

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Educational Foundation May Swing to Commercial Airers

2 More Boxing Bouts on Sked For Theater TV

But Ned Irish Sez Live Video Isn't Killing Prize Ring

NEW YORK, June 9. — Although stating that "live TV is not killing boxing by any means," Ned Irish, top exec at Madison Square Garden, this week told *The Billboard* that if the theater TV box-office take of the Joe Louis-Lee Savold fight meets expectations, the next two bouts likely to be fed exclusively to the medium will be the Jake Lamotta-Irish Bob Murphy tilt June 27, and the Rex Layne-Rocky Marciano go July 11. He said that the attendance at theaters

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Mothball Circs Back on Wheels As Takes Boom

By TOM PARKINSON

CHICAGO, June 9. — Reports from circuses of good-to-excellent business are flushing small shows out of storage and onto the road. Former operators, some of whom have been out of harness from three to 10 years, are hustling to get their orgs going again. Giving added push to the wholesale return of these not-so-big tops is the prospect of even better business thru the remainder of the season. This prospect is premised on increasing employment thruout the nation and a general loosening of the purse strings for outdoor amusements.

Almost without exception, the reactivating orgs move on from

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PAY OR PLAY

Agents Threatened by 1-Year Pact for Acts

DETROIT, June 9.—Agents were threatened with a revolutionary change in the exclusive management set-up existing between them and performers by vociferous demands made at the fourth annual convention of the American Guild of Variety Artists late tonight.

Vic Connor, assistant to Henry Dunn, AGVA's national executive secretary, read a lengthy report based on Rule B which governs the contractual relationships between the union and agents and agents' organizations. The report, plus interruptions, speeches and counter-interruptions took six hours. At its conclusion Connor

BIG TOP FOGS TV THREATS

R-B Shekels Roll in Video Belt as Flesh Holds Lure

By TOM O'CONNELL

NEW YORK, June 9.—Wails from several directions that television is hurting other show business enterprises have no echo on Ringling Bros. and Barnum & Bailey Circus, where grosses for the period this season that the show played the East's video belt are reported up over last year.

Since the end of its Madison Square Garden run May 4, Ringling-Barnum has played the principal Eastern TV cities: Boston, Washington, Baltimore and Philadelphia. In addition, the circus has made smaller communities within television range of the cities mentioned. This week it was back within receiving distance of this

video hub, making a stand at Hicksville, L. I., N. Y., Thursday thru Saturday (7-9).

Show personnel offer varying reasons for conquest of the television bugaboo. First and obvious theory advanced was the tradition of the circus and the strength of R-B's title. It was claimed that, despite the numerous circus-styled TV presentations and video shows utilizing outdoor acts, the Big One has a number of top acts welded into a smooth unit. Boiled down, it was a matter of believing that R-B was the best attraction of its kind and the holder of a reputation built thru many years.

As a paradox, another view pre-

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Ford Shift on TV Seen as Possible

Idea Programing Could Affect Video Channel Battle in Favor of Industry

By BEN ATLAS and JOE CSIDA

NEW YORK, June 9.—The Ford Foundation, one of the major and most affluent forces battling for a higher type of educational program fare on video, radio and in other mass media, may give solid financial support to commercial telecasters, rather than throw such weight into the efforts of educators themselves to acquire video channels. Whether or not FF ultimately does so will depend largely upon the ability of the commercial broadcasters themselves to come up with meritorious educational programing ideas.

That opportunity was laid squarely in the laps of the commercial broadcasters this week when James W. Young, consultant to the Ford Foundation on mass communications, addressed the TV board of directors of the National Association of Radio and Television Broadcasters in Washington.

Young told Thad Brown and his telecasting directors that the Foundation was not necessarily committed to achieving higher types of programing via educators or educationally operated video stations, when, as and if such stations should get Federal Communications Commission approval and grants. The Foundation, said Young, was completely open-minded and has been exploring

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Cleffers, Flexing Muscles Vs. BMI, Spearhead New Union

By JERRY WEXLER

NEW YORK, June 9.—The songwriter alliance to "do something" about Broadcast Music, Inc., reported here three weeks ago (*The Billboard*, May 26) is taking shape as a move to organize a national songwriters' union, it was learned this week from an unimpeachable source.

The union, or guild, has been tentatively named the Guild of American Songwriters, with a second choice the Music and Lyric Writers' Alliance. The movement, spearheaded by a group of top name writers, has already received commitments from a substantial number of cleffers.

The job of permanent organizer for the alliance has been offered to Ted Snyder, veteran cleffer who collaborated with Irving Berlin and who was his partner in the Watterson, Berlin & Snyder publishing firm since bought by Mills Music. Snyder, a Coast resident, came to New York last week for

the first time in 20 years. He has not definitely accepted as yet.

Other Objectives

The principal target of the group, as reported, is BMI, which the writers regard as one of the chief reasons for their reduced state. But BMI is not the sole objective.

Other items on the agenda are unfair treatment by publishers, record company domination of the song business, payola, artist favoritism, moving picture company power in the music industry, the closing of avenues for display and performance of a song.

The outfit hopes to be operating on these problems by fall, and plans to use any available instruments for the fight—Congress, the Justice Department, the Copyright Office, the Federal Trade Commission, the courts—with an appeal to public sympathy as the foundation for their effort.

Until such time as the group has either 100 writers, or a number of writers whose yearly earnings

total \$1,000,000, the organizing move is proceeding sub rosa, with the leaders preferring to remain anonymous for reasons that go back 10 years to an earlier and abortive effort to organize.

The earlier movement followed a lawsuit instituted by attorney Robert Daru for 14 American Society of Composers, Authors and Publishers' cleffers against BMI. This was settled for cash out of court. Daru had also filed petitions to revoke the licenses of radio stations banning ASCAP music. Following BMI's yielding to the ASCAP suit, Daru withdrew the petitions, and ASCAP signed with the networks. Of the 14 writers sharing in the settlement 11 are still active: Ernie Burnett, Paul Cunningham, Allan Flynn, Frank Madden, Sammy Mysels,

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ASCAP Music Stays on TV; Talks Go On

NEW YORK, June 9.—The All-Industry Television Per Program Committee and the American Society of Composers, Authors and Publishers by mutual consent have extended the deadline covering use of ASCAP music to June 25. Original deadline was June 11, which date terminates the 60-day negotiating period called for in the Consent Decree.

Negotiations will continue in the hope of effecting a settlement. Meanwhile, no applications for court action may be filed prior to the new date.

AFM Sings Low Blues; Petrillo Has Own Tune

By PAUL ACKERMAN

NEW YORK, June 9. — The American Federation of Musicians wound up its 54th annual convention Thursday (8) at the Hotel Commodore fully cognizant not only of a currently acute employment crisis, but of possibly worse to come. The storm clouds were everywhere and were duly noted. Giving point to *The Billboard's* pre-convention story last issue, President James C. Petrillo, stated: "Our business is bad. If we say it's good 'we fool ourselves. Labor in America is in trouble." Starting his 12th year as AFM president, Petrillo told the delegates he hoped to have some good news at the next convention. But, meanwhile, let's call our shots honestly. We're not prosperous."

Frankness, Petrillo said, was necessary in order "to put the del-

egates on their feet so that they know what to do."

Looking to the future, the AFM

(Continued on page 11)

Truman Wired For Sound Now

WASHINGTON, June 9.—Tape recorders will be operating at President Truman's weekly press conferences from now on as the result of the White House's lifting of a ban on broadcasts this week.

Under the new policy, tape-recorded excerpts from the conferences as authorized by Press Radio Secretary Joseph Short will be made available to radio networks and stations. Although this system has had two tests in recent weeks, this is the first time it has become permanent policy.

TCHAIKOWSKY, THAT DOG, NOT FIT FOR STAGE

HOLLYWOOD, June 9.—Tchaikowsky was banned in San Francisco this week. Tchaikowsky, however, is the piano-playing mongrel pup of actor Steve Cochran, and when music union execs learned he was to perform, they demanded the Bay Area house use a stand-by 88er. When the theater nixed the local's plan, dog was refused entrance to the stage. Tchaikowsky is currently in Fort Knox, Ky., watching his master go thru scenes of a new Warner Bros. pic, undoubtedly growling about man's inhumanity to curs.

Roz May Bust Out on CBS-TV

NEW YORK, June 9.—The Columbia Broadcasting System this week initiated talks with Rosalind Russell for a filmed daytime video show. No format has yet been decided.

Harry Ackerman, Coast program head, is handling the deal.

Billboard Backstage

By JOE CSIDA

In a sense, the dinner held in the Presidential Suite of the Statler Hotel in Washington Tuesday (5) night epitomized the somehow wonderful capacity of this country's broadcasters to pay good, honest sentimental tribute to one of their leaders, and never miss a single beat in the continuing effort to preserve the American radio-video system. Judge Justin Miller and Harold Fellows were sworn into office as chairman of the board and president, respectively, of the National Association of Radio and Television Broadcasters, and a warm and genuine tribute was paid to Johnny Gillin, of Omaha, who died last July. The proceeds of the dinner went to a fund for a new medical wing for Creighton College.

Judge Miller and Harold Fellows made the broadcasters' stand clear in their speeches, by methodically reviewing and stating the industry position on the seemingly endless, bureaucratic efforts at censorship in one disguise or another. State control (however remote), etc.

Fritz Morency, who served as toastmaster, spoke simply but eloquently of the kind of man Johnny Gillin was, and of the fine and untiring job he did for broadcasting. You may find it hard to believe, but there was nothing incongruous, nothing whatsoever in the way of a clash between the studied alertness of the Miller-Fellows

talks and the words concerning Johnny Gillin. I don't know of any other group, in any other business, where such a combination of procedures would not have seemed ill-mated.

Return of Dan Parker To TV Commentary . . .

A couple of Backstages back I sorrowed a little over what seemed an anti-TV attitude on the part of one of my favorite sportscribes, Dan Parker, of *The New York Daily Mirror*. This week, Parker did another pillar on TV and stated, in the course of it, his position concerning video and baseball. It made me much happier. Said Parker: "I suppose we should all be grateful for the blessings of television (Ed. note: I think so, Dan.)—and here's one arm-chair buckaroo who will never be caught knocking it—but we should also bear in mind the fact that in baseball, at least, the shadow will never replace the substance. Baseball covers too much ground to be spread-eagled by TV, for which the magnates should lift their voices in loud hosannas. Boxing, the only sport which television improves (by keeping all the visual effects while screening out the odors) eventually will have to choose between the box office and TV royalties. Baseball can continue to play both ends against the

middle without undermining its own foundations. . . ."

Well, we've got that far. Mr. P. agrees that video won't replace going out to the ball game. Club owners, please note! We think it's even possible that tele won't replace football, basketball, boxing, movies, radio, reading and any number of other pastimes, mentionable and otherwise. Let's watch and see.

Green, the Unsmuttler, Lauanders Dirty Songs . . .

As noted in a story in this week's Music Department, Charles Green, RCA Victor popular artist and repertoire director, has cut out a unique avocation for himself. He is apparently embarked upon a one-man campaign to clean up the smuttier of the nation's folksongs. There used to be an old off-color ditty entitled *The Tailor's Boy*, which Charlie converted into *The Thing*. Then there was a madrigal called *What, No—*—at all, which Charles (aided by Cy Coben) refurbished into *What, Never Been Kissed?* Now he and Cy have taken that old favorite, *Sweet Violets* (covered all over with shhhhhnow), and rewritten it so it can be sung in the family parlor. A noble crusade! Sells records and sheet music, too. Got any dirty songs you want laundered?

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 9.—Don't be surprised if the congressional tax bill, shaped by the House Ways and Means Committee, hits a stone wall in the Senate Finance Committee which is quietly figuring out a program of its own. Powerful bloc in the Senate committee is hoping to supplant the House bill with a completely new measure calling for a manufacturers' sales tax. This would knock out several amusement excise hikes as well as some of the proposed increases in corporation and income taxes. Any such move is virtually sure to stall final action on tax legislation beyond June 30, end of the current fiscal year.

TV's Okay, But Not In Congress Itself . . .

Capitol Hill topsiders are predicting that a new congressional code now being deliberated will ban telecasts of congressional floor debate but will give a go-ahead for telecasts of hearings. Several conditions for televising hearings will be spelled out. Code will be aimed to guide investigating committees. Key objective will be to protect rights of witnesses. Sen.

Edwin C. Johnson (D., Col.), chairman of the Senate Interstate and Foreign Commerce Committee, is insisting on this. Meanwhile, the senator went on record this week supporting a recent assertion by Dean Alfange, of New York City, who was quoted as saying: "If I were called as a witness in a telecast of government business, sponsored say by Pabst Blue Ribbon Beer, I would refuse to testify . . . unless I were duly compensated for my public performance in promoting the sale of beer."

Ops Won't Be Fazed, Passes an Order . . .

Slap-happy from handing out control orders, the Office of Price Stabilization came forth the other day with an amendment to an order that had never been issued. Informed of the error, OPS blithely tacked the control order onto the amendment. . . . Flow of amusement coin is continuing to soar, according to Commerce Department's latest figures. Personal income leaped to an annual rate of \$245 billion in April, a jump of a billion and a half over the previous month. However, rate of increase has been shrinking in re-

cent months. . . . Amusement construction fell in March to an all-time low since the start of defense controls, Commerce says. Valuation dropped more than 80 per cent below previous March figures, and fell nearly 35 per cent below February's.

Benton Bill Backed; Moscow Speaks Up . . .

Rep. Hugh J. Addonizio (R., N.J.) hopped a House companion bill this week to proposal by Sen. William D. Benton (D., Conn.) and three others for creation of a "citizens' advisory board" on radio-TV. . . . At National Association of Radio and Television Broadcasters inaugural dinner for Prexy Harold Fellows and Board Chairman Justin Miller, pun of the week was scored by Paul Morency: "The NARTB in choosing its presidents has done well by the Millers and Ryans, and now we're going to take care of the Fellows." . . . Radio Moscow has doubled its English language beaming to North America in last six months, says State department. In satellite countries, however, the Kremlin has kept status quo.

Picture Business

By LEE ZHITO

HOLLYWOOD, June 9.—Ex-Reds who go straight can expect blistering attacks from former comrades, and should take the anticipated mud-slinging in stride. So cautioned the Motion Picture Industry Council. MPIC reminded all who had fallen prey to the Commie invasion not to be too concerned with Red efforts to smear them. MPIC cautioned reluctant employers who have hired ex-Reds not to be swayed by Commie efforts to besmirch those who have broken ranks with the Reds.

MPIC's action came on the heels of an attack launched allegedly by party interests at Eddie Dmytryk, confessed ex-Red. In these attacks Dmytryk was held up as a "fake" and a "liar" who first seemed sincere for a cause of liberalism, but now sold his soul to regain the luxury of Hollywood film employment. If the Reds can succeed in clouding the minds of Hollywood employers to fear confessed party sympathizers, then they will win a major victory. For ex-Reds seeing Hollywood doors closed to them, will have no other alternative but to remain mum as to the workings of the party; in film circles and be forced to cling to their Commie friendships.

"The attack on Dmytryk was not unexpected and it came as

no surprise to those who know how the Communist party operates. But the Communist party has failed in its effort to destroy Dmytryk. Were it otherwise, it would be a victory for the Communist party and a defeat for Americanism.

"We will be surprised if there are not other attacks by the Communist party on other former Communists who have the guts to stand up and be counted and to tell the truth to the proper government agencies. It takes courage and desire and time for an American to work free of the tentacles of the Communist party. And it takes help. But there is a way out. To any Communist party members who may be seeking that way, we say: You too can be free men again."

Defore and Marie Wilson Are Teamed Again by RKO . . .

Don Defore has been reunited with Marie Wilson for RKO's *They Sell Sailors Elephants*. Pair were highly successful in *My Friend Irma*. . . . Clare Boothe Luce has completed initial draft of *Pilate's Wife*, for Jerry Wald and Norman Krasna. . . . Six unknowns are being sought for the leads in Stanley Kramer's *My Six Convicts*, re-

leases thru Columbia. . . . First two flickers of Aries Productions will be *Blood Across the Border* and *The Innocent Killer*. . . . Story of California pioneers, *The Big Trees*, will feature Kirk Douglas. Pic will be shot in the redwood country, near Eureka, Calif. . . . Clef-fer Jimmie Dodd has proposed a Little Academy Awards for high schools, whereby students can achieve miniature Oscars. First such event was held this week in Orrance (Calif.) High School.

U-I Processes 13 Films; New Record for Studio . . .

Universal-International cutters are in the process of editing 13 films, largest number ever worked on simultaneously during any time in a year. Six are in color. . . . Warner has set Norman Taurog as megger for *Room for One More*. . . . Tyro thesp Sally Forrest and agent Milo Frank Jr will middle aisle it on August 3. . . . Ava Gardner's role as a newspaperwoman in *Lone Star* will be abetted by an authentic replica of an 1845 newspaper office. Six months of research and preparation were necessary to recreate the setting. . . . Walter Hendl, musical director for the Dallas Symphony hosted by Johnny Green.

EDITORIAL

On Glamour in Video

The revived fuss and furor over color television, the blending of video and film interests all bring to mind *glamour*, a subject on which Mike Nidorf, one of the ablest talent pilots in the business, was expounding the other day. Nidorf's point was that radio never really built its personalities into anything approximating the "glamour" stature Hollywood achieved for many of its stars and starlets. Maybe, since radio is purely an auditory medium, it just wasn't possible. But there's no reason why it can't be done in television. So far, with few exceptions, and these (like Dagmar, Faye Emerson, etc.) seemingly purely accidental, video hasn't built many of its people into glamour personalities. The movie business proved how substantially glamour pays off at the box office. Maybe the entry of some of the moviemen into TV will stimulate glamour build-ups. We hope so. And we hope tele program and promotion men will begin to give the proposition some real thought, and action, in the meantime.

"Voice's" Policies Get Slammed Again

WASHINGTON, June 9. — An end to *Voice of America's* wasteful spending and "inept handling" was called for by the Council of State Chambers of Commerce this week, as President Truman put his signature on a bill slashing the *Voice's* \$97.5 million supplemental appropriation to \$9.5 million.

Urging that quality of performance rather than "pressure propaganda of its partisans" speak for the *Voice*, the Council criticized "high-pressure efforts" by *Voice* sponsors to "obtain a too rapid expansion" at the sacrifice of sound planning and effective performance. The State Chambers' report, prepared by Research Director Alvin A. Burger, singled out the *Voice's* "lack of truly effective evaluation machinery for reviewing results and criticizing performance in the tough-minded manner necessary to assure high standards of success in this kind of activity."

The Council warned that, if the *Voice's* activities are to become a permanent addition to the government, "it is essential that the American people know as much as possible about their cost, their management and the best methods by which they can be made to achieve the purposes for which they were created."

"When the House Appropriations Committee acted several weeks ago to reduce a supplemental budget request for *Voice of America* construction projects from \$97,500,000 down to \$9,533,939, a cut of 90 per cent, pro-*Voice* enthusiasts immediately broke forth into a loud lament, crying that Congress was sabotaging America's 'campaign of truth,'" stated the Council. "This, of course, was not true. Obviously none of the critics in question had bothered to read the House committee's report explaining why the cut had been made."

Floundering Confusion

"The hue and cry is typical of many such which have been raised. It served only to confuse the American people regarding an activity of government about which they deserve to be better informed. Since its inception the *Voice of America* has floundered along in a welter of controversy and confusion over its objectives, its personnel, its financing, and its place in the federal bureaucracy. Basically a sound idea, the *Voice* has too often been the victim of inept handling, ideological ax-grinding and attempts by zealots to inflate and

twist it into something Congress never intended it should be."

Declaring that the government has poured a billion dollars into foreign propaganda activities in the last decade, the Council report deplored a lack of thoro evaluation of *Voice* results.

"Without reflecting on the competence of specific agencies employed by the *Voice*," stated the Council, "the evaluation reports, at least those which are available to Congress and the public, seem to try too hard to play down *Voice* deficiencies and 'sell' the idea of *Voice* expansion."

Rap Commission

"The same can be said of the reports of the U. S. Advisory Commission on Information (known as the Canham Commission) which was created by the Smith-Mundt Act. The act provided, among other things, that the Commission is to give Congress a semi-annual appraisal of the effectiveness of the United States International Information and Education programs and make recommendations for their improvement. The Canham Commission reports certainly are not of the 'white-wash' variety, but their criticisms are tactfully stated in gentle language.

"One gets the impression that the distinguished gentlemen comprising the Commission either do not have the facilities to probe as

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Paris Peek

By ART ROSETT

PARIS, June 9.—In the May 19 issue of *The Billboard* we mentioned that Bob Hope, brought over from London by the United States Air Forces to entertain air force personnel in Germany, would play only to approximately 17 per cent of the total number of United States troops stationed in this area, meaning that 83 per cent of the army personnel would be deprived of the pleasure of seeing this performer. This incident is not unusual. It happens frequently.

Since May *The Billboard* has interviewed a number of members of the United States Armed Forces representing the various branches regarding this question. With one exception (an air force colonel), the rank and file wholeheartedly agree that there is a desperate need for unification of the services in order that entertainment be rationed equally. The lone dissenter said, "If we have the facilities and aggressiveness to bring big names in show business to entertain our personnel, why should the special services of the army yap? It only shows that they are not on the ball."

At an informal discussion, a group of officers of the different services asked: "Who would head such an organization? What branch of service would he represent? Wouldn't he be liable to show partiality to his own service?" The discussion ended in an obvious solution. Entertainment for the military services should be under direct control of the joint chiefs of staff, staffed by civilian personnel familiar with entertainment problems.

Entertainment for the military services, at the present time, is carried on in a haphazard, hit-or-miss manner. As an example, many units, located in various posts throughout Europe and Africa, never see

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CASE HISTORY

Loudon Story Shows TV as Act Builder

By JOE MARTIN
NEW YORK, June 9. — The much-talked-about power of video guest shots to "make" an unknown performer in other show business fields is currently being forcefully demonstrated in the career of Dorothy Loudon (a Billboard TV Talent Tip), growl-voiced chanter-comedienne. Gal was working at the Alibi on 52d Street for \$75 a week before her first appearance on TV First night club booking following that guest shot was at Ciro's, Philadelphia, for \$350. This week the William Morris office signed Miss Loudon. She's mulling pic offers and brushing off night club dates in favor of additional video shots.

Gal's case history has her working her first professional engagement in 1947 at the Hi-De-Ho in Baldwin, L. I. Spot paid her \$35 for week-end dates. She then worked in the line at the Old Roumanian for \$45 a week while making the rounds of the booking offices. Winding up at one of the mass auditions held at Music Corporation of America in those days, she could not find an accompanist so played piano for herself. She sang the only two numbers which she could play, There'll Be Some Changes Made and A Good Man Is Hard To Find. Result was a series of MCA bookings as single in Port-

land, Me.; Bradford Hotel, Boston; President Hotel, Atlantic City; Montague Hotel, Bermuda; Town House, Albany, N. Y.; Jimmy Ryan's, and the Herald Square, New York. Standard price for the act was \$175.

While working in Ryan's, now called the Alibi, Miss Loudon met Mace Neufeld, who was about to set up a personal management and packaging firm with Ray Bloch, the radio-TV musical director. She signed a seven-year pact with the Bloch office, which went to work setting her up for TV shots. On February 1 of this year she made her bow on a network TV show, doing the Robert Q. Lewis Show Goes On over the Columbia Broadcasting System. Show paid the standard \$200 and resulted in a five-week booking at the Old Knick Music Hall for \$150. CBS-TV show's format calls for a cafe owner to "audition" an act while on TV. Bloch office problem was to find a talent buyer who could make use of the gal's Sophie Tucker-like chanting. Actually, (Continued on page 33)

NEW MILTIE, HE'S SO SHY

NEW YORK, June 9.—Tradesters at the Tony Martin-Gene Jaylos opening at Bill Miller's Riviera Thursday (7) saw unveiled at ringside the new Milton Berle. Berle, known from Lindy's to Lucey's for his merciless slashing of any working comic who ventures to mix it with him, took several sharp cuts from Baylos without stabbing him back. Said Baylos, "Milton, I Saw Your TV Show. blurred," and again, "Berle, I caught you on TV. Don't give up the day job." And when Tony Martin introduced Berle, calling him "the greatest entertainer I have seen in many, many years," Milton simply stood up, like a dignified uncle, bowed and sat down. Said one tradester: "Could it be he's sick?"

150G Insurance Dough Hinges on Jolson Birth Date

HOLLYWOOD, June 9.—Insurance companies claiming the late Al Jolson was 70 when he died, and offering payment on that premise, were raked over the coals this week by Lou Epstein, the mammy singer's manager for 35 years.

"They don't have a leg to stand on," Epstein told The Billboard, "and we're currently in the midst of an investigation to verify the fact that Jolson was born in 1886." Policies' value is estimated at approximately \$400,000, with estate dropping close to \$150,000 should payment be determined on the figure of 70 years.

Epstein, now manager for My L.A. Limited, pointed out that the estate hopes to find evidence of the entertainer's age from Ellis Island files. He also added that he had spoken with Jolson's father many times regarding the former's age and that he was told Al was about four years younger than his brother, Harry, who was born in 1882. "If anything, there is a discrepancy of three months in Al's age," Harry, says Epstein, came to this country when he was nine.

Difficulty in determining accurate age stems from the slipshod manner in which births were recorded in Russia in the late 19th century. "The companies aren't being fair," Epstein concluded. "In 1928, when Al was insured for \$2,000,000 by Warner Bros., the company accepted the year 1886 as his birth date."

Review Index

Table with 2 columns: Review Type and Page Number. Includes Record Reviews (27), Classical Reviews (20), Legit Reviews (34), Night Club Reviews (32), Radio Reviews (8-9), Television Reviews (8-9), and Vaudeville Reviews (32).

Highlight Reviews

BALLET

Hot and Cold New York Terpers Radiant But Box Office Chilly

By IZ HOROWITZ

NEW YORK, June 9.—Brilliance again was the keynote as the New York City Ballet opened its seventh season at the City Center Tuesday with a quartet of familiar Balanchine works danced admirably by the skillful troupe. But it took courage to stage its current three-week seg, a warm-weather experiment that may have the b. o. in a sweat before it runs its course.

Advance sales are below expectations, and less than \$40,000 was in the till at curtain time. Management suspects many ballet regulars have already fled from the city heat and humidity, and it is questionable whether enough new blood can be attracted to replace this hard core.

"Serenade" Raiser

The curtain raiser was Serenade, a standard in the company's rep. Perfectly attuned to the Tchaikovsky score, Janet Reed, Patricia

Wilde, Melissa Hayden and Diana Adams were outstanding in solo slots, strongly backed by Herbert Bliss, Nicholas Magallanes and the rest of the group. It was followed by Pas De Trois, a dance cadenza made to order for the virtuoso stepping of Maria Tallchief, Andre Eglevsky and Nora Kaye. Time and again conductor Leon Barzin had to interrupt the rhythmic Ludwig Minkus score to permit the applause to subside.

Ravel's Valse Nobles et Sentimentales and La Valse, post-intermission starter, again displayed the talents of Serenade soloist, with Tanaquil LeClerq, Vida Brown, Edwina Fontaine, Jillana, Francisco Moncior and Michael Maule also contributing effectively. Balletinas Tallchief and Reed reap top honors in the closer, Bizet's Symphony in C.

Upcoming Preems

Premieres skedded for later this

season include The Cage, Jerome Robbins; Cakewalk, Ruthanna Boris, and Balanchine's latest, Capriccio Brilliant.

Despite the unquestioned excellence of New York's own ballet company, it is unlikely to duplicate this spring its record in February-March of turning a \$9,000 profit. So far demand for tickets has centered on the orchestra (\$3.60 top), but cheaper seats upstairs are moving slowly.

The front office hopes to pull city tourists and citizens new to ballet entertainment. To that end it has spread its tiny ad budget to cover six dailies instead of the three it has used in previous seasons. But its efforts to reach a larger public may fall flat. Total ballyhoo expenditures remain the same and earlier two-inch ads have now been cut in half. An eagle eye is needed to spot the daily announcements.

TELEVISION

Philco's Playhouse Roughs Up, Mangles Gallico's "Holliday"

By JERRY FRANKEN

NBC-TV, Sunday 9-10 p.m. Paul Gallico's Hiram Holliday was an entertaining, escapist fiction about a newspaper drab who got hold of some scratch and had himself a time touring the world and running into semi-Graustarkian adventures. It was enjoyable reading, but you'd never know it from the incredible mangling it got at the hands of Philco Playhouse. Part of the trouble seemed to stem from Alexander Kirkland's mostly unconvincing adaptation; part from Delbert Mann's rather flat direction.

There were times when the show verged on the ludicrous. There was a fight, for example, in which Holliday (played by E. G. Marshall) is supposed to rout a handful of Commie heavies, outdueling them with his umbrella. It just looked silly. In another incident, heavy No. 1, now hip to the fact that Holliday is hip to him, is supposed to knock him off by tying him to the target he uses in his chorus sharpshooting act. Only when the rescuers (natch) step in to untie him, the ropes fall off before they

touch 'em. It was that kind of production.

No Breath

Altho Marshall, Stella Andrews and Miriam Goldina are first-rate actors, they were too handicapped by the sloppy production to breathe any life into the proceedings. Miss Andrews, however, is one of the more beautiful video ingenues, with a delicate and classic appeal. Adia Kouznetzoff, more familiar for his singing in New York niteries, gave no life whatsoever to the role of the deep dyed dastard.

NIGHT CLUBS

Free-Wheeling Tony Martin Flows On at Riviera But Timing N.S.G.

By JOE CSIDA

Bill Miller is proving, with one sock show after another, at his Fort Lee (N. J.) Riviera, that come TV or hot weather, names plus top-grade production will bring out plenty of customers. This time it's Tony Martin, doing his third annual stint here, ably abetted by comic Gene Baylos, dance team Ron and Phylliss Rodriguez, no-d-over production dazzlers, and pert ballerina Nancy Crompton.

Caught at the second show opening night, Martin, one of the business' all-time super-showmen, suffered from between-shows visiting

with the scores of affluent friends who have attended his openings with religious fervor for years. Exuding the warmth of comradeship, Tony worked in a far more relaxed—almost careless—style than he does customarily. This resulted in slightly less sharp and masterful phrasing, timing and general showmanship that has come to be expected of Mr. M. Evidently Tony was also so overwhelmed by the overflow of free-spending pals pounding their mitts, and so anxious to give them all he had, that he stayed on far longer

than he usually does, even on opening nights. When this reviewer left, four dance numbers after the two-hour show ended, Tony was still belting away with the band. It was the nitery equivalent of Joe DiMaggio, taking batting practice after a back-breaking 15-inning game. There can, of course, be no question that for the rest of his run Martin will go back to working like the outstanding pro he is.

Baylos also played his spot longer than he will on subsequent nights, (Continued on page 32)

VAUDEVILLE

Ames Brothers Hit the Top In N.Y. Stem (Paramount) Date

By JERRY WEXLER

The Ames Brothers, brilliant vocal group whose Coral diskings have rocketed them to the No. 1 spot in the male quartet field, were tremendous as headliners on this bill. In addition to sterling vocal values and excellent repertory and pacing, they have a neat collection of sight tricks and light comedy touches, probably motivated by TV, but also a happy vaude asset. The boys don't bludgeon with heavy gimmicks, merely keep mobility in mind at all times—hand clapping, light jiterbugging, body motions, head wagging—all controlled and never

overshadowing the prime business of singing. They came on with a rocking Oh, Babe, succeeded with ballad oldie, Who'll Take My Place, a yockful Clancy Lowered the Boom, Because and then a potpourri of their record hits. They encored with a swinging spiritual, and could have stayed on all night judging from the tumultuous reception. For some reason they were the closing act on the rather long bill, and would have been more advantageously spotted next to closing. The rest of the bill was good

journeyman fare: New comic Bobby Sargent, song impressionist Gracie Barrie and hooper Bunny Briggs. Sargent, a good looking youngster, projects with extraordinary verve and vitality, and when his material is as good as his style he will be a candidate for headline status. His Groucho Marx take-off was first rate, drawing big yocks, but a bit about a Ukrainian coal miner would be more apropos in Scranton than in the Big Apple, and a semi-melo, semi-comic bit about a convicted killer (Continued on page 32)

Meyer Davis To Inn Link

HOLLYWOOD, June 9. — Band leader Meyer Davis this week closed a deal with Tony Cabot, of the firm, Cabot & Michlin, whereby Davis will participate in the talent-buying circuit, adding the Greenbrier (White Sulphur Springs, Va.) and the Breakers (Palm Beach, Fla.) as the latest links to join the talent-buying chain. As exclusively reported by The Billboard, Cabot and Michlin are forming a multiple talent-buying circuit, composed of top hotel rooms thruout the country with the Schine hotel chain serving as a nucleus. Last week, thru a deal closed with Richard Steenberg, Glenn McCarthy's Shamrock Hotel in Houston became the first to join the circuit.

With Palm Beach's Breakers Hotel participating in the chain, Cabot & Michlin already have a small Florida circuit whereby they can buy talent for Schine's Roney-Plaza and Boca Raton hotels as well as the Breakers. Eventual plan is to set up a cross-country chain for which Cabot & Michlin could buy a block of talent for as many as 40 weeks at a time.

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Set Owner or Guest Viewer, TV-Plugged Goods Get Sales

NEW YORK, June 11.—Staggering facts on television's prowess as a sales and advertising medium were revealed here today by the National Broadcasting Company. The data stem from NBC's second Hofstra college study, conducted in 16 metropolitan New York counties, in 501 interview areas, with 4,607 completed interviews among adult heads of families. A total of 111 programs, representing 75 per cent of all network video shows, figured in the survey.

The survey produces evidence showing a consistently greater use of advertised brands among TV viewers irrespective of whether they are set owners or guest viewers; it offers figures to

show that use of TV advertised brands increases with the time a family owns a set (thus tending to disprove the claim that as TV novelty wears off, a corresponding drop in advertising-sales value ensues); it shows that the average New York adult spends much more time per week with video than with any printed media, and that "old" viewers (set owners of more than a year) view 7 per cent more than "new" owners.

Here are major findings: TV-advertised packaged goods are sold 26.8 per cent more in TV homes than non-TV homes, and 20 per cent more in guest viewer homes. The average increase for all TV-advertised products is 37 per cent among owners and 35.2 per cent for guests. Advertising of durable goods on video cuts down "brand ignorance" considerably—12.1 per cent of non-viewers never heard of the TV items mentioned in the questionnaire compared to 5.7 per cent in TV owners. To this is coupled the credibility of TV commercials, with 27 per cent more viewers believing that such products are "very good."

In floor coverings, it was noted that 20.5 per cent more customers among viewers or owners bought TV-advertised goods than non-owners; the figure for refrigerators was 37.8 per cent more buyers among TV owners; 24.4 for automobiles and an average of 23.7 per cent for all TV-advertised durables.

Packaged item sales show notable increases as well. A total of 29.4 per cent of all owners and

non-owners who viewed a packaged item program on TV within a month purchased the item, compared to 22.1 per cent of buyers among non-viewers. Projected in terms of customers in the area covered, this was claimed to mean 7.3 extra customers for the goods in every 100 TV viewers, or a total of 83,500 extra customers per month. Estimating the New York area time and talent costs at \$5,800, this was figured to mean 14.4 extra customers per TV dollar—or 7 cents per extra customer.

The survey packs heavy ammunition for telecasters in their fight against magazines and newspapers. Results state that only radio exceeds video in daily use—90 minutes for radio to 73 for TV. This stacks up against 45 minutes for daily newspapers, 13 minutes for magazines—meaning that TV has cut into magazine time by 31.3 per cent. In addition, TV owners were found to average \$644 more annual income per family than non-owners.

CBS Sets Hour AM Hillbilly Seg

NEW YORK, June 9.—The Columbia Broadcasting System this week slotted a big-time comedy-hillbilly radio show featuring Spade Cooley in the Friday 8-9 p.m. time.

Program may not be ready to go until July 27 because of Cooley's prior commitments, but the web will fill with Ray Bloch and a 47-piece ork and featured vocalists.

N. Y. Coke Bottlers Sked Saturation AM-TV Drive

NEW YORK, June 9.—Coca-Cola Bottlers of New York this week set one of the largest local AM-TV campaigns in New York radio history. Bulk of the business was spotted at WNBC and WNBT, with WCBS-TV coming in for one show and WABD for another. The saturation campaign, aimed at kid, housewife and teen-age audiences, is scheduled to run a minimum of eight weeks.

Total WNBC-WNBT placements are said to be good for \$20,000 weekly, with five and one-half hours of time being used per week. TV buy includes a five-time, 15-minute strip; a one-hour film show and a large number of daytime participations. Kid show, to air at 6 p. m., will probably be *Rootie Kazootie*, in a deal to be worked out with RCA Victor, its current Saturday sponsor. Film show will be a Western series titled *C. C. Ranch*.

Participations on WBNT include the Ben Grauer daytime show and the Josephine McCarthy, Kathi Norris and *Date in Manhattan* shows. There will also be two TV station breaks.

AM activities on WNBC will center on a slew of station breaks, totalling roughly \$2,500 weekly for

such spots. There's also a possibility the bottlers may pick up Jackie Robinson's kid show, aired Saturdays. The bottlers are being tied in with WNBC's "chain lighting" merchandising plan, which spots products of the station's advertisers in key position in several hundred metropolitan chain stores.

Coke also bought *Sheriff Bob Dixon* on WCBS-TV and *Hands of Destiny* on WABD. Agency is William Esty.

COY SET WITH DEAL THAT'S RIGHT ON ICE

WASHINGTON, June 9.—Top gag at the Justin Miller-Harold Fellows-Johnny Gillin Memorial Dinner here Tuesday (5) was Fritz Morency's Communications Commission crack concerning Federal Chairman Wayne Coy's re-appointment. "Chairman Coy's deal," said Fritz, "is for seven years, or the end of the freeze, whichever is greater."

Moppet Show Skeds All Twisted By Peripatetic, Hesitant BR's

NEW YORK, June 9.—Indicative of the uncertainty of the times, three sponsors this week took three different actions toward moppet radio shows. Amm-I-Dent moved into this field for the first time; Kellogg's acted to split its shows over two networks, and National Biscuit Company elected to drop a program which it built itself.

Amm-I-Dent's decision to go after the kid market via radio resulted in its purchase of the 10 to 10:15 a.m. portion of *No School Today*. The show airs over the American Broadcasting Company on Saturday mornings, using the full web. Starting date is June 23.

Kellogg's has been bankrolling 60 minutes of programming from 5 to 6 p.m. on Mondays, Wednesdays and Fridays over the Mutual Broadcasting System. Half of this now is reported switching over to

ABC. The *Mark Trail* stanza, covering the 5 to 5:30 p.m. period, will make the move, with billings handled thru Kenyon & Eckhardt Agency. The 5:30 to 5:55 a.m. *Clyde Beatty Show*, and the 5:55 to 6 Victor Borge stanza, both placed thru the Leo Burnett Agency, will stay put on MBS, at least for the time being.

MBS also will be losing the billings of the *Straight Arrow* show when National Biscuit winds up its sponsorship after the June 21 show. This airs from 5 to 5:30 on Tuesdays and Thursdays, alternating with the departing *Mark Trail* opus. Nabisco's decision to exit was based on two factors: heavy loss of audience in metropolitan centers due to TV's inroads, and the firm's feeling that the product (*Shredded Wheat*) is not promoted best thru the moppet market. Show has been costing the sponsor

EDITORIAL

Re Cugat's Spanking

Last week, as many papers reported, Bernice Judis, boss lady of New York's WNEW, barred Xavier Cugat's records from the WNEW air because of derogatory remarks the band leader had made about radio on a television program. Whether you believe Miss Judis's action was just a smart publicity stunt, or a genuinely angry blast at those who've been selling radio short, it was the type of statement which should have been made more frequently in the past. And *The Billboard* hopes it will be made in many forms in the future.

Radio is far from dead. Despite inroads made by television in some areas, radio across the country in the great majority of markets, large and small, is delivering greater audiences than ever before. Fritz Morency's Affiliates' Committee (as reported elsewhere in this issue) is fighting a hard, uphill fight to halt further depreciation (following recent web rate cuts) of the AM medium. Ed Kobak, Bill Ryan and the Broadcast Advertising Bureau are working hard to raise enough money to get a full-fledged selling job on radio under way. In the meantime, if more broadcasters across the country would develop and/or take advantage of incidents similar to the Cugat situation to dramatize and highlight radio's real, present and continuing power, the AC's, the BAB's and all of radio's job of selling itself would be that much easier.

And as for Cugat and any other performer—who finds it necessary to build gag material around radio's alleged decline—being publicly spanked is exactly what they deserve. Cugat made a few bucks via radio in his day, as did countless other artists. It isn't even slightly funny, let alone wise, for these performers now to bite the medium which fed and still feeds many of them.

Colgate Cancels, Buys In Big AM-TV Reshuffles

NEW YORK, June 9.—Colgate-Palmolive-Peet Company this week began the long-anticipated reshuffling of its AM-TV programs. One AM show was canceled, a new TV time period was bought and negotiations on extended sponsorship of its hour-long *Comedy Hour* TV series continued. Additional changes in Colgate activities are expected to be made shortly.

Cancellation hit Bill Stern, who'd been sponsored by Colgate on the National Broadcasting Company AM network for many years. The new TV time was the 9 p. m. half hour Wednesday spot on the Columbia Broadcasting System TV network. The show is not definite, but may be a video version of *Mr. and Mrs. North*, currently a CBS-AM Colgate property and one which came in for renewal this week.

Shows Continue

Two other AM Colgate shows will continue, temporarily at least. They are Dennis Day and Judy Canova, both of which air Saturday night on NBC-AM. Original decision was due this week, but the option period had been extended until the advertiser firms up its entire schedule.

Colgate is also reported wanting to buy the fourth week of *Comedy Hour*, of which it now sponsors three telecasts per month, the other being taken up by *Frigidaire*. However, this in turn is contingent on settlement of the dispute between NBC and Colgate as to production payment on the comedy series. NBC now takes all costs over \$30,000 and wants Colgate to up its ante to 50G weekly.

Skelton To Air Live as TVA Waives 60-Day Kine Limit

HOLLYWOOD, June 9.—Red Skelton has abandoned TV film plans and will go on live. This week Skelton succeeded in getting Television Authority to waive its 60-day-use restriction on kines, allowing him to air kines of his second and third shows nine months after the original performance.

Skelton's Metro-Goldwyn-Mayer pact forbids his TV appearance before September 30. Therefore he will do three closed-circuit shows September 2, 16 and 30, which will be kined. First kine will be shown simultaneously via the National Broadcasting Company net October 7, show's kick-off date. After that, show will be aired live in Los Angeles with kines shown elsewhere.

While show will be seen live here, second and third kines will be circulated to the other NBC TV stations. Second and third shows will not be seen in this area until June 8 and 16, 1952, final two weeks of the series. Nine-month delay in televising kines, a violation of the TVA 60-day restriction, was okayed by the union's board of directors. Similar approval will be sought from the musicians' union. Local use of the two kines will round out the 1952 season and will allow Skelton to fulfill a mid-June opening at the London Palladium.

Tintair Drops Levenson in CBS-TV Fuss

NEW YORK, June 9.—Tintair this week canceled the Sam Levenson show at the end of its initial cycle of sponsorship on the Columbia Broadcasting System's TV web. The client and the network did not agree as to the length of commercials and other matters.

CBS-TV, however, is far from unhappy over the cancellation because it has several other potential bankrollers on the hook. The web also intends to program a taping of the TV show on radio Sunday nights.

Where Levenson will be slotted on TV next season is still undecided. His Saturday 7-7:30 time has already been sold to Listerine for a show next season. It was intended to program him Tuesdays, 9-9:30, in the fall, but he may be shifted to a different time. The TV sponsor of the show will undoubtedly pick up the radio version, too.

Affiliates To Meet ANA, Station Reps

NEW YORK, June 9.—The Affiliates' Committee, headed by Fritz Morency, meets Thursday (14) with Paul West and other top brass of the Association of National Advertisers to explore mutual interests and procedures for forestalling further depreciation of radio as an advertising medium. On the same day, following the confab with the ANA, the Morency group will meet with the National Association of Radio Station Representatives. The reps have already offered AC their all-out support in any moves inaugurated by the Morency group to resell radio.

These meetings will follow hard on the heels of replies from the four radio networks to Morency's request that they (the webs) reaffirm their faith in the AM medium. The network replies were all in the same vein, stating their belief in radio's continuing power. (Continued on page 7)

GOING MOTHER

Aldriches Not Same Old Family

NEW YORK, June 9.—Campbell Soups which bought the *Aldrich Family* for TV a week or so ago discovered this week that neither Jackie Kelk (Homer) nor its two scripters, Norman Tokar and Ed Jurist, were available for work on the series this fall. General Foods, the previous sponsor of the program in AM and TV, thru Young & Rubicam, has signed Kelk and the two writers to do a new situation-comedy, *Young Mr. Buttons*.

Behind the General Foods maneuver reportedly is its resentment at the William Morris Agency, which peddles the show. Claim is that General Foods was not given sufficient time to exercise its option.

NBC (Nabisco) Buys NBC (TV)

NEW YORK, June 9.—The National Biscuit Company this week bought television time on the National Broadcasting Company which, it was reported, may hereafter be known as the NBC-NBC network. The show involved is *Kukla, Fran and Ollie*, which had its Wednesday night open up for the fall when Ford canceled out. Nabisco takes over when the show returns after its summer hiatus.

The cookie company, oddly enough, was known for years as NBC and used that as its trademark as NBC achieved prominence. Agency is McCann-Erickson.

READJUSTED COSTS

TV Nets Revamp P'kge Prices, Accent Lower

NEW YORK, June 9.—The four television networks have set up readjusted prices on packages which they are offering to agencies and sponsors. For the most part, the accent seems to be on low and medium priced stanzas. The vast majority of high-budget offerings currently seems to come from the Columbia Broadcasting System.

Programs being peddled by the webs and their costs are listed below, by network

American Broadcasting Company

Table with columns: PROGRAM, TYPE, TIME, APPROX. COST. Includes programs like Arthur Murray, Larcaine Day, Daydreaming With Larcaine.

Columbia Broadcasting Company

Table with columns: PROGRAM, TYPE, TIME, APPROX. COST. Includes programs like Steve Allen, Joan Davis, Songs for Sale.

DuMont TV Network

Table with columns: PROGRAM, TYPE, TIME, APPROX. COST. Includes programs like Small Fry, Magic Cottage, Serial Theater.

National Broadcasting Company

Table with columns: PROGRAM, TYPE, TIME, APPROX. COST. Includes programs like Remember This Date, Panhandle Pete, Candy and Bill.

CBS To Kick Off Color With Gala Hour Show

NEW YORK, June 9.—The Columbia Broadcasting System this week officially decided to begin color programming Monday (25), with an all-star one-hour show.

The web expects the program to be sponsored by eight of the largest of its advertisers, including General Mills, Chesterfield, Lever Brothers, General Foods and several others.

WJNO'S SURE BET: MEET THE MAYOR

WEST PALM BEACH, Fla., June 9.—H. V. MacMillan and Davies Webster, of WJNO here, are big men in their home towns.

Mayor MacMillan now splits his time between WJNO and the city hall at West Palm Beach, while Mayor Webster is the chief official at suburban Glen Ridge.

NBC Names New AM Bally Head

NEW YORK, June 9. — Jake Evans this week was named promotion director for the National Broadcasting Company's AM network.

Wallace is joining Reader's Digest as director of promotion for its international editions.

Execs' Shuffle Due Along With CBS-Hytron OK

NEW YORK, June 9.—Meeting of the stockholders of the Columbia Broadcasting System Friday (15) is expected to finalize the Hytron-Air King, CBS merger.

It is also anticipated that official combination of the two organizations will be followed by some important realignments of top-level personnel, and perhaps a reshuffling of organizational structure.

NBC Policy: Top Showmen

NEW YORK, June 9.—National Broadcasting Company's deal to bring in ex-Paramount production veepee, Henry Gisberg, as consultant is another step in the web's plan to recruit top showmen from every phase of the business.

Sterling To Drop DuM. 'Mother' Airing

NEW YORK, June 9. — Sterling Drug this week was reported dropping its Dennis James Okay Mother show on the DuMont TV Network.

Agency is Dancer, Fitzgerald & Sample.

"Tops in the Nation"

WLW-TELEVISION

WINNER OF THE

VARIETY

1951 AWARD

FOR OUTSTANDING TELEVISION PROMOTION

Sponsors value the award-winning calibre of promotion given them by WLW-TELEVISION because it makes their advertising dollar more effective.

WLW-T WLW-D WLW-C

CHANNEL-4 CINCINNATI

CHANNEL-5 DAYTON

CHANNEL-3 COLUMBUS

Crosley Broadcasting Corporation



Sponsor Cuts AM Programs In TV Cities

NEW YORK, June 9.—What is believed to be the first instance of an AM-TV bankroller eliminating all radio coverage in television markets will occur next fall with the Brown Shoe Company's Smiling Ed McConnell shows.

The radio and television versions of the McConnell kid show have aired via the National Broadcasting Company in the past. However, the TV version moves to the Columbia Broadcasting System in the fall, where it gets a Saturday morning slot.

Caroline Burke Studies TV Operation in Portl'd

HOLLYWOOD, June 9.—Caroline Burke, National Broadcasting Company producer, disclosed this week she has financial backing to build a TV station in Portland, Ore., nation's largest town sans video.

Following a look-see at Portland's tele possibilities, she is returning to New York where she will apply to Federal Communications Commission for a channel.

Richards' Estate To Widow, Daughter

HOLLYWOOD, June 9.—Bulk of G. A. Richards' fortune was left to his daughter, Mrs. Rozene Richards Moore, and to his widow, Mrs. Frances S. Richards, in the form of a trust fund, according to terms of the late station owner's will filed here this week for probate.

Richards will, dated June 25, 1948, and with codicils dated July 14, 1948 and May 13, 1950 also provided that each of his four sisters receive bequests of \$10,000 and a sister-in-law receive \$5,000.

Camels Nix Near For Monroe Tele

NEW YORK, June 9. — Vaughn Monroe's video show this week was reported on the verge of cancellation by Camel Cigarettes. The stanza has been shaky for some time, and the bankroller is slated to make his final decision early next week.

The show airs from 9 to 9:30 p.m., Tuesdays via Columbia Broadcasting System. William Esty is the agency.

Louis Bout Big Theater TV Test; More Tilts If B.O. OK

Continued from page 1

carrying the exclusive telecast of the Louis-Savold bout Wednesday (13) will portend availabilities of regular top-level sports attractions for theater television.

Execs of International Boxing Club, promoters of the fight, and of Madison Square Garden, will scan the theater receipts carefully as an indication of future potentialities of the medium. Another basic weather vane they will scrutinize is whether this and other similar events encourage additional exhibitors to order theater TV equipment, indicating that enough houses may be equipped within the next year or so to justify a continuing, accelerating use of the medium.

Wed. Significant

Added significance of the next two fights slated for theater TV is that, like the Louis-Savold battle, they fall on Wednesdays, when IBC tilts customarily go over broadcast TV via the Columbia Broadcasting System for Pabst.

Irish said that the amount of money to be realized from the use of theater TV is negligible at this stage and that this is a minor element in the use of the medium. "Our receipts are a great deal less important," he said, "than our opportunity to see and judge the results and potentialities based on attendance figures at the theaters now available."

Irish indicated that, should sufficient theaters be equipped, Garden events themselves may become available for theater video. He said that no commitments have yet been made for next season's Garden schedules. Occasional talks have been held both with the DuMont web and with WPIX, New York, which carried Garden tilts last year. However, he stressed that he was far from having ceded rights to broadcast TV and had not yet even started talking prices with those firms.

Broadcast TV Okay

Nevertheless, Irish took a strong stand against those who decry the effect television is having on sports gates, particularly on boxing. He

said there undoubtedly will be a continuation of the three fight bills currently providing for broadcast TV, the Monday night bouts for WOR-TV, New York; the Wednesday night events for CBS and

Screen Gems To Launch New TV Film Series

NEW YORK, June 9.—Screen Gems, Inc.'s new TV Disk Jockey Toons will be launched in six video markets this fall, with participation sponsorship via the Dorland Agency here. Dorland's new TV department head, Harold Kaye (mail-order network proxy), is visiting stations thruout the country this week to line up time for the series in mid-September. Screen Gems is a Columbia pix TV subsid.

Dorland purchased the d.j. package on a year's contract, with unlimited screening rights granted during that period. Under this rate set-up, which will be offered to other sponsors and stations, it is estimated that a monthly half-hour Screen Gems show would cost a station about \$6, with prices downgraded accordingly with additional replays.

Meanwhile Will Baltin, Screen Gems' producer-general sales manager for the series, has gone into full-scale production on the film platter programs, which are tailored to fit the exact time and mood requirements of hit records. In line with this, Baltin has set up deals on pop disks with RCA Victor, Decca, Columbia, Capitol and Mercury. The phono-photographs will utilize a variety of film techniques, including cartoons, shadow-graphs, silhouette dancing and live action entertainment.

Pabst, and the Friday night Garden fights for National Broadcasting Company and Gillette. The Gillette renewal has not yet been concluded, but Irish said he saw no insuperable difficulties in reaching agreement. He added that he thought there "always will be some broadcast TV" of fights.

The Louis-Savold deal for theaters was arranged by Nathan L. Halpern, video consultant for the Fabian Fox firm and for Theater Owners of America. Halpern was continuing efforts over the weekend to line up additional houses for the event, with original plans calling for coverage in Washington, Baltimore, Albany, Cleveland and Chicago. There will be no coverage in the New York area, since that would conflict with the fight itself, being staged at the Polo Grounds.

Some 13 equipped houses are the total potential, with six set by the week-end. The average charge probably will be \$1.50 and with houses averaging 2,000 seats, a \$40,000 potential is the maximum for box-office take should all 13 houses participate.

Franchot Tone in TV Package Deal

NEW YORK, June 9.—A three-way deal was in the works this week whereby Franchot Tone, Hardie Frieberg and Tex Weiner were to set up a new TV film and package firm. Tone is the legit-film player; Frieberg is an indie packager, and Weiner an AM-TV scripser.

Final details are to be set next week when Tone returns from Hollywood. He's out there on a pending film deal.

G.E. Starts TV Color

NEW YORK, June 9.—General Electric is expected to begin experimental color television testing of the new National Television System Committee's color system "as soon as possible." First color telecasts will consist of still pictures. Telecasts will be made from General Electric's Electronics Park Laboratory, Syracuse.

DROP PENN TILTS AT 3-WAY RISK

NEW YORK, June 9.—Possibility that several colleges might cancel scheduled games with Penn this fall because that school broke with the National Collegiate Association, led this week to a prediction that schools doing so would lay themselves open to treble damage suits. Such suits could be filed by Penn itself, by the network carrying the games, and by the bankroller sponsoring them. A network legalist this week informed *The Billboard* as follows: "Colleges and broadcasters adversely affected by the proposed limitations on the free offering for sale and purchase of television rights to college football games could pursue their remedy in the form of treble damage actions against both the NCAA and participating member colleges as well."

novelty decreases. The report says that, on the contrary, gate losses become more pronounced as more sets are introduced into tele areas.

Penn's intentions with regard to TV take also may influence some schools in its favor. This calls for schools with games scheduled only at Penn to get 50 per cent of the TV take. Schools with home-and-home arrangements will not share in TV revenue, since Penn expects them to sell rights to their own home games, including those with Penn. However, several of the major schools play their Penn games in Philadelphia only. The Penn plan contrasts with that of NCAA, which gives the competing schools

(Continued on page 9)

Sports Does Nip-Ups as TV Busts Skeds, Affects All Major Plans

NEW YORK, June 9.—The deal by which the Joe Louis-Lee Savold fight was set for TV airing via theater television only, with no broadcast TV, marks the latest step in the evolutionary process of sports promotion which video has thrust upon it. Hardly an important sport is not now going thru a violent reshaping process due to TV's coming of age. Indicative of this are the new conditions facing sports promoters, involving the box office, legal angles, legislative developments, scheduling woes and even the personal lives of the athletes.

Every sport with a major following has been touched — boxing, baseball, football and basketball, not to mention events which virtually are dependent upon video, such as wrestling and the roller derby. Paramount in the upheaval is the still moot question of

whether TV ultimately helps or hurts gate receipts.

From the viewpoint of the athletes alone, TV has caused a tremendous change. Professional baseball players of John McGraw's day were involved only with winning games and didn't worry about developing winning personalities, or about doing a public relations job for their clubs. Players of the several teams take turns participating in a daily pre-game and post-game TV shows.

Boxing also has some side-show aspects. The recent Ezzard Charles-Joe Maxim heavyweight title bout had the weighing-in ceremonies televised from a Chicago department store, with songs, dances and plugs for refrigerators. More important, sale of broadcasting rights constituted the major source of revenue for the bout itself, which

EDITORIAL

NARTB-TV's Opportunity

Commercial broadcasters claim to recognize increasing danger in the progress of Federal Communications Commissioner Frieda Hennock's drive to have a substantial block of video channels set aside for educational stations. In combatting this drive, the broadcasters have been trying to prove the difficult point that commercial radio and television men, knowing their business better than often impractical educators, can do a better job of programing educational shows than can said educators.

In the face of this, it is heartening to have the Ford Foundation's James W. Young offer the commercial radio-TV men the opportunity of working out a "co-operative arrangement" to produce high type educational programs via commercial stations and webs (see story in this issue), and indeed, to offer the financial assistance of the Ford Foundation to the commercial broadcasters in such an effort.

We hope the broadcasters will be able to come up with a proposal for educational programing on commercial outlets which will convince Young and his Foundation board of directors that their money and effort can achieve the results the Foundation is after, much more effectively via experienced commercial operations than thru starry-eyed theorists whose Utopian dreams are vast, but whose talents for achieving same are strictly limited.

Hennock Sees Educat'l TV as Community Link

NEW YORK, June 9.—"Educational TV will close the gap that too often exists between the school and the community," Commissioner Frieda B. Hennock, of the Federal Communications Commission, declared here yesterday (8) in an address at commencement exercises of the Mills school.

"It (educational TV) will help make education a more direct and intimate responsibility of the community, not something generally neglected and only complained about when junior brings home stories about such things as inadequate school equipment or crowded classrooms," she said. "Television will bring the school into the home."

Miss Hennock scored opposition by commercial TV against reservation of educational TV channels. She cited the New York State Board of Regents' plans for a State-wide educational TV network as "proof positive of the alertness of educators in seizing their opportunity" in the face of charges by critics that educators would be "slow to act and fail to make use of the reserved channels."

She said that an educational TV

station could be built for about \$300,000, with a similar amount needed for a year's programing costs. One station in the New York area could serve up to a million school children and more than 10 million residents, she declared.

Kreiser Cancels ABC-TV "Bands," Hunts New Show

NEW YORK, June 9.—Kreiser Watchbands this week canceled its *Bandstand* on the American Broadcasting Company's TV network and is searching for another video stanza. *Bandstand* will have its last telecast Thursday (14).

Indications are that Kreiser may pick up either a TV version of *Inner Sanctum* or *Tales of Tomorrow*, an adult science-fiction drama show. The program will probably be slotted from 11-11:30 one of the week-day nights, as yet undecided, on the National Broadcasting Company's TV web. Hirsch-Garfield is the agency.

Filmed B'casts of Old Bouts Skedded by Pabst for Video

NEW YORK, June 9.—A second fee to a fighter for a bout he has fought in the past, will be paid this summer by Pabst. The beer sponsor expects to program a combination of live and filmed fights on the Columbia Broadcasting System's TV web in its regular Wednesday 10-11 p.m. slot.

While Pabst expects to bring name outdoor fights to televiewers, it is programing filmed big-time bouts to fill out its summer schedule. Such matches as Robinson-La Motta and Louis-Charles will be seen during the summer and all the fighters involved will get a second fee which while not large will still add up to dough. The International Boxing Club, which promoted the fights, will not get anything extra for letting them be reshowed.

This will set a precedent, indications being that it may forestall possible legal action from the

fighters in the event they were not paid. Such action already has been taken by Ex-Heavyweight Champion Jack Sharkey in his suit against Chesebrough.

CBS Picks Up Two New AM Accounts

NEW YORK, June 9.—Columbia Broadcasting System this week made up some of the ground lost by the flock of recent radio cancellations by two new sales—Kingan & Company for the *Godfrey Digest*, and Wildroot for the open alternate half of the *FBI in Peace and War*. General Mills now sponsors *FBI*.

Believed to be its first purchase of network radio time, Kingan, a food packing outfit, will pick up the *Godfrey Digest* in the 5-5:30 Sunday afternoon time on 64 CBS stations beginning in October. Wildroot moves into the spot formerly bankrolled by Procter & Gamble Thursday 8-8:30.

BB CLICKS WITH F'BALL FORECAST

NEW YORK, June 9.—The *Billboard* was one day off in its story almost a month ago, forecasting the bolt from the National Collegiate Athletic Association "controlled TV" plan. In the issue of May 26 *The Billboard* said that announcement of the bolt would be made on or after June 5.

The University of Pennsylvania made its dramatic decision in favor of telecasting next season's football games June 6. The NCAA's subsequent move in "banning" Penn also was forecast in *The Billboard* some time ago.

'CONTROLLED TV' STATUS WOBBLY

Penn, Southwest Views Smack NCAA Stand on Grid Coverage

NEW YORK, June 9.—The status of the "controlled TV" coverage of football this fall, as put forward by the National Collegiate Athletic Association, seemed shakier than ever as the cumulative result of this week's developments. These included: (A) Penn's dramatic bolt from the plan, as predicted in *The Billboard* several weeks ago; (B) increasing likelihood that Notre Dame also would renounce the plan, despite failure of its quarterly athletic board meeting to take decisive action; (C) Disclosure of Penn's plan of splitting the TV take with schools it meets; (D) likelihood of treble damage suits against NCAA and any schools which drop scheduled games with Penn (see separate story); (E) expectation that southwestern schools would continue to televise, and (F) virtual completion of a pact for the American Broadcasting Company to air coverage of the Penn games, as it did last year.

On the other hand, it was learned by *The Billboard* that the National Broadcasting Company, within the next two weeks, is planning to submit a new compromise plan to the NCAA calling for somewhat more extensive grid coverage than envisioned in NCAA's original proposal. This may have a better chance of acceptance by NCAA, now that the group has been defied by one school with others likely to follow shortly. Whether it would be feasible should a wholesale bolt develop is not known now, since details of the compromise were not immediately available.

Attendance Report

In its own defense, the NCAA, in a meeting held in New York yesterday, came forth with a new report from the National Research Center, stating that there is no confirmation of the theory that attendance losses fall off as TV's

Pending ABC Deal Accents 5-Min. AM Net Show Trend

NEW YORK, June 9.—Emphasizing its swing to five-minute daytime radio shows, the American Broadcasting Company this week seemed on the verge of picking up five five-minute news strips, to be bankrolled by Blatz Beer. The shows, totalling 25 weekly, had been close to a deal with the Columbia Broadcasting System, but that web proved unable to clear time with sufficient stations because Blatz's news show would have conflicted with local 11 p. m. news.

The sale, if it goes thru with ABC, would buttress such other briefies as Walter Kiernan for Philip Morris, Dick Haymes for Procter & Gamble, Edward Arnold for General Mills, and the projected three-a-day Binnie Barnes series.

ABC is believed to have made a test inquiry among its affiliates on clearing the time for the five

Blatz news strips, with a highly favorable response. The brew firm is expected to reach a decision early next week. The deal, if consummated, would provide one of the most intense radio saturation campaigns developed, with the shows airing all thru the daylight hours.

NARTB Likes Quiet Harmony; Fellows on Job

WASHINGTON, June 9. — National Association of Radio and Television Broadcasters appears moving into a new era of harmony on the heels of this week's board meeting, described by members as the most peaceful in years. Teamwork was evident as the board wound up its three-day session here, highlighted by an inaugural dinner for new Prexy Harold Fellows, and for outgoing President Justin Miller, who has become board chairman and general counsel.

Outspokenly sensitive to pressures from various directions on the issues of radio and TV programming, allocations, advertising rates and others, NARTB is making no secret of a new and militant drive based on stronger trade ties, expanding membership and more forceful liaison on Capitol Hill. Miller sounded the clarion call in an assertion that "a vigilant trade association must look beyond the immediate domain, guarding against the forays of power-hungry or mischievous bureaucrats who might urge licensing of broadcasting in every possible phase short of censorship, tax advertising beyond reach of advertisers and lead to eventual governmental control of broadcasting."

The Fellows-Miller team is bulwarked by Thad H. Brown Jr., as manager of TV operations. Despite the autonomous role of the TV branch of NARTB thru its separate TV board, close affinity is expected.

Among major actions of the board this week were the following: Approved Chicago as 1952 convention site; gave encouragement to further campaigning for membership after hearing a report that recent crusading has brought 101 additional members; voted the association's support to Transit Radio in a petition to the Supreme Court against invalidating commercials on Transit Radio.

Affiliates To Meet

Continued from page 4

as a leading advertising medium, and individually citing programing, promotion and sales efforts being made to demonstrate that belief. Trade opinion is that while the Affiliates' Committee was unfortunately not able to leap into the breach in time to get the original Columbia Broadcasting System rate cut rescinded, and thus naturally unable to avoid slashes by the other three webs, the Committee has made solid strides in the direction of bolstering radio's defenses against any further slashes.

be an additional charge for servicing, tho the time involved is small. Preliminary cost estimates for the Crosley converter for the continuous tuners is about \$50.

New Problems

Change to U-H-F, however, poses some problems. Tests in the Bridgeport area have shown that most sets can be adapted and still use the very-high-frequency antennas already installed. However, it is agreed that the best reception would be obtained only after installing a new U-H-F antenna and an in-the-house switch to change from one frequency band to the other. In addition, there are new problems of radiation interference with U-H-F installations and requiring the set owner to pay for servicing.

On the credit side, even at this early stage, are the better picture obtainable in most areas with U-H-F, the opening of additional markets, and the elimination of the need for special antenna installations in fringe areas.

KIDDIE, WESTERNS IN SLUMP

Hoppy, Ranger Still Lead But Drop Off in May Videodex

NEW YORK, June 9.—Children's and Western TV programs show a considerable rating drop in the May Videodex ratings as compared with those of February (The Billboard, March 24). Altho Hopalong Cassidy and The Lone Ranger continue to be the leaders among the once weekly shows, their ratings fell from 35.1 to 24.6 for Hoppy, and from 29.9 to 23.1 for Lone Ranger. Conversely, altho Hoppy's number of homes reached fell from 1,784,000, Lone Ranger actually showed an increase in this department, jumping from 2,296,000 to 2,363,000.

Among the multi-weekly shows, Howdy Doody continues as the No. 1 attraction in this field. However, Howdy also showed a severe rating decline. Composite rating in February was 23.7, while the May rating is little better than half that figure.

The following chart shows ratings for each show, along with time, sponsor, agency, number of cities, homes reached and The Billboard's estimate of production costs:

Rank	Program	Net	Time	Sponsor	Agency*	No. of Cities	Videodex Rating**	Homes Reached (000's)	Est. Prod. Cost
1.	Hopalong Cassidy	NBC	Sun. 6-7	Gen. Foods	Y&R	18	24.6	1534	\$ 7,500
2.	Lone Ranger	ABC	Thurs. 7:30-8	Gen. Mills	DFS	45	23.1	2363	15,000
3.	Gene Autry Show	CBS	Sun. 7-7:30	Wrigley	R&R	14	16.0	1191	17,000
4.	Big Top	CBS	Sat. 12-1	Sealtest	NWA	44	13.9	1367	8,500
5.	Super Circus	ABC	Sun. 5-6	Canada Dry	JMM	49	12.4	1342	
6.	Gabby Hayes Show	NBC	Sun. 5-5:30	Quaker Oats	S&M	39	8.3	826	7,000
7.	Mr. I Magination	CBS	Sun. 6:30-7	Nestle's	C&P	20	5.3	424	6,000
8.	H'wood Jr. Circus	NBC	Sun. 5:30-6	H'wood Can.	R&R	16	3.8	207	
9.	Acrobat Ranch	ABC	Sat. 10:45-11	Gen. Shoe	R&R	23	3.7	252	
10.	Ranger Joe	ABC	Sun. 12-12:15	Ranger Joe	L&K	18	3.1	201	3,000
11.	Chester the Pup	ABC	Sun. 12:15-12:30	Magenheimer	T&D	18	2.6	200	
Multi-Weekly Shows									
1.	Howdy Doody	NBC	Mon. 5:30-6 Tues. 5:30-6 Wed. 5:30-6 Thurs. 5:30-6 Fri. 5:30-6	Colgate Mars Kellogg Colgate Mars International Kellogg Colgate Welch Wander	TB LB LB TB LB HH&McD LB TB	47	12.7	1323	1,000 per ¼ hr.
2.	Captain Video	DuM	Mon. 7-7:30 Tues. 7-7:30 Wed. 7-7:30 Thurs. 7-7:30 Fri. 7-7:30	Gen. Foods Gen. Foods Gen. Foods Gen. Foods Gen. Foods	Y&R Y&R Y&R Y&R Y&R	24 24 24 25 24	9.0 8.3 8.4 8.5 7.9	737 680 690 706 646	7,500
3.	Space Cadet	ABC	Mon. 6:30-6:45 Wed. 6:30-6:45 Fri. 6:30-6:45	Kellogg Kellogg Kellogg	K&E K&E K&E	27 27 28	6.7 5.8 6.1	634 553 585	4,500
4.	Lucky Pup	CBS	Thurs. 5-5:15	Bristol-Myers	DCS	15	4.3	310	5,000
5.	Gabby Hayes	NBC	Fri. 5-5:15 Mon. 5:15-5:30 Wed. 5:15-5:30 Fri. 5:15-5:30	Sundial Shoe Quaker Oats Quaker Oats Quaker Oats	H&P S&M S&M S&M	16 28 32 32	4.4 4.2 3.6 4.2	323 317 318 372	8,500
6.	Half Pint Party	ABC	Wed. 4:45-5 Fri. 4:45-5	Sam Smith Shoe Sam Smith Shoe	DFS DFS	5 8	1.4 1.4	68 81	

* The names of advertising agencies for which abbreviations are used above are as follows:

C&P—Cecil & Presbrey
DCS—Doherty, Clifford & Shenfield
DFS—Dancer-Fitzgerald-Sample
FB—Franklin Buck
HH&McD—Henri, Hurst & McDonald
H&P—Hoag & Provandile
JMM—J. M. Mathes
K&E—Kenyon & Eckhardt
LB—Leo Burnett
L&K—Lamb & Keen
NWA—N. W. Ayer & Son
R&R—Ruthrauff & Ryan
S&M—Sherman & Marquette
TB—Ted Bates
T&D—Turner & Dyson
Y&R—Young & Rubicam

** Rating used is Videodex National Rating, which is a rating projected against all TV sets in the markets in which the program is actually telecast, live or via kinescope. Ratings are for May, 1951.

Ford Shift on TV Is Seen

Continued from page 1

with network officials, station owners and other commercial operators on ways and means of bringing to the video and airlines higher types of programing.

"I am hopeful," Young told The Billboard, after his session with the NARTB men, "that a co-operative agreement with commercial broadcasters might be worked out. If the commercial broadcasters come up with sufficient ideas along this line, we would consider lending financial support to such programing efforts on their part."

Indicative of the kind of loot FF

End Thesaurus Strike Threat

NEW YORK, June 9. — Threat of a strike against RCA Thesaurus transcription operation by the Radio Writers' Guild was ended this week when the National Broadcasting Company agreed to absorb the four Thesaurus writers into the NBC AM staff. Both Thesaurus and NBC are subsidiaries of Radio Corporation of America.

RWG had a strike scheduled in pursuit of its demands for salary parity between Thesaurus writers and NBC staff writers. The four writers now moving over into NBC thus get the minimum demanded by RWG, \$130 a week. They had been getting \$83.75 from Thesaurus. In addition, they will get all other conditions granted in the NBC-RWG staff writer contract.

It's believed that, under the new set-up, NBC will now bill Thesaurus for writer services, with the library operation continuing to handle its own sales and promotion functions.

time, was continuing its study of some 70 station program logs, which has proved a job that is taxing the research facilities of the organization. Great interest exists in the upcoming June 22 meeting in Washington, where FCC Chairman Wayne Coy and Sen. Edwin Johnson (D., Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will speak.

Incidental to the programing issue, the NARTB-TV board this week also protested a bill by Sen. William Benton (D., Conn.) and three others to create a "citizens' advisory board" to the FCC on radio-TV programing. NARTB Board Chairman Justin Miller was authorized to oppose passage of this legislation by "such methods as he deemed advisable."



Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Represented by

ROBERT MEEKER ASSOCIATES
New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres. A STEINMAN STATION



Sterling In UN TV-Film Distrib Deal

NEW YORK, June 9. — The United Nations this week inked Sterling Television Company, Inc., to act as official TV film distributors for all UN film series, including the UN's 16mm. Price of Peace package.

Sterling will offer the UN films to stations on a near-public service basis, with price tags adjusted to cover only clerical and transportation costs.

Other Sterling pacts signed this week include a deal for the firm to handle U. S. distribution on 30 films produced by the Government of India, and an agreement with Telenevs Productions, Inc., whereby Sterling will take over distribution for the firm's entire film library of short subjects. The Indian contract was negotiated with Dr. M. Moulik, director of information for the Government of India.

UHF Plods On In Conn. Tests

NEW YORK, June 9.—Further evidence of manufacturer interest in video equipment for ultra-high-frequency telecasting was a demonstration given this week in Bridgeport, Conn., by Standard Coil Products, Chicago manufacturer of turret type tuners. The firm showed the ease and low cost of adapting their tuners by changing coil segments. A few weeks ago, Crosley showed a new U-H-F converter for use with continuous type tuners.

While some traders are still of the opinion that U-H-F transmissions on a commercial basis are "two or three years away," a spokesman for the Federal Communications Commission this week told The Billboard that the FCC believes that ordinary competitive efforts among the manufacturers, telecasters and U-H-F license applicants will force introduction of U-H-F transmission "within a year."

The Standard Coil demonstrations were held in Bridgeport in order to pick up the U-H-F signals of RCA's experimental station, KC2XAK. Standard's tuners are being supplied to some 60 TV set manufacturers and are claimed to be in use in more than 4,000,000 video sets. Zenith has already demonstrated the adaptability of their own turret tuner. Tho neither firm is yet able to announce a price for the adaptation of their tuners, rough estimates are between \$10 and \$15 for Zenith, and between \$5 and \$10 for Standard. There will

FCC TURNS DOWN WNYC 5-KW. BID

WASHINGTON, June 9.—Federal Communications Commission yesterday (8) dismissed an application by New York City's municipally-owned station, WNYC, to install a 5-kw. transmitter. WNYC, owned by Municipal Broadcasting System, uses 1-kw. The FCC also denied WNYC's request for waiver of the Commission's rules on maximum power ratings for AM broadcast transmitters.

Racket Squad

TELEVISION — Reviewed Thursday 10, 10:30 p.m., over CBS-TV network. Sponsor, Philip Morris, Ltd. Agency, Biow. Producer, Hal Roach Jr.-Carol Chase. Director, Frank McDonald. Writer, Arthur Orloff. Cast: Reed Hadley, Milburne White, others.

Any TV, film or radio writer worth his salt should know, page by page, line by line, chapter by verse, a book titled *The Big Con*. It is the definitive study of rackets, con guys, grifters, "cannons" (pick-pockets) and other larcenous gentry, from early American history to date. Its glossary is in itself an adventure in utilitarian semantics, designed for the sole purpose of keeping the squares and marks (chumps) uniformed. Its roster of con games has been an unending source of whodunit plots, especially in radio and video, as well as a tribute to the conners' infinite skill and patience—to say nothing of the breathtaking knowledge of human nature and human psychology they possess.

All of which is a preamble to the fact that *Racket Squad*, the Hal Roach film series bought by Philip Morris, used *The Big Con's* most famous routine, known as the "cackle bladder" racket. It has been done more times on radio, in all likelihood, than any other plot of its kind, and seems headed for a comparably durable career in TV. As you read it in the book it's a wonderful and exciting adventure.

The book takes you, step by step, on the elaborate tour given the mark—starting out with the phony telegraph operator who "sells" hoss results to the mark; to the "store" set up by the con guys, complete with ticker, pay windows, players, etc. It tells you how they work on the mark's own larcenous cravings for a killing, how they build him up to betting his entire stake—and then "put the chill on" via the "cackle bladder" routine, a prop murder, so named because originally the "corpse" bit on a chicken bladder and drenched himself in chicken blood. At which point the terrified mark takes it on the lam.

Well, it was this old chestnut that *Racket Squad* elected to preem with, in a pedestrian and routine production which didn't establish any of the flavor or excitement of the original. The semi-documentary approach employed couldn't surmount the handicap of the flaccid script of Milburne White's unconvincing portrayal of the chump.

Philip Morris commercials follow their current "Believe in Yourself" tests. *Jerry Franken.*

Songo

TELEVISION — Reviewed Wednesday (30), 9:30-10:30 p.m. Sponsored Monday thru Friday via KFI-TV (Hollywood) by Songo Merchants' Association. Agency, Hy Heck Advertising Agency. Co-producers, Hy and Grace Heck and Del Moore. Director, Bud Lily, Emsee, Del Moore.

Various forms of musical bingo have been raking in loot via radio for years. As Songo, this is its first step thru the video door and, judging by the show's appeal, it should prove to be an even greater money-maker on TV. This application of bingo is ideal for the visual medium.

Del Moore, game caller, sits before a huge board divided into bingo squares. With each number that's pinned on the board a well-known tune is played via disk. Home viewers phone in winning answers. To add to show's appeal, packagers tie-in with a group of modeling agencies who supply a bevy of beauties to act as phone gals.

Del Moore works in sponsors' plugs between platter spinnings. Show packs commercial value in that game participants must first visit a sponsor's store to receive a Songo card before he can play. This spurs store traffic which is bound to pay off in sales. Moore is well suited for this type of show, keeping interest alive thru breezy patter, mugging and zany antics. He should repeat the game's rules a few times during the show to hold late dialers. At present, the game is explained only at the start of the show.

Show's set-up is unique. Technically, its owners serve as sponsor, ad agency, packagers and talent. Package is jointly owned by Hy and Grace Heck and Del Moore. Heck's ad agency placed the business with the station. Sponsor is Songo Merchants' Association, which actually is the packagers, who buy the station time and resell it to various participating merchants. Moore, as one of the packagers, also serves as show's sole talent, its emcee. *Lee Zhitto.*

Television-Radio Reviews

Battle of the Boroughs

TELEVISION—Reviewed Tuesday (5), 10:30-11 p.m. Sponsored by Rubsam & Horrman Brewing Company via WCBS-TV, New York, thru Sullivan, Stauffer, Colwell & Bayles. Producer, Sherman Marks; director, John Fogel; announcer, Ted Brown; organist, Arlo; emcee, Durward Kirby.

This local stanza is a sort of *Truth or Consequences* without any truth element. It pits a team of contestants from one of New York's five boroughs against a team from another, in a series of zany contests. These all are predicated on occupations of the participants, but they are put thru paces never encountered in the course of their every-day work. Teams on first show represented Queens and Brooklyn.

First opponents were two boxers. They were brought out dressed in trunks and headgear, stood on stools and handed long rods with a balloon and boxing glove attached to each end. One balloon was filled with flour, the other with water. Battle consisted of breaking both balloons on a tack on the opponent's headgear, then tilting him off the stool with the boxing glove.

Another bout pitted two waitresses against each other, and involved piling up a stack of dishes behind the back and carrying them to a table. More crockery was broken! A third had teams of two paperhangers working on a board, then on the inside and outside of a barrel. One member of the Queens team was a lady paperhanger, one of the two in the metropolitan area.

Durward Kirby's emceeing was properly hearty. He used some sound judgment in permitting the lady paperhanger to go on at some length on how she got into the business. It proved a relatively calm interlude in an otherwise frantic show, and the lady had grace and humor besides. Plugs for R&H beer were delivered by Ted Brown from behind a small bar, with one featuring a couple of members of the studio audience invited up to quaff some brew.

The audience, incidentally, was provided with signs boosting the two boroughs involved, and reaction shots were used to good effect after each "victory" was announced. However, identical wording on the signs of the opposing factions weakened the device somewhat. Direction and camerawork, as a whole, were good. This show should be a real gone item with practical jokers, adolescents and people who like to watch other people do what they themselves would not undertake. It's broad comedy, played to the hilt. *Sam Chase.*

The Better Home Show

TELEVISION — Reviewed Saturday (2), 6:30-7 p.m. Sponsored by the Anthracite Institute via ABC-TV. Agency, J. Walter Thompson Company. Producer, David A. Lown. Director, Fred Carr. Writer, Edwin P. McIntyre. Cast, Norman Brokenshire, Dick Wilson, Doreen Easton.

This program is directed at home owners and those interested in owning homes—which means most everybody. It presents a series of household problems and illustrates how they may be solved. It does this very successfully, making full use of the potentialities of television.

The program features Norman Brokenshire, cast as a home owner with a flair for carpentry, gardening, interior decorating, etc. The advice of Brokenshire is often sought by his next-door neighbors, Dick Wilson and Doreen Easton, whose problems range from termites in the garage to methods of painting the kitchen. Brokenshire, it should be said forthwith, is wonderful in the role. It so happens that he has had a diverse experience in various mechanical vocations and is therefore exceptionally well qualified. This, coupled with his natural warmth, fine voice and facile manner, renders his performance a standout. When he stands at his workbench, illustrating the use of a plane, explaining its parts, he is tugging at the heart of practically every man.

Fuel Plugged

Commercials are built around the economy of coal as a fuel and stress the angle of automatic heat-

Big Joe's Happiness Exchange

TELEVISION — Reviewed Thursday (31), 11-12 a.m. EDT over WABD, New York. Presented by White Rock thru Kenyon & Eckhardt. Producer, Hal Tennyson. Director, Bill Seaman. Hosts, Big Joe Rosenfeld Jr. and wife, Dorothy. Guests, Rube Goldberg and W. C. Handy.

Should Big Joe Rosenfeld Jr. and his spouse, Dorothy (also referred to as Choo Choo and Sugarfoot), succeed on TV, it will again attest to the truth of the adage, "It is better to give than to receive." While their spiritually imposing *Happiness Exchange* exemplifies the maxim, as a video program it fails to entertain, and brother (or cousin as Big Joe dubs one and all) that's understatement.

A watered-down version of that cathartic among religious experiences, the revival meeting, the *Happiness Exchange* presents a group of Big Joe's cousins who give out with their "happiest experience." In virtually all cases this proves to be a testimonial on how the cousin struck a spiritual Comstock lode by a good deed. Appellants for different charities are also sandwiched in to testify as to the needs of their private projects.

A cartoon by Rube Goldberg of one of his queer inventions, an interview with W. C. Handy and a phone game for prizes were the only relief from the dervish device. The phone game, the only example of where the televiewer received instead of giving, was simple; the fourth person to phone won the loot.

Rosenfeld, a curio among New York's disk jockeys with his homing grits and cornpone manner, is a balding gent who sparked the proceedings by reminding the audience that "we are our brother's keeper." He also continually refers to the "magnitude of what happened" since he revived altruism among listeners. Mrs. R. is a middle-aged woman with a Buster Brown haircut who seems to be a fitting companion for her husband.

Burped by the ever-loving man and wife, the White Rock plugs tell how wonderful the beverages are. The slogan of the sponsor, "When you mix with White Rock you mix with the best" is worthy of greater development.

Notwithstanding the program's laudable intentions, the lack of entertainment and of production leads to the conclusion that Big Joe has been fortunate—he has found a cousin among advertisers. *Cousin Leon Morse.*

Prince George Revue

TELEVISION—Reviewed Monday (28), 10:45-11 p.m., EDT. Sponsored by Prince George Hotel via WOR-TV thru Sidney Robbins Agency. Producer, Sidney Robbins; director, Mel London; writer, Fred Darwin. Cast: Ted Lawrence, Ross Leonard, Jo Ann Talley, Jan Raye Trio.

Most interesting facet of this new video show is why a transient hotel in New York is trying to lure customers from the 50 or 60 mile radius in which the station's signal can be picked up. It's hard to believe that the hostelry figures to draw much business from people who can get home within an hour or so. In any case, poor production, direction and scripting won't hold any viewers who might accidentally tune in. In sum, this 15-minute opus managed to find time for the emcee to walk in front of the camera, open the show with the announcer completely off mike, slice the end of the last commercial and present three completely ordinary singers doing some ordinary tunes in an innocuous fashion. Show also includes a contest. You get a prize if you guess the song played by the musical trio. On show caught, tune was Irving Berlin's oldie, *Always*. They pick the prize winners out of a hat. *Joe Martin.*

ing equipment. Miniature models are used to illustrate the equipment. Viewers are offered a booklet telling the advantages of hard coal and explaining the role of the local coal dealer in homemaking.

Budget-wise, this show appears to be a very reasonably priced package. It's impact is large because its central idea is good. The casting is good and it is tailored for the TV medium. *Paul Ackerman.*

Condition Red

RADIO—Reviewed Monday 9-9:30 p.m., EDT. Sustaining via WFDR-FM, New York. Producer, Lou Frankel. Director, Irving Robbins. Writer, Jules Bergman. Narrator, Joel Crager. Cast: Tom Brophy, Guy Wallace, Marilyn Arms, Judy Feldman, Jules Bergman, Harvey Husten, Bob Fuller, Frana Klein, Terry Crager.

Radio has been flooded with documentary dramas on the atom bomb for the past six months. Many of them have been elaborate affairs with big name stars, top flight production staffers and expensive elastic budgets. However, one of the most successful atom dramas yet broadcast was aired by New York's FM indie WFDR last Monday.

With the co-operation of local civil defense officials, the station parlayed a near-non-existent budget into such a wholly effective argument for immediate emergency preparedness that plans are being formulated to syndicate the drama to other stations across the country, with the national backing of civil defense groups.

Production-wise, every facet of the show was woven into a smoothly harmonious whole, but its most outstanding attribute was the script itself, which depicted the effect of a mythical Red raid on New York. Wholesale destruction is almost always impressive but impersonal, by dint of its very magnitude. Scriptor Jules Bergman, a WFDR newsman, circumvented his dramatic pitfall neatly by concentrating most of his action on one small group of volunteer air raid wardens, four typical middle class citizens. When first spotted the foursome (two men and two women) were slaving over a hot poker game on what seemed like a routine air raid watch night. Then the yellow alert changed to red, and the rest of the story centered about their heartbreaking attempts to cope with the inadequacies of our present emergency defense set-up—absentees, disorganized hospital facilities and delayed-action bombs.

Unlike the usual documentary defense worker, with his Dick Tracy-like stolidity in the face of danger, the four wardens were appealingly human, more than a little frightened and even a little funny in their determined, realistically fumbling attempts to do their jobs. Performances and dialog dovetailed perfectly to form believable pictures of all four "little people," with Ed Brophy scoring particularly high as their leader.

As a result, the script drove home its main point (the need for better civilian defense preparedness) with maximum impact, when the quartet was destroyed at the finish by a delayed-action bomb. The intensive realism of the drama was heightened by authentic-sounding sound effects, some of them actually recorded in secret civil defense operation lookouts; and restrained emotional thesping on the part of the actors.

In a rather unnecessary news analysis session at the close, the narrator pointed out that things would have been different if the volunteer set-up had been complete; emphasized the need for more funds, and urged New Yorkers to join up at once. He also made the refreshingly frank observation that "civil defense itself doesn't know how many shelters there are in New York, and is embarrassed by the question." *Jim Bundy.*

Press Conference

TELEVISION—Reviewed Tuesday (5), 7-7:30 p.m. CT. Sponsored by Thyavals and Orvita, thru Schwimmer & Scott via WGN-TV, Chicago. Producer, Al Sweetow; director, Don Cook; moderator, Lee Schooler. Guest: Sheriff John Babb.

With no conscious effort at imitation, *Press Conference* turned out to be a junior grade version of *Meet the Press*. Sheriff John Babb was interviewed by four Chicago newspapermen, Tony Weitzel, *Daily News* columnist; Harry Ruetlinger, *Herald American* city editor; John Dreiske, *Sun-Times* political editor, and Marjorie Minsk, city press reporter.

Setting was routine, with reporters lined up behind one desk and Sheriff Babb and Lee Schooler, public relations man who is moder-

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Patt Barnes and Barbara

RADIO — Reviewed Thursday (7), 2:15-2:30 p.m. EDT. Participating via WOR, New York. Writer-producer-director, Patt Barnes. Commentators: Barnes, Barbara Barnes.

Patt and Barbara Barnes, father and daughter radio team formerly aired over WJZ, New York, have shifted forces to WOR, where they are heard every afternoon across the board.

Formatwise, the Barnes show follows the familiar "Mr. and Mrs." breakfast chatter pattern, gimmick being that the pair discusses "topical issues of the day from the point of view of their respective generations." On the show caught, they made a valiant attempt to live up to this grandiose description of their subject matter, via some stilted dialog tracing the origin of Betsy Ross' American flag pattern. However, both father and daughter sounded more at home with a frankly frivolous debate on "snap judgments," pater contending that young people are most often influenced by outward appearances, while daughter Barbara insisted it was the other way around.

If they stick to this kind of spontaneous-sounding gabfest on future airers, the series should retain its popularity with hausfraus and teen-age girls this summer. Come fall tho (in view of the program's inherent appeal to the latter) it would be smarter to spot the show in an after-school time slot.

As a father and daughter combination, the Barneses are attractive people and the gal's ability to toss off a completely natural laugh is a decided asset. Aside from an over-enthusiastic plug for participation sponsor Fab, complete with jingle, Mr. and Miss steered fairly clear of phony Home-Sweet-Home dialog. *June Bundy.*

Date With Judy

TELEVISION — Reviewed Saturday (2), 11:30-12 p.m. EDT thru the ABC network. Presented by McKesson-Robbins, Inc., via J. D. Tarcher. Producers, Mortimer Offner and Aileen Leslie. Director, Mortimer Offner. Script, Aileen Leslie. Set designer, Jim Prittipo. Cast: Pat Crowley, Jimmie Sommers, Gene O'Donnell, Anna Lee, Judson Rees, Morton Rydell and Andy Milligan.

A mildly diverting situation comedy aimed at teen-agers, *Date With Judy* should please some of its potential audience, but for a greater appeal, sharper and more astute scripting is necessary. As a sample of what's to come, however, the initial effort in the series indicated that the material was all there and that only more shaping was desirable.

The plot concerned a campaign initiated by Judy's father to diversify her male interests because he thought she was getting too sweet on Oogie Pringle, the No. 1 in her life. Papa, tho, learned the hard way when Judy brought home a group of boy friends, each of whom was more of a jerk than the other. Oogie was hastily invited back into the family circle.

It is in its characterizations that this stanza must be wary. At present Judy's main characteristic is a tendency to over-dramatize herself at any and every opportunity. This peculiarity should be replaced by a much fresher one. Her dad verges on eccentricity but, not being clearly delineated, leaves the audience confused. His character, naturally, should be more definitely blueprinted. Boy friend Oogie could be tremendously appealing were some of his stupid habits removed and were he to be made more normal, perhaps as a contrast to Judy. It is obvious that the writer must script against the whole body of juvenile situation comedies and yet come up with some treatment that is original.

The show has been well cast. Pat Crowley makes an effervescent, bouncy Judy. Jimmie Sommers handles Oogie like an acting veteran, with an evident ability to make the most of every line. Gene O'Donnell seems like a guy anyone would like around as a dad. Anna Lee's mother has a pixieish, gay quality. And Judson Rees' younger brother is the most sensible of the group.

McKesson-Robbins plugs its Yodora deodorant cream and its many other lines of drug products thru a gent who is supposed to be the family druggist. While his spiel is delivered in a no worse manner than many of his predecessors, would it be asking too much to ask the advertiser to come up with a sales gimmick that has some creativity and hasn't already come into public domain thru overuse? *Leon Morse.*

Short Scannings

Brief but important video news

Billy Broidy Leases Hollywood Studios for TV Pic Production . . .

Billy Broidy, producer of Kellogg's "Wild Bill Hickok" TV film series, has acquired the Sunset Studios lot on a 20-year lease for tele film production. The studios' five stages also will be made available for lease to other pic producers, Broidy says.

General Mills Signs For "Trouble" Renewal . . .

General Mills last week signed a one-year renewal with American Broadcasting Company for its Stu Erwin video show, "Trouble With Father." New pact is effective June 2, with deal set thru Dancer-Fitzgerald-Sample. The show airs at 7:30 p.m. Saturdays.

WATV To Transmit From Empire State Bldg. . . .

WATV, Newark, N. J., is reportedly set to shift its transmitter to the top of the Empire State Building by the first of next year. Capitation of WATV makes WOR-TV, New York, the only local TV outlet with transmitting facilities located elsewhere than the top of the Empire.

Murray To Take Gang Along for Ciggie . . .

When Jan Murray leaves "Songs for Sale" and "Sing It Again" this month to take over the top spot on Lucky Strike's new video quizzer, "Go Lucky," the entire staff of both "song" shows, including Producer Herb Moss, will make the move with him. Murray's new half-hour series, based on an old parlor game, "coffee pot," will be aired at 7:30 p.m. Sundays, beginning July 15. The package is produced by Louis G. Cowan.

Roy McLaughlin Prexy Of Chicago Tele Council . . .

Roy McLaughlin, sales manager of WENR-TV and the central division of American Broadcasting Company, Wednesday (6) was elected president of the Chicago Television Council, succeeding Fred Kilian, program director at WENR-TV. George W. Harvey, sales manager of WGN-TV, is new vice-president, and Edgar A. Greenbaum Jr., of Television Shares Management Company, is secretary.

Shea Movie Chain Buys RCA TV Units . . .

The Shea movie house circuit has purchased two Radio Corporation of America theater TV units, which will be installed as soon as RCA completes a survey to determine which Shea theaters should receive the equipment. The outfit has already rigged up a General Precision Laboratories theater TV unit in its Fulton house in Pittsburgh.

Gen. Tire Buys Anthony's KFI-TV for \$2,500,000 . . .

KFI-TV, Hollywood, was sold Friday (8) to General Tire Company's broadcasting subsid for \$2,500,000, according to terms of a contract signed by station owner Earle C. Anthony and General's

Press Conference

Continued from page 8

ator, facing them from another. The sheriff is a youngish man and was glib. First half of show was little more than a recital of his record i fighting gambling. The second half picked up with some pointed questions as to his aspirations for governorship.

The show has a good, tested formula and was competently produced. It obviously doesn't have the material potential that can be found in Washington, but this could be offset by the hitting hot local interests and personalities. To make the show click, Schooler will have to line up sharp interviewees and reporters who aren't afraid to toss some barbs. Some thought is being given to trying to get Mayor Kennelly on the program. The mayor is extremely photogenic, but is a little over dignified and backs away from controversy. He could make a very dull half-hour unless prodded with pointed questions.

Commercials were straight spirt, with slides, for vitamins by Marty Hogan Jack Mabley.

Tom O'Neil. Station was purchased by Thomas S. Lee Enterprises, Inc., firm which owns the Yankee Network and recently bought the Don Lee web. Willett Brown will head KFI-TV's operations.

Forkner Quits as WPIX Ad Manager . . .

Victor (Buck) Forkner, advertising manager of WPIX, New York, has resigned from the TV station effective the end of June. He is not being replaced.

Notes on Personnel Changes in Tele . . .

Bill Garden, of the NBC-TV sport staff, has been recalled to the army as a major. . . . Milton Biow is off to Europe for six week on a combination business-pleasure jaunt. . . . Correction Department: John Fogel was erroneously omitted from credits as director of the Florian Zabach TV show via Columbia Broadcasting System in the review appearing in the May 12 issue. . . . In the May 26 issue, a typo error quoted the per picture budget on the Burl Ives new TV film series "Famous Tales" at \$1,250. Correct figure is \$12,500.

Charles Edward Bell, production manager of WBTV, Charlotte, N. C., was upped to director of TV post of the Jefferson Standard Broadcasting Company. Program Director Charles V. Hunter, WJW-ABC, Cleveland, reports for active duty with the army next week. . . . Hudson Motors has renewed its sponsorship of Bill Stern's video show "Star Night" over WNBT, New York. . . . Charles H. McCuiston, production service cost controller for National Broadcasting Company was named assistant to director of TV network operations.

A batch of new personnel reports from WFAA, Dallas, include the following: Howard Anderson, ex-KDYL-TV, Salt Lake City, was named director of WFAA-TV film department; Joan Danahey, upped to assistant director of film department and music librarian; John Renshaw, ex-WRR, Dallas, added to continuity; Fay Lewis, new secretary-assistant to station manager, Ralph W. Nimmons; Jabbo Watson, ex-KFDA, Amarillo, new video emcee-announcer; Virginia Dolberry and Ruth Barbat, new production secretaries, and Frances McCarney, upped to secretary-assistant to program supervisor, Ashley Dawes.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Paul Whiteman Revue

Sundays, 7:30-8:30 p.m., ABC-TV

This show remains one of the best-produced in video. For sheer smoothness, integration and movement, it is hard to match. The sets, their use, and that of the cameras to provide depth also are a byword. As to content, it is a light and pleasurable mixture of easy-to-take tunes, sung and danced with zest, and built about a single theme.

On the show caught, the theme, roughly, was "Brazil." Thus, Earl Wrightson, the regular baritone, warbled *Flying Down to Rio*, *Gauche Serenade* and *Ay, Ay, Ay*. Lina Romay guested and did nice things with *Come to the Mardi Gras*, *Down in Lovely Rio de Janeiro* and *Brazil*. A topflight dancing group kept the Latin mood with its interpretations, with the costuming also above average.

An especially good job was done in seguing from one number to the next. There always seemed to be a motivation for the camera to leave one character and pick up another, which can't be said for most such shows. Commercials also were rendered in a pleasing musical way, with Maureen Cannon leading them off with a ditty about the Goodyear sign. Plugs included not only automobile tires but the range of products sold at the sponsor's dealers, including outboard motors, velopedes and washing machines.

TV Talent and Show Tips

Kurt Jons Dancers

Jons, one-time solo dancer with the San Francisco Civic Ballet, works with three girls. They do a flashy, effective turn with skillful technique and excellent choreography. Costuming is fresh and colorful. They impress as a talented, photogenic group, which could easily be spotted in many TV layouts. Caught last at the Palace, Theater, New York, Thursday (7), the group was a standout. (FOR COMMENT ON OTHER PERFORMERS AND NIGHT-CLUB SHOWS SEE THE NIGHT CLUBS-VAUDE DEPARTMENT EVERY WEEK). P.A.

Carl Brisson

Carl Brisson, now playing the male lead in the Los Angeles Civic Light Opera's revival of *The Merry Widow*, has consistently pulled the champagne crowd when he's played the top niteries. His Continental manner, coupled with his ear-easy treatment of standard ballads, would lend the blue-book touch to a TV series for the sponsor seeking class identification. (FOR COMMENT ON OTHER PERFORMERS AND LEGIT ATTRACTIONS READ THE LEGITIMATE DEPARTMENT EVERY WEEK). L.Z.

Comedy Team

Harry Clark and Jack Diamond, who do the low comedy in *Kiss Me, Kate*, should make a fine team for a comedy show or spot in a variety program. Tho they never worked together until this show, they demonstrate fine teamwork and get some of the show's biggest yocks. Diamond is a burley grad. Clark is out of legit and club dates. (FOR COMMENT ON OTHER PERFORMERS AND LEGIT ATTRACTIONS READ THE LEGITIMATE DEPARTMENT EVERY WEEK). B.S.

Dick (Two-Ton) Baker

A radio fave in the Chicago area for many years, Baker has, in recent weeks, proven himself especially adaptable to the visual medium. Playing the 88 and singing, Baker has a special appeal to moppets, who know him from his radio and disk chores, the former over WGN, the latter via the Mercury label. His handling of the youngsters, as well as adults, on a recent Cerebral Palsy telethon, drew much attention, while cuffo appearance, in which he concentrated on the kids, proved one of the best local guest appearances in weeks. (FOR COMMENT ON OTHER RADIO-TV PERFORMERS AND SHOWS READ THE REVIEWS IN THIS DEPARTMENT EVERY WEEK). N.W.

TV Busts Sports Skeds

Continued from page 6

has said that the arena was planning to alter its booking method with a view to getting the most solid possible TV coverage and sale of rights. Irish is said now to feel that declining gates in the past couple of seasons may be in part due to video. He's now thinking of using a pay-as-you-see method such as theater TV for the future.

Theater television, as utilized by the United Paramount Theaters in three houses last fall to cover Big Ten football games, definitely proved the tremendous potential of that medium. It has been estimated that a chain of 150 theaters hooked up for a single event is capable of drawing close to \$250,000 at the box office on a sell-out basis at \$1 per admission. By the latter part of this year about that number of houses will have been equipped. By the summer of 1952, it is possible to envision multi-million dollar gates for major attractions from theater television alone, as the number of equipped houses multiplies.

College Stew

College football still is in a turmoil about TV coverage, with the National Collegiate Athletic Association striving to keep its members from bolting its plan for "controlled and limited" web coverage this fall. However, considerable doubt now exists about its ability to do so, with the dike breached by the University of Pennsylvania (see separate story). NCAA, of course, had put its blessing on theater TV.

Auto-Lite Mulls "Irma" For "Suspense" Slot . . .

Auto-Lite is considering the purchase of the recently canceled "My Friend Irma" to replace its "Suspense" property on radio over the Columbia Broadcasting System. The only factor militating against the property is said to be the price.

McCann-Erickson Loses Flack McDonald . . .

Jim McDonald, publicity director of McCann-Erickson, New York, last week resigned, effective June 15. Prior to the hiring of McDonald, McCann-Erickson farmed out its publicity work to indie flackeries, and the agency is reportedly scouting around now for an outside firm to replace McDonald. The exec, a wing commander with the Royal Air Force in London during World War II, is moving his family to Canada, and plans to devote a year to free-lance scripting. At present he is completing a mystery novel.

Gillette Buys All-Star Baseball on MBS . . .

Gillette Safety Razor Company again will sponsor the annual All-Star baseball game this year over Mutual Broadcasting System July 10 at 2:15 p.m. The game, which will plug both Gillette and Toni products, will be aired over Mutual's "A" and "B" networks, replacing the web's "Game of the Day" on that date.

MBS Inks "20 Questions" To Three-Year Contract . . .

Mutual Broadcasting System last week pacted "Twenty Questions" on a new three-year term. The aier, which was recently dropped by sponsor Ronson Lighters, will be carried as a sustainer in its present Saturday night time while the web looks for a new backer. Meanwhile the video version of "Twenty Questions" has shifted from WOR-TV, New York, to the DuMont web on WABD, New York. Package is produced by Mr. and Mrs. Fred Van Derventer.

Margaret Mau, Needham Smith Leave WSAI; Baker Sports Chief . . .

Margaret Mau, promotion and publicity director, and Needham Smith, time salesman, have left WSAI, Cincinnati, to accept similar positions with WBNS, Columbus, O. They move into their new posts next week. Dick Baker, Cincinnati attorney and former Cincy head of the American Federation of Radio Artists, joined WSAI Monday (12) to head up the sports department.

Muzak Names Mitchell To Director Board . . .

Maurice B. Mitchell has been elected to the board of directors of Muzak Corporation. The exec has been veepee and general manager of Associated Program Service, Muzak's transcription library division, since September of last year.

Personnel Doings in San Francisco Area . . .

Maury Baker has resigned as promotion and publicity manager of KGO to join the Batten, Barton, Durstine & Osborn radio and TV department. His successor is Gordon Grannis, formerly assistant to Baker at KGO. . . . Gil Paltridge, formerly manager of KYA, has joined the staff of the Hoffman Sales Corporation here. . . . Ray Jones, formerly commercial manager for KEYV, Pocatello, Idaho, has joined the sales staff of KVON, Vallejo, Calif. . . . Carl Kupfer, who was with International News Service Bureau in Mexico City, is now a news writer and overseas producer for KCBS. . . . Jack Grant is the new sales manager of KROW, Oakland, replacing David M. Sacks, who has jumped to KGO-TV.

Controlled TV

Continued from page 6

20 per cent each, with 60 per cent going to NCAA.

NCAA Firm

The NCAA emergency session yesterday, on the heels of Penn's move, produced a declaration by Tom Hamilton, head of the group's TV committee, that it "had not given up on the program." Hamilton said NCAA would stand firm on its ban on unrestricted home TV.

A Notre Dame official told *The Billboard* that the school "is keeping on top of the situation" and will continue to study the possibilities before making a public announcement of its decision. One of these possibilities is that Notre Dame could get about \$500,000 for TV rights to its games. Another, according to the official, is the use of theater television, a medium which has been okayed by NCAA. It is deemed likely that before another month has passed Notre Dame will also line up in favor of home TV, probably on the legal grounds that the NCAA ban contains elements which could be construed as restraint of trade.

Sellouts on TV

Meanwhile, officials of the Southwestern Conference indicated they would stick to last year's policy of televising all sell-out games. Since nearly all big games in this section usually are sold out many weeks ahead, this means virtually unlimited TV in that area. Two of the six games to be played in the 75,311-seat Cotton Bowl: ready have all tickets gone.

Penn, which was first to break with NCAA, also was a pioneer in use of TV. Cameras first picked up games from Franklin Field on an experimental basis 11 years ago, on October 5, 1940.

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● Continued from page 1

Jean Schwartz, Larry Stock, Guy Wood, Stanley Adams and Nelson Cogane. Since deceased are Vincent Rose, George Whiting and Ira Schuster.

Many ASCAP'ers viewed Daru's coup as instrumental in getting a contract with the webs. Following the peace, a group of some 45 writers, including most of the 14 plaintiffs, got together to organize, under Daru's guidance, a cleffers' union. The move petered out, according to *The Billboard's* informant, because of the many

important interests inimical to a writers' union. The interested cleffers were "conned," as he put it, on many grounds, and were subjected to delaying tactics. Such arguments were advanced as:

We just signed with the networks, let's wait to see how it goes. A separate writer organization would give ASCAP a black eye. Why not let Songwriters' Protective Association take up the gauntlet? The writers, and Daru, conceded that it might be advisable to wait. The wait stretched out to 10 years.

No Crackpots

How many, if any, of the original 14 are involved in the new move was not revealed. It is certain, however, that the organizers are fairly high-ranking and respected writers, certainly not of the no-talent-crackpot-dissident school.

It is recognized that the organizing committee may not be able to accomplish its objective of 100 writers or writers earning a yearly aggregate of \$1,000,000. If they

fail to hit the quota, they have an alternative—the engaging of counsel to represent them in any and every legal action appertaining to the song business. If they do achieve the quota, they plan to pick a committee of nine writers representing the various earning brackets to hold a series of public hearings of an investigatory nature. The hearings would explore every possible facet of the music business. The proposal is to place the results, in printed form, before any interested agencies of a public or semi-public nature.

The writers selected Daru as counsel because of his role in the 1941 action against BMI, and because of his experience as an investigator. In 1933 and 1934, as chief counsel to the United States Senate Committee on Commerce, he conducted a pre-Kefauver rackets investigation. Daru may or may not continue as counsel for the organization, but it is known that he has agreed to see the alliance thru its formative stages.

Capitol Distrib Brass To Meet In H'w'd Huddle

NEW YORK, June 9.—Capitol Records' distributing brass will gather in Hollywood Friday (15) for a series of confabs to work out promotional and distribution programs for the fall. Leaving here next week are Bill Hill, Eastern veepee of the Capitol distributing subsidiary, and Dick Linke, Eastern promotion manager. Other veepees headed for the Coast are Ray Marchbanks, Southwest; Vic Blanchard, South; Bud Frazier, Midwest; Max Callison, Central, and Paul Featherstone, who covers the West. Promotion managers from all territories will also attend.

Meanwhile, as part of Capitol's announced increased emphasis on Eastern operations, a. and r. execs, Lee Gillette and Dave Dexter, are headed this way in the next few weeks. Veepee Bill Fowler is due in New York next week, to be followed by Veepee Jim Murray. Capitol's president, Glenn Wallich, who left here Thursday (7) to attend the upcoming meetings in California, is due back in the East with a. and r. chief Alan Livingston during July.

MGM Summer Promosh Set

NEW YORK, June 9.—Plans of MGM Records to hype the disk business during the summer slack season are centered around the release of three original sound-track albums. First of the trio, *Show Boat*, will begin shipping next week, while *American in Paris*, with Gene Kelly, and *Rich, Young and Pretty*, starring Jane Powell, will also be issued before the fall. The *Show Boat* waxings and film star Ava Gardner, Kathryn Grayson, Howard Keel and William Warfield.

Label's promotional plans for the *Show Boat* disk are typical of similar efforts to be placed behind the next two albums. Already in the works are the following: fluorescent-type window streamers, a special background window display, a tie-in with a toy manufacturer to produce one-foot-long replicas of the film's show boat float to tour the country and visit disk dealers, a co-op ad campaign and a series of presentations of the album to be made to various municipalities execs.

The radio campaign will actually be on the film, but the motion picture company contract with the 50 radio stations to be used calls for a single disk from the sound-track album to be played before and after the spot announcement. The toy show boats will be available to dealers for window display purposes. MGM distributes will sell the miniature boats at \$1.25. Regular retail price of the toys is \$3. Presentations of the album to city mayors will be made on the touring float.

NY Stores' Price War Slashes Disks

Tags Cut as Much as 41%, Low-Cost Platters Also Hit; Changers Way Down

NEW YORK, June 9.—The local price war among department stores turned to whittling down the prices on phonograph records this week, while prices on record players continued to fall. In almost every instance, business was booming in the disk departments. At Macy's, for example, it is reported that sales of record players are from 10 to 15 times above normal for this time of year. Trade here expects that disk prices will continue to fall until they come close to dealer cost.

Typical prices charged yesterday (8) for record players were \$8.19 for the RCA Victor 45 r.p.m. changer and \$55.49 for the Webster-Chicago model 619 three-speed portable changer. Fair trade price for the latter unit is \$83. Disk prices were cut as much as 41 per cent and even the low-priced lines were chopped. Varsity three-record, 78 r.p.m. packages were marked at 83 cents.

Price Drops

Prices noted on disks were 54 cents for Columbia pops, 74 cents for pops on all other labels; Columbia 12-inch LP's, \$3.19, Columbia 10-inch LP's, \$2.53 and RCA Victor 12-inch LP's, \$2.69 and \$3.59. Expectations are that

Pop Features Nudge Symphs At Hwd. Bowl

HOLLYWOOD, June 9. — A gradual decrease in symphonic programs and a boost in pop features is taking place at the Hollywood Bowl. Change in presentation is expected to create more general appeal.

This year's sked leans more towards spectacle-type production rather than the concert or "symphonies-under-the-stars" idea as presented the past 29 seasons.

Season, bowing July 10, will feature 11 symphony nights and four pop, latter to include evenings of George Gershwin, Cole Porter, John Philip Sousa and Jimmy McHugh. For the past two years, Bowl has used three pop programs, with symphonies. In 1948, however, 16 heavy programs were presented.

Future Bowl seasons will gradually be converted to what Bowl execs term "programs for the people." Season's operating budget has been set at \$400,000.

Decca A.&R. Revamp Awaits Exec Confab

NEW YORK, June 9. — Continuing efforts of Decca Records' President Milt Rackmil and Exec Veepee Len Schneider to effect a final reorganization of the company's artist and repertoire department this week gave rise to a new flock of rumors. Despite these, no ultimate decision will be made until Rackmil has an opportunity to confer once more with Schneider. The latter is on the West Coast, and is scheduled to return to New York about June 19, while Rackmil plans to leave for California June 17.

For the past several months the a. and r. department, in all sections, has been operating under the direct supervision of Schneider.

Morgan Okays MAC Bookings

CHICAGO, June 9.—McConkey Artists Corporation, which has been making a determined bid to become a major factor in the ork booking biz, this week grabbed its biggest acquisition yet, when Dick Shelton, MAC prexy, got an okay from Russ Morgan to book Morgan from August 10, when he closes the Edgewater Beach Hotel here, to September 5, the day before he opens at the Statler Hotel, New York. Both General Artists Corp. and Associated Booking had also been contesting for the Morgan tour.

The McConkey office inked the Sandy Sandifer 10-piece ork to a management pact, with the band set to open at the Rice Hotel, Dallas, June 21 for four weeks. Ken Harris, ex-MCA ork currently working a Biloxi, Miss., hostelry, also has signed with the office.

PUBBERS CALLED EVERYTHIN'; NOW IT'S AN EATERY

NEW YORK, June 9.—Bobby Mellin may not be the biggest publisher in the music business, but he is the only one after whom a restaurant has been named. Mellin has patronized an East Side tavern-eatery named Solly Krieger's (the old fight fave), operated by Florie, Dom and Joey Pape, for years, and has introduced hundred of band leaders, singers, recordmen and newspaper bums to the joint's choice beefsteaks and suisettes over that period. He walked up to the establishment one night recently and was almost floored when he saw that the Krieger neons had been removed and replaced by a large, flashy Mell-Inn, the joint's new tag.

Supplies Ease Results From Platter Slump

NEW YORK, June 9.—One of the happier results of the current slump in disk sales has been a definite easing of the raw material supply situation. According to tradesters, raw and scrap vinyl has recently become more readily available, with prices of the scrap falling slightly. The typical current offer being made for unlimited quantities of vinyl scrap is about 30 cents a pound.

Business sections of such newspapers as *The New York Times* are now carrying ads from plastic material scrap dealers offering large quantities of the disk material. And the National Production Authority restrictions on such disk materials as copper and cardboard boxes are still stringent, speculators who hold copper and cardboard stocks are beginning to loosen their hold on the vital supplies. Peace talk carried in daily papers is also credited with easing the supply situation.

Nine Diskeries Warned Against Release Jumps

Richmond Serves Notice Suits Will Follow Violations

NEW YORK, June 9. — Howie Richmond this week put nine diskeries on notice that if any of the companies jump the August 1 release date on his tune, *Longing for You*, legal steps will be taken to restrain the sale and performance of the offending disks and to recover for damages.

The letter was sent under the signature of Bernard Garter, Richmond's attorney, to both the legal and a. and r. departments of Victor, Columbia, Capitol, Mercury, MGM, Coral, London and Dana.

Move was motivated, according to the pubber, to protect the waxeries, each of which had given him verbal assurance that it would honor the release date, but at the same time wanted to know how he would protect them. It is believed that is the first time a pubber has directly promised major diskeries with a suit to protect a release date. Previous pubber moves to protect dates have not so much as mentioned litigation to the record companies, altho several have addressed such terminology to radio stations.

Diskers-AFRA Pact Now Up To Members

NEW YORK, June 9.—Reps of American Federation of Radio Artists and diskeries have finally ironed out all phases of the proposed pact covering AFRA members on disks. According to A. Frank Reel, AFRA exec, the document is now slated for presentation to the membership. The New York local will vote at later dates not yet set.

In addition to setting scales, the pact gives AFRA members protection in case of canceled dates. This same holds true in the union's transcription code. The record pact provides that in the case of cancellation of a date, the artist be paid unless notified more than 24 hours in advance.

Singer Rates

Rates for singers are on the basis of per hour or per side whichever is greater. For a group of one to five singers, the scale is \$17 per singer, with a minimum call of \$34. Thus, if a singer in such a group works three hours and makes one side, the pay is \$51. If he works three hours and makes four sides, the pay is \$68.

The scale for larger groups is: six to 16, \$14 per singer, with a minimum call of \$30; 17 to 24, \$12, with a minimum call of \$24; 25 or more, \$9, with a minimum call of \$20.

Contractor gets double rate.

RCA Pitches Stock Offer to Dealers

NEW YORK, June 9.—RCA Victor is pitching a dealer stocking plan, offering a 25 per cent return privilege and a deferred payment arrangement whereby purchasers pay one-third at a time in 30-, 60- and 90-day periods. The offer applies to two categories of merchandise.

(1) Selected best-selling items from the diskery's *Music America Loves Best* catalog. The offer on this goods expires in mid-June.

(2) Red Seal, kidisk and pop albums released between now and September.

A further feature of the campaign to get stock on dealers'

shelves now, for sale in the fall, is Victor's guarantee of current prices in the event of a rollback. The guarantee applies only to merchandise purchased under the plan.

The above features are, of course, Victor's presentation to its distributors. The latter are free to make any modifications they see fit in passing the plan on to dealers. In some cases they may extend—or curtail—the period of deferred payment. They may also change the return privileges. Some are reportedly offering some of the dealers a 100 per cent return privilege on merchandise bought under the RCA stocking plan.

2 Resolutions Ask Musician Fair Pay Hike

NEW YORK, June 9.—Two resolutions suggesting a hike in the current musicians' scale for fairs were introduced at the musicians' 54th annual convention and referred to the executive board with the recommendation that the scale be raised. One resolution points out that scales for fairs have not been upped since 1946, whereas living costs have bounced. It suggests that the scale be amended to read as follows:

- Six or seven days, per man, \$125. Leader to get \$175.
- Five days, per man, \$110. Leader, \$155.
- Four days, per man, \$95. Leader, \$135.
- Three days, per man, \$80. Leader \$115.

The second resolution calls musicians at fairs "forgotten men" and claims such musicians must be at least on a par with top musicians who perform in other fields at higher scale. This resolution suggests the pay to be \$125 per man for six days, with leader getting \$200. The remainder of the scale would be in proportion.

55TH IN '52

Locals Toot Next Year's Own Horns

NEW YORK, June 9.—The 54th annual convention of the American Federation of Musicians found it impossible to decide on a location for the 55th clambake in 1952. Delegates pitching for different cities presented their cases with much poetic fervor; and at times the arguments were bitter. The delegates revealed remarkable knowledge of precipitation (rain-fall to you), scenic beauties of the various vacation lands, etc. One resolution timidly suggested a convention every two years for the purpose of saving money, but this didn't make any headway. Petrillo assured everyone the convention will be an annual occasion during his regime.

Location committee came up with three suggestions—Seattle; Santa Barbara, Calif., and Tampa. Discussion re Tampa touched off the problem of Negro delegates receiving dignified treatment in Southern States. Discussion on this point grew so bitter that Petrillo took over the gavel from Charles L. Bagley, who had been chairing. Delegates pointed out that Seattle had luscious Dungeness crabs and Olympia oysters. One delegate suggested a centrally located city, which would be easy on the pocketbook. One lady delegate suggested Chicago, so as to get a look-see at Petrillo's home town. Another suggested Minneapolis, where there's a warrant out for Petrillo's arrest. The delegate promised to clear this up.

Eastern cities, it appeared, were too far from the Western locals; Western cities too distant from Eastern locals.

The deadlock was dropped into the lap of the board. Maybe Brooklyn will get it.

Conventions Big Biz; Cost to AFM 300G

NEW YORK, June 9.—Conventions of the American Federation of Musicians are big business. This is indicated by unofficial estimates of the cost of the 54th annual convention, which closed this week at the Commodore Hotel. Arithmeticians figured the gathering dented the AFM treasury to the extent of between \$300,000 and \$350,000.

Figures are as follows: Delegates received \$6.50 per day for seven days for their hotel bills. This totals \$45.50. Delegates per diem pay was \$30 daily for seven days, or a total of \$210. Multiplying these figures by 1,140—the number of delegates present—brings the expense figure to \$290,000.

It is estimated that rental of the Hotel Commodore amounted to

AFM HONORS JOHN W. PARKS

NEW YORK, June 9.—John W. Parks, who retired from the executive board of the American Federation of Musicians at this convention, was appointed an honorary life member of the board at his regular salary and given a gold membership card. Resolution to this effect, signed by many delegates, was unanimously carried in view of Parks' notable career. Parks joined the Federation in 1908 and attended his first convention in 1910. For the past 15 years he was on the exec board.

Bard, Onorati Quit as Victor Dept. Toppers

NEW YORK, June 9.—Two RCA Victor record department staffers exited the company this week. They are Henry Onorati, director of promotion, under Ad Manager Dave Finn, and Alex Bard, head of the international artist and repertoire department. Onorati leaves for a post as ad manager for the TV department of the Crosley Corporation, while Bard's future plans are as yet undetermined. No replacement has been selected for Onorati, but Herman Diaz, formerly a. & r. chief of the company's Latin-American division, will take over as international a. & r. head. Frank Amaru continues as sales manager for the international disk division.

Jimmy's Son Fund Given 10G by Pop

NEW YORK, June 9.—Musicians' union chief James C. Petrillo at the 54th annual convention created the Lester Petrillo Memorial Fund for Disabled Musicians with a personal contribution of \$10,000. A memorial to Petrillo's son, Lester, who died as a result of a football injury, the fund will be administered by trustees comprising the AFM's exec board. Payments would begin when the fund reaches \$50,000. Eligible are disabled musicians who have been AFM members for five years.

Lucci Wins Board Post; 1st From 802

NEW YORK, June 9.—Charles R. Lucci, secretary of Local 802, American Federation of Musicians, was elected a member of the AFM executive board during the last minutes of the musicians' convention, which closed Thursday (7) at the Hotel Commodore here. The occasion is historic, marking the first time that a member of 802, the largest local within the Federation, attained the AFM board. The race for the position was very close. The balloting first resulted in a tie with Lucci and Bill Harris, Local 147, Dallas, each getting 713 votes. Three separate counts were made, with Lucci finally getting

the nod with 712 as against Harris's 710. Incumbents re-elected included Stanley Ballard, with 1,330 votes; Herman D. Kenin, 1,219, and George V. Clancy, 1,327.

Despite Speech
The election of Lucci was accomplished despite the fact that President Petrillo, in his opening speech Monday, delivered a lengthy harangue against an "elite committee" within 802 who were dissatisfied with the AFM's contract covering network AM and TV. Petrillo, however, had remarked to the convention that the alleged malfeasance of this committee was no reflection on the 802 administration.

AFM Bows Off on Low Note; Business Bad, Future Darker

Petrillo Dominates Convention; Assails T-H, AFRA and Parlous Times

Continued from page 1

chief saw rough times. "The Taft-Hartley Law is not in full play. When we get an adverse president, when we get an attorney general opposed to labor, the evils of T-H will be realized. We must be cautious about strikes. We don't deplete the treasury." Remarking that he appreciated the trust of the Federation, he adopted a confident note: "If I haven't shown you that I can stand up against Congress, the press and Wall Street, nobody has." Then in a more sombre mood: "But I can't put you in a position to strike. I'll fight if I can win. I won't if I can't."

Any number of convention speakers were similarly minded. Samuel Rosenbaum, trustee of the music performance trust fund, stated the time was ripe for the "more serious soul-searching on how to meet the situation. The cause is not hopeless and there will always be an audience for live music, but a whole generation of

young people has grown up on canned music, he added. We must educate them to the difference."

Rosenbaum suggested the possibility of introducing higher standards in order to more fully impress upon the public the excellence of live music when properly performed. Rosenbaum also pointed to the advisability of making a study of how to impress Congress with the necessity for corrective legislation. Obviously referring to juke boxes, he mentioned legislation which would provide for musicians getting a fair return from commercial interests which make money from music without hiring musicians.

Petrillo's warning to parents regarding the inadvisability of teaching music to youngsters made headlines earlier in the week, as did his remarks anent the advisability of a federal subsidy to raise the level of musical culture. On a more pedestrian level—but

one closer to home—the business outlook was illustrated by the handling of several resolutions.

Resolutions Passed

One resolution called for a 10 per cent increase in scale for traveling concert orchestras and another provided for a similar increase for musicians working with traveling theatrical companies. Resolutions pointed out that in both categories no scale increases had been consummated in a long time. Recommendations that the board negotiate the increases were toned down, when delegates from the floor pointed out that "the business of presenting such attractions has diminished to nothing." A delegate stated, "let us consider scales which might increase employment." Petrillo's suggestion that the resolutions be turned over to the board for consideration, "without instructing the board to negotiate the raises," was carried.

Despite the critical outlook, it was evident that Petrillo's position as top man was as unassailable as ever. Nobody opposed him for the presidency and nobody tangled with him on any serious issue. His good will was openly sought. It was noted that when Local 802 Secretary Charles Iucci was nominated to run for the executive board, the nominating delegate made a point of assuring the convention that Iucci was a whole-hearted supporter of Petrillo.

It had been reported prior to the convention that Petrillo might expect some opposition from factions within 802 which had voiced dissatisfaction with his conduct of the negotiations leading to the network contract signed in February. This opposition never materialized. But the discontent over the con-

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TIME OUT FOR HEART

Old Names Add Sad Nostalgia for AFM

NEW YORK, June 9.—More than the usual amount of sentiment, nostalgia and devotion to the Federation and its founders was evident at the 54th Annual Convention of the American Federation of Musicians, which wound up its sessions at the Commodore Hotel this week. First incident highlighting this was the appearance of Mrs. Joseph N. Weber, wife of the late Joe Weber, who for 40 years guided the destinies of the Federation and was its chief architect. Weber's last convention was the 1950 gathering in Houston, where he sat on the dais and summoned enough strength to address the delegates. Mrs. Weber told the delegates at the Commodore that her late husband had two loves, the Federation and herself. "I was never jealous," she added. Mrs.

Weber got thru her speech on the verge of tears.

Wade Introduced

Later in the day (Tuesday), Vice-President C. L. Bagley introduced Frank H. Wade, of Local 18, Duluth, Minn. Wade is the sole survivor of the first AFM convention held in 1869 in Indianapolis. Wade could say very little. "I am overwhelmed," he repeated. He mentioned that the first convention had some 30 delegates. He thanked the convention for the opportunity of being present and was escorted off the dais. There was scarcely a dry eye in the house.

There were other touches of sadness marking the passing, or imminent passing, of pillars of the Federation. The matter of voting a sum of money for Mrs. Tom Gamble, wife of the late assistant to James C. Petrillo (and for many years prior to that assistant to Weber), was duly acted upon. She will receive \$7,500, which was the sum of Gamble's pension. It was pointed out that similar bequests had been made to the wives of the late Bert Henderson and Fred Birnbach, both for many years high in Federation councils.

Weaver and Parks

The names of two other men were brought up and occasioned sadness. Chauncey Weaver, for many years in the inner councils of the Federation, could not attend this one. Weaver is very ill and Bagley noted that he may never attend another convention. At the 1950 gathering in Houston, Weaver was carried to the dais. John W. Parks, exec board member, who seemingly in good health, is also leaving the Federation owing to family illness. Parks de-

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NPA Gets Music Plea for Help

WASHINGTON, June 9.—National Production Authority is weighing a request formally submitted this week by the Musical Instruments Advisory Committee for NPA's aid in keeping the industry operating at 80 per cent of normal production. The committee informed NPA that the industry is operating on a small profit margin at the manufacturing level and that any reduction in normal output greater than 20 per cent could be an economic blow to the industry.

The committee advised NPA that five tons of nickel silver for fret wire are needed to maintain output for the calendar year at the break-even rate. Also the committee is trying substitution for nickel silver, time is needed, said the committee, which urged reclassification of their products on

(Continued on page 20)

Times-Col'bia Adds Newark

NEW YORK, June 9.—Times-Columbia, metropolitan area distributor for Columbia Records, was given the Newark, N. J., distributorship for the diskery this week. Times-Columbia replaces Alden Distributors, the second change in the Newark spot during the past year.

Bob Kearns will manage the Newark branch, which covers the Northern New Jersey territory. Kearns had been sales manager for Alden. Times-Columbia is headed by O. W. Ray, president, and Paul Southard, executive veepee.

Tootlers Hit ASCAP & BMI, Or Do They?

NEW YORK, June 9.—Belief of some delegates to the musicians' 54th convention that the licensing activities of performing rights societies hurts the cause of live music was highlighted by the introduction of a resolution. The resolution, altho garbed, pointed out that the American Society of Composers, Authors and Publishers, Broadcast Music, Inc., and other groups were becoming increasingly active in licensing music users. Small music users, it stated, were discontinuing the use of live music as a result of the burden.

Resolution says such music users do not even receive sheet music and asks that the American Federation of Musicians "explore the possibilities of again reopening the case under the provisions of the Taft-Hartley Law, which forbids the payment of monies for services not rendered, to the end that existing legislation could be repealed."

Resolution continues to assert that, "in the event repeal is not obtainable, a campaign be instituted to acquaint the public with the legality of ASCAP's and others' assessments, so that proprietors are informed that such assessments are not the doing of the AFM, so that a better feeling can be had toward musicians, especially after agents of ASCAP and others make their demands upon users of music."

An AFM attorney, asked by a Billboard reporter for clarification, indicated the resolution was garbled. However, it passed without a murmur.

ASCAP Elects Appeal Board

NEW YORK, June 9.—Appeals board of three publishers and three writers was elected this week in the American Society of Composers, Authors and Publishers. The publishers elected in the pop division are Ben Bloom and Joe Santly, in the standard division, Willard Sniffen.

Writer members will be Abel Laer and John Redmond, pops, and Douglas Moore, standard.

AFM Board Nixes Welfare Dept. Idea

NEW YORK, June 9.—The executive board of the American Federation of Musicians, after extensive study, has rejected the idea of setting up a special welfare department within the AFM. The idea of such a body was suggested at the last convention in Houston, where delegates introduced a resolution to that effect. President Petrillo referred the matter to the board, with recommendations that the board report on it at the 54th convention.

The board reported that it is impossible to arrive at an estimate of the cost of such a department, but indications are that if properly run, the administration of such a de-

partment would exceed the cost of running the AFM. Maintenance of high-priced lobbyists in Washington would run the union into hundreds of thousands of dollars, it was stated—and this at a time when it is necessary to save money to prepare for emergencies, such as possible heightened war taxes.

Present Operation

Many departments within the AFM are performing duties which fall under the welfare category already, the report stated. Law firms in Washington and New York receive a total annual fee of \$60,000, and among their functions is to keep abreast of, and advise upon, welfare legislation. The AFM's public relations operations, which the board feels comes under the welfare category, costs another \$20,000. In addition, the AFM's per capita tax to the American Federation of Labor comes to \$96,000, and this money to a large extent is used for what is ultimately considered for good and welfare.

The AFM report pointed out that both the AFL and Congress of Industrial Organizations both maintain national and State-wide labor groups which are constantly working for better welfare legislation. The report also added that such bodies within the Federation as the president's office, the legal office, the traveling representatives and the locals themselves perform welfare activities of varied nature. Setting up a new body would mean a duplication of duties at great expense, it was stated.

Buddy Robbins Joins Paxton

NEW YORK, June 9. — In an expansion move for his three pubberies, George Paxton this week hired Buddy Robbins as general professional manager and veepee. Robbins resigned as veepee of J. J. Robbins & Sons to go with Paxton (see other story).

The Paxton firms comprise George Paxton, Inc., and the Promenade and Hilltop pubberies. Promenade is being utilized for English and special instrumental copyrights, such as Tutti Camarata's *Pizzicato Rhumba*; Hilltop is devoted to religious and kiddie material; George Paxton, Inc., is for the pop plugs. Since Paxton went into business in 1948 he has turned out such successful items as *There's No Tomorrow*, *I Wanna Go Home*, *Mr. Touchdown, U.S.A.*, and *Never Been Kissed*. Current Paxton plug is *How Many Times (Can I Fall In Love)*, waxed by Dinah Shore.

Robbins, who had been general professional manager of the J. J. Robbins outfit for three years, made a participating deal with Paxton on a term contract. The contact staff includes Henry Marks, New York; Saxie Dowell, Chicago, and Milt Stein, Hollywood. Paxton now plans to boost his standard and educational activity, starting with a Tony Mottola guitar method folio, a Sunday school book, a Jack Berch *Good Neighbor* folio, and various arrangements on the Camarata instrumental.

NOT SATISFIED?

OK, Tell Ya What I'm Gonna Do

CHICAGO, June 9.—A couple of new wrinkles have developed in recent weeks as an all-overs campaign to unload tele receivers continues thru most of the country.

James Motors, a local Mercury dealer, has been using the dailies to promote sales of his new and used cars. With every purchase of a used 1949, '50 or '51 car, as well as with the purchase of a new Mercury, James is giving away a 14-inch Motorola receiver.

In Baltimore, Grayson's, a furniture store, used full page ads in local newspapers with a special tele sales gimmick. With every purchase of a 17-inch Admiral receiver, listing at \$339, the buyer could have his choice of a 1939 or 1940, Chevrolet or Plymouth for free. Free cab service to the store was thrown in as an added inducement.

TV-Phono Merchandising

CHICAGO, June 9. — The most cheerful message that Robert C. Sprague, chairman of the board of the Radio-Television Manufacturers Association, had for RTMA members at their convention here Thursday (7) was a prediction that "by early 1952 at least" the FCC will lift the freeze and open the way for expansion of TV.

The problems of color and the slump in sales were touched only casually on the four-day program.

Sprague's pep talk was that the TV areas are far from the saturation point in sets.

"With a normal replacement market for TV sets, the establishment of a million and a half new families a year, the desire for larger screen sets, and the purchase of second and even third sets for the home, the future looks bright indeed," Sprague said.

Sprague was re-elected chairman of the board.

DAY AND DATE DORSEY STANDS

HOLLYWOOD, June 9.—Brothers Dorsey will make one of their rare appearances together in the same city and playing similar locations. Jimmy opens Tuesday (12) at the Palladium, while Tommy continues at his Casino Gardens on Ocean Pier, Calif.

Other identical set-up occurred here three years ago, with J. D. at the Palladium and T. D. at his Ocean terperly. Several years ago Tommy played the Astor Hotel in New York, while Jimmy was at a theater. But according to Tommy, this is only the second time they have worked similar dates (ballrooms) in the same town. Presence of the pair here lends well to double-barreled promotion by the Palladium and Gardens inasmuch as the distance between the danceries, and location, almost eliminates any noticeable competition.

Coral Inks Distributors In Six New Cities

NEW YORK, June 9. — Coral Records, Decca subsidiary, this week named distributors in six cities. Label now has 33 distrib points in the United States, one in Canada and one for export.

Handling the Coral disks in Dallas, Houston and New Orleans is Gramophone Enterprises. St. Louis and Kansas City distribution is now handled by Roberts Record, and General Distributing has been named in Richmond, Va.

Harms, Apr. Productions Tangle on Disk Rights

NEW YORK, June 9.—An action over a unique question of recording rights was brought to light this week when a motion by the defendant, Harms, Inc., music firm, to switch jurisdiction to Federal Court was granted in State Supreme Court here.

The suit, brought by April Productions, a holding of the Shubert theatrical group, involves an *Icecapades* production of the *Student Prince*. In February, 1950, April Productions granted *Icecapades* rights to put on an ice version of *Prince*, including permission to make special recordings of the music to be played for performances of the show, not to be offered for sale to the public. The Harms pubbery, which had obtained publication and mechanical rights in the *Prince* score from April Productions in 1924, on learning of the projected special recordings threatened *Icecapades* with a lawsuit if

they went ahead with the waxings. The recordings were not made.

The April company then brought suit against Harms, asking for a declaratory judgment as to who owned what rights in the play, urging that the pubbery had no say over recordings used for performances only and not offered for sale. April also asks for costs of \$1,500.

Cap of Can. Signs Permo, Zim Deals

NEW YORK, June 9.—Capitol Records of Canada, Inc., has taken on the distribution of both Permo needles and the Zim record brushes, according to J. F. Hatry, sales promotion manager. The firm will handle both the 78 r.p.m. and micro-groove brushes manufactured by Zim and the types of Permo needles for consumer use and coin machines.

The Canadian affiliate of Capitol Records here also names Norma Galbraith as assistant manager of the Toronto branch and Jim McCready as a sales rep in the same office.

'Violets' Follow Grean 'Thing' As Dinah Cuts Mystery Disks

NEW YORK, June 9.—Charlie Grean, RCA Victor popular artist and repertoire director, is attempting to follow his *The Thing* and *Never Been Kissed* clicks (former sold 1,200,000 Phil Harris disks; latter 150,000 Freddy Martin Records) with still another rewrite of a slightly blue hunk of American folk music. Tune this time is the well-known *Sweet Violets*. Grean wrote this, as he did *Kissed*, with co-cleffer Cy Coben.

Violets is out this week as one of four Dinah Shore sides, backed with a Redd Evans tune, *If You Turn Me Down*. These, and second platter of *10,000 Miles* and *How Many Times* are the first two disks in a Dinah Shore drive the diskery is launching. *Violets* has been assigned to the E. H. (Buddy) Morris Music firm.

In order to have the records available to the public at the same time as the hoped-for demand to be created by deejay spins, the diskery is shipping both the commercial and the promotional records to distributors this week. On Monday (18), distributors will ship to the retailers and to the spinners at the same time. This is the first time that RCA has placed the task

Kassner Buys 50% Of J. J. Robbins Firm

NEW YORK, June 9. — Edward Kassner this week bought a 50 per cent interest in the J. J. Robbins & Son pubbery for an undisclosed amount. Jack Robbins, as president, and Kassner, veepee and general manager, will share in the operation of the new set-up.

Meanwhile, Buddy Robbins left the firm to become general professional manager for George Paxton's music firms (see other story).

The Robbins-Kassner partnership includes, in addition to the J. J. Robbins & Sons firm, the Cavallaro, Villa-Lobos and Nacio firms, and Robbins's Consolidated Music Publishers, selling agent for all the above pubberies as well as Words and Music. The Words and Music catalog, co-owned by Cork O'Keefe and Jack Robbins, is not included in the Kassner deal.

First Activity

Until such time as the Robbins company engages additional professional personnel, Kassner's staff for his other firms will service the operation. They include contact men Mack Wolfson and Artie Moggull, in New York, and Goldie Goldmark in California. Both Kassner and Robbins will continue to maintain their respective offices in the Brill Building here. First activity will be directed to *We All Have a Song In Our Hearts*, cut by Bing Crosby on the back of his duet with Louis Armstrong on *Gone Fishin'*, and to *Why Don't You Tell Me So*, etched by Don Cornell.

Kassner plans to funnel continental material into the Robbins firm from his European holdings, and to set up a Canadian J. J. Robbins. He and Robbins began their association with the formation in 1948 of J. J. Robbins & Sons, Ltd., in England.

The Robbins catalog contains the scores of *Gentlemen Prefer Blondes*

and *Magdalena*, in addition to Hopalong Cassidy and Spike Jones material, and standard and educational folios.

Intro Okeh Wax to Cincy Music Trade

CINCINNATI, June 9. — Local record retailers, juke box operators and disk jockeys were given a preview of the Okeh label, which Columbia Records is reviving for its rhythm and blues line (*The Billboard*, May 26), at a session here Wednesday (6) in the offices of Columbia Records Distributors, Inc.

For the occasion local Manager Maurice Rose had in Danny Kessler, sales manager and artists and repertoire chief for Okeh, and Merle Weiss, Columbia district manager out of Detroit. Also sitting in the meeting was Hal Fein, of the Republic Music pubbery, New York.

First release of four disks, originally slated for June 4, has been postponed until about June 20. Kessler informed music men. He told them that Okeh's present talent roster, for the most part featuring quality semi-name artists, is to be expanded still further with a number of big names for whom negotiations are currently under way.

The current line-up includes the Ravens, Duke Ellington, Arnet Cobb, Al Russell, Do Re Mi Trio, Sugar Tones, the Treniers, Big Three Trio, Johnny Ray, Red Saunders, Bill Davis Trio and Bea Baker.

Cap Caught in 'F'hooley' Bust

NEW YORK, June 9.—The announcement this week that Broadway's newest musical, *Flahooley*, would close Saturday (16) caught Capitol Records with a heavy liability on its hands. The diskery has already recorded an original cast album and is understood to have pressed the disks, printed the covers and readied promotional material.

The company spokesmen were not certain, it is generally expected that the *Flahooley* album will not be issued. Possible out for Capitol lies in the show producer's announced intention of reopening the musical next fall with the same cast. Capitol's hottest album property, Yma Sumac, is starred in the ill-fated show.

Reginald Kell To Conduct for Decca

NEW YORK, June 9.—Noted concert clarinetist Reginald Kell has turned conductor on wax for the first time. Kell on occasion had served as a maestro in his native England.

The instrumentalist's conducting chore also led to the creation of a new chamber orchestra named for him, the Reginald Kell Chamber Players. The recordings were made for Decca Records' gold label series. Kell previously has recorded for Decca, having been involved as the soloist on the etching of Mozart's *Concerto for Clarinet*. The titles he conducted were not revealed, but the first release will be issued during August.

MOZART FETE TO GET DISKING

WASHINGTON, June 9.—Major parts of the Mozart Festival in Charlottesville, Va., next month will be recorded for commercial release on long-playing records by the WCFM Recording Corporation, which is an extension of Station WCFM here.

WCFM announced that a large amount of the music, which will consist of symphonies, ballets, quartets, quintets, trios and concerti by Mozart, will be recorded during the July 6-9 festival. Music aggregations will include the National Gallery Orchestra, the Curtis String Quartet and the Mozart Trio.

America's Fastest Selling Records



ELLA

FITZGERALD

with **SY OLIVER** and his orchestra

BECAUSE OF RAIN

and

THE CHESAPEAKE AND OHIO

Decca 27602 (78 RPM) and 9-27602 (45 RPM)

NEW RELEASES—SINGLES

Nights Of Splendor (Neapolitan Nights) My Romance	RUSS MORGAN AND HIS ORCHESTRA "Music in the Morgan Manner" Decca 27617 and *9-27617
Even As You And I Do You Really Love Me	ELLA FITZGERALD Decca 27634 and *9-27634
Star Of Hope Far, Far Away	DON CHERRY AND EILEEN WILSON Decca 27633 and *9-27633
Tell Me (Tell Me Why) (Featured in Warner Bros. Picture "On Moonlight Bay") Re-Stringing The Pearls (A Ball Of Twine)	JERRY GRAY AND HIS ORCHESTRA Decca 27621 and *9-27621
The Waltzing Cat Three Cornered Tune "Almost From Guys And Dolls"	ETHEL SMITH Decca 27619 and *9-27619
Hearts That Could Never Be True Maybe Someday	CURLY LIPHAM Decca 46323 and *9-46323
Sarah Kelly From Plumbnelly (Way Down In Georgia) Bad Luck Child	JOEY THOMAS AND HIS BAND Decca 48215 and *9-48215
We're Gonna Have Some Fun To-Nite Gotta Find Somebody To Love	JOE PRINCIE His Accordion And Orchestra Decca 45138 and *9-45138
El Baile Del Pinguino A Romper El Coco	CONJUNTO CASINO Decca 21348

*Indicates 45 RPM Version

NEW GOLD LABEL ALBUMS

GERSHWIN	
AN AMERICAN IN PARIS with ARTHUR SANDFORD, Piano and RHAPSODY IN BLUE CAMARATA Conducts THE KINGSWAY SYMPHONY ORCHESTRA DL 8519 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85 Also Available in 45 RPM: An American In Paris: Decca Album 9-261 Rhapsody In Blue: Decca Album 9-262 Two 45 RPM Unbreakable Records • \$2.25	
RICHARD STRAUSS	
TILL EULENSPIEGEL Symphonic Poem, Op. 28 THE BERLIN PHILHARMONIC ORCHESTRA FERENC FRICSAY, Conductor (Recorded by Deutsche Grammophon in Europe) DL 9529 • 12-inch Long Play Microgroove Unbreakable Record • Price \$5.85	DON JUAN Symphonic Poem, Op. 20 THE AMSTERDAM CONCERTGEBOUW ORCH. HERBERT von KARAJAN, Conductor
RICHARD TAUBER	
Songs of Old Vienna Sung in German Selections Include: Vienna, City Of My Dreams—Tales From The Vienna Woods—Greetings! Vienna!—Gypsy Moon—Blossoms Red and White—Waltz Dream—Roses From The South—Where The Danube Embraces—Dreaming Vienna—La Danza—Yearning For You—Come Gypsy—One Day We Must Say 'Goodbye' DL 9526 • 12-inch Long Play Microgroove Unbreakable Record • Price \$5.85	
DER FREISCHÜTZ	
CARL MARIA von WEBER Opera in Three Acts with Text in German and English Edited by Hermann Weigert and Hans Maeder Berlin State Opera Chorus — Orchestra of the City of Berlin Robert Heger, Conductor Cast: Willi Domgraf-Fassbaender—Maria Müller—Carla Spletter—Georg Hann—August Seider—Felix Fleischer—Josef Greindl (Recorded by Deutsche Grammophon in Europe) Decca Album DX-112 • Two 12-inch Long Play Microgroove Unbreakable Records (DL 9530-9531) • Price \$11.70	
MUSIC OF MEXICO	
OBERTURA REPUBLICANA Chávez SINFONÍA INDIA — Chávez	CORRIDO DE "EL SOL" Chávez HUAPANGO — Moncayo THE SYMPHONY ORCHESTRA OF MEXICO CARLOS CHÁVEZ, Conductor DL 9527 • 12-inch Long Play Microgroove Unbreakable Record • Price \$5.85

DECCA BEST BETS

BECOMING A GREAT STANDARD!
HOAGY GORDON
CARMICHAEL and JENKINS
and His Chorus and Orchestra
MY RESISTANCE IS LOW
and **SACRAMENTO**
Decca 27540 (78 RPM) and 9-27540 (45 RPM)

TWO GREAT JIMMIE RODGERS SONGS!
ERNEST TUBB **WHY SHOULD I BE LONELY?**
and **HOBOS MEDITATION**
Decca 46308 (78 RPM) and 9-46308 (45 RPM)

A NEW JORDAN CALYPSO!
LOUIS JORDAN **YOU WILL ALWAYS HAVE A FRIEND**
and
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY
and His Tympany Five
Decca 27620 (78 RPM) and 9-27620 (45 RPM)

OWNER TD

Pulled Them To Gardens In Kickoff

HOLLYWOOD, June 9.—Return of Tommy Dorsey to Ocean Pier, Calif., Friday (1) gave the Casino Gardens a good start, with the Dorsey-owned terperery admitting 4,377 dancers and grossing \$4,899.80 for the three-day weekend. Aragon Ballroom obviously suffered, with little more than 1,000 on Saturday and a poor Sunday. Friday, the Aragon gave special rates to clubs and companies, trying in a small way to stymie the Casino reopening. Santa Monica Ballroom, with Spade Cooley appearing only on Saturdays, brought in Roy Rogers and Dale Evans as guests on the KTLA TV show in order to hold its own. However, the Santa Monica dancery works to a more Western-type crowd than either Casino or Aragon.

Garden was dark Monday (4) and will operate on a six-day-a-week sked at least until June 24, at which time Dorsey may relinquish the stand to another batoner. Opening night found the band (18) catering to dancers' requests and dishing out Dorsey faves. Group works 45 minutes out of each hour. Frances Irwin and Bob London, latter new with Dorsey, went over well with the crowd of youngsters, many of whom greeted the band following school dances and proms. Saturday admission is \$1.20, rest of week \$1.

Music as Written

Calif. Okays Mexicali Disk's LA Distrib . . .

Mexicali Records, Inc., Sacramento, has been granted a charter by the Secretary of State of California to manufacture, sell and distribute phonograph records in Los Angeles County. Authorized capital is \$25,000. Incorporation papers were filed by Theodore J. Elias, 1212 Commercial Exchange Building, 416 West 8th Street, Los Angeles. Directors of the firm are Anne Marcus, Ruth M. Copeland and Harold Easton, all of Los Angeles.

Virginia Phillips Inked As Kenton Band Canary . . .

Ex-San Francisco chirper Virginia Phillips has inked with Stan Kenton and made her bow with the ork Monday (18), start of a two-week date at the Oasis, Hollywood. This is Kenton's first fling at using a thrush since June Christy left.

Summer Park Symphonies Debut June 24 in Houston . . .

Annual summer symphony concerts presented in city parks of Houston will open June 24 at the Miller Theater, Herman Park. Andor Toth, assistant conductor of the Houston Symphony, will conduct. There will be 21 pro-

grams offered over a seven-week period. The concerts are free, presented jointly by the City Park and Recreation Department and the Houston Symphony Orchestra. Young local musical hopefuls will be given an opportunity to be soloists with the orchestra during the summer.

Eckstine's First Shot In "Skirts Ahoy" Pic . . .

Billy Eckstine is skedded to make his film debut in Metro's "Skirts Ahoy," a technicolor musical being readied for a late June rolling. Singer is penciled in for a one-shot deal, possibly a cafe scene, and as soon as contracts are signed will have a special tune clefied for him by Harry Warren, latter's final effort for MGM. Joe Pasternack is producing and Chuck Walters will meg. Eckstine is currently on the Coast prior to a booking at Steel Pier, Atlantic City, July 15.

Baker's All-Reed Band Makes Bow in Altadena . . .

Buddy Baker, climaxing an 18-month search for a new sound, will preem his all-reed band June 28 at Farnsworth Park, Altadena, Calif. Date was contracted thru American Federation of Musicians, Local 47. Baker, who backs Billy Eckstine on MGM diskings,

is dicker for a major label pact for his 22-man ork, composed entirely of studio tootlers. Reed band breaks down into two flutes, alto flute, two oboes, English horn, two basoons, two clarinets, one base clarinet, two French horns, soprano sax, two alto, two tenor, one baritone, one bass, a string bass and one percussion.

Decca Declares 17 1/2 Cent Dividend . . .

Decca Records, Inc., at a meeting last week, declared a regular quarterly dividend of 17 1/2 cents per share on the company's capital stock, payable June 29 to stockholders of record June 18.

New York

Danny Ferguson's ork, which closed a 13-week run at Hotel Van Cleve, Dayton, O., June 7, opens a six-week engagement at Hotel Heidelberg, Jackson, Miss., June 11 under the Music Corporation of America banner. Combo follows with a two-weeker at the St. Anthony Hotel, San Antonio, and then goes into the Texas Hotel, Fort Worth, September 4 for an indefinite stay.

Bernie Boorstein, of Leslie Distributors Corporation, and Ann Flinker, non-professional, are engaged. They plan to be married September 2. . . . Alice Joan Heinicke, of the SESAC family, has entered the organization as an executive assistant. . . . Rochester University awarded Fred Waring an honorary degree Tuesday (12). . . . RCA threw a cocktail party for the Sons of the Pioneers at the Hotel Warwick Tuesday (5). . . . Pubber Maury Hartman is in a New York hospital for a rest. . . . Rosemary Clooney is doing a transcribed deejay show for the Armed Forces Radio Service. . . . Newsweek has a feature piece on Guy Mitchell in its current issue.

Chicago

Johnny Goodfellow, who sang with Larry Fotine and Blue Barron, is now doing his own d. j. show under the name Bob Jeffries at WCFV, Clifton Forge, Va. . . . The Al Dvorins (he's the local agent) are parents of a son, Howard Ian, born May 23 in Chicago. . . . Bud Pressner, the Gary (Ind.) territory band, cut a session for Life Records last week. . . . Coleen Hofer is remaining as Dave Garroway's flack, and will not ankle the org as previously reported. . . . Miller High Life beer has taken 5,000 copies of Bob Kames's Mercury disk, "High Life Polka." The organ waxing will be sent to distributors for d. j. and juke box promotion.

Lorry Raine does her third appearance on the Al Morgan web TV show June 25. . . . The Mid-States' Four, barbershop harmony champions in 1949-'50, are leaving for a six-week tour of the Korean front under the auspices of the U. S. Army. . . . V-M Corporation, Benton Harbor, Mich., manufacturers of record-changer and player equipment, has started work on a new plant to be located on a 105-acre tract outside the Michigan city. . . . House Beautiful will dedicate its August issue to music in the home. Records will be accented as one of the features of the issue.

Bill Snyder, orkster, hopped into New York Saturday (9) to talk over a new disk pact, possibly with Columbia, and mull future bookings with Leonard Romm, of Arena Stars, Inc., his p. m. . . . Irv Green, of Mercury, may plane to Europe soon to set up more reciprocal pressing and exchange of master deals. Several European connections Merc has already made have worked out well. . . . Leonard Wilson, veteran road contact man for Shapiro-Bernstein, covering Chicago and the hinterlands, replacing Irwin Berke. Jim Crum, songwriter, is handling plugs for Al Gallico's pubbery here. . . . Archie Levington opened his new offices in Woods Building here Monday (4) for his Midway and Alton Music.

Hollywood

The Buddy DeSarro Trio, consisting of DeSarro, trumpet; his brother, Al, drums, and Howard Gleason, piano, is marking its first year at the New Central Hotel's Rainbow Room. . . . Crescent Beach Ballroom has reopened for

AGMA Sets Up Showcase Opera Series

NEW YORK, June 9.—In an attempt to hypo public interest in opera and also to showcase young talent, the American Guild of Musical Artists and The Cooper Union will sponsor a series of five operas in English beginning with an October 19 performance of *The Barber of Seville*. According to Hy Faine, AGMA executive secretary, the jointly sponsored program has been designed along the lines of the Equity Library Theater. There will be no admission charge for the performances, and AGMA artists participating will not be paid.

Production costs for the project will be paid by both AGMA and The Cooper Union. Dr. Leopold Sachse, president of the American Lyric Theater and stage director for the City Center Opera House has been named production director. All AGMA members in good standing are eligible to compete in a series of tryouts. First auditions will be staged at Cooper Union next Wednesday (13).

Tutti Batons Longhair Pair

NEW YORK, June 9.—Tutti Camarata, who is being groomed by Decca Records as a competitor in the Andre Kostelanetz-Morton Gould semi-classic-concertized pop field, has turned his hand toward conducting serious full-length concert works for the first time. His first efforts in this direction are a pair of George Gershwin evergreens, *Rhapsody in Blue* and *An American in Paris*.

Camarata, who is best remembered as an arranger for the Jimmy Dorsey band a decade ago and as a repertoire executive for the London diskery, recorded the pieces in England with a studio symphony, the Kingsway Symphony Orchestra. He recorded in Kingsway Hall. Arthur Sandford is the featured piano soloist.

The pair of Gershwin works will be coupled on a single 12-inch long play record and will be made available next month on the diskery's longhair line, the Gold Label Series.

AFM Revokes 77 Band Remote Nix

PHILADELPHIA, June 9.—Oscar Dumont, whose band's twice-weekly CBS network remotes via WCAU here were yanked by the local American Federation of Musicians, Local 77, because the local station did not re-engage a studio band, was permitted to continue the remotes from near-by Sunset Beach Ballroom at Almonessen, N. J., by intercession of AFM Chief James C. Petrillo.

Dumont had been airing from the dancery for several years until caught in the dispute between Local 77 here and WCAU. However, Petrillo ruled that a band fell under the jurisdiction from which it played and not that in which the radio station making the pick-up is located. Sunset Beach, accordingly, is covered by Local 595 in Vineland, N. J., which is not a party to the doings of Local 77 here.

Winters Concert Scores in Tivoli

COPENHAGEN, June 9.—Lawrence Winters, American baritone, scored a triumph at the Concert Hall, in Tivoli, Tuesday night (29). Appearing as soloist with the Tivoli Symphony Orchestra, under the baton of Svend Christian Felumb, Winters was obliged to beg off after four encores. At the close the orchestra applauded him.

Winters came here from Stockholm, where he appeared in a concert at Grona Lund Tivoli on May 24.

Freeze, Tax Top Coast Terp Meet

HOLLYWOOD, June 9.—Price freeze, cabaret tax and music licensing will highlight Friday's (15) meeting of the Coast ballroom ops and National Ballroom Operators' Association Prexy Doc Chinn and NBOA Exec Secretary Otto Weber. NBOA execs arrive here following huddles in Portland, Ore. and Oakland, Calif.

Western terp reps will have almost 100 per cent representation at the conclave.

HOW TO GET MORE MONEY OUT OF YOUR STORE

40.52%*

of the stores represented by 23,423

Billboard Readers at the Music-Record-

Home Instrument Retail Level

Sell TV Sets



*40% of the homes in TV areas had receivers as of Jan. 1, 1951.

(Television Fact Book, Jan. 15, 1951)

WIDE-AWAKE dealers use every opportunity to sell more TV sets. One of the most effective ways is through the use of TV programming information.

How dealers can obtain advance information on programs, including special events which are likely to whet consumer interest, will be covered in an important sales-wise feature entitled . . .

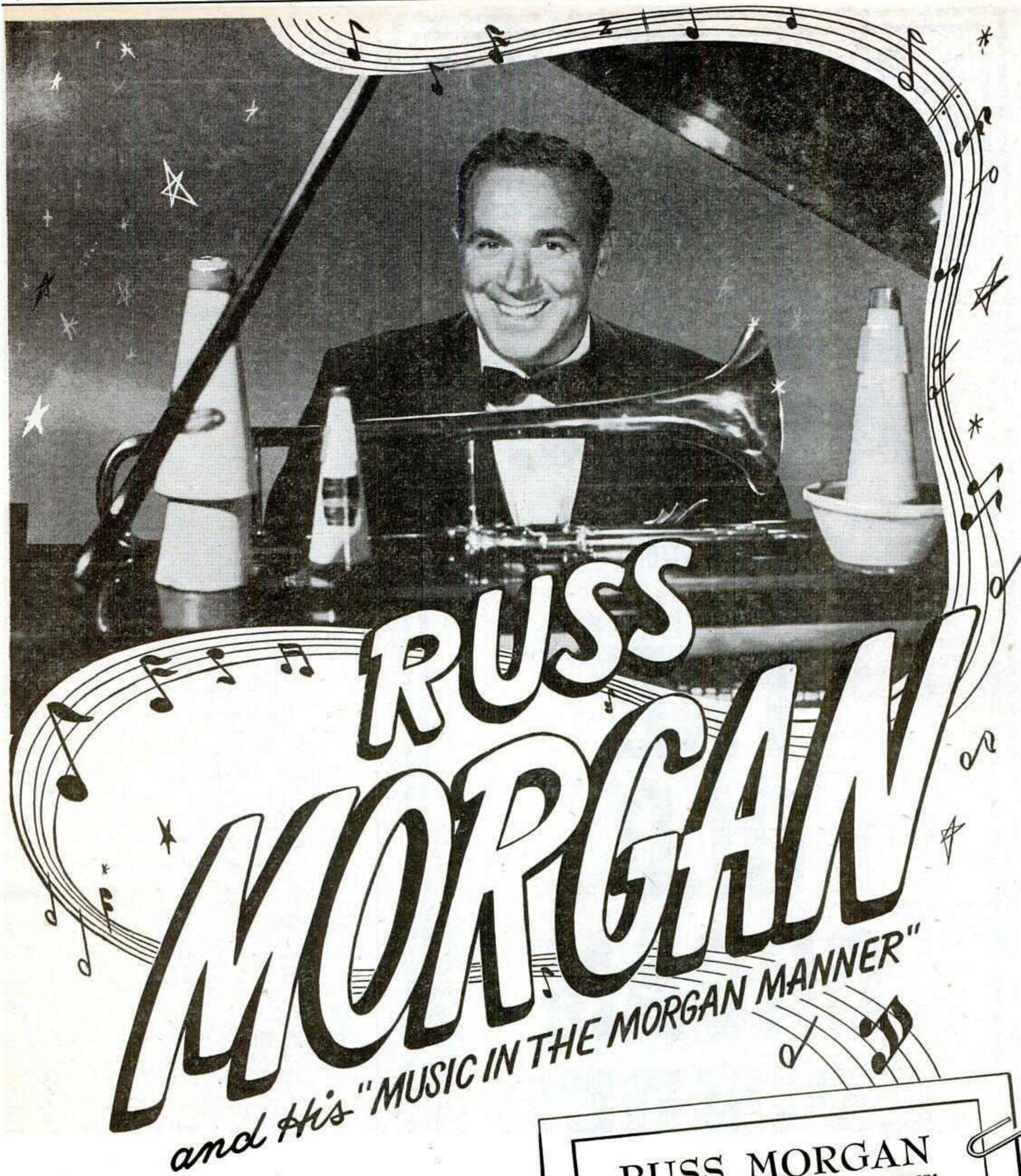
THE USE OF TV PROGRAMING TO HELP SELL SETS

to be published in . . .

THE BILLBOARD 1951 NAMM CONVENTION NUMBER

. . . dated JULY 14

Here's the tentative line-up of important, helpful features: Fourth Annual Dealer Survey • The Changing Retail Market • Certainities and Uncertainities During the Emergency Period • Control of Three-Speed Inventory • The use of TV Programing to Help Sell Sets • Are You Getting the Most Mileage Out of Three Speeds? • Working With All Industry Groups Will Help Sales • The Development of the Kidisk Market • Expanding Classical Sales • Foreign Language Disks • Money in Accessories • Are You Getting Your Share of Sheet Music Sales? • Complete List of Record Labels • Current Week's Music Popularity Charts • Annual Recap of Top Recording Artists • NAMM Exhibitors and Agenda.



RUSS
MORGAN
and His "MUSIC IN THE MORGAN MANNER"

Opening
EDGEWATER BEACH HOTEL
 (BEACHWALK)
 CHICAGO, ILL.
JULY 6, 1951

STATLER HOTEL
 (CAFE ROUGE)
 NEW YORK, N. Y.
SEPT. 7, 1951

RUSS MORGAN
and His "MUSIC IN THE MORGAN MANNER"
under the Exclusive Management of
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ARTIST

A
SLEEPER
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HIT!

AL TRACE DOES IT AGAIN!

WITH HIS
MERCURY RECORD

OF

THE OLD ORGAN GRINDER

MERCURY 5262

The Billboard, June 9, 1951

AL TRACE ORK. (Bobby Hart-Lola Ameche)
The Old Organ Grinder 84-84

Here's a well-recorded "soundie," a waltz novelty with a lilt delivered gang-sing style with an organ-grinder thump providing the beat and the "something different." There's "sleeper" potential here.

EDWIN H. MORRIS CO., INC.

1619 BROADWAY

NEW YORK 19, N. Y.

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received June 6, 7 and 8.

Last
WeekThis
Week

1. 1. How High the Moon

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

RECORDS AVAILABLE: C. Brown, Alladin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, MGM 10332; D. Brubeck Trio, Fantasy 515; O. Peterson, Mer 8943

ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley Ork, Thesaurus; June Christy-Johnny Guarneri Quartet, Thesaurus; Helen Forrest, World.

3. 2. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth.

2. 3. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: C. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612; Josh White, London 1028; B. Johnson, Merit 303.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ork, Standard; Eddy Howard, World.

4. 4. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V145148-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552; Saddle Kings MacGregor 653

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World; Henry Jerome, Lang-Worth.

8. 5. Jezebel

By Wayne Shanklin—Published by BMI (BMI)

RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard; Larry Fotine, World.

5. 6. Sound Off

By Willie Lee Duckworth—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: J. Gray Ork, Dec 27054; V. Monroe, V 20-4113; De Paur's Infantry Chorus, Col 39413

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

6. 7. Rose, Rose, I Love You

By Wilfrid Thomas—Published by Chappell (ASCAP)

RECORDS AVAILABLE: Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; F. Laine, Col 39367; A. Lund, MGM 10978; B. Morrow, V 20-4135; Lou Ella Robertson, Cap 1532; M. Mitchell Trio, 60484; Benny Lee, London 1029; Miss Hue Lee, Col 39420.

ELECTRICAL TRANSCRIPTION LIBRARIES: Russ Morgan, World.

9. 8. Mister and Mississippi

By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aury, Col 39371; D. Day, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5645; Tennessee Ernie, Cap 1521.

ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fotine, World.

7. 9. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)

From the MGM film, "The Great Caruso."

RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darian, Standard; Bill Mills Ork, Standard; Shep Fields, Lang-Worth.

- 10. My Truly, Truly Fair

By Bob Merrill—Published by Sanly-Joy (ASCAP)

RECORDS AVAILABLE: V. Damone-G. Bassman Ork, Mer 4646; F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mooney, MGM 10984; R. Anthony, Cap 1583; D. James, London 1050.

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

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45
rpm rpm

- "OCEANS OF TEARS," "YOU'RE MY SUGAR"
Kay Starr and Tennessee Ernie1567 F1567
- "THE WORLD IS YOUR BALLOON" Mel Torme1524 F1524
- "MY LIFE'S DESIRE," "YOU BELONG TO MY HEART"
Bob Eberly1557 F1557
- "NEVER AGAIN," "LADY OF THE NILE" Jan Garber1515 F1515
- "HONKY TONK HARDWOOD FLOOR," "HANG ON THE BALL
AND CHAIN" Jess Willard1562 F1562

HOT SELLERS!

POPULAR

- "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole1449 F1449
- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES"
Les Paul and Mary Ford1451 F1451
- "MOCKIN' BIRD HILL," "CHICKEN REEL"
Les Paul and Mary Ford1373 F1373
- "MR. AND MISSISSIPPI," "SHE'S MY BABY"
Tennessee Ernie1521 F1521
- "SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton1480 F1480
- "SONG OF DELIAH," "BECAUSE OF RAIN"
Nat "King" Cole1501 F1501
- "TORTILLAS AND BEANS," "DYNAFLOW" Stan Kenton1535 F1535
- "BECAUSE OF YOU," "UNLESS" Les Baxter1493 F1493
- "STAR OF HOPE," "WHY AM I LOSING YOU!"
Margaret Whiting and Jimmy Wakely1555 F1555
- "NIGHTS OF SPLENDOR," "WHEN IT'S SPRINGTIME IN THE
ROCKIES" Jo Stafford and Gordon MacRae1523 F1523
- "HERE'S TO YOUR ILLUSIONS," "THESE THINGS I OFFER
YOU (FOR A LIFETIME)" Ray Anthony1522 F1522
- "DREAM," "HALLS OF IVY" The Voices of
Walter Schumann1505 F1505
- "LITTLE CHILD," "RED SAILS IN THE SUNSET"
Nat "King" Cole1468 F1468

WESTERN & FOLK

- "GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE,"
"SUGAR COATED LOVE" Tex Williams1540 F1540
- "I AIN'T CRYIN' OVER YOU," "HANGOVER HEART"
Hank Thompson1528 F1528
- "BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG,
LONG DAY" Jimmy Wakely1393 F1393
- "NO PARKING HERE," "BOOGIE WOOGIE FEVER"
Gene O'Quin1508 F1508
- "(I'M GONNA) SING, SING, SING," "SHINING CITY"
James and Martha Carson1530 F1530
- "HIDE ME, ROCK OF AGES," "HEAVEN'S JOY AWAITS"
The Statesmen Quartet1467 F1467
- "AS LONG AS YOU BELIEVE IN ME (LITTLE DARLIN'),"
"WHITE PETALS FROM A ROSE" Jimmie Davis1510 F1510
- "SHUFFLEBOARD SHUFFLE," "POCO TEMPO" Roy Hogsed1529 F1529



Week Ending
JUNE 16, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

ROPE THE SALES WITH 2 TOP WESTERNS



HANK THOMPSON

**"I AIN'T CRYIN'
OVER YOU"**

and

"HANGOVER HEART"



TEX WILLIAMS

**'GOODNIGHT CINCINNATI,
GOOD MORNING TENNESSEE'**

and

"SUGAR COATED LOVE"

78 RPM NO. 1528 • 45 RPM NO. F1528 78 RPM NO. 1540 • 45 RPM NO. F1540

NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
PEGGY LEE <small>with Orchestra Conducted by Billy May</small>	WHEN I DANCE WITH YOU I GET IDEAS TONIGHT YOU BELONG TO ME	1573	F1573
RAY ANTHONY <small>and His Orchestra</small>	BELIEVING YOU <small>Vocal by Tommy Mercer</small> ONE DANCE WITH YOU <small>Vocal by Tommy Mercer and The Anthony Choir</small>	1574	F1574
DEAN MARTIN and HELEN O'CONNELL <small>with Orchestra Conducted by Dick Stabile</small>	HOW D'YA LIKE YOUR EGGS IN THE MORNING WE NEVER TALK MUCH WE JUST SIT AROUND <small>Both from the M.G.M. Picture "Bik, Young And Pretty"</small>	1575	F1575
BOB CROSBY <small>and His Orchestra</small>	L'AMOUR TOUJOURS (TONIGHT FOR SURE) I DON'T MIND <small>From the M.G.M. Picture "Bik, Young And Pretty"</small>	1576	F1576
THE DINNING SISTERS <small>with Orchestra</small>	EASY TALK STRAWBERRY TEARS	1577	F1577
JAN GARBER <small>and His Orchestra</small>	THERE ARE TWO SIDES TO EV'RY HEARTACHE DREAM TRAIN <small>Lyrics by Ray Cordell</small>	1578	F1578
MARY MAYO <small>with Orchestra Conducted by Al Ham</small>	DARK IS THE NIGHT (C'EST FINI) I CAN SEE YOU <small>Both from the M.G.M. Picture "Bik, Young And Pretty"</small>	1579	F1579
	WESTERN & COUNTRY		
LEON PAYNE	A MILLION YEARS AGO LONELY AND BLUE OVER SOMEONE	1580	F1580
TEX RITTER	WEARIN' OUT YOUR WALKIN' SHOES COFFEE POT	1581	F1581
THE STATESMEN QUARTET <small>with Herbie Usher, Piano</small>	I WANNA BE READY LISTEN TO THE BELLS	1582	F1582

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received June 6, 7 and 8

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks Last, This to date, Title, Artist, Label. Includes songs like 'HOW HIGH THE MOON', 'TOO YOUNG', 'JEZEBEL', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last, This to date, Title, English, American. Includes songs like 'MOCKIN' BIRD HILL', 'BE MY LOVE', etc.

VOX JOX

Preems

Ex-Copa disk jockey Lou Quinn has signed to spin 'em over WGN, Chicago, from 11:30 to 12:30 a. m. across-the-board.

Alan Boal, WBVP, Beaver Falls, Pa., has a new hour show Saturday nights which he shares with Ann Freeman. ... Bill Harvey, KRLC, Lewiston, Idaho, was upped to sales force.

Gab Bag

Joe Martin, KMMJ, Grand Island, Neb., has "been having great results with Capitol's coloring sheets—using them on a kiddie show."

Ad Lib Cuttings

WINS, New York, broke down the weekly air time of Manhattan d.j.'s as follows: Jack Lacy, WINS, 25 1/2 hours; Rayburn and Finch, WNEW, 21; Martin Block, WNEW, 20 1/2; Jerry Marshall, WNEW, 12.

Best Selling Sheet Music

Based on reports received June 6, 7 and 8

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.

Table with columns: POSITION, Weeks Last, This to date, Title, Publisher. Includes songs like 'TOO YOUNG', 'ON TOP OF OLD SMOKY', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

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

Week of May 31 to June 6

Table with columns: Rank, Title, Audience. Includes songs like 'Too Young', 'How High the Moon', etc.

Songs With Most TV Performances (RH Tele-Log)

The Richard Himer (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago.

(Beginning Friday, June 1, 8 a. m., and ending Friday, June 8, 8 a. m.)

Table with columns: Title, Performances. Includes songs like 'Because of You', 'Chesapeake & Ohio', etc.

(Continued on page 22)

NEW RELEASES



DINAH WASHINGTON

I'M A FOOL TO WANT YOU

AND

If You Don't Believe I'm Leaving

MERCURY 5665 • 5665X45



GEORGIA GIBBS

GOODNIGHT MISTER ECHO

AND

Be Doggone Sure You Call

MERCURY 5662 • 5662X45



TONY FONTANE

VANITY

AND

Wondrous Word

MERCURY 5659 • 5659X45



RALPH MARTERIE

AND HIS ORCHESTRA

BETTER STOP TELLING LIES

AND

Didn't Your Mother Ever Tell You Nothin'

MERCURY 5657 • 5657X45



Richard Hayes

AND

Kitty Kallen

GOOD LUCK, GOOD HEALTH, GOD BLESS YOU

AND

Everyone Is Welcome In The House Of The Lord

MERCURY 5661 • 5661X45



BOB KAMES

AT THE ORGAN

HIGH LIFE POLKA

AND

Seein' My Baby Tonite
WITH THE OSMOND SISTERS

MERCURY 5650 • 5650X45



TONY FONTANE

JUG OF WINE

AND

Losing You

MERCURY 5660 • 5660X45



TINY HILL

AND HIS ORCHESTRA

THREE HANDED WOMAN

AND

Take Back Your Paper Heart

MERCURY 5664 • 5664X45



GLORIA HART

I SAID IT AND I'M GLAD

AND

My Hawaii

WITH ART KASSEL ORCHESTRA

MERCURY 5649 • 5649X45

BEST SELLERS

MISTER AND MISSISSIPPI

AND

These Things I Offer You

PATTI PAGE

MERCURY 5645 • 5645X45

MY TRULY, TRULY FAIR

AND

My Life's Desire

VIC DAMONE

MERCURY 5646 • 5646X45

PRETTY EYED BABY

AND

That's The One For Me

AL TRACE

WITH LOLA AMECHE

MERCURY 5609 • 5609X45

TOM'S TUNE

AND

I Wish, I Wish

GEORGIA GIBBS

MERCURY 5644 • 5644X45

Hit Of The Week

EDDY

HOWARD

AND HIS ORCHESTRA

"I'M IN LOVE AGAIN"

Cole Porter's famous hit now doubly potent with Eddy Howard's dynamite intimate version!

COUPLED WITH

"A WOMAN IS A DEADLY WEAPON"

Fast Moving Juke Box Hit!

MERCURY 5663 • 5663X45

COUNTRY AND WESTERN



LEW CHILDRE

RIDING THE ELEVATED TRAIN

AND

Everybody's Fishin'

MERCURY 6339



ROY KING

SWEET FACE BUT A COLD HEART

AND

Yodelin' Way Up There

MERCURY 6338

ROSCOE HANKINS

AN ANGEL SMILES

AND

I'm Prayin' For The Day

MERCURY 6337



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... Based on reports received June 6, 7 and 8

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	Last	This	Week	Week	Title	Artist	Label
12	1	1	1	1	1	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
10	2	2	2	2	2	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
12	3	3	3	3	3	ON TOP OF OLD SMOKY	Weavers-T. Gilykson	Dec(78)27515; (45)9-27515—BMI
7	4	4	4	4	4	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI
9	5	5	5	5	5	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113—ASCAP
6	9	6	6	6	6	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP
10	6	7	7	7	7	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
17	7	8	8	8	8	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP
3	14	9	9	9	9	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
18	8	10	10	10	10	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP
7	10	10	10	10	10	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—BMI
5	13	12	12	12	12	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45—ASCAP
16	16	13	13	13	13	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
27	11	14	14	14	14	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP
2	28	15	15	15	15	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140—ASCAP
6	12	16	16	16	16	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146—ASCAP
7	19	17	17	17	17	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120—ASCAP
3	21	18	18	18	18	I GET IDEAS	T. Martin	V(78)21-4141; (45)47-4141—BMI
2	18	19	19	19	19	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45—ASCAP
12	25	20	20	20	20	SYNCOATED CLOCK	L. Anderson	Dec(78)40201; (45)9-40201—ASCAP
7	17	21	21	21	21	UNLESS	M. Miller	Col(78)39331; (45)4-39331; (33)3-39331—ASCAP
5	16	22	22	22	22	I LIKE THE WIDE OPEN SPACES	A. Godfrey-L. Anders	Col(78)39304; (45)4-39404(33)3-39404
2	29	23	23	23	23	I'M IN LOVE AGAIN	A. Stevens-H. Rene Ork	V(78)20-4148; (45)47-4148—ASCAP
4	22	24	24	24	24	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328—BMI
9	20	25	25	25	25	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP
8	23	26	26	26	26	SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480—ASCAP
1	—	27	27	27	27	WHAT IS A BOY	J. Peerce	V10-3425
2	29	28	28	28	28	SYNCOATED CLOCK	Boston Pops	(78)10-3044; (45)9-3044—ASCAP
1	—	29	29	29	29	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP
1	—	30	30	30	30	TOO YOUNG	Patty Andrews & V. Young	Dec(78)27569; (45)9-27569—ASCAP

DEALER DOINGS

Brass Read 'Doings'

Proof that the record manufacturer executives read the dealer comments in this column is supplied by Adrian's, Hutchinson, Kans. Letter from the shop says, "Last week we were quoted in The Billboard, as complimenting Capitol for the terrific service we receive from that company. This week the mailman has been delivering letters from other companies with moans and groans—all asking why their service isn't the best. We don't know why, but maybe Capitol has the answer for them."

Inventory Control

National Musical Supply Company, Regina, Sask., uses cardboard inserts in long-play and 45 record envelopes to keep track of the buying trend and to keep the shelves stocked with disks that are in demand. Insert info includes date of order, type of music, artist and title. When a disk is sold, salesgirl puts the insert aside as a reminder to reorder. With all orders listed, each card serves as a barometer of demand and supply.

Iucci Wins

Continued from page 11

Local 802 came into being on the heels of this hassle.

Another member of Local 310, William J. Kerngood, also attained the exec board of the AFM. This was prior to the revocation. Kerngood remained in the AFM councils until 1936, when he was succeeded by the late Fred Birnbach as AFM secretary.

Others Cut, Dried

Elections to the other AFM offices were cut and dried. Petrillo was re-elected president with no opposition and thereby scored the total vote of 1,613. Charles L. Bagley was re-elected vice-president, with 1,517 votes. He was opposed by Moses E. Wright, Local 378, Newburyport, Mass., who scored 65. Harry J. Steeper was unopposed for treasurer, and Walter Murdoch unopposed for the post of executive board member from Canada.

Elected as delegates to the convention of the American Federation of Labor were Albert A. Greenbaum, Local 6, San Francisco; Frank B. Field, Local 52, South Norwalk, Conn.; Edward P. Ringius, Local 30, St. Paul, Minn.; Pete Kleinkauf, Local 140, Wilkes-Barre, Pa., and Bagley and Steeper.

NPA Gets Plea

Continued from page 11

the Class B product list to make manufacturers eligible to get allotments of controlled materials. The committee also asked for recognition of the importance of musical instruments to education and the morale of military personnel and civilians. Adaptability of the industry to defense work, particularly the wood-working segment, is limited, said the committee. It pointed out, tho, that manufacturers who can convert to defense output have not been able to obtain such contracts.

Time Out

Continued from page 11

clined as delegate to the American Federation of Labor convention. A one-hour memorial service, on the theme of pioneers of the Federation, was held. Bagley addressed the gathering, reading a eulogy of the late Joe Weber written by Chauncey Weaver. Bagley described the beginnings of the Federation, telling of feeble, scattered locals. Local 40, Baltimore, was cited as the oldest musical union in the country, in existence continuously since 1857.

Best Selling Children's Records

... Based on reports received June 6, 7 and 8

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

POSITION	Weeks	Last	This	Week	Week	Title	Artist	Label
27	1	1	1	1	1	TWENTY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
70	2	2	2	2	2	CINDERELLA (Two Records)	I. Woods and, Others	V(78)Y-399; (45)WY-399
18	3	3	3	3	3	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
35	4	4	4	4	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
16	6	5	5	5	5	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork.	Col(78)MJV-85; (33)4-709
4	5	6	6	6	6	LONE RANGER VOL I (He Becomes the Lone Ranger)	G. Trendle	Dec(78)K-29; (45)1-152
4	7	7	7	7	7	LITTLE RED CABOOSE (One Record)	Sparky-Ray Carter and CBS Ork.	Col(78)MJV-105; (45)4-105
150	-9	8	8	8	8	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030(33)DBX-114
4	10	8	8	8	8	LONE RANGER, Vol II (He Finds Silver)	G. Trendle	Dec(78)K-30; (45)1-153
34	11	10	10	10	10	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
154	8	11	11	11	11	LITTLE TOOT (One Record)	Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
65	11	12	12	12	12	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058
75	-	12	12	12	12	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Alan Livingston	CapDBX-99
40	11	14	14	14	14	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45) CASF-3072
4	-	15	15	15	15	TEDDY BEAR'S PICNIC (One Record)	F. DeVol	Cap(78)CAS-3083; (45)CAS-3083

Best Selling Pop Albums

... Based on reports received May 30, 31 and June 1

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

Last	This	Week	Week	Title	Artist	Label
1	1	1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork.	V(78)DM-1506; (33)LM-1127
2	2	2	2	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
3	3	3	3	KING AND I	Original Cast	Dec(78)DA-876; (33)DL-9008
4	4	4	4	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CI-6168
5	5	5	5	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM850(33); ML-4180
6	6	6	6	CARNEGIE HALL JAZZ CONCERT	B. Goodman, Vol I and II	Col(33); SL-160
7	7	7	7	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
8	8	8	8	GUY'S AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
10	9	9	9	MacARTHUR'S HISTORICAL SPEECH	D. MacArthur	V(78)P-317; (33)LPM-5
-	10	10	10	TREE GROWS IN BROOKLYN	Original Cast	Col(78)MM-1000; (33)ML-4405

Last	This	Week	Week	Title	Artist	Label
1	1	1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork.	V(78)DM-1506; (45)WDM-1506
2	2	2	2	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
3	3	3	3	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)C-235; (45)B-235
6	4	4	4	KING AND I (Six Records)	Original Cast	Dec(78)DA-876; (45)9-260
4	5	5	5	ROYAL WEDDING (Four Records)	J. Powell-F. Astaire	MGM(78)MGM-70; (45)K-70
5	6	6	6	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
7	7	7	7	CARNEGIE HALL JAZZ CONCERT, Vol I and II (12 Records)	B. Goodman	Col(45)B-250
10	8	8	8	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)MGM61; (45)K-61
-	9	9	9	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
-	10	10	10	RALPH FLANAGAN FAVORITES (Three Records)	R. Flanagan	V(78)P-308; (45)WP-308

Classical Reviews

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

SCHUMANN: ETUDES SYMPHONIQUES, OP. BEETHOVEN: SONATA NO. 31 IN A-FLAT MAJOR, OP. 110—Robert Casadesu, piano (1-12") Columbia (33) ML-4388

71

renditions. The Wagner symphonic piece is a considerable contrast to the Mozart, in performance and recording as well as content, being on the murky side, with a distant recording sound.

Casadesu dispatches a difficult assignment in the fantastically demanding Schumann showpiece, meeting the technical problems head on, and at the same time eliciting line and meaning. With the sunny, lyrical Beethoven sonata, he is on the relaxed, casual side. Recording is first-rate, a shade dry and unresonant, perhaps. Students in particular will want this disk for his brilliant evocation of the Schumann classic, but any devotee of piano recording will also put this high on their want lists.

MOZART: EINE KLEINE NACHTMUSIK, K-525—Bamberg Symphony Ork.—Robert Heger, Cond. WAGNER: SIEGFRIED IDYLL—Munich Philharmonic Ork.—Rudolf Albert, Cond. (1-12") Mercury (33) MG-10015

68

BACH: SUITE NO. 2 IN B MINOR; SUITE NO. 3 IN D MAJOR—Munich Philharmonic Ork.—Fritz Rieger, Cond. (1-12") Mercury (33) MG-10068

The salient virtue of the Mozart is a superb recording, vibrant, full and true to life. The reading is also quite lively—even bravura, with little regard for the delicacies and shadings. However, there may be buyers who favor zest and dash in their Mozart—this is it, in performance and recording. Too, by our count, this is the sixth version now available on LP, and purchasers may be interested in sampling some of the "name"

The Munich ork performs both of these Bach suites for orchestra with style and distinction and a feeling for the courtly Bach quality of the compositions. Conductor Rieger does a top drawer stint, with the baton, with a fluid, graceful reading. Recording is very fine. Note: LP purchasers have available the Casals Prades recording of the B Minor, as well as a Stuttgart under Munchinger and a Pittsburgh under Reiner. The D Major was also done by the Stuttgart orchestra.

BRAHMS: HUNGARIAN DANCES, NOS. 1 TO 6—Boston Pops Ork.—Arthur Fiedler, Cond. (1-10") Victor (33) LM-67

84

Brahms' Hungarian Dances are great meat for the Pops. The crack organization plays the stuffings out of them and its rewards should be bountiful. Of Brahms' dances, the nos. one thru six, which are those at hand, include the most popular of the 22 the composer produced. This is fiery, spirited music and makes perfect consumer bait.

(Continued on page 84)

Best Selling Classical Titles

... Based on reports received June 6, 7 and 8

Last	This	Week	Week	Title	Artist	Label
1	1	1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	V(33)LM-1127	
2	2	2	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)JCT-1007	
2	3	3	3	Strauss: Die Fledermaus, J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienne State Opera Chorus-Vienna Philharmonic Ork.	London(33)LLP-281-82	
5	4	4	4	Bizet Carmen, Paris Opera Comique Soloists, Cluyten, conductor	Col(33)SL-109	
2	5	5	5	Offenbach: Tales of Hoffman, Royal Philharmonic Ork., Sir Thomas Beecham, conductor	London(45)JLGF-78	
3	5	5	5	Rachmaninoff: Concerto No. 2 in C Opus #18, S. Rachmaninoff, L. Stokowski, Philadelphia Symphony Ork.	V(45)WCT-18	

Last	This	Week	Week	Title	Artist	Label
1	1	1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	V(45)WDM-1500	
2	2	2	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11	
4	3	3	3	Toast of New Orleans, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	V(45)WDM-1395	
4	4	4	4	That Midnight Kiss, M. Lanza, RCA Victor Ork.	V(45)WDM-1330	
4	5	5	5	Offenbach Tales of Hoffman, Royal Philharmonic Ork., Sir Thomas Beecham, conductor	London(45)JLGF-78	

Advance Classical Releases

Grand Moghul Suite Album—Koria Pandit (1-10") VLP-10
 Handel: Six Concerti for Orchestra, Op. 3 and Alexanderfest Concerto in C Major Album—Venna State Opera Ork.—F. Prohaska, Cond (2-12") Bach Guild(33)BG-505/6
 The Lady's Not for Burning Album—John Gielgud—Pamela Brown (2-12") Dec(33)DX-110

Verdi: Scenes From Don Carlo Act 3 Album—Hilde Konetzni-Elizabeth Hoengen-Alois Pernsterfer-George Oegg-Alexander Weltsch-Vienna Opera Ork., Erwin Baitzer, Cond (1-12") Cap(33)P-8144
 Villa Lobos: Bachianas Brasileiras No. 1-Choros No. 4-Choros No. 7 Album—Chamber Groups, Werner Janssen, Cond. (1-12") Cap(33)P-8147



EVERYBODY'S GETTING "IDEAS" ABOUT THIS ONE!!!
WHICH ONE IS THE "TONY"?
this is the record that's got everyone talking...

TONY MARTIN'S *great* "DO YOU REALLY LOVE ME"

backed by

"TELL ME"

TONY'S Best Ballad since "THERE'S NO TOMORROW"
RCA VICTOR RECORDING 20-4169 (47-4169)

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

Release 51-24

Ships Coast to Coast, Week of June 17

POPULAR

DINAH SHORE

Mystery Record

20-4174—(47-4174)*

Mystery Record

20-4175—(47-4175)*

COUNTRY

THE BEAVER VALLEY SWEETHEARTS

Pennsylvania

I've Been Wond'rin', My Darlin'

21-0481—(48-0481)*

WESTERN

BILL BOYD and His Cowboy Ramblers

Why Do You Punish Me?

Gladiola Waltz

21-0482—(48-0482)*

SACRED

JACK HOLDEN and FRANCES KAY

Everyone Is Welcome in the House

of the Lord

Beer, Whiskey and Wine

21-0483—(48-0483)*

RHYTHM

JOHNNY HARTMAN with Choir and Orchestra

conducted by Norman Leyden

Worry Bird

Out of the Night

22-0132—(50-0132)*

POP—SPECIALTY

LAWRENCE DUCHOW and His Red Raven Orchestra

Give Me a Girl and a Waltz

Ganderville Laendler

25-1199—(51-1199)*

RED SEAL SPECIAL

EZIO PINZA, Bass, and The Sons of the Pioneers

The Wind Is a Woman

The Little Ol' State of Texas

10-3427—(49-3427)*

NEW ALBUMS

DICK LEIBERT at the Radio City Music Hall Organ

Radio City Recital with Dick Leibert

at the Organ P-312—(WP-312)*

THE THREE SUNS with Larry Green at the Piano

The Three Suns in Three Quarter

Time P-313—(WP-313)* (LPM-3)**

FRANKIE CARLE at the Piano with Rhythm

Cocktail Time With Frankie Carle

P-305—(WP-305)* (LPM-2)**

*45 r.p.m. cat. nos.

**33 1/2 r.p.m. cat. nos.

Going Strong

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

- Sound Off/Marry, Marry Me
Vaughn Monroe 20-4113—(47-4113)*
- The Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- Layin' the Boogie
Piano Red 22-0130—(50-0130)*
- On Top of Old Smoky/Shall We Dance
Vaughn Monroe 20-4114—(47-4114)*
- What Is a Boy?/Because of You
Jan Peerce 10-3425—(49-3425)*
- I Wanna Play House With You/Something Old, Something New
Eddy Arnold 21-0476—(48-0476)*
- Mister and Mississippi
Dennis Day 20-4140—(47-4140)*
- I Get Ideas
Tony Martin 20-4141—(47-4141)*
- There's a Big Blue Cloud (Next to Heaven)
Perry Como 20-4158—(47-4158)*
- Old Soldiers Never Die
Vaughn Monroe 20-4146—(47-4146)*
- I'm in Love Again
Henri Rene and His Orchestra with April Stevens 20-4148—(47-4148)*
- Down the Trail of Achin' Hearts/Bluebird Island
Hank Snow 21-0441—(48-0441)*
- Rhumba Boogie
Hank Snow 21-0431—(48-0431)*
- Be My Love
Mario Lanza 10-1561—(49-1561)*
- Unless/I Have No Heart
Eddie Fisher and Hugo Winterhalter Ork 20-4120—(47-4120)*

Coming Up

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

- Rose, Rose, I Love You
Buddy Morrow 20-4135—(47-4135)*
Records Most Played by Disc Jockeys, Billboard, June 9th.
- Syncopated Clock
Boston Pops Orchestra under Arthur Fiedler 10-3044—(49-3044)*
Best Selling Pop Singles, Billboard, June 9th.
- Tahiti, My Island
Tony Martin 20-4141—(47-4141)*
The Disk Jockeys Pick, Billboard, June 9th.
- I Wish, I Wish
Dinah Shore-Tony Martin 20-4126—(47-4126)*
The Operators Pick, Billboard, June 9th.

TIPS

MYSTERY RECORDS. See Next Week's Billboard.
THE ARTIST IS DINAH SHORE.



R-TAKE REGULARLY FOR HITITIS

What are the ingredients that go into the prescription that assures success for anything pertaining to show business?

The pharmacist who can concoct such a brew has his fortune made because it will mean no more Broadway flops, no more bad movies, no tunes that are stinkers and for records nothing but hits.

Even the neophyte knows all the doctoring in the world cannot make a hit out of a klunker, but on the other hand, there are certain ingredients in the success prescription that make a good tune healthy sooner. To our way of thinking, here are some of those ingredients:

1. The record companies' A & R Department must make a wise selection from the many tunes they are exposed to.
2. The publishers must be conscientious in recommending tunes for record companies to record.
3. The companies must pick the artist best suited for the type of material selected.
4. The actual recording session must be near perfection.
5. The artist must turn in a good performance.

That should do it. But the chances for success are enhanced if to the prescription is added:

1. Support by the writer, the artist, the publisher and the record manufacturer in the form of:
 - (a) Advertising—both trade paper and consumer.
 - (b) Radio and television commercials and plugs via sponsored and unsponsored shows.
 - (c) Favorable publicity and reviews in newspapers and magazines.
 - (d) Plays by Disc Jockeys and juke boxes.

Most important, the record should be in ample supply at the point of purchase, be backed up at the dealer level with reminder display material such as window streamers, hangers, etc.

Last, but not least, there must be an overall enthusiasm on the part of all who can contribute to the making or breaking of the tune.

To test the efficacy of this prescription for six weeks starting June 18, RCA Victor is taking a full dose of this medicine, but even after all the ingredients in the prescription are compounded, the success of the record or records is dependent on Joe E. Public's likes and dislikes and the way the patient is handled.

Be sure to serve up to Joe E. Public starting June 18 the Dinah Shore records you'll hear about next week and see between ourselves if we cannot make the prescription do what it is supposed to do—make a hit.

The stars who make the hits
are on

RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
4. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
5. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)

Best Selling Albums

1. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
2. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127

Another BMI Pin-Up Hit!
"MUSIC IN MY HEART"
Published by Regent Recorded by
Martin Sisters (London)
Martha Tilton (Coral)
Harry Babbitt (Mercury)
Harry Geller (Columbia)
Alexander Brothers (Columbia)
Ken Griffin
Licensed exclusively by
BROADCAST MUSIC, INC.

A Solid Ballad Hit!
COME BACK TO ANGOULEME
MILLER MUSIC CORPORATION

"I WON'T CRY ANYMORE"
Col.—Tony Bennett
Cor.—Georgie Auld
Dec.—Eileen Wilson
Jub.—Dick Brown
Mer.—Dinah Washington
MGM.—Billy Williams
Roost.—Jimmy Scott

United Music CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

VANITY
A TRULY GREAT SONG!
JEFFERSON MUSIC CO., INC.
1619 Broadway
New York 19, N. Y.

LOVE ME
The Great Victor Young Ballad—
Recorded by **RAY BARBER**
MERCURY
WORDS & MUSIC, Inc.

3. **GUYS AND DOLLS**
Original Cast, Dec(78)DA-825, (45)9-203, (33)DL-8036

CHICAGO

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
3. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300, ASCAP (La Donna E Mobile)
4. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127

LOS ANGELES

Best Selling Pop Singles

1. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
3. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. **BE MY LOVE**
M. Lanza, V(78)10-1561, (45)49-1353 ASCAP (I'll Never Love You)
5. **MY TRULY TRULY FAIR**
G. Mitchell-M. Miller, Col(78)39415, (45)-4-39415, (33)3-39415 ASCAP (Who Knows Love)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

DETROIT

Best Selling Pop Singles

1. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
4. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
5. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **CARNEGIE HALL JAZZ CONCERT Vol.1 & 2**
B. Goodman, Col(33)SL-160

NEW ORLEANS

Best Selling Pop Singles

1. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
4. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **LULLABY OF BROADWAY**
Doris Day, Col(78)C-235, (45)B-235, (33)-CL-6168

SEATTLE

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
4. **MISTER AND MISSISSIPPI**
Dennis Day, V(78)20-4140, (45)47-4140 (Trinket of Siny Gold)
5. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **CARNEGIE HALL JAZZ CONCERT Vol.1 & 2**
B. Goodman, Col(33)SL-160

DALLAS-FORT WORTH

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
4. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
5. **APOLOGIZE**
B. Eckstine, MGM(78)10903, (45)K-10903 ASCAP (Bring Back the Thrill)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

ATLANTA

Best Selling Pop Singles

1. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
2. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
3. **UNLESS**
E. Fisher-H. Winterhalter, V(78)20-4120, (45)47-4120 ASCAP (I Have No Heart)
4. **MOCKIN' BIRD HILL**
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
5. **MOCKIN' BIRD HILL**
R. Morgan, Dec(78)27444, (45)9-27444 ASCAP (Flying Eagle Polka)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **LULLABY OF BROADWAY**
Doris Day, Col(78)C-235, (45)B-235, (33)-CL-6168

PITTSBURGH

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **MY TRULY TRULY FAIR**
G. Mitchell-M. Miller, Col(78)39415, (45)-4-39415, (33)3-39415 ASCAP (Who Knows Love)
4. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
5. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

BOSTON

Best Selling Pop Singles

1. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
4. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
5. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
2. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
3. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

DENVER

Best Selling Pop Singles

1. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **ON TOP OF OLD SMOKY**
P. Faith-B. Ives, Col(78)39328, (45)-4-39328, (33)3-39328 BMI (Syncopated Clock)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **SOUTH PACIFIC**
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180
3. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

ST. LOUIS

Best Selling Pop Singles

1. **ROSE, ROSE, I LOVE YOU**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
2. **SOUND OFF**
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
3. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
5. **LOVELIEST NIGHT OF THE YEAR**
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

VOX JOX

Continued from page 18

Gordon Thomas, WTMJ, Milwaukee, pioneered raising gourd plants in Wisconsin nine years ago via special spring offers of free gourd seeds to listeners. He drew 17,383 requests for "Gordy's Gorgeous Gourds" this year during his two-week offer.

Music Madness Please

If there's an old Larry Clinton waxing in your library, preferably the "Dipsy Doodle," here's a new line of chatter to go with the platter. The ork leader has turned scribe and one of his first yarns appears in the August issue of "Thrilling Wonder Stories," a science fiction mag. Story tagged, "No Dipsy for Dix," is about a "real dipsy character" trumpet player who starts blowing supersonic sounds on his horn to the delight of the band's manager and dismay of the U. S. Secret Service.

MGM Bally Given Ezio Pinza Tune

NEW YORK, June 9.—The heavy play given to the oldie ballad, *Everything I Have Is Yours*, in the second Ezio Pinza flick, *Strictly Dishonorable*, is kicking off a large-scale promotion campaign to be staged by MGM Records for the re-release of the Billy Eckstine dishing of the tune. Both the flick and the Eckstine platter will be re-released in July.

The diskery promotional efforts will be combined with those of the MGM film company and the MGM music pubbing firm, Robbins. Publisher reps will work with diskery distributors in promoting the Eckstine records, while preliminary MGM Records plans call for sending the platter to 1,600 disk jockeys and the printing of point-of-sale display material.

PHILADELPHIA

Best Selling Pop Singles

1. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
3. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **MOCKIN' BIRD HILL**
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)
5. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **TREE GROWS IN BROOKLYN** (Eight Records) Original Cast, Col(78)MM-1000, (45)A-1000, (33)ML-4405
3. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

WASHINGTON, D. C.

Best Selling Pop Singles

1. **HOW HIGH THE MOON**
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. **TOO YOUNG**
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **JEZEBEL**
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
4. **ON TOP OF OLD SMOKY**
Weavers-T. Gilkyson, Dec(78)27515; (45)-9-27515 BMI (Across the Wide Missouri)
5. **MY TRULY TRULY FAIR**
G. Mitchell-M. Miller, Col(78)39415, (45)-4-39415, (33)3-39415 ASCAP (Who Knows Love)

Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza, C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

BOB MERRILL'S LATEST NOVELTY SENSATION
"My Truly, Truly Fair"
SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

A GREAT BALLAD A GREAT RECORD
BILL DARNELL
(Coral 60480)
sings
"IF YOU WERE THERE"
ED KASSNER MUSIC CO., INC.
1619 Broadway New York City

"FAST FREIGHT"

"BEAUTIFUL BROWN EYES"

"CHRISTOPHER COLUMBUS"

AMERICAN MUSIC, INC
1576 B'way N. Y. • 9109 Sunset Blvd • Hollywood
CO 5-7880 CR 1-5254

MUSIC BOURNE TO LIVE
The big summer hit! **PERRY COMO'S "THERE'S NO BOAT LIKE A ROWBOAT"**
RCA Victor 20-4158
BOURNE, Inc. 190-7th Ave. N.Y.N.Y.

NORMAN GRANZ



HITS!



Also
"PASTEL"
and
"ALL OF ME"
MERCURY 8941

ILLINOIS JACQUET

"COTTONTAIL"
FLIP SIDE
"WRAP YOUR TROUBLES IN DREAMS"
MERCURY 8945



JOHNNY HODGES

AND HIS ORCHESTRA

IT'S A HIT!

"CASTLE ROCK"

FLIP SIDE

"JEEP'S BLUES"

MERCURY 8944 • 8944X45

ALSO AVAILABLE

"RABBIT'S BLUES"

FLIP SIDE

"SOMETHING TO PAT YOUR FOOT TO"

MERCURY 8937



OSCAR PETERSEN

"HOW HIGH THE MOON"
FLIP SIDE
"NAMELESS"
MERCURY 8943



"FLIP" PHILLIPS

WITH MACHITO & ORCHESTRA

"BUCABU"

FLIP SIDE

"SONORO"

MERCURY 8947



Also
"POLKA DOTS & MOONBEAMS"
and
"UP'N ADAM"
MERCURY 6927

LESTER YOUNG

"A FOGGY DAY"

FLIP SIDE

"DOWN'N ADAM"

MERCURY 8946

MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA





Singing and Playing

HOW CAN I BELIEVE IN YOU

coupled with . . .

CRYING HEART BLUES

RCA VICTOR 21-0478, 48-0478

RCA VICTOR Records

SELLING A SONG A SINGER, A RECORD

NO one can sell a product who "doesn't have it" to start with.

YOU have'ta have it, too. Have what? The confidence to back up your talent, your tune, your product.

CHEAP is the word for disillusion. You get what you pay for.

BUT PUBLICITY ALWAYS PAYS

(Ask the ones who bask in it)

TIM Gayle 451 Wrightwood, Chicago 14, Ill.

Let Today's TOP TUNES

HELP YOU SELL!

The top 20 tunes each week from The Billboard



Order form with fields for name, address, city, state, phone, and pricing table.



Lorry Raine sings "WHY CRY (Why Cry the Way You Do)" and "SOMETIME, SOMEWHERE"

Exclusive Personal Management: TIM GAYLE 451 Wrightwood, Chicago 14

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Records

Based on reports received June 6, 7 and 8

Records listed are those receiving the greatest play in the nation's juke boxes.

Table with columns: POSITION, Weeks, Last, This, and Record details including title, artist, and label.

King Records Inc. logo and list of top selling artists including The Dominoes, Lucky Millinder, Earl Bostic, etc.

Columbia Records advertisement: The House of Stars HEADQUARTERS FOR THE HITMAKERS

London Records advertisement: LONDON RECORDS

Tempo Record Co. advertisement: PLAY BALL! and BROTHER BONES

Research Craft Co. advertisement: RECORD PRESSING

THE BILLBOARD Music Popularity Charts

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Billy Walker (Columbia) is touring four Southern States for a month. He started May 28 at **Joe Cotton's Rhythm Ranch**, Atlanta. **Ray Price** (Columbia) is currently working Florida and will follow the same route, according to **Jim Beck**, Dallas recording exec. . . . **Clyde Moody** (King) has left WBTM, Danville, Va., to join KWKH, Shreveport. He left his band in Danville. **Dee Stone** of Mutual records is now working on WBTM. . . . **Ann Jones** (King) has added a disk jockey show daily at WOAY, Oakhill, W. Va., to her week-end job at WWVA, Wheeling, W. Va. She reports that **Sleepy Jeffers**, d. j. at WTIP, Charleston, W. Va., is an expectant pappy. His wife is **Honey**, of **Honey and Sonny**, the Davis Twins of that station. The **Louvin Brothers**, formerly on Decca, are now with MGM. . . . **Murray Nash**, of Acuff-Rose, writes that **Clarence (Mac) McGarr**, country fiddle and mandolin soloist, died May 20 in Nashville. He was once featured on "Grand Ole Opry," Nashville. . . . **Roy Acuff** (Columbia) reports that business at his park, Dunbar Cave, Clarksville, Tenn., is way up over last year. He is using square dancing Tuesday and Friday nights, with round dancing Saturday. He is using names on Thursdays. The veteran duo of **Cliff and Bill Carlisle** is reunited after a separation of several years because of Cliff's entry into private business in Lexington, Ky. Brothers are working at WNOX, Knoxville. . . . **Boudleaux Bryant** and his wife, **Felice**, who cover the South for **Nat Tannen**, the Gotham pubber, recently cut their first session for MGM. The Bry- (Continued on page 76)

C&W Records To Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performance potential among the Country and Western records received this week.

HEY, GOOD LOOKIN' . . . Hank Williams . . . MGM 11000
DON'T FOOL AROUND WITH CALICO, WHEN YOU HAVE SILK AT HOME . . . OUR OLD CAPTAIN . . . Stuart Hamblen . . . Columbia 20827

A GREAT SONG

by a

GREAT ARTIST

WILF CARTER

(Montana Slim)

sings

"SICK, SOBER & SORRY"

Victor 21-0477 (48-0477)

Also On

Columbia (20808) by Johnny Bond
Intro (6013) by Tommy Duncan



RED RIVER SONGS

1001 No. Lincoln St. Burbank, Calif.

ELTON BRITT'S GREAT RECORD OF

LOOKIN' AROUND

RCA VICTOR 20-0473

TANNEN MUSIC, INC.

146 West 54 St., New York 19

Most Played Juke Box Folk (Country & Western) Records

... Based on reports received June 6, 7 and 8

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
7	1	1	1. I WANT TO BE WITH YOU ALWAYS	L. Frizzell Col(78)20799; (45)4-20799; (33)3-20799—BMI
10	3	2	2. KENTUCKY WALTZ	E. Arnold V(78)21-0444; (45)48-0444—BMI
15	2	3	3. RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)48-0431—BMI
5	9	4	4. DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter V(78)21-0441; (45)48-0441—BMI
4	4	5	5. HOWLIN' AT THE MOON	H. Williams MGM(78)10961; (45)K-10961
13	5	5	5. COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BMI
2	6	7	7. I CAN'T HELP IT	H. Williams MGM(78)10961; (45)K-10961
1	—	8	8. LET'S LIVE A LITTLE	Carl Smith Col(78)20796; (45)4-20796; (33)3-20796—BMI
9	—	9	9. BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus Cap(78)1393; (45)F-1393—BMI
6	9	10	10. BLUEBIRD ISLAND	H. Snow V(78)21-0441; (45)48-0441—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category

1.	LET'S LIVE A LITTLE	C. Smith	Col 20796—BMI
2.	I CAN'T HELP IT	Hank Williams	MGM(78)10961; (45)K-10961
3.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476

Best Selling Retail Folk (Country & Western) Records

... Based on reports received June 6, 7 and 8

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

POSITION	Weeks Last This	to date Week Week	Record	Label
7	1	1	1. I WANT TO BE WITH YOU ALWAYS	L. Frizzell Col(78)20799; (45)4-20799; (33)3-20799—BMI
10	3	2	2. KENTUCKY WALTZ	E. Arnold V(78)21-0444; (45)48-0444—BMI
15	2	3	3. RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)48-0431—BMI

(Continued on page 85)

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received June 6, 7 and 8

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

POSITION	Weeks Last This	to date Week Week	Record	Label
10	1	1	1. I WANT TO BE WITH YOU ALWAYS	L. Frizzell Col(78)20799; (45)20799; (33)3-20799—BMI
16	3	2	2. RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)48-0431—BMI
2	—	3	3. LET'S LIVE A LITTLE	Carl Smith Col(78)20796; (45)20796; (33)3-20796—BMI
14	2	4	4. COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BMI
1	—	5	5. I CAN'T HELP IT	H. Williams MGM(78)10961; (45)K-10961
5	5	6	6. KENTUCKY WALTZ	E. Arnold V(78)21-0444; (45)48-0444—BMI
1	—	7	7. MISTER AND MISSISSIPPI	Tennessee Ernie Cap(78)1521; (45)F-1421—ASCAP
3	—	8	8. HOWLIN' AT THE MOON	Hank Williams MGM(78)10961; (45)K-10961
8	7	9	9. STRANGE LITTLE GIRL	Cowboy Copas King(78)951; (45)45-951—ASCAP
33	9	10	10. I LOVE YOU A THOUSAND WAYS	L. Frizzell Col(78)20739; (33)3-20739; (45)4-20739—BMI

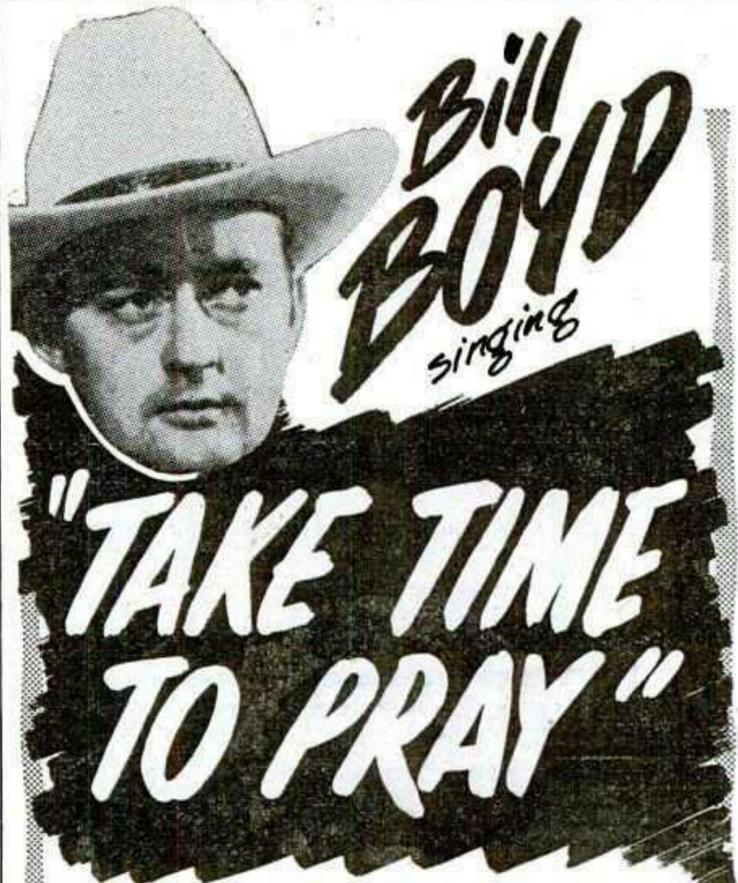
Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category

1.	I LOVE MY LITTLE YO-YO	W. Raney	King 939
2.	HOBO BOOGIE	R. Foley	Dec(78)46304; (45)9-46304
3.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521

Advance Folk (Country & Western) Record Releases

Angels Rock Me to Sleep—B. Monroe (Swing Low) Dec 46325
Bless Your Little Ol' Heart—Skeets McDonald (Today I'm) Cap 1570
Coal Mine Pony—F. Porter (Ol' Fiddler) MGM 11002
Crossroads—J. Ricks (Get Your) Col 20826
Dirty Mistreater—S. Hogg (Miss Georgia) Mer 8235
Don't Fool Around With Calico, When You Have Silk at Home—S. Hamblen (Our Old) Col 20827
Evalina—C. Allen (I Can't) Dec 46324
Garden of Roses Album—Sons of the Pioneers (3-7") V (45)WP-309—Bring Your Roses to Her Now; Mexicali Rose; Moonlight and Roses; Room Full of Roses; Roses; San Antonio Rose
Get Your Kicks—J. Hicks (Crossroads) Col 20826
(Continued on page 82)



Backed by "WILL YOU BE MINE"

By BILL BOYD and TERRY LEA
78 RPM 21-0475 — 45 RPM 48-0475

BILL BOYD'S Current Best Sellers

- 21-0455 WAXAHACHIE DISHWASHER BOY (48-0455) WHEN I'M BESIDE YOU (duet with Terry Lea)
- 21-0433 DEAR JOHN (48-0433) BOOGIE BOTTOM BOOGIE

RCA VICTOR Records

Margaret WHITING and Jimmy WAKELY have just recorded the hit tune on Capitol Record "WHY AM I LOSING YOU?" by the writer of My Happiness

Also recorded by Dave Thomas on Sweetheart Record with Music under the Direction of Don Roth
BREAKING FOR A HIT IN THE MIDDLE WEST

ATTENTION, JUKE BOX OPERATORS

"Why Am I Losing You?" is getting top play in juke boxes. Order your records today.

published by

HAPPINESS HOUSE, Music Publishers

4234 N. Grand

Kansas City, Mo.

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Rhythm & Blues Records

... Based on reports received June 6, 7 and 8

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 | Last | This to date | Week | Week

6	1	1.	ROCKET 88	J. Brenston	Chess 1458—BMI
3	2	2.	60 MINUTE MAN	Dominoes	Federal 12022—BMI
7	7	3.	TEND TO YOUR BUSINESS	J. Wayne	Sittin' In 588
4	4	4.	TOO YOUNG	Nat "King" Cole	Cap(78)1440; (45)F-1449—ASCAP
7	8	4.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-110903—ASCAP
2	3	6.	DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
2	—	7.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)1451—ASCAP
8	—	8.	DO SOMETHING FOR ME	Dominoes	Federal 12001—BMI
2	—	9.	WEAK MINDED BLUES	L. Jordan	Dec(78)27547; (45)9-27547
1	—	10.	I'M A NIGHT OWL (Parts I & II)	L. Fulson	Swingtime 243

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received June 6, 7 and 8

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

10	1	1.	CHICA BOO	L. Glenn	Swingtime 254—BMI
6	3	2.	ROCKET 88	J. Brenston	Chess 1458—BMI
19	2	3.	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
1	—	4.	TOO YOUNG	King Cole	Cap(78)1449; (45)F-1449—ASCAP
6	4	5.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
5	8	6.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
7	5	7.	I WILL WAIT	Four Buddies	Savoy 769—BMI
1	—	8.	I'D RATHER DRINK MUDDY WATER	Grant (Mr. Blues) Jones	Dec(78)48192; (45)9-48192
4	6	9.	60 MINUTE MAN	Dominoes	Federal 12022—BMI
1	—	9.	WHAT A FOOL I WAS	P. Mayfield	Specialty 400—BMI

4 BIG HITS from THE SIGN OF THE BEST SELLER

1 AVAILABLE ON 45 RPM
LOYD GLENN'S
Sensational "CHICA-BOO"
ST #45-254
ST 254 BACKED WITH
"JUNGLE TOWN JUBILEE"

2 **LOWELL FULSON**
"I'M A NIGHT OWL"
PART 1 & 2 ST 243

3 **RAY CHARLES**
"ALL TO MYSELF"
ST 249 BACKED WITH
"I WONDER WHO'S KISSING HER NOW"

4 **JIMMY McCRAKLIN**
"I'M GONNA HAVE MY FUN"
ST 264 BACKED WITH
"TRUE LOVE BLUES"

See your local Distributor or write direct

Swing Time RECORD DIST. CO.
3427 So. San Pedro Ave.
Los Angeles 11, Calif.

DOT Continues HOT

2 HITS BACK TO BACK GRIFFIN BROS.' Orch. Sensational New Release

"TRA-LA-LA"

vocal by TOMMY BROWN and

"HOPPIN'"

DOT #1060

Initial Orders in 1st Week far surpass sales of "LITTLE RED ROOSTER."
Order Maximum and Get HOT with DOT.

DOT RECORDS, INC.

GALLATIN, TENN. PHONES: 880-881

ATTENTION! OPERATORS • DEALERS HOTTEST RACE AND RHYTHM RECORDS

TEND TO YOUR BUSINESS	James Wayne	Sit. 588
MY BABY'S GONE	B. B. King	R.P.M. 318
PRAYING GROUND BLUES	Lightning Hopkins	Sit. 599
PREACHING & HOT ROD	Julian Dash	Sit. 600
QUEEN BEE	John Lee Hooker	Mod. 814
AT LAST—HOME IN THE SKY	Herb Lance	Sit. 603
T99 BLUES	Jimmie Nelson	R.P.M. 325
THE THRILL IS GONE	Roy Hawkins	Mod. 826
FEELING BLUE & LOW	Arbae Stidham	Sit. 606
I'VE BEEN LOST	Little Willie Littlefield	Mod. 801
BAD JOHN PT. 102	J. J. Jones	Sit. 604
SHE'S DYNAMITE	B. B. King	R.P.M. 323
YOU BETTER CHANGE YOUR WAYS	Clarence Jolly	Sit. 605
PLEASE MY DARLING	Joe Fritz	Sit. 602
AIN'T NOBODY'S BUSINESS	Jimmy Witherspoon	Mod. 808

25 or more records shipped C.O.D. at dealer's price of 55¢ per record.
DISTRIBUTORS OF SITTING IN, MODERN, PREMIUM, GOSPEL, JADE AND R.P.M.

BOMAC RECORD DISTRIBUTORS, INC.

733 11TH AVE. Plaza 7-7815 NEW YORK 19

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Derby Records' thrush, Betty McLaurin, skedded for a Birdland, New York, date next. The diskery inked the Eddie Wilcox big band to a term paper. The Wilcox ork is built on a foundation of the old Jimmie Lunceford library.

Earl Bostic, Dizzy Gillespie and Joe Thomas will head the musical array for the first annual jamboree of the Philadelphia Musicians' Union, Local 274, AFM, set for Reynolds' Hall June 23. Alto saxist Jimmy Heath built a unit of "Dizzy Gillespie Ex-Sidemen," bowing at the Zanibar, Philadelphia, with Charles (Specs) Wright, drums; John Coltrane, tenor sax, and James For-

(Continued on page 75)

R & B Records To Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performance potential among the rhythm and blues records received this week.

WHEN I LOST YOU MGM 10995
Ivory Joe Hunter

MY SUMMER'S GONE Savoy 789
Four Buddies

• Rhythm & Blues Record Releases

Abilene—Lightnin' Hopkins (Miss) Aladdin 3096
Always—Earl Bostic (How Could) King 4454
At Last—The Majors (You Ran) Derby 763
Baby, What's Wrong—Piano Red (Layin') V 22-0130
Bad Luck Child—Joey Thomas (Sarah) Dec 48215
Be Fair to Me—Billie Holiday (Detour) Aladdin 3094
Blow, Lynn, Blow—Lynn Hope (Blue) Aladdin 3095
Blue Moon—Lynn Hope (Blow) Aladdin 3095
Bradshaw Boogie—T. Bradshaw (Walkin' the) King 4457
Can't Sleep—Dan Grissom (Like a) Regent 1038
Changeable You—Little Jimmy Scott (Story of) Roost 616
Detour Ahead—Billie Holiday (Be Fair) Aladdin 3094

(Continued on page 82)

A Surprise Moneymaker!

"BLUE AND LONESOME"

by KING PERRY #398

Specialty records

THE BILLBOARD RATES

(June 9, 1951 issue)

LYNN HOPE

"BLUE MOON" AL 3095
"BLOW, LYNN, BLOW"

84

ACROSS THE BOARD

"CATCHY BEAT and a SURE MONEY-GETTER"



GREAT, GREAT, GREAT

The Greatest LITTLE ESTHER-MEL WALKER Record EVER MADE!

By the Original "I DREAM" Regent #1036
J. Otis ORCH.

"HANGOVER BLUES"

A Great Johnny Otis Instrumental
IT ROCKS! IT ROLLS! IT JUMPS! IT BOUNCES!

REGENT RECORDS, Inc. 58 MARKET STREET NEWARK 1, NEW JERSEY

SAVOY'S NEW HIT RELEASES!

SAVOY #785
BOOGIE GRUNT RED, RED WINE

by MILT BUCKNER and his BEALE ST. GANG, featured pianist with Lionel Hampton Orch.

SAVOY #784
BRING BACK MY LOVE I MUST BE OUT OF MY MIND

by Elmer Warner
A brand new artist with an unusual voice.
SAVOY #777
ON ITS WAY UP! GEE BABY

by J. OTIS ORCH. Vocal by MEL WALKER

SAVOY #781
America's next #1 Hit!
STACKED DECK MERCY, MERCY

by Billy Wright
SAVOY #769
CLIMBING FAST! I WILL WAIT

by the Four Buddies
SAVOY #766
Making all the Polls!
ROCKIN' BLUES

by J. OTIS ORCH. Vocal by Mel Walker

Savoy RECORD CO., INC.

58 Market St., Newark 1, N. J.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

THE BILLBOARD Music Popularity Charts

• Advance Record Releases

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

POPULAR

- All Hands on Deck—Billy Cotton (Good Luck) London 1048
- Autumn Melody, An—Miss Hue Lee (Rose, Rose) Col 39420
- Bugle Swing—Gee Cee Trio (Scratch My) Sweet Tone 108
- Chesapeake and Ohio, The—Lindy Doherty (Forgetful) Cap 1569
- Choo Choo Samba—Edmundo Ros (Poco Loco) London 1040
- Crossroads—Jack Owens (Do the) Dec 27628
- Del Rio—Sammy Kaye (Would I) Col 39421
- Didn't Yer Mother Ever Tell Ya Nothin'—Owen Bradley (Mister Honky) Coral 60507
- Didn't Yer Mother Ever Tell Ya Nothin'—Ralph Marterie (You Better) Mer 5657
- Do the Pines Grow Green in the Valley?—Jack Owens (Crossroads) 27628
- Early American—Nat King Cole (My Brother) Cap 1565
- Eleanor—Stanley Black (Mary Rose) London 1001
- Everyone Is Welcomed in the House of the Lord—The Mariners (Only, Only) Col 39422
- Fiddlin' Below the Border—Xavier Cugat (Rhumba Cocktail) Col 39417
- Forgetful—Lindy Doherty (The Chesapeake) Cap 1569
- Gang That Sang Heart of My Heart, The—Frankie Laine (You Left) Mer 5656
- Goodbye—Meredith Howard (Ten Minutes) Mer 8237
- Good Luck, Good Health, God Bless You—Billy Cotton (All Hands) London 1048
- Good Luck, Good Health, God Bless You—Evelyn Knight (Oh How) Dec 27625
- Happy Valley—Dick James (My Truly) London 1050
- He Bought My Soul at Calvary—Red Foley—Andrews Sisters (It Is) Dec 14566
- Hello, Mom? It's Me, I'm Home—Johnny Corvo (There's a) Clipper 1010
- Hoppy Topper and Me—Margaret Whiting (This Little) Cap 1566
- I Can See You—Don Cherry (My Life's) Dec 27626
- I Can't Get a Word in for the Music—Billy Cotton (Two Little) London 928
- I Get Ideas—Peggy Lee (Tonight You) Cap 1573
- I Need You—Buddy Johnson (We'd Only) Dec 27627
- If You Turn Me Down—Bobby Wayne (Let's Make) London 1078
- I'm Gonna Take a Trip to Loveland—Peter Uryga (Swinging On) Sweet Tone 105
- I'm in Love Again—Andrews Sisters (It Never) Dec 27635
- I'm Living Alone and I Like It—Sophie Tucker (Never Let) Mer 5651
- It Is No Secret—Andrews Sisters—Red Foley (He Bought) Dec 14566
- It Never Entered My Mind—Andrews Sisters (I'm in) Dec 27635
- It Never Happen' to Me—Edmundo Ros (Mary Ann) London 1049
- It Was Wonderful—Jeanne Rand (When You're) Sweet Tone 110
- I've Got To Fall in Love Again—Guy Lombardo (Mine) Dec 27624
- Jug of Wine—Tony Fontane—Smith Bros. (Losing You) Mer 5660
- Just a Few Miles From Home—Ray Smith (Rose of) Coral 60509
- Laughing Polka—Polo Accordion Quartet (Sunrise Polka) Polo 155
- Let's Make Up Your Mind—Bobby Wayne (If You) London 1078
- Lonesome and Sorry—Ziggy Elman (Zig's Polka) MGM 11001
- Losing You—Tony Fontane (Jug of) Mer 5660
- Mary Ann (Calyppo Samba)—Edmundo Ros (It Never) London 1049
- Mary Rose—Stanley Black (Eleanor) London 1001
- Mine—Guy Lombardo (I've Got) Dec 27624
- Mine and Mine Alone—Helen O'Connell (Wonder Why) Cap 1568
- Mister Honky-Tonk—Owen Bradley (Didn't Yer) Coral 60507
- Music in My Heart—Alexander Bros. (The Same) Mer 5653
- My Brother—Nat King Cole (Early American) Cap 1565
- My Life's Desire—Don Cherry (I Can) Dec 27626
- My Life's Desire—Doris Day (Shanghai) Col 39423
- My Lonely House—Allen Greene (This Must) Mer 8236
- My Mother's Lullaby—Harry Dawson (You Are) London 1037
- My Truly Fair—Dick James (Happy Valley) London 1050
- Never Let the Same Dog Bite You Twice—Sophie Tucker (I'm Living) Mer 5651
- Oceana Roll, The—Teresa Brewer (The Wang) London 1083
- Oh, How I Love You—Evelyn Knight (Good Luck) Dec 27625
- Only, Only You—The Mariners (Everyone Is) Col 39422
- Parted—Harry Dawson (Rose in) London 1036
- Poco Loco in the Coco—Edmundo Ros (Choo Choo) London 1040
- Pretty Eyed Baby—Ray Anthony (Truly, Truly) Cap 1583
- Remembering—Korla Pandit (They Say) Vita 220
- Rhumba Cocktail—Xavier Cugat (Fiddlin' Below) Col 39417
- Rose in the Bud—Harry Dawson (Parted) London 1036
- Rose of Old Monterey—Ray Smith (Just a) Coral 60509
- Rose, Rose, I Love You—Miss Hue Lee (An Autumn) Col 39420
- Same Old Me, The—Alexander Bros. (Music in) Mer 5653
- Scratch My Back—Gee Cee Trio (Bugle Swing) Sweet Tone 108
- Shanghai—Doris Day (My Life's) Col 39423
- Sophisticated Swing—Russ Morgan (The Wang) Dec 27629
- Sunrise Polka—Polo Accordion Quartet (Laughing Polka) Polo 155
- Swinging on the Old Veranda—Peter Uryga (I'm Gonna) Sweet Tone 105
- Ten Minutes More—Meredith Howard (Goodbye) Mer 8237
- There's a Big Blue Cloud—Johnny Corvo (Hello Mom?) Clipper 1010
- They Say—Korla Pandit (Remembering) Vita 220

- This Little Piggie Went to Market—M. Whiting (Hoppy Topper) Cap 1566
- This Must Be Love—Allen Greene (My Lonely) Mer 8236
- Tonight You Belong to Me—Peggy Lee (I Get) Cap 1573
- Truly, Truly Fair—Ray Anthony (Pretty Eyed) Cap 1583
- Two Little Men in a Flying Saucer—Billy Cotton (I Can't) London 928
- Vanity—Tony Fontane (The Wondrous) Mer 5659
- Wang Wang Blues, The—Teresa Brewer (The Oceana) London 1083
- Wang Wang Blues, The—Russ Morgan (Sophisticated Swing) Dec 27629
- We'd Only Start It All Over Again—Buddy Johnson (I Need) Dec 27627
- When You're in Love—Jeanne Rand (It Was) Sweet Tone 110
- Wonder Why—Helen O'Connell (Mind and) Cap 1568
- Wondrous Word, The—Tony Fontane (Vanity) Mer 5659
- Would I Mind?—Sammy Kaye (Del Rio) Col 39421
- You Are My Destiny—Harry Dawson (My Mother's) London 1037
- You Better Stop Telling Lies About Me—Ralph Marterie (Didn't Your) Mer 5657
- You Left Me Out in the Rain—Frankie Laine (The Gang) Mer 5656
- Zig's Polka—Ziggy Elman (Lonesome and) MGM 11001

POPULAR ALBUMS

- Billy Eckstine Favorites Album (1-10") MGM (33)E-548—Bewildered; Blue Moon; Caravan; Everything I Have Is Yours; Fool That I Am; I'm Falling for You; My Foolish Heart; Somehow
- Melodies of Fritz Kreisler Album—Carmen Cavallaro (1-10") Dec(33)DL-5320
- Piano Moods—Nat Brandwynne Album (1-10") Col (33)CL-6174—I Only Have Eyes for You; If I Could Be With You; La Petite Valse; Nice Work If You Can Get It; Object of My Affection; Pretty Baby; Theme From the Swedish Rhapsody; Sleepy Time Gal
- Piano Moods—Eddie and Rack Album (1-10") Col (33)CL-6176—Carioca; Dancing in the Dark; Night and Day; My Funny Valentine; Slaughter on 10th Avenue; Sophisticated Lady; Waltz in Swingtime; What Is There to Say; Why Can't You Behave
- Piano Moods—Max Miller Album (1-10") Col (33)CL-6175—Besame Mucho; Don't Blame Me; Embraceable You; I Can't Believe That You're in Love With Me; Liebestraum; Lower; Rose Room; St. Louis Blues
- Romance Album—Peter Yorke (The Music of Victor Herbert) (1-10") Dec(33)DL-5311

RELIGIOUS

- Ashamed to Own the Blessed Savior—Bailes Bros. (Somebody's Praying) King 962
- Church of God, The—Rocky Mountain Boys (Under the) Mutual M-212
- Father I Pray—R.S.B. Gospel Singers (Oh What) Col 30243
- God Will Take Care of You—Gay Sisters (I'm Goin') Savoy 4025
- I'm Goin' To Talk Out in His Name—Gay Sisters (God Will) Savoy 4025
- In This World Alone—Five Blind Boys (Old Ship) Peacock 1552
- Let's Pray for Peace—Peggy Marshall Singers (Saint Catherine) Alvin 1650
- Oh What a Time—R.S.B. Gospel Singers (Father I) Col 30243
- Old Ship of Zion—Five Blind Boys (In This) Peacock 1552
- Rock of Ages, Hide Thou Me—Sisters Jessie Mae Renfro (A Wonderful) Peacock 1571
- Saint Catherine—Peggy Marshall (Let's Pray) Alvin 1650
- Somebody's Praying for You—Bailes Bros. (Ashamed to) King 962
- Under the Shadow of His Wings—Rocky Mountain Boys (Church of) Mutual M-212
- Wonderful Saviour—Sister Jessie Mae Renfro (Rock of) Peacock 1571

INTERNATIONAL

- Cheer Up Polka—Ray Henry (Rolly Polly) Dana 3056
- Dynamite Polka—Ray Henry (Home Run) Dana 3055
- Helcia—Gene Wisniewski (Z Brooklyna) Dana 728
- Home Run Polka—Ray Henry (Dynamite) Dana 3055
- Rolly Polly Polka—Ray Henry (Cheer) Dana 3056
- Tecca—Ray Henry (Wesole) Dana 729
- Wesole Muzykanty—Ray Henry (Tecca) Dana 729
- Z Brooklyna Dziewczyna—Gene Wisniewski (Helcia) Dana 728

CHILDREN

- A-Hunting We Will Go—Tom Glazer (Parts 1 & 2) Young People's Records 505
- Circus Day Parade, The—Percy Faith (The Happy) Col MJV-111
- Happy Calliope Song, The—Percy Faith (The Circus) Col MJV-111
- Little Turtle—The Moon Is the North Wind's Cookie—Burl Ives (The Lollipop) Col MJV-110
- Lollipop Tree, The—Burl Ives (The Little) Col MJV-110
- Walk in the Forest, A (Parts 1 & 2)—David Pfeffer—Charles Lichter, Young People's Records 805

HOT JAZZ

- Four Brothers — Marion McPartland Quintet (Liebestraum) Federal 12034
- Liebestraum—Marion McPartland Quintet (Four Brothers) Federal 12034
- Satchmo at Symphony Hall Album—Louis Armstrong and All Stars, Jack Teagarden, Barney Bigard, Dick Cary, Sidney Catlett, Arvell Shaw, Velma Middleton (2-12") Dec(33)DX-108

THE BILLBOARD Music Popularity Charts

• Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined

Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

- EDMUNDO ROS ORK**
Poco Loco in the Coco LONDON 1040—Bright samba dishing of the novelty. 72--73--71--72
- Choo Choo Samba** A good instrumental. 72--73--71--72
- EDMUNDO ROS ORK (Ros Childs)**
Mary Ann LONDON 1049—For the samba dancers this is okay fare, but as vocal calypso material it's just so-so despite the bright Ros vocal. 69--71--68--69
- It Never Happen' to Me** Pop calypso gets a mildly interesting reading from Ros. Not strong enough to buck Peggy Lee. 71--73--70--71
- BILLY COTTON ORK (Alan Breeze-Bandits)**
Two Little Men in a Flying Saucer LONDON 928—Laugh provoking material here as Cotton, Breeze and falsetto-voiced "femme" group combine on the lyrics. Heavy English accent, however, detracts. 68--74--65--65
- I Can't Get a Word in for the Music** More comedy material by the English show band. Gang-sing vocal on a breathless lyric should get some spins. Not so much cockney here. 73--76--71--72
- PEGGY MARSHALL SINGERS (Jack Ward)**
Let's Pray for Peace ALVIN 1650—Commendable dishing of a hymn-like tune is ably chanted by a mixed chorus. 63--68--60--60
- Saint Catherine** Miss Marshall takes the lead on this plea to the French Saint to "send me a husband." 72--74--72--70
- STANLEY BLACK ORK (Dick James-Stargazers-George Mitchell Choir)**
Eleanor LONDON 1001—Still another alternating verse and chorus ditty is capably handled by the Black ork, James and the vocal groups. Net result is an agreeable disk. 71--73--70--71
- Mary Rose** Attractive waltz ballad with a Tin Pan Alley sound is handed a lush reading by the chorus, James and ork. 73--75--71--73
- HARRY DAWSON (Mitchell Maids-Ray Martin Ork)**
You Are My Destiny LONDON 1037—Dawson, an okay tenor, makes his bow on the label accompanied by a full-blown femme choir. Material is a lilting waltz adaptation. 71--73--70--70
- My Mother's Lullaby** Another waltz, this one a minor-key opus is fluidly sung by Dawson. Crying alto solo played thru an echo chamber adds interest. 72--74--72--71
- BILLY COTTON ORK (Alan Breeze-The Bandits)**
All Hands on Deck LONDON 1048—Inconsequential material gets a rousing reading from the Cotton crew. 63--67--60--62
- Good Luck, Good Health, God Bless You** Doreen Stephens and Alan Breeze duet on this waltz. Reading is quite listenable. 72--73--70--72
- MARINERS**
Everyone Is Welcome in the House of the Lord COLUMBIA 39422—The Godfrey vocal quartet hands a spiritual-like reading to a tune with religious overtones. 73--75--72--71
- Only Only You** Group's interpretation of an attractive love ballad sounds a little too calculated. 71--72--70--71
- PAUL WESTON ORK (N. Luboff Choir)**
The Morningside of the Mountain COLUMBIA 39424—Striking new ballad has a quality of originality and freshness, elicited prettily by the Luboff choir and Weston ork in a sweet, romantic job. 86--86--86--86
- What Will I Tell My Heart** Strong ork-chorus job might break this standard revival thru; it's been threatening for weeks. 86--86--86--86
- XAVIER CUGAT ORK**
Rhumba Cocktail COLUMBIA 39417—Typical Cugat orking of a typical rumba. Should suit the dancers. 74--76--73--74
- Fiddlin' Below the Border** This is the violinists' exercise popularized by Jack Benny. Cugie has set it to a Latin-American beat. Neatly orchestrated as a round, the ditty could add up to one of the most salable of Cugat's recent waxings. 79--80--78--78
- MISS HUE LEE**
Rose Rose I Love You COLUMBIA 39420—This is the Chinese version that's supposed to have started it all. Ork is not too Oriental sounding, but Miss Lee's nasal-voiced chanting in her native tongue hands it the Eastern tag. Good for spins. 70--75--64--70
- An Autumn Melody** Combination here is Chinese voice, pop-sounding ork and Latin-American beat. Good for kicks. 65--74--60--62
- ROBERT MERRILL (Heni Rene Ork)**
My Life's Desire VICTOR 10-3426—The metopera warbler does a big, legit job with the melodic new plug ballad, abetted by a sock orking from Rene. 86--86--86--86
- Girls We Never Did Wed** A sensitive, touching, new drinking ballad in the Whiffenpoof school gets a grand go from Merrill, chorus and ork. 86--86--86--86
- FRAN WARREN (Hugo Winterhalter Ork)**
January, February, March VICTOR 20-4160—Miss Warren does a winsome job on this unusual, effervescent tune, in a sparkling Winterhalter ork-chorus setting. 85--86--84--83
- Any Time at All** Thrush is too subdued on this slow ballad. 72--73--73--71

(Continued on page 28)

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THE BILLBOARD Music Popularity Charts

Album and LP Reviews

POPULAR

A GARDEN OF ROSES—The Sons of the Pioneers (3-7") Victor (45)WP-309
Mexicali Rose; Bring Your Roses to Her Now; Roses; San Antonio Rose; Room Full of Roses; Moonlight and Roses.
The basic popularity of the Sons of the Pioneers should, in itself, account for a fair sale for this package. The addition of a batch of familiar "rose" ditties, sagebrush-scented variety, should add to the salability. Except for an up-tempo "San Antonio Rose," all the old favorites are done in a sentimental mood and feeling.

JUKES JOKES
OK for c. and w. Any one will do well spots.

ANNIVERSARY SONGS — Ken Griffin (1-10") Columbia (33) CL-6177
The Anniversary Waltz; When Your Hair Has Turned to Silver; Together; Wonderful One; Let Me Call You Sweetheart; Anniversary Song; Because; I Love You Truly.
Well-established as a purveyor of sentimentality, Ken Griffin won't let his followers down with this collection of ditties played in the tradition of the soap opera accompanists. Fact is, this dishing should do even better over the counter than did Griffin's earlier Christmas and Irving Berlin collections. In this instance a guitar soloist has been added. In sum, this is perfect fare for the Griffin buyers, the sentimentalists and even the rink owners.

MR. IMPERIUM—Ezio Pinza-Fran Warren-Johnny Green, Dir. (1-10") Victor (33) LM-61
Andiamo; My Love and My Mule; Let Me Look at You; You Belong to My Heart; September Song; Yesterday; One Night of Love; With a Song in My Heart.
The handsome basso applies the same heady combination of a great legit voice and magnetic personal charm to these songs from his "Mr. Imperium" pic that he utilized with such success in "South Pacific." The first three tunes listed above are new, written by Harold Arlen and Dorothy Fields for this picture. Of them, "Let Me Look at You" is by far the most likely, being a tender and poetic love song with much of the feeling of "Some Enchanted Evening." Pinza does a specially memorable job with it, as he also does with "September Song." Fran Warren acquits herself excellently on her duet chores on "Andiamo" and "Mule," singing in a show style reminiscent of Judy Garland. But it is Pinza's warmth and eloquence that will make this offering a popular album entry.

MUSIC OF VINCENT YOUMANS—Andre Kostelanetz Ork (1-12") Columbia (33)ML-4382
Hallelujah; Time On My Hands; Tea for Two; Carioca; Without a Song; Great Day; More Than You Know; Orchids in the Moonlight; Sometimes I'm Happy; I Know That You Know; Through the Years; Drums in My Heart.
Kostelanetz's concertized approach to pop music has plenty of melodic meat to dig into in the music of Vincent Youmans, one of the giants of Tin Pan Alley. Kosty manages to squeeze a dozen of Youmans' best known songs into this lush presentation. The set should prove a popular item with that sizable family crowd which goes for Kosty's kind of schmaltz.

SQUARE DANCES—Jim Magill & His Northern Ramblers (4-10") London LA-238
Here is an excellent square dance package. Album includes a well-produced, 48-page booklet which contains complete instructions, diagrams and sheet music. It corresponds with the music and calls on the four disks. Album itself is sturdily con-

structed with wood-post binding and is the box-type package. Calls are clearly given and music is excellent.

HOT JAZZ

SATCHMO AT SYMPHONY HALL—Louis Armstrong and The All Stars (2-12") Decca (33) DX-108
The combination which Armstrong toured with at the time he recorded this concert (played at Boston's Symphony Hall, November 30, 1947) had some well-known jazz virtuosi, but their styles didn't blend into anything with special character. As a result, when Louis, and possibly, Jack Teagarden aren't singing or playing, there are great lapses in this set of recordings. Barney Bigard plays his facile, rapid and dull clarinet; the late Sid Catlett, a fine swing drummer, plays long solos; Velma Middleton, a second-rate blues thrush, wastes wax. On Louis's own specialties—"Black and Blue," "High Society," "On the Sunny Side of the Street," "Muskrat Ramble"—the special excitement with which he always surcharges a performance is electric. But it owes strictly to him; the group of stars, plus excellent bassist Arvell Shaw and mediocre pianist Dick Cary, don't really blend behind him. Even Teagarden, whose tram and vocal specialties are standup stuff—"Lover," "Stars Fell on Alabama," and a couple of others—plays fancy obligatos in back of Louis in the collective numbers instead of the more fitting tailgate style. Despite this, there should be a considerable market for this wax, what with the renewed interest in swing and small combo jazz. Incidentally, the number listed as "King Porter's Stomp" is "Muskrat Ramble," and the one listed as "Muskrat Ramble" is actually "Mahogany Hall Stomp." There are 18 numbers in all—covering New Orleans, swing, blues and a pop or two.

JUKES JOKES
Not suitable. Selected portions will make fine programming.

COUNTRY & WESTERN

JIMMIE RODGERS SONGS SUNG BY ERNEST TUBB (1-10") Decca (33) DL-5336
Mother, Queen of My Heart; I'm Lonely and Blue; Why Did You Give Me Your Love; I'm Free (From the Chain Gang Now); Why Should I Be Lonely; Hobo's Meditation; Any Old Time; A Drunkard's Child.
Tubb, a proven fave in the country market, comes thru in expected style on this selection of tunes by the late Jimmie Rodgers. The songs have the flavor of the blues and the sincerity of a man who learned his material close to the root sources. Tubb, with the same sincerity and feeling, delivers them the way Rodgers meant them to be delivered.

JUKES JOKES
Not suitable. Good country air fare.

SEMI-CLASSICAL

SONGS OF OLEY SPEAKS—Margaret Speaks-Richard Bonelli-MGM Ork-Macklin Marrow, Cond. (1-10") MGM (33) E-550
The Hills of Kerry; On the Road to Mandalay; Lane to Ballybree; Star-Eyes; Little House of Dreams; The Prayer Perfect; Morning; Sylvia.
Oley Speaks is one of our foremost exponents of serious song writing. As the titles above reveal, he has produced quite an illustrious batch. The eight included here are done with taste and fluidity by Margaret Speaks, a niece to the composer and remembered for her long stretch on the Firestone weekly ailer, and Richard Bonelli, a vet of the Met and still a singer of merit. Macklin Marrow provides handsome, if modest, orchestral backings.

Alertness Is Selling Key ---Erlandson

NEW YORK, June 9.—Music merchants must continue to promote in order to keep selling. They must be fully informed of all governmental actions affecting their business and be prepared to evaluate and apply correctly the available information. These were the highlights of the annual message of Ray S. Erlandson, president of the National Association of Music Merchants.

Erlandson points out that music dealers are traditionally the "middle men" who must be equipped with the proper answers to consumer questions about price, supply and quality even though the merchant has no control over most of these factors. The message from the NAMM prexy also discusses the added complexities of retailing since the advent of new government price regulations.

Settle Col'bia B'port Strike

BRIDGEPORT, Conn., June 9.—After a three-day strike by 700 employees of the Columbia Records, Inc., plant here, members of Columbia Local 237, United Electrical Workers' Union, returned to work and ratified a new working contract, including a 5-cent-an-hour general pay increase. The one-year pact provides for a re-opener December 1 on all production employees' pay rates. They rejected an offer by the company for an improved pension plan with a wage reopener to cover hourly pay rates, but not piece work.

The wage increase brings the average hourly pay at the plant to about \$1.57, according to Kenneth E. Raine, secretary of Columbia Records, Inc. He stated that the 5 cents would bring wage increases since January, 1950, to the maximum 10 per cent allowed under wage stabilization orders. The average rate at that time was \$1.43, leaving room under the stabilization formula for total increases of 14.3 cents.

A package raise of approximately 4 cents was granted June 1, 1950, and another of approximately 5 cents last December 11, giving a remaining leeway of about 5 cents.

Lawlor Sells Iowa Terpery to Gaynor

CHICAGO, June 9.—Ike Lawlor, veteran park ballroom operator at Arnold's Park, Ia., has sold his operation there to Ed Gayner, Sioux City, Ia., lumber firm exec. Carl Thacker will act as manager of the park section for Gaynor.

Mayor Darlowe Oleson and his partner, Bern Storck of Riddota, Ia., who operate the Riddota Ballroom and a terpalace at Twin Lakes, Ia., have leased the ballroom in the park. The new management is putting a new roof on the terpery and a new floor, plus completely redecorating the spot. They are working Twin Lake Thursdays, the Riddota Saturdays and the roof ballroom six nights per week. Names are used on one-nighters during the summer at the roof garden in the park.

Lawlor's future plans are not known.

Eberly, O'Connell 1st Cap Dates Set

NEW YORK, June 9.—Capitol Records' first duet waxing sessions with Helen O'Connell and Bob Eberly have been set for June 28 and 29. The ex-Jimmy Dorsey vocalists will record here, with Harold Mooney handling the baton. The latter is being flown in from the Coast for this date.

The combination of Miss O'Connell, Eberly and Mooney is expected to result in diskings typical of the Dorsey band's work in pre-World War II days when all were with the same crew. Mooney is an ex-Dorsey arranger and will score the music for the upcoming waxings.

Record Reviews

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

Continued from page 27

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
TED BROOKS' ENSEMBLE (Henry Kimbrell) The Hot Guitar BAMA 2101—This is a zippy potpourri of the several guitar styles in the C & W and jazz field with Kimbrell serving as a vocal guide. There's everything from Rheinhardt to Paul and Hank Garland represented. Could do well.		78--80--77--78
Entitled A trivial bouncer is done neatly by Kimbrell and the Brooks' group.		63--65--60--65
VIVIEN GARRY (Knightingales-Dick Taylor Ork) The Popcorn Man SKYLARK 521—A pretty obvious novelty has its exploitable points but fails to provide anything of concern in the grooves. A clean-cut performance, tho.		58--66--50--58
The Old Carousel A vocal group goes it with a band making like a carousel thump on a lightweight novelty waltz.		53--55--50--55
DICK JAMES (Stargazers-Stanley Black Ork) Happy Valley LONDON 1050—James does what can be done with a routine bouncer with a tasty hand from the Black backing.		60--60--60--60
My Truly, Truly Fair Most fetching is this handsome coverage on the fast-stepping new folkie. James carries it vocally while Black enhances the whole with a superb orking and selection of tempo. But it's late.		72--75--70--72
BOBBY WAYNE (Dick Hayman Ork) Let's Make Up Your Mind LONDON 1078—Wayne turns in a first-rate job on a striking ballad, apparently imported from Canada. The Hayman orking rounds out a good disk.		78--80--77--77
If You Turn Me Down Wayne and Hayman got the feel of this breezy beat opus and have produced a splendid demonstration of the tune. The sturdy performance merits attention.		80--83--78--80
SOPHIE TUCKER (Harry Geller Ork-Ted Shapiro) I'm Living Alone and I Like It MERCURY 5651—Sophie Tucker here offers one of her staple items from her night club routine. Apparently drawn from an album she did, this one will not get air play but could draw juke coin.		73--NS--70--75
Never Let the Same Dog Bite You Twice Another of the great performer's floor pieces, also unsuited for radio, is projected handsomely.		73--NS--70--75
MARGARET WHITING (Lou Busch Ork) This Little Piggie Went to Market CAPITOL 1566—Sentimental oldie gets a warm revival effort from Miss Whiting.		83--85--82--81
Hoppy, Topper and Me Thrush registers with another warm lullaby, this one a new tune that utilizes the Hopalong Cassidy motif. A pretty number, could get pop and kid play.		84--86--84--83
NAT KING COLE (Les Baxter Ork) My Brother CAPITOL 1565—Cole comes thru with a touching rendition of a tolerance tune that hits home with melody and lyric. It's simple, doesn't preach.		85--86--84--83
Early American The companion piece is a love ballad with a little light patriotism woven in. Cole does his usual high-grade job, but the number isn't as direct as flip.		75--75--75--75
RAY ANTHONY ORK (Tommy Mercer) Truly, Truly Fair CAPITOL 1583—Mercer and ork cover the new click in an okay, folksy approach at a fast tempo.		75--76--74--74
Pretty Eyed Baby Mercer and band exchange responses on the rhythm novelty. Good enough rendition, but late.		72--73--72--71
LINDY DOHERTY (Lou Busch Ork) Forgetful CAPITOL 1569—Nothing special in Doherty's performance of a pretty ballad.		62--62--62--62
The Chesapeake & Ohio Doherty's weak and peeps on the likely new novelty.		52--52--52--52
DORIS DAY (Paul Weston Ork) (N. Luboff Choir) Shanghai COLUMBIA 39423—Miss Day belts home with one of her best in months. Tune's a winsome novelty, thrush projects her best, and arrangement is a standout.		88--88--88--88
My Life's Desire This sentimental ballad by the authors of "If" gets a honeyed go from the thrush, stacking up as a possibly strong ballad item in the coming weeks.		86--86--86--86

(Continued on page 74)

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THE BILLBOARD Music Popularity Charts

• 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.

OCEAN OF TEARS Kay Starr-Tennessee Ernie Capitol 1567

The hard-belted team projects strongly on this bluesy follow-up to "I'll Never Be Free," and it could follow.

IT NEVER ENTERED MY MIND Andrews Sisters-Gordon Jenkins Decca 27635

This beautiful performance of a class Rodgers and Hart lovely could belt thru on sheer merit. (Flip, "I'm in Love Again," was tabbed in these columns last week.)

TELL ME DO YOU REALLY LOVE ME? Tony Martin Victor 20-4619

Martin knocks out a big bravura performance in "It Isn't Fair" style on "Tell Me," a striking ballad adaptation with a solid Henri Rene orking. Flip offers the warbler dubbed three times a la Patti Page on a likely new ballad entry. Victor has its guns behind this one.

• 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. THERE'S NO BOAT LIKE A ROWBOAT Perry Como Victor 20-4158
2. MAMA WILL BARK Frank Sinatra-Dagmar Columbia 39425
3. I'M A FOOL TO WANT YOU Frank Sinatra Columbia 39425
4. GONE FISHIN' Bing Crosby-Louis Armstrong Decca 27623
5. SHANGHAI Doris Day-Paul Weston Ork. Columbia 39423
6. GOOD MORNING, MR. ECHO Jane Turzey Decca 27622
7. MORNING SIDE OF THE MOUNTAIN Paul Weston Ork. Columbia 39424
8. WHAT IS A BOY? Jan Peerce Victor 10-3425
9. BLACK BALL FERRY LINE Percy Faith Ork. Columbia 39426

• 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. WHO KNOWS LOVE Guy Mitchell-Mitch Miller Ork. Columbia 39415
2. GONE FISHIN' Bing Crosby-Louis Armstrong Decca 27623
3. VANITY Don Cherry Decca 27618
4. BECAUSE OF RAIN King Cole Capitol 1501
5. SHANGHAI Doris Day-Paul Weston Ork. Columbia 39423
6. WANG WANG BLUES Ames Brothers Coral 60489

• 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:

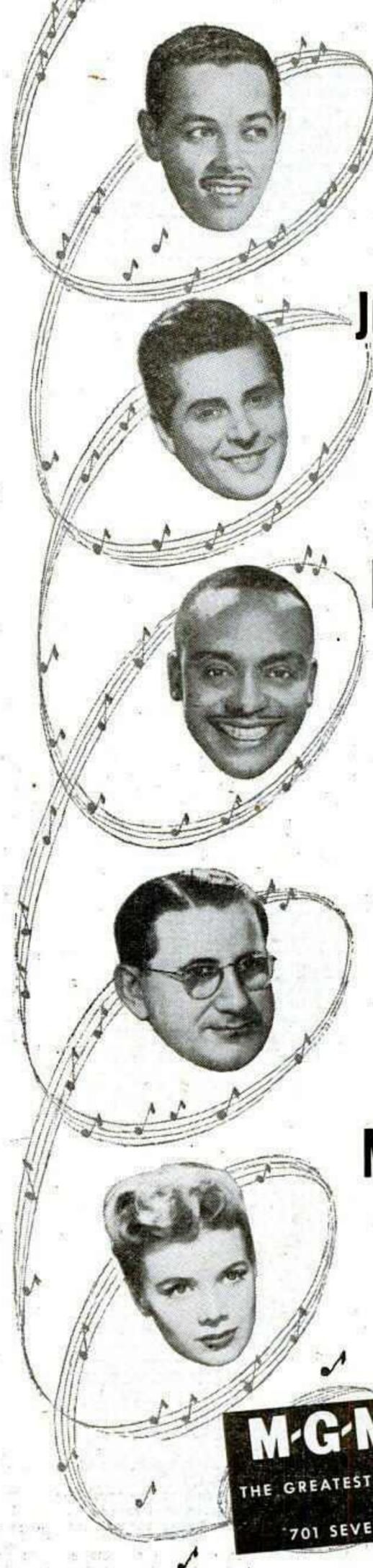
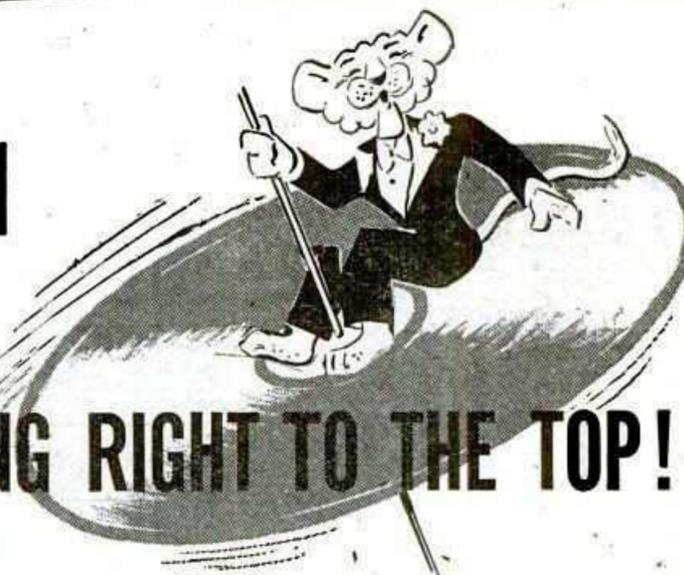
1. WANG WANG BLUES Ames Brothers Coral 60489
2. THESE THINGS I OFFER YOU Patti Page Mercury 5645
3. MY TRULY, TRULY FAIR Freddy Martin Ork. Victor 20-4159
4. PRETTY-EYED BABY Jane Turzey Decca 27479
5. GONE FISHIN' Bing Crosby-Louis Armstrong Decca 27623
6. I'M IN LOVE AGAIN Henri Rene Ork-April Stevens. Victor 20-4148

• The Country and 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. I WANT TO PLAY HOUSE WITH YOU Eddy Arnold Victor 21-0476
2. TENNESSEE HILLBILLY GHOST Red Foley Decca 46317
3. SOMETHING OLD, SOMETHING NEW Eddy Arnold Victor 21-0476
4. TENNESSEE HILLBILLY GHOST George Morgan Columbia 20822
5. WHAT ABOUT YOU Little Jimmie Dickens Columbia 20809

M-G-M DISKS SPINNING RIGHT TO THE TOP!



BILLY ECKSTINE
I'M A FOOL TO WANT YOU
LOVE ME

78 RPM—MGM 10982
45 RPM—MGM K10982

JOHNNY DESMOND
BECAUSE OF YOU
ANDIAMO

78 RPM—MGM 10947
45 RPM—MGM K10947

BILLY WILLIAMS
QUARTET
SHANGHAI
THE WONDROUS WORD

78 RPM—MGM 10998
45 RPM—MGM K10998

ZIGGY ELMAN
and his Orchestra
LONESOME AND SORRY
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Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 95—SAMMY STEPT

"The sweetest music this side of heaven" put Sammy Stept in Tin Pan Alley. He didn't write it or arrange it for Guy Lombardo. He was forced to surrender to it in 1925 when the Royal Canadians moved into Cleveland's Claremont Cafe where Sammy's five-piece band had been a feature attraction for five years. Muscled out of his territory, Sammy headed for New York and bigger and better things.

In addition to a few pounds of resentment, Sammy's luggage consisted mainly of a determination to make good as a songwriter. He had studied classical music in Pittsburgh, where his family had settled in 1900, three years after Sammy's birth in Odessa, Russia. He had had his own band in high school where he had fallen under the spell of jazz. And after graduation, he had started writing songs while working on the staff of a local musical publisher.

These songs, however, never got thru the Pittsburgh smog, and were grounded somewhere on the way to New York. At least, they were never published. So Sammy decided some stage experience and real money might help him in shaping his songwriting career, and traveled the vaudeville circuit as an accompanist for Jack Norworth, Anna Chandler, Esther Walker and Mae West before organizing the Claremont Cafe band that Guy Lombardo's Royal Canadians so rudely replaced.

Like most young songwriters, Sammy at first got nothing but sore knuckles from knocking on the doors of Tin Pan Alley, and hope alone doesn't fill an empty stomach. So Sammy shelved his songwriting ambitions for a second time and organized the Record

Boys with Al Bernard and Frank Camplain. One of the first singing teams on the air in the days of battery sets and featured six nights a week on Station WJZ with Ted Husing as their regular announcer, the Record Boys soon rivaled the famous Happiness Boys, Billy Jones and Ernie Hare, for popularity. Sammy Stept, the nobody from Pittsburgh, became a somebody in New York.

A name and a reputation opens doors in Tin Pan Alley like the "open sesame" of the "Arabian Nights." Sammy Stept found that out in 1926 when his first big hit, "That's My Weakness Now," was accepted. Two years later, Sammy and his lyric writer, Bud Green, started publishing their own songs and taking two bites out of the profit cake. And with the advent of sound pictures in 1929, they hit the Hollywood jackpot with "I'll Always Be in Love With You," a million-copy seller.

For the past 20 years, Sammy Stept has been commuting between New York and Hollywood, writing popular and film songs and scores for Broadway productions. Several of his biggest hits have been written in collaboration with Charles Tobias, and Sammy has developed into a lyric writer as well as a composer.

Of course, you can't hit pay dirt in Tin Pan Alley without a cheering section in the modern era of record and radio promotion. And the band that ousted Sammy's band from the Claremont Cafe—Guy Lombardo's Royal Canadians—has helped make many of Sammy's songs outstanding successes.

That's the O. Henry ending to Sammy Stept's story.

SAMMY STEPT'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular

- 1919—**AND THAT AIN'T ALL**
Lyrics by Bud Green.
- 1925—**UNDERNEATH THE STARS WITH YOU**
Lyrics by Nick Lucas. Remick Music Corporation.
- 1927—**MINE ALL MINE**
Lyrics by Herman Ruby and Ruby Cowan. Bourne, Inc.
- 1928—**THAT'S MY WEAKNESS NOW**
Lyrics by Bud Green. Shapiro, Bernstein & Company, Inc.
(Available on the following records: Decca 24047 in A-1928, Basil Fomeen orchestra; Decca 24692, Russ Morgan; Capitol 57-718, Benny Strong.)
- 1929—**GOOD LITTLE BAD LITTLE YOU**
Lyrics by Bud Green. Crawford Music Corporation.
- 1930—**PLEASE DON'T TALK ABOUT ME WHEN I'M GONE**
Lyrics by Sidney Clare. Remick Music Corporation.
(Available on the following records: MGM 10529, Kate Smith; Decca 23427, Eddie Heywood; Capitol 20017 in BD-7, Dinning Sisters.)
- 1932—**ORGAN GRINDER**
Lyrics by Herb Magidson. M. Witmark & Sons.
- 1933—**DON'T YOU REMEMBER ME?**
Lyrics by Herb Magidson. Bourne, Inc.
- 1934—**JUST ONCE TOO OFTEN**
Lyrics by Charles Tobias. Lyrics by Joe Young. Robbins Music Corporation.
LONDON ON A RAINY NIGHT
Lyrics by Ned Washington. Harms, Inc.
- 1935—**I'M PAINTING THE TOWN RED**
Lyrics by Charles Tobias. Lyrics by Charles Newman. Bourne, Inc.
TINY LITTLE FINGER PRINTS
Lyrics by Charles Tobias. Lyrics by Charles Newman. Crawford Music Corporation.
- 1936—**BREAKING IN A PAIR OF SHOES**
Lyrics by Dave Franklin. Lyrics by Ned Washington. Leo Feist, Inc.
- 1937—**I BET YOU TELL THAT TO ALL THE GIRLS**
Lyrics by Charles Tobias. Crawford Music Corporation.
I WANT YOU FOR CHRISTMAS

- With Charles Tobias. Lyrics by Ned Washington. Harms, Inc.
- LET'S WALTZ FOR OLD TIMES SAKE
Lyrics by Ted Koehler. M. Witmark & Sons.
- 1939—**WE'VE COME A LONG WAY TOGETHER**
Lyrics by Ted Koehler. Leo Feist, Inc.
(Available on Selective record 117, Madonna Martin.)
IT SEEMS LIKE OLD TIMES
Lyrics by Charles Tobias. Santly-Joy, Inc.
- 1940—**OR HAVE I?**
Lyrics by Charles Tobias. Chappell & Company, Inc.
- 1941—**DEAR MOM**
Lyrics by David Herman. Remick Music Corporation.
I CAME HERE TO TALK FOR JOE
Lyrics by Charles Tobias and Lew Brown. Shapiro, Bernstein & Company.
- 1942—**DON'T SIT UNDER THE APPLE TREE**
Lyrics by Charles Tobias and Lew Brown. Robbins Music Corporation.
(Available on the following records: Decca 18312, Andrews Sisters; Columbia 36992, (Paula Kelly and the Modernaires.)
THIS IS WORTH FIGHTING FOR
Lyrics by Eddie DeLange. Harms, Inc.
(Available on Decca record 24311 in A-1942, Bob Grant orchestra.)
- 1943—**I HAVE FAITH, SO HAVE YOU**
Lyrics by Lew Brown. Robbins Music Corporation.
WHEN THEY ASK ABOUT YOU
Bourne, Inc.
- 1945—**THE LORD'S BEEN GOOD TO ME**
(Available on Decca record 18710 in A-412, Dick Haymes.)
- 1947—**LET'S GO BACK AND KISS THE GIRLS GOOD NIGHT AGAIN**
(Available on Capitol record 339, Jack Smith.)

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

SONGWRITERS COMING UP!

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SAMMY FAIN
JOE BURKE

SERENADE TO LOVE
Lyrics by Mack Davis
(Available on Victor record 20-2233, Freddy Martin.)

1948—**SAY SOMETHING NICE ABOUT ME, BABY**
Chappell & Company, Inc.
(Available on Columbia record 37931, Doris Day.)

1950—**SPRING MADE A FOOL OF ME**
Harmon Music Corporation
(Available on the following records: MGM 10652, Bill Farrell; Victor 20-3756, Tony Martin; Coral 60174, Sandy Evans.)
LET EVERY DAY BE MOTHER'S DAY
Harmon Music Corporation.
(Available on Coral record 60175, Dick Robertson and Owen Bradley Quintet.)
BRAND NEW RAINBOW IN THE SKY
Santly-Joy, Inc.
(Available on Mercury record 5415, Jerry Sellers.)
SEEMS LIKE YESTERDAY
Harmon Music, Inc.
(Available on the following records: London 725, Anne Shelton; Rainbow 40077, Dick Todd.)

Stage Songs and Scores

1932—**GEORGE WHITE'S MUSIC HALL VARIETIES**
With Bert Lahr, Harry Richman and Lily Damita. Lyrics by Herb Magidson.
SO I MARRIED THE GIRL
LADY, DON'T LOOK AT ME THAT WAY

1933—**SHADY LADY**
Lyrics by Charles Purcell, Helen Kane and Lester Allen. Lyrics by Bud Green. Mills Music, Inc.
ANY WAY THE WIND BLOWS
GET HOT FOOT
SWINGY LITTLE THINGY

1939—**YOKEL BOY**
Lyrics by Charles Tobias. Book and lyrics by Lew Brown, and presented by a cast headed by Buddy Ebsen, Judy Canova, Dixie Dunbar, Phil Silvers, Jackie Heller and Lew Hearn.
(The song titles in this production will be found in the listings of Charles Tobias.)

1950—**MIKE TODD'S PEEP SHOW**
A revue in which the King of Siam made his Broadway debut as a popular songwriter, and presented by a cast that included Lilly Christine, June Allen, "Red" Marshall, "Hi Wilberforce" Conley, "Bozo" Snyder and "Peanuts" Mann.
YOU'VE NEVER LOVED
WE'VE GOT WHAT IT TAKES

Film Songs and Scores

1929—**LUCKY IN LOVE**
An RKO picture with Morton Downey and Betty Lawford. Lyrics by Bud Green. Crawford Music Corporation.
LOVE IS A DREAMER
WHEN THEY SING "THE WEARING OF THE GREEN" IN SYNCOPATED RHYTHM
FOR THE LIKES OF YOU AND ME

1929—**SYNCOPATION**
An RKO picture with Morton Downey, Dorothy Lee and Fred Waring's Pennsylvanians. Lyrics by Bud Green. Crawford Music Corporation.
DO SOMETHING
*I'LL ALWAYS BE IN LOVE WITH YOU
(Available on the following records: Decca 24363, Jimmy Dorsey; Capitol 494, Freddie Stewart; Columbia 38041, Dinah Shore.)

1929—**MOTHER'S BOY**
An RKO picture with Morton Downey and Helen Chandler. Lyrics by Bud Green. Crawford Music Corporation.
THERE'LL BE YOU AND I
COME TO ME
I'LL ALWAYS BE MOTHER'S BOY
THE WORLD IS YOURS AND MINE

1930—**BIG BOY**
A Warner Bros. picture starring Al Jolson in a cast that included Claudia Dell, Louise Closser Hale, Noah Beery and Franklin Batie. Lyrics by Bud Green.
TOMORROW IS ANOTHER DAY
LIZA LEE

1930—**SHOW GIRL IN HOLLYWOOD**
A First National picture with Alice White, Jack Mulhall, Ford Sterling and Blanche Sweet. Lyrics by Bud Green. Crawford Music Corporation.
THERE'S A TEAR FOR EVERY SMILE IN HOLLYWOOD
I'VE GOT MY EYE ON YOU
HANG ON TO A RAINBOW

AFM Sings Low Blues; Petrillo Has Own Tune

• Continued from page 11

tract gave Petrillo the opportunity to unburden himself of what turned out to be his longest convention speech—a bitter, sarcastic attack against an "elite committee" of 802 who had purportedly claimed the membership had been "sold down the river" by the AFM boss. Petrillo analyzed the contract, claimed it was an outstanding one, pointed to the 5 per cent royalty provisions on TV film—now a fait accompli—and charged the 802 committee was tinted red. He referred to other troubling times in 802's history, when the local operated without local autonomy between the years of 1921 and 1936.

"You know how communists work. . . . They want to start dissension. . . . We'll not take the charter away. . . . We'll take you one at a time and throw you out on the streets."

Going into the matter of diminishing single engagement jobs, Petrillo pointed out that Chicago had lost much of its work in this line to New York and Los Angeles. He advised everybody to stop crying. "It's gone," he said. "A sponsor goes on the air voluntarily, and can go off. Can we penalize them?"

1930—**NOTHING BUT THE TRUTH**
A Paramount picture with Richard Dix and Helen Kane. Lyrics by Bud Green. Crawford Music Corporation.
DO SOMETHING

1930—**PLAYING AROUND**
A First National picture with Alice White and Chester Morris. Lyrics by Bud Green.
THAT'S THE LOWDOWN ON THE LOWDOWN
YOU LEARN ABOUT LOVE EVERY DAY

1931—**BUSINESS GIRL**
A First National picture. Lyrics by Bud Green. Crawford Music Corporation.
CONSTANTLY

1934—**BABY, TAKE A BOW**
A Fox picture starring Shirley Temple. Lyrics by Bud Green. Movietone Music Corporation.
ON ACCOUNT I LOVE YOU

1935—**THIS IS THE LIFE**
A Fox picture with Jane Withers, John J. McGuire, Sally Blane and Sidney Toler. Lyrics by Sidney Clare. Movietone Music Corporation.
GOTTA NEW KINDA RHYTHM
SANDY AND ME
FRESH FROM THE COUNTRY

1936—**DANCING FEET**
A Republic picture with Ben Lyon, Joan Marsh and Eddie Nugent. Lyrics by Sidney Mitchell, Santly-Joy, Inc.
EVERY TIME I LOOK AT YOUR DANCING FEET

1936—**THE BIG SHOW**
A Republic picture starring Gene Autry. Lyrics by Ned Washington and Ted Koehler. Remick Music Corporation.
THE LADY KNOWN AS LU
Lyrics by Ned Washington.
MAD ABOUT YOU
Lyrics by Ted Koehler.

1936—**HAPPY GO LUCKY**
A Republic picture starring Phil Regan. Lyrics by Ted Koehler.
RIGHT OR WRONG
A TREAT FOR THE EYES
Lyrics by Cliff Friend.

1936—**LAUGHING IRISH EYES**
A Republic picture with Phil Regan, Walter Kelly and Evelyn Knapp. Lyrics by Sidney Mitchell. Sam Fox Publishing Company.
ALL MY LIFE
BLESS YOU DARLIN' MOTHER
LAUGHING IRISH EYES

1936—**SITTING ON THE MOON**
A Republic picture with Roger Pryer and Grace Bradley. Lyrics by Sidney Mitchell. Sam Fox Publishing Company.
SITTING ON THE MOON
LOST IN MY DREAMS
HOW AM I DOIN' WITH YOU?

1937—**TWENTY-THREE AND A HALF HOURS LEAVE**
A Grand National picture with James Ellison and Terry Walker. Lyrics by Ted Koehler. Santly-Joy, Inc.
GOOD NIGHT MY LUCKY DAY
NOW YOU'RE TALKING MY LANGUAGE
IT MUST BE LOVE
THE ARMY SONG

1937—**THE HIT PARADE**
A Republic picture with Frances Langford and Phil Regan. Lyrics by Ned Washington. Santly-Joy, Inc.
SWEET HEARTACHE

1938—**HAVING A WONDERFUL TIME**
An RKO picture with Ginger Rogers and Douglas Fairbanks, Jr. Lyrics by Charles Tobias. Chappell & Company, Inc.
NIGHTY NIGHT
MY FIRST IMPRESSION OF YOU
THE BAND PLAYED OUT OF TUNE

1939—**THAT'S RIGHT, YOU'RE WRONG**
An RKO picture with Kay Kyser and Adolphe Menjou. Lyrics by Charles Newman. Bregman, Vocca & Conn, Inc.
THE ANSWER IS LOVE

1942—**YOKEL BOY**
A Republic picture with Buddy Ebsen and Judy Canova. This film utilized the songs from the stage production of the same name.

1943—**SHOW BUSINESS**
An RKO picture with Eddie Cantor, George Murphy, Joan Davis and Nancy Kelly.
I'VE HAD THIS FEELING BEFORE

1944—**STARS ON PARADE**
A Columbia picture with Larry Parks, Lynn Merrick, Ray Walker and the King Cole Trio.
WHEN THEY ASK ABOUT YOU

Generally, he said, the New York, Chicago and Los Angeles men are satisfied. "It's only a few mercenary guys who can't live on \$300-\$400 a week who would destroy the AFM." Petrillo amplified this by developing the thesis that a strike could not have been contained within limits, but would have spread to cover the entire amusement field, including films and records and theaters as well as TV and AM.

Never in the history of the AFM has it been more evident that the musicians' union is a lone operator within the AFL show business orbit. Petrillo indicated the AFM, in a time of emergency, could only rely upon itself. He accused Actors' Equity of an ethical default many years ago. He accused the American Federation of Radio Artists of sending members thru an AFM picket line. This charge brought from Frank Reel, AFRA exec, a heated telegram denying the accusation. Reel accused the AFM of having its members cross an AFRA picket line in the recent AFRA action against Lang-Worth Feature Programs, Inc. Reel accused the AFM of a "disservice" to unionism and of obstructing the maintenance of the AFRA transcription code. Reel asked that the wire be read to the convention. Petrillo did so, but in ill-temper—and then claimed his charges against AFRA were nevertheless correct.

A wire from the American Guild of Variety Artists greeting the convention was read—but Petrillo's jousts with this group are notorious. A similar tension has existed between the AFM and the stagehands.

"Don't be fooled," he said, "into depending upon the help of other unions. . . . it's not in the cards."

A Different Petrillo
Petrillo documented the report that he has "changed." He stated, "we have a different leadership. . . . we only fight when we can win and shut up when we can't. We can't bluff the employers as we did years ago. The government protects them with a slave labor law." Strikes, he added, would imperil the 5 per cent fund. "You wouldn't have it when you got back."

Petrillo grew bitter: "We stopped TV for nine years until the courts and politicians had me by the throat. . . . no we are tied up by a slave labor law and an "elite committee" wants to strike. . . . I violated the Lea Bill to try to get it declared unconstitutional. . . . At that time the recording ban was on and some of these "elite" musicians were making records in a basement. . . . and now they want to fight. . . . with your money and your blood. . . . so now they say he's not the same Petrillo. He's not. . . . and thank God he's not. Don't elect a man who says he will do today what he did 20 years ago."

Such was the tenor of the convention. And despite the underlying grimness, there was an outer core of levity. One delegate was so charmed by Petrillo that he insisted that the executive board consider the matter of having future conventions filmed, so that delegates might take home to their locals a visual, sound record of the remarkable proceedings. A woman in attendance, doing liaison work for the AFL and Co-Operative for American Remittance to Europe, the organization which sends food packages abroad, took the mike and enthusiastically told the convention that Petrillo's wit and charm were exceeded only by his generosity. "Boy, if you and I were 20 years younger!", sighed the AFM boss. Another delegate told the convention he wanted Petrillo to run for president of the U. S.

From the standpoint of resolutions introduced, the convention was a dull one; the resolutions were fewer than usual. From the standpoint of politics in attendance, the convention was lush. The speakers included Chester Bowles, former governor of Connecticut; Sen. Herbert H. Lehman (Democrat-liberal, N. Y.); Rep. Franklin D. Roosevelt Jr. (Democrat-liberal, N. Y.); Mayor Vincent Impellitteri, New York City, and Matthew Woll, vice-president of the American Federation of Labor. The speeches all had one point in common: The necessity of maintaining the American way of life against the threat of Communism. The same thought was voiced in a wire to Petrillo sent by President Truman.

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Discrimination Issue Pits North Vs. South

DETROIT, June 9.—The fourth annual convention of the American Guild of Variety Artists almost blew apart on the issue of discrimination when it was brought to the floor by Henry Dunn, national executive secretary.

Anti-Negro question was the most explosive one up to late Friday night. It brought into sharp focus the disagreements between Southern delegates and Northern reps, with enough charges and counter-charges, talk and double-talk thrown in to completely bcloud the original issue.

Cal Emmett, Dallas, took the offensive, charging that delegates "Didn't understand the Negro question as we understand it in the South." Thomas Keyes, Cleveland, flatly said that he would not support any AGVA rule that would deprive him of a job. Earl Warner, New Orleans, said there were Negro performers working in his area but that he was against any strong rule that would penalize any spots or performers because of anti-Negro laws.

The New York branch, headed by Jackie Bright, Red Buttons and Jack Gilford, had managed to pass a strong resolution, but in the subsequent arguments the motion was brought back for reconsideration. The original resolution read: "No member of AGVA shall perform or be required to perform in any establishment within AGVA's jurisdiction where entertainers are discriminated against because of race, color or creed." Dewey Barto, New York, warned that such a resolution would choke AGVA, and the race to get out from under was on. Dunn, who made the original resolution, walked away for it by suggesting a referendum. The confusion became general, with Barto's explanations being lost in a welter of double-talk.

The final result was a hand-show vote for a referendum and a resolution to read: "No operator, proprietor or owner shall discriminate against any AGVA member because of race, creed or color." The debate started at 10 a.m. Friday and ended at 8:30 p.m.

GALE BLOWS UP BUT GUS VAN CALMS STORM

DETROIT, June 9.—The first explosion on the convention floor of the American Guild of Variety Artists occurred between Jackie Bright, treasurer, who was reading his report, and Alan Gale, Miami delegate, who charged the report was a lot of double talk.

"I'm a dues-paying member," yelled Gale. "I'm also a business man and I don't understand what all these figures mean."

Gus Van, chairman, broke in with a peaceful gesture. "You're a business man. We're making thousands of dollars. What are we, bums?"

Gale shot back: "I want to know about these organization expenses. If I don't get an answer—and this is my union—I'll bust it up!"

Peace finally reigned when it was voted that the delegates were to get additional clarification thru mimeographed sheets ordered distributed later in the day.

AGVA Proposes 1-Year Contracts

Move Would Cancel Present 3-Year Rule Set-Up Between Agents, Acts

Continued from page 1

exclusive management contracts to periods of one year, with one year options with the agent guaranteeing specific work on a play or pay basis during any given quarter.

The suggested plan would work as follows. Acts in the \$200 to \$700 bracket would sign for a year. During that year the agent would have to furnish jobs for at least five weeks in any 13-week period at a salary not lower than his established rate. If the agent is unable to do that the act would be entitled to an automatic release.

For acts getting \$700 and over the basic demands of five weeks' work during any 13-week period at an established rate would also obtain. But due to the fact that many of the higher-priced acts work in television, pictures and radio and other non-AGVA fields, some adjustment would be made.

There also would be established an escalator clause. To keep options in force, salaries would not only have to be maintained during any given quarter but would have to rise.

An act getting less than \$200 would not be permitted to sign an exclusive contract.

Various attempts were made to frame these recommendations into a motion to be passed by the convention. During the discussions a lot of new and additional problems were presented by counsel, Silverstone and Rosenthal. It was finally decided to let counsel work on a new form of exclusive agency contract which would be presented to the national board which in turn will pass it on to branch man-

agers who will then present it to their local memberships for action.

Should such a change be accepted by AGVA, it is certain it will be in for biggest battle of its varied career. At present the major talent offices, William Morris, Music Corporation of America and independent agents, sign acts for three years with a three-year option. Agencies have millions of dollars tied up in such contracts, including the biggest names in showbiz. It is doubtful if these offices will give up such contracts without a legal battle.

Charges of monopoly and block booking were freely made at the convention. Alan Gale, Miami, made an impassioned speech about agents who have "drained my blood." Dewey Barto, New York, acting as an elder statesman, gave long involved hypothetical examples.

Basically, however, the feeling was strong among the 40-odd delegates assembled from all over the country that the agents "have been getting away with murder long enough," and they wanted something done about it.

AGVA Assets Near \$87,000; Other Figures

DETROIT, June 9.—The American Guild of Variety Artists now has close to \$87,000 in assets, of which \$32,353 is cash and operating funds, it was disclosed by AGVA's treasurer, Jackie Bright, in his report.

Union's welfare fund, operated by Margie Coate, had an additional \$58,594.47, out of which some \$34,000 will have to go for the payment of insurance premiums.

Cash bonds on deposit in banks totaled \$413,971.

It was also disclosed that no paid official in AGVA received more than \$150 a week in salaries. The salaries of the national office, which included all employees from the national administration down to clerks, totaled \$2,054.40 weekly and covered 28 people. The New York branch salary nut for 13 people totaled \$1,044.50. The Midwest area, headed by Jack Irving, assistant national head, had a weekly salary nut of \$570 for six people, while the Coast region, led by Eddie Rio with nine people, paid \$678 in weekly salaries.

Welfare Pay Given Boost

DETROIT, June 9.—The AGVA welfare set-up, with \$58,000 in its treasury, was changed to give \$200 to each branch that formerly got \$100. The three main offices, Los Angeles, New York and Chicago, which formerly got \$500, will raise their revolving funds to \$1,000.

Where unusual hardship cases appear before any branch body, such a branch will have the authority to give more than the present \$25 to any needy actor upon approval of the branch executive board.

Marjane to MGM Thru Morris Office

HOLLYWOOD, June 9.—Marjane, French chanteuse currently in her third stanza at Mocambo, has reportedly inked a long-term pact with MGM. Mervyn LeRoy is revamping the old Metro flicker *Roberta* as the nitery thrush's initial pic venture. Film's working title is *Lovely to Look At*.

Marjane goes into San Francisco's Fairmont Hotel next week and will report to the studio following her stay in the Bay Area. William Morris set the deal. Her film moniker is expected to be Jean Marjane.

AGVA CONCLAVE CLATTER

Gypsy Splutters, Wheezes; Van Munches Gavel, Carrot

DETROIT, June 9.—During the anti-Negro debate, Terri Andre, San Francisco, citing an example of discrimination, said: "... and how rotten can some of those strippers get...?" Gypsy Rose Lee, AGVA official, sitting on the platform drinking coffee, began to choke, splutter and wheeze.

Gus Van, AGVA prexy and convention chairman, became confused time and again between a clawhammer and a carrot. He used the former to keep order; the latter to chew on.

Strange lack of levity in this AGVA huddle. Up to late Friday night the boys were still fencing.

Earl Watner described New Orleans as a strippers' paradise. Red Buttons wanted to know why the next convention couldn't be held there.

Larry Douglas, now in *The King and I*, got 30 club dates out of one agent's auditions, according to Henry Dunn.

Anomalies of local voting procedure were pointed up at the Thursday night session by the appearance of Al Sharp as delegate for Denver. Away from Denver for the last 18 months, he arrived at the Detroit Hotel the night before to learn that the entire board and the branch manager at Denver had resigned as the result of a dispute over the Empire Agency. He arrived without instructions and without a formal report.

Alan Gale announced, in talking about exclusive agency contract: "I was an artist wherever the word appeared in the contract. But wherever money was mentioned, I was sunk."

At one time during a heated discussion, both Henry Dunn and Jimmy Lyons were in the back of the room fast asleep.

Gus Van's president's report con-

sisted of, "I'm now being sued for 50G. The word around is 'slug a Van.'"

Dewey Barto denounced the office workers' union (AFL). "If I'd been running AGVA, they'd never get a contract. They're choking us to death. I think we can go to the National Relations Board and show how we can't afford their salaries."

Red Buttons, in speaking on the exclusive agency contracts: "We haven't got dough to eat on, and we are talking about breaking monopolies."

Omaha Nitery Is Forced Out

CHICAGO, June 9.—Nitery biz in the Midwest lost a valuable facet late last week when the Iowa State Liquor Commission shuttered the Pastime Club, Des Moines. Operated by Norm and Wilma Ginsberg, the Pastime had been operating for the past year with headline acts, running as high as \$1,750 per week.

According to word received by Paul Marr, local percenter who exclusively booked the spot, it appears that the spot will be shuttered permanently. Ginsberg is already searching for a new location to set up a similar bistro.

The Monteleon Hotel, New Orleans, however, is enlarging its talent budget, probably starting September 1. Hotel execs have expanded the seating capacity and dance floor of the room and intend to use a headline act and two or three supporting acts. Room is booked by Isabel Miller.

5 STEM HOUSES HIT 325G

May Averages Topped by Capitol, Roxy and Palace

NEW YORK, June 9.—With the Strand already on a straight film policy, the five remaining combo houses along the Stem split a total take of \$325,620 this week. Grosses reported by the Capitol, Roxy and Palace were higher than the weekly average for May; other two theaters, Music Hall and Paramount, failed to reach the weekly average for last month.

Radio City Music Hall (6,200 seats; average \$136,000) did \$135,000 for the fourth frame of *The Great Caruso*, plus Larry Storch and Myrtle and Pacaud. Last week's take was \$153,000.

Roxy (6,000 seats; average \$50,000) had a good second week with Danny Kaye's *On the Riviera*, plus Mimi Benzell, Peggy Ryan and Ray MacDonald and the Irving Fields Trio.

Palace Still Offering Flesh

NEW YORK, June 9.—RKO Place here is still battling to stay open with a flesh and film policy. Two-week notice posted recently was lifted this week as RKO execs are apparently satisfied with current takes via the continuing 10-act vaude policy. In addition, it was learned this week that Palace brass has been investigating alternate flesh policies.

Among the types of shows under scrutiny of late have been name bands, stock company musicals and operettas. While no decision has been made for the possible substitution, should the current vaude policy prove unprofitable, booker Dan Friendly and other RKO theaters talent toppers have been eying all possibilities.

Meanwhile Loew's was mulling the advisability of running bigger-than-ever flesh shows at the Capitol in September after the theater takes a summer hiatus from live talent.

Al Dow Gets "Unfair" Tag

DETROIT, June 9.—Al Dow, New York indie agent and booker of the Dow Time, a route of about 10 Eastern theaters, was declared unfair by the appeals board of the American Guild of Variety Artists (AGVA) in sessions here last week.

The action came as a result of a booking for Gypsy Rose Lee for a Canadian theater. Miss Lee had accepted a date under certain terms. When the contract was mailed to her for signature, she charged that the terms were not the same and further said that Al Dow had entered the deal and she would not do business with him.

Dow claimed the spot had already advertised her and brought charges before AGVA. It was subsequently determined that Dow's AGVA franchise had run out and had not been renewed. Therefore, Dow had no right to make a deal for AGVA people, and unfair action followed.

Wolfie Dow, Al's son, who AGVA said was also to have operated under an associate's franchise thru his father's permit, was also ruled out of bounds by the same decision.

Appeals Board Hits at Three

DETROIT, June 9.—Monte Proser, the New York Palace Theater and Gene Baylos were hit here by action of the American Guild of Variety Artists appeals board meeting here just prior to the union's annual convention.

Proser's case involved Henri Salvador who, AGVA claimed, was hired on a pay-or-play contract calling for a total salary of \$4,400 to work at Proser's New York La Vie En Rose. The New York board ruled for Proser. The appeals board, the highest board within AGVA, ruled for Salvador and ordered Proser to pay the dough or be placed on the national unfair list.

The Palace Theater concerned Kay Medford, who was booked for \$200. Before she was to open at the Palace she had a date at the RKO Greenpoint, New York. As a result of this showing date the Palace decided that Miss Medford was "unsuitable." AGVA ruled that the theater must play the performer and was given 10 days to pay.

Gene Baylos was originally fined \$100 by the Miami board for doing a cuffs date in a hotel room. He appealed. The appeals board upheld the Miami ruling.

HOVER MODEST IN PLATE IDEA

HOLLYWOOD, June 9.—With tongue in cheek, Ciro's owner, Herman Hover, has proposed to the State Legislature that all California license plates carry the tag "California, Home of Ciro's." Solons vote on the measure this month.

Hover maintains that since 11 other States all plug their chief product, California should promote what Hover believes to be the State's No. 1 item, his Strip plushery.

Should such an idea pass, it would also serve as a hypo for Ciro's in San Francisco, of no connection with the local club.

Night Club - Vaude Reviews

Chicago, Chicago (Friday, June 8)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows week-days; six shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

As is the case with it on TV, the stage version of NBC's *Show of Shows* is good fare. Cast has yet to adapt itself fully to a theater audience. Run off like its TV counterpart, there's not enough of Imogene Coca and Sid Caesar. Miss Coca does an uncommercial bit based on Wagnerian opera which misses. Caesar, doing his "how a baby looks at life" bit, rocked the house. When they worked together they did well, except for their "teaching-her-how-to-drive" routine which must be exaggerated for vaude.

The Hamilton Trio, two gals and a boy, are stronger in the flesh, for their colorful costumes are an asset. Their opening modernistic stepping to *Concerto for Clarinet* was too subtle. Their mambo bird closer got a better mitt.

The Billy Williams Quartet has a great lead voice in the leader and their showmanship is good. Bill Hayes, a collegiate-looking singer, is casual with a song and should do well with teen-age disk fans when his first disks on MGM come out soon. Choice of selections by the two acts was good.

Johnny Sippel.

Bill Miller's Riviera, Fort Lee, N. J. (Thursday, June 7)

Capacity, 1,025. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operators, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits, Dreyfus & Delynn. Estimated talent budget this show, \$8,000.

Continued from page 3

but his rapid-fire, pixyish combination of fast gags and double-talk held the mob and kept 'em laughing. Also gave ringsider Milton Berle a friendly going-over with no return (see box). The Rodriguez terp team has a fluid, loose-limbed grace uncommon in such duos, and they wisely hold to a minimum the flashy lifts and spins employed by so many of their contemporaries. Their Valentino encore number is slightly on the pallid side, but over-all they are a good act. The Donn Arden production numbers, the wolf-bait line, and the best of the Miller package add up to as good a nitery show as is playing these parts.

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Palace, New York (Thursday, June 7)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five week-ends. RKO Chain Booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

Palace's 10-act layout runs the gamut of weak to strong turns. Business seemed fair when the 6:52 p.m. show was caught.

Opener to Louise Hoff, impressionist. Did several routines, the best of them being an impression of a dance instructor. Uses special material. Routines could be shorter and deliver more impact. Just a case of judicious editing.

Sandy the Seal in the deuce spot. Trained by Mark Huling, Sandy is a credit to the American Guild of Variety Artists. No AGVA member was a greater hambone, and justly so. Sandy balances balls and plates. He juggles. He plays music. He milks the audience. His technique is flawless, and it's plain he loves his profession. And all for the sake of an occasional fish. He's young too. A fine case of juvenile exploitation.

The Don Henry Trio, harmonica players, need to rework their turn. Some of the hoke comedy they essay is weak and one of the gags is in bad taste. Musicianship is okay, and should be the basis around which a good turn could be built.

Paul Regan, impressionist, a strong click with his take-offs on Peter Lorre, Edward G. Robinson, Edward Everett Horton, Gary Cooper, Walter Brennan and others. Regan keeps the bits brief, which is a good idea, for there is a constantly varying effect.

John and Eva Kemmy delivered a smart acrobatic comedy act. They open in hoke oriental costume, doing a vague type of Eastern dance which soon develops into hoke and satire. Man's deadpan is wonderfully effective. This turn has excellent acro work and pantomime.

Warbler Jan Bart, in for a repeat, varies the usual singing routine. He opens with straight delivery then does take-offs on names like Bing Crosby, Kate Smith, Ink Spots, Rudy Vallee. Closes with the aria from *Rigoletto*, *La Donna E Mobile*. Scored nicely.

Kurt Jons Dancers, three men and a girl, is a flashy and effective act. Jons was solo dancer with the San Francisco Civic Ballet Company. Reviewer doesn't know where the gals came from, but they are lookers and work splendidly with Jons. The costumes are fresh and colorful, and the choreography wonderfully alive. The Latin-American rhythms, the jungle mood, score solidly.

Lee Davis, comic, in the next-to-closing spot. Basic turn built around a series gags dealing with a sojourn in a hospital. Fairly effective. Encored with a bit of comedy singing and some hoofing.

Marie Louise and Charles. Marie on the trapeze, with Charles handling the props on the ground. Solid act of its kind, with tension building continually.

Pic, Cavalry Scout.
Paul Ackerman.

Latin Quarter, N. Y. (Tuesday, June 5)

Capacity, 625. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zussman. Estimated budget this show, \$20,000.

The ropes were up and there were standees galore for this midnight show—business has been that way at the Lou Walters spot for some time, even the most nitery guys are walling the blues—and with Frank Sinatra headlining for a one-night stand, there was even more business than usual. It's a box office show, in Walters' tradition, big and brassy, well-stacked

Olympia, Miami (Wednesday, June 6)

Capacity, 2,170; price policy, 63 cents-\$1.05. Four shows daily. House booker, Harry Levine. Show played by Les Rohde's house band.

Known to Miami audiences only thru his recordings and a heavy advance build-up, Guy Mitchell scored a solid hit in his debut here. He won the customers right from the start with a pleasant and brief line of patter and a pair of pipes that brought out the applause. His *My Heart Cries for You*, of course, went over biggest of the six selections he presented.

Current bill is heavy on the novelty side, featuring "auctioneer" Paul Benson with an audience participation gimmick of buying items like toothpicks and bobby pins from the customers. He also employs the hat game, with five seat-holding gents vying for prizes. The Rigoletto Brothers and Mme. Aimee likewise parlayed a novelty routine—including sleight of hand, juggling and comic-acro—into a lot of laughs.

Bill opens with the Burns Twins and Evelyn, fast-stepping toppers who exhibit good timing and slick footwork. Evelyn copped a big hand for her solo toe-tapping. Comedian Buddy Clayton rounds out the program with vocal impressions of Arthur Godfrey, Frankie Laine, Rose Murphy, Dean Martin and Jerry Lewis, and just about anybody else you can name. Les Rohde's band cut the show in its usual fine style.

Pic. *The Long Dark Hall*.
Herb Rau.

dames and some flashy supporting talent.

Sinatra was a smash. His warbling on his Saturday night video show this season has been spotty, but for his near 45-minute performance he didn't flat once. He does a superbly chosen mixture of new tunes and oldies, topping the roster with the lengthy soliloquy from *Carousel*. Between his singing, his chatty introductions and his ease of manner, he pelted off to a really click score.

Chase Skilled

Only other name on the bill is Chaz Chase, and it's still foolproof. Here, too, is a thoroly skilled performer, whether in his eating routine or the deftly pantomimed take-off on a burly stripper. Sold well.

Walters has two strong dance novelties. Les Pabios, a man and woman, have an off-beat routine in which the boy does an automaton thruout, finishing off with some rapid fire spins. It's a good vaude or nitery act. The same goes for the Mazzone-Abbott quintet of dancers, who do a French apache number to end 'em all. They dress the stage with a small set and by the time the act is over, barrels have been busted over the backs of some of the dancers, others have slid "to their death" down a stairwell and the customers wowed.

Gail Bennett contributes a brief novelty, garbed as half-man, half-gal, and finishes up making love to herself—in a non-Freudian manner, to be sure. Did fairly well. The Szonys, billed, were on vacation this week.

Babe Parade

The parade of babes is in the usual Walters tradition, best of the production numbers being the one in which the line, dressed relatively simple in black negligees, terp to Gloria Leroy's vocalizing of *History Is Made at Night*. Alex D'Arcy is similarly okay on his vocal assignment, and Art Waner does a first-rate job both in playing the show and for hoofing. All told, it's plenty of entertainment for the price.

Jerry Franken.

U.S. Vocalists Head Copenhagen Show

COPENHAGEN, Denmark, June 9.—Joyce and Edith Peters, American vocal duo, head an all-fem floorshow at the Atlantic Palace this month. Also billed are Mella and Maud, jugglers, and the Dunjas Sisters, acro novelty.

Austrian ballet group of Hans Diedrich rounds out the show with ensemble and specialty numbers. Arne Buschardt and his orchestra provide the music for show and dancing.

Extra Added

Brief but important night club-vaudeville news

New York

Betty McGuire and Her Bell-Tones is the initial attraction at **Tony Lamare's Glenn Rendezvous**, Newport, Ky., which had its official opening last Thursday (7). The Glenn was recently vacated by pianist **Al Morgan**, who tossed in the sponge after a three-month trial of operation at pop prices. Lamare was formerly for many years sommelier at the Netherland Plaza Hotel, Cincinnati.

Miami Beach

Abe Feingold, booking rep of Loew's, New York, vacationing at the Sea Gull. . . . Broadway show vocalist **Ann Dennis** singing at the Dream Bar in the Johnina Hotel.

Martha Raye, recovered from a fishing accident in which she stepped on a gaff, is back at the Five O'Clock Club. **Billy Vine** subbed for her during her absence. . . . Club business hyped last week, with national Junior Chamber of Commerce convention piling over 4,000 members into Miami and Miami Beach. . . . Record mimics **Harry and Jackie Jay** opened their Jayde Room in the Vanderbilt Hotel. They'll furnish the entertainment in addition to operating the spot.

Tyrrell and Winslow, who just finished at the Olympia Theater, go into the Nautilus Hotel's Drift-

Marine Dining Room, Edgewater Beach Hotel, Chicago (Thursday, June 7)

Capacity, 500. Price policy, cover charge 75 cents-\$1. Publicity **Margery Winston**; production, **Dorothy Hild**. Booking policy, non-exclusive. Estimated budget last show, \$6,000. Estimated budget this show, \$5,500.

Current show's strongest point is **Bill Snyder's** ork and the leader's piano work, but in this show he did only one feature spot, a short rendition of *Lover*. Production numbers aren't up to Dorothy Hild's par. A routine built around Snyder's recent London disk of *Unless* was too ethereal, while the first Viennese cafe floorshow routine had only clever costuming as an asset.

Marvin Roy did his standard electric light bulb magic bit and worked under a terrific handicap on the floor where three sides of him are exposed. He added several new gimmicks, notably producing candles, which enhance the act.

Good-looking **Russ Emory** has a fluid vocal delivery that warrants a pact from a diskery. The lad sells like mad from the floor and with proper disk exploitation could go places. He showed ease in handling any kind of song.

Johnny Sippel.

Paramount, New York (Wednesday, June 6)

Capacity, 3,654. Price range, 55 cents to \$1.50. Four shows daily; five, Saturdays. Chain booker, Harry Levine. Show played by **Herbie Fields** ork.

Continued from page 3

had too much Barrymoring-on-the-square.

Gracie Barrie's tune parodies and specialties weren't the epitome of wit and trenchant satire. However, the broad and obvious gags titillated, if they didn't kill the audience. They brought her back for an encore, an embarrassingly blue take-off on *Sunday Kind of Love*. She isn't a dynamite performer, but is seasoned, attractive and affable. But she had better stay away from straight ballads; her *Too Young* was gratefully out of tune from note one.

Briggs's modern tapping is about as good as you'll see anywhere—exciting, graceful, jammed with sparkling rhythms. The number of taps he gets in on his walking steps is incredible. **Herbie Fields' ork** cut a good show, and backed him well on his reed solos. Showmanwise, Fields is a sax-playing counterpart of **Lionel Hampton**, jumping and stomping as he blows soprano, alto, bary sax or clary. Arrangements were on the bop side and were cleanly executed, and they and Fields's histrionic blowing were enthusiastically received.

Pic, *Hollywood Story*.

wood Room for five days before their June 19 date at the Biltmore Bowl, L. A. . . . **Dave Fisher** (of comedy team Fisher and White) coupled with singer **Larry Stewart** for a week's run at the Sherry Frontenac's Pompadour Room. Both were in the now-shuttered "Catskill Scandals" at the Roosevelt Theater here. . . . **Miguelito Valdes'** orchestra, currently at the Caribe Hilton Hotel in San Juan, Puerto Rico, returns to the Saxony June 19. . . . **Sans Souci** Hotel is trying to book **Billy Farrell** to follow **Bill Vine**. . . . "Ice Vogues of 1951," a "Holiday on Ice" subsidiary, opens at the Miami Beach Auditorium June 29. **Jean Arlen**, **Marshall Beard** and **Ben Dova** are featured.

Hollywood

Benny Pollack, who recently opened a Strip eatery-jazz hang-out, is considering plans to construct an addition to his Street-comber's spot.

For the second time since it opened, **Ciro's** has been the victim of a daylight hold-up. The latest loss occurred Sunday (3) when a masked bandit took approximately \$2,000 from the club's sole occupant, bookkeeper **Helen Ward**. . . . Singer **Bob Savage** is testing at Universal-International, under tutelage of **Sophie Rosenstein**, studio coach. . . . **Turk Murphy's** jazz band has replaced **Kid Ory** at Beverly Cavern, with Ory being readied for Eastern bookings by Associated Booking Corporation. . . . Club **Alabam** is undergoing a face-lifting and will relight soon. . . . **Tiffany Club** this month follows **Sarah Vaughan** with **Muggsy Spanier** and **Sharky Bonano**.

Here and There

The Hopkins, newly opened Wilmington, Del. film theater, has started week-end vaude shows.

Duke Hampton is fronting a seven-piece band at Stein's nitery in Indianapolis. **Daun Hampton** is vocalist with the crew.

Conn. Extends Sun. Curfew

HARTFORD, Conn., June 9.—The Legislature has approved a measure long desired by night club operators in Connecticut. The bill extends Sunday night drinking hours from 9 to 11 p.m. Opponents of the legislation argued that it would induce more drunken driving Sunday nights and would make it more difficult for workers to have clear heads when they returned to their jobs Monday mornings.

Passage of the bill, it was indicated by a number of nitery operators, will mean extension to seven nights of the prevailing six-night floor show policy in numerous night spots.

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Hocus-Pocus

By BILL SACHS

GEORGE SCHINDLER, the Brooklyn magician, comes thru with a bit of magic-convention patter as well as a few odds and ends in magic from around New York way. Writing from the town where the tree grew, Schindler says: "There has been quite a bit of news on things magical around New York the last several weeks. The combined Society of American Magicians-International Brotherhood of Magicians' convention put the spotlight on the noble and ancient art. The conclave's televised close-up shows was highlighted by the performances of Frank Garcia, with a sock sponge routine; Francis Carlisle, with his silver and copper routine; Canada's Ross Bertram, doing some of nimble coin work, and Slydini, with his torn-and-restored cigarette nifty. The standout acts of the main show were Carl Ballantine, who stopped the show; Al Flosso, Jay Marshall, Al DeLage and Shirley, and the Marvellos. Emsees were George Jason, Milbourne Christopher and Francis Carlisle. Del Rey, who during the convention period appeared at New York's Blue Angel, fooled many of the delegates with his wine glass penetration and vanish. The other night I caught Frank Garcia at the Hotel Astor, New York; Al DeLage, doing his magic and pitch at Coney Island, N. Y., and Prince Julian offering his magic stint at Hubert's Museum on 42d Street. I have been taking it easy since my recent illness but am getting set to play the Borscht Belt as soon as the strike ends and we get our demands. Dined the other night with Chicago's Chick Schoke, Bill Simon, Frank Garcia and Doc Dougherty. Al Baker has published his new book on thresholds and it promises to be a best seller in the magic field. First edition is being sold on subscription only at \$10 per copy. Entire proceeds will go to Al, who has been ailing a bit recently. Bruce Elliot has opened a book shop here, specializing in collectors' items and rare editions."

HURLEY WILLIAMS (Fritz the Wizard, who a year ago was just getting back into shape following a polio attack, is on the mend again, this time from a brutal beating administered by two hold-up men. While working recently as night operator of a filling station near his home in San Fernando, Calif., Williams was beset by two thugs who beat him into unconsciousness with the butt of a gun. He sustained five deep lacerations of the skull, a skull fracture and a brain concussion, which was followed by an attack of amnesia. He is back at his home, 15605 Chatsworth Street, San Fernando, where he

is making ready for another tour. He advises, however, that it will be some weeks yet before he will be able to give a performance. . . . Larry Weeks, the magical juggler, was a feature of "Big Top Circus" over the CBS-TV network June 2, and opened June 6 at the Carman Theater, Philadelphia. . . . L. E. (Roba) Collins, who this summer will agent the Madden-Stillian Players, tent repper; postals from Wichita, Kan.: "While waiting here for our troupe to open, I have been making my headquarters at the Chambers Magic Shop, owned by Lloyd W. Chambers and managed by Ruby Graves. Chambers has one of the best magic shops this old-timer has ever seen around the Middle West." . . . Marco the Magician (Ralph L. Behrens) informs that he and his wife, Mary, have been going like a house ablaze in Wisconsin territory on home and sport shows and club and banquet dates. Their act is mainly a comedy turn plus a featured illusion, *Sawing a Woman in Half*, without the aid of a cabinet or box of any kind. "Frankly," typewrites Marco, "we have come to the conclusion that acts which contain a goodly proportion of comedy are in greatest demand today, both by the agents and the organizations booking acts direct. True, the audience wants to be fooled by a magician, but they also want to be entertained. Good comedy, slanted to the type of audience you are playing to, always goes over. Many magicians we have seen try to work too many separate tricks into their routines and the result too often is just a series of tricks with no pattern or continuity."

Summer Shuts Philly Niteries

PHILADELPHIA, June 9.—While the Latin Casino shutters its main room next Saturday night (16) for the summer, and Marty Bohn's Nut Club calls it quits this week until after Labor Day, the Lexington Casino will put greater emphasis on name value for the hot months. Virtually a roadhouse because of its boulevard location, the Lexington spot, operated by booker Tony Phillips, marks its sixth anniversary this week with Steve Murray and Marion Morgan in the leads with Juanita Hall, out of her bloody Mary role in *South Pacific*, opening June 14.

The Nut Club's shuttering for summer allows Marty Bohn to concentrate on the wild counterpart Nut Club at the Wildwood, N. J., resort. The Latin Casino owners also move their interests to the resort, operating the supper room at the Club 500 in Atlantic City. The Latin lounge will keep going, plus the nightly air shows via WPEN, which will be handled during the summer by Frank Ford while the regular, Kal Ross, does a similar mike stint from the Club 500.

Other major spots shuttering for the summer is Frank Palumbo's Theater-Restaurant, which always closes for the hot spell, while the Embassy Club drops activity in its main dining room in favor of the bar and lounge with only musical entertainment instead of the show.

Potter Appeals Icel Decision

HOLLYWOOD, June 9.—Nitory owner Larry Potter filed an appeal with American Guild of Variety Artists for a national appeal board hearing on his legal fight with Icel, exotic dancer fired recently by Potter after one performance at his San Fernando Valley, Calif., club. AGVA appeal board will meet in three months and should a similar decision be rendered as the one handed down by the local union branch last week, Potter can seek arbitration.

Icel was originally skedded for two weeks at Potter's Supper Club, but was dismissed when the op claimed her act was not of proper quality. She is asking two week's pay, \$500. AGVA here ruled that Potter pay the money. In a letter this week to Coast rep, Irvin Mazzei, Potter said "he was not convinced of any error," and would appeal as far as he could. AGVA

Caught Again

RUBAN BLEU, New York: This East Side supper club is, apparently, still doing okay business with the after-theater set. The format now has the four acts working almost on a grind policy, rather than in set shows at specific hours. Operator Julius Monk still fills in at the piano while Monk show tunes and standards, emsess and acts as host. Acts work in rotation, with the Norman Paris Trio (piano, guitar and bass) doing a few numbers in a highly listenable manner that should keep the squares happy and yet intrigue the more musicianly customers.

The trio's arrangements on such tunes as *Syncope*, *Slaughter*; *Hello, Young Lovers*, and *Slaughter on 10th Avenue* are strikingly modern, yet effective with the typical night club crowd. The Four Lads, teenage vocal imports from Canada, are smartly dressed in plaid mess jackets and tux pants, have enough visual appeal and a fair amount of musical know-how. The group does best with French-Canadian folk tunes, tho they drew well with standards and show tunes. The only thing lacking is that extra polish that should come from working steadily.

Dorothy Loudon

Dorothy Loudon, an attractive young gal with a big voice and a good sense of comedy values, came close to breaking it up with hoked-up versions of *I've Got Rhythm*, *It All Depends on You* and *Some of These Days*. The gal has picked up much professional know-how since last caught and now has an act well suited to the bigger spots.

Jim Kirkwood and Lee Goodman, zany comedy duo, recently have come up with some sock material that garners big yocks from the type of smart crowd patronizing this spot. The youthful team has a raffish approach in handling such material as appears, at first glance, to be standard fare dished out by other comics. Their bits on the various types of night clubs and cafe characters, quiz programs, all-night deejay shows and radio commercials are all good for bellies. They have a sock finish in a routine based on the supposedly typical articles appearing in the *Reader's Digest*.

The Paris Trio with Paris himself at the piano do a fine job in backing the show. Colin Romoff does okay working with the Loudon gal.

Joe Martin.

Burlesque Bits

By UNO

ROSE LaROSE, in demand by house ops, was unable to accept another engagement at the Empire, Newark, because of a tonsilectomy. . . . Jack Hayes, in his second week at the Gayety, Toledo, has for co-comic **Charlie Robinson**; straight man, **Danny Jacobs**, and feature, **Betty Howard**. . . . **Amber Flight**, following a week at the Orchard Room, New York, went to the Empire, Newark. . . . **Phil Seed** has been signed thru **Henry Weise** to play the part of **Nova Kovich** in "The Merry Widow" playing Cohasset, Mass. . . . **Winnie Garrett** switched from the Casino, Boston, to Manhattan's Club Samoa June 9 for two weeks. . . . **Sam Taub**, radio sports commentator, was tendered a testimonial party and presented with a citation by **Freddie Fulton** at the latter's studio in New York June 16. Among celebs present were **Bobby Clark**, **Noble Sissle**, **Jack Dempsey**, **Barney Ross**, **Mrs. Bill Robinson**, **Harry W. Balogh**, **Roxy Rozation**, **Leigh Whipper**, **Maxie Rosenbloom** and **Richard Korbel**. . . . **Sammy Spears** wound up two seasons (70 weeks) as house comic at Fox's, Indianapolis, on May 16 to vacation in New York.

Sacks and Harry Conley. Other principals included **Alice Kennedy**, **Murray Briscoe**, **Evelyn Knight**, **Lynn Allison** and house singer **Phil Crawford**. . . . **Dolores Dawson**, dancer, is doubling between club dates and TV commercial modeling since she left **Jimmie Kelly's**, New York. . . . **Pat Carr**, another **Jack Montgomery** graduate from the chorus at the Hudson, Union City, opens soon in Chicago niteries under the name of **Peachtree**. . . . **Cincinnati** has **Gayle Page** at the Cat and Fiddle and **Bobb Lang** held over at House of Rinck. . . . **Jack Fauer**, booker of specialty acts for the Hirst circuit, has moved his operations from the **Lou Miller** office to **Oscar Lloyd's** in New York and may soon tie up with **Tommy Levene**. . . . **Lois DeFee** is back at Club Nocturne, New York. . . . **Emmett Callahan**, now in Los Angeles, is slated for the management of the road edition of "Guys and Dolls." Gayety, Cincinnati, Friday (15) begins a summer policy of stock burly and pictures. House closed its regular season early in May, considerably earlier than other years.



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TURZA has been signed to open September 24 for two weeks at Ciro's, Philadelphia, thru **Bernie Rothbard**. . . . **Hudson, Union City, N. J.**, shuttered for the season June 9 with a cast headed by **Georgia Sothern**, **Mike**

Hofues Shopping For Carroll Revue

HOLLYWOOD, June 9.—Frank S. Hofues owner of the Earl Carroll theater-restaurant, is looking for a large new revue.

Carroll's was originally skedded to reopen the end of May with a \$60,000 revue, idea falling thru when Hofues either got cold feet or decided to make a change in the type of show for the room. Latest plans call for the room to open around July 4. However, no show has been booked.

Hofues is reportedly seeking a revue, either with or without a name attraction, using a line of 24 fems.

Television as Act Builder

Continued from page 3

booking at the Old Knick was pretty much set when Miss Loudon finally appeared on the show. Her chanting also intrigued Robert Q. sufficiently for him to book her for a radio appearance on the Godfrey show the following morning.

Up and Up

Combination of the impression made on CBS programing brass and the Bloch office efforts resulted in a guest shot on the Steve Allen video show for \$200 and *This Is Show Business* for \$400. Producer of the latter show, Irving Mansfield, booked Miss Loudon for *Show Business* after having seen her on the Lewis telecast. She was the first unknown booked on *Show Business*. Latter appearance was caught by Dave Cohn of Ciro's, who bought her for \$350, and was caught by Johnny Greenhut of MCA and Harry Kalcheim of William Morris, who both started action to sign the Loudon gal. That stint also created movie interest.

Flick agents and producers asked for demonstration disks of the gal's voice and kinescopes of her TV appearances. At 20th Century-Fox, George Jessel was playing dubs of her voice when agent Leo Fitzgerald was in his office. Fitzgerald immediately wired the Bloch office with an offer to handle Miss Loudon for six only. While waiting for a reply, Fitzgerald approached Busby Berkeley, who was getting ready to direct *Miss U.S.O.* for the Wald-Krasna combine. Twentieth was also interested in using Miss Loudon in the projected *Sophie Tucker* biog. When Fitzgerald went to Joe Rivkin, he found that word has spread fast enough for Rivkin to have already contacted New York

for info on the singer. At the same time, it looked as tho she could go into the Chicago company of *Guys and Dolls*.

Video producers still continued to ask for Miss Loudon, with the result that she did a single shot on the Arthur Murray show for \$400. Since then, the Bloch office decided to keep her in New York for further show-casing and to be readily available for more TV work. She's currently working at the Ruban Bleu, breaking in a new act. Price here is only \$200, but both the Morris and Bloch offices intend to keep her there indefinitely.

Morris office paper with Miss Loudon is for six months, with an additional three-year option if they come up with either a 13-week TV show, a featured spot in a Broadway musical, or a featured spot in a motion picture.

Morris office is currently asking about \$700 for Miss Loudon in cafes, and \$500 for TV shots. Her video appearances have elicited offers from the Club Kavakos and Shoreham in Washington, and the Skyline Lounge in Cleveland. Plans call for keeping Miss Loudon close to New York until the Morris office can set her for either Broadway, TV or Hollywood.

verdict was based on the fact that Potter himself had auditioned the gal, and supposedly knew the type of act. Icel is currently working the Follies here.

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Only 7 Out of 41 Philly Preems Live On; Try-Out Season Hits Low

PHILADELPHIA, June 9.—The 1950-'51 legitimate theater season here, which still has one belated show to go before calling it a year, came very close to reaching the all-time low of the year before. When *Two on the Aisle*, which preems at the Forrest June 19, rings down the curtain after three weeks, it will make a total of 42 attractions for the present season. But considering that there were five houses willing and able this year, the 42 offerings represent little improvement over the 1949-'50 season when the four Shubert-operated houses split up a new low of 40 offerings. This season the Erlanger was added to the Shubert, Forrest, Locust Street and Walnut Street theaters.

In the postwar years, seasons ran from 55 to 63 attractions. The peak year ever was 125 attractions, while in an early depression

year before talkies or television, the number of shows fell to 31.

The relighting of the Erlanger held much promise, but it turned out to be merely an empty one. Of the 42 offerings, Erlanger housed only four—not counting two weeks that kept *Guys and Dolls* in town after starting its try-out at the Shubert. Of the four, only a return of *A Streetcar Named Desire* was a bell-ringer, with some interest shown at the box office for *The Innocents*. But the other two—the *Lady From Paris* opener and *The Man Who Corrupted Hadleyburg*, which folded after one week—were far from the black side of the ledger.

The footlight and financial fortunes of the offerings were as diversified as the offerings themselves. Of the 42, two were primarily for Yiddish audiences—*Borsch Capades of 1951* at the Locust Street, and Maurice Schwartz in *Riverside Drive* at the Walnut. Of the 40 standard attractions remaining, 25 were pre-Broadway presentations—three more try-outs than the year before. Several of the new attractions gave up the ghost right here in Philadelphia, while seven of the others are still running on Broadway—four musicals and three dramas. Compared with previous season try-outs, seven out of 25 lingering on is a

pretty fair average. Figure may go up to eight, since *Two on the Aisle* is still to have its local test.

Four Winners

The four winning musicals are *Guys and Dolls*, *A Tree Grows in Brooklyn*, *Make a Wish* and *Flahooley*. Three for the tuneless trade are *Darkness at Noon*, *Affairs of State* and *Gramercy Ghost*. All the other try-outs must be considered casualties, since they have vanished from the theatrical scene.

Of the 42 offerings, 16 were musical attractions, of which *The Consul*, *Blossom Time*, *Peter Pan*, *Oklahoma!*, *Kiss Me, Kate*, and the D'Oyly Carte Opera Company were either revivals or post-Broadway bookings. Of the 10 musical offerings seen here before Broadway, *Lady From Paris* called it quits here, while *Borsch Capades* has no immediate intentions of taking in Broadway. In addition to the four musicals still running in New York—*Out of This World*, *Bless You All*, *Courtin' Time* and *Two on the Aisle*—are those which have already had a chance on Broadway or are still heading for the big street.

Of the 26 dramatic offerings, in addition to the three still on Broadway boards, there were 11 which tested here. Two of the 11—*The* (Continued on page 35)

"17" Strong in Hub, "Labour" Far From Lost

BOSTON, June 9.—*Seventeen*, Sally Benson's adaptation with music of Booth Tarkington's stories, is tarrying in the Hub for an extra third week to put on the finishing touches for Broadway. The first week of the tryout showed a lively \$24,000 at the box office.

The only other legit offering here, prior to the summer straw hat rash, is the Brattle Theater's production of *Love's Labour Lost* by William Shakespeare. Critical raves and a public endorsement of the play by Thornton Wilder greeted the opening, staged in turn-of-the-century style with Ian Keith and Hurd Hatfield starred. One irate Shakespearean pedant, however, had a mild difference of opinion storming from the theater and demanding his money back. A mild uproar ensued as the man shouted, "Thornton Wilder and the Brattle Theater should be prosecuted!"

Thus far the Brattle-ites and Wilder have been served no papers and business was a stout \$4,200 for the second week.

Norw'k Music Tent Now Off, Danbury's On

NORWALK, Conn., June 9.—Peter Lawrence announced this week that he has abandoned plans for his Circle of Music tent shows here on the James Melton property for this summer. The reason given was that he could raise only half of the capital required for the project.

Negotiations had been started with the American Broadcasting Company for televising the Monday night's performances weekly, but plans did not jell. Lawrence hopes to try again next summer.

Meanwhile, John Leahy, owner of the Danbury, (Conn.) Fairgrounds who leased his grounds last season for musical tent shows to James Westerfield and Ben A. Boyer, who operated as Melody Fair announced that he will open his tent musicals around July 10. Leahy had not intended to operate this summer because of the expected competition from Lawrence and also from Lawrence Langner, who had also announced plans for a tent musical. Now that both of them have announced their plans, he will open.

Pier Skeds Legit Plays

GALVESTON, Tex., June 9.—Galveston Pleasure Pier, skedded to open June 15, will feature a series of five legit plays in-the-round, sponsored by the Summer Circle Theater. Opener will be *Our Town*. Adrian Hall will direct.

Texas Musicals Season Tix Alone Ring Up 75G

DALLAS, June 9.—More than \$75,000 in season ticket sales, about two-thirds more than the advance for last year, is already in the till as State Fair Musicals here preps to open its 10th season Monday (11). The cash was in the bank before single ticket sales for the first production, *Where's Charley?*, even opened.

State Fair Musicals were formerly known as Starlight Operetta before deciding to move indoors to the air-conditioned State Fair Auditorium this season. The house seats 4,301.

Musicals, a State Fair of Texas project, used a couple of gimmicks this year to boost season ticket sales. Ducat books were sold on a premium basis of six tickets for the price of five, and season ticket buyers were given priorities on tickets for other forthcoming Auditorium productions later in the year, such as *Guys and Dolls* (during State Fair) and *The Sadlers' Wells Ballet*.

Upcoming Shows

Six shows are skedded to play two weeks each. The opener, *Where's Charley?*, has Eddie Foy Jr., Evelyn Ward and Byron Palmer. Other productions and players include *Song of Norway*, June 25-July 8, with Walter Cassel, Frances Greer, Maria Tallchief and Eric Rhodes; *Texas, Lil' Darlin'*,

July 9-22, with Jack Carson, Susan Johnson, Dennis Schull, Freddie Wayne and Jett McDonald; *I Married an Angel*, July 23-August 5, with Vivienne Segal, Vera Zorina, Hiram Sherman, Xenia Bank and John Brownlee; *Miss Liberty*, August 6-19, with Dick Haymes, Nola Fairbanks and Odette Myrtle, and *The Merry Widow*, August 20-September 2, with Dorothy Kirsten, John Tyers and Lloyd Thomas Leach.

Shows play nightly with matinee Sundays. Charles R. Meeker Jr., is managing director. Others on the staff include Lehman Engel, musical director; Mary Hunter, director; Donald Saddler, dance director; Peter Wolf, scenic designer, and Douglas Morris, technical director.

Kingsley Blasts 'Noon' Criticism As Inaccurate

NEW YORK, June 9.—Apropos of the announced closing Saturday (23) of *Darkness at Noon*, Benjamin Gitlow, executive director for Theater for Freedom, Inc., this week wrote author Sidney Kingsley a letter. Gitlow depreciated the fact that Claude Rains would not resume the lead when the play goes on tour in the fall and was "disturbed by the reports that a number of actors, under suspicion for their Communist fronts and causes, for purely selfish and political reasons desire to take on the role, for the purpose of covering up their past association with the subversive forces in show business."

A call to Mr. Kingsley elicited the following response. The author of *Darkness at Noon* considers Gitlow's letter ill-considered and completely inaccurate—with no effort made to check the facts. If Gitlow (Continued on page 35)

BROADWAY SHOWLOG

Performances Thru June 9, 1951

DRAMAS

Affairs of State.....	9-25, '51	295
(Music Box)		
Darkness at Noon.....	1-13, '51	169
(Royale)		
Gramercy Ghost.....	4-26, '51	52
(Morosco)		
Season in the Sun.....	9-28, '50	292
(Booth)		
Stalag 17.....	5- 8, '51	39
(48th Street)		
The Happy Time.....	1-24, '50	574
(Plymouth)		
The Moon Is Blue.....	3- 8, '51	108
(Henry Miller's)		
The Rose Tattoo.....	2- 3, '51	145
(Martin Beck)		
Twentieth Century.....	12-24, '50	193
(Fulton)		

MUSICALS

A Tree Grows in Brooklyn..	4- 9, '51	60
(Alvin)		
Call Me Madam.....	10-12, '50	276
(Imperial)		
Flahooley.....	5-14, '51	32
(Broadhurst)		
Gentlemen Prefer Blondes..	12- 8, '49	628
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	227
(46th Street)		
Kiss Me, Kate.....	12-30, '48	1010
(Schubert)		
Make a Wish.....	4-18, '51	62
(Winter Garden)		
Oklahoma!.....	5-29, '51	16
(Broadway)		
South Pacific.....	4- 7, '48	824
(Majestic)		
The King and I.....	3-29, '51	84
(St. James)		

SUSPENDED

Bell, Book and Candle....	6- 2, '51	231
(Barrymore)		
(Opened 11-14, '51)		

CLOSED

Idiot's Delight.....	6- 3, '51	14
(Coronet)		
(Opened 3-7, '51)		

OPENING

Courtin' Time.....	6-13, '51	
(National)		

28 Pro Dancers Hired For Detroit Festivities

DETROIT, June 9.—A basic troupe of 28 professional dancers has been signed as the nucleus of a larger group to include about 250 amateurs for *The City of Freedom*, to be presented July 13-23 at the University of Detroit stadium for the city's 250th birthday festival. Olga Fricker, formerly solo danseuse with the Detroit Symphony Orchestra, has been named choreographer for the production.

Sides and Asides

Projected Productions On Fall Books . . .

The number is up for "Flahooley," the Harburg-Saidy-Fain musical, as of Saturday (16). It will have run 40 performances on that date. Producer Cheryl Crawford announced the shuttering as due to a thinly spread advance sale over several months, which predicts too great a risk for hot weather operation. The show got off to mixed notices, some of which found considerable fault with its book. The current intention is to reopen next fall with approximately the same cast, after the story line has been given a hypo. The bow-out of "Flahooley" leaves the Broadhurst Theater free for the advent of the Sally Benson musical version of Tarkington's "Seventeen" arriving Thursday (21). . . . Bernard Hart and Anne Kaufman will produce Jerome Choderov's first solo scripting effort, "Brother Cain," in the early fall. Hart's last Stem sponsorship was his brother's, Moss Hart. "Light Up the Sky," two years ago. This is Miss Kaufman's first managerial stint. Choderov will stage his own play which calls for a cast of four men and two women. Paul (ex-"Mister Roberts") Stewart has been offered one of the assignments. . . . Chorus Equity held its 32d annual membership meeting Friday (8) at the Hotel Astor. President Clarence Derwent presided. Of prime consideration was the balloting for council and executive committee replacements with both an independent and regular ticket in the field. Votes were to be tabulated Mon-

day (11). A suggestion was made from the floor that Ben Irving, the org's exec secretary, request the Donaldson Awards committee to consider chorus members making debuts as Broadway principals eligible for award honors in the debut category. However, since the voting for annual legit theater achievements closes Tuesday (12), it is obvious that no change can be made in balloting procedure before next year.

Subway Circuit News, Strawhat Doings . . .

The subway circuit gets under way Tuesday (11) at the Flatbush Theater, Brooklyn. The opener stars Mae West in "Diamond Lil." Charles G. Martin, Walter Petrie, James Courtney and Dan Matthews, all "Lil" vets, are in the troupe. . . . Grace Valentine, landlady of "Season in the Sun" at the Booth, celebrated her 50th anniversary on the stage Friday (8). . . . Marshal Jamieson will handle the casting for Leland Hayward of the Howard Lindsay-Russell Crouse script, "Remains To Be Seen," and "Point of No Return," the Paul Osborn adaptation of the Marquand novel. . . . Grace George, Katherine Cornell and Brian Ahearn will co-star in "The Constant Wife" for a three-week session at the Denver City Opera House, starting August 4. . . . After 23 years in Hollywood, George Cukor plans a return to stem legit. Cukor has promised Gilbert Miller to stage his production of "Gigi," the Anita Loos adaptation of the Gabrielle Collette novel. Cukor is due here in September when Miller returns (Continued on page 35)

Theater '51 Ends Season 10G to Good

DALLAS, June 9.—Margo Jones' Theater '51 ended its fifth season here Saturday (2) with a gross of \$73,664.76 after taxes with a balance on hand of more than \$10,000.

The season's take was only 6½ per cent or about \$5,000 under the record-breaking 1949-'50 season. Total attendance for the season was more than 40,000.

Miss Jones announced the civic-sponsored, non-profit, professional undertaking has plenty of money on hand to reopen next November without going to sponsors for operating funds.

The Arena house at State Fair Park seats only 198 spectators with a \$2.40 top. Theater '51 plays a 30-week repertory season. *Walls Rise Up*, a musical play by Frank Duane with score by Richard Shannon, was the top money-winner for the season and the second biggest hit in the theater's history. Only *Southern Exposure* last year chalked up larger returns.

Receipt Break-Down

Walls scored with \$8,921. Other receipts were as follows: *The Willow Tree*, \$8,805; *Lady Windermere's Fan*, \$8,140; *The Merchant of Venice*, \$7,826; *Candida*, \$7,486; *One Bright Day*, \$7,118; *A Play for Mary*, \$6,408, and *An Innocent in Time*, \$5,679. Plays ran three weeks originally and four repeated in a six-week repertory cycle. Walls played 44 performances.

Two Theater '51 plays of the 1950-'51 season are reported tapped for Stem production. Howard Lindsay expects to produce *One Bright Day* early next season, with himself in the lead. Lindsay scouted the play here in March. Richard W. Krakauer will retitl *The Willow Tree* and produce it as *Twilight Park*.

Fairmount Park Nixes Silo Try

PHILADELPHIA, June 9.—The Fairmount Park Commission Wednesday (6) abandoned its plan to use the city-owned park for summer theater productions. William H. Sytk, executive vice-president of Sun Ray Drug Company, which also operates independent WPEN and WPEN-FM here, had offered to sponsor the summer theater on a non-profit basis. The commission, in executive session, ruled that the proposal was not in proper form for action at this time.

The commission decided to name a committee of three to study the summer theater idea and make recommendations for possible action next year. Vigorous protests against the plan came from the Philadelphia Orchestra and the Robin Hood Dell. Representatives of the orchestra bodies said a theater featuring light musical productions, as planned, would be disastrous to the Dell, which staged a seven-week series of outdoor symphony concerts in the park, using men of the Philadelphia Orchestra. David Bortin, attorney for the Dell, charged that Sytk's plan was an attempt to use city property for free advertising. "The bidder," he charged, "could afford to lose \$10,000 to \$15,000 for the advertising he will get out of it."

Raymond Rosen and John H. Kelly, members of the park commission, replied that the Dell is attempting to exercise a monopoly over musical productions in the park. Both Kelly and Rosen, who heads a local RCA-Victor distributing firm, have favored utilizing (Continued on page 35)

Milford Skeds 8 Plays

MILFORD, Conn., June 9.—Eight plays are scheduled for the summer season of the Milford Playhouse at Arnold College here, opening July 3. Robert Kaufman will direct the first production, *Guest in the House*, the second, will be directed by Richard Boardman. *Kiss and Tell* and *The Warrior's Husband* are the third and fourth plays skedded. Frederick Albee is exec director of the Playhouse.

Sides and Asides

Continued from page 34

from a European vacation, and rehearsals are expected to get under way by the end of that month. . . . Grace Hartman is on her way west to tryout a new script by Helen Faith Keane, "See How They Run," in Las Vegas, Nev. Should it look good, plans call for a Stem bow-in in the fall. This is her first try at a theatrical chore since she and husband, Paul Hartman, separated.

Cast Changes and New Assignments . . .

Elaine Stritch will take over the understudy slot to Ethel Merman in "Call Me Madam." Nancy Andrews, the current stand-in, leaves to rehearse for the forthcoming "Top Banana." . . . Glen Langan replaces Robert Carroll in "20th Century" Tuesday (12). . . . Mary O'Fallon has signed to understudy Billie Worth in "Courtin' Time," which bows-in at the National Wednesday (12). . . . Lewis Harmon has signed Clarence Derwent to support Lillian Gish in "Miss Mabel," which he puts on at his Clinton, (Conn.) Playhouse July 2. Dennis Hoey is also featured. Alexander Ince and Joel Schenker plan to bring the play to Broadway next fall. . . . Lee Shubert sailed on the Queen Elizabeth Thursday (7). He will be in Europe five or six weeks. . . . New musical, "This Is Livin'" gets a tryout Tuesday (19) at Leonard Plato's (Oak Ridge, N. J.) Musical Big Top. . . . Britisher Andrew Cruikshank has been signed for the role of Warwick in the Theater Guild's production of "St. Joan," due at the Cort October 4. Besides star Uta Hagen, the cast includes Will Kuluva, Robert Pastene, James Daly and Frederick Warriner. Margaret Webster directs.

Gibbs Writing Again, Plays Optioned . . .

Wolcott Gibbs, New Yorker critic, will concentrate this summer on a new comedy, "about a comic problem of a man who helps his wife write a best-seller and then is abandoned by her." It yet

Kingsley Blasts

Continued from page 34

had read newspaper accounts, said Kingsley, it would be clearly understood that Rains was the No. 1 choice to continue in *Noon* and that he was physically unable to undertake the road chore, and therefore is out of the picture. At the moment the only suitable and available candidate is Edward G. Robinson, who to the best of Kingsley's knowledge has been vindicated by Congress. Kingsley emphatically does not believe in charges and counter-charges, without a full investigation of facts. In the Kingsley Americana, all men are innocent until proven guilty, and his formal reply to the Gitlow letter will be withheld until next week, after a full investigation of its implications has been made from all angles, including the leadership of the Theater for Freedom org. Says Kingsley: "We want a top man on the road in the play. Nothing would please Moscow better than to prevent the tour."

7 Philly Prems Live On

Continued from page 34

Man Who Corrupted Hadleyburg and Let Me Hear the Melody—shuttered after local try-outs. The remaining nine which headed for Broadway but didn't see the season thru were *Edwina*, *4 Times 12 Are 48*, *The Autumn Garden*, *The Golden State*, *Billy Budd*, *Legend of Sarah*, *The Relapse*, *Angels Kiss Me* and *Hilda Crane*. There were eight post-Broadway offerings, of which *A Streetcar Named Desire*, *Death of a Salesman* and *Mister Roberts* premiered here previously, plus the Maurice Schwartz play for the Yiddish folk. The four first-timing here were *The Lady Is Not for Burning*; *Come Back, Little Sheba*; *I Know My Love*, and *The Innocents*.

The Revivals

Four revivals rounded out the roster, of which *The Guardsman* has not as yet made its Broadway bow. Other three were *Green Pastures*, *Springtime for Henry* and *As You Like It*.

While it's much too early to forecast what the 1951-'52 season

lacks a title, but Nancy Stern will sponsor it. He would like Burgess Meredith to stage it. . . . The producing team of Courtney Burr and Malcolm Pearson now sked two new comedies for next season. Added to Kenyon Nicholson's "West of Eighth," the agenda now includes "The Third House" by Edward Hunt. . . . Alfred Drake has optioned Pirandello's "Man, Beast and Virtue," currently being adapted by Edward Eager. He will act but not direct and skeds a late August silo tryout. . . . Nassau, L. I., may get a canvassed song-and-dance operation in July. S. M. Chartock has obtained a permit, and is now trying to locate a suitable tent. . . . Betty George, ex-National Company, takes over the Bianca stint with the Broadway troupe of "Kiss Me Kate" Monday (11). . . . "The North Road," comedy by New York Daily News staffer Robert Blodgett, will get a showcasing by the News unit of the Newspaper Guild of New York at the org's clubhouse Friday (15) and Saturday (16). . . . In Hollywood, Max Cohen is prepping Artie Auerbach's initial legit venture, "Curtain's Going Up," with an eye to an August Stem preem.

Laguna Beach Skeds 7 Plays for Summer

HOLLYWOOD, June 9.—Seven plays are penciled in on the Laguna Beach Summer Theater sked, season bowing June 26 with John van Druten's *Old Acquaintance*. Also on the group's list are *Royal Family*, *There's Always Royal*, *Maelstrom*, *Dover Road*, *Clutterbuck* and *Houseparty*.

Byron R. Kelley this week was named permanent director of the summer stock company, his second year in this capacity.

Fairmount Park

Continued from page 34

the facilities of the park for more recreational and entertainment purposes. The commission recently won court approval of a lease permitting the setting up of a golfing range on park property as a concession. However, the commission turned down a request of the Ringling Brothers and Barnum & Bailey Circus last month to pitch its tents on park property.

Theron Bamberger, who already has the tent and 1,200 folding chairs, also expressed interest in a Fairmount Park site for his proposed musical circus after the suburban Devon Horseshow Grounds were closed to him by the township zoning commission. However, Bamberger did not submit a bid for the Fairmount Park site and will now devote his energies to operation of the Bucks County Playhouse at nearby New Hope, Pa.

Sylk said that he had arranged with Wilbur Evans to stage the proposed summer series. However, nixing of the plan by the commission leaves Evans free to handle the musical tent Dick McClain aims to pitch at his suburban Drexelbrook Inn, if he can get a tent within a reasonable price range.

will bring, there are already three prospects for early September in *Let Me Be Guilty*, melo about gambling rackets, tentatively set for September 10; Menasha Skulnik's English-language stage debut in Sylvia Regan's comedy, *Business Is Business*, planning to tee off here September 19, and a mid-September start for *Cross Your Fingers*, new musical by the husband-wife songwriting team of Mann Holiner and Alberta Nichols. In addition, the Theater Guild has a banner line-up for its local subscription series. With seven offerings skedded, Guild subscribers for the 1951-'52 season will be Tennessee Williams' *The Rose Tattoo* with the New York cast; a new musical, *Paint Your Wagon*, by Frederick Loewe and Alan Jay Lerner; Elia Kazan's production of *The Man Who Made the Mountain Shake*; Maxwell Anderson's *Barefoot in Athens*; Margaret Webster's *Saint Joan*, starring Uta Hagen; T. S. Eliot's *The Cocktail Party*, and Jean Anouilh's *Point of Departure*, starring Dorothy McGuire.

Strawhatters On the Boom In Chi Area

CHICAGO, June 9.—Wide variety of dramatic and musical fare is skedded for the silo circuit here this year with five strawhatters within a 25-mile range of the Loop and another half dozen scattered within a 100-mile radius.

Eddie Dowling's premiere of William Saroyan's newest work, *The Violin Messiah*, is attracting the most attention. Play will bow at the Chevy Chase, Wheeling, Ill., June 12. John Larson, who directed *Angel in the Pawnshop*, is handling staging chores. Chevy Chase is offering a 12-week season with subscriptions on a 6, 9 and 12-play basis. It follows a guest star-resident company policy. Others signed for appearances are Jean Parker and Robert Lowery in *Candlelight*, Arthur Treacher in *Clutterbuck*, Edward Everett Horton in *Springtime for Henry*, Jeffery Lynn in *Claudia*, and Jessica Tandy and Hume Cronyn in *The Four Poster*.

Highland Park Opens

Officially opening the strawhat season June 1 with *The Heiress* was the Tenthouse theater-in-the-round, Highland Park, Ill. All-Equity group offers a 16-week season with a different play bowing every Tuesday. Producer Herb Rogers and Director Michael Farrell use no names, but rely on well-staged, professionally acted plays that have built a quality reputation. This is the fourth consecutive season for the group, oldest in the Chi silo circuit.

On the North Shore the Music Theater returns for its second season under canvas adjoining the Villa Moderne nitery. Barrie O'Daniel, director of the Detroit Civic Light Opera, has returned for the season. Group opens June 17 with *Show Boat* for two weeks. Bills change weekly from then on with *Gay Divorcee*, *Rose Marie*, *No, No, Nanette*, *Brigadoon*, *Song of Norway*, *Up in Central Park*, *Annie Get Your Gun*, *Two Hearts in Three Quarter Time* and *Chocolate Soldier* rounding out the season. Edwar Lilley is stage director and Leo Kopp the musical director.

Hinsdale Breaks In

Hinsdale, West Side suburb, gets its first strawhatter with Marshall Migatz and Eugene O'Sullivan, who presented the Chevy Chase group the past two years, taking over the Salt Creek Playhouse. They preem a 12-week season June 22 with Melvyn Douglas and Signe Hasso in *Sacred and Profane*, a new work of Ed Mabley's. Ethel Barrymore Colt and John Barrymore Jr., appear July 23 in *Hasty Heart*.

Only member of the silo circuit within the city is a newcomer located on Chicago's South Side. Called the Drury Lane, it will be a canvas theater presenting shows in the round with seating capacity of 750. Opens June 25 with Diana Barrymore and Robert Wilcox in *Private Lives*. Dan Goldberg, general manager, states the plan is to stage a different play every week for 11 weeks.

Around the bottom o. Lake Michigan at the Indiana-Michigan border Don Bolten, who has been producing the *Roarin' Twenties* revue at the Blackhawk here, has taken over the Michiana Summer Theater. Opens June 27 with *Voice of the Turtle* with 10 weeks to follow.

About 70 miles west of Chicago near Marengo, Shady Lane Farm and Playhouse will open the season June 19 with *Two Blind Mice*.

Others in the area are the Belfry Players at Williams Bay, Wis., where Frank Davidson, chairman of the State School of Drama Alumni Association, will produce and direct *Harvey*, *Philadelphia Story*, *Born Yesterday*, and *Silver Cord*; Rustic Pine Theater, Alpena, Mich.; Maxinkuckee Playhouse, Culver, Ind.; Theater Under the Stars, Lake Forest, Ill., and Luzerne Garden, Lake Geneva, Wis.

Dramatic & Musical Routes

Guys and Dolls (Curran) San Francisco. Mr. Roberts (Geary) San Francisco. Moon Is Blue (Harris) Chicago. South Pacific (Shubert) Chicago. Two On an Aisle (Shubert) New Haven, Conn.

Broadway Follow-Ups

AFFAIRS OF STATE

(Reviewed Tuesday, June 5)

Music Box

A comedy by Louis Verneuil. Staged by the author. Setting by Paul Morrison. Costumes by Dorothy Jeakins. General manager, Paul Vroom. Stage manager, Herman Shapiro. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Richard Krakauer and Fred Finklehoffe.

Philip Russell Reginald Owen
Lawrence Russell Elmer Brown
George Henderson Barbara O'Neil
Irene Elliott Shepperd Strudwick
Byron Winkler June Havoc
Harry Bannister Harry Bannister

Unless memory is much at fault, considerable has happened to the projection of *Affairs of State* since it opened last September. Originally, it unveiled as a not too brilliantly plotted, but withal a happy little comedy on the familiar theme of the churchmouse who blossoms into a queen bee. It was acted with restraint and polish by a splendid cast, and predicted itself the hit it has become.

Its cast is still excellent. Its lines are still witty and amusing as Verneuil can write them. But somewhere along the line, subtlety has given way to two-fisted mugging. Lines which used to be pointed for savorsome chuckles are now tossed straight at the pew-sitters in a bid for belly-laughs. There are moments of *State* which run dangerously close to farce. Since an actor of Reginald Owen's splendid ability is chiefly concerned in these antics, there is no question in a reporter's mind but that he is working under orders. Certainly, the character of the play does not call for what amounts practically to pantoed audience-asides. In any event, *State* has become a curious mixture of sentimental comedy and farcical buffoonery.

No B. O. Damage

However, whether or not such changes in the play's projection are design, it must be reported that its current manner of playing does not do it the least harm commercially. Pew-sitters howl with glee at the double-takes and evidently have themselves a heluva time. It should continue ideal, light, summer fare.

Of course, the reason for taking another look at *State* at this time is June Havoc's advent into the star slot to replace the just-departed Celeste Holm. La Havoc, perhaps for contrast, plays with complete restraint and is increasingly beguiling as the prim little school teacher who takes on a marriage-stooge chore to win out completely in the love sweepstakes. Incidentally, Miss Havoc is cute as a button with her hair in a bun, and when she shakes it loose and gets into a series of confections designed for her by Dorothy Jeakins, the eye results are something. She is an all-round happy addition to affairs at the Music Box.

The support remains the same. Reginald Owen is the wily politico whose thinking is always two jumps ahead of the wife who wants to divorce him for a younger man. Barbara O'Neil is the restive wife, and Sheppard Strudwick is the gent in the case who finds that marriage on a business basis is emotionally unsound. Harry Bannister is the cabinet member from whom the play gets its title. Even with their moments of manifestly playing to the audience rather than to each other, all of them are still fine.

Bob Francis.

Italian Troupe To Tour S. A.

ROME, June 9. — The Italian Theater Company, which has just completed a successful winter season of repertoire at the Valle Theater here, has been signed to make a summer tour of South America. The company, directed by stage and film star Vittorio Gassman, is skedded to sail from Genoa Friday (15) aboard the Conte Grande.

The schedule calls for the troupe to appear at Rio De Janeiro and Sao Paulo, Brazil; Buenos Aires, Argentina; Montevideo, Uruguay; Santiago, Chile, and Lima, Peru. In addition to Gassman, the company stars Elena Zareschi and Diana Torrieri. The repertoire will feature both classic and modern plays in Italian, including *Orestes* by Vittorio Alfieri, *The Cuning Widow* by Carlo Goldoni, *Lulu* by Carlo Bertolucci, and three plays by Luigi Pirandello, among them *Six Characters in Search of an Author*.

TWENTIETH CENTURY

(Reviewed Monday, June 4)

Fulton Theater

A farce by Ben Hecht and Charles MacArthur, based on a play by Bruce Millholland. Staged by Jose Ferrer. Setting by Wolfgang Roth. Costumes by Noel Taylor. General manager, Milton Baron. Stage manager, Thomas King. Press representatives, David Lipsky, Peggy Phillips and Joseph Lustig. Presented by Jose Ferrer and Richard Condon.

Dr. Johnson Paula Bauersmith
Train Secretary Robinson Stone
Porter P. Jay Sidney
Grover Lockwood Ralph Bunker
Anita Highland Diana Herbert
Owen O'Malley George Mathews
Conductor Burton Mallory
Oliver Webb Donald Foster
Flannagan Cliff Cothren
Pullman Conductor Chase Soltes
Matthew Clark William Lynn
First Beard Werner Klempner
Second Beard Leon Askin
Oscar Jaffe Robert Preston
Walter Ellsworth Wright
Sadie Eva Leonard-Boyne
Lily Garland Binnie Barnes
George Smith John Glendinning
First Detective Paul Lucker
Second Detective Leo Lucker
Max Jacobs Henry Sherwood
Red Caps Played by Vincent Donahue and Leo Lucker.

It has been obvious for weeks that when Jose Ferrer and Gloria Swanson stepped down from their chors in *Twentieth Century* it was going to be tough going to fill their respective shoes. Last Monday (4) Robert Preston and Binnie Barnes, both with ample yardage of celluloid chores behind them, but both likewise debutantes on a Stem stage, took over the assignments with reasonable success. As a matter of fact, Preston's score was far better than "reasonable."

Preston's Napoleonic producer got off to a slow start, possibly due to opening-night jitters, but after the first 15 minutes began to bite home. The new incumbent plays Oscar Jaffe with a broad sword as against Ferrer's rapier approach, but the farcical result is there, and it is doubtless as well that he does not try to follow a previously set pattern. His own interpretation is extremely good and snares more than the requisite number of laughs so necessary to keep *Century's* ridiculous pot aboiling.

Miss Barnes Less

Miss Barnes's co-starring chore is not equally successful. Screen-wise, she may be fine, but it must be faced that on a Broadway stage she is no Gloria Swanson. Her obvious lack of timing may again be set down to opening-night nervousness, a matter which will likely correct itself via continued playing. But there is no excuse for her frequent awkwardness and arrant over-playing. What the Swanson can do with a shrug takes all of Barnes's arms and legs. If she can bring herself to forget that she's Binnie Barnes—and there seems no good reason why she can't—and get down to playing Lily Garland, she could be an excellent choice for the part. Even now she has moments that are top drawer.

Otherwise the cast stands up substantially sound as of yore. Billy Lynn has returned to his hilarious stint as the psycho with a yen for the Bible and George Mathews has taken over Robert Strauss's vacated slot as the bibulous press agent. All of them continue to play smoothly and effectively together.

It will, however, be interesting to see how a revival like *Century* will fare, lacking the impetus of the presence of such a combo as Ferrer and Swanson. It cannot be reported that it has what it had.

Bob Francis.

"Songs," Simulcast, Replaces "Sing It" June 30 on CBS

NEW YORK, June 9. — Columbia Broadcasting System this week broadcast plans to replace one simulcast by another. *Songs for Sale* will take over for *Sing It Again* Saturday, June 30, 10-11 p.m. Arrid will continue to sponsor the first 15 minutes. Sterling Drugs, however, which recently canceled, has until early in July to pick up its option on the new show.

With the change in format will come a complete change in personnel, Steve Allen taking over for Jan Murray as emcee. The policy of using regular singers is being altered to feature name vocalists each week, Peggy Lee and Johnny Desmond headlining the initial broadcast. Al Span will produce.

RINKS-ARENAS

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RSROA NE Regional Success in All Ways

Big Attendance Gets Eastern Parkway Off Financial Hook; Skating Is Solid

BROOKLYN, June 9.—Near capacity crowds, ranging as high as 1,500 spectators for the more exciting events, turned out for the seventh annual Northeastern regional roller skating championships of the RSROA, skated Friday, Saturday and Sunday (1-3) at Emil Lence's Eastern Parkway Arena here. Competition ran from 9 a.m. until 11 p.m. the first two days and from noon until 11 Sunday. Best attendance was on Saturday evening.

From everybody's viewpoint it was probably the most successful Northeastern regional ever held. Plenty of action at the box office, along with receipts from sale of a 52-page, ad-packed program, enabled the rink to clear its nut with much to spare. Most admissions were on "season passes" which sold for \$2.50 and admitted the bearer to any and all sessions over the three-day run. Approximately 500 of these, entitling purchasers to reserved seating, were sold in advance. Another 500 "season tix" and all single admissions were for whatever seats remained or for standing room.

Spectators seemed to approve of everything except the weather. At times, that was too hot. They acclaimed the high caliber of skating and the balance of strength which showed up in all divisions. Especially, they applauded a duel between winner Peter Gullo and runner-up Alvin Hurwitz, both of Eastern Parkway, in senior men's free style. This one was so close that Gullo received three first place votes and two for second, while Hurwitz came out with two for first and three seconds. Experts said both skated the kind of pro-

gram hitherto considered impossible on rollers. Both did Axels on both feet, doubles, high jumps, dizzy spins and showed amazing ease, sureness and speed thruout.

Innovation was the inclusion of relay racing for the first time in a Northeastern regional. Bay Ridge, Brooklyn, wound up winning the girls' relay; Eastern Parkway, the mixed, and Vic Brown's New Dreamland, Newark, N. J., the men's.

Team honors, when artistic and speed points were added, went to Eastern Parkway, making it the seventh time in as many years that a Roland and Margaret Cioni-coached club has taken the crown. During the same period, Cioni charges have won all RSROA national and New York State team championships as well.

Judges were Frank Bartik, Newark, N. J., chairman; Louis Bargmann, Washington; Margaret McAleer, Natick, R. I.; June Hutchinson, Washington; Walter Eggert, Philadelphia; John and Ruth Chrien, Cleveland; Robert Fitzgerald, Brooklyn; Homer McMahon, Washington; Gertrude Patrick, Philadelphia; Roy and Eleanor Reynolds, Long Island; Joseph Elliott, Philadelphia; Robert LaBriola, Brooklyn, and Terry Archiropoli, New York.

Music for events where records were not used was by Russell LeRoy, Eastern Parkway organist.

Here are the champions, all eligible along with second and third-place winners, to represent the area in RSROA American championships scheduled for July 9-14 at the Rollerade, Cleveland:

SENIOR DIVISION: Men's figures—Alvin Hurwitz, Brooklyn; men's freestyle—Peter Gullo, Brooklyn; ladies' figures—Margaret McAleer, Natick, R. I.; ladies' freestyle—Margaret McAleer, Natick, R. I.; pairs—Peter Gullo and Edna Grasso, Brooklyn; dance—Roy and Eleanor Reynolds, Wal-Cliffe; fours—LaBriola-Bury-Gullo-Grasso, Brooklyn.

INTERMEDIATE DIVISION: Men's figures—Earl King, Brooklyn; men's freestyle—Richard Carozzi, Brooklyn; ladies' figures—Dorothy Ratz, Richmond Hill, L. I.; ladies' freestyle—Eleanor Grove, Medford, Mass.; pairs—Robert LaBriola and Lillian Bury, Brooklyn; dance—William Calderone and Miriam Centaro, Brooklyn.

JUNIOR DIVISION: Boy's figures—Donald Maddalone, Brooklyn; boy's freestyle—Donald Maddalone, Brooklyn; girl's figures—Sherry Rapp, Newark; girl's freestyle—Sally Peabody, Conimicut, R. I.; pairs—Warren Calozza and Patricia Benedict, Elmont, L. I.; dance—Donald Maddalone and Joan Pittman, Brooklyn.

NOVICE DIVISION: Men's figures—Harold Hart, Brooklyn; freestyle—Frank DeJohn, Brooklyn; ladies' figures—Muriel Grant, Norwood, Mass.; ladies' freestyle—Lillian Wanek, New York; pairs—Frank DeJohn and Eugena Myers, Brooklyn; dance—Herb Marr and Sherrill Warren, Albany, N. Y.; fours—DeJohn-Meyers-Rollins-Norkers, Brooklyn.

JUVENILE DIVISION: Boy's freestyle—Henry Abrami, Brooklyn; girl's freestyle—Joan Nevills, Medford, Mass.; pairs—Henry Abrami and Margaret Klein, Brooklyn; dance—Wedge and Lorna Urban, Brockton, Mass.

SPEED: Senior men—Al Givens, Brooklyn; senior ladies—Margaret O'Connell, Brooklyn; intermediate men—Mike Wahlig, unattached; Charles Wahlig, Wal-Cliffe, and Howard Porter, Neptune, N. J. (three way tie). Intermediate ladies—Marie Orlando, Elmhurst, L. I.; junior boys—Norman Myers, Pennsville, N. J.; juvenile girls—Pat Clark, Pennsville, N. J.; juvenile boys (A)—R. Conrad, Pennsville, N. J.; juvenile boys (B)—Gerard Faye, Queens, and Henry Abrami, Brooklyn (tie); juvenile boys (C)—Ernest Young, Natick, R. I.; juvenile girls (A)—Betty Klein, Brooklyn; juvenile girls (B)—Lorraine DeSabato, Elmhurst, L. I.; juvenile girls (C)—Hazel Young, Ventnor, N. J.

Gateway Show Builds Gate, Skating Sport

HOUSTON, June 9.—The second annual *Roller Follies Revue* was held June 4-6 in Gateway Roller Rink here by members of Star Roller Club, an RSROA affiliate and Gateway sponsored amateur organization. The show was produced and directed by J. Patrick Kimmey, Gateway promoter and pro, and Marty Cornelius, formerly with *Skating Vanities* and Gateway instructor.

The cast of 45 amateurs and four professionals ran thru a well-arranged 19-act program with precision and near professional know how. An applicant for the *Follies* must have at least two years skating experience. Each of the performances was attended by a capacity crowd of paid spectators.

Les Oldfield, Gateway manager, said the first *Follies* was presented a year ago as part of a long-range program to promote better roller skating and raise the sport to a higher plane of respectability in this area. Results, he said have exceeded his highest expectation and he cited his successful second revue as an example. More immediate results he named were gate receipts, constantly increased year-round attendance, genuine interest of parents in skating, newspaper publicity (especially in teenage sections of local papers) and patronage by a better class of people.

Gateway is the largest rink in the city and is located well out on South Main in the Shamrock Hotel—Rice Institute—Playland Park area. Classes in all divisions are always in session.

Dolores Wood, a 1950 graduate, is now with *Skating Vanities*, and Wallace Lessy will join that troupe next season.

Chicago Debuts New Low-Priced Precision Skate

CHICAGO, June 9.—Chicago Roller Skate Company announced this week the production for immediate delivery of a new, inexpensive, full precision skate that is said to be simple but effective in construction. Called the Chicago Competitor, the skate has been engineered to give precision skating pleasure to all skaters, firm officials state.

The company describes the new product as a 10-degree rocker action skate with a one-piece malleable iron truck and hanger. The plate is a standard Chicago plate and the wheels are jumbo maple with steel inserts holding precision bearings. An outstanding feature of the wheel is an adjustable spacer which assures a free rolling, non-bind wheel with no end play. Retailing at approximately \$35

(Continued on page 37)

Hospital Exam For F. Martin

DETROIT, June 9.—Fred A. Martin, former secretary-treasurer of the Roller Skating Rink Operators' Association and now manager of Arena Gardens, Detroit, entered Detroit Memorial Hospital Sunday (3) for a medical examination and general check-up under the care of Dr. Irvin Weisenthal. He expects to be in about a week.

Martin returned three days previously from a flying trip to New York and Newark on RSROA business.

Judy Canova, Russ Morgan Head Los Angeles Home Show

LOS ANGELES, June 9.—Judy Canova and Russ Morgan ork will headline talent at the 1951 Home Show in Pan-Pacific Auditorium for 11-days starting June 24, Carl F. Kraatz, show executive manager, announced this week. Show will be featured twice nightly with matinee performances added each Saturday and Sunday.

Appearing with Miss Canova will be her sister Anne, and

brother Zeke. Other acts include the Lang Troupe, teeterboard; Regina Day, flame dance; Jerry Builders, comedy; Cecil Stewart's Royal Rogues, vocalists; Paul and Paulette, trampoline, and the Helen O'Neill Dancers (12).

George Cunningham will direct the show, with Helen O'Neill handling choreography. Production stage manager is William Kilgore; stage design by Jones Decorating Company; lights and scenery, Curran Productions, and special orchestrations by Cecil Stewart.

The special outdoor theater has a 3,500 capacity.

Documentary Pic Set for Calif. RSROA

SAN FRANCISCO, June 9.—Contracts have been signed by the California chapter, Roller Skating Rink Operators' Association, and Telamir Productions, Inc., Pacific Grove, Calif., for production of a 15-minute documentary film on roller skating, it was announced this week by M. M. Shattuck, chapter secretary-treasurer.

The film will be ready for distribution about August 1, said Shattuck. Rink men interested in learning more details about the film are requested to write Shattuck in care of Skateland-at-the-Beach, Great Highway at Balboa, San Francisco.

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Roadshow Rep

WALTER DOWING, who has his oddity and 16mm. pic show playing Central Kansas, is mulling a platform show for the summer. . . . **Alfred Pinkham** will start a swing thru Northern New Hampshire soon and will play some indoor fairs in small towns with his novelty show. . . . Pinkham presented pix in the East the past winter. . . . **Dr. Everett Gray**, solo show worker, comes thru with the following from Julesburg, Colo.: "I have put in about four months in five Far-Western States and am finishing up my season in Colorado. I've had good business except when blocked by the weather. Of the small shows I encountered, all seem to be doing okay. The **Loring Family Show** looked to be about the most up and coming unit, altho **Doss and Mae** have a good show. Both are playing good bills. You can't throw a lot of old vaude and radio gags together and please this Western public. I work alone and I don't attempt to hash up my show. I let someone who does that for a living fit me out with a good evening's bill and I've been at it for some time and I can't be too far wrong."

ROBISHAW BROTHERS are back in Rhode Island after a long jaunt with religious and feature pix and soon will embark on a tour of Northern New England summer spots. . . . From Stockton, Kan., **L. L. Herman** pens that he will work a platform show in West Kansas and Northern Oklahoma, for the summer. Herman played hall and school dates during the winter. . . . **Dave Shortright** says that he has had a good win-

ter and spring with his short cast Minstrel Show and will tackle sponsored dates along with some fair and celebration dates during the summer. From Lewiston, Idaho, **Page's Family Show** reports good takes and will move south toward Colorado for July and August dates. Show has a new platform trailer hook-up that is working well. . . . **Florian Players** closed their East-West and return trek June 5 and the family will lay off for a month. . . . **Bailey's Show** reports fair biz in West Texas. . . . **Floyd Birch** has been working clubs and night spots in New England with a miniature organ set-up.

DOC L. L. HENNESSY writes from Eau Claire, Wis., that he "will have a small unit this summer and will open near Eau Claire this month. I've never tried a platform but may give it a whirl later. I was in Northern Minnesota for most of the past winter with only fair results because of some inclement weather and the fact that that sector is tailing off to poor show country and wants to be left alone to catch up for awhile." . . . **Nolen's Museum** is working to good business in Western Texas. Show plays some store dates and at times has been on platform. . . . **Paul Caron** writes from Dorchester, Mass., that he's interested in the biography and the final resting place of **Arthur Rigby**, blackface comic of minstrel note. . . . **Giles Family Show** has been active in West Texas recently and plans to move into Colorado for the summer. Show has been playing halls for many years but may switch to platform.

"Voice's" Policies Slammed

Continued from page 2

deeply as they should, or they have decided that many of the faults uncovered by their surveys are matters which should be discussed only with State Department officials and should be no more than hinted at in reports for public consumption.

"The plain truth is that the Congress itself stands today as the only Voice critic which is capable of acting with tonic effect. Many ardent friends of Voice resent congressional criticism of the agency, but such criticism should do much to improve the quality of Voice's operation and to insure its success."

Pressures Hit

Scoring "pressure for too rapid expansion," the Council noted a doubling of the number of people on the pay roll in two years with even faster multiplication planned for next year. The Council recalled an assertion by Rep. Cliff Clevenger (R., O.) that "the quality of the program is what counts—not quantity."

"Voice experience seems to illustrate the point that too rapid expansion can actually retard progress in attaining desired results," stated the Council. When efforts are concentrated on obtaining global coverage in the fastest possible time, the essential job of perfecting coverage in selected strategic countries may suffer.

"For example, the friendship of the Scandinavian people is vitally important to us. Yet a survey showed that our best Voice programs are reaching only 1 per cent of the Swedish population on a regular basis, as against a regular listening audience of 3 per cent for British Broadcasting Corporation programs. About the same situa-

tion exists with regard to Voice broadcasts to Norway. The growing pains of too rapid expansion also induce errors in programming, as in the case of USIIE's reported failure to inform the Indian people about the shipment of hundreds of thousands of tons of food grains to India early this year, and in the case of the program which was prepared (and fortunately not beamed!) for Moslem countries, telling their womenfolk how they may know when they're in love.

Sense Vs. Zeal

"Sensible planning and competent direction, unhurried by feverish pressure to expand and blanket the world forthwith, can correct such shortcomings as these. Yet zealous USIIE partisans are pressing to expand the program up to a half billion dollar a year operation."

The Council cited the World-Wide Broadcasting Foundation of Boston (WRUL), headed by Walter S. Lemmon, and Radio Free Europe, sponsored by the National Committee for a Free Europe, as doing "an outstanding job of getting our story across to more than 50 nations of the old world, including some of the Iron Curtain countries" despite the fact that the combined annual budgets of World-Wide and Radio Free Europe amount to "only a small fraction of the cost of Voice operations."

World-Wide and Radio Free Europe, privately financed and sponsored, "provide an excellent yardstick by which the Voice may measure the techniques, the costs and the results of its own operations," stated the Council.

The Council recalled that the

Paris Peek

By ART ROSETT

Continued from page 2

an act. The only live entertainment our entire Mediterranean fleet ever has is an occasional visit to the seaports in that area.

We know of innumerable instances where officers with no conception of, or relationship to, special services like show business, have gone out and attempted to attract acts to do a gala.

One of the big beefs constantly heard from all sides is the way certain types of acts are monopolized by the brass when playing military dates.

Much of this could be eliminated if all entertainment cleared and was funneled thru one central agency. At the same time, more and better units could be brought in and intelligently rationed out to all the services.

We have been informed that Col. Ted Clifton was going to expedite this problem with Gen. Omar Bradley when the latter returned to the Pentagon. Present indications are that *The Billboard's* suggestion will be adopted, thus further co-ordinating the military units and, at the same time, rendering a service to all United States military personnel everywhere.

Bert Bernard, Zoe Gail In Auto Crack-Up . . .

The Bernard's platter act closed at the Lido May 26. En route to Cannes for a four-day lay-over before opening at the Blackpool, London, for a 12-week engagement, Bert Bernard wrecked his car a few hours out of Paris. The car, a wedding gift from brother George when Bert married London music hall star, Zoe Gail, last March, hit a bump in the road, went out of control and landed against a tree. Zoe broke her right leg in four places, besides getting severe lacerations requiring 50 stitches. Bert suffered a serious concussion. The victims were removed to a Paris hospital.

Cooper Flick Draws; Personality Chatter . . .

Anne G. Latterman, of the New York law firm of Howard E. Reinheimer and Irving Cohen (specializing in theatrical business), took a brief respite from her sight-seeing tour of Europe to visit the Paris office of *The Billboard*. . . . Joseph Vogel is in Paris, working on a picture deal concerning the life of Toulouse Latrac. . . . **Bright Leaf** starring Gary Cooper, is in its fourth week of capacity business at the Ermitage. French title, literally translated, is *The King of Tobacco*. . . . Benji De la Cour, tall, stately blond equestrian, is booked into Tel Aviv, Israel, at the Cirque Ziratron for three months beginning June 22. . . . New 10-franc coins made of an alloy of bronze and aluminum are due out this month. . . . **Cirque Medrano** closed its ill-fated *Hollywood Rhythm Extravaganza* after an unprofitable five-month run. Seven remaining American girls in the show plan to return to the States. Medrano plans to keep the circus open three days a week during the summer with circus acts.

House Appropriations Committee, in slashing the Voice's supplemental outlay this session, emphasized the need for a "strong, effective" Voice but scored the Voice's "mismanagement and poor planning." The Voice cut, voted by both houses, became law this week with President Truman's signature.

Drivin' 'Round the Drive-Ins

DELAWARE'S House of Representatives defeated a State Senate-approved bill which would have permitted the showing of motion pictures outside of incorporated communities on Sundays. The drive-in theaters, located outside the incorporated limits of the cities, would have benefited by the legislation. . . . **Thomas Kerrigan**, at the opening of his Harrisburg Drive-In near Harrisburg, Pa., presented orchids to the first 500 women entering the open-airer. . . . A buffet supper was served at the grand opening of the new Kerry Drive-In on Governor Printz Boulevard, Wilmington, Del. For the opening, "King Solomon's Mines" movie trailer spots were used on WDEL-TV, Wilmington. **Bill Russell** is the manager of the spot; **Norm Rossiter**, assistant manager, and **Jim Ward** handles the concessions. . . . **Nicholas George**, owner of Michigan Drive-In, Detroit, is asking the courts for an injunction against his neighbor, a golf practice range operation, because the latter's lights are too bright and detract from the quality of the picture on the screen.

E. M. LOEW'S Theater Circuit plans to open its 850-car capacity Farmington, Conn., Drive-In by July 4, according to **George E. Landers**, circuit's Hartford division manager. . . . Connecticut's Legislature has approved House Bill 1613, which places control of entrances and exits to open air theaters along trunk line highways under the State highway commission. . . . Stamford, Conn., Drive-In Theater Corporation has filed a certificate of incorporation with the secretary of state's office here, listing amount paid in cash at \$8,000. President is **William Sobel**; secretary, **Alton H. Zucker**; vice-president and treasurer, **Arnold Berger**. All are directors.

A. F. RUSSELL is manager of the Pines Drive-In Theater which bowed in Prince Albert, Sask., May 25. Built by Famous Players Canadian Corporation, Ltd., and **P. W. Mahon**, the 20-acre site accommodates more than 500 cars and has a children's playground. . . . Sutherland Park Drive-In, Saskatoon, Sask., and Crest Drive-In, Yorkton, Sask., have reopened for the season. . . . Secretary of State has issued a charter to Westbrook Drive-In Theater, Parkersburg, W. Va., which listed authorized capital stock of \$75,000 and paid-in capital of \$5,100. **Nelle J.** and **C. E. Westbrook** and **James B. Randolph**, all of Parkersburg, were listed as incorporators.

BILL RUSSELL has opened his new Kerry Drive-In at Wilmington, Del. Concessions are being handled by **Jim Ward**. . . .

Chicago Debuts

Continued from page 36

per pair, mounted on men's or women's shoes, the skate is manufactured for skaters who cannot afford high-priced precisions yet want the smooth, easy action that means greater skating pleasure with precisions. Catalog number of the product is 588-GBF.

The same precision wheel, catalog No 88-GBF, with adjustable spacer, may be used on standard Chicago skates by skaters who wish to convert their standard skates to full precision. In this operation different axles are used, but the adjustment is simple, the announcement stated.

Mount Penn Drive-In, Reading, Pa., boosted the Red Cross blood bank by calling on all patrons to pledge a pint of blood. . . . **Ben Zimmerman**, who had been managing the Studio Theater, Philadelphia, takes over as manager and press agent for the Lincoln Drive-In in that city. . . . **Charles Goldfine** turned his South City Drive-In into a parking lot as a service to circus fans in Philadelphia to see the Ringling show May 26. . . . Nine Detroit drive-ins secured top ranking in the competitive film field by buying an exclusive run on "I Was an American Spy," ahead of the downtown first runs, marking the first time this has been done on a major feature. Booking has been set at all theaters for June 13, with **Harold Sandelman** engaged to handle the publicity.

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(See Pages 40 and 64)

The Final Curtain

BERGER—Henry (Soapy), well-known pitchman thruout the North-west, recently in Anchor Hospital, St. Paul.

BERLFEIN—Mrs. Charlotte, 87, dramatic coach for many years, June 1 at her home in Lawrence, N. Y. Her husband, the late Jacob Berlefin, also was a teacher of acting, and her son, the late Jay Mills, was a theatrical producer, actor and songwriter. Four daughters survive.

BOWEN—Leo W., 53, director of personnel and a member of the management committee of the Technicolor Motion Picture Corporation, June 5 of a heart attack at his home in Glendale, Calif. He had been associated with the firm for over 25 years. His widow, a son and two daughters survive.

In Memory

BUD E. ANDERSON
Who passed away June 14, 1950.
JOE SCHAUBRON
FLOYD SENTER
FRANK H. WEBB
DIME & CONNIE WILSON
RED MAYNARD

CLARRY—William M., 44, former theater executive, May 30 in Detroit. He was cashier at Vitaphone Pictures, Detroit, in 1928; subsequently a salesman for McArthur Theater Equipment Company, roadshow manager for "Ten Nights in a Barroom"; manager of Hollywood Pictures Exchange, Cleveland; owner-manager of the DeLuxe Theater, Gibsonburg, O.; manager of Granada Theater, and owner of the Crescent Theater, Detroit, and general manager of the Krim, Jacob Schreiber, and Al Broder circuits in Detroit. In 1942 he joined the Jam Handy Organization, commercial film producers, Detroit. Survived by his widow, Evelyn, and a brother, Eric, a booker for RKO Pictures, Detroit. Interment in Toronto.

COLLINS—Monty, 53, pic producer, director and writer, June 1 in North Hollywood, Calif. He appeared in numerous comedies for Mack Sennett and Educational Pictures. Survived by his widow, Diane; a daughter, Mrs. Sally Lou Day; a sister, Mrs. Ruth Perkins, and a brother James.

DAWSON—Mrs. Mary, wife of Alvin W. Dawson, former vice-president and treasurer of RKO theater companies, June 6 in Boston. Her husband survives.

FANCHER—John W., 86, former magician and ventriloquist, recently in Indianapolis at the home of a daughter, Mrs. Don Davis, whom he was visiting. Fancher, who retired 25 years ago, toured the Midwest and Southern vaude circuits, assisted in his act by his three daughters, who later acted in musicals and in stock companies. He also leaves his wife, Nora; Danville, Ill.; a son, Raymond, Chicago; two brothers, Dr. Joseph, Indianapolis, and Douglas, Fontana, Calif., and two other daughters, Mrs. Ruby Lightcap, Indianapolis, and Mrs. Violet Copeland, Danville. Burial in Washington Park Cemetery, Indianapolis.

FARRELL—Frank M., circus magician and ventriloquist, at Ithaca, N. Y., June 2 after a year's illness. He started with Sig Sautelle Circus and last was with Biller Bros. Burial in Ithaca. A sister survives. (Details in Circus Section.)

FLAKE—Eileen Hazel, associated for 28 years with Station WBAP-FM-TV, Fort Worth, May 30 in that city. In 1923 she started as a secretary and became traffic chief of the station in 1928. During the 1930's she appeared as an actress in a studio production entitled "Helen's House."

FOREST—Alfred J., 24, high pole free act with the Wade Joyland Shows, June 1 at Van Dyke, Mich., when his pole snapped during a sudden windstorm. Survived by his widow. Burial in Albany, N. Y.

GOSNELL—Stanley E., 42, manager of Loew's Uptown Theater, Toronto, for the last 10 years, June 3 in that city. He went to Toronto in 1939 after working for Loew's in Baltimore, Boston, Cleveland and Detroit. His widow, a son and a daughter survive.

GRUBER—Joshua, 85, manager of the Arch Street Theater, Philadelphia, for 50 years, June 4 in that city. He retired 18 years ago.

Births

BERTHAUME— A son Richard Allen, recently to Mr. and Mrs. Clarence Berthaume in Detroit. Father is booker for MGM pictures in that city.

GALLOWAY— A son to Mr. and Mrs. Len Galloway May 29 in Vineland, N. J. Father is accordionist at the Shubert Musical Bar, Philadelphia.

REGAN— A daughter, Marianne, to Mr. and Mrs. Will Regan May 29 in Philadelphia. Father conducts the "Irish Hour" program on Station WDAS in that city and directs an Irish-American dance orchestra.

ROGERS— A son to Mr. and Mrs. Baro Rogers in Metropolitan Hospital, Philadelphia, May 31. Mother and father are the Baro and Rogers dance team.

WESTON— A son, Jon Marc, recently to Mr. and Mrs. Ed Weston. Father is program director at Station WCPO-TV, Cincinnati.

WRIGHT— A daughter, Martha Nell, to Mr. and Mrs. Blue Wright May 20 in San Francisco. Father is program director of Station KGO-TV in that city.

HAAS—Adah Stephens, 70, wife of Oscar Haas, former member of the horizontal bar act known as the Four Haas Brothers, recently in Bothwell Hospital, Sedalia, Mo. Burial in Buncheon, Mo.

HAMPTON—Clark, 73, former vaude band leader and artist, May 29 in Indianapolis of a heart attack. Survived by his widow, Laura, Indianapolis, and a son, Duke, leader of the band at Stein's nitery, that city. Burial in Indianapolis June 2.

HARRIS—Mrs. Sara E., wife of Benjamin Harris, who conducts the American Film Exchange, Philadelphia, June 1 in Jewish Hospital, Philadelphia, after a long illness. She is also survived by a son and three daughters. Services June 3 in Philadelphia and burial in Roosevelt Cemetery.

Serge Koussevitzky

Serge Koussevitzky, 76, conductor of the Boston Symphony Orchestra from 1924 thru the spring season of 1949, June 4 at the New England Medical Center, Boston. Born in Russia, he was leader of the theater orchestra of his home town for two years, starting when he was 12. He went to Moscow when 14 to study the double bass and soon became soloist with the Imperial Opera Orchestra, and succeeded Rambaussec, his instructor, as professor at the conservatory when the latter died. Giving up the double bass in the 1909-'10 season, he formed an 85-piece orchestra, chartered a boat on the Volga River and gave nightly concerts on a 2,300-mile tour. He formed orchestras in Paris and Berlin, and his fame as a conductor grew. Returning to Russia in 1917 as head of the state orchestra, he served until 1920 when he left because of objections to the Soviet government. He was an immediate success upon assuming charge of the Boston Symphony, and he became noteworthy as a conductor of the moderns. New works by contemporary American composers frequently were included in his programs. Musical growth in this nation was aided by his work in making the Berkshire Festival at Tanglewood, near Stockbridge, Mass., an annual institution. He organized Berkshire Music Center, where advanced students and experienced teachers worked together. With his guidance, funds were raised for a 1,200-seat theater at Tanglewood suited for operatic productions. He continued as director of the music center after his retirement from the Boston Symphony and had planned another season there this summer. Brandeis University at Waltham, Mass., appointed him music consultant in August, 1949, and in 1950 he toured with the Israeli Philharmonic Orchestra. He was stricken with a virus infection about a year ago in Phoenix, Ariz., and had been in poor health since that time. He had been working with Boston composer and conductor Boris Godolovsky on an opera, *Pique Dame*. He leaves his second wife, Olga; a nephew, Fabian Sevitzky, conductor of the Indianapolis Symphony Orchestra, and a niece, Mrs. Joseph De Pasquale, whose husband is first viola player with the Boston Symphony.

HOBART—Mrs. Henry M. (Olive Tell), 55, former actress, June 8 in New York. She was active on the New York stage and in Hollywood films during the late 1920's and early 1930's. Movies in which she appeared included "The Scarlet Empress," "Slaves of Beauty," "Ladies Man" and "The Trail of Mary Dugan." Survived by her husband, former movie producer.

HOFFMAN—Arnold C., 42, former clown for many years with the Cole Bros. Circus, June 5 in Zanesville, O.

HUFFELD—Herman, 57, songwriter, June 8 at his home in Montclair, N. J. Upon leaving school he worked as a pianist and entertainer, wrote songs for many top stage names, was accompanist for Irene Castle and played his compositions during the Ziegfeld midnight frolic, which was given on the New Amsterdam Roof in New York following the "Follies." One of his tunes, "As Time Goes By," was presented originally by Frances Williams in "Everybody's Welcome." The song was revived for the film, "Casablanca," and was a leader for an extended period. Other well-known songs he composed included "When Yuba Plays the Rhumba on the Tuba," "Sing Something Simple" and "Let's Put Out the Lights and Go To Sleep." He wrote the music for editions of the "Little Show" and composed selections for Julia Sanderson and Frank Crummit and Louise Groody. Survived by his mother.

KING—John Hardee, 88, former minstrel, June 5 at his home in Manhasset, N. Y. At an early age he toured Texas with repertory companies in a covered wagon. He was end man in minstrel shows staged by Lew Dockstader, Primrose and West and Cohan and Harris. One of the first to sing "Alexander's Ragtime Band," he went on a national tour in 1916 for the Priars, performing in Washington for President Wilson. With the fading of minstrel shows, he played thruout America with a partner, Vaughn Comfort, in a vaude skit. Two daughters, a brother and a sister survive.

LIND—Gus A., 60, vet foot-juggler of stage, screen and television, June 4 in Los Angeles. He was in vaude for 38 years and was a member of the Pacific Coast Showmen's Club for many years. Two sisters, Mrs. Minnie L. Paris and Mrs. Lillian Hendricks, survive. Interment in Rose Hills Cemetery, Los Angeles.

MARAFIOTI—Dr. P. Mario, 78, physician who attended Enrico Caruso before giving up medical practice to become a voice teacher, June 1 in Santa Monica, Calif. Born in Italy, he received a medical degree in Naples before settling in New York 50 years ago. He went to Hollywood in 1930 as a voice coach at Metro-Goldwyn-Mayer and also was an adviser at Columbia on movies starring the late Grace Moore. He later opened a voice studio at his home in Beverly Hills, Calif. He was the author of two books, "Caruso's Method of Voice Production" and "The New Vocal Art." His widow and two daughters survive.

MARCO—William, 63, one-legged former vaude performer and outdoor showman, May 31 in New York. He worked top vaude circuits in this country and Europe from 1910 thru 1918 as a novelty barrer jumper. His widow and a sister survive. Services June 4 in New York, with interment in N. V. A. Cemetery, that city. (Details in Carnival Department.)

McCONNELL—John A., 62, musical director at Steel Pier, Atlantic City, June 3 in Philadelphia. He also had served as musical director of the Mastbaum Theater, Philadelphia. Survived by his widow, two sons, a brother and a sister.

MONROE—Charles Hackett, 50, engineer with WEPG, Atlantic City, June 1 in Jefferson Hospital, Philadelphia. A sister survives. Services and burial June 4 in Atlantic City.

NAGREEN—Charles, 81, known as Hamburger Charley, operator of hamburger stands at county and State fairs for 67 years, June 5, at his Appleton, Wis., home.

PASARIK—Pierre, songwriter, recently in Chicago. Among his compositions was "Sweetheart of Tomorrow." Survived by his widow of Keokuk, Ia.

PATTERSON—Lemuel A., 27, auto racer, June 1 in a crack-up during a stock car race at Alcyon Park Speedway, Pitman, N. Y. His widow, Kathleen; a son and a daughter, his father and mother and six brothers survive. Services in Clifton Heights, Pa., where he made his home. (Details in General Outdoor Section.)

PURCHASE—William, 68, carnival trouper for 35 years and for the past three years operator of kiddie rides at Daytona, Beach, Fla., May 29 in West New York, N. J., at the home of a daughter, Alice. He also leaves his wife and two other daughters. Burial June 1 in Fairview Cemetery, West New York.

RATKE—Mrs. Nora Alice, 46, professionally known as Madame Nora, May 23 in Miami. She retired five years ago after working for several years in the Miami Beach territory.

RULEY—Mrs. Marguerite, 47, wife of Charles M. (Mitt Camp Charlie) Ruley, at one time with the Ben E. Wallace and Hagenbeck & Wallace circuses, among others, June 1 at her home in Charleston, W. Va. For the past 13 years the Ruleys have operated a print shop in Charleston. Burial June 5 in Huntington, W. Va.

SHAFFER—Mrs. Margo, 38, dancer in Midwestern night clubs, June 3 in Chicago.

SIMPSON—Melvin E., 38, former concessionaire on the Greater United Shows, May 26 in Wichita Falls, Tex. Survived by his widow; a brother, J. E. Wichita Falls, and two half-sisters, Mrs. C. D. Bailey, San Antonio, and Mrs. Lois Rhome, Ballinger, Tex. Burial in Crestview Memorial Park, Wichita Falls.

STRONG—Arthur R., 63, former actor with the Buffalo Bill Wild West Show, May 29 in Bradenton, Fla. Survived by his widow, Margaret, and a sister, Mrs. Eleanor Holmes, Mara Cop, Calif. Burial in River Ridge Cemetery, Beiding, Mich.

THOMAS—Art, 66, who retired last March as manager of Station WJAG, Norfolk, Neb., June 3 in that city.

Marriages

FELBIN-BURK— Edward Felbin, radio director of Phillip Klein Advertising Agency, Philadelphia, and disk jockey known as Frank Ford heard on WPEN in that city, and Dorothy Burk, former model, June 10 in Philadelphia.

JOHNSON-IOSET— Edward Johnson Jr. and Renee Ioset, personnel director of Station WDTV, Pittsburgh, June 9 in that city.

WEBER-PANUZIO— Robert J. Weber and Lillian Panuzio, daughter of Mrs. Leonard Panuzio, owner-operator of Lenny's Wagon Wheel, Bridgeport, Conn., nitery, recently in that city.

JAPS HAVE A YEN FOR IT

American Dollar, That Is; But Won't Broadcast Jazz

TOKYO, June 9.—Sponsors with a yen to air their shows in Japan can do so over the new Japan Culture Broadcasting Corporation's station come next Christmas, when its operations begin. In fact, it will take quite a lot of yen—30,000 for 20 minutes, to be exact. As for a 20-second spot announcement, that can be had for only 3,000 yen. English translation: \$84 and \$8.40, respectively.

The new outlet is constructing a seven-story building with five studios using American transmitters and equipment. Total cost of the station is 95,000,000 yen—about \$266,000. However, the firm seems well-yenned, since it has just received a donation of 150,000,000 yen, or some \$420,000, from Rev. Paul Marcellino, Superior of the Order of St. Paul, thru the St. Paul Radio Center.

The station plans co-operative relations with broadcasters and firms in other nations. Indicative of the form this co-operation may

take is the license it obtained recently for broadcasting 6,000 Italian folk songs without royalty.

Just why the Nipponese have gone Neapolitan-happy in their music tastes is not known. But they certainly have no use for American type tunes, if a survey taken by Radio NHK is a barometer. The boys in the Brill Building may regard the Land of the Rising Sun as a fruitful field to which indigent song-pluggers may be dispatched, for 47 per cent voted U. S. dance music their "least favorite" program type. The rest of the 12,200 respondents said they did not know or like the tunes found in our music popularity charts.

Just as an indication of just how unpopular our music is, it was even less liked than a show titled *Instruction on How To Play Japanese Checkers and Chess*, which had only 43 per cent voting it down. Others, in order of unpopularity, were *Japanese Music Appreciation* (41 per cent); *Op-eretta* (40 per cent); *NHK Symphony Hall, Symphony Hour* and *English Conversation*, all with 39 per cent.

On the positive side, 92 per cent said the 15-minute newscasts were their favorite shows. The Oriental flavor of weather forecasts found favor with 84 per cent, while 82 per cent liked news commentaries. *Twenty Questions*, Tokyo style, won 81 per cent approval, and *Radio Variety Program* pleased 80 per cent. An outstanding development was the trend toward quiz shows, which have become a torrid item here, while a marked decline was noted in popularity of Japanese ballad recitation, story telling and popular music.

NARTB To Act On Sportscasts

WASHINGTON, June 9.—A new move to settle differences amicably on sports broadcasts and telecasts is in the making as an aftermath of action by the National Association of Radio and Television Broadcasters' board this week. The NARTB will set up a committee to confer with a similar committee representing organized baseball. The move is figured as significant and timely in view of the Department of Justice's recently announced probe of restrictions on sports broadcasts and telecasts and also an upcoming hearing by a House Judiciary subcommittee on monopoly. Latter subcommittee is headed by Rep. Emanuel Celler (D., N. Y.).

The NARTB board this week in addition to authorizing creating of the special committee and inviting organized baseball to create a similar committee, adopted a resolution to "instruct the officers and members of the Association staff to be alert" to efforts to restrict or eliminate broadcasting of baseball and other sports, "with the objective that the opportunity of presenting such broadcasts may not be precluded by the adoption of any unreasonable restrictions."

In another development this week, Rep. Celler criticized the University of Pennsylvania for defying the National Collegiate Athletic Association's football TV ban. Celler expressed the view that the U. of P. should have gone along with the NCAA.

Minn. Mining Buys "Juvenile Jury"; Curtis Eyes Berle

NEW YORK, June 9.—Minnesota Mining, which last week bought the second half of the Milton Berle time, for the summer only, on the National Broadcasting Company-TV network, this week signed *Juvenile Jury* as its program. Starting date is June 19, 8:30 to 9 p. m.

Jury is packaged by Jack Barry and Dan Enright, with NBC in on the TV rights. A deal for the AM rights is also said to be pending at NBC.

Meanwhile, NBC was waiting, at the week-end, for a final decision as to whether Curtis Publishing would buy the first-half of the Berle hour. One item holding up the works was Curtis' inability to get the show it wants, a quiz show now sponsored by another account.

Batten, Barton, Durstine & Osborn is the agency for both advertisers.

Bulova 'Local' Plan Includes TV Films

NEW YORK, June 9.—Bulova Watch Company, which last week revealed a plan to provide "localized" TV film commercials to its dealers across the country, is reportedly readying a special series of 15-minute video films to accompany the spots. The package deal will be offered as a free production service this fall, with dealers buying their own time on local stations.

Details on the series are still under wraps, but Bulova has been buying movie shorts and excerpts from features, which leads to the conjecture that the airers involve some kind of movie quiz format.

Racing Mishap Sends Wallard To Hospital

READING, Pa., June 9.—Lee Wallard, winner of the 500-mile Decoration Day classic at Indianapolis, was severely burned Sunday (3) when his car caught fire in the stretch during a 15-mile dirt track race at Reading Fairgrounds.

At the Reading Hospital, where he is expected to be a patient for about three weeks, it was reported that Wallard suffered shock and first and second degree burns on about 50 per cent of his body. His condition was reported as satisfactory Monday (4).

At the time of the accident, Wallard was making his first professional appearance after the Indianapolis classic. The races here, viewed by a huge crowd, were promoted by Sam Nunis, who annually attempts to bring the winner of the Decoration Day classic to the local track, where a big gate is always assured.

J. F. (Irish) Horan, head of the auto thrill group bearing his name, said that Wallard had named him his business manager for eastern activities. Several tentative commitments for personal appearances and other revenue earning endeavors had to be cancelled as the result of Wallard's accident, Horan said.

Mardi Gras Skedded by Rocks' Spot

NEW YORK, June 9.—Mardi Gras patterned on the New Orleans model is being planned for Rockaways' Playland here during Labor Day week (September 3), with Post 272 of the American Legion as sponsors.

Event will feature parades, various beauty contests, a float procession and crowning of a king and queen. During the proceedings a Kaiser car will be awarded, and the king and queen will be given a week at Grossinger's resort in up-State New York. If successful, the Legion plans to make an annual of it. Presented properly, it figures to be a hypo for the final week's business at Rockaways.

Larry Waldman is acting as chairman of the Legion committee. He claimed that local merchants and national advertisers have indicated interest in the scheme. These prospects would be represented by floats. In line with the park's National Broadcasting Company tie-up, Ted Cott, general manager of stations WNBT and WNBC, announced that the event would be televised and broadcast.

Bands from municipal government departments also will be secured. For the park, Dick Geist and Walter Kaner, head of the agency bearing his name, will coordinate publicity and promotion on the event.

Exhibit Supply Intros Kiddie Dude Ranch

CHICAGO, June 9.—Exhibit Supply Company, supplier of arcade equipment, premed the latest addition to its line of amusement equipment here this week in the form of a dude ranch, designed as a pitch to children.

Decorated in typical Western motif, the unit consists of a rustic corral, under a striped canvas top, which contains two of the firm's Big Bronco coin-operated horse rides and four smaller Pony Express rides. In addition, four of the firm's Six-Shooter coin-operated shooting galleries are set up and electric card vendors purvey photos of rodeo and film stars.

The corral, which is open to the public, has been getting a big kid play, according to Frank Mencer, Exhibit's general sales manager.

DETROIT FAIR SEEKS MARGARET

DETROIT, June 9.—A bid for the appearance of Margaret Truman at Michigan State Fair here was made this week by Manager James D. Friel, in a cable to the president's daughter at Buckingham Palace, one stop-off point in her European tour.

No salary was offered, but Friel cabled "I am sure satisfactory financial arrangements can be made." Offer was for two days but definite dates were not mentioned. Miss Truman made her professional debut at the Detroit Music Hall three years ago.

Hamburger Charley Dies in Appleton

APPLETON, Wis., June 9.—Charles Nagreen, 81, known throughout the Middle West as Hamburger Charley, died Tuesday (5) at his home here.

Nagreen operated hamburger stands at county and State fairs for 67 years.

Big Air Show Crowd Sees Horan Inaugural

BETHPAGE, N. Y., June 9.—An estimated 250,000 spectators were on hand Sunday (3) for The New York Daily Mirror's Sixth Annual Flying Fair at Grumman Airfield here while Irish Horan's Lucky Hell Drivers went thru their season's inaugural.

The thrill group staged a single show at 3 p.m. in good weather. Event is one of the Mirror's top promotions, and the newspaper gave it heavy advance build-up, with the Horan unit netting considerable space. Sheet's daily edition has a circulation above 1,000,000.

Horan, who opens his regular trek behind pay gates for a two-day stand beginning today at Quebec City, is being launched by one of the best promotional tie-ins ever cemented by a thrill group. In addition to the lengthy play in the Mirror, the Dodge Motor Car Company which sponsored the date here in conjunction with the newspaper, is running a series of two-page ads featuring the Horan thrillers, in The Saturday Evening Post, Look, Life and Colliers. The Hearst-owned Mirror is sending a bulletin to all other newspapers in the chain, Horan said.

New Corporation
The show, operating under a new corporation this year which includes David Fox, attorney and president; Horan, vice-president and general manager and the latter's wife, Lorraine, as secretary-treasurer, made a smooth, one-hour presentation here. The color scheme has been changed to green with red lettering. Beige was formerly the predominant color.

The canon act again is the fea-

Ex-Circus Ops Rush To Frame Orgs As Biz Reports Indicate Top Year

Continued from page 1

five to 15 or 20 trucks, play small towns and use a minimum of personnel or a family group. Already, the country is crawling with as many minor league circuses, dog and pony shows and tented zoos as there have been in years, and the number is sure to increase.

Veterans Return
Bill Myers, of Nelsonville, O., was one of the first to get back on the road. His Barr Bros. Circus came off the shelf a few weeks ago after a hiatus of several seasons.

Sam Dock, who first had a show of his own in 1891 and in the lush postwar years worked a small unit with his nephew, again is opening a dog and pony show in Pennsylvania.

Robert (Bonham) Stevens turned to the cafe business after his Robbins Bros. Circus folded in 1949. But now he's selling the cafe, altho it is spotted adjacent to a booming Arkansas defense plant, to reorganize his circus in Ohio.

FRITZ RIDE TAX CASE LOSES APPEAL RULING

Op Seeks Supreme Court Hearing; Original Decision Is Reversed

CHICAGO, June 9.—Arthur E. Fritz, kiddieland pioneer, lost his case against the Bureau of Internal Revenue in the United States Supreme Court to review the case.

In the suit, Fritz claimed that the 20 per cent federal admission tax was not applicable to amusement rides. The Bureau of Internal Revenue agreed that, under certain conditions, the tax did not apply to live pony rides and gasoline auto rides. However, it claimed that the tax did apply to all other devices such as Merry-Go-Rounds, Ferris Wheels and most kiddie rides.

The Federal District Court here ruled some time ago in favor of Fritz and this week's decision came as a result of the government's appeal to the higher court.

The Appeal Court directed the District Court to reverse its earlier decision and to dismiss the complaint. Dismissal of the complaint denied Fritz's claim for \$9,515.20, which he paid to the bureau but which he contended should be returned to him. The amount is equal to the tax on tickets sold in Fritz's kiddieland during the time taken as a test period for the case.

Sked Features For Ill. Event

FLANAGAN, Ill., June 9.—Cycling Lou Morgan, the sway pole act of Ricardo and Gracie Orton, the Christy Troupe and Dyer's Greater Shows are the professional attractions contracted for the June 21-23 annual Spring Festival to be staged here under auspices of Flanagan American Legion Post 456, reports Dr. A. L. Lee, of the post.

Opening feature of the event will be a 7 p.m. parade which will include business and industrial floats and marching and musical units from many veteran posts, lodges, etc., from surrounding towns.

High spot of last year's celebration was the dedication of Legion Play Park here by the Legion department commander. The park was designed and built with the support of engineers from the Illinois Conservation Department and gives the community free access to swimming, fishing, skating and coasting.

SHEKELS ROLL IN

Big Show Flesh Lure Fogs TV Gate Threat

Continued from page 1

sented held that movies aided in fighting television's pull during the circus' swing thru the East. The film names presented during work on the Paramount circus epic provided the show with a powerful draw.

A factor in the business done during R-B's Washington stand was the convention staged at the same time in that city by the Circus Fans' Association of America. The fans are just that, and no TV presentation can dull their appetite for R-B under canvas. To a lesser degree, the same thing holds true for the unorganized circus-goer. Ringling-Barnum has not played any stand after New York for enough time to judge if other

strong seasonal offerings, such as baseball, are keeping potential circus customers at their sets.

During the opener here, many circus folk appeared on television shows, but none of the star attractions gusted. Since starting the road trip, appearances by circus members have been held to a minimum and those limited to interviews. At present R-B remains adamant in its refusal to have a performance televised.

One spokesman felt it was a bit early to predict flatly that TV would not lessen circus biz. There yet remains the trip to the West Coast, with TV outlets lurking in most larger cities. He held that to be the acid test.

The Supreme Court is privileged to decide whether it will hear any case and could either accept or refuse to hear the Fritz case.

Bureau To Collect
While the appeal was pending, a number of ride operators, mostly in the Chicago area, paid their admission taxes under protest. Others marked tax reports with "no tax due" and neither collected nor paid the money.

Bureau of Internal Revenue agents working in the Chicago office's 26-county area will start to collect these back taxes soon.

E. B. Horgan, of the bureau office here, said Fritz's plan to appeal to the Supreme Court would have no effect on the bureau's policy.

He said that those operators who had made "no-tax-due" reports would be asked to pay the amounts plus interest of 1/2 of 1 per cent. Horgan also stated that a "short time" would be allowed for these operators to resume use of tickets showing admission price, tax and total amounts. These ride ops, since the original Fritz decision was made, have been using tickets which made no mention of a tax.

Ride men who paid under protest now will not receive repayments, Horgan said, unless the U. S. Supreme Court rules otherwise.

Inasmuch as it is still early in the season, the amount of money involved is small by bureau standards, Horgan said. April reports, which were due the last of May, now are being processed by the local bureau office.

It was presumed that other revenue districts would follow the policies set by the Chicago office. Horgan said he was unable to estimate how many ops had protested or omitted tax payments.

Floodlight Mfrs. Seek Increased Aluminum Sup.

WASHINGTON, June 9.—National Production Authority is mulling a recommendation formally submitted by outdoor lighting industry spokesmen for an increase in the amount of secondary aluminum for use in making floodlighting equipment. The manufacturers said supplies of secondary aluminum are plentiful right now, but that they are limited by NPA conservation orders to 65 per cent of their average rate of use during the first half of 1950.

The Floodlighting Industry Advisory Committee at a meeting with NPA, reported that cast iron has been used as a substitute for cast aluminum in making floodlighting equipment, but pointed out that iron supplies are almost as critically short as primary aluminum. The advisory committee members said the price of secondary aluminum is high but that the cost of producing iron parts with their present equipment is greater in the long run.

NPA pointed out that the recommendation will be given consideration and, at the same time, urged that conservation measures be taken "wherever possible to save critical materials." The industry advisory committee said that underwriters' standards for lead wires on small floodlights are wasteful and should be amended. The group suggested that NPA appoint a "task force" from the industry to study possible revisions which might be recommended to the underwriters' code officials.

Weyburn, Sask., Rodeo Switches July Dates

WEYBURN, Sask., June 9.—Weyburn Junior Chamber of Commerce has changed the dates of its annual Bronko Daze Rodeo from July 25-26 to July 27-28.

Change was made to pull more ruralites on a week-end.

An Important message for you!

The Billboard's
1951 Summer Special

Dated June 30
Distributed June 26
Ad Deadline June 20

SUMMER SELL-A-GRAM

The Big, Important,
Timely Buying Guide
for the Entire
Outdoor Amusement
Industry

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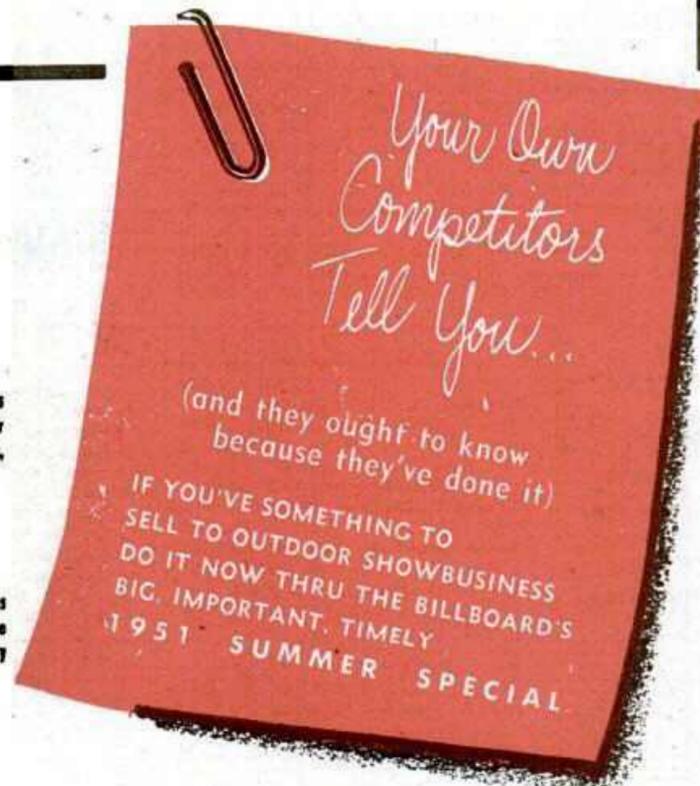
★ 50 SOLD
rides and ride equipment.

★ 33 SOLD
heavy show equipment such as
trucks, tractors, trailers, power
plants, generators, motors,
bleachers, etc., etc.

★ 53 SOLD
beverages and food products—
or dispensing equipment for
beverages and foods.

★ 51 SOLD
outdoor show supplies such as
amusement games, tickets,
poster services, uniforms, fire-
works, flags, etc., etc., and

★ 260 SOLD
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covering every conceivable
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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$2.50; 50 cards, \$4.75; cards, \$4.50; 100 cards, \$8.50. 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 7 1/4, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling 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 1/4; White, Green, Red, Salmon, Yellow, 2.00
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, 3/4" diam. Red or Green Plastics, M 1.50

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Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00

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Late model, condition like new, has been operated in a park. Now set up for inspection. Very reasonably priced or will trade for late model Tilt-a-Whirl
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All Electric Race Horse Derby THE TURF

10, 15, 20 unit games ready for shipment, \$200.00 per unit.
SPECIAL—Due to fortunate purchase on materials we have two games with all regular features like new, 1951 models for \$150.00 per unit. Send for information and photo

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THE NEW ROMAN TARGET

One of the finest stock concessions ever built. Write for prices and free literature.

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CLOSE-UPS: GEORGE BLOOD

RB Victual Dispenser Well Seasoned in Job

By TOM O'CONNELL

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

When questioned on complaints about food from the personnel of the Ringling-Barnum circus, George Blood, superintendent of the show's dining department, answered: "Well, if they did complain, nobody would pay much attention to them."

The words were spoken in no high-handed manner but in a quietly firm style befitting the man whose task is to feed three times daily the 1,000-plus persons on R-B's roster. Beefs on chow are rare, and George explained that they usually are handled by one of the 90 men on his staff.

Perhaps the busiest time of all for him is the show's first date under canvas each year in Washington. All hands wield knife and fork to best advantage. Appetites start falling off when summer heat arrives and pick up again when fall rolls around. An indication of show personnel's heavy consumption of victuals is the department's six-figure bill for last year, excluding labor and other costs.

Brother With R-B

In Waterloo, Ia., where George was born May 2, 1903, the Blood family was large, and little opportunity was open for inactivity. An older brother, Willis, served



GEORGE BLOOD

eight years with R-B's animal department and gave George his first taste of circus life. When he was 10, and small for his age, George took a job in a Waterloo bakery when another boy declined the position. Other employees laughed at him because his stature made the work extra difficult, but he learned the baker's trade and has been at it ever since.

Youthful wanderlust set in during 1923, and teaming up with another fellow, George lit out for Toledo and thence to New York. (Continued on page 57)

Out in the Open

A. Joseph Geist, president of Rockaways' (N. Y.) Playland, and son, Dick, were recipients of plaques during the annual outing of the New York Press Photographers' Association held at the park Tuesday (5). Awards commended them for their work in furthering progress in the Rockaways area and for co-operation with the press.

Julius Kahn, former secretary of Kewaunee County Fair, Luxemburg, Wis., stopped over in Chicago, Monday (4) en route to his Luxemburg home following his annual six-month Florida vacation.

Earl Newberry, who with Leo Overland, manages Joie Chitwood's Midwestern thrill show units, spent June 1 week-end in Chicago and then returned to the show in Ohio.

Frank Wirth, talent agency head, personally supervised the annual "Night of Thrills" show staged in Griffith Stadium, Washington, by the Shrine last week.

John Lonergan, producer of grandstand shows, journeyed to Virginia last week to attend his son's college graduation.

Fred C. Murray, general manager of the International Fireworks Company, is back in his Jersey City, N. J., offices after staging a pyro show at Virginia Beach, Va., in connection with a Confederate Soldier's Reunion. Murray also staged a daylight pyro show last Sunday (3) at the annual air show staged by The New York Daily Mirror. He reports that the shortage of trained help has resulted in his having had to turn down several shows.

Bob Sears, Bob Conto and Clarence Chrisman are handling the Irish Horan Lucky Hell Drivers advance in Canada.

Edward J. Carroll, president of the National Association of Amusement Parks, Pools and Beaches, has been elected head of the newly formed Agawam,

Mass., Chamber of Commerce. Recent visitors to Carroll's Riverside Park included Mr. and Mrs. J. W. (Patty) Conklin, Sam Levy and Mike Munves, of New York, and Congressman Foster C. Furcolo.

Jack Kaplan, advance agent for Aut Swenson's Thrillcade, was in Chicago, Thursday (7) en route from Benton Harbor, Mich., to Davenport, Ia., where the show was skedded to play the fairgrounds Sunday (10).

Iowa Court Okays Non-Fair Auto Racing

DES MOINES, June 9.—Iowa Supreme Court, in a unanimous decision this week, held that fair societies could enter into contracts for the operation of auto racing between fair seasons. The ruling followed recent Iowa legislation which already had made it legal.

The court action resulted from a suit brought by Don McElhinney, Cedar Rapids race track operator, against the All-Iowa Fair, Cedar Rapids. Former District Court Judge G. K. Thompson, now a member of the Supreme Court, held against the fair, holding it could not lease its grounds because it received State aid. Thompson, who had been elected to the Supreme Court since it ruled earlier, did not take part in the high court decision.

The Supreme Court held that the statutory powers of the fair association were not limited to the section of the code as claimed by the plaintiff and that by qualifying for and accepting State aid, it was not limited to the single power to "hold annually a fair" and that there was no such legislative intent apparent in the statute.

John Bundy With New Firm

EAST ST. LOUIS, Ill., June 9.—John Bundy, associated with Hauss Chevrolet Company here since 1935, and well known in outdoor show business, has been named president and manager of Young-Mallett Motors, Inc., here.

The latter firm, which deals in Chryslers and Plymouths, also operates several used car lots. Bundy succeeds Dave Mallett, who will remain as an associate but will retire from active participation in the organization.

T. W. Hand Awarded CNE Pyro Contract

TORONTO, June 9.—T. W. Hand Fireworks Company, Ltd., again has been awarded the contract for two weeks of pyro displays at Canadian National Exhibition this year. The Cooksville, Ont., firm has held the contract for 60 years with the exception of last year when it was split with another organization.

Other fairs to be serviced by Hand include Edmonton, Regina, Ottawa, London and Fredericton.

The MIDGE-O-RACER

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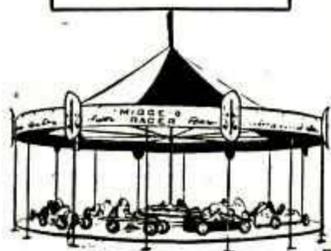


The BIG STORY in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

Proven BEST by Performance TEST

A sturdy, flashy, authentic miniature race car—with a new exclusive steering feature attraction.

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- PONY & CART RIDE
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MAJOR RIDES: Caterpillar, Carrouzels, Whiz Bang, Moon Rocket, Loopster, Hurricane, Water Scooter, KIDDIE RIDES: Sky Fighter, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write for free descriptive literature.

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Get your share of 1951 profits with our amazing new boat ride. Ideal for Drive-Ins, Parks and Other Permanent Locations.



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Also Builders of Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane, Waves, Trailer Mounted Jeep and Fire Engine Rides.

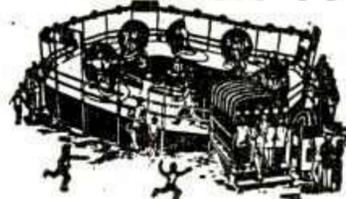
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Prominently

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NEW MERRY-GO-ROUND FOR \$5,750.00

Our 30 foot Teen Ager Baby "Q" Jumping Horse Carry-Us-All is made especially for Recreation Centers and small operators playing city lots and streets. Ideal combination ride, in between a Major and Kiddie Ride, that will take care of adults as well as the little tots. Has 20 jumping horses, 2 chariots, comes in 3 styles: Standard, Special and DeLuxe. For particulars write.

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LEAVENWORTH, KANSAS, U.S.A.



SPECIAL: 1 slightly used C-Cruise Major Ride, capacity 36, equipped with 6 spinning tubs, includes electric power unit Price \$5,500.00

1 Swinging Swan Kiddie Ride, capacity 12 children, does not include top or ball cover. Does include electric power unit Price \$1,500.00

C-CRUISE CORPORATION Seventh & Marlark Aves., Salem, Ore.

EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds, EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms.

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No. 6	3' x 3'	2' x 5'	\$ 32
No. 8	1 3/4' x 1 3/4'	1' x 3'	\$ 24

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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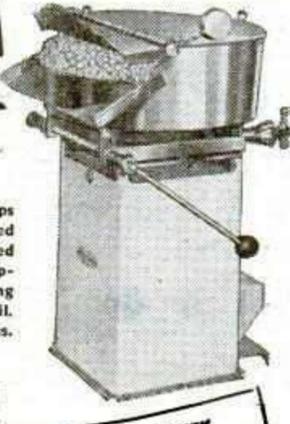
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Pops 2 lbs. raw corn each popping, about 13 bushels popped corn per hour.

Multiplex Faucet Co. Serving the Trade 46 Years

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IN THREE SIZES: 17 GAL. 45 GAL. 60 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, ORANGE, OTHERS.

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.



See Poppers for all your Popcorn Needs!

We still have new poppers available for as low as \$175, but equipment is becoming hard to get, so act now! Supplies now on hand for popcorn, candy apples, floss and snowballs—don't be caught short next season—order today!

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Tickets Subject to Fed. Tax Most Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

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Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues. 591

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Occupation



Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Bob Di Paolo, Calgary, Alta., producer, has announced the talent line-up for his "Sensations of 1951" grandstand show which will appear at Melville and Humboldt, Sask., fairs and the Frontier Days celebration at Swift Current, Sask. Acts include **Flying Harizells**, flying and sway pole; **Cycleonians**, unicycle; **Three Ems**, ladders; **Starlette Troupe**, acro; **Pansy**, roller-skating cow; **McCConnell and Moore**, jugglers; **Frenchy Manning**, tight rope; **Brice Samtry**, comedy, vocals and emcee, and **George Cortello's** dogs. A six-piece org is included.

Winlos, bicycle act, left Chicago recently for New York where they were skedded for Columbia Broadcasting System's "Big Top" circus TV show, Saturday (9). Act also is set for another video appearance on a Louisville station, June 16 and will then head for Ponchartrain Beach, New Orleans, for a two-week engagement, and will follow with a week at Texas State Fair Park, Dallas. . . . **The Vagabonders** trekked to Chicago following their Sunday (3) close at New Orleans American Legion Circus.

Shyrettos, unicycle, opened Saturday (9) at Edgewater Beach Hotel, Chicago, for a month's engagement. . . . **Poodles Hanneford** returned to the Sandwich, Ill., fairgrounds following his appearance on American Broadcasting Company's "Super Circus" Sunday (3). **Poodles** has been signed for Oklahoma City Polio Circus which opens June 30. . . . **Sam Howard's** swim show has been signed for Allegany County Fair, Pittsburgh, August 30—September 3.

Jack Andrews, whips and bull trainer, had both good news and bad news in a recent period of eight days. Three days after his wife had presented him with a new son, **Curtis J. Andrews**, his grandmother died and a few days later his father passed away. Jack took delivery on a new house trailer recently and plans to leave his Lake Butler, Fla., soon for outdoor dates. . . . **P. B. Purcell's** stage circus recently closed a tour of the Commonwealth Theaters in central Missouri and is skedded to open June 12 at Central State Theater, Burlington, Ia. Aggregation is booked for a July 4 celebration thru **Ruth Orr**.

Mel Hall has added his three-year-old son to his unicycle act and infos that the youngster is getting big mitts. . . . **Aerial Snyder**, high act, passed thru Chicago Tuesday (5). . . . **Captain Roy Sims**, high performer, opened at the Buchanan, Mich., American Legion Post celebration, June 4 for six days. . . . **Ladd Lyon**, hand balancing, was on the bill at Oriental Theater, Chicago, the week of June 4.

Sonny Moore's dogs and **Shell Brothers**, clowns, have been added to the Sealtest program set for Chicago's Navy Pier, Thursday (14), with the booking handled by **Ernie Young**, Chicago. . . . **The Palmers**, singing duo, recently added five fairs to their summer route including Manitowoc and Friendship, Wis., Northwood and West Union, Ia., and Owatonna, Minn. . . . **Parker Brothers**, acro, closed recently at Palace Theater, New York.

Princess Trio, three-gal acro team, start their outdoor season with Barnes-Carruthers at Bottineau, N. D. fair and will follow at Cando and Jamestown, N. D., booked thru **Toby Wells**. **Moon Dodgers**, high act, will play Chicago's July 4 celebration at Soldier Field. . . . **Los Gatos**, acrobats, are at the Thunderbird Hotel, Las Vegas, Nev.

Grandstand talent set for the revived Kentucky-Tennessee Fair, Fulton, Ky., July 27-28, includes the **Farias Duo**, roly-boly; **Great Smetona**, high wire; **Titans**, teeterboard; **Buddy and Jean**, roller skates, and **Charles' Wonder Dogs**. . . . **Three Rockets**, roller skaters have been added to the line-up of the Detroit Police Show, August 3-5. . . . **Les Juvelys**, balancing, closed recently at the Capitol Theater, New York.

Alfred J. Forest, high act performer, who was killed in Detroit Friday night (1) when his sway pole snapped in a high wind, was being billed this year as the **Sky Prince**, but was known last

season as **Fearless Forest**. Forest, who was appearing as the free attraction on Wade's Joyland Shows, was able to make one recovery but was unable to free his foot from the safety catch before a second gust snapped the pole.

The Langs, Teeterboard, will follow their engagement at the Los Angeles Home Show with a stint at the Desert Inn., Las Vegas, Nev., where they will open June 13 for 12 days.

Leo Couture, high diver, and his partner, **Maurice Cadieux**, were in Chicago the week of June 4, after closing at the Vancouver sports show, May 23. Act is set to open June 24 for a two-week engagement at Idlewild Park, Ligonier, Pa., and will follow at other Pennsylvania celebrations.

Three Rockets, roller skating, will be in the line-up at the Detroit Police Circus August 3-5. . . . Talent signed for the Marshfield, Wis., fair includes the **Farias Duo**, roly-boly and the **Great Smetona**, wire. . . . Grandstand show at the Oshkosh and Chilton, Wis., fairs will include the **Marcus Troupe**, jugglers; **Great Smetona**, wire; **Dennis and Darlene**, songs; **Flying Siegrists**, aerialists; **Novak and Faye**, comedy; **Frisco's Seals** and the **Marimba Co-Eds**.

Prior to opening at the New Orleans Legion Circus Monday (28), **Beatrice Dante** and her chimp were in the line-up at the Houston Shrine circus. . . . **Mickey Sullivan**, band leader, caught the Ringling show en route home from the St. Louis Police Circus and had a reunion with **Ray Casel**, former Sullivan trombonist, now with the big show's musical aggregation.

New Jersey Cracks Down On Games

TRENTON, N. J., June 9.—Theodore D. Parsons, State Attorney General, this week directed prosecutors of New Jersey's 21 counties to crack down on all games of chance, including bingo.

Queried at the time the directive was issued, Parsons said it was confined to commercial activities of an illegal content. At mid-week, Richard T. Congleton, Essex County prosecutor, said the ban did not apply to games run for religious, fraternal or charitable purposes unless professional operators were used.

Parsons said three elements were essential to constitute a game or device as gambling: Chance, prize and prize.

The action was credited to the receipt of numerous complaints charging the commercial operation of wheels in which either merchandise or money is awarded to the successful player which it was said is widespread at carnivals and at various places of amusement in the State. The complaints covered the operation of bingo under similar conditions, he said. The State Senate last month blocked passage of legislation intended to legalize bingo and other games.

Detroit Club Tables Exec Resignations

DETROIT, June 9.—Resignations of Harry Stahl as president and Robert K. Templeton as first vice-president of the Michigan Showmen's Association were tabled Friday (1) at a meeting of the club's board of directors, presided over by William Zakoor, third vice-president.

No immediate action was promised on the resignations which were submitted in protest of a letter written by the club's secretary, Paul Greeley, to Governor Williams, protesting the exclusive concessions contract awarded the Cavalcade of Amusements at Michigan State Fair. The board of directors said the letter was an individual action and not that of the association.

Ill. Fair Bills Gain in House, Lose in Senate

SPRINGFIELD, Ill., June 9.—Illinois fair bills that would make available an estimated \$750,000 for the Chicago Fair and a similar amount for county fairs this week won a round in the House but lost ground in the Senate.

The measures, which would set up a fair and exposition fund by levying an additional 1 per cent tax on winning race track bets succeeded in getting on the House calendar, after an attempt was made to send them back to committee. Representatives John G. Ryan and Charles H. Weber, both of Chicago, led the resistance in the house.

In the Senate, the executive committee by a vote of 10 to 9, postponed action on similar bills until June 13. Senators Walker Butler and William J. Connors, both of Chicago, are co-sponsors in the upper house. Opponents include Sen. Arthur J. Bidwill, River Forest. Albert J. Meserow, attorney, testified against the measures in behalf of three major Chicago race tracks, Arlington Park, Washington Park and Lincoln Fields.

Salt Lake City Switches Rodeo To County Fair

SALT LAKE CITY, June 9.—Annual Pioneer Days Rodeo, usually staged at Utah State Fairgrounds, will be held this year at the Salt Lake County Fair, N. G. Morgan Sr., publicity director, announces. Tentative dates are July 17-24.

The switch is the result of a disagreement between the rodeo sponsor, Days of '47, and the fair board. New site was obtained by Sheldon R. Brewster, former State fair manager and rodeo chairman, at a cost of about \$100 per night.

Thomas B. Child, president of the sponsoring organization, has requested the city commission to prohibit any other rodeo from playing within the city limits during its run.

Mineola Sets New Feature

MINEOLA, N. Y., June 9.—New feature at Mineola Fair here September 11-16 will be an exhibit by the Golden-Age Clubs of Nassau County demonstrating the workmanship of women near or past 50 who engage in business or make articles for sale in their homes.

Exhibit will be housed in Barn 21 on the fairgrounds together with a professional and semi-pro art display and a collection of musical instruments.

Sked 58 Annuals In Saskatchewan

SASKATOON, Sask., June 9.—Two Class A fairs, eight B fairs and 48 C fairs are scheduled for this summer in Saskatchewan, according to Prof. J. G. Rayner, head of the extension department, University of Saskatchewan, and director of agricultural societies.

The total of 58 contrasts sharply with the peak year, 1928, when 146 fairs were held in the province, but a revival is indicated, Professor Rayner said.

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Dressing Room Gossip

Mills Bros.

With schools closing, Arlene, daughter of Mr. and Mrs. Jack Mills, joined the show at Cicero, Ill., for the summer, as did Virginia Mann's son, Frankie, Danny and Janice Mills, their mother, Mrs. Harry Mills, and two pups, planed from Cleveland to join at LaSalle, Ill.

Chicago showings brought out many visitors. Fats Braxon, who has his prop crew clicking, was decked out in a new uniform at Cicero, Ill., his home town. Tom Carroll, model builder, spent the day on the lot there. Other Cicero visitors included Bill Lester, Jim Gephart, Adolph, Tad Tosky, Texas Tommy, J. L. Gardner; former clown, Ab Johnson, and Tom Parkinson, of *The Billboard*; Bill Carsky and Mr. and Mrs. George Allen. Harry Atwell visited at Homewood and Cicero.

Visitors at Blue Island included Billy Senior, Sam Levy Jr., Mr. and Mrs. Bert Cima, Circus Freddy and Mr. and Mrs. George Cole, with Cole sitting in with the band. Mr. and Mrs. Albert Hodgini were on the lot at Homewood and the Rosetti's son, Jacques, spent two days with his folks en route to a Buffalo theater date with his unicycle act.

Steve Crowe has refurbished his barber shop. Sverre and Fay Braathen spent a week-end on the show at Elgin and Tiny Krueger and three Wisconsin friends motored from Madison to catch the tail end of one of the night shows. Elgin visitors included Roy Jones, Clint Finney, Herman Linden, Dick Rogers and Bob Coughlin, husband of the late Lillian Letzel.

A benefit show at Moosehart, St. Charles, was attended by 300 youngsters with these acts entertaining: The Rickerts, Wallabies, Antoinettes, Bakers, Bert and Jeanette Wallace, Maureen Lee and the writer. Close to 600 other youngsters from the home attended the matinee.

Visiting at La Salle were O. C. Cox, Jimmy Edgar, Carl Mansfield, Marshall Green and Tama Frank and Patsy. Kelly-Morris has been close and several visits were exchanged. — JACK LA PEARL.

King Bros.

Social Club held its second party of the season on the lot in Williamsport, Pa. Brownie Gudath fried 40 chickens. Manuel Barrigan won first prize in the pie-eating contest. Lucia Cristiani offered a trumpet solo and Truzzi was featured in the guitar. Red Dingler chaired the party which drew 50 members.

Sandra Lee, sword box feature in the Side Show, was rushed to the hospital after one of the swords accidentally pierced her ear. Three stitches were taken to close the wound. She missed only one bally, however, and was back in the box at the night performance.

The Thompsons took delivery on a new trailer.

Hugo Zacchini completed rebuilding his trailer. Jimmy Karo is doing a good job of managing Tony Diano's concert. Wild West line-up includes Karo and Harry Greer, cowboys; Chief White Cloud and his Seneca Indians; Gongga, trained zebra; Shiek Lawrence and Duke DeKeno, wrestlers.

Recent visitors included E. E. Meredith, former press agent; Clark Queer, J. P. Yancey, Frank Griffith, Mrs. R. W. Cox, Willie Baney, Clyde Mallory, Dick Kline, Mayor W. P. Kline, Harry McKalip and Robert Kline, all of Indiana, Pa.; Franco and Lucy Richards, Bobbie Miller, Frank Ketro, Dr. A. F. (Red) Davis, Carlington Waddell and Fred Barker.

Antoinette Cristiani joined her folks for the summer after school closed in St. Petersburg, Fla. Leroy Forte joined the cookhouse staff from Jackson, Miss. Al Yoder, big show band drummer, visited his home in nearby Kulpmont when the show played Williamsport.

Cosetta Cristiani and his son spent a week visiting after closing an engagement at the Bellevue Casino, Montreal. Wheeling, W. Va., visitors included Lloyd Bender, John Boyle, John Wyatt and F. L. McClintock. Little Miss Barbara Sardowsky is making the spec these days atop Kristine the bull.

The Shamokin, Pa., lot was on a hill and several trucks and

Polack Western

A number of school vacation reunions are taking place on the show. Youngsters recently joining their parents include Roland Natal, Nicki and Roddy Bell and Skeeter Ward.

Darby Hicks' sister, Elsie Callahan, came on to assist on the popcorn stand. Mac and Peggy McDonald have had their trailer repainted. Peggy missed several performances recently for minor surgery. Jack Joyce, Jack Harris and Red Mayer have received their second degree in Masonry.

The aerial acts have been busy prepping their equipment for the outdoor dates. Ted Chirrick vacationed at his Long Beach, Calif., home and Ross Paul visited his family in Los Angeles. Mary Paul was recently visited by her brother and sister. Fred and Jean Merkle enjoyed a stay at their Bakersfield home. Mike Henry has equipped his station wagon with truck tires. Art Springer is keeping the show moving swiftly. — HARRY DANN.

Clyde Beatty

Altho the show has left California for Oregon territory, the collyria weather continues, and topcoats with straw hats are the wearing apparel of the day. The skimmers were bought during a recent three-day heat wave.

Coos Bay and Eugene were big with people all over the hippodrome. Shaky-Legs Murphy is a new ticket seller on the Side Show. Mr. and Mrs. Howard Yerkes, from Fairbanks, Alaska, spent two days on the show visiting their son, Bob, who is with the De-wayne act. Don Johnson's broken arm has mended sufficiently to permit his return to the teeter-board.

Bill Lewis was a weary ticket seller in Coos Bay where the downtown ticket line was solid from eight in the morning until five at night. Joan Lewis is now working one of the elephant novelty acts. The Flying Esquidas are busy on new rhinestone costumes.

Recent visitors included Dennie and Ruth Helma and Rhea Etheridge. — LAURENCE CROSS.

Biller Bros.

Personnel are all taking advantage of Sunday movies before we move into Canada. Chuck Taylor, new chef, is being commended for his good menus. Robert Rolon was not seriously injured when he fell recently from his cloud swing.

Cariel, Grace and Ronna McIntosh are practicing acrobatics and have come up with a nice three-high. Rubyette is devoting Sundays to the family wash, while Tommy Bentley usually has a rush in his barber shop.

The McIntosh popcorn stand has been repainted. Irene Lewis has been getting good mits in her Side Show act. Joe Rossi is back on the big show bandstand following a couple of days' absence on doctor's orders. — IRA GASKILL.

Siebrand Bros.

Personnel was pleased to leave New Mexico where show encountered nothing but dust and wind storms. Utah has been giving the show good lots and business, with Ogden being the best of the dates.

Show day and dated the Young's show at Ogden. Back from Phoenix, Ariz., are Jenniel and Patsy Siebrand. Mrs. P. W. Siebrand also returned, bringing Artice and Marlene Parkinson from school. Others returning from school were Cherry Foster, Phil Bonta Jr., Joenna, Pam and Richard Siebrand and Dolores Dee. — MAURICE MARMOLEJO.

trailers had to be towed up the grade. Carl and Ruby Tyler have a new house trailer and their daughter has joined them with her baby.

Clark Queer visited several times while the show was in the Pittsburg area. Frank Tezzana now has the candy apples and E. Flat Rat the snow cones. There are now 20 private trailers on the show. — COL. HARRY THOMAS.

Ringling-Barnum

Shilling played new locations in Wilmington and Baltimore. Big houses turned out at Lancaster Decoration Day. The cookhouse served a chicken dinner that day. Christian and Kiehl Newswanger, Lancaster artists traveling with the show, had a spread in the Lancaster paper. Show set up on the fairgrounds at Trenton. The first late matinee was given there.

Home towns kept some of the personnel busy. Albert White in Baltimore, Ednie Burch, Lorraine Russo, Willie Krause and Frankie Saluto in Newark, N. J. Randy Concello joined for the summer. Nina Cristiani is visiting. Willie Krause is back in the flying act. Edna Antes celebrated her birthday. Millie Persinger closed for the season.

Visitors included Sergea Sergida, Claire Fawcett, Tony Conway, Bill Ballentine, Helen and Charley Geiger, Willie Krause's relatives, Lorraine Russo's family, Ernie Burch's family, Albert White's family, Kathy Kramer, Marcel, Franche and Freddy Forgeur, Stanley Wathon, Mickey King, Jimmy Olson, Billy Ward, Nina Joyner, Rose Hanlon's sister, Mary, and Sam Crowell.

Frankie Saluto was surrounded by photographers in Newark, his home town. Red McKettrick's Side Show is doing big business. — MARY JANE MILLER.

Kelly-Miller

The horse department, headed by William (Red) Farrher, superintendent, includes grooms Jimmy Smith, Dusty Reagan and Frosty Land. Louis Bojan is now proxy boss.

The Murrillos escaped injury recently when their up-rights slipped off the blocks. Billy Todd, band percussionist, has continued to work altho on the sick list. Frankie Lou Wood's niece, Nelda Sweet, is spending the summer on the show. Ralph Waldrop, mechanic, is recovering from injuries suffered in a recent fall.

Buckles Woodcock, son of Colonel and Mrs. Bill Woodcock, is working tickets on the Side Show. Jose Deleon, Side Show performer, recently purchased a new car. Birthdays recently celebrated by Ione Stevens, Lucille Eagleman and the writer.

Visitors included Don B. Frances, Frank Felt, Harold Laflan, Mr. and Mrs. George Sweet, R. O. Brandon, Sam V. Price, Eddie Shearer, Don Miller, Leon A. Winker, Gladys Shookley, Frances Ward, Forrest Kuhns and Mr. Summerville, of the Central Tent & Awning Company, Kansas City, Mo. — EDDIE DULLUM.

Rogers Bros.

Peggy Sylvester was serenaded on her birthday by Skinny Goe's band. Chester Grant captured the person who entered his trailer and left with Grant's salary. One of the workingmen's sleepers was demolished by fire by undetermined origin.

All attended the beach party in Lake Charles, La. Festivities were marred when Ida Mae Crowell lost her purse containing her weekly salary and important papers. Happy Davis went to New Orleans, got lost and was a bit late getting back to the show. Ann Conway's dancing horse, Sugar Boy, is going over well.

Henry Crowell is working the two-elephant act. Swede Johnson has been released from the hospital. He visited his son, Hunky. Mrs. Calie Casey, of the cookhouse, left for her home in Valdosta, Ga., where she is receiving medical treatment. Bubba Voss, trumpet player on West Bros.' Circus, visited members of the band. Charles Bary, former horse trainer and equestrian director, visited, as did Charles Forrest. — HARRY VILLEPONTEAUX.

Plunkett's

Plunkett's Stageshow and Circus Combined has been in the vicinity of Pikes Peak. Cleo and Jennie Plunkett are still in the program but Gloria is back convalescing at her sister's home in Hayes Center, Neb. She took a turn for the worse last week and her husband is with her. Baby April is doing okay. Mr. and Mrs. C. E. Plunkett spent a few days on the show. Fred Blakey also visited. Doctor Hayes entertained Capt. Fuzzy and Marie Plunkett. Chief Rain-in-the-Face's featured drummer is Larry Plunkett. Bill Fee's donkey ride is doing well. Show did well Decoration Day. — SNOOKS PLUNKETT.

HOPE HE WAS IN GOOD VOICE

NEW YORK, June 9.—J. F. (Irish) Horan, whose histrionic vocalizing predates the microphone, believes he set something of a record for appearance before live audiences when the two-day total of persons watching and listening to him (sans video and radio) hit the 450,000 (estimated) mark. Irish announced the big car race classic at Indianapolis Decoration Day before 200,000 persons. On Sunday (3), he "rew word pictures for 250,000 attending *The New York Daily Mirror* model plane show at Bethpage, L. I. which featured his Luc-y Hell Drivers thrill show unit.

Ohio Managers Meet June 22 At Columbus

COLUMBUS, O., June 9.—Ohio fair managers' annual summer conference will be held in Deshler Wallick Hotel here June 22. Mrs. Don A. Detrick, executive secretary, announced this week.

Topics to be discussed include the power of publicity and public relations, preview of livestock exhibits, talent programs, Social Security and withholding taxes, new junior fair activities, passes, and fairs and civilian defense programs. A report of the Festival of Britain and a preview of Ohio State Fair will be presented.

Barnum Cele Budget Set

BRIDGEPORT, Conn., June 9.—Third annual Barnum Festival to be held here July 3-5 is expected to be one of the largest celebrations in the city's history. At a joint meeting of the advisory and finance committees this week, a total budget of \$14,500 was approved. This amount includes \$5,000 appropriated by the city.

Paul Lavelle and the Cities Service Band of America will head the large Ballyhoo Show July 3 at Hedges Memorial Stadium.

New K. C. Track Bow Pulls 6,500 to Races

KANSAS CITY, Mo., June 9.—Newly built Riverside Stadium officially opened here Sunday (3) and pulled an estimated 6,500 to big car auto races staged by Al Sweeney and Gaylord White. Frank Luptow, Tampa, Mo. the 20-lap feature event.

Polack Eastern

The Albuquerque, N. M., date was a big success and was promoted by Willis Alley, assisted by Arthur N. Lloveridge and Charles Goodpaster. Col. and Mrs. Harry Thomas and Howard Bryant, newspaper man, were visitors.

Latest additions to clown alley include Bob Lorraine and Ben Thomas, both from Hollywood. Harold Conn bought a new Indian basket for his act.

Captain Winston, of the seal act bearing his name, visited, as did Evan Arnold. The Orantos joined at Albuquerque. Everyone is getting water bags ready for the trip thru the desert.

The Hannels have a new trailer. The Great Hustrei was joined here by his wife who also is working the act. Bill Green is making his press trips via plane due to the long jumps. — HENRY KYES.

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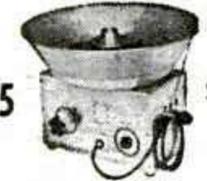
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Flashbacks

25 Years Ago

W. H. Clop joined Gentry Bros.' Circus as legal adjuster. . . . Clarence Auskings, contracting agent for the Gentry show, joined Downie Bros.' Motorized Circus as general agent. . . . The Aerial Lerches visited Mr. and Mrs. Bill Hopkins on Heritage Bros.' Circus at Hartford, Wis. . . . Walter A. Adams, clarinetist, and William F. Coleman and Alex Robson, trombonists, joined Frank P. Meister's band on the Heritage show. . . . Billie DeArmo, comedy juggler, was filling vaude dates. . . . Ben Hamed's troupe of Arabian acrobats were playing with the Miller Bros.' 101 Ranch Wild West Show. . . . Clown alley on Zellmar Bros.' Circus included George Adams, Charles Fink, Roy Dunkin, Rae Anderson, Joe Bunk, Oscar Olson, F. A. Myers, Roy Sage, Henry Westin, W. Shoding and Goof Sylvester.

Carleton Collins was public relations director for the Nat Reiss Shows. . . . Jack Cohen, formerly with Bernardi Greater Shows and Riverview Park, Chicago, had a blanket-wheel concession with the Forepaugh-Lind Circus and Carnival. . . . Line-up of Al Kikume's Hawaiian Show with the Abner K. Kline Shows included Chick Kalauli, David Nakea, Sol Opea, Princess Lapa and Rose Kahaua. . . . C. W. (Cash) Miller succeeded Red Stump as manager of Joe C. Turner's All-Jazz Revue on the Rock City Shows. . . . Concessionaires joining the Captain Latlip Attractions were R. L. McQueen, Elza Greenwood and Fred Senters. . . . Walter D. Nealand was publicity director for the Rubin & Cherry Shows. . . . Thomas Heeney, West Coast Showman, visited the Wortham Shows in Pueblo, Colo. . . . Visiting the D. D. Murphy Shows at Kalamazoo, Mich., were Mr. and Mrs. Kressman, Mrs. Ed Mathias, George Hall, Mr. and Mrs. Rajah Raboid, Walter Driver, Walter D. Hildreth, Col. J. F. Owens and Mr. and Mrs. Harry G. Melville.

Rube Shaw was named manager of attractions at Oaks Park, Portland, Ore. . . . Scarboro Beach Park, Toronto, was in the process of being dismantled. . . . Gus Ateno, aerialist, was seriously injured while performing at Norumbega Park, Auburndale, Mass. . . . Orest J. Devany was presenting 20 circus acts at Dreamland Park, Newark, N. J. . . . Ben Williams was having a successful season with his carnival in the greater New York area. . . . C. W. Elrod withdrew from the management of Dreamland Park, Newark, N. J. . . . Mr. and Mrs. Tom Allen joined the Page & Wilson Shows with two concessions.

Deaths: Tim Carey, circus man; Earl Fellows, concessionaire; Charles Michaels, carnival man; Leslie Morris, auto race man; William B. Willis, circus musician, and Charles Wilson, circus man.

10 Years Ago

Mr. and Mrs. Harry Clark had an Animal Show on the Siebrand Bros.' Shows. . . . J. F. Murphy bought a Rolloplane and opened it with American Exposition Shows in New Boston, O. . . . Vinlini, three-legged man, joined Winnie Sisto's Side Show on the O. C. Buck Exposition in Pawtucket, R. I. . . . Lucille King was in advance of Bowen's Joyland Shows, handling banners and press. . . . Elsie Calvert joined the Rubin & Cherry Exposition to operate the Swing Revue. . . . Benny Weiss placed one of his units with Penn Premier Shows. . . . Lon Morton, with his wrestling bear, joined the H. P. Large Shows. . . . Buddy Lamb and W. E. Tomes joined the ride crew on Bee's Old Reliable Shows. . . . Bernardo, human pincushion, was an addition to Carl J. Lauther's Side Show on the Cetlin & Wilson Shows. . . . Phyllis Walker joined Joseph Blash's balloon stand on Arthur's Mighty American Shows. . . . E. T. and Mickey Ramsey took over the Girl Show on Smith's Greater Shows.

Darene Rivers was the annex attraction on the Greater Midway Shows, with Tobin Sterling making openings. . . . Princess Nadja was the annex attraction on Don Newby's Side Show. . . . Roster of the Lewis Bros.' Circus band roster included: John F. Dusch, director; Benny Kenner, Willard Isley, W. E. Hipsman, Fred Mascoe, Earl Hamel, Carl Kubler, W. E. Palmore, Ralph Hendershott

and Buddy Giess. . . . William Varner, Ringling-Barnum aerialist, suffered a severe ankle injury while performing at Zanesville, O. . . . K. Boston McLoughlin closed with Globe Bros.' Shows to join Kerwin's Mighty Minstrels. . . . Marlyn Watson joined Spar-ton Bros.' Circus as reserved seat man. . . . Jim Stutz, animal trainer, closed with Hunt Bros.' Circus to join Henry Bros.' Wild West Animal Circus on the W. C. Kaus Shows. . . . Little Frankie Saluto was doing a Charlie Chaplin walkaround on the Big Show. . . . Happy Belisle, circus drummer, was a patient at Roanoke Rapids (N. C.) Hospital.

C. Jack Cato and S. D. Bateman were elected co-managers of Stone County Fair Association, Mountain View, Ark. . . . M. E. (Pat) Bacon was appointed superintendent of speed for Illinois State Fair, Springfield, and was slated to work with Howard Leonard, director of agriculture, and William V. Ward, manager. . . . R. A. Jolly, operator of Seccium Park, Bucyrus, O., was preparing to take two ride units on the road. . . . Harvey Butler, who had a rifle range at Geauga Lake (O.) Park, added a skeet shooting concession. . . . Howard Peters, pony track and high striker operator at Meyers Lake Park, Canton, O., was preparing to start his fair season with a frank animal show.

Deaths: Thomas L. Candy, circus man; Col. David Ritchie, fair man; Stephen A. Douglas Teague, circus clown; David E. Traugott, carnival man; William Waite, circus performer; William J. White, circus man, and Henry Yost, carnival man.

A. C. Arena Starts Slowly

ATLANTIC CITY, June 9.—Municipally owned Convention Hall slipped back financially to the tune of \$89,614 for the first three months of this year, according to an audit just completed for the first quarter by City Comptroller B. M. Townsend.

Report for the period ending March 31, shows that on January 1, the auditorium's cash on hand stood at \$351,507. During the three-month period, receipts amounted to \$101,170. However, the expenses for the three-month period were \$190,783, and on March 31, the cash balance was down to \$261,893.

Patterson Killed In Stock Car Race

PITMAN, N. J., June 9.—Lemuel A. Patterson Jr., 27, auto racer, died instantly of a broken neck in a crack-up Friday night (1) during the feature stock car race at Alcyon Park Speedway here. About 4,500 spectators saw the speeding car skid on the far turn, crash thru a wood fence and plunge down a 15-foot bank.

In the crowd were Patterson's parents, and three of his six brothers. His widow, Kathleen, had remained at home in Clifton Heights, Pa., with their children, Patricia and Lemuel A., III.

A few weeks ago Patterson crashed thru a fence at Hatfield, Pa., but escaped injury. Patterson, in his second season of racing, also worked as a pipefitter for the Philadelphia Gas Works Company. His death occurred on the third lap of the 25-lap race, at almost the same spot where Andrew Melnychuch, of Camden, N. J. cracked up the night before. Melnychuch is in Underwood Hospital, Woodbury, N. J., with severe bruises. Friday's feature race had to be started three times because of accidents. Once, one of the cars turned upside down. No one was hurt. Then, Bill Brown, of Trooper, Pa., hit a fence. He escaped serious injury.

Swift Current, Sask., Sets 2G Rodeo Purse

SWIFT CURRENT, Sask., June 9.—Two-day Frontier Days celebration here is offering \$2,250 in rodeo prize money and has added classes for boys' steer riding and amateur saddle bronk riding.

A downtown parade is planned for opening day, July 2. Fireworks displays are set for both nights.

Name Newsman Salem Event's Publicity Rep

SALEM, Ore., June 9.—Vince Elliott, advertising staff member of The Statesman, local daily, will direct publicity and advertising for the 1951 Oregon State Fair here, Leo Spitzbart, fair's general manager, announces.

With the naming of Elliott, the fair combines advertising and publicity under one head. It also marks the centralizing of the press activity here. In recent years some of the activities had been handled outside of Salem.

Elliott is a former program director of KELA, Centralia, Wash., assistant production manager of Smith-Bull-McCreery advertising agency and one time handled publicity for the National Orange Show, San Bernardino, Calif. In addition to handling advertising production for such shows as the Icecapades and Skating Vanities, he was a writer for Breakfast News With Sam Hayes, Okay for Release and the Art Baker Show out of Hollywood.

2/3 OF '50 NET

ESE Allots \$75,000 for New Projects

SPRINGFIELD, Mass., June 9.—Work programs already underway and others planned for completion prior to the staging of the 1951 Eastern States Exposition here September 16-22 will use up \$75,000 of the \$96,589.67 net profit earned by the event in 1950, exposition officials revealed here this week.

The ladies will get a break this year since they will be able to wear open-toed shoes and white hose if they wish, because all of the principal streets on the grounds are being paved to eliminate cinders, dust and puddles. All of the many buildings on the grounds will be accessible from one or more of the permanently surfaced roads. New roads also will make for smoother, faster transportation on the belt line tram system that circles the grounds for the convenience of patrons.

A considerable part of the allotted money already has been spent for new roofs on the two big cattle barns. Another costly but necessary improvement now in progress is the repainting of the interior of the Industrial Arts Building. The project will account for 1,500 gallons of paint.

New roads will cover 32,000 square yards. Construction will be identical with the pavement laid on the Avenue of States and adjacent streets in 1950.

Autry To Head Sheriff's Show

LOS ANGELES, June 9.—Gene Autry will be featured at the annual Sheriff's Championship Rodeo in the Coliseum here August 26. Over \$10,000 is being posted for the winners in the five major arena events.

Sheriff Eugene Biscailuz reported that champion performers will be on the card. Pat North and Edith Happy, trick performers, were among the first to sign for the all-Western show.

Sheriff Biscailuz declared that the grand entry riders will be bedecked in their colorful silver and gold Western trimmings with a parade starting off the day's festivities. Over 1,100 riders will participate.

The show will be produced by John R. Moss, with proceeds going to the Los Angeles County Sheriffs' Relief Association.

Moose Jaw, Sask., Sets Food Prices

MOOSE JAW, Sask., June 9.—New city by-law here fixes the price of food sold at circuses, carnivals, rodeos and fairs as follows: Hot dogs, egg and cheese sandwiches, 15 cents; hamburgers, 20

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended June 8.

The complete list of Fair Dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- IDAHO**
Grace—Caribou Co. Fair, Aug. 9-11. Kay M. Whitehead.
- KENTUCKY**
London—Laurel Co. Fair Assn. Aug. 8-11. Ellie Asher.
- LOUISIANA**
Abbeville—La. Dairy Festival & Fair, Sept. 21-22. Roy R. Theriot.
Franklin—St. Mary Parish Fair, Sept. 21-23. E. J. Champagne Jr.
Houma—Terrebonne Fair Assn. Sept. 29-30. Merlin T. Basile.
Mansfield—DeSoto Parish Fair Assn. Oct. 11-13. R. B. Whitman.
Many—Sabine Parish Fair, Oct. 18-20. Chester Tatum.
Morgan City—La. Shrimp Festival & Fair, Sept. 15-16. S. J. Kuhlman.
New Roads—Pointe Coupee Parish Fair, Oct. 12-14. J. Wade LeBeau.
Opelousas—La. Yambilee, Oct. 10-11. W. T. Calyeau.
Pitkin—Pitkin Community Fair, Oct. 8-13. S. N. Heard.
Prairieville—Acension Parish Negro Fair, Sept. 28-30. William Tillotson.
Ruston—Lincoln Parish Fair, Oct. 8-9. J. A. Shealy.
Shreveport—Caddo Parish Fair, Oct. 18-19. S. L. Beaubouef.
- MAINE**
Acton—York Co. Agrl. Assn. Sept. 12-15. Leon E. Credford, Shapleigh, Me.
Litchfield—Litchfield Farmers' Club, Oct. 2-3. Charles H. Harvey, Gardiner, Me.
- NEW HAMPSHIRE**
Canaan—Mascoma Valley Fair Assn. Aug. 25-27. William A. Shepard.
- OKLAHOMA**
Ardmore—Carter Co. Free Fair, Sept. 4-8. B. Sparks.
Pryor—Mayer Co. Fair, Sept. —. Elsworth Hammer.
- TENNESSEE**
Ashland City—Cheatham Co. Fair, Sept. 27-29. Huffman Morse.
Athens—McMinn-Meigs Twin County Fair, Sept. Mrs. Jim Buttram.
Brownsville—Haywood Co. Colored Fair, Oct. 10-13. F. E. Jeffries.
Camden—Benton Co. Fair, Sept. 17-22. Alice Clements.
Clinton—Anderson Community Fair, Sept. 6-8. Robert B. Johnson.
Dandridge—Jefferson Co. 4-H Fair, Sept. 27-29. Frank C. Taylor.
Elizabethton—Carter Co. 4-H Fair, Sept. 4-6. F. O. Alexander.
Henderson—Chester Co. Fair, Sept. —. N. S. Martin.
Livingston—Overton Co. Fair Assn. Sept. 13-15. D. E. Benson.
McMinnville—Warren Co. Fair, Sept. 6-8. T. M. Jackson.
Maynardville—Union Co. Fair, Sept. 6-8. Pauline Collett.
Morristown—Hamblen Co. 4-H Fair, Sept. 5-7. C. H. Balch.
Newport—Cocke Co. Fair Assn. Sept. 25-29. Jack Vinson.
Pulaski—Giles Co. Colored Fair, Aug. 6-11. M. O. Maxwell.
Rogersville—Hawkins Co. 4-H Club Fair, Sept. 26-29. Ralph Testerman.
Springfield—Robertson Co. Fair Assn. Sept. 13-15. John R. Long Jr.
Tracy City—Grundy Co. Fair Assn. Aug. 23-25. E. J. Cunningham.
Wartburg—Morgan Co. Fair, Sept. 17-22. Ross H. Wilson.
- TEXAS**
Grand Saline—Van Zandt Co. Fair, Sept. 22-23. Herbert Clower.
- WEST VIRGINIA**
Clay—Clay Co. Fair, Sept. 10-15. (tentative). S. Porter Smith.
Fort Ashby—Mineral Co. Fair, Aug. 13-18. Mannington—Mannington Dist. Fair Assn. Sept. 11-15. Paul M. Hess.
Summersville—Nicholas Co. Fair Assn. Aug. 5-11. Robert L. Amick.
- CANADA**
- QUEBEC, CANADA**
Ayer's Cliff—Stanstead Co. Agrl. Soc. Aug. 23-25. M. B. Corey, Hatley.
Aylmer—Gatineau Co. Agrl. Soc. Sept. 6-8. R. K. Edey.
Chapeau—Chapeau Agrl. Soc. Sept. 10-12. Mrs. Thomas Kennedy.
Drummondville—Drummond Agrl. Soc. Aug. 10-12. J. H. Charpentier, L'Avener.
Isle-Verte—Riviere-du-Loup Agrl. Soc. Aug. 14-16. Joseph M. Marquis.
Knowlton—Brome Agrl. Soc. Sept. 2-5. George A. McClay.
Maniwaki—Gatineau Co. Agrl. Soc. Sept. 10-12. Mme. Palma Joanis.
Marbleton—Wolfe Agrl. Soc. Aug. 7-8. Raymond Thibodeau.
Matane—Matane Agrl. Soc. July 23-28. Huguette Langlois.
Papineauville—Papineau Agrl. Soc. Aug. 23-25. J. N. Frappier, Plaisance.
Quyon—Pontiac Agrl. Soc. Sept. 24-26. Gervace O'Reilly.
Rimouski—Rimouski Agrl. Soc. Aug. 21-25. Gerard Hupe.
Saint-Alexandre—Iberville Agrl. Soc. Sept. 7-9. Claude Brauit.
Saint-Barnabe—Nord—St. Maurice Agrl. Soc. Aug. 28-29. Mme. Romeo Boucher.
Saint-Bruno—Chambly Agrl. Soc. Aug. 1-2. Jean Hardy, Longueuil.
Saint-Jean—St. Jean Agrl. Soc. Sept. 1-3. J. R. St. Arnaud.
Saint-Leonard—Nicolet Agrl. Soc. Aug. 14-15. Lorenzo St. Arnaud, St. Wenceslas.
Saint-Pascal—Kamouraska Agrl. Soc. Aug. 24-27. Alphonse Raumont, St. Louis de Kamouraska.
Saint-Romuald—Levis Agrl. Soc. Aug. 29-31. T. Carrier, Pintendre.
Saint-Scholastique—Deux Montagnes Agrl. Soc. Sept. 10-13. J. Leo Beaudet.
Saint-Stanislas—Champlain Agrl. Soc. Aug. 7-8. Raoul Mongrain.
Valleyfield—Valleyfield Fair, Aug. 16-18. Mme. G. Belair.
Waterloo—Shefford Co. Agrl. Soc. Aug. 10-12. Charles H. Lefebvre.

cents; roast beef and pork sandwiches, 25 cents; coffee, tea, milk, soft drinks, ice cream cones and candy apples, 10 cents; cigars, cigarettes, tobacco, regular standard prices.

Meals are comparable to prices in downtown cafes.

WFA Area Confab Draws Delegates From 12 Annuals

QUINCY, Calif., June 9.—Fair managers and officials from 12 Northern California annuals discussed policies for '51 and '52 at an area meeting of the Western Fairs Association here at the Plumas County fairgrounds.

The executives studied briefly the procedures and growth of the Plumas Fair during the past three years. Speakers at the session included George Miller, assistant chief, Division of Fairs and Expositions; Ray Harris, State Division of Audits; Louis Merrill, WFA director, and Tulsa E. Scott, secretary-manager of the Quincy Fair.

Stuart Waite, Yolo County Fair manager, and Nic Huddleston, Placer County Fair secretary, conducted the session.

Powell Raceway Opens Season

PLEASANTVILLE, N. J., June 9.—Second season of stock car racing opened last Sunday (3) at Powell Speedway just outside this city. Track has been reconditioned to include more steeply banked curves to assure higher speeds. More seating and free parking space also is provided.

Races staged under South Jersey Stock Car Racing Association auspices boasts such drivers as Chappy Wagner, Wayne Lehrer Jr., Dick Weeks, John Fleming, Tom Bolton Jr., Bob Little, Bud Snyder, Bill Carney, Lou Pansa, George Horton, Charlie Cohee and the Charles Angerman father-and-son team. Chief flagman and Starter is John Moretti. Track, located near Atlantic City, aims to draw patronage from the resort as well for the Sunday big car racing shows during the summer.

Paradise, Calif., Incorporates Cele

PARADISE, Calif., June 9.—With the naming of N. C. McCarthy as chairman of the Paradise Fall Festival and Apple Show here, plans will be made for the incorporation of the event as a non-profit organization. While it is called a festival and apple show, the program would include all major industries of the area.

Martin Silva was named vice-chairman; Mrs. Charles Cooke, secretary, and William J. Tyler, treasurer. Joel Bennett will handle the incorporation details.

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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Albuquerque, N. M.; Espinola 18-23.
- American Bazaar: Essington, Pa.
- American Beauty: Iowa City, Ia.; Waterloo 18-23.
- American Eagle: Shawneetown, Ill.; Oakland 18-23.
- American Midway: Arkansas City, Kan. A.M.P.; Hooversville, Pa.
- Badger State: East Grand Forks, Minn.; (Fair) Crosby, N. D., 21-23.
- Baker United: Crawfordsville, Ind.; Columbus 18-23.
- B. & C.: McGraw, N. Y.
- Beam's Attr.: Masontown, Pa.; (Fair) Tarentum 18-23.
- Becht, Lee: Washington C. H., O.; West Jefferson 18-23.
- Bee's Old Reliable: Cumberland, Ky.; Springfield 18-23.
- Bernard & Barry: Lachute, Que., Can.; Val d'Or 18-24.
- B. & H.: Greer, S. C.
- Big State: Paris, Tex.
- Black Diamond: Garrett, Pa.
- Blue Grass: Marion, Ind.
- Bodart: Appleton, Wis.; Menomonee 19-24.
- Boone Valley: Clarion, Ia., 11-13; Bancroft 14-16.
- Borderland: Dexter, N. M.
- Brodbeck: Cimarron, Kan., 13-15.
- Buck, O. C.: Syracuse, N. Y.
- Burkhart: Cortland, Ill.
- Capital City: Campbellsville, Ky.; Columbia 18-23.
- Capitol City Amusements: Clarksville, Ind.; Corydon 18-23.
- Casey, E. J.: Pilot Mound, Man., Can., 13-14; Killarney 15-16; (Fair) Deloraine 18-20.
- Cavalcade of Amusements: Portsmouth, O.
- Cavalcade of Fun: Shabbona, Ill., 14-17; Rockford 20-24.
- Central States: Grand Island, Neb.
- Cetlin & Wilson: Uniontown, Pa.; Conneville 18-23.
- Chanos, Jimmie: Brookville, O.; Greenville 18-23.
- Cherokee Am. Co.: Ellsworth, Kan.
- Coleman Bros.: Williamstown, Conn.; Torrington 18-23.
- Collins, Wm. T.: Fargo, N. D.; Crookston, Minn., 18-23.
- Columbia: Millinocket, Me.
- Continental: Rouses Point, N. Y.
- County Fair: Crawford, Neb.
- Crafts Expo.: San Jose, Calif., 12-17.
- Crescent: Vanderhoof, B. C., Can., 11-13.
- Burns Lake 14-16; Smithers 18-20.
- Cumberland Valley: South Pittsburg, Tenn., 18-23.
- Dan-Louis: Paoli, Ind.
- Del-Mar: Ballina, Pa.
- Delta Am.: Silver City, Miss.; Louise 18-23.
- Dodson's United: North St. Paul, Minn., 14-17.
- Down River Am. Co.: Ypsilanti, Mich.
- Drew, James H.: Logan, O.
- Dudley, D. S.: Lovington, N. M.
- Dumont: Altoona, Pa.
- Dyer's Greater: St. Genevieve, Mo.
- Eastern Am. Co.: Mexico, Me.
- Eddie's Expo.: Punxsutawney, Pa.; Cherry Tree 18-23.
- Emshoff: Cross Plains, Wis., 22-24.
- Evans United: King City, Mo.; Plattsburg 18-23.
- Ferris, Carl D.: St. Marys, Pa.
- Fidler's: Joliet, Ill.
- Fleming, Mad Cody: Griffin, Ga.; Athens 18-23.
- Francis, John: Gary, Ind.
- Gayland: Holden, Atla., Can., 12-13; Hardisty 14-16.
- G. & B. Rides: Thomas, W. Va.
- Gem City: Peru, Ill.; Waukegan 18-24.
- Gentsch, J. A.: New Albany, Miss.
- Gladstone Expo.: Paducah, Ky.
- Gold Bond: (3877 S. KK Ave.) Milwaukee, Wis.
- Gold Medal: Kingsport, Tenn.
- Gooding Am. Co., No. 1: Columbus, O.
- Gooding Am. Co., No. 2: Mishawaka, Ind.
- Gooding Am. Co., No. 3: Monongahela, Pa.
- Gooding Am. Co., No. 4: Cleveland, O.
- Gooding American Expo.: Moundsville, W. Va.
- Gooding Greater: Bridgeport, O.
- Gooding Park Attr.: Fremont, O.
- Grand American: Clinton, Mo.
- Granite State: Concord, N. H.
- Greater Dixieland: Vivian, La.; Marshall, Tex., 18-23.
- Hannum, Morris: Pittston, Pa.; Tamaqua 18-23.
- Happy Attrs.: Niles, O.; Mingo Junction 18-23.
- Happyland: Albion, Mich.
- Harrison Greater: South Hill, Va.
- Heller's Acme: Midvale, N. J.; Manville, N. J., 18-23.
- Hennies: Green Bay, Wis.
- Heth, L. J.: Evansville, Ind.; Mt. Vernon 18-23.
- Hiawatha: North Baltimore, O.
- Hill's Greater: Laramie, Wyo.; Rawlins 18-23.
- Home State: Alexandria, Minn.
- Hottle, Buff: (Bogan's Pasture) Baton Rouge, La.
- Howard Bros.: Plymouth, O.
- Imperial Expo.: Dunsmuir, Calif., 12-17.
- Imperial: Niles, Mich.; Chicago Heights, Ill., 19-23.
- Interstate: Martin, Ky.; Hazard 18-23.
- J. & E. Round Hill, Va.; Warsaw 18-23.
- Johnny's United: Washington, Ind.
- Jollytime: Ruckersville, Va.
- Joyland Midway: Lake Orion, Mich.
- Karras, Gust, Greater: Marysville, Kan.; Hiawatha 19-23.
- Ken-Penn Am.: Arnold, Pa.
- Keystone Expo.: Aurora, N. C., 11-23.
- Kiniand Am. Co.: Gainesville, Ga.
- LaCross: Montpelier, Vt.
- Lane, Sammy: Stark City, Mo.; Bolivar 18-23.
- Lawrence Greater: Wilkes-Barre, Pa.
- Lee United: Flint, Mich.
- Lucky Strike: Nashville, Tenn.
- Magic Empire: Pana, Ill.
- Magic Valley: Merton, Tex., 13-25.
- Manning, Ross: Newburgh, N. Y.
- Markon Greater: Dunbarton, S. C.
- Markon: John H.; Hicksville, L. I., N. Y.
- Marvel: Delavan, Ill., 12-13; Edwards 15-17.
- Meeker: Payette, Idaho.
- Merrim's Midway: LeRoy, Minn., 14-16; Sherburn 18-20.
- Merry Midway: Clermont, Ind.
- Merryland: Capac, Mich.; Corunna 18-23.
- Midway Expo.: Osborn, Kan.
- Midway of Mirth: Auburn, Ill.
- Midwest: Castle Dale, Utah.

- Mighty Hoosier State: Addyston, O.; Lawrenceburg, Ind., 18-23.
- Mighty Page: Abingdon, Va.; Bluefield 18-23.
- Model: Bartlesville, Okla.
- Modernistic: Centerville, Md.
- Moore's Modern: Fulton, Mo.
- Motor State: Lapeer, Mich.; Waterville, O., 20-23.
- Mound City, No. 1: St. James, Mo.
- Mound City, No. 2: Jerseyville, Ill.
- Nelson, George W.: Avoca, Minn., 11-13; Maynard 15-16.
- Nessler Greater: Edina, Mo.
- New England Am.: Auburn, Mass.; Methuen 18-23.
- New York Gaiety: Hornell, N. Y.
- North American Circus Midway: Westbrook, Me.; Saco 18-23.
- Northern Expo.: Groton, S. D., 12-13; Paulkton 14-16.
- Page Bros.: Strugs, Ky.; Princeton 18-23.
- Palmetto Expo.: Abbeville, S. C.
- Pan-American: Westchester, Calif.; Riverside 20-24.
- Parada: Rockville, Mo.
- Paul's Am.: Stigler, Okla.
- Peck Am.: Wilmington, Ill.
- Pee Dee: Stuart, Va.; Hillsville 18-23.
- Penn Premier: Kingston, Pa.
- Pioneer: Lewistown, Pa.; Milesburg 18-23.
- Playtime: Lynn, Mass.; Gloucester 18-23.
- Powelson Expo.: Dalton, O., 14-16; Port Washington 20-23.
- Powelson Greater: Crestline, O.
- Prell's Broadway: Trenton, N. J.
- Raines Am. Co.: Clarksville, Ark.
- Rainier: Marysville, Wash.
- Redwood Empire: Rigby, Idaho.
- Reid, King: Winooski, Vt.
- Rogers Bros.: Williston, N. D.
- Rose City Rides: Van Buren, Mo.
- Royal American: Davenport, Ia.; Winnipeg, Man., Can., 21-30.
- Royal Crown: Ambridge, Pa.
- Royal Duke: Batesburg, S. C.
- Royal Midwest: Gallon, O.; Gibsonburg 20-24.
- Royal United: Echo, Minn., 13-14; Heron Lake 15-16; Clarkfield 18-19; Bellingham 20-21.
- San Valley: Glen Elder, Kan., 11-13.
- Schafer's Just for Fun: Gonzales, Tex.
- Siebrand Bros.: Pocatello, Idaho.
- Skerbeck's: St Ignace, Mich.; Newberry 19-24.
- Smith's Funland: Belington, W. Va.
- Smith, George Clyde: Lilly, Pa.; Ashville 18-23.
- Snapp Greater: Independence, Mo.
- Southern Valley: Pochontas, Ark.; Kenneth, Mo., 18-23.
- Sparks, J. A.: Erwin, Tenn.
- Strader, M. A.: Great Bend, Kan.
- Star-Lite: Belle Plaine, Ia.
- Stephens: Leon, Ia.
- Stephens, C. A.: Everts, Ky.
- Star Am. Co.: West Plains, Mo.
- Starlight: San Saba, Tex.
- Strates, James E.: Albany, N. Y.
- Sunset Am. Co.: Rochester, Minn.; Hutchison 18-24.
- Tatham Bros.: Morton, Ill.
- Tennessee Valley Am.: Cookeville, Tenn.
- Thomas Joyland: Wheeling, W. Va.
- Tinsley, Johnny T.: Atlanta, Ga.
- Tip Top (Western): Alma Center, Wis., 15-17; Tigerton 22-24.
- Tivoli Expo.: Columbia, Mo.; Moberly 18-23.
- Tri-State: Crane, Mo.
- Turner Bros.: South Beloit, Ill., 12-20.
- 20th Century: Port Dodge, Ia.
- Twin City: Richland, Mo.; Potosi 18-23.
- United Expo.: Pawhuska, Okla.
- United States: Jaeger, W. Va.
- Veterans United: New Rockford, N. D.
- Virginia Greater: Haverstraw, N. Y.; Bergenfield, N. J., 18-23.
- Vivona Bros.: (38th and Benning Road) Washington, D. C., 14-23.
- Vogt's Southern Am.: Del Rio, Tex.
- Wade, W. G., No. 2: Romulus, Mich.
- Wallace Bros.: (Fair) Edinburg, Alta., Can.; (Fair) Regina, Sask., 18-23.
- Wallace Bros.: Mayfield, Ky.
- Wallace, J. K. Attrs.: Elerbe, N. C.
- Wallace & Murray: Middleport, O.
- W. B. J.: Delta, O., 14-17.
- West Coast: Crescent City, Calif., 12-17; Medford, Ore., 19-24.
- West Coast Expo.: Vallejo, Calif., 11-23.
- Western: Kirkland, Wash.
- Wilson Famous: Savannah, Ill.; Galva 18-23.
- Wolf: Winnebago, Minn., 11-13; St. Peter 14-17; Appleton 18-20.
- Wolfe Am.: Conshohocken, Pa.
- World of Mirth: South Plainfield, N. J.
- World of Pleasure: Lima, O.; Wyandotte, Mich., 18-23.

Circus Routes

Send to
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- Beers-Barnes: Russell Springs, Ky., 11; Jamestown 12; Columbia 13; Greensburg 14; Horse Cave 15; Munfordville 16; Edgemoor 18.
- Beatty, Clyde: Olympia, Wash., 11; Centralia 12; Vancouver 13; Astoria, Ore., 14; Portland 15-17.
- Billier Bros.: Trois Rivières, Que., Can., 15.
- Capell Bros.: Oakland City, Ind., 12.
- Cole & Walters: New Castle, Wyo., 11; Sundance 12; Belle Fourche, S. D., 13; Deadwood 14; Sturgis 15; Newell 16.
- Dock, Sam: Houstontown, Pa., 13; Big Cove 14; Tannery 15; Foltz 16; Mercersburg 18; Edenville 19.
- Gould, Jay: Strawberry Point, Ia., 11-12; Freeport, Ill., 13-14; Westmont 15-17; Earlville 18-20; Stokle 21-24.
- Hagen Bros.: Beacon, N. Y., 12; Kingsport 13; Catskill 14; Hudson 15.
- Hagan-Wallace: Sallisaw, Okla., 11; Stillwell 12; Tahlequah 13; Wagoner 14; Pryor 15; Claremore 16.
- Hamid-Morton: Richmond, Va., 11-17.
- Hunt Bros.: Port Chester, N. Y., 14; New Rochelle 16.
- Kelly, Al G., & Miller Bros.: Austin, Minn., 11; Onaga, Ia., 12; Spring Valley, Minn., 13; Charles City, Ia., 14; Waukon 15; Independence 16; Monticello 17.
- Kelly & Morris: Fort Atkinson, Wis., 12; Beaver Dam 13; Waukesha 14; Burlington 15; Oconomowoc 16; Ripon 18; Appleton 19.
- King Bros.: Scranton, Pa., 12; Wilkes-Barre 13; Stroudsburg 14; New Brunswick, N. J., 15; Paterson 16-17; Stamford, Conn., 18; Derby 19; Meriden 20; Middletown 21; Norwich 22; New London 23.
- Mills Bros.: Cedar Rapids, Ia., 11; Waterloo 12; Grinnell 13; Newton 14; Knoxville 15; Des Moines 16; Fort Dodge 18; Storm Lake 19; Sheldon 20; Sioux City 21; Council Bluffs 22; Omaha, Neb., 23.
- Poalack Bros.: Eastern: (Stadium) Grand Junction, Colo., 11-12; (Fairgrounds) Salt Lake City, Utah, 14-16; (Stadium) Boise, Idaho, 18-20.
- Poalack Bros.: Western: (Fairgrounds) Tulare, Calif., 11-12; (Fairgrounds) Bakersfield 13-16; (Shrine Auditorium) Los Angeles 18-24.
- Ringling Bros. and Barnum & Bailey: Bridgeport, Conn., 11; New Haven 12; Providence, R. I., 13; Worcester, Mass., 14; Springfield 15; Plainville, Conn., 16; Poughkeepsie, N. Y., 17; Albany 18; Schenectady 19; Utica 20; Watertown 21; Syracuse 22; Rochester 23; Tonawanda 24.

Louisville Offers 100G In Premiums

LOUISVILLE, June 9.—Kentucky State Fair will offer nearly \$100,000 in premiums at its nine-day run here, September 7-15, J. Dan Baldwin, manager, announces.

The 48th annual will be opened with its traditional parade and will feature horse shows, Governor's Day and contests in everything from fiddling to amateur tobacco auctioneering.

For the first time, the fair has set up an educational department to help emphasize youth activities, education and cleanliness. As a part of this the fair will conduct study tours for the youngsters.

Gooding Amusement Company will provide the fair's midway attractions this year. Voorhees-Fleekles' Ice Varieties of 1951 has been signed as the grandstand attraction.

Tulelake, Calif., Gets House Okay

SACRAMENTO, June 9.—Tulelake, Calif., Community Fair moved a step closer to getting State aid when the House, by a vote of 42-13, okayed the payment of \$6,000 to the annual for its first year of operation. The bill was then sent to the Senate.

Under the State fairs and exposition program, the annual's yearly payments would be increased from year to year on the basis of premiums paid.

Long Beach, Calif., Aims for 500,000

LONG BEACH, Calif., June 9.—First annual Long Beach Exposition here July 20-29 is shooting at an attendance of 500,000.

The exposition will be held on the 62-acre plot surrounding the new Veterans Memorial Stadium. Exhibits of Southern California industries will be featured to mark the opening of the stadium.

Displays include home, appliance, automotive, trailer, marine and commercial industries.

Humboldt, Sask., Inks 49-Yr. Lease

HUMBOLDT, Sask., June 9.—Town council has leased the fairgrounds to Humboldt Agricultural Society for 49 years at \$1 a year. Lease gives the society control of the grounds and buildings, subject to approval at all times of the council.

Society's sixth annual fair will be held July 10-11.

Calgary Exhibition Expands Parade Route

CALGARY, Alta., June 9.—Route of the traditional opening day parade at Calgary Exhibition and Stampede here will be six blocks longer than usual this year to help relieve congestion.

A portrait of Sitting Eagle, of the Stony Indians at Torley, Alta., has been drawn by a Calgary artist for use as a cachet on all mail posted at the fairgrounds post office during this year's event.

BEATTY ENTERS CANADA JULY 1

VANCOUVER, B. C., June 9.—Clyde Beatty Circus moves into Canada here and will play Vancouver Dominion Day, July 1. While route has not been set, it is believed the show will play at least as far east as Winnipeg. Beatty, has been a regular visitor to Canada but passed up the Dominion last season.

Rogers Bros.: Natchitoches, La., 12; Ruston 13; Bastrop 14; Greenwood, Miss., 15-16; Memphis, Tenn., 18-19.

Wallace & Clark: Newberg, Ore., 15; Vernonia 16; Rainier 18.

Misc. Routes

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Pennsy, Jersey Stands Prove Solid; Long Island \$\$ Bagged in Advance

HICKSVILLE, N. Y., June 9.—With a three-quarters house for the matinee Thursday (7), first of a three-day stand here, in perfect weather, the Ringling-Barnum circus seemed headed for another winner, following a successful trek from Philadelphia.

Money for the local date was in the till. Several American Legion posts in Nassau and Suffolk counties had closed an outright purchase deal for the six shows some time back. The stand was repeated after the same arrangement last year paid off for two days at adjacent Westbury.

Show was about a half-hour late in offering the opening matinee after a tricky move from Newark, N. J. The lot here was dry and dusty and about a mile and a half out of town. The location was not of utmost importance in connection with public transportation, since 95 per cent of the patrons were car-borne. Lot position was similar to last year's but the Westbury site was better physically.

All Dates Click

It was practically a clean sweep for the show on the dates after Philadelphia. Easton and Lancaster, Pa., May 28 and 30; Wilmington, Del., May 31, and Baltimore, June 1-2, all produced capacity houses. Reading, Pa., May 29, gave half-houses in rainy weather. The same held true for Trenton, N. J., June 3, where it again rained and the matinee did not get under way until 5 p.m. Newark, N. J., June 4-6, yielded half-houses or better in the afternoon and turnaways at night.

Over-all business was said to be at least a bit ahead of last year. Concessions were doing fair business. Side Show takes, at 50 cents a customer, were reported excellent all along the route, with the exception of Lancaster. The Side Show here had to work against a large high-school band spotted on the midway before the afternoon

(Continued on page 70)

Polack, Packs Adopt AGVA Insurance Plan

NEW YORK, June 9.—Negotiations were completed last week and an agreement reached between Polack Bros.' Circus (Eastern and Western) and the American Guild of Variety Artists for the show to enter the union's insurance plan, an AGVA spokesman said here Wednesday (6).

At the same time, he said Tom Packs' Circus is set for an identical deal. In the case of Polack Bros., 90 performers are involved. The spokesman said that when the Packs org reaches seasonal strength the same number of performers would be involved.

Terms of the policies provide continuous coverage for performers, to and from a date and while working it. Beneficiary receives \$7,500 on the insured's death. Those covered get medical expenses up to \$1,000 in case of injury and \$50 per week in case of disability.

Cash on Line

With the union having difficulties with spots in upper New York's Borscht Belt, the spokesman said he had been too busy to draw up formal papers for both circuses. Polack, however, has put down cash as evidence of good faith, and all is amicable between both orgs and the union. An AGVA rep lined up Packs on the first day of that show's season, Friday (1) in Alabama.

AGVA spokesman here said the union still had no agreement with the Hamid-Morton Circus, tho one was in effect last year. He claimed that AGVA would start making muscles soon if the show did not come to terms.

Ringling-Barnum circus has not signed with the union to date. With the show playing the general New York area this week, local AGVA representatives again will attempt to effect an agreement.

Olga Celeste Retires; Last Leopard Dies

LOS ANGELES, June 9.—With the death of Lovey, the last of 17 leopards in her act, Olga Celeste rung down the curtain on her animal training days which started 50 years ago when she was 10 years old. The animal died in its cage Sunday (3).

Miss Celeste, whose performances won her the title of the "Leopard Woman," featured the act at the old Seelig Zoo here. She estimated that her charges had appeared in over 500 movies in addition to zoos, circuses and vaudeville. Five years ago she gave up personal appearances and worked only Lovey in a few movie shorts.

Mills Matinee Big

ST. CHARLES, Ill., June 9.—Mills Bros.' Circus played to a near-capacity matinee and half house at night here Tuesday (5) under American Legion auspices.

SOME GUYS LIKE GIRLS, SOME DON'T

LANCASTER, Pa., June 9.—Reviewing the Ringling-Barnum circus's Decoration Day date here for the local *Intelligencer-Journal*, staffer Joseph T. Kingston opined that R-B was "just a shade less circusy and a shade more musical comedy."

He said that old circus fans "can't understand the show's persistent preoccupation—these many years now—with elaborate production numbers." Despite this, he added, local customers were convinced that they had been highly entertained.

Musical spectaculars, he said, "make the guy in the top bleachers feel somewhat out of place. He's apt to nudge his neighbor and say: 'This is the circus? Mebbe we shoulda wore neckties.'"

Strong's Circus Plays MGM Date

CULVER CITY, Calif., June 9.—Johnny Strong's Circus will entertain the children of the Metro-Goldwyn-Mayer Studio Club Sunday (10) at the group's annual golf tournament at the Fox Hills and Baldwin Hills Country clubs. Arrangements have been made to handle 1,500 children.

Frank Barnes, MGM grip, is tournament chairman with Merle Chamberlain, MGM projection, in charge of entertainment.

Beatty Seats Fall But Biz Increases

EUGENE, Ore., June 9.—Collapse of four grandstand seat sections on the Clyde Beatty Circus at Roseburg, Ore., during the night performance Saturday (2) failed to dampen attendance during the following week.

After the accident, which received front-page play in many Oregon dailies, the show turned in the best business of its tour so far this season. Out of 12 performances, the show drew three straw

houses and two capacities.

Roseburg gave Beatty a full matinee house and the night attendance was capacity. One section of seats fell early in the performance because of a crack in the earth. When it was found that other sections might also fall, the performance was speeded and people were asked to leave the seats with care.

However, a mad exodus when the show ended caused three more sections of the front side to collapse. Of the 26 persons reportedly hurt, only two received fractures. One of these was a man who was sleeping under the seats.

The Roseburg stand followed Medford, Ore., where the show had a half-house matinee and three-quarter night house Friday (1).

Cottage Grove, a Sunday (3) matinee-only stand, produced a straw house. Moving into Coos Bay-North Bend, Beatty followed the Douglas Greater Shows, but there was a three-quarter afternoon and straw night house there Monday (4). In Eugene, Ore., Tuesday (5) the show got another straw evening performance after a most satisfactory afternoon show. Corvallis gave the lightest business of the week, a small matinee and 75 per cent house at night.

Horne Folds; Clyde Newton Leaves Show

PUEBLO, Colo., June 9.—Equipment of Horne Bros.' Circus passed thru here early this week en route to Everett, Wash., home of owner Harold J. Rumbaugh. James Winters, in charge of the convoy, said the equipment was to be stored there.

Humane officers in Pueblo charged that animals on the show had not been fed adequately. Winters said they were to be given to a zoo in Everett.

Meanwhile, William Welsh reported from Las Animas, Colo., that the show had folded May 30, when Clyde Newton, who had leased it a few days earlier, left the org. Welsh said performers, including the Sparton family and the Aerial Broadwicks, were left in Las Animas.

Welsh said Newton came on at Rockyford, Colo., May 29 and left the next day, altho he had put \$5,000 into the show. According to Welsh, Rumbaugh arrived in Las Animas Sunday (3) and ordered the equipment taken to Everett.

Rogers Louisiana Attendance Fair

LAKE CHARLES, La., June 9.—Rogers Bros.' Circus, playing Louisiana stands earlier than normal, has drawn fair attendance. Here Saturday (2), the org had a three-quarter matinee and near-capacity night house. At Crowley (1) the matinee had a quarter house and the night attendance moved up to the half-way mark. Lafayette (31) gave a three-quarter matinee and half night house. Show plays under auspices, many of them being service clubs.

Kelly-Morris Wins Top Biz In Indiana; Ohio, Ill., Okay

LaGRANGE, Ill., June 9.—Kelly & Morris Circus, which opened in Louisiana February 24, won the best business of its season at recent Indiana stands and found takes okay in Illinois and Ohio. Texas, Oklahoma and Arkansas

K-M SNAPS BACK, SNARES BIG BIZ

Large Turnouts Follow Week of Mud, Rain, Blowdown; Minn. Farmers Busy

WORTHINGTON, Minn., June 9.—Al G. Kelly & Miller Bros.' Circus, recovering rapidly from a stretch of bad weather, mud and a blowdown, this week snapped back to normal with a run of big turnouts.

Business here Wednesday (6) approached capacity at the matinee and filled the top at night. Farm

work in the vicinity of Sheldon, Ia., held the matinee there Tuesday (5) to a half house, but the night show was near full. Kelly-Miller will be followed in Sheldon by Mills Bros. June 20.

The K-M aggregation played Hawarden, Ia., Monday (4) to another pair of near-capacity houses. However, while Kelly-Miller rarely misses a full one for its Sunday matinee-only stand, this week's town, Canton, S. D., produced a three-quarter house (3).

In LeMars, Ia., Saturday (2), the show played to a full matinee and a half house at night in the face of rain, a change of lots because a fair board declined use of its land, and a coming society horse show.

Cherokee, Ia., was another muddy stand with an all-day rain, but the show attracted two near-capacity houses Friday (1).

Newark Stand Gives Ringling 3 Big Nights

NEWARK, N. J., June 9.—Two turnaways and a capacity marked night show business for Ringling Bros. and Barnum & Bailey during a three-day stand (4-6) here. Matinee crowds started with a half house Monday (4), built to capacity Tuesday, and dropped to three-quarters Wednesday.

Rain the first night started at show time and came thru the open-air vents at the top of the tent, causing Pifito Del Oro, trapeze solo, to come down a few minutes after reaching her rigging.

At Trenton, N. J., Sunday (3), the show was late in arriving from Baltimore and the matinee was 2½ hours late. A three-quarter house waited for the afternoon show. At night rain held the crowd to a quarter house.

In Trenton, Tuesday (5), the Hamilton Township Committee passed a resolution requiring that future circus performances start on time.

F. M. Farrell Dies in Ithaca

ITHACA, N. Y., June 9.—Frank M. Farrell, Side Show magician and ventriloquist with many circuses, died here Saturday (2). He became ill a year ago while with Biller Bros.' Circus at Halifax, N. S., and was hospitalized there for some time before being returned here.

Several members of the Biller show visited him here a few days before his death. A sister and several nieces and nephews survive. He was buried here Tuesday (5).

Farrell started as a musician with the Sig Sautelle Circus and later did magic and vent on that show. Subsequently, he was with Stadel Bros., Sparks, Gollmar, Cooper Bros., Howes Great London, R. T. Richards, Jones Bros., the Veal carnival, Rose Killian, Christy Bros., Cole & Rogers, James M. Cole and Clyde Beatty circuses.

FISH STORY

Game Warden Deaf to Code Of Show Biz

REDDING, Calif., June 9.—The tradition that the show must go on, in the opinion of Game Warden Rudy Mortizia, applies only to showfolk and not to game wardens and justices of the peace. They held up a Clyde Beatty Circus performance here for more than a half hour recently.

Mortizia arrested Johnny Cline, Billy Pape, Richard Spencer and Alfred Ambrose, all from the show for fishing without licenses. While the show was waiting for the quartet to return to the grounds so the performance could get underway, Judge Richard B. Eaton was meting out fines of \$10 each, which they paid.

Plunketts Get Biz in Rain, Cold Weather

WRAY, Colo., June 9.—Plunkett's Stage Show & Circus won excellent business at Yuma, Colo., Benkelman, Neb., and Wray altho sub-freezing weather forced many patrons to bring blankets.

Show has been known in this area for 20 years and drew customers from a wide radius around each stand. At Akron, Colo., the Plunketts drew a full house despite rain at opening time.

Capt. Fuzzy Plunkett accidentally killed a trained dog when he backed a truck over it at Benkelman. Jim Plunkett is back on the show and Cleo Plunkett has resumed direction of the brigade. Will Gamble joined the elephant departments. Gus Mathews and Curly Ray have the props.

Org is using heralds and newspaper ads extensively, and each includes admission coupons for school children and housewives. Regular admission is 50 cents and \$1, including tax. Free rides on the show's elephant are offered.

C-W BULL GETS INTO ROAD ACT

MURDO, S. D., June 9.—Elephants on the highways continued to make news this week. When two automobiles were overturned on a road near here Tuesday (5), a Cole & Walters Circus truck stopped and an elephant was unloaded to set the cars upright. Mills Bros. and Hagen Bros.' elephants have made similar news on the highways recently.

AGVA-Beatty Deal Patched

HOLLYWOOD, June 9.—Differences between the Clyde Beatty Circus and the American Guild of Variety Artists have been patched up, according to James Kelly, local AGVA representative. He said 18 persons on the show had taken out new AGVA memberships and that two clowns had left the show when they declined to join.

With the signing of the new members, the show is AGVA thru-out and Kelly has dropped his move to have the circus tagged as unfair.

were marked by bad weather.

Org, owned by Bill Morris and Pat Kelly, this year is considerably larger equipmentwise and moves on 15 trucks. In effect, it is a combination of the 1950 Kelly & Morris Circus with the Ayers & Kathryn Davies Circus. Several trucks bearing the latter title are on the show and the Davies's are with the org.

Spool Truck Used

A spool truck moves the 60 with three 40's and new this year is a Side Show with platform acts, monkeys, two baby elephants, ponies and a bear.

Another bear escaped as it was being given to the show by a local man. A search of surrounding woods was made between shows Saturday (2) without success. On Thursday (7) residents saw the bear and police began a hunt which was covered by newspapers and radio newscasts. The bear was captured once Thursday but it escaped again and police set up road

(Continued on page 70)

Lone Ranger Replaces Autry in Garden Rodeo

NEW YORK, June 9. — Television and radio's Lone Ranger and his horse, Silver, plus Tonto, the Ranger's indian sidekick, and his horse, Scout, will be the top attractions for the first 12 days of the World's Championship Rodeo, to be held at Madison Square Garden here September 26 thru October 21.

Ranger will replace last year's headliner, Gene Autry. As was the case with Autry, the new attraction will work for a flat sum. The difference in the two deals is that Autry is a 25 per cent owner of World's Championship Rodeo, Inc., and, as such, was cut in on the gross.

Only reason advanced for the switch was that Autry had played the Garden five years running and wanted a change. It was reported that he made the date in 1950 after considerable persuasion. Business for the run last year was a shade under 20 per cent below the 1949 figure.

Irish Sets Deal

Deal for the Ranger was set by Ned Irish, executive vice-president of the Garden, and George W. Trendle, president of Lone Ranger,

Inc. Irish began negotiations in Philadelphia two weeks ago and the arrangement was set this week.

Ranger and Tonto will be seen for the first 12 night shows and seven matinees, which will be staged Wednesday, Friday, Saturday and Sunday of each week. It will mark the attraction's first appearance in New York. Previously he had worked a Chicago rodeo and a circus staged at Miami by local talent agency head Frank Wirth. The Ranger reportedly was a business hypo on both occasions.

For the Garden event he is tentatively scheduled as a walk-around attraction. There is some worry about the drawing strength of such a routine. On the other side of the ledger, the Ranger is undoubtedly one of the strongest kid attractions in the past decade.

May Add Cisco Kid

Garden must still come up with a cowboy name for the rest of the run, October 8 thru 21. Present intentions call for a field trip to scout the Cisco Kid on a Canadian rodeo date.

Before landing the Ranger, the Garden tried to secure Roy Rogers, John Wayne and Gary Crosby. Rogers was slated for film-making activity with Bing Crosby which would conflict with rodeo dates. Wayne was scheduled for movie action in Mexico at the same time, and Bing vetoed the idea of son Gary playing the event. Gary rose to prominence last year thru recorded duets with the Groaner.

King Continues Capacity Pace

WILLIAMSPORT, Pa., June 9. —King Bros.' Pennsylvania business continued at the near-capacity level, with only an occasional performance drawing less than a full house.

The circus had two capacities here Monday (4) in threatening weather. A calliope accompanied the elephants on their regular march thru the business district.

At earlier stands, the show had two full houses at Clearfield May 31, followed by a three-quarter matinee and turnaway night at State College (1) and near-capacity houses at Lock Haven (2).

Rhodin Scores At Stockholm

STOCKHOLM, June 9. — Trolle Rhodin's Zoo Circus chalked up very good business here over the past week-end and Rhodin is endeavoring to hold the show lot in suburban Ohjelma until end of June. Bill Powell, outdoor showman from New York, caught the Saturday night (2) performance. Show has good-sized menagerie which does good business prior to the show and during intermission.

Among the animal acts featured on the bill are Rhodin's elephants, presented by Otto Suskow; polar bears (10), handled by 18-year-old Henry Pederson; lions (5) of Frantizek Trubka; Liberty horses, Trolle Rhodin and Teodor Kruse, and high-school horse and ponies presented by Ingeborg Gautier.

Excellent circus numbers are Liza & Lizette, good double trapeze; Will Carr, clever foot juggler; Seven Marodanas, tumblers, and a good duo of clowns, Ludo & Roberto. Also on the bill are the Moliers, equilibrists, and Five Olandos, roller skaters.

Under the Marquee

Nat Green, of Ringling's Chicago office, has moved into a new home near Wheaton, Ill. . . . Ab Johnson, veteran of 62 years on the road and now with Chicago theaters, visited Jack LaPearl, Mills Bros.' clown, at Cicero, Ill., and recalled their seasons with the John Robinson Circus.

Sam Stratton, former circus press agent and more recently with the D'Oyle Carte Opera Company, will be ahead of the Metropolitan Opera Company on its road tour this year. . . . Associated Press feature releases to all member papers recently included a picture and story layout about Jack Joyce's camel act on (Continued on page 70)

LABOR SHORTAGE HITS MOST ORGS

CHICAGO, June 9.—Shortages of working men are slowing moves on most circuses. Altho the scarcity has prevailed on some shows all season, it has become more critical in the past two or three weeks.

Ringling-Barnum, which opened under canvas with a near-full crew, now is moving about an hour late because of manpower shortages. Mills Bros. has been recruiting help in Chicago and Detroit employment offices. Kelly & Morris Circus lacks enough working men. Clyde Beatty Circus and most others also report crews are below strength.

Top Talent Featured by Schumann

COPENHAGEN, June 9.—With its opening date sold out in advance, Circus Schuman has been doing good business here presenting a bill featuring several thrill acts that would go well in America.

As usual, the top-bracket Schumann, one of the younger members of the family, handles this year's horse presentations. He is assisted by his wife, Pauline Rivels, a member of the well-known Rivels circus dynasty. Ernst Schumann starts the performance by handling the whip during the opening Cossack riding number by Herr Ussin.

Harry and Merky come on for socko serio-comedy horizontal bar act. Comic member is a living skeleton, rubber-jointed character with unusually long legs, which enable him to perform grotesque, but humorous stunts. The comic and straight man are talented bar-risters.

Four Marrellys present good novelty balancing, foot juggling, perch and contortion bits. Act probably would have trouble in the United States with the Gerry Society because the two young boys and girl in the act appear too juvenile to stand any chance of getting the green light to work in America.

Albert Schumann's Liberty horse number has 12 horses performing intricate evolutions with ring and arena blacked out except for clever Strobelighting of ringbank, harness and trappings.

Three Johns follow in a serio-comic, trampoline-casting act. It's an excellent straight routine with clever comedy gags, including a zanie bit using fem dummy, with a neat switch to girl member in identical costume.

Franz Althoff offers a good group of riding dogs in routine similar to that of Peterson's dogs, currently with Ringling-Barnum. A dancing bear and a small monkey also are used.

Circus Knie's sea-lions (5) are well presented by Hella Decker. Unusual bits were a parade of the sea-lions up a ladder, over a pedestal and down the opposite side, while balancing small-size manikins on their heads. Wire-walking and balancing on flippers and tails also are good.

Maiss and Mimile, French clown duo, score with burlesque wire-walking bit and instrumental medley. Both are good on the wire. They're also excellent musicians.

High Pole Turn

Fatini, impersonating a soused night-clubber, offers a thriller on a high sway pole in form of a

Polack Scores Top-of-Mark Biz in Frisco

FRESNO, Calif., June 9.—Polack Bros.' Western Unit moved in here for five days, beginning Tuesday (5) following a bang-up run in San Francisco where the best score of the date's 11-year history was registered.

Louis Stern, unit's managing director, said combined attendance at San Francisco and Oakland topped 300,000 in 22 days.

In Fresno, increase in admission prices is expected to offset the two-day cut in length of the run and result in a gross comparable to previous years. After Tulare (11-12) and Bakersfield (14-16), show moves into Los Angeles (18-24). Last year's date was postponed until fall because of the national Shrine convention there in June.

In San Francisco, week-end crowds were sellouts or turnaways. Decoration Day (30) was a turn-away and the previous night was a packed house. More than 50 interviews and personal appearances were part of the radio and television campaign during the 11 days.

street lamp. Starts with a speedy ascent up the smooth metal mast, and after several nifty stunts under the dome, he does a break-neck, head-first slide down the pole.

Rolly and Arry, comics, offer eccentric dancing, slapstick, mugging and screwy acrobatic stunts which net them several bows. The Four Ramses, three boys and a girl, click with Arabian tumbling. The girl member displays exceptional talent and strength as porter in hand-to-hand and head-to-head balancing tricks. She walks off carrying the three male partners.

Albert Schumann comes on again with four white horses in nifty evolutions around four large wicker rings. Winds up with a musical chairs routine in which the horses follow musical cues by freezing or doing waltz bit. Pauline Schumann follows with six horses which she handles very capably in a waltz number. Came back for a bow, with Ernst Schumann joining her for a bit of waltzing, which netted another bow.

The Four de Rias' spectacular finale, an aerial novelty, is a natural for circus, parks or fairs. Using a realistic replica of an airplane, counterbalancing aerial rigging, two girls go thru single trapeze routines while the two male partners perform risky bits of double trapeze, swinging perch and iron jaw stunts as the plane circles round and round the dome.

Kiki pint-size Roumanian joey, fills in the gaps between numbers with amusing gags, including a good Donald Duck walk-around. Music of the big circus band, under the baton of Eugen Petersen, is excellent.

Present opening night were Mrs. Kathleen Williams, manager and booker of the Blackpool (England) Tower Circus, and Brian Roxbury, booker from the London office of Lew & Leslie Grade. — TED WOLFRAM.

Dressing Room Gossip Appears on page 45

TWO PHONEMEN

For steady jobs year around. Steady work on Shrine dates. Wire or write

JOE O'DONNELL
POLACK BROS.' CIRCUS, WESTERN UNIT
SHRINE CIRCUS OFFICE
Casa De Vallejo Hotel,
Vallejo, California

HAGEN BROS.' CIRCUS

Wants two Billposters with car, Working Men in all departments, Acts, Clowns, Musicians, also Promoters.

HARRY ALLEN, Mgr.
June 12, Beacon, N. Y.; 13, Kingston; 14, Catskill; 15, Hudson; 16, Troy.

KING BROS.' CIRCUS

Wild West Performers wanted; Man and Wife who can do trick riding without stock, roping, etc., also one all around Rider and Rope Spinner or Bull Whip Cracker. State age, experience, etc. Address **TONY DIANO, Manager** Concert. Assistant Boss Canvasman on big top, Seat Men, Pushers and Riggers, Candy Butchers and Ushers. Meals and sleeper berths for all employees, A-1 accommodations. Address **KING BROS.' CIRCUS**, Wilkes-Barre, Pa., June 13; Stroudsburg, Pa., 14; New Brunswick, N. J., 15; Paterson, N. J., 16 and 17; Stamford, Conn., June 18.

KELLY-MORRIS CIRCUS WANTS

Acts: Trampoline, Acrobatics, Globe and Aerial, Clowns, Girls for Web and Swinging Ladder. Acts of all kinds, Wire, except Animal. Want Cookhouse Help, Mechanics and Electrician. Working Men, come on.

Bill Morris
Kelly-Morris Circus
Ft. Atkinson, Wisc., June 12th; Beaver Dam, 13th; Waukesha, 14th; Burlington, 15th; Oconomowoc, 16th; Ripon, 18th; Appleton, 19th; New London, 20th; Stevens Point, 21st; Wausau, 22nd.

PHONE MEN

Akron, O., Mills Bros.' Circus Date Sponsored by all the sports clubs in the county. Pay every day. No collect wires or phone calls.
LARRY LAWRENCE
Before June 16, Lafayette Hotel, Rockford, Ill.; after June 17, Mayflower Hotel, Akron, O.

Wallace & Clark Circus WANTS

Side Show Boss Canvas Man and Ticket Seller, People for concert, Banner Man; Buck Rigger, answer. Circus Drummer, and Butcher for number one stand. June 16, Vernonia, Oregon; June 18, Ranier, Oregon.

TELEPHONE SALESMAN WANTED

Selling top priority advertising for an old established newspaper. Pay every day. We have the leads. You sell it, we get it in for you.
CALL OR WRITE AT ONCE:
RAY NELSON
704 Market St. Camden 2, N. J.
(Phone: Emerson 5-5000)

FOR SALE

Calliope on Four Wheel Panel Wagon, Circus style, equipped with Stratton Motor, new condition: for parade purposes.

PROF. J. L. LINDSAY
Box 298 Reidsville, N. C.

HAGAN-WALLACE 3 RING CIRCUS

Want Trumpet and Trombone Players to strengthen band. Join on wire. Wagoner, June 14th; Pryor, 15th; Claremore, 16th, all Oklahoma.

PHONEMEN
THE DEAL OF THE YEAR
AKRON, OHIO—ORPHANS' HOME TICKETS, BOOK, BANNERS, DISPLAYS, U.P.C. AUTO SPACE, etc., etc. TOP COMMISSIONS. PAY DAILY. 15 phone job. Need 5 more men. MUST BE SOBER, RELIABLE PRODUCERS.
Terrell & Terrell
Mayflower Hotel, Akron, O.
This is a Cavalcade Deal
Office Opens June 18th

NOTICE
FRANK BOMBINO IS NOW ASSISTANT MANAGER AT
WILD ANIMALS, INC.
Silver Springs, Florida
This notice also is to sever connections of any and every kind with former associates. Mr Bombino has not been operating either the Magic Glen Zoo or any animal business from that establishment. This property was rented only for the express purpose of living quarters and no one has been authorized to accept any deposits or letters for the Magic Glen Zoo or Frank Bombino. Any such deposits or letters not returned to sender please notify postal authorities.

WANT
Promotional Directors. Steady work. Want only men capable of getting money. Good auspices, plenty towns. Drunks and limbers, stay where you are. This is no finance corporation
Bill Morris
KELLY-MORRIS CIRCUS
Ft. Atkinson, Wisc., June 12th; Beaver Dam, 13th; Waukesha, 14th; Burlington, 15th; Oconomowoc, 16th; Ripon, 18th; Appleton, 19th; New London, 20th; Stevens Point, 21st; Wausau, 22nd

FAY BROS.' CIRCUS
WANTS
Contracting Agent, Family Acts, Animal Acts, Working Men, Animal Acts, Butchers, useful Circus People. Joe Sullivan, contact
M. JAMES DE FORREST
Tazewell, Tennessee

PHONEMEN!
Do you want to make money every week during the year? We have VETERANS, MASONIC AND LEGION SPONSORED PUBLICATIONS.
HARRY F. KEHOE
113 East 31st St., Kansas City, Missouri
NO DRUNKS!

RALPH GREEN
PAWNEE BROS.' CIRCUS
CONTACT
SAM SOLOMON
IMMEDIATELY
WA 2-3033 WITHOUT FAIL

TIGHTS
by **KOHAN**
17 EAST 16 STREET
NEW YORK 3, N. Y.

JUST ABOUT 7 WORKING DAYS LEFT...
...to take advantage of
A BIG SUMMER SALES OPPORTUNITY!
(See Pages 40 and 64)

Theater Ops Open New Kid Spot at Wilmington

WILMINGTON, Del., June 9.—Mel Geller and Sam Taustin, operators of Brandywine Drive-In, opened a children's amusement park adjacent to the drive-in and named it Kiddie Towne.

Opening daily at noon, the park keeps the kiddie attractions going until 10 p.m. and the miniature golf course until midnight. Kiddie Towne will operate seven days a week, tho the drive-in is barred by law from showing films on Sunday.

Midway is black topped. Admission is free and there is free parking for 1,000 cars.

Combination Ticket

Five rides are offered for 49 cents. The miniature golf course was designed by Holmes Cook, New London, Conn., who designed a similar golf layout in Atlantic City. Harry Hubbell, who is Wilmo, The Clown, at WILM, and Jack Gluck, perform at Kiddie Towne.

Playland, Rye Garners Sock Week-End Play

RYE, N. Y., June 9.—With favorable weather, attendance at Playland here reached 27,000 Saturday (2) and 26,000 Sunday (3). The pool, which opened Saturday, reportedly drew 1,900 and 2,000 customers on the days.

Newest concession is a magic shop set up on the north Boardwalk. Shows are staged as a buying incentive.

The spot scored a neat publicity hit when the Macy chain of newspapers in this State recently gave Playland a full-page spread of story and pictures in nine dailies. Park is being readied for the New England Association of Amusement Parks and Beaches convention July 24.

Cincy Coney, LeSourdsville Anniversaries

CINCINNATI, June 9.—Two Southern Ohio parks, Coney Island here and LeSourdsville Lake Park, near Middletown, O., have scheduled anniversary celebrations this month. The local event, set for June 21, will mark Coney's 65th anniversary. LeSourdsville will observe its 30th birthday June 13.

The LeSourdsville party will celebrate its growth from a swimming pool to its present niche as one of the country's better parks. At the same time, it will serve to honor Edgar Strieffthau, one of the founders, who now serves as president.

Park Manager Don Dazey will present souvenirs to those joining in the celebration. Performers from WLW-TV, Cincinnati, will present a free stagemat and make personal appearances on the midway, with Willie Thall as emcee for Ernie Lee, the Pleasant Valley Boys, Judy Perkins, Neal Burris and Lee Jones.

Fred E. Wesselmann, Coney chairman of the board, has accepted the chairmanship of the committee for that park's celebration. He will organize a civic committee to assist in observing the occasion, and has tentatively slated a reunion of all former employees.

Coney opened in 1886 under the name of "Ohio Grove, the Coney Island of the West." However, people began calling it Coney Island, and the name was adopted permanently. Previously it had been known as Parker's Grove, a picnic grounds.

Mullen Leases Rides At N. Carolina Spot

LOUISBURG, N. C., June 9.—N. C. Mullen, formerly at Myrtle Beach, S. C., has leased all rides and equipment at Atlantic Beach Amusement Park near here.

He is located at Louisburg. Earl Klutz is manager at Atlantic Beach.

The layout includes Merry-Go-Round, miniature railway, Sky Fighter, Boat Ride, miniature golf course, ponies and Palomino, Kiddie Roller Coaster, junior Ferris Wheel, Whip, Fire Engine, picnic tables and refreshment stand.

PENNSY ORG, NAAPPB SET JOINT MEET

Trade Show Space Being Reserved; Closing Time Set

CHICAGO, June 9.—Final decision to hold the Pennsylvania Amusement Park Association Meeting in conjunction with the National Association of Amusement Parks, Pools and Beaches summer session has been made.

The joint session will be held in Atlantic City August 8, with George A. Hamid as host. Pennsylvania association members will meet with the NAAPPB and also will have an independent headquarters and meeting, it was reported by Paul H. Huedepohl, NAAPPB secretary. Chalfonte Haddon Hall Hotel will be headquarters for both groups.

Huedepohl also repeated that hours for the NAAPPB Trade Show in Chicago, November 25-28, call for a 6:30 p.m. closing time on the final day. Some reports being circulated have listed a different closing time, he said.

Sale of space for the Trade Show is under way and about half of it already has been reserved, Huedepohl reported. All reservations so far are renewals.

Altho defense restrictions may limit activities in some fields, Huedepohl said he anticipated a sell-out of show space. He said a pitch would be made for displays by makers of coin-operated machines.

Gwynn Oak Sets Big Bally Pact With WFBR

BALTIMORE, June 9.—The most extensive radio contract ever signed with an amusement park here has been sold to Gwynn Oak Park by WFBR. The advertising campaign calls for a weekly half-hour broadcast, a saturation schedule of spot announcements weekly and a big WFBR Family Day, Hohn E. Surrick, station's vice-president and general manager, announced this week.

A program called the Gwynn Oak Hoedown will originate every Saturday night from the park. It features The Plainsmen, hillbilly

White City Biz Okay Despite Bum Weather

WORCESTER, Mass., June 9.—Cloudy weather with intermittent showers, generally a fatal combination for outdoor enterprises, may have worked in reverse here this past week-end, park execs said. Despite the unfavorable weather the attendance was good, probably because patrons were afraid to risk a rain-out if they jaunted to the shore, while conditions were not so bad that they wanted to spend the day at home, it was reasoned.

Jack Morris, promotion director, reports that he has 10 major outings booked for July and August with only a break in the weather on the scheduled days needed for all-round success.

Last week's free attractions, the Aerial Winters, were credited with boosting gate attendance.

NATIONAL EXECS BALLY DELIVERY OF KIDDIE TRAIN

CINCINNATI, June 9.—Aurel Vaszin, president of National Amusement Device Company, Dayton, O., and his sales manager, William de L'horbe Jr., threw tradition out the window Thursday (7) in making delivery of an \$8,000 trackless miniature train to the Cincinnati Zoo.

Instead of transporting the device by freight train or truck, the ride was brought here over the roads from Dayton under its own power with Vaszin and de L'horbe going along for the ride and to bally the firm's product.

En route the execs and train stopped at LeSourdsville Lake Park, near Middletown, to visit Manager Don Dazey. Upon reaching Hamilton Vaszin and de L'horbe attracted considerable attention when they "parked" the train while they had lunch in the Anthony Wayne Hotel. After arrival in Cincinnati the train was taken to a Southern Railway terminal in Ludlow, Ky., where the device is to be painted in the style of the Southern road's streamlined Diesels. The arrival netted publicity in *The Cincinnati Post* and *The Cincinnati Times-Star*. Both papers had feature writers make the trip from Dayton.

Lake Compounce Sunday Policy Includes Guests

HARTFORD, Conn., June 9.—Lake Compounce at nearby Bristol, Conn., is continuing its Sunday policy of featuring different guest units with the Down Homers, entertainment troupe.

The Down Homers' program consists of continuous free shows, starting at 2:30 p.m., regardless of the weather.

Lake Compounce is on a daily schedule, with the amusement area open every afternoon and night during the week. Russ Schurer's ork plays for dancing every Saturday.

group; Bob Landers and a local talent show.

In addition to these features the funspot will use the biggest spot promotion campaign ever developed in Baltimore to build business for an amusement park. Surrick said. Spots will be scattered thruout the radio schedule every day in the week.

The station will stage a big picnic aimed at drawing family trade July 25 via its WFBR Family Day. One of its most popular programs, Club 1300, will originate from the park that day.

A full schedule of entertainment and a number of contests will also be scheduled for that day. Gwynn Oak lists 12 major rides, eight kiddie rides, a ballroom and a number of concessions.

Shows, Clown Added to List At Hoppyland

VENICE, Calif., June 9.—Hoppyland, the park owned by William (Hopalong Cassidy) Boyd and others, this week geared itself for the summer. An Indian Village, a dog and pony show and the appearance of Capitol Records' Bozo, the Clown, will be among features.

Bozo (Pinto Colvig), is scheduled for an appearance here next Saturday and Sunday (16-17). The Indian Village exhibit was added during the week and will be spread over an acre of ground. Directing the display is Jane Gordon, who is part Indian and who has spent many years in this work.

The dog and pony show, a Hal Garfield agency concession, will include John Sonney and his horse, King, and Purv Pullen, animal and

News Notice Strikes Peak at Rockaways

NEW YORK, June 9.—Always publicity conscious, Rockaways' Playland execs said this week that the biggest score to date along those lines was made over the last week-end (2-3) when 12 pictures and 14 stories were garnered in newspapers thruout the metropolitan area. Business for both days was excellent and weather was good.

Boat race scheduled for Sunday

Good Takes Continue At Olympic Spot

IRVINGTON, N. J., June 9.—Business at Olympic Park here was running a bit ahead of last year's pace, Treasurer Robert Guenther reported this week following last week-end's good takes, which were marred slightly by rain late Sunday.

Guenther pointed out, however, that the 1950 corresponding week-end was heavily hit by rain on both days. Under the circumstances, meeting last year's figure was not much of a strain.

Free acts presented at the park thru this week included Kirk Adams, dogs and ponies, Jean Lafitte, unicycle; the Danfields, bouncing ball and the Paroff Trio.

Kid Birthday Parties Offered By Palisades

NEW YORK, June 9.—Latest business booster at Palisades (N. J.) Park is a kiddies' birthday party, instituted yesterday (8) thru advertising in metropolitan area newspapers.

The deal involves parties of 10 or more moppets celebrating birthdays, who are given luncheon, a cake, souvenirs and six rides at the park's kiddie division for \$1.50. A clown furnishes entertainment for the children during the lunch. Altho the deal just got underway, Irving Rosenthal, co-owner of Palisades, claimed that reaction was immediate and strong. The parties are booked at the park by phone.

Business over last week-end (2-3) at the park was reported good. Rosenthal said that customers had taken readily to busses as transportation from here to the park in place of the defunct ferry service and that the spot was getting a strong play from Brooklyn residents.

Leucona Cuba Boys were the orchestra at the park over the week-end, with the Five Eltons, aerialists, as the free act.

Decoration Day Big at W. View

PITTSBURGH, June 9.—One of the largest crowds in the history of West View Park here turned out for Decoration Day, according to Alan F. Leonard, advertising manager.

General Manager George M. Harton attributed the fine attendance to general business conditions, which appear good for the season, together with attractions brought in for the day.

Louis Prima's band was booked for afternoon and evening free shows in Talkie Temple plus 9 p.m. to 1 a.m. dancing in air-conditioned Danceland. The midway free act was the Four Flying Lavals.

bird imitator formerly with Spike Jones under the billing of Horatio Q. Birdbath. Show debuted today and will be offered daily.

was called off when Robert Moses, a city official, found it incompatible with the laying of sewer pipes in the stretch of water selected for the meet. The race has been set for August 12, with Guy Lombardo, ork leader, still on as judge.

Herman Husbey, who has done work on backdrops and scenery for operatic productions, has been retained to tailor the park's kiddie division to an *Alice in Wonderland* pattern, with an eye toward a promotional tie-up with the Walt Disney flicker of that name. Cut-outs of *Alice* characters will be placed against a decorated wall 74 feet long and 8 feet high. The project is expected to be completed in a month.

Winner of the Miss WNBT contest running Saturdays this month at the park will make the front cover of the June 30 issue of *TV Guide*, one of the event's sponsors. Gal will be pictured against the clownhead emblem and title of the spot.

Press Photographers Association here held its annual outing Tuesday (5), as did 2,000 Police Athletic Association youngsters.

Dallas Midway Continues Big; MacArthur Set

DALLAS, June 9.—The State Fair of Texas Midway here continues to do good business despite spotty weather and the take is far ahead of last year.

General Douglas A. MacArthur will speak in the Cotton Bowl June 15 and this is not expected to hurt business on midway—a few hundred feet away from entrance of the bowl—on that night.

Merry-Go-Round, bought from Carsonia Park, Reading, Pa., started operating Friday (1). Ray Stinnett, owner, reports good business. Ceilings for the ride still are in Pennsylvania, but all working parts with exception of old-fashioned band-organ are in good shape. While the organ is being repaired, a juke box is being used. Carrousel got excellent publicity during its period of assemblage. WBAP-TV, Fort Worth, did a picture story on the job of putting ride together, and *Life* did pic story on the history of Merry-Go-Rounds.

Fair was host to about 450 newspaper editors and families from this section at fried-chicken-and-beer picnic Friday afternoon (1). Kiddie Town passes were handed out to moppets. Newsmen came from as far as Ada, Okla., and Waco—about 90 miles.

Special Groups Boost Takes At Steeplechase

NEW YORK, June 9.—Steeplechase Park here caught a mid-week bonanza in the form of Brooklyn Day (7), with all schools closed thruout the borough in which the spot is located. Manager James J. Onorato said Wednesday (6) that with good weather he expected business to equal a normal Saturday.

The take was high over the week-end, he reported. Weather, excepting a shower late Sunday, was good both days. An annual Girl Scout outing helped swell Saturday's gross. Event was preceded by a parade along Coney Island's Surf Avenue.

American Federation of Musicians, in convention here, staged outing Tuesday (5) thru today, and Onorato said he anticipated an extra 1,000 patrons from that group.

Coney Island, N. Y.

By UNO

Decoration Day plus a week-end (2-3) of good weather brought big business.

At a recent meeting of the Chamber of Commerce, co-operation was pledged by representatives of various city departments to amusement purveyors and business men generally. Prexy Stanley J. Reiben discussed promotion plans and thanked John Cashmore, borough prexy, for transforming Surf Avenue into a wide boulevard. He also stated that overhead lights together with decorations on electric poles along the sidewalks will give Coney a carnival aspect. Police Captain Edward Fagan told of his crusade against Gypsy fortune tellers and his campaign against cellar clubs and hoodlums to help toward making for a clean Coney. Charles Haverly, park department superintendent in control of the beach and Boardwalk, told of \$300,000 being spent for redecking of the Boardwalk and keeping the beach clean. Other favorable reports were made by Frank J. Donovan, license department chief inspector, and Benjamin Saltman, housing and building superintendent.

Tony Iamunno, with sons, Anthony, Joe, Victor and Louis, and wife, Geraldine, have extended their pizza emporium on Surf and Kensington by renting the Bowers portion of the site, occupied last season by Play for Gold.

Concessionaires at Feltman's Park, operated by Kenneth Bourke for owners Benno Bechhold, Alvin Coleman and Harry R. Socolof, comprise Sylvia Schisoff, Isadore Rubenstein and Martin Eskin, custard, soda stand and cigarette machines; Morris Joffe and Irving Harrison, confection booth; Alex Silberman, souvenirs and cigars; Nathan Faber, Inc., Penny Arcade and Poker Roll; F. C. O'Keefe, Greyhound racer and miniature railway; Dora Mirjura, horoscope, birds and photo gallery; J. & M. Enterprises, Jack Merr, prexy, miniature golf; Henry Berger and Karl Lenky, speed boat ride; Michael and Mary Della Corte, rifle ranges; B. Prostokov, basketball and monogram hats; Charles Theora and Butch Miller, penny pitch and shoot-tilt-u-win; Joseph Schubert, guess-your-age and balloon dart game; Ruth Zack, portrait painter, and Garto Brothers, Middleland. Joe Bartolin is train ride operation

manager; Aaron Saul, head bar-keep; Benny Tacouni, head hot dog man; James Polymeros, head chef; James Evans, manager of the Boardwalk lunch stand; Vincent Tricamo, paymaster, and George DeHart, head steward.

Tic, Tac, Toe Enterprises, Inc., on Surf, has as execs the George Brothers, Albert and Joe, and the D'Esposito Brothers, Lou, Mike and Sol. Mike is prexy; Lou, treasurer; Joe George, veepee, and Albert George, secretary. Bob Cucci is stickman for the third season of the game's existence on Coney. The D'Espositos also control and operate all the Island's waffle stands and 15 alleys of Bowl-O on Surf. Their former possessions, Ghost Ride and Laff-house, also on Surf, have been sold to John Bolsano and Mrs. Zipper, respectively.

Dave Rosen's Palace of Wonders now houses both a Freak Show and dancing girls, to make it the fifth Girl Show on the Island. Latter, engineered by Mickey Owens, becomes the feature during afternoons. Chloe Carlos and Margie Del Rey, are headliners. New talent at Fred Sindell's show are Yolanda, Carol Peterson and Denise Marlin. Joe (Vinegar) Kleinlin is celebrating his 25th year as night manager of the Clam Bar. Tirza's son, Bobbie Clemens, was graduated from Junior High, Miami, and became a new Miami High School student June 7. New at Tirza's Wine Bath are four snakes for Beth O'Malley's act.

Jack Levy has installed his own idea of an electric-gear bottle game, perfected by Sam Ruderman, at his Hogan's Alley spot, Surf and W. Eighth. Harold Ruderman, brother of Sam, assists in the operation. Feltman's being skirted by a picket line. Local union is after ops to make it a union shop. Morris Joffe, over 25 years a confection manufacturer on Coney, and his partner, Irving Harrison, control a Feltman front, with William Silverstein and Joseph Gatto, helpers. Karl Lenky, operator of a boat ride on Surf, is also partnered with Henry Berger in another boat ride in Feltman's. Berger has also leased from the Kyrimes the Boomerang and Caterpillar rides in Kyrimes Park.

Hamid Asks Rail Specials Be Continued

ATLANTIC CITY, June 9.—George A. Hamid, operator of Steel Pier here, urged the Pennsylvania-Reading Seashore Railroad lines to institute its excursion runs to Atlantic City from inland cities at special rates again this year. Expressing extreme regret over learning that the railroad planned no excursions here during the summer, Hamid told the railroad that he felt the failure of the excursion runs last year was because they started so late in the season and also because of the lack of publicity given the excursions and their special rates.

Hamid said he felt the excursion program, if properly exploited by the distribution of pamphlets in Philadelphia and other Pennsylvania communities such as Lancaster, York and Reading, could be made successful.

Last year's one-day excursions, at a special round-trip rate of \$2 including federal tax, began on the last Saturday in July between Philadelphia and Atlantic City. Excursions to nearby Ocean City and other South Jersey resorts were provided at fares ranging from \$2.25 round trip each.

Pointing out that the lack of parking facilities in Atlantic City represents a serious problem for motorists, Hamid said that he felt the railroad has a responsibility in selling the public the idea of traveling to the principal resorts by train.

"If sufficient inducements are given the public," Hamid declared, "especially excursion trains and special round-trip cut rates, the railroads will be able to increase their business and at the same time help both the resorts and the public relieve congestion of automobiles and the impossibility of convenient parking facilities."

Holiday Crowds Jam Salt Lake Rides, Beaches

SALT LAKE CITY, June 9.—Sunny skies aided parks here in equaling or bettering last year's Decoration Day (30) attendance marks. Dates marked the opening of Saltair and Lagoon.

William M. Armstrong, Saltair manager, reported top play for rides, Kiddieland, ballroom and beach. In addition to new rides, Saltair benefited by the extended water level of Great Salt Lake. In recent years the spot's pier was on dry ground because the water had receded several hundred yards. George Engar's ork opened the dance hall and will play a Thursday-Friday-Saturday-holiday schedule all season with the exception of a short stand to be filled by another group. Saltair's attendance of 6,000 topped the 1950 mark.

Fireworks drew heavily for Lagoon and crowds found new rides there. Manager Robert Freed said the pyro show held well. A band schedule calling for name and local orchestras opened with Mert Draper.

Holge's Zoo midway, managed by Freed and leaning heavily on kiddie rides, topped last year. Food concessions also were up.

Dick and Art Gardner, ops at the city's Liberty Park, reported their new Tilt-a-Whirl and Roto Whip drew well and that improved picnic facilities are expected to boost attendance this season. Liberty played week-ends in February and opened for the season Easter Sunday.

D. A. To Eye A. C. Games

ATLANTIC CITY, June 9.—Bingo and similar amusement parlors face a shutdown in New Jersey shore resorts in a drive to get underway this week, according to Atlantic County Prosecutor Lewis P. Scott. He estimated that about 25 such bingo-type games operated on the Boardwalk here will fall under the ban. It will hit the same kind of games in other shore resorts, he added. If the operators refuse to shut down, they will be prosecuted, Scott said.

The order, originally issued by the State attorney general, said Scott, will clarify which of the games fall under the ban and which, because they are games of skill, are legal. Scott said he would visit each of the Boardwalk establishments here.

Operators of several of the bingo-styled amusement parlors here said that closing down the games would cause "irreparable harm" to the resort. They claimed that most of the games have proven popular attractions to visitors.

It was estimated that the closing of the bingo parlors would cost the resort from \$20,000 to perhaps \$100,000 in taxes a year. It also means loss of employment to about 500 persons, apart from the loss of rentals to so many Boardwalk properties. It was also pointed out that such amusement parlors are about the only amusements offered on the walk to out-of-town visitors and hotel guests during the winter.

Six such parlors are licensed by the city at \$3,000 a year, with three at \$1,000 and 16 others at \$500 each, most of this last group being Pokerinos.

IF IT'S PROFITS YOU WANT BUY SKEE-BALL

REG. U. S. PAT. OFF.

DON'T CONFUSE OUR NEW 1951 SKEE BALL ALLEYS WITH OLDER TYPES OR IMITATIONS.

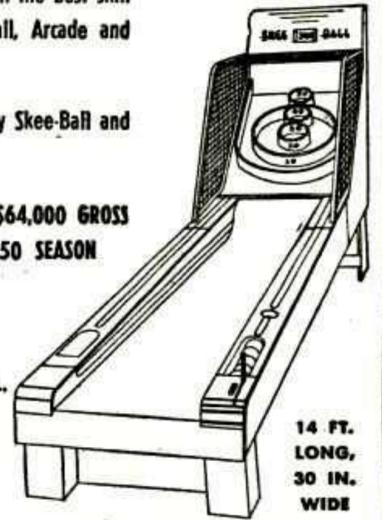
Unique play features make Skee-Ball the best skill game for any Park, large or small, Arcade and Resort everywhere.

Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

A 15 ALLEY OPERATOR REPORTS \$64,000 GROSS RECEIPTS FOR THE 1949 AND 1950 SEASON AT 5c PER GAME.

CAPACITY 80 GAMES PER HOUR. 5c or 10c COIN SLOTS ARE OPTIONAL.

For the operator—Profits—without headaches.



14 FT. LONG, 30 IN. WIDE

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA. AMUSEMENT DEVICE MANUFACTURERS COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

MINIATURE STEAM TRAIN

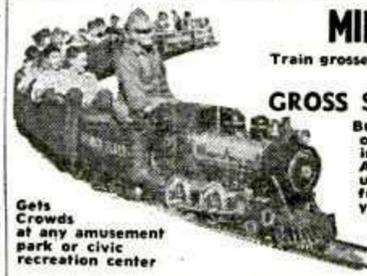
Train grosses next to Coaster in three big parks, 85 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Can also operate on compressed air. 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 15 to 60 kids and adults every trip. Ask your customers which trains they like BEST.

OTTAWAY AMUSEMENT CO.

Mrs. Miniature Steam Trains 224 W. DOUGLAS WICHITA 2, KANSAS



Gets Crowds at any amusement park or civic recreation center

FOR SALE—OUTSTANDING VALUE 2 NEW KIDDIE RIDES, NEVER USED

1 Mechanical Elephant Ride—Capacity 16 children—push button control. 1 Rocket Plane Ride—4 planes, each propelled by its own electric motor; complete with machine guns and wheel. Both beautifully illuminated with electric dome and fence. Reason disposing only because we have duplicate of each. Can be seen any time.

MAX GRUBERG

Long Beach, L. I.

WANT TO BOOK TWO GRIND CONCESSION GAMES

Built on trailers only—must be well flushed. Work for stock only with coupons if desired. Boardwalk location—heart of all activities. Tremendous crowds. Livewire Concession Operator can make a lot of money in 12 weeks. Located at one of the finest Beach Resorts

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Book on Percentage Only MAX GRUBERG AMUSEMENT PARK, LONG BEACH, L. I., NEW YORK

WANT DROME RIDERS

for PALISADES PARK AND FOR ROAD. BEST EQUIPMENT.

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FOR SALE—KIDDIELAND

Operating the year round. Good Buildings and fenced. Rides will be sold separate if desired, including Allan Herschell Kiddie Merry-Go-Round, Boat Ride, Auto Ride, Flying Machine Ride, Overhead Lights and dual player Band Organ and all equipment to operate a kiddieland. Write for prices.

Write A. D. SHARPE, Owner 55 NORTH SIERRA MADRE BLVD. PASADENA, CALIFORNIA

GIVE TO DAMON RUNYON CANCER FUND

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7 WORKING DAYS LEFT...

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(See Pages 40 and 64)

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET A REVOLVING HOLLYWOOD SPOTS-LITE

IT'S NOT A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOWMANSHIP LIGHTING EFFECTS AND LOUDBREAKER IT'S DIFFERENT IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS SKATING RINKS CLUBS TAVERN BARS AMUSEMENT PARKS HOTELS RESORTS

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE CO. Dept. B 912 No. 16th St. Omaha, Nebraska

Sandusky Set To Open, Stresses Kiddie Rides

SANDUSKY, O., June 9.—Cedar Point on Lake Erie is set for its 52d opening Friday (15), according to D. M. Schneider, general manager. The season continues thru September 9 and will have more out-of-town picnic groups than in recent years. Outings from all sections of Ohio plus the Detroit and Fort Wayne, Ind., areas are scheduled.

Resort-goers will find a revamped midway with more stress on kiddie rides. The juvenile Merry-Go-Round has been moved to the head of the midway, near the new Sky Fighter and Whip. Kiddie Hand Car and Fire Truck will be among the other kiddie rides.

Edward C. Starr, concession manager, has erected a Glass House. A Monkey Race Track will be operated by E. I. Zouary, who had a similar layout at the 1937-'38 Cleveland exposition.

New Bike Ride

Replacing Renne Zouary's walk-thru show is his new indoor bicycle ride. His father managed a similar ride years ago in France and this is believed to be the only one of its kind now in the United States.

George Donnan will operate eight merchandise stands and supervise those of other operators on the grounds. All stands have been redecorated. Dallas Biechele has

built a glass and concrete stand for frozen custard.

Six telephone booths have been placed around the grounds. About 100 dead trees, hit by disease, have been removed and some low spots in the grounds have been filled. Mrs. D. M. Schneider supervised planting of flower beds and refurbishing several statues.

Dance Price Cut

The ballroom usually will be open only on Friday and Saturday nights. Polka orchestras will have the floor on Fridays and a 12-piece band will play pop tunes on Saturdays.

Lower floor of the Coliseum, below the ballroom, has been remodeled to provide a beer garden at one end. The smaller dance floor there will have movies on Mondays, dancing Tuesdays and Wednesday nights, and round and square dancing Thursday and Sunday nights. Events on the lower floor will be free and ballroom tariff has been cut to 60 cents per person.

Breakers Hotel has been redecorated. A new refreshment stand has been installed on the hotel porch and the lobby soda fountain has been equipped to serve meals. Main dining room is a block away.

Doolan Kidspot Attracts Upped Crowds, Cash

OAK LAWN, Ill., June 9.—Business for May at M. J. Doolan's Green Oaks Kiddyland here was up 20 per cent over a year ago, Doolan said this week. When weather permits, attendance at the Chicago suburban spot is ahead of 1950, he stated.

Affecting the May take adversely was the loss to rain of the month's final week-end. Doolan estimated that loss at about \$4,000.

Numerous visitors have inspected the Kiddieland recently, including several who plan to open new spots, he said. Others have included Lou Keller, president of the Showmen's League of America; Ed Sopenar of SLA; Slim Wells, Hennies Shows; Harry Mamsch, Chicago ride op; Bill de L'horbe Jr., National Amusement Device Company, Dayton, O.; Pearl McGlynn, Chicago; Fred Donnelly, Los Angeles; Carl Folk, Folk's Celebration Shows; Arthur E. Fritz, Chicago Kiddieland op, and Fred Laverman, Chicago insurance broker.

Detroit Suburbs Limit Zoo Parking

DETROIT, June 9.—City Council of suburban Oak Park this week followed neighboring Huntington Woods with a move to bar Sunday parking on streets near the Detroit Zoo. Residents and business men in the suburbs complained that zoo-goers occupied

'GET LOST' GETS NEW MEANING

NEW YORK, June 9.—Bid by Coney Island's Steeplechase Park for a little extra attention will have manager Jim Onorato setting up a Lost Parents' Department in the spot's kiddie section.

Onorato attributed birth of the whim to a small boy who recently came to the park office and claimed that his father was lost. After reuniting parent and child, Onorato thought of the switch.

The gag also involves a matron with a difference to care for missing fathers. Steeplechase would have one considerably younger and easier to look at than is the custom with such employees.

OPS Explains Park, Ballroom Price Freeze

WASHINGTON, June 9.—Office of Price Stabilization officials have reported "satisfactory results" so far from a recently installed regulation—Ceiling Price Regulation 34—tightening enforcement of existing freeze prices in all types of amusement industry service trades (The Billboard, May 19).

The order requires amusement parks, skating rinks, ballrooms and establishments in similar types of service trades to post admissions price schedules and other types of prices conspicuously. The schedules must not exceed the maximum established by the trade during the base period of last December 19-January 25.

Aimed at Loopholes

OPS explained that the new regulation is aimed to plug loopholes for undesignated or meaningful violation of price ceilings. To most of the trades, OPS said, the new regulation means no rollback, altho to some a rollback may be necessary.

The newly installed order, according to OPS, requires all commercial and personal service trades to file their price ceilings on or before June 16 with district OPS offices. That date is 30 days from issuance of the order by OPS. Numerous trades already have begun to comply, it was stated. Meanwhile, the price ceilings must be posted in conspicuous places on the sites.

CPR 34

"CPR 34 provides a method for determining prices based on the highest price charged in the base period for the same service," stated OPS. "The supplier of a service is permitted to set his price in accordance with his pricing method." (Continued on page 67)

all parking facilities on certain days.

Difficulty developed this season when the zoo began charging a fee for space in its own parking areas. Altho owned by Detroit, the zoo is two miles from the city and borders on three other communities.

THEATER OPS LAUNCH NEW DETROIT KIDSPOT

DETROIT, June 9.—New amusement park venture for the juvenile trade was opened here this week-end by Community Theaters, major operator of indoor and outdoor theaters, as Bel-Air Kiddyland. The spot, only kiddieland within the city limits, is in the Northeast section of the city and adjoins Bel-Air drive-in theater.

Lead ride is a miniature of the Wabash Cannonball, by Miniature Train Company, on 2,300 feet of track and trimmed with station and signals. Additional rides are Merry-Go-Round, Sky Fighter, Little Dipper, boat, tank, jeep, jet plane, Ferris Wheel and live ponies. Playground area includes slide, swings, teeter-totters and picnic area. A 500 by 2,000-foot parking area is four times the size of the park itself.

Promotional stress will go to children's birthday parties, with city-wide advertising plugging the spot for youngsters' get-togethers. Ride tickets are sold at four for 50 cents from a combination box-

office and rest room building. Two ticket windows are included. Another building houses concessions.

Management will be directed by David J. Wilson, circuit supervisor for Community. The 1,800-car Bel-Air drive-in is one of the largest in the country.

Detroit Kiddyland, only other major kid spot in the Detroit area, is 10 miles west on the same road and is operated by West Side Drive-In.

Theater Firm Denied Eastwood Request

DETROIT, June 9.—Application of Community Theaters, operator of the new Bel-Air Kiddyland here, to operate the old Eastwood Park was turned down by East Detroit City Council this week.

Adolph Goldberg, one of the operators of Community Theaters, said the council apparently "didn't want an amusement park there, whoever the operators were to be."

BIZ UP 35%

3 Canadian Spots Win For Conklin

HAMILTON, Ont., June 9.—Three Canadian funspots operated by J. W. (Patty) Conklin's enterprises are playing to "exceptionally good business," Conklin said here this week, and in some phases the grosses are as much as 35 per cent better than a year ago.

The spots are Belmont Park, Montreal, with Bert Thompson as superintendent; Sunnyside, Toronto, with Raymond Rathne in charge, and Crystal Beach, near Buffalo, where Clyde Coffing is superintendent.

Belmont has 13 rides and a Crystal Maze. Sunnyside has 12 rides, and Crystal Beach has 11 rides.

Football Coach Joins Corporation To Operate Park

SACRAMENTO, June 9.—Charter for operation of an amusement park in Santa Clara County has been issued here to Batomatic, Inc. Directors of the firm were listed as J. R. Gillberth, Marchmont Schwartz and Frank Lee Crist, all of Palo Alto, Calif.

Schwartz is a former All-American football player from Notre Dame University and more recently was head football coach at Stanford University. Authorized capital of the new corporation was listed as \$25,000.

WANTED

THRILL SHOWS, RODEOS. HILLBILLY JAMBOREES (etc.) Performances at Ball Park located in a large amusement park. Grandstand and bleachers seating 5,000. Lights for evening performances.

CONTACT
M. A. Rindin, Gen. Mgr.
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MINIATURE TRAINS

Complete with Track. 18 to 25 passenger. Powered by Standard Wisconsin Gasoline Motor. Close-out prices due to cut-back of metal. Write for literature.

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Sunland Amusement Park

Year Around Operation
In the City Limits of Los Angeles

SUNLAND, CALIFORNIA

20 Miles From the Center of Los Angeles.
Established 11 Years.

Doing Largest Park Business in the City,
Among the Top Three in Southern California.
Seeing This Business Is Believing.

Consists of 5 Major Rides and 6 Kiddie Rides.
Concessions — Shooting Gallery — Cat Rack — Balloon Store — Fish Pond — Bottle Game — Fish Bowls.
Arcade of over 100 pieces of equipment. Popcorn and Candy Floss Stands. Snocones and Custard Machine Stands and one Restaurant.

\$60,000
\$25,000 will handle.

I own the grounds. Long lease on percentage or flat rental available. Reason for selling—Retiring. I have been a slave for more than 50 years.

Write, Wire or Phone
C. H. ALLTON
Box 628—Telephone: FLorida 3-3710—Sunland, Calif.

High Quality

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

HAVE ROOM FOR GAMES

Such as High Striker, Fish Pond, Dart Game or any other Hunky Park. Long season operation. Have for sale ten Diggers, no slots, mounted on 4-wheel trailer with air brakes; also sixteen-horse Metro Derby Game, complete with portable counter and sixteen stools. Can be seen in operation. Derby sale price complete, \$1,000.00.

Write or Wire
LOUIS SLUSKY, PLAYLAND PARK
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WANT RIDES
UNTIL SEPTEMBER 30, 1951

Ferris Wheel, Merry-Go-Round, Whip, Dodgem, Chairplane, Little Dipper, Caterpillar, Octopus, Moon Rocket, any Major Rides, also Kiddie Rides. What have you? Percentage basis. No ups and downs. 267,000 draw within 5 miles. Write, wire or phone.

OAK GROVE PARK
4810 New North Point Rd. Baltimore 22, Md Telephone: Dundalk 9696
P.S.: Portable Skating Rink also desired.

WANTED **WANTED**

—FERRIS WHEEL OPERATOR—

Clean and experienced Wheel Operator who is ready to get off the road and settle down on a good paying job—no ups and downs. Many seasons' work for the right man. Must be sober and reliable. No grift in park, good hours, good pay. No collect wires or phone calls.

BARR & STORKEN RIDES WASHINGTON PARK MICHIGAN CITY, IND.

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FOR SALE

SKILL BINGO

Everybody plays their own game. This is a 90 group game, of bakelite construction, and is in first class condition. 48 hour delivery.

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Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc.

COMPLETE KIT, \$45

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for the stage, displays, decorations.

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WANT KIDDIE RIDES

Pool and Park near southern city. No competition within 120 miles; 500,000 population to draw from. Good deal to right parties.

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COMPLETE KIDDLAND

Located Belmar, N. J.

Six Kiddie Rides including new gas driven Miniature Steamroller, 14" gauge, 300 ft. Track, \$6,500.00

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MINIATURE GOLF PAYS

A new money-maker for kiddielands, drive-ins, resort hotels, pools, driving ranges. Up to 200 players an hour on this 15,000 sq. ft layout. Order now for Spring. Attractive. Tested by experience. Write for literature

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M. T. Miniature Train. Used two seasons. Complete with Arch and Two Wheel Trailer. Original investment \$3700.00. Quick sale price \$1895.00. Open for proposition.

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Box 69 Dallas, Pa.

EDITOR'S MAIL

Hamid Raps Formation of Jersey Event

NEW YORK, June 9.—The following letter was received from George A. Hamid, head of the talent agency bearing his name, New Jersey State Fair, and other major outdoor show business enterprises. It is being reprinted in accordance with *The Billboard's* policy of opening its editorial columns for the expression of diverse, critical or constructive comment.

"It is high time that all of us concerned with the future of out-

(Continued on page 67)

LEAPING FROG NETS DALLAS \$10, MUCH PUBLICITY

DALLAS, June 9.—A stunt that started out as a publicity gag gave State Fair of Texas a small profit recently.

Fair's publicity department wrote Calaveras County Fair, Angels Camp, Calif., to inquire about some advertising material the California fair had used.

Secretary-Manager C. T. Mills answered and, in passing, suggested the Dallas event might like to enter a frog in Calaveras County Jumping Frog Contest. Fair did, expecting to get a couple stories in Dallas papers anyway.

Came the finals of the jumping frog contest and the Dallas frog came in sixth, paying off in 10 frogskins.

Texas expo had the amphibian—named "Tex," naturally—flown to Dallas and placed in Aquarium at State Fair Park, reaping many newspaper stories and pix and even some TV newsreel time out of deal.

New Group Gains Control of Bangor

John W. Moran Named by Mourkas To Succeed Roy Sinclair as Manager

BANGOR, Me., June 9.—A new operating group has taken over the Bangor Fair. The switch was made recently when the city council approved the bid of a combine headed by Tom Mourkas, operator of the Atlantic Restaurant, over that of Joe Cianchette, well-known contractor, who had been president of the event for the past several years.

The event, which was revived only a few years ago, is held on city-owned Bass Park, the best available location, and this makes it possible for the city to determine the operating group.

Mourkas announced that John W. Moran, well-known Bangor Daily News staffer, would serve as manager, replacing Roy Sinclair, who held the post under Cian-

chette. He also said that contracts between the fair association and the World of Mirth Shows, which holds the midway pact, and George A. Hamid & Son, talent suppliers, would remain in force, as will the contract held by the Irish Horan Lucky Hell Drivers.

Week of August 6

The annual, which will run the week of August 6, is valued both for its earning power and early date. Cianchette and his associates started the annual and operated it successfully. Fire destroyed the grandstand prior to the 1950 event, but a new unit has been added.

Grandstand earnings are sizeable enough to justify the annual

(Continued on page 67)

18 N. J. Events List '51 Dates

TRENTON, N. J., June 9.—William C. Lynn, secretary of the New Jersey Association of Agricultural Fairs, this week announced that 18 annuals will be staged in the State in 1951.

The first annual will be held at Mount Holly, August 3-4. The New Jersey State Fair, Trenton, September 23-30, will end the season.

Other events are: Cape May Courthouse, August 6-7; Branchville, August 7-11; Washington Crossing, August 11; Caldwell, August 14; Belvidere, August 15-16; Preakness, August 16-18; Far Hills, August 17-18; Freehold, August 17-18; Morristown, August 21-25; Dunham's Corner, August 22-25; Mays Landing, August 23-25; Flemington, August 28-September 3; Paulsboro, September 3-8; Lakewood, September 8-9; Cowtown, September 13-15; Bridgeton, September 18-22.

Dallas Grandstand Sets Busy Spring Activity Schedule

DALLAS, June 9.—Grandstand at State Fair of Texas is a busy spot, with a number of off-season activities taking place and others skedded soon.

Members and their families of the Chance Vought Aircraft Club—15,000 strong—took over Friday and Saturday (8-9) to see private

(Continued on page 67)

Silver \$ Annual At Chico Scores Attendance Mark

CHICO, Calif., June 9.—The annual Silver Dollar Fair, which ended a five day run here Sunday (27), broke records in attendance, number of exhibits and premium money, M. J. Hogan, secretary-manager, revealed.

The attendance totaled 38,167, or 4,262 more than in 1950. The number of displays exceeded last year's by 962 and premium payments amounted to a new high

(Continued on page 67)

Greenville, N. C. Moves Plant, Adds Buildings

GREENVILLE, N. C., June 9.—The Pitt County Agricultural Fair, which will be held October 1-6, has been moved to a new location adjacent to the airport. A new livestock and swine building has been erected at a cost of \$15,000

(Continued on page 67)

Odessa Races Colts

LAKE ODESSA, Mich., June 9.—Lake Odessa Fair, to be held here July 3-4, will feature colt racing for the first time on both days. Entries in the new feature total 104, H. H. Chase, president, reports. Fair also will carry out its regular horse racing program July 4. Other features include a horse-pulling contest and WLS stagershow.

Memphis Slants Draw At Population Areas

MEMPHIS, June 9.—Mid-South Fair, already strong in its appeal to rural patrons, has slanted its attraction program this year for customers from Memphis and near-by population centers, J. C. Wehrley, assistant manager, announced.

Newest feature to be signed for the full run of the fair, September 20-29, is a sports show produced by Monte Blue, former motion picture star. This unit will take over

the fair's outdoor swimming pool for its stage and a building adjacent to the pool will house sportsmen's exhibits.

Purse for the annual open rodeo, also in for 10 days, has been hiked to \$22,000 from last year's \$18,000, and the event will again be produced by Homer Podd. The Lucky Lot Auto Thrill Show will open the fair and is skedded for eight performances in the annual's speed bowl.

Also new this year will be the Lebonheur Horse Show, which is expected to draw heavily from the Memphis area. This show will be held for five nights and one matinee performance.

Gooding Amusement Company will provide the midway attractions. Last year a railroad show played the fair.

The Langs



THRILL-A-BATRICKS

currently Home Show, Pan-Pacific Auditorium, Los Angeles
June 13-24
Show Review—Desert Inn

"The Langs are one of the most exciting acts to appear on the stage. They have the audience gasping one moment and skillful comedy has them laughing the next. They have gone that one step further in professional excellence which makes them tops in their field."
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AGENCY
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1951 GRAND STAND SHOW
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FOR
COLOQUITT COUNTY FAIR & LIVESTOCK SHOW
Week of October 15, 1951. Address
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CELEBRATION COMMITTEES! FAIR SECRETARIES!
Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!
DISPLAYS FROM \$49.50 TO \$669.50
Expert operators available for large shows! Full insurance carried on all operated displays!
WRITE FOR FREE CATALOG!
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BIG FAIR DATE OPEN
AUGUST 21-25
For the first time we have permission of city to bring an outside carnival into city limits (formerly only locally owned American Legion rides have been approved). Our District Fair serves 14 counties—pay rolls of Kingsport alone exceed one and a half million dollars per week. Want carnival with good rides and clean shows.
Write or Call: **A. B. COLEMAN, GENERAL MANAGER**
EAST TENNESSEE DISTRICT FAIR
KINGSPORT, TENNESSEE PHONE: DAY 3770 — NIGHT 1841-J

WANT CARNIVAL
For **CLARENDON COUNTY AGRICULTURAL FAIR**
October 20 to November 3. Contact
J. C. ALTMAN, Commander, Manning, S. C.

GIVE TO DAMON RUNYON CANCER FUND

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(See Pages 40 and 64)

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Exclusive Custard rights at the
MERCER COUNTY FAIR & HORSE SHOW
Harrodsburg, Ky.
the largest County Fair in the State.
Dates July 23rd through 28th, inclusive.
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in Acts,
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Surplus portable Floodlight Stands
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DIVING FROM THE SKY . . .
Leo Couture
"Spectacularly Different"
Currently: **IDLEWILD PARK**
Ligonier, Pa., thru July 8
Available: Week of July 9 and after July 29
Write or Wire: Leo Couture, c/o Idlewild Park, Ligonier, Pa.

Manning Dates Stay Well Ahead of 1950

Org Has Yet To Fail To Make the Nut; Record Day, Kiddie Matinees Aid Gross

PEEKSKILL, N. Y., June 9.—Showing here in the 12th week of its season, the Ross Manning Shows are comfortably ahead of last year, due principally to three important factors. First, the show has not played a spot at which it failed to make the nut. Altho occasionally the margin was hair-fine. Second, Manning tagged the biggest single day he has ever experienced on a still date at Blackstone, Va., in the second week of the season when it counted most after the unproductive winter

months. Finally, that uncontrollable but governing factor, the weather, has been much better behaved this year than last.

If the remainder of the still season, with about two months to go, will just take care of itself, the show will be launched on its string of nine fairs and assured of fair earnings short of polio. Manning believes that the season will work out just about that way, altho both he and his business manager, Willie Lewis, say that the grip on money is as tight this year as it was last, and perhaps even more so.

Matinees Good

The matinees have been good, Manning said. That means the moppets have dough which, in turn, means that their parents are holding, else the small fry wouldn't have it to spend. Also, fortunately, the show got in two Sundays in New Jersey, both of which were good. While the seven-day operation makes it a little rough on the workingmen, Manning hasn't had to contend with shortages in this department, altho the cry of help shortages have been rampant in many quarters.

Manning figures he has a money route in his line-up of fairs. He'll open at Plattsburgh and go from there to Sandy Creek and Ballston Spa, all in New York. Mount Holly, N. J., is next, with Martinsville and Lynchburg, Va., to follow. After that comes Statesville, Lexington and Jacksonville, N. C. There is a deal in the works and the prospects for adding two Southern annuals are excellent, Manning said. As it is, the route takes him into the middle of October, to make for a respectable and probably profitable run.

Manning opened in Jacksonville but reported the town singing in

(Continued on page 55)

HOW TO WIN AT ALL TIMES

BINGHAMTON, N. Y., June 9.—Altho the O. C. Buck Shows beat the James E. Strates Shows in here for a stand, Owner Strates had little to be concerned about since he stood to profit either way. He was here early in the week to count the house in his Bingham Hotel, one of the town's major hostilities, and found it well and profitably populated with Buck personnel.

Had the date been set a little later he would probably have reaped an additional harvest since the advanced construction on his new \$40,000 diner would have been completed and ready to cater to the rival showfolk.

Help Shortage Only Problem For Coleman

WEBSTER, Mass., June 9.—The only problem encountered by Coleman Bros. Shows to date has been the lack of sufficient and capable help, Owner Dick Coleman said here this week. Business has been excellent from the start and the grosses to date are ahead of 1949, he said.

Show has played thru Connecticut's booming industrial area with its not-to-be-denied drain on the supply of able-bodied young men. At the same time, the good business conditions were reflected in the business done by the show, in this case adequate compensation for the extra work that had to be done by all hands.

Coleman said he had a good run last week at Keene, N. H., despite the fact that business conditions there, with three factories closed down, were the worst he has encountered to date. Decoration Day was good. While the gate, shows and rides did well, the front end earnings were slim, a good indication that money is tight there.

Raynell Adds Two Shows To C-W Line-Up

NEW BRIGHTON, Pa., June 9.—Raynell (Mrs. George Golden), who has the girls revue on the Cetlin & Wilson Shows, has announced signing Jerry Jackson's Minstrel Show and Charles Rayburn's Divena as added back-end attractions for the railroad org.

Raynell also said here that negotiations are under way to bring Sally Rand to her girl revue for its stand at Missouri State Fair, Sedalia, and Patti Page for the Indiana State Fair, Indianapolis.

Emmaus, Pa. Gives Hannum Best to Date

EMMAUS, Pa., June 9.—The Morris Hannum Shows hit the biggest week of the season here with attendance figures running into a strong five figures. Business was good thruout the stand ended Saturday (2).

Decoration Day started off slow but the night play was big for everyone. Afternoon attraction was a band concert on the midway by the local high-school band.

Monday and Tuesday nights were rained out. The Saturday matinee, promoted by Harry E. Wilson, was good. Execs said that if the first two days hadn't been rained out the date would probably stand as an all-time record in the Hannum books.

Considerable work is in progress, readying all units for fairs and celebrations which start June 18.

Davenport Stand Opens Okay; Big Week-End Looms for RAS

DAVENPORT, Ia., June 9.—Royal American Shows opened to clear weather here and fair grosses Wednesday night (6), but lost most of Thursday to intermittent showers. Big week-end business looms, with a heavily promoted kid matinee today and expectations of

big Saturday night and Sunday crowds.

Shows, here under Kaaba Shrine auspices, came up with some good publicity scores this week. Talent from the back-end made several appearances on television stations in both Rock Island and Davenport and a feature story on Nat Rodgers, Girl Show operator, was in today's Davenport Times. The Shrine committee was hosted by the shows at the annual luncheon Friday (8).

Opening night visitors included B. J. Palmer, owner of Station WOC, Davenport, and WHO, Des Moines; Mr. and Mrs. Lou Keller and Mr. and Mrs. Ed Sopenar, of Chicago; Harvey Hoffman, of The Times, and Vern Flando, of Station WQUA, Moline, Ill.

Stand here will continue thru Sunday (17) and is the last before shows head for Canada, with Winnipeg the first stop.

Takes Spotty For Gem City

QUINCY, Ill., June 9.—Gem City Shows, playing here in their 11th week out of Mobile, Ala., winter quarters, have found the going only fair, Thomas D. Hickey, owner, reports.

Bob Edwards, manager of the back-end, recently signed Denise Darnell and Chick Boyer for the French Casino Revue. A jig show also is being framed, Edwards said.

Weather Raps Siebrand Tour; Biz Dips 15%

Salt Lake City Gross Drops 30% Below '50 Stand

OGDEN, Utah, June 9.—Bad weather which has bedeviled Siebrand Bros.' Combined Circus and Carnival since its February opener, hounded the show thru six days in Salt Lake City Decoration Day week.

May 28 opener was almost a complete loss when the show was rained out early in the evening. Altho weather cleared somewhat on succeeding days, temperatures dropped into the 40's several evenings with high humidity and stiff winds, keeping potential crowds at their firesides.

General Agent M. Jack Poster reported just before tents were folded Saturday (2) that the bad weather breaks bit into the season gross nearly 15 per cent to date in comparison with last year's receipts. He said the take in Salt Lake City this year ran nearly one-third less than last year's receipts. This was the fourth consecutive Decoration Day for Siebrand on the circus grounds at 2500 South State Street.

Bad Weather Blamed

Altho a major portion of the business drop in Salt Lake City was attributed to adverse weather, Poster also pointed to the slump nearly all business is suffering and declared Siebrand Bros.' trailing receipts is following the same pattern.

He said the location with 15-minute bus service until midnight, and spotted on the main north-south highway, is excellent. Even free tickets for kiddies, available thru a score or more merchants in the Salt Lake area, failed to boost the gate as expected. A local talent contest presented as a part of the circus program did not rouse appreciable interest.

The combined circus and carnival is playing Ogden this week and will continue thru the North and Northwest States. The itinerary calls for return into Southern States after September.

The stand in Salt Lake City was under auspices of the South Salt Lake Volunteer Fire Department.

Biz Continues OK for Marks

PHILADELPHIA, June 9.—This territory continued to give John H. Marks Shows good returns, altho one day was lost this week due to rain. Tom Evans joined here with a pony ride.

Hazel Merrill received a new Whirlwind candy floss machine from Gold Medal Products Company, Cincinnati, and Mike Roman bought a 35-foot trailer from Slim Kelly. Harry Schriber, Doc Morehouse and Kelly purchased new Buick Roadmasters.

Speedy Merrill has installed fluid drive on his Speedway cars and the ride has been a top grosser. George Sleeman bought a new top for his popcorn, candy apple and French fries stands.

CAVALCADE BELOW PAR IN HAMILTON

Storms Blast Late-Week Pay Day Hopes; Wagner Reported Recovering

HAMILTON, O., June 9.—Cavalcade of Amusements' six-day stand here, which closed tonight, proved uneventful both from an activities and financial standpoint. Spotted on the excellently located Butler County Fairgrounds, where other traveling orgs appeared in the past to reported good results, Cavalcade found the going rough from the outset.

Show jumped in here from a crack stand in Terre Haute, Ind., May 28-June 2, and arrived in plenty of time Monday (4) for its scheduled opening that night. An all-day rain, however, precluded any operation and erection of the org was not finalized until late Tuesday morning.

Business that night was negligible and Wednesday night, with clear but cool weather, attracted only a handful of patrons. Another factor contributing to the seeming lack of interest early in the week on the part of townfolk was attributed to late-in-the-week pay days among this city's expanded industries. Thursday (7) was the first one, followed by one on Friday (8).

A rain and thunderstorm hit the midway Friday night (8) washing out any anticipated business. Saturday's results were not large enough to bring the org out of the date in the black.

Show, which appeared here under DAV auspices, was scheduled to leave early Sunday morning (10) for a week's stand in Portsmouth, O., June 11-16. Following that engagement the org moves into Parkersburg, W. Va., for a week.

Turner Takes Beat '50 Biz Despite Rain

PONTIAC, Ill., June 9.—Turner Bros.' Shows, in their sixth week out, have steadily out-grossed a year ago, despite the loss of a number of days to rain and cold weather.

Org opened in Springfield, Ill., April 27 and followed at Decatur, Clinton, Streator and Ottawa, Ill. First fair is at Taylorville, Ill., July 22, with other Illinois annuals at Farmer City, Milford and Olney. Terre Haute is the only Indiana fair to be played and Missouri fairs and celebrations include Dexter, Portageville and Kennett.

Staff lists Cecil and Ray Turner as co-owners and managers; Dorothy Turner, secretary; J. T. (Whity) Richards, general agent and press agent; R. V. Collins, electrician and chief mechanic, and Capt. James Smith, front gate and towers.

Other personnel includes:

Rides, Shows
Merry-Go-Round, Charles Gozla, foreman, Robert Gozla; Ferris Wheel, Paul Campbell, foreman, William Morgan; Tilt-a-Whirl, Cliff Wilson, foreman, William Hinds and Paul McNeil; Spitfire, Carl Jones, foreman, William Miller; Octopus, E. Krueger, foreman, Melvin Gehrig; Roll-oplane, Leo Underwood, foreman; Kiddie Autos, William Dillbeck, foreman; Kiddie Airplanes and Boats, C. Houghton. Two girls shows are under management of Cliff and Mae Patton.

Concessions
Dell Brothers, Andy and Marie Rasmussen, Cliff Wilson, P. Campbell, C. Kelly, Marie Turner, Buddy Holmes, Dennis O'Leary, cookhouse; Anny Tilley, corn game and long range shooting gallery; Alma Richards, popcorn; Dorothy Turner, penny ditch and The Billboard sales agent.

Conklin Pacts Rose Midgets For Toronto

TORONTO, June 9.—J. W. (Patty) Conklin, midway impresario at the Canadian National Exhibition, has signed Mrs. Ike Rose's Midgets as one of the shows for the fun zone at the 1951 event.

The midway has been without a midget troupe for the past several years, and Conklin indicated that the earnings of the Rose group should hit a top figure as a result of this.

Owner-Manager Al Wagner is still confined in Union Hospital, Terre Haute, recovering from the loss of a finger and severe arm and hand injuries inflicted in that city by one of the show's chimps.

Physicians still report his condition as "satisfactory," and show's execs believe he will return to the org soon providing complications don't develop.

Among visitors to the midway Wednesday night (6) were E. Walter Evans, C. J. Latscha, Larry Gatto, Bill Sachs and Bob Doepker, all of The Billboard's Cincinnati office; Ken Smith and Jake Held, of WLW Promotions, Inc., and John Anderson, Enquirer Printing Company.

Cold Weather Hurts Hennies Madison Bow

MADISON, Wis., June 9.—Hennies Show chalked up fair business here this week following a week opener hurt by cold weather. Shows are sponsored here by the Madison Trades and Labor Council, which has exhibits on the grounds and garnered good publicity in local newspapers.

Org trained here from Champaign, Ill., where good weather brought out sizable crowds. The Friday night (1) crowd was the best of the season so far and Saturday night was another winner despite a shower late in the afternoon.

Lash LaRue's Western Show is gaining momentum. He appears better known to kids in the northern cities. LaRue is making radio appearances several times weekly and gives away 1,000 of his comic books at every Saturday matinee.

Harry Wagoner, veteran ride foreman, and Winnie McClung, Sherban, Ark., were married in Urbana, Ill. Roy B. Jones, former business manager of the James E. Strates Shows and later associated with Pete Kortess, visited. Jones is a field man for the Pepsi-Cola Corporation.

William Marco Passes in N. Y.

NEW YORK, June 9.—William (Billie) Marco, 63, carnival general agent and former vaudeville performer, died here May 31.

Orgs which Marco agent included Princeton, Diamond State, Gloth Greater, O. C. Buck Heller's Acme, Hudson River, World of Fun, Garden State, Zachinni, Keystone Exposition and Funland shows. He also was part owner of All-American Shows and was a member of National Showmen's Association here.

His widow, Oneita, and a sister survive.

Monsey Gives Va. Greater Big Winner

MONSEY, N. Y., June 9.—Virginia Greater Shows which ended their first solid week of business here Saturday (2), chalked up one of the best Decoration Days in shows' history. May 28 opener and Tuesday (29) drew good crowds, but a downpour the latter night had several parts of the lot under a foot of water. The midway was back in shape in time for the holiday, however.

American Legion Post committee, under Chairman Aime Thomsen, erected an advertising arch for the front gate. Charles Hillert Jr., joined here with an Unborn Show, and Charles DeJoie will come on with a pony ride. Frank Sappalo is adding two merchandise wheels to his cigarette stand.

Midway Confab

Geraldine Gaughn, librarian of the Greater Tampa Showmen's Association and Ladies' Auxiliary and secretary of the Clover Garden Circle, Tampa, entered City Hospital, Akron, June 12 to undergo a spinal operation. **Dr. Herten**, noted neurologist, will perform the surgery and Mrs. Gaughn is expected to be hospitalized 10 days. Her husband, **Harry**, has been concession manager on **Eddie and Dolly Young's** Royal Crown Shows for five of the seven years they have been with the org. Mrs. Gaughn will go to her sister's home, 375 Doyle Street, Akron, following her release from the hospital. . . . American Midway Shows again have been contracted to provide the midway at the Fall Festival, Waco, Tex., October 23-28, **Tommy Stevens**, festival committee manager, reported last week.

Mrs. Jack Neal, of the Cavalcade of Amusements, and **Herman Weiner** visited Royal Midwest Shows during the org's stand in Marion, O. . . . **Jim Stinnett** has taken over the Monkey Circus on Page Bros.' Shows. . . . **Mr. and Mrs. B. H. Davidson**, veteran troupers, have quit the road and are raising stock on their recently purchased farm near Vernon, Ala. . . . While Page Bros.' Shows were playing Central City, Ky., recently, **E. H. Broome** took delivery on a new car. . . . **Wilfred K. Jail** reports from Tell City, Ind., that **Martin Zorn** and **Maurice Duvall** are recent additions to the new troupers club on Hennies Shows. . . . **Johnny J. Watkins**, who handled Lawrence Greater Shows lot since the season got under way, closed with the org at its circus date in Philadelphia and joined O. C. Buck Shows in the same capacity, **Joseph Lehr** reports. Watkins was lot superintendent on Penn Premiere Shows last season.

Clyde Webb, brother of Sarah Buley and formerly with Byers Bros.' Shows, is in Veterans' Hospital, Poplar Bluff, Mo., and would like to read letters from friends. . . . **Spot Mason**, **Ross Sinderson** and **Mr. and Mrs. Russell (Hoppy) Andre**, all of Starlight Shows, visited American Beauty Shows during the latter's stand in Ottumway, Ia. . . . **Mr. and Mrs. Ralph Elliott** joined Royal Midwest Shows in Marion, O., with their pitch-till-you-win and cork gallery stands. . . . **Mrs. V. M. Peach** left Page Bros.' Shows at the close of the stand in Central City, Ky., for a visit in Tampa.

President and Mrs. Lou Keller and **Mr. and Mrs. Ed Sopenar**, of the Showmen's League of America, visited Royal American Shows at Davenport, Ia. . . . **Manuel Blasco** was in Chicago last week for a brief visit. . . . **George W. Johnson** and **S. T. Jessop** left Chicago last week on a short business trip. . . . **Louis (Keogh) Zackowitz** is still in critical condition in Bellevue Hospital, New York. . . . **Bill Heflich** has returned to Chicago from Mexico. . . . **Ep Glosser** is with Granite State Shows this season.

J. C. Weer, ride operator and former show owner, infos from Miami, that his son, **John**, finished seventh in his class at St. John Military Academy, Delafield, Wis. **Mrs. Weer** left Miami recently to spend a few days with Johnny and will then go to Maquoketa, Ia., for a few days with her mother. Weer is building more apartments in Miami and also is spending much time as chairman of street decorations and concessions for the American Legion's national convention there October 13-18. . . . **Wayne E. Macey**, who had photos on Albier's Amusements the past two seasons, is convalescing from a recent operation at 510 South Main, Los Angeles. He says he will be off the road for another six weeks and would like to hear from friends.

Jim Judy has his balloon darts on Tennessee Valley Amusements currently playing Tennessee spots. . . . **Norman (Jack) Synrex**, who has the Snake Show, and **Brad Bradford**, Snake Show op, are partners in the operation of the new Alligator and Reptile Show on the World of Mirth Shows. . . . **Bill Powell** advises that he's en route to Stockholm and that he plans to leave there in about two weeks for the U. S. . . . **Ben Morrison**, while in New York on a trip from the West Coast, visited friends at National Showmen's

Association club rooms. . . . **Edward Cohen**, who recently concluded a tour of Europe, is now in Japan.

Harry L. Heiser joined Royal Duke Shows in Augusta, Ga., with his long range lead gallery. . . . **Mrs. Jessie Geren's** son, **Jerry**, who has been attending school at Kentucky Military Institute, Paris, Ky., will spend his summer vacation on **Mighty Hoosier State Shows**. . . . **Mr. and Mrs. Sam Brand** joined **Reno and Hockett's** concession line-up on **American Eagle Shows** in Rosiclare, Ill. . . . **W. S. Curl** was among visitors on **Mighty Hoosier State Shows** during their stand in Xenia, O., recently. . . . **Mrs. Sophie Owens** and family, with **Ferris Wheel** and a number of concessions, joined **American Eagle Shows** at Rosiclare, Ill. . . . **Sam Glickman**, of the concession department on **Hennies Shows**, left the org in Madison, Wis., for his **Elizabeth**, N. J. home.

Willie Lewis, business manager of **Ross Manning Shows**, was parted by associates Monday (4) in honor of his 54th birthday. Willie received an album of pictures of his children who reside in Richmond, Va., to mark the occasion. They will join him soon. . . . **Gladys Manning** got little sympathy from her husband, **Ross**, and only chuckles from her associates when the **Manning electrician, Arthur McBroom**, lowered the boom and wouldn't cut in Gladys's costume jewelry stand, which was several weeks behind in its dues. The lady, who also is the show's treasurer, squared the situation herself. . . . **Dick Coleman**, owner of **Coleman Bros.** Shows, and members of his numerous clan, were rejoicing Thursday (7) over the birth of his sixth grandchild, an eight and one-half pound boy to his youngest son, **Bobby** and his wife, in a Hartford, Conn., hospital.

Harry Schwartz, operator of the custard unit on O. C. Buck Shows, visited New York Wednesday (6). He reported having recently visited **Hagen Bros.' Circus** and **Penn Premier Shows**. . . . **Mrs. Morris Hannum** celebrated her birthday Saturday (2) with a party on **Morris Hannum Shows**. **Harry E. Wilson Jr.**, son of **Harry Wilson**, Hannum org exec, was graduated from **Auburn (Ala.) College**, Saturday (2). . . . **Max Gruberg**, was a New York visitor Wednesday (6) while en route to Long Island to look over his kidieland interests. He had just returned from a business trip to Miami with a stopover at Camden, N. J., where he was active in the promotion of the **South Jersey State Fair**. . . . **L. Harvey (Doc) Cann**, general agent, and **Bernard (Bucky) Allen**, concessions manager, of **World of Mirth Shows**, were in New England last week on a business trip.

Bea Dunn, The Billboard sales agent on the **Buff Hottle Shows**, reports that **Orval (Dix) Williams** is in Room 20, **Baton Rouge (La.) Hospital**.

Bill O'Brien, operator of a Side Show at **Revere Beach, Mass.**, is on a three-week fishing trip in **Canada's Maritime Provinces**. Upon his return he will ready up for the early fairs. **B. M. (Doc) Mayer** is on the front of the show and **Billy Milton** is expected to join soon. **Doc Garfield**, the man without a skull, put his **Hall of Science Show**, which he toured with **World of Mirth** and other orgs, in the barn and joined the unit here for a "vacation," **O'Brien** says. . . . **Rudy Geiger**, on **John H. Marks Shows** at Philadelphia, has been ill for the past two weeks.

Jim Collins and family joined **Johnny T. Tinsley Shows** in Atlanta with two hanky pank concessions. . . . **Albert R. Buchanan**, who closed with **Stanley & Brady's United States Shows**, has signed his **African Python Show** with **AMP Shows**. . . . **W. R. (Red) Hicks** closed with **Johnny T. Tinsley Shows** recently to join **Brownie Smith Shows**. . . . **C. E. Brooksey** joined **Robertson & Caler Amusements** in **Warner Robins, Ga.**, with a grab stand. . . . **Leopold**, **Leopard Skin Man**, and his new bride joined **Col. Lew Alter's "Can It Be Possible?"** show on **W. G. Wade Shows** in **Pontiac, Mich.**, recently. In addition to **Owner A'ter**, line-up includes **Mrs. Helen Alter**, treasurer; **Annex No. 1, Georgia Spears Jr.** (Continued on page 54)



AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR THIS STRING OF OUTSTANDING FAIRS, INCLUDING THREE STATE FAIRS

State Fair of Delaware, Harrington, Del.
Doylestown, Pa., Fair, Doylestown, Pa.
Carlisle Fair, Carlisle, Pa.
State Fair of West Virginia, Ronceverte, W. Va.
Woodstock Fair, Woodstock, Va.
State Fair of Virginia, Staunton, Va.

Seven County Fair, Elizabeth City, N. C.
Mount Airy Fair, Mount Airy, N. C.
Rocky Mount Agricultural Fair, Rocky Mount, N. C.
Pitt County Agricultural Fair, Greenville, N. C.
Petersburg Fair, Petersburg, Va.
Winston-Salem Fair, Winston-Salem, N. C.

THREE OUTSTANDING CELEBRATIONS BEFORE THE START OF OUR FAIRS. THOSE JOINING NOW WILL GET PREFERENCE AT OUR FAIRS.

CONCESSIONS: Age and Scales, legitimate Concessions of all kinds, Percentage, Pan and Rat Game, Floss, Snow Ball, Popcorn, Chocolate Dip, Short Range and Ball Games.

RIDES: Little Dipper, Sky Fighter, Kiddie Boat Ride, Octopus or Spitfire and Dark Ride.

HELP: Foreman for all Rides and Second Men who drive semis. Top salary and pay every week with bonus. Want Mechanic's Assistant.

DAVE FINEMAN AND PAT McGEE WANT AGENTS FOR ALL STORES.

SAM AND SHIRLEY LEVY
WILKES-BARRE, PA. (STERLING HOTEL), THIS WEEK.

CETLIN & WILSON SHOWS

July 9th, Wayne County Free Fair, Ft. Wayne, Ind.
July 16th, Celebration, Elkhart, Ind.
August 6th, Ionia Free Fair, Ionia, Mich.
August 16th, Missouri State Fair, Sodalie, Mo., 10 days
August 28th, Indiana State Fair, Indianapolis, Ind., 10 days
September 10th, Great Reading Fair, Reading, Pa.
September 17th, Hagerstown Interstate Fair, Hagerstown, Md.

September 27, Atlantic Rural Expo., Richmond, Va., 10 days
October 8th, Piedmont Interstate Fair, Spartanburg, S. C.
October 15th, Georgia State Fair, Macon, Ga.
October 22nd, Southwest Georgia Fair, Albany, Ga.
October 29th, Sumter County Fair, Sumter, S. C.
November 5th, Eastern Carolina Exposition, Florence, S. C.
November 12th, Winter Quarters, Petersburg, Va.

CAN PLACE—Little Dipper, Fly-o-Plane or any ride that doesn't conflict.
CAN PLACE—Fat Show, Midget Show or any Grind Show that doesn't conflict.
WANT—First-class sober Show Painter and Artist. Top salary.
WANT—Workingmen in all departments, also experienced Ride Men.
Can PLACE ALL HANKY PANKS; NO EXCLUSIVES.
NOTICE—Earl Chambers wants to buy two Male Outlaw Big Chimps. Earl Chambers wants Workingmen handle monkeys.
This week Uniontown, Pa.; Connellsville, Pa., to follow.



WANT WANT WANT

SHOWS—Organized Minstrel Show. Will furnish complete outfit with brand new top (James Ayers, answer). Snake Show, Wildlife, Monkey Show.
HELP—Foreman for Octopus, Second Men on rides. All must be semi-trailer drivers.
CONCESSIONS—Cookhouse, Snowballs, Arcade, Hoop-la, other Hanky Panks.

18 Fairs 18	4TH OF JULY CELEBRATION CONNERSVILLE, INDIANA	18 Fairs 18
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All Replies
Evansville, Indiana., Now; Mt. Vernon, Indiana, Next Week.

L. J. HETH SHOWS

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

This is it—the **BIGGEST**

JULY 4 CELEBRATION

Ever Held in Greater Boston

JULY 2-7 • FRANKLIN FIELD

Wanted: Games of Science and Skill Only

All Inquiries to:
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FIREWORKS • FREE ACTS
SOMETHING DOING DAY AND NIGHT

Features:

FREE GATE

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MIGHTY PAGE SHOWS

(14 FAIRS) (14 FAIRS)

14 BONA FIDE FAIRS BEGINNING FIRST WEEK IN AUGUST

CONCESSIONS: Long and Short Range Lead Gallery, Photos, Glass Pitch, Age and Scales, French Fries, Sno Cone, Jewelry or any Hanky Panks, Also Buckets, Swinger, Bowling Alley and some choice Wheels. John Reed and Charlie Wright want Pin Store and Count Store Agents. Also Hanky Pank Agents for office Concessions. SHOWS: Motordrome, Big Snake, Animal or Wild Life, Fun or Glass House, Monkey Show with or without equipment. Bill Holt wants Girls for Girl Show, Strippers, Oriental and Hula Dancers with or without experience but must be young and attractive. Top salaries paid every week.

RIDES: Will give good proposition to set of Kid Rides or will book individual Kiddie Rides, Train and Live Pony Ride. Good sober Ride Men who drive, come on. Top pay every week.

For Sale—#12 Wheel, extra good shape, or will trade for #5.

All replies to

BILL PAGE, c/o Mighty Page Shows
Abingdon, Va., this week; then Bluefield, Va.

P.S.: Slim Ward, contact Ray Price here.

ROSCOE T. WADE'S JOYLAND MIDWAY ATTRACTIONS

Wanted for the Following Engagements:

MELVINDALE BUSINESS MEN'S ANNUAL HOMECOMING, June 20-23, Downtown on School Grounds—First Show in 20 Years. Parade, Fireworks, Governor's Day, Sensational Drawings.

MT. CLEMENS AMVETS ANNUAL 4TH JULY CELEBRATION, June 30-July 4.

4 Nights of Fireworks—Car Given Away.

Big 4th July Parade.

10 DAYS DOWNTOWN DETROIT—Livernois & Mich. Ave., on Boys' Club Playgrounds, July 6-15.

We Are Booked Solid With Fairs and Homecomings—all in MICHIGAN.

WANT—Hanky Panks. This is your opportunity. If you work for stock, don't overlook these dates. Can use any NEATLY FRAMED SHOW. Also EXPERIENCED RIDE HELP on all rides. Good opening for Sit Down Grab Stand.

ROSCOE T. WADE, Mgr., Lake Orion, Mich., All This Week.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

THIS IS THE LAST CALL FOR 4TH OF JULY CELEBRATION AT LINTON

CAN PLACE for Columbus, Indiana, next week, then Lawrence Firemen's FUN FESTIVAL (12 departments co-operating) and Linton 4th of July with BONA FIDE CELEBRATIONS AND FAIRS TO FOLLOW.

CONCESSIONS: All types of clean Merchandise Concessions. Want Balloon Dart, Coke Bottle, Watch-La, Ball Games, Hoop-La.

COOK HOUSE: Can place CLEAN, NEAT COOK HOUSE for balance of season. Joe Showman, wire.

SHOWS: Small percentage to worth-while Attractions.

RIDES: Can use one Major Ride not conflicting with those we have.

HELP: Can place sober, useful First and Second Men on rides, must drive. Bun Raye wants Talkers and useful Show People.

OUR ROUTE IS SOLID. We are well established and have a large promotion program each week. FREE GATE—NO RACKET.

TOM L. BAKER, Owner — JIM WILLMAN, Mgr. Crawfordsville, Indiana, this week; then as per route.

WIRE—Your message will be answered.

VIVONA BROS. Combined SHOWS

"Featuring ROCKETTO, the Human Cannon Ball" WANT NOW FOR 10 DAYS, WASHINGTON, D. C., Starting Thursday the 14th

SHOWS—Can place one more Grind Show. Dewise Purden wants outstanding Acts for Side Show. Can also place Grinders and Talkers.

CONCESSIONS—Can place few more Concessions and Concession Help for this date and balance of season.

HELP—for all Rides, must drive Semis, other useful Carnival Help.

Replies to Washington, D. C.

FOLEY AND BURK

HAVE OPENINGS FOR STRICTLY LEGITIMATE STOCK CONCESSIONS

FOR

CALIFORNIA RODEO—SALINAS, CALIFORNIA THE RODEO OF CALIFORNIA

Week of June 18-24 and for balance of season including all Major Northern California Fairs.

Also have opening for first class Electrician; top pay for Man who can Produce. Write or wire as per route.

SAN MATEO, CALIF., JUNE 12-16.

Bodart SHOWS

THE SHOW BEAUTIFUL

Curley Smith wants Cookhouse and Grab Help. If I know you, come on. Gilbert Cornelius wants Grinders and Talkers. Bob Phillips, come on. Big Snake open.

Appleton, Wisconsin, June 12-17; Menominee, Michigan, June 19-24.

WANTED

GIBSONBURG WATER FESTIVAL, JUNE 20-24
McGUFFEY HOMECOMING, JUNE 27-JULY 1

Photo, Ball Games, Glass Pitch, Penny Pitch, Digger, Country Store, Jewelry, Novelties, Lead Gallery, Dart, Six Cat, Buckets, Fish Bowl, Manager for Athletic and Girl Show. Kiddie Auto Ride. What have you? Come in, will take care of you.

ROXIE HARRIS, Gen. Del., Galion, Ohio

WANTED

LA CROSS SHOWS

WILL BOOK

Side Show Manager with Acts; have complete outfit and transportation or will book any Show of any type. Want Motor Drome or any attraction of merit. Can use Hanky Pank Concessions and Grind Stores. Can use good Ride Help who drive for Chairplane, Little Dipper and No. 5 Wheel. Get with a show that is first in and plays the cream. All answer in care of the Show, Montpelier, Vt., June 11 to 18; then per route in Billboard.

Midway Confab

Continued from page 53

two-faced gorilla girl, Lionel Gilbert, bearded lady, Hollywood Dogs and Sailor Boy, snake charmer, Annex No. 2, two-headed baby and a collection of animals.

Clark Davies, former show mechanic, and Sigrid Sorenson, former show owner and entertainer, have leased the Fern Terrace, Waupaca, Wis., which they will operate this summer. . . . John Harrison reports from Williamsport, Pa., that Duke and Ann's cookhouse on Mickey Percell's Pioneer Shows hit a red one at Berwick, Pa. Harrison says that the fact that defense plants there were working to capacity caused the shows to open for the afternoon shifts and close at 2 a. m., to get the late shift. He adds that Percell has booked the city for a return engagement the last week in July.

William Harris, general manager of Royal Midwest Shows, is with the army's established 7751st Military Police Customs Unit in the U. S. zone in Germany. His address is William Harris, 35458780, 7751st Military Police Customs Unit, care of Company A, 7824 S. C. U. APO 154, New York, N. Y. . . . Joseph Lehr, spot worker, news from Philadelphia that Blanche Henderson, who handled the office on Lawrence Greater Shows, took over ticket box on the front gate at South Jersey State Fair and Exposition, Camden, while shows were in Philadelphia, Lehr adds that Joe Stone, concessionaire, was sighted renewing acquaintances with members of the John R. Marks Shows when that org played Philadelphia recently.

Bill Lewis, general agent last year with B. & C. Exposition Shows, is off the road this season and managing the American Legion Post home in Niagara Falls, N. Y. He continues to do business for the shows at his Niagara Falls office and will return to the org next spring. . . . Annie Lea Karn, daughter of Mr. and Mrs. C. S. Karn, widely known

family of fat people, was adjudged the top honor student in the North Little Rock, Ark., High School's 1951 senior class, May 31. With the award goes a \$2,1000 scholarship to Washington University, St. Louis. It is one of 25 such scholarships given to outstanding students thruout the United States. Annie Lea, who was born on the Mad Cody Fleming Shows 17 years ago, was graduated at the head of her class of 245. She has compiled an outstanding scholastic record of straight A grades thruout her three years at the school and is a member of the National Honor Society, Thespians. Her mother, widely known carnival fat girl, has been in Baptist Hospital, Little Rock, since March 21 recovering from a coronary thrombosis.

Mr. and Mrs. Raymond Clayton veteran showfolk, celebrated their silver anniversary at Fairyland Park, Kansas City Mo., recently. Mr. and Mrs. George Howk report. The Claytons were Fairyland's bride and groom in 1926. They were visiting relatives in Kansas City when they celebrated their anniversary. . . . J. A. Perry joined James Barger to take over the latter's fish pond on the Redwood Empire Shows. . . . Frankie Shelton has the cork gallery on the Mad Cody Fleming Shows.

Rocco Masucci, manager, and Bill Murray, general agent, of Virginia Greater Shows, visited Hunt Bros.' Circus, May 31, while both shows were playing Monsey, N. Y. Murray renewed acquaintances with Rex Ingram, circus Side Show manager. The same day, Harry Heller, of Heller's Acme Shows, visited Virginia Greater's lot.

Cecil E. Frazier, 21-year-old son of Art Frazier, concession manager on Gem City Shows, is a private in the army with the 332d Engineers, Fort Belvoir, Va., where he is taking a course in drafting. The younger Frazier was with his father last year on Royal Crown and Gem City shows.

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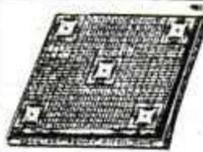
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19 inch BIG SIX CATS, \$15.00 ea.

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July 30 to Aug. 4.

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Mt. Pleasant, Iowa

WANT

First Man on Wheel and Octopus, \$60.00 and bonus; also Second Men. New trucks to drive. Positively no drunks. Want to book Photo, Hi-Striker and Jewelry.

Opening June 23, Bancroft, Nebr.

W. A. THOMAS SHOWS

Belgrade, Nebr.

Manning Dates Ahead of '50

Continued from page 52

advance to his detriment. Black-tone, Va., the home of Camp Pickett, followed and the G.I.'s made it a banner one with the Saturday total exceeding anything in Manning's prior, and lengthy, still-date experience. Richmond, Va., on the Chamberlyn Avenue lot, was okay but Aberdeen and Essex, Md., which followed, were no good, altho the show managed to squeeze out the nut.

A week in Jersey City, N. J., on the West Side, was very good. The following week the show moved across town and set up only to have to tear the equipment down and head back to whence it came when the location couldn't be squared. Even so, the rehash date was okay. It was mid-week before the show got under way at Bayonne, N. J., with an election the cause of the difficulty, but Saturday and Sunday were very good.

Hoboken, which followed, was excellent, and Bergenfield, in Bergen County, was okay despite two days lost to rain. The show headed back for a week at Jersey City, which was fair despite one day of rain, before coming in here.

The stand here, strictly a Friday-Saturday spot, bids to be good, if the weather holds, despite the loss of Monday (4) to rain. A terrific matinee can be expected today. Manning is first in here this year and on his old location, Penelope Park, an in-town spot, which offers scant and cramped quarters but is within walking distance for many

prospective patrons.

The show, with 10 rides and 7 shows, is as big as he wants it, Manning says. Embellishments will be added, including a couple of Downey light towers. The rides and their foremen and second men are: Merry-Go-Round, Walter Boyd, Girard Deschaine; Ferris Wheel, Rolf Stadler, Leonard Taylor; Chairplane, Milford Dunlap; Octopus, James Evans, Thomas Ravel; Spitfire, Rudy Casbattista; Whip, Phil Bartlett; Little Dipper, Richard Seyfert, Leo Kelly, Alfred Sniffin; Kiddie Auto, Phil Bartlett; Kiddie Swings and Kiddie Boat, Mr. and Mrs. Lee. Show units are: Side Show, Glass House, Varieties, Tina, Life, Snake and Monkey.

Concession line-up includes Willie Lewis (3), Blinkey Bernstein (9), Mr. and Mrs. Jones, ball game, balloon darts; Mr. and Mrs. Weiss, duck pond; Al Hamid, cat rack; Jones' bingo, Frankie Lamb; Mr. and Mrs. Lee, shooting gallery; Mr. and Mrs. Phillips, cork gallery; Don Senna, custard and glass pitch; Paul Paulis, glass pitch; Blackie Woods, cookhouse, penny pitch; Mr. and Mrs. Petrangelo, popcorn; Gladys Manning, costume jewelry; Al Katz, pan game, and Mr. and Mrs. Al Bowman, candy floss.

Mr. and Mrs. Babe Harris have the Girl Show and Fred Hoyt has the Side Show.

Major expenditures for Manning this year involved a new Merry-Go-Round, which was needed to replace the one that was lost when a train demolished the truck that was transporting it to winter quarters, and Little Dipper.

The staff includes Manning as general manager; his wife, Gladys, treasurer; Willie Lewis, business manager; Thomas (Smokey) Roberts, secretary; Abner Getchell, transportation superintendent; Eddie Owens, lot superintendent; Arthur McBroom, Diesels; Al Bannon, builder, and Doc Crawford, advance and billing.

Atlanta Good For Tinsley

DECATUR, Ga., June 9.—Johnny T. Tinsley Shows moved here this week after two bumper weeks in Atlanta where temperature readings in the 90's brought out sizable crowds.

Owner Tinsley added a new tractor at Atlanta and took delivery on a new trailer for the Minstrel Show front. Curley Little has six hanky panks. Cecil Rice came on with a long range shooting gallery, and Bob Everling, who has been ailing, added a new stand. Ruth Minturn reports good business on snowballs, as does Millard Matheny with candy. Others who did well at Atlanta include the Favors, Riffin brothers and John Scott.

Mrs. Johnny Tinsley's half brother, James Terry, his wife and their children, James Jr., and Cissy, are visiting from Marion, Ky. Other visitors included Ethel Lorenzo, George Maston, Bill Myers, Homer Scott, Milton McNece, Mr. and Mrs. Bernie Shapiro, Gene and Al Williams, Ace Turner, Mr. and Mrs. Raleigh (Pete) Harrison and Mrs. Ted Davis.

Roy Lollar and Lacy and Otis Scott left recently to join Brownie Smith Shows.

Robertson-Caler Chalk Up Winner At Warner Robins

WARNER ROBINS, Ga., June 9.—Robertson & Caler Amusements, first show to play this air base town in five years, racked up its biggest gross of the season thus far its first week here and as a result remained for another six days.

Org is under Lion Club auspices and is set up on a downtown playground. Georgia biz has been so good this spring that org's skedded trek to Indiana and Michigan may be canceled, Co-Owners Paul A. Robertson and Gaylord Caler said. From here the show moves back to Macon for three weeks under police department auspices.

Walter Alderman joined here with guess-your-weight and Bruce O'Connell with pitch-till-you-win and coke bottles. Nevin Lau came on as manager of the Funhouse. James Bowens was made Merry-Go Round foreman and Jesse Allen is in charge of the Rolloplane.

Walter L. Lankford, former show owner now in business here, visited his stepson, Melvin Bennett, Herbert Nichols, who has the Snake Show, was joined here by his family. Nichols added a copper-mouth to his collection here by trapping it a short distance from the lot. Al Coffman, ex-manager of White Star Attractions and now operating a trailer camp south of Valdosta, Ga., also visited.

Ride Foreman Is Killed by Power Plant

HOUSTON, June 9.—Johnny C. Gregory, 35, ride foreman and chief electrician on Hammond Shows, was electrocuted here Sunday night (4) as he stood on a wet steel ladder to turn off the carnival's power plant.

Efforts of a Pulmotor squad who worked over him for an hour, failed to revive Gregory. A resident of Fort Worth, he has been with the shows for five years, Owner Bob Hammond said.

O'Brien Launches 18th Show Season At Revere Beach

REVERE BEACH, Mass., June 9.—Bill O'Brien has started his 18th year as a Side Show operator at the Beach here. The weather since the May 18 opening has been typically variable with the attendance and grosses affected.

O'Brien again has a strong line-up, including John Seims, the Danish magician; Emil Evans, shadow circus; Laurelo, European novelty juggling and animal act; Joan Silverheels and Naomi, exotic dancers; Albert Short, rubber-skin boy; Revolve, the man with the revolving head; Martini, illusionist exposing the headless Chinese box; Electra and Doc Garfield, the man without a skull.

Annex features Serpentine, with Bill Gregory, manager; Jimmie Allen, tickets, and Jessie Chenellar. Lena Schlossberg joins soon as a mental act, coming from Chicago.

Les Nichols, resident manager, also does a nature boy act, imitating birds and animals at the request of the audience.

Bill Lynch Bows In Halifax, N. S.

HALIFAX, N. S., June 9.—William P. (Bill) Lynch, owner of the shows bearing his name, launched his season here May 30, for a stand of several weeks at the Commons, city-owned public recreation center.

Org is featuring kiddie rides, with a new Jeep leading the lineup. Also on hand is a small Ferris Wheel, Boats, Miniature Railroad and live ponies. Adult rides total eight. There are two shows and concessions.

Sunset AMUSEMENT CO.

FAIRS—CELEBRATIONS—FAIRS
OUR CELEBRATION AND FAIR SEASON STARTS JUNE 18th
WATER CARNIVAL, HUTCHINSON, MINN.

Followed by

BRAINERD, MINN., VFW
MONTEVIDEO, MINN., JULY 2-4
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WANT SHOWS: UNBORN, IRON LUNG, MECHANICAL, MOTOR DROME, FUN HOUSE, WAX SHOW or DOPE SHOW.

WANT CONCESSIONS: DERBY, JEWELRY, BASKET BALL, FISHBOWL. CAN USE MILK BOTTLES, PUNK RACK; none on show.

WANT HELP: Second Men who must drive semis, for TILT, CATERPILLAR, WHEELS, DODGEM, C-CRUISE. CAN USE BINGO HELP, COOKHOUSE HELP, GIRLS FOR SHOWS. ROCHESTER, MINN., This Week; HUTCHINSON, MINN., Next.

FARIBAUT, MINN., FAIR
CANTON, MINN., CELEBRATION
JACKSON, MINN., FAIR
MONTICELLO, IOWA, FAIR
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HILL'S GREATER SHOWS

FAIRS AND CELEBRATIONS	CONCESSIONS	WANTS	RIDES
MOBRIDGE, S. D. HURON, S. D. ABERDEEN, S. D. ALLIANCE, NEBR. RAPID CITY, S. D. RIVERTON, WYO. CASPER, WYO. DOUGLAS, WYO. MITCHELL, NEBR. PLAINVIEW, TEXAS LOUIS, N. M. PECOS, TEXAS ARANSAS PASS, TEXAS. FALL FAIR AND BLESSING OF THE FLEET	WILL SELL EXCLUSIVE ON MUG OUTFIT, ALSO ON CUSTARD WILL BOOK STRING GAME MILK BOTTLES CAT RACK SLUM CLOTHES PINS AMERICAN MITT CAMP NOVELTIES COKE BOTTLES SNIPPY KOLB WANTS COOKS, WAITERS AND GRIDDLE MAN FOR HIGH CLASS COOK HOUSE CAN PLACE AGENTS FOR COUNT STORES AND PEEK	SHOES FUN HOUSE ILLUSION WILD LIFE MONKEY CLASS HOUSE MECHANICAL BIG SNAKE BIG DOG LITTLE HORSE BILL BUSIN CAN PLACE YOU. WANT ATHLETIC SHOW WITH OWN EQUIPMENT. LINDA LOPEZ WANTS MAGICIAN WHO PITCHES AND CAN EMSEE SIDE SHOW, ALSO TWO TICKET SELLERS.	WILL BOOK NICELY FRAMED PONY RIDE CATERPILLAR ROCK-O-PLANE OCTOPUS STREAMLINED WHIP BABY WHIP RIDE HELP FOREMAN ON ROLL-O-PLANE, ALSO SECOND MEN ON SCOOTER, ROLL-O-PLANE, MERRY-GO-ROUND AND KID RIDES

THIS SHOW CARRIES 12 RIDES—6 SHOWS—30 CONCESSIONS—LIGHT TOWERS—COMPLETE FLUORESCENT LIGHTING ON ALL RIDES, AND THE BEST ROUTE IN THE WEST.
LARAMIE, WYO., JUNE 11-16; RAWLINS, WYO., JUNE 18-23; SCOTTSBLUFF, NEBR., JUNE 25-30; MOBRIDGE, S. D., JULY 3-7, SOUTH DAKOTA'S BIGGEST FOURTH OF JULY CELEBRATION.

All Replies to: H. P. HILL, as per route.

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FEATURING THOROUGHbred ENTERTAINMENT

C. C. (SPECKS) GROSCURTH PRESENTS

WANTED	For balance of still dates and a route of 16 bona fide fairs starting at Harrisburg, Ill., July 2, and including the big one, the Southern Illinois State Fair at Du Quoin, Ill.
CONCESSIONS	Legitimate Concessions of all kinds, High Striker, Coke Bottles, Darts, Bumper, Balloons, Novelties, Short Range, Custard, Wonder Bar, Cookhouse.
HELP	First and Second Men on all rides. Top salary and bonuses. Must drive semis.
SHOWS	Grind Shows of all kinds with own transportation.

Address C. C. Groscurth, Marion, Ind., this week.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

FIREMEN'S CELEBRATION, LAWRENCEBURG, INDIANA, ON MAIN STREETS, JUNE 18 TO 23

WANT—Hanky Panks, Have sold exclusive on Corn, Snow, Floss, Photos and Derby. All others open mid-way. No Mitt Camps or P.C. Can use flashy Custard Concession, also Novelties.

SHOWS—Any worthwhile Show except Girl. Want Fun House, Side Show, Snake, Mechanical, Glass House, Monkey, or Educational: "No Dings."

WANT—Ride Foreman for new Allan Herschell two-abreast Merry-Go-Round, loads in 32 ft. van, no crates; must be sober and drive semi; do not misrepresent. Salary \$65.00 to man if he puts same in barn October 15th. \$50.00 draw each week. \$15.00 hold back.

RIDES—Will book from now through Labor Day the following: Octopus, Tilt-a-Whirl, Rock-o-Plane, Caterpillar or Dark Ride.

Now booking for Camp Atterbury, July 2d to 7th: setting filthy yards from A gate; 40,000 soldiers' pay day, followed by Marion, Ind., Fair, on main streets; space limited; deposits required now. Fairs solid thru to October 7th.

All replies wire Western Union. No phone calls.
BILL GEREN, Addyston, Ohio

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**FOR SALE
TENT (140'x100')**
Complete with poles and ropes. 1,500 seating capacity. Made by Chandler, fire-proofed. A-1 condition. Used for Theatre-in-the-Round for 2 1/2 months. Also suitable for carnival, circus, prize fights, etc.
1450 Folding Wooden Chairs also For Sale.
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1416 Chestnut St. Philadelphia 2, Pa.
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WANT AGENTS
For Novelties, Scales, Guess Your Age, Guess Your Weight, Operator to sew names on hats for twenty (20) big Fairs, the first Fair starting in Harrington, Delaware, July 23rd. Could also use Candy Butchers for the Grotto Circus to be held in Waterbury, Conn., week June 18th. Apply to
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WANTED
Tilt Foreman and Octopus Foreman. Must drive semi and be sober. Chicago lots. Good wages and treatment.
SAM MENCHIN
11 W. Division St., Chicago, Ill.
Phone: SUperior 7-7243.

WANTED
WHEEL FOREMAN AND SECOND MAN FOR ELI TWIN WHEELS.
PARADA SHOWS
Rockville, Mo., this week.

WANTED
BINGO CALLER AND COUNTER MAN. HELP FOR COOKHOUSE.
PARADA SHOWS
Rockville, Mo., this week.

**WANT TO BOOK
COMPLETE CARNIVAL**
For annual July 4 Celebration and FFA Fair on Streets and City Park. Contact:
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WANTED, FERRIS WHEEL
For 10 weeks' work on Chicago streets and lots. Real money-making proposition for Wheel in good shape. Wire or call
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MARVEL SHOWS WANT
Concessions of all kinds. Can use Mug Outfit and Ball Game. J. G. Jackson wants Agents for Scales, Hanky Panks. For sale or trade a Chairplane. Delavan, Ill., June 11-12-13; Edwards, Ill., June 15-16-17; Wataga, Ill., June 22-23. Contact Lew Reese and Marion Fullerlove.

BARNEY GAGE
Wants Darts and Ball Game Agents. Must drive semi-truck. All celebrations, two a week. We start June 20. No drunks or chasers.
Write 527 West Chestnut St. St. Louis, Missouri

AGENTS WANTED—AGENTS WANTED
For Hanky Panks, Man and Wife team preferred or single Men who can drive truck. Also two good Men who can work Pea Pool or Beat the Dealer. We play all Firemen's Carnivals. If you drink do not answer this ad. Write or wire at once to **NAYLOR HARRISON JR.**
P.O. BOX 263
Selinsgrove, Pa.

Mad Cody Fleming

MANCHESTER, Ga., June 9.—Shows opened their season at Brunswick, Ga., to a poor start. At Waycross, Ga., Jack McCarty took charge of the midway and everything was in operation at opening. Business here also was poor. Jesup, Ga., which followed, was better and the shows broke even. Shows were split for their Baxley and Glenville dates.
At Baxley, Johnnie Johnson took charge of transportation and sent the trucks on their 185-mile move into this spot and everything was ready for opening. Business here started slow, but built up as the week progressed. Concession line-up includes Mrs. McMinn, photo gallery, water game and short-range gallery; Johnnie Barrett, cookhouse; Tiger Mack, bingo and two stock concessions; Wanda Sorrow, high striker; Judge Dowdy, striker, stock stand; C. D. Dean, stock stands; Bill Know, popcorn and candy apples. The office has a short-range shooting gallery.
Shows include Dad Dawley's small horse and large dog; John Berg, Side Show, and Bill Collier, Motordrome. Big Turtle is office-owned. Rides include Merry-Go-Round, Caterpillar, Little Dipper, Flying Scooter, Spitfire, Kiddie Chairplane, Buggy Ride and Kiddie Autos.
Jack McCarty is general foreman; Johnnie Johnson, transportation superintendent; Red Chapman, electrician, and Tiger Mack, assistant manager. The writer is secretary, publicity director and *The Billboard* sales agent.—LARKIE CHAPMAN.

American Beauty

OTTUMWA, Ia., June 9.—Shows have been on the road for seven weeks, but this date proved the best on the season thus far. Attendance was excellent each night of the six-day run and all rides, shows and concessions reported big business.
Org was sponsored here by the Ottumwa Police Department which put the shows in the heart of town, something that has not been accomplished in years. Mike and Daisy Finch visited the latter's sister, Mrs. Loyal Staley, here. Latest addition to the line-up is Al Barnes' Mechanical Show.—KATHERINE SHARP.

Peck Amusements

ROCKFORD, Ill., June 9.—Shows played the Auburn Street Festival May 28-June 3. Play started early Decoration Day and that night the midway was packed. All reported excellent business for the week. Saturday and Sunday drew full midways. Blackie Adams did a good job of laying out the lot. Light rains hurt Friday afternoon (1) operations but the weather cleared at night and business was big. Mrs. Peck was stricken ill here but she's recovering rapidly.—FAY CURTIS.

Motor State

OXFORD, Mich., June 9.—Following a successful week's stand in Port Clinton, O., shows came in here for a five-day celebration under American Legion Post auspices. An Octopus has been added by Owner-Manager J. J. Frederick. The writer went to Denver to obtain the ride. The writer also is *The Billboard* sales agent on the shows. Org has two more stands in Michigan before it returns to Ohio for its celebration dates.—J. R. BROWN.

Tennessee Valley Am.

CARTHAGE, Tenn., June 9.—After encountering snow, rain and mud the first four weeks, shows had four winners in a row. Lafayette, Tenn., officials requested the org to remain over Sunday to play for an old-time singing event, and rides, shows and concessions reported capacity business. Jack Orr's Big Snake Show was a feature. Captain Harrell's Wild Animal Show did exceptionally well. Sandy and Grace Spears' bingo is clicking.
Frank Chase has grab stand and snow cones; Ray Cotton, candy floss and apples; Red Harrington, guess your age and weight and novelties; Mr. Williams, palmistry booth; Wanda and Raymond Paris, photos; Mr. and Mrs. Al Davies, clothes pin pitch; Maurice Meadows, glass pitch and electrician; Ray Cotton, pan game, and Mr. Hill, over and under. Fred and Marie Guthrie present the free act.
Mrs. Una Meadow, wife of the shows' owner, was taken to a Nashville hospital, where she will undergo another operation. She is not expected to return for at least three weeks.—WANDA PARIS.

Mighty Hoosier State

XENIA, O., June 9.—Shows moved to Fairmont, O., from Marion, Ind., and were ready to operate Sunday night. Org broke in a new lot and business was good. Owner Bill Geren made arrangements with the bus company to operate special busses from the airfield and from downtown to the main entrance of show lot. Free transportation to and from the grounds brought big crowds and spending was above the average. Rides showed their best grosses of the season thus far.
The Radsys, who have popcorn, candy floss and snow ball concessions, report business ahead of last season. Bill and Wally Stacy, bingo operators, worked in Ohio after losing some spots in Indiana. Shows play two more spots in Ohio and then move into Indiana for their celebrations. Bill Chastain has added another stand here.

American Eagle

ROSICLARE, Ill., June 9.—Business was fair and weather ideal here last week. Shows start their celebration and fair dates at Shawneetown, Ill. Danny Arnett has put on his bingo stand and Big Snake Show. Glen Hockett has built a wagon front mounted on a truck for his Monkey Circus. The writer is doing okay with his spot the spot. Bob Strick is on percentage.
Org has two large and one small Ferris Wheels. Kiddie rides had a field day here. Willard Barnett has the trucks in good shape. Russell Emmons will have his whisky bottle ball game on the shows for the fairs starting first week in July. Trucks and cars had to be bulldozed off the lot at Joppa, Ill. Business there was fair.—WILLIAM X. RENO.

Morris Hannum

EMMAUS, Pa., June 9.—Stand here was excellent. Katzie's new kid rides add plenty of flash. Goldy and Kenny have the Octopus in tip-top shape. Le-Ola's Side Show continues to pack them in. The Schmidts are doing fine with their Unborn Show and pony ride. Augie and his Girl Shows are still topping the midway. Mrs. Maxwell Kane has two concessions. Harry White joined to do some building. Billie Fowler holds cookhouse prices to reasonable levels.—HARRY E. WILSON.

Royal Duke

AUGUSTA, Ga., June 9.—This city, with the aid of a big soldiers' pay day, produced a big week's business. Decoration Day was a winner and Friday and Saturday saw big crowds on the midway.
Rett Samuels, editor and columnist of *The Evening Herald*, devoted much space to the shows and broadcasts were aired over WGAC and WBBQ.
Visitors included Buddy and Boots Paddock and George Reinhardt, formerly of Johnny J. Jones Exposition; Ben Braunstein, promotion manager of near-by Lakeview Park; Col. Ted L. and Luella Detrick and Eddie Lewis.
Johny Reddick is managing *Harlem on Parade*. Bells' midway cafeteria is popular. New concessionaires are Tom Hale, Jack Stone and Harry L. Heiser.
Bill Borup joined here with his Jungle Monsters. He's also framing a Wild Life exhibit. Bill Porter, business manager, entertained his many friends among city and county officials here.
Sumter, S. C., opened fair, but business increased nightly. Joining there was Capt. Eddie Alberts, animal trainer, with his educated chimp, Cheeta. Cheeta was featured on WFIG here by Bill Moore, program director, on his *Children's Hour*.
J. Cliff Brown, manager of Sumter Fair for many years, visited with Dave Wise, secretary-treasurer, and other friends during the week's engagement.—WALTER D. NEALAND.

Redwood Empire

RIGBY, Idaho, June 9.—Eugene Masseth, son of Owner Anthony Masseth, has returned to the shows for the season after completing his second year of college. The lynx cat in Giberson's Animal Show gave birth to two kittens during the stand in Elko, Nev.
General Agent Paul Kauffman announced that he has signed the shows to play Grainsville, Idaho, the week of July 2. While in Burley, Idaho, the shows sponsored a golf tournament, with Anthony Masseth, Archie Green, Jasmine Hale, Bumps Williams, Frank Desnos, Jack Little, Paul Kauffman and Bill Maccino participating. Masseth was the winner.—F. C. FARRAR.

Royal Midwest

MARION, O., June 9.—Shows moved in here from Leipsic, O., where a week's stand yielded only fair returns. Monday was washed out and rain hampered activities on two other nights. Freddie Blyth's new bingo is leading concession row.
Mr. and Mrs. C. A. Mathers and family have the cookhouse and guess your age. Mr. and Mrs. Taylor have the popcorn stand. Pvt. William P. Harris, shows' general manager and son of Owner Roxie Harris, and now with the army in Germany, has been elected to receive the 32d Masonic degree by the Findlay, O., Lodge No. 127.

Page Bros.

CENTRAL CITY, Ky., June 9.—Local engagement on a downtown lot was org's best stand on the season thus far. Pistol Pete Truett has framed another concession, giving him a total of four. He also took delivery on a new semi-trailer.
Tommy Humphrey has his bingo and pan game clicking. Buck Fortner's new pie car was delivered here. It has its own light plant and is air conditioned. Paul Pittman's Funhouse has been remodeled. Max Lavine's popcorn stand continues to do good business. Visitors here included Ralph Wilkerson, of Haas & Wilkerson Insurance Company, and Joe Jernigan, of Gladstone Shows.—E. H. BROOME.

Concessions Wanted
For 30 weeks solid. Starting July 4th at SAMSON, ALA. Then playing Defense Cries, Army Camps and Naval Bases from Panama City to Biloxi. We catch Army pay day every month. Preference given Concessions joining at Samson for rest of season.
Will place Photo Gallery. (Must be "tops." No "slap up.") Balloon Darts, Adzem Darts, Slum, Clothes Pin, Cork Gallery, Coke Bottles, Slum Spindle, Bumper, Pitch Till You Win, Jewelry, Age and Scales. Will also place neat Sit Down Grab. Sorry, no Milt Camps or Grift. Free gate at all times.
All wires to
Manager, Alabama Amusement Park
Ozark, Ala., or write to Manager
Box 347
Daleville, Alabama

BOBBIE & PEGGY BURNS
WANT for SIDE SHOW
Fire Eater-Magician
Act to feature. No Annex needed. Pay sure each week. George Ryan, Wesley Blair, Bobbie Rowsen, come on.
Care George Clyde Smith Shows
Lilly, Pa., this week; Ashville, Pa., next week.

Legitimate Concessions
JULY 2-7
Everything open, privilege \$25.00. Rodeo and barbecue. Expect 25,000 on the 4th.
LONE STAR AMUSEMENT
1701 Harrison Amarillo, Texas
Phone 2-5783

WANT FOREMAN
For Tilt and Little Beauty Merry-Go-Round. Must drive. Come on, Lapeer, Mich., now; Waterville, Ohio, follows. Long season, top wages. If you drink, save your time!
JOE FREDERICK, Mgr.
MOTOR STATE SHOWS

WANT IMMEDIATELY
BINCO CALLER and COUNTER MEN, also GENERAL CONCESSION HELP.
A. R. (Dutch) Whiteside
c/o Magic Empire Shows
Pana, Ill., this week

DELTA AMUSEMENT
WANTS
Agents, Foreman for 2 Abreast Merry-Go-Round. Playing heart of the Delta in Mississippi. Kenneth Allen, contact by phone or come on.
Silver City, Miss., this week; Louise to follow.

WANTED
One Frozen Custard and one French Fries on mobile units on main N. Y. highway in resort area. Giant auction operates every night. Tremendous transient traffic all day long. Exclusive rights
LEO KING
253 West 50 St. New York, N. Y.

PAT MITCHELL
WANTS NAIL AGENTS
Jack Swann and Lary Nash, wire me. "Nail Joint" Monroe, wire Mrs. Gentsch. Answer: J. A. GENTSCH SHOWS, New Albany, Miss., this week; Mayfield, Ky., next.

MERRIAM'S
MIDWAY SHOWS
Want Basketball, Photos, Coke Bottle, Fish Pond, Shive Rack, Ice Cream, Milk Bottle, Derby, Snow Cone, Root Beer or what have you?
Le Roy, Minnesota June 14-16
ALVA MERRIAM, MANAGER
Ride Help for Number 2 Unit.

ATTENTION, COMMITTEES
MICHIGAN AND INDIANA
Have Rides and Concessions available; have open weeks in June, July, August, September. Also want Ride Help for Jenny and Wheel. Slim & Margie, call me—3-8334.
MARVIN BACON
General Delivery, Saginaw, Mich.

Need Merry-Go-Round
3 Adult Rides, July 3-4 Celebration. Also clean Shows, limited Concessions.
Write or wire
J. H. WILSON
Phone: Black 673 Ripon, Wis.

HELLER'S ACME SHOWS
MIDVALE, N. J., JUNE 11-16; MANVILLE, N. J., JUNE 18-23; WESTWOOD, N. J., JUNE 25-30; THEN BIG ELKS' FOURTH OF JULY CELEBRATION, RIDGEWOOD, N. J., ELKS' GROUNDS.
After that the biggest Celebration in New Jersey, Hammonton, N. J., 8 big days, including Sunday, July 9 to 16; then Franklin, N. J., 10 days, July 19 to 28; then south for 10 big Fairs.
WANT SHOWS: Will give outstanding proposition to real show folks, including Girl Shows. Few Concessions open, Hanky Panks open, Photos, Coke Bottles, Darts, Shooting Gallery, Long and Short Range. No grift on this Show. Will book for these dates Rolloplane, Ride-O or Caterpillar and one more Ferris Wheel. Can use sober Help on 10 office-owned Rides. Want Chairplane Foreman; Frenchie, come on.
All address: **HARRY HELLER, HELLER'S ACME SHOWS**, as per route.
Permanent address: Box 6, Campgaw, N. J. Phone: Wycoff 4-8333-M.

JUST ABOUT

7 WORKING DAYS LEFT...



... to take advantage of
A BIG SUMMER SALES OPPORTUNITY!

(See Pages 40 and 64)

CLOSE-UPS: GEORGE BLOOD

RB Victual Dispenser Well Seasoned in Job

• Continued from page 41

The Ringling-Barnum circus then played the old, smaller Madison Square Garden in Gotham, and the show cookhouse was bossed by the late Ollie Webb. George applied for a job, and Webb took him on as a baker.

The circus tyro put in six years at the position and labored another five as chef. Webb died, George took over the reins and in 1937, his brother, the late Archie Blood, joined the circus in New York, also as a baker. Until his death in April, Archie yearly supervised the feeding of 300 persons who remained at Sarasota quarters when the show went out for the season. He would come on the circus when the first date under canvas was made.

When George began with R-B, field ranges he describes as "little more than tin boxes" were in use and had to be set up and torn down at each stand. Oil lamps provided illumination, and steam generators were coal-fueled. Now his equipment included four seven-foot oil ranges, electrical lighting, a mechanical dishwasher and a modern bake oven. A new refrigerator wagon is being built, and altogether, cookhouse fittings occupy two flat cars on the show train.

Retained Key Men

A good deal of the equipment used for indoor New York and Boston stands is left behind when the show goes under canvas. Once out in the open, the dining department staff all take part in putting up and tearing down in addition to performing their specialized tasks. George has retained a few key men thru the years and added to the staff as necessary. He has even taken on men with cooking skills gleaned from stints in the armed services and says they stack up about like everyone else—some good, some bad.

On the road, at the evening meal, George estimates that 1,300 persons are fed. Meat is a three-a-day feature of the menu, and two choices are given at each meal. With present skyrocketing prices, items like prime ribs of beef are hard to come by, and during World War II George remembers that he was forced to lean heavily on such staples as macaroni, spaghetti and rice due to meat shortages.

However, R-B has been doing

business with the same firms for years, and common sense combined with familiarity dictates that the companies do their best for a free-spending customer. Swift and Armour packing concerns are the show's meat suppliers, and they are alternated each year.

George personally purchases all provisions, generally figuring his menus three days in advance and never repeating in the same week. Fresh food is bought according to season and locale. For example, during summer months menus are kept light. If apples or corn are ripe and the show is playing a region which is a big producer of these foods, then the menu is liberally sprinkled with them.

American Victuals Popular

Despite the diverse nationalities represented on the Big Show, tastes run pretty much to American style eating. Roast beef steaks and chops are the meats in demand. And there is no nonsense by R-B girls about light eating to retain curves. Their jobs are too hard for skimpy feeding. The timing of performances and the location of lots seldom allow personnel to eat off the show, and there is no indication that there is any desire to do so.

Altho he is top man, George spends many days in active preparation of meals. For the past three years he has been working plastic dinnerware into his equipment and abandoning china. The breakage rate on the latter material was 60 per cent.

Once Caught Short

George's job has given him not a few headaches. When R-B was stranded at Scranton, Pa., in 1938 due to a labor strike and the show went on to Redfield, S. D., where it joined the Al G. Barnes Circus, George found himself trying to prepare chow for all with an eight-man staff. Everyone pitched in, and the situation was kept in hand for the two weeks it took the org to reach Illinois and additional help.

On another occasion in Dallas during 1936, the Big Show was struck by a cloudburst. The date was scheduled for two days, but so heavy was the rain that nothing was put up but the cookhouse. No one went hungry, the date was aborted and the show moved on to Tyler, Tex.

Formerly Supplied Menagerie

At one time, George also had the task of supplying food for the beasts in the show menagerie. World War II made it hard to get necessary horse meat, and the animals once went without meat for a five-day stretch.

The off-season for George consists of nine or 10 weeks spent in Miami, where he has made his home since 1926. There, his wife, Florine, and their 15-year-old son, Robert, stay thru the year except for occasional visits to George on the show. George belongs to Variety Clubs International as does his wife, who is active in the group's charity work.

Operates Catering Service

The Miami hiatus gives George a chance at catering work with a partner. Paradoxically, it is this effort, unconnected with R-B, that gave George perhaps his biggest challenge.

Last year the Chrysler Corporation held an outing in Miami and decided on an alfresco dinner. They called on the partner to do the job, and he enlisted George's aid. The big top of Rogers Bros.' Circus was secured to cover the dining area. Next, six pits, 12 by three feet were dug, and in each of these several grills, 18 by 36 inches, were placed. The pits were fueled with charcoal, and on cue, 2,000 filet mignons were put on the fire. Seven minutes later all were removed. Outing officials, who had demanded that all be served at once, were satisfied.

Daily Statistics

While the circus was playing New York this year George was interviewed by a fem reporter for a leading newspaper, and the food consumption figures she quoted left him worried that the errors would fall on his shoulders. For the record, daily statistics are: 500 pounds of bread, 75 of coffee, 150 of butter, 800 of potatoes and 300 dozen eggs.

The job of jockeying the above ingredients and many others into palatable meals is reduced by George to a simple formula: "A whole lot of this business is having a strong back. The rest is routine."

CONCESSIONS: Want Hanky Panks of all kinds. Will give "X" on Custard, Photo Gallery, Ice Cream, Diggers that work for stock, Novelties and Jewelry.
RIDES: Will place one Major Ride not conflicting. Louis Cutler, answer. Can place clean, attractive Kiddie Rides. "X" to right man. Attention, LIGHTFOOT, am waiting.
SHOWS: Can place any clean attraction with own equipment. Attention, Ray Marsh Brydon! I have answered you. Waiting your reply.
PERSONNEL: Can use reliable and proven Show People in all capacities. Want first-class Ride Superintendent who can do the job, also first-class Ride Help of all kinds, including Wheel, Spitfire, Rolloplane, Chairplane and Kiddie Ride Foreman.

★
 This Week
CLARKSVILLE, INDIANA
 (near Jeffersonville)
 Annual Optimist Club Celebration
 ★ ★

Get this straight. I do not want halfwits, drunks, hot-heads or anyone around me who thinks he knows more about the business than I do.

Also want Show Electrician. Salary or concessions plus cut-ins. This is a sweetheart for the right man.

Also want Show Builder who has his own tools and can build according to plans.

NOTE! WE DEFINITELY PAY HIGHER SALARIES THAN ANY OTHER SHOW OF THIS SIZE IN THIS PART OF THE COUNTRY.

What are you worth? From \$80.00 per week down.

Next week the BIG ANNUAL CELEBRATION AT CORY-DONX, INDIANA. You all know about this one.

Remember Hoopston, Ill., Fourth of July.

Now booking Concessions. 1/2 down, balance C.O.D.

BARON PAUL, Owner

Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

FOR SALE
 Small Motorized Carnival in operation booked for season with proven route. No. 212 E.H. Wheel loaded in Fruehauf van 1947 Dodge Tractor, new Kridde Automobile Ride, 1946 Dodge Tractor Semi-Trailer, Transformer, Cable, Junction Boxes, 1946 Dodge Van, some Concessions. Other Rides and Concessions booked on show for the duration. Priced for quick sale—\$6250.
STRONG'S AMUSEMENT COMPANY
 2307 Benson Garden Blvd., Omaha, Neb.

1948 SPITFIRE
 Factory built trailer, K-7. \$4,900.00 cash.
WOLF SHOWS
 St. Peter, Minn., June 14-17; Appleton, Minn., 18-20; or as per route.

Small Neat COOK HOUSE AT LIBERTY
 For 5 or 7 Major Ride Show
 Wire, don't phone.
L. J. HELZER
 West Helena, Ark.

Will Sell Exclusive
 On Custard, Snow Cone, French Fries and Pronto Pups. Wire
JOHNNY DENTON
GOLD MEDAL SHOWS
 Kingsport, Tenn.

WANTED
 Rides show for Winnebago County, 4-H Show August 7, 8, 9. Contact
ED DALHAUS
 4329 W. State St. Rockford, Ill.
 Phone 3-0861

CELEBRATIONS START JUNE 18 IN TULSA, OKLAHOMA—BIG JULY 4TH WANT
 Concessions, Shows, Ride Help, Agents, Snake Show Manager, Bowling Alley, Fish Pond, Cook House, Hoop-La, Swinger Agent, Book Buckets, Six Cat.
 All Replies: J. W. STARO
 2213 N. Quincy Ph.: 2-9411 Tulsa, Okla.

Eddie's Exposition Show WANTS
 To book Chairplane, Tilt, Octopus or Spitfire. Girls for Follies, Girl Agent for Ball Game, experienced.
 Punxsutawney, Pa., this week; Cherry Tree, June 18.

FOR SALE KIDDIE MERRY-GO-ROUND
 Can be seen at
 Brighton-Second Street and Boardwalk.
 Coney Island, Brooklyn, New York
PARKWAY KIDDIE LAND

SACRIFICE FLASHY COOKHOUSE
 Booked on largest motorized show in the Midwest; 16 Fairs. Nearly new Top Counter and Table service. Kitchen completely modern mounted on special built Low Boy Trailer, Elec. Refrigeration, Butane thruout, K-7 International, perfect condition, tires extra good. Fastest up and down outfit on any 3 of the 16 Fairs.
 BOX D-48
 Care The Billboard Cincinnati 22, O.

GIVE TO DAMON RUNYON CANCER FUND

W.G. WADE Shows

KINGSFORD (Iron Mountain), MICHIGAN
JUNE 18 TO 23

Everyone working to capacity. First show of the year. Lot in the heart of town across from Ford Motor Plant.

SHOWS WANTED

DANCING (GIRL) SHOW	POSING (GIRL) SHOW
ILLUSION SHOW	ANIMAL SHOW
GLASS HOUSE	FUN HOUSE

Can also place a few more legitimate Merchandising Concessions.

SHOWMEN, LOOK! All day play every day. Children's matinee daily. Mines working to capacity.

If you want some money proven spots, act now!

Wire
W. G. WADE SHOWS
 Negaunee, Michigan, all this week.

P.S.: Following Kingsford is the old faithful Sault Ste. Marie, Michigan.

TIVOLI EXPOSITION SHOWS

WANT FOR BIG FOURTH CELEBRATION AND LONG SEASON OF FAIRS TO START LAST WEEK IN JUNE, ENDING NOVEMBER 1ST

Legitimate Concessions of all kinds that don't conflict. What have you? Concessions Agents for Hanky Panks. Want Ten-in-One Side Show with or without equipment to join at once. Also first class Girl Show with own equipment. Join now for full consideration. Columbia, Mo., this week; Moberly, Mo., next.

Contact H. V. PETERSEN by wire or letter

AMERICAN BAZAAR
 ESSINGTON, PA., JUNE 11-16

WANT Foreman for Flyoplane, \$75.00. General Ride Help; top salaries paid.
 WANT Male Agents for Slum Stores and Stock Wheels; guaranteed \$35.00. Man and wife for Custard, Agents for Scales.
 WILL BOOK Novelties, Jewelry and Slum Stores. Wire
GEO. HARMS or BEN PAUL—or come on

Want—I. K. WALLACE ATTRACTIONS—Want

Will book Merry-Go-Round, Tilt or Octopus, one Kiddie Ride not conflicting. Want Ferris Wheel and Chairplane Foremen and Second Men; top pay. Can place small Cookhouse, French Fries, Popcorn, Candy Apples, Candy Floss, Ball Games, Coke Bottles, write; Long and Short Range, Penny Pitches, Duck and Fish Ponds, Air Gun, Spot the Spot, Spindle, Darts, Buckets, Pan Game or Hanky Panks of all kinds. Committee in need of Rides, Shows and Concessions, have a few open dates; 4th of July open at this time, Virginia preferred. Write or wire I. K. Wallace, Denton, N. C.

fidlers United Shows

WANT Stock Concessions of all kinds. Can place Foremen for Tilt-a-Whirl and Octopus, must drive semis. Can also place Second Men on all rides who can drive.
 ADDRESS: Joliet, Ill., this week.

WANTED

For July 3 and 4
Small Carnival With Several Kiddie Rides.

Big Celebration Planned.

Contact
G. H. SELBY
 Suttons Bay, Mich.

WELLSBORO, PA.

On Public Square, in front of Court House, All next week starting June 18.

WANT Glass Pitch, Jewel Gallery, String Game, Cook House, Jewelry, Ball Games, Toys, Novelties, Dart Game, Apples, Hanky Panks. WANT any Major Rides not conflicting.

Honey of a Ride Spot
 Honey of a Concession Spot
 Contact at once
BUFFALO SHOWS, Wellsboro, Pa.
 Lot Man at Penn-Wells Hotel all this week.

SIDE SHOW ACTS WANTED

RED FRIEND & BILL CHALKIAS

Sword Swallower, Juggler, Musical Act, Bally Acts, Mental Act or Reader. No Camp on Trailer. Contact
 House. Wire
SNAPP GREATER SHOWS
 Independence, Mo.

"Not So Brutal"

Want Caterpillar and Tilt Foremen, Second Men who drive. No drinkers, please. Join Flanagan, Ill., Tuesday, June 19. Custard, Novelties, Hanky Panks, Long Range open. Athletic Show crew, come on. For Sale—Spitfire with or without Trailer. Contact
 St. Genevieve, Mo., now.
DYER'S GREATER SHOWS

HAWKEYE STATE SHOWS

Now opening at
MENLO, IOWA, JUNE 16-23

Want Shows and Concessions that do not conflict. Will book and give "X" on one Major Ride—Wheel, Tilt or Octopus. July 4th, Rock Rapids, Iowa. Morris Ventling, contact Doc Winkhaus. Will book Mitt Camp.

JOHNNY T. TINSLEY SHOWS

WANT For Atlanta, Ga., lots, followed by big Fourth of July Celebration and the best still dates and fairs in the South. Can place Photos, Candy Floss, Watch-La, Hoop-La, Heart Shape and Clothes Pin Pitch, String Game, Short Range Gallery, etc.

WANT Foremen for Merry-Go-Round and Ferris Wheels; must be sober and reliable.

WANT All address

JOHNNY T. TINSLEY SHOWS

This Week Next Week

IRWIN STREET MAPLE & HUNTER

ATLANTA, GA.

RIDE HELP

NEW ENGLAND AMUSEMENT CO. WANTS

Good Merry-Go-Round Man, Man for Kiddie Whip and Kiddie Autos, Electrician with Concession, Bingo Caller-Manager, all Hunky Panks, Long and Short Range, Two Men to up and down concessions and work in P.C. Playing the cream of New England. Peter Paul, Wild Life Whitney, come on.

Now Selling Space for Spencer Fair, August 31-Sept. 3

SPACE LIMITED—ACT FAST

All replies to HARRY J. KAHN, Mgr.

Auburn, Mass., now; Methuen, Mass., June 18-23.

ROYAL DUKE SHOW

West Columbia, S. C., June 18th to 23rd, with two biggest dates in South Carolina to follow.

RIDES: Can place set Kiddie Rides: Bill Jones, wire; also one Major Ride, Tilt or Spitfire. SHOWS: Will place any Show with own equipment and transportation.

CONCESSIONS: Place Pop Corn, Candy Apples, Custard. Owing to disappointment want Bingo, will give you front location and people. Place Water Games, Pitches, Ball Games, any and all Hunky Panks. Wire what you have, will quote price. Opening for Wheel Owner-Operator or I will frame Wheel for real player. Help: Foremen for Merry-Go-Round, Octopus, Flying Scooter. Second Men, Semi Drivers, useful Carnival People, Agents, Dancing Girls, Canvas Men, Ticket Sellers.

All address BILL PORTER

BATESBURG, S. C., THIS WEEK; THEN PER ROUTE.

P.S.: Want to hear from A-1 Carnival Builder.

GEM CITY SHOWS

WANT FOR THEIR BEST ROUTE OF STILL DATES AND FAIRS

CONCESSIONS: Pitch-Till-You-Win, Coke Bottles or any other Hunky Panks. SHOWS: Will book any Shows not conflicting.

HELP: Can use a few more capable Ride Men, also A-1 Welder and Mechanic. Top salaries. Address:

THOMAS B. HICKEY, Mgr.

Peru, Ill., this week; then Waukegan, Ill.

LAST CALL LAST CALL LAST CALL CUMBERLAND VALLEY SHOWS

OPENS SOUTH PITTSBURG, TENN., JUNE 18

Want Motor Drome, Glass House, Mechanical City, Monkey Show, Illusion Show, Animal Show or any other capable Show except Funhouse and Snake Show. Want Concessions: Photo Gallery, Ball Games, Pitch-Till-U-Win, Fish Pond, Balloon Dart, Cigarette Gallery or any other Concessions that work for stock. Want Foremen for Spit Fire, Merry-Go-Round, Chairplane, Ferris Wheel and Octopus. For Sale: Smith & Smith Chairplane and four-cage Loop the Loop, A-1 condition. Address all mail to

ELLIS WINTON, South Pittsburg, Tenn.

P.S.: No collect phone calls or telegrams, please.

HARRISON GREATER SHOWS

WANT For South Hill, Va., five more weeks until our Fairs start.

Can place Concessions of all kinds. Good opening for Custard, Floss, Diggers, Rotaries, Long or Short Range Gallery, Fish Pond. All Slum Stores open. Those joining now have preference at our fairs. Want Foreman for Octopus, Rolloplane and Chairplane, Ride Help and Semi Drivers on all rides. Want Electrician who can handle transformers to join on wire.

All Mail and Wires to FRANK HARRISON, South Hill, Va., this week; then as per route.



WANTS

Ride Foreman capable of taking care of Merry-Go-Round, Eli, Little Dipper, Spitfire, Flying Scooter, Caterpillar and Small Rides. Must be able to do the job. Want few 10 Cent Stock Concessions. Pit Show Man. Electrician.

GRIFPIN, GA., THIS WEEK

JIMMIE CHANOS SHOWS

WANT Legitimate Concessions of all kind, Ball Games, Hoop-La. Want Merry-Go-Round Foreman for two-abreast Merry-Go-Round. Want Man to take charge of Kiddie Rides; Second Men on Merry-Go-Round, Ferris Wheel, Octopus, Flying Scooter. Bill Baker, answer. Top salary and bonus. Prefer those who drive Semi. All replies to JIMMIE CHANOS, Brookville, Ohio, this week; then Greenville, Murcine, Ind., June 25-30. Any Show with own outfit come on for committee money only. Also Girl Show. This Show has ten office-owned Rides. No gate and no racket.

C. A. STEPHENS SHOWS

Evarts, Ky., this week

Want Concessions working for stock; Photos, Long and Short Range Galleries, Ball Games, Custard, Floss and Novelties, P. C. with Hunky Panks. Need Agents for Count Stores, Skillos and Pins.

Rides: Can use one more Major Ride not conflicting. We carry 2 Free Acts at all times, 7 Rides and 5 Shows.

Want—JOLLYTIME SHOWS—Want

PLAYING VIRGINIA, MARYLAND AND DELAWARE.

Want Hunky Panks of all kinds, French Fries, Short Range, Age and Scale. Will book pair of Kiddie Rides, any Shows with own equipment. Want P.C. Dealers for office-owned Tables. Dick Palutier wants Man and Wife to take over Serpentine Show. J. B. Blue wants Miss Carbaus African Jungle Dancers to join at once. Willie Green wants Swinger Agent.

All replies W. R. (WES) PRICE, Owner-Manager

Ruckersville, Va., this week; then as per route.

GOLD BOND SHOWS

WANT Hunky Pank Concessions of all kinds. WANT near Popcorn, French Fries, Foot-Long Dogs, Ice Cream, Cotton Candy and Apples, Custard, Fish Bowl, Photos, Bumper, Ball Games, Fish Pond, Center Hoop-La, Cigarette Shooting Gallery and Penny Pitcher. SHOWS: Can place Side Show, Motordrome, Wild Life, Mechanical and small Grind Shows.

RIDES: Can place Tilt and Ride Help who drive.

ALL REPLIES BY WIRE: MICKEY STARK, MGR.

3877 So. KK Ave., Milwaukee, Wis.

Club Activities

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, June 9.—Members who have received the gold card have been prompt in returning the postal card that was inclosed with the letter. Those who have paid and have not received the gold card are asked to write the secretary and a card will be mailed to them. Those who have failed to mail their dues for 1951 are requested to do so now.

The Stay-at-Home-Club made up of Ladies' Auxiliary members who are not going out this season, held their first get-together meeting and luncheon last week at the Garden Restaurant. In attendance were Bea Gerson, Lee Giessler, Mrs. Castle and her two daughters, Mae Nelson, Roseta Casey, Ann Whitehead, Freda Wilson, Myrtle Duncan, Myrtle Brooks, Clarice Dunn, Ann Kallidis, Sarah Pedrick, Lillian Tucker, Ethel Weer, Polly Stahler, Frances Barnett, Ruth Soules, Sara McCaffery, Mrs. Max Goodman, Martha Weiss and Marie Gross. A donation of \$5 was sent by Millie Finn, who was unable to attend.

National Showmen's Association

1564 Broadway, New York

NEW YORK, June 9.—All graves in club's plot at Ferncliff Cemetery, Hartsdale, N. Y., were decorated Decoration Day. Altho no services were held, many of the relatives of those buried there visited and were impressed with the wreaths covering the graves of deceased members.

Casper Sargent and Charles Buchbaum have been discharged from the hospital. Letters have been received from the shut-ins expressing thanks for gifts which the shut-ins committee sends them regularly. President Bernard Allen was in town for a few hours making plans for the summer activities.

Recent visitors included Morris Batalsky, Harry Schwartz, Max Gruberg, Arthur Merrill, Harry Levine, Tom Quincy, Jack Agree, Ward Graves, Saul Wahnish, Arthur Sicard, Ronald Berall, George Siegel, Frank Rossi, D. D. Simmons, Tom Coffey, Sam Levy, Julius Roth, Harry Rosen, Charles Rhine, Joseph Agule, Jack Stern, Louis Elias, David Brown, Edward Elkins, Ben Herman, Jack Zupan, Joseph Shaw, Louis Light and Joseph Walker.

Will Sell Exclusive

On two Mitt Camps. Wire, do not phone.

GOLD MEDAL SHOWS

Kingsport, Tenn.

RIDE MAN

To handle Wheel and 2 Kid Rides; good salary and P.C. Rental unit in and around Baltimore, then Timonium Fair.

Contact

SPONSLER

328 N. Charles St. Baltimore, Md.

Black Diamond Shows

Firemen's Celebration, Garrett, Pa.

Want Fish or Duck Pond, Cat Rack, Coke Bottles, String Game, Pitch Till You Win, Darts, Photos, High Striker, Duke Laporte, Joe Rae, answer. Can place Fun House, Chairplane. Some PC open if you have Hunky Panks. Want one or two Girls for Girl Show. Bernice Maxwell, answer.

SANDY RAMANASKI, Mgr.

WANTED FOR NEW WATERFORD FIREMEN'S STREET FAIR

July 17-18-19-20-21

Legitimate Concessions and Shows

Address mail to:

New Waterford Firemen's Fair

Box 137, New Waterford, Ohio

WANTED

Good proposition for Penny Arcade, Wild Life or Big Snake. Contact

JOHNNY DENTON

GOLD MEDAL SHOWS

Kingsport, Tenn.

WANT GIRLS

Posing and Revue. ACVA salary. Also Drummer, Piano and Sax. Union salary.

MONICA DAYE

LAWRENCE SHOWS

Wilkes-Barre, Penna.



Tamaqua, Pa., June 18-23

SIX-COUNTY FIREMEN'S CONVENTION

First carnival in this closed town in three years. Town decorated. Parades, Special Events and Free Acts. Followed by LaMott Fire Company celebration. Free gate, free acts, car giveaway. This is one of Philadelphia's established events with assured attendance. Spring Mills, Flourtown and other early outstanding dates to follow.

Want Motordrome, Arcade, Grind Shows. Want Flat Ride. Dillon, Speedy Sayres and Thompson's Whale, phone me collect. You know these dates.

Concessions—Age and Scale, Hats, Photos, all straight sales and 10-cent Stock Concessions.

Help—Experienced Ride Help who drive. Shorty Morgan contact Harry Wilson immediately. Girls for Girl Shows. Experienced Help for Mack's Bingo.

All replies to

MORRIS HANNUM

Hotel Sterling, Wilkes-Barre, Pa., now; June 18-23, Tamaqua, Pa.

WILSON GREATER SHOWS

Want for Flagstaff, Ariz., Pow Wow, June 28 to July 4, Concessions of all kinds except eats, glass pitch and corn game. Want Agents for Slum Stores. Will sell exclusive on novelties. Want Man to take charge of Micky Mouse Circus and Snake Show. Will book shows with own transportation. Ride Men who can drive. Zuni, N. M., June 12-17; Pine Top, Ariz., 19-24.

LOYD MICKEY WILSON

LONE STAR SHOWS

Leaksville, N. C., this week; Spray, N. C., next week

Want Hunky Panks of all kinds, no ex. Can place Digger, Six Cat, Nail Store, Glass Pitch and Bingo. Can place Shows of merit with own transportation. No Girl Shows. Eddie Greeno wants Dancing Girls, top salary. Want Foremen for Merry-Go-Round and Rolloplane and Second Men on all Rides. Address all mail to

B. (Whitey) Pelley, Bus. Mgr.; J. R. McSpadden, Owner

PLAYLAND PARK

Opening Junction Highways 66 and 17 at entrance to Fort Leonard Wood, Missouri. This is the only amusement area within 100 mile radius of Missouri's largest ground force encampment, 60,000 troops.

Can place Diggers, Custard, Popcorn. Will give exclusive to party with two or more Kid Rides. Leo Allen can use Count Store Agent. Don and Nita, have good proposition for you. Call Leo Allen, No. 5, Waynesville, Missouri, between 9 a.m. and 10 p.m. Eddie Patterson can use 6 Cat and Bucket Agents. Can use Ride Men on Wheel, Tilt, Jenny, Octopus, Loooper and Scooter. Can place Hunky Panks and kind, \$10.00 per week.

Contact **MANAGER PLAYLAND PARK**

BOX 737, WAYNESVILLE, MISSOURI



Concessions: Duck Pond, Mug Outfit, Hi-Striker, Custard, Dart Store, Hoop-La, Bumper, any other Stock Concessions. Ride Help: Want Foremen for Ferris Wheel and Chairplane. No drunks. Can place Second Men and those who drive on other Rides. Shows: Dancing Girls for Colored Show; salary out of office. Can place Monkey Show, Fun House and Wild Life. No reserving space for Oakland, Md., July 4th Celebration. Do you have yours yet? All replies to

A. M. PODSOBINSKI

HOOVERSVILLE, PA., THIS WEEK.

FUNLAND AMUSEMENT

Wants Slum Concessions of all kinds; reasonable privilege. Open midway for all Grind Stores. Can use P. C. Dealers, small Cook-house, Ride Help all departments, must drive semi. This is a well organized 8-ride show, all office owned rides, free gate, playing all money spots. Route to interested parties.

All replies to **HARRY W. LAMON**

Cushing, Okla., week of June 11

BEE'S Old Reliable Shows
CLEAN AMUSEMENTS INC.
you won't get stung!

FAIRS FAIRS FAIRS FAIRS

RIDES—Will book any Major Ride we don't have; 25% to office. We have plenty Kid Rides.

CONCESSIONS—Want Hanky Panks of all kinds, Novelty, Jewelry, Snow, Pan Game, Over & Under, Beat-Dealer. Can place one Mitt Camp (no children). Joe Goodwin wants Agents for Count Stores, Pin Store and Hanky Panks.

SHOWS—Want Girl Shows (none on show now), Monkey Show or any Show except Snake Show. Must have your own equipment and join on your own; no C.O.D. We want committee money only, 25% to office.

FOR SALE—Have King Fun House used two seasons. \$1,250.00; will sell for \$500.00 down and book on show, pay by week the balance. One D-40 International Tractor, good condition, \$500.00; ready to go except license. Have a few Concession Frames and one 25x35 Top with Sidewall, Poles, etc.

Cumberland, Ky., this week; Springfield, Ky., Fair, June 18 to 23; Frankfort, Ky., June 25 to 30; Greenup, Ky., July 2 to 7; Lawrenceburg, Ky., Fair, July 16 to 21; Harrodsburg, Ky., Fair, July 23 to 28; Russell Springs, Ky., Fair, July 30 to August 4; Nicholasville, Ky., Fair, August 6 to 11; Brodhead, Ky., Fair, August 13 to 18; Lebanon, Ky., Fair, August 20 to 25, with Fairs following to middle of October. Address

DAVID J. HULS

c/o BEE'S OLD RELIABLE SHOWS, INC.
as per above route

ROCKY MOUNTAIN EMPIRE SHOWS

Want for ALLIANCE, NEB., RODEO, June 26-30; BLACK HILLS ROUNDUP, Belle Fourche, S. D., July 1-5; SHERIDAN, WYO., RODEO, Custer, S. D.; GOLD DISCOVERY DAYS, ARAPAHOE COUNTY FAIR, COLORADO'S BIGGEST COUNTY FAIR, Broken Bow and Lexington, Neb.; then Arvada, Colo.

Want Shows: Motor Drome, Monkey or Ten-in-One.

Rides: Will book Fly-o-Plane, Looper or Flying Scooter or any others not conflicting.

Will book a few more legitimate concessions.

Help, Need Wheel and Pretzel Foremen, Second Men on all rides. Drunks and chasers, don't answer.

FRANK SWARTZ

3519 Newton Street, Denver 11, Colorado; or per route.

WILLIAM T. COLLINS SHOWS
Pride of the Northwest
WANT

Wheel, Fly-o-Plane, Roll-o-Plane and Dipper Foremen and Second Men for all rides, man for towers and searchlight. Want Slum Concessions—Balloons, Mug, Coke, Basketball or what have you? Will book Derby and Penny Arcade. Can use a few grind shows.

Fargo, N. Dak., this week; Crookston, Minn., next week.

ART SIGNOR, Mgr.; WM. T. COLLINS, Owner

WANT TALKERS—SIDE SHOW ACTS

for
PALACE OF WONDERS, CONEY ISLAND, N. Y.
One Spot—All Summer

Excellent salary for the right people. No salary too high for strong Feature Freaks. Pay rain or shine. Could use Fat Girl, Bearded Lady, Giant. Also any Attraction suitable for a strong bally. Harry Jones and Bob Carter. please write. Write, wire or phone.

DAVID ROSEN

4016 Atlantic Ave., Sea Gate Brooklyn 24, N. Y.
Phone: ES-planade 2-2178

WANT FOR

J & B SHOWS

THIS WEEK, ROUND HILL, VA.; JUNE 18 TO 23, WARSAW, VA., FIREMEN'S CARNIVAL; WHITE STONE, VA., JUNE 25 TO 30. Cars and prizes given away every night

Can place concessions of all kinds that work for stock. Want Agents for Slum Stores and Pan Game; must drive. Want Man for Kiddie Merry-Go-Round, Ferris Wheel Foreman. Salary no object if you are good. Freddie Holms, answer. Al, answer.

Can place shows—Monkey, snake or any other show that is clean. Bud Flynn, please write me at once. Don't know where to send it. All replies to

John Hayes, J & B Shows, Round Hill, Virginia

WANTED!

A-1 CARNIVAL FOR JULY 7 TO 14 INCLUSIVE

TO PLAY IN CONJUNCTION WITH

J. E. ESKEW RODEO AND STOCK CAR RACES

At Fair Grounds, Middletown, N. Y.

ORANGE CO. AGRICULTURAL SOCIETY

ALAN C. MADDEN, Secretary

FREDDY BLYTH

Wants Bingo Help

DON, answer or come on

ROYAL MIDWEST SHOWS

Galion, Ohio

WANT NOW FOR NESSLER GREATER SHOWS

Bingo Caller and Counter Men or will book yours. Place few more Concessions; let us know what you have. Want Merry-Go-Round Foreman, also Second Men on all Rides, prefer Drivers; salary every week and treatment as good as you give us. Edina, Missouri, this week.

WANT

19TH JUNE 19TH JUNE

NEGRO CELEBRATION, ONLY ONE IN STATE

Good opening for Bingo, Lead Gallery, Bowling Alley, Bumper, Hoop-La, Clothes Pin, Diggers, Mitt Camp, any 10c Stock Concession not conflicting. Will book Roll-down that can work. Want capable Snake Show Manager, also Foreman for Ferris Wheel. Want Kiddie Auto Ride, gas motor. Contact

CURLY MIGROTHY
Huttig, Ark., June 11th to 20th.

HAVE FOR SALE

TWO MALE AND ONE FEMALE CHIMPANZEES. IN PERFECT HEALTH AND GOOD PERFORMERS. \$1,500.00 FOR ALL THREE. ALSO HAVE CAGE WAGON FOR \$300.00.

CAVALCADE OF AMUSEMENTS
Portsmouth, Ohio, this week.

CAVALCADE OF AMUSEMENTS WANT

Cookhouse Help, Waiters and Griddle Men, Sleeping Car accommodations. Also want Special Agent and Lot Man who can lay out large Railroad Show. Want Foreman for Caterpillar Ride. Address: Portsmouth, Ohio, this week.

WANTED

Diggers, Bingo, Hanky Panks. Shows—Monkey or Mechanical. For two best lots in Macon—First & Amos and Smith & Mitchell; then Peach & Tobacco Markets. Wire or write
ROBERTSON & CALER AMUSEMENTS
MACON, GA.

AGENTS WANTED

For Slum Stores, Count Stores, Skillos, Set Spindles, Bowline Alley and General Help.

SAM WEINTROUB

Care Grand American Show
This week, Clinton, Mo.; then per route.

BRODBECK SHOWS

WANT CONCESSIONS
CIMARRON CROSSING CELEBRATION

Cimarron, Kan., June 14-15, and balance of season.
Mug, Grab, Scales, Clothes Pin, Short Range, Floss Also Grind Show.

WANTED

Merry-Go-Round, Ferris Wheel, Kiddie Ride, Whip; state P.C. Balloon Ascension, state lowest. Two day celebration—dates, July 19-20 or July 26-27 Write

EDDIE PHILLIPS

Anna Commercial Club Anna, Ohio

BINGO MAN

To take complete charge of Bingo Chicago lots, good proposition

SAM MENCHIN

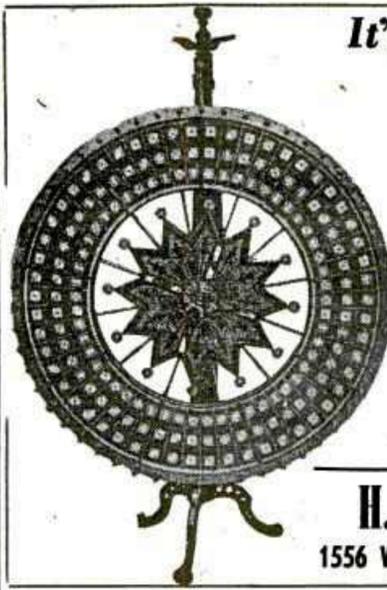
11 W. Division St. Chicago, Ill.
Phone: Superior 7-7243

WANT MAN AND WIFE

To operate Confection Trailer—includes Popcorn, Peanuts, Snow, Floss, Coke, Root Beer. Must drive pick-up and pull same.

PARADA SHOWS

Rockville, Mo., June 11-16; Carrollton, Mo., June 18-23; Buffalo, Mo., June 25-30.



It's the Original!

EVANS'

JUMBO DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

H. C. EVANS & CO.

1556 W. CARROLL AVE., CHICAGO 7, ILL.

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Write for "Early-Bird" Price List

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

1951 NATIONAL CONVENTION OF THE AMERICAN LEGION

MIAMI, FLORIDA—OCT. 12-18 INCL., 1951

150,000 VISITORS 2 BIG PARADES

CONCESSIONS WANTED

FOOD — DRINKS — ICE CREAM — CANES — PENNANTS — CAPS — ARM BANDS — NOVELTIES — OR ANY CONCESSION THAT SELLS OUTRIGHT.

HYMES, SAM CROWELL AND JOE COLIA, are you interested in the above? Contact.

Now receiving bids on these contracts.

J. C. WEER

710 N. E. 85TH ST. Phone: 7-0061 MIAMI, FLORIDA

COMPLETE CARNIVAL FOR SALE

Little Beauty Merry-Go-Round, #5 Ferris Wheel, Tilt-a-Whirl, Kiddie Train, Kiddie Airplane Ride, 8 Semis, 2 Straight Trucks, 20 ft. Office Trailer, 26 ft. Van Trailer for concessions and shows, 26 ft. Van Trailer-Hot Wagon with 125 K. W. Pots and Machine Shop. Complete Side Show: 20x80 practically new Top, 100 ft. of Banners. Complete Frame-Up for Girl Show. 6 Concessions, complete Bingo with Truck, 8 Light Towers—1000 ft. of "00" Cable with Junction Boxes; 75 ft. Front (one of the flashiest on the road). Show booked in prosperous park—everything set up and operating. Come and look it over, and if you want a Show—YOU WILL BUY IT. Address: **ROGER WARD, 2116 "B" Ave., Lawton, Okla.**

ALAMO EXPOSITION SHOWS

WANT WANT WANT

Cookhouse, Side Show, Penny Arcade, Second Man for Twin Ferris Wheels. Have complete frame-up for capable Athletic Show Operator. Can use any Show of merit that has own frame-up. Also capable Publicity Man who can produce and take care of detail work; excellent salary to the right party. Albuquerque, N. M., this week; then Espinola, N. M., June 18th to 23rd. We have one of the best Fourth of July dates in Colorado, Salida. Also twelve bona fide Fairs, including Burwell, Neb.



WANT WANT WANT

Firemen's Celebrations in West Virginia, Ohio and Pennsylvania; also Big Fourth of July at Pennsboro, W. Va.
CONCESSIONS: Ball Game, Clothes Pin Pitch, Striker, Cookhouse and other Hanky Panks that don't conflict with what we have. SHOWS: Grind Shows of any kind. Will book Sound Car with Concessions. Please wire or write—no calls—SMITH'S FWNLAND SHOWS. ORVILLE LEE SMITH, BELINGTON, W. VA.

GREATER DIXIELAND EXPOSITION

WANTS FOR MARSHALL, TEXAS, JUNE TEENTH COLORED FAIR, JUNE 18-23, AND BALANCE OF SEASON

Clean Stock Concessions of all kinds, including Coke, Scales and Age, Lead Gallery, Hi-Striker, Hoop-La, etc. Place Ride Help on all Rides who drive Semi. Want Electrician who can handle ten-ride show. Ray Kramer wants Agents for Bumper and Cork. Place any clean Show except Snake with or without own equipment. Vivian, La., now; Marshall, Texas, next.

MOTOR STATE SHOWS

8 Rides, 3 Shows, Searchlight, Diesel Plant, Lapeer, Mich., June 12-16; Waterville, Ohio, June 18-23, Big Annual Celebration in City Park. With a route of Celebrations and Fairs following.

Want Ride Superintendent who understands all rides, also Second Men on all rides. Can place a few more Hanky Panks. No Wins tolerated here Robert Bloodsoe and Homer, get in touch with Happy Ankrum.

JOE FREDERICK, Owner-Mgr.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$21.50 per 100.00.

100.000

\$29.00

10,000 ... \$ 9.50

20,000 ... 11.75

50,000 ... 18.25

GIVE TO DAMON RUNYON CANCER FUND

OPENING JUNE 22ND

ORBIT PARK

WICHITA FALLS, TEXAS
Featuring the Big Orbit Ride

OPENING JUNE 22ND

Sheppard Field, permanent air base—approx. 40,000 soldiers, with \$32,000,000 expansion program going now. \$2,500,000 monthly pay roll for Sheppard air base alone. Big oil and industrial pay rolls. Everybody working. You don't have to wait for the wheat and cotton here. Are you tired of playing blanks, long jumps, muddy lots?

—WANTED—
SHOWS—RIDES—CONCESSIONS
Reasonable privilege and percentage. Will buy or book good Zoo. Have good location in park.

—RIDES—
Fly-o-Plane, Dark Ride, Looper, Caterpillar, Rocket, Dodgem, Tilt, Pony Ride, Boat, Little Dipper, Kiddie Auto, Merry-Go-Round.

—SHOWS—
Mechanical Show, Glass House, Motor Drome, Wild Life Show. Good deal to organized Dramatic Show. Year round work. Have a good location for Skating Rink and Miniature Golf location that will win plenty money.

—CONCESSIONS—
Want first-class Bingo with plenty earning capacity, Ball Games, Balloon Dart, Coke Bottles, Milk Bottles, Hi-Striker, Basket Ball, String Game, Photos, Novelties, Heart Pitch, Scales and Age, Jewelry, Custard, Floss, Long Range Gallery and Short Range, Penny Arcade, Skee Ball, Glass Pitch, Fish Pond, Cigarette Gallery, American Palmistry. No sissy or grift. Strictly legitimate only.

—FOR LEASE—
Drive-In Cafe with equipment. Year round business. Located on front of park. Plenty of parking. Park midway has gravel and chat all-weather surface. Plenty lighted parking. Also space for house trailers. Rest rooms, water, lights. Fastest growing city in Texas. Plenty money here. Reference to the above, ask T. Leo Moore, Electra, Texas. No collect wires or calls accepted.

Address: JACK EDWARDS, Mgr.
422 RADIO BUILDING (PHONES: 6640-2-8507) WICHITA FALLS, TEXAS

VIRGINIA

GREATER SHOWS

The Show With The Proud Reputation

8 RIDES—8 SHOWS—9 LIGHT TOWERS

Celebrations and Fairs Starting at Dover, Delaware. 3 Celebrations in Maryland, 9 Fairs in Virginia and North Carolina. Get with this Show that knows where it is going until November.

We will not book Six Cats; no Buckets; no Set Spindles; no Glass Pitches; positively no Fish Bowls and no Half and Half.

WANT—Bottle Ball Game, Photos, Novelties, Balloon Darts, Hi-Striker, Hoopla, Cigarette and Penny Pitches, Short Range Gallery, Penny Arcade, American Palmistry.

Al. Dameron Wants Side Show acts. Want Unborn Show, Pony Ride, Monkey Show, Motordrome, Funhouse or Crazy House, any good Grind Show of merit. Caledonia, we are waiting on you, write us. Minstrel Show people, contact us.

Haverstraw, New York, this week; Bergenfield, New Jersey, next week; Riverdale, New Jersey, June 18-23; Newton, New Jersey, July 2-7; then heading south. All mail and wires to

WM. C. (BILL) MURRAY

FOR SALE

3 DOWNEY LIGHT TOWERS
2 MERRY-GO-ROUNDS
3 FERRIS WHEELS

And other Rides and all other equipment formerly owned by Endy Bros.' Show. All inquires to Atomic Rides & Amusements, Inc., c/o General Delivery, Savannah, Georgia. James Boley, wire care Western Union, Savannah, Ga. Former employees of Moe Kaufman, get in touch with

ATOMIC RIDES & AMUSEMENTS, INC.
General Delivery, Savannah, Ga.

CORRECTION: Due to a misunderstanding over the phone, this ad in last week's issue listed the property as being formerly owned by Hennies Bros.' Show instead of Endy Bros.' Shows.

W. G. Wade Shows

UNIT NUMBER TWO

GUARDIAN ANGEL ORPHANAGE—Detroit, Mich.
6 DAYS, TUESDAY, JUNE 19; SUNDAY, JUNE 24.

WANTED Legitimate Merchandising Concessions of all kinds for this gigantic Celebration in the city of Detroit.

W. G. WADE SHOWS #2 UNIT
ROMULUS, MICHIGAN, ALL THIS WEEK.

GEORGE CLYDE SMITH

shows

WANT

Fish Pond, Duck Pond, Short or Long Range Gallery, String Game, Custard, Spot the Spot, Novelties, Hanky Pank Agents and general Ride Help. Want Tilt, Octopus, Pony Ride. Shows not conflicting with what I have. All replies:

George Clyde Smith Shows, Lilly, Pa., this week;
Ashville, Pa., next week.

Wanted for Lakeview Park

A man with Motor Boat. Crowds increasing every day. This is a boom town now. Dock already built. Concessions: Custard or Ice Cream Dip. French Fries, neat Grab. Heller, the organ man, please contact. Write or wire

BEN BRAUNSTEIN
RICHMOND HOTEL OR BOX 794, AUGUSTA, GA.

FOR SALE

ALLAN HERSHELL KIDDIE FIRE ENGINE RIDE

LAWRENCE CARR
196 Wildwood St. Wilmington, Mass.

WANTED FOR MORT MESSIAS

Couple or Man for small Grab, Man or Woman for Popcorn and Apples, Man or Woman for Candy Floss. We work all year, salary weekly. Write or wire

4501 MADISON AVE., RIVERDALE, MD.

Paul Miller, still waiting to hear from you. For Sale: 15 Kw. D.C. Gas Light Plant, Viking Popcorn Machine, 2 Busch Popcorn Machines. Want Ferris Wheel and Chairplane Foremen and Second Men.

LOOK RIDEMEN LOOK

WANT Foreman for Wheel. Must be Truck Mechanic, Electrician and have knowledge of all Rides. Wife to take Pop Corn Concession on fifty-fifty basis. WANT Octopus and Rolloplane Foremen. Wives to work in Concessions. Ride Help must have drivers license and stay sober or you won't last. Can also place Second Men on rides.

This Show plays Gulf Coast Defense Cities and catches pay day every month at Camp Rucker, Ala. All wires to **Manager, Alabama Amusement Park** Ozark, Ala., or write to Manager, Box 247, Daleville, Ala.

John Ard, Billy R. Clark, J. L. (Jack) White, Loyd Buell, Jack Stanley, it's to your advantage to contact me immediately.

JACK GALLUPPO

Still getting well with Prell, wants for eleventh straight red one fast stepping Waiters and Table Waitress.

JACK GALLUPPO
Prell's Broadway Shows Trenton, N. J.

WANTED TO BUY

Small Grab Stand Frame with Canvas, no larger than 6x6. No other equipment needed. Also Funhouse, Shooting Gallery and Mechanical Show. Contact

DONALD BOYD
General Delivery
Auburn, Mass., this week.

Portable Long Range SHOOTING GALLERY

Complete with 20 ft. Semi-Trailer, Side Wall, Concession Frame, Counter and ten Winchester Rifles. Overhauled and ready to operate. Price \$3250.00; terms to established operator.

KING AMUSEMENT CO.
MT. CLEMENS, MICHIGAN

HOME STATE SHOWS WANT

For 12 Fairs, 7 Celebrations
Legitimate Concessions, Shows, Fun House, Mechanical.

Alexandria, Minn., this week.

CAN PLACE

Merry-Go-Round and Tilt Foremen, also General Ride Help for Detroit lots.

Contact
LEONARD GOULD
1731 Lee Place Detroit, Mich.
Phone: TRinity 3-0189

ROD LINK WANTS

Hanky Pank Agents
Of all kinds. Good proposition for COUPLE for Glass Pitch.

c/o RAY WILLIAMS SHOWS
145 Temple Detroit 1, Mich.

WANT AGENTS

Peek Store and Skillo. Contact

CHUCK MAGID
GOLD MEDAL SHOWS
Kingsport, Tenn.

Owing to Disappointment WANT THIS WEEK

Girl Shows, Shows of all kind, come on in, will place you. Will place more Concessions. Ride Help, come on. Biggest spring celebration in Northern Ohio, June 14-15-16-17. Auxilia 49 and 8 American Legion, Delta Air Port, Delta, Ohio. WM. B. JACOBS, Lincoln Hotel

WANT ELECTRICIAN

Who understands Caterpillar Diesels for large motorized Carnival. Address

BOX 291
Care Billboard
390 Arcade Bldg. St. Louis, Mo.

#5 ELI FERRIS WHEEL FOR SALE, \$4,500.00

In First Class Condition.

J. C. McCAFFERY
203 N. Wabash Chicago, Ill

SIDE SHOW PEOPLE WANTED

Can place Pin Cushion, Fire Eater, Knife Thrower, Tattoo Artists, Novelty Acts and Working Acts of all kinds. Talker for Front. Good Route of Fairs and Still Dates.

DR. O. C. DIXON
Care Thomas Joyland Shows
Wheeling, W. Va., this week.

WANTED

Capable Man to take complete charge of beautiful framed Duck Pond on the Cetlin & Wilson Shows. Wire

CLAUDE SECHREST
Cetlin & Wilson Shows
Uniontown, Pa., this week

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Wyandotte, Mich., June 18-24

Want—Funhouse, Motordrome, Unborn, Mechanical City, Animal, Glass House, etc.

Can place Ice Cream, Novelties, Glass Pitch, Coke Bottles, String Game, Ball Games and other Merchandise Concessions. Good territory for Penny Arcade.

Ride Help who drive semis.

JOHN QUINN
Lima, O., now; Jackson, Mich. (Fair Grounds), after Wyandotte.

INTERSTATE SHOWS

Want for Hazard, Ky., June 18-23, downtown location; Galax, Va., Fourth of July; 17 Bona Fide Fairs to follow. All joining now will be given preference.

Shows: Side Show, will furnish new 20x120 ft. top and 140 ft. banner line with banners if you have something to put in it, or will book one with own equipment at a liberal percentage. Want Girl Show, will furnish 20x40 top with panel front, must have not less than three girls, own wardrobe and p.a. set. Will book Snake Show; Jack Orr, answer. Will book Monkey Show or will furnish top and front for Manager of same and buy the monkeys. Want Manager and Riders for Motordrome. Will pay salary out of office. Flash Williams, contact Tom Mehl. Nathaniel Gray wants for up-to-date Minstrel Show—Comedian, Musicians, Performers, Chorus Girls; salary paid out of office. Kid Talley and Boogie Woogie, set in touch. Stan Risley, Carl Alzora or Red Brown, answer regarding Side Show. Concessions: Will give good proposition to Penny Arcade. Will sell exclusive on Frozen Custard, Chocolate Dip, Pop Corn and Candy Apples. Can place Guess Your Age, Novelties, Jewelry, Short Range Gallery, Photos, Foot-Long Hot Dogs, Root Beer and Hanky Panks of all kinds at reasonable prices. Ride Help: Want Man to take charge of four Kiddie Rides. Want Foremen for Twin Ferris Wheels and Chairplane and Second Men on all rides. Would like to book two more Flat Rides, Tilt, Spitfire, Whip or Caterpillar with or without own transportation. Can use Boss Canvasman and useful Show People in all departments. Want high-class, sensational Free Act to join for Fourth of July and balance of season. This act must be outstanding. All replies to

H. B. ROSEN, Mgr.
MARTIN, KY., THIS WEEK; THEN PER ROUTE ABOVE.

Percell's PIONEER SHOWS

high class midway attractions

WANT FOR FIREMEN'S CELEBRATION, MILESBURG, PA., JUNE 18-23

CONCESSIONS—Mug Outfit, Penny Arcade, Short Range and all legitimate Hanky Panks. Can use two Grind Store Agents. Can use good Bingo Help.

SHOWS: Can use a 10-in-1, Fun House or Glass House. RIDE HELP: Octopus Foreman and Second Men on all Rides; must drive. GENERAL HELP: Want a Canvas Man to take care of front gate.

All answer: This week, Lewistown, Pa.

LOUIS A. RICE, Bus. Mgr.; MICKEY PERCELL, Gen. Mgr.

THOMAS Joyland Shows

WANT Help in all departments. Will book Rides, Shows, Concessions. Can place Foremen and Second Men on Kid Rides. Must drive semis. Wire

THOMAS JOYLAND SHOWS
Wheeling, W. Va., this week.

PAGE BROS.' SHOWS

Ride Help—Foremen for Wheel, Tilt, Spitfire, and Second Men on all rides; must drive. Pay every Tuesday night. Drunks the reason for this ad. Fun House Operator, 75%. Clyde Hancock, Earl Lane and Shadow King, get in touch with E. H. Broome. Will book Girl Show for season, must have own equipment and two or more Girls. Can use Custard, Arcade, Scales, Jewelry and Hanky Panks of all kinds, \$20.00. Eddie Woods wants Annex Attraction for Side Show. **WANT SIDE SHOW MANAGER** with Acts. Have all equipment in first class condition.

Sturgis, Ky., now; Princeton, Ky., next; Martin, Tenn., for the 4th.

P.S.: Want Circus Manager. I have all equipment ready to go or will sell all or one-half interest.

John FRANCIS Shows

WANT FOR GARY, INDIANA
AMERICAN LEGION CARNIVAL
IN THE HEART OF TOWN—11TH AND MADISON STS.
2 Three-Million Dollar Pay Days Commencing Thursday, June 14 for 11 Days. Concessions that work for stock. Can place Ride Men that drive semi trailers.

ADDRESS: GARY, INDIANA

SOUTHERN VALLEY SHOWS

WANT Hanky Pank Concessions of all kinds. All Flaties open. Interested in booking two Grind Stores, also want Slum Skillo and Six Cats. Will be only outfits on the show. Want People interested in winning money when show is open instead of visiting. Benny (Catfish) Hazen is no longer with show. Have 16 Fairs and Reunions booked, big 4th of July spot, Portia, Ark. Will book set of Baby Rides except Pony Ride. Want Girls for Girl Show

CONTACT: EDDIE MORAN, MGR.
Pocahontas, Ark., this week; Kennet, Mo. (Downtown Location), next week.

COLEMAN BROS.' SHOWS

WANT RIDE HELP

Whitey Bearseley wants Slum Store and Balloon Agents. Bill Storey wants Bucket Agents, also 2 Swinger Agents. Blackie Asher bring one Agent and take Swinger. Paul Towns wants Pitch Tilt You Win Agents. Doc Jones wants Side Show Acts. Capt. Rogers, Curley Lewis, Bill Shaw, wire Erie Hudstath here. Also want Girls and Talker for Girl Show. Marty Navarro, contact Jimmy Lyons, come on.

All replies this week to Willimantic, Conn.; Torrington, Conn., follows.

COLEMAN BROS.' SHOWS—DICK COLEMAN, Owner-Manager

BROWNIE SMITH SHOWS

Want for Big Bean, Cucumber and Strawberry Festival, Burgaw, N.C., Week June 18

Concessions of all kind Good opening Sit Down, Grab, High Striker, Ball Game, Coke Bottle, Bingo or any Stock Concession. Pop Corn, Candy Apples, Candy Floss open. Need reliable General Agent. We have Jacksonville, N. C., for July 4. Ride Help needed.

Warsaw, N. C., this week Firemen's Celebration.

SENSATIONAL PROFITS!

FOR MEN OR WOMEN
For Full or Spare Time Work



THINK OF IT!

Costs you only \$49.95

Retails \$169.50

- FULL SIZE, BRAND NEW
- ELECTRIC, ROUND BOBBIN
- REAL QUALITY MACHINE

Makes sewing a pleasure, as it does every type sewing easier, faster, better! Has selective speed control, forward-reverse sewing mechanism; no turning of material; non-glare sewing light; self-adjusting to varied fabrics. Main parts interchangeable with other standard machines of like type 15. 20-YEAR GUARANTEE. Complete with handsome carrying case.

2 Sales a week put you in big money! Send for Your Sample Machine Right Away.

STAR SEWING MACHINE CO.

Dept. B-1, 1130 So. Western Ave. Los Angeles 6, Calif.

Please ship me one Star Portable Sewing Machine. I enclose check for \$50.00 or 1/3 deposit with balance C.O.D., F.O.B. Los Angeles.

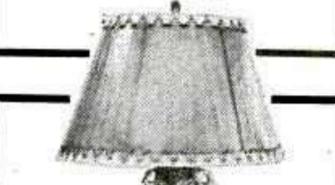
Name

Address

YOU'LL NEVER GET A BETTER PRICE!

GENUINE CHINA TABLE LAMPS

Superbly finished in marbled luster finish with hand painted 24K gold decorations. Comes in beautiful assortment of colors and styles.



Send \$3.50 for sample

Only \$33.00 doz. asst

Approx. Height, 24" Overall

No. 1234 Asst.—Furnished with lovely pleated effect Plasti-Silk shade, 15" diam. with braid trim to harmonize.

OTHER LAMPS FROM \$1.95 UP

25% deposit, bal. C.O.D., F.O.B. Chicago

FRANKLIN INDUSTRIES, INC.

2100 S. Morgan St. Chicago 8, Ill.

Manufacturers of Lamps & Shades

TICK TOCK WATCH

A New Sensational Novelty

- Outstanding Features**
1. Each watch mounted on attractive display card.
 2. Movable minute and second hand.
 3. Adjustable leatherette wrist band.
 4. Shatterproof cover over face of watch.
 5. It Ticks Forever!!

PRICE \$14.40 per gross

samples 25c each.

Terms—C.O.D., F.O.B. N. Y.

ROSENBERG BROS.

1535 Williamsbridge Rd. New York 61, N. Y.

5 min. PHOTOS

Never a breakdown with guaranteed American Quick Cameras. Patented features mean more profits. Obtain list of bargains New, Used Low Prices Beautiful, Durable. Also portable Cameras

American Stamp & Novelty Mfg. Co.

4301 Rossmoyne, Houston 6, Tex

FREE CATALOG

BIG PROFITS!

Be our agent for watches, rings and costume jewelry. Make big money. All merchandise guaranteed. Free 16-page catalog—no obligation.

MARVEL WHOLESALE WATCH CO.

Dept. G, 211 N. 7th St. St. Louis 1, Mo.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
 All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE THURSDAY NOON IN CINCINNATI
 FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 FREE CATALOG! 1,135 PARODIES, Special Songs, Routines, All Specialties Monthly "Entertainer's Informer" free too. Sebastian 5138 Cahuenga, N. Hollywood, Calif. je16

ARRANGING FOR BAND, ORCHESTRATION Vocals; manuscripts corrected and prepared for publication; school songs; free manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. je16

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. je23

SENSATIONAL PATTERN—OVER 1,000 "Clever Remarks and Replies" only \$1; comedy list free. Edmund Bodlaes, Metropolitan Box 5556, Los Angeles 55, Calif. je23

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. je23

ABCO'S BEST ASSORTMENT—SEND \$10 for \$20 worth of fast selling merchandise. Wolfdeck, Modeldecks, 10 doz. Abco, Box 46, Marlboro, Md. je16

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples. Acme Mfg. 67D Chelmsford St., Boston 22, Mass. je23

ANIMAL AND OTHER MECHANICAL TOYS, also Suction Cup Toys and Novelties; big profit; easy to demonstrate; makes children happy; attracts everybody; special introductory offer to demonstrators only; \$12 retail assortment of over 2 dozen pieces only \$5. Box 654, Billboard, 1564 Broadway, NYC. je23

ART STUDIES—GIANT SIZE (20"x15") full exciting color; ready for framing; sample \$4; kindly include postage. Edward Lindberg, 326 E. 70th St., N.Y.C. je23

ARTISTS MODELS, HOLLYWOOD BEAUTIES; the largest, most beautiful collection ever offered for sale; 360 minute poses, all different, \$1 postpaid; with agents' price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB15. je23

AT LAST—A FAST SELLER: SHOCKING Greeting Cards, Epic Bed Pan and others, with envelopes; sample dozen \$1 with wholesale catalog. United Novelty, 49 Hanover St., Boston 13, Mass. je16

ATOMIC SURVIVAL—10 COPIES, \$1 BILL and self-addressed envelope. Publisher, 3513 N. 9th St., Columbus, O. je23

BACHELOR'S ADDRESS BOOK—15 ART Model Photos in Address Book, 50c. Rut Sales, 3843 W. Maypole Ave., Chicago 24, Ill. je23

BALL POINT PENS—FIRST QUALITY, guaranteed; gold tone caps, extra long metal cartridges; dozen, \$2; gross, \$21.60 postpaid; beautiful assorted colors; samples, 5 for \$1. Crescent Sales Co., 150 Broadway, N.Y.C. je23

BARGAINS! 1,000 ITEMS, SAVE UP TO 50%; Hosiery, dry goods, toys, school supplies, blades, carded goods, toiletries, jewelry, notions, hundreds more. Sensational introductory offer! Send 25c for illustrated bargain catalog. We'll include absolutely free \$1 worth of merchandise of your choice with initial order. Reliable Jobbers, H 311 North Desplaines, Chicago 6. je23

BEAUTIFUL MINIATURE STRAW FLOWERS; assorted colors, good profitable item; send \$1 for eight sample bunches postpaid. Jebco Co., 2117 N. Sixth St., Harrisburg, Pa. je23

BEAUTIFUL HOLLYWOOD MODELS—15 different exciting poses in full, natural color. Send 50c for sample set and special offer. Ramco Products, Box 837, Chicago 90. je23

BIG PROFITS FROM SAUCY PIN-UP Decals! Brilliantly colored, durable lacquers; also complete range Stock Signs, PX Novelties, Tourists, Staples! Free samples. Box 58, Morris Hts. Station, NYC 53. je23

COMIC ILLUSTRATED BARROOM SIGNS—Large size, 8 1/2"x11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian 5138 Cahuenga, North Hollywood, Calif. je14

COMPLETE LINE OF PLASTICS—Scalloped Table Cloths, Aprons, Drapes, Cottage Sets; lowest prices; free catalog. Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y. je23

DISTRIBUTORS—WANT CONTACT WITH Importers and manufacturers of Costume Jewelry, S. & E. Sales Co., 10417 S. Tacoma Way, Tacoma 9, Washington. je23

DO YOU NEED MONEY? \$35 IS YOURS for selling only 50 boxes of our 300 Christmas Card line; this can be done in a single day; free samples; other leading boxes approved; many surprise items; experience unnecessary. Free samples Personalized Christmas Cards, Stationery, Napkins. Write today; it costs nothing to try. Cheerful Card Co., 202 White Plains, N.Y. je23

ENGRAVERS, PERSONALIZED—KNIVES: Special initialing shield, \$4.40 dz. prepaid. Present, The Knife Man, 212 Essex St., Boston, Mass. Free catalog. je16

FAST SALES, BIG PROFITS—PART OR FULL TIME; original Koehler Stock Signs; 1,500 varieties; sell all places; 4 1/2"x11" 7"x11"; also Religious and Changeable Signs; special offer, \$5 per 100 or \$1 for 15 (7x11) best sellers; free catalog Koehler, 335 Goetz, Lemay 23 Mo. je30

FREE SAMPLES—BIG PROFITS SHOWING Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. je23

FULL-FASHIONED NYLON, \$1 A DOZEN. Same size to box-assorted shades; 5 dozen postpaid, \$5.50; inquiries on all kinds of hosiery are welcome. S. F. Pollard Co., 1258 Market St., Chattanooga, Tenn. Phone 5-1741. je17

GIRLIE PHOTOS—SET, \$1; LIST AND SAMPLE, 25c; cash only. Mickey Crawford, 306 Carroll Ave., Bridgeport, Conn. je23

HUNDRED BLADES, 50c; THOUSAND English Needles, \$1.40. Goods for Auctioneers. Free Cut-Rate Wholesale Catalog. Mills Sales, 901 Broadway, N. Y. C. je30

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6 je30

SELL NEW AUTOMATIC FLOOR WAXER. Trigger on handle. Hands never touch floors or wax. Retail \$2.95; profit 125%. Write Smith, Inc., Greenfield 7, Mass. je23

SELL BEAUTIFUL CHENILLE FLOWERS and Attractive Novelties; free catalog; six samples postpaid \$1. Midwest Supply Co., Box 2193, Casper, Wyo. je23

TRICK MATCHES, SNAKES, SPARKLERS, Shooting and Going Out, bulk or carded. Full information write Lakeside Mercantile Co., 214 E. Detroit St., Milwaukee 2, Wis. je23

UNIQUE KEY CHAINS—SEASHELL (imprinted) Baby Crab imbedded in plastic, giant Rabbit's feet; 25c brings samples. Whatnots Co., 255 S. Metropolitan, Atlantic City, N. J. je23

WATCHES—GENTS SWISS, LATEST style cases, all with rhinestone dials; some as new importers' overstock, others are rebuilt; all completely overhauled and guaranteed; Seven Jewels, \$7.25; Seventeen, \$8.25; 25% deposit, balance c.o.d., 5-day money back guarantee. Maddox Co., 116 Nassau St., NYC 7. je23

WRITE PRIVATE LABEL DEPARTMENT. Quaker Medicine Co., 20 George St., Cincinnati, O.; now for gross price list on Laxatives, Liniments, Salves, Herbs, Tonics; 8-ounce Flavorings, \$14 gross up. Premiums, Decals. je23

ANIMALS, BIRDS, PETS

A-1 SNAKE DENS—SMALL SNAKES: large hatched rattlesnakes, fixed or loose. Green Iguanas, \$10; Tegu Lizards; Gila Monsters; Giant Cuban Chameleons; Boa Constrictors; S. A. Monkeys and Rare Animals. Price list on request. Wild Animals, Inc., Silver Springs, Fla. Phone 1204. je17

ATTENTION—CIRCUS, CARNIVAL, Amusement Centers, All Concessions. Write for prices on Baby Turtles; painted, unprinted Chameleons. All postpaid. Valley Tropical Fish Co., Stockton 1, Calif., P. O. Box 215. je23

ATTENTION, SHOWMEN, EXHIBITORS, Collectors. We have a good assortment of Tropical Birds, Animals and Reptiles from North, Central and South America. Extra big South American Boas, Green Rattlers, Giant Green Iguanas, Tegu Lizards, Caybaras, world's largest rodent, Parrots, Ocellots, Coat Mundi, Kinkajous, Agoutis, Jaguars and monkeys of all kinds. This week's special, large South American Tegu Lizards, \$15. Tarpon Zoo, Box 847, Tarpon Springs, Fla. je23

BABY CHIMPS—LARGE, 150 POUND Male Chimp, blackface; Rafei, Kinkajous, fiery-red Squirrels, Badgers, Golden Eagles, Chase Wild Animal Farm, Egypt. je16

CUB BEARS FOR SALE—WE SHIP ANYWHERE in the U.S.A. For full particulars write Reliable Bird Co., Winnipeg, Canada. je23

FOR SALE—FIVE LEGGED TWO SEXED yearling Freak Calif. Best offer takes. Contact R. C. Brown, Rt. 1, Box 118, Bonanza, Ore. je23

MONKEYS, GIBBONS, TIGERS, BLACK Panthers, Leopards, Malayan Sun Bears, parrots, Pelicans, Snakes, Mynahs and Birds. Mowbr, 1159 St. Louis St., Springfield, Mo. Phone 65323. je16

SAVE TIME! SAVE MONEY! ORDER FROM the dealer nearest you: Rattlesnakes, Boas, Imbigos, Whipnakes, Conspereads, etc., on hand now, no waiting; Dens from \$20 up; our special \$50 Mixed Den cannot be equaled; for \$50 we give you a complete show with some whopping big stuff! Myrtle Beach Reptile Co., Myrtle Beach, South Carolina. je23

THIS WEEK SPECIAL—CARNIVAL trained, chair and collar broke, Rheus Monkeys, Dogface Baboon, Coat-Mundi; South American and native Animals, Birds and Reptiles. L. E. Thompson, Clewiston, Fla. je23

WANTED TO BUY BIRDS—PINK FLAMINGOS, Golden and Winechase Pheasants, rare Finches, singing Canaries, all kinds of Macaws, Parakeets, etc., for exhibit purposes; give full detail and price; small group picture on expensive birds. Casper's Ostrich & Alligator Farm P.O. Box 266, St. Augustine, Fla. je28

4 WHITEFACED RINGTAIL, 2 CAPUCHIN Monkeys; healthy and acclimated; \$175 for all 6. Quitting the business. Bert Geyer, Roscoe, O. je23

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 COUNTRY WEEKLY newspapers, 24 words in all, \$3.50; Texas or elsewhere. M. Pennebaker, Box 870, Kerrville, Tex. je23

A \$100-A-MONTH HOBBY AT HOME! No soliciting, no mail order, no meeting people. Easy, enjoyable pastime. Details, 25c. (Refundable.) Laura Dickson, 1006-L Elizabeth St., Anderson, S. C. je23

BAR, PIZZERIA, REFRESHMENT STAND. Staten Island South Shore, established 15 years; excellent location; equipment nearly new; long lease; price \$14,000; cash \$8,000. Call Gibraltar 2-9260 or write Tabakin, 30 John St., Spring Valley, N. Y. je23

COLLECT MONEY FOR YOUR OVERDUE accounts! Stop having credit nightmares! "Peerless System" shows you how to make debtors pay (pleasantly). Recovers 90 times its cost, or costs nothing. Details free. Simon, 59 Park Ave., New York City 16. je23

FOR SALE, NEWPORT, VT.—THE INTERNATIONAL Club; dance hall 90x240 feet; cocktail lounge 30x70; seats 500 people; kitchen; Deafice; equipment nearly new; long lease; price \$14,000; cash \$8,000. Call Gibraltar 2-9260 or write Tabakin, 30 John St., Spring Valley, N. Y. je23

MEN, WOMEN! START PROFITABLE mail-order business; \$1 (bill) brings homework "Opportunity Book" with dealers' proposition; extra big deal included free. P. Cohen, 141 Bristol St., Brooklyn 12, New York. je23

OPPORTUNITIES GALORE! BUSINESS plans, mail-order schemes, factual information. Your name on penny postal brings facts. Light-Way Service, 3121 N. Hamlin, Chicago 18, Ill. je23

PAPERMEN—TRADE JOURNAL, NEVER published new groups, excellent territory. Publisher, 535 Lemcke Bldg., Indianapolis, Ind. je23

SELL SNOWBALLS—\$7 BUYS ICE SHAVER that shaves into the cup and enough flavor and cups for thousand snowballs; \$2.25 buys regular shaver and flavor for new; long lease; price \$14,000; cash \$8,000. Call Gibraltar 2-9260 or write Tabakin, 30 John St., Spring Valley, N. Y. je23

LATEST NOVELTY SENSATION!

"Little Atom" PISTOL

SHOOTS BLANK CARTRIDGES

MAKES TERRIFIC REPORT!

13 tubes of ammunition with each display card of 12 pistols. One tube (12 rounds) FREE for demonstration purposes.

Dozen tubes ammo (144 Shots) \$2.40

WORLD'S SMALLEST PISTOL PACKED 1 DOZ. TO CARD. JOBBERS—DISTRIBUTORS, ASK FOR QUANTITY PRICES.

Selling like wild all over the country! Polished chrome finish—precision made. Ammo and Ram-rod included. 25% Deposit With Order—Balance C.O.D. F.O.B. Detroit.

\$14.40 DOZ. No Less Sold

SHIPPED EXPRESS ONLY

WRITE FOR OUR BIG FREE CATALOG!

GEM SALES CO.
533 Woodward Avenue Detroit 26, Michigan

WISCONSIN DELUXE HAS THEM!...

THE HOTTEST ITEM IN THE COUNTRY TODAY!

BIRD HAT

Made of woven straw in natural color. Full head size, open fringe brim. Overall width from brim to brim—16 inches. An outstanding novelty number that has proven a big winner and a top money maker at both Tampa Fair and Memphis Cotton Festival. Packed for shipment, 100 to cloth bag or 200 to straw hamper. Please specify packing desired.

NO. 9269

\$3.75 DOZ. \$40.00 GROSS

SPECIAL CLOSEOUT LIMITED STOCK

TWO TONE RAYON PLUSH BEAR

24710

With rolling celluloid plastic eyes, plastic nose and protruding felt tongue. Has silk bow ribbon, soft kapok filled body. Overall height, 25 inches.

GET 'EM WHILE THEY LAST! \$28.00 Dozen

Sample postpaid, \$3.00 ea.

Write for new catalog—please state type of business in first letter.

CASH WITH ORDER or 25% Deposit. Balance C.O.D.

WISCONSIN DELUXE CO. 1902 N. Third St. Milwaukee 12, Wisconsin

SILVER PLATED 32-PC. SERVICE FOR EIGHT

8 Knives 8 Soup Spoons \$5.10 10 Sets or More
8 Forks 8 Teaspoons

#228B Sample Set \$5.50 Set

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8 Knives 8 Soup Spoons \$5.50 10 Sets or More
8 Forks 8 Teaspoons
4 Table Spoons

#208B Sample Set \$6.00 Set

Chest as illustrated
No. 108B • Each \$1.00

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

NEW! 1951 Catalog

SEND FOR FREE COPY TODAY!

In general catalog illustrates the most complete line of Novelty and Premium Merchandise including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, Toys and hundreds of other items.

GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Gold.

#B2256—Genuine 1/30 14K R.G.P. 2 White Stones. Per Doz. \$15.75

#B2200—1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby, amethyst, emerald sapphire, aquamarine, topaz, white fire opal. Per Doz. \$6.00

NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00, \$1 Per Doz. Deposit on All C.O.D. Orders.

DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa

MEN'S EXPANSION WATCH BAND—IMPORTED—CHROMIUM FINISH

SENSATIONALLY LOW PRICED

25% Deposit, Balance C.O.D. Unless Rated. No Samples—No Circulars

\$51 gross \$4.75 per doz.

MURRAY HELLER, 1937 Davidson Ave., New York 53, N. Y.



The Perfect Premium!

18 INCH CLUB BAG

Genuine Texon Saddle Club Bag. Beautifully made with luxurious saddle stitching. Checkered cloth lining with inside pockets. Full length zipper with brass lock key.

\$63.00

Dos. Samples, \$6.00 Each

25% deposit, bal. C.O.D. If not for resale, add Federal Tax.

A REAL BUY AT THIS NEW LOW PRICE!

CUTLER & COMPANY, INC.

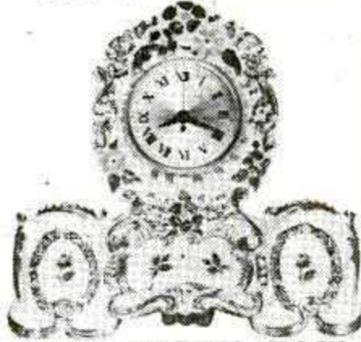
928 Broadway...New York 10, N. Y.

QUALITY AND PRICE VALUE

Look to the Leader for Proven Fast Sellers and New Low Price Ranges!

PARTIAL LIST OF MERCHANDISE

Nationally Known Brands



CHINA ELECTRIC CLOCK

Beautifully hand-decorated, 24 karat gold trim. "GUARANTEED NATIONALLY KNOWN" self-starting Electric Sessions Movement. General Electric Cord and Plug-Felted Base. Beautifully designed in Red, Green and Yellow marbled effect, with floral decorations, heavily embossed in gold trim. Size 11" wide—10 1/2" high. (Individually packed.)

ONLY \$6.95 EACH

INGRAHAM SADDLE HORSE CLOCK. Two-tone bronze—non electric with alarm. Size: 17" long, 5" wide, 10" high. \$4.50 EACH.

Terms: 25% deposit, balance C. O. D. Open accounts to rated houses.

G. & S. WHOLESALE CO.

5977 DELMAR BLVD. (Phone: DELMAR 8551) ST. LOUIS 5, MISSOURI

PLASTIC TELESCOPES

for miniature photographs

AVAILABLE FOR IMMEDIATE DELIVERY

A really fascinating item with all kinds of promotional appeal and possibilities. Complete with new patented polyethylene inserts which eliminate glueing and permit re-use of telescope as desired. Molded of polystyrene in beautiful mottled finishes. Available with or without handy bead chain.

Samples furnished upon request.

1 to 49 gross \$8.50 per gross
50 to 99 gross 7.75 per gross
100 gross and over 7.20 per gross

Above prices f.o.b. factory and do not include chain. For telescopes with chain add \$1.44 per gross.

BERNARD EDWARD COMPANY

5252 SOUTH KOLMAR

CHICAGO 32, ILLINOIS

Max Sonn "Frenchie" says: "The hit of Winchester, Va., and my Times Square spot. A top money maker."

Please Try To Anticipate Your Needs Early

Immediate Delivery

ORDER NOW—DEMAND IS TERRIFIC
TOP QUALITY, 300 DENIER FABRIC

FLUORESCENT CREW HATS

With Fluorescent 2 in. Pompons

\$7.50 Doz. without Pompons

\$8.00 Doz. with 2 in. Pompons

Packed gross to box. Available in red, cerise, lime, gold, kelly, royal and in multi-color.

Available for Immediate Delivery

TWILL CREW HATS

with or without pompons

25% deposit with order, balance C.O.D.

Office 17 West 3rd St., N. Y., N. Y.

Factory: 50 West 3rd St., N. Y., N. Y.

NOTE: New phone numbers ORegion 4-6669-6670

STA-WELL HAT CO.

JOBBERS-CONCESSIONAIRES

Life up with one of the oldest and largest STUFFED FUR AND PLUSH TOY MANUFACTURERS... specialists in PREMIUM AND CARNIVAL merchandise for over 19 years.

CLOSE OUTS ON HAND!

FREE: Send for free catalog and close-out list! State nature of your business in first letter to avoid delay. Write today!

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys

122 WEST 27TH STREET

NEW YORK 1, NEW YORK

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 70 in this issue.

COSTUMES, UNIFORMS WARDROBES

BUNDLE CLOWN ODDS, ENDS, \$7; CELLOphane Hulas, \$5; G-Sirings, Red Wigs, Chorus Sets, Orchestra Coats, \$1; Red Curtain (12x14 1/2), \$25. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—USED COSTUME BARGAINS. Chorus, dollar up; principals, three up; no catalog. Guttenberg, 9 W. 18th St., New York 11, N. Y. aul8

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE: Candy Corn Machines; steam powered Popcorn and Peanut Wagons cheap. Krispy Korn, 120 So. Halsted, Chicago, Ill. 1/21

MANLEY POPCORN MACHINE FOR SALE. Call Dickens 2-3359 after 6 p.m. Brooklyn, N. Y.

NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Floss, aluminum geared Popping Kettles, Copper Candy, Caramelcorn Kettles, Northside Co., 509 E. 4th, Indianola, Iowa. 1/21

PORTABLE ROLLER RINK—40x90 COMPLETE, good condition. Write Box C-396, c/o Billboard, Cincinnati, O.

20x60x10 NET BATTING PRACTICE CAGE. \$200; Rubber Molds for Plaster, Cement Lawn Ornaments, \$2 up. Jim Myre, 17014 Toledo Rd., Wyandotte, Mich.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—10,000 REELS, FEAT. Shorts, Serials, \$5 reel; some \$3; DeVry, Natco Projectors, \$150. Roshon, 128 North Court, Memphis 3, Tenn.

CANDY FLOSS OUTFIT BUILT IN 1941 Chev. Vanette, complete; candy machine, equipment and truck, \$400. C. Hockett, 615 Elwood Ave., N. Minneapolis, Minn.

CASH PAID FOR MOVIE FILMS, EQUIPMENT, Posters, Slides, regardless of age or condition. Johnny Allen, 19 Demarest Pl., Maywood, N. J.

CLOTHESPIN STORE AND MUG OUTFIT for sale; in warehouse in Boston; sell cheap. Mason, P. O. Box 186, Boston 1, Mass.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1818 S. Wabash Ave., Chicago. je23

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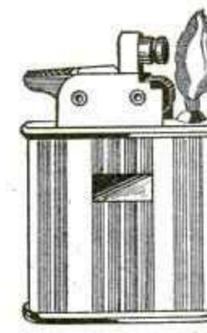
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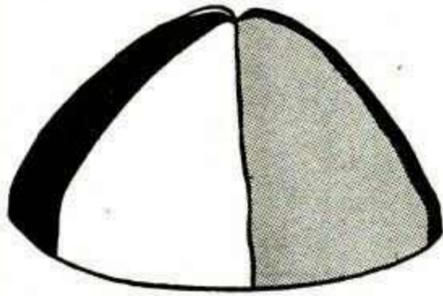
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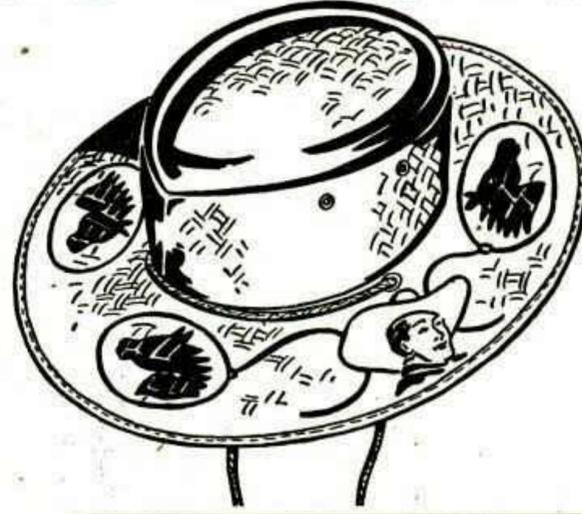
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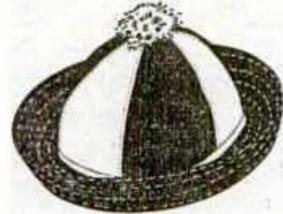
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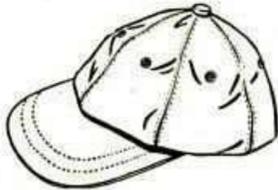
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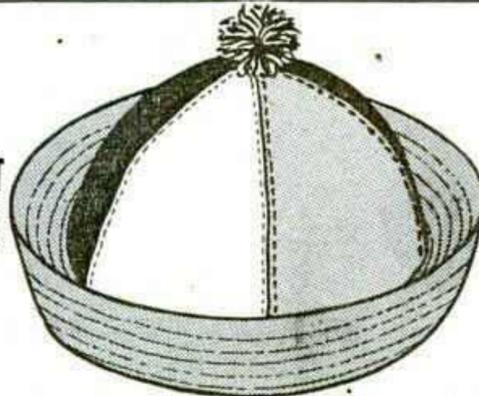
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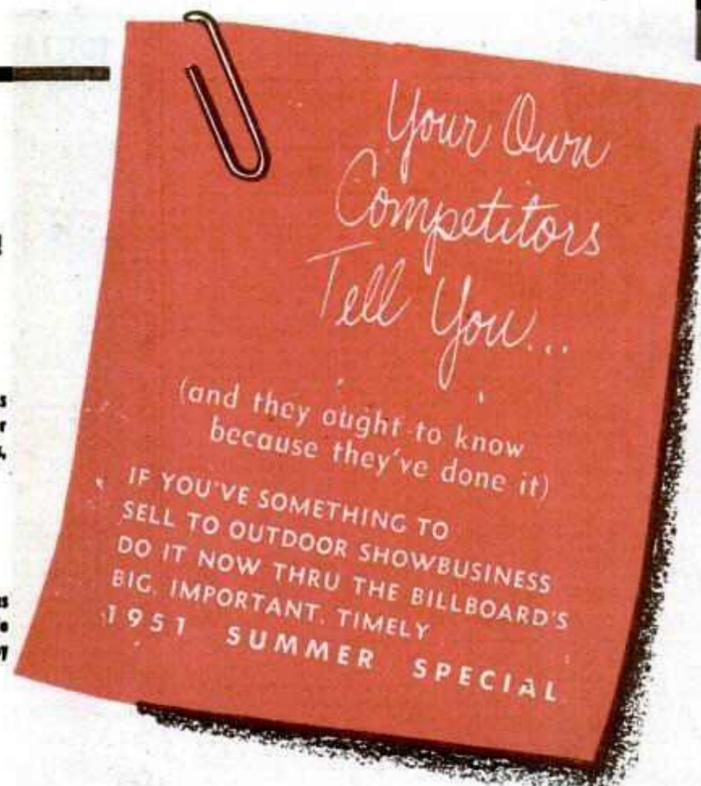
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 State your business.
 Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

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 Wholesale Distributors Since 1880
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GALLOPING DOMINOES!

What fun! What games to play. Patented turntable whirls round and round with a push of the plunger. Dice are thrown around to come up with a lucky 7 or 11. Compact, fits into your pocket to carry around for use at a moment's notice. Foolproof. The answer to every red blooded man's dream. Useful in playing many games. Thrill to this brand new dice game.

\$1.00 3 for \$2.00
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IMMEDIATE DELIVERY!

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Buy one pair of ladies' first quality nylons for \$1.00 and get free three pairs of men's or misses' anklets or three pairs of ladies' nylon rejects—for limited time only.

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NEED USED CIRCUS WAGONS—TICKET, Animal Concession, Band Wagons for permanently situated atmosphere; need not roll, but must be decorative; enclose snapshots. L. E. Forester, 602 Melba Bldg., Dallas, Tex.

PHONOGRAPH RECORDS MADE BETWEEN 1920 and 1940, Dealers' stock or collections, any quantity. Jacob Schneider, 128 W. 56th Street, NYC. je16

WANTED TO BUY KIDDIE RIDES. C. Kring, R. 1, Box 363, Toledo 5, O.

WANTED AT ONCE—TO ENLARGE FUN spot in NYC on main highway; #5 Eul Wheel, Merry-Go-Round, Kiddie Ferris Wheel, Pony Cart, What Have You, Doll Race, Ball Game, Bottle Ball Game, Balloon Dart Game. Write or wire, c/o Billboard, 1564 Broadway, NYC, Jim Harris.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ATRACTIVE, INTERESTING, PERMANENT traveling position for business woman, married or single, with executive ability; arrange successful local talent productions with leading civic club presidents in smaller towns; need car; very excellent earnings. Write Field Director, 3419 Broadway, Kansas City, Mo.

ARCADIE MECHANIC WANTED—GOOD salary, pleasant surroundings. See Mr. Frank DeConinck, Venice Amusement, Grant Ave. and Boardwalk, Seaside Heights, N. J. SEASIDE PARK 9-0670-M. je30

AT ONCE—TENORS DOUBLING CLARINET, trumpet, drums; tenor style bands; others write. Contact Ray Bradshaw immediately, Spalding Hotel, Duluth, Minn.

FEMALE—YOUNG LADY TO ASSIST IN photo gallery; experience unnecessary; free to travel; south in winter; send full description and photo; no lusers. Box 447, The Billboard, Chicago.

FOR GRANDSTAND SHOW AT FAIRS—Strong trumpet; drummer with good equipment; must have show experience. Williams and Lee, 464 Holly Ave., St. Paul, Minn.

GIRL MUSICIANS FOR WELL-KNOWN band reorganizing; good readers, nice appearance; write immediately. Box 448, The Billboard, Chicago.

PIANIST, LEAD SAX, DRUMMER, OTHERS write; above average modern band; guaranteed weekly salary. 809 North Spring, Sioux Falls, S. D. je23

REPLACEMENTS FOR SAX SECTION—Must play good clarinet; salary, sleeper but no lay-off; others write. Buddy Blair, Box 113, Colome, S. D. Phone 7272. je16

SAX MAN, MUSICIANS WANTED FOR commercial Dixieland territory orchestra; guaranteed weekly salary; traveling by car. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

VOCALIST TO ACCOMPANY HAMMOND Organ; must be able to sing tenor; no Sundays. Aragon Tavern, 610 Sycamore St., Waterloo, Ia. j37

WANTED—GIRL PIANISTS, ORGANISTS, Duos, Trios who sing, entertain for South; union; send photos, particulars. Southern Artists' Bureau, 606 Godechaux Building, New Orleans, La. np

OVER 700% PROFIT!

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Makes Finished Pictures in 2 MINUTES!

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- Size 4 1/2"x5"x10"
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We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 3¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. 8X, Spencer, Ind.

Actual Size 2 1/2"

ALL METAL RETRACTABLE BALL PEN WITH CHAIN

\$10 per gr. \$12 per gr.

(Bulk) (1 Dz. to Card)

Send your orders now while they last! 25% deposit with order, balance C.O.D.

WHOLESALE OUTLET CO. 545 Fifth Ave. NYC, N. Y.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D.

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 414 Transportation Bldg., Detroit 26, Mich. Phone: WOODWARD 2-8015

WANTED FOR TENT SHOW — EXPERIENCED Stage Manager, also opening for tent workmen, week June 11, Eschberry, Mo.; June 18, Beardstown, Ill. Slout Show.

WANTED — VERSATILE DRUMMER—Vocalist to travel with permanent trio; steady work. Send latest photos and recording to San Miguel, c/o Ritz Club, Clear Lake, Iowa.

WANTED—PIANIST AND LEAD TENOR; salary, \$95. Write: Sandy Sandifer, Rte. 10, Box 322-B, Fort Worth, Tex.

WANTED—EXPERIENCED BOSS CANVAS Man for Cape Cod Music Circus. Hyannis, Mass., permanent location; good salary, lodgings included. Write - Phone - Wire, Manager

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Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17 jewel Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3—\$1.50 extra for sample. 25% with order — balance C. O. D.

Only \$15.95

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WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 55

Contains most everything in merchandise for the jeweler.

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All Orders Shipped Same Day Received

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1,000 PIECES OF SLUM TOYS ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

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Dart Balloons Gr. 85
 Glass Beer Mug Gr. 4.80
 Glass Coaster Gr. 4.80
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 Milk Bottle, 1 1/2 Load Each 1.25

25% Deposit With Order, Bal. C.O.D. Send for FREE Catalog No. C31

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 (SINCE 1909)
 300 W. NINTH ST., KANSAS CITY 6, MO.

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"x27" Towels. Sells \$1; \$56.00 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.

ILLUSTRATED CARTOON BOOKLETS!

53AY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$50NEY, NO POSTAL C.O.D.'S!

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Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

SPECIAL BUY!! HALF PRICE!!

BLUE CROWN Double Edge Blades

Will fit all popular models, double edge safety razors. First quality, etched blue steel, keen edge blades, 5 blades in package. 20 packages in carton. No. BB8C6. Per Carton (100 Blades) **REGULARLY 85c—NOW 42 1/2**

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As above in Gold Cup quality. No. BB8C7. Per Carton (100 Blades) **REGULARLY 90c—NOW 45**

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MINIMUM ORDER 10 CARTONS—NO LESS SOLD.

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In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

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CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

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8 RIB RAYON FLORAL PARASOL

No. B26N9 32 inch, Per doz. 6.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

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WHAT A VALUE! This Beautiful 5-PIECE WATCH SET

Includes:

- ★ New Chrono Watch \$9.95 A \$50.00 VALUE
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- ★ Cuff Links
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with nationally-known Swiss movement and hand-decorated, saddle-stitched strap made of genuine Texas top-grain steer hide.

Order Now . . . they'll go quickly! Immediate Delivery! Satisfaction guaranteed or money back.

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For Red Hot Sales!

Over 40 million Lil' Abner fans—big popularity of Al Capp's Dogpatch characters make these Pioneer balloons easy money-makers; Lil' Abner; Daisy Mae, Mammy and Pappy Yokum on big Nos. 8-AD, 9-AD and 11-AD round, and on No. 817-AD doll balloons. Assorted colors. Sell on sight. Your Jobber or The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

PRESTO CHANGE! When You Show the New Magical Trick Billfold

Makes 'Em Gasp

A Red Hot \$1.98 Seller

For Carnival Men, Pitchmen, Agents, Salesmen, Distributors

It's the trickiest, neatest, handiest bill-fold you've ever seen. Just place a few bills in the magic folder . . . and presto . . . they change from under the X straps to the reverse side. Place a bill on both sides of the magic folder and the serial numbers change first on one side and then on the other. Made of pure virgin vinyl plastic—assorted colors. Outwears leather.

WHOLESALE PRICES

1-6 \$1.00 Ea. 12 90¢ Ea. 36 80¢ Ea.
 72 75¢ Ea. 144 70¢ Ea. F.O.B. Chicago.

SAMPLE, \$1 postpaid.

ORDER NOW—Quick delivery. 25% deposit, balance C.O.D.

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DECALS, 3 1/2c to 4c to DEALERS

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Here is undoubtedly the biggest sale of EVERSHARP pens and pencils ever held. We have a tremendous stock of genuine EVERSHARP products to sell out for as little as 19 cents on the dollar. These are brand new EVERSHARP pens, pencils, and sets. They come in beautiful boxes; all are packed in original factory cartons.

EVERSHARP GUARANTEES SERVICE AND PARTS FOREVER.

Stock up now for advertising and premium use. This merchandise will sell quickly. Order at once. All sold on complete money-back guarantee. Full refund if you are not completely satisfied.

EVERY ITEM IS BRAND NEW! PACKED IN HANDSOME EVERSHARP BOXES.

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EVERSHARP SKYLINE SETS \$2.95 EACH	\$4.95 FAIR TRADE EVERSHARP KIMBERLY POKETTE PENS \$1.65 EACH	\$25.00 FAIR TRADE EVERSHARP GOLD ENVOY SETS \$8.55 EACH	

OTHER TREMENDOUS BARGAINS. EVERY ITEM GUARANTEED TO BE AT LOWEST PRICE IN AMERICA! IF YOU CAN BUY FOR LESS—WE'LL REFUND THE DIFFERENCE IN CASH!

DURO 3-PIECE PEN AND PENCIL SETS —Handsome gold caps; in attractive boxes; \$39.00 Gross; \$3.50 Dozen.	LADIES' PEARL NECKLACES —3 strand, rhinestone with clasp; \$60.95 gross; \$5.35 dozen.
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BALL POINT PENS —Complete with cap; each one fully guaranteed; \$6.75 gross; \$6.45 per gross in 10 gross lots.	IMPORTED TUMBLERS —In package of 6; \$3.25 per dozen sets; \$37.50 per gross sets.
OPERA GLASSES —Handsome imported model; individually boxed; \$43.20 gross; \$4.00 dozen.	AVIATOR SUN GLASSES —Precision polished lenses, 24K gold plate frames, pearl sweatbar. \$5.35 DOZEN.
TABLEWARE SETS —24-piece service for 6; just reduced; \$1.95 per set; \$23.00 dozen sets.	NOVELTY ART WALLETS —Here is the sensation of the year. Handsome black and brown plastic wallets with art poses sealed on the outside. Wallet can easily be sold for \$2.00. Art studies are in full color. \$4.95 DOZEN.

TERMS: CASH WITH ORDER OR 25% DEPOSIT, BALANCE C.O.D. COMPLETE MONEY-BACK GUARANTEE ON EVERY ITEM. IMMEDIATE DELIVERY.

STANDARD PRODUCTS COMPANY, INC.

CLEVELAND PARK STATION

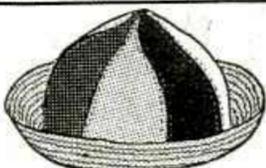
WASHINGTON 8, D. C.

FLUORESCENT HATS

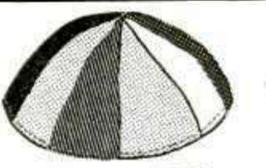
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BE-BOP FLUORESCENT HATS \$7.25 DOZ. \$84.00 GR.

FLUORESCENT CREW HATS WITH POMPON—WE HAVE PLENTY OF STOCK!



CREW HATS
\$7.25 DOZ. \$81.00 GR.



BEANIES
\$2.75 DOZ. \$30.00 GR.

#26 MOTTLE PADDLE BALLOONS \$6.50 GR.
ALL WHITE STRAW COWBOY HATS 4.50 DOZ.
CREW HATS \$8.00 GR.

IMMEDIATE DELIVERY ON ALL ITEMS
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WRITE FOR COMPLETE CATALOG
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AT LIBERTY—ADVERTISEMENTS

5c a'Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS	ORGANIST —EXPERIENCED THEATERS and Rinks; available at once; will consider lounge; sober, reliable; any location. Address Box C-394, Billboard, Cincinnati 22, O. Je16
CONCERT-DANCE COMBO WANTS 1ST class hotel location; piano, violin, sax, bass, all double; just finished 20 months Biltmore Hotel, Palm Beach, Fla.; hotel closed for summer; complete library; concert, dance, Latin, etc. Additional info. Contact Bill Doherty, 418 Ardmore, WPB, Fla.	PIANIST —CLASSICAL BACKGROUND; 10 years of experience with dance orchestras, both modern and old time; good sight reader, read chord symbols also; good rhythm; middle-aged; veteran; union; desire steady work with dance band or as accompanist for male singer or instrumentalist; go anywhere; available July 1. Bob Hubbard, Suite 307, 131 W. 42d St., New York 18, N. Y.
CIRCUS & CARNIVAL	TENOR SAX, CLAR.; ARRANGE; DRAFT exempt; section or combo; no character; Drummer also available. Harry Stewart, 45 W. 11th St., Jacksonville, Fla. Phone 3-9960.
AT LIBERTY—SPECIALTY TEAM, MUSIC, harmony, singing, double tap, dancing; lady, sax and banjo; both do script act bits; good wardrobe and appearance; open for tent or med; car and trailer. Joe and Bea Bennett, c/o Billboard Pub. Co., 2160 Patterson St., Cincinnati 22, O.	TRUMPET —29; EXTENSIVE SEMI-NAME jazz and hotel band experience; can also play old-time; available after June 25. Julius Logghe, P. O. Box 354, Albert Lea, Minn. Je16
AT LIBERTY JUNE 20—WESTERN SINGER (age 28) and trick Albino horse "Cotton"; 15 minutes with horse; music optional; want Circus Wild West Show or Free Carnival Act or Western Tent Show; only top-notch shows need answer; this is a flashy act. A-1 costumes; wire or write details Norman Snow, 181 Main St., Conneaut, O.	TRUMPET—ARRANGE, SOME VOCALS, sober, will travel; available after June 20; commercial okay. Kenneth Segal, 1646 Farragut, Chicago. Telephone Sunnyside 4-2748.
MISCELLANEOUS	TRUMPET —29, VETERAN; COLLEGE Music Major available June 15; thoroughly experienced in vaudeville, burlesque and (prefer) commercial combo; member locals 4, 161, 125. Write 3454 Norway Place, Norfolk, Va. Je16
AT LEISURE—THE WORLD'S GREATEST living Divine Healer, Prof. Erwin Spies, 202 Lyell Ave., Rochester, N. Y.	TRUMPETER-VOCALIST—NEAT, SOBER, age 30, read or fake anything, baritone voice. Rick Shorey, Royal Poinciana Trailer Park, 650 16th St., N. (Circle-15), St. Petersburg, Fla.
SQUARE AND FOLK DANCE LEADER available for summer; American, foreign folk dances called, taught, directed with live music, records; folk songs with guitar, banjo accompaniment; young recreation leader, wide experience, including summer resort work. Eric Loeb, 1 W. 85th St., NYC.	VOCALS WITH PIANO AVAILABLE; single or with small combo in Midwest; age 21; single, draft exempt; picture on request. Contact Marvin Hinton, Morrill, Kan. Phone 8611.
MUSICIANS	WESTERN VOCALIST, RHYTHM GUITAR, yodel harmonica specialties, tenor baritone; sober, single, photos, recording. Cowboy Joe, 745 Race St., San Jose 25, Calif.
A-1 COLORED ORGAN STYLIST for metropolitan New York City area. Have own organ; 3 yrs. NBC up-State, 802. Reginald Smith, 105-14 32d Ave., Corona, L. I., New York, 7-5218 after 9:30 p.m. Je16	YOUNG MAN SOLO PIANIST —NIGHT club or lounge; good rhythm, nice personality. Christensen 615 Locust, Des Moines 9, Ia. Je16
AT LIBERTY—PIANIST; BLONDE; 37 YRS. old; top notch pianist, also Hammond Organ. Fine repertoire and wardrobe. Call NE 1-3824, Chicago, Ill.	PARKS & FAIRS
AVAILABLE IMMEDIATELY—TENOR Clarinet; hotel or commercial band. Eddie Kish, 416 E. 17th, Indianapolis, Ind. Ph.: WA 1181.	A REAL GOOD COMEDY ACT—PERFORM anywhere; literature; laughs and more laughs. Gale Stopher, 1521 Wells St., Fort Wayne, Ind. Je23
DRUMMER—802; SOCIETY, COMMERCIAL; read, cut shows; special arrangement for act in entertaining ork; available two weeks' notice; new set; car; age 29. Chuck George, 5050 E. 21st, Indianapolis, Ir. Je23	BALLOON ASCENSIONS, PARACHUTE jumping; modern equipment for parks, fairs, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Je23
DRUMMER—UNION, DRAFT EXEMPT, available after July first; interested in large bands or small combos; location preferred. "Cappie" Detwiler, P. O. Box 1071, Redding, Calif.	BALLOON ASCENSION AND PARACHUTE drop; all holidays open; special price to park who will book Sundays. W. L. Henderson Jr., successor to W. P. Henderson, Write Sylvania, O. Je23
EXPERIENCED, CAPABLE BAND LEADER. Municipal, fraternal or factory band. Permanent location desired. Box C-395, Billboard, 2160 Patterson St., Cincinnati, O. Je23	BIG 5 PIECE ACROBATIC AND BAL- ancing act; beautiful stage display. For illustrated literature, Lehmbeck Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind.
TROMBONIST —EXPERIENCE WITH H name and semi name; have car; consistent high range; will travel. Phone 1182W. Bob Oettinger, 604 9th St., Int'l Falls, Minn.	CLEAN EMCEE—WORKS BETWEEN PER- formers; featuring strobellite puppets, comedy magic, inexhaustible bottle; indoors, outdoors; work hour alone; agents welcome Osborne, 5223 Cedar Ave., Philadelphia, Pa. Jy21

300% TO 500% PROFIT !! EVERY DAY !!

No. 877
A Real Money Maker \$4.50 doz.



No. 877—Heavy mounting. Hand set. Sparkling. It's a Beauty. Gold finish.

No. 301
AN EYE CATCHER
Imitation Brilliant White Stone \$2.90 DOZ.



Gold Finish
Special \$33.00 Gross.
Please state your business. Deposit with all C.O.D. orders. Above 2 samples prepaid \$1.00

PROVIDENCE RING COMPANY
49 Westminster St. Providence, R. I.

BUY DIRECT FROM IMPORTER! MECHANICAL ACTION TOYS

At Sensational Low, Low Prices!



LARGE WALKING BEAR
\$4.50 per doz.
in gross lots
Walks, Stops, Shakes Head

SQUIRREL WITH NUT \$3.75 dz.
JUMPING FURRED RABBIT .. 3.75 dz.
MONKEY DOCTOR 4.50 dz.
XYLOPHONE PLAYER 5.90 dz.
LARGE PENGUIN, Walks, Stops and Makes Sound 6.50 dz.

JUMPING FURRED DOG \$3.00 per doz. in Gross Lots

IN GROSS LOTS
JUMBO SIZE ELEPHANT \$5.40 dz.
WALKING GORILLA 5.90 dz.
SEAL WITH REVOLVING BALL. 4.50 dz.
LARGE CAMEL WITH RIDER. . 4.50 dz.
BEGGING FURRED DOG 3.75 dz.

TERMS: 25% deposit, balance C.O.D. unless rated.
IMMEDIATE SHIPMENT! ORDER TODAY!
CRYSTAL CRAFT, Inc., 34 Exchange Place, Jersey City 2, New Jersey

"LITTLE BOY" ASH TRAYS

Replica of the Mannekin Fountain of Brussels
Made of metal in beautiful bronze finish, each ind. boxed.
Quantity prices upon request.

\$16.00 Dozen PREPAID (Sample \$2.00)

SATISFACTORY SALES COMPANY
1036 SO. LA BREA AVE. LOS ANGELES 19, CALIF.

MISCELLANEOUS

AT LEISURE—THE WORLD'S GREATEST living Divine Healer, Prof. Erwin Spies, 202 Lyell Ave., Rochester, N. Y.

SQUARE AND FOLK DANCE LEADER available for summer; American, foreign folk dances called, taught, directed with live music, records; folk songs with guitar, banjo accompaniment; young recreation leader, wide experience, including summer resort work. Eric Loeb, 1 W. 85th St., NYC.

MUSICIANS

A-1 COLORED ORGAN STYLIST for metropolitan New York City area. Have own organ; 3 yrs. NBC up-State, 802. Reginald Smith, 105-14 32d Ave., Corona, L. I., New York, 7-5218 after 9:30 p.m. Je16

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AVAILABLE IMMEDIATELY—TENOR Clarinet; hotel or commercial band. Eddie Kish, 416 E. 17th, Indianapolis, Ind. Ph.: WA 1181.

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EXPERIENCED, CAPABLE BAND LEADER. Municipal, fraternal or factory band. Permanent location desired. Box C-395, Billboard, 2160 Patterson St., Cincinnati, O. Je23

TROMBONIST—EXPERIENCE WITH H name and semi name; have car; consistent high range; will travel. Phone 1182W. Bob Oettinger, 604 9th St., Int'l Falls, Minn.

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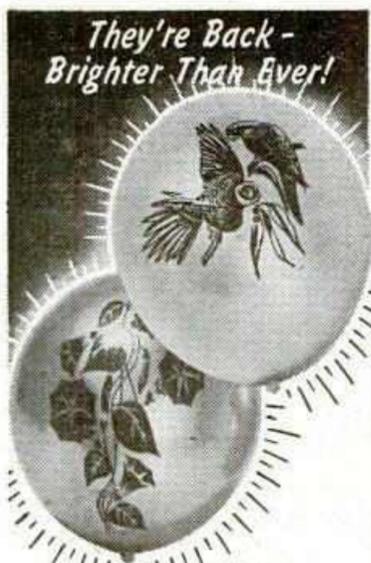
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Pipes for Pitchmen

By BILL BAKER

JIMMIE WALL . . . sheet worker, passed thru Cincinnati Thursday night (8) en route from Indianapolis to Gallipolis, O., and Point Pleasant, W. Va. Jim was stranded in the Queen City that night because of a rainstorm. He'd like to read pipes here from Bob Williams.

PITCHDOM . . . was grieved to learn of the recent death of Henry (Soapy) Berger, who passed away in Anchor Hospital, St. Paul. Soapy was widely known in pitch circles and for many years had worked in the Northwest.

BOB ROACH . . . is reported to be confined in Oak Forest Infirmary, Chicago, and would like to read letters from friends.

COLEMAN NEWSTEAD . . . and A. Newmiller, novelty men, are reported to be in Hines Veterans Hospital, Homewood, Ill., while Beef Stew Whitie Breght is in the Marine Hospital, Chicago.

HENRY H. VARNER . . . cards from Akron that he has taken the advice of Dave Rose and is now a factory hand in the Rubber City.

DR. JAMES H. RUTLEDGE . . . after 12 years with the Bardex Radio Minstrels, med show, has quit the road and currently is employed in the water department at Sarasota, Fla.

PAUL REVERE . . . letters from Kansas City, Mo., that the 500-mile Decoration Day race classic at Indianapolis was a red one for all the boys and girls who made the event.

"WE HAVE . . . just received our first shipment of monkeys from an ex-jam man, who has set up headquarters in Johannesburg, South Africa," letters Jim Lobaugh from Newark, O. "J. B. Clark and I have three stores at Buckeye Lake here." Lobaugh says he'd like to read pipes here from Ronnie Peyton.

CHARLIE (TOBY) HUDSON . . . is doing the lecturing on Eddie Gould's Ozark Med Show, which is playing Georgia spots to good returns.

JIM BROWN . . . the circus clown, who concluded two good weeks at farmers markets on Long Island, reports that the two best markets for pitching are at Messapequa and Hempstead. He adds that the Hicksville market is a bust and that most pitchmen are giving up the spot. Brown says his last two appearances there were blanks. Other good spots, he reports, are the Riverhead market and Nine-Acres Farmer Market on Jericho Turnpike.

JACK MILTON . . . well-known purveyor of novelties at fairs, rodeos and circuses in the Western States and Canada, comes thru with some highlights on the Decoration Day race at Indianapolis. "Weather was warm and clear the night before the big event and noted inside working were Leopard Luxemburg and his crew handling novelties, toys and souvenirs. All were topnotch workers. They included Lefty Shapiro, Walter Rice, Paul Delaney, Willie Brood, Peanuts Cramer, Whitey Dunham, Whitey Douglas, Johnny Barber, M. Marks, S. Fisher, May Coolender, Nate Abrams, Dick Cornerll, Tom McKinney, Sammy Bluestein, Ben Turpin, Eddie Marsh, Rubin Bluestein, Joe Marks, Ralph and Pete Sidell, Jack Segal, Al Weston, Al Gardner, Whitey Regan. From the Far West came Morris Buestein, with ace hustlers. In from Houston was Jack Sander. Ray Babbitt came in from Dallas. He's tops in his field. Joe Lewis came in for the event but left to join his first love, a circus. The hat business was well represented by Charlie Vale and Bill Long. Jackie Andrews, Frankie Rizzo and Nick Bunderson came in from Chicago to look and visit. Mrs. Crowley is still going strong with her novelties. Also here were Red Allen, Claude Oliver, Tom Casey, George Golden; Frank Kokomiller, of Anderson, Ind.; Pudd Graham and Grimmy Masey. Bill Weiss, of Detroit, was on hand. On the outside was the Springfield Kid, Frankie Lozar, with a large toy and novelty store, assisted by Roy Gregory and J. K. (Jimmy) Wicker and Papa Harris. These boys are fast-money getters and the business could stand more of them. Frankie is tops in his line and stands ace high with all. He moves too fast to

have any larries with him. Slim McKnight was on hand to cut up a few jackies while en route to the Dakotas. Jack Rubin, specialty man from Chicago, and his boys were on the outside and all reported okay results. His son, Shelton, is a good hustler. Jimmy Wicker is considerably improved in health. Also noted Jack Anthony, with coils, and some Chicago boys with new items. Byron Christy, Indiana cookhouse operator, had his well-stocked eatery on the outside. It was a meeting place for the pitcheroos making the event."

Editor's Mail

Continued from page 51

door amusement business take a special interest in the many phoney fairs that are being staged thruout the country for the purpose of eliminating the necessity of the passage of special laws, such as the relatively new legislation in North Carolina which was necessary to protect bona fide agricultural events from the encroachment of harmful promotions.

"I feel compelled to take this stand openly after viewing the so-called South Jersey State Fair, Camden, a promotion by Samuel Burgdorf and Max Gruberg. Unfortunately, it is no trick for such promoters to secure the backing of local organizations anxious to add a few extra dollars to their treasuries, and thru them to secure the use of the names of prominent persons, from the governor on down.

"Trying to warn prospective victims in advance, such as exhibitors, is difficult because of the pressure groups the promoters are able to build thru their sponsors. As a result, the victims are burned and unaware of their misfortune before they have paid their money and participated in the dismal events. Once burned, they naturally shy away from all events purporting to be fairs, with the result that the legitimate events which have built a reputation thru the years and invested thousands of dollars in permanent grounds and buildings suffer because of the connivance of others.

"I have seen pitiful promotions, but never anything to equal the most recent effort of Burgdorf and Gruberg. I am not against promotions as such. We value highly free enterprise in our great country and many big enterprises have had small beginnings. But I do vigorously oppose promotions that prey on established events and especially those that designate themselves as "fairs" without justifying the use of the title as most of us who are vitally interested in fairs believe it should be used.

"The New Jersey State Fair received many inquiries and comments, none of them complimentary, from persons who mistakenly thought that we had some part in the fiasco at Camden. The misleading title used at Camden was directly responsible for this confusion and irreparable harm was done to our State fair as a result, altho I as president, and other executives, did the best we could to correct the erroneous impression and keep the blemish from our name.

"My record of more than 40 years in the fair business prompts me to add, without fear of contradiction, that no one is more interested in the fair business than I am. A repetition of events of the Camden caliber should be sufficient reason to seek and obtain legislation in New Jersey banning the use of the word "fair" by promotional events without any agricultural significance."

OPS Explains

Continued from page 57

but elements entering the determination are limited to their highest base price level.

"For new sellers or new services, highest prices are the same as the ceiling price of the closest competitor for the same service." (These latter prices were required to have been reported within 10 days to the appropriate OPS district office.)

"In the case of substantial financial hardship, sellers may apply for adjustment, a provision considered desirable because many service establishments are small concerns without large capital reserves."

Greenville Moves

Continued from page 51

and a new exhibit building has been built at a cost of \$23,000. A new fence encloses the 25-acre property. The airport provides ample parking and the entrances to the grounds lead directly to the exhibit buildings. New toilet facilities have also been constructed. Agricultural premiums this year will total \$4,500.

Norman Y. Chambliss, veteran fair manager who is entering his third year as the director of the local event, said that the progress reflected the success of the event after only two years of operation.

The fair is sponsored by the combined American Legion posts in Greenville, Ayden and Farmville. The Lawrence Greater Shows were awarded the midway contract. The Joie Chitwood hell-driver show will appear Sunday and Thursday and fireworks contracts have been awarded to the Interstate Fireworks Company.

J. Howard Moye is president, James R. Worsley, secretary, and Larry Averette, treasurer.

Dallas Grandstand

Continued from page 51

performances of the Gainesville Community Circus. Since Chance Vought moved from the East to Texas, this is the largest entertainment project the club has promoted.

Club paid the circus \$1,500 a night for the party. Last year the organization bought rides on the State fair midway for a one-day party and has indicated it may repeat this later in the season.

Dallas Charity Horse Show is set for June 13-17 and the Shrine Hella Temple, here, will have its father-son day July 3, with the dads putting on a show for the kids.

Stock car races, staged by Henry Watson and Jim Fratone, continue to draw good crowds on Wednesday nights.

Silver \$ Annual

Continued from page 51

of \$17,000. The sum of \$10,042.83 was paid for 94 animals offered at auction by 4-H and Future Farmer members.

Entertainment features included a rodeo presented by Christensen Bros. on Friday and Saturday. The grandstand show included the Great Velarde, tight rope, and Princess Musatte, aerialist. Joie Chitwood Auto Daredevil Circus competed for points in the International Stuntmen's Association title chase for the ISA gold trophy and a \$10,000 purse.

New Group Gains

Continued from page 51

use of Hamid's major Showtime Revue, with the deal set by Joe Hughes, agency representative. Bangor was the first Maine annual to cover its stage and grandstand, thus insuring performances despite the weather.

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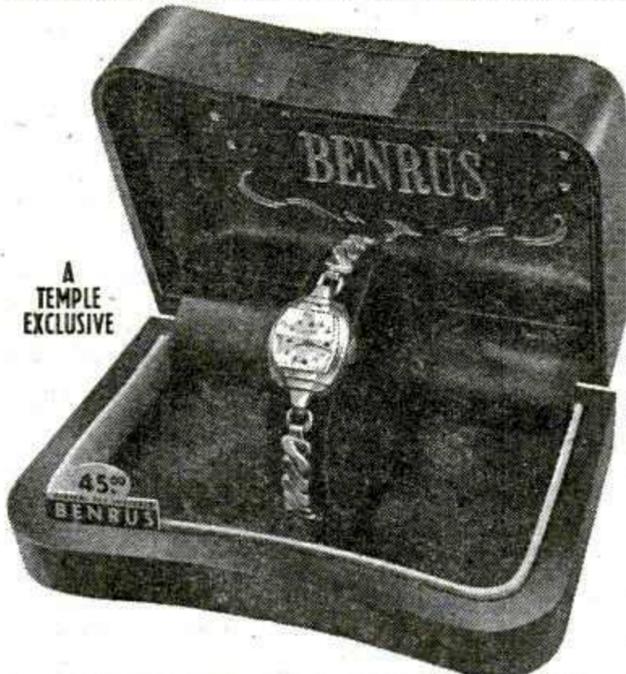
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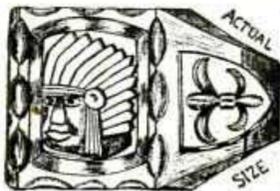
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Merchandise Topics

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New York

Imperial Merchandise Company has prepared a new price list for premium users to tie in with the firm's anti-inflation national advertising campaign, reports Sy Herskovitz. The firm features such items as Ronson-style pencil lighters at \$7.20 per dozen and pearl pistol lighters at \$4.50 a dozen, with additional discounts in large quantities. . . . Tavella Sales Company has introduced its radio-advertised pocket adding machine which totals invoices, keeps checkbooks in order and adds bridge and canastra scores quickly and accurately. It's handy even for checking Junior's home work, the firm says. The item sells for \$1.25 each in dozen lots. . . . The Li'l Abner and Lonesome Polecat mechanical canoe is a \$1.98 retailer offered the trade by Ideal Toy Corporation. Lonesome Polecat paddles the craft carrying Li'l Abner. A jug of "juice" in the center of the canoe acts as the wind-up key. . . . Louis Schear, formerly of Schear & Schrader, importers, has opened a novelty house on Park Row. With the help of Irv Hoffman, Schear says he plans to maintain a complete stock of goods for the carnival trade.

Chicago

Leaf-shaped coasters that feature a ribbed bottom to prevent sticking to glasses or furniture are marketed for the premium and prize trade by the Superior Plastics division of Commonwealth Plastics, Inc. The coasters can hold any size glass. If used as individual servers, they can be utilized for serving tidbits. Suggested retail price for a carton of eight fiesta-colored coasters is \$1. . . . With warm weather here beach and pool concessionaires will find a ready market for W. & D. Distributors' F.O.B. sunburn lotion which is said to give almost instant relief to users. Two-ounce bottles to retail for 69 cents are priced at \$5 in dozen lots. For orders of more than six dozen a 50 per cent discount is offered. The Tarrson Company Dig-Gum combination miniature claw machine and savings bank for the youngster combines skill with thrift and thrills in the all-plastic item. A bubble gum ball is dispensed for each coin deposited. The clear plastic bowl permits the operator to see the crane and claw in action and the multi-colored gum balls. . . . Chicago Toy Company's Bugle Boy plastic bugle toy is offered users of low-cost prizes and premiums. The musical toy retails for 25 cents.

From All Around

Live bait can be protected during casting or spinning by use of Bait-Life, an item produced by Mackenzie Tool & Engineering Company. The tenite plastic device consists of a lightweight red container equipped with trap door at one end and a white bobber at the other. Bobber is hinged to a metal strip which holds the trap door closed. The fisherman threads the line thru a small hole in the container, attaches hook and bait and closes them inside the door. When cast strikes the water the bobber is jerked erect, releasing catch on door and permitting the line and bait to sink to desired depth. . . . Arvin Industries, Inc., offers the prize and premium market a new Hopalong Cassidy radio housed in red or black steel case and equipped with nobs of black tenite plastic. The silver-trimmed front panel features Hoppy mounted on his horse. Outlined are a wagon train, cacti, and a steer's head which serves as indicator point for the tuning knob. On the back panel a 20-foot antenna is coiled lariat-fashion over a saddle pommel. It operates on a.c. or d.c.

A variety of wooden toys manufactured by Irwin Manufacturing Company, Inc., are being plugged hard by the firm since defense production has hindered the production of metal items. . . . Doughboy Industries, Inc., has announced three new items in its

line of vinylite toys—Trigger, the play-size edition of Roy Rogers' horse; Champ, 50-inch punching bag in the shape of a prize fighter, and the Trigger Hobby Horse, copied after the Roy Rogers horse. . . . Church-Craft Pictures, Inc., offers the gift and prize field its Stori-Viewer, a modern version of the stereoscope, with which three-dimensional pictures in natural colors are seen. Some 100 Stori-View titles are available covering fairy tales, Bible stories, national parks, great cities, foreign countries, animals, etc.

Baron Manufacturing Company's Springshot is the newest slingshot to invade the small game and target field and gives evidence of becoming popular because of its design and performance. Springshot is made with a one-piece cast aluminum crotch and impeller band is of quality live rubber with flexible leather pouch. The item is said to be free of the dangers of breakage. Each box retailing at \$1.19 contains an extra rubber band and supply of ammunition. . . . The Beauregard rubber squeeze has become a popular toy with many little Elsie the Cow and Beauregard fans. Sculptured and molded of pure latex rubber, it is washable and the gay colors remain fast. Molded Latex Company offers the item to retail at 69 cents.

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 Casting Rod
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 MAMA and BABY KANGAROO; PAT MAMA ON THE BACK AND WATCH BABY JUMP. RETAILS at 49¢. Many are selling at higher price. One dozen assorted colors to eye-catching counter display. Sample dozen, \$4.00 prepaid.
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Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Feldman, Mr. (Laundry) 10c

- Abbott, Lloyd V.
- Abel, Barney
- Adams, Dewey P.
- Addus, Thelma
- Admiral, Irving C.
- Alberti, Raven
- Alexander, Sam
- Allen, Sam (Side Show)
- Allard, Maurice
- Allen, Cecil
- Allen, Frank
- Allen, R. L.
- Allen, Roy
- Allen, Roy Stephen
- Anderson, Andy
- Andrews, Mrs. Effie
- Andrews, Mrs. Jackie
- Ansbury, Mr. Pat
- Anthony, Chuck
- Armstrong, Chuck
- Asberry, Bethel Chester
- Atkins, Junior
- Atterbury, Mrs. Edw.
- Austin, Gene
- Bailey, Mrs. Dixie
- Bailey, Miss Dollie
- Hall, Emory
- Balanced, Alfred O.
- Hallow, Sallie
- Barney, Ray
- Barton, Chas.
- Barton, Kid Lewis
- Baxter, Jess J.
- Beaujeu, Marcel
- Beem, Mrs. Johnnie
- Bell, Daybreak
- Bell, Fred
- Belliveau, Homer J.
- Benver, John P.
- Blackley, Wm.
- Blackhall, Mrs. Thos. S.
- Black, Beverly Joan
- Block, Al
- Blond, A. (Trio)
- Boggs, John Allen
- Bona, Raymond
- Bone, Howard
- Borum, Jerry
- Bost, Mr. Jackie
- Bottom, John P.
- Boynton, Blackie
- Brad, Fred (Mrs.)
- Brandt, Leonard
- Brinkler, Bruce
- Brookly, Al
- Brooks, Arthur
- Brooks, Rev. Bruce A.
- Brown, Clyde Thomas
- Brown, Edgar P.
- Brown, Wm. A.
- Brundell, Magician
- Brunk, Marie
- Burna, Bobbie
- Bryant, William
- Bryant, Frank
- Budd, Wm. Leo
- Burger, Clyde Leon
- Burke, Wm.
- Burto, L.
- Butler, Bill
- Butter, Mrs. Callie
- Rutterbaugh, Geo. Wm.
- Rutter, Paul B.
- Caldwell, Sam
- Cannell, Earl
- Cannon, Mr. Billie L.
- Cantrell, Mrs. Billie L.
- Carey, Mrs. Roy
- Carl & Arline
- Carlie, Henry
- Carrin, Derrid
- Carrin, DeWayne
- Carrion, Mrs. J. J.
- Carson, Geo.
- Caruso, John
- Casper, Col. (Side Show)

- Enos, Doreen M.
- Evans, Mrs. P.
- Evans, Jimmy
- Evans, Tom & Dorothy
- Exler, Jos. & Violet
- Farmer, C. H.
- Farmer, Lee W.
- Farrell, Thos. R.
- Farrington, Herbert E.
- Faust, Cliff
- Feldman, Bernard Mrs.
- Feltz, Johnny
- Fields, Jack
- Fitzpatrick, Martin
- Followell, Maxine
- Fondenberger, Chas. Leo
- Forbes, Chas. H.
- Fox, Helen B.
- Frank, Chas. L.
- Frank, Edw.
- Franken, M. S.
- Frazier, Mrs. Opal
- Frazier, Len Dewey
- Freeman, Lawrence
- Freeman, Robt. Foster
- Frenzel, M. E.
- Fritz, Leo
- Fulgona, Louis C.
- Funderburg, Quinton
- Gabhart, Wm. P.
- Gamble, Henry
- Garrett, Dorothy L.
- Gates, Raymond A.
- Gaze, Ia
- Geibhart, Morris
- George, Elizabeth
- Geraghty, Wm.
- Gilbert, Allen
- Gibson, Henry & Mrs.
- Gillem, Bill
- Gillette, Mrs. Lucelle
- Gilley, Ralph
- Glasson, F. A.
- Gloden, Mr. Marion
- Godfrey, Ernest
- Golden, Cuba
- Goldie, Jack
- Golding, Chas.
- Goodman, Abe
- Goralick, Samuel S.
- Gordon, Donald
- Grace, Ted
- Gray, James M.
- Gray, Julian Joe
- Great Sutton Shows
- Griggs, Charlie A.
- Groffo, John
- Groffo, R. H. (Bud)
- Gunn, Harvey
- Guthrie, Loyd
- Hale, Walter
- Haley, S. P. "Stevie"
- Hamm, Wm. H.
- Hankins, Ross
- Harley, A. V.
- Harley, Evelyn
- Harris, Maniko (Fred)
- Haskins, Dick
- Hassette, Mrs. F. P.
- Hastner, Mrs. Matilda
- Haughton, Robt.
- Hausler, Robt. C.
- Hazzari, Robt. C.
- Henderson, Thos. M.
- Herrick, Mrs. Carl
- Heth, Henry
- Hilburn, Marvin Wm.
- Hileman, A. G.
- Hixman, Mrs. L. (Doc)
- Hobbs, Mrs. Virginia
- Hobbes, Virgil Delbert
- Hoffman, Joe G.
- Holbrook, W. R.
- Holten, Edw.
- Holland, Loreta
- Holliday, Leo
- Holliday, Louis Verb
- Holoboff, Pete
- Holston, John F. & R.
- Honne, Mack
- Houghton, Jimmie
- Hoxie, Wm.
- Hubbard, Ralph
- Huffstutler, Johnnie L.
- Huffie, F. L.
- Huffie, Tom
- Huges, Marie
- Hughes, Robt. (Rocky)
- Hughes, Geo. L.
- Irish, Walter Lester
- Ivanhoff, Anthony
- Jackson, James Edw.
- James, Mrs. Ray E.
- Jones, Chas.
- Jones, Jack
- Johnson, Ernest Harvey
- Johnson, H. C.
- Johnson, Harry W.
- Johnson, Helen
- Johnson, Jimmy & Marj
- Johnson, M. E.
- Johnson, Wm M.
- Jones, Al (Radio & Circus)
- Jones, Claude M.
- Jones, Roy
- Joyce, Sherry
- Kammerlich, Paul
- Karr, Michael & Mrs.
- Kassab, Ernest
- Keebler, Elsie & John
- Keen, Foster C.
- Kohback, Harold
- Kolman, Bennie
- Kelly, Earl
- Kelly, "Erolone" Bill
- Kelly, Frank T. (Cookhouse)
- Kerna, Richard
- Ketow, Frank
- Ki-Jorda, Prince El
- Klein, Thomas K.
- King, Bill "Satan"
- King, Cowboy King
- King, J. A.
- King, Martin
- King, Robert W.
- Klein, Estelle & Mrs.
- Klein, Sheldon
- Knapp, Eddie
- Knobliton, Albert Lerrv
- Knoll, Jack & Mrs.
- Kolln, Henry
- Korie, Jack
- Koesterman, Ralph H.
- Kummelme, Donald R.
- Kuropatwa, Vincent B.
- La Zella, Phyllis
- Lafayette, Charlie
- Lake, George
- Lambert, Barbara A.
- Lambert, Clifford W. & Mrs.
- Smith, Bonnie
- Smith, George L.
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- Sonwood, Mrs. Frankie
- Sorenson, Mrs. C. H.
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- Spain, Lee
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- Snow, Mrs. Shirley
- Sonwood, Mrs

NEARLY READY! Our Brand New Game

for
Every Kind of
Territory!

TEST MODELS NOW ON
LOCATION ARE NETTING
\$15.00 PER DAY

SECURE & SECURE

735 S. Karlov Chicago 24, Ill.

PUSH PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE

W. H. BRADY CO., Mrs.
Established 1914
CHIPPewa FALLS, WISC.

ATTRACTIVE-UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

\$50,000.00 Stock Punch Boards

Have all kind 5c, 10c and 25c boards. Write us what you need. We will sell any board at 25% of List Price.

L. C. SALES CO.

899 N. Pearl St., Beaumont, Texas

TIP BOOKS • DAILY TALLY CARD BASEBALL TIP

Manufactured by
Gam Sales Company
1321 South Adams Street
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Write for latest prices.

COMPLETE INVENTORY OF BOARDS TO CLOSE OUT!

SUPERIOR NOVELTY BOARDS

No.	Name of Board	Profit	Per Hand	No. on Hand	Price
500	Rodeo (6 Nos. on a Tkt.)	Def. \$58.50	25c	15	\$4.95
500	Moose Money (6 Nos. on a Tkt.)	Def. \$5.00	25c	5	6.95
400	Final Lap (6 Nos. on a Tkt.)	Def. 62.50	25c	22	6.75
1000	Citation	Def. 43.50	10c	13	5.45
1500	Dice Play	Def.	5c		
1500	Touchdown Seals	Def. 38.50	5c	11	4.95
1500	Grid Awards	Def. 37.50	5c	12	4.95
1500	Lucky Bones	Def. 36.50	5c	39	4.95
2000	Yankee Clipper	Def. 50.00	5c	7	7.95
2000	Racing Special	Def. 50.00	5c	9	7.95
2200	They're Off	Def. 51.00	5c	5	7.95
2200	Mule Trail	Def. 57.25	5c	12	7.95
2500	Big Feature	Def. 96.00	10c	5	9.95
2500	King of Beasts	Def. 59.00	10c	8	7.95
2500	Golden Derby	Def. 55.00	5c	2	9.85
2500	Golden Derby	Def. 101.00	10c	17	9.85
2500	Win-a-Car	Def. 60.00	5c	11	7.95
2000	Doghouse	Def. 48.50	5c	5	6.95
2500	Doghouse	Def. 48.50	5c	5	6.95
2200	Hopalong Cassidy	Def. 57.25	5c	20	7.95
1500	Oh La La	Def. 40.00	5c	5	4.95
1500	Pic Your State	Def. 37.00	5c	12	4.95

LITTLE CHIEF PELLET GAMES—5c PLAY ONLY
8 BLACK BEAUTY
7 TRIPLE PLAY
6 ONE THOUSAND WINNERS
13 SILVER BELL
13 EXTRA SILVER
12 CHROME BELL
12 GOLD FRONT
15 CHARLIE'S RICH UNCLE

\$10.00 EA.
WHILE THEY LAST!

TERMS: 1/2 Deposit With Order, Balance C.O.D.
All Orders Are Subject to Prior Sale.
RAKE 605 Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676

Salesboard Sidelights

Gam Sales Company, Peoria, Ill., is accommodating a good pace of orders on its bat-ball themed numbers. Samuel George, Gam man, points to the firm's Baseball Series and Baseball Tally Books as the up 'n' comers, with the World Series Books a predicted big item again this year during the season's wind-up.

Chimeboard, Inc., Derry, Pa., comes up with its all-aluminum, 1,024-hole board as a new bid for attention in the field. Officials say the animation, consisting of a chime with each punch and a flashing light, is proving a top player incentive. Steel pellets are used to chalk up winners instead of tickets. Can be used as a nickel, dime, quarter or half-dollar play board after changes requiring only minutes.

Jay Zelle, Triangle Manufacturing Company, Minneapolis, states that ticket lines are meeting with good reception. Material is going out in quantity altho the tight paper situation looms as a potential threat to continued high-level output.

Nate Rake, Rake Coin Machine Exchange, Philadelphia, tells of the better movement of boards, jar and bingo tickets as orders follow up larger visitor groups to his showrooms. . . . Bernard Kite, manager of the Chicago branch depot serving both Bee-Jay Products, Chicago, and Universal Manufacturing Company, Kansas City, adds his word of steady volume board and ticket movement.

Jerry Scanlan, Chicago, reports initial shipments of his new skill counter game, Big Shot, have gone out in volume. The beginnings of a repeat-order trend is

Canvas Trek

go-in. The band, however, kept patrons occupied and helped overcome the late matinee.

Long Island Top \$5

On the 1950 stand at Westbury, Harry S. Dube, who has the circus program, allowed the Legionnaires to sell 32 pages of local advertising, which were stitched into the regular book. This year the Legion took four pages of congratulatory messages. Legion members handled the sale and collection of big-show tickets and had the parking concession. Price scale for this date was \$5, \$4 and \$3, with unreserved seats going for \$2.

Clowns have substituted a routine involving a Bendix Laundromat, which pops open to emit Frankie Saluto, in place of their earlier baseball production. To ease loading problems, the top has been sliced off the globe held by Morituris in his teeth while a fem rides a bicycle inside. Several feet also have been sliced from the break-away high pole employed by Claesson.

The New York Times and The New York Herald Tribune were generous in giving space to the show for the date here, and The New York World-Telegram and Sun furnished a two-column picture. Bill Fields handled publicity for the stand.

showing up as second-round requests come in, Jerry adds. Field reports from Scanlan men indicate player reaction bears out the order picture, according to Jerry.

Under the Marquee

Continued from page 47

Polack Bros. . . . Paul C. Jones, superintendent of Cole Bros.' elephants, and Barbara Petry, of the Cole show, were married in Peru, Ind., Tuesday (5). William Cox was best man and Toni Martin was maid of honor. Both also are with the show. . . . The residence built in Peru, Ind., by the late Jerry Mugivan, of the old American Circus Corporation, was sold last week to a Peru resident. Mugivan built the large home in 1928.

Madden-Stillian Circus and Vaudeville combination is ready for its opening near Wichita, Kan. Unit will move on five trucks and four trailers and present acts in ring and on stage. New calliope trailer, pulled by six white ponies, will be used for uptown bally. An electric organ, played by Dale Madden will provide show music. L. E. (Roba) Collins is agent of the org, assisted by Junior Madden. Show is planning to play Iowa and Wisconsin spots this summer.

William H. Baney, of Lock Haven, Pa., was the subject of a recent feature story in the Lock Haven Express. Baney was with the Barnes, Hagenbeck, Robinson, Howes, Lee and Ringling circuses, writes H. H. Martin, CFA of Flemington, Pa.

Malcolm Fleming, general agent, and Bernard Sturmak have been headquartering at the Lord Beaverbrook Hotel, Fredericton, N. B., while setting final arrangements for New Brunswick stands of the Biller circus.

Frank Panisko, Butte, Mont., fan and one-time trouper with Al G. Barnes, is producing a Boy Scout circus at Butte June 30. Show will include Eva Pauley, Indio, Calif., former rider with Ringling; Slim Pickens, rodeo clown; Harry E. Snyder, magic; a helicopter landing and a fireworks show.

Cartoon by Karl K. Knecht, CFA president, in the Evansville, Ind., Courier recently illustrated

movie work, CFA meet and new canvas layout on Ringling-Barnum. Named in the sketch were Bones Brown, Emmett Kelly, Otto Griebing, Paul Jerome, Lou Jacobs, Felix Adler, Jimmy Armstrong, Cucciola, several movie people and Knecht.

Jake (Clown Cop Corrigan) Disch, of Cudahy, Wis., is playing industrial picnics. He reports George Bink's circus acts played the Beaver Dam, Wis., YMCA circus to big business recently. . . . Charles W. Tiede has been elected head of the Dan Castello Tent, CFA, Racine, Wis.

Tige Hale, bandmaster on Capell Bros. Circus, tells that Fred Jewell Jr., son of the late composer and band leader, and seven other members of the American Legion Post band at Worthington, Ind., sat in with the Hale aggregation when Capell played there.

Jay Gould Circus drew capacity business at Charles City, Ia., altho the lot was a half-mile out and a street dance in the public square attracted several thousand people. A beauty contest was held on the Gould stage as part of the Charles City Centennial Celebration.

Dr. Frederick Brown Harris, chaplain of the U. S. Senate, recently had a good word to say for circuses and circus fans in a letter to The Washington Star. . . . Johnnie B. and Gertie Williams, with Dailey Bros.' Side Show for six years and on the King show, this season, left King at Butler, Pa., and are vacationing at his mother's home in Cleveland, writes Montressor Lewis.

Associated Press recently carried a story about three youngsters on the Clyde Beatty Circus passing up their school session on the circus one day in order to visit Polack's Western unit.

Elmer Simpson and Pat O'Grady attended the Gainesville Circus at Amarillo, Tex., June 1-2 and visited Mr. and Mrs. Charles O'Neal on the show. O'Grady clowned.

Bill Lester, Ringling contracting agent, arrived in Chicago last week. . . . R. M. Harvey returned to Perry, Ia., over the week-end but is expected back in Chicago this week. . . . R. K. Chapman, last season with Dailey and a vet of nearly 50 years with circuses, is at Evansville, Ind., this season. He fears circus traditions are fading away and wonders how many present-day troupers know old-timer circus terminology.

A. C. (Huffy) Hoffman, circus fan of Zanesville, O., is confined to his home at 814 Dryden Road there. He'd like to read letters from circus folks and fans.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.
RATE—15c a Word Minimum \$3
Remittance in full must accompany all ads for publication in this column
No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. je36

ABT—SKILL GUN, CHALLENGER, TARGET Skill, Strike-a-Light; all post war, like new, \$12.50 each, and five \$100. ABT Target Skill, Challenger, Big Game Hunter all pre war, \$14.50 each, 1/3 deposit with order, balance c.o.d. Veedco, 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448.

AVAILABLE IMMEDIATELY—SEVEN Refreshment Vending Machines, excellent condition, practically new. Box 653, Billboard, 1564 Broadway, New York City.

BALLY HOT RODS—LATEST MODEL, LIKE new, \$142.50; One Ball, very good, ready for location; Victory Specials, \$35; Special Entries, \$55; Jockey Specials, \$65; one third deposit, balance c.o.d. W. E. Keeney Mfg. Co., 5229 S. Kedzie, Chicago. je16

BEST OFFERS GET 16 ARISTOCRAT POP-corn Vendors, 5 Watling 200 Scales, Burch Corn Popper; any offers considered. Paul Smith, 228 N. Main, Concord, N. H.

CIGARETTE AND CANDY MACHINES— Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy used Cigarette and Candy Machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

EXCELLENT VALUE—PITCHEM, BATEM, \$200; Midget Skeeball, \$175; Skyfighter, \$65; good condition; 1/3 cash, balance c.o.d. S. D. Abrams, Conway, S. C. je16

FOR SALE—WILSON BOXES, \$15; TEARDROP Speaker, \$15; 1947 Seeburgs, \$300; 616 Wurlitzers, \$45; 1947 Wurlitzers, 5-10-25 boxes, \$45. Wilson Music Co., Whiteville, N. C.

FOR SALE—6 CHICAGO COIN BANGOS; very good condition; no reasonable offer refused; will consider exchange for other arcade equipment. M. Tone, 60 W. First St., Bayonne, N. J.

FOR SALE—30 NUT VENDERS, 20 1¢ Abbey Bulk Vendors, 10-5¢ Adams Fairfax Trays type 6 months old, like new; asking \$10 a piece. Make offer to W. F. Leonard, 213 N. 4th St., Plymouth, Ind.

FOR SALE—NAME YOUR PRICE FOR Iron Claws or Motoscopes, or what have you to trade? Paramount Amuse. Machine Co., 4757 Aldgate Green, Baltimore 27, Md.

JUST RECEIVED—SOME MORE TEN Strikes; High Dial Ten Strikes, \$29.50 each; in first class condition; Low Dial, \$23.50. Reliable Shuffleboard Co., 5728 Broadway, Chicago.

OPERATORS IN MICHIGAN—SEE THE sensational bowling game Bowl-O-Matic. For literature and price write King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich., or King-Pin Distributing Co., 3004 Grand River Ave., Detroit, Mich. je23

PANORAM MOVIES—LARGEST AVAILABLE stock of good used 100' 16mm. musical films for Panoram projection; priced as low as \$9.98 per dozen prints, assorted plus 40¢ postage. Write today for list of available titles. Blackhawk Films, Inc., 2300 Putnam Bldg., Davenport, Iowa. jy28

RADIOS—SIX-TUBE, METAL CABINETS, quarter an hour, \$12.50 each or 50 for \$575. H. C. O'Donnell, 1032 Robinson, Fresno 4, Calif.

SACRIFICE! PENNA. CLUBS AND OPERATORS, Bell Machines (Mills, Jennings, Pace). General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. Walnut 2-4378.

SELLING OUT DIGGERS—ALL TYPES cheap; used Eries for carnivals, merchants; Electro-Holists, Motoscopes, Buckleys, Rotary Merchandisers, Supplies. National, 4243 Sansom, Philadelphia, Pa.

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448. je30

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. je30

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 4, Fla.

WANTED—NEW OR USED COIN OPERATED Radios; send description, number, price; one or all. Howard A. Young, 1828 State St., Quincy, Ill.

WILL PAY \$125 FOR MILLS PANORAM complete in first class condition. McGuire, 356 Main, Dubuque, Ia.

3 CHICAGO COIN GOLEES AND 1 BALLY Undersea Raider, \$45 each; all in first class condition; one third deposit, balance c.o.d. Playmore Amusement Co., Box 194, S. C. Toledo, O.

Kelly-Morris Wins

Continued from page 46

blocks around a forest preserve. The big-show program is paced by a two-act Liberty display, Ted Hodgini's Funny Ford, and two baby bulls, altho the latter still are being broken.

In advance are two agents, two billers and 11 telephone crews. Bill Morris is manager and Ayres Davies is superintendent. Harry Rawls has the Side Show and Walter Radenbush is boss canvasman.

Program

Display 1—Spec; 2—Ayres Davies and Pat Kelly, riding dog and monkey; 3—Slim Biggerstaff, contortion; 4—Clowns; 5—Capt. Jack Lorenzo, single elephant; 6—Ayres Davies and Ted Hodgini, dogs; 7—Pat Kelly, pony drill; 8—Clowns; 9—Mrs. Hodgini, Mrs. Rawls and Mrs. Morris, ladders; 10—Concert announcement; 11—Mary Rawls, Spanish web; 12—Ayres Davies and Jack Lorenzo, bulls; 13—Clowns; 14—Ayres Davies and Jack Lorenzo, Liberty horses; 15—Pat Kelly, dogs; 16—Clowns; 17—Concert announcement; 18—Beverly Allen, high school horse; 19—Mary Rawls and Mrs. Morris, wire acts; 20—Slim Biggerstaff, single trap; 21—The Hodgins (3), Funny Ford.

Personnel

Jack Lorenzo is equestrian director and Ayres Davies mans the record player. The Hodgins handle all clown stunts. In the concert are Charles and Beverly Allen and Mary and Harry Rawls. Kathryn Davies is in the ticket wagon. Bill Gary works fire and sword in the kid show. Ed Stowell is agent and the billers are Harry Doran and Dutch LeBlair.

Business here Saturday (2) under women's club auspices was strong at two matinees and fair at night.

EMPIRE HOLDS DOWN PUNCHBOARD PRICES

WRITE TO EMPIRE TODAY
FOR PRICE LISTS AND
ILLUSTRATED LITERATURE.

YOU'LL GET THE FINEST
MOST UP TO DATE
PUNCHBOARDS EVER
MADE—AT AMERICA'S
LOWEST PRICES!

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CHICAGO 10, Mohawk 4-4118

MANUFACTURERS OF THE
FINEST IN PUNCHBOARDS
& PUSH CARDS

JAR DEALS and PUNCHBOARDS

Write for Circular

GALENTINE NOVELTY CO

South Bend 24, Ind.

WE ARE MANUFACTURERS OF
All Kinds—PULL TICKET GAMES
• TIP BOOKS •
I Buy Direct From Manufacturer at
Very, Very Reasonable Prices. A
L—Columbia Sales Co., L
302 MAIN ST. WHEELING, W. VA. L
S Phone: Wheeling 340

SALESBOARDS

JUNE SPECIALS—25% DEPOSIT

1000 25¢ Charley Prof. \$50.00 \$.85
1000 25¢ Charley, X Tk. 50.00 1.25
1800 5¢ LULU, X Tk. Prof. 18.00 1.39
1000 25¢ J.P. Charley, Thin Prof. \$52.06 \$1.18
1000 25¢ J.P. Charley, X Tk. Prof. \$2.06 1.45
1000 5¢ J.P. Girlie Bds. Prof. 28.00 1.89
2000 Hole Plain Prof. 32.00 1.89
1000 25¢ J.P. Charley, Ex. Thick. Prof. \$52.06 1.25
1000 25¢ Charley Board, Ex. Thick. Prof. \$50.00 1.15
1000 5¢ Girlie Boards, Prof. \$28.00 1.85
25% Dep., Bal. C.O.D.

DELUXE SALES CO., BLUE EARTH, MINN.

PUNCHBOARD SPECIALS

500 Hole Plain \$.45
600 Hole Plain50
1000 Hole Plain75
1300 Hole Plain 1.10
2000 Hole Plain 1.45
1000 25¢ J.P. Charley, Ex. Thick. Prof. \$52.06 1.25
1000 25¢ Charley Board, Ex. Thick. Prof. \$50.00 1.15
1000 5¢ Girlie Boards, Prof. \$28.00 1.85
25% Dep., Bal. C.O.D.
J & M SALES 6237 N. St. Louis Ave.
Chicago 45, Ill.

Used Arcade, Music Demand Holding Up

CHICAGO, June 9.—Increased demand for late model arcade units and music machines feature developments in the current Index of Advertised Used Machine Prices. Meanwhile, quotations on amusement and shuffle games remained at approximately the same levels as in the past three weeks and venter activity slowed down slightly, influenced by a comparatively small number of units available in the used markets.

With the nation's outdoor amusement parks and traveling shows moving into their busiest season and operators shifting some of their stops to resort areas, the accent on arcade units at this time appears to be a natural seasonal move. However, with a comparative few number of new arcade pieces available, operators have had to get many of their units from used markets. From present indications, the trading in older equipment will step up even more in the remaining weeks of June and continue as long as availability

holds out. Among the arcade units on the market for the first time in four weeks were Air Hockey, Monkey Shines, Ray Gun, Jungle Joe Ray Gun and United's Team Hockey. Pieces with the greatest number of listings included Exhibit Supply's Dale Gun; Seeburg's Chicken Sam and Chicago Coin's Goalee. The Shoot the Bear unit was offered at from \$15 to \$45 more than in last week's Index.

Music Machine Listings

The music listings indicated that many of the machines on the market the past week were picked up readily by operators. Prices in general were about the same as the two previous weeks. Such popular units as Wurlitzer's 1015 and the Seeburg 146-S had \$10 to \$20 higher quotations. Newly offered units included Mills' Empress and Wurlitzer's 850E.

The amusement (including five-balls, giant pins, roll-downs, novelty and counter games) and shuffle

(Continued on page 72)

BURGLARS FIND CORRECT COMBO

DALLAS, June 9.—Burglars, after much difficulty, broke open a safe at the Greenville Avenue Lunch. The safe was empty, except for a few papers. They then broke into a pin game. It contained more than \$100.

Galter Names Lee Stern Sales Director

CHICAGO, June 9.—Lee Stern, who left Galter Manufacturing Company to join SNS Company, a premium distributing firm, has returned to Galter as vice-president in charge of sales, it was announced this week. Manufacturing firm is one of the largest suppliers of premium clocks and related items.

Stern, who has been associated with the premium field for many years, assumes his new post immediately.

First Open Shuffle Tournery Under Way

DSA-Sponsored Event at Fairgrounds Spots Singles, Doubles, Team Play

DETROIT, June 9.—The first National Open Table Shuffleboard Tournament got under way here last night (8), featured by play in men's and women's singles and doubles divisions. Sponsored by the Detroit Shuffleboard Association, it marks the first major tourney to be handled entirely thru operator promotion.

Today's (9) schedule also stressed singles and doubles competition, while the wind-up Sunday (10) will feature team matches. Prizes for the top individuals and teams will include television and radio sets, watches and a wide assortment of other items. Trophies are also to be awarded. One of the firms leading in prize donations was Sun Glo Wax.

Detroit Fete

Tied-in with the 250th anniversary of the founding of Detroit,

the open tourney is taking place at the Michigan State fairgrounds and is under the management of John C. Westerdale, who with Fred W. Chlopan, DSA executive director, spotlighted shuffleboard as an indoor sport in Detroit locations the past year. Promotional build-up for the tourney included a spread in *The Detroit News* Sunday (3), appearance of DSA officials and players on TV and radio programs and featured articles in the daily press all thru the week before play started.

Full Program Greets NCMDA Chicago Meet

CHICAGO, June 9.—The agenda for the spring meeting of the National Coin Machine Distributors' Association to be held at the Bismarck Hotel here Monday (11) has been set by NCMDA headquarters.

With President Lou Wolcher in charge, the session for the general membership will begin at 10 a.m. Among the highlights will be a report by Secretary Irv Blumenfeld. He will outline the progress of the industry relations committee, of which he is chairman, in the past five months. Later a featured address will be given by Lewis Bennett, NCMDA legal director, on proposed legislation affecting the industry as a whole and particularly distributors.

Ratification of several resolutions proposed at the winter meeting in Miami last January, plus action on a promotional program for the coming year will round out the morning session.

Board Session

Following a luncheon meeting of the entire group, the board of directors will meet in the afternoon to weigh matters pertaining to the government of NCMDA and make executive assignments covering the period between the present and next meetings. S. I. Neiman, public relations director, handled preparations for the spring session.

Keeney Ships New Type Game, Lite-a-Line

CHICAGO, June 9.—Initial distributor shipments of the new type five-ball game, Lite-a-Line, were made this week by J. H. Keeney & Company, President Roy McGinnis announced.

An all-skill game, Lite-a-Line has a playfield consisting of numbered and the letter A pockets. These correspond with numbered and letter A pockets on each of six panels appearing on the backglass. At his own option players may deposit from one to six coins during play, one for each panel.

Object of the game is to get three numbers in a row as they appear on a single panel on the backglass. This can also be achieved by making a diagonal up of two numbers and the letter A with double diagonals including the letter A, and with vertical, horizontal and cross-wise combinations. After player has played a few games he will realize that it is to his advantage to play several panels simultaneously.

Exhibit 50th Anniversary Program Hits High Gear

Builds Incentive Thru Distribbs; Featuring Model Kiddie Ranch

CHICAGO, June 9.—Exhibit Supply Company, which thru June, is celebrating its 50th anniversary (*The Billboard*, June 9), served notice on the trade it is not resting on its record of progress to achieve its goal of making this the firm's best business month in its history. In addition to coming out with new products for coin machine operators, arcades, parks and traveling shows, the firm is working closely with its distributors thru planned promotions and extra incentives for its distributors' sales staffers.

New this week in the firm's showrooms was a typical kiddie dude ranch. This is the package unit Exhibit has made up for a wide variety of transient and permanent locations. It includes one or more big bronkos, the large

mechanical dime-operated horse with a Western saddle, a battery of the smaller mechanical horses known as Pony Express, four electric card venders (one in each corner), four Dale Six Shooters, a corral and photo mural of a bronko buster about to be thrown while in rodeo competition.

Western Touch

To add to the authenticity of the display, Exhibit has the usual ranch name plate found in cattle country stamped right into the wood like a brand. It reads, "Kiddie Dude Ranch," and is adorned with a skull of a steer, a large sombrero, guns and holsters. An added promotional idea, when the unit is on location, is to have the kids or adults photographed while riding the horses. This package, which can include even the canvas

covering over the top of the entire corral, can be handled as is or can have additional units placed at the discretion of the operator. Firm's general sales manager, Frank Mencuri, points out that the price naturally depends on the number of units involved.

Another move to focus attention on Exhibit's anniversary month is

(Continued on page 87)

Rietchel Sets Bowling Alley Delivery Sked

CHICAGO, June 9.—The Junior Bowling Alley Company here has started deliveries on its Junior Bowling Alley, a small sized, complete bowling unit. Firm is headed by Bud Rietchel, Chicago operator.

Game is suitable for arcade and tavern locations. It uses real pins, spotted mechanically by pushing a lever, and a ball which is automatically returned under the runway. Play of Junior Bowling Alley is the same as the regulation sport and the pins knocked down are either hit by the ball or by falling pins. It measures 13 feet long by 28½ inches wide and its highest point of elevation is about 18 inches from the ground.

Manufacturer is located at 3628 South Blake Street.

LEGISLATIVE ROUND-UP

Summer Slows State Law-Making Activity

CHICAGO, June 9.—With the coming of warm weather the legislative mills have slowed to a near stand-still, but there are evidences that special session action will be plentiful later in the year.

In Massachusetts lawmakers are getting ready to introduce a new, stiff cigarette vending machine license proposal which presumably would take the place of three proposals currently before that Legislature. The bill is expected to be tossed in the hopper in two weeks.

Cig Bill Killed

Across the country, in California, a proposal to limit the use of cigarette vending machines was defeated (see story in Vending Department.)

In Illinois, final approval still has not been given the enabling act which would empower Chicago to license and tax cigarette venders. The Legislature holds out this tax in answer to the city's plea for additional revenue, but the Windy City's Mayor Martin H. Kenneley has already said he opposes licensing cigarette machines.

(Editor's Note: Cigarette machines were outlawed in Chicago in 1936 on the pretext they contributed to the delinquency of minors. Chicago is the nation's only major city to prohibit their operation. Strong pressure to keep cigarette machines out of the city is developing from tobacco jobbing interests who believe the machines would cut into their business. Jobbers

and over-the-counter retailers backed the 1936 move to have the machines thrown out.)

Brief summaries of other legislative activity follow:

ALABAMA. House Ways and Means Committee is studying an unusual proposal to exempt vending machine gross receipts from.

(Continued on page 77)

Location Owners Join Ops in Oregon Battle

PORTLAND, Ore., June 9.—Portland coinmen this week enlisted an important ally—the Tavern Owners' Association of Oregon—in the battle shaping up for July 10, effective date of an ordinance to outlaw pinball operation in the city.

Just what form the strategy will take remained to be determined as both industries awaited actual enactment of the ordinance. But two spokesmen for the tavern owners were emphatic in stating they too were against the city commission's policy. Miles Brandon, a Portland tavern operator, who, as past president, is a director in the association, said: "We definitely are going to fight it." Oren F. Campbell, secretary-manager of the association, while noting that so far it was a Portland problem, indicated the association was preparing for action.

Despite the localized nature of the problem, concern was being expressed by members on a State-wide basis. Coinmen are aware that official city and county attitude toward operation in Portland and Multnomah County often has reverberations in other counties thru the State.

The extent to which tavern operation leans on income from games was stressed by Brandon when he said:

"When this ordinance goes in many taverns are going out. Probably 1,000 employees will be out of work."

Local Clubs

Brandon defended the moral influence of games in taverns, saying:

"The games are what make a tavern a local club. An amusement device provides a wholesome atmosphere.

Como Appoints Three Stadium Game Distribbs

Runyon, Newark, Chris, Baltimore, Hold Op Showings

CHICAGO, June 9.—Como Manufacturing Corporation announced the appointment this week of three distributors to handle its new Stadium game. Meanwhile, two of the firms which have been handling the Como line over the past two years, held showings for operators in their territories.

Newly appointed are R. A. Howe Company, Honolulu, for Hawaii; Allen Sales, Wheeling, W. Va., for the surrounding area, and Sanders Distributing, Nashville, for that city and the surrounding territory.

Also showings of Stadium were under way only a few days, Virgil Christopher, head of Chris Novelty Company, Baltimore, stated ops were pointing up interesting angles. "Most operators," he said,

(Continued on page 87)

ASLI Mails \$\$ To '51 Champ Shuffle Teams

UNION CITY, N. J., June 9.—Checks totaling \$4,160 were mailed out by American Shuffleboard Company this week to the top teams in the second annual United States Shuffleboard Championship Tournament held in Madison, Wis., May 25-28 (*The Billboard*, June 9).

As in all tournaments sponsored by the American Shuffleboard Leagues, Inc., the checks were issued to both the team sponsors and captains and they will be responsible for equal distribution of money to players. A total of 14 teams won prizes ranging from a top \$1,200 by Hubert's Yanks, Camden, N. J., champions in the men's longboard division, to \$243 awarded to Evey's of Decatur, Ill., in the women's cushion title event.

It was also announced that Ken Poulsen, appointed by ASLI to manage the United States meet, has resigned as Wisconsin director of leagues to devote full time to his business. He is affiliated with a beer dispensing equipment firm.

Universal Ups 5-Star Output

CHICAGO, June 9.—Universal Industries rearranged part of its assembly line facilities in the plant this week in an effort to step up its output of the new type five-ball game, 5-Star.

Vice-President Bill Ryan disclosed the move was made because of an unusual number of requests for the game the past two weeks and the desire by Universal to

(Continued on page 87)

Public, Location Promotion Top 10-Cent Play Factors

Newspapers Help Prepare Patrons, Owners for Higher Per-Play Peg

CHICAGO, June 9.—Promoting 10-cent play prior to actually converting music equipment to the higher peg, and utilizing an intelligent approach to the location-education phase of the switchover have emerged as important factors in successfully launching the higher price peg initial tests thruout the country.

Just as newspapers were quick to play up the demise of the 5-cent cigar and the nickel Coke in many areas of the country, so they are publicizing the passing of the 5-cent juke box play. Operators, in many locales, have found, however, that this publicity can be used to their advantage, rather than having it hinder their plans.

An example of the successful

use of newspaper publicity was noted in Rockford recently when Lou Casola, Illinois Amusement Association, arranged for a feature story in the local papers, explaining why the price was being increased. The article stressed the rising costs of doing business, the higher salaries now being paid and the increased prices of equipment and supplies. This same type of story has also been printed in at least a dozen other cities thruout the country in recent weeks. And the results have been exceptionally good—the public on the whole has not questioned the hike, in fact, is prepared to put a dime rather than a nickel in the music machine.

Location Education

Equally important to the success of dime play, according to initial reports, is the matter of educating the location owner to the higher per-record play price. The newspaper publicity helps, but a more concentrated type of promotion has been found infinitely more successful in this regard.

In Chicago, for example, special promotional pamphlets have been used by operators. These are given to locations, handed to the owners or managers in person, prior to the actual conversion. The pamphlet explains in detail reasons for the switch to the higher price, and notes such advantages as higher income, better programming and top servicing which will accrue to the location as a result of the move.

Even hit-or-miss location pro-

motion has had an effect on the conversion success. Following the Music Operators of America convention in Chicago last March, several new wire services ran stories commenting on the increase to dime play which had been informally discussed on the convention floor. As a result of this national publicity, operators reported receiving queries from some locations as to when their equipment would be changed to 10-cent play.

Still Long Road

Each week more and more operators are moving into the test, but reports from various parts of the country indicate there is still a long road to hoe before conclusive results can be obtained. Regional factors are involved—and ops point out that while dime play may work out successfully in resort areas, for example, during the vacation season, regular inhabitants may not support the higher price in the off-season.

Location variations are also important and this phase of the test will be watched most carefully to determine whether the dime peg will work universally or whether concessions will have to be made in such stops as teen-age spots, etc.

OREGON SAGA

Merchandising Music Machine Makes Moolah

PORTLAND, Ore., June 9.—Lee Jones, of Softone Music Service, this week reported increasing success from his double-barreled music-merchandising policy:

1. Training location owners to be more attentive to customers' tastes.
2. Use of services such as The Billboard Charts, to keep atop the tide of tune popularity and to be forehanded with tunes coming up.

Jones puts it this way: "If the machine operated continuously it would play 20 sides an hour. The problem, then, is to develop more plays during the slack period—the afternoon. We have increased our play by building up this low period.

Encourage Requests

"When a customer in a tavern asks for a tune not on the box, we encourage the location man to make a note of it and promise the customer we'll get it. We encourage our locations to bend a sympathetic ear to squawks rather than try to laugh them off.

"In training the location owner, it is only necessary to point out that he shares in any increased profits from the box and that satisfied music customers mean more patronage for his own business, whether it's a tavern, restaurant or ice cream store. The main thing is to get him to encourage

(Continued on page 75)

Waltmade, vice-president and manager, DeKalb division; E. C. Payton, vice-president and manager, retail stores division; Hugh A. Stewart, vice-president and sales manager, DeKalb division; Morris C. Bristol, vice-president and counsel; R. E. Walline, vice-president and comptroller; E. L. Hahne, secretary and treasurer; B. J. Stemann, assistant treasurer; R. W. Carlson, assistant secretary and comptroller, North Tonawanda division; H. B. Horne, assistant secretary and comptroller, DeKalb division; G. J. Weiler, assistant secretary, and Josephine Koebrick, assistant secretary.

Approve Plan

The three plans approved by stockholders, as proposed by the directors, were (1) an employee saving and profit-sharing plan; (2) continued compensation plan, and (3) stock option plan. The directors said the three proposals were designed to stabilize employment at all levels.

President Rolfing revealed that an additional \$2,000,000 in defense orders had been awarded the firm, thus bringing the total more than \$12,000,000. By midsummer or early fall the company will be in production on the contracts, the president said.

Texas Ops Eye Ten-Cent Play

SAN ANTONIO, June 9.—Local juke box operators are mulling over the idea of switching to a dime a tune. They point out that music machines are going to a dime in other sections of the country, and initial reports are mostly favorable.

Some local machines still offer six tunes for 25 cents. A group of 45 r.p.m. phonos have made their appearance and are getting a good play from patrons.

Wurlitzer Re-Names Execs; OK Dividend

CHICAGO, June 9.—Stockholders of the Rudolph Wurlitzer Company, meeting in Cincinnati, re-elected all directors for another year, approved three plans recommended by the board and heard R. C. Rolfing, president, report that the firm now has more than \$12,000,000 in defense orders. The directors, at a session following the open meeting, elected officers for the coming year and voted a 20-cent dividend on common stock.

Directors elected were F. R. Wurlitzer, J. M. Hutton Jr., C. R. Wright, R. G. Lockwood, B. G. McCloud and R. C. Rolfing.

The directors elected the following officers: Farny R. Wurlitzer, chairman of the board; R. C. Rolfing, president; R. C. Haimbaugh, vice-president and manager of the North Tonawanda division; R. F.

Neb. Org Holds Second Meeting

HASTINGS, Neb., June 9.—Nebraska Automatic Phonograph Operators Association held its second regular meeting Sunday (3) with about 40 operators and officers in attendance. Jerry Witt, president, H. W. Marble, vice-president, and Howard Ellis, secretary-treasurer were on the rostrum. Directors C. R. McKee, R. E. Taylor, Ruff Hopp and George Milburn also were in attendance.

Main purpose of the meeting was to start a membership drive in this region, Ellis said. Two operators whose application were received during the past month were approved for membership. They were from S. K. Freed and Barney Luchman. Both were in attendance.

Value of organization was stressed during the business session, with operators reporting on the results obtained in only 30 days since the org was formed. Ten-cent play and the six-States convention also were aired.

Ellis said a special meeting has been called for July 1 at the Cornhusker Hotel, Lincoln, Neb.

Miller Clarifies Juke Ops' Coverage Under Calif. UP Act

OAKLAND, Calif., June 9.—George A. Miller, president, Music Operators of America, this week issued a statement to music operators thruout the country clarifying the coverage of ops in this State under the Unfair Practices Act. The statement follows recent action of the Supreme Court on the Federal Fair Trades Act.

"No doubt many of you have read that the Supreme Court of the United States has barred the Federal Fair Trade Practices Act," Miller said.

"May I make it very clear to

each and every music operator that this has no bearing whatsoever on the California Unfair Trade Practices Act which the music operators availed themselves of August 20, 1950. They are two separate and distinct acts and under the California Unfair Trade Practices Act we are protected to the extent that no music operator can legally operate automatic music below cost. This also applies to the location owner because he is a party to the violation if he insists on the operator operating an automatic phonograph below cost.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

OKEH LABEL HAS PREVIEW. Columbia introduces rhythm and blues line for retailers, juke box ops, etc. (Music Department).

CORAL SIGNS UP NEW DISTRIBS. The Decca subsidiary names distrib points in six new cities (Music Department).

SUPPLIES EASE RESULTS FROM DISK SLUMP. Scrap vinyl and other raw materials loser as result of sales drop (Music Department).

MGM KICKS OFF HEAVY PINZA TUNE BALLY. Oldie "Everything I Have Is Yours" is from new Ezio Pinza flick (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

First Results In Jersey Juke Poll

MGNJ Finds 16 Per Cent of Spots In Sample Towns Own Phonographs

NEWARK, N. J., June 9.—You'll never know for sure until you go out in the field and count them.

That was the theory that impelled the Music Guild of New Jersey to launch a location-by-location survey to learn exactly how many suitable spots are serviced by coin machine systems, which are operated by association members and, perhaps most important, the number of spots which own their own phonographs (The Billboard, May 5).

Purpose of the survey is to pinpoint for MGNJ operators fruitful areas of expansion and to determine, once for all, the inroads "own-your-own" promotion has made. Eventually, the organiza-

tion hopes to check all the 547 New Jersey towns in which members are now active. This may take two years or more, according to Dick Steinberg, executive director.

Statistics

But the returns are now in on three North Jersey communities, the first to be checked, and association executives have some interesting statistics to wrestle with.

Of 168 locations with on-premises coin-music set-ups, 27, or 16 per cent, were found to be location owned. Altho the three-town cluster is in an area known as "troublesome," the percentage of location-

(Continued on page 75)

RCA Distrib Sets Op Sample Disk Service

CHICAGO, June 9.—RCA Victor Distributing Company announced the adoption of a sample 45 r.p.m. record service for music operators in its territory this week following favorable operator reaction during a three-week trial period.

Robert Nosselt, sales manager, also reported the appointment of Rocky Rolf as sales promotion manager. Rolf, who was until recently route manager for Tri-County Music Company, Chicago, instituted the new operator program.

The sample service is designed to both promote 45 r.p.m. disks and provide operators with new pop and race material for pre-hit placement, thus enabling earlier blanket placement of high-play numbers. Offered on a weekly basis, the sample service is tailored to the individual operator's needs; thus he may subscribe for a specified number of race and pop disks each week, ranging from a minimum of two or three releases (with a single pressing of each release or duplicate as desired up to as many numbers or duplicate numbers as needed.

New Releases

Rolf stated that the operators would receive the new releases as they were made available to disk jockeys, and that all such material received would be defi-

nately scheduled for major promotion by RCA. After trial placement of a few days or a week on the route, all such records would be available for quantity shipment, so that those numbers showing good play could be ordered for immediate delivery.

Regardless of the number of records ordered per week, the cost to the operator would be the usual disk price, Rolf said.

Start Initial Ristaucrat '45 Production Run

APPLETON, Wis., June 9.—Ristaucrat is now in production on its S-45 selective counter-model phonograph, and shipments are expected to start early next week, Joe Cohen, general manager, revealed this week. A bottleneck in short-supply metals which had delayed the initial production run several weeks, has now been overcome, and a steady output is scheduled thru the coming months.

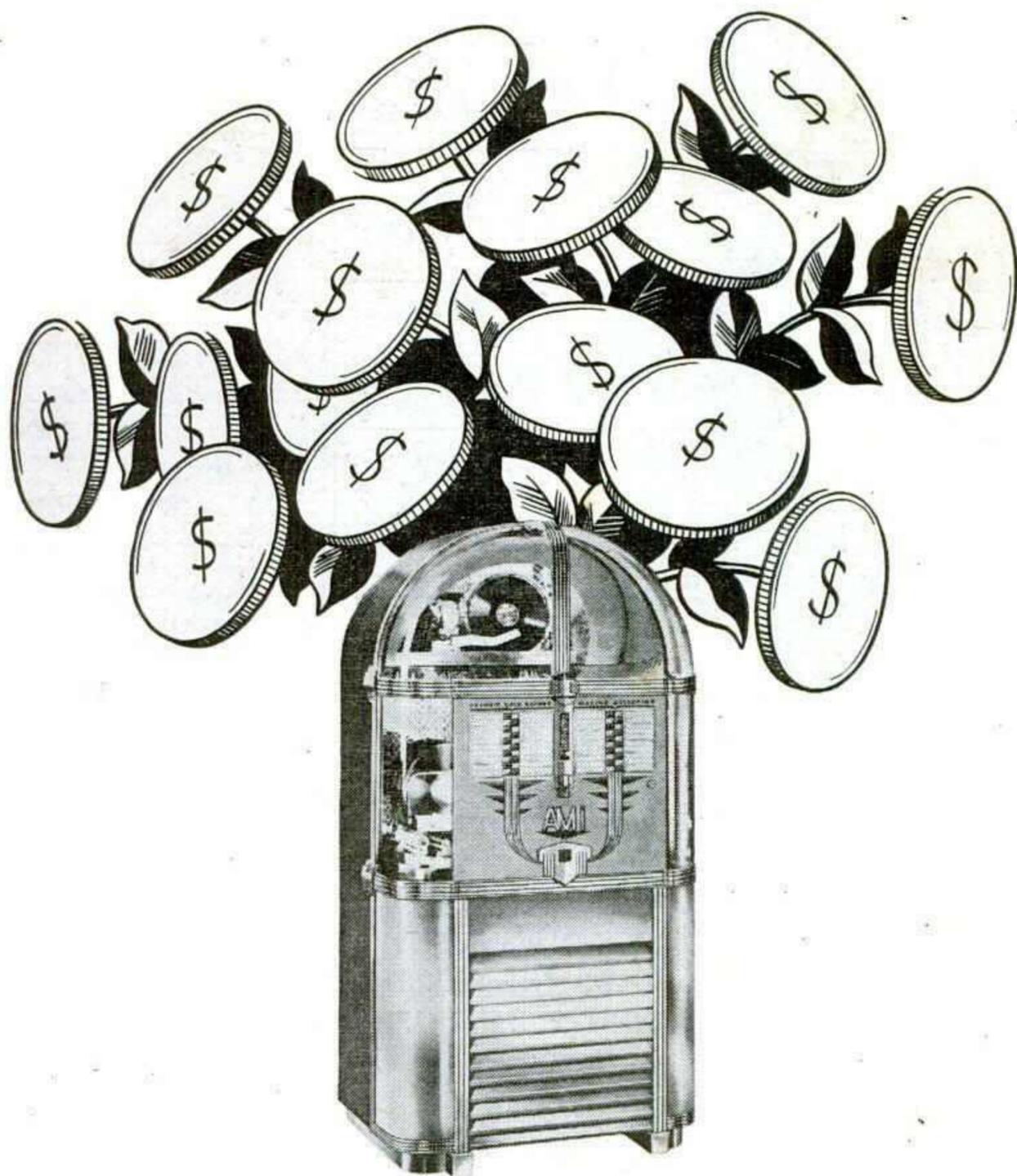
Cohen also revealed that the first group of distributors set to handle the new phonograph will be announced next week. Initial production will be divided between these distributors and the Ristaucrat Export Division, located in Chicago under the supervision of Joe Coldron. Latter reported this week shipments are already scheduled for Canada and Euro-

(Continued on page 75)

Used Arcade

Continued from page 71

file game prices remained about the same, the amount of activity indicated that distributors were turning over a lot of reconditioned games. This tallies with reports from Chicago, New York, Pittsburgh and New Orleans that distributors were getting a lot more requests for games than in any similar week in the past few months.



Blooms Day & Night... All Year 'round!

Plant "C" and grow a garden of dollars! The "C" is always fresh, always appealing; laughs at time, grows lovelier the longer it stays on location. It's ever-blooming, ever-colorful, ever-pleasing. Multiplies itself—grows—never stops. Oh, what joy in this dollar garden!

AMI Incorporated

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 3, MICHIGAN

WPOA To Hold June 16 Confab

MILWAUKEE, June 9.—Wisconsin Phonograph Operators' Association will hold its June meeting in Stevens Point, Wis., Monday (16), Doug Opitz, secretary, announced this week. Clinton S. Pierce, president, will preside at the monthly gathering, which will start with a luncheon, then go into an afternoon business session.

Heading the agenda for the meeting will be reports on initial dime play tests in some areas, initiated since the May meeting in Madison. WPOA members are testing dime play on a regional basis, with the Green Bay and Madison groups scheduled to make their reports at the upcoming gathering.

Reports on State-wide operating conditions and legislation will be given by Pierce.

Laymon Holds Phono School

LOS ANGELES, June 9.—A two-day informal school on Wurlitzer phonographs and remote control equipment was opened here today by Joe Hrdlika, factory service engineer at the Paul Laymon Company.

Stan Turner, who heads the phonograph department at Laymon's said the formal style of school was adopted to iron out problems of large and small operators alike. Rather than follow any set schedule the operators are presenting their own problems, with Hrdlika offering solutions.

**Insert Bushing Converts
5c Wall Boxes to 10c**
*Its All 5c Boxes
25c Each
See Your Distributor or Write Direct
MID-WEST DISTRIBUTING CO.
208 N. Madison St. Rockford, Ill.

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	DETAILS	DETAILS	DETAILS	DETAILS
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Continued from page 28

POPULAR

SAMMY KAYE ORK (Tony Alamo-Barbara Benson-Kaye Choir)					
Del Rio COLUMBIA 39421—Sammy himself is the composer of this love ballad set in the familiar California mission. Tony Alamo and Barbara Benson are paired for the vocal.	77--78--76--77				
Would I Mind Kaye has an attractive little bounce dishing here with the band gang-singing the lyric in a sort, rhythmic manner.	85--85--85--85				
HELEN O'CONNELL (Harold Mooney Ork)					
Mine and Mine Alone CAPITOL 1568—Thrush projects captivatingly on this okay tango romancer in the "Would I Love You" vein.	84--85--84--83				
Wonder Why Gal's style, diction and warmth are tops as she takes this ballad from the "Rich, Young and Pretty" flick at a light bounce. Tune has much appeal.	86--86--86--86				
BILLY WILLIAMS (LeRoy Holmes Ork)					
The Wondrous Word MGM 10998—Williams, abetted by a sock ork-chorus performance from Holmes, sparks thru on the active pop-spiritual. Should get action.	85--85--83--82				
Shanghai (Quartet) Williams and his quartet do a live, vibrant job on this fine new rhythm novelty, again with excellent support from Holmes' ork. If tune breaks thru, this one will get a share.	85--86--84--85				
ZIGGY ELMAN ORK (Jud Conlon's Rhythmaires)					
Lonesome and Sorry MGM 11001—The Benny Davis-Con Conrad oldie, getting a publisher revival push, gets a warm showcasing from Conlon's group Elman, with the expected sentimental trumpet chorus.	74--75--74--73				
Zig's Polka Zippy flagwaver polka, with banjo, tuba, flutes, etc., drives all the way. Gang vocal could have had more definition, but in all, it's a spirited production.	73--71--73--75				
MARION MORGAN (LeRoy Holmes Ork)					
Lonely Little Robin MGM 10999—Thrush does a rather colorless vocal on one of the new verse-chorus waltz pop-folkers.	65--65--65--65				
So This Is Paradise A lush mood ballad written by Russ Columbo doesn't get the warmth and intimacy it requires.	65--65--65--65				

CHILDREN

DAVID PFEFFER (Charles Lichter)					
A Walk in the Forest (Parts I & II) YOUNG PEOPLE'S RECORDS YPR-805—Here is one of the finest kidisks issued on any label in a long time. Story is taken from the Maria Hall Ets book. Narration by 10-year old David Pfeffer is excellent. Composer Haufrecht has fashioned a modern "Peter and the Wolf" score to fit the tale. Each of the animals is represented by a different orchestral sound. Disk includes a musical montage of the most popular moppet ditties. For the 2 to 5 group.	86--86--86--86				

LABEL AND NO.
ARTIST

COMMENT
TUNES

TOM GLAZER (Gene Lowell Chorus & Ork)					
A-Hunting We Will Go (Parts I & II) YOUNG PEOPLE'S RECORDS YPR-505—For the school age set, this is a good collection of three folk songs which are not often heard. Trio are loosely related to make up the hunting title. First ditty, "The Keeper" will intrigue the kids; second, "A Southerly Wind" may be just a bit too esoteric; third, "Away and Away" has enough of a Western sound to hold attention.	77--77--77--77				

BURL IVES (Percy Faith Ork)					
The Lollipop Tree COLUMBIA M.J.V.110—Tune has been tried as a pop to only fair success. Packaged as a kidisk this Ives version should do business. Faith ork and and chorus add interest.	80--80--80--80				
The Little Turtle—The Moon Is the North Wind's Cookie Poet Vachel Lindsay is co-author of these two folk-like tunes. The inimitable Ives vocal touch makes more of them than they actually are.	77--77--77--77				

PERCY FAITH ORK & CHORUS					
The Happy Calliope Song COLUMBIA M.J.V.111—Breezy little waltz ditty should do some summer business. Tells tale of a day at a carnival.	74--76--73--77				
The Circus Day Parade A spirited march sells the circus feeling, but the chorus mumbles the lyrics. Okay circus-season fare for the kids.	72--74--72--77				

SACRED

BAILLES BROTHERS					
Somebody's Praying for You KING 962—Backwood gospel team comes up with another of their typical religious disks. This one could move out of the Sacred category.	74--77--75--77				
Ashamed To Own the Blessed Saviour This is a standard sacred music for the country market. Boys are effective in their heartfelt reading.	71--71--71--71				

RELIGIOUS

GAY SISTERS					
God Will Take Care of You SAVOY 4025—Sisters have a sound that's close to that of the Sister Tharpe-Marie Knight team. Gals hand the gospel tune a strong, rhythmic chant.	80--80--80--80				
I'm Goin' To Walk Out in His Name This is a hand-clapping, revival-like dishing with one of the gals taking the lead. Pair are backed by organ and male shouters.	80--80--80--80				

SPIRITUAL

ORIGINAL FIVE BLIND BOYS (Jackson Harmonizers-Archie Brownlee)					
Old Ship of Zion PEACOCK 1552—This first-rate spiritual group really ups the pulse beats with a rock-and-roll-'em go which should prove a big winner in its field. Could also pick up a slice of the regular r & b market.	85--85--85--88				
In This World Alone Another tremendously spirited effort by this splendid unit.	82--82--82--88				
SISTER JESSIE MAE RENFRO					
Rock of Ages Hide Thou Me PEACOCK 1571—The Sister projects a slow rock as she reels off a fine spiritual in a persuasively reverent manner.	77--79--75--77				
A Wonderful Savior Sister Jessie Mae shows a considerable and distinctive talent for spiritual shouting. Her effort here is strictly top drawer. She is recorded splendidly.	81--82--80--80				



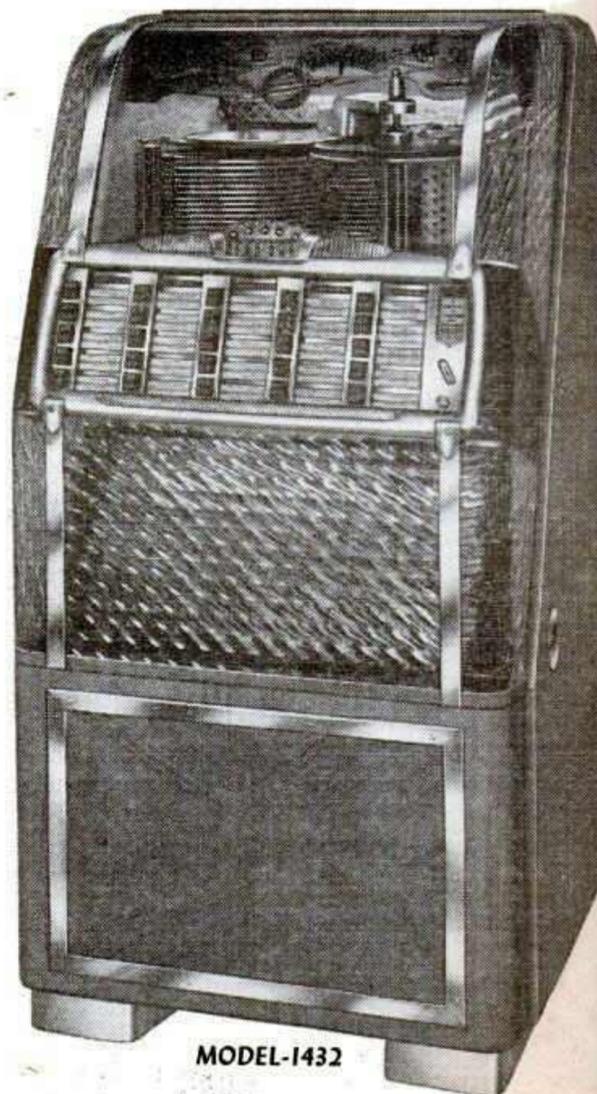
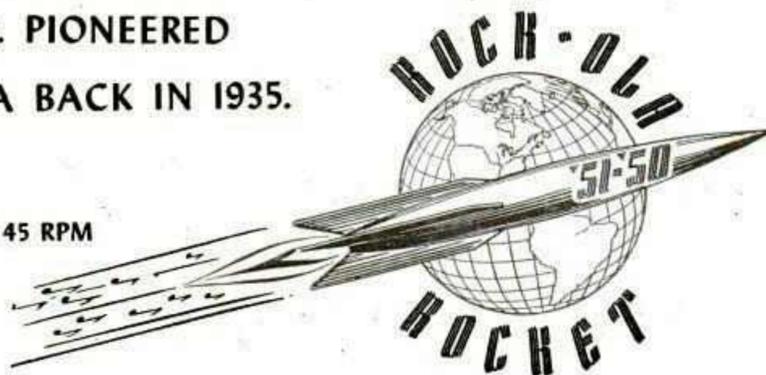
ROCK-OLA'S POSITIVE CAM MOVEMENT
HOLDS THE SECRET OF ITS LONG LIFE
AND EFFICIENT OPERATION.

RELIABLE

15 years of proven success in the field.

Service-free changer mechanism controlled by same single
cam action. PIONEERED
BY ROCK-OLA BACK IN 1935.

Available in both 78 RPM and 45 RPM



MODEL-1432

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

LABEL AND NO. ARTIST	COMMENT TUNES	STYLING	RECORDING	REPRODUCTION	SALES
HOT JAZZ					
MARION McPARTLAND QUINTET Liebestraum FEDERAL 12034—Mrs. McPartland, bred in England, has transplanted a considerable modern 88-ing talent here. This is a graceful, tasty modern jazz approach to the classic.	68--70--68--67				
Four Brothers The Woody Herman band opus fits nicely into this quintet rendition. It swings lightly and steadily as the gal reels off a batch of fresh Shearing-type keyboard. Recording does great for the piano but neglects to project evenly the remainder of the quintet.	75--77--75--73				
CLASSICAL					
PABLO CASALS PRADES FESTIVAL ORK Sant Marti Del Canigo COLUMBIA 73249 (1-12")—The Prades Festival Orchestra, a chamber group here, does a pleasant job with a ninth Century air orchestrated by Casals. It's a light delicate piece, simply constructed.	62--60--64--NS				
Song of the Birds Casals is featured in a lovely cello solo on a plaintive song of traditional Catalan origin.	73--71--75--NS				
LATIN AMERICAN					
BENY MORE (Rafael De Paz Ork) Que Pasara VICTOR 23-5430—More handles the vocal on this bolero mambo. Fine for the Spanish speaking disk buyers and will serve as an okay mambo for the Manhattan-Latins. Orking is modern.	79--79--79--79				
Ah, Barbara More of the same.	78--78--78--78				
INTERNATIONAL					
GENE WISNIEWSKI (Jego Harmony Bells Ork) Helcia DANA 728—Happy polka waxing by the bright Harmony Bells ork. Wisniewski handles the vocal with the male trio.	80--80--80--80				
Z Brooklyn Dziewczyna Ode to a Polish gal in Brooklyn could do more than territorial business. Orking is bright. Tempo is right.	78--78--78--79				
RAY HENRY ORK Wesole Muzykanty DANA 729—Eddie Kosak handles the vocal on this "happy musicians" polka. Replete with the gang-shouts, this is fine dance wax.	80--80--80--80				
Tecza More bright dance music here.	80--80--80--80				
GUIDO BUSSINELLI (Walter Scott Ork) Ninna Nanna CRESCENDO C-105—Tenor Bussinelli fails to display the warmth inherent in this type of Italian ballad.	64--68--63--60				
Ti Voglio Tanto Bene The Italian chanter is much more effective here with a virtuosic performance on an attractive ballad.	69--70--70--68				
BERNIE ROBERTS ORK Jolly Musicians Polka DECCA 45140—Mid-Western style orking of an okay polka, Roberts teams with a gal for a duet in English.	72--71--72--72				
Johnny's Tune Brassy waltz rendition of a highly melodic tune.	70--70--70--70				
JOE PRINCIE ORK (Tommy Gaylord-Johnnie Buchan) Gotta Find Somebody To Love DECCA 45138—Pop waltz is given a polka-type reading by the accordion-led Princie ork. Gaylord and Buchan team on a neat vocal.	78--78--78--78				
We're Gonna Have Some Fun Tonight Bright fox-trot here with the boys teaming on a ditty written by Bill Gale and Jimmy Dorsey. Fine terp material.	80--80--80--80				

RHYTHM & BLUES NOTES

Continued from page 26

man, piano. Bassist Tom Bryant is the only outsider. . . . Baggie Hardiman and His Kings open up the Golden Lily, newest musical spot in Philadelphia. . . . Lee Richardson, plus Danny Turner's crew, first in at the Web, new name for what was Philadelphia's Crystal Bar, now under the management of Sam Spivack, who also operates the Spider Kelly musical spot in town.

Current plug tune of Dootsie Williams Publications is "Free For the Asking," initially waxed by Velma Middleton. Pubbery is owned by Williams, prexy of Blue Record Company. . . . Jules and Saul Bihari, of Modern, left Los Angeles Tuesday (5) for visits to distributors in Dallas, Houston, New Orleans, Memphis, St. Louis, Chicago, Cleveland, Detroit and Cincinnati. They will return to L.A. in two weeks. . . . Franklin Kort, Swing Time exec, says sales of Lloyd Glenn's "Chica Boo" have reached the half million mark. R. and b. label is releasing a pair of spirituals by Sister Emily Brown and the Stars of Harmony. Tunes are from masters acquired from Supreme. . . . Coast location dates are being sought for Wynonie Harris and Sticks McGee. Pair are working way Coastward via one-nighters.

Hollywood outlets for rhythm and blues talent were increased with reopening of a Central Avenue (Harlem) nitery and announcement of a back-to-flesh-policy at another Avenue haunt. First of the clubs to relight is the Last Word, now housing KFVD disk jockey Hunter Hancock's Thursday night talent shows. Jack La Rue Trio is featured weekly. Word shuttered earlier this year with Roy Milton. Bars, Inc., group operating Club Alabam, at one time the Avenue's most fashionable club, is contemplating returning to the nitery scene with live acts. Alabam is currently running a bar.

A quintet of Hollywood rhythm

and blues artists left Thursday (7) for an extended one-nighter tour, their first outside the state. Tagged "Hollywood Revue," the group bowed in Big Springs, Tex., last week-end and will continue in the South thru August. Ben Waller Enterprises is booking the junket, with package getting \$400 against a 60-60 per cent door slice. "Revue" consists of Jimmy Grissom, Smokey Linny, Baby Davis, Mickey Champion and Little Willie Littlefield. Waller is offering the blues shouters more as an introductory offer for promoters, with the hope of hiking the nut should the trip prove financially okay. Jack Jackson, former owner of Jack's Basket Room, Hollywood after hours spot, is producing the show.

Frank (Sugar Chile) Robinson, kid boogie-woogie artist, has been set for nine weeks of personal appearances. Deals were set by Herbert M. Eiges, Detroit attorney who is the boy's personal manager, and Frankie Taylor, of the Charley Yates Agency. Sugar opened Monday (11) for a week at Jackie Heller's Carousal Club, Pittsburgh, then goes to Tropicana, lush night spot in Havana, for two weeks beginning July 30. Overseas dates include six weeks in England and Scotland thru Lew and Leslie Grade. Tour will include the Palladium, London. Artist has appeared on top radio and TV shows, his latest boff being with Bob Hope on latter's close-out show for the 1951 spring TV season.

New label has entered the r. and b. field, tabbed G.S.T. Records, in Newark, N. J. Owners are Bob Groves, Ulysses Smith and Fred Toler. Outfit also has set up a Broadcast Music affiliates pubbery, U. S. Music. Initial sides have been cut with Rose Brown, Grimes Harris and Bubbles and His Band. . . . Leonard Feather, jazz critic and manager of Mercer Records, leaves June 22 on a flying trip to Copenhagen, Stockholm, Paris and other capitals. He'll scout new talent.

First Results In N. Jersey Juke Box Poll

Continued from page 72

owned equipment found by the pollsters far exceeded advance estimates.

The association is now revising upwards well-worn estimates that the average location-owned phonographs throught the territory in which its members are active does not exceed 3 per cent of all jukeboxes operating.

Ownership

The survey disclosed that 98 of the 168 juke spots were operated by MGNJ members. Twenty-nine were controlled by other operators and the ownership of phonographs in 14 establishments could not be determined.

In all, 225 locations were scrutinized, but 57 (25 per cent) were found to house no music equipment. The 57 included spots previously found unprofitable by operators, as well as others where management objected to automatic phonographs as unsuitable.

Of the 27 location-owned jukeboxes, 60 per cent were of pre-World War II vintage, the survey disclosed. This is in sharp contrast to the heavy preponderance of postwar equipment in operated establishments and may suggest a promotion approach to location solicitors.

While taverns comprised the largest category of locations surveyed, others included in the check were restaurants, luncheonettes, diners and ice-cream parlors.

Diskery-Distribs Set 45-R.P.M. Deal

NEW YORK, June 9.—A tie-in between RCA Victor and several Western and Southwestern Seeburg distributors will make it easier for operators with 45-r.p.m. Select-o-Matics in Mexican locations to stock appropriate records. The diskery now has over 300 45's in its Latin-American catalog. Juke outlets in appropriate territories will get special listings of tunes and artists available on 45, according to Frank Amaru, Victor executive, in addition to samples of each new 45 Latin-American pressing.

Also, Victor has prepared two packs, of 25 disks each, featuring top Spanish pressings for operators not too familiar with the repertoire. Diskery distribs now carry the packs, Amaru said.

Oregon Saga

Continued from page 72

the customers to talk about the music. Every time we provide a record on request we've made a new music customer, as he has to play it at least once after it's pointed out to him. Our records show that these requests are just that much more additional play over normal business."

Play Boosters

Jones finds that posting popularity lists, such as those listed in *The Billboard* also boosts business. Another business booster is use of printed labels for the machines, denoting tunes as hits. "The popularity charts in *The Billboard* help us with our location owners," Jones added. "He can see the tunes receiving the play and know that we are stocking our machines with them. It increases his willingness to co-operate."

Start Initial

Continued from page 72

pean markets, and will begin immediately.

The S-45 offers 12 selections, and features 45 r.p.m. disks. The model now in production offers several refinements in the cabinet and in the mechanics over the unit which was displayed at the Music Operators of America convention in Chicago last March.

ROUTE FOR SALE

Moderate size music route with some amusement games. Established twenty years. Consistent revenue; long established locations. Chicago area. Owner retiring. Address: **BOX D-46**

The Billboard Cincinnati 22, O.

WE ARE NOW DELIVERING

THE REVOLUTIONARY

RISTAUCRAT S.45

The Only Small Music Box With These Exclusive Features:

- *Plays Twelve 45 RPM Records
- *Dynamic Twin Speakers
- *Precision Engineered by the famous Ristau brothers
- *Takes up to 5 Wall Speakers
- *Easy to Carry—weights only 40 lbs.

RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue

Appleton, Wisconsin

HOT WEATHER SPECIALS!!!

SEEBURG 1475	\$239.00
SEEBURG 146	199.00
WURLITZER 1015	219.00
AMI MODEL A	349.00
SEEBURG 3W2 WALLBOXES, 3-Wire	22.50

ALL PHONOGRAPHS CLEAN AND RECONDITIONED
—READY FOR LOCATION—

Terms: 1/2 Deposit, Balance C.O.D.
All Items Subject To Prior Sale.

Music Systems, Inc.

DETROIT, MICH.
10217 LINWOOD
GRAND RAPIDS, MICHIGAN
245 N. DIVISION

CLEVELAND, O.
2600 EUCLID
TOLEDO, O.
1302 JACKSON

Let Today's TOP TUNES

HELP YOU SELL!

The top 20 tunes each week from *The Billboard*

The Billboard	Quantity	PRICES
2160 Patterson St., Cincinnati 22, Ohio	50	\$ 1.00
Until further notice please print and ship	250	3.50
copies of TODAY'S TOP TUNES for which I	500	5.50
enclose \$	1000	9.50
<input type="checkbox"/> Weekly <input type="checkbox"/> Twice Monthly <input type="checkbox"/> Monthly	2000	18.00
Send cash and we pay postage	5000	42.00

IMPRINT AS FOLLOWS

PLUS POSTAGE

NAME
ADDRESS
CITY AND STATE PHONE
Ordered by

Business Opportunity

\$15,000—Partner half interest coin-operated music machines—more than sixty locations—successful operation over 12 years—located Stamford, Connecticut—large equity. Inquire

Attorney D. H. Cotter
Bridgeport, Conn.

WURLITZER

104 254

Conversion

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-war equipment.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors

For this week's prices consult the used machine advertisements in this issue

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
AIREON				
Coronet			\$169.50	\$169.50
Deluxe	\$49.00	\$49.00	49.00 95.00	49.00 95.00
			125.00	125.00
Fiesta			125.00 129.50	125.00 129.50
#400	149.50	149.50	149.50 195.00	149.50 195.00
1200A	69.50	59.50	69.50	69.50
AMI				
Model A	325.00 349.00	325.00 349.00	365.00 369.00	350.00 369.00
	365.00 375.00	375.00	375.00(2)	425.00
Model B	469.00 475.00	469.00 475.00	465.00 469.00	450.00 469.00
			475.00	475.00
			495.00(2)	
FILBEN				
Filben	174.50	174.50	174.50	195.00
MILLS				
Constellation		129.00	129.00 175.00	129.00 159.00
Empress	39.00			
PACKARD				
Hideaway			125.00	125.00 139.00
Manhattan	149.50	149.50	149.50	149.50
7	79.50	79.50	79.50(2)	
ROCK-OLA				
Commando	49.00	49.00	49.00	49.00
Deluxe			50.00	50.00
Playmaster	64.50	64.50	64.50	79.50
Super 40	49.50	49.50	49.50	
'46			150.00	150.00
'47			275.00	175.00 275.00
1418	49.50	49.50	49.50	
1422	124.50 149.00	124.50 139.50	124.50(2)	129.00 135.00
	149.50(2)	149.00 179.50	129.00 149.00	139.50 149.00
			149.50	149.50
1426	199.50 219.00	199.50 219.00	169.00 199.50	169.00 199.50
			219.00	219.00
1428			319.00 325.00	319.00
RISTAUCRAT				
Ristaucrat			60.00	60.00

TONE... TUNED to PROFITS!

How can you be sure that Evans' Constellation makes more beautiful music in the coin box? Visit a Constellation location. Listen to the rich, "concert-hall" quality of Evans-Engineered sound. Hear crisp, clear, resonant tone reproduction, as true to life as an actual in-the-flesh performance. And see how players respond to Constellation's always perfect presentation of their favorite recordings!

From record groove to sound chamber, Evans advanced Acoustical Engineering makes every note "golden" in beauty... in earning power!



EVANS' 20 RECORD 40 SELECTION CONSTELLATION

The Phonograph that's Adaptable to Your Needs!

TIME IS RUNNING OUT! It's only a matter of days, now! Don't risk being trapped between urgent location demands on one side and undependable equipment on the other. Be prepared for everything with Evans' trouble-free Constellations.

SEE YOUR EVANS DISTRIBUTOR OR WRITE FACTORY DIRECT! DO IT NOW!

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' PROFIT STIMULATOR ON PAGE 89

FOLK TALENT AND TUNES

• Continued from page 25

ants are also song writers. . . . **Jim Wilson**, of King records, is now doubling between d. j. promotion and handling branch and sales personnel in 15 of King's Northern branches.

Disk Jockey Doings

Walt Reno is handling three hours of country wax at WIMA, Lima, O. . . . **Ralph Moffatt**, WDGY, Minneapolis, has added a Saturday morning show. . . . **Happy Hal Burns**, WBRC, Birmingham, reports a kiddie talent contest worked out well with his recent "Grand Ole Opry" troupe, which did 5,000 admissions. . . . **Milton Estes** (MGM), leader of the Musical Millers, WCM, Nashville, has started a two-hour nightly show at WMAK, Nashville, spinning country platters. **Jon Farmer**, WAGA, Atlanta, had **Lefty Frizzell** as his guest during Frizzell's one-nighter there recently. Frizzell worked his d. j. show and also his TV show. . . . **Bob Edwards** received an honorary membership in the Girl Scouts of America, for a recent radio promotion he did for them at WAKE, Greenville, S. C. . . . **Warren Roberts**, WEAS, Decatur, Ga., reports that **Johnny and Jack** (Victor) are working five days a week at his station.

Betty Griben, WMTW, Portland, Me., is asking listeners to send in comic books in return for an autographed pic of herself. She sends books to moppets in local hospitals. **Art Barrett**, WSAP, Portsmouth, Va., has made May "Jimmy Rodgers Month," each day plugging a side by the late Victor disk. He did a full show by Rodgers recently. **Dave Tucker** has replaced **Talbot R. Hood** at WCRB, Walt-

ham, Mass. . . . **Uncle Dewey** has formed his own band, the **Calico Riders**, who work on WAYM, Rockingham, N. C. . . . **Larry Carothers**, KMOX, St. Louis, writes that **Jimmy Dickens** opened The Acorns, hillbilly park operated by **Brother Bob Hastings** near St. Louis. Carothers emceeds at the park.

Earl (Granpappy) Davis, WBOK, New Orleans, has his first release out on RFD Records. Sides are "Granpappy's Hot-Rod Blues" and "Eight Nine Ten." . . . **Red Herron**, fiddler, is working at WWL, New Orleans, with **Bill Casan** and His Arkansas Troupers. . . . **Don Davis** has moved from WCKY, Cincinnati, to WLW, Cincinnati. Davis has not yet been delegated to a regular slot, but will probably wind up emceeding h. b. shows and spinning rustic wax. It was announced recently that WLW's "Midwestern Hayride" will replace NBC's "Show of Shows" as a network TV feature on Saturday nights. It's the biggest break yet for country music on TV. Davis may work the show. . . . **Cliff Rogers**, WHKK, Akron, reports that he has successfully worked out a formula to test new releases received by him each week. He uses several new releases each day, and on Friday of each week sets up an honor roll of hits from mail requests on his new releases. Thus, he is able to keep plenty of new tunes in the spotlight for his listeners.

Larry Regan, WJMR, New Orleans, would like rustic disks for his daily d. j. shows. . . . **Al Rogers**, KGNC, Amarillo, Tex., reports that he has re-signed for a year with MGM Records. **Smokey Joe** is new spinner at KAMQ, Amarillo. . . . **Willie the**

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
SEEBURG				
Casino	69.00	69.00	39.50 69.00	50.00 69.00
Classic	49.50 69.00	49.50 69.00	49.50 69.00	69.00 69.50
Colonel	49.50 79.00	49.50 79.00	39.50 49.50	79.00
Envoy			79.00	
Gem	49.00	49.00	49.00	49.00
H-146 M Hideaway	212.50 229.00	212.50 229.00	229.00 245.00	229.00 245.00
			249.50	249.50 275.00
H-146 M RC Special			212.50	
H-147 M Hideaway	269.50	269.50	269.50	269.50
H-148 M Hideaway	299.00 300.00	319.00 325.00	299.00 300.00	299.00 300.00
			319.00	319.00
			325.00	
H-246 M Hideaway	259.50 269.00	259.50 279.00	259.50 279.00	259.50 279.00
Hightone ES	59.00	49.50 59.00	49.50 59.00	59.00
			59.50	
Hightone RC	69.00	69.00	69.00	69.00
Lotone			69.00	
Plaza			39.50	
Regal	59.00	59.00	59.00	59.00
Royal			39.50	
Vogue			39.50	
100M	795.00			50.00
146	150.00 250.00	150.00	150.00	175.00 275.00
146 M	249.00 275.00	249.00 275.00	239.00 249.00	239.00 249.00
			275.00(2)	
146 S	249.50	239.50	219.00 249.50	219.00 249.50
146 W	275.00		275.00	275.00
147	279.00	175.00 279.00	175.00 295.00	295.00
147 M	245.00 319.00	319.00 325.00	289.00 319.00	289.00 319.00
			325.00	
147S	275.00	289.50	269.00 275.00	269.00
148	425.00		395.00	395.00
148 M	379.00	379.00	379.00	379.00
148 M1	399.00 400.00	399.00 400.00	379.00 399.00	379.00 399.00
			425.00	
148S	300.00			
148 SL	375.00	375.00	359.00 375.00	359.00 375.00
1941 RC Special	89.00 99.50	89.00 109.50	69.50 89.00	89.00
			114.50	
1946 RC Special	249.50	249.50	235.00 249.50	
1947 RC Special	274.50	274.50	274.50 285.00	
8200				69.50
8800				69.50
9800			110.00	69.50 110.00

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
WURLITZER				
Colonial			95.00	95.00
41			50.00	50.00
61			50.00	50.00
71			50.00	50.00
500	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
500			75.00	75.00
500K	69.00	69.00	69.00	49.50 69.00
500R	64.00	64.00	64.00	64.00
516			50.00	39.50 50.00
700		89.50	89.50	69.50 89.50
750	124.50	109.50 124.50	109.50 124.50	110.00 114.50
750E		89.50		89.50
780	99.00	99.00	99.00	99.00
780E		99.50	99.50	99.50
800	89.00	89.00	89.00	69.50 89.00
850	74.50 79.00	59.50 79.00	79.00 89.50	79.00 99.50
			79.50	
850E	79.50			
950	49.50	49.50	49.50	59.50
1000	398.00			
1015	195.00 219.00	185.00 219.00	219.00 229.00	215.00 219.00
	224.50 229.00	224.50 229.00	229.50 239.00	225.00 229.00
	239.00 239.50	239.00	239.50 249.50	229.50 239.00
	245.00(2)	239.50(2)	250.00	245.00(2)
	249.50 275.00	245.00 249.50	265.00	250.00(2)
	295.00	275.00(2)	275.00(2)	265.00 275.00
				279.50
1017	259.50	200.00 259.00	269.00	200.00 269.00
1080	225.00 239.00	225.00 249.00	249.00 249.50	249.00 269.00
	245.00 249.00	249.50 275.00	269.00 275.00	275.00
	249.50			
1100	325.00 374.50	325.00 374.50	374.50	379.00(2)
	379.00	379.00	379.00(2)	389.50(2)
	395.00(2)	395.00(2)	389.50 395.00	395.00(2)
			435.00(2)	445.00
			450.00(2)	450.00(2)
1250	450.00 495.00	495.00 525.00	525.00 529.00	495.00 515.00
	525.00 549.00	549.00 595.00	549.00	525.00(2)
				529.00 549.00
Victory	39.00	39.00	39.00	39.00 39.50

Hillbilly is now spinnin' 'em at KDDD, Dumas, Tex. . . . **Kuzzin Kenyon** is h. b. d. j. at KFDA, Amarillo, Tex. . . . **Marty Roberts**, WDJ, Decatur, Ill., has opened his own h. b. park near that city. He is looking for names to book on Sundays.

Larry Ward, WGGH, Marion, Ill., is interested in a h. b. d. j. association, such as the one suggested by **Larry Carothers**, KMOX, St. Louis. . . . **Smokey Smith**, KRNT, Des Moines, has started a 30-minute show Saturday morning, promoting a cowboys savings club for the moppets. . . . **Frank Porter**, WXGI, Richmond, Va., will make a singing appearance on the network ABC navy show, singing two of his coal-mine folk songs with the U. S. Navy Band.

Earl Riley, KXA, Seattle, is doing six hours of spinning per day under four different rustic monickers. . . . **Ray Anderson**, who does three hours daily at WHTN, Huntington, W. Va., is doing a Saturday show from a department store record department. **Doc Warren**, KFDX, Wichita Falls, Tex., reports that **Hank Locklin's** 4-Star waxing of "No One Is Sweeter Than You" has taken off fast in his area. . . . Because of his show's title, "Tennessee Hayride," **Mort Lloyd**, of WSIX, Nashville, has been asked to attend a number of local hayride parties as featured guest. . . . **Sleepy Jeffers**, WTIP, Charleston, W. Va., and **Honey and Sonny**, the **Davis Twins**, appeared in the filming of a forthcoming Paramount flicker, "Sadie Hawkins Day."

Verne Koenig, Decorah, Ia., is spinning country music at KDEC, Decorah, Ia. . . . **Longhorn Joe** (Wally Elliott) is back at KROW, Oakland, Calif. . . . **Hugh Cherry**, WMP5, Memphis, recently got a one-page ad in the local daily from his 10 sponsors. . . . **Wayne Scott** is handling all country music dishing at WREL, Lexington, Va. . . . **Ross Wallace**, KBUD, Athens, Tex., reports **Hank Thompson** worked to 30,000 recently in his town during the annual "Fiddlers' Day" celebration. . . . **Dick Jones**, KULP, El Campo, Tex., ran a contest, asking listeners to fill out, "Old h. b. d. j.'s never die." Got good return and awarded free disks for prizes. . . . **Peanut Faircloth**, WNEX, Macon, Ga., reports that **Lefty Frizzell** has hired his takeoff guitar, **Tony Hall**. Frizzell has cut a tune, "Mom and Dad's Waltz," royalties of which will go to Frizzell's folks. . . . **Gordon (Cousin Luke) Price** is new spinner at WIBB, Macon, Ga.

Johnny Rion, WIBV, Belleville, Ill., has booked **Lonzo and Oscar** of WSM, Nashville, as his first name for his new h. b. park near Okawville, Ill., for a July 20 date. . . . **Larry Carothers**, KMOX, St. Louis, reports that the new Acorns' folk music park, near St. Louis, did 3,500 May 12 with **Dave Landers and His Trio**. Park will feature **Pat Cook**, KSTL, St. Louis, d. j., and his band for dancing Wednesday nights. . . . **Frank Lokey**, WBIG, Greensboro, N. C., is working with a local fraternal org to bring in a star a month for shows there.

Ken Kribbs, last at WROL, Knoxville, has moved to WGAP, Maryville, Tenn. . . . **Uncle Ollie**, WJZM, Clarksville, Tenn., is again booking **Roy Acuff's** Dunbar Cave Park there. He reports Acuff did his biggest opening in three years with the **Smoky Mountain Boys and Moon Mullican**. . . . **Dave Miller**, WPAT, Paterson, N. J., will emcee the **Sons of the Pioneers'** concert at Carnegie Hall, New York, June 7. . . . **Doc Williams**, WWVA, Wheeling, W. Va.; **Eddie Wayne** and **Cliff Rodgers**, the WHKK, Akron, d. j., are working the Palace Theater there every Wednesday night. . . . **Cliff Mercer**, WLOU, reports that **Chick Kimball**, d. j., and **Jimmy Logsdon**, singer, have moved from his station to WINN Louisville.

Nelson King, WCKY, Cincinnati, reports that **George Winters**, recently discharged from the Marine Corps, is now handling **Don Davis's** stint on the station, working with King. . . . **Ray Overholt** is the new h. b. d. j. at WOOD, Grand Rapids, Mich. In addition, he is working with his own band, the **Grand River Boys**, on the station daily. . . . **Dick Senter** is new h. b. spinner at WBIP, Booneville, Miss. . . . **Randy Armbrister**, WYVE, Wytheville, Va., now handling the "Morning Mailbag" h. b. show.

Fairley Holden is now working with **Smokey Ward** on WPFB, Middletown, O., according to **Al Morris**, WONE, Dayton, O.

Sales, Profits Top NCA Confab Topic

Shortage Talk Takes Back Seat, Supply Pic Good; Wrapper Materials Adequate

CHICAGO, June 9.—Sales and profits—not shortages—were the focal points of interest at the National Confectioners' Association 68th annual convention here this week. Consensus on the part of industry and government spokesmen was that there are no serious shortages in sight for the candy bar makers who supply the vending machines trade.

But sales and profits are another matter.

A preliminary estimate, made during the convention by George Dudik, of the Commerce Department, indicates declining sales in chocolate bars, a trend established in 1948 and 1949, were checked in 1950. Dudik said chocolate bar production during 1950 came within 1 per cent of 1949 output. Dollar value, in the same period, advanced approximately 3 per cent.

Non-Chocolate Increase

Non-chocolate candy bar, which showed an upswing in 1949, continued to gain in 1950, Dudik said. Poundage was up 17 per cent, dollar volume rose nearly 19 per cent.

Significantly, penny goods sales, which started to slip badly in 1949, continued to slip during 1950. Dudik fixed the penny goods de-

(Continued on page 80)

Candy Venders Come Off Line At Rowe Plant

NEW YORK, June 9.—Rowe's candy vender, location tested for over a year, began coming off production lines this week at the manufacturer's Whippany, N. J., plant, according to Charles Brinkman, vice-president.

The machine, shown at the National Association of Tobacco Distributors convention last April, lists at \$178 and includes a nickel changer as standard equipment. A matching stand is offered at \$21.50. Optional accessories, including an adaptor to permit the sale of nickel gum, mint rolls or charms, as well as a penny changer, are available at extra cost.

The seven-column vender has a flexible capacity. Column may be fitted with 15, 20 or 30 shelves. Capacity of the optional gum and mint columns is 50 units.

Fremon Debuts New Combo Unit

LOS ANGELES, June 9.—Fremon Company, headed by Carl Freedman, is placing on the market a combination bulk merchandise vender and napkin dispenser known as the Eldridge.

Unit is 8 3/4 inches high, 6 3/4 inches wide, and 4 3/4 inches deep. The merchandise section holds a pound of nuts or candies, which may be vended at 1 cent or 10 cents. While there are actually three units to the machine—two free napkin dispensers and the bulk vender—the napkin holder may be disassociated from the unit, making the merchandise vender a single unit for operation. A special bracket, which attaches the unit to the counter without marring it, is available in limited quantities, Freedman said.

The Eldridge comes in an all-chrome finish.

Summer Slows

Continued from page 71

The sales tax, provided (1) that the sales are made in industrial plants, or other private property, or the consumption of employees in that property; (2) that the machines dispense only products selling at a dime or less, and (3) that the operating firm handles only merchandise which retails for a dime or less.

FLORIDA. Legislature has adjourned, failed to pass the 3 per cent gross receipts tax in coin-operated amusement games.

OHIO. The Ohio possession law on gambling devices has passed; Ohio has a padlock law which provides for padlocking establishments in which gambling takes place. The possession law defines gambling device in language similar to that used in the federal anti-slot machine law.

PENNSYLVANIA. The House has approved legislation which would permit the sale and purchase of milk in bulk for use in automatic merchandising machines approved by the State Agriculture Department. The bill now goes to the Senate.

WARNING

Chi To Hit Bulk Units On July 1

CHICAGO, June 9.—Officials of the Chicago Public Health Department said this week they didn't want to do it, but they would be forced to crack down on bulk vending machines which do not meet the city's sanitation regulations. Months ago, the city gave the industry until July 1, 1951, to make certain bulk confection and cup drink machines comply with the department's rules.

Gus Hermann, of the department's food inspection division, said this week that cup machine manufacturers and operators have been "most helpful" and that little difficulty is expected in that regard.

One Approved

Hermann added, however, that only one bulk confection machine has been submitted for approval—

(Continued on page 80)

No Answer Yet on Mag Vender Tests

Reader's Digest, Quick, Time-Life Hopeful; Subscription Unit Readied

NEW YORK, June 9.—Machine vending of magazines on a large scale may not be just around the corner, but major publications testing the sales medium expect to know where they are headed before the end of the summer.

Two of the three magazines committed to tests already have expressed satisfaction that mechanical problems are about licked. They no longer question that soft-cover books can physically be machine marketed. However, they don't know yet if the economics of vender selling will make it attractive enough for equipment handlers or publishers.

In a related move, one of the publishers is readying a field test of subscription venders. Placement of the units, modified insurance venders, will probably be

made early this summer. Reader's Digest, which has been testing two venders since early this year, is "very pleased with the mechanical operation" of its equipment, according to Hugh Dangler, executive. Even so, he said, "it is too early to draw any conclusions." Costs of operation are being weighed carefully against circulation increases, it was indicated, and a decision on the

(Continued on page 84)

Taxes Remain No. 1 Problem, Says Leverone

Canteen Chairman Warns Convention Of Exaggerations

CHICAGO, June 9.—The most serious problem confronting the automatic merchandising business today is not manpower, nor prospects of shortages, but taxes, Nathaniel Leverone, chairman of the board of the Automatic Canteen Company of America told the annual Canteen distributors meeting here.

Taxes are the industry's No. 1 problem, Leverone said, because of exaggerations concerning the industry's earnings and because of its inflexible price position.

"We have statements about this billion-dollar business," said Leverone, "about how easy it is to get into it, how little money is required, and this encourages unfair taxation because it misleads people."

"I don't know of any business," he continued, "where you have to make such a volume of sales and have such a large investment to realize so little profit."

Approximately 150 Automatic Canteen Company distributors from 40 States were on hand for the convention.

A prime topic of discussion was the 10-cent bar which Canteen has been pioneering in the vending machine field. Thus far, two of the Canteen branches are converted to 100 per cent dime operation and conversion parts for about one-third the company's total Canteens are on hand.

Mechanisms moving out now for the conversions are all-coin units which will accept both nickels and dimes and, with a slight adjustment, could make sales at 15 cents.

From here on out, Leverone told the meeting, the distributors ought to make preventive maintenance of equipment a more pressing job than selling.

"We won't be out of the business of soliciting stops," Leverone declared, "but we will have to be more selective."

Dime Bars To Dominate Biz Gradually, NCWA Forecasts

10-Centers No Cure-All; Nickel Peg To Be Around for Long While

CHICAGO, June 9.—Dime bars will not, even if produced and accepted in volume, prove the open sesame that will solve all or even many of the problems now facing the industry, both wholesalers and manufacturers agreed during the National Candy Wholesalers' Association, Inc., convention here this week (6-9). Nickel candy will be around for a long time to come, with eventually a slow transition building up to the point where the public will be buying more 10-cent than 5-cent bars; there will not be, because for basic business reasons there cannot be, any sudden all-out shift to the dime item and the elimination of the nickel bar, industry leaders stated.

Taking the floor on the nickel-dime candy question as a panel speaker, Robert H. Welch Jr.,

James O. Welch Company, led the two-price discussion. "Compared to the Bell Telephone Company, where a single factor or company is concerned, or the ice

Region 10 Skeds Meet June 25-26

CHICAGO, June 9.—National Automatic Merchandising Association announced the date and site for the 1951 meet of Region X this week. It will be held at the Ambassador Hotel, Los Angeles, June 25-26. Special invitations have been extended to Region XI members to attend.

The two-day program will close with a cocktail party sponsored by P. Lorillard Company.

More Dime, Summer Bars at NCWA Show

CHICAGO, June 9.—More dime bars, more summer-type items, plenty of merchandise to sell and a higher level of competition for the retailers' (with major attention to vender operators) dollar were the prime moves in the candy field evidenced this week by the large and small manufacturer displaying his wares at the National Candy Wholesalers' Association exhibit at the Palmer House here Thursday (7) thru Saturday (9).

Secondary highlights of the over 60-firm display were indications of an easing in earlier worries over wrapper supplies (see NCA story this section). That candy officials think they can make out with future foil, glassine and cellophane needs if they reduce wastage to a minimum, eliminate overwrapping in nickel bar size indicates a determined attempt on the part of many firms to keep the 5-cent price a live factor in the field. But at the same time, just as determined a move to strengthen the position of dime candy was noted, as the two-nickel proponents introduced new merchandise and readied stiffer promotion on present 10-cent lines.

Summer Bars

Determination to write off some of the net profit reductions hitting many companies over the past year, in spite of soaring gross dollar earnings, was evidenced by a swing to build name bars for hot weather sales. Tastier coatings, centers, more eye-appeal put into wrappers for such items were three of the steps being taken to gain better summer sales volume, especially for the soft or filled bar manufacturer without hard or jelly lines to take up the slack.

Brock Candy Company's bid for summer business is its new 5-cent Goobernut bar. A 1/2-ounce, peanut-coat caramel fudge item, it comes 100-count at \$2.65. Firm also is stepping up plugging on its dime Pecan Roll bar, in 100-count at \$5.50.

Hollywood Candy Company also aims at both the warm-weather dime candy fields, its Polar and Zero bars, both 1 1/2-ounce, come 100-count. Former is a new name, while latter was introduced last

(Continued on page 83)

American Citrus Hot Dog Unit Rolls in Chi

CHICAGO, June 9.—Initial production of American Citrus Corporation's Electronic Hot Dog Vender, by its new Chicago contract manufacturer, the Robert H. Schwab Manufacturing Company, is scheduled to start next week following delivery of the first cabinet Friday (8) from Ice Cooling Appliance Corporation in Morrison, Ill., it was learned this week. With a second shipment of more cabinets promised later this month, Schwab will embark on a five-machine-per-week production schedule, with an eventual 20 units per week rate expected to be reached by mid-summer.

Schwab Manufacturing, which has an ice cream vender of its own in development (following experimental showings last year under the Package Vendorat, Inc., name), will supply many of the

component parts for the hot sandwich vender. Other parts, such as standard coin mechanisms, refrigeration units, etc., are said to be on hand at Schwab Manufacturing in sufficient quantity to permit initial production.

Test Runs

The hot dog-hot sandwich machine, which American Citrus has earmarked for production priority over its Health-King juice vender, has been test operated via a pilot model at the Hotel Sherman garage and it is now "installed for further test at Riverview Park here (The Billboard, May 26). Jack Webb, head of American Citrus, reports the test unit will vend ham and cheese and sausage sandwiches, in addition to hot dogs. Each will be vended singly, however, as the machine is non-selective.

DuGrenier Ups Candy Unit \$10

CHICAGO, June 9.—With the showing of production line models of the DuGrenier eight-column candy vender during the National Candy Wholesalers' Association convention this week, unit's national distributor, James H. Martin Company, announced a \$10 price increase, bringing the vender list to \$210. Addition of a national coin changer (\$5) and a delivery tray lift (\$1.75) ups complete vender and base price to \$216.75.

Martin, who displayed the only vending equipment at the candy show, stated that the first production run of 250 units was now being completed. He emphasized that the machine, upon which he controls vending mechanism patents, would only be offered to operators. Both nickel and dime candy may be sold singly or in combination thru the columns.

Calif. Bill Restricting Cig Machines Killed

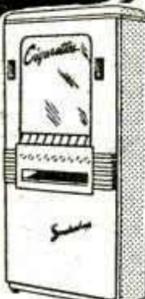
SACRAMENTO, June 9.—The California Assembly Committee on Boards and Commissions refused Monday (4) to approve a bill placing restrictions on cigarette venders. The bill, 2339, proposed by

Assemblyman Lester McMillan, would have required venders be located "in sight of employees or proprietors of establishments" and make the machine and location owner equally responsible for such placement. It would have also changed the penalty for selling cigarettes to minors from the present \$5 to a maximum of \$500, plus six months in jail.

George Seedman, Los Angeles, representing the operators, told the committee only 8 per cent of the cigarettes sold in the State are purchased from machines. He pointed out it is easier for children to buy cigarettes from super markets than venders. He declared the bill would be unfair to operators and emphasized that it did not have the official support of the California Congress of Parents and Teachers.

Two other bills aimed at cigarette venders, 2338 and 2847, are still in committee, but McMillan, who also authored both bills, said this week that he would not press for passage of either.

SMOKESHOP '612'



The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.

250-B West 57th St., New York 19, N. Y.
Plaza 7-3123

Correction

STANFORD, Conn., June 9.—The price of the new Admiral cup vender, manufactured by Spacarb for Pepsi-Cola, was incorrectly given in a recent story. I. H. Houston, Spacarb president, said the three-drinker is being sold to Pepsi for \$1,140. The machine features a newly developed positive displacement pump (*The Billboard*, May 26).

English Putting More \$ in Scales

LONDON, June 9.—The annual report of the Associated Automatic Machine Corporation, which has 10,000 penny weighing machines on location throuth Great Britain, disclosed the scales netted \$38,360 more during 1950 than in 1949. The complete figures were not announced.

Directors of the firm credited at least part of this increase to the fact coin-operated scales are one of the few things remaining in England where the big copper penny (worth about two of the U. S. coppers) will purchase anything.

University Pub Features Vending Study

PHILADELPHIA, June 9.—The *Evolution of Automatic Merchandising in the United States* was a featured subject in Temple University's School of Business and Public Administration's June issue of its *Economics and Business Bulletin*.

Tracing the active history of vending in this country over the past 70-year period, the article quotes from numerous articles in *Vend*, sister publication of *The Billboard*.

Conclusion of the university study, prepared by Dorothy Washburn, former member of the school's marketing faculty, was that automatic merchandising "is a rapidly expanding enterprise both as to applications and in total utilization." The article also deals with the effect of vender operation on retailing and the potentials of distributive cost reduction demonstrated.

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-Lb. Moisture-Proof Bags 12 5-Lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

ZALOOM'S PISTACHIO NUTS

HERE ARE TODAY'S TOP MONEY-MAKERS FOR OPS

MODEL 49

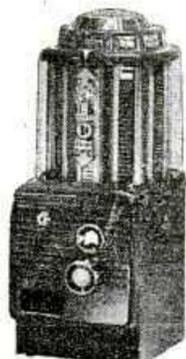
1¢ — 5¢ — 10¢

The all-purpose, all-product bulk vender that is sweeping the country . . . bringing the biggest earnings ever enjoyed by operators of bulk venders. With its detachable Sani-Carry globe, it takes the work out of operating bulk venders and cuts servicing time in half.



1¢ SELECTIVE TAB GUM VENDER

Claimed by operators now using them to be the hottest money-makers in the small machine field. Its 10-columns permits wide selection of fast-selling tab gum, candy coated gum, candy charms and 1c chocolate bars. You'll be amazed at the way it sells gum and brings you profits unheard of from 1c gum venders.



Write, Wire or Phone for Complete Details.

THE NORTHWESTERN CORPORATION

616 ARMSTRONG STREET MORRIS, ILLINOIS

30 DAY MONEY BACK TRIAL

Northwestern

Order this sensational, NEW Northwestern vender today. Operate it for 30 days. If you don't agree 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 and neither have we. For we KNOW we'll gain another satisfied customer.

Has everything the operator wants in a gum vender . . . attractive design . . . big capacity . . . fast servicing . . . front loading . . . simple construction . . . dependability. Total average capacity . . . 500 pieces. Location proved.

Revolving drum contains 10 columns, interchangeable for vending any combination of tab gum, candy coated gum, penny chocolate bars, assorted fruit charms, etc.

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

Time Payment Plan Available—Trade-Ins Accepted.



10-COLUMN SELECTIVE TAB GUM VENDOR

PRICES

Less than 25 \$25.95
Less than 100 \$25.45
100 or more \$24.95

1/3 Deposit, Balance C.O.D.

MERCHANDISE

ADAMS, All Flavors, 100 Count . . . 42¢
WRIGLEY'S All Flavors, 100 Count . . . 46¢
FRUIT CHARMS, Assorted, 100 Count . . . 40¢
SUCHARD, 200 Count . . . \$1.20

MINIMUM ORDER 25 Boxes of Any Assortment

P-R DIVIDENDS

Key Factors in Saxon Success as Cig Firm

MIAMI, June 9.—Customer and employee relations is the two-lane highway followed by Ace-Saxon, Inc., to help build the largest tobacco vending operation in the South. John F. Saxon, president, sounds the "relations" note with his reference to the firm's 30 employees as the Ace-Saxon Family, and the business motto, "The public be praised."

Coupled with a wholehearted participation in community affairs, active sponsoring of advertising to center consumer interest in vending convenience, are other factors contributing to the company's solid success. Latter is evidenced by the operation's growth since its inception in 1936; it now covers Broward and Dade counties, including the communities of Miami Beach, Miami, Coral Gables, Fort Lauderdale and Hollywood.

Ace-Saxon backs up its route salesmen and sales managers with widespread radio advertising designed not only to build new customers but to retain old ones and to keep its name constantly before the public. During the past three years, this program has grown from a series of spot announcements to the present weekly schedule of three 15-minute newscasts over a local Miami station, supplemented by spot announcements.

A typical Ace-Saxon radio spot announcement, aimed at getting new locations, is "Listen, Mr. Businessman, to this: You know how many cigarettes you buy, but how many do you sell? Let Ace-Saxon check your cigarette sales for one week, free of charge, so that you'll know how much you make on

cigarettes. Call Ace-Saxon at . . . today!"

The survey will cover an inventory count, a check of each day's sales and the amount collected and, finally, the tabulation at the end of the week showing profit or loss.

Another form of promotion comes in for a major share of air-time three times each week. In the middle commercial break of the sponsored newscasts, an intimate sketch of a different Ace-Saxon employee and the part he plays in the firm's operations is featured.

The established location is given detailed attention, in the form of direct-mail postcard campaigns. This supplements periodic calls made by firm's sales managers on all locations to check on service and to stimulate sales. The postcard program is divided into two parts; one week a list of prospective locations is solicited, the next a message is directed to the established location designed to keep him on his toes so as to increase his earnings.

Saxon believes the most important element in a successful vending operation is personnel. "Even in the vending business where machines play such an essential part, the personnel of an organization rates first in importance. After that comes equipment," he declares.

To further cement employee good-will and incentive Ace-Saxon has adopted a program that indicates the individual's value to the firm by taking note of his family celebrations. A record is kept of each employee's birthday, that of his wife and children, and appropriate greeting cards are sent signed by the Ace-Saxon Family. Wedding anniversaries are remembered in the same manner. At Christmas, employees' youngsters are rounded up for a party which abounds with gifts and goodies.

Not content with resting on the reputation earned in the past 15 years, Ace-Saxon is tentatively planning to add billboard and television advertising to its public relations program.

Latter is thought to be a good medium via which to attract new tavern locations, Saxon believes.



Try VICTOR Once and you will BUY VICTOR ALWAYS

ORDER TODAY!

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

A ONCE IN A LIFETIME OPPORTUNITY

Because space is urgently needed for defense production, nationally known manufacturer is offering at 25% OF ORIGINAL COST, 500 complete Hot Nut and Bulk Candy Venders, a large inventory of cabinets and assorted parts, as well as all tools and dies.

FOR QUICK ACTION Write BOX D-49 c/o The Billboard, Cincinnati 22, O.

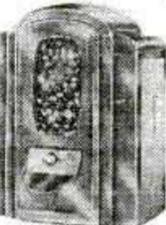
Can. Ops Cite Slug Splurge

WINDSOR, Ont., June 9.—A growing influx of slugs, believed to originate in the United States, was reported in this border city. The problem has especial significance because of the varieties of coinage in circulation in Canada, which have caused slug control problems radically different from those found south of the border.

The new slugs, which appear to be circulating among some segments of the population, are stamped "O. K. Venders," but do not otherwise indicate their origin. Attempts are being made to trace down the source of supply.

Growing use of the slugs was reported by B. Charbonneau, branch manager for Polarmat, Ltd., large Canadian operating firm.

The ELDRIDGE MDSE. VENDER-NAPKIN HOLDER



Can be operated together or merchandise vender can be detached for single operation. Can be set for penny or dime operation. All Chrome.

Trouble-free service. Plenty of eye appeal. Designed to get and keep top locations.

8 3/4" high; 6 3/4" wide; 4 1/4" deep. Holds 1 lb. of nuts, candies, etc.

Distributorships Available Immediate Deliveries

\$14.95 Complete F.O.B. L. A.

1/3 Down Bal. C.O.D.

Send for Quantity Prices

FREMONT CO.

Exclusive Agents 313 So. Western Ave., Los Angeles, Calif.

FREMONT CO.

Exclusive Agents 313 So. Western Ave., Los Angeles, Calif.

Northwestern TAB GUM VENDERS

Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

30-Day Money Back Guarantee.

We Stock All Mdse. for Mach.

Write for Charm and Merchandise List. 1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE

1194 TREMONT ST. BOSTON, MASS.



NORTHWESTERN

SALES AND SERVICE COMPANY MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

CHARMS—Proven Sales Boosters

Write for Complete Price List

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

Supplies in Brief

Cuban Sugar

HAVANA, June 9.—A recommendation of the Cuban Sugar Stabilization Institute for liberation of 200,000 tons of sugar from the special quota and its transfer to the Free World Quota was approved by the cabinet.

The reserve quota amounts at present to 384,880 tons, and will be reduced to 100,880 tons.

The Institute has rectified its estimate of the present sugar crop. According to new calculations, it will total 5,583,560, instead of 5,480,993 tons and that, consequently, only 102,257 tons had still to be produced among all the mills in operation.

A total of 759,950,487 pounds of centrifugal sugar valued at \$38,636,314 was exported by Cuba during the month of February this year, compared with 643,677,807 pounds, valued at \$29,940,325 during the same month last year, according to a report by Minister of the Treasury Dr. Jose Alvarez Diaz.

Candy \$ Volume

WASHINGTON, June 9.—Dollar value of confectionery manufacturers' sales in April soared 11 per cent over the previous April, according to Commerce Department's preliminary estimate.

Increases ranged from 6 per cent reported by bulk goods houses to 13 per cent reported by general line and bar goods houses. Pounding sales, however, did not keep pace with dollar volume. Package goods and bulk goods houses showed slight decreases from the preceding year's level.

Dollar-wise, bar goods April value was up 8 per cent as poundage fell 1 per cent; package goods value up 11 per cent, poundage up 1 per cent; bulk goods, value up 13 per cent, poundage down 2 per cent, and general line value up 13 per cent, poundage up 4 per cent.

Cig Output

WASHINGTON, June 9.—Cigarette output in the United States for the 12-month period ending June 30 will probably set a new record of 410 billion, Agriculture Department reported. The previous 12-month total was 383 billion (1949-'50), and the total for the year before that was a record 390 billion.

Cigarette output in 1951-'52 will

stay at a high level to meet strong consumer demand, stated Agriculture Department. "Cigarette smoking is likely to continue to gain as the result of new smokers and higher personal incomes due to the expected expansion in economic activity," Ag pointed out. "The price advances on cigarettes since the Korean outbreak have been moderate compared with those for many other items.

"Leading manufacturers increased cigarette prices (excluding excise taxes) about 6 per cent in late July, 1950. No further change had occurred thru April, 1951. Retail prices for cigarettes in a number of States have also been increased in the last year by advances in State tax rates on cigarettes."

Ag speculated that consumption of cigarettes in the U. S., its territories and by overseas forces will account for about 95 per cent of the 1950-'51 total, with exports accounting for the remainder.

"United States tax-paid consumption for 1950-'51 is expected to approach 375 billion—20 billion above 1949-'50," the department's report stated. "Exports to foreign countries, and shipments to United States possessions and overseas forces combined will total over 35 billion. Procurement for overseas forces has been greatly stepped up compared with a year earlier and more than offsets the moderate decline in exports."

1951 crops of flue-cured and burley tobacco, the major cigarette types, are expected to be larger than last year's, stated Ag. The carry-over of flue-cured tobacco at the start of the 1951-'52 marketing year will probably be about 4 per cent larger, but for burley, is expected to be down about 5 per cent. Acreage allotments for flue-cured and burley were increased above last year's, and the indicated acreages as of March 1 were up 12 and 8 per cent from the 1950 harvested acreages.

"If yields per acre should be near the 1946-'50 averages," stated Ag, "the total supply of flue-cured for 1951-'52 will be 3 or 4 per cent higher than that for 1950-'51. The supply of burley would be about the same or up slightly."

"Supplies of Maryland tobacco, also primarily a cigarette type, are at a record level. The 1951 acreage, as indicated by farmers' intentions March 1, will be 4 per cent above the 1950 harvested acreage.

"With employment and consumer income expected to continue high as the defense program expands, a strong demand for cigarette tobacco is anticipated in the 1951 marketing season. The domestic use of both flue-cured and burley in the current marketing year will be the largest on record."

Superior Builds New Cig Vender

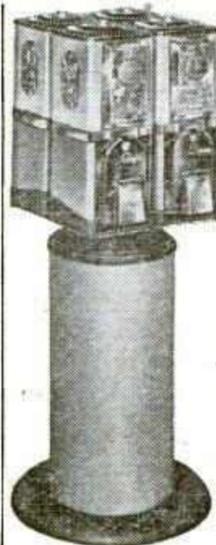
CHICAGO, June 9.—Superior Manufacturing Company, former distributor for the Yeaton location—sold cigarette vender, has designed its own cigarette machine and is currently offering it to the location owner.

An 8-column, 200-pack capacity machine, it is being produced by an unnamed Chicago manufacturer on contract. Dan Neidig, who designed James H. Martin's candy bar vending mechanism used in DuGrenier equipment, was instrumental in setting up the new Superior machine.

Johnson Halts Changer Output

CHICAGO, June 9.—Johnson Fare Box has reported complete stoppage of production of its coin changer, due to shortages in electrical components, copper, magnets. Harry Griesemer, general sales manager, said the stop order, which went out recently after final parts stock for the unit was exhausted, occurred just prior to scheduled assembly of firm's new changer model which featured split-second changes to either nickel or dime operation via a special toggle switch.

Firm continues active in the coin handling device field, however, with units designed for use by transportation systems. Increased defense work has also been awarded the company, which was active in government work during World War II.



SUPERMARKET VICTOR'S REVOLVING

VICTOR VENDING CORPORATION
7501-13 W. Grand Avenue
Chicago 39, Illinois

VICTOR'S AMAZING NEW TOPPER
Sold 4 to a Case \$48.00
Sample, \$12.75

PISTACHIOS
25 lb. carton Small, 45¢ lb. Vendor's Mixture, 57¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

COLOR BALL GUM
140, 170 or 210 Count, 25¢ carton, 26¢ lb. 200¢ lots, 24¢ lb. with freight prepaid.

RAIN-BLO GUM, 140, 170 or 210 Count. In 25¢ cartons. 25¢ lb. in lots of 200 or more with freight prepaid. 26¢ lb. less 2%. FULL CASH WITH ORDER.

Write for Our FREE Complete Charm List
1/3 Deposit, F.O.S. 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

THE ONE FOR '51 TOPPER

Topper and all other Victor models can still be bought on time payment plan.

Better write for full details today.

ROY TORR LANSDOWNE, PENNA.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$8.75
EACH MODEL Lots of 25 \$7.75
1¢ or 5¢

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball G v m Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

LOYD MFG. CO. VALLEY STATION, KY.

READY FOR DELIVERY NOW!

1¢ or 5¢ **ACORN**
ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BRUSH HOUSING

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

FOR SALE ICE CREAM VENDORS

Arctic Vendors Model 151
Arctic Vendors Model 75
Atlas Col. Snack Vendors
Patten No. 14 White Deposit Waste Cans
1950 1 1/2-Ton Chev. Refrigerated Truck
few of these machines and truck slightly used. Majority new, will sell all or in part.
Inquire

G & W NOVELTY CO.
2105 1/2 10th Avenue
South Milwaukee, Wis.

EPPEY CHARMS

Plastic #2, \$3.00 per 1,000
Silver Plated #2, 4.50 per 1,000
Plastic Wonderful #70, 3.75 per 1,000
Silver Plated #70, 6.50 per 1,000
Plastic Comic, 4.25 per 1,000
Silver Plated Comic, 6.50 per 1,000
Plastic Comedy Charms, 10.00 per 1,000

EPPEY
Samuel Eppey & Co., Inc.
15 144th Place, Jamaica 2, L. I., N. Y.



through **IMPROVED SERVICES** that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

AMERICAN CANCER SOCIETY



REDUCED PRICES LIMITED TIME! CIGARETTE MACHINES

National 930, 270 Pack Cap.	\$80.00
Rowe Royal, 8 Col.	80.00
Rowe Royal, 10 Col., 400 Pack Cap.	85.00
Rowe Crusader, 10 Col., 475 Pack Cap.	140.00
Uneda Model 500, 9 Col., 350 Pack Cap.	90.00
Uneda Model A, 9 Col., 270 Pack Cap.	80.00

CANDY MACHINES

Rowe Candy, 120 Bar Cap.	\$85.00
U-Select-It, 54 Bar Cap.	35.00
Advance Candy, 40 Bar Cap.	25.00
Vendall Candy (New)	Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES.

TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED.

SPECIAL \$57.50 CANDYMAN 72 Bar Cap. Enclosed Base.

ONE-THIRD DEPOSIT WITH ORDERS, BALANCE C.O.D.
Parts and Mirrors available for all makes models

SPECIAL \$77.50 ROWE IMPERIAL 8 Col. 240 Pack Cap.

CONVERSIONS
ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING
CANDY MACHINES CONVERTED TO 10c VENDING

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW, RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

A. A. Hart CONFECTIONS, INC.
MANUFACTURERS OF . . .

QUALITY BALL GUM

Now shipping from our new factory in Union City, New Jersey

FAMOUS H. K. H. BALL GUMS

- ✓ H.K.H. STANDARD CHEW BALL GUM—140 Count
- ✓ H.K.H. COLORED BUBBLE BALL GUM—140 Count
- ✓ H.K.H. COLORED BUBBLE BALL GUM—170 Count
- ✓ H.K.H. COLORED BUBBLE BALL GUM—210 Count

INTRODUCING THE H.K.H. 250's
An All New Item for Bulk Merchandise—Fine Vendor Coated Candy Balls—Chocolate Flavored Centers—250 Balls to Each Pound—Multicolored Mixture—Famous H.K.H. Finish.

All Merchandise Packed 25 Lbs. to Each Carton—FREIGHT PREPAID—Minimum Shipment: 4 Cases.
Write for Information on Prices and Distributor Discounts.

H. K. HART CONFECTIONS, Inc. 340-B 39th Street Union City, New Jersey
Manufacturers of Chewing Gum and Fine Confections

JUST ABOUT 7 WORKING DAYS LEFT...

... to take advantage of **A BIG SUMMER SALES OPPORTUNITY!**

(See Pages 40 and 61)

Immediate Delivery!
NEW Northwestern
'49 Special
 Cuts Costs and Servicing Time in Half
 Less Than 25...\$17.35
 Less Than 100...\$17.15
 Over 100...\$16.95



AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING.

WE MUST MAKE ROOM FOR NEW MODELS SPECIAL \$19.50 EA.

VENDORS

2 Victor Model V, new.
 Victor Double Toppers, new.
 2 N. W. Mod. 33 Ball Gum, new.
 2 Advance Mod. D, Ball Gum, new.
 2 Columbus 46G, Ball Gum, new.
 Model GV Adams & Col. Gum Vendors, new.
 Silver King Ball Gum, 1¢, new.
 Electro Serve, 5¢ Popcorn.
 2 Advance Stamp Vendors, 5¢ or 10¢.
 50 Bar 5¢ Selective Candy.
 Rowe 5¢ Gum and Mint.
 2 Lucky 7¢ Bulk, new.

COUNTER GAMES

Silver King Hunters, like new
 Silver King Target Skills, like new.
 ABT Challengers
 Whirl-A-Ball, 1¢, new.
 Hit-A-Homer, new.

WE TAKE TRADE-INS LIBERAL ALLOWANCE

Terms: 1/3 Deposit, Balance C.O.D. Write to Dept. V for complete list and prices of coin operated equipment, supplies, charms, etc.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST., PHILA. 23, PA.
 Lombard 3-2676

Charms



Paul A. Price Co.
 220 Broadway, New York 38, N. Y.

delicious INDIAN BRAND PISTACHIO NUTS

ALL GRADES
 Freshly Roasted and Salted
WRITE FOR PRICES

AGRESS NUT & SEED COMPANY
 Third St. at Third Ave., Brooklyn 15, N. Y.
 MAIN 4-3213

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
Acorn 5c Charm.....	\$16.50	\$16.50	\$16.50	\$16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Advance Candy.....	25.00	25.00	25.00	25.00
Advance Gum.....	6.95	6.95	7.95	7.95
Andrew Nut 1c.....	6.95	6.95	6.95	6.95
Candyman 72 Bar.....	57.50	57.50	57.50	57.50
Columbus 1c Nut.....	6.95	6.95	7.95	7.95
Columbus 5c Nut.....	6.95	6.95	7.95	7.95
DuGrenier Challenger.....	95.00	95.00	95.00	95.00
DuGrenier Cigarette (9 col.).....	79.50	79.50	79.50	79.50
DuGrenier Model S (9 col.).....	49.50	49.50	49.50	49.50
DuGrenier Model W.....	49.50	49.50	49.50	50.00
Electro-Cigarette Vender.....	28.00	28.00	28.00	259.50
Hunter Ball Gum.....	95.00	95.00	95.00	95.00
Jennings Large Head Scale.....	50.00	50.00	50.00	50.00
Kirk's Astrology Scale.....	50.00	50.00	50.00	50.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Master 1c Novelty Bulk.....	50.00	50.00	50.00	50.00
Mills Scale.....	50.00	50.00	50.00	50.00
National 9 A.....	80.00	85.00	85.00	85.00
National 930.....	80.00	85.00	85.00	65.00
National 950.....	24.50	24.50	24.50	24.50
Northwestern DeLuxe.....	24.50	24.50	24.50	24.50
Northwestern Dual Nut.....	25.95	25.95	25.95	25.95
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Northwestern 33 Nut.....	7.50	7.50	7.50	7.50
Northwestern 40.....	17.35	17.35	17.35	17.35
Northwestern 33 Ball Gum.....	89.50	89.50	89.50	89.50
Northwestern 49, Bulk 1c.....	85.00	85.00	85.00	85.00
Pop Corn Sez.....	140.00	145.00	145.00	145.00
Rowe Candy.....	77.50	77.50	77.50	77.50
Rowe Crusader (10 col.).....	80.00	85.00	85.00	85.00
Rowe Imperial (6 col.).....	80.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	85.00	90.00	85.00	85.00
Rowe Royal (8 col.).....	75.00	75.00	75.00	85.00
Rowe Royal (10 col.).....	75.00	75.00	75.00	75.00
Siros Brush-Up.....	29.95	29.95	29.95	29.95
Silver King 1c.....	29.95	29.95	29.95	29.95
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Target Hunter (Silver King).....	27.50	27.50	27.50	27.50
Target King (Silver King).....	27.50	27.50	27.50	27.50
Toledo Large Head Scale.....	80.00	85.00	85.00	85.00
Uneda Model A (9 col.).....	85.00	85.00	85.00	85.00
Uneda (8 col. Monarch).....	95.00	95.00	95.00	95.00
Uneda (10 col. Monarch).....	95.00	95.00	95.00	95.00
Uneda (15 col.) 500.....	69.50	69.50	69.50	69.50
Uneda (500).....	90.00	95.00	85.00	85.00
Uneda (9 col.) Model 500.....	35.00	35.00	35.00	35.00
Uneda-a-Pak (15 col.).....	35.00	35.00	35.00	35.00
U-Select-It.....	35.00	35.00	35.00	35.00
Vendit.....	7.95	7.95	7.95	7.95
Victor's Topper.....	7.95	7.95	7.95	7.95

Sales, Profit NCA Topics

Continued from page 77

cline during 1950 at nearly 7 per cent under the previous year.

Despite the fairly stable picture in chocolate bars, and the increases in non-chocolate bars, bar goods manufacturers privately expressed concern over profits which dipped dangerously as a result of increased costs. Altho dime candy, as a possible answer, was discussed, there was no general agreement that 10-cent items would furnish a workable solution to the squeeze on profits.

Instead, some manufacturers were thinking again of cutting weights, already pared in previous economy drives. O. W. Woods, of the Office of Price Stabilization, pointed out that the pricing agency is aware of the candy industry's problems.

Price Leeway

Said he: "That is why OPS has made it possible for manufacturers to increase the price of their candy or reduce the net contents of the package in lieu of the price increase."

"This OPS action does not solve some of your problems, for you have a traditional price on confections and the sweet-tooth public easily offended," said Woods. "Yet, with increased costs of materials, labor, transportation and general manufacturing costs, many of you may feel that some change should be made."

As to the supply outlook, industry and government alike agreed that it is currently good, that the immediate future will probably continue to see adequate stocks, but that the industry ought to be prepared for shortages in the event they do develop.

"There is no basis for dire forebodings," said the Agriculture Department's Lawrence Myers, "but in the foreseeable future, manufacturers cannot afford to take material for granted."

Candy as Food
 Myers prefaced his remarks by pointing out that, during World War II, candy established itself firmly as a food and morale factor in the Armed Services. He then summed up some specific supply data:

Paper supplies for candy wrappers, according to Myers, are fair but not abundant.

Aluminum foil is short, altho Myers held out some hope for slight increases. His advice to the candy executives: Stretch the aluminum thin just as 're cigarette companies are doing.

Cellophane, Myers continued, is in good supply. No restrictions on the use of cellophane wrapping are contemplated and the cellophane industry is increasing its productive capacity.

Of the ingredients which go to make candy bars, Myers said there are adequate supplies at this time.

Bars Dominate

Continued from page 77

should sell for a top of 72 cents per 24-count, and dime bars \$1.44. Welch stated that present cost factors in the industry made such prices impossible with present bar sizes. While the 5-cent bar, because it could not be further reduced in size to permit such price reductions and still attract a market, was written off as a lower-price possibility, which declared that the dime bar, which could be reduced in size and still attract consumers if quality was featured, might eventually be offered at the \$1.44 peg. But he stressed that the key to this reduction was competition; when enough dime candy was on the market, competition would automatically take care of the cost cuts.

"Eventually," Welch predicted, "the mass distribution of quality candy will gradually have to be made thru 10-cent bars."

On the supply front, NCWA members were told by Curtis Erickson, E. J. Brach & Sons, that raw ingredient-wise, candy makers should find comparatively smooth going for at least the remainder of 1951 (also see NCA story this section). In tightest supply are citric acid, alcohol, vanillin and glycerine, but sugar, which makes up 50 per cent of candy ingredients is available in quantity with no rationing expected in the foreseeable future. Also in good supply are vanilla, corn sirup, corn starch, fluid milk (powdered milk is tighter), nut meats and fruits, with the exception of sweet cherries.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED.
 HEAVY SHEET METAL BASE.
 TIN SCOOP.
 DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
 Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.
 There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY

15 Dep., Bal. C.O.D., F.O.B. N.Y.
 Distributors, Write for Prices.
J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.

WE HAVE THEM! "SILVER-KINGS"

KING OF VENDORS ONLY 2 MOVING PARTS



Change NOW to 5c Model for REAL PROFITS
 • 5c Change-over parts available for all 1c Models
 • New 5c Models, 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.

SILVER KING CORP.

622 Diversey Parkway, Chicago, Ill.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

COPPER CHARMS

Large size, new series, 1,000...\$3.95
 Plastic Charms, new large series, 1,000...2.65
 Hand-Painted Imported Charms, per gr...1.25
 Toy Watches, 2 gross...2.50
 Stone Set Rings, 1 gross...1.95
 "Hep Cat" Buttons, 1,000...5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.
\$3.25 each

We are factory distributors for all leading makes of VENDING MACHINES. One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.

715 Ensor St., Baltimore 2, Md.



"The Magazine of Automatic Merchandising"

"VEND keeps me posted on new developments in the coin-operated vending machine business."

FRANK HIDINGER

Cedar Rapids, Iowa

VEND
 2160 Patterson St.
 Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which inclose \$3.

Name.....
 Address.....
 City..... Zone..... State.....

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

OAK manufacturing co., inc.
 11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!
 Choice Territories Still Open—
 Write, Wire, Phone!
 East & Midwest
 M. J. Abelson, gen. sales mgr.
 1349 5th Ave., Pittsburgh
 AT 1-6478
 Pacific Coast Distributor
 Operators Vending
 Machine Supply
 1023 Grand Ave., Los Angeles

Chi To Hit

Continued from page 77

the gum ball machine built for the Ford Gum & Machine Company, Lockport, N. Y., placed on locations under a fraternal organization's sponsorship program. Hermann said some minor changes had been made in the Ford vender, but did not elaborate on changes involved.

"We don't want to penalize operators here," Hermann said, "but we are going to have to do something."

Briefly, the Chicago regulations insist that food vendors shall be so designed that all parts coming in contact with the vending items shall be subject to sight and touch, easily removable for cleaning and be free of cracks and crevices.

NORTH BATTLEFORD, Sask., June 9.—City has approved installation of 100 parking meters on a one-year trial basis.

Northwestern TAB GUM VENDERS
 100 or more
\$24.95 EA.
MODEL 49 BULK VENDERS
 100 or more
\$16.95



National Postage Service Stamp Vender. Complete bulk vending and tab gum supplies. Send for Price List.
 1/3 Down, Balance C.O.D., F.O.B. Factory.
BADGER SALES CO.
 2251 W. Pico Blvd., Los Angeles 6, Calif.

FRENCH BOY POP CORN Dispenser

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information it means BIG PROFITS!

\$51.50

F. O. B. Chicago
 Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
 3440 W. NORTH AVE.
 CHICAGO 47, ILLINOIS



SPECIAL RATES for Distributors and Salesmen

Dealer Inquiries Invited

THE BILLBOARD Index of Advertised Used Machine Prices

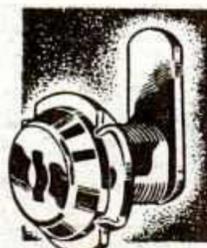
Amusement Games

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	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
ABC (roll down).....	\$35.00	\$35.00	\$35.00	\$35.00
Advance Rolls (Genco) (roll-down).....	35.00 39.50	35.00 39.50	35.00 39.50	35.00 39.50(2)
Ali Baba (Gottlieb).....	39.50 45.00	39.50 45.00(2)	39.50 45.00	45.00 49.50(2)
Alice in Wonderland (Gottlieb)	39.50 49.50	39.50	39.50 49.50	39.50 45.00 49.00 49.50
Amber (Williams).....		35.00		
Aquacade (United).....	59.50 69.00	59.50 69.00	59.50 69.00	50.00 59.50
Arizona (United).....	129.00	129.00	129.00	129.00
Auto Roll (roll-down).....	35.00	35.00	35.00	35.00
Baby Face (United).....	65.00	65.00	65.00	65.00
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bally Hoo (Bally).....	29.00	29.00	29.00	29.00
Bango (Chicago Coin).....	49.50	49.50	49.50	49.50
Banjo (Exhibit).....	45.00	45.00	45.00	45.00
Bank-a-Ball (Gottlieb).....	129.00	129.00	115.00	70.00 85.00 109.50
Barnacle Bill (Gottlieb)....	64.50	55.00 64.50	55.00 64.50	55.00 64.50 65.00
Basketball (Chicago Coin)...			109.00 149.50	109.00 109.50
Be Bop (Exhibit).....	114.50	114.50	114.50	114.50
Bermuda (Chicago Coin).....	29.50 49.50	29.50 49.50	29.50 49.50	25.00 49.50
Big City (roll-down).....	35.00	35.00	35.00	35.00
Big Top (Genco).....	75.00 79.50	75.00 79.50	34.50 65.00	49.50 65.00 79.50
Bingo (Gottlieb).....		69.50	69.50	69.50 79.00
Black Gold (Genco).....	39.50 49.50	39.50 49.50	39.50 49.50	49.50(2)
Blue Skies (United).....	54.50	54.50(2)	54.00 54.50	54.50(2)
Boston (Williams).....	79.50 114.50	79.50 114.50	79.50 114.50	114.50
Bowling Champ (Exhibit)...	79.50(2) 89.50	79.50 89.50	79.50 89.50	79.50 89.50
Buccaneer (Gottlieb).....	55.00 69.50	69.50	69.50	45.00 69.50
Buffalo Bill (Gottlieb).....		120.00	95.00 120.00	89.50 120.00
Build Up (Exhibit).....				35.00 59.50
Buttons and Bows (Gottlieb)	49.50 99.50	49.50 99.50	49.50 99.50	99.50
Camel Caravan (Genco).....	100.00 129.50	129.50	129.50 135.00	89.50 114.50
Canasta (Genco).....				129.50 135.00
Carnival (Bally).....	69.50	69.50 75.00	69.50	69.50
Carolina (United).....	69.00	65.50 69.00	69.00	69.00
Catalina (Chicago Coin)....	29.50 45.00	29.50 45.00	29.50 45.00	45.00 49.50
Champion (Bally).....	155.00	155.00 165.00	179.00 189.50	200.00 209.50
	165.00(2)	179.50 189.50	200.00 209.50	225.00(3)
	184.50 185.00	199.50 210.00	224.50 235.00	235.00(2)
	199.50 245.00	245.00 249.50	245.00(3)	245.00(2)
			249.50	249.50
			269.50(2)	274.50 295.00
Champion (Chicago Coin)....				79.50 89.00
Chico (Chicago Coin).....				69.50
Cinderella (Gottlieb).....	35.00 39.50	39.50	39.50	29.50 30.00 39.50 49.50
Citation (Bally).....	75.00 85.00	95.00 115.00	99.00 117.50	125.00(2)
	95.00 99.50(2)	117.50 120.00	145.00	135.00 140.00
	115.00 124.00	124.50 145.00	149.50(5)	149.50(3)
	145.00 149.50	149.50(2)	150.00(2)	150.00(3)
	150.00	150.00(2)	175.00	174.50 175.00
			189.50 195.00	189.50 195.00
			219.50 299.50	219.50 299.50
College Daze (Gottlieb)....	100.00 124.50	124.50	124.50	99.50 124.50 125.00
Contact (Exhibit).....	39.50	39.50	39.50	39.50
Cover Girl (Gottlieb).....	45.00	45.00	45.00	45.00
Crazy Ball (Chicago Coin)...	29.50 39.50	29.50 39.50	29.50 39.50	39.50
Dallas (Williams).....	54.50 79.50	79.50 89.50	79.00 79.50	49.50 65.00 89.50
De-Icer (Williams).....	159.00	159.50	159.50	99.50 159.00
Dew-Wa-Ditty (Williams)...	39.50 49.00	39.50 49.00	39.50 49.00	40.00 49.00
	49.50	49.50	49.50	49.50(2)
Double Feature (Bally).....		135.00 169.50	135.00	135.00
Double Feature (Gottlieb)...	154.50			135.00
Double Shuffle (Gottlieb)...	79.50 95.00	79.50 95.00	79.50 95.00	95.00 99.50
Dreamy (Williams).....				115.00
El Paso (Williams).....	69.00 79.50	69.00 79.50	79.50	
Fast Ball (Exhibit).....				10.00
Fighting Irish (Chicago Coin)	135.00 149.50	125.00 145.00	145.00 149.50	145.00 149.50
	159.00	149.50	160.00	160.00
Floating Power (Genco)....	64.50 69.50	64.50(2) 69.50	64.50 69.50	55.00 64.50 69.50(2) 75.00 85.00
Flying Saucers (Genco)....	139.00	125.00 139.00		134.50
Four Horsemen (Gottlieb)...	125.00 159.00	135.00 159.00	159.50	134.50 145.00 159.50 165.00
	159.50 164.50	159.50		159.50 165.00
Football (Chicago Coin)....				89.50
Freshie (Williams).....				99.50
Georgia (Williams).....	145.00(2)	105.00 145.00		115.00
Give Rummy (Gottlieb).....				100.00 115.00
Gold Cup (Bally).....	50.00 60.00	60.00 65.00	75.00 79.00	59.50 65.00
	65.00 84.50	75.00 84.50	89.50(2) 95.00	85.00 95.00
	95.00 99.50	89.50 95.00	99.50(2)	99.50(2)
			139.50	139.50
Golden Gloves (Chicago Coin)				89.50
Gondola (Exhibit).....	49.50 55.00	49.50 64.50	49.50 64.50	49.50 54.50 64.50
Grand Award (Chicago Coin)	59.50	59.50	59.50 65.00	55.00 59.50 65.00
Harvest Moon (Bally).....	69.50	69.50	69.50	69.50
Harvest Time (Genco).....	139.50 145.00	135.00 145.00	145.00 149.50	145.00 149.50
	149.50	145.00(2)		149.50
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Hot Rods (Bally).....		75.00 139.00	75.00 140.00	79.50 89.50 150.00
Holiday (Chicago Coin)....				70.00
Humpty Dumpty (Gottlieb)...	29.50 39.50	29.50 34.50	29.50 39.50	29.50 30.00
	49.50	39.50 49.50	49.50	39.50 49.50
Hy-Roll (Bally roll-down)...				55.00
Jeanie (Exhibit).....		135.00	135.00	
Jockey Special (Bally).....	55.00 65.00	55.00 65.00	59.00 65.00	65.00 75.00
	74.50 75.00	74.50 75.00	75.00 79.50(4)	79.50(2) 89.50
	79.50	79.50(2)	85.00 89.50	105.00 109.50
Joker (Gottlieb).....	154.50	155.00	155.00	134.50 175.00
Judy (Exhibit).....				139.50

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
Just 21 (Gottlieb).....	69.50 79.50	45.00 69.50	69.50 79.00	59.50 69.50
	85.00	75.00 79.50	79.50 89.00	79.50 89.00
K. C. Jones (Gottlieb).....				119.50 125.00
King Arthur (Gottlieb).....	129.50	65.00 129.50	129.50	99.50 129.50
King Cole (Gottlieb).....		55.00	55.00	
Knock Out (Gottlieb).....	179.00	140.00 150.00	150.00 179.00	150.00 154.50
		175.00 179.00		165.00 175.00
Lady Robin Hood (Gottlieb)...	39.50	39.50		
Line Up (Keeney).....	25.00	25.00	25.00	
Lucky Inning (Williams)....	99.00 109.00	97.50 109.00	99.50	104.50
Madison Sq. Garden (Gottlieb).....		155.00	155.00	140.00
Magic (Exhibit).....	54.50	54.50	54.50	39.50 54.50
Major League Baseball (United).....	39.50	39.50 45.00	39.50	39.50
Majors of '49 (Chicago Coin)	35.00 49.50	49.50 79.50	49.50 79.50	35.00 49.50 79.50 89.50
Manhattan (United).....		45.00		
Mardi Gras (Genco).....	45.00 49.50	45.00 49.50	49.50	49.50
Maryland (Williams).....	79.50 89.50	79.50 89.50	79.50 89.50	89.50(2) 114.50
Melody (Bally).....		45.00		
Merry Widow (Genco).....	39.50 54.50	39.50(2) 45.00	39.50 49.50	49.50 54.50
		54.50	54.50	
Monterrey (United).....	39.50 49.50	39.50 49.50	39.50 49.50	25.00 39.50 49.50
Moon Glow (United).....	39.50 49.50	39.50 49.50	39.50 49.50	49.50(2)
	55.00	55.00		
Morocco (Exhibit).....	49.50(2)	49.50(2)	49.50(2)	49.50
Nevada (United).....				25.00
Nifty (Williams).....		150.00	150.00	
Oasis (Exhibit).....	149.50	149.50	149.50	149.50
Oklahoma (United).....	79.50 109.50	79.50 109.50	79.50 89.00	89.00 109.50
Old Faithful (Gottlieb)....		59.00	59.00	125.00
One, Two, Three (Mills)....			59.00	59.00
Paradise (United).....				49.50
Photo Finish (Universal)....	125.00 150.00	125.00 129.50	129.50 169.00	175.00 189.50
	175.00 200.00	150.00 200.00	189.50 195.00	195.00 219.50
		225.00	200.00	225.00(3)
			225.00(2)	275.00(2)
Pin Bowler (Chicago Coin)...	125.00 145.00	145.00 154.50	154.50	154.50
		154.50		
Pinch Hitter (United).....		59.00	59.00	59.50
Pinky (Williams).....		175.00	175.00	175.00
Play Ball (Chicago Coin)...		90.00	120.00	
Play Boy (Chicago Coin)....			45.00	
Playland (Exhibit).....	110.00 139.00	139.00 144.50	144.50	109.50 144.50
		144.50		
Playtime (Exhibit).....		79.50	79.50	79.50
Pro Score (Ponsler) (roll-down).....		50.00	50.00	50.00
Puddin' Head (Genco).....		55.00	54.50 55.00	55.00 59.50
Punchy (Chicago Coin).....	150.00 174.50			
Quarterback (Williams)....		95.00	95.00	95.00
Rainbow (Williams).....	45.00 54.50	45.00 50.00	45.00 54.50	45.00 54.50
		54.50		
Ramona (United).....	54.50 59.00	54.50 59.00	54.50 59.00	39.50 54.50
		65.00		59.00
Rip Snorter (Genco).....	102.50	102.50	104.50	99.50 119.50
Robin Hood (Daval).....	49.50	49.50	39.50 49.50	35.00 49.50
Rocket (Cally).....	139.50	85.00 103.50	103.50 139.50	109.50 125.00 139.50
Rockette (Gottlieb).....		95.00		95.00
Rondeevoo (United).....	39.50 49.50	39.50 49.50	39.50 49.50	30.00 39.50(2) 49.50
		50.00		49.50
St. Louis (Williams).....	79.50 89.50	79.50 89.50	75.00 79.50	79.50 89.50
Sally (Chicago Coin).....	39.50 54.50	39.50 54.50	39.50 54.50	30.00 49.50 54.50
				54.50
Samba (Exhibit).....	79.50	65.00 79.50	50.00 79.50	50.00
Saratoga (Williams).....		85.00		50.00
Screwball (Genco).....	39.50(2) 55.00	39.50(2) 54.50	39.50(2) 54.50	39.50(2) 54.50 55.00
Sea Isle (Chicago Coin)....		45.00		
Select-a-Card (Gottlieb)....	89.50 105.00	89.50 114.50	89.50 95.00	89.50 114.50
	114.50 125.00	125.00	114.50 115.00	115.00 125.00
Serenade (United).....	54.50 55.00	54.50	54.50	49.50 54.50
Shanghai (Chicago Coin)...		39.50	39.50	39.50
Shantytown (Exhibit).....	115.00 119.00	115.00 119.50	115.00 119.50	69.50 115.00 119.50
Sharpshooter (Gottlieb)....	84.50 95.00	84.50 95.00	84.50 89.00	69.50 84.50 95.00 115.00
Shoo-Shoo (Williams).....	169.50 175.00		150.00	175.00
Short Stop (Exhibit).....			45.00	45.00
Singapore (Williams).....				25.00(2) 29.50
South Pacific (Genco).....	95.00 119.50	92.50 119.50	97.50 119.00	79.50 99.50
	129.00	125.00 129.00	119.50 125.00	119.50 125.00
		35.00 49.50	35.00 50.00	35.00 45.00
		64.50	64.50	64.50 69.50
		65.00	65.00 69.50	90.00 95.00
			39.50	39.50
			29.50	39.50
Special Entry (Bally).....	50.00 55.00	55.00 64.50	50.00 64.50	50.00 64.50
Speedway (Gottlieb).....	39.50 49.00	39.50 49.00	39.50	39.50
Spinball (Chicago Coin)....		29.50	29.50	29.50
Starlite (Exhibit).....				10.00
Stardust (United).....	49.00(2) 49.50	49.00 49.50	49.00 49.50	25.00 49.00 49.50
State Fair (Genco).....				10.00
Stormy (Williams).....	29.50 49.50	29.50 45.00	29.50 49.50	49.50
Summer Time (Gottlieb)...	49.00 49.50	49.00 49.50	49.00 49.50	30.00 34.50 49.00 49.50(2)
Sunny (Williams).....	29.50 49.50	29.50 49.50	29.50 49.50	

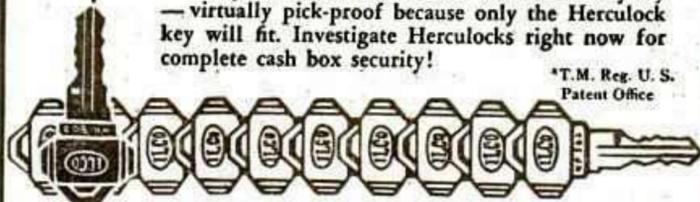


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 - Special Entry 50.00
 - Victory Special 35.00
- All machines are clean and ready for operation.

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4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

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- | | |
|----------------------------|-----------------------------------|
| MUSIC | Bowlers w/disappearing pins |
| WURLITZER 1017 . . . \$239 | CLASSIC by Chgo. Coin . . . \$130 |
| WURLITZER 1100 . . . 378 | SPEED BOWLER by Bally . . . 70 |
| WURLITZER 1015 . . . 239 | SUPER TWIN BOWLER . . . 125 |
| SEEBURG 1475 . . . 195 | SHUFFLE ALLEY EXPRESS 85 |
| SEEBURG 147M . . . 235 | CLOSE-OUTS |
| SEEBURG 1485 . . . 235 | All Consoles and Slots in my |
| AMI "A" 357 | establishment along with 48 1- |
| AMI "B" 465 | Balls and 36 5-Balls. |



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Name
Address
City Zone State
Occupation

Rhythm & Blues Record Releases

Continued from page 26

- End This Misery—Bull Moose Jackson (Unless) King 4462
- Fade Away Baby—R. Sneed (Let's Ball) Mer 8240
- Green Onion Top—Roosevelt Sykes (Wonderin' Blues) Regal 3324
- Hep Cat's Advice, A—Almore Nixon (You See) Peacock 1572
- Hoppin'—Griffin Bros. (Tra-La-La) Dot 1060
- How Could it Have Been You and I—Earl Bostic (Always) King 4454
- If You Were Mine—Paul Monday (Irene's Boogie) Peacock 1570
- Irene's Boogie—Paul Monday (If You) Peacock 1570
- I Wanna Ride Like the Cowboys Do—Hot Lips Page (Strike) V 22-0129
- J. B. Boogie—Joe Black (Strutters) Coral 65054
- Layin' the Boogie—Piano Red (Baby) V 22-0130
- Let's Ball—R. Sneed (Fade Away) Mer 8240
- Like a Ship at Sea—Dan Grissom (Can't Sleep) Regent 1038
- Lonesome and Mistreated—Honey Brown (Rockin' and) Derby 761
- Miss Me Blues—Lightnin' Hopkins (Abilene) Aladdin 3096
- My Summer's Gone—Four Buddies (Why, at) Savoy 789
- Player Piano Boogie—Martha Davis (You're) Coral 60506
- Rockin' and Jumpin'—Honey Brown (Lonesome and) Derby 761
- Sarah Kelly From Plumbelly—Joey Thomas (Bad) Dec 48215
- Story of Love—Little Jimmy Scott (Changeable) Root 616
- Strike While the Iron Is Hot—Hot Lips Page (I Wanna) V 22-0129
- Strutters' Ball Boogie—Joe Black (J. B. Boogie) Coral 65054
- Tra-La-La—Griffin Bros. (Hoppin') Dot 1060
- Unless—Bull Moose Jackson (End This) King 4462
- Walkin' the Chalk Line—Tiny Bradshaw (Bradshaw Boogie) King 4457
- When I Lost You—Ivory Joe Hunter (You Lied) MGM 10995
- Why, at a Time Like This—Four Buddies (My Summer's) Savoy 789
- Wonderin' Blues—Roosevelt Sykes (Green Onion) Regal 3324
- You Lied—Ivory Joe Hunter (When I) MGM 10995
- You Ran Away With My Heart—Majors (At Last) Derby 763
- You See Me Smiling—Elmore Nixon (A Hep) Peacock 1572
- You're the Doctor—Martha Davis (Player) Coral 60506

Folk Record Releases

Continued from page 25

- Hank Snow Sings Famous Railroad Songs Album —(3-7") V (45)WP-310; Ben Dewberry's Final Run; Engineer's Child, The; Bobo Bill's Last Ride; Mystery of Number Five, The; One More Ride; Wreck of the Old '79, The
- Hey, Good Lookin'—H. Williams (My Heart) MGM 11000
- Hiccough Song, The—Mattie O'Neil-Salty Holmes (My Little) King 963
- I Ain't Nothin' But a Tomcat's Kitten—Wayne Raney (I'm on) King 956
- I Can't Keep Smiling—C. Allen (Evalina) Dec 46324
- I Could Love You Baby—Jenks Carman (Ten Thousand) Cap 1571
- I Want To Be Ready—F. Murphy-Blue River Boys (You'll Always) Mutual M-210
- If Teardrops Were Pennies—C. Smith (Mr. Moon) Col 20825
- I'm on My Way—Wayne Raney (I Ain't) King 956
- Jimmie Rodgers Songs Album—Ernest Tubb (1-10") Dec(33)DL-5366—Mother Queen of My Heart; I'm Lonely and Blue; Why Did You Give Me Your Love; I'm Free; Why Should I Be Lonely; Hobo's Meditation; Any Old Time; A Drunkard's Child
- Lost on a Sea of Sorrow—Bill Carlisle (Wheels of) Federal 10016
- Miss Georgia—S. Hogg (Dirty Mistreater) Mer 8235
- Mr. Moon—C. Smith (If Teardrops) Col 20825
- Mother Won't Grow Old So Soon—Bows Bros. (Stop Knocking) Mutual M-214
- Move on Blues—Don Whitney (When) 4 Star 1568
- My Heart Would Know—H. Williams (Hey, Good) MGM 11000
- My Little Sor's Plea—Mattie O'Neil-Salty Holmes (The Hiccough) King 963
- Oh Susanna—Haystackers (Sourwood) London 16068
- Oh Fiddler Joe—F. Porter (Coal Mine) MGM 11002
- Our Old Captain—S. Hamblen (Don't Fool) Col 20827
- Rose of Old Monterey—Floyd Tillman (You're) Col 20823
- Sick, Sober and Sorry—J. Bond (Tennessee) Col 20808
- Sinful Song—Boots Fay-Idaho Call (The Waltz) Cap 1572
- Something Old Something New—Eddy Arnold (I Wanna) V 21-0476
- Sourwood Mountain—Haystackers (Oh Susanna) London 16068
- Stop Knocking at My Door—Bows Bros. (Mother Won't) Mutual M-214
- Swing Low Sweet Chariot—B. Monroe (Angels Rock) Dec 46325
- Ten Thousand Miles—Jenks Carman (I Could) Cap 1571
- Tennessee Hillbilly Ghost—Red Foley (Giles) Dec 46317
- Tennessee Walking Horse—Johnny Bond (Sick) Col 20808
- Today I'm Movin' Out—Skeets McDonald (Bless Your) Cap 1570
- Waltz of the Wind, The—Boots Fay-Idaho Call (The Sinful) Cap 1572
- Was I Dreaming?—Rocky Bill Ford (You) Gift Edge 5039
- We Live a Long Long Time—Jimmy Murphy (Big) V 21-0474
- Wedding Blossoms—Jack Swanson (You're) Jubilee 4050

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 81

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
Air Hockey	\$385.00			
Air Raider (Keeney)	125.00	\$125.00	\$125.00	\$125.00
All Stars (Williams)	69.50 109.50	69.50 109.50	69.50 109.50	109.50 125.00
Art Show	125.00	125.00	125.00	125.00
Astroscope	49.50			
Atomic Bomber (Mutoscope)	125.00 150.00	150.00	150.00	150.00
Basketball (Bally)			100.00	
Bat-a-Ball (American Amusement)				15.00
Bat-a-Score (Evans)		195.00		
Batting Practice (Scientific)	75.00	75.00	75.00	75.00
Bear Gun (Seeburg)	369.50 375.00	369.50 375.00	369.50 375.00	369.50 375.00
Big Inning (Bally)	185.00	185.00	185.00	185.00
Bing-a-Roll (Genco)	85.00	85.00	85.00	85.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Buckley Deluxe		119.50		
Camera Chief				18.50
Career Pilot	95.00	95.00	95.00	95.00
Challenger (ABT)	24.50	24.50	24.50	24.50
Chicken Sam (Seeburg)	75.00 89.50	75.00 89.50	75.00 89.50	75.00 89.50
Dale Gun (Exhibit)	69.50 89.00	69.50 89.00	64.50 89.00	65.00 79.50
Deluxe Athletic Scale (Mercury)	75.00 79.50	75.00 79.50	75.00 79.50	75.00 79.50
Diggers (Exhibit)	95.00	95.00	95.00	95.00
Drive Mobile (Mutoscope)	149.00 150.00	149.00 150.00	150.00	150.00
Fishing Well (Mutoscope)	125.00	125.00	125.00	125.00
Flash Hockey (Coinex)	69.50	69.50	69.50	69.50
Flip Skill (Mills)				30.00
Football (Chester Pollard)		125.00		
Goatee (Chicago Coin)	49.50 95.00	49.50 95.00	49.50 99.50	99.50 125.00
Heavy Hitter (Bally)	65.00 79.50	37.50 65.00	37.50 65.00	65.00 79.50
Hi-Ball (Exhibit)	60.00	60.00	60.00	60.00
Hockey (Chicago Coin)	75.00	75.00	75.00	75.00
Hollycrane (Como)		395.00		
Jack Rabbit (Amusement Corp.)	109.50	109.50	109.50	109.50
Jungle Joe Ray Gun	195.00			
Kicker & Catcher (Baker)	27.50	27.50	27.50	27.50
Magic Pen	125.00	125.00	125.00(2)	125.00
Mexican Baseball (Daval)	255.00 395.00	255.00		19.50
Midget Movies (Capitol)				
Midget Skee Ball (Chicago Coin)			195.00	195.00
Monkey Shines Ray Gun	175.00			
Mutoscope Crane		119.50	119.50	
Panorams (Mutoscope)	179.50 195.00	179.50 225.00	179.50 225.00	179.50 225.00
Periscope	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball	525.00	525.00	525.00	525.00
Photomatic (Mutoscope)	795.00 late	795.00(late)	795.00 (late)	795.00
Photomatic 47 (Mutoscope)	375.00 early	375.00(early)	250.00	250.00 375.00
Pistol Pete (Chicago Coin)	69.50 149.50	69.50 149.50	69.50 149.50	99.50 149.50
Play Ball (Evans)	150.00	150.00	150.00	150.00 159.50
Poker & Joker	275.00	275.00	275.00	275.00
Pokerino (Scientific)	49.50	49.50	49.50	49.50
Pool Table (Edelco)	99.50	99.50	99.50	99.50
Pop-Up (Marvel)	75.00	75.00	75.00	75.00
Punching Bag (Mutoscope)			125.00	
Q Ball (Lane)	159.00	159.00		
Quizzer	99.00 125.00	99.00 125.00	99.00 125.00	109.00 125.00
Rapid Fire (Bally)	85.00	85.00	65.00 85.00	85.00
Recordio (Wilcox-Gay)	175.00	175.00	175.00	175.00
Rocket Busters	65.00	65.00	65.00	65.00
Rotary Claw	225.00		225.00	225.00
Rotary Mdr. (Exhibit)		175.00	175.00 200.00	200.00
Rotary Pusher	275.00	275.00	275.00	275.00
Seven High (Edelman)	75.00	75.00	75.00	39.50 75.00
Shoot the Bear (Seeburg)	365.00 395.00	350.00	375.00 395.00	335.00 375.00
Silver Bullet (Exhibit)	195.00	195.00	149.00 195.00	109.50 195.00
Silver Gloves	250.00			
Skee Ball (Wurlitzer)	150.00	150.00	75.00 150.00	150.00
Skill Test (Groetchen)				49.50
Sky Pilot	95.00	95.00		
Standard Metal Typewriter	295.00	295.00	295.00	295.00
Star Series (Williams)	145.00(2)	145.00(2) 165.00	145.00(2)	129.50
Striking Clock			125.00	
Swinging Monk				85.00
Target Master	84.50	84.50	84.50	84.50
Team Hockey (United)	175.00			
Telegiz	145.00 149.50	145.00 149.50	145.00 149.50	149.50 159.00
Ten Strike (Evans)	75.00(2)	75.00(2)	75.00(2)	75.00(2)
3-Way Gripper (Gottlieb)	22.50	22.50	22.50	22.50
Treasure Island (Buckley)		99.50		
Undersea Raider (Bally)			75.00	
Vitalizer (Exhibit)	95.00	95.00	95.00(2)	95.00
Voiceograph (Mutoscope)	395.00	395.00	395.00	395.00
Western Baseball	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

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INTERNATIONAL AMUSEMENT CO.
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

Bigelow 8-9707

More Dime Bars At NCWA Show

Continued from page 77

summer. Big Time for a dime is this firm's dime bid. With publicity still to break on this bar, it was revealed that its a 2 3/16-ounce weight available in 100-count.

Walter H. Johnson Company announced a new summer bar, Sno-Bite, a 1 1/2-ounce bar in 120-count at \$3.15. Firm continues push on its two-ounce nickel Heavyweight Champ.

Another hot weather item, Maple Nut Crunch, 1 1/8-ounce packed 100-count at \$2.85, was introduced by E. J. Brach & Sons. Features a maple icing covering.

Dime Bid

Hoban Candy Company, readying its own summer bid, Jandy Bar, 120-count for \$3.45, withheld actual showing of same due to late delivery of wrappers. It will have a white coating. Company introduced its Chocolate Malted Bar in dime size, while retaining the nickel version in 120-count at \$3.60. The 10-cent bar, double chocolate malted, is 2 1/4-ounce in 120-count at \$6. Reports it will discontinue this count and use an 80-count later. Firm offers a 15-cent saving per case on each 25-or-over case order.

Showing its full six-bar line, Mars, Inc., offered same without change. Tentative plans to add a summer line were not carried out, it was stated, and it was decided to put all promotion behind its standard brands.

Sperry Candy Company, in a test showing to sample retailer reaction, displayed a dime Chicken Dinner bar, 2 1/2-ounces. While the nickel Chicken Dinner was shown as a regular item, it was stressed that the 10-cent version was a cautious foot-in-the-door move only.

Charter Calif. Firm

SACRAMENTO, June 9.—Coin-typer Corporation of America has been chartered by the secretary of state to manufacture, sell, rent and service coin-operated typewriters in Los Angeles County. Authorized capital stock was listed at 2,500 shares, no par value. Incorporation papers were filed by Levy, Bernard & Jaffe. Directors of the firm are Michael Leishin, Fred Rothman and Saul J. Bernard, Los Angeles.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 9	Issue of June 2	Issue of May 26	Issue of May 19
ABC Bowler (Keeney).....	\$60.00 69.00 99.50	\$60.00 69.00 99.50	\$60.00 69.00 99.50	\$60.00 69.00
Ace Bowler (Chicago Coin)...	150.00	195.00	195.00	195.00
Baseball (Chicago Coin)....				12.50
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide)....	49.50		69.50	
Bowlette (Gottlieb).....	34.50 45.00 65.00 69.50	34.50 45.00 65.00 69.50	34.50 45.00 65.00 69.50	45.00 69.50 75.00
Bowling Alley (Chicago Coin)...	75.00 89.00 94.50	56.50 65.00 75.00 89.00	65.00 90.00w/p 89.00 90.00w/p	45.00w/p 75.00(2) 89.00
	139.50w/p	94.50 139.50	94.50 139.50w/p	94.50
Bowling Classic (Chicago Coin)	149.50 159.50 165.00(2)	159.50 165.00 175.00(2)	145.00 159.50 165.00 175.00	155.00 159.50 165.00 185.00
Bowling League (Genco).....	34.50 35.00 50.00	34.50 35.00 50.00	34.50 35.00 50.00	29.50(2) 35.00 37.50 50.00
Box Score (Williams).....				65.00
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Duck Pin (Keeney).....	285.00 295.00(2)	295.00(2)	290.00 295.00(2)	295.00
Four Player Shuffle Alley (United).....	285.00 295.00(2)	295.00(2)	290.00 295.00(2)	295.00
Glider (Genco).....	25.00 59.50	25.00 59.50	25.00 59.50	25.00(2) 59.00
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Shuffle Alley (United)....	34.50 39.50(2) 45.00	20.00 25.00(2) 34.50 39.50(2)	34.50 39.50(2)	29.50(2) 29.50w/p 37.50 39.50(2)
	59.50w/p	45.00 59.50w/p	45.00 59.50w/p	45.00 55.00w/p 59.50w/p 69.00 69.50w/p(2) 99.50w/p
Shuffle Alley Express (United)	79.50 99.50 125.00 209.50	79.50 99.50 125.00 209.50	79.50 99.50 125.00(2)	75.00 99.50 125.00(2) 209.50
Shuffle Baseball (Chicago Coin).....		75.00	75.00(2)	75.00
Shuffle Bowler (Bally).....	34.50 49.00 50.00 54.50	34.50 35.00 49.00 54.50	34.50 35.00 49.50 50.00	25.00 35.00(2) 49.00 49.50 50.00 54.50
	75.00w/p	80.00	54.50 85.00	65.00w/p 85.00w/p 85.00
Shuffle Champs (Bally)....		124.50	139.50	159.50
Shuffle Jungle (Rock-Ola)...	55.00	55.00	37.50	55.00
Shuffle Lane (Rock-Ola)...	34.50	34.50	29.50	37.50
Shuffle Pool (Nationwide)...	49.50	49.50	49.50	49.50
Shuffle Skill (United).....	59.50	59.50	59.50	59.50
Shuffle Slugger (United)....	165.00 179.50	165.00 179.50	129.50 165.00	179.50
Single Shuffle Alley Rebound (United).....	199.50	199.50	199.50	199.50
Skee Alley (United).....	150.00	150.00	150.00 159.50	125.00 150.00
			225.00(2)	199.50
Speed Bowler (Bally)....	79.50(2) 85.00 139.50 175.00	74.50 75.00w/p 139.50 175.00	75.00w/p 99.50 125.00	75.00w/p 89.50 95.00
		99.50 125.00	109.50 125.00	
		139.50 154.50	139.50 154.00	
Strike (Exhibit).....	99.50 100.00	99.50 100.00	79.50 99.50	75.00 79.50
			100.00	99.50 100.00
Super Shuffle Alley (United).....	60.00 69.50 139.50w/p	60.00 69.50 139.50w/p	60.00 69.50 139.50w/p	49.50 60.00 69.50
			139.50w/p	
Super Twin Bowler (Universal)	85.00 145.00(3) 179.50	129.50 145.00(2) 165.00 179.50	145.00(2) 175.00 179.50	145.00(2) 165.00 175.00
			179.50	
Ten Pins (Keeney).....	34.50 75.00	34.50 75.00	34.50 50.00	50.00 64.50w/p
			75.00	75.00
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	185.00	195.00	185.00 195.00	185.00
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			249.50	
Twin Shuffle (Williams)....	34.50 50.00	25.00(2) 34.50	25.00 34.50	29.50 50.00
		50.00	50.00	

ABC Starts Export Sales Promotions

CHICAGO, June 9.—ABC Popcorn Company here this week announced it is now promoting its popcorn warmer and supplies in three new foreign markets—Puerto Rico, Mexico and Alaska. William

Beaudot, president, said sales in these three countries have shown sharp increases within the past month, and that the sales are due for a heavy promotion campaign among distributors and operators of the equipment in those areas.

Ray Whitmer, recently appointed sales manager of ABC, is now in charge of export activities for the firm.

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Ark. Tax Report
LITTLE ROCK, June 9.—State Revenue Commissioner Dean R. Morley reported cigarette tax collections for the fiscal year ended May 31 totaled \$5,152,658, compared with \$4,711,772 in the 1949-'50 fiscal year.

Ala. Tax Income Up
MONTGOMERY, Ala., June 9.—According to State Revenue Commissioner Joe M. Edwards, tobacco tax collections for May total \$757,776, an increase of \$26,061 over collections for the same month a year ago.

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SHARPSHOOTER	85				

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Classical Reviews

Continued from page 20

WALTON—CONCERTO FOR VIOLIN—78
Jascha Heifetz-The Philharmonia Ork-William Walton, Cond. VIEUXTEMPS: CONCERTO NO. 5 IN A MINOR, OP. 37—Jascha Heifetz-The London Symphony Ork-Sir Malcolm Sargent, Cond. (1-12")
Victor (33) LM-1121

The Walton is a re-recording of a work written for Heifetz and here conducted by the composer. The piece stands up as a considerable composition of warmth and character. The first recording, with Goossens and the Cincinnati Symphony, was a fine effort. This one is even better. The Vieux-temps is a transfer from a recent shellac issue. It is a rather thin piece but Heifetz brings it alive. The Heifetz leopons will flock to this etching, a real bargain with its two concertos almost for the price of one.

CARNEGIE POPS PROGRAM II—Carnegie Pops Ork; O'Connell, Cond. (1-10") 77
Col (33)ML-2176

Rachmaninoff: Prelude in G Minor, Op. 23, No. 5; Schubert: Rosamunde-Entr'acte, Op. 26; Grainger: Molly on the Shore; Herbert: Dagger Dance from "Natoma"; Lidov: Berceuse, Op. 58, and Dance Song, Op. 58; Grainger: Londonderry Air; Gliere: Russian Sailors' Dance.

This is the time of year when the interests of the music-minded slant toward the "pops" concerts. Timing, therefore, adds much to the salability of this package of miscellani. As a follow-up disk to the first Carnegie Pops issue, this is excellent. Music ranges from folk songs and dances to the heavier, yet melodic, classical works. Market here lies in the LP buyer who wants listening music for background purposes. Both packaging and performance are first rate.

SMETANA: The Moldau; From Bohemia's Fields and Groves; Philharmonic-Symphony Ork of New York, Cond., George Szell (1-10") 74
Col (33) ML-2177

The choice of George Szell to conduct these two tone poems was a happy one. Many years the conductor of the Prague Opera in the Bohemia to which these melodic works were dedicated, Szell adds his own personal feeling for both the composer's works and the subject. The two selections from "My Country" already have achieved great popularity here. Competition on "The Moldau" is heavy, but the only other LP disk of "From Bohemia's Fields and Groves" is 12-inch. For both catalog purposes and immediate salability this is a welcome addition.

VILLA-LOBOS—Bachianas Brasileiras No. 1; Choros No. 4, and Choros No. 7—Werner Janssen conducts Chamber Groups (1-12") 74
Capitol (33) P-8147

Mark this collection as the foremost cross-section on LP record to date of the work of Villa-Lobos, one of the leading Latin-American composers and a prominent contemporary. The Bachianas were created by the composer as evocations of J. S. Bach in terms of his native culture. The Choros are serenades in the Brazilian mode and are a free form which allowed the composer to put to paper some of his most brilliant creations. The Bachianas Brasileiras No. 1 is scored for eight celli. The seemingly limited instrumentation achieves a depth and flexibility that is quite astounding in the hands of Villa-Lobos. The slow movement here contains some of the composer's finest pages to date. The Choros No. 7, recorded many years ago with the composer directing, is one of Villa-Lobos' most striking scores, a picture of Brazilian jungle life dripping with chunks of instrumental color. The Choros No. 4, in contrast to the exploration of woodwinds in No. 7, is a study in brass colors with the scoring calling for three French horns and a trombone. Sections of this work are tinged with a considerable feeling of jazz. The three works are played brilliantly by several groups of top Hollywood musicians with Janssen, a long-time champion and student of Villa-Lobos, providing inspired direction. The recordings are clear, crisp but not as fully resonant as might be desired by modern standards.

DEBUSSY: SONATA NO. 3 IN G MINOR—73
Jascha Heifetz-Emanuel Bay (2-7")
Victor (45) WDM 1515

Heifetz is superb on this airy, graceful sonata, eliciting with every happy nuance the sunny warm delight inherent in the composition. Bay does a handsome job at the piano. While serious long-hairs will surely appreciate this offering, it is light and easily digestible, and should also appeal to the larger market of semi-classical fans.

VERDI—Scenes from DON CARLO, ACT III—Alois Pernerstorfer, Hilde Konetzni, Elizabeth Hoenen, Georg Oegg, Alexander Welitsch, Vienna Opera Ork. 70
Capitol (33) P-8144

Good as are the voices singing the "Don Carlo" arias on this disk, they compete with a similar highlight waxing made by Jussi Bjoerling, Blanche Thebom and Italo Tajo. In addition, the lyrics are sung in German rather than Italian. Were it not for these two factors, the market for this disk would be fairly large. Presenting as it does some of the more dramatic arias from the third act, this disk should still be of interest to the opera buying clan. Voices, orchestra, recording and packaging are all good.

ROSE MARIE (Abridged Opera)—Dorothy Kirsten, Nelson Eddy, Howard Chandler Chorus, Leonard Arnaud Ork (1-10") 85
Col. (33) ML-2178

The Mounties, Indian Love Call, Pretty Things, I Love Him, Totem Tom Tom, Why Shouldn't We, Rose Marie, Door of Her Dreams.

This is the fifth in a series of popular American operettas that have been committed to wax by the diskery. As in previous disks, the choice of lead voices is excellent. Both Eddy and Miss Kirsten are first-rate interpreters of the highly melodic and spirited music. The abridged, recording contains the most popular of the Harbach-Hammerstein II-Friml-Stothart songs. Orchestration, vocal arrangements and interpretations are properly theatrical and sure to please the nostalgia-seekers. Packaging is excellent.

SOUSA MARCHES—Boston Pops Ork—Arthur Fiedler, Cond. (1-10") 80
Victor (33) LM-69

El Capitany; High School Cadets; The Thunderer; Semper Fidelis; Washington Post; Stars and Stripes Forever.

The versatile Pops turns to Sousa and his ever-green marches. This type of package is sure-fire

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

GRAND MOGHUL SUITE—Koria Pandit, 50
Organ (1-10")
Vita (33) VLP 10

Magnetic Theme, Turkish Dance, Ode To a Desert Love, Procession of the Grand Moghul, Underwater Worshipers, Aicha's Dance, The Hypnotist, Trance Dance.

This is certainly an unusual item. According to the notes on the LP jacket, Pandit stars on his own TV show in California. He is purported to be an Indian "who was born a genius" and has since "emerged into being, the nucleus of a new conception of philosophical music." Net result, however, is a mildly-interesting collection of organ music with a definite Oriental sound. At times, Pandit's work sounds typically soap-opera; at others, melodically and rhythmically appealing. Market for this disk would appear to be among the members of his TV cult.

MELODIES OF FRITZ KREISLER—Carmen Cavallaro, piano (1-10") 75
Decca (33) DL-5320

The Old Refrain, Caprice Viennois, Liebesleid, Tambourin Chinois, Stars in My Eyes, Schon Rosmarin, Liebesfreud, Rondino.

This makes the 13th Cavallaro long-playing album by Decca. There is every reason to believe that this package will sell as well as the best of the other 12 disks. The pianist himself arranged most of these highly familiar Kreisler selections; and has done an admirable job of transferring the melodies from the original violin scorings.

ROMANCE—The Music of Victor Herbert, Peter Yorke and orchestra (1-10") 73
Decca (33) DL-5311

Ah! Sweet Mystery of Life; Gypsy Love Song; Sweethearts; A Kiss in the Dark; When You're Away; All for You; I'm Falling in Love With Someone; 'Neath the Southern Moon.

Designed as standard catalog, this collection is a "Pops" concert approach to eight of the foremost of Victor Herbert's songs. Richly orchestrated for full-bodied sound, the Yorke interpretations are lush without becoming sugary. They are recorded beautifully. The set was made in England where Yorke is a top drawer arranger in the Kosty-Gould class. This set should do well once it's heard and word-of-mouth sets in.

JUKES
If available singly, all sides fine for multi-selection program.

JOCKS
Superb readings of these Herbert gems warrants particular attention from dinner and all-night operators

No Answer Yet On Mag Venders

Continued from page 77

place of vending in the magazine's circulation set-up will probably not be made before the end of the summer.

Digest machines, one holding 50 copies and the other 75, were made up by International Muto-scope. One has been on continuous trail at an airline terminal here since January.

Tests have demonstrated that venders "will sell copies of Quick," said Abner Sideman, circulation manager. But he too is wrestling with economic questions. Placed at or near newstands for after-hour use, the machines do not realize their full potential. Whether or not vender volume, of the profit spread, at non-newsstand stops is suited for route operation is still to be learned.

Ten sample machines for the bantam newsweekly have been made by Yeaton Manufacturing and placed on test. Sideman said experiments will run another few months before a decision is reached.

A vending test scheduled by Life to begin late last month has received a temporary setback. The machine delivered by Glascock Brothers has been returned to the manufacturer for several changes, according to Ralph Lindley, Life executive. Principle change is the addition of a stand. He said the publisher is pressing Glascock for delivery of the modified machine within 60 days.

The newsweekly, Time, is readying four Insurograph machines to vend subscriptions, with test placements in colleges mapped for early this summer. The machines, used to date to sell airline insurance, are thought to be ideally adapted for the purpose. Patron inserts four quarters (student rate for four months), writes his subscription order and tears off a receipt. It is expected that the completed order blanks will be collected weekly, a spokesman said. Care of the equipment will probably be entrusted to bookstore manager.

for better buys buy McGinnis

RECONDITIONED PIN GAMES
READY for LOCATION

4 Horsemen	\$159.50	Punchy	\$179.50
Harvest Time	139.50	Rip Snorter	99.50

RECONDITIONED BOWLING GAMES

Keeney ABC Bowler	\$64.50	Keeney Pin Boy with lites ..	\$40.00
Keeney Pin Boy without lites ..	30.00	Keeney King Pin	99.50
Keeney Lineup	\$25.00		

NOW DELIVERING NEW EQUIPMENT

Keeney's 17" Console TV Set
Keeney's Big League Bowler
Futurity—Mermaid—Bomber—Harvey—ABC—5 Star

Keeney's Electric Cigarette Vendor
Downey-Johnson Coin Counter

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End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH

\$3.50 Each



No more service calls from switch trouble.

Replaces Drop Chute on any game.

Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play.

(Also two plays for a Dime Model—Write.)

Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY
243 THIRD AVENUE
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NEW GAMES—

MERMAID	GUN PATROL
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BIG LEAGUE BOWLER	
UNITED 5-PLAYER	

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Reconditioned! Refinished!
PRICES SLASHED! WRITE

Seeburg 146	A.M.I. Model A
Seeburg 147	A.M.I. Model B
146, Hideoaway	Wurl. 1100
148, Blonde	Airon DeLux
Wurl. 1015	

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NEW PIN GAMES
Gottlieb—MERMAID
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A-B-C
3-COIN**

**MODEL A
AMI
Like New
\$349.50**

SHUFFLE ALLEYS

NEW
Chi. Coin—HORSESHOES
United—5 PLAYER
United—SHUFFLECADE
USED
Keeney—1 1/2' LEAGUE
BOWLER, 4 Player
Keeney—KING PIN
United—DOUBLE EXPRESS
United—ORIGINAL
ALLEYS
United—ORIGINAL
w/Dis. Pins
Keeney—10 PINS
Keeney—PIN BOY
Genco—GLIDER
Genco—BOWLING LEAGUE

**UNIVERSAL'S
5-STAR
5-COIN**

**NEW
ONE BALLS
WINNERS
FUTURITY**



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Central
Ohio,
Central
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**Used
CITATIONS
CHAMPIONS**

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

5-BALL CLEARANCE SALE!

RECONDITIONED LATE GAMES for IMMEDIATE DELIVERY

	EA.		EA.
5 4 HORSEMEN	\$150	3 PIN BOWLERS	\$140
2 BANK-A-BALL	115	5 RIP SNORTER	95
5 SELECT-A-CARD	90	3 GOTT. ROCKETTE	130
7 GOTT. BASKETBALL	115	3 ST. LOUIS	65
3 BOSTONS	80	3 SHARPSHOOTER	85
5 BUTTONS & BOWS	75	7 SOUTH PACIFIC	125
3 CAMEL CARAVAN	110	5 SUPER HOCKEY	75
5 CANASTA	105	3 MUSKETEERS	115
6 COLLEGE DAZE	105	3 TRIPLETS	145
3 DE-ICER	125	3 TUSCON	85
3 FOOTBALL	105	3 UTAH	65
5 GOLDEN GLOVES	95	3 TRI SCORE	135
5 GEORGIA	140	3 DOUBLE SHUFFLE	90
3 HARVEST TIME	140	3 3 FEATHERS	85
4 JUST 21	75	2 BUFFALO BILL	95
7 K. C. JONES	125	3 FLOATING POWER	70
3 KING ARTHUR	130	4 FRESHIE	85
7 KNOCK OUT	165	3 DALLAS	65
6 MAD. SQ. GARDEN	145	3 TAMPICO	75
5 OLD FAITHFUL	125		

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**Guard Your Family
STRIKE BACK!**



GIVE to Conquer Cancer

IF SOMEONE IN YOUR FAMILY HAD CANCER, you would do anything . . . everything that would help. And today there is so much that you can do to help.

We need more research, more life-saving education, more training for scientists and physicians, more equipment, more services for those already stricken with the disease. We all must help. Any contribution is welcome, but the fight against this major threat deserves major support: dollars—tens—twenties—hundreds of dollars. Will you help?

American Cancer Society
SPONSOR'S OR LOCAL UNIT'S ADDRESS

MAIL YOUR GIFT TO "CANCER," IN CARE OF YOUR LOCAL POST OFFICE

Here is my contribution of \$..... in support of the Cancer Crusade.
Name _____
Address _____
City _____ State _____

**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 customers purchase Country and Western records.

Continued from page 25

14	4	4.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
4	5	5.	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
5	6	6.	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441—BMI
1	—	7.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP
4	7	8.	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	V(78)21-0441; (45)48-0441—ASCAP
1	—	9.	STRANGE LITTLE GIRL	Tennessee Ernie	Cap(78)1470; (45)F-1470—ASCAP
23	7	10.	THERE'S BEEN A CHANGE IN ME	E. Arnold	K(78)21-0412; (45)48-0412
12	10	10.	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	DON'T STAY TOO LONG	E. Tubb	Dec(78)46296; (45)9-46296—BMI
2.	IT MAY BE SILLY	"Little" Jimmy Dickens	Col(78)27515; (45)4-20809
3.	I'M GONNA LOVE YOU ONE MORE TIME	Johnnie & Jack	V(78)21-0448; (45)48-0448

Music as Written

Continued from page 14

the season, with Ray Mathews and His Campus Club Orchestra providing music on Saturday nights for dancing.

Associated Booking Corporation has set Henry Busse for a series of one-nighter and location dates when the orkster winds at the Biltmore this month. Inked so far are Pismo Beach, Calif., June 19; Sandia All-Service Base, Albuquerque, N. M., July 6; Roswell (N. M.) Air Force Base, July 7-8; Muehlebach Hotel, Kansas City, July 11 for three weeks, and Trocadero, Evansville, Ind., August 3. ABC is now booking back and is negotiating for bookings in Phoenix and Tucson, Ariz., and San Diego. Capt. Mark Azzolina, head of Armed Forces Radio Service music transcription library, left Saturday (9) for Washington. While in the East, Azzolina will wax Army, Navy and Air Force bands and make good-will visits to diskeries.

Philadelphia

Buddy Williams has come to the parting of the wax ways with the Rainbow label and is negotiating for a new disk outlet.

Bernard Zipper, dropped as tax collector for Local 77, American Federation of Musicians here, sending out mimeographed bulletins to the membership protesting certain methods of union operation with charges designed to have a telling effect in the union's next election. . . . Jerry Kilgore, drummer, also on tutor staff at 20th Century Institute of Music, has pulled up stakes and moved to Miami. . . . Walter Gates, Hotel Warwick maestro, placed his "It's Nice To Know" ballad with Dave Blum's Odette Music. Muse-Art, local Muzak franchise

Iowa Grosses

CEDAR RAPIDS, Ia., June 9.—Cedar Rapids and Newton led all other major Iowa cities in per parking meter intake during the fiscal year ending March 31. The survey was made by the Motor Club of Iowa, a branch of the AAA. Newton was tops in per meter income with its 67 meters averaging a take of \$150.67 each for the year. Cedar Rapids came up second with a \$98.60 average for each of 997 meters. Survey also shows how parking meter revenue is being used. Iowa State law provides that 75 per cent of meter funds must be used to finance off-street parking and the other 25 per cent for administration. Cedar Rapids is spending more than 25 per cent for administration but all above that amount that is needed comes from other city funds.

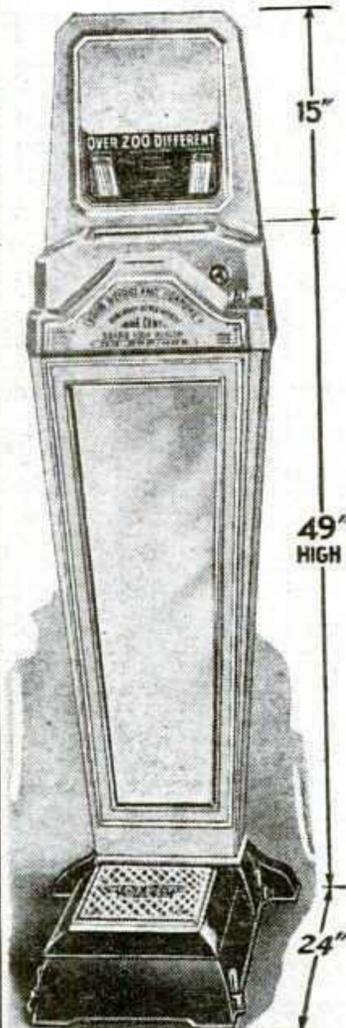
Cities failing to report included Ames, Keokuk, Marshalltown, Okaloosa and Ottumwa.

holder, sets up a subsidiary, Muse-Art Engineering Company, to handle amplification and reproducing devices of all kinds. . . . Georgie Diablitto, maracas specialist with Xavier Cugat, came back home here for a physical check-up and will rejoin the rumba maestro in Chicago.

Detroit

Clayton Perry is releasing his first album of early American dance tunes on the Greenfield Village Memoirs label, with four sides cut by his own orchestra, formerly sponsored by Henry Ford. . . . Carrie Hoffman, music publisher, is releasing two new numbers on the Your Record label, "Swingaroo," a polka, and "I'm Goin' To Settle Down."

Dorothy Shay, the Park Avenue hillbilly, moved into the Elmwood Room in Windsor, Ont., Monday for a two-week stay. . . . Jack Sternthal and his Royaltones opened Tuesday at Jackie Fera's cocktail bar, downtown spot, with singer Leola Taylor.



13" WIDE
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

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4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

**THE ATLANTIC
BARGAIN PARADE
MARCHES ON!**

**WURLITZER
1015's
at . . . \$195**

**SEEBURG
146's
at . . . \$150**

**WURLITZER
1100's
at . . . \$325**

**WURLITZER
1250's
at . . . \$450**

Don't Wait! All
Orders Filled
In Rotation!

WRITE, WIRE,
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**AMI
MODEL "C's"
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**IMMEDIATE
DELIVERY**

1/2 Dep.; Bal.
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N. Y. Crating
\$7.50 Extra.

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**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**

WANTED

Top Music Mechanic, one thoroughly familiar with sound on Rock-Ola, Seeburgs, pins and payout equipment. Only top man, sober and reliable need apply. Give full details, references, present salary and experience. This connection with distributing firm well established.

P. O. BOX 927
Montgomery, Alabama

State Tax Calendar

Alabama
July 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber re-

ports due.
July 20—Sales tax reports and payment due.

Arizona
July 15—Gross income tax report and payment due.

Arkansas
July 1—Cigarette dealer permit renewal due. Gross receipts tax reports and payment due. Gross receipts tax, under \$5, reports and payment due.

California
July 31—Sales tax reports and payment due.

Colorado
July 15—Personal income tax second installment due. Sales tax reports and payment due.
July 31—Property tax second installment due.

Connecticut
July 10—Cigarette tax reports from distributors due.
July 15—Cigarette vending machine reports from operators due.
July 30—Sales tax reports and payment due.

Delaware
July 1—Cigar and cigarette wholesaler and retailer permits expire. Franchise tax due.
July 15—Cigar and cigarette reports due.
July 30—Personal income tax second installment due.

District of Columbia
July 20—Sales tax reports and payment due.

Florida
July 15—Cigarette reports from carriers due.
July 20—Admissions tax reports and payment due. Rental tax reports and payment due. Sales tax reports and payment due.

Georgia
July 10—Cigar and cigarette wholesale dealer reports due.
July 31—Sales tax reports and payment due.

Idaho
July 15—Cigarette wholesaler drop shipment reports due.

Illinois
July 15—Cigarette reports due. Sales tax reports and payment due.

Indiana
July 10—Cigarette distributor inter-State business reports due.
July 15—Cigarette distributor drop shipment reports due.
July 31—Gross income tax reports and payment due.

Iowa
July 20—Sales tax reports and payment due.

Kansas
July 5—Cigarette reports from wholesalers due.

July 20—Sales tax reports and payment due.

Kentucky
July 1—Cigarette tax licenses expire.

July 15—Personal income tax second installment due.
July 20—Cigarette wholesaler reports due.
July 31—Amusement and entertainment tax reports and payment due.

Louisiana
July 1—Soft drinks reports due.
July 15—Soft drinks reports due. Tobacco reports due.
July 20—Sales tax reports and payment due.

Maine
July 31—Cigarette and tobacco distributor, wholesaler and unclassified importer licenses expire.

Maryland
July 10—Admissions tax due.
July 15—Corporate income tax second installment due. Personal income tax second installment due. Sales tax reports and payment due.

Massachusetts
July 1—Cigarette license fee due. Real and personal property tax due.
July 20—Cigarette tax reports and payment due.

Michigan
July 15—Sales tax reports and payment due.
July 20—Cigarette tax reports and payment due.

Minnesota
July 20—Cigarette sales tax reports and payment due. Cigarette use and storage tax reports and payment due.

Mississippi
July 10—Admissions tax reports and payment due.

July 15—Franchise tax reports and payment due. Sales tax reports and payment due. Tobacco manufacturer, distributor and wholesaler reports due.

Missouri
July 15—Retail sales tax reports and payment due.
July 31—Soft drinks inspection fee reports and payment due.

Montana
July 10—Cigarette tax stamp payment due.

Nebraska
July 1—Personal property tax second installment due.
July 10—Cigarette distributor reports due.

New Hampshire
July 1—Cigarette tax licenses renewal due.

New Jersey
July 20—Cigarette distributor tax reports and payment due.

New Mexico
July 1—Cigarette tax permits expire. Merchant license tax second semi-annual or third quarterly installment due.
July 15—Corporate income tax second installment due. Occupational gross income tax reports and payment due. Personal income

tax second installment due. Severance tax reports and payments due.

July 20—Cigarette reports from retailers supplying passenger carrier due.

New York
July 15—Personal income reports and payment of second installment of tax due.

North Carolina
July 31—Franchise tax reports and payment due.

North Dakota
July 10—Cigarette distributor reports due.
July 15—Sales tax reports and payment due.

Ohio
July 10—Cigarette wholesaler reports due.

July 15—Cigarette use tax reports and payment due. Franchise tax due.

Oklahoma
July 10—Cigarette wholesaler, retailer and vending machine owner reports due.

July 15—Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.

Oregon
July 15—Personal income tax second installment due.
July 30—Withholding tax reports and payment due.

Pennsylvania
July 10—Soft Drinks reports due.

Rhode Island
July 10—Cigarette reports from distributors and dealers due.

July 20—Sales tax reports and payment due.

South Carolina
July 10—Soft drinks reports due.

South Dakota
July 1—Cigarette use tax license renewal due.

July 15—Occupational retail sales tax quarterly reports and payments due.

Tennessee
July 20—Sales tax reports and payment due.

Texas
July 5—Cigarette reports from solicitors due.
July 10—Cigarette reports from distributors due.

Utah
July 15—Sales tax reports and payment due.

July 31—Employer reports due.

Washington
July 15—Cigarette drop shipment reports from wholesalers due. Cigarette duplicate invoices on shipments out of State from wholesalers and retailers due. Gross income tax reports and payment due. Sales tax reports and payment due.

West Virginia
July 1—Cigarette tax license renewal due.

July 10—Soft drinks reports due. July 15—Cigarette use tax reports and payment due. Sales tax reports and payment due. Occupational gross income tax quarterly reports and payment due.

Wisconsin
July 1—Cigarette manufacturer and wholesalers license renewal due.

July 10—Cigarette wholesaler and manufacturer reports due.

Wyoming
July 15—Sales tax reports and payment due.

World Wide Your Exclusive Distributor for WILLIAMS, ROCK-OLA, EXHIBIT, KEENEY

Offers You the Lowest Prices—Immediate Delivery!

1951 Brand New Williams **DOUBLE HEADER** 2 player rebound baseball game. **ONLY \$175**

NEW TYPE 5 BALL GAMES BALLY BRIGHT LIGHTS UNIVERSAL 5 STAR UNITED ABC WRITE

EXHIBIT SIX SHOOTER Action packed Western Stage-Coach Robbery. Bands actually fall off horses when hit. Vends skill ticket 5c or 10c play. Beautifully styled cabinet. Leads the field for net profits.

Reconditioned—Guaranteed **SHUFFLE GAMES**

HOOK BOWLER	5285
United 4 PLAYER	285
KeeneY LEAGUE BOWLER	275
United TWIN SHUFFLE REBOUND	235
KeeneY DOUBLE BOWLER	175
Chi. Coin BOWLING CLASSIC	165
Chi. Coin ACE BOWLER	150
Univ. SUPER TWIN BOWLER	145
Wms. DOUBLE HEADER	125
KeeneY KING PIN	125
Bally SPEED BOWLER	85
Wms. DELUX BOWLER	75
Chi. Coin BOWLING ALLEY	75
Univ. TWIN BOWLER	75
Gottlieb BOWLETTE	75
Bally SHUFFLE BOWLER, Flyaway Pins	75

CURRENT NEW 5 BALL GAMES Williams HARVEY Williams CONTROL TOWER Genco HITS & RUNS WRITE

WANT TO BUY

For cash or trade Bally TURF KING 5 BALL GAMES SEEBURG M100

Exhibit **GUN PATROL**

Four games in One—3 Coin Chutes. 5c-10c and 25c play. Vends ticket for skill award. Colorful front-line battle front. Bombs bursting with each hit. Legal everywhere.

KEENEY'S NEW LEAGUE BOWLER

Exciting! Super designed cabinet. 8" Jumbo Life-Up Pins. 1-2-3 and 4 player rebound shuffle game. 8" and 11/2" lengths.

Williams **SUPER WORLD SERIES**

5c-10c-25c single entry slug-proof Coin Chute. Free play or novelty. Player pitches and bats. Players actually run bases. Realistic third dimension. Action and super action.

Reconditioned **PHONOS**

Wurlitzer 1250	..\$495
Wurlitzer 1080	..245
Wurlitzer 1015	..245

ONE BALLS

Turf King, NewWrite
Universal Photo Finish\$175
Citation145
Golf Cup95
Jockey Special75
Special Entry55

NEW 5 BALL CLOSEOUTS

Williams SHOO SHOO	..\$175
Genco STOP & GO	..175
Genco TRI SCORE	..140

Miscellaneous EQUIPMENT

Seeburg SHOOT THE BEAR	..\$365
Williams STAR SERIES 145	..145
Exhibit DALE GUN	..95

TERMS: 1/3 deposit, balance C.O.D. or sight draft.



STUCK? Try Coven for REAL SPOT-VALUE USED EQUIPMENT BARGAINS!



THIS WEEK'S PARTS SPECIAL! Shuffle Game **PUCKS** Only **\$1.25** Each

RECONDITIONED 5-Balls

Ali Baba	..\$39.50
Barnacle Bill	..55.00
Blue Skies	..39.50
Floating Power	..54.50
Puddin' Head	..34.50
Screw Ball	..39.50
Triple Action	..34.50
GENCO TRI-SCORE, NEW	..119.50
Merry Widow	..39.50
Humpty Dumpty	..29.50
Wisconsin	..24.50

USED PHONOGRAPHS

Wurlitzer 1250	..\$549.50
Wurlitzer 1100	..379.50
Wurlitzer 1015	..239.50
WURLITZER 850	..49.50
Wurlitzer 780E	..99.50
Wurlitzer 750	..109.50
Aireon 1200A—Fact. Recon.	..89.50
AMI Model A	..359.50
147 Seeburg Hideaway With Three 5-10-25c Wallboxes & Five 5c WIL56 Wallboxes	..\$475

USED SHUFFLE GAMES

Bally Shuffle Bowler	..\$29.50
Bally Speed Bowler	..74.50
Bally Shuffle Champ	..124.50
WMS. TWIN SHUFFLE	..15.00
United Shuffle Alley	..25.00

USED JUMBO PIN GAMES

Jockey Special	..\$79.50
Gold Cup	..89.50
SPECIAL ENTRY	..49.50
Citation	..149.50
Champion	..249.50
Photo Finish	..129.50

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distributing company

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Authorized Distributors for **Bally and WURLITZER** Products Phonographs

GIVE TO DAMON RUNYON CANCER FUND

Calendar for Coinmen

June 14—Washington Coin Machine Association, monthly meeting, Phillips Novelty Company, Washington.
June 14—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
June 16—Wisconsin Phonograph Operators' Association, monthly meeting, Hotel Whiting, Stevens Point, Wis.
June 17—NAMA Region VIII meeting, Chase Hotel, St. Louis.
June 19—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
June 20—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
June 25—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
June 25-26—NAMA Region X meeting, Ambassador Hotel, Los Angeles.
June 28—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
June 26—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
June 26—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
June 27—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
June 28—Connecticut State Coin Association, Inc., semi-monthly meeting, Hotel Bond, Hartford.
June 28—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
June 28—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
June 30—NAMA Region XII meeting, Multnomah Hotel, Portland, Ore.
July 2—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
July 5—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
July 5—Washington Music Guild, Inc., monthly meeting, Hotel 2400, Washington.
July 8-10—South Dakota Phonograph Association, quarterly meeting, Sioux Falls, S. D.
July 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
July 10—California Music Guild, monthly meeting, 311 Club, Oakland.

GET ON THE WAGON BEHIND EXHIBIT'S TEAM OF HORSES

BIG BRONCO \$995.00 **PONY EXPRESS \$495.00**
and **CRUSADER** \$900.00
PROVING THE BIGGEST and BEST for ARCADES and LOCATIONS
Gun Patrol WRITE
Six Shooter WRITE
Air Hockey \$385.00

Still Offering Full Equipment For The Complete Amusement Arcade
Write for Free 14 Page, 160 Illus. Catalog.

MIKE MUNYER

577 10th Ave. (at 42nd St.) New York 18, N. Y. BRYANT 9-6677

ALL IN OPERATING CONDITION

'46 Rock-Ola, \$149.50; '47 Rock-Ola, \$169.50; 1015 Wurlitzer, \$275.00; M7 Packard, \$89.50; Five Balls—Harvest Moon, \$84.50; Buccaneer, \$64.50; Majors of '49, \$59.50; One-Two-Three, \$39.50; Humpty Dumpty, \$29.50; Mexico, \$19.50; Miss America, \$24.50; Flying Trapeze, \$19.50; Contact, \$29.50; Cig Venders—Uneda Monarch, 8 col., \$69.50; Rowe President, \$79.50; Special, 6 col., \$15.00.
H. C. GARRETT
1507 S. Wayne St. Auburn, Ind.

Exhibit 50th Anniversary Program Set

Continued from page 71

an incentive plan for distributors' salesmen. With the distributors co-operating by forwarding sales staffers home addresses, Exhibit has mailed out a contest set-up for the salesmen. This goes direct from Exhibit by selling Gun Patrol units in the June 1-July 3 period. This is an Arcade-type unit which uses a Mauser-type gun and the object is to shoot down "enemy soldiers riding in war vehicles." It features a Korean war background. Gun Patrol can be used on nickel, dime or quarter play and is equipped with a ticket vender to give the player written proof of his marksmanship.

Point System

In the contest, the sale of only one Gun Patrol will result in some prize as the awards will be made on a graded point system. Salesmen will have a choice of any prize which comes under the number of points they have chalked up thru Gun Patrol sales. In the catalog mailed to salesmen are home appliances, including large screen TV combination sets, watches, clothes, silver service sets, sports equipment and tools. Thus far the response to the idea has been excellent and will probably continue to develop added sales.

Meanwhile, Exhibit executives point out that while Gun Patrol production has been stepped up sharply in the past two weeks with the changing supply situation there is no telling when output will have to be curtailed. They are therefore advising their old line customers to stock up for unforeseen eventualities.

Universal Ups

Continued from page 71

keep up its quick delivery policy. An all-skill game, 5-Star uses five balls but introduces a radically different playfield. Object of the game is to get balls in numbered holes. If three or more are lined up in a row and appear as such on cards appearing on backglass, replays can be made. Key to game is a star hole which appears on each of the game's five backglass cards. When a ball drops in this hole player can make an exceptionally good score and multiple replays. Player has option to play from one to five games simultaneously.

Coinmen You Know

Pittsburgh

M. J. Abelson's new sales office on Fifth Avenue is more compact; has Oak Manufacturing Company on the window. Ability shown by Bill Reinwasser in amateur dramatic roles may prompt his dad, Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange, to get him some little theater experience.

James Munsch is going into the drink vending biz. At present he has a fleet of trucks that deliver box lunches to industrial plants, and G.I. schools. Thomas Moffat, office manager, Mills Automatic Merchandising Corporation, left Montefiore Hospital (28).

Eddie Shore, sales manager, Atlas Novelty Company, who got a Seeburg on the "Tap Time" program a few weeks ago, was quite happy when WDTV last week had another Seeburg on a studio TV show.

New York

Dave Lowy, of Dave Lowy & Company, and Meyer Paroff and Harry Rosen, of Atlantic New York, unveiled Genco's new Shuffle Target, last week in their respective showrooms. Both firms will distribute the unit in the city. Operators showed marked interest in the piece especially in the scoring principle.

Herman Wolff, of Philly's Central Vending, was here last week on business. The firm is doing a humming volume converting old cigarette equipment to accommodate king-size smokes, he reported.

Cigarette ops comprised a large block of those attending a dinner Thursday (7) of the United Jewish Appeal's tobacco and allied trades division. Among those on hand at the Waldorf affair were Robert Greene, of Rowe, co-chairman; Matty Forbes, Cigarette Merchan-

disers' Association; Jackson Bloom and Tom Cola, United Tobacco; Charles Brinkman, Rowe veepee; Gustave Stern, Stern Cigarette Service; Max Weiss, of M. W. Vending, and Larry Serlin, Pete Helicher and Harold Jacobs.

John Benfari, local music op, has moved into his new home in Elmhurst. Ed Barnett, of Cameo Vending and Rima Music, has sleuths on the trail of his Oldsmobile, stolen last week. Drew Calland, son of Frank C., of the local jukemen's union, is planning an engagement party. The girl is Mary Romano, of Brooklyn.

Perry Wachtel, of DePerri Advertising, and his wife, Dee, celebrated their 15th wedding anniversary Thursday (7). Jack Mill, Rowe veepee, was in Chicago on business last week.

Sid Levine, national conuseller for the Music Operators' of America, is on the receiving end of many queries from troubled phono ops on prospects of the Kefauver Bill, introduced in the Senate last week. The proposed measure is being studied carefully by industry leaders, said Levine.

Harold H. Cummings, of Cadbury-Fry (America), had a double cause for celebration last Saturday (2). It was his 10th wed-

ding anniversary and his wife gave birth to an eight-pound girl. Cummings has represented the candy firm at most vending trade confabs. Teddy (Champ) Seidel still active on the avenue as a roving game entrepreneur.

Lou Rosenberg of Arrow Amusement, past president of the Associated Amusement Machine operators of New York, tied up with route duties. His partner is recuperating from an abdominal operation. Joe Mandell, of Northwestern Sales & Service, reports bumper demand for the manufacturer's 10-column, selective gum vender.

Murray Kaye says kids accompanying shopping ops now get a toy and candy pack when stopping in at Atlantic New York, compliments of the Seeburg distributor. Milty Green, of American Vending, has returned from a short biz trip to Florida. He will probably turn over the key to his coin row store to Nat Cohn Monday (11). Marvin Green, who has managed the Manhattan outlet, will probably turn collector for Uncle Milty's city route.

Detroit

Mervin S. and Isadore Jacobson, Nathan Schreiber, Ben Flaisher and Maxine Fidler are teaming up to form the Central Vending Company on Theodore Street. Bernard Palugi, of Woodward Amusement Company, is adding a Metal Typer to his arcade operation.

(Continued on page 88)

GUARANTEED USED ONE BALLS

AT LOWEST PRICES
CHAMPION \$199.50
CITATION 124.50
GOLD CUP 84.50
JOCKEY SPECIAL 74.50
1/3 deposit with all orders.
SICKING, INC.
America's Oldest Distributor
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RIGHT OFF LOCATION
22 CHAMPIONS... \$150.00 EACH
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UNITED'S A-B-C 3-COIN Greatest 5-coin free-play game ever made! Excl. in Ill. and Mich.	UNIVERSAL'S 5-STAR 5-COIN 9 ways to win on each of 5 cards. It's terrific for free-play territories! In stock!	Brand New Closeout WILLIAMS DOUBLE HEADER \$175.00	E-Z-BOWL Convert your shuffleboards into fast, profitable rebound shuffle game. Official bowling scoring. \$179.50
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SHUFFLE GAMES NEW GENCO SHUFFLE TARGET, 10 FT. CHICOIN SHUFFLE HORSESHOES, 8 FT. UNIV. BOWL-O-MATIC, 18" UNIVERSAL HIGH SCORE BOWLER UNIVERSAL 2-PLAYER SA EXPRESS KEENEY LEAGUE MATCH BOWLER UNIVERSAL SHUFFLE ALLEY EXPRESS UNIVERSAL SUPER SHUFFLE ALLEY UNIVERSAL SHUFFLE ALLEY UNIVERSAL SUPER TWIN BOWLER CHICOIN BOWLING ALLEY CHICOIN BOWLING CLASSIC CHICOIN TROPHY BOWL UNIVERSAL TWIN REBOUND BALLY SHUFFLE BOWLER, 9 1/2" BALLY SPEED BOWLER, 9 1/2" NATIONWIDE SHUFFLE POOL GOTTLIEB BOWLETTE, 43"	5-BALLS NEW Chi Coin Thing Gott, Mermaid Wms. Control Tower Genco Hits & Runs Como Stadium Genco Tri Score Chi Play Ball Wms. Harvey Merry Widow ... \$4.50 Ali Baba ... 49.50 Jack 'n' Jill ... 49.50 Moon Glow ... 49.50 Humpty Dumpty ... 49.50 Trinidad ... 49.50 Mardi Gras ... 49.50 Shanghai ... 49.50 Speedway ... 49.50 Cinderella ... 49.50 Sunny ... 49.50 Stormy ... 49.50 Rondeevoo ... 49.50 Yanks ... 49.50 MONTERREY ... 49.50 Robin Hood ... 49.50 Star Dust ... 49.50 Summertime ... 49.50 Tennessee ... 49.50 Morocco ... 49.50 Catalina ... 49.50 Trade Winds ... 49.50 Wisconsin ... 49.50	DIGGERS Hollycrane, New ... \$895.00 Hollycrane ... 395.00 Buckley DeLuxe ... 119.50 Buckley Treas. Island ... 99.50 Auto, Crane ... 119.50 Exh. Rotary Claw Mdr. ... 175.00	SPECIALS! Kicker & Catcher ... \$27.50 Keeneey Pin Boy ... 99.50 Keeneey ABC Bowler ... 99.50 Keeneey King Pin ... 99.50 Wms. Deluxe Bowler ... 99.50
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ARCADE New or Reb. Midget Movies ... Write Strikes & Spares ... \$175.00 Latest Pistol ... \$149.50 Chi. Coin Pistol ... 149.50 Target Master Pistol Ray Gun, New ... 109.50 Teletuz, With Film 119.50 Wms. All Stars ... 109.50 Jack Rabbit ... \$109.50 Chi. Coin Goatee ... 99.50 Scientific Pokerino ... 99.50 Exh. Shuffle Bowl ... 89.50 EXHIBIT DALE GUN 4.50 Mercury 13-Way Ath. Scale ... 69.50 Chicken Sam, Reb. 109.50 Poker and Joker ... \$49.50 Genco Glider ... 44.50 Bal. Heavy Hitter & Stand ... 59.50 Un. Shuffle Skill ... 44.50 Keen. Tex. Leaguer ... 59.50 Chi. Coin Bango ... 49.50 Total or Adv'ce Roll 39.50 (Crating \$5.00 extra)	CONVERSIONS Disappearing Pin Conversions UNIV. TWIN BOWLER ... \$49.50 Rebound Conversion for UNIV. SHUFFLE ALLEY ... 39.50 BAL. SHUFFLE BOWLER Disappearing Pin Conversion for UNIV. BALLY and GENCO SHUFFLE GAMES ... 59.50 UNIV. Dis. Pin Conv. for Shuffle Alley, Used ... 34.50	VENDERS SMOKESHOP 612 CUSTOM ... \$229.50 ROYAL ... 219.50 REGAL ... 209.50 Acorn Vendor, 1c or 5c ... 14.50 Acorn 5c Charm ... 14.50 Atlas 5c Bantam ... 14.50 Frantz Scale ... 115.00 Silver King ... 13.95 S.K. Hot Nut ... 29.75 N. W. 49, 1c or 5c ... 17.35 De Luxe, 1-5c ... 24.50 N. W. Tab Gum ... 25.95 33 Ball Gum ... 7.50 Freshway Refrig. Sandwich ... Write	1-BALLS Champion ... \$195.00 Photo Finish ... 175.00 Citation ... 134.50 Gold Cup ... 84.50 Jockey Special ... 74.50 Special Entry ... 49.50 Victory Special ... 49.50 Turf King ... Write Winner ... Write
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MUSIC Constellation, Band-Box, AMI Model C. Wurlitzer 1015 ... \$275.00 Wurl. 1017 Hideaway ... 259.50 Wms. Music Mite & Stand ... Write	TEXAS OPERATORS! We'll take late One Balls in trade on Shuffle and Skill Games.
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One-Half Deposit With Order, Balance C. O. D. or Sight Draft.

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1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL. America's Largest Coin Machine Distributor

UNITED EXPRESS \$69.50 Excellent Condition	WILLIAMS DOUBLE HEADER \$169.50 Brand New!
22 FT. ROCK-OLA SHUFFLEBOARDS \$119.50 Good Condition	Write for quantity prices.
SHUFFLE GAMES Nationwide Baseball—8 Ft. Shuffle Game ... \$49.50 Chi. Coin Trophy Bowl ... 155.00 Chi. Coin Bowling Classic ... 149.50 Bally Speed Bowler ... 139.50 Univ. Twin Bowler ... 95.00 Exh. Shuffle Bowl Conversion ... 59.50 United Shuffle Alley ... 39.50 Exhibit Strike ... 99.50 Genco Baseball ... 99.50	SHUFFLEBOARD SUPPLIES Fast Wax, case (12) ... \$4.50 Pucks (Set of 8) ... 12.00 Score Sheets, 10 pads 7.50 Shuffle Game Wax, case (12) ... 3.30 Fluorescent Lights, pair ... 17.50 Used Wait-Type Scoreboards ... 79.50 Premiums! Write for List.
SPECIAL! UNIVERSAL SUPER TWIN BOWLER FLYING PINS \$129.50	
PURVEYOR SHUFFLEBOARD CO. 4322 N. Western Ave. Chicago 18, Ill. Juniper 8-1814	

BUY DIRECT FROM FACTORY!

\$39.50 FLY-A-WAY PIN CONVERSION

FOR UNIV. TWIN BOWLER, CHICOIN BOWLING ALLEY AND UNITED SHUFFLE ALLEY
Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.

SCOREBOARDS
Coin Operated. Electric. Fits All Shuffleboards. Center Overhead or Wall Models, 5c or 10c Play. Write for Prices.

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SPECIAL PRICES ON ALL TYPES OF SHUFFLE GAMES Write for Complete List of All New and Used Equipment and Closeouts!	MONARCH COIN MACHINE CO. 1545 N. FAIRFIELD AVE. (PHONE Armitage 6-1434) CHICAGO 22, ILL.	

JUST ABOUT 7 WORKING DAYS LEFT...

... to take advantage of

A BIG SUMMER SALES OPPORTUNITY!

(See Pages 40 and 64)

Chicago

First Distributors has been handling a heavy flow of visitors in recent weeks, **Joe Kline** and **Wally Finke**, partners, report. Firm has set up a television set in its coffee bar, and traffic in the room is at capacity during ball game programs. Firm has been doing a record business on games and music, and reports the Chicago Coin Hit Parade unit moving at a fast clip. **Mal Finke**, premium division top-per, says his roadmen are sending

in heavy orders for such seasonal items as fishing tackle and picnic sets.

Orders for A-B-C, the five-ball novelty game recently introduced

by United Manufacturing, has been drawing heavy re-orders, **Billy DeSelm**, general sales manager, reports. Ops tell United execs the game is drawing record grosses. Also on hand at the plant

these days to handle production expediting and to meet with visitors are **Herb Oettinger**, comptroller, and **Ray Riehl**. Most of the visitors are in for one purpose—to get their orders filled.

Clayton Nemeroff Monarch Coin executive, says **Charlie Pieri**, newly appointed sales manager, has been swamped with callers as operators learn of his new affiliation. Firm is readying a drive on the Constellation phonograph in the Indiana territory, Nemeroff says, and also has noted a pick-up in all phases of the business in recent weeks.

Purveyor Shuffleboard Company celebrated its second anniversary at its present Western Avenue address last week. **Herb Perkins**, the boss, reports a lot of interest in newly released games. Giant pins also are making a good comeback after a slow-down noted three weeks ago. While Perkins was on his way back from California, he stopped in to see customers in Phoenix, Kansas City and St. Louis. He feels the general trade pick-up is just getting under way and ops will be struggling to get the merchandise now available.

At United Manufacturing Company, Sales Manager **Billy DeSelm** has been busy with repeat orders on A-B-C, the new type skill five ball game. Visitors at the plant included **Herman Paster**, Mayflower Distributing, St. Paul; **Ray Williams**, Commercial Music, Dallas, and **Sam Taran**, Taran Distributing, Miami. . . . **Paul Leven**, L and L Tobacco Company, Grand Rapids, Mich., was in Chicago for a few days visiting business associates. Leven's firm is a wholesaler of candy, tobacco and related items as well as a factor in vending machine operating.

Sam Lewis, Chicago Coin Machine Company, spent only a few days at the plant between two long trips. He recently was on the West Coast and Monday (4) left for the East. Meanwhile **Sam Wolberg** and **Sam Gensburg** are pleased over the reception to its new shuffle game, Horse Shoes. Ed Levin has had his hands full with volume reorders on the game. But its pleasant work, he adds.

Gil Kitt, Empire Coin Machine Exchange, was pleased to get a note from a foreign customer, who reported "the volume shipment" recently received had in it the most thoroughly reconditioned games I have ever seen." Kitt states that letters of this type are encouraging to the whole staff. **Jerry Bremner** and **Stanley Levin** have noticed a sharp upswing in demand for late model five balls. Meanwhile, **Howie Freer** reports continued peak demand for United's A-B-C and Universal's Five Star. Most of the operators have been buying the games in combination. Freer says Empire Coin expects to do a big job with Genco's Shuffle Target. Firm has just made a factory distribution for the Genco line (The Billboard, June 9.) **Caroline Weintraub**, Empire's bookkeeper, is back from a three-week vacation in California.

The Gottlieb plant was humming last week Mermaid game output, thus far it shapes as one of the firm's best games of the year and is full of new scoring features without sacrificing the Gottlieb reputation for trouble free operation. **Nate and Dave Gottlieb** have been hosting a steady run of visitors the past few weeks.

Universal Industries continues to be one of the brightest spots in the trade with orders for the Five Star game piling up daily. Vice President **Bill Ryan** states. Firm has stepped up production noticeably since the game debuted a few weeks ago. Among the visitors last week for conferences with Ryan and President Mel Binks were **Ray Williams**, Commercial Music, Dallas; **Clarence Boles** and **Donald McGar**, Southern Automatic, Louisville; **Coyd Garman**, BB Novelty, Louisville, and **Morris Gross**, Scott-Crosse, Philadelphia.

Paul Mademann, Standard Metal Typer Company, manufacturer of the original Groetchen metal typer, notes a recent increase in business. He attributes the expansion of the military

forces as one of the main reasons. Metal typers, he adds, have always been a favorite with the boys in uniform. Mademann is now making an all-out effort to assure operators a steady supply of the aluminum dies.

Joe Schwartz, National Coin Machine Exchange boss, is a leading advocate of the open door policy and therefore has removed doors from all private offices including his own. He and his staffers are now working overtime preparing two large export shipments. . . . **S. I. Neiman**, National Coin Machine Distributors Association p-r director, expects the Monday (11) spring meeting to be productive of several ideas to aid the trade as a whole.

Phil Weinberg, Bally district manager, was in from a Texas trip. **Herman Paster**, Mayflower Distributing, St. Paul, was in for re-orders on Bally's Bright Lights and also visited the Como plant to see the Stadium game. . . . **Ralph Nicholson**, Como exec, was on a road trip thru Indiana with **Harry Binney**, head of the Binco Sales, Fort Wayne.

At Williams Manufacturing Company, Vice-president **Sam Stern** was receiving a lot of long distance phone calls on Super World Series. He also was getting encouraging news on the counter music machine, Music Mite, which plays 45 r.p.m. disks. Plant has had a steady run of visiting coinmen the past two weeks.

Al Stern, boss of World Wide Distributors, has a bigger smile than usual these days over the increase in business in both the game and music fields. He, **Len Micon** and **Monty West** have been barreling thru orders at a stepped-up rate for the past two weeks. Micon adds that despite the rush they have managed to keep up the firm's standards on sending out all equipment in top condition. Among the bright spots have been repeat orders on Williams's Harvey and Super World Series and Keeney's Big League Bowler. In the arcade field, Exhibit Supply's Gun Patrol is setting the pace.

Joe Caldron, head of Trans-World Trading Corporation, reports the foreign markets are extremely active at this point, with interest in, and purchases of, music and amusement units hitting a new high for the postwar period. Caldron expects to start shipping the Ristaurat S-45 to his foreign customers next week. He reported **Joe Cohen**, Ristaurat general manager, was a visitor this week from his Appleton, Wis., headquarters.

Ted Rubenstein, head of Marvel, reports operator interest from all parts of the country on his E-Z Bowl conversion unit. The firm is now shipping the conversions on a steady basis, and production is being stepped-up to meet the backlog of orders now on hand.

Allied Coin is now in its new headquarters, report **Vic Weiss**, **Billy Knapp** and **Julian Crum**, and many visitors are dropping in daily to take a gander at the set-up. The complete parts and service departments are functioning, and the new cabinet refinishing division is also in operation. The enlarged showrooms for coin machines and premiums are making it much easier for ops to complete their shopping quickly. Crum says.

Milwaukee
Candy vending machine ops are reporting success with summer bars. **Sperry Candy Company**, according to **Carl Lorenz**, is doing a good job with ops on their newly introduced line of warm weather bars. Their four offerings are Snow Maid, Cool Breeze, Cold Turkey and Koko Brunch, all selling for a nickel.

Don Jurgens, Mercury rep, says his customers in the resort areas report biz on the climb. Ops are latching on to 45 r.p.m. wax, ac-

Vital Statistics Births

Joe Robbins, **George Faust** and **Les Haese**, all of the **Sam London Distributing Company**, Milwaukee, became fathers of sons within the past few weeks.

A daughter Saturday (2) to Mr. and Mrs. **Harold H. Cummings** in New York. Father is associated with **Cadbury-Fry**, contacting candy machine operators.

Coinmen You Know

Continued from page 87

Fishing for That BIG Catch? Get Your Line on GOTTLIEB

MERMAID

There's ACTION in These Features!

1 TO 7 RESETTING BUMPER SEQUENCE Advances value of ROLL OVERS. KICK OUT POCKETS and 2 HIGH SCORE BUMPERS.

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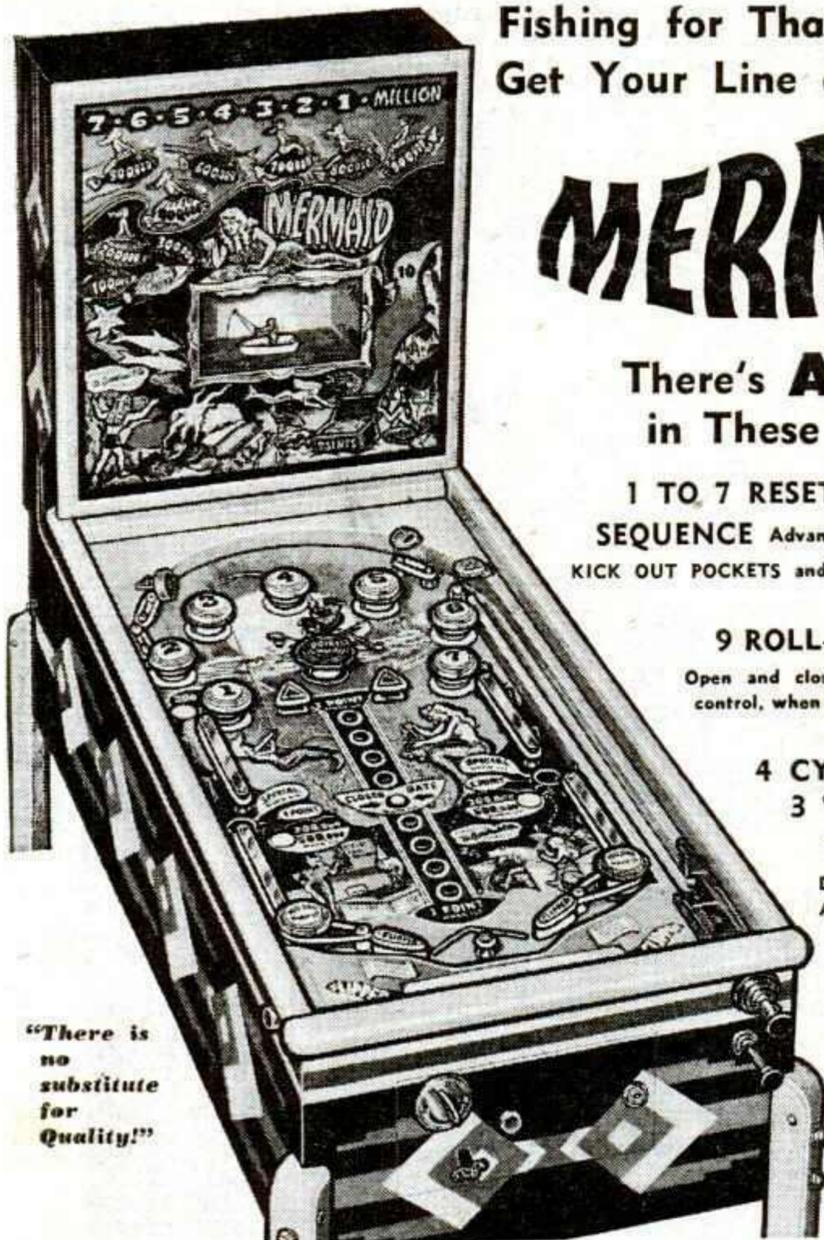
Open and close Gate and score points on control, when lit.

4 CYCLONIC BUMPERS 3 "POP" BUMPERS —FLIPPERS . . .

Develop Super-INTENSIFIED ACTION on the field!

Laugh-getting play-building animation. Comic 3-dimension Fisherman in backboard shadow-box pulls up "biggest catch of the year" when points are scored!

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Sensationally New . . . Completely Different Novelty Hit!

STADIUM

NEW EXCITING ACTION 10 BALLS—5 CENTS

VERY FAST...game plays in half time ordinary pin games. Many shots best made shooting 2 or 3 balls at a time. Players love it. TREMENDOUS LAST BALL SUSPENSE.

NEW 4-STEP TILT FEATURE

Gives player 4 chances to use old-fashioned body english.

NEW PLASTIC WHIP SPRINGS

NEW SCORING BALL TRAPS

NEW SEQUENCE SCORING FEATURE

Progressive from No. 1 Trap to No. 7 Trap

NEW VARIED PLAYER APPEAL

Competitive or Free Play

NEW INDIRECT PLAYFIELD LIGHTING IDEAL FOR DARK SPOTS

STADIUM is packed with loads of new features never before built into any game. There's nothing else like it. Protect your spots now...get STADIUM on location at once. See your nearest distributor today!

POPULAR NOVELTY SIZE 24 in. by 48 in.

COMO MANUFACTURING CORPORATION

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Manufacturers of the World-Famous Hallycrane

cording to Don. Lake Novelty, in the Omro area, recently put on 20 pieces of equipment playing the doughnut disks.

Jack Hammer, who runs Green Novelty in Waussau, is making use of his GI educational privileges by taking flying lessons. Hammer will soon join the ranks of a half dozen other Badger coinmen who are expert pilots. Some of them use their own planes in getting around to service their equipment.

J. F. Bard Distributors' new salesman, Art Cole, has completed his initial swing thru the lake-shore, Milwaukee and Fox River Valley territory. Art formerly was in the record distrib biz in Detroit.

Mitchell Novelty's topper, Irv Beck, placed a sizable order for Dorothy Claire's new hit, "Maybe I Never Loved You." Singer scored a hit recently at Al Tusa's Tic Toe Club.

Business in the Kenosha Lake area resorts has not been up to expectations so far this summer, according to Joe and Tony Birnett, of Lakeside Novelty. Carl Ellison, of Kenosha Tobacco, is marking his fifth year in the business of supplying dealers and operators with their merchandising needs.

Stu Glassman, who left the record counter of Radio Doctors to serve in the army, is now stationed at Fort Jackson, South Carolina. Les Haese, of Regal Music, is sporting an unusual ventilated headpiece that is an import from England. Cigars were handed out at the Sam London Seeburg distrib headquarters when boys were born to the wives of Joe Robbins, George Faust and Les Haese, all within a 10-day period.

Hartford, Conn.

Seymour Bushnell, Commercial Coin Machine Company of New Britain, is planning to get out of the coin industry. He's running a defense plant in New Britain now and feels that the plant is taking up all his time. Bushnell will sell out his coin route. Capitol Amusements is increasing its cigarette vending route. Tony Berubi, operator, built a summer home for his family in Coventry Lake.

Abe Fish, president of the Connecticut State Coin Association, reports that New Haven area coin men, formerly not too active in CSCA affairs, are now meeting every week, with activities aimed at strengthening the industry's public relations in that part of the State.

The Board of Burgesses, Colchester, Conn., will conduct a town-wide survey to clear up a misunderstanding which has arisen concerning taxes paid on juke boxes and similar machines using "coins or slugs." Borough bylaws show that a fee of \$16 is charged for either one or two such machines on the premises. An additional fee of \$11 is charged for each additional machine over two.

Louise Solomon, secretary to Ralph Colucci, Seaboard Distributors, is planning to take night business administration courses next fall. Mac Perlman, of Atlantic-New York Corporation, Seeburg distributors, is planning a July vacation. The Perlmans are marking their eighteenth wedding anniversary.

Madison, Wis.

E. Z. Gregory, cigarette operator in this area, is slowly expanding his tobacco, candy and novelty wholesale line and staff too. He

states it is harder than ever to find good salesmen but will not settle for less. Firm has been in its new quarters for several months and the interior of the new building has been set up for utility and appearance. George Card, operator who majors in candy and cigarette stops, reports business is going along smoothly and looks for a continued upswing now that Madison is enjoying at least part of a boom.

Over at the Coan Manufacturing Company plant, J. W. Coan, the boss, and Frank Doyle are back from road trips. J. W. was in Missouri, and Doyle made a lengthy Eastern trip. Bill Coan, who keeps production line activity running smoothly, is a veteran of South Pacific action. He spent a year and a half in combat duty before being wounded. He then spent a lot of time in hospitals overseas and in the States. He is now as good as new, he reports.

Irv Goff, head of the music operating and record firms bearing his name, sponsors a nightly program over a local radio station. Jim Lawler, disk jockey, handles the program. Tho the excitement of the U. S. Shuffleboard meet has subsided, there are always a lot of good matches at Hardy's Assembly. Firm's proprietor, Hardy Endres, is already going ahead with plans for next year's doubles meet.

Los Angeles

William E. Happel, who was with Badger Sales Company, up from San Diego, where he is in the navy as skipper of a YG. E. E. Peterson, San Diego music operator, reports 10-cent play catching on in that area with practically every operator co-operating.

Lois Jensen and Sue Hagen are new secretaries at Badger Sales Company, replacing Edith Mason, who resigned to take up modeling, and Roma Belsler, who starts a summer school project.

Jimmy Hume, of Desert Music Company, Palm Springs, in town on his return from Lake Tahoe. Hume reports he has become interested in a vacation area and has been busy fixing up cabins for the summer. John Huntsman, Porterville, in town to look over equipment for the route he recently started there. While here, he had lunch with Ed Wilkes, of the Paul Laymon Company. Gladys and Charlie Daniels, of the Paul Laymon Company, leave soon on a motor trip to Indianapolis. Charlie hopes to get in some fishing while he is away for three weeks.

Jack Sickly, of the Phil Brown Music Company, Bakersfield, in town and visiting with Stan Turner, of the Laymon Company. Turner handles the Wurlitzer department. Sickly reports 10-cent play move is gaining momentum in that area but so far nothing has been done. Ivan Wilcox, of Visalia, in town. After shopping on Coin Row, he visited Hollywood Park. Otis Murphy, who at one time was with Bally, visiting Lucille and Paul Laymon. Al Sleight, Bally Western representative, in town from Portland headquarters. Also from Portland was Otis Anderson, who combined his trip here with business and pleasure.

Norman Christ, who operated in the Lompoc area, is reported to have sold his operation and is planning to make a leisurely tour of the United States. H. L. Smith, of Porterville, in town to look over equipment. He is augmenting his route. Niles Smith, Oildale music operator, shopping on Coin Row. Harold W. Hannaford up from Balboa

to buy arcade equipment for his spot in the Balboa Island Fun Zone.

Mel Texiera, of Santa Maria, made a quick shopping trip here for shuffleboard supplies. Clayton Ballard, formerly with Aireon in the Northwest, is now operating in the Valley area. Irving Gayer continues to make frequent trips here from his home base in San Bernardino.

Cincinnati

Automatic Phonograph Owners' Association held its regular monthly meeting in the Hotel Sheraton Gibson June 12 at 9 p.m. An executive board session was held at 8 p.m. Mr. and Mrs. Leonard Kanter are spending their vacation touring the South and plan to be gone three weeks. William Woody, associated with Ohio Specialty Company, has

returned to work after a week in St. Elizabeth Hospital.

Mrs. Ida Weiner, of B. W. Novelty Company, is elated over the birth of a granddaughter. The baby was born last week to her daughter, Muriel. James Rice, also of B. W. Novelty, is mourning the loss of his mother, who died last week. Charles Kanter spent the week-end at Renfro Valley, Ky.

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Chicago Coin's
NEW SHUFFLE-TYPE GAME
"HORSE-SHOES"

OPERATORS OF TEST LOCATIONS
CALL IT TOPS IN SHUFFLE GAMES
CAN BE OPERATED IN ALL 48 STATES

OUT-EARNS ALL SHUFFLE-BOWLING GAMES

HERE'S A NATURAL SPORT THEME
TO FULL INNINGS OF THRILLING PLAY
PLAYERS ALTERNATE SHOOTING AT
LITED HORSE-SHOE STAKES

- MAKE RINGERS—DOUBLE RINGERS
- 10c & 20c PLAY 1 OR 2 PLAYERS
- COMPETITION SKILL—SPEED
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SIZE
2 Ft. Wide
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EVANS'
PROFIT STIMULATING
COUNTER GAMES

- NOT COIN OPERATED!
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Write for descriptive literature.

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SEE EVANS' CONSTELLATION AD ON PAGE 76

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7 WORKING DAYS LEFT...

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A BIG SUMMER SALES OPPORTUNITY!
(See Pages 40 and 64)



NEW! Keeney's BIG LEAGUE BOWLER

DIFFERENT!

BETTER!

YOURS FOR HEAVY 4 TO 1 PLAY!

10c PER PLAYER! 4 PLAYERS = 40c

Yes!..... 1-2-3 OR 4 PLAYERS

Fast! 40 SECONDS AT MOST FOR EACH GAME!

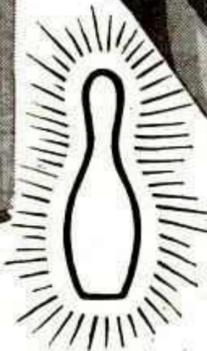
Move INTO CHOICE LOCATIONS WITH THIS SMART NEW BOWLING EQUIPMENT FOR SENSATIONAL EARNINGS!

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BY THE ORIGINATOR OF THIS PLAY-INVITING FEATURE

OUR SALES KEEP INCREASING ON 100 SELECTION-45 RPM SEEBURG PHONOGRAPHS, AND OUR TRADE-INS KEEP POURING IN. WE MUST REDUCE PRICES TO REDUCE INVENTORY ON USED EQUIPMENT. ALL THIS EQUIPMENT IS THE BEST, THOROUGHLY RECHECKED AND IN TOP SHAPE AT VERY LOW PRICES. THIS IS THE TIME TO MAKE THAT GOOD BUY.

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PHONOGRAPHS		AUXILIARY EQUIPMENT	
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Model 148 RC.....	\$375.00	W1-L56 (5-10-25c) Wireless Wallomatics.....	\$55.00
Model 148 ES.....	350.00	W1-L56 (5c) Wireless Wallomatics.....	18.50
Model 147 RC.....	350.00	3W2-L56 (5c) 3-Wire Wallomatics.....	24.50
Model 148 ES.....	325.00	Universal Unit, Type USR-2.....	50.00
Model 146 RC.....	225.00	RS2-12 Mirror Speaker.....	35.00
Model 146 ES.....	200.00	Wurlitzer Speaker.....	10.00
Model H146 Hidden Unit.....	225.00	Seeburg Speak Organs.....	7.50
Model Pre-War Hidden Unit.....	75.00	WB-1Z (5-10-25c) Baromatics.....	7.50
Model Vogue & Classic.....	50.00	WS-2Z (5c) Wireless Wallomatics.....	7.50
Model 8200-8800-9800.....	45.00	ARCADE EQUIPMENT	
Model Cadet.....	35.00	Gottlieb Bowlette.....	\$ 50.00
Model Envoy.....	35.00	ABT Astrology Scale.....	125.00
Model Colonel.....	35.00	Waiting Scale.....	90.00
Wurlitzer		United Shuffle Alley.....	45.00
Model 1250.....	\$495.00	Rock-Ola Shuffle Lane.....	35.00
Model 1015.....	235.00	#52 Billiard Game.....	25.00
Model RC Special (1942).....	150.00	ABT Stands for Challenger.....	9.50
Model 750.....	100.00	Barrel-Roll.....	25.00
Model Victory.....	35.00	USED PIN GAMES	
Model 800.....	100.00	Barnacle Bill.....	\$45.00
Model 850.....	75.00	Just 21.....	50.00
Aireon		Select-A-Card.....	50.00
Colonel.....	\$85.00	Buffalo Bill.....	65.00
A.M.I.		Carnival.....	50.00
Model B.....	\$375.00	Short Stop.....	20.00
Mills		Catalina.....	20.00
Throne.....	\$50.00	Rio.....	20.00
Rock-Ola		Triple Action.....	25.00
1422-1946 Model.....	\$125.00	Sunny.....	20.00

These prices subject to change without prior notice
W. B. DISTRIBUTORS, INC. St. Louis, Mo. 1518 McGee St
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30 Second Changeover Without Tools From 78 to 45 RPM Records VISIT OUR SHOWROOMS AND SEE THE MOST VERSATILE PHONOGRAPHS EVER BUILT! Exclusive Distributors in S. E. PA., SO. N. J. AND N. DELA.

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SPECIAL! BRAND NEW TRI SCORES \$135.00 EA. 1/3 dep., bal. C.O.D., F.O.B. Phila. Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa.

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YOU CAN RELY ON A DAVIS BUY! PHONOGRAPHS with the "FAMOUS DAVIS" Guarantee!

- MECHANISM OVERHAULED
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WURLITZER		SEEBURG	
1250.....	\$524	148-ML.....	\$399
1100.....	379	148M.....	379
1080.....	229	147M.....	319
1015.....	229	146M.....	249
"B".....	\$449	H148M Hideaway.....	229
1426.....	\$199	H246M Hideaway.....	269
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Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special.....	780.....	1422.....
Envoy.....	800.....	Commander.....
Colonel.....	850.....	MILLS
Classic.....	500.....	Empress.....
Hightone, R.C.....	600K.....	AIREON
Hightone, E.S.....	600R.....	Deluxe '46.....
Regal.....	Victor.....	
Gem.....		

WALL BOXES	
SEEBURG	WURLITZER
3W5-L56, 5-10-25, 3-Wire.....	3020, 5/10/25.....
3W2-L56, 5c, 3-Wire.....	125, 5/10/25, 4-Wire.....
W1-L56, 5c, Wireless.....	120, 5c, 4-Wire.....
DS-20-1Z, 5c, 3-Wire.....	
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WANT TO BUY New and used Pace, Jennings, Mills Golden Falls and 21 Bells Slots, Jennings Consoles, Interested in good, clean post-war machines only. Also want Parts for above machines, Gears, Clocks, Escalators, etc. Send list of quantity, denomination and lowest price in first letter. BOX D-44 c/o The Billboard Cincinnati 22, O.

GIVE TO DAMON RUNYON CANCER FUND

DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

TWO Williams WINNERS!



MODEL 52

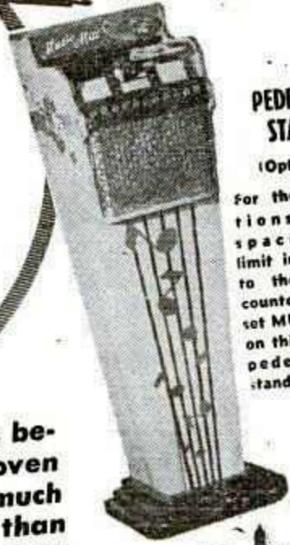
Music Mite

10 RECORD
45 RPM
SELECTIVE
PHONOGRAPH



Single Entry—Slug Proof
5c-10c-25c Coin Mechanism

(Also available for straight 5c play)
Accepts credits up to \$2.00
Proved performance
Simple to service



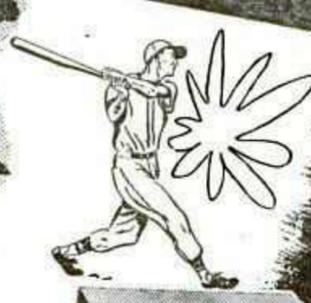
PEDESTAL
STAND
(Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.

Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!

SENSATIONAL THREE-DIMENSIONAL MONEY-MAKER!

SUPER World Series



FASTER ACTION!
FASTER TURNOVER!
FASTER PLAYING TIME!
(50 seconds to play)

Super
WORLD
SERIES

has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

EITHER
1 play for 5c
2 plays for 10c
5 plays for 25c
OR
1 play for 10c
3 plays for 25c

CHANGEOVER CAN BE
ACCOMPLISHED
IN A FEW SECONDS!



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PLAY APPEAL!
4242 W. FILLMORE STREET,
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SEE BOTH — PLAY BOTH —

BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —
AND DO TWICE THE BUSINESS!

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5c Seeburg W1—L56 Wireless Boxes 12.50
W1—L56 Converted to 3 Wire 12.50

WRITE AT ONCE FOR NEW LIST OF HUNDREDS OF ALL TYPES USED MACHINES AT

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Exclusive Distributors in Kentucky, Indiana, Southern Ohio

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ESTABLISHED 1923
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YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

BRAND NEW
BUCKLEY
CRISS-CROSS
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5c - 10c - 25c - 50c



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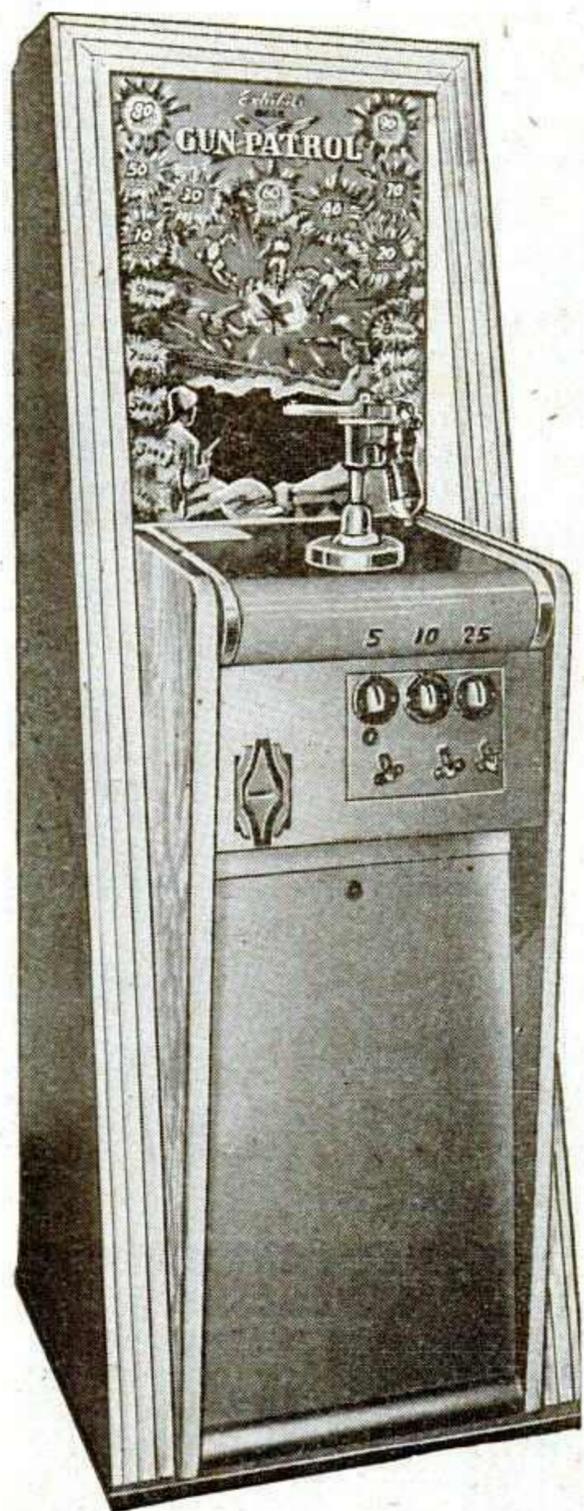
Something New!
Something Different!

GENCO'S NEWEST SHUFFLE GAME

Coming Soon!

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CHICAGO 14, ILL.

**EXHIBIT'S
DALE**



**5c 10c
25c**

for real

SKILL PLAY

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GUN PATROL

that is

APPROVED

for locations everywhere

**A "GOLDEN" OPPOR-
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CELEBRATION awaits
every skill game operator.
See your EXHIBIT dis-
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1901-1951**

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NEW!

EVERYONE IS SHOOTING WITH
UNIVERSAL'S **5 STAR**

OUTSTANDING!
DIFFERENT!

UNIVERSAL'S
5-BALL **5** 5-CARD
STAR

TREMENDOUSLY SENSATIONAL!

- ★ ENTIRELY NEW PLAY PRINCIPLE!
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Preferred
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*Super
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ALWAYS
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TODAY AS
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EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections . . . a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory . . . or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

EASY to understand!

Walk up and start playing! You get the idea in a minute . . . and keep on playing for hours!

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play . . . big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield . . . and bold modern design . . . attract players immediately, excite curiosity, start the play the minute the legs are bolted on!

NOVELTY SIZE 24 in. by 48 in.

Fits into every type of location . . . and brings the slowest spot back to life in a hurry!

TURF KING
JUMBO PINBALL GAME

BASEBALL
NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright . . . get BRIGHT LIGHTS now!

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UNITED'S
5 Player Shuffle-Alley



1 to 5 Players Can Play

10¢ PER GAME...EACH PLAYER

(ROLL-OVER SWITCH REBOUND)

**Complete
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**Greater Appeal...
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SIZES: 8 FT. x 2 FT.
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**FEATURES INCLUDE
 DISAPPEARING PINS
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100 selections

Select-o-matic 100

**MUSIC SYSTEMS ARE MAKING HISTORY
IN TENS OF THOUSANDS
OF LOCATIONS**

A new chapter is being written in the history of the coin-operated music industry. It's the story of the Select-O-Matic "100" Music System . . . the music system that brings "music to everyone," to tots, teen-agers, old-timers.

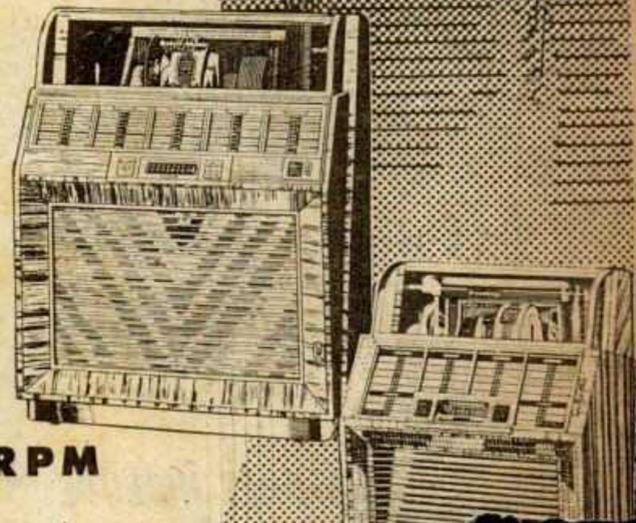
The Select-O-Matic "100" is providing a greater music service in tens of thousands of locations. That's because Select-O-Matic "100" Music Systems have 100 selections . . . all visible at one time . . . cataloged under the five basic musical classifications . . . with an adequate number of titles under each classification.

*America's Finest and
Most Complete Music Systems*

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
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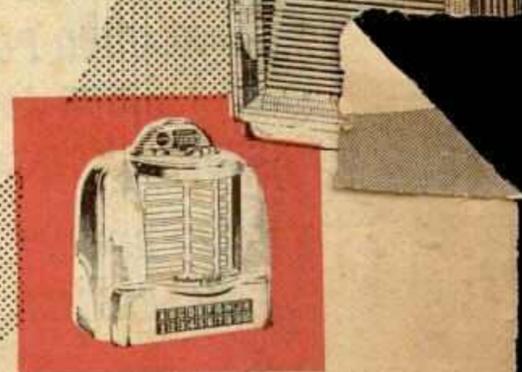
AT 78 RPM

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



AT 45 RPM

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



the Wall-o-matic 100

An electronic development overshadowed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.