rudolph Wurlitzer Company this week announced an increase in the price of its Model 1250 phonograph to \$799.50. The addition of \$49.50 to the list price was attributed to a continuing upward trend in the cost of materials and to the general wage increases recently negotiated at the plant here.

In announcing the increase, Ed Wurgler, general sales manager, said, "Costs of steel, plastics, lumber and the many mechanical and electrical components which go to make up the 1250 are still rising, and the wages of our employees at North Tonawanda have been increased in accordance with the current trend.

### Effective Date

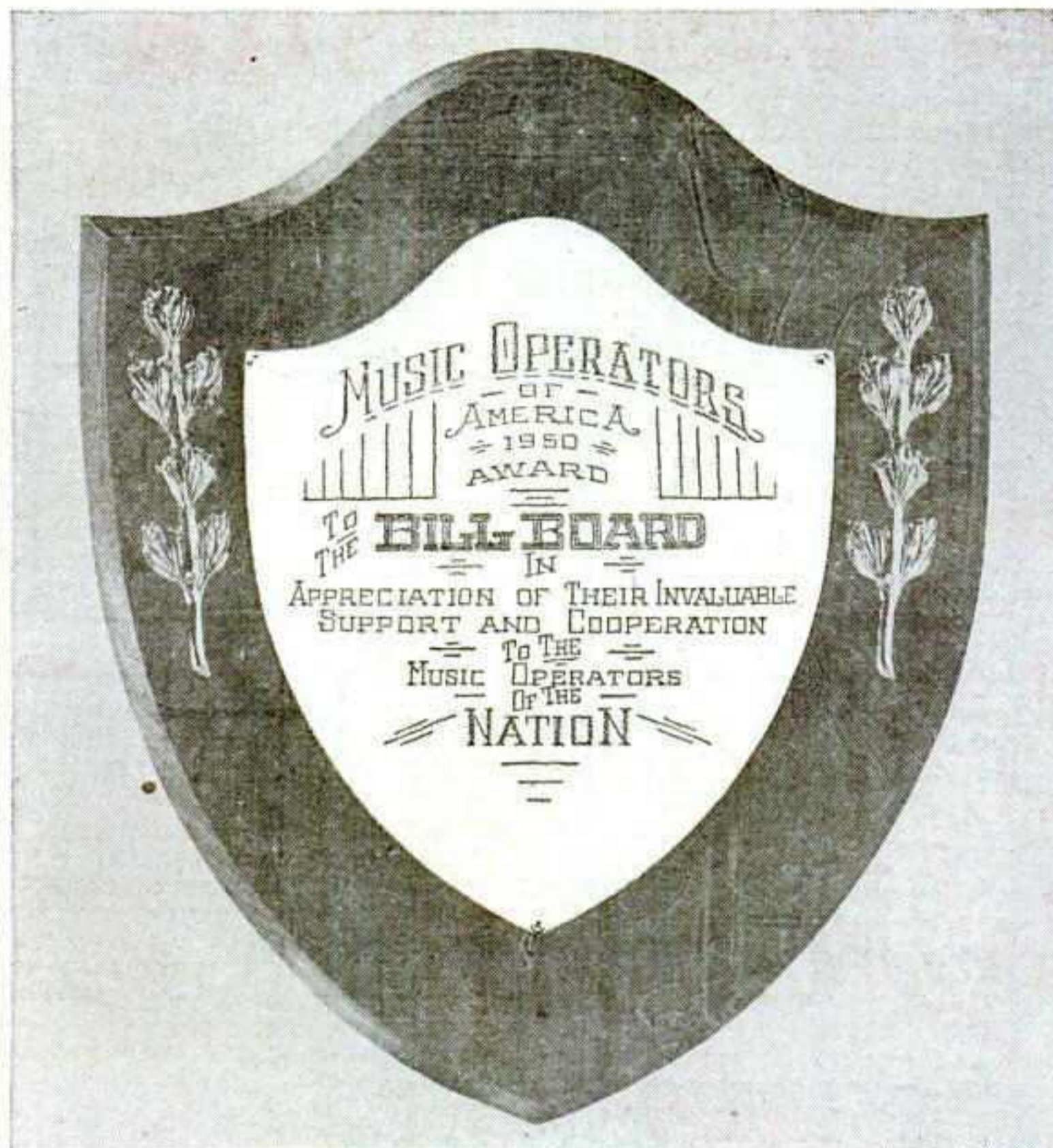
"Industry in general has gone about as far as it can in absorbing increases (See Wurlitzer Boosts on page 98)

## Wittick Named Radio, Tele Rep In 4-State Area

DETROIT, June 24.—Wittick Sales Company, with headquarters in this city, has been appointed distributor for Coradio and Covideo coin-operated radio and television systems in Michigan, Ohio, Indiana and Illinois, Frederick B. Wittick, president, announced this week.

Wittick said initial response to the (See Wittick Named on page 98)

## MOA Award to The Billboard



CHICAGO, June 24.—The Music Operators of America (MOA) this week presented *The Billboard* with its 1950 award "in appreciation of invaluable support and co-operation." Presentation of the award, pictured above, was made by George A. Miller, national chairman and treasurer of MOA.

Miller said the award was made because of the co-operation extended in publicizing the first annual MOA

convention held this spring in Chicago.

"It will," Miller said in making the presentation, "in a small way show the operators of the nation that a large amount of credit for the success of the MOA convention was due to *The Billboard's* co-operation and generosity."

MOA is a national committee composed of local and State phonograph association executives.

## Juke Location Study Reveals \$\$ Variations

### Census Bureau Reports

WASHINGTON, June 24. — Receipts of typical coin locations vary widely from city to city, according to the latest Census Bureau estimates covering the West Coast and the Middle Atlantic region. The widest range was registered by the top juke box location—eating and drinking spots. For the first four months of this year as compared with the same 1949 period, business was off in such locations by 9 per cent in both Los Angeles and San Francisco. In Seattle, however, a gain of 1 per cent was registered.

Business of restaurants, lunchrooms and bars was off in New York, Philadelphia and Pittsburgh, the latter's 8 per cent decline being the largest. New York receipts were off 6 per cent, while Philly dropped a scant 2 per cent.

Gas stations, considered good spots for various types of venders, also showed a wide variance in receipts among the six cities. New York and San Francisco showed gains of 4 per cent and 3 per cent, respectively, over the January-April, 1949, period, while Los Angeles, Philly, Pittsburgh and Seattle gas stations reported declines of 3 per cent, 4 per cent, 1 per cent and 2 per cent, respectively.

Drugstores, a common amusement (See Location Study on page 98)

## AMOA Tees Off On UJA Drive

NEW YORK, June 24.—The last meeting, prior to the summer recess, of the Automatic Music Operators' Association will be held Tuesday evening (27) at the Park Sheraton Hotel and will mark the kick-off of the coin machine activity in behalf of the United Jewish Appeal. Tickets for prizes donated by distributors will be sold at the meeting and coin machine firms will continue to sell the tickets until the drawing to be held at Hotel New Yorker dinner September 19. Prizes for the United Jewish Appeal drawing include a Seeburg Select-o-Matic, donated by Atlantic New York Corporation; a Wurlitzer 1250, given by Young Distributing Company, and an AMI (See AMOA Tees Off on page 98)

# Exports in Steady Increase

## See Added \$\$ Thru 1950 as Market Opens

### New Model Interest High

CHICAGO, June 24.—Interest in U. S. made automatic phonographs in foreign countries, especially those where import duties are light, is steadily increasing, and indications are that this interest will show up in increased sales during the balance of the year, a study of export firms revealed this week.

At present there is considerable activity in at least three foreign countries, Mexico, Venezuela and Honduras. There is considerable interest in all new models in South America, with one firm reported having received a quantity of actual orders for the recently announced Rock-Ola Rocket 50 which will not be placed in production for another month or so.

The Mexican picture is especially interesting with firms importing the

American-made parts, then assembling their own units. Proof of the juke box activity south of the border was forthcoming at the Rock-Ola distributor meeting when David C. Rockola, firm president, lauded the sales results of David L. Romero, Mexico City, presenting him with a gold watch in recognition of the out-

standing record chalked up by his firm despite the import restrictions in that country.

Meanwhile, exporters report ops in Canada are waiting until next month to see what the new quotas will bring. At this time music equipment shipments to the Dominion are nil.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are:

**VARSITY TO INVADE LP 99-CENT FIELD.** Oberstein plans low-price LP invasion, besides pegging 45s at 45 cents (Music Department).

**ENGLISH DECCA BOWS WITH LP DISKS, PLAYERS.** The diskery plans to hit the market with its first long-playing platters (Music Department).

**210-MIL EXCISE TAX SLASH DUE FOR HOUSE OKAY.** Coin machine field is the exception to the general benefit (General Department).

**BIG 78-R.P.M. CLEAN-UP DRIVE UNDER WAY.** Diskers join move to clean out old 78s with trade-ins for LPs (General Department).

**NEW STARS ON SHOWBIZ HORIZON.** From all branches of showbiz, 1950 sees many new stars to watch (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special *Billboard* feature—six columns devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

## Hon. Admiral

CHICAGO, June 24. — Gail Carter, vice-president and sales manager of Permo, Inc., has joined the ranks of outstanding personalities "in all walks of life in these United States by being named an honorary admiral of the American Airlines Flagship Fleet." Carter last week was awarded his certificate in the Permo offices by Hugh S. Boylan, AA exec, and Skip Maxwell, stewardess.

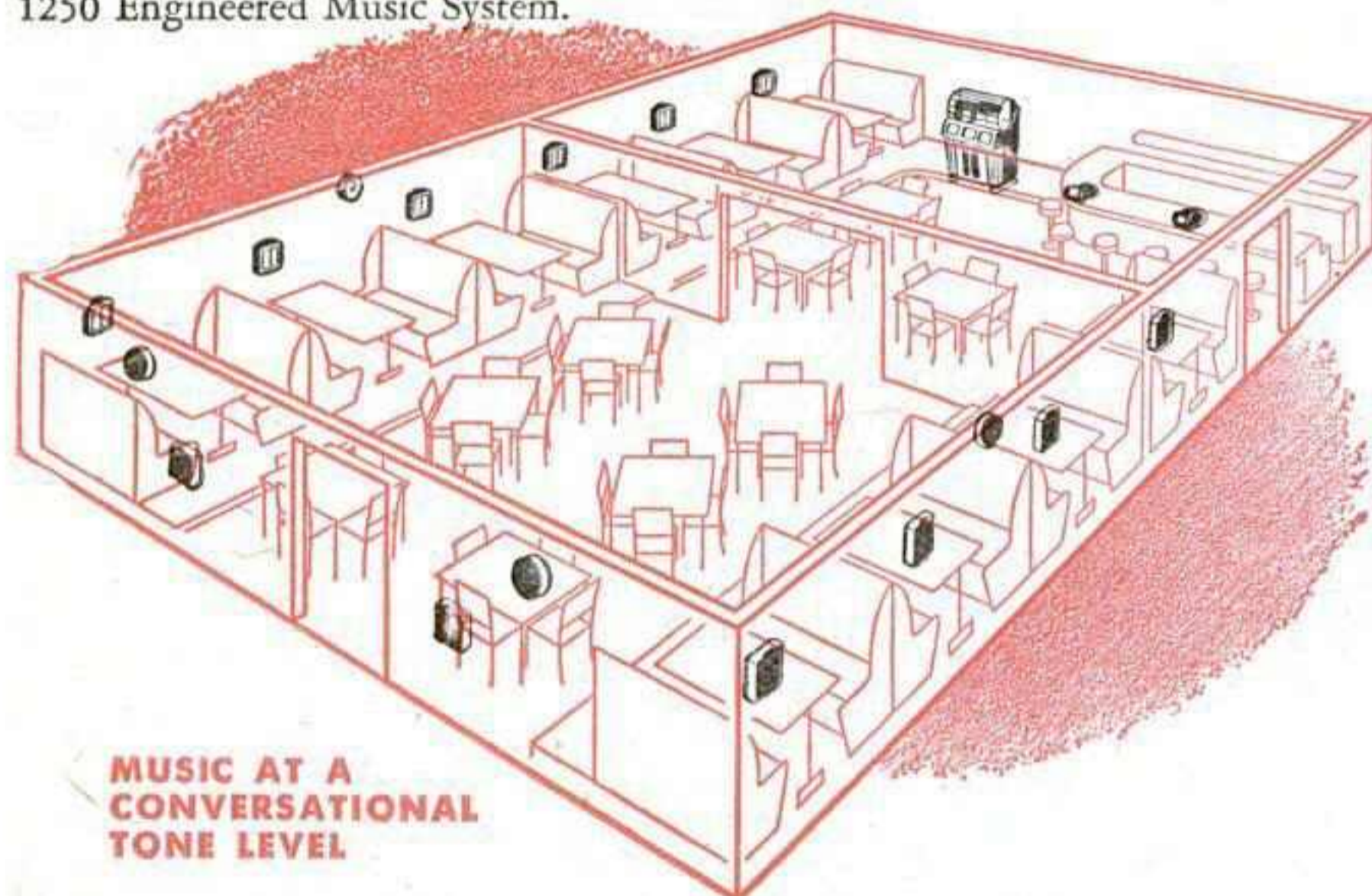
Carter is now eligible for membership in the exclusive Admiral Club maintained at LaGuardia airport in New York.

In addition to having flown hundreds of thousands of miles on commercial airlines, Carter has also logged many hours in private planes.



# Only a **WURLITZER** Twelve Fifty ENGINEERED MUSIC SYSTEM gives you all these PLAY-PROMOTING, PROFIT-PULLING FEATURES

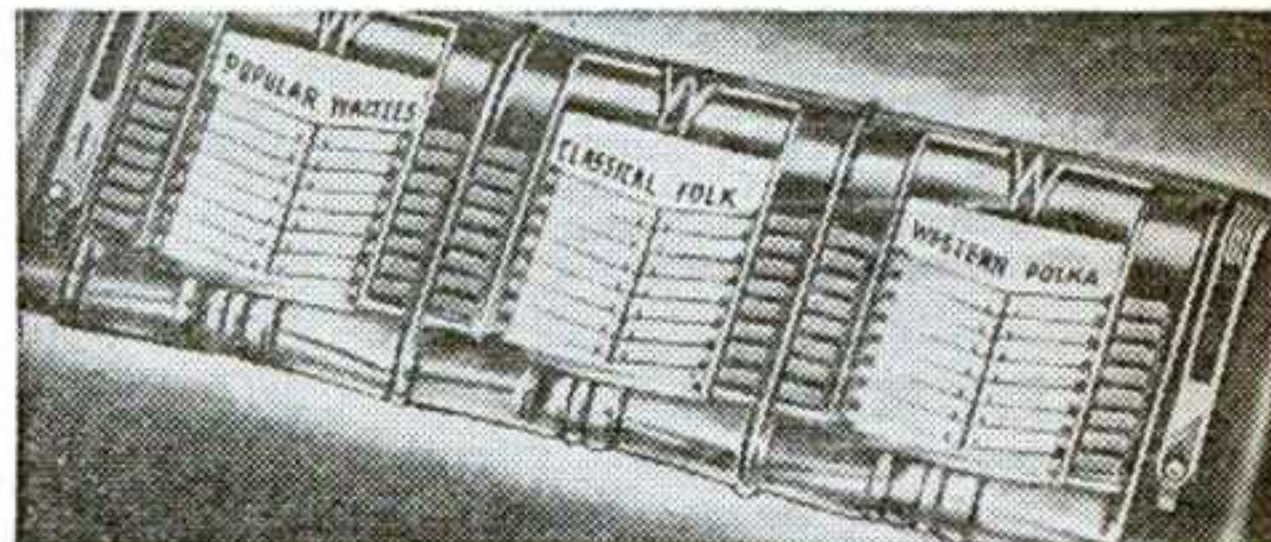
No other music system on the market can match the exclusive new features of the Wurlitzer 1250 Engineered Music System. Features that give you protection against obsolescence, greater flexibility, more saleable music, and a higher take with a better profit percentage. Visit your Wurlitzer Distributor. Find out now about today's most profitable investment—the feature-packed Wurlitzer 1250 Engineered Music System.



**MUSIC AT A CONVERSATIONAL TONE LEVEL**

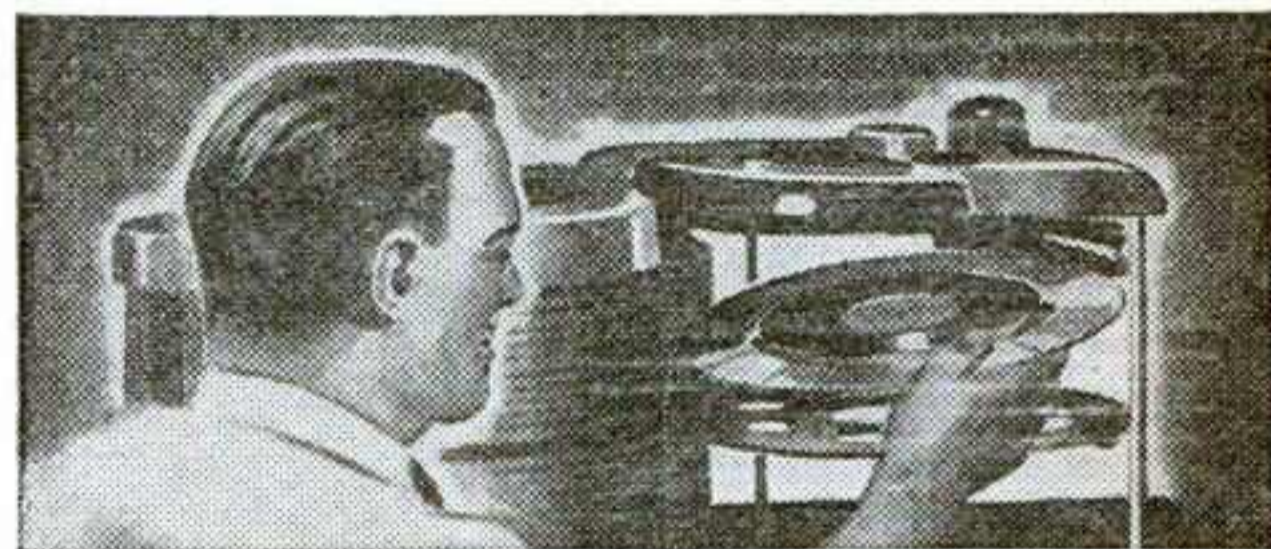
A Wurlitzer 1250 Engineered Music System makes your music available to all the patrons of a location no matter where they sit. Your music comes to them at conversational tone

level throughout the location. No blasting near the phonograph, no straining to hear at other sides of the room or in adjoining rooms. A sure-fire play promoting feature.



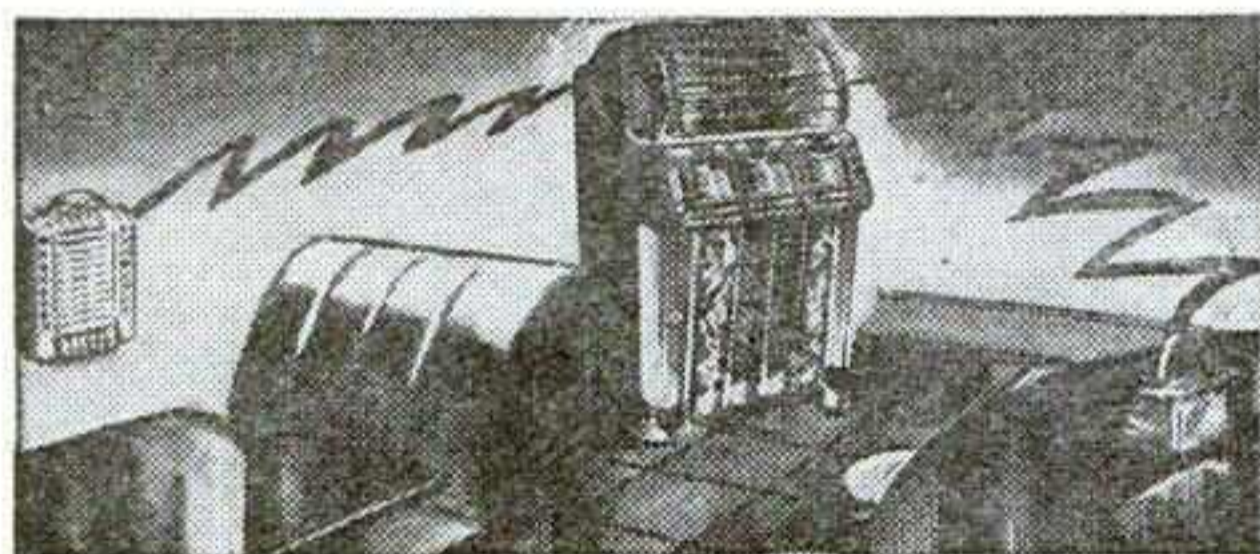
**48 TUNES—JUST THE RIGHT NUMBER**

The 1250's 48 selections provide plenty of play-stimulating variety without slowing down selection by too large and confusing a number of choices. And there's no increase in record costs—the 1250 plays 48 tunes from 24 records—saves you money, makes money at the same time.



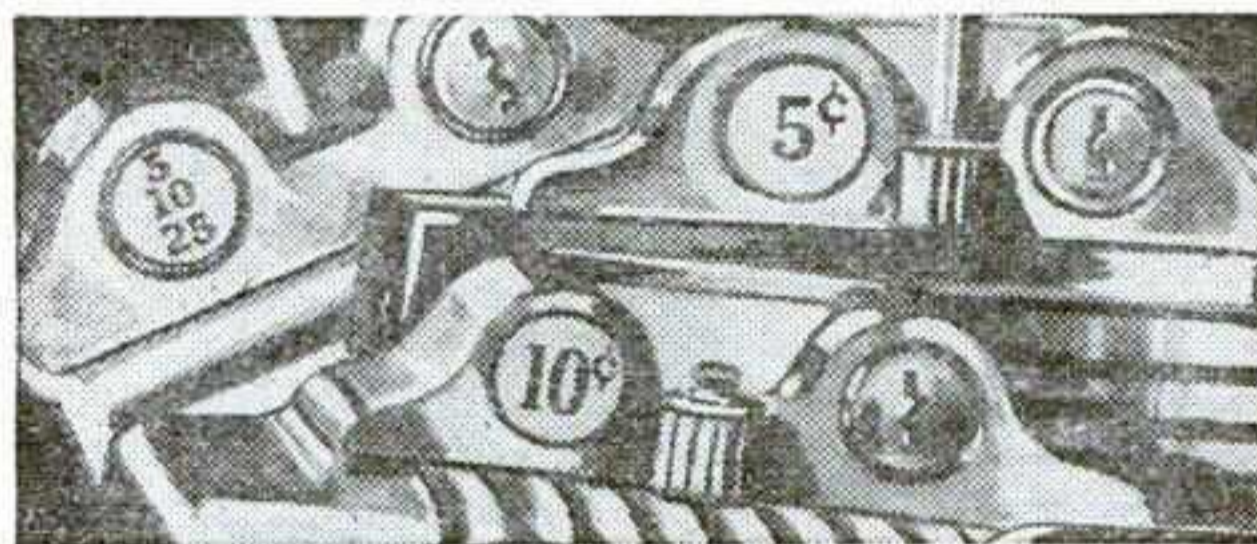
**COSTS ONLY \$8.75 TO CONVERT TO 7" RECORDS**

With an \$8.75 kit and a half hour's time you can convert the 1250 to play 33 1/3 or 45 RPM seven inch records. No expensive new record changer needed. Here's full protection against obsolescence whichever speed records become the vogue. You can switch *right now* to the superior tone of seven inch records if you want. You can place two seven inch records back to back and play only the best sides of each.



**OPERATES FROM PRESENT REMOTE CONTROL EQUIPMENT**

The Wurlitzer 1250 does not obsolete present remote control equipment. All current Wurlitzer Wall and Bar Boxes will play the top sides of all 24 records and many models can be converted to play all 48 selections.



**PERMITS A GREATER VARIETY OF COIN SET-UPS**

Wurlitzer's complete line of remote control Wall and Bar Boxes includes 5¢ units, 5¢ and 10¢ units, and single entry 5-10-25¢ units. In addition, most models can be easily converted to 1 play for 10¢, 3 for 25¢ or 6 plays for 25¢.



**IDEAL PHONOGRAPH FOR MONTHLY RENTALS**

The 1250 is the ideal phonograph for rental to plants, stores, banks, offices and other commercial establishments that desire continuous music to increase efficiency, improve working relations, entertain customers. Plays standard ten inch 78 RPM records. Can be converted to play ten inch or seven inch 45 or 33 1/3 RPM records. When converted to ten inch LP records it provides a *pre-selected* 24 hour program of continuous music.



**REMOTE EQUIPMENT SUFFICIENT TO MEET ALL CONDITIONS**

Wurlitzer offers the most complete, most flexible line of remote Wall Boxes, Bar Boxes and Speakers on the market. All the equipment you need to set up a

profitable Wurlitzer Engineered Music System in any location is available, whatever its size, shape, acoustical properties or decorative scheme.

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK**



## WGMG Adds 17

WASHINGTON, June 24. — New paid up members of the Washington Music Guild, as result of the merger with the Washington Coin Machine Association, include Mark H. Blacker and David M. Hirsch, B & H Amusement Company; Horace H. Biederman; James J. Kaplan and Al Denniberg, D. C. Amusement Arcade; Mike Koutsos, Domestic Amusement Company, and John D. Cokinos and John N. Deoudes, Domestic Novelty Company.

Also Nick Gouzoulis; James H. Smith, Marlin Amusement Corporation; Myron Loewinger, Musicoin; Robert and Donald Epstein, Playland Amusement; William L. Starkenstein, Starke Associates; Emanuel and George Geanaros, Washington Coin Machine Company, and E. E. Owens, Owens Amusement Company.

## AMOA TEES OFF

(Continued from page 96)

Model C from the Runyon Sales Company.

At this final meeting of the season members also will receive reports from President Al Denver, Treasurer Harry Wasserman and Attorney Sidney H. Levine. Topics for discussion will be the public relations program, including activity on behalf of the Police Athletic League and a general subject concerning the good and welfare of the industry.

## COBRA CARTRIDGES

Realigned and resurfaced, 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days' service via air mail P.P.

Electronic Industries  
8971 N. 1st St. Phoenix, Arizona

## WITTICK NAMED

(Continued from page 96)

Covideo 14-inch screen television set has been excellent in the four-State territory, and installations are being made in motels, hotels, hospitals, bars, restaurants, bowling alleys, billiard parlors, beauty parlors, barbershops, waiting rooms, bus terminals, street-car terminals, etc.

Business in motels, with the tele installations, increased as much as 30 per cent after the sets were installed, Wittick said, despite the fact the heavy tourist season had not yet started.

## WURLITZER BOOSTS

(Continued from page 96)

in labor and material costs. The effective date of the price increase has been fixed for Monday, July 17, in order to give distributors and operators an opportunity to conclude pending transactions.

Wurgler said that while the phonograph price will be increased, the balance of the Wurlitzer line of auxiliary and accessory equipment would not be affected. Price of the conversion kit for 45 r.p.m. or 33 1/3 r.p.m. play also will not be changed.

## LOCATION STUDY

(Continued from page 96)

game location, followed the same patten of variation. Seattle drugstore business was identical for both four-month periods; gains of 1 per cent were registered for Philly and Pittsburgh; Gotham was off by 1 per cent, while L.A. and Frisco druggists had decreases of 7 per cent and 8 per cent, respectively.

## Charter New Music Firm

DOVER, Del., June 24.—The Arlington Music Corporation has been chartered here by the secretary of state. Dealing in coin-operated machines, the firm capital is listed at \$10,000. Headquarters are at the Prentice-Hall Corporation System, Inc.; offices, Dover.

## RHYTHM & BLUES RECORD REVIEWS

(Continued from page 27)

<b>T. J. FOWLER &amp; HIS ORK</b> Sensation 36	<b>Hot Sauce</b> Unison chant about the virtues of hot sauce as applied to chicken ribs, etc., is done with solid medium beat and lively combo work.	71--71--71--71
	<b>Blue Lullaby</b> Lanquid instrumental original is arty—a sort of Ferde Grofe thing on blues. It doesn't come thru.	53--57--55--53
<b>IVORY JOE HUNTER</b> MGM 10733	<b>Let Me Dream</b> Beautiful slow ballad job by Hunter on his own tune should get fast and solid action.	85--85--85--85
	<b>Gimme a Pound o' Ground Round</b> This one's a lot of hamburger.	50--50--50--50
<b>ARCHIBALD ORK</b> Imperial 5082	<b>Shake Shake Baby</b> Arch follows his great "Stackalee" dinking with a vocal blues very similar in melody and beat but with different type lyric. Could do follow-up biz.	83--83--82--84
	<b>Ballin' With Archie</b> Characterless boogie woogie instrumental is a let-down.	55--55--52--58
<b>T-BONE WALKER</b> Imperial 5081	<b>Baby Broke My Heart</b> T-Bone knocks out a cozy slow blues with his typically intimate warbling and steel guitar. Combo fills out nicely.	75--75--75--75
	<b>The Hustle Is On</b> Fine, reeking blues here, with knocked out tenor sax co-featured with leader's warbling and plucking.	78--78--77--79
<b>CECIL GANT</b> 4 Star 1482	<b>I've Heard That Jive Before</b> Gant warbles an unexceptional medium boogie blues, accompanied by piano vibes and trumpet.	62--63--62--64
	<b>You're Going To Cry</b> Slow blues ballad finds Gant striking a nostalgic, pleasant mood, with lingering piano-vibes backing.	72--72--72--72
<b>GEORGE MILLER</b> Mercury 8183	<b>Boogie's the Thing</b> Combo and warblers knock themselves out to no purpose on a furiously paced boogie novelty.	52--50--50--56
	<b>Bat-Lee Swing</b> Dull recording sound, loosely organized combo work on this boppish novelty blues.	42--40--40--46
<b>EDDIE COLE</b> Gotham G-238	<b>News for You, Baby</b> Unpretentious little blues job—fair warbling of a so-so lyric pleasant combo backing.	65--64--62--68
	<b>That's Right</b> Bounce novelty, with combo chanting the tag in response to solo warbler. Fly enough, but not strong.	61--60--60--64
<b>PANAMA FRANCIS</b> Gotham G-225	<b>The Crackerjack</b> Neat, compact, swingy dance side—tenor solos while bary and rhythm play a kind of "Honeydripper" counterpoint to a crisp beat.	75--75--75--75
	<b>Peach Tree Shuffle</b> Shuffle boogie jumper doesn't come alive. A boppish sax solo is the feature.	50--50--50--50
<b>LUCKY MILLINDER ORK (Paul Breckenridge)</b> Victor 22-0088	<b>Sweet Slumber</b> Lavish ork-choral production is built around Breckenridge's vocal of this lightly appealing bluesy ballad.	67--67--67--67
	<b>Let It Be</b> Annisteen Allen delivers a spirited vocal of a trivial rhythm item. Solid orking gives the etching some added merit.	60--60--60--60
<b>"LITTLE WILLIE" LITTLEFIELD</b> Modern 20-754	<b>Happy Pay Day</b> Boogie novelty with a good riff misses largely because of overbalanced orking obscuring Littlefield's chanting.	63--63--61--65
	<b>Cheerful Baby</b> Willie does a mean job here on his specialty—a heart-felt slow torch blues. Should head for action.	84--84--84--84

## FOLK TALENT AND TUNES

(Continued from page 29)

Tallahassee, Fla., gripped by failure of "Victor, Decca and Columbia to give us any disks for d. j. play." . . . **Hank Penny**, KWIK, Burbank, Calif., is leaving **Cliffie Stone's** "Hometown Jamboree" gang to do his own TV shows. Penny reports that **Les Anderson**, ex-Coolley warbler, has joined Decca and will cut soon. **Bob Wills** is recovering from an appendectomy in Oklahoma City. . . . **Tex Justus**, WIKY, Evansville, Ind., opened June 18 indefinitely at the Camel Bar, local lounge. Spot formerly used pop music. . . . **Earl (Granpappy) Davis** is now program director at WNOP, Newport, Ky., but will continue his heavy h. b. d. j. work. . . . **Johnny Hicks**, KRLD, Dallas, reports that **Dewey Groom** starts a new TV show over KRLD-TV soon.

**Bob Shaffer**, WKNX, Saginaw, will be guestar on the "WLS National Barn Dance" June 24 in Chicago. Shaffer and his band are being booked thru Michigan by WLS. . . . **Johnnie Larabee** of the Leather Lightning Troupe reports that country music talent might contact **Cal Farley**, director of Boys' Ranch, Amarillo, Tex. The 120 underprivileged boys at the Ranch enjoy Western and h. b. entertainment and traveling talent is urged to contact Farley at the school. . . . **Don Pierce**, 4 Star sales manager, reports that the **Armstrong Twins** are working at KXLA, Hollywood, with 14-year old **Patsy Armstrong**. . . . **Jack Perkins** (4 Star) is doing a daily d. j. show over KWNW, Wenatchee, Wash.

**Steve Sholes**, Victor country music brass, reports that he has inked **Eddie Marshall**, now working in New Jersey. Marshall's manager is **Al Duttkin**. . . . **Art Davis**, who played fiddle on most of the **Bill and Jim Boyd** Victor diskings, is running for lieutenant governor of Oklahoma. . . . **Hank Snow** has parted company with p.m. **Bobby Ross**. Ross still manages **George Morgan**. . . . **Texas Bill Strength** (4 Star), who has been working for the CIO, will entertain at the labor org's national convention this fall. . . . **Jimmy Snow**, one of the boys in **Hank Locklin's** band, has made his own disks for 4 Star. . . . **Johnny Lee Wills** and his band (Bullet) will be working the following rodeos: Springdale, Ark., July 1-4; Claremore, Okla., July 12-15, and Ada, Okla., August 8-12. . . . **Roy Smith's Tennesseans** are now heard daily over WSPD-TV, Toledo. . . . **Johnny Lyons** and his Ohio band are taking out a tent show this summer, with **Bill Ellsworth** booking and **Forrest Brown** on advance.

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

# Easy DOES IT WITH

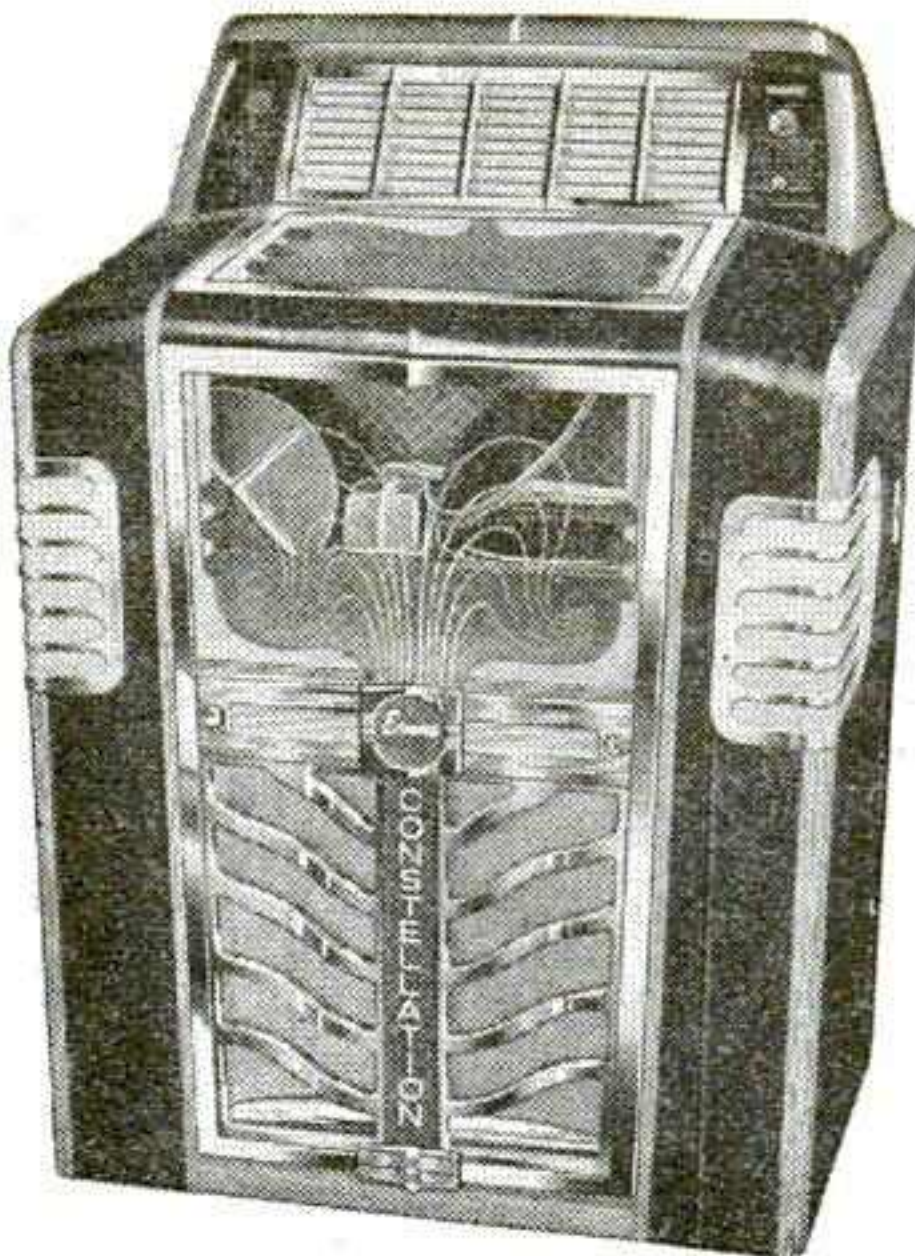
## EVANS' 1950

### 20 RECORD, 40 SELECTION

# CONSTELLATION ON THE JOB!

You don't have to knock yourself out to show good, steady profits when you rely on Constellation. It's easy to get the locations you want . . . easy to keep them satisfied. Emergency service is practically non-existent . . . standard servicing is fast, clean, economical. All thanks to Evans' Big-3 features . . . advanced cabinet design—trouble free performance—time-saving service facilities. Have a look for yourself at your Evans Distributor, or write Factory direct.

AVAILABLE NOW — Evans' Record Play Meter for Original Constellation. GENUINE PARTS for Mills, Empress, Throne of Music, Original Constellation.

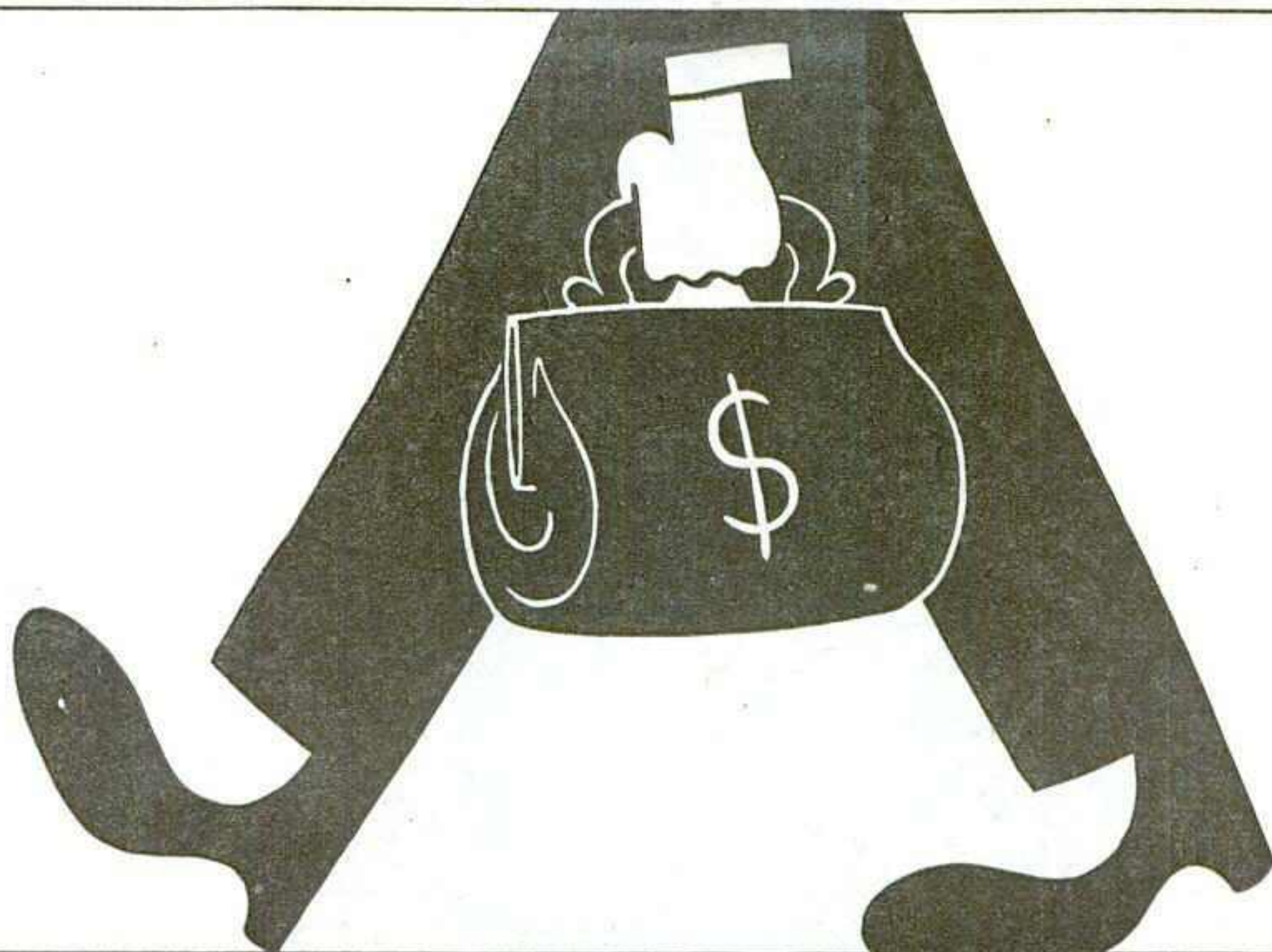


## H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois

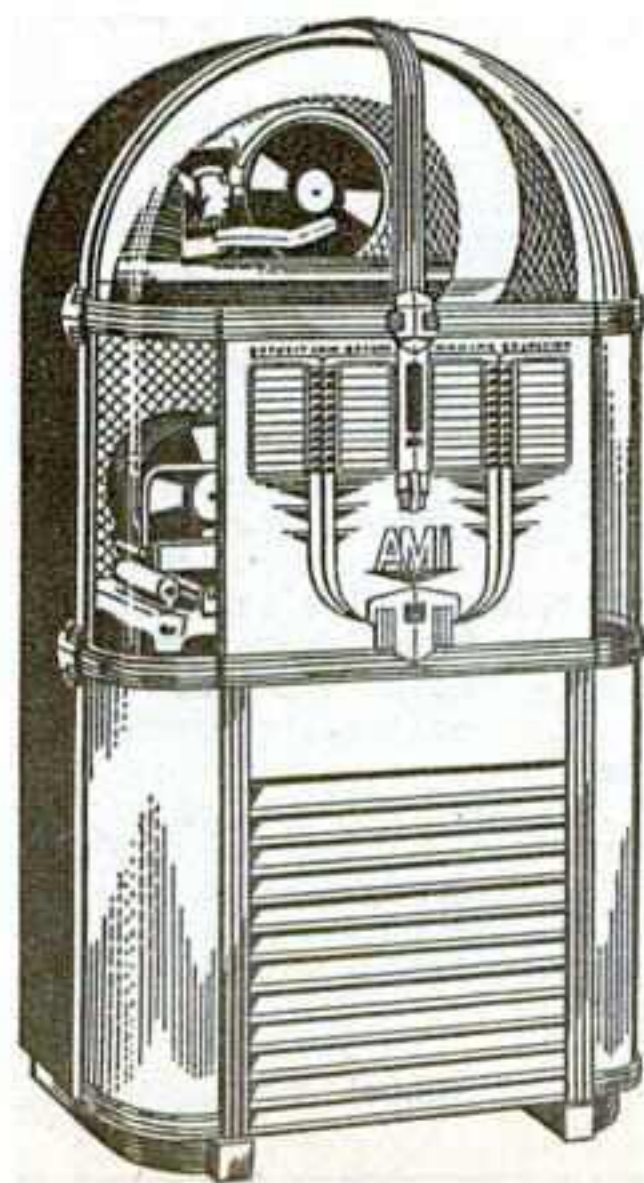
SEE OUR COIN MACHINE AD ON PAGE 115





**what is your walkaway?**

It's not the "take" but the "keep" that counts! You can make money on a seven dollar walkaway or lose it on a twenty-five dollar walkaway. To make money, your machine has to work for you, not you for it. That's why dollar-minded operators are now using AMI exclusively. They like its low initial cost, its negligible servicing expense, its slow-low depreciation, and its sensational earning power. It's NET PROFIT you're after and with AMI you walk away with the biggest net profit of all!



**"C" operators**

**sleep soundly**

**every night!**

**AMI** *Incorporated*

General Offices and Factory: 1500 Union Ave., S.E., Grand Rapids 2, Mich.

Branch Office: 134 N. LaSalle St., Chicago 2, Ill.



# AMERICAN AIRS NEW PLANS

## Sees 25,000 Membership By End of '51

Distributors Meet in Chi

By Tom McDonough

CHICAGO, June 24. — With distributors representing virtually every State in the union in attendance the American Shuffleboard Company, of Union City, N. J., held its first annual sales and policy meeting at the Stevens Hotel here yesterday and today (23-24.) In addition to reviewing the progress of American during its 22-year history and trade developments of the past year, American officials outlined the need and aims of league and tournament play as a stepping stone for the immediate and long-range growth of shuffleboard as a sport.

Altho the order of each day was a close fitting agenda with featured talks by American executive and sales and promotional heads, each presentation was highlighted by following round-table discussion designed to give all distributors an opportunity to formulate the 1950-'51 policy of American so that the distributors might be prepared to carry out the sales program effectively and, as nearly as possible, with uniformity thruout the country.

As outlined by Frederick Jordan,

## Shufflers Aid Child

EAST MOLINE, Ill., June 24. — Contributions received in 102 shuffleboard locations in this area have been turned over to Mr. and Mrs. Kenneth Lee, Moline, for the benefit of their little son, Glenn, who has been partly paralyzed for weeks following an auto accident. Coin containers were placed in the locations by the Quad City Shuffleboard Association which operates leagues in Moline, East Moline and Rock Island, Ill., and Davenport, Ia.

## Chi Court Okay For Nation Wide Baseball Game

CHICAGO, June 24.—Nation Wide Novelties' shuffle Baseball game is operating in Chicago under a writ handed down in the Circuit Court of Cook County.

The two-player baseball game features puck action and animated base runners on the backglass. During play it is possible to make singles, doubles, triples, homers, strikes and outs. Nine innings constitutes a game. When two players compete each deposits a dime in the chute.

general sales manager, and Paul Cusano, firm trustee, prime purpose (See American on page 107)

## Peoria Meet July 14-16 to Cover Players

Invite Mfrs., Ops, Reps

ST. LOUIS, June 24.—The second annual conference of the Table Shuffleboard Association of America (TSAA) has been scheduled for July 14-16 at the Hotel Jefferson in Peoria, Ill., it was announced this week by Lee S. Wheeling, executive vice-president. Decision to hold the meeting in Peoria was made at an executive board meeting here, Wheeling said.

Contrary to the 1949 meeting held in St. Louis, the conference will not be divided into sessions for players, distributors, operators and manufacturers. All sessions will be concerned with player matters with manufacturer, distributor and operator delegates sitting in as observers. A player, Wheeling explained, will be classified as a person who does not operate, distribute or manufacture boards as a business. Only players will have the right to vote in the election of officers.

Moves for Unity

"Last year," Wheeling said, "the manufacturers voted unanimously not to affiliate with TSAA. However, this is a sport and we want to make the first move towards solidarity. We believe industry needs the players and players need the industry. This time we want to get together and pull together for the sport."

Chief item on the agenda for the conference is the promotion of shuffleboard parlors and operations in non-tavern locations. Second is uniform rules and a single method of scoring or frames vs. points. Third will be the potential sponsorship by TSAA of the first United States Open Championship in singles, doubles, and teams.

League Plans

A program of staging seasonal leagues for a 28-week period will be proposed. The program calls for city-wide championship playoffs, followed by State playoffs and finally a United States Championship Tournament. Each individual playoff would apply to all makes of shuffleboards and the TSAA would work with operators, distributors and manufacturer representatives in each of their respective territories.

Under the proposed set-up, Wheeling explained, the players and operators or location owners would pay a nominal annual dues to TSAA and manufacturers would not be asked to contribute directly to the leagues or the TSAA. All prize monies would come solely from entry fees and the annual dues would be used for administrative expenses.

Annual Dinner

The second annual shuffleboard dinner will be held Sunday, July 16, in the Jefferson Room of Hotel Jefferson. Registration fee will be \$1 and should be sent in advance to Joe M. Reynolds, executive secretary, care of Hotel Jefferson.

Besides Wheeling and Reynolds other officers in the organization are Al Jarvis, Runnemede, N. J.; Frank Coleman, Philadelphia; Gene Fuchs, Clifford Batzel and Harold Meyer of St. Louis, and George Lawler of Brooklyn, all player-members of the executive board.

## "Top the Champ" Show Snags Top TV Fan Rating

PHILADELPHIA, June 24. — Among the sports shows of local origin on television, *Top the Champ* the shuffle game show sponsored by the Shuffle Bowling League of America, was singled out among the first five favorites. In a popularity poll, conducted among viewers of the Philadelphia metropolitan area by *TV Digest*, television magazine weekly, *Top the Champ*, which was carried weekly on both WCAU-TV and WFIL-TV, came in fourth.

With local television loaded with sports programs of all sorts, it is significant that the shuffle show rated among the first five. Bill Sears, a sports commentator, rated first with 1,798 votes; *Ten Seconds To Go* came in second with 1,423 votes; *Stoney McLinn's Sports Scrapbook* rated third with 1,364 votes; *Top the Champ* came in a strong fourth with 601 votes, while commentator George Walsh garnered 130 votes for the fifth slot.

The popularity vote on the show will be a major factor in returning the television program to the cameras next fall, according to Albert M. Rodstein, of Banner Specialty Company, which handles the distribution of the shuffle machine and sponsors the Shuffle Bowling League of America. *Top the Champ* was a tournament program, with location and team winners competing for merchandise prizes, cups and trophies. It is significant," observed Rodstein, "that the television fans recognized shuffle games as a sport." Also, the fact that so many of the viewers, as shown by the results of the survey, were able to be specific in identifying the program by name.

## Conn. Shuffle Play Reported Good by Assn.

Future Outlook Bright

HARTFORD, Conn., June 24.— Shuffleboard business in Connecticut is "good" and operators are looking forward to increased trade, according to Abe Fish, president of Connecticut State Coin Association, Inc.

Fish advised operators to push additional business thru:

1. New equipment. New equipment is inviting to the customer. It invites him to play, while old equipment may get just an occasional glance from a customer.

2. Clean equipment. Nobody wants to use a dirty coffee cup in a lunchroom. The same holds true of shuffleboard equipment. The smart operator will make sure that his equipment is immaculate at all times.

3. Service. There's nothing worse in this business than a shuffleboard location hollering for service from a company that doesn't really care whether or not it services its equipment. Every shuffleboard operator should take into consideration the business lost on non-functioning equipment. It adds up.

### LOW PRICES! CASH IN NOW!

United Shuffle Alleys .....	\$ 99.50	Nation Wide (One Player) Baseball Game—Like New .....	\$195.00
United Shuffle Alleys With Speed Bowl Conversion .....	175.00	Exhibit Shuffleboard Conversion, Used, Complete .....	\$99.50
Nation Wide Shuffle Pool .....	179.50	New Conversion—Disappearing Pins for United Shuffle Alley .....	Low Price
Universal Twin Bowler .....	189.50		

#### NEW EQUIPMENT

PACIFIC SHUFFLEBOARD BOWLING CONVERSION

ATOM JET—Talk of the Show Sensation Wall Pin Game

### CONVERSIONS MAKE SHUFFLEBOARDS IN DEMAND!

ROCK-OLA  
PURVEYOR SPORTSMAN  
NATIONAL  
MARVEL  
NATIONWIDE  
AND MANY OTHERS

11 ft.—18 ft.—22 ft.  
} \$75.00 and up — ALL IN FIRST CLASS CONDITION.

### BE SURE TO GET ON OUR GIFT MERCHANDISE LIST SENSATIONAL NEW ITEMS

#### NEW GAMES

Keeney Bowling Champ  
Gottlieb Bank-a-Ball  
United Arizona

Exhibit Strike  
Exhibit Jeanie  
United Express  
United Baseball

#### WANT

LATE 5-BALL AND 1-BALL GAMES—CASH OR TRADE

## Purveyor Shuffleboard Co.

4322-24 N. Western Ave. Chicago, Ill.  
Phones: Juniper 8-1814 or 8-1815 or 8-1816

## \$150 SHUFFLEBOARD

WITH NEW MAPLE OR MASONITE TOP

Rebuilt Shuffleboards, \$75.



LIKE NEW BOWL GAMES, ROCK-OLA, KEENEY, ETC. .... \$75  
NEW NATIONWIDE 8' BASEBALL. .... \$235

## SHUFFLEBOARD Specialists

7126 S. STONY ISLAND AVE. • MI 3-1032-3 • CHICAGO 49, ILL.

NEW MAPLE TOPS OR NEW MASONITE (1" Die Stock) TOPS, \$100



# COINMEN YOU KNOW

## Washington:

Meyer Gelfand, sales manager of the G. B. Macke Company, reported that soft drink, fruit drink, and other beverage machines located in cafeterias have been showing increased sales, with last week's gain attributed heavily to a local milk strike. Frederick Baker, manager of the Allied Beverage Company, didn't note much effect on his beverage machines during the milk strike. He opined that his locations were frequented mainly by long distance travelers who would not be particularly influenced by a milk scarcity in the District of Columbia area. The availability of milk in near-by Virginia and Maryland, where regulations about importing milk from distant places were not as strict as for Washington, helped make the milk strike less of an emergency, thereby minimizing the gains for other types of beverages.

Arthur E. Selnick, manager of the record department for the Kaufman-Washington Company, is excited about a new Decca release, "Tzena, Tzena, Tzena," by Gordon Jenkins and the Weavers. The platter, backed by the same combo doing "Good-night, Irene," has just made its bow on local radio stations and is being bought by operators. He predicts that it will be a big hit.

The Washington Music Guild's contributions to the Washington Star "Send-a-Kid-to-Camp" fund came to about \$180, according to Bill Schwartz.

When disk jockeys at Station WFAZ, Falls Church, Va., talk over (See Washington on page 102)

## Indianapolis:

The Calderon Distributing Company added 20 additional feet to its display room needed to feature several new items recently added. . . . The latest Keeney Duck Pins have arrived and are meeting with the approval of operators. . . . Mrs. Lottie Berman, head of Sicking, Inc., spent several days in Chicago on business.

Ed Wurgler, sales manager, Wurlitzer, North Tonawanda, N. Y., was a business visitor at the Midland Music Distributors, Inc., during the week. Irving Schwartz, Wurlitzer distributor, reports business moving along despite the dull period. A recent business trip by Schwartz proved profitable.

Clyde Reese, operator at Garrett, Ind., is being congratulated by his many friends on the arrival of a son, (See Indianapolis on page 102)

## Stamford, Conn.:

Frosty Drinks, Inc., a subsidiary of the Spacarb Company of New York, has subleased the second floor of a building on Fairfield Avenue formerly occupied by the Deering-Milliken Research Trust, which moved to Pendleton, S. C.

## Vital Statistics

### Marriages

Marg Perry and Jack Nelson Jr., general manager of Logan Distributing Company, Chicago, in Chicago, June 23.

### Births

A son to Mr. and Mrs. Clyde Reese, Garrett, Ind., last week. Father is an operator in that city.

A son to Mr. and Mrs. Mitch Galish in Harrisburg, Ill., last week. Father is a coin machine operator.

A son last week to Mr. and Mrs. Art Wisch. Father is an operator in Milwaukee.

## Los Angeles:

Frank Ray, coin machine operator from Walla Walla, Wash., was in the city during the week for a talk with Fred McKee, sales representative of the Auto Photo Company. . . . Jack Leonard, head of the parts department at Badger Sales Company, and his wife, Dorothy, recently celebrated their 10th wedding anniversary. They took in the show at the Coconut Grove, Ambassador Hotel. . . . Carl Schott, Yuma, Ariz., operator, combined his trip to the Shriners' convention to visit with firms along coin machine row. . . . S. W. Keichersid, of San Bernardino, in the city to look over the stocks. . . . William R. Happel Jr., of Badger Sales, has flown in a sample of the new Universal Winner and is showing it to a host of operators. The arrival of the game has created much interest along the row.

Johnny Knowles in the city from his bailiwick around Long Beach. . . . Another Long Beach operator making a trip to the row was Bill Merrill. . . . Norman Tarpenning, of Seal Beach, in the city and visiting his friends in the jobbing trade. . . . Fred Gaunt, of General Music, his wife, Bennie, and their twin boys, Fred and Richard, are spending a vacation at Laguna Beach. They are the guests of Fred's brother, Walter, who operates around 29 Palms, Calif. . . . H. O. Heddergott, Western representative of National Rejector, leaves soon for a trip to the Northwest. He will contact coinmen in (See Los Angeles on page 103)

## Philadelphia:

The Automatic Hostess system of selecting phonograph records, out of circulation here for the past five years, is staging a comeback at bar and cafe locations. . . . Jack Martin, a member of the Berlo Vending Company organization, has been named supervisor for the Virginia area with special emphasis on drive-in operations. . . . It's easy to understand the use of a bell machine in the newspaper ads to call attention to the entertainment offered at Big Bill's nitery, considering the fact that the proprietor of the midtown club is Bill Rodstein, former president of the Amusement Machine Operators' Association and still associated with the industry via his coin machine arcade operations. Rodstein also was named chairman of the entertainment committee this week for the benefit baseball August 10 between the Phillies and Giants, sponsored by the Variety Club for the benefit of its summer camp for crippled and handicapped children.

For the 100th anniversary celebration of Montoursville, Pa., June 25- (See Philadelphia on page 102)

## Hartford, Conn.:

With demand for its products running "unusually high," Veeder-Root, Inc., Hartford manufacturer of counting and computing devices for coin machines, reports consolidated net income of \$664,945 in the first 20 weeks of this year, compared with \$502,470 in the like 1949 period. This was equal to \$1.60 a share against \$1.21.

John H. Chaplin, president of the concern, said in an interim report to stockholders that "while demand for the products manufactured by your corporation has been unusually high, it does not anticipate a continuation of this high activity for the balance of the year." Nevertheless, Chaplin predicted that barring unforeseen eventualities, "the performance for the year as a whole should be satisfactory."

Harry E. Blodgett, traffic manager of Veeder-Root, Inc., has been elected second vice-president of the Transportation Club of the Hartford Chamber of Commerce.

## New York:

Joe Young, genial head of the Young Distributing Company, local Wurlitzer outlet, is leaning more and more to the cold things in life. In addition to his well established ice cream operation, Joe now handles a home-type air conditioning unit and has been appointed metropolitan distributor for Ice-o-Magic. Ice-o-Magic is a recently introduced automatic ice machine (not coin-operated) that turns out ice cubes in volume for commercial use.

Charles Pieri, J. H. Keeney sales manager, visited Dave Lowy, local Keeney distributor last week. . . . Bob Cronk, of Woodcraft Shufflevision, Inc., reports that his firm's new game, Air Hockey, has aroused considerable interest among local distributors and arcade owners. . . . At this writing, only one 10th Avenue jobber, Milty Green's American Vending, managed by Teddy (Champ) Seidel, has climbed aboard the premium merchandise bandwagon that other coin machine distributors thruout the country are profitably riding.

Albert Librach, of the Star Novelty Company, St. Louis cigarette, (See New York on page 102)

## Twin Cities:

Coin machine operators in Minnesota in increasing numbers are changing their one-ball units into free play games in order to have them come under the \$10 federal tax limitation instead of the \$100 levy. . . . David Lieberman, son of Harold Lieberman, Lieberman Music Company, Wurlitzer distributors in this territory, is starting to show some improvement from the illness which has plagued the youth for many months, his father reports.

Leo Bearth, St. Paul operator, who was the first to use stuffed dolls and animals in this territory with shuffle games, tried other types of prize merchandise but returned to the stuffed toy variety as his best bet, he reported. . . . Irving Gorsen, head of the Hy-G Music Company record department, is in a tizzy these days, all excited over buying a home for his family. . . . Archie LaBeau, of LaBeau Novelty Sales Company, made a fast run to the Fergus Falls, Minn., territory on a business trip.

Art Faught, Mound, Minn., arcade and roller skating operator in the Lake Minnetonka district the last (See Twin Cities on page 102)

## Milwaukee:

Martha Schalk, office secretary at the S. L. London Distrib stronghold, has accomplished the almost impossible these days—renting an apartment—that accounts for the big smile on her face.

Kwik-Kafe routemen Howard Lemke and Paul Wimsey look natty in their new khaki uniforms. Mrs. Ruth Bender, their boss, believes the outfits are good morale boosters and also help clear traffic for the boys as they go about their work in busy industrial locations.

Mary Ann Hudy, office assistant at Ray's Amusement, is still aglow over the wonderful trip she won to meet Frankie Laine recently in Chicago. Mary Ann submitted the winning letter in a contest conducted by disk jockey Paul Bartell, of WFOZ, and was rewarded with the trip and a swell week-end in the Windy City.

A good deal of Madisonian Iv Goff's time these days is being spent on his farm picking strawberries.

In California taking an active part in the National Shrine Convention are Mr. and Mrs. C. S. Pierce, of Pierce Music, Brodhead, Wis. . . . A comparative newcomer to the coin machine biz is Larry Ryan, of Beloit. (See Milwaukee on page 103)

## Chicago:

United Manufacturing headquarters played host to a number of out-of-towners last week, all in for a look-see at the new United conversions, Shuffle Slugger and the two-player Shuffle Alley Express. Included in the visitors were Lottie Berman, Sicking, Inc., Indianapolis; Dave Simon, Simon Sales, New York; Dave Rosen, Dave Rosen Company, Philadelphia; Phil Marmer, Sicking, Inc., Cincinnati, and Herman Paster, Mayflower Distributing, St. Paul. Meanwhile, Billy DeSelm, general sales manager, reported Johnny Casola and Ray DeRoche, United's road team, in St. Louis meeting with operators.

Joe Caldron, who resigned recently from AMI to open the Trans-World Trading Company, an export firm, reports interest in coin machines is tremendous in South America as well as other countries where imports of the amusement, vending and/or music equipment are allowed. Joe headquarters at 55 East Washington, and is now handling a number of coin machine lines in addition to other products for the export market.

Robert Lindelof, head of General Music Corporation, Skokie, and chairman of the Music Operators of Northern Illinois (MONI), takes the gavel duties at each of the association's monthly dinner meetings. Bob officiated efficiently at the group's successful June get-together at the Wing & Fin Club near Fox Lake Wednesday (14). . . . Andy Hesch, A. H. Entertainers, Arlington Heights, thinks the record manufacturers could agree on a certain volume level for all waxings. It would make for more listening pleasure for not only juke customers but all disk addicts, he points out.

Charley Wilmoth, Tri-County Music Company, believes in doing things in the modern manner; he put a set of the new tubeless tires on his car recently. . . . Herman Duenisch, head of Duenisch Music Company, Glen Ellyn, feels that diskeries are not getting out all the potential tonal qualities in their platters. Composition of the ordinary record does not permit the full tone to be reproduced, he says, and attributes his thinking to pow-wows with recording technicians. (See Chicago on page 102)

## Detroit:

Fred Pierce Jr., of Walled Lake, has been buying all types of arcade equipment for the park resort. . . . Tom Clute, of Adrian, is on his honeymoon, achieving the goal of all newlyweds, seclusion.

Tom Nicholson and Syd Menge, of N and N Novelty, have been buying all new equipment for their route. . . . Herb Engelhart, of General Amusement in Flint, is adding bowling to his route. . . . Formerly with Miller Newmark, Bill Sager is servicing independently.

Art Sauve, of A. P. Sauve & Son, is driving around in a new car.

## Cincinnati:

The Automatic Phonograph Owners' Association (APOA) has selected "Keep Your Eyes on the Stars" by Jan Garber on a Capitol record as their hit tune for July. This record will be placed on all the juke boxes in Greater Cincinnati. M. Maitland, of Capitol, will furnish these records now and will also furnish title strips.

The APOA executive board members will meet Tuesday, June 27, in the association offices. . . . Mike Fulkerson, associated with the Ohio Specialty Company, is on vacation. . . . Sam Gerross has returned to Cincinnati with his family after a stay in Miami.



**Chicago:**  
(Continued from page 101)

A musical merchant with a vengeance is **Rudy Kitt**, Suburban Music Service, Berwyn. Friends treated to a ride in his new car report that the wire curb feelers on the fenders play a zither-like "Third Man Theme" every time Rudy makes a left turn or takes to a gravel road. Similarity to the twangy zither-hit melody is remarkable, they insist.

**Sam Farugga**, manager of **Frank Padula's** Melody Music Shop operation, is all keyed up over the new **Danny O'Neil** Oriole platter, "Emma Lou." He plans blanket placement of the number on Melody's machines. Another of Padula's cohorts, **Tom Minoia**, keeps in high spirits while servicing the jukeboxes by thinking about his week-end activities. Tom is a captain in air national guard and chauffeurs a B-29.

**Adolph Raymond**, A. & M. Music Company, reports things are popping on the shuffle game front. He's added a number of the "slide boards" to his music locations and says they are proving a good play attraction.

**Ed Hanson**, sales manager of **Abco Novelty**, reports a new run on **Hit-a-Homer** counter games. He claims that the new run will be larger so that the backlog of orders can be handled promptly. **Bill Olscher**, Abco boss, looks for the present trade surge to continue for some time. . . . **Jack Nelson**, Bally sales manager, returned from a business trip to Canada in time to attend the wedding of his son **Jack Jr.** The bride was the former **Marg Perry** and the candlelight ceremony took place at the Little Country Church night of June 23. The newlyweds are honeymooning in Denver.

**Jerry Bremner**, Empire Coin's premium manager, says play on shuffle games must be at a high level judging from the way ops are going for the Empire merchandise line. **Gil Kitt**, **Stanley Levin** and **Howie Freer** handling rush orders for the July 4 extended week-end. Empire Coin's new catalog is ready for mailing. . . . **Atlas Novelty** Company will begin its closed Saturday policy July 1. **Nate Feinstein** is back from a road trip thru the Illinois territory where he found encouraging conditions.

**Hugh Burris** and **Hank Strong**, Jennings sales execs, put in a lot of extra time this week on orders promised for July 1. They stated that the plant has done a big job in handling orders which developed during the recent strike. **Sweepstake Chief** and **Export Chief** continue to draw inquiries from all parts of the country. **O. D. Jennings** appears to be enjoying vigorous health once again and is spending more time in his plant.

**Charlie Pieri**, sales manager, J. H. Keeney, traveled to Springfield, Mass., last week-end to attend the

# COINMEN YOU KNOW

**Philadelphia:**

(Continued from page 101)  
July 1, wooden nickels will be recognized as legal tender. They will be backed up with good U. S. coin, the celebration committee announced.

For the opening of the **Atlantic Drive-In**, a new **Walter Reade** open-air on the **Black Horse Pike** near **Pleasantville, N. J.**, soft-drink dispensing equipment has been installed by the **Orange-Crush** Company of Chicago, with other automatic supply equipment installed by the **Automatic Company** of New York City. . . . **Albert H. Rodstein**, of **Banner Supply** Company, purchased a new home in suburban **Elkins Park**—a large stone dwelling with seven acres of ground. . . . **Chunk-E-Nut** Products Company here introducing a **Serv-Ice** Automatic Ice Shaver, offering "snow balls" from the automatic faucet. Machines have been placed largely in candy stores and drugstores.

opening of the **Redd** Distributing offices in that city. Before returning to Chicago, **Pieri** plans to contact other Keeney distributors and operators along the **Eastern Seaboard**. Firm will hold its annual **Family Basket Picnic** for its employees July 8 at **Maple Lake**, according to **Roy McGinnis**, president.

**Bill Osher**, Abco exec, reports production has been stepped up to 1,200 units per week on the firm's **Hit-a-Homer** piece. Osher says **Ed Hanson**, who has been handling sales on the **Hit-a-Homer** game, has been bringing in a raft of orders and, after a down-State tour, which took him as far as **St. Louis**, he plans to cover other outlying areas. Shipments of the game are now being made as fast as the orders are received, due to the increased production.

**Phil Robinson**, Chicago Coin's West Coast rep, who headquarters in **Los Angeles**, visiting in Chicago, and will return to the Coast after picking up a new car here for his son. Phil was in town for a preview of new Chicago Coin equipment. He will stop off on his return trip to visit distributors and ops along the route.

**Al Stern** reports visiting operators are pleased with **World Wide's** new service and parts department. Shuffle games are still going strong, **Monty West** says. **Bernie Auerbach**, **World Wide's** new sales staffer, is proving popular with the firm's many customers. . . . **Bill Knapp** and **Vic Weiss**, **Allied Coin** Machine Company, are pleased with the reception the **Whix Bowl** Conversion is getting in the field. The unit is drawing steady play and its speed feature has won a lot of operator friends.

**Washington:**

(Continued from page 101)  
the air about putting another nickel in, they aren't necessarily referring to the record, "Music! Music! Music!" but the **Coca-Cola** vending machine located in the studio.

**Sidney Lotenberg**, of **Westway Vending** Company, and **Meyer Gelfand**, **G. B. Macke** Company, speakers at the recent **National Automatic Merchandise Association** Region III meeting in **Baltimore** (June 9) report that it was "well represented" and a "very good meeting." Other Washingtonians who attended (omitted from previous list of those present) included **Melvin Baum**, of **Candy Man Vending** Company; **Melvin** and **Harry Banner**, of **Banner Vending**, and **M. Rosenthal**, of **Larstan Vending**.

Thoughts are turning toward vacation time at the **Hirsh** Coin Machine Company, where a remodeling program is still in the works. The job will probably be finished sometime in July, at which time the premises will be almost completely outfitted with metal fixtures. **Hirsh de La Viez** will start the vacation ball rolling with a four-day fishing trip June 27 to 30 at **Wachatreague, Va.** **Bill Schwartz** will take off July 15 for two weeks at **Bill Brown's** Health Farm in **Garrison, N. Y.** This is a place with a wealth of physical training activities, as well as outdoor sports, for men only. **Schwartz** has been looking forward to going there for several years. When his two weeks are up he'll meet **Mrs. Schwartz** in **New York** before returning home. She will wind up a six-week vacation in **New England** at the same time.

**Indianapolis:**

(Continued from page 101)  
born recently. **Mitch Galish**, operator at **Harrisburg, Ill.**, also is receiving congratulations by friends on the birth of a boy.

**Sam Weinberger**, and his salesmen, **George Burch** and **Herman Perkins**, have returned to their posts after attending the sales meeting at the **Cincinnati** branch of **Southern Automatic Music** Company. **Southern**, according to officials, is finding more operators switching over to **AMI Model "C"** in all its branches. On display at the local showrooms are **Gottlieb's** **Madison Square Gardens**, **Williams' Sweetheart**, **Exhibit's** **Jeanie** and the **United Shuffle Slugger**. More operators are ordering **Williams' conversion** **Star Bowler** for shuffle games, and **United's** conversion for **Shuffle Alleys** and **Chicago Coin Classic**.

The **Polar Ice** Company, operating a chain of ice vending machines over the city, has increased its activities and now dispenses crushed ice day and night at many points in the city. The newest addition to **Polar's** activities is the automatic vender for bags of **West Virginia** egg-size coal.

**New York:**

(Continued from page 101)  
music and game operator, was in town last week to see **Lew Jaffa**, sales manager of **Eastern Electric, Inc.** . . . **Al Pasternak**, long associated with the coin machine industry, renewed old acquaintances along **10th Avenue** last week. . . . **Scientific's** **Cue Champ** is moving well locally, according to **Harry Berger**, head of **West Side** Distributor, metropolitan distributors of the game.

**Hal R. Meeks**, who directs his own company and also acts as sales manager of **Alkuno & Company**, reports brisk sales of both the **Alkuno** biscuit machine and cigarette vender. . . . **Walter Singer**, veteran former coin machine salesman, is mulling plans to re-enter the business. . . . They're laughing about the story of

**Twin Cities:**

(Continued from page 101)  
four years, is so well liked by his community that his effort to sell his business to newcomers in the field was stymied by the **Mound City** council which declined to approve the license changes, preferring, instead, to have **Faught** remain in the business. . . . **Hy Greenstein** reports **Universal's** **Winner** is being well received by operators and that his firm is filling orders just as fast as merchandise arrives from the factory.

**Meyer Schwartz**, of **Minneapolis**, operating **Royal Novelty** Company, has sold his interests in a **Loop** cigar store in order to devote all of his time to his coin machine business. . . . **Hy Sandler**, salesman, and **Eddie Wieland**, parts department at the **Lieberman** Music Company, are sporting new automobiles which they bought last week. **Sandler** took his on a selling jaunt to **North Dakota** and **Montana**.

**Matt Engel**, of **Mayflower** Distributing Company, said business is holding up in good shape for bowling novelty games and **AMI** phonographs. The phonos are moving so well, he said, that most of the time there is little merchandise in stock. . . . **Jack Karter's** **Midwest** Coin Machine Company in **St. Paul** has the street in front of the establishment all torn up as city workmen are widening **University Avenue**.

**Lieberman** Music is planning a **Wurlitzer** 1250 service school at its plant in the next several weeks, **Harold Lieberman** announced. He said **Wurlitzers** are selling extremely well these days. . . . Good news about activity of phonographs comes from **LaBeau** Novelty Sales Company, where **Rock-Ola** juke boxes and bowling-type games are distributed. . . . **Don Hazelwood**, of **Aitkin, Minn.**, whose business was under water during the recent **Mississippi** River floods, has all of his equipment back in shape and operating as before. After he got that chore finished he made his first buying trip to the **Twin Cities** in many weeks.

**Wesley Hanf**, of **Austin, Minn.**, brought in a large number of used records for trade-in purposes among local distributors. . . . His father, **Bill Hanf**, also of **Austin**, was in buying new phonographs for his route. . . . **Ben Jahnke**, of **Hutchinson, Minn.**, picked up several used machines on his visit here. . . . The same for **Frank Phillip**, of **Winona, Minn.** . . . **Merle Stoddard**, of **Zumbrota, Minn.**, came to town to buy records, while **Tom Packman**, of **Lake City, Minn.**, bought arcade equipment and bowlers.

Recent shoppers in this territory were **Frank Betz**, of **St. Cloud, Minn.**; **H. H. (Hank) Krueger**, **Fairfax, Minn.**; **Karl Peterson**, **Fergus Falls, Minn.**; **William Gillis**, **Osage, Ia.**; **Martin Kallsen**, **Worthington, Minn.** . . . **Andy Benna**, of **Ironwood, Minn.**, made his monthly trip to this market for shuffle games, parts, records and other supplies. . . . **Fred Grohs**, **St. Paul** operator, is adding shuffle games to his operation, as is **Frank Davidson**, of **Spooner, Wis.** . . . **Ray Foster**, of **Sioux Falls, S. D.**, has recovered from his recent illness and is planning to open a super arcade soon. . . . **Bill Gummow**, of **Hopkins, Minn.**, is adding music.

the up-State arcade operator who placed a sign on his shuffle alleys offering the choice of any prize in the house to anyone who scored a perfect 300. One day one of his players hit it and was told to pick his prize. The store was full of merchandise of all types, up to and including a television set worth a couple of hundred dollars. The winner studied the array of valuable items at length before he made his choice—a gold-colored horse clock, retail value about seven bucks!

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## Calendar for Coinmen

July 3—Illinois Amusement Association (IIA), monthly meeting, 208 North Madison Street, Rockford, Ill.  
 July 3, 16—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 July 5—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.  
 July 5, 12, 19, 26—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.  
 July 6—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.  
 July 6—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.  
 July 10—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.  
 July 11, 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.  
 July 12, 26—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.  
 July 12—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Louie Preganza's Resort, Grass Lake, Ill.  
 July 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.  
 July 13—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.  
 July 14-16—Table Shuffleboard Association of America (TSAA), annual convention, Hotel Jefferson, Peoria, Ill.  
 July 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.  
 July 24—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.  
 July 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.  
 July 25—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.  
 July 25—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.  
 July 27—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.  
 July 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.  
 July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.  
 September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

### Milwaukee:

(Continued from page 101)  
 Careful record selection and follow-up on the amount of play each disk captures on location has resulted in upping of receipts on each of his juke boxes, reports Larry. Arnold Fochs, of Automatic Hostess Company, Beloit, reports business at a rather low ebb. . . . Gene Shew, routeman at the Ed Brede Coin Machine Company here, is telling listeners these days about the manner in which his eight-year-old son, Peter, is taking to aviation. Gene has already coached wife, Dorothy, well enough so that she also claims a pilot's license, but he gets a bigger kick out of telling how well Peter has done when daddy turned the controls over to him when they were in the "wide blue yonder."

Long on the ailing list, Ed Brede has been feeling chipper enough of late to go on several fishing excursions. . . . Congratulations are due music op Art Wisch on the recent birth to his wife of a boy.

Windy Gale reports the music operation on the Matt Schaefer routes are keeping him busy these days, so busy that he can't definitely plan on a lengthy vacation this summer. Meanwhile, Matt keeps himself busy in his spare moments working on his home and garden.

Father's Day was spoiled for Leslie Reder, of the L. R. Distributing Company, when early that morn-

### Los Angeles:

(Continued from page 101)  
 the interest of his line. . . . M. O. Pearson, manufacturer of the Welcome Meter, is busy getting out orders. To take care of the increased business, extra personnel has been added.

M. I. Slater, president of Western Vending Machine Operators' Association, announces that he has an important message for the association's members at the next meeting. . . . Al Weymouth, of Weymouth Service, distributors of the Electro cigarette machine in the 11 Western States, back from San Francisco. . . . Members of the Oak Manufacturing Company official staff are trekking around. Sid Bloom, secretary, is in Europe and is not expected to return until the end of July. Harold Probasco, who holds down the jobs of treasurer and production manager, is back from Arrowhead, where he took his family for a week-end. Probasco is now getting rid of the sunburn that he got at the resort. . . . Gordon Haase, of the Arctic Vender Company in Appleton, Wis., has returned to the Badger State after a visit of several days in Southern California. While in the area, he visited friends and relatives in Altadena.

ing his wife was burned on the face and arms by a gas stove explosion. Mrs. Reder was given treatment at a near-by hospital.



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Major ..... 69	600R ..... 64	Commando ..... 49
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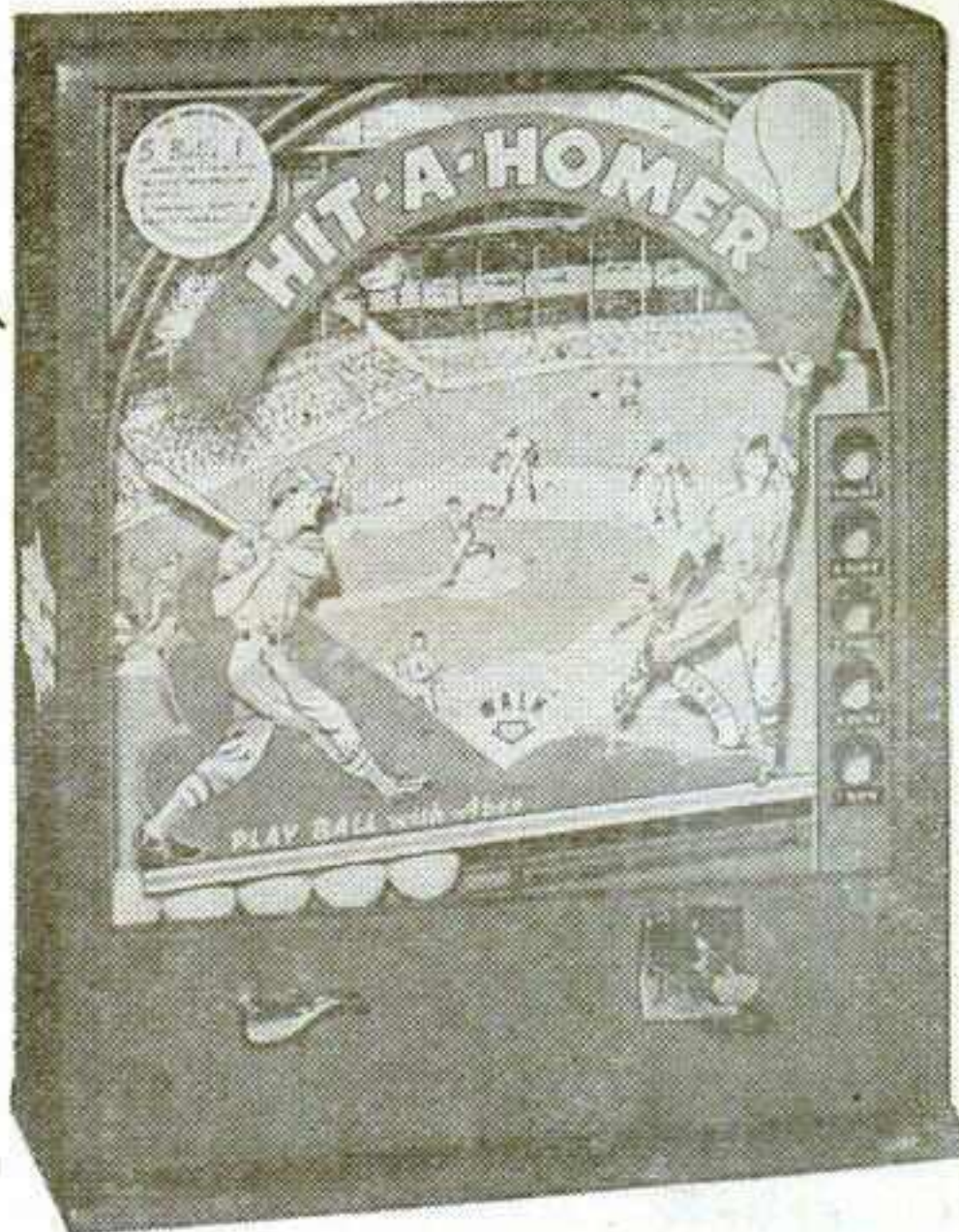
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# Record Reviews

(Continued from page 31)

RATINGS  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>GORDON MAC RAE</b> (Walter Cross Ork) MGM 10734	<b>They Say It's Wonderful</b> Made originally for Musicraft, this reissued etching of the "Annie Get Your Gun" ballad shows MacRae off to as good an advantage as has any of recent Capitol efforts. It's a fine warble.	70--70--70--70
<b>RAY TURNER</b> Capitol 1046	<b>Prisoner of Love</b> The singer turned in another first-rate vocal on this fine oldie. His fans will like this pairing.	69--70--68--70
<b>MERCURY STUDIO ORK</b> Mercury 5438	<b>The Entertainer's Rag</b> Professor Turner beats the whey out of the ivories in a sparkling ragtime stint. Mighty left hand and humorous conception make a fine rag side.	74--74--72--76
<b>LAWRENCE COOK</b> Abbey 15009	<b>Rock Island Rag</b> Turner matches flip with another ingenious and fly-fingered ragtime offering.	72--72--70--74
<b>KING SISTERS</b> (Buddy Cole-H Geller Ork) Mercury 5431	<b>I Still Get a Thrill (Thinking of You)</b> Featureless instrumental treatment of the revival does little for the tune.	57--62--55--55
	<b>Deep Purple</b> Absence of warmth and same mechanical effect as flip.	53--55--52--52
	<b>Make Someone Happy Today</b> The "Piano Roll Blues" guy is back with a bright, sensible and infectious chunk of homespun philosophy warbled by the Jim Dandies.	80--80--80--80
	<b>I'm a Sugar Daddy</b> The Dandies get that authentic barbershop flavor into their vocalizing of this happy novelty by Cy Cohen, the writer of "Old Piano Roll" blues.	80--80--80--80
	<b>Some Days There Just Ain't No Fish</b> This veteran group returns to wax with a neat dinking of a cute novelty item.	69--70--68--68
	<b>I'll Get By</b> Standard, soon to be revived as title song of a top musical flick, draws a sympathetic Sisters' treatment. Patterned after a dinking they made years ago with Alvino Rey band.	76--79--75--75
<b>FRANK LUTHER</b> Decca K-4	<b>CHILDREN</b> <b>Brumas (The Roly Poly Bear)</b> Lively little ditty has much of the contagion of "Me and My Teddy Bear." Luther does it the way tots like it.	78--78--78--NS
<b>ROSEMARY CLOONEY</b> Columbia MJV-73	<b>Pudgy the Whistling Piggy</b> Contrived little song-story about a pig who swallowed a whistle, etc., its easy, innocuous stuff in Luther's rendition.	70--70--70--NS
	<b>Little Johnny Chickadee</b> Pop-kidisk item by the "Me and My Teddy Bear" thrush, is packaged for the moppet trade and should do okay. Fine production.	84--85--83--NS
	<b>Peterkin Pillowby</b> Ditty about a bicycle dare-devil offers a good object lesson, tho it's a bit involved.	71--72--70--NS
<b>ROSALIE ALLEN-ELTON BRITT</b> Victor 21-0346	<b>COUNTRY &amp; WESTERN</b> <b>Ashes of Roses</b> Heavy sentimental ballad is harmonized sweetly by the name team. Britt's recitation is a bit brisk for comfort, but the material is strong.	80--80--80--80
<b>SONS OF THE PIONEERS</b> Victor 21-0345	<b>Cotton Candy and a Toy Balloon</b> Infectious country rhythm item makes for a happy harmony side with plenty of production involved.	78--78--78--78
<b>SHORTY LONG</b> Victor 21-0347	<b>Chuckawalla Swing</b> Rhythmic material is from the "Wagonmaster" flick. It's one of those dance-describing affairs, done here with old-time folk feeling.	71--72--72--70
<b>SPADE COOLEY ORK</b> (Ginny Jackson-The Quartet) Victor 21-0348	<b>Song of the Wagonmaster</b> Another Stan Jones tune from the same flick. Good Western production material, handsomely harmonized, but unlikely to score disk-wise.	65--65--67--64
<b>JESSE ROGERS AND HIS 49'ERS</b> Victor 21-0350	<b>Colorado Waltz</b> Lilting, danceable Western waltz spots some fine, easy yodeling by Long. Should do plenty of far-Western business.	78--78--77--78
<b>OLE RASMUSSEN ORK</b> Capitol 1049	<b>A Bottle and a Blonde</b> The style here is hillbilly, but the material is forced novelty fare that's unlikely to register.	67--66--68--66
<b>BOB WILLS</b> MGM 10731	<b>Longing</b> Cooley sounds more like a second-rate Sammy Kaye than a "Western swing" ork. Group vocal and pop instrumentation are a far cry from the hills. Tune's a passable ballad.	58--58--58--58
	<b>Little Liza Lou</b> Jolly novelty ditty by Sunny Skylar in the "Hair of Gold" tradition gets a dilute pop-rhythm treatment that doesn't do it justice.	64--64--64--64
	<b>Great Big Needle</b> Rogers sings superbly and gets good string-combo support on a so-so country torcher.	72--72--72--72
	<b>I've Got Five Dollars and It's Saturday Night</b> Another topgrade job by Rogers, here on an unassuming bounce ditty with honest country flavor.	75--75--75--75
	<b>Sleepy Eyed John</b> A real toe-tapper, this irresistible hoedown with a pert vocal job by Ted Wilds. Should appeal to the square-dance set—urban or rural.	72--72--74--70
	<b>I'm Still Bettin On Love</b> Bounce novelty ballad is mediocre in conception and treatment.	57--56--57--58
	<b>Rock-a-Bye Baby Blues</b> Country boogie blues with a lyric idea similar to "Feed 'Em in the Morning" isn't up to Wills's best.	64--64--64--64
	<b>Nothin' But the Best for My Baby</b> Harmless jingle in bounce tempo is routine material-wise and in performance.	61--61--61--61



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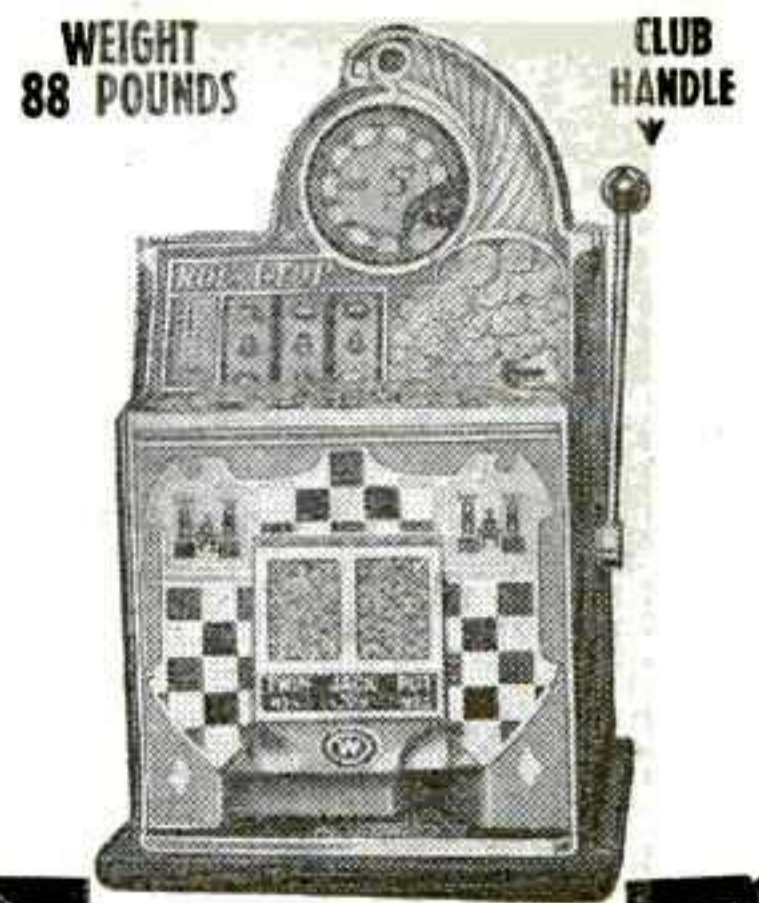
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# Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>COUNTRY &amp; WESTERN</b>		
<b>EDDIE KIRK</b> Capitol 1048	<b>Sugar Baby</b> Lightweight item weaves in a number of confectionery song titles, but fails to come off as anything special.	71--73--70--70
	<b>An Armful of Heartaches</b> Zestful warbling and fine steel guitar work make for an especially infectious item here.	81--82--80--80
<b>REX ALLEN</b> Mercury 6269	<b>Don't Cha</b> Allen could win some new pop fans with his sock rendition of this catchy pop-corn tune. Recording could use more brilliance.	77--78--77--77
	<b>Yodelin' Crazy</b> Up-tempo yodel tune is performed brilliantly by the versatile Allen. For yodel fans.	75--78--75--73
<b>TED DAFFAN</b> Columbia 20707	<b>Ain't Got No Name Rag</b> Western swing instrumental is most danceable. Features some fair-to-middlin' solos by guitar and fiddle.	69--70--68--70
	<b>Kiss Me Goodnight</b> Danceable but unimpressive vocal waltz in the Western manner.	61--61--60--62
<b>BILL BOYD &amp; HIS COWBOY RAMBLERS</b> Victor 21-0351	<b>Why Don't You Love Me</b> Mediocre coverage of the Hank Williams tune pales alongside Hank's standout record.	57--57--59--55
	<b>Red Lips, Kiss My Blues Away</b> Good honky novelty ditty is sung with little conviction.	57--57--56--58
<b>INTERNATIONAL</b>		
<b>MICKEY GRIFFIN</b> Standard F-14006 (Irish)	<b>Kerryman's Reel</b> Piano-accordion duo turns out a fairly lively reel that benefits from up-to-date recording technique.	62--60--60--65
	<b>Stack of Barley (hornpipe)</b> Drums help here and the beat is everything. Okay standard for taverns.	63--60--62--67
<b>FRANKIE ZEITZ POLKATEERS</b> Standard T-159	<b>Pittsburgh Way Polka</b> Danceable but unexciting polka in a bright Slovenian style.	68--66--68--70
	<b>Waltz of the Little Red Shoes</b> Brisk European-style waltz with pleasant melody and lyrics, has appeal for most central and northern European nationalities.	77--75--77--78
<b>MICHELE TOMACO</b> Standard T-160 (Italian)	<b>Ciribiribin</b> Coupling of two standards by the shrill-voiced pop Italian tenor makes this disk a useful filler for Italian nabe boxes.	65--64--62--70
	<b>O Sole Mio</b> As above, but voice is better recorded here. A fiery performance.	70--70--68--72
<b>ALLEN STREET GYPSIES</b> Standard F-8017 (Jewish)	<b>Zait Mir Freilach</b> Salon-styled instrumental crew turns in a danceable, listenable freilach.	68--69--68--67
	<b>Tanz a Bulgar</b> Fine fiddle and accordion here too. Bulgar side is pleasant, lively dance music.	70--72--70--69
<b>CLASSICAL</b>		
<b>LEOPOLD STOKOW- SKI &amp; HIS SYM- PHONY ORK</b> Victor (45) 49-1076	<b>J. Strauss, Jr.: Tales From the Vienna Woods</b> Brilliant recording sound and sweeping ensemble make for a lustrous new slicing of the Strauss evergreen. The Stokowski name will help make this a steady selling item.	85--85--85--NS
	<b>J. Strauss, Jr.: The Blue Danube</b> Stokowski makes it a sure-fire catalog item with the coupling of Strauss' top favorite. Again it is beautifully recorded and, if possible, thrillingly executed.	85--85--85--NS
<b>JAMES MELTON</b> (RCA Victor Ork) Victor (45) 49-1009	<b>E. De Curtis: Torna A Surriento</b> Singing in Italian, the tenor sells the familiar song handsomely. Should register with a big market of light classic buyers.	77--75--78--NS
	<b>Freire: Ay, Ay, Ay</b> Another easy-to-take tune and performance.	75--73--76--NS
<b>LEOPOLD STOKOW- SKI &amp; HIS SYM- PHONY ORK</b> Victor 45) 49-1009	<b>Debussy: Claire De Lune (Parts I &amp; II)</b> Chaste delicate reading of this popular piece should be a big single.	78--75--80--NS
<b>BOSTON POPS ORK, ARTHUR FIEDLER, COND.</b> Victor (45) 49-1007	<b>Massenet: (Thais) Meditation</b> Fittingly sugary rendition of the overworked but ever popular piece should do biz.	70--68--72--NS
	<b>Handle: (xerxes) Largo</b> As with flip.	68--66--70--NS
<b>THOMAS HAYWARD</b> (Frank La Forge) Victor (45) 49-1010	<b>C. Edwards: Into the Night</b> Romantic song of the "Family Hour" genre is warbled warmly by the lyric tenor.	70--70--70--NS
	<b>F. La Forge: Grieve Not, Beloved</b> More dramatic concert song is interpreted beautifully by the fine tenor.	72--72--72--NS
<b>LEOPOLD STOKOW- SKI &amp; HIS SYM- PHONY ORK</b> Victor (45) 49-0942	<b>Debussy: Prelude to the Afternoon of a Faun (I &amp; II)</b> Stoky's familiar, brilliant reading of the lovely, shimmering, impressionistic piece sounds especially fine in this 45 pressing, but the fact that it has to be turned over would be disturbing to present-day LP-conditioned buyers.	81--83--80--NS
<b>ALLAN JONES</b> (Robert Armbruster, Cond.) Victor (45) 49-0943	<b>Kern: The Night Was Made for Love</b> Typical Jones tenoring in French and English of a fine standard operetta excerpt. For his "Donkey Serenade" following.	80--80--80--NS
	<b>Kern: All the Things You Are</b> The lovely Kern standard gets one of Jones' more solid efforts here. Should prove a strong, steady item for the family trade.	84--85--84--NS
<b>BOSTON POPS ORK, ARTHUR FIEDLER, COND.</b> Victor 49-0944	<b>R. Rodgers: Waltz Medley (I &amp; II)</b> "Lover," "Falling In Love With Love," "Oh, What a Beautiful Morning," "It's a Great Day for Singing" compose this liting, familiar waltz medley that's sure to hit the top money brackets.	87--88--86--NS



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### SLOT SALE AT GIVEAWAY PRICES

2 5c Mills Chrome, 2-5 payout, ea. ....	\$35.00
1 25c Blue Front, new cabinet, rebuilt 3-5 payout .....	50.00
3 10c Black Cherry, original 3-5 payout, ea. ....	50.00
3 5c Black Cherry, original 3-5 payout, ea. ....	50.00
1 5c Golden Falls, 2-5 payout .....	55.00
1 25c Golden Falls, 3-5 payout .....	65.00
1 10c Blue Front, 3-5 payout .....	25.00
1 10c Brown Front, 2-5 payout .....	25.00
1 10c Pace Chrome Front with 4th reel	75.00
3 5c 1949 Melon Bells, 2-5 payout, ea. ...	110.00
2 10c 1949 Melon Bells, 2-5 payout, ea. ...	115.00
2 5c Q. T., like new, ea. ....	40.00
5c, 10c 25c Buckley Criss Cross, ea. ...	65.00
5 Mills Owl Safe ea. ....	12.00
1 Rebound Shuffle Board .....	25.00
1 Strikes and Spares, rebuilt .....	50.00
1 Target Master Gun, can not be told from new .....	65.00
25c Coin Conversion for Draw Bell....	25.00
All machines in good working order. Send 1/3 deposit, FRANK GUERRINI, Burnham, Pa.	



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**PUSHBACK WIRE**  
18 OR 20 STRANDED

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# 90

**COLOR COMBINATIONS**

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . Simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

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**MANUFACTURERS . . .** our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE.  
CHICAGO 41, ILL.

## Define Equipm't Re Johnson Bill

(Continued from page 88)

also is considered in keeping with suggestions offered by spokesmen for the Coin Machine Institute (CMI) at the hearing. The Johnson Bill already has passed the Senate, and Preston's bill, introduced subsequent to the Senate passage of Johnson's, is identical in wording. An earlier Preston Bill to restrict interstate shipment of gaming devices has been virtually scrapped.

The term "gambling device," as originally defined in the Senate-passed Johnson Bill, is described as meaning "any machine or mechanical device, or parts thereof, designed or adapted for gambling or any use by which the user as a result of the application of any element of chance may become entitled to receive, directly or indirectly, any thing of value." The committee is unanimously agreed that this definition is ambiguous. But it is still uncertain whether the revised definition which was agreed upon tentatively at this week's meeting will survive final deliberations.

**Time Factor**

The committee is known to be anxious to get a revised bill to the floor this session. Congress's timetable will be a major factor in the fate of the legislation if the committee succeeds in discharging an amended bill after its next executive meeting. Congressional leaders are hoping that adjournment will be possible by mid-August at the latest. Nearly a dozen major issues remain to be disposed of, but Congress has a way of acting quickly at the tag-end of a session during a campaign year when the lawmakers are anxious to get back to their constituencies for the fall campaigns.

**Fla. Cig Tax Collections**

TALLAHASSEE, Fla., June 24. — Florida collected \$1,515,947 from its 5 cents a package tax on cigarettes during March, it was announced by State officials.

## NAMA Releases Exhibitor List; Names 102 Firms

(Continued from page 83)

toona, Pa.; Bunte Brothers, Chicago; Cadbury-Fry America, Inc., New York; Chase Candy Co., St. Louis; Curtiss Candy Co., Chicago; F & F Laboratories, Inc., Chicago.

Henry Heide, Inc., New York; Hershey Chocolate Corp., Hershey, Pa.; Hollywood Candy Co., Centralia, Ill.; Lamont, Corliss & Co., New York; Leaf Gum Co., Chicago; Mars, Inc., Chicago; Mason Au & Magenhimer Confectionery Co., Mineola, N. Y.; New England Confectionery Co., Cambridge, Mass.; Quaker City Chocolate & Confectionery Co., Inc., Philadelphia; H. B. Reese Candy Co., Inc., Hershey, Pa.

Spangler Candy Co., Bryan, O.; Stewart's, Inc., Memphis; Sweets Company of America, Inc., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; James O. Welch Co., Cambridge, Mass., and Wilbur-Suchard Chocolate Co., Inc., Lititz, Pa.

**Cig Exhibs**

Four major cigarette companies reserving exhibit space are Brown & Williamson Tobacco Corp., Louisville; P. Lorillard Co., New York; Philip Morris & Co., Ltd., Inc., New York, and R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Nine beverage sirup companies will be represented. They are Canada Dry Ginger Ale, Inc., New York; the Coca-Cola Co., Atlanta; the Double-Cola Co., Chattanooga; the Charles E. Hires Co., Long Island City; Mission Dry Corp., Los Angeles; Nehi Corporation, Columbus, Ga.; Orange-Crush Co., Chicago; Dr. Pepper Co., Dallas, and Sero Syrup Co., Brooklyn.

Two potato, cheese and corn food specialty firms which will display are Honey Bee Co., Chicago, and Purity Pretzel Co., Harrisburg, Pa.

The four cookie and biscuit firms taking part in the show are Austin Packing Co., Inc., Baltimore; Blue Jay Food Products, Brooklyn; Federal Sweets & Biscuit Co., Inc., Clifton, N. J., and Gordon Foods, Inc., Atlanta.

The industry trade press will be represented by *The Billboard*.

Match industry exhibits will consist of the following firms: The Diamond Match Co., New York, and Universal Match Corp., St. Louis.

Three cup manufacturers will have exhibits: Dixie Cup Co., Easton, Pa.; Lily-Tulip Cup Corp., New York, and Maryland Cup Co., Baltimore.

## NATD Skeds School For Pennsy Jobbers

HARRISBURG, Pa., June 24.—The third in a series of two-day educational sessions on executive management, conducted by the National Association of Tobacco Distributors (NATD), was held at the Penn Harris Hotel here last week (17-18).

A five-man NATD faculty will outline modern techniques of public relations, labor relations, sales management, cost reduction and personnel selection and training. Tobacco wholesalers thruout the State have been invited.

## Unimax Switch Protection

NEW YORK, June 24.—A neoprene boot and side gaskets for its type KMXB snap-acting precision switch was announced by the Unimax Switch Division of the W. L. Maxson Corporation. The switch coverings were designed to meet commercial and military requirements for protection against moisture, dust, splashing oil and water.

The switch is available in three mounting styles: KMXB-2A for side mounting, 2B for mounting from the bottom, and 2F for from-the-top base mounting, upright or inverted.

## Electro Vacations

NEW YORK, June 24. — A story in *The Billboard* last week mistakenly said that Eastern Electric, Inc., manufacturers of Electro Cigarette machines, would close for vacation the first two weeks in July. Despite the best efforts of *The Billboard*, according to company president Anthony Caruso, the firm will stick with its original vacation plans. Eastern Electric will be closed for employee holidays the first two weeks of August. The New York office force and the field service men will remain on the job.

## 2 New Truck Bodies By Morrison Steel

BUFFALO, June 24. — Morrison Steel Products, Inc., announced last week that its two new carry-all truck service bodies were in production. Both bodies, models B-750 and B-910, fit all standard one-half, three-quarter and one-ton new and used truck chassis and feature weather-seal door panels for individual compartments. Optional parts include overhead ladder racks, tailored canvas tops, sliding metal roofs, sectional material trays, shelves and side boxes.

Officials state the die-stamped, electrically welded construction used enables the bodies to outlast two or three chassis and can be easily transferred from one chassis to another. Both models are available thru over 50 established truck equipment distributors over the country.

**ORIGINAL UNITED SHUFFLE ALLEY DE LUXE CONVERSION**  
for United Shuffle Alley  
NEW BACKBOARD GLASS  
NEW DISAPPEARING PINS  
TAKES 15 MINUTES TO INSTALL  
Will Look Like Original Shuffle Alley Express.  
**DELIVERY IMMEDIATE Price \$79.50**  
Terms: 1/3 Deposit, Balance C. O. D.  
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**BE FIRST WITH THE LATEST IN THE WORLD'S MOST LIBERAL, MOST MAGNETIC MOST PROFITABLE COIN MACHINES**  
**O. D. JENNINGS & CO.**  
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**COINEX**  
Your Best Bet for Premium Values!  
**Silverware**  
24 pc. service for 6, \$4.95 with leatherette case . . . Complete  
Send for sample & quantity prices  
**COINEX CORP.**  
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**WANTED**  
**BALLY SPEED-BOWLERS AND CHAMPS**  
Also AMI's Models A & B. State quantity and price.  
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1505 Coney Island Avenue Brooklyn, N. Y.

**AUTOMATIC COIN America's Bell Machine Center**

**LATEST AND FINEST RECONDITIONED BELL MACHINES AVAILABLE!**

MILLS 5¢, 10¢ or 25¢ 1948 MELON BELLS	\$135.00
MILLS 10¢ or 25¢ 1948 BLACK GOLD HANDLOAD	145.00
MILLS 10¢ or 25¢ 1947 BLACK CHERRY BELLS	110.00
MILLS 10¢ or 25¢ 1948 JEWEL BELLS	145.00
MILLS 5¢, 10¢ or 25¢ 1949 BLACK BEAUTY	165.00
MILLS 5¢, 10¢ or 25¢ 1949 TOKEN BELL	175.00
MILLS 5¢, 10¢ or 25¢ 1949 "21" BELL	195.00
MILLS 50¢ BLACK GOLD HANDLOAD	210.00

**We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products**

**NOW DELIVERING MILLS SENSATIONAL NEW 21 BELL**  
ALSO  
BLUE BELL TOKEN BELL  
BLACK BEAUTY BONUS BELL  
Write for Details

**Limited Quantity—Brand New MILLS VEST POCKET BELLS, \$65.00**  
Jobbers and Distributors, Write for Special Price!

**RECONDITIONED SLOTS**  
Rebuilt 10¢ Jewel Bells, in New Cabinets \$129.50  
Mills 50¢ Black Cherry, 2/5 195.00  
Jennings 10¢ DeLuxe Lite-Up 110.00  
Jennings Challenger, 5/25 230.00

**RECONDITIONED GAMES**  
**KEENEY TEN PINS \$99.50**  
Bally DeLuxe Draw Bell \$185.00  
Bally Citation, F.P. 249.50  
Keeney Twin Bonus Super Bell, 5¢-25¢ 275.00  
Latest Model Triple Switch Dale Guns, Like New 109.50

**EXCLUSIVE! KEENEY'S Bowling Champ Conversion for Shuffleboards**  
Double Bowler, 9 1/2 ft. Rebound } 1 or 2  
Duck Pins, 8 ft. Rebound } Players

**KEENEY ELECTRIC CIGARETTE VENDOR**  
ALSO DELIVERING: Chicago Coin—Universal  
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Genco New Shuffle and Pin Games.

**DELUXE LITE-A-PIN CONVERSIONS FOR CHICAGO COIN BOWLING ALLEY \$14.50**

Terms: 1/3 Dep., Bal. C. O. D. Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

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RECONDITIONED  
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Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

**KEENEY TWIN BONUS SUPER BELL**  
5c & 5c \$195.00  
OR 5c & 25c

**ROCK-OLA SHUFFLE LANE**  
WITH LITE-UP PINS  
 8 FT. .... \$119.50  
 9 1/2 FT. .... 129.50

**WILLIAMS TWIN SHUFFLE**  
WITH LITE-UP PINS  
\$169.50

**WILLIAMS DELUXE BOWLER**  
LIKE NEW..... \$239.50

**UNITED SHUFFLE ALLEY**  
 WITH LITE-UP PINS \$119.50  
 With Williams Fly-Up Pin Conversion \$179.50  
Including new glass

**CHICAGO COIN BOWLING ALLEY**  
WITH LITE-UP PIN CONVERSION  
\$169.50

**GENCO 8' BOWLING ALLEY**  
WITH LITE-UP PIN CONVERSION  
\$139.50

1/2 With Order, Balance C. O. D.

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Philadelphia, Pennsylvania  
Rittenhouse 6-7712

**CLOSE OUTS**

- New Gottlieb Select-a-Card ..... \$150.00
- New Keeney Ten Pins, 8' ..... 100.00
- New Bally Hot Rods ..... 195.00
- New Williams Twin Shuffle with Gutters, 9 1/2' ..... 175.00
- NEW UNITED DOUBLES, 8'
- NEW EXHIBIT STRIKE, 9 1/2'
- NEW UNITED ARIZONA
- NEW GOTTLIEB BUFFALO BILL
- NEW EVANS SHUFFLE TEN STRIKE
- WRITE FOR PRICES
- 10' Pool Table, factory reconditioned ..... \$ 99.50
- United Super, 8' ..... 149.50
- Genco Bowling League, 10' ..... 100.00
- Genco Bowling League, 8' ..... 100.00
- Used Gottlieb Just 21, like new ..... 125.00
- Gottlieb Bowlettes, like new ..... 149.50
- Bally Big Inning ..... 199.50
- Williams Star Series ..... 175.00

WE CARRY A FULL LINE OF PREMIUMS FOR SHUFFLE ALLEY PRIZES. HERE ARE SPECIALS FOR THIS WEEK:  
HORSE CLOCK GOLD FINISH ON MAHOGANY BASE ..... \$4.95  
#183 GLASS PLY-FLEX GENUINE FIBRE GLASS FOR SALT WATER AND LAKE FISHING, 41" TIP, 18 1/2" BUTT, 2 PC. .... 5.90

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**More Machines Equal More \$\$:**

**Diversifying Equipment, Proper Placement, Right Supplies Add Up to More Profits for D. C. Op**

By Carol Hutter

WASHINGTON, June 24.—A successful operator should handle more than one type of machine in order to secure all the revenue possible at each location, declares Sidney Lotenberg, head of the Westway Vending Company here. Not only does this make it possible to double and triple the number of machines at each location, but also enables the operator to gain entry into more places. Often it is a firm's secondary machine, rather than its major seller, which interests the location owner.

**Best Selling Spot**

After an operator has moved into a location, he should be concerned with what Lotenberg terms "locations within locations" in an effort to find the best selling spot for the machine. The location owner may have ideas about where he wants the machine, but the operator is probably in a better position to advise him, says Lotenberg. In office or government buildings he chooses heavy traffic spots in corridors or near elevators. In the Pan American Building, for example, he placed one machine at the entrance of a basement passageway, and another at the third-floor elevator.

At such establishments as golf courses, driving ranges and service stations, Lotenberg aims for out-of-doors positions for his machines. Where tests have been made at these sites, sales increases of 50 per cent were noted following the relocation of machines to the outside, he points out. These usually are built into wooden cabinets as a safeguard against the elements. Pilferage in outside locations is less of a problem than at inside spots because petty thieves realize that they can never be sure of being alone out in the open.

**Indoor Placements**

Where outdoor placement is not feasible, Lotenberg strives for a spot just inside a door or window, so that the machine can be seen by pedestrians and even motorists. When Lotenberg sells to a location already using some machines put in by another company, he determines what the best location is and suggests that the owner place the other machines there, alongside the Westway one. In this way, all the machines will benefit according to the principles of related sales and impulse buying, he says. Cigarettes are not impulse purchases, but gum and candy are, thereby making it good merchandising to locate these machines together. In line with this idea, Westway offers a unit consisting of a cigarette machine flanked by cigar and gum machines.

**Location Planning**

Lotenberg alludes to the state of affairs where an operator just can't get the best location for his machines because of lack of space on the premises. What is needed in this area is the planning for vending machine spots by architects and store designers, he emphasizes. In this respect, he points out, the East is far behind California, where service stations are now being constructed with built-in niches and alcoves for vending machines.

Another important factor for the would-be successful operator to bear in mind is rigid and accurate inventory control for each machine. In cigarette machines, this is especially important, he avers. Here it is necessary to study brands and to decide which are the best sellers for each location. The owner himself may have requests for carrying certain brands, and the operator should certainly query him in regard to this. Lotenberg uses a "double inventory" for each machine

packs as it usually vends in a week. Prompt and frequent servicing for unusually busy locations further guarantees against empty machines. In cigarette vending, restaurants in this area have proved increasingly good customers. Lotenberg estimates that about 85 per cent of Washington eating places now vend cigarettes.

**Color Schemes**

Westway machines usually feature the same colors—maroon and aluminum, but the firm will paint machines to match interiors where the owner requests it. Lotenberg is currently consulting with interior decorators for a swank new country club that has contracted for a number of machines. They will be placed in different rooms and will be painted to tie in with the various color schemes, he points out.

**Store Modernization Institute Plans 1st New Equipm't Center**

NEW YORK, June 24.—The Store Modernization Institute announced plans recently for the establishment here of the first store modernization center, aimed at centralizing interest in an annual \$2,000,000,000 market for new store equipment. Move is seen as opening the way for displays of latest coin-operated equipment for use in such locations, to tie in with the booming trend in self-service layouts.

The center will house permanent exhibits of store modernization materials. Negotiations are now under way to lease 15,000 square feet of floor space in an air-conditioned building on Fifth Avenue for the project's headquarters. It is planned to keep the exhibit open five days a week thruout the year. Chief visitors will be retail store executives, store architects and designers and builders engaged in modernizing stores.

In addition to the permanent exhibits, the store modernization center will provide space for two special displays each week on a lighted stage, permitting the manufacturer to dramatize and demonstrate his equipment.

The Store Modernization Institute is the sponsor of the Store Modernization Shows held the past three years at the Grand Central Palace in New York.

**Gorski New Hires Sales Mgr.**

PHILADELPHIA, June 24.—Charles E. Hires Company has appointed John F. Gorski Jr., general sales and merchandising manager. He will be responsible for distribution and merchandising of all Hires products on a national scale.

Gorski, during his 18 years of filling sales management posts, has been associated with Daystrom Corporation; Booz, Allen & Hamilton, management engineers, and the Campbell Soup Company.

**Charter Pa. Firm**

HARRISBURG, Pa., June 24.—A Pennsylvania corporate charter has been issued to Frank Burkholder, Inc., 1715 Holly Street, Harrisburg, authorizing the corporation to capitalize at \$25,000 for the purpose of dealing in amusement and vending machines and devices. Incorporators were listed as Charlotte R. Gerow, Middletown R. D. 1; Harold Bailey, 317 South 17th Street, and Brison Foster, 309 South 17th Street, both of Harrisburg.

**Social Security For Operators**

(Continued from page 88)

conferees have reached agreement. Here is how operators working for themselves will be affected by the new Social Security set-up. Their tax will amount to 2 1/4 per cent of the first \$3,600 of their annual incomes or a maximum Social Security levy of \$81. This rate is greater than that for regularly employed individuals because there is no matching employer contribution.

The Social Security tax on the self-employed for 1951 will not be due until March 15, 1952, when it is to be computed and paid along with the final income tax form for 1951. Thus, the newcomers to Social Security will have more than a year to familiarize themselves with new requirements.

**Benefits**

The entry of the self-employed into the Social Security system will entitle them to the same benefits offered employees. These benefits rise sharply next year under both House and Senate versions of the Omnibus Bill. Older operators will get a nice windfall from Social Security since they will be eligible for benefits after being in the system only 2 1/2 years. If an operator reaching 65 has been covered for that period and averages an income of \$200 monthly, he will draw \$31 retirement monthly under the House version and \$50 under the Senate bill. The present benefit for persons covered for 2 1/2 years is \$26. Operators who remain in the system for 20 years at an average income of \$200 would draw \$36 under the House bill and \$50 under the Senate measure. These amounts would be increased for individuals with dependents.

The Social Security Bill passed the Senate by one of the largest roll-call margins of the year, 81-2. Defeated were moves to pay Social Security benefits to a permanent disabled and to fix the wage maximum for Social Security taxes at \$4,200.

**Dixie Intros 2d Safety Design Series for Cups**

EASTON, Pa., June 24.—Dixie Cup Company announced a new series of safety designs in its seven-ounce cold drink vending Dixies. Designs, already available on the six-ounce hot drink Dixie line, tie in with the safety campaign of the National Safety Council (NSC) by incorporating the green cross emblem and safety slogans.

The cold drink cup offers five different designs, covers a variety of safety problems at work, on the highway, and at home. One illustration shows a pair of dice with the warning, *Don't gamble with life and limb*, and is backed with the green safety cross and the slogan, *Work safely*.

**Dixie Cup Appointments**

EASTON, Pa., June 24.—The Dixie Cup Company here announced two new appointments. Theodore Mannon was named New York City sales manager, succeeding Albert Smith, who was made sales manager in charge of fountain sales to chain stores. H. B. Hustwick, who had been associated with Dixie Cup since 1935, most recently in the Boston area, was appointed food container and automatic drink vending representative in the South Atlantic area, succeeding J. R. Bennett. The latter was upped to sales manager in the same region.

**Horne Intros Summer Bars**

EVANSTON, Ill., June 24.—John Horne Company announced two new summer bars, available in 100-count packs at \$2.80 delivered. Coconut Waffle, cellophane wrapped, and Coconut Bob Bon, a 2-ounce bar, are the hot weather items.



# Turning Back the Clock

## 10 Years Ago This Week

CHICAGO, June 22, 1940.—With penny weighing scale business hitting the 100,000,000-customer-a-year mark for the nation's operators, Peerless Weighing and Vending Machine Corporation sought to add a gimmick which, it was hoped, would boost patronage still further. According to Peerless sales manager J. J. Crosby, this was to be in the form of a question-and-answer ticket or card which the scale would vend to each customer.

Weight would be recorded on one side of the card and a "brain-twister" would be posed on the opposite side, Crosby pointed out. Thus, if the patron did not know the answer he could satisfy his curiosity by inserting another penny. Lending further strength to the "second penny" idea, Crosby declared, was the fact that women made up the bulk of the scale customers each year — and they usually satisfy their curiosity.

The formation of a public relations department was announced by the Minnesota Amusement Games Association (MAGA) thru its president, T. H. Crosby, of Faribault, Minn. Cost would be financed from proceeds of tags to be affixed to machines, with the operator paying a small fee for each tag. Later, it was emphasized, a different method of financing would be used; this would require placement of the tags on new machines by distributors and payment would be made direct to the association's fund.

Function of the p.-r. department would be to handle all goodwill and legal business affecting the association and individual members.

Statler Distributors, Inc., introduced a new six-column biscuit vender, manufactured under contract by U-Need-A-Pak Products Corporation. Lawrence Reiss, Statler presi-

dent, announced rising sales of the nickel Niks packs.

The first coin-operation Phonovision, made by Phonovision Corporation of America, New York, was placed on location in Jack Dempsey's Broadway bar. An eight-selection unit, the machine was said to be usable in only 15 to 20 per cent of existing juke box locations. Films carried a musical sound track and depicted a popular orchestra, singer and a dancing group performing a current hit tune. Officials of the firm were Sam Sax and Frank Orsatti.

## 15 Years Ago This Week

CHICAGO, June 22, 1935.—Pin games were proving to be a "real boon to drug stores," secretary of Allegheny County Retail Drug Association (ACRDA) declared. He said that at the monthly meetings of the association, pinball game problems were always on the discussion lineup. "They are dealt with as a leading product, and treated accordingly," he elaborated.

Of the association's 600 members, over 90 per cent reported adding small Sportlands equipped with the latest types of skill games. The drug group also prepared a statement to the State amusement association, saying their trade (druggists) could be counted upon to be of help when needed. A number of members declared intention of joining the amusement group and taking an active part in the coin machine industry's problems.

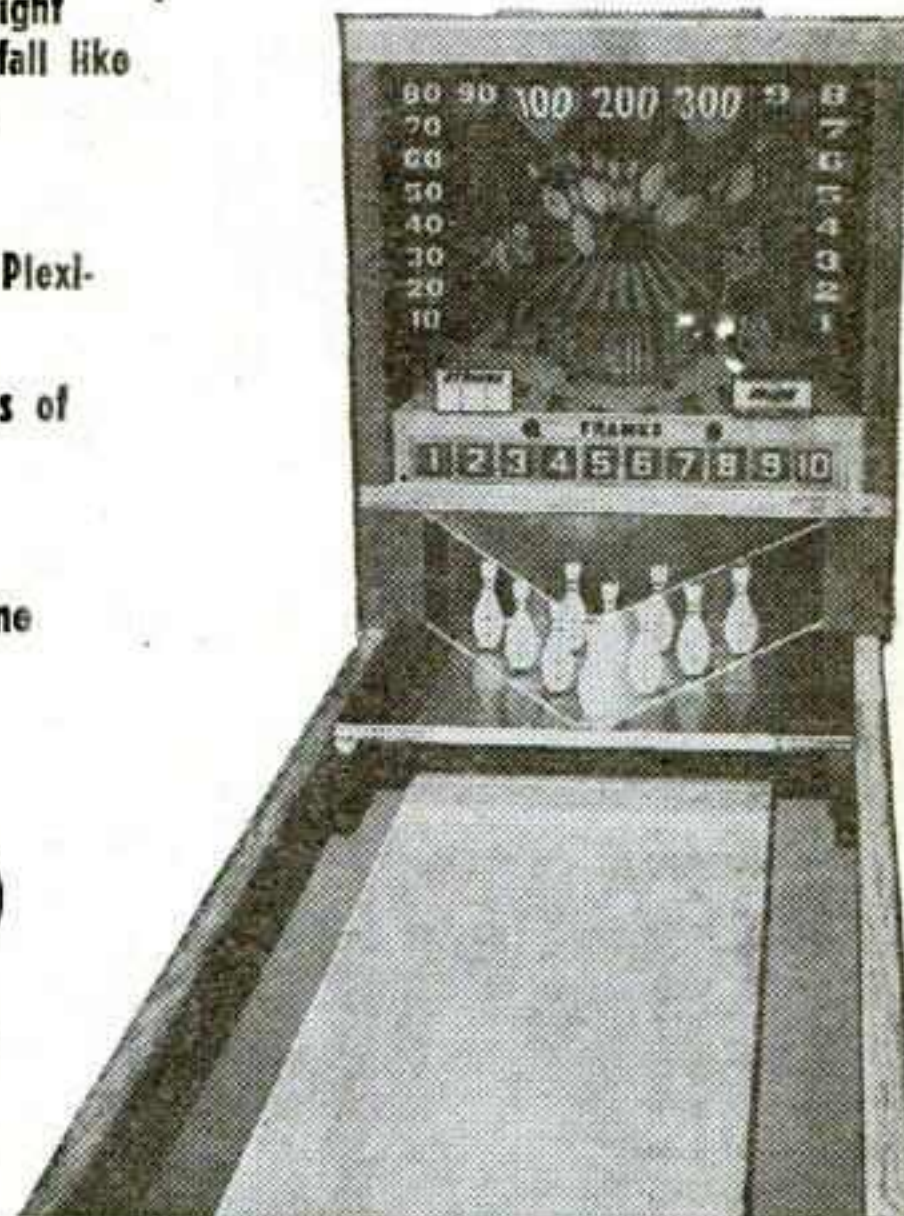
Bally Manufacturing Company reported thru Ray Moloney, president, that production was underway on a new type one-ball game, Ace. It featured automatic payout, with top payout position 30 free games; a 100-point hole with other holes ranging down to two free games. A new super-sensitive anti-tilt was also included.

The Rev. Dr. Allan A. Stockdale, pastor of the Calvin Coolidge First Congregational Church, Washington, went on record as proclaiming the value of coin skill games in enabling a person to express a human desire for competition. "The competitive spirit is good for everyone and by all means should be encouraged," the minister declared.

# MAKE MORE MONEY

Spend \$59.50 to make more money and to make your old Bowling Games look like new, with the sensational "SET 'EM-UP" BOWLING PIN CONVERSION.

- Realistic Aluminum upright pins, hinged at base; fall like pins in actual bowling
- Resets automatically
- Pins enclosed in clear Plexiglass Dome
- Adjustable to all makes of bowling games
- Easy to install
- Specify make of machine when ordering



Only  
**\$59.50**

Write, wire or call  
Exclusive distributors for the U.S.A.

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.

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## BUCKLEY DIGGERS

Treasure Island ..... \$100.00  
DeLuxe ..... 125.00  
Condition first class.

1/3 Deposit, Balance C. O. D.

### EQUITY SERVICE

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## LONDON BUYS MAKE SUMMER PROFITS!

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FILBEN FP-300 (30 Selection)	\$229.50
SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
WURLITZER TWIN 12	49.50
SEEBURG HIDEAWAY W/Packard Adapter	49.50
WS2Z WIRELESS BOXES	9.50
DS20Z WIRED BOXES	9.50
PACKARD BOXES	17.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

### GAMES—Cleaned! Checked! Ready for Location!

Williams All Star Baseball	\$69.50	Puddinhead	\$59.50
Genco Glider	49.50	1-2-3	64.50
Genco Total Roll	24.50	Yanks	44.50
Genco Advance Roll	24.50	Virginia	39.50
Genco Advance Roll	24.50	Wisconsin	34.50
Genco Bing a Roll	89.50	Bermuda	29.50
Bally Hy Roll	69.50	Spinball	29.50
Triple Action	39.50	Catalina	29.50
Trade Winds	39.50	Thrill	39.50
Mardi Gras	39.50	Stormy	39.50
Merry Widow	44.50	Sunny	39.50
Screwball	49.50	Humpty Dumpty	39.50

SPECIFY SECOND CHOICE

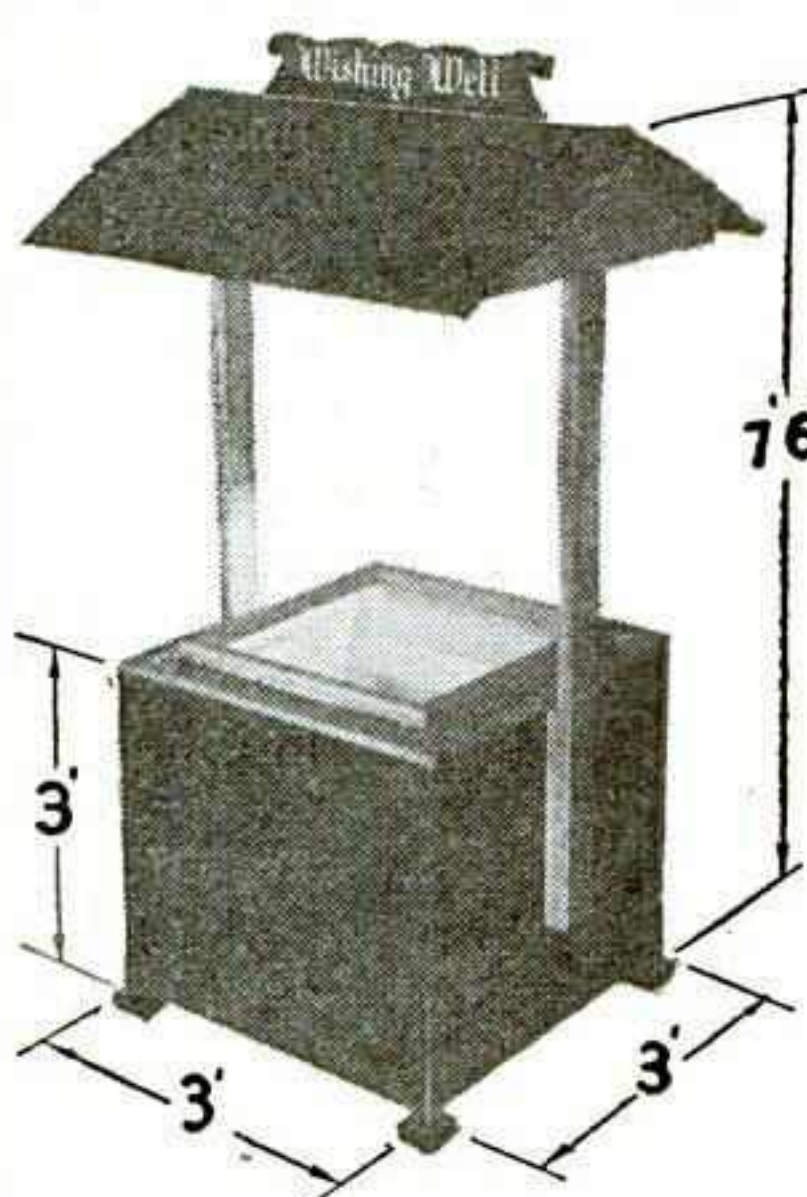
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

# S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE  
MILWAUKEE 8, WISC.  
Division 4-3220



2605-7 HENNEPIN AVENUE  
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Result Tested!

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PORTABLE  
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**WISHING WELL**  
(Patents Pending)

Price Complete  
**\$269.50**

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TERMS:  
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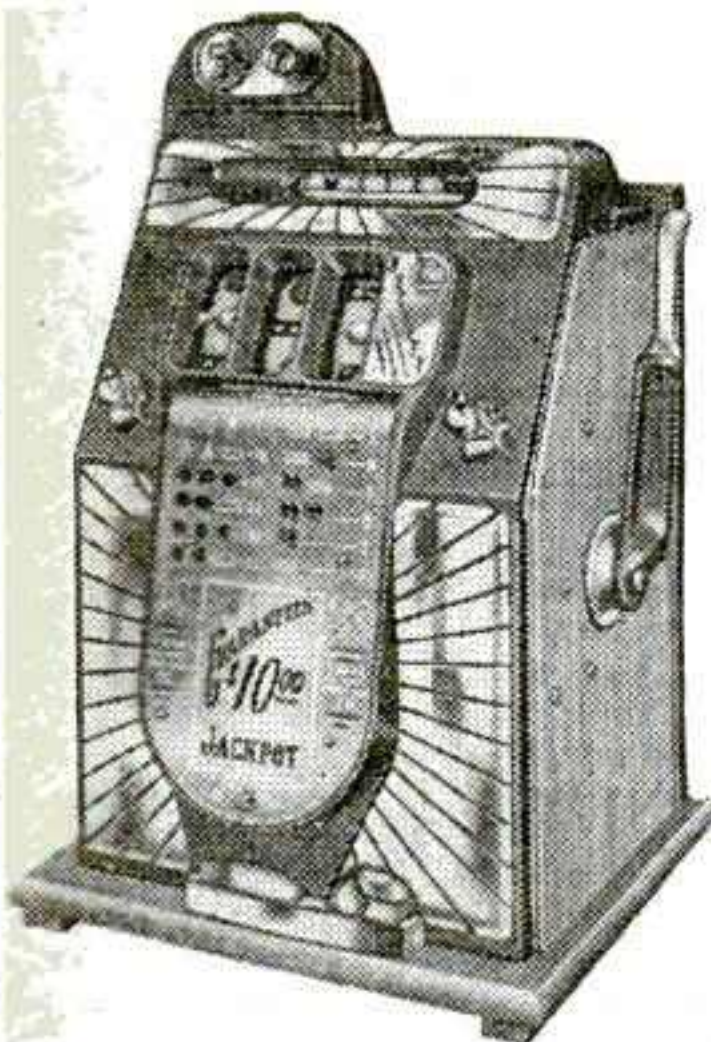
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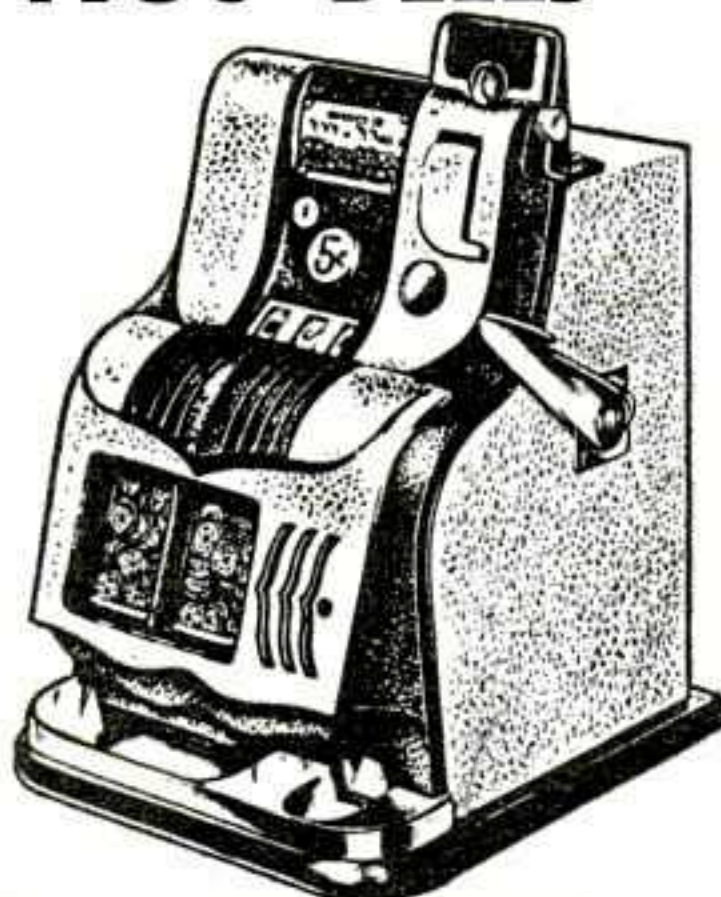
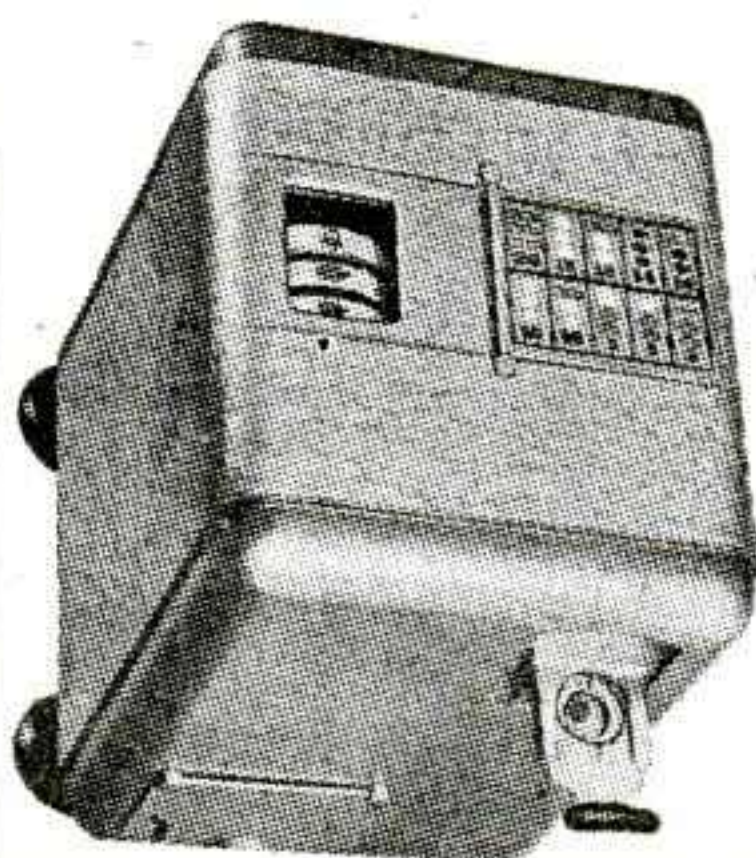
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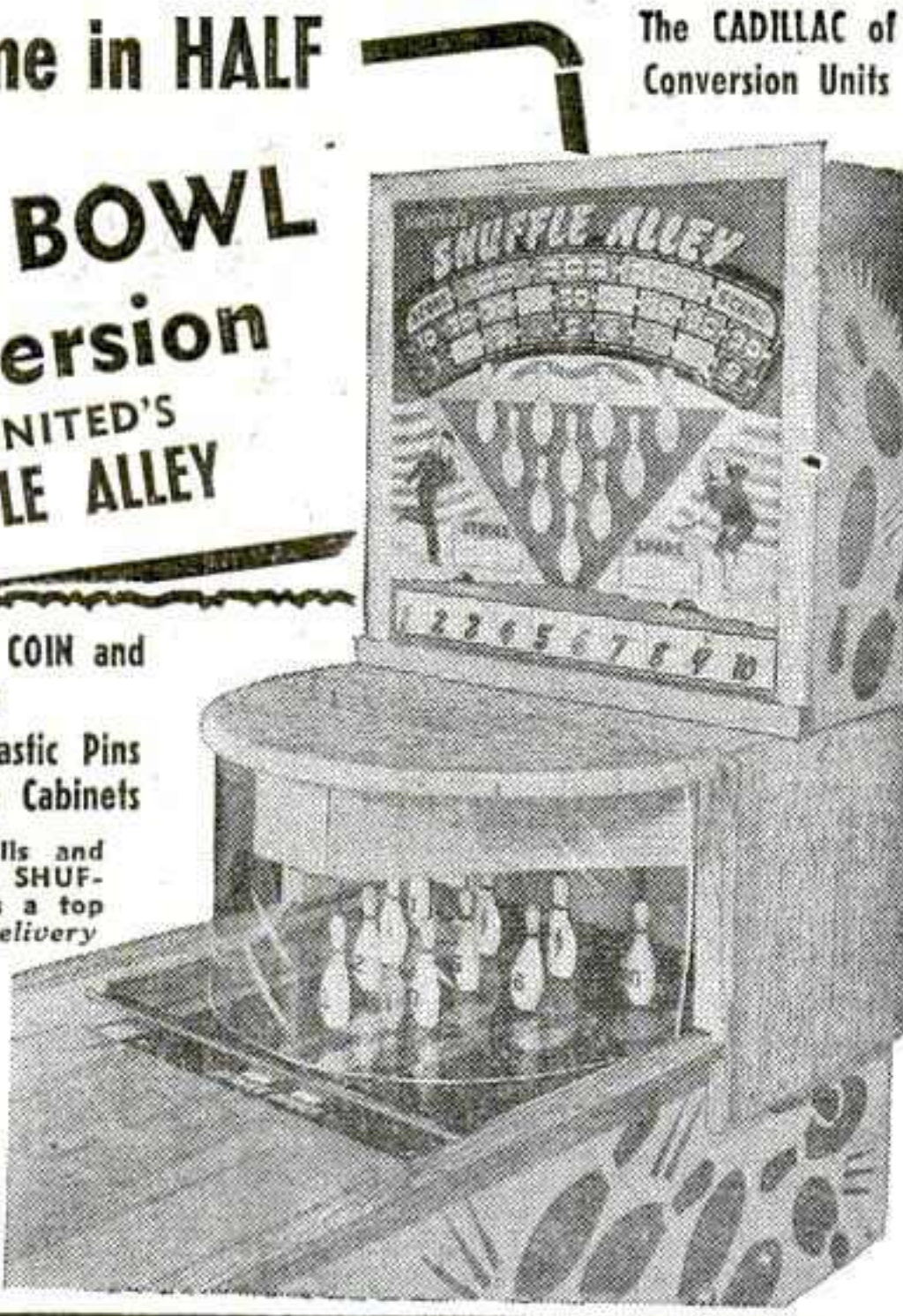
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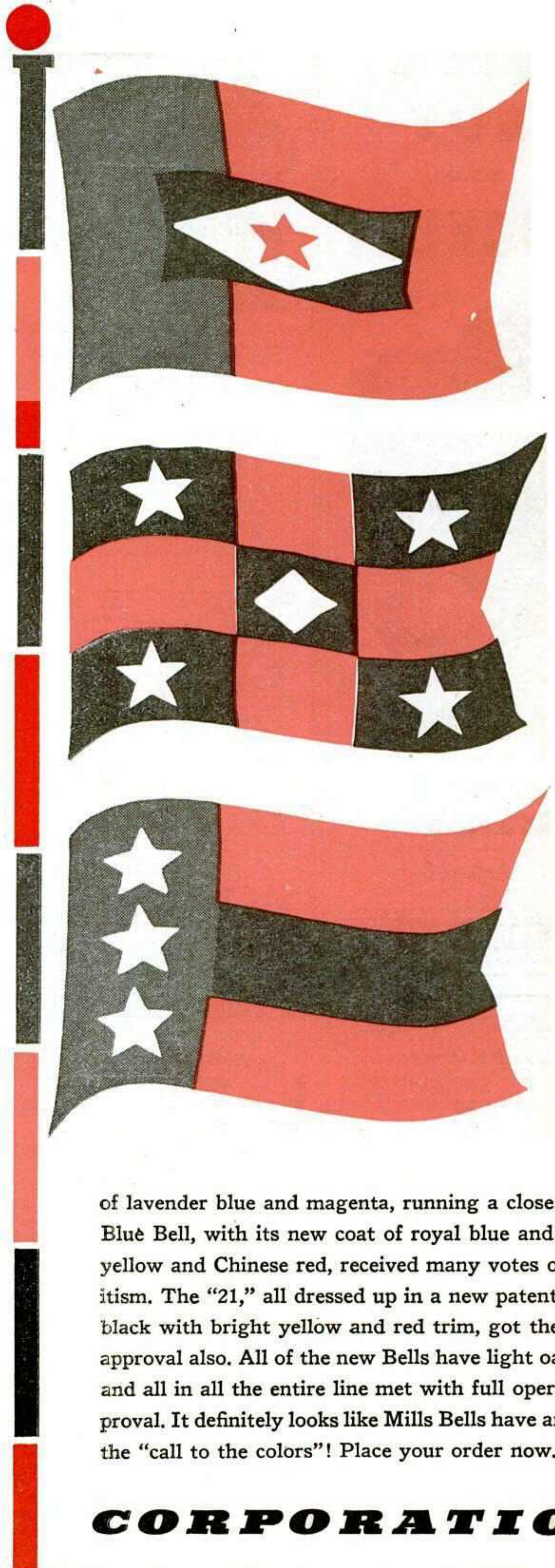
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Colors, and plenty of them, are the cry of the public today. Cars are brighter; clothes are brighter; furniture and decorations in the home all call for bright and colorful combinations. Mills Bell machines, too, have heeded the call to colors, for our 1950 line is the most brilliant ever presented. During the May ACMMA show in Chicago, thousands of folks viewed our new line at the factory open house and voted it to be the "tops." Old timers winced a little at first, but they were converted and proved it by placing orders for the most colorful types. *Wild Deuce*, a vivid, canary yellow job, caused the greatest commotion, with *Bonus*, a sort

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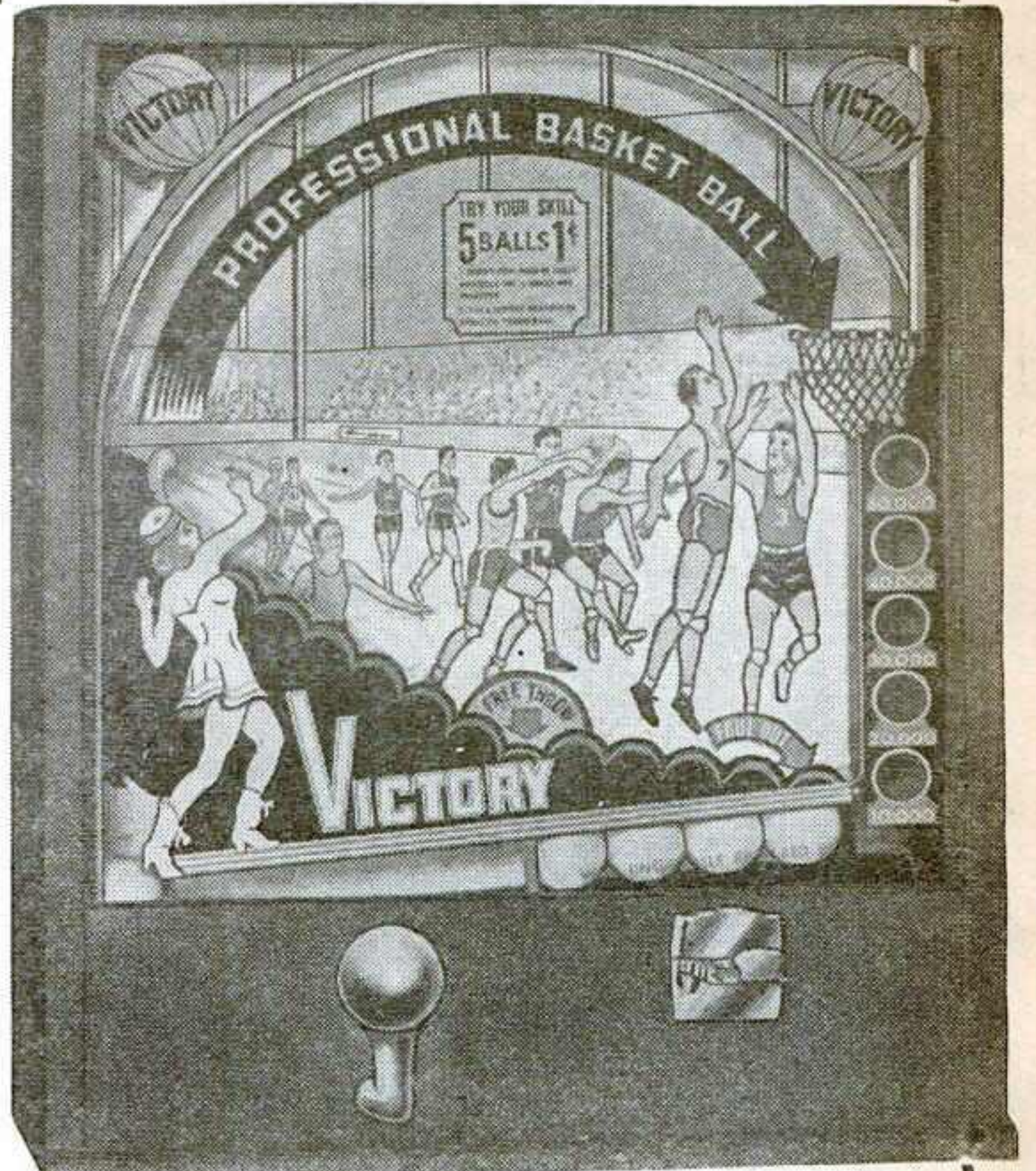
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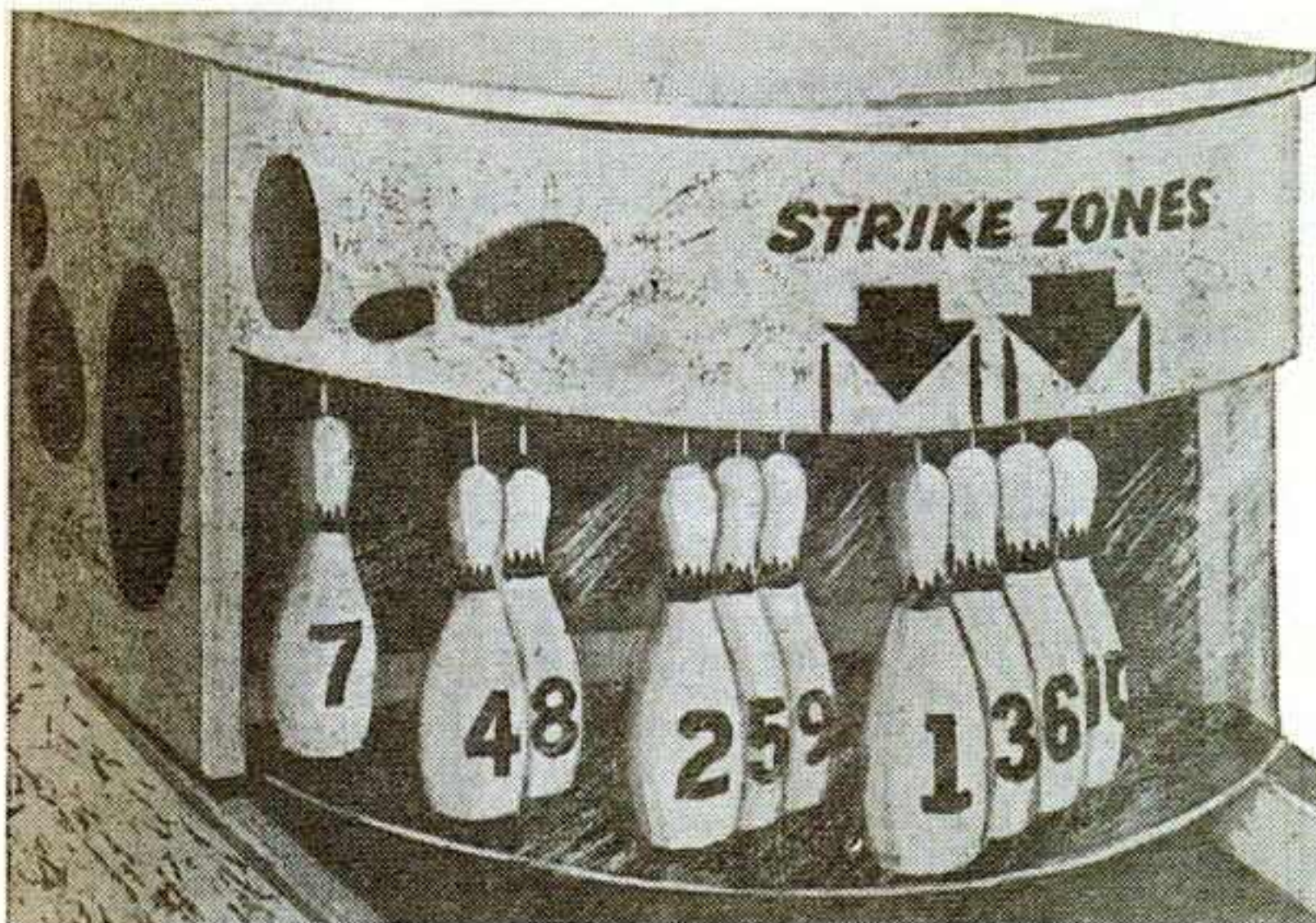


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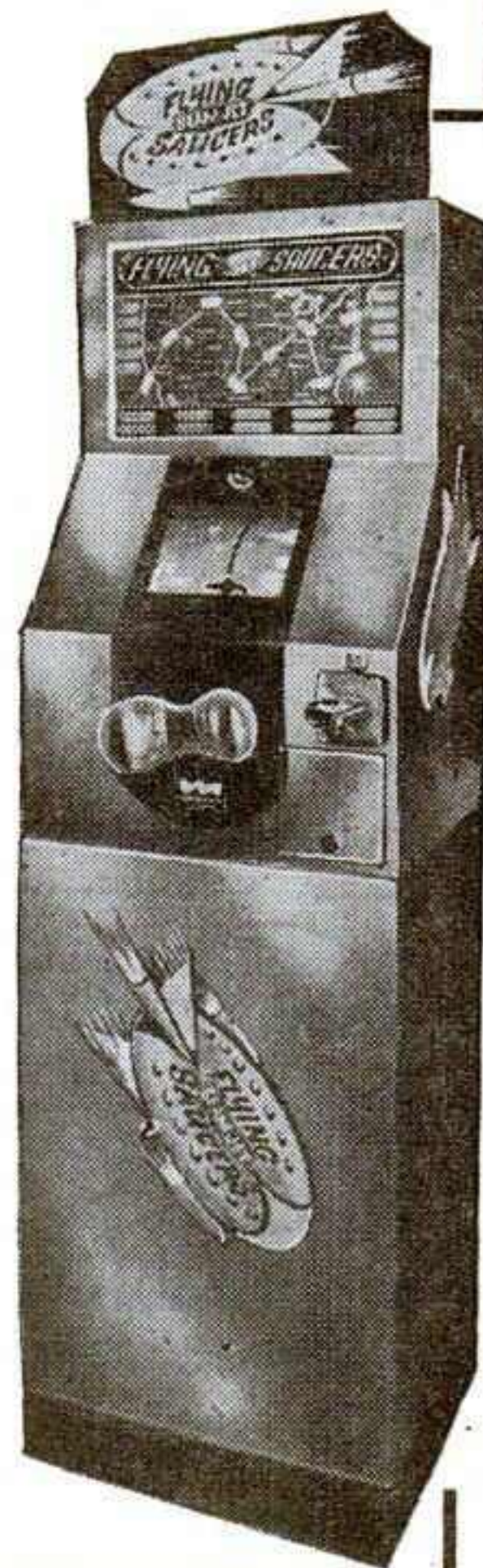
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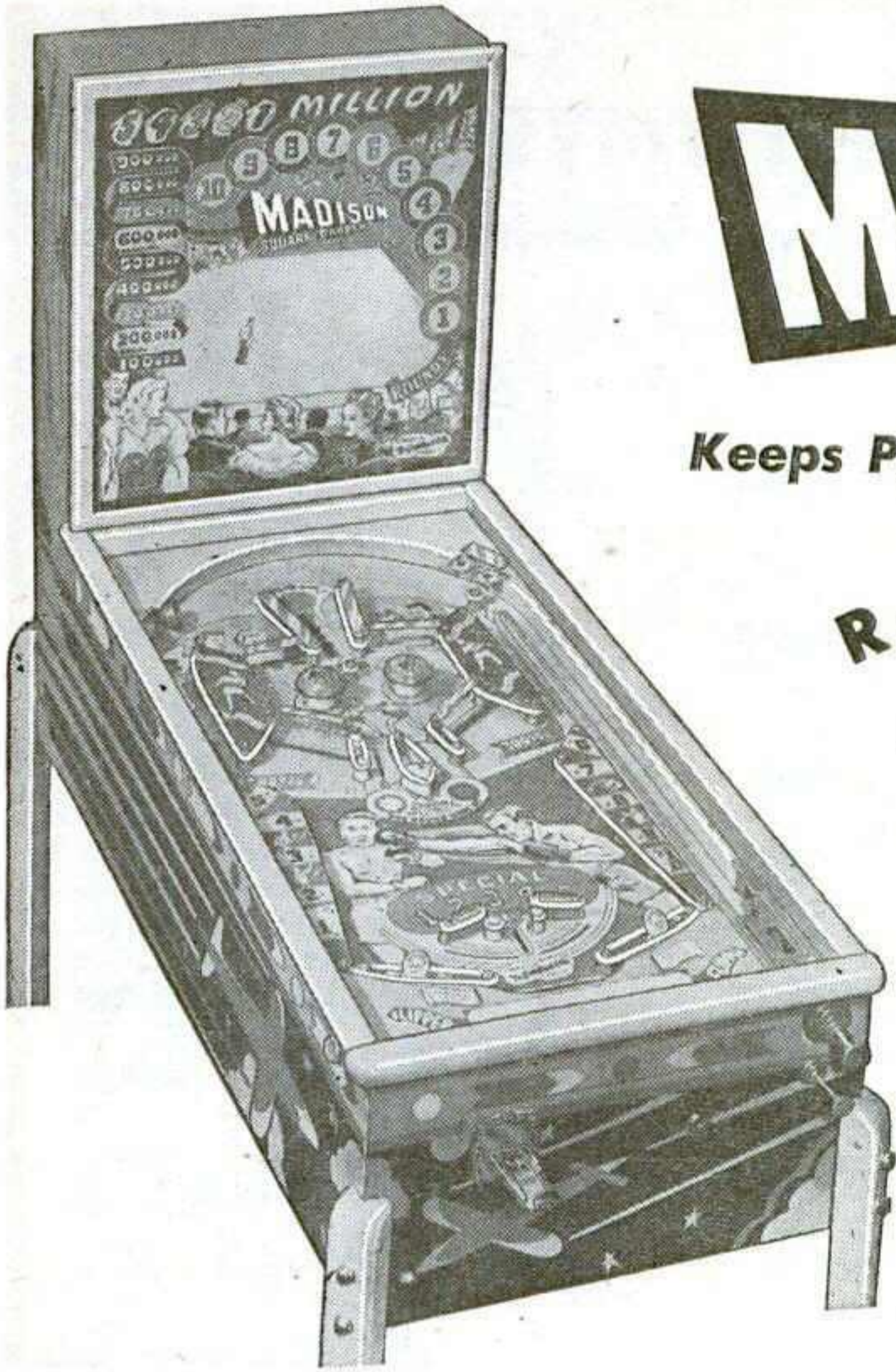
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*Ring Action!*

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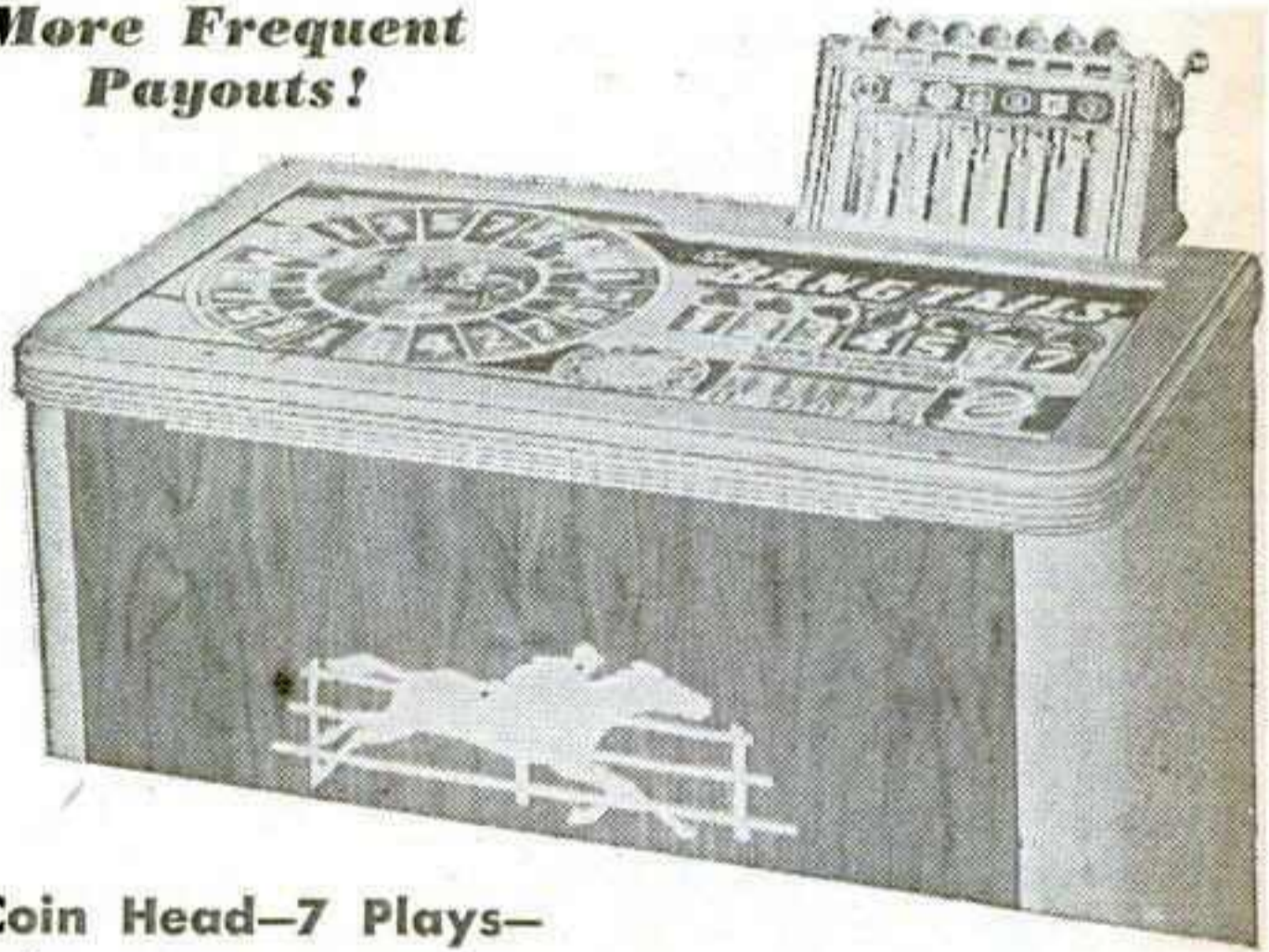
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THE BEST AND MOST CONSISTENT LOCATION WINNER



"BOWLING CLASSIC" IS OUTEARNING ALL OTHER BOWLING GAMES!

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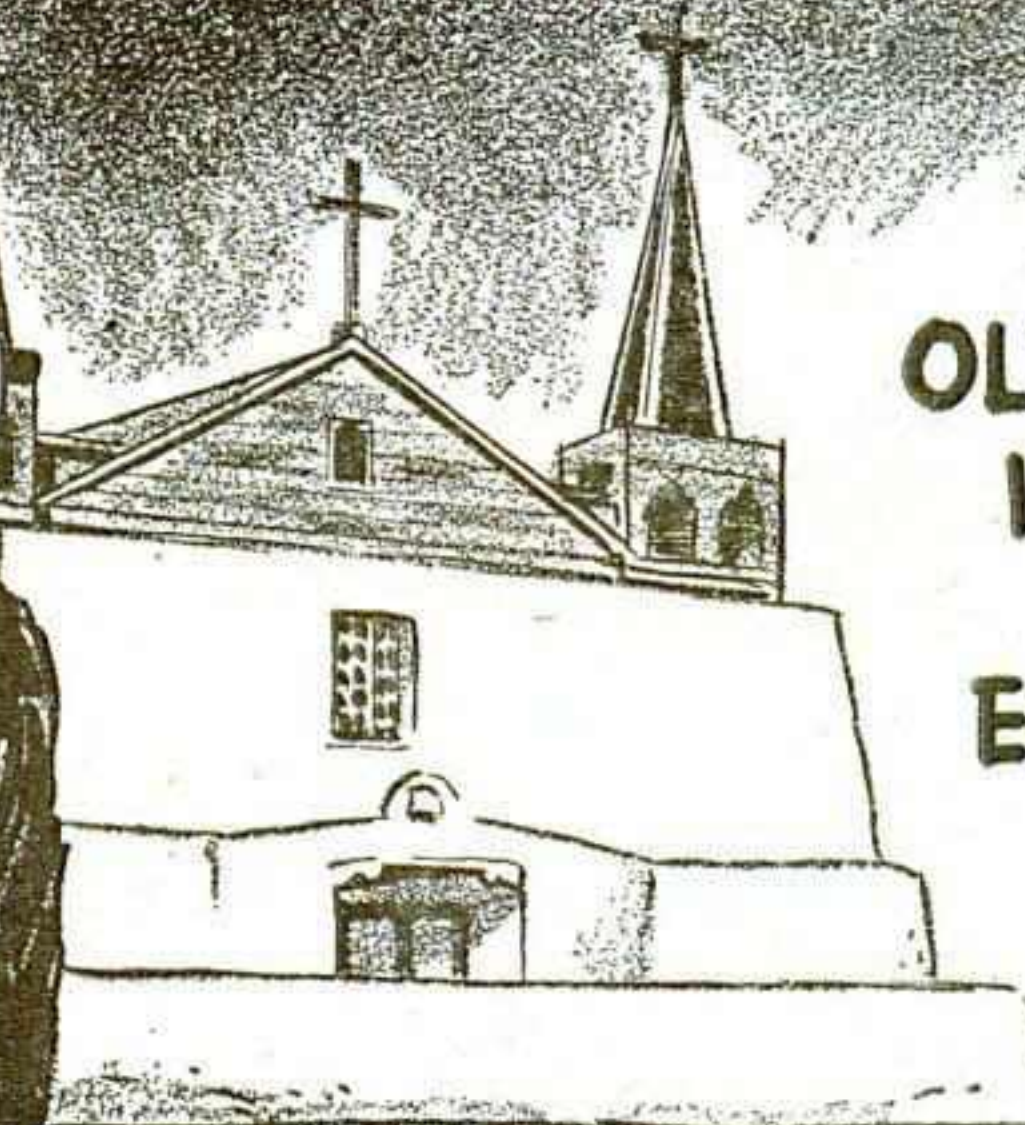
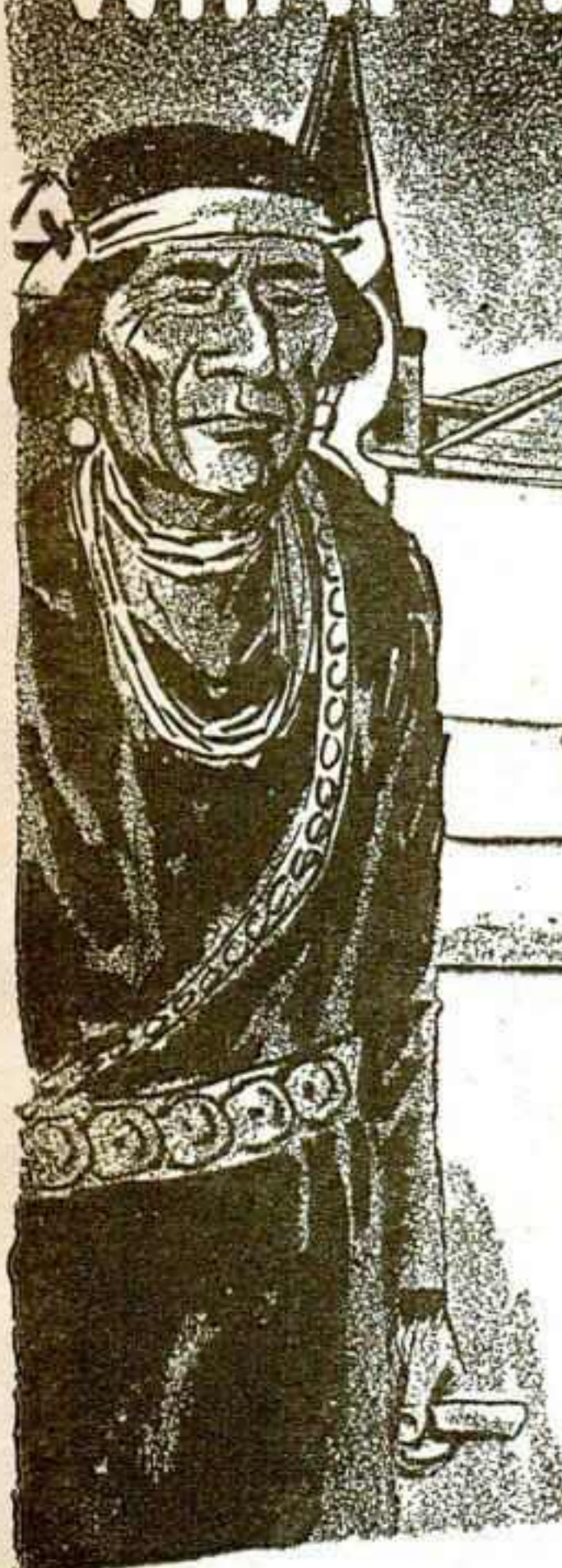
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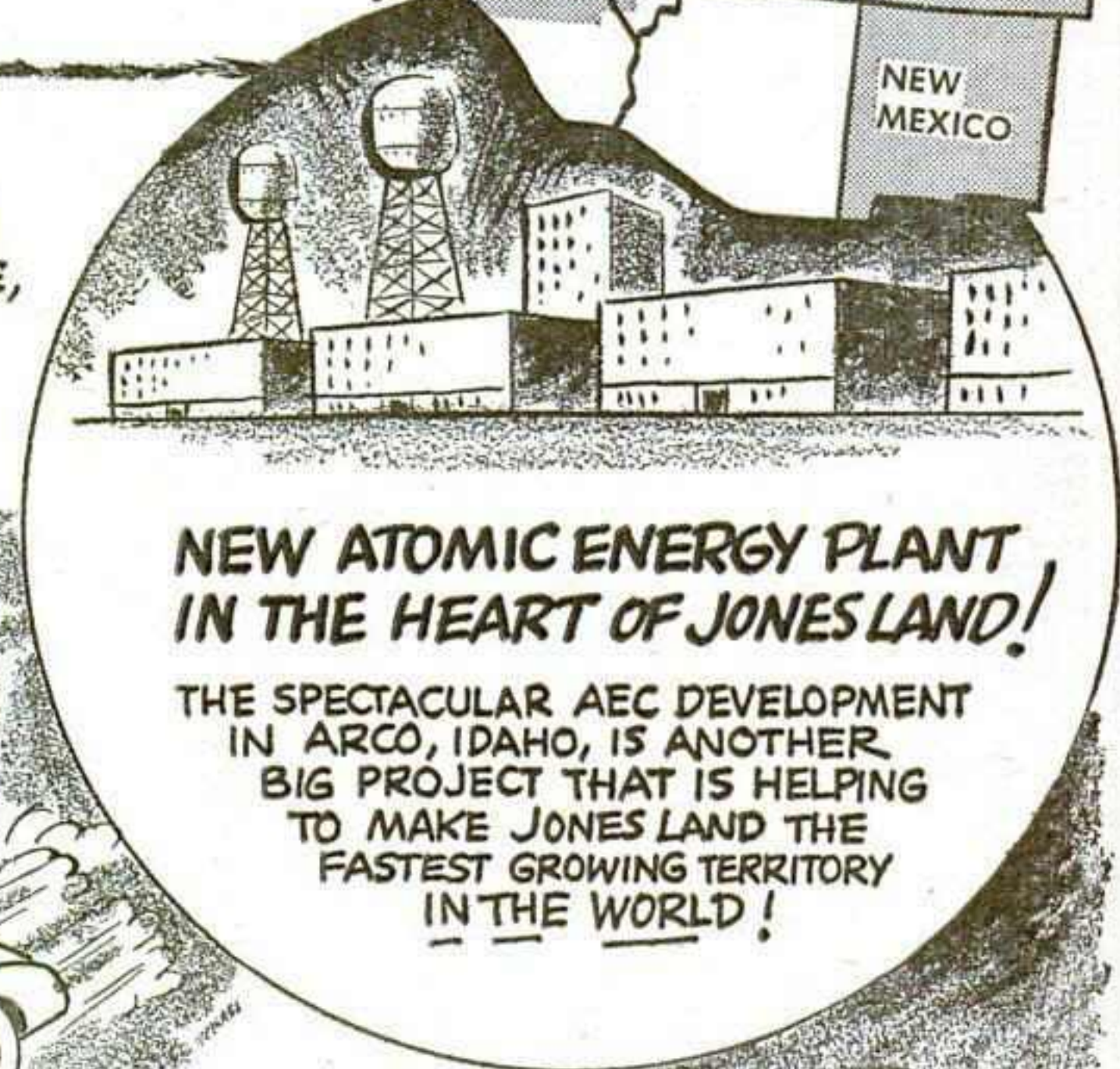
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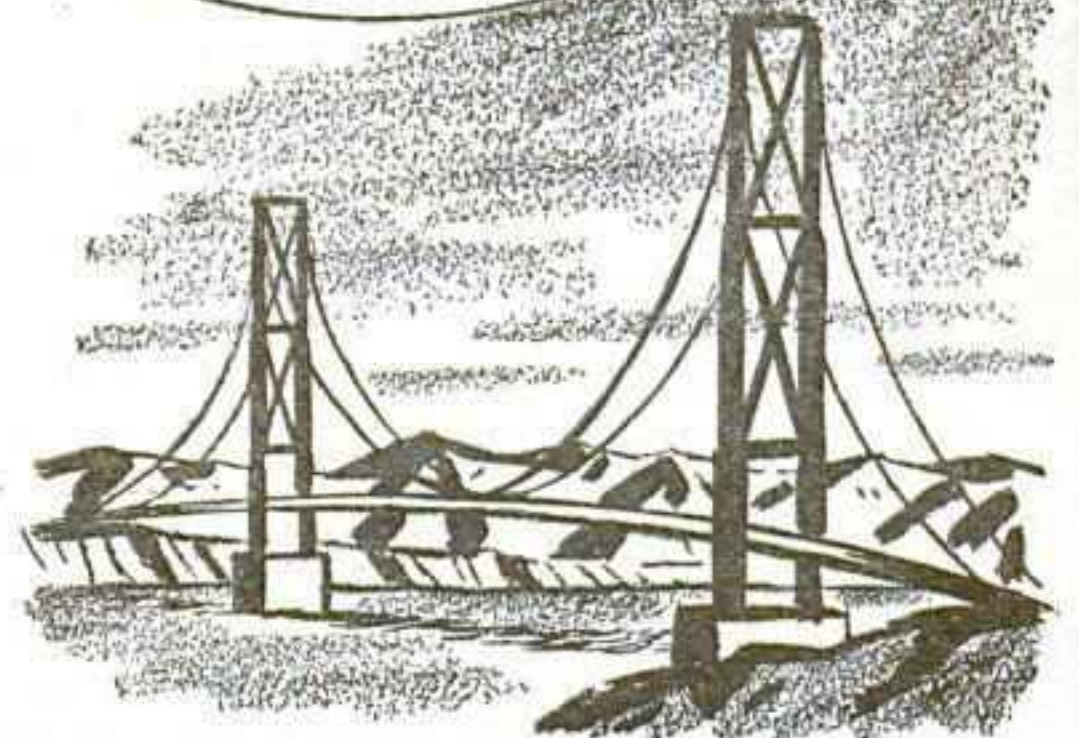
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MILLS BLACK CHERRY, 5-10-25c 50c BLACK CHERRY JEWEL BELL, 5-10-25c GOLDEN FALLS, H.L., 5-10-25c 50c GOLDEN FALLS (Rebuilt) 25c BLUE BELL BLUE FRONT, 5-10-25c BROWN FRONT, 5-10-25c CHROME BELL, 5-10-25c 25c Q T, BLUE CABINET VEST POCKETS

WATLING

ROL-A-TOP, 5-10-25c

JENNINGS

STANDARD CHIEF, 5-10-25c LITE UP CHIEF 5-10-25c BRONZE CHIEF 5-10-25c 4 STAR CHIEF, 5-10-25c VICTORY CHIEF, 5-10-25c 5c CHIEF SILVER MOON TIC TAC TOE, 5-10-25c CIGAROLA, 5c PLAY

GROETCHEN COLUMBIA DOUBLE J.P. CHROME COLUMBIA DE LUXE COLUMBIA GOLD AWARD COLUMBIA

10c COIN COUNTERS-\$2.00 EACH Highly Polished Copper - a MUST if you operate Shuffle Games. OILETTE HANDY LUBRICATOR..\$1.00

BRAND NEW SLOT SPECIALS! Mills Melon Bells, 5-10, Ea. Jenn. Standard Chiefs, 5c Groet. Columbia, D.J. Slot Stands, Special Closeout, Ea.

PREMIUM SPECIALS! Cigarette Set, 3 Pieces Embassy Silver Plate, 26 Pieces 13-Piece Hostess Oven Ware Set Timelite Clock DeLuxe Picnic Kit Life Time Camera Kit

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Wms. Lucky Inning Buffalo Bill Basketball Just 21 Football Tahiti Utah College Daze Boston DoubleShuffle Pinch Hitter St. Louis Tampico ThreeFeathers Oklahoma Sharpshooter Dallas Aquacade Bowl'g Champ Buttons & Bows El Paso Majors of 1949 Big Top Harvest Moon Floating Power Playtime Carolina Baby Face One-Two-Three Grand Award Puddin' Head Buccaneer Gondola Magic Morocco Serenade Temptation

ONE BALLS

PHOTO FINISH, F.P. or P.O. CHAMPIONS, F. P. LEXINGTON, P.O. CITATION, F.P. TROPHY, P.O. GOLD CUP, F.P. JOCKEY CLUB, P.O., '47 MOD. JOCKEY SPECIAL, F.P. BALLY ENTRY, P.O. SPECIAL ENTRY, F.P. VICTORY DERBY, P.O. VICTORY SPECIAL, F.P. GOTT. DAILY RACES, F.P.

CONSOLES

BALLY CLOVER BELL, New 5-25c TWIN BONUS SUPER EV. RACES, Comb. F.P. & P.O. EVANS 48 BANGTAILS, J.P. JENN. CHALLENGER, 5-10c, LATE 25c KEENEY BONUS SUPER BELL 5c KEENEY BONUS SUPER BELL BALLY DE LUXE DRAW BELL BALLY DRAW BELLS, Reg. TWIN SUPER BELL, 5-25c Pre-War MILLS 4-BELLS, 5-5-5-5 KEENEY 5c SUPER BELL, COMB. MILLS JUMBO, LATE HEAD MILLS 3 BELLS, Latest Mod.

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ROWE CRUSADER, 25c, 10 Col. STEWART McGUIRE, 7 Col. ROWE PRESIDENT, 25c, 10 Col. ROWE ROYAL, 25c, 10 Col. PX, 25c, 10 Col. ROWE DELUXE, 8 Col., 120-Bar U-SELECT-IT, 72-Bar

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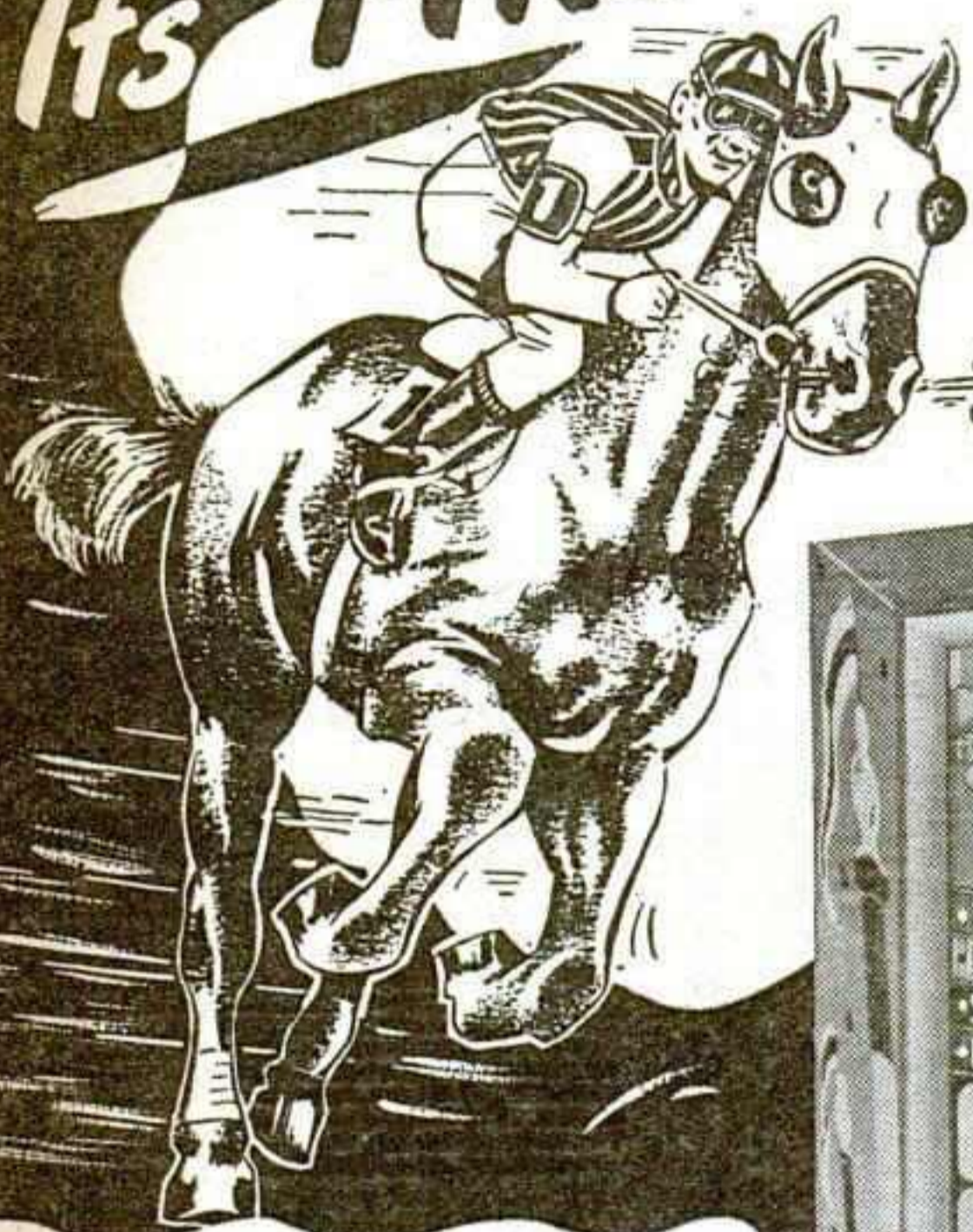
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FEATURES FOR GREATER PROFITS THAN EVER!

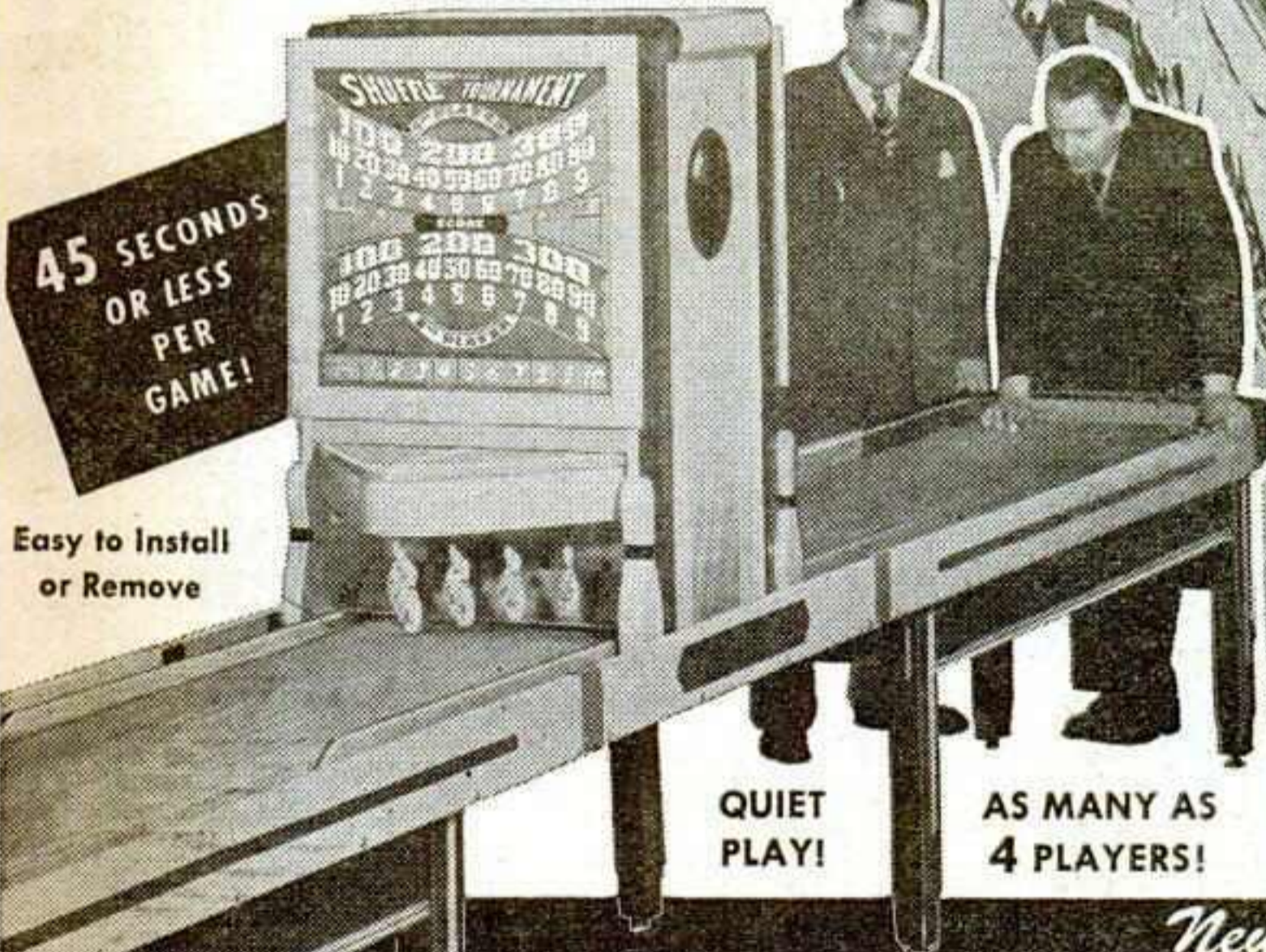
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New!  
**FASTEST!**

KEENEY'S  
*Sensationally fast*

# DUCK PINS

**FASTEST**  
2-PLAYER  
BOWLER OF  
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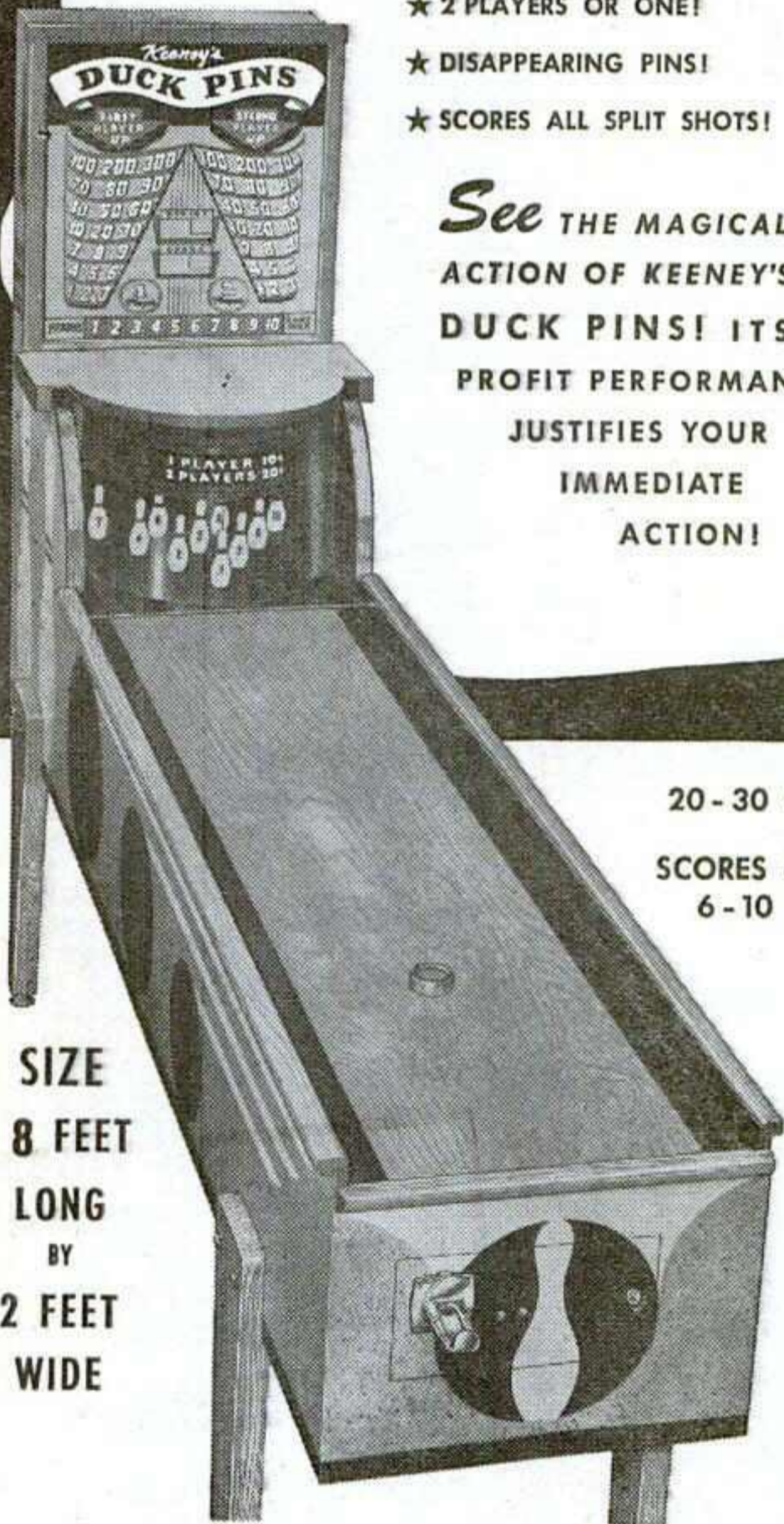
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FOR FAST REBOUND ACTION

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DUCK PINS! ITS BIG  
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LONG  
BY  
2 FEET  
WIDE



EASY-TO-READ SCORING FOR BOTH PLAYERS!

*See* YOUR  
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New!  
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*Again*

# KEENEY'S DOUBLE BOWLER

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**FASTEST**  
2-PLAYER  
BOWLER OF  
TODAY!

SIZE  
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LONG  
BY  
2 FEET  
WIDE



SCORES 4 - 7 and  
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# TURF KING

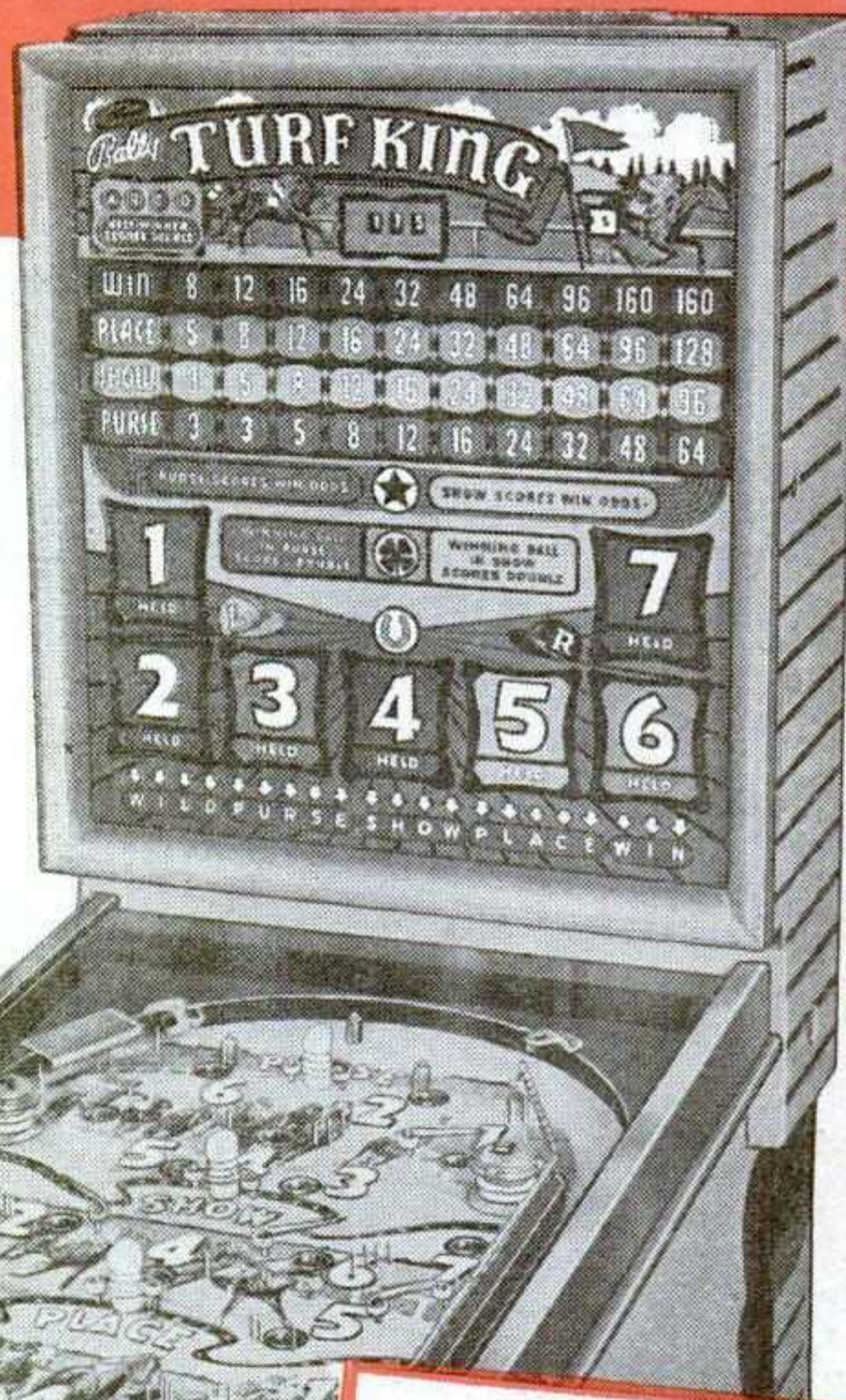
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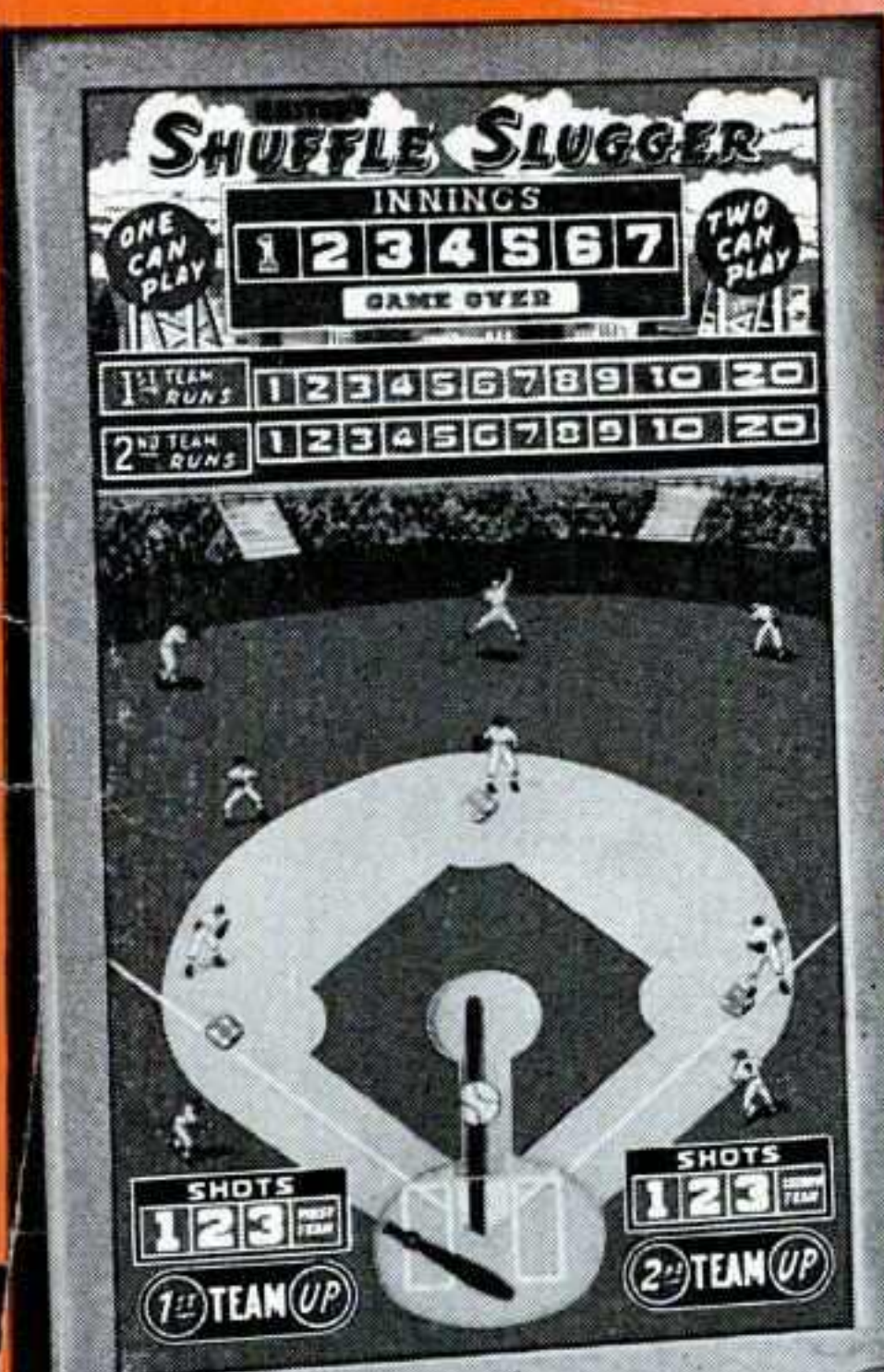
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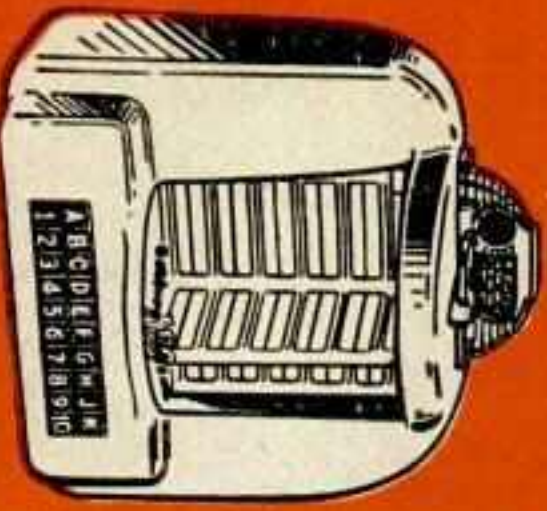
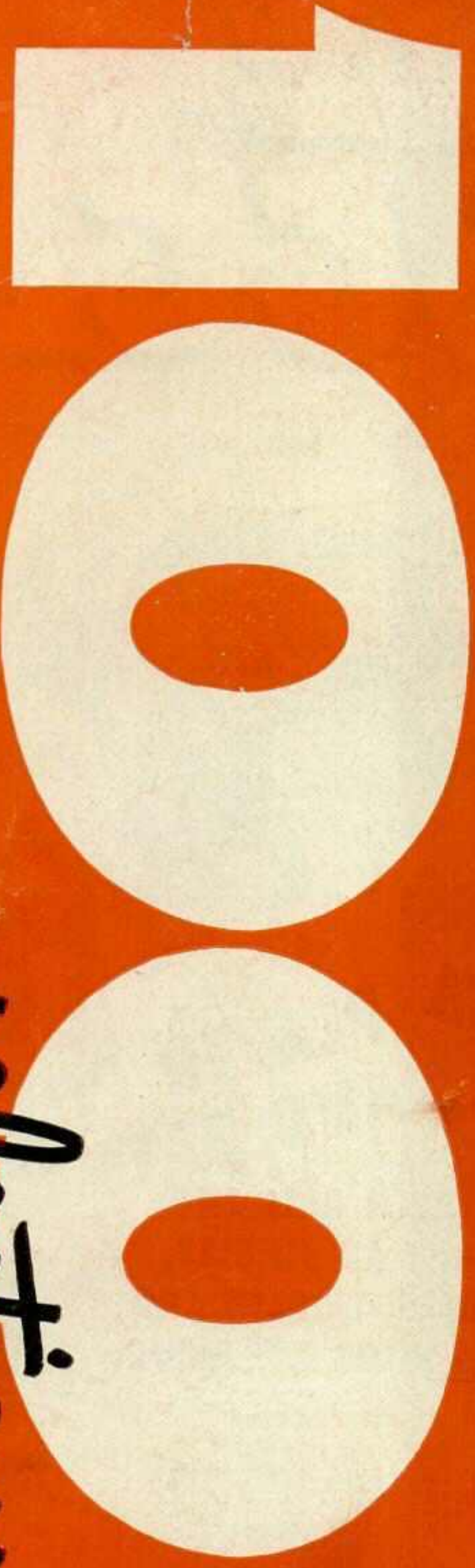
HIT TUNES		OLD FAVORITES		WALTZS & POLKAS		FOX TANTS & BUSINESS		CLASSICAL SELECTIONS	
A1 B1	...	C1 D1	...	E1 F1	...	G1 H1	...	I1 J1	...
A2 B2	...	C2 D2	...	E2 F2	...	G2 H2	...	I2 J2	...
A3 B3	...	C3 D3	...	E3 F3	...	G3 H3	...	I3 J3	...
A4 B4	...	C4 D4	...	E4 F4	...	G4 H4	...	I4 J4	...
A5 B5	...	C5 D5	...	E5 F5	...	G5 H5	...	I5 J5	...
A6 B6	...	C6 D6	...	E6 F6	...	G6 H6	...	I6 J6	...
A7 B7	...	C7 D7	...	E7 F7	...	G7 H7	...	I7 J7	...
A8 B8	...	C8 D8	...	E8 F8	...	G8 H8	...	I8 J8	...
A9 B9	...	C9 D9	...	E9 F9	...	G9 H9	...	I9 J9	...
A10 B10	...	C10 D10	...	E10 F10	...	G10 H10	...	I10 J10	...

**PLUS** fast reference

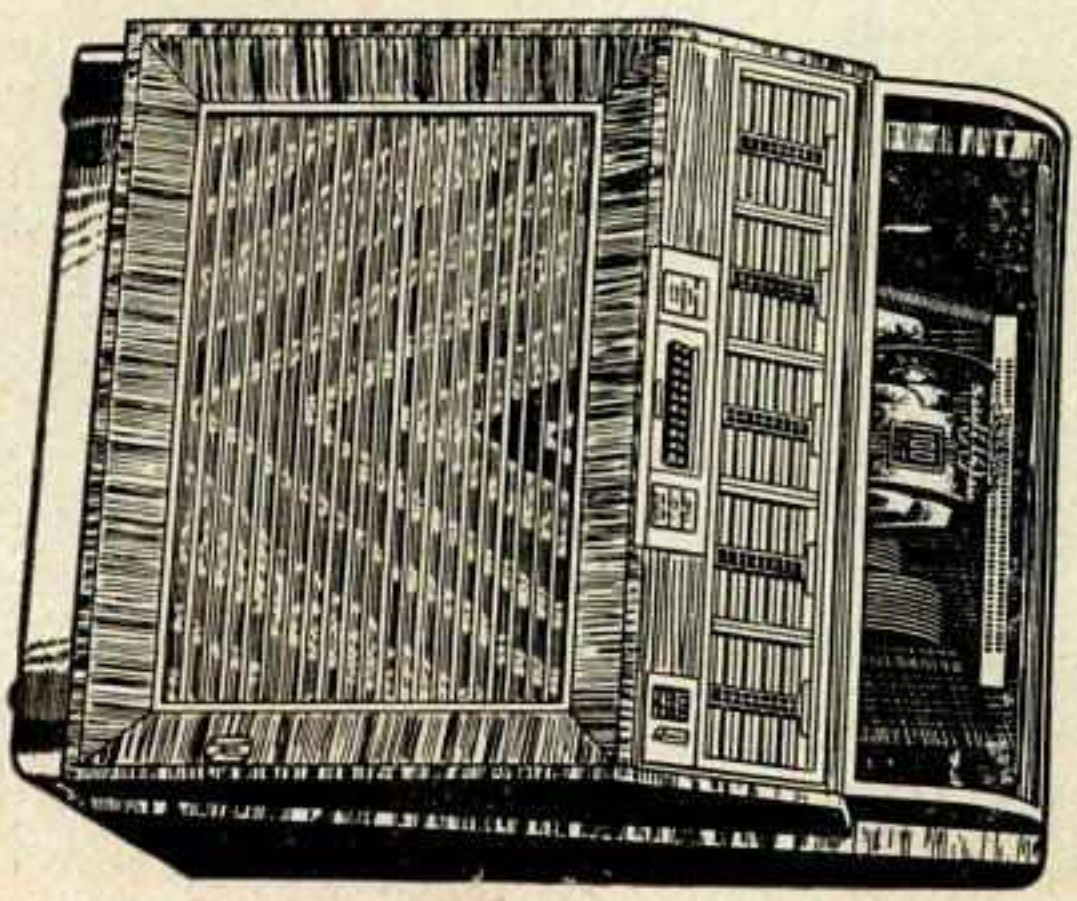
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