

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 29, 1950



Members of the newer and older forms of show business got together recently when the Mutual network's ace disk jockey, Bob Poole, sat in with the Ringling-Barnum circus band. Fronting the band, which he has been doing for 32 years, is Merle Evans, musical director for the Big Show. Poole's platter-chatter and glib-tongued nonsense show is known in some 350 cities as "Poole's Paradise." He handles two coast-to-coast shows daily and has been No. 2 deejay on The Billboard poll for two years. This year he won the Radio Mirror poll as the favorite disk jockey of the fan mag's readers.




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'ROUND THE CLOCK TV LOOMS

2c Per Print Is BMI Film Fee for Tele

Covers Synch Rights

NEW YORK, July 22.—Broadcast Music, Inc. (BMI) is offering tunes to TV-film producers at a base rate of 2 cents per song for each film print into which the tune is synchronized.

BMI's basis for this rate is the United States Copyright Act, which sets "mechanical" royalties at the 2-cent figure. Some BMI nubbars are strongly opposed to this TV-film deal, which puts film synchronization of a song on the same footing as a recording or transcription. As one BMI dissenter puts it, "Publishers have always gotten pretty fair money for synchro rights—in the hundreds or thousands. We don't expect to get the same kind of dough for TV-films as we do for Hollywood musicals, but it seems dangerous to indoctrinate film makers with the idea that the 2-cent statutory rate should apply to films. The whole thing is moving synchro from trade practice into the province of the copyright act."

The BMI-TV department, headed by Henry Katzman, is offering package deals for the following deal: For songs out of BMI's own bubbery, packagees pay \$2 per—the \$2 being an advance against royalties on the 2-cent-per- (See **BMI'S LOW PRICE** on page 11)

New Faces Decorate Stem Clubs As Big Name Famine Continues

NEW YORK, July 22.—A couple of new acts, some up and comers and a couple of familiar acts who haven't been seen here for some time are getting breaks in the big time cafes for one reason or another. The major reason is the continued shortage of name performers.

For example the Copacabana, now going with Mindy Carson and Romo Vincent, will follow with Gilbert and Miller, a couple of boys who have been doing good jobs out of

town but have never worked here. They're coming in August 3. With them on the bill will be Betty Reilly and the young dance team, Rita and Allen. This bill will probably stay there until September 7, when Joe E. Lewis is due for a 10-weeker. Spot has hopes that Jimmy Durante (See **Big Name Shortage** on page 38)

Bing's Firm Into TV Film Making

HOLLYWOOD, July 22.—Bing Crosby Enterprises will move into the TV film syndication field, according to firm Prexy Everett Crosby. Der Bingle's brother-manager last week signed a contract with Jerry Courneya for the production of 52 quarter-hour animal TV films. Crosby firm will make reels available to local and national TV bank-rollers. Two movie chimpanzees are featured in the first two reels, satirizing Sherlock Holmes and Dr. Watson. Production is currently under way at the World Jungle Compound, Thousand Oaks, Calif.

Crosby firm is currently engaged in TV film production, handling Fireside Theater for Procter & Gamble. According to Everett Crosby, other tele features will soon be added to his syndie's releasing skej.

Cuba Tries Tax Slice as Vaude Hypo

Britain May Also Cut

WASHINGTON, July 22.—In a move to spur vaudeville, Cuba has added an exemption to the movie tax for theaters charging under \$1.20 if they present stage shows. Commerce Department reported this week.

The exemption from the 20 percent tax on gross theater receipts goes to all theaters charging under (See **CUBA MOVIE TAX** on page 38)

NBC Plans To Go Full Time In January

Only Few Hours Open

NEW YORK, July 22.—If plans now in the works materialize, NBC will be the first TV network to inaugurate fulltime service. NBC now is working on starting its web operations in the morning, probably at 10 a.m. on January 1 next. If the plans go thru it will mean, of course, that NBC will be the first of the (See **WEB SETS PLAN** on page 37)

Waxers Comb Europe's Long Hair Output

Indies Sparked Move

By Hal Webman and Bill Simon

NEW YORK, July 15.—Growth of the classical music market, which received its greatest stimulus with the introduction of LP and tape recording, has blasted Europe wide open as a source for American diskeries. Today, thanks to some opportune deal-setting abroad, there are numerous longhair Indies competing in the local market by launching large-scale diskings that could never have been produced profitably here several years ago, even by major labels. Now even the majors are looking into their own international linkings to broaden their reper- (See **EUROPE NURTURES**, page 10)

D.C. FM Station To Cut Own Disks

WASHINGTON, July 22.—WCFF, FM station here, is starting its own disk label and will shortly issue several classical works on LP. Its first recording will be the Pulitzer prize-winning *Symphony No. 3*, by Charles Ives. The work will be cut by the National Gallery Ork, directed by Richard Bales.

Two additional works are skedded for early cutting. The line will be distributed nationally by Wesley Smith's Musart Distributing Company, New York.

MCA Grapples Moto-Polo

Videomen Think Agency Rasslin' Price Is Stiff

HOLLYWOOD, July 22.—Hollywood television stations are currently trying to break the headlock Music Corporation of America (MCA) has on televised wrestling, but appear to be making little headway. Stations are yapping over the steep rates MCA is demanding for the allegedly human elephants.

MCA (which recently signed all (See **Videomen Think** on page 37)

Clara Bow's Biog Augurs Comeback

HOLLYWOOD, July 22.—Clara Bow, the "It" girl of the '20s, is planning a showbiz comeback. Film glamor agent has penned a book based on her life and has appointed Al Paschall as personal rep for all sales rights to the book. Paschall, producer of Ralph Edwards's *Truth or Consequences*, first met Miss Bow when she was the mystery voice in a *Mr. and Mrs. Hush* contest several years ago. La Bow's future plans will depend on trade and public reaction to her life story.

Grunt and Groan Gals Now on Film For Telecasters

HOLLYWOOD, July 22.—Fem wrestling, banned in tele's three most important States (New York, Illinois and California), is being made available to TV stations via film. Clyde Baldschun, Coast veepee of McConkey Artists Corporation, signed multiple rights contracts with 16 leading gal grunt 'n' groaners and is filming their bouts at Phoenix (Ariz.) Gardens. Gals under contract include world champ Clara Mortensen; Mexico's champ, Rita Martinez; Germany's champ, Heidi Reinhart, plus champs from Italy and Finland. Baldschun directs the filming. Neil (See **Grunt and Groan** on page 37)

New Sport May Be Follow-Up To Roller Derby

HOLLYWOOD, July 22.—Television, which built the roller derby to a major box-office attraction, is now attempting to repeat with another new sport, a Coast concoction called Moto-Polo. The new attraction has been kicking around this area for several months, but a video build-up is scheduled to start this month via KLAC-TV.

Moto-Polo seems likely to have the bloodthirsty appeal wrestling has, only more so. It's a combination of soccer, football and polo. It's played on a field the size of a football gridiron, with three players on each team. The players sit in 1,000-pound autos, encased in steel hoops. The object of the game is to score by driving a huge 200-pound inflated ball, over a goal line. If some of the cars turn over a few times, so much the better.

KLAC-TV starts airing its coverage July 28, action originating in Culver City Stadium. Experiment is being bankrolled by Tony Holzer, West Coast operator, who now sponsors other shows on the same station.

Music Corporation of America (MCA), which has been enlarging its sports activities lately, and which introduced the roller derby into TV, also has the new suicide attraction.

Martha Raye To Get 75C for 8 Outdoor Shows

NEW YORK, July 22.—Martha Raye, zany comedienne with a flicker-club background, has been set for her first alfresco appearances with dates at the New York State Fair, Syracuse, September 2-6 and the Brockton (Mass.) Fair, September 9-16. Brockton will pay the come- (See **Martha Raye** on page 47)

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Age Security For All Show Folks Okayed

Conferees Vote 100% Boost

WASHINGTON, July 22.—Extension of Social Security to all show people still outside the system was reaffirmed this week by House and Senate conferees as they neared completion of a compromise version of the omnibus Social Security Bill (HR 6000).

Conferees also agreed to boost benefits nearly 100 per cent for all persons now under Social Security, to exclude tips from income subject to Social Security deductions, and to continue the responsibility of band-leaders for provisions affecting sidemen. (See separate story in Music Department.)

According to Sen. Walter George (D., Ga.), chairman of the conferees, the compromise version of HR 6000 will be ready for submission to both houses of Congress by July 28.

The conferees voted to blanket into the Social Security set-up all self-employed persons with the exception of a few classes of professional workers. Those show people now exempt by being classed as independent contractors would come into Social Security as a result of the agreement.

New people coming into the Social Security system under the self-employed provision will pay a tax of 2 1/4 per cent on the first \$3,600 of their incomes. They will become eligible for the same benefits as regularly employed individuals.

The present scale of benefits will be virtually doubled at the time of their retirement for persons now working. Pensioners already drawing Social Security checks will get an average increase of 77 1/2 per cent.

A House provision which would have forced reporting of tips and Social Security deductions from them was dropped at the insistence of Senate members of the compromise group on the ground that it would be too difficult to administer.

Filming Plans Jell For "Vanities" Pic

HOLLYWOOD, July 22.—Pix scripter Art Cohn will write and co-produce with Harold Steinman the film featuring the Skating Vanities roller troupe. Cohn, whose screen credits include *Stromboli*, will huddle here with Steinman late this summer when the roller show's chief returns from London. *Vanities* is currently in the midst of its European tour, this week having its eight-week booking at London's Empire Pool extended 14 days.

While across the pond, Steinman has raised British coin for the filming. According to plans, the flick will be filmed in London, Paris and Zurich while the troupe continues on its European tour. Filming will get under way after the skaters resume their European trek following a return to this continent to play the Exhibition Provinciale in Quebec in September.

During the Cohn-Steinman confabs, a Hollywood film director and two U. S. leading men will be picked to co-star with the *Vanities* featured performers, such as Gloria Nord. Complete *Vanities* cast will participate in the film.

HARTFORD, Conn., July 22.—Michael J. Daly, motion picture theater operator in Connecticut for 30 years, has been named manager of the 1200-seat Center Theater, Hartford.

Broadcasters Meet To Plan Industry Defense Council

WASHINGTON, July 22.—Plans for a nation-wide broadcasters defense council (*The Billboard*, July 22) will be outlined here Tuesday (25) to a group of New York station executives at National Association of Broadcasters (NAB) headquarters. The meeting was called today by William B. Ryan, general manager of NAB, following a White House request signed by John R. Steelman, assistant to President Truman.

Stelman called for the NAB to

"take immediate steps to organize the entire broadcasting industry in some manner in which it would be instantly available to the government as required." Present draft of the plan to be submitted to the Tuesday meeting calls for radio and television broadcaster representation immediately in the following major defense areas: Military, civil mobilization, censorship, information, and production (manufacturing).

NAB President Justin Miller will make appointments to the national council which will be composed of leading radio and TV broadcasters. The council will be made up of special panels devoted to each area in which aid can be given by the industry to the government.

The NAB will be represented at the Tuesday meeting by the following: General Manager Ryan; Ralph W. Hardy, NAB's government relations director; Robert K. Richards, NAB's director of public affairs, and Charles A. Batson, television director.

Stelman in his message to NAB stated that the "problems facing us now are somewhat different than they have been in the past because of the growing importance of television. We will be especially interested in a program which can use both media to the fullest extent possible." Steelman took the opportunity to voice the President's thanks to the broadcast industry for its co-operation in getting the President's message across this week warning the public against hoarding.

Plans To Ask Probe of Webs

WASHINGTON, July 22.—Rep. Harry Sheppard (D., Calif.) plans an official request to three federal agencies for a full-scale investigation of the four major networks, he told *The Billboard* this week after attacking the webs and the National Association of Broadcasters (NAB) in a speech on the House floor.

Sheppard, author of bills to restrict webs, said that if his speech results in no independent action, "within 10 days" he will ask Justice Department, Federal Communications Commission (FCC), and Federal Trade Commission (FTC) to probe the webs for monopoly violation. (See PLANS WEB on page 37)

Survey Supports Claim Rasslin' Fattens on TV

HOLLYWOOD, July 22.—Official claim that video helps wrestling gates was again substantiated this week by a study of official attendance reports for four local arenas. To determine the effect of video blackout in two arenas and lensing at two others. *The Billboard* checked the figures of the State Athletic Commission for the last 13 weeks. (Video coverage of wrestling was resumed 13 weeks ago after an anti-video blackout of several months' duration.)

Commission figures revealed that town's largest arena, Olympic Auditorium, with no video coverage, was doing spotty biz, depending on the attraction. Olympic, heretofore, had weekly coverage by KTLA. Hollywood Legion Stadium, which beamed wrestling via Don Lee's KTSL, is way off—and in the red—despite no-te coverage. On the other hand, biz at Ocean Park Arena is healthy despite regular tele airings over KECA-TV. Most recent card was a complete sell-out. Long Beach Arena, telecasting over KTLA, reports that biz is as good or better than in the pre-video days. Pasadena Auditorium, airing over KLAC-TV, is slightly off in contrast to pre-tele days. Drop is blamed not on video, but on lack of name wrestling talent to attract payers.

Figures showed an immediate spurt in attendance for several weeks following video ban. Thereafter, gates dropped below telecasting days, a factor attributed solely to loss of build-up provided by television.

Europe Hipsters Latch on to BG, Especially His Early Recordings

By Benny Goodman

(Editor's note: Benny Goodman, the king himself, herewith delivers himself on a number of impressions of the European music scene. Benny played on the Continent for six weeks.)

NEW YORK, July 22.—My recent six-week tour of Europe proved to be educational and enjoyable. I found that continental interest in popular music, while still at a rather high level, had declined somewhat since the peak years immediately following the war. In many ways this gradual decline of popular music appreciation over there parallels pop music history in our own country.

I found complete justification for the theory that our appeal to the European public was greatly determined by records. In this matter, I was quite fortunate. Virtually every country and town we played knew my records well—back to the early days of the trio and even further back to those 1928 and 1929 recordings which were released under the name of Benny Goodman's Boys and which

featured the late Glenn Miller and Jimmy McPartland. Their knowledge of my recordings, as well as all types of jazz recordings, was amazing. Through study of these recordings, they have accumulated detailed data to a point where they are familiar with full personnels, of the dates and changes of men in the recording bands, the arrangers, background riffs and fine-pointed phrases of jazz solos.

This study of recordings has geared the European jazz lovers to accept American-played jazz music strictly as a concert idiom. I think they would have been horrified if we played for dances on the tour.

And the record knowledge guided the choice of material our sextet played on the tour. The interest was decidedly away from the modern, away from bop. *After You've Gone*, *The World Is Waiting for the Sunrise*, *Body and Soul*, *Flying Home*, *Air Mail Special*, *One o'Clock Jump* and others of a similar vintage were the demanded items, and these were (See *Europe Hipsters Latch* page 13)

FRB Expected To Re-Enact Regulation W

Ruling Seen in September

WASHINGTON, July 22.—Stiff curbs on showbiz construction and installment buying of radio and TV sets are in sight as congressional committees prepare quick action on the economic control program outlined to Congress by President Truman this week.

Further in the distance are sharply hiked taxes, with price controls and rationing a threatened possibility only if inflation makes them necessary.

Government-insured and financed construction credit has already been tightened, and further limitations will come when Congress enacts legislation embodying the President's recommendations. A bill carrying out his plans will be approved by a Senate committee and sped to the floor within a few weeks.

Allocation and requisition authority contained in the legislation will channel steel and other construction materials in tight supply to defense plants, with non-essential users getting what is left.

Should the present emergency continue long, TV may be halted right where it is, regardless of whether Federal Communications Commission (FCC) thaws the freeze. Any opening of TV channels by FCC would be of only academic interest if there is no steel available for station construction.

The economic control legislation contains provisions for federal aid in building up steel production, but it will be many months before any new capacity could be added to the steel industry.

Credit controls along the line of those of the old Regulation W are to be put into effect by the Federal Reserve Board (FRB) as soon as Congress enacts the control bill. Credit curbs are likely to be in effect by September 1.

For radio and TV sets, it can be (See FRB Expected on page 36)

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WAR HALTS AM RATE CUTS

Stations Chill NBC's 1-2 P.M. Switch; 7-8 Change Okayed

CHICAGO, July 22.—Chances of NBC getting key affiliates to agree to yield the 1 to 2 p.m. hour appear virtually non-existent, following a meeting between top NBC execs and the managers of 30-odd affiliates here this week. On the other hand, NBC seems assured of getting its second request granted, one whereby the affiliates will give 7:30 to 8 p.m. to NBC as network time.

Principal stumbling block in NBC's path to the 1 to 2 slot, which is now station time, is the recalcitrance of a handful of key market affiliates. Even should NBC get other stations to go along, it is doubtful that advertisers would buy networks without these basic outlets. It is reported that NBC Executive Vice-President Charles R. Denny, who presented NBC's proposal to the affiliates, virtually admitted following a polling of the attending managers, that getting the hour seemed most unlikely, and thereupon urged the stations to consider ceding NBC half the time originally requested. Some compromise may ultimately be effected.

Denny, who spoke after Niles Trammell, NBC board chairman, and Joseph H. McConnell, NBC president, told the stations that NBC has firm orders now waiting, subject only to station approval. He declared that the network and the stations shared a

community interest—that of strengthening the NBC position—and urged them to give NBC's request every consideration.

Off-the-record comment by station managers present was that they could not see their way clear to canceling local accounts, paying full card rate and almost invariably involving long-term advertisers, in favor of NBC business, paying about one-third of card rate. On the other hand, the station execs are amenable to the evening change NBC is seeking.

This switch would transpose the present station time, 7:30 to 8, with the preceding half hour, which NBC now is programming. NBC feels its competitive position will be improved if it can schedule the last half hour against CBS. If this goes thru, *One Man's Family* and *News of the World*, both sponsored by Miles, will go into the second half hour. They air from 7 to 7:30.

Speidell Due To Get Into Colgate Act

NEW YORK, July 22.—Speidell Jewelry, which has emerged into a major outfit mainly thru adroit use of radio and TV, this week took a step further into the big time by preparing to ink with NBC for every fourth edition of the web's big-name Sunday night variety show, as yet untitled. Colgate is set to bankroll three of every four shows, which will air from 8 to 8 p.m., and Speidell has just about wound up negotiations to take over the fourth. Deal is contingent on NBC getting the account an additional TV time slot.

Talent on the show will be on a rotating basis, with Eddie Cantor and Fred Allen each set for one show monthly so far. Which of the comics will air under the Speidell banner was not set at the week-end. The agency is Sullivan, Stauffer, Colwell & Bayles.

J. J. Gillin, WOW's President, Dies at 45

OMAHA, July 22.—John J. Gillin Jr., 45, president and general manager of WOW here, and a leader in the radio industry for a quarter of a century, died here this week.

Gillin, who joined WOW as an announcer, successively became program director, commercial manager, general manager and, in 1943, station president. He started in radio while at Creighton College, where he acquired a law degree. Under his management WOW became one of the top U. S. radio operations, operating a TV adjunct and KODY, North Platte, Neb., as well.

Gillin became a director of the National Association of Broadcasters (NAB) when he was 29 years old, the youngest executive ever to hold such a post. Subsequently, his many activities in behalf of radio gained him industry-wide recognition. Variety, theatrical trade paper, recently named him radio's outstanding man of the year.

Surviving are his widow and two children, John J. 3d, 13, and Joan Marjorie, 18.

Berle Bait

HOLLYWOOD, July 22.—NBC-TV has dangled a long-term security deal before Milton Berle in a drive to tie the tele gagster to the web. Discussions are still in the preliminary stage, but the deal was confirmed by Berle, here on a two-week vacation. Berle said, however, that ABC and CBS had also talked deals with him and that no decision is imminent.

Korea Crisis Helps Webs Nip ANA Push

Upturn in Listening Cited

NEW YORK, July 22.—In a dramatic turnabout, the drive to slash radio time charges this week seemed grinding to a halt, with current rates likely to be maintained for a much longer period than had been anticipated. The major reason for the reversal is the Korean situation.

The trend was sharply underlined this week in an address by NBC Board Chairman Niles Trammell before representatives of 30 key affiliates at a meeting of the NBC brass in Chicago. Trammell emphasized two points. One was a survey made showing the swift upturn in AM news listening as a result of the military operations. The other was the conviction held by an increasing number of top manufacturers and sponsors that they face a situation like that in the last war, in which they will have a minimum of merchandise to sell and a hatful of tax dollars to spend. This money must inevitably find its way to AM, since TV is nearing the sellout stage.

All these factors, combined with legal complications, have served to abort the drive by the Association of National Advertisers (ANA) to pin down the webs on AM rate slashes. The networks, at the week's end, had all but blown up ANA's plan to make next Wednesday (26) D-Day for the (See WAR HALTS AM on page 37)

Agencies Get Crack at TV Show for Elgin

NEW YORK, July 22.—TV once again is proving the key to new accounts for agencies. This was made clear this week when Elgin Watches asked agencies to submit formats for a year's schedule of 5-minute filmed programs.

J. Walter Thompson, the client's agency, has already prepared a series of ideas for the filmed TV "tidbits," as they are called, but evidently the watch account wants to see what the other advertising firms have to offer. Elgin intends for its distributors to partially sponsor the short video movies. The account generally spends about 600G a year in radio and TV.

Buick Cars Buys CBS-TV '51 Time

NEW YORK, July 22.—Long range TV planning was exhibited this week when Buick Motors purchased the Wednesday night 9-10 slot on CBS-TV for delivery early in 1951. Toni has already nailed the 9-9:30 p.m. time segment that evening for 13 weeks on CBS-TV.

No program as yet has been selected, but there is mention of an hour dramatic series to be directed by Alfred Hitchcock. Last summer Buick's initial dip into TV was on NBC-TV with Olsen and Johnson. Kudner will handle the billings.

Pause That Jingles

NEW YORK, July 22.—CBS will begin using singing jingles as station breaks this fall. Featuring the theme, "The Stars' Address Is CBS," the jingles will use the music of Ray Bloch and his ork and the Riddlers Quartet. Hy Zaret and Lou Singer did a similar chore for WNEW, New York, and Joan Kramer and Alex Whitney are doing the lyrics.

Stone Ankles As WSM's Mgr.

NASHVILLE, July 22.—Harry Stone, one of the top station managers in broadcasting, has resigned as vice-president and general manager of WSM here, it was learned this week. Stone is now reported on terminal leave until October 1.

Stone joined WSM 22 years ago and in terms of service ranks as one of the top veterans in the industry. He had started in radio in 1921, with WCBQ, Nashville, now defunct. He is credited with building WSM to its present place of prominence as one of the leading stations in radio, both regionally and nationally. It was under his management that WSM aired *Grand Ole Opry*, the No. 1 hill-billy show in broadcasting.

Stone is understood to be planning to go into business for himself as radio consultant. Together with Jack Stapp, WSM program director, Stone wrote *Chattanooga Shoe Shine Boy*, for some months the No. 1 pop tune in the country.

Jack DeWitt Jr., WSM president, has assumed Stone's duties.

Thomas Offered TV Spot in K-F Show

HOLLYWOOD, July 22.—Kaiser-Frazer Corporation has offered Danny Thomas a starring spot on a once-a-week video series. Terms of the deal are still nebulous, but the show would emanate from New York, with the gagster reportedly getting \$7,500 per stanza for his end.

Understood Thomas is balking at doing a regular weekly show, preferring instead to move into NBC-TV's *Comedy Theater* series for Colgate and do a show every fourth week. William Morris Agency is handling the Thomas negotiations.

GRAND OPENING THIS WEEK

Thursday

on the

STARLIGHT ROOF

of the

Waldorf-Astoria Hotel

PHIL SPITALNY

and his

Hour of Charm

All-Girl
Orchestra

featuring

EVELYN

and her

Magic Violin

Swezey Sells ABC N'Awlins As Radio Hub and Talent Mine

NEW YORK, July 22.—The possibility of developing New Orleans as a point of origin for major radio programs is under consideration here by ABC. The idea originated with Bob Swezey, former MBS exec in New York, and now vicepres and general manager of WDSU, New Orleans. During a recent visit to Manhattan, Swezey met with execs of ABC, with which WDSU is affiliated, and first broached the subject.

He said this week that New Orleans virtually has been untapped as a source of radio talent, and that the city has long been a hothouse for development of showbiz personalities. He now is in the process of preparing several new shows utilizing local personnel, and will bring waxed audition samples to New York shortly for consideration by ABC.

The network, for its part, welcomes the idea enthusiastically in the belief that New Orleans as a city has a distinctive flavor which can be captured in radio shows, and has the peculiar talent types to put those shows over.

With the rebirth of interest in Dixieland music, several shows fea-

turing "New Orleans music" have hit the webs in recent weeks. One of these, *Battle of Bands*, already originates from New Orleans on ABC, with the Papa Celestin and Sharkey Banana groups supplying the talent.

One type of home-grown show on which Swezey is particularly high will feature Cajun comics, whose humor and styles are peculiar to New Orleans, but which he thinks could very well catch on nationally. Other shows will feature local talent of other sorts, including musical, which will best project the personality of the Crescent City.

Nash, Sylvania Buy on CBS-TV

NEW YORK, July 22.—CBS-TV this week nailed down two more time sales on Friday nights. Beginning in the fall Nash-Kelvinator will program the 10-10:30 spot and Sylvania electric products, the 10:30-11 segment with *Beat the Clock*.

Nash-Kelvinator was close to buying *Winner Take All*, but both CBS-TV and Sylvania wanted a stronger show in the slot. Nash Motors also bought the 10:30-11. Thursday time on CBS-TV last week for its *Air-flyte Theater*. Geyer, Newell & Ganger handles the Nash billings; Cecil & Presbrey is the Sylvania agency.

SAG Votes Demands On TV Film Thesps

HOLLYWOOD, July 22.—Screen Actors Guild (SAG) voted overwhelmingly in favor (2,757 to 80) of the Guild's contract demands covering thesp: in TV films. Balloting was via secret mail referendum. SAG called results of its election another rebuff to Television Authority (TVA) in the continuing jurisdictional dispute between the Eastern and Western talent unions covering TV performers.

TVA proposed that pay for actors in TV films should be patterned after the form established by American Federation of Radio Artists (AFRA) for thesp: in radio, who are paid on a fee-per-performance basis. SAG pay proposals are patterned after the form established by the Guild in the movie industry, where a minimum salary of \$55 per eight-hour-day for a single role in a single picture has been set. Guild charges TVA proposals would undercut existing conditions for film thesp: and in many cases would reduce take-home pay.

ABC, Cowan Plan Syndicated Big-Name Disk Jockey Show

NEW YORK, July 22.—A deal is in the making between ABC and the Lou Cowan package office to develop a new syndicated disk jockey show featuring a top-name film personality. Altho Cowan previously had the Tommy Dorsey et., the partnership with ABC is predicated on a somewhat different syndication basis.

The deal which is to take effect in September or October would have all the ABC o.-and-o. outlets utilizing the program at the start. Should the response be favorable, it would be made available to ABC affiliates. The Cowan office and ABC will share in the proceeds.

Another difference between the projected plan and previously syndicated stanzas is in format. The older shows included the waxed com-

CBS-TV Mulls Pic Of Sat. Grid Games

NEW YORK, July 22.—CBS-TV this week was considering programming an entire filmed version of a football game this fall, the Sunday afternoon after the Saturday it is played. Never before presented on TV, the idea is the result of the conflicts in the scheduling of football games on the ESSO football series to be presented on CBS-TV Saturday afternoon starting late September.

CBS-TV decided to present the Navy-U. S. C. and Army-Penn State on Saturday afternoons. Instead of Columbia-Penn and Navy-Northwestern. The web feels there would be considerable interest in seeing the games Sunday which couldn't be shown those Saturdays. With Red Barber as the sportscaster, the contest may be photographed on 16mm. film. Execs believe that many sponsors would be interested.

Because it is televising the Saturday afternoon games, with Barber on play-by-play, CBS has had to go out and build itself an entirely new staff for its AM football *Radio Round-Up*.

Connie Desmond will be the key man, aided by Vince Scully and three or four other sportscasters including Bill Campbell of WCAU, Philadelphia. Another new addition to the staff for football will be Curt Gowdy, Yankee baseball broadcaster, who will do pre and post-game commentary on the TV series and the 6:30-6:45 *Sports Review* show Saturdays this fall.

Barber also will do a half-hour series of filmed football shows, featuring shots of the previous Saturday's contests. The program is skedded to be presented at a late hour during the week.

DuMont Completes Plans for 2 Wk. Nites

NEW YORK, July 22.—DuMont this week completed its plans for two nights a week, starting in the fall. Schedules have been set for Friday and Saturday nights, with the latter to go all-out for nites to compete with the variety type shows being highlighted by CBS and NBC.

DuMont's backstop Saturdays will be the Madison Square Garden events, to be followed by wrestling from Chicago. This will keep the web on the air Saturdays until after midnight.

Friday night schedule will sandwich in an hour of whodunits between two hours of variety-musical shows. Teeing off from 8 to 9 will be Buddy Rogers in a new stanza, followed by *Hands of Destiny* and *Inside Detective*, 9 to 10, and *Cavalcade of Stars*, shifting from Saturday nights, 10 to 11.

Divorce Plans For BAB, NAB Taking Shape

WASHINGTON, July 22.—A preliminary blueprint for divorcing the Broadcast Advertising Bureau (BAB) from the National Association of Broadcasters (NAB) will be studied formally by the NAB board's special committee on BAB at a two-day meeting here starting Thursday (27). The committee was authorized by the NAB board of directors at its last meeting to formulate the divorce plans so the BAB separation might be made next spring. The committee reportedly expects to have its plan completed for submission to the NAB board's next meeting in the fall.

The plan which will be studied next week calls for a full-time director and sizable budget. Meanwhile, NAB General Manager William Ryan is preparing to name a successor to Maurice Mitchell, who has resigned from the BAB directorship to go to NBC August 15. Continuing to head the list of prospects for the post is Edgar Kobak, former president of Mutual (*The Billboard*, July 22).

Plans currently call for no change in the \$17,500 annual salary of the BAB directorship. There is some talk that the BAB committee, when it formally meets here next week, might consider recommending that BAB remain tied to NAB despite the fact that committee had originally set out to find a plan for divorce. At present, there is no widespread move in the committee to recommend against BAB's separation, but the idea is nevertheless being suggested as an outside possibility to help strengthen the over-all organization of NAB.

L. Lewis Files Suit Against NBC in N.Y.

NEW YORK, July 22.—NBC this week faced an infringement suit over its new tele show, *Lights, Camera, Action*. The plaintiff is Lester Lewis, who, in his action in New York Supreme Court, claims that *Lights* is an infringement of his two-year-old show over ABC television, *Hollywood Screen Test*.

Lewis, filing suit both as an individual and for Lester Lewis Associates, seeks an injunction, damages and an accounting of profit. Lewis claims that he asked NBC to voluntarily discontinue *Lights* but that so far no attempt has been made to do so.

The idea of both shows is to give unrecognized talent a chance to do its stuff before the cameras with the allure of an eventual crack at Hollywood.

Lester Lewis Associates has obtained a show cause order from New York Supreme Court Justice James B. M. McNally. The preliminary injunction motion will be heard July 24.

Lorillard Ready To Smoke Up 2 TV Nets

NEW YORK, July 22.—The P. Lorillard Tobacco Company will be pitting two of its products against each other on TV this fall. While Embassy Cigarettes is making its pitch on CBS, Old Golds will be banging away via NBC. This is the result of a time switch this week, which calls for Embassy's mystery show, *The Web*, to move on CBS from the 9:30 to the 10:30 period Tuesdays. Autolite is taking over the 9:30 p.m. slot for *Suspense*.

Lorillard's Old Golds will continue to air the *Amateur Hour* on NBC from 10 to 11 p.m. Tuesdays.

Brother's Keeper

HOLLYWOOD, July 22.—A new tele brother act came to the fore this week-end—name of Milton and Phil Berle. Milton has a television show in New York. Phil is staff producer for KNBH, local NBC video outlet.

Phil today directed Milton in a series of one-minute video film spots which NBC will use to plug the comic's return to the airwaves in September. Trailers will be distributed to all web affiliates during a five-week saturation plug campaign.

Another batch of tele trailers was made by 20th Century-Fox featuring Berle and movie star Ann Sheridan. Trailers plugged 20th film *Stella*, which opens at Roxy Theater, New York, August 18. Berle will headline Roxy stagershow that week.

TV BOOM JAMS PRODUCTION

DuMont Deal Gives Rogers 3d TV Show

NEW YORK, July 22.—Signing of Buddy Rogers by DuMont this week means that the erstwhile film star is now set to do four programs out of New York, three on TV and one on radio. All told, Rogers will air six and a half hours weekly.

Rogers's deal with DuMont ultimately calls for two programs. The first will be an hour variety show and, subsequently, he will do a half hour program, the format of which has not been set. The deal also sets Rogers as an exclusive DuMont nighttime property, this applying even to guest shots.

Previously, Rogers had signed for an across-the-board daytime AM show on WOR, New York, currently airing, and a WOR-TV daytime series, across-the-board, tentatively scheduled to start in October. Rogers's partner in PRB Productions, Mal Boyd, also signed with DuMont as associate producer.

CBS-TV Plan To Cool Milt's Berling Point

NEW YORK, July 22.—CBS-TV this week finally decided to combat Milton Berle's potent *Texaco Star Theater* with an hour long mystery show. Off the air during the summer, *Lure as Fate*, featuring Paul Lukas as narrator, returns to CBS-TV September 5 8-9 p.m. opposite Berle.

The web hasn't selected any director to meg the TV show, but undoubtedly will marshal its top creative talent to whittle down the comedian. The program will start early in the fall so as to grab itself an audience before Berle can get established during the new season. The show is the most expensive TV package ever created by CBS-TV, costing between 6 and 8G each week for production.

Don Ameche May Get Emsee Job on 'Life'

HOLLYWOOD, July 22. — Don Ameche may take over the emseeling job on the Ralph Edwards *This Is Your Life* stanza next fall in a combined radio-telev. simulcast deal for an undisclosed sponsor. Bankroller, believed to be a Chicago food firm, has indicated preference for Ameche in place of Edwards, who is bowing out of the *Life* spot to devote full time to radio-video versions of *Truth or Consequences*.

Show would originate in Hollywood, with Edwards continuing to supervise writing and production and Axel Gruenberg remaining as director. Seg was dropped this season by Philip Morris which purchased T. or C. instead.

Radar Blues

NEW YORK, July 22.—Radio and TV may be hit by a manpower shortage when the government calls up all radar men on active reserve next month. The radar classification was included in a list of "critical military occupational specialties" issued this week (21), and reserve members may be drafted within 10 days.

NBC's Package Problems

The extent to which networks are keeping control of TV programming, unlike the AM tradition in which most programming was handled by advertising agencies, is indicated in the list of NBC video packages given below. It includes packages now on the air, or scheduled to be telecast with the opening of the fall season. Total number of programs also illustrates the production personnel problems confronting NBC and other webs as well (see separate story this issue). Actually, the total production involved on TV far exceeds any production effort in any other end of show business, Hollywood included.

Colgate Hour (Fred Allen, Eddie Cantor, Martin-Lewis, Danny Kaye)
Meet the Press
Philco Playhouse
Kukla, Fran and Ollie
Chevrolet Theater
Dave Garroway
Lights Out
The Clock
Camel News Reel
Ransom Sherman
Saturday Night Revue
Procter & Gamble Operettas
Groucho Marx

Wednesday Hour (talent not set)
Kate Smith
Gillette Boxing Bouts
Robert Montgomery Show
Who Said That?
Broadway Open House
Wendy Barrie
Americana Quiz

Jack Haley
One Man's Family
NBC Telecomics
Circle Theater

"Eat Your Cake 'n' Have It"—New DuMont Clearance Plan

NEW YORK, July 22.—In a move designed to facilitate clearing time on multiple-network affiliates, the DuMont TV network is developing a plan whereby stations carrying one of its programs will be able to collect both network and local revenue. The program involved is DuMont's Saturday night Madison Square Garden schedule, which DuMont last week bought from CBS-TV.

The problem confronting DuMont is that both NBC and CBS are about set with strong Saturday night line-ups, NBC with its Saturday night revue and CBS with its variety series built around Frank Sinatra. Revue airs from 8 to 10:30 and Sinatra will air from 9 to 10 p.m. This means DuMont may encounter headaches trying to clear a good-sized network and conversely, that selling a sponsor may involve problems if the web can't clear enough affiliates.

Accordingly, DuMont is planning to program the Garden attractions so each station will be able to sell local breaks, with the stations put in an advantageous position via the box office value of the Garden events. Thus, the stations would get regular

CBS Will Split Up Public Affairs Shows

NEW YORK, July 22.—CBS-TV this week decided to scrap its simulcast method of doing public affairs shows this fall, according to Sig Mickelson, CBS director of public affairs. Its *Capitol Cloakroom*, now on CBS radio and TV Friday nights 10:30-11, therefore becomes two separate programs this fall. The radio version will stay put, but the TV facsimile goes into Sunday afternoon 5-5:30, immediately ahead of *People's Platform* to make for an hour of public affairs.

The decision was taken, said Mickelson, because the demands of each medium are different. While radio cannot have any dead air, TV, he stated, because of its visual quality, can. CBS also has revamped its entire TV public affairs programing concept. Instead of commentators sitting around a table pontificating, the accent will now be on mobility and illustration. The participants will get on their feet and use charts and diplomatic maps to punch their points across to viewers.

Webs Crying For Staffers; NBC Hit Most

Too Many Grade A Shows

NEW YORK, July 22. — Terrific gains made by television in the way of major programs to start on the air this fall have, in turn, created an unprecedented shortage of TV production personnel. The problem is bedeviling at least three of the four TV webs,—ABC, CBS and NBC, but it's NBC that is affected most. The reason is that with only one hour and a half of nighttime TV time open, NBC now is slated to produce about 25 packages a week for the fall—and as of now, there just isn't production personnel to handle the load.

NBC's immediate problem is to line up production units for its top shows—the Sunday night *Colgate Hour*, rotating Fred Allen, Eddie Cantor, Martin and Lewis and possibly Danny Kaye; its Wednesday night *Who Said That?*, in which it hopes to rotate Ed Wynn, Jimmy Durante and one other comic; and its *Procter & Gamble Operetta* series to air alternate Monday nights. As one NBC exec pointed out, putting just these shows alone on the air each week is tantamount to doing a Broadway musical every week—and it's only the beginning of the web's headaches.

Ideally, NBC would like to set up (See TV BOOM AGAIN on page 44)

GRAND OPENING THIS WEEK

Thursday, on the

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Radio and Television Program Reviews

Broadway's Children
 Reviewed Sunday (9), 1-1:30 p.m., EDT. Sustaining via WNEW, New York. Producer, Richard Pack. Director, Jack Crogan. Writer, Harry Olesker. Cast: Brandon DeWilde, Myron McCormick, Louis Sorin, Humphrey Davis. Narrator, Frederick DeWilde. Announcer, Bert Wayne. Organist, Kay Reed.

Broadway's Children, WNEW's new dramatic series featuring big name legit kid stars, again illustrates the indie's unique talent for serving up network-caliber programming at local prices. The angle in this case is that the 13-week series is especially tailored to fit each child's individual talents and that every show is set up to plug a different New York charity.

The initial show, a dramatization of O. Henry's famous short story, *The Ransom of Red Chief*, featured seven-year-old Brandon DeWilde, of *Member of the Wedding*, and Myron McCormick, of *South Pacific*. The yarn revolved around two hoodlums who kidnapped a small boy for ransom. The kid turned out to be such a holy terror that the mugs finally paid the father \$250 to take him back. It was a shrewd choice since it provided an adequate showcase for young DeWilde, yet allowed veteran actor McCormick to carry the bulk of the acting load. DeWilde, who's probably the best known of Broadway's current crop of stage children, is also one of the Stem's best performers. It's a tribute to his personal charm that he managed to make the little monster comparatively appealing as well as entertaining. However, McCormick's tongue-in-cheek playing of a con man took first honors. The adaptation was tightly written and maintained the full flavor of O Henry's original tale.

Frederick DeWilde was a capable narrator but he should have been identified as Brandon's father at the outset of the show. The by-play about not revealing the relationship until the end was on the hokey side. The series' first sponsor, *The Herald-Tribune Fresh Air Fund*, was wrapped up nicely via a three-way plug by the DeWildes and a little girl candidate for the summer trek.
June Bundy.

The Big Top
 Reviewed Saturday (15), 7-8 p.m., EDT. Sustaining via the CBS-TV web. Producer, Charles Vanda; associate producer, Alan Bergmann; director, Joe Tinney Jr.; emcee, Jack Sterling. Acts: Sylvia and Her Dogs, Clark & Bailey, Don Francisco, Quaker City String Band, Helen Haag and Her Chimps, Ed MacMahon and Clowns, Paul Raak, Francine and the Royal Mooris Troupe.

Whether CBS-TV will be able to turn its video circus—*The Big Top*—into a commercial property still remains unresolved. The fact is, however, on the basis of the show caught, the TV tan-bark and sawdust extravaganza still has a long way to go. The problem is the usual one of converting the medium into TV terms. The constant repetition of the same kind of acts in arenas loses none of (See *THE BIG TOP* on page 51)

Texas Rangers
 Reviewed Saturday (15), 9:30-10 p.m., EDT. Sponsored by General Mills via NBC, Hollywood. Producer-director, Stacey Keach; writer, Irwin Ashkenazi. Cast: Joel McCrea, others.

Texas Rangers, a Western-documentary, is NBC's try at nabbing two audiences with one series and, judging by last Sunday's show, it should do all right with both type dialers. The hybrid yarn, supposedly culled from Texas Ranger case files, loped along at a fast pace and the over-all acting was surprisingly restrained and convincing. The Western motif was underplayed in the opening scenes, which spotted a hobo's discovery of a dead body in a car parked by the railroad tracks. However, once Ranger Joel McCrea cleared away scientific aspects of the case, operation-sagebrush went into action, and finished in a blaze of bullets when our hero finally exposed the killer and his gang. Flicker star McCrea played the ranger-investigator straight, and his unaffected, natural accent was a welcome relief after the twangy "they-went-tha-a-way" characterizations of most Western actors. The scripting was cast in the same adult mold, and the narrator's dispassionate comments were straight out of a *March of Time* documentary. General Mills' commercial for Wheaties, tho. retrogressed the series back into regulation-styled Western radio plugs, via constant, coy reiterations of "Wheaties at 7 can help at 11."
June Bundy.

Stork Club
 Reviewed Wednesday, 7:45-8 p.m., EDT. Sustaining via the CBS-TV web. Producer, Irving Mansfield. Director, Fred Rickey. Music, Stan Freeman and Cy Walters. Emcees, Peter Lind Hayes and Mary Healy. Guests, Jack Dempsey and Yvonne Adair.

The new CBS-TV package, **Stork Club**, shakes down as a program with a strong sales potential. Featuring the varied talents of Peter Lind Hayes and his equally talented and good looking wife, Mary Healy, the program, an upper-crust and vastly slicker version of *Dinner at Sardi's*, has what it takes to peddle glamour to the escapist TV audiences.

Both Hayes and his frau, in between table hopping and interview—(See *STORK CLUB* on page 37)

They Live in Brooklyn
 Reviewed Thursday (20), 8:30 to 9 p.m., EDT. Sustaining on WPIX, New York. Producer-writer, Nicholas Cosentino; director, Robert McCahon; assistant director, Don Garfein. Cast, Dino Terranova, Augusta Ciolli, Richard Seff.

This homey drama about the life of an Italian-American family in Brooklyn is better than a good number of similar shows which have aired on the networks. While lacking some of the charm and originality of *The Goldbergs*, with which this show must inevitably be compared, it does a warm and human job within its own framework. Nor is it limited in its appeal to families of Italian descent, since it touches on universal relationships. Thus, show caught dealt with the efforts of the paterfamilias to surprise his spouse on the occasion of their 20th anniversary. Nice touch was his description to his son of how (See *They Live in Brooklyn*, page 37)

The Alan Dale Show
 Reviewed Friday (21), 11-11:30 p.m., EDT. Sponsored by Winston Television Stores via CBS, New York. Producer-director, Albert Black. Cast: Alan Dale, Lily Ann Carol, others.

The Alan Dale Show is Winston Television Stores' umpteenth try at shaping up a late evening video show this year. A couple of their past offerings have been quite acceptable, notably Joe Bushkin's *Hours Club*. The current offering, however, is definitely an error, and as a sales pitch for TV sets its only asset lies in a reverse-sales psychology angle.

Crooner Dale is basically a fine singer, but he overdoes the "cute little boy" routine to the point of being downright coy. It's only fair to add, tho, that the staging is partially responsible for this impression. For instance, on last Friday's show, he was announced as "Alan Dale, boy singer" and warbled *Gone Fishin'*, perched on a rock, while self-consciously attired in a straw hat and urban business suit. He also was required to trip back and forth thru a prop door leading to a woody backdrop tagged "The Forest." A smirking violinist and a vocal group (three boys and two girls) participated in the whimsy, which was climaxed by a group production of *Laugh, Clown, Laugh*. The boys and gals donned ruffled clown collars and dunce caps for this one and Dale tossed in a few lines of Pagliacci for additional laughs.

The one bright spot on the show was guest vocalist Lily Ann Carol, a pretty brunette, with an old-time blues-shouting style, reminiscent of Kay Starr. She was unbecomingly attired in a severely tailored suit, but her vivacity and bright sales savvy sparked the only note of sincerity on the bill.

The lengthy commercials followed Winston's usual across-the-counter format, with a salesman plugging a variety of appliances, including DuMont TV sets, Philco air conditioners and G.E. automatic washing machines.
June Bundy.

Gary Moore Show
 Reviewed Wednesday (19), 7 to 7:30 p.m., EDT. Sustaining via CBS-TV. Producer, Hal Gerson; writers, Bill Demling and Gary Moore; announcer, Durward Kirby; emcee, Gary Moore; vocalists, Denise Lor and Ken Carson; music ensemble headed by Howard Smith.

CBS is keeping Gary Moore as busy as a little crew-cut beaver these days, and this 7 p.m. simulcast strip is one of his more important chores. Moore comes off pretty well personally on this show, as a whimsical, impish sort of character, sitting atop a high stool and making like a wit.

He is ably abetted by Howard Smith's small but capable musical group, and by vocalists Denise Lor and Ken Carson. Major criticism of the show is that simulcasting it, CBS must inevitably lose a little something either from the AM or TV side. In this case it was the AM version (See *GARY MOORE SHOW*, page 37)

Satan's Waitin'
 Reviewed Tuesday (18), 8:30-9 p.m., PDT. Presented by Colgate-Palmolive-Peet via CBS. Packagers, Frank Graham and Van Desautels. Director, George W. Allen. Music, Del Castillo. Announcer, Frank Graham. Script, Joel Malone. Cast: Lynn Ainley, Jack Moyle, Bill Conrad, Jay Novello and Ted Osborne.

Satan's Waitin' may give the devil his due but offers listeners little above the ordinary. Show, summer substitute for *Mr. and Mrs. North*, adheres too faithfully to *The Whistler* formula to have any individuality of its own. Same pattern has been used too many times (*Diary of Fate, Retribution*) to hold much interest. Mortals allow their unbridled greed (See *SATAN'S WAITIN'* on page 37)

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BRIEF AND IMPORTANT

Cooper To Do New "We, the People" Radio Version

Willis Cooper has been signed to script and direct the radio version of "We, the People" for Gulf Oil. The program, formerly simulcast and now being done in separate versions for AM and TV, will concentrate more on a documentary approach for radio and will feature one person or idea, rather than a group. Cooper previously was with CBS-TV where his contract was cancelled by mutual consent. Young & Rubicam is the agency.

"Info Please" To Be Peddled on Wax Next Fall

"Information Please" is expected to be peddled on transcriptions next season. The show has now been put together so that it can be sold cheaply enough to stations and yet bring in enough dough to satisfy the talent who have taken cuts. Dan Galen-Paul owns the show. Clifton Fadiman will continue as quiz master.

Coulter May Get Post on P&G Operetta Series

Doug Coulter, currently production supervisor on the Anchor Hocking TV series, Broadway Open House (NBC), may be assigned a new post as executive producer on the Procter & Gamble operetta series. The program, acquired by NBC from Bernie Schubert, will air Monday nights, alternating with Robert Montgomery. Web will decide shortly whether Coulter will assume the new spot.

TV "Hit Parade" Reported Signed and Sealed

American Tobacco Company last week was reported signing with NBC for the video version of "Your Hit Parade" to tee off on a regular weekly basis October 7. Show will go into the 10:30 to 11 p.m. period Saturdays, following "Saturday Night Revue." Deal is said to be contingent on the sponsor's satisfaction with the three remaining tests of the show still to be aired. Agency is Batten, Barton, Durstine & Osborn.

Fuller Exits Coast Y&R for Post With NBC-TV

Sam Fuller, production supervisor in the Hollywood office of Young & Rubicam Agency, has resigned his berth to join the New York production staff of NBC-TV. He left last week-end to take over the job, reporting direct to NBC-TV topper Pat Weaver. Fuller will supervise the up-coming Colgate Comedy Theater Sunday night series which headlines Eddie Cantor, Fred Allen, Ed Wynn and probably Jimmy Durante.

Pierce Leaving Coast NBC for Post With KMED

Jennings Pierce, veteran Coast NBC exec and for many years chief of the web's Western station relations and public service departments, resigned last week to become general manager of KMED, Medford, Ore., outlet. Pierce takes over the job August 1. Station is an ABC supplementary affiliate. No successor has been named as yet. Pierce was with NBC for 23 years and was responsible for many of the public service, educational and farm broadcasts originating on the Coast.

First Marx "Life" Simulcast for August 17

First Groucho Marx "You Bet Your Life" simulcast will be made at NBC, Hollywood, August 17, preparatory to the comic's return to the air in early fall. Plans call for Marx to build a backlog of six radio and TV shows and to trek for a personal appearance at the De-Soto dealers' convention in Atlantic City this October. Video version will be shot at NBC studios on 35mm. film by either Filmtone or Hal Roach. Radio ailer will be cut simultaneously on tape with both versions edited for airing.

Philip Morris Shows Swap Times To Avoid Bump

To avoid a conflict which would have two talent shows back-to-back, Philip Morris Cigarettes last week had two of its video shows swap time periods, effective this fall. "Truth or Consequences" will take over the 9 to 9:30 p.m. Monday period, starting October 16, replacing the Horace Heidt talent show. Heidt will get the 10 to 10:30 Thursday period, originally slotted for "Truth," as of September 7. This will avoid having the Heidt show follow Arthur Godfrey's "Talent Scouts."

Mason Candy Sponsoring Cartoon Telefilm

Mason Candy last week signed to sponsor a cartoon telefilm on ABC from noon to 12:15 p.m. Saturdays. Show is titled "Chester the Pup" and will originate in Chicago, starting October 7. ABC also is close to a sale on tele version of the radio veteran, "Can You Top This?" A Chicago winery has an option on the show, which will go into the 9:30 p.m. Tuesday slot.

AFRA, Portland Talks in Second Week, With Strike Voted

Approval already having been given for strike action by its national board, the American Federation of Radio Artists (AFRA) last week continued into its second week of joint negotiations with KOIN, KALE, KEX, KGW, KWJJ and KXL, Portland, Ore. The union voted to take strike action, if necessary, because the broadcasters' counter to a demand for raises was to ask that announcers take salary cuts.

DuMont To Sign New Two-Year Pact With IATSE

DuMont, New York, has reached an agreement with the International Alliance of Theatrical and Stage Employees (IATSE), and is expected to sign a new two-year contract early next week. The web's five-year pact with the stagehands expired this month.

Hovis, Ltd., Sponsors Beecham Show

Hovis, Ltd., British bread firm, has signed to sponsor Sir Thomas Beecham's longhair d. j. show which preems on WQXR, New York, from 8:05 to 9 p.m., August 2. The 26-week deal, which was negotiated thru the New York office of Colman, Prentiss & Varley, England, will spearhead the bread outfit's initial advertising campaign in America. The Beecham series is transcribed in England by Towers of London, Ltd.

Sanka Insisting On Out at CBS

NEW YORK, July 22.—The Sanka division of General Foods this week made its second appeal to CBS to get it off the hook for its 13-week commitment next fall. The sponsor originally canceled The Goldbergs, Saturday evenings, 8:30-9 p.m., but at the end of its cycle this spring, repurchased the time.

CBS, however, refused the initial appeal made by Sanka because it, in turn, had got commitments from its stations for the time. Opinion is, among execs at the web, that Sanka will have to program the time, probably with a low-budget show. Young & Rubicam is the agency.

FCC Studies Ad Rule After Clearing CBS

WASHINGTON, July 22.—Federal Communications Commission (FCC) will continue studying the feasibility of revising the chain broadcast rules to ban webs representing stations in the sale of national spot ads, the commission announced this week, in clearing CBS of charges of violating existing rules. At the same time, FCC dismissed protests against the web in its handling of religious and political matters.

Granting renewals to all CBS stations, FCC said evidence in the spot ad record "is insufficient" for finding that rep practices of webs violate the present rules, adding that the matter of revising the rules is still under consideration.

In a letter to the New York Democratic Committee, FCC wrote that CBS was within its right in refusing the Dems free time to answer what the web considered a non-political speech by Gov. Thomas E. Dewey. An FCC letter to the American Council of Christian Churches (ACCC) re-

Quickie Soap Opera Rings Bell System

NEW YORK, July 22.—A new twist on radio shows is a five-minute soap opera strip being prepped by the Masterson, Reddy & Nelson package outfit, titled Love on the Line. The program calls for a cast of two, the boy and the girl. ABC is planning to offer the show around.

Drama is provided in the form of a telephone conversation between the duo, each day's episode culminating with some basic problem still unresolved. The Friday episode, however, would set things straight for the week, opening the way for a new complication to tee off on Monday. First sample platter has been cut. Now if they can only do a one-minute soaper.

CBS-TV Looks West For Fight Beamings

NEW YORK, July 22.—CBS-TV this week projected itself sharply into the bigtime TV fight picture when it decided to televise its Wednesday night 10 p.m. bouts from either the Chicago Stadium or the Olympic Stadium, Detroit. Sponsored by Pabst, the fistfights last year were televised from St. Nicholas Arena, which presents mainly good club fighters.

Since the Olympic Stadium holds more than 14,000 and the Chicago Stadium 18,000, they present boxing cards comparing favorably with Madison Square Garden's. All three arenas are promoted by the International Boxing Club.

ected the group's demand that WCBS, New York, be forced to change its practice on religious broadcasts. FCC said there is no evidence CBS discriminated against ACCC.

GRAND OPENING THIS WEEK

Thursday, on the

STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



VIOLA and her Drums

"This gal's innate showmanship is something to behold . . . a terrific drummer who can be dubbed the 'femme' Krupa . . ." Daily Variety Coconut Grove Review.

This One



UN8R-PNJ-60F7

EUROPE NURTURES LONGHAIR

Major Source For U. S. Wax Thru Tie-Ups

Talent Costs Much Lower

(Continued from page 3)

toire quickly at a minimum outlay. Two major pop diskeries, Decca and MGM, observing the profitable direction of several Johnny-come-lately indies, are likely to begin tapping their own foreign affiliates for longhair wax for a market they have heretofore eschewed as too limited.

Among indies that have grown thru such international links are Vox, Westminster, Remington, Continental, Haydn Society, Peridot, Griffon, Renaissance, Cetra-Soria, Tempo, Dial and Varsity. RCA Victor and Columbia have long-standing ties on the Continent. Mercury, London and Capitol also have extensive sources there.

Costs Cue Action

The reasons for turning to foreign sources are simple. Costs of artists, musicians and actual recording are much lower than rates that prevail here, and quality is frequently better. With tape, and with air transportation, there's no longer the problem of masters deteriorating in transit, or long costly waiting for replacement of defective parts. Many of the performances issued here were taped there in the course of a radio performance. A large number were acquired—some illegally—from radio library services. But even custom-cut performances are relatively inexpensive. Deals have been made with some musicians whereby the cash part of their remuneration was figured at 35 cents an hour, altho this is hardly the norm. Many name artists, however, have been known to cut for \$25 for a complete, large-scale work, simply to gain recognition on this side. Some American singers have made special trips across and cut for peanuts in order to be listed on some of the complete opera recordings that have recently become the rage with LP buyers here.

Most of the tapes acquired, either from libraries or European diskeries, are leased on a royalty basis, with advance cash outlays rare. The local outfit's principal expense is dubbing the LP masters from the tapes and pressing the disks. In some instances the diskeries have reciprocal deals, but with most of the indies it's a one-way track. In several cases, indies have put themselves in the black with foreign wax, then put their profits into recording domestically. Few of the longhair indies have cut the big part of their schedule locally. Allegro is perhaps the only one of any importance to cut here exclusively.

Longhair Sales Up 33%

Trade estimates currently rate the increase in longhair unit sales at more than 33½ per cent since the introduction of 33½ r.p.m. disks, and the percentage should go much higher this fall. Unquestionably, with more and more repertoire required, Europe has provided the only practical solution as far as diskeries, dealers and the music-buying public are concerned. The possible effect on local musicians and artists is something else again. Whether the broader general interest in classical music will eventually benefit local talent remains to be seen. (See *Europe Nurtures*, on page 14)

Decca Blanket Put 'Round Irene, Rose In Wax Coverage

NEW YORK, July 22.—What constitutes saturation coverage by a diskery of a top tune is illustrated by the Decca (including the Decca and Coral labels) six-way coverage of *Goodnight Irene* and nine-way slicing of *La Vie En Rose*.

On *Irene* the waxery has the original Gordon Jenkins-Weavers disking for the pop field, Ernest Tubbs and Red Foley for the country-pop market, Lenny Dee on a country-style organ solo, and Gunter Lee Carr for the rhythm and blues market, all on the Decca label, while Cliff Steward in pops and Jack Shook and Dottie Dillard with Owen Bradley's ork for country and pop on the Coral label.

Rose was done for the Decca label by Bing Crosby for vocal pop, Guy Lombardo for dance pop, Victor Young for instrumental pop, Louis Armstrong for rhythm and blues as well as pop and jazz devotees, Noro Morales for Latin-American, and Greta Keller and Tohoma for two types of authentic Gallic interpretation. Coral's pair of diskings on the tune feature an Owen Bradley organ solo version instrumentally and Connie Haines treating the song in English and French for the only domestic female version of the song.

Dirty Disk Ban To Include Mail, Auto Shipments

WASHINGTON, July 22.—Having all but closed the door on common carrier shipments of obscene disks, Congress is now moving to block any possible use of the mails for distributing such records. Legislation banning auto shipments is hanging fire. The Senate Judiciary Committee this week approved a bill to amend the U. S. Criminal Code so as to keep out of the mails every conceivable item of pornography. The aim is to make sure no loophole exists for mailing dirty disks or films.

Already enacted is a law specifying a ban on express shipments of obscene records, but the House Judiciary Committee is sitting on a Senate-passed bill putting criminal penalties on crossing a State line in an auto containing more than two dirty disks.

Varsity Disks Pocket Operas

NEW YORK, July 22.—Eli Oberstein's Varsity disk line, currently embarking on a low-price longhair project, will shortly issue a series of pocket-size opera diskings on its \$1.99 Royale label. Diskings were procured by Obie from Italian sources and include packages containing the key arias from such works as *Carmen*, *The Barber of Seville*, *Don Pasquale* and *The Marriage of Figaro*. The \$1.99 LP longhair line will include some 30 disks.

The Varsity 99-cent LP longhair line has been expanded to include such material as Tschakovsky's *Romeo and Juliet*, the same composer's piano concerto and *Suan Lake* ballet excerpts, Bizet's *L'Arlesienne* Suite and Schubert's *Unfinished Symphony*.

Victor Ups 45's Tag to 79c; Decca Line Set at 75c Plus Tax

NEW YORK, July 22.—Effective Monday (24), the retail price of RCA Victor's 45 r.p.m. pop disks is hiked to 79 cents (75 cents plus tax). Current price, in effect since 45s were introduced in April, 1949, has been 69 cents, tax included. The price of Real Seal 45s remains at 95 cents.

A Victor spokesman gave as the reason for the price hike, which now pegs the RCA disks at parity with all other diskeries' 45 pops, the high cost of producing the 7-inch disks. This is not to be taken to mean, he pointed out, that the increase was promoted by any recent rise in production or material costs, but rather that a re-evaluation of cost factors indicates that the 69-cent figure has not permitted a reasonable profit for the manufacturer.

No change is contemplated in Victor's LP prices at the moment, tho the spokesman indicated that the company might see fit, at some time in the future, to rearrange LP pricing to attain optimum balance with 45 pricing, should the current balance prove unsatisfactory.

Capitol Cages Star Thrushes By Long Pacts

Starr and Whiting Signed

HOLLYWOOD, July 22.—Capitol Artists-Repertoire Veepee Jim Conkling, still in the dark as to whether Jo Stafford will follow Paul Weston to Columbia, moved swiftly to throw a contractual fence around his other high-voltaged fem singers. New pact was inked with Kay Starr for five years, Margaret Whiting was re-signed for seven years, and negotiations are continuing for a renewal of Peggy Lee Deal for Miss Starr, which reportedly places her in a higher royalty bracket, was closed by her manager, Hal Stanley, with Personal Manager Billy Burton arranging reinking of Miss Whiting.

Both pacts are unusually long as artist-diskery agreements go. Miss Starr joined Cap in early 1947, while Miss Whiting had been with the label for approximately six years. Conkling has long contended that fem singers are of tremendous importance to a diskery and, in the pop field, frequently outsell male balladists. Indicative of the great sales power wielded by fem chirps, both Jo Stafford and Miss Whiting individually passed the \$100,000 annual royalty mark at Capitol during 1948 and again in 1949.

Miss Starr, a steady seller for the label, has taken a sudden and swift upsurge in popularity during recent months, delivering with *Hoop-Dee-Do*, *Bonaparte's Retreat* and *Mississippi*.

Pickwick Gets 'Beloved'

NEW YORK, July 22.—Pickwick Music, Leeds subsid, has acquired *Beloved, Be Faithful* from writers Ervin Drake and Jimmy Shirl. Tune, a ballad, was recorded and released two months ago by Decca via a Russ Morgan recording, and has lately been showing activity in Eastern Seaboard cities. Decca had an option on the tune. Flock of pubs angled

NEW YORK, July 22.—Decca Records this week set the price levels for its soon-to-be-released 45 r.p.m. disk line at 75 cents plus tax for its pop series and 95 cents plus tax for its single kidkisks. The diskery's salesmen throught the country began soliciting 45 orders yesterday (21), with the initial shipment of the doughnut disks skedded for around August 15. Diskery also created its cataloging system for the line. The current 78 r.p.m. catalog numbers will be preceded by a nine on 45 copies.

Decca's decision to apply the standard pop price of 75 cents plus tax to the 45 series came coincidentally with the RCA Victor company's decision to raise the price of its doughnut disk pop lines to the 75 cent mark from its previous 65 cent level (see other story adjoining). The 75-cent tag will apply to all pop, country, rhythm and blues, jazz and international waxings.

The price established on the Decca line will also hold for the company's subsidiary labels, Coral and Brunswick.

Decca's initial release will cover the 32 leading single disks most active in the firm's catalog and will include such best-sellers as the Bing and Gary Crosby pairing of *Sam's Song* and *Simple Melody*, the Gordon Jenkins' coupling of *Goodnight, Irene* and *Tzena, Tzena*, the Guy Lombardo *Third Man Theme*, and the Andrews Sisters and Jenkins' *I Wanna Be Loved*.

D. J. Interviews Banned in Philly

PHILADELPHIA, July 22.—American Federation of Musicians' (AFM) ruling that bandleaders are not to make disk jockey appearances, even for only an interview, was suddenly invoked by Local 274 here, which is made up of Negro musicians only. Primarily the Negro musicians have been doing interviews on jockey shows.

Local 274 gave no special reason for its action. Union officials merely pointed to the ruling in the books, and made it necessary for Hot Lips Page, the first to be hit by the ruling, to cancel interviews scheduled with the d.j.'s during his stay last week at the Showboat.

Since there are a half dozen or more spots using Negro musical names, the ruling hits hard at both the spot and the disk jockey. By and large, the other musical rooms around town feature recording singers who are not affected by the ruling. Nitory owners raised a beef because they hardly ever are three weeks ahead in their bookings. Because competition is heavy for record names, boys book close to the dates in watching for availabilities. Moreover, nitory owners are convinced that the d. j. publicity helps business, and without it may make it too expensive to bring in a record name.

Also huddling with the union officials to clear the air for the air interviews are the local record distributors. The d. j. shows are about the only revenue for radio exploitation for their names.

for the tune when requests for sheet music came in to jobbers. Deal with writers was made via standard Songwriters Protective Association contract. Al Brackman handled the negotiations.

BMI's Low-Price TV Film Music

All Unstrung

WASHINGTON, June 22.—Earl (Father) Hines had just finished playing an imaginative version of a pop tune at a local club this week when a friend complimented him on his variations on the melody. "I had to do that," Hines replied. "There are 18 strings missing on the piano, and it about drives me crazy trying to figure out ways to play around them."

Les Brown's Ridin' High on 1-Niter Trek

\$65,426 Gross So Far

NEW YORK, July 22.—Les Brown, Columbia recording artist and for the past three years maestro on the Bob Hope show, has been scoring heavy grosses on his current tour of one-nighters. With only 24 of his string of 75 or 80 dates completed, Brown has racked up a gross of \$65,426.40 so far. The orkster still has 44 more dates on his schedule, taking him into the first week of September.

Here are the grosses thus far: June 16 and 17, Salt Lake City, \$6,795.60; 18, Elk Mountain, Wyo., \$1,737; 19, Lincoln, Neb., \$1,848.50; 20, Denver, \$2,218.80; 21, McCook, Neb., \$1,740; 22, Sioux Falls, S. D., \$2,447.50; 23, Omaha, \$3,420; 24, St. Joseph, Mo., \$1,804; 25, Sioux City, Ia., \$1,921.80; 26, Forestburg, S. D., \$1,670; 27, Hatfield, Minn., \$1,280.60; 28, Clear Lake, Ia., \$2,687.50; 29, Austin, Minn., \$2,380.80; 30, St. Paul, \$4,427.20; July 1, Davenport, Ia., \$2,960; 2, Sauk City, Wis., \$2,400; 3, Marion, Ia., \$2,627.50; 4, Des Moines, \$2,964.60; 6, Rochester, Ind., \$2,924.40; 7, Leamington, Ont., \$2,041; 8, Cincinnati, \$3,841; 9, Russell's Point, O., \$2,170.25; 10, Youngstown, O., \$1,908.75; 11-12, Pittsburgh, \$5,421.60.

Brown, before he winds up, will criss-cross the country, hitting the following States: New York, Pennsylvania, Ohio, Kentucky, Michigan, Kansas, Oklahoma, Texas, Arizona, Utah and, finally, the Coast. He's been working in the main on a \$1,000 guarantee against 60 per cent of the gross.

Much of the tour still remains to be done, but if the early returns continue this will be Brown's best trek yet. Admission price has varied from \$1.25 to \$1.80, with \$1.50 the average. His Columbia Dance Parade album, incidentally, shows up in fourth place on the best-selling LP pop albums chart.

Laine & Crosby For 'Sweet Sue'

HOLLYWOOD, July 22.—Jonie Taps, who moved from music ranks to Columbia Pictures producer, is currently prepping another low-budget musical. Flicker is tentatively titled Sweet Sue and is being written to feature Frankie Laine and Bob Crosby. Taps is currently negotiating for both artists, who will get featured speaking parts in the production. Flicker will also use a number of disk artists, none of whom have been signed as yet.

Sue will be the third in a series of low-cost musicals cast directly

Current Rate Two Cents a Tune Per Pic

"Sync" or "Mechanical"?

(Continued from page 3)

film rate. If, however, the packager asks for a "considerable" number of tunes (what constitutes a considerable number was not specified), then he is asked to take a tie-in deal—one tune from a BMI affiliated publisher for each tune he gets from the BMI owned-and-operated firm. For each affiliate's tune, he must pay an advance of \$50 if the tune is a "standard," \$10 if it is a current pop. The BMI criterion for a standard is any BMI tune that is not current. The BMI TV department makes the deal and collects the advances for the BMI pubbery and the affiliates, but affiliates sign the licensing agreements with the users.

The \$50 and \$10 rates also apply to affiliates' tunes offered without the tie-in with the BMI pubbery's songs.

The BMI rate arrangement, based on the 2-cent statutory rate, is the broadcast-owned licensing organization's design for tune availability for TV against the day that TV becomes the dominant broadcast medium. BMI envisions (as do other interested parties, such as James C. Petrillo) filmed programs equaling and eventually outstripping live shows on video, and is preparing for the eventuality. Of an estimated 459 outfit prepared to syndicate live and filmed TV shows, BMI is reportedly in communication with 250.

Insofar as music is concerned, the BMI attitude is that there is no difference between AM or FM radio and TV. Music is intrinsically auditory, not visual, regardless of the medium of presentation. Platters and e.t.'s are used in radio broadcasting with no music payments to the pubbert outside of the regular statutory rate for platters, a 25 or 50-cent per-station extra for commercial e.t.'s, and the \$10 annual fee for library service. Besides, publishers get paid for performances on TV, which will mount as the medium expands. There's no extra payment for live TV shows, so why heavy synchro charges for filmed shows? Further, there are now 100 TV stations in 61 markets, and the film producer can sell to only one user in a market. To make any money his costs must be low. If he makes a 15-minute flick on a \$1,200 budget, he can't very well pay \$500 for music. In sum, BMI feels, TV is a form of broadcasting, and TV films aren't Hollywood—as yet.

To date, most BMI pubbers are going along with the plan. A few, as indicated above, see it as a dangerous precedental move. Connoisseurs of the 10-year battle between BMI and ASCAP view the plan as another tactic to furnish BMI's stockholders with low-priced music, to consolidate BMI as the broadcasting industry's gilt-edged insurance policy against ASCAP.

from disk artist ranks. Taps feels wax names give flicker a ready-made audience. Series of disk-name pix followed the success of Make Believe Ballroom, which reportedly netted studio a terrific b.o. return on its production investment. Now in the can and skedded for October release is the disk-name flick, When You're Smiling. Both Crosby and Laine were featured in the latter.

"Pie in Basket" Gets New Crust

NEW YORK, July 22.—National Records is editing the introductory lines out of its Florence Wright etching of *Pie in the Basket*, in an unusual bid to render the etching suitable for air play. Tune, a nursery type ditty, is getting heavy disk coverage, and National, encouraged by the response, is taking the blue material out in the hopes of keeping out in front.

The cutting of the introductory lines—special material of an ambiguous nature—is being made only for a fresh batch of disk jockey copies. The juke and retail records will remain as is. Some jockeys have informed the diskery they have been spinning the disk, but putting needle to groove after the dubious four-bar opening.

London Riding Crest, Issues New Catalog

NEW YORK, July 22.—London Records, currently riding the biggest business wave in its three-and-a-half year history, due to its three-for-one swap plan, has issued new, complete individual catalogs for its 45 r.p.m. and long-playing lines. The diskery has also replaced its release cards with new bi-monthly listings which include disks in all categories and speeds on a single sheet.

Both of the new catalogs run to 12 pages. They are available to dealers and distributors for retail to customers at no charge.

Film-TV Rate Not Yet Final, BMI Contends

2 Cents a Limiting Device

NEW YORK, July 22.—Trade interpretation of Broadcast Music, Inc.'s (BMI), low priced film-TV print policy, as outlined in companion story, doesn't jibe with the analysis of upper echelon BMI brass. Latter feel the low-price structure is temporary rather than permanent, and designed to hasten crystallization of an industry-wide synchro pattern.

BMI pundits point out that its TV licenses are for only limited terms and that films cannot be used after terms expire. They also point out that BMI-affiliated pubbers have, with no objections from BMI, been making deals for flat sums comparable to payments made to American Society of Composers, Authors and Publishers (ASCAP) pubbers.

BMI states that it knows it could not, even if it wanted to, turn back long-established patterns of synchro payments or put its pubber affiliates at a disadvantage with ASCAP firms. Feeling at BMI is that BMI, having managed to stay out of the hassles which led to the Leibell decision and the ASCAP decree, now has a temporary policy which will enable it to (See BMI's Low-Price, page 13)

GRAND OPENING THIS WEEK

Thursday, on the

STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



PHIL SPITALNY

Conducting THE HOUR OF CHARM ALL GIRL ORCHESTRA.

"Never in my many years of experience have I publicly endorsed a particular act or show. THIS IS THE EXCEPTION!" Statement by J. E. Benton, Vice-Pres., Managing Director, Los Angeles Ambassador Hotel.

Indie Diskers Wail Over Rise In Vinyl Cost, Slow Pressing

NEW YORK, July 22.—The rise in the cost of virgin vinyl this week, the first effect of the Korean war on the disk business, has added to the woes of indie diskers who were already complaining about the poor summertime service they were getting from pressing plants. In the unprecedented upsurge of business during the last two weeks, many indies felt they would miss out on the gravy unless the plants maintained boom-time staffs and facilities.

The plants however, have been beset by vacations, and several owners who had trimmed their staffs in anticipation of a summer slump were making frantic efforts to rehire experienced pressmen. The vital vinyl,

an essential war product, meanwhile rose 2½ to 3 cents per pound in a week.

Pressers, who anticipate further curtailment of the material for disk use, were concerned with the effect on production of LP and 45 r.p.m. platters, both of which are composed mainly or entirely of vinyl. One plant, noting a 1-cent increase in its own cost of producing an LP disk, raised its pressing price two cents. Current LP prices normally run between 58 and 65 cents for a 12-inch, and 37 to 39 cents for a 10-inch. One plant operator feels he may be forced to emphasize 45's, since they use less material. Ten 45's can be made from a pound of vinyl, while only two or three 12-inch disks can be made from the same amount. It seemed certain to him there could be no reduction in the retail prices of LP disks under the present circumstances.

Pressers do not expect any shortages for some time in synthetic shellac, which was at a big premium during the last war. One plant reported that, for reasons he could not explain, his orders for unbreakable 78 r.p.m. disks took an upward leap last week.

Rackmil Sees Disk Biz Profits Due for a Rise

NEW YORK, July 22.—Decca's Prexy Milton R. Rackmil feels the disk industry is heading for a highly profitable fall season. In addition to his belief that the industry is finally close to speed stabilization following the Decca diskery's decision to enter the 45 r.p.m. market, Rackmil believes that the threatened cutback on video production, due to the Korean situation, should serve as a sizable boost for the disk market potential. He points out that if TV production is forced to a slower pace, dealers will turn to other aspects of their business, including records.

Rackmil doesn't believe the war threat will hurt disk production in the same manner that it was hit in the last war. The discovery of synthetic materials and the widespread use of them in the industry, as well as the great supply of them in the country, should help to keep disk production moving at current rates without too much difficulty, he feels. Rackmil believes that Decca's own fall season will be greatly hyped with the introduction of the firm's 45 r.p.m. line. He also pointed out that there has been an earlier than usual indication of a pick-up in business in the diskery's current takes following the traditional summer slump. Diskery's business is at so brisk a level that its Chicago and Bridgeport plants have added night shifts to meet production demands.

Cap Folk Chief Goes Nashville

HOLLYWOOD, July 22.—Capitol will realign its artist-repertoire forces so as to headquarter its Western-hillbilly a. and r. chief in Nashville, hub of the nation's folk music. Jim Conkling, Cap's veepee in charge of a. and r., put Dee Kilpatrick in charge of diskery's Western-hillbilly a. and r., centering his activity in Nashville. Lee Gillette, who has been in charge of that phase of Cap's catalog, moves over to the pop division, where he will serve with Lou Busch as part of Cap's pop disk a. and r. triumvirate.

Move is believed to make Cap the first major label to headquarter its Western-hillbilly chief at Nashville, although other diskeries' folk toppers spend a considerable portion of their time in the mountain music mecca. Gillette will still take hand in some of the Western-hillbilly activities centered on the Coast but most of the work here in that field will be handled by Ken Nelson. Kilpatrick formerly served as Cap's Alta, Calif., branch manager and recently was moved to Nashville to serve as a. and r. rep and supervise sales in that area.

Maestros Remain Security Keepers

WASHINGTON, July 22.—Band leaders will continue to be responsible for Social Security and withholding provisions affecting sidemen as a result of a decision this week by Senate-House conferees on the provision legalizing the old Form B contracts of the American Federation of Musicians (AFM).

The conferees, composed of members of the House Ways and Means and the Senate Finance committees, are due to report the entire Social Security bill to both houses next week.

The conferees dropped the House language in HR 6000 which provided that "if an individual either alone or a member of a group performs service for any other person under a written contract expressly reserving that such person shall have complete control over the performance of such service and that such individual is an employee such individual with respect to such service shall, regardless of any modification not in writing, be deemed an employee of such person."

In reporting the bill originally, the House committee said that the wording was designed to reverse the Supreme Court decision in Bartels vs. Birmingham, which outlawed the Form B contracts.

Caravan Kidiskery Takes Over Mayfair

NEW YORK, July 22.—Caravan kidiskery last week took over the manufacturing, packaging, and distribution of the Mayfair record line. Deal was made between Herb Plattner and Hugo Perette, of Mayfair, and Lawrence Gould, of Caravan, and is, in effect, a lease arrangement whereby Plattner and Perette will be able to confine their own activities to the writing and recording of kidisks.

All distributives now handling either or both lines will be retained, and the arrangement will enable both lines to get coverage in certain territories where only one was represented previously. The Mayfair execs meanwhile plan to expand the scope of their independent Scripts and Scores package outfit.

Mayfair's line includes 25 titles, 12 of which are available on 45 r.p.m. disks. Both lines will retain current prices of 98 cents for 78 r.p.m., and 79 cents for 45 r.p.m.

Admiral Looks For New Handle

NEW YORK, July 22.—Admiral Records is looking for a new name, and is launching a contest among the nation's disk jockeys. The move is the result of requests by the Admiral Corporation, producer of radio, phone and TV sets, to end the confusion in what it considers a related field.

The company, headed by N. R. Carrano, has set the deadline for the decision at August 31. The winning jockey will receive an Admiral radio-phonograph-TV combination, contributed by the radio outfit. In case of duplication in names, the letter bearing the earliest postmark will win.

Philly Dealers Ask Disk Title After Spinning

PHILADELPHIA, July 22.—In a move to make radio plugs of recordings more meaningful in terms of sales for the record retailers, the Philadelphia Record Dealers' Association will call upon local disk jockeys to repeat the title of a song after playing the record. Nat Fisher, operator of the Record Mart and president of the association, said that such announcement would be of service to both the prospective record buyer and to the record retailer.

Fisher said many dealers are faced with the problem of identifying a song by the first line or first few words of a chorus. That is the way many persons identify a record after hearing it played on a jockey show. While records are announced before the spinning begins, Fisher said that prospective record buyers don't show interest in the side until it is played. By that time the listener doesn't remember the title. For the dealer, it means wasting a lot of time searching thru catalogs and sometimes it means playing a dozen or more in the hope that one may be the right side.

Fisher pointed out that announcing the title after the spinning doesn't imply commercialization. The problem, however, is getting the listener to remember the title and artist after hearing the record. Disk jockeys will also be asked to identify their theme songs.

Secco Records Buys Out Lina Latin Label

NEW YORK, July 22.—Secco Records, the Latin-American diskery, has bought out Lina Records, another Latin label, and inaugurated a bonus plan in New York to clean out the latter's stock.

The Lina line, started last year by Murray Shapiro and composer Leopoldo Gonzalez, included about 50 disks and several artists pacts. These will be shifted immediately to Secco.

In New York, where Secco has its own distributery, Prexy Sidney Siegel has offered dealers a bonus plan whereby they get 25 Lina disks free with every 100 Secco platters purchased at regular net price. The deal will be in effect from July 20 thru August 20.

King Told To Pull Moon Mullican Disk

NEW YORK, July 22.—Miller & Miller, attorneys for Cromwell Music, have served notice on King Records to withdraw their Moor, Mullican country etching of *Goodnight, Irene*.

King allegedly cut the tune without a license from Cromwell, and writer credits on the label read "arranged by Mullican-Mann"—presumption being the tune is in the public domain.

Suit Tests Right To Musical Gems By Photo-Offset

NEW YORK, July 22.—A suit in United States District Court for alleged unfair practice brought by G. Ricordi Company, the outcome of which could mean the ending of certain long-established pubber practices, was disclosed this week when the defendant, International Music Company, was given an extension until Friday (4) to enter its answer.

The complaint charges International with reproducing the Ricordi edition of the opera, *Falstaff*, by the photo-offset method, and offering it for sale under the International imprimatur. Plaintiffs ask an injunction and \$50,000 damages. Their position is that labor and expense of making engraved plates of the multipaged opera entitles them to exclusive rights to their edition.

The Ricordi edition of *Falstaff* has been on the market many years, Ricordi having owned the copyright for the original term and the 28-year renewal period until the opera passed into the public domain a few years ago.

It has been a common practice in the trade for pubbers to reproduce by photo-offset editions originally printed by other pubbers. In almost all cases, the material is not protected by copyright, so that no copyright infringement is involved. The question of unfair practice, however, has now been brought before the court, and its determination will set a pattern for the future.

Counsel for plaintiffs is Arthur Garmaize; for defendant, Phillips, Utzer, Benjamin and Krin.

Shapiro on Own, Has Dinah, Frank

NEW YORK, July 22.—Nat Shapiro exited his post as Eastern promotion and publicity director for Mercury Records this week to start his own record promotion business. His first clients are Dinah Shore and Frank Sinatra, whose disk promotion formerly was handled by Howie Richmond. Shapiro's plans are to operate on a one-of-a-kind basis; i.e., he will not handle talent competitive to Miss Shore or Sinatra or other accounts he takes on.

Mercury has not named a replacement, but Mercury exec Art Talmadge has indicated that promotion henceforth will be handled out of Chicago, the diskery's home office, on a national basis.

Shapiro had been with Mercury for two years. Prior to that he worked for the Atlantic, National and Keynote diskeries. In addition to his slack venture, he is co-authoring a book on the music business scheduled for publication early in 1951.

Uke Book Publisher Beats the Big Drum

NEW YORK, July 22.—You Can Play the Ukulele, uke instruction book carrying Arthur Godfrey's picture and endorsement, now in its third printing of 10,000, is being promoted direct to the consumer via an ad in the current LIFE magazine.

Book, written by WCBS program director and uke expert Don Ball and published by Broadcast Music, Inc. (BMI) has had a net sale of 25,000 copies to date, and the favorable dealer response—reorders sans returns—has encouraged BMI to broaden promotion at both the consumer and dealer levels. In addition to regular music outlets, Sears-Roebuck has taken on the uke book.

Sacred Singers Hunted by Cap

HOLLYWOOD, July 22.—Dave Dexter, head of Capitol's rhythm and blues artist-repertoire department, is launching an all-out drive for sacred singers. Dexter is currently beating the bushes in the Midwest and South for new talent and recording those artists already under contract. One of Cap's best-sellers in this field remains the St. Paul Church of Los Angeles, headed by the Rev. John Branham. Choir of 170 voices was inked three years ago by Cap, with all its past diskings currently being reissued on 45 r.p.m. Dexter also has in the works an LP release of the choir.

With the St. Paul aggregation serving as a cornerstone for the label's position in the field, Dexter recently added new names to his catalog. Recent entries include Mt. Zion Church of God in Christ Choir (35 voices, lead by the Rev. T. J. Sadler). Group is being used as background for another newcomer to label, Rev. R. A. Daniels, blind preacher of Portland, Ore., who enjoys considerable following thruout the Northwest. Sides will be released late this month.

Also skedded for late July release are initial sides waxed by Sister Goldie Haynes, of East St. Louis, Ill., who Dexter recorded here recently during her visit to the Coast. Inked six months ago was Sally Martin, of Los Angeles, who appears in ball-parks thruout the South. Dexter recently renewed her pact and inked her daughter, Cora, to release mother-daughter duets. Juanita Jackson, Atlanta contralto, has been with Cap for a year. Dexter expects to expand the sacred singer roster during his current junket.

Decca Goes Latin In Double Play

NEW YORK, July 22.—Decca Records, definitely back in Latin-American disk business, is concentrating on repertoire designed to straddle both the export market and the local rumba coterie. Louis Sebok, Decca's international department chief, was recently joined by Latin music man Johnnie Camacho, who will aid in this phase of the program.

The diskery's first issue, under the new plan, includes several pop tunes performed in Latin style. These include *La Vie En Rose*, *I'll Always Love You*, *My Foolish Heart* and *Copacabana*. Mainstay of the new line will be *Noro Morales*.

In the near future, the diskery will also revise and activate its 10,000 series, aimed at the Mexican trade on both sides of the border.

Currently Decca is building up a backlog of masters, prior to going on a biweekly Latin release schedule.

Art for Music Sake Hypes Choral Disks

NEW YORK, July 22.—Key Records, indie outfit specializing in longhair choral works on LP disks, is making a bid for dealer display by reproducing great art masterpieces in full color on all new disk covers. First release, featuring modern works sung by the Augustana Choir, will feature a four-color reproduction of Kandinsky's *Yellow Surroundings*, thru the courtesy of a New York museum.

Diskery head Robert Rolantz has named Lura Stover as music director for the diskery, and several complete oratorios have been skedded for fall release. An abridged version of the *Bach St. Matthew Passion*, sung in English, and cut to fit a 12-inch LP, will be released in September. A 400-voice choir and soloist performed the piece.

Europe Hipsters Latch on to BG, Especially His Early Recordings

(Continued from page 4)
the things we played. They called for Roy (Eldridge) to do his solo of *Rockin' Chair*, which he recorded with Gene Krupa's band before the war, and it was a nightly feature.

I was overwhelmed with the tremendous receptions we were accorded—of press parties, newsreel cameras, flowers, bands meeting us at airports and stations, reporters and gatherings of fans. We kicked the tour off in Stockholm where we played three concerts, the last of which served up one of the top thrills of the tour. This bash was held in the Royal Opera House, which is as plush a hall as any I've ever seen, and we were received with the same type of tumultuous dignity accorded the great classical artists.

I don't want to sugar-coat the trip. Tho most of it was pleasurable, there were a few ridiculous episodes which proved to me that promoters are promoters no matter where they are. For instance, one character booked us for four consecutive dates in a small country and played us on these dates within a radius of 75 miles to boot. The sole promotion he handed us was a single poster in each of the four towns. The results are best forgotten. The point is, a stupid promotion in Europe is just as bad as one here, tho you're playing a spot for the first time.

Tho we had very little difficulty with money and money exchange, I should like to caution any musician or performer who is thinking of a European tour. Money exchange is the primary problem on such a tour. Each country on the Continent has its own money regulations with regard to how much can be taken out of the country. We ended up in one country buying up just about anything we could get our hands on just to spend the excess national currency. I've got a house full of stuff for which I'm still trying to find practical use.

Our closing concert at the Palais Chaillot in Paris gave us a few trying moments. We had been warned that we might be booed off the stage because of a number of previous and disappointing jazz concerts. I was moderately surprised when we found a "carriage trade" house to greet us. Aside from a positive reaction, the crowd was so quiet that when Mrs. Goodman began to whisper during one of our numbers, some customers

in the next box shushed her still. Incidentally, we met many friends in Paris, with Lena Horne, Sidney Bechet and many others in attendance at the concert.

On the other hand, I found that in Italy getting booed was a welcome thing. Apparently the Italians show their approval by booing in a rhythmic chant. When we finished our first Italian concert, I was completely bewildered by the crowd's booing until the concert hall's manager came over to me in the wings and urged me to take curtain calls in recognition of the crowd's approval.

Of one thing I am quite certain. I am looking forward to the next trip. This one was certainly one big kick.

Adventure To Issue 20 Kidisks on 45

NEW YORK, July 22.—Adventure Records, the kidiskery, intends to issue its entire line of 20 titles on 45 r.p.m. disks this fall. Currently, the company, headed by Sol Goodman, has six doughnut disks out. Among the new material issued will be an album cut by radio-TV star, Lanny Ross.

Goodman also has inked a deal with Tell-Well Press of Kansas City, Mo., whereby Adventure secured the disk rights to children stories published in book form by that outfit. Deal calls for a disk version of the book line leader, *Smokey Pokey*, and an option on all other titles.

According to Goodman, the diskery is on the hunt for such exclusive, copyrighted material to offset competition by lower-price labels.

AGMA Hits Hi C In Met Pact; Wage Chill Melts

NEW YORK, July 22.—Five months of negotiations between the American Guild of Musical Artists (AGMA) and the Metropolitan Opera Company were completed last week with the signing of a two-year basic agreement. In view of the Met's reorganization and roster trimming this year, the new benefits gained by AGMA represent a major victory for the AFL-affiliated union, which represents artists in the opera, concert and ballet fields.

Agreement calls for coverage of operatic singers and dancers under the New York State unemployment insurance laws, and under the federal Social Security Act when this latter law is amended. The Met, as a non-profit organization, had not been subject to these laws under the old AGMA contract.

The clause in the previous two-year contract, which had frozen minimum salaries, was modified to pave the way to pay increases to chorus, dancers and principals—also payment to principals for rehearsal weeks, additional radio fees, and an increase in out-of-town subsistence. Also, the Met guaranteed a minimum 20-week season in New York.

Especially significant was the understanding reached that the Met "is and is to remain a predominantly American organization." The Met management agreed to maintain the current ratio between American and non-American singers during the next two years.

As a result of lengthy discussions, the Met has re-engaged a number of choristers, principals and dancers who had been discharged previously.

GRAND OPENING THIS WEEK

Thursday, on the
STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



EVELYN and her Magic Violin

... and thrilled by the superb technique of Evelyn coaxing inspiring music from her magic violin."
J. E. Banton, Vice-Pres.-Managing Director, Los Angeles Ambassador Hotel.

BMI'S LOW-PRICE

(Continued from page 11)
stay on the sidelines while basic questions are thrashed out.

The ASCAP decree requires that performance and synchro rights be granted simultaneously and that performing rights cover the same period of time and exhibitor outlets as the corresponding synchro rights. How ASCAP will apply this in the case of TV stations not licensed by ASCAP has not yet been determined. The 2-cent-per-print gimmick, it is given to understand, is a device to compel regular accounting by film producers and add enforcement of the limitation on the time during which the film can be used.

Meanwhile, BMI hopes its policy will increase TV-synchro use of BMI tunes.

Cherry Rising

NEW YORK, July 22.—Don Cherry, rising young singer who was inked to a Decca pact as a single last week, is being personally managed by Howie Richmond, proprietor of Cromwell Music pubbery. Reports last week indicated that Lester Lewis managed the new warbler, but it was learned that Lewis represents Cherry for radio and television only.

Europe Natures Longhair; Major Source for U. S. Wax

(Continued from page 10)

So far dozens of new artists have won their breaks here thru imported masters. Modern composers have also benefited.

Biggest foreign-born catalog is that of London, the local branch of English Decca. Beside England, this diskery has Decca offices in France, Italy, Holland, Austria, Germany, Switzerland, Scandinavia and Belgium—all productive of ftr wax. It also has American importing rights to the German-made pressings of Deutsches Gramophon. London disks have paved the way here for such artists as Kathleen Ferrier, Ernest Ansermet and Paul Schoeffler, as well as Renata Tebaldi, Suzanne Danco and Gerard Souzay, who will debut next season. English Decca reciprocates with the U. S. by issuing American Decca diskings throuth the world, and also issues American-made London and Capitol pops in Great Britain.

Capitol's comparatively new classical catalog is composed almost entirely of cuttings from Telefunken in

Germany. This deal is reciprocal. The diskery has also made private arrangements for recordings made in Italy and France.

Vox-Polydor Tie-Up

Vox's deal with Polydor, the largest French indie, was made at the close of the war, and has expanded in scope as that diskery patched its pre-war links with other European and South American countries. Vox pays for many of the large-scale works cut in Paris, and Polydor has first option on any wax cut here by Vox. Altho principally longhair, Vox introduced Edith Piaf here thru her Polydor disks. Vox also has American rights to the 100-title catalog of the French Discophiles Francaises. A co-operative deal with the latter diskery gives Vox access to tapes cut by Berlin Radio. First big plum in this deal has been the complete cutting of the Bach St. Matthew Passion. Recently Vox acquired the rights to the 80 items in the Boite a Musique catalog, which specializes in chamber music. Also, some items will be leased from the small English label, Neglected Masterpieces. Other items have been obtained from the Munich Radio and from private agents in Vienna.

Cetra-Soria, which specializes in operatic works and early Italian music, obtains most of its material from Cetra, Italian diskery owned by the National Italian Radio. This label is responsible for the introduction here of Tagliavini, Elmo, Tajo, Stignani, Tassinari and other singers now familiar to American audiences. The label's American president, Dario Soria, returned last week from an extended visit to Italy where he arranged for a large series of complete opera cuttings. Cetra's earlier operatic sets have found the local market most fertile.

Material from Italian Cetra that doesn't fit into the Cetra-Soria program may be issued here by Tempo Records. Tempo releases standard symphonic works, semi-classics and Italian pops. Tempo's American pop wax is pressed by Cetra and subsidiaries in Italy.

Renaissance, owned here by Michael Von Mandel, former Telefunken manager for the Far East, is now cutting much of its stuff here, but got its initial break thru an affiliation with the Swiss Elite label. Now it has ties with Austraphon of Vienna, and with independent agent-producers in Germany and Denmark.

Period French Outlet

Period Records is the American distributor for French L'Oiseau Lyre, which has the complete Bach Well-Tempered Clavichord and other collectors' items. That diskery presses LP's in France. Period also has an arrangement with French Pacific, and with sources in Israel. William Avar, Period president, is now in Europe setting new recordings and future sources.

Festival Records, a small Boston label, gets tapes cut at the annual Salzburg Festival in Austria. Mozart's Coronation Mass has been its biggest plum.

Haydn Society, with a fast-growing catalog of Haydn and Mozart works, has its main office in Vienna, but does most of its pressing here, thru representatives in Boston. Large orchestral and choral works are included.

Griffon has a new tie with Societe Industrielle de Reproduction Sonore, a French classical outfit. It also has an arrangement with a Russian trade representative thru which it is obtaining the complete Tchaikowsky opera, Pique Dame, and performances by the violinist, David Oistrakh. Griffon has also contracted for some symphonic wax to be cut in Vienna by American conductor Jonathan Sternberg.

Dial, which specializes in modern classics, has obtained works by

Schoenberg, Berg and others cut by Blue Star, in France. It also gets classical stuff from French Vogue, and gets some jazz material from French Jazz Selection and Swedish Metronome.

Continental Active

Continental and its subsidiary Remington diskery have individual ties with talent agents in Stockholm, Paris, Vienna, Munich and Berlin. Cuttings for both labels are also furnished by two agencies in Italy. The low-price Remington line will issue 45-minute opera productions gleaned from these sources, some of which will feature American names who will be flown over for the sessions.

The new Westminster label sends its own musical director, Dr. Henry Swoboda, to Vienna to conduct dates with the Vienna Symphony and other groups. Swoboda is there now, with his own tape equipment. The diskery is now signing European artists to exclusive contracts. Violinist Peter Rybar and pianist Paul Badura-Skoda are the first to have inked papers. This diskery has just set distributor deals in Belgium and South America. All disks are pressed here.

Savoy and Atlantic have European arrangements for popular type wax. The former has its own offices in France and England. Atlantic has obtained material from Blue Star. Rondo disk chief Jullus Bard is currently touring Europe picking up masters and songs. Syrena gets its masters directly from its parent company in Poland. Israel gets Hebrew-language disks from the country of the same name.

EMI-Victor Deal

Electrical Musical Industries (EMI) of England, continues to rate as one of the most important international recording operations. Its HMV label is a leader in most European countries and throuth the world. HMV has reciprocal ties with RCA Victor, and still supplies a fair amount of classical material for the local diskery, tho the concentration of name talent in this country has somewhat reversed the trend in recent years. Victor's International department is heavily dependent on HMV sources in Italy, Greece and Scandinavia.

EMI is also parent company of British Columbia, and Columbia and Pathe elsewhere in Europe. This wing is affiliated exclusively with American Columbia, and is responsible for most of the French, Viennese and British cuttings issued on that label.

MGM has its own label in England under EMI auspices, and is entitled to any masters cut for the English MGM label. So far these have been few and far between, but with MGM slated to go classical soon, this deal is expected to gain in importance.

EMI's Parlophone label has an ancient deal with American Decca which entitles the local firm to either imported pressings or matrices from that label in England, or Odeon in France. Except for some small-scale importing, Decca hasn't taken advantage of the set-up, but may some day pending outcome of its current anti-trust action in the Department of Justice. Decca is also cutting some of its own stuff in England, but mainly of pop and semi-pop nature. These infrequent sessions are supervised by Wally Moody, who represents the diskery's interest in that country.

Mercury Uses Tono Stuff

Mercury's LP catalog is being fed by an exchange deal with Tono, the largest indie in Scandinavia. Main name here is the Danish State Radio Orchestra, and the local label will begin a build-up of violinist Endre Wolf and pianist Victor Schioler. First Tono wax will come out here in the fall. Diskery also has an exclusive deal with the Bavarian State Radio for the bulk of the latter's tape library. These are obtained on a royalty basis, and include sllcings by the Bavarian State Opera. The Flying Dutchman was the first issue here.

Mercury, too, has access to some of the classics produced by French Blue Star. The diskery's much-bruited deal with Esta in Czechoslovakia is currently inactive, being involved in litigation.

Eli Oberstein's low-price Varsity and Royale labels are now getting material from Selmar in Paris. These are mainly classics and semi-classics performed by artists drawn from the Paris Conservatoire, according to Oberstein.

Beside the European ties, many of the local diskeries are also affiliated with labels and offices in South America. Much of the material released by Secco, Verne, Victor, Columbia, Peerless, Cafamo, Capitol, and Coda is gleaned from imported Latin masters. There have even been attempts to invade the local market by Hawaiian and Filipino labels.

Unquestionably, the recent Petrillo recording ban helped direct attention to these foreign sources. Today, in view of such extensive foreign tie-ups, such a ban would probably be much less effective. And the above list is hardly a complete one.

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COUPLED WITH
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ON DECCA 27113



SUNG IN FRENCH
By **TOHAMA**
coupled with
"PIGALLE"
on
DECCA 40054

By **GRETA KELLER**
coupled with
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on
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By **NORO MORALES**
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DECCA 21313

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MUSIC—AS WRITTEN

Lou Levy Gets Three From Cromwell

Lou Levy acquired European rights to "Goodnight, Irene," "Happy Feet" and "Tzena, Tzena, Tzena" for Leeds, Ltd., from Howie Richmond. Cromwell Music head.

Arnold Shaw Making Nationwide Scouting Tour

Arnold Shaw, Duchess Music Corporation chief, left on a one-month cross-country tour last week. He'll scout material and contact jockeys in key cities, with a final two-week stopover in Los Angeles.

RCA Victor Gets New Low Price Ordering Plan

RCA Victor custom record sales division has introduced a new low price and ordering policy, according to Manager James P. Davis. Revised price applies to order of shellac-type and plastic pressings of all speed disks, and lessens the differential between prices for initial orders and prices for reorders.

Command Diskery Moves to Hollywood

Command Records, owned by Murray Siedman, has moved its main office from Buffalo to Hollywood. The office in Buffalo has been taken over by East Coast Sales, an independent distributor. Siedman was formerly manager of the Capitol distributing branch in Buffalo, but left that company early this year to set up his own label.

Mogul Takes Over "Love Song" From Robbins

Ivan Mogul has taken over "Our Love Story" from the J. J. Robbins pubbery. Tune has been cut four ways—by Tex Beneke, Herb Jeffries, Vera Lynn and Danny Scholl. Robbins turned the tune over at the request of the English pubber, Unit Music, when Robbins was unable to fulfill a promised plug commitment owing to the upsurge of "It Isn't Fair."

Tempo Sets Up Low-Price Disk Subsid Label

Tempo Records, after 13 years of maintaining its \$1 disk price, moves into the competitive price range with Theme, a 75-cent subsid label. According to Tempo Prexy Col. Irving Fogel, separate talent rosters will be retained for both disks with no interchange of artists to be permitted. An entirely new catalog will be built for Theme, Fogel said, to consist of 75 per cent domestic artists, with remainder composed of foreign-made fare.

New York:

Songwriting team Benny Benjamin and George Weiss have been inked to do a pair of sides for Mercury. Team will do two of their own songs with organ and vocal group aid. Tunes are "Can Anyone Explain" and "It All Begins and Ends With You." . . . Mercury also has created a new duo by coupling Kitty Kallen and Richard Hayes for a disk date due for next week. The twosome will tackle a pop version of "Our Lady of Fatima." . . . Shapiro-Bernstein pubbery last week obtained the tune "Honesty, I Love You" from orkster Blue Barron, who recorded it for MGM some months ago. . . . Billy Fix and Bernie Ackerman have formed a new pubbery, Baguette Music.

Victor Records last week inked the Cities Service Quartet to a waxing pact. Diskery's deal with Phil Spitalny has not yet been inked but completion of the pact is expected to take place early next week. . . . Organist Ethel Smith sails aboard the Queen Mary July 29 for England, where she is skedded to play a two-week engagement at the Palladium Theater in London beginning August 7. Prior to the departure, Miss Smith recorded three "Voice of America" broadcasts. . . . Movie star Ariene Dahl is making a series of personal appearances on behalf of the MGM diskery's albuming of the "Three Little Words" flicker, in which she is featured. Songwriter Harry Ruby also is touring on behalf of the flicker and album. The movie is based on the careers of Ruby and his tune-smithing partner Bert Kalmar.

Signature Records shipped its first LP disks last week. . . . Fred Collins, sales manager for Donald Gabor's new Playhouse, 99-cent LP line, inked seven distributors for the label last week. Wally Wolsky's distributor list for his Parade Record line has jumped from nine to 22 since the recent NAMM show. . . . Herman Lubinsky, Savoy Records topper, inked Coast pianist Dodo Marmorosa to a term contract. . . . Admiral Records has signed orkster Jose Cortez to record Latin, pop, polka and standard material. On his first date, two sides will feature thrush Rosalind Paige, and two Latin-type sides will feature Monica Boyer. . . . Gordon B. Thompson, Ltd., Toronto, has acquired the Canadian rights to "Lose Your Blues" and "Apple, Cherry, Mince and Chocolate Cream." Both are published here by Hal Miller's Allen Music firm.

Children's Record Guild, which landed 17 distributors at the NAMM show, has now upped the number to 23. . . . Orkster George Towne opened a two-week engagement at Palisades Park Monday (24). . . . Thrush Patti Page opening this week at the Thunderbird, Las Vegas, for two weeks prior to her stint at Ciro's, Hollywood. . . . Irving Berman, Manor-Arco record chief, and personal manager of thrush Savannah Churchill, has picked up the option on his managerial deal for another two years. . . . The Bach Guild has been organized to produce Bach choral music, and similar works on disks. Seymour Solomon is music director of the new diskery. Among the talent engaged is conductor Jonathan Sternberg and Australian soprano Lorna Sydney. First disks will be released by September 1. . . . Ted King, manager of Ohio Record Sales, London-owned distrib in Cincinnati, was in town last week for confabs with London sales chief Rudi Tolnay. . . . Mr. and Mrs. Marty Bennett, of Bennett Distributing Company, Jamaica Plain, Mass., also in town negotiating for additional LP lines. . . . Atlantic Records has completed an arrangement with Joseph Van Hoogen, Antwerp, Belgium, whereby the latter will import and distribute Atlantic disks for Belgium and the Netherlands.

Vaughn Monroe into the Waldorf-Astoria's Starlight Roof September 7, following a vacation during which the ork will play only the Saturday night Camel air shows.

Hollywood:

Dick Haymes has turned down a Hollywood Bowl offer to star in its production of "Vagabond King," opening August 15, because the engagement would conflict with his Las Vegas, Nev., nitery stand and concert tour being booked by Music Corporation of America. . . . Frank De Vol was commissioned by Abe Olman to arrange six military arrangements for the high school-college band market. . . . Songstress Ginny Simms returns to the music biz after a three-year absence with an ABC web 15-minute Sunday night show sponsored for 52 weeks by Botany Mills. Show will also feature the Buddy Cole Trio. The former Kay Kyser chirp who went out on her own is sans disk affiliation. Her last wax deal was with Sonora Records. Prior to that she was on the now defunct ARA label.

Capitol Records has tied in with "Ice Capades" for a "Bozo the Clown" sequence. In return for the plug, Cap will exploit the blade show by providing special dealer windows in "Capades" towns prior to and during the show's run. . . . Curt Messey followed a Thanksgiving season dinking session for London with a waxing fest aimed at the yuletide mart. . . . Decca is going all-out to boost Jerry Gray's Palladium opening, adding to the promotion being turned in by the dancery and Gray's flack, Red Doff. During the batoner's break-in date at Salt Lake's Lagoon, ork broke Stan Konton's 1948 record by attracting 2,683 paid admissions at \$1.25 per person.

Larger diskeries sans radio-TV web affiliation are closely eyeing wax-radio-tele package deals reportedly being offered to talent by web-tied labels. Package pacts, the former claim, are being used to lure talent away from the unaffiliated diskeries. Purpose of the scrutiny is possible anti-trust action. . . . Courts approved 17-year-old Kay Brown's Mercury recording pact. . . . Al Gayle and ork, currently at Casper (Wyo.) Riverside Club, moves August 1 to Elko (Nev.) Stockmen's Hotel for a six-week run. Booking by MCA. . . . Janet Greene, who penned Xavier Cugat's current Columbia release, "Strange Mood," huddling here with Orkster Aaron Gonzeles on music for the forthcoming revue, "Hollywood Fairy Tales." . . . Paramount's KTLA picked up Harry Owens's option, inking the pineapple batoner and his Royal Hawaiians to an exclusive pact. . . . Specialty's Camille Howard is back from three-month tour for a series of dinking sessions. . . . Patti Page, currently at Las Vegas's Thunderbird, makes her Coast debut at Hollywood's Ciro's August 4. . . . Capitol will release a Jimmy McHugh album waxed by Frank DeVol and ork by mid-September.

Philadelphia:

Eddie Selecto has added Ruth Newman to his Selectones combo for the group's scheduled park and club dates. . . . "Whitey" Varallo, local drummer-maestro, coming back from a three-year stretch in Cuba and Miami Beach with Mal Malkin's band, is putting his drum-sticks aside to take over the operation of the cocktail lounge in the Fredonia Hotel in Atlantic City.

Bellevue-Stratford Hotel discontinued its dance band for the supper sessions during the summer, also cutting the dinner music ensemble from five to three. . . . Bernie Berle turned rumba maestro, set for the Green Valley Country Club dances during the summer. . . . Don Nicholas takes over the stand at suburban Media Inn. . . . David L. Miller, Paul L. Miller and James E. Fleming Jr., represents the new combine owning the local Palda Record label. . . . Frank Liuzzi, until recently president of the local musicians' union, joined with Winnie Brown, former tax collector, in opening a restaurant in West Philadelphia.

Reese DuPree celebrates a half-century as a dance promoter in November. . . . Buddy Williams booked for a return date at Steel Pier, Atlantic City, around Labor Day. . . . George Davis, making his first pitch in the songwriting field with "Conspiracy," sharing composer credits with Paul Kniffel, gets Lee Morgan to introduce the song on the Top Tunes label.

On the Sound Track:

Co-producers Rudolph Polk and Bernard Luber are producing nine short subjects featuring classical artists, to be released by 20th Century-Fox. Four completed include two each by Artur Schnabel and Jascha Heifetz. Jan Peerce and Nadine Conner will co-star in the next flick. . . . Merlin Skiles will score "New Mexico," with musical supervision by Lud Gluskin. . . . Hans Sommer will pen original music for the Charles Boyer starrer, "The First Legion." Some of composer's earlier work had been commissioned by Max Reinhardt and Conductor Bruno Walter. . . . The Sunshine Boys, vocal-instrumental group, were inked by Columbia Pictures to blend talents in Smiley Burnette's next flick. . . . Usual Hollywood practice in ork scenes of having musicians simulate their playing with music dubbed in later will be changed in a scene of Paramount's "Mr. and Mrs. Anonymous." For the first time in many years, Paramount's Irvin Talbot will baton his ork for a direct recording during the filming. Director George Stevens ordered this innovation for the sake of realism. . . . Col. Nathan Levinson, of Warners' sound department, has developed a new technique in balancing brass and string combinations in recording. Sounds will be passed thru a reverberating chamber separately and then combined to produce an even balance between both sections. Chamber method gets its first trial in the WB musical, "The West Point Story." . . . WB's musical, "Just Off Broadway," has been renamed "Lullaby of Broadway."

P. R. Drive by Philly AFM

PHILADELPHIA, July 22.—New administration overseeing activities of Local 77, American Federation of Musicians (AFM), headed by Prexy Charles McConnell, will engage the union in a public relations program. Good will will be promoted both from

within and without, with the first step in the campaign aimed at the membership. Since the union building is now free of mortgages, the site, valued at six figures, will be redecorated so that it will also serve as an in-town clubhouse for the membership.

"The Most Imitated
Band in the Land"

Walter Winchell
Says:

"Tex Beneke crew is
the only band legally
entitled to render
Glenn Miller's delightful
arrangements"

Tex Beneke

And His
Music In The Miller Mood
The Dance Band All America Loves.

Our Thanks to
Mr. J. H. McCABE
Hotel STAYLER
(NYC)
and
Mr. WEBER
"Beach Walk"
Edgewater Beach Hotel
CHICAGO
for 2 Pleasant Weeks

Latest
RCA-VICTOR
Record

"The Tunnel of Love"

backed with
Whispering Rain
RCA Victor
20-3830



Personal Management
DON W. HAYNES

Direction of
MUSIC CORPORATION OF AMERICA

Hit TUNES + Star TALENT



RING UP
M-G-M SALES!

JUDY GARLAND



Friendly Star ★ Get Happy

(Both from the M-G-M Technicolor picture "Summer Stock")

Available 2 Record Speeds
78 R.P.M. 45 R.P.M.
M-G-M 30254 M-G-M K30254

ART LUND



You Wonderful You

(From the M-G-M Technicolor picture "Summer Stock")

Francie
M-G-M Non-Breakable 10750



BILL FARRELL

You're Not In My Arms Tonight

'Deed I Do

Available 2 Record Speeds

78 R.P.M. 45 R.P.M.
M-G-M 10757 M-G-M K10757

World-Famous Guitarist

VICENTE GOMEZ

THEME MUSIC FROM "CRISIS"

Revolution March
Village Square
(From the M-G-M picture "Crisis")
M-G-M Non-Breakable 10756



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 29, N.Y.

M-G-M RECORDS ARE BETTER THAN EVER!

The Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending July 21

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

- | This Week | By | Last Week |
|---|--|-----------|
| 1. MONA LISA | By Jay Livingston and Ray Evans
Published by Famous (ASCAP)
From the Paramount film, "Captain Carey, U. S. A."
Records available: Dennis Day-M. Rene Ork, V 20-3733; H. James Ork, Col(78)38768, (33)1-538; M. "King" Col-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth. | 1 |
| 2. I WANNA BE LOVED | By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP)
Records available: T. Bennett-M. Manning, Col(78)38825, (33)1-646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 35491; B. Eckstine, MGM 10716; Fontaine Sisters-M. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Gardner Ork, Cap (78)10-4, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-492; D. Washington, Mer 8181; D. Bradley, Coral 60243; C. Williams Ork, Varsity 268.
Electrical transcription libraries: Fran Warren, Thesaurus; Eugenie Baird, Lang-Worth. | 3 |
| 3. BEWITCHED | By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)
Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Denny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24985; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torrie-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 251; B. Goodman, Col(33)1-642; J. McKee, Varsity 266.
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Arman, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarneri Quintet, Thesaurus; Russ Morgan, Lang-Worth. | 2 |
| 4. THIRD MAN THEME, THE | By Anton Karas
Published by Chappell (ASCAP)
From the Carol Reed film, "The Third Man"
Records available: O. Apollon, National 9104; Cate Vienna Quartet, Col(33)1-444; T. Fields Trio, V(78)20-3698, (45)47-3222; M. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)1010, (45)F-820; A. Myerson Quintet, Coral 60168, E. Smith, Dec 24908; M. Stachow, Mer-5373; Z. Turner Ork, Regent 173; M. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048; H. Stuart Ork, Int-a 6001; Franz Gottschalk, Tempo 470.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World. | 4 |
| 5. HOOP-DEE-DOO | By Frank Loesser and Milton DeLugg
Published by E. M. Morris (ASCAP)
Records available: Ames Brothers, Coral 60209; P. Conno-The Fontaine Sisters-M. Ayres Ork, V 2-3747; D. Day-Milloman-G. Wyle Ork, Vol(78)38771, (33)1-593; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 35799; Pauletta Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Weik Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698; H. Ashley, Varsity 267.
Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol; Bob Crosby, Standard; Blue Barron, Lang-Worth. | 6 |
| 6. COUNT EVERY STAR | By Bruno Coquatrix and Sammy Gallop
Published by Paxton (ASCAP)
Records available: R. Anthony, Cap 859 and 979; M. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-955; M. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111.
Electrical transcription libraries: Bob Crosby, Standard. | 9 |
| 7. TZENA, TZENA, TZENA
(*Copyright in dispute) | A. Blank-Harmonica Trio, Rilea-116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malachuk-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Sulek Ork, Columbia 12473; G. Calas Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847.
Electrical transcriptions: Russ Morgan, Lang-Worth; Dean Hudson, Lang-Worth. | 8 |
| 8. GOODNIGHT, IRENE | By Muddie Ledbetter and John Lomax
Published by Spencer (BMI)
Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 3448; R. Foley-E. Tubb, Dec 46233; Gunter Lee Carr, Dec 48167; J. Shook-D. Gillard-D. Bradley Quintet, Coral 60263; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 9. SENTIMENTAL ME | By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP)
Records available: Ames Brothers, Coral 60175; R. Anthony Ork-R. Deauville, Cap 925; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vac, Dec 48143; B. Mayo Quintet, Dana 2074; R. Vallee, V(78)20-3793, (45)47-3793.
Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol. | 5 |
| 10. SAM'S SONG | By Jack Elliott and Lew Quaid
Published by Sam Weiss (ASCAP)
Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27132; H. Geller Ork-The Tune-Times, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Mills and a Miss, Col(78)38876, (33)1-695; C. "Shandy" Hogan-B. Wayne-J. Pils Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.
Electrical transcription libraries: Bob Crosby, Standard. | |

*Jenkins, Decca Records; Miller, Columbia Records; Damond, Mercury Records; Calas, Coral Records; Flanagan, Victor Records, and other disks use lyrics by Gordon Jenkins and new music and arrangement by Spencer Ross, copyrighted by Cromwell Music. Mills Music claims it owns copyright to music and has other lyrics by Mitchell Parrish which have not to date appeared on record. The Zionist Organization of America has also made claims to the music.

WARNING

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This week's

New Releases

... on RCA Victor

Release 50-30

Ships Coast to Coast, Week of July 30

POPULAR

Here come the **DANCE BANDS** again!

TOMMY DORSEY
I've Forgotten You
No Other Love 20-3869—(47-3869)*

DENNIS DAY
All My Love
Goodnight, Irene 20-3870—(47-3870)*

THE FONTANE SISTERS with HUGO WINTERHALTER AND HIS ORCHESTRA
Can't We Talk It Over
I Had a Talk With the Wind and the Rain 20-3871—(47-3871)*

PEREZ PRADO
More Mambo Jambo
Mambo De Chatanooga-Mambo 20-3873—(47-3873)*

TONY MARTIN and FRAN WARREN
Take a Letter Miss Smith
Till We Meet Again 20-3874—(47-3874)*

COUNTRY

HANK SNOW
I Cried But My Tears Were Too Late
The Night I Stole Old Sammy
Morgan's Gin 21-0356—(48-0356)*

TEXAS JIM ROBERTSON
Jaw, Jaw, Yap, Yap, Yap!
It Hurts Me To See You With Somebody Else 21-0365—(48-0365)*

RHYTHM-BLUES

TAMPA RED
It's Good Like That
New Deal Blues 22-0094—(50-0094)*

POP-SPECIALTY

JOHNNY VADNAL
The Baseball Polka
Polka Recipe 25-1167—(51-1167)*

*48 r.p.m. catalog numbers

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



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

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best-selling retail sale charts (week of July 22). Obviously, sure things!

- \$ Bewitched**
Larry Green and the Honeydreamers 20-3726—(47-3726)* **7**
- \$ Bonaparte's Retreat**
Gene Krupa 20-3766—(47-3766)*
Pee Wee King 21-0111—(48-0114)*
- \$ Count Every Star**
Hugo Winterhalter 20-3697—(47-3221)* **7**
- \$ Cuddle Buggin' Baby**
Eddie Arnold 21-0342—(48-0342)* **7**
- \$ Hoop-Dee-Do**
Perry Como 20-3747—(47-3747)* **7**
- \$ I'm Bashful**
Mindy Carson 20-3801—(47-3801)*
- \$ I'm Movin' On**
Hank Snow 21-0328—(48-0328)*
- \$ I Wanna Be Loved**
Fontane Sisters 20-3772—(47-3772)* **7**
- \$ I Thought She Was a Local**
Sammy Kaye 20-3828—(47-3828)*
- \$ La Vie En Rose**
Tony Martin 20-3819—(47-3819)* **7**
Melachrino Strings 20-3739—(47-3739)*
- \$ Valencia**
Tony Martin 20-3755—(47-3755)* **7**
- \$ Why Should I Cry?**
Eddy Arnold 21-0300—(48-0300)*



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

- ★ The Phantom Stage Coach**
Vaughn Monroe 20-3818—(47-3818)*
No. 9 Disc Jockey Pick, Billboard, July 22.
No. 4 Retailers Pick, Billboard, July 22.
No. 3 Operators Pick, Billboard, July 22.
- ★ Sam's Song**
Freddy Martin 20-3798—(47-3798)*
No. 3 Disc Jockeys Pick, Billboard, July 15.
- ★ Thanks, Mr. Florist**
Vaughn Monroe 20-3773—(47-3773)*
No. 20 Most Played Disc Jockey Records, Billboard, July 15.
- ★ Gone Fishin'**
Three Suns with Texas Jim Robertson 20-3824—(47-3824)*
No. 5 Country & Western Disc Jockey Pick, Billboard, July 15.
- ★ I Cross My Fingers**
Perry Como and Fontane Sisters 20-3846—(47-3846)*
No. 1 Disc Jockeys Pick, Billboard, July 22.
No. 3 Retailers Pick, Billboard, July 22.
No. 2 Operators Pick, Billboard, July 22.

The stars who make the hits
are on

RCA VICTOR Records

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

JAN FEB MAR

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

THE HIT OF THE SUMMER!

VERA LYNN
and
LEE LAWRENCE
DUET

"CHERRY STONES"

with
Bob Farnon and his orchestra
backed by
"YOUR HEART AND MY HEART"
No. 729
75c plus tax

LONDON
RECORDS

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music
Based on reports received last three days of Week Ending July 21

BEST-SELLING SHEET MUSIC

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

POSITION	Weeks (Last This to date)(Week/Week)	Title	Composer	Publisher
7	3	1. MONA LISA (F) (R)		Famous
18	1	2. THIRD MAN THEME (F) (R)		Chappell
14	2	3. BEWITCHED (R)		Chappell
10	5	4. I WANNA BE LOVED (R)		Supreme
9	11	5. COUNT EVERY STAR (R)		Paxton
13	8	6. HOOP-DEE-DOO (R)		E. H. Morris
15	4	7. OLD PIANO ROLL BLUES, THE (R)		Leeds
4	14	8. PLAY A SIMPLE MELODY (R)		Bertin
21	6	9. MY FOOLISH HEART (F) (R)		Santly-Joy
2	12	10. GOODNIGHT, IRENE (R)		Spencer Music Corp.
3	10	11. SAM'S SONG (R)		Sam Weiss
16	7	12. SENTIMENTAL ME (R)		Knickerbocker
1	—	13. I CROSS MY FINGERS (R)		United
3	9	14. SOMETIME (R)		Witmark
7	13	15. I DON'T CARE IF THE SUN DON'T SHINE (R)		Famous
1	—	15. LA VIE EN ROSE (R)		Marm

ENGLAND'S TOP TWENTY

POSITION	Weeks (Last This to date)(Week/Week)	Title	English	American
15	2	1. MY FOOLISH HEART	Sun	Santly-Joy
6	1	2. BEWITCHED	Chappell	Chappell
10	3	3. DEARIE	Campbell-Connelly	Laurel
12	4	4. THAT OLD PIANO ROLL BLUES	Leeds	Leeds
11	5	5. OH, YOU SWEET ONE	Southern	General Music
11	6	6. LET'S DO IT AGAIN	Lennox	Robbins Music
7	8	7. I REMEMBER THE CORN FIELDS	Arcadia	Leeds
15	7	8. C'EST SI BON	Peter Maurice	Leeds
27	10	9. JEALOUS HEART	New World	Acuff-Rose
7	9	10. DADDY'S LITTLE GIRL	Yale	Beacon
6	10	11. TWO ON A TANDEM	Pic, Ltd.	"
11	12	12. QUICKSILVER	E. H. Morris	E. H. Morris
2	19	13. IF I LOVED YOU	Williamson	"
4	14	14. A LOAD OF HAY	John Fields	"
19	13	15. CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose
10	17	16. ME AND MY SHADOW	Francis Day	Bourne
2	18	17. YOUR HEART AND MY HEART	Lawrence Wright	Pickwick
27	15	18. DOWN IN THE GLEN	L. Wright	Mills Music
3	—	19. THE NIGHT THE FLOOR FELL IN	Southern	"
2	19	20. SUNSHINE CAKE	Victoria	Burke-Van Heusen Associates

*Publisher not available as The Billboard goes to press.

INTERESTING FIGURES



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JO STAFFORD Two Smash Sides!

"GOODNIGHT, IRENE"

coupled with

"OUR VERY OWN"



78 rpm No. 1142 • 45 rpm No. F1142



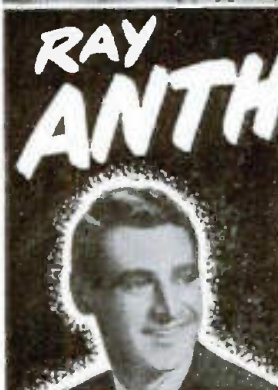
KAY STARR "AIN'T NOBODY'S BUSINESS
TENNESSEE ERNIE BUT MY OWN"

coupled with

"I'LL NEVER BE FREE"



78 rpm No. 1124 • 45 rpm No. F1124



RAY ANTHONY America's Favorite
Dance Orchestra

"CAN ANYONE EXPLAIN?"

with Ronnie Deauville and Betty Holliday



"SKYCOACH"

78 rpm No. 1131 • 45 rpm No. F1131



RED INGLE "YOU CAN'T BE FIT
AS A FIDDLE (When
You're Tight As A Drum)"



coupled with

**"TURN YOUR HEAD
LITTLE DARLIN'"**

78 rpm No. 1076 • 45 rpm No. F1076



TEX RITTER HOT AS TODAY'S HEADLINES!

"THE FIERY BEAR"



coupled with

"THE PLEDGE OF ALLEGIANCE"

78 rpm No. 1141 • 45 rpm No. F1141

TOP TUNES OF THE DAY

On 78 and 45!

78 45
RPM RPM

POPULAR

"MONA LISA" Nat "King" Cole.....	1010	F1010
"NOLA" and "JEALOUS" Les Paul.....	1014	F1014
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"SOMETIME" and "NO OTHER LOVE" Jo Stafford.....	1053	F1053
"CLOSE YOUR PRETTY EYES" and "FOOL'S PARADISE" Margaret Whiting-Jimmy Wakely....	1065	F1065
"SAM'S SONG" and "IVORY RAG" Joe "Fingers" Carr.....	962	F962
"PLAY A SIMPLE MELODY" Jo Stafford..	1039	F1039
"MISSISSIPPI" Kay Starr.....	1072	F1072
"BLIND DATE" and "HOME COOKIN'" Margaret Whiting-Bob Hope.....	1042	F1042
"I LOVE YOU BECAUSE" Jan Garber.....	983	F983
"COUNT EVERY STAR" Ray Anthony....	979	F979
"HOOP-DEE-DOO" Kay Starr.....	980	F980

WESTERN

TEX WILLIAMS "Happy Feet".....	1087	F1087
LEON FAYNE "I Couldn't Do A Thing Without You"..	1093	F1093
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone".....	952	F952
JIMMY WAKELY "Under The Anheuser Bush".....	1024	F1024
JESS WILLARD "New Panhandle Rag".....	1101	F1101
EDDIE KIRK "Sugar Baby".....	1048	F1048
JIMMY WAKELY "Sugar Plum Kisses".....	1066	F1066
BILLY WALKER "Alcohol Love".....	1097	F1097
HANK THOMPSON "Take A Look At This Broken Heart Of Mine".....	1016	F1016
TEX RITTER "I've Got Five Dollars And It's Saturday Night".....	1071	F1071



The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending July 21

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns for Position, Weeks Last, This to date, Week, and Record Title/Artist/Label. Includes records like 'MONA LISA', 'I WANNA BE LOVED', 'GOODNIGHT, IRENE', etc.

Vox Jox

PREEMS . . . Stuart Lindman, WMIN, St. Paul, has taken over a four-hour afternoon stint, tagged "Stan the Music Man," complete with sponsor for one seg, the Murray Fashion School. "Big Joe" Rosenfeld has moved his "Happiness Exchange" over to WINS, New York, for a two-hour early a.m. ainer. . . . Bill Cruse is now spinning 'em for KSUE, Susanville, Calif. . . . Lyle Allen appointed assistant record librarian at WIRE, Indianapolis. . . . Jim Anderson, WIRK, West Palm Beach, Fla., is the station's "displaced d. j." During the baseball season he's subbing for John Wooten, Travis Jockson and Ben Decker. . . . Clark Reid, WAKR, Akron, reports that his afternoon program has been expanded 45 minutes more daily, bringing his weekly air time total to 28 hours. . . . Sid J. Dickler, promotion manager, WHOO, Homestead, Pa., pens the following: "Jack Welsh up from the West Virginia circuit to add his talents to WJPA, Washington, Pa. Mitch Grey named program director of same station. . . . Nick Perry's early a.m. show on WPIT, tagged "Nick Nax." Ed Sweet, WKNB, New Britain, Conn., has snagged a new Saturday night d. j. session. . . . John Brubaker, WCCC, Hartford, Conn., has added a daily 15-minute sports chatter seg to his schedule. . . . Larry Brown, WPEN, Philadelphia, has acquired new afternoon ainer, "Mary Jane Jamboree," for teen-agers. . . . Ernie Kerns, WCSI, Columbus, Ind., appointed promotion director for the station, in addition to his regular d. j. chores. . . . Tal Hood, ex-WCRB, Waltham, Mass., has joined announcing staff of WFGM, Fitchburg, Mass.

FLANAGAN FAUX PAS . . . It seems that several readers were burned, bothered and bewildered over our statement that Ralph Flanagan was once an arranger for the late Glenn Miller's ork (The Billboard, July 15). Our humble apologies to Bernardino Hildebrand, WTND, Orangeburg, S. C., for giving him the wrong info, and sincere thanks to all d. j.'s for setting us straight. For the record, Ed Penney, program director of WFGM, Fitchburg, Mass., writes: "In a tape interview I conducted with Ralph Flanagan recently he made the following statement: "I always admired Glenn as a gentleman and a musician, but I never had the pleasure of meeting him, and I'd like people to understand that I never arranged for him. I've been trying to straighten it out wherever I go that I did not work for Glenn." Jean Morris, president of the "Official Ralph Flanagan Fan Club" Brooklyn, also sent in a correction with a similar quote from the ork leader. Next question? (!)

GRIPE BAG . . . M. Woroner, WHLN, Harlan, Ky., wonders why so many of the smaller record companies don't send him their releases and why he doesn't receive any kiddie records. . . . Lloyd Harvey, WQDI and WGEN, Quincy, Ill., "Can't understand the gripes about Decca Record service. I've gotten only the best treatment from them. On the other side of the ledger, I've gotten a million promises in the past two years from Columbia, and that's all! Consequently, with a limited library budget, Columbia disks don't get spins here. With their fine artists, it's sad." In a similar vein, Dave Naber, WKAI, Macomb, Ill., writes: "I'd appreciate it if you'll enter my kick against Columbia. We've received absolutely nothing from them for the past four months. Decca's shipments have only been a little better. Orchids to Victor, Mercury and Capitol for their splendid service!" . . . However, Hal Fisher, WFMJ, Youngstown, O., bluntly queries, "Is RCA Victor still in the record business? Their service is lousy." In defense of the local record distributor, Ted Jones, KLEE, Houston, says, "Their reaction to d. j. complaints is 'We just work here.' However, KLEE gets wonderful service from all concerned, except RCA Victor, and I sometimes wonder if they ever service anyone." . . . Bob Long, KRDU, Dinuba, Calif., plaintively pens "Say, how do you lure disk companies into sending releases? Capitol and London used to, and got good plugs—maybe too good—because they slowly dropped to nil. Don't they need business?" . . . Fred Reynolds, WGN, Chicago, has a beef

SONGS WITH GREATEST RADIO AUDIENCES (AC)

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

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

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Table listing songs and artists with their respective radio audiences. Includes songs like 'Are You Lonesome Tonight?', 'Bewitched', 'Candy and Cake', etc.

with Petrillo's edict against d. j.'s interviewing musicians in Chicago and Milwaukee. "Seems to me" says Reynolds, "union members are missing a great bet in not being able to appear on d. j. programs here to plug their own records."

GIMMIX . . . Arena Stars, Beverly Hills, Calif., personal management firm, will send specially prepared spinner-styled biog material on Spike Jones, Bill Snyder, Homer and Jethro, Nappy Lamare and the Mills Brothers to all d. j.'s registering requests for same. . . . Cris Harwood, WHAT, Philadelphia, received a \$1,000 Kalmus TV set for winning the Burl Ives "Bachelor Club of America Contest." . . . Ted Nabors, KTHH, Houston, is offering listeners special instruction sheets, enabling them to sing along with Jerry Lewis's Capitol recording "I'm a Little Busybody." It's a local Capitol distributor promotion. . . . Whenever a recording artist is within a 200-mile radius of his home town, Don Porter, KUGH, Eugene, Ore., contacts them by phone or visit and tapes an interview for his listeners. Kay Starr and Margaret Whiting recently guested on his show, via the telephone-tape trick. . . . Hal Davis, KHUN, Eureka, Calif., reports a "big response" to his finish-the-song gimmick. He stops a platter in the middle of the lyric and asks listeners, "What's next?" . . . Jay McMaster, WMEX, Boston, recently announced that Bobby Wayne was a proud papa, much to the surprise of the London recording artist, who heard the birth report via his car radio, while waiting for the stork outside the hospital. . . . Jerry Harper, WISC, Madison, Wis., is pushing State-wide tourist promotion, via fishing reports, and interviews with local vacationers. . . . Perry Brown, WNDR, Syracuse, tied in with MGM's "Father of the Bride" promotion to find the "Lucky Bride of 1950." Perry gifted the winner with an Estate Range on the stage of his local Loew's State Theater. . . . Stew McDonnell, WIMS, Michigan City, Ind., is interviewing passengers on the lake steamer, City of Grand Rapids, as they arrive from Chicago. Show is tagged "Man on the Dock." . . . Phil Sanford, WABJ, Adrian, Mich., turned "Sam Spade" this month, and conducted a search for a missing boy via descriptions on his platter shows. Ten minutes after Sanford's air description, a listener tipped off the police of the runaway's whereabouts. . . . Bill Brownie Jr., WKWF, Key West, Fla., serenaded local graduating classes last month, by dedicating his entire "Dancing Party" program to them, plus a special spinning of "Pomp and Circumstance." Ed Hurst and Joe Grady, WPEN, Philadelphia, tossed a "Coketail" party for their teen-ager listeners to mark the opening of a new studio-auditorium at WPEN's new building. Telegram invitations were sent to all high schools, and recording artists in town showed up to help dispense the refreshments.

As Exciting As "Tico"...

Mambo Jambo

Recorded By

ETHEL SMITH

DECCA 27119

PEER INTERNATIONAL CORPORATION
Sole Selling Agent SOUTHERN MUSIC PUB. CO., INC. New York • Chicago • Hollywood

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending July 21

PART IV



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers...

Table with columns: POSITION, Weeks Last | This to date/Week/Week, and record titles with artist names and labels.

Dealer Doings

REASSURE THE PUBLIC... It is up to the record manufacturers to reassure the buying public on the future of the new disk speeds...

POLISH PLUGGING... Another dealer using a disk jockey program emanating from the store's front window is Conklin & Cummins...

NEWS AND CHATTER... During the showing of the MGM film, "Annie, Get Your Gun," J. H. Troup, Harrisburg, Pa., set up a disk counter in the theater lobby to sell selections from the film...

ADVANCE PLUG TOPIC... Further comment on the dealer complaints that records are played on the air too long before delivery is made to retailers comes from V. H. Andersen, De Luxe Music Shop No. 2, Chicago...

SELLING TIPS... Richards Music Company, Safford, Ariz., supplements the counter hit sheets by keeping a loose-leaf notebook in which are listed all new records as they are received...

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks Last | This to date/Week/Week, and children's record titles with artist names and labels.

POP ALBUMS

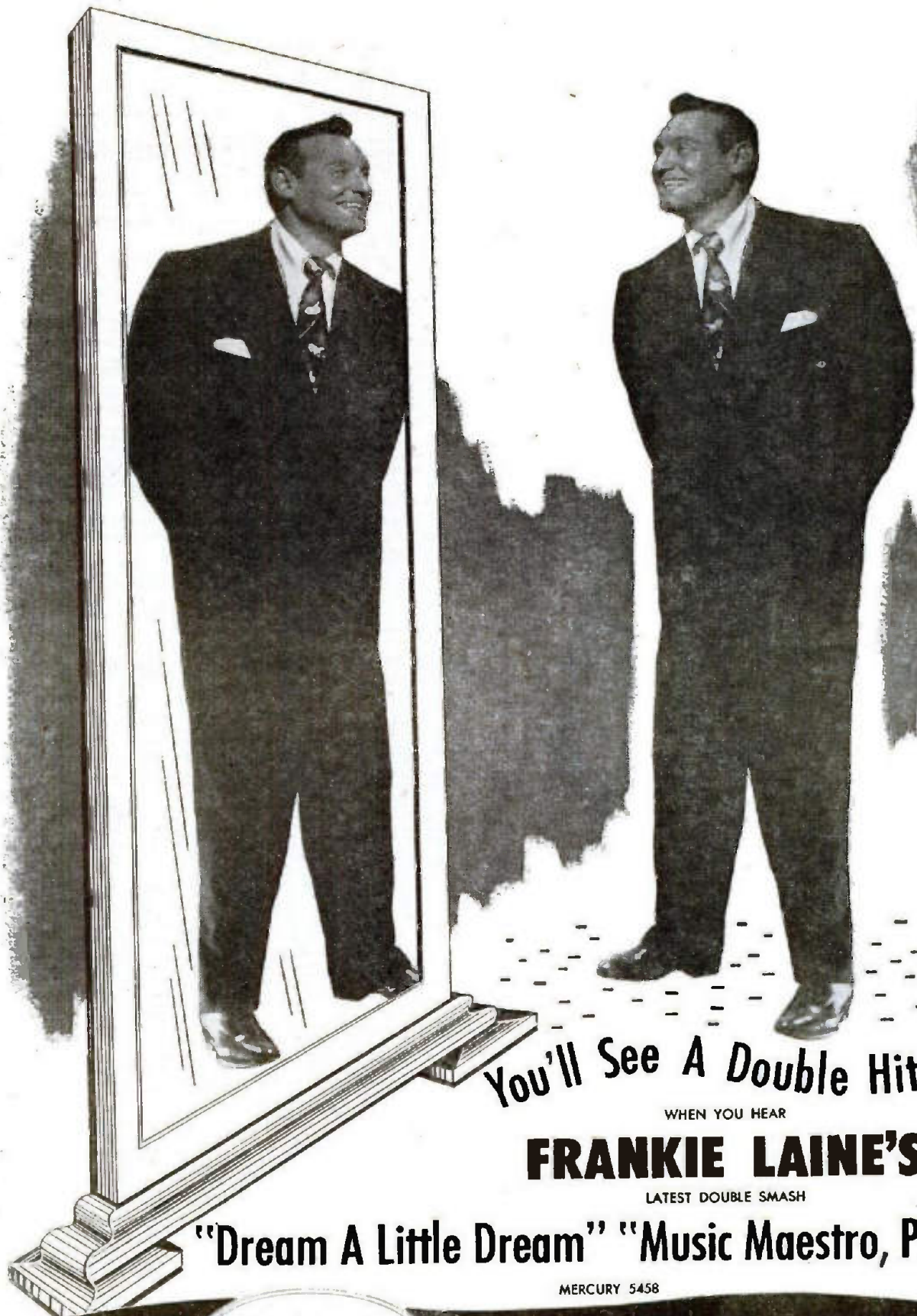
Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires...

Best Selling 33 1/3 R.P.M.

Table with columns: POSITION, Weeks Last | This to date/Week/Week, and 33 1/3 R.P.M. album titles with artist names and labels.

Best Selling 45 R.P.M.

Table with columns: POSITION, Weeks Last | This to date/Week/Week, and 45 R.P.M. album titles with artist names and labels.



You'll See A Double Hit Too!

WHEN YOU HEAR

FRANKIE LAINE'S

LATEST DOUBLE SMASH

"Dream A Little Dream" "Music Maestro, Please"

MERCURY 5458

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

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

STELLAR SELLER!

FRANK SINATRA

SINGING
"GOOD NIGHT, IRENE"
 CHORUS AND ORCHESTRA
 UNDER THE DIRECTION
 OF MITCH MILLER



AND
"MY BLUE HEAVEN"

Orchestra directed by
 George Siravo
 Columbia Record 38892
 or 7-inch LP 1-718

COLUMBIA RECORDS

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

The **Billboard** MUSIC POPULARITY CHARTS
Juke Box Record Plays
 PART V
 Based on reports received last three days of Week Ending July 21

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks Last This to date	Record	Label
7	1	1. MONA LISA	Met "King" Cole & The Trio, Cap(78)1010, (45)F-1010—ASCAP
12	2	2. I WANNA BE LOVED	Andrew Sisters-G. Jenkins Ork., Dec 27007—ASCAP
21	3	3. THIRD MAN THEME, THE	G. Lombardo Ork., Dec 24839—ASCAP
13	5	4. BEWITCHED	G. Jenkins Ork., Dec 24993—ASCAP
3	13	5. GOODNIGHT, IRENE	G. Jenkins-The Weavers, Dec 27077
23	4	6. SENTIMENTAL ME	Ames Brothers, Coral 60140; Coral 60173—ASCAP
12	18	7. BEWITCHED	B. Snyder Ork., Tower 1473—ASCAP
5	23	8. SAM'S SONG	J. "Fingers" Carr, Cap(78)962, (45)F-962—ASCAP
5	13	8. IZENA, TZENA, TZENA	G. Jenkins-W. Lavers, Dec 27077—ASCAP
14	6	10. HOOP-DEE-000	P. Como-The Fontane Sisters, V(78)20-3747, (45)47-3747—ASCAP
9	8	10. I DON'T CARE IF THE SUN DON'T SHINE	P. Page, Mercury(78)5396, (45)5396X45—ASCAP (D. Martin-P. Weston, Cap 983; I. Martin-H. Row Ork, V 20 3755; G. Gibbs, Coral 60210; L. Holmes Ork, MGM (06R5))
1	—	12. SAM'S SONG	Gary & Bing Crosby-M. Matlock's All Stars, Dec 27112—ASCAP
14	7	13. THIRD MAN THEME, THE	A. Karas, London(78)536, (45)30005—ASCAP
2	26	13. LA VIE EN ROSE	T. Martin, V(78)20-3819, (45)47-3819—ASCAP (Melachro Sirings, V 20 3735; M. Marlow, MGM 30227; P. Weston Ork, Cap(78)890 45) 890; U. Bradley, Coral 40241; L. Armstrong, Dec 27113; B. Crosby, 27111; H. James Ork, Cal(78)38768, (33)1-588)
11	18	15. HOOP-DEE-000	K. Starr-F. DeVal Ork, Cap(78)980, (45)F-980—ASCAP
15	9	16. SENTIMENTAL ME	R. Morgan Ork., Dec 24904—ASCAP
5	18	16. COUNT EVERY STAR	H. Winterhalter, V(78)20-3697, (45)47-3221—ASCAP
8	9	18. BEWITCHED	D. Day, Col(78)36698, (33)1-400—ASCAP
3	11	18. NOLA	L. Paul, Cap(78)1014, (45)F-1014—ASCAP
1	—	18. SIMPLE MELODY	Gary & Bing Crosby-M. Matlock's All Stars, Dec 27112 (J. Stafford-Scarlighters-P. Weston's Dixie 8, Cap 1039; D. Shere-M. Zimmerman Ork, Col(78)38837, (33)1-636; G. Gibbs-B. Crosby-Ork, Coral 60227; P. Harris-W. Schanz Ork, V(45)47-3781)
11	13	21. BEWITCHED	J. August & The Harmonicals, Mercury(78)5399, (45)5399X45—ASCAP
9	23	21. BONAPARTE'S RETREAT	M. Starr, Cap(78)936, (45)F-936—BM (P. Napoleon, Col 38091; L. McAnulle, Col(78)20706, (33)2-664; G. Krupa, V(78)20-3766, (45)47-3766)
12	—	23. HOOP-DEE-000	Edris Day-Mellomen-G. Wyle Ork., Col(78)38771, (33)2-591—ASCAP
1	—	23. VAGABOND SHOES	V. Damone-G. Osser Ork., Mercury(78)5429, (45)5429X45
14	16	25. MY FOOLISH HEART	G. Jenkins Ork., Dec 24830—ASCAP (B. Eckstine-R. Case Ork, MGM 10423; R. Hayes-M. Miller Ork, Mer 5367; J. Maque-T. Carpenter, Varsity 245; H. Winterhalter Ork, Col(78)38497, (33)1-478; M. Whiting-F. DeVal's Ork, Cap(78)934, (45)F-934; M. Carson, V(78)20-3681, (45)47-3204)
2	23	25. COUNT EVERY STAR	D. Haynes & A. Shaw Ork., Dec 27042—ASCAP
4	—	25. I WANNA BE LOVED	D. Washington, Mercury 8181—ASCAP
2	—	25. COUNT EVERY STAR	R. Anthony, Cap(78)979, (45)F-979, Cap(78)859, (45)F-859—ASCAP
2	—	29. SIMPLE MELODY	J. Stafford-The Scarlighters-P. Weston's Dixie Eight, Cap(78)1039, (45)F-1039
2	—	29. THIRD MAN THEME, THE	F. Martin Ork., V(78)20-3747, (45)47-3747—ASCAP
1	—	29. MONA LISA	C. Spivak Ork., London(78)619, (45)30073—ASCAP

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

The **Billboard** MUSIC POPULARITY CHARTS
CLASSICAL RECORDS
 PART VI

Classical Records

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

Best Selling LP Classical Titles

Last Week	This Week	Title	Label
3	1.	Rachmaninoff Concerto for Piano & Ork., No. 2 in C Minor, A. Rubinstein NBC Symphony Ork.; V. Golschmann.....	V(33)LM-1006
1	2.	Bach: Well-Tempered Clavicoord, L. Landowska.....	V(33)LM-1017
3	3.	Borodin: Polovtsian Dances, L. Stokowski, director Symphony Ork.....	V(33)LM-1054
4	4.	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork., A. Toscanini, conductor.....	V(33)LM-1042
—	4.	Tchaikovsky: Swan Lake, St. Louis Symphony Ork., V. Golschmann, conductor.....	V(33)LM-1003

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
1	1.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork., Pierre Monteaux, conductor.....	V(45)WDM-920
2	2.	Rachmaninoff: Concerto Two in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork., V. Golschmann, conductor.....	V(45)WDM-1075
2	2.	Kurt Weill: Down in the Valley, M. Bell, K. Smith, W. McGraw, R. Jacquemont, R. Barrows, RCA Victor Ork., P. Herman Alder, director.....	V(45)WDM-1367
—	4.	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork., E. Ormandy, conductor.....	V(45)WDM-262
—	5.	Ravel: Bolero, Koussevitzky, conductor Boston Symphony Ork.....	V(45)WDM-1220

Advance Classical Record Releases (Includes Semi-Classics)

Beethoven: Serenade in D Major for Flute, Violin and Viola Op 25 Album—J. Wummer-A. Schneider-M. Katims (1-10") Col(33) ML2124
 Lalo La Roid's Overture Album—Minneapolis Symphony Ork., Dimitri Mitropoulos, Cond. (E. Siegmeyer-ster: Orak Set) (1-10") Col(33) ML2123
 E. Siegmeyer: Orak Set—Minneapolis Symphony Ork.-D. Mitropoulos Cond. (Le Roi D'ys Overture) (1-10") Col(33) ML2123

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk; using the same values as a yardstick; 70-90, good; 60-69, satisfactory; 0-99, poor.

WORK SONGS AND SPIRITUALS—DePaul's Infantry Chorus—Leonard DePaul, Dir. (1-10") Columbia (33) ML-2119
 Water Boy; Jerry; Sweet Little Jesus Boy; His Name So Sweet; Listen to the Lambs; Tol' My Cap'n; Great Gaid A'Mighty; Honor, Honor; Take My Mother Home.
 This superbly trained, well disciplined and generally expert chorus here digs into Negro folk lore for a beautifully done group of selections drawn from the vast number of work songs and spirituals common to the category. Immaculate ensemble work, remarkably sensitive shading and altogether tasteful interpretation make this group one of the most brilliant on records today.

SCHUBERT: MASS IN E FLAT MAJOR—Soloists, Akademie Kammerchor, Vienna Symphony Ork., Prof. R. Moralt, conductor (2-10") LPs Vos-Polydor PL-1750
 This is the last of Schubert's eight masses, the loveliest, and the first to be recorded in its entirety. The conductor, ork, choir, and soloists are the same performers featured on Von's excellent Beethoven Mass, recently reviewed here, and again they do a top job. Recording is full, clear, and well-balanced. Set should enjoy a healthy sale among Schubertian choral conductors, and the new crop of "complete works" LP buyers. The music is a highly melodic piece of writing. More plodding and studied than the free-wheeling style of Beethoven, it nevertheless has dramatic strength and conveys a great feeling of sincerity.

STRAUSS WALTZES—The Vienna Radio Ork (1-10") Remington (33) RLP-1021
 Blue Danube; Wine, Women and Song; Artist Life; Tales From the Vienna Woods; Vienna Bonbons; Roses from the South; Vienna Bloos; Morning Journals.
 At 99 cents, this one should sell like hot-cakes. The familiar Strauss waltzes are played by a good-sized ork in fine, lilting Viennese waltz trim, and the recording is better than might be expected. An exceptional LP value, especially suitable for chain and department stores.

G. VALENTINI: SONATA NO. 4 IN E MAJOR FOR VIOLONCELLO AND CONTINUO AND L. BOCHERINI: SONATA NO. 6 & A MAJOR FOR VIOLONCELLO AND PIANOFORTE—Bernard Greenhouse-Anthony Makas, Renaissance (33) XR-11
 Two excellent early chamber works, never recorded previously, are played here with musical authority and tonal beauty by the cellist Greenhouse. Bocherini was Haydn's contemporary, and Valentini came earlier in the 18th century. Both wrote with great lucidity, vitality, and charm. Here, the Valentini is most interesting. The LP has a good commercial chance wherever it can be called to the attention of chamber music buyers. Cover is very attractive.

RAVEL: RAPSDIE ESPAGNOLE AND KODALY: HARY JAROS SUITE—Philadelphia Orchestra, conducted by Eugene Ormandy (1-12") Columbia (33) ML-4306
 Clever repertoire programming has made great contrasts of romanticism and humor in the modern manner on this disk. Prime factor here is that this is a modern package designed for longhaul buyers who seek entertainment in their music—certainly the greatest portion of the market. The Ravel is a richly scored bit of Spanish-influenced romanticism and one of his most popular pieces at the same time. The Kodaly, not as well known, is a delightful chunk of witty and humorous music drawn from an opera which the Hungarian wrote around the legendary Bunyanesque figure of Hary Jarno. Both are beautifully recorded and played superbly by the Philadelphia group under the sure-handed leaders in Eugene Ormandy.

BEETHOVEN: SERENADE IN D MAJOR FOR FLUTE, VIOLIN AND VIOLA ALBUM—J. Wummer, Flute-A. Schneider, Violin-M. Katims-Viola (1-10") Col (33) ML-2124
 Light, charming, and beautifully performed early work of Beethoven was issued on shellac disks earlier this year. The LP recording is superior in tonal quality, and should find a broader market among chamber music buyers. Fine for summer listening.

(Continued on page 121)

RCA Victor Custom Record Sales sets new price policy!

- ... New ordering and re-ordering policy in effect now!
- ... New low prices on original orders and re-orders of pressings.

SHELLAC-TYPE OR PLASTIC

45 rpm
78 rpm
33 1/3 rpm

... Prompt Delivery.

*A complete service in recording, re-recordings, processing and pressing 45's from your protection parts.

NO ORDER TOO LARGE OR SMALL!

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FRAN WARREN sings...
"WHEN WERE DANCING"
 RCA VICTOR RECORD
 78 rpm 20-3800
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26 Profit Items for Dealers—Where To Buy Them

You can still get a copy of *The Billboard's* Big 1950 NAMM Convention Supplement with its many valuable, money-making articles, reference lists and buying services, including the complete "Dealers' Buying Guide."

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Name \$10 enclosed
 Address Bill me for \$10
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 Occupation

ESMERELDY "(I HAD) A GOOD MAN IN MEMPHIS"

Written by Verna Sherrill, BMI
coupled with

"WHOOPIN' IN THE HOLLER"

Written by Jimmy Rule, BMI

MGM 10739



also...

RED SOVINE "WHEN I GET RICH"

Written by Happy Wilson & Tommy Coley, BMI

coupled with

"YOU'RE BARKING UP THE WRONG TREE NOW"

Written by Hank Williams & Fred Rose, ASCAP

MGM 10717



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 10, N.Y.

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

Based on reports received last three days of Week Ending July 21

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks Last This		to date Week Week	
9	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696	BMI
17	3	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830	BMI
8	2	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241	BMI
5	5	THROW YOUR LOVE MY WAY	E. Tubb	Dec 46243	BMI
3	7	CUDDLE BUGGIN' BABY	E. Arnold	V178121-0342; (45)48-0342	BMI
12	4	BIRMINGHAM BOUNCE	R. Foley	Dec 46234	BMI
2	9	ENCLOSED, ONE BROKEN HEART	E. Arnold	V178121-0342; (45)48-0342	BMI
2	9	I'M MOVIN' ON	Hank Snow	V178121-0328; (45)48-0328	BMI
19	8	I LOVE YOU BECAUSE	E. Tubb	V178121-0328; (45)48-0328	BMI
37	6	LONG GONE LONESOME BLUES	M. Williams	MGM 10e45	

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.

POSITION		Weeks Last This		to date Week Week	
9	2	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10e45	BMI
5	4	CUDDLE BUGGIN' BABY	E. Arnold	V178121-0342; (45)48-0342	BMI
20	1	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830	BMI
9	3	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241	BMI
6	5	THROW YOUR LOVE MY WAY	E. Tubb	Dec 46243	BMI
4	6	I'M MOVIN' ON	H. Snow	V178121-0328; (45)48-0328	BMI
18	8	LONG GONE LONESOME BLUES	M. Williams	MGM 10e45	
12	7	BIRMINGHAM BOUNCE	R. Foley	Dec 46234	BMI
13	9	WHY SHOULD I CRY?	E. Arnold	V178121-0300; (45)48-0300	BMI
2	10	JUST A CLOSER WALK WITH THEE	Red Foley and the Jordanaires	Dec 14505	

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

"Answer To Little Pal"—D. Stone-T. Phillaman's Virginia Ramblers (Square Dance) Mutual 201
 Buddy, Stay Off Of That Wine—B. Culver (Raccoon River) King 882
 Change Partners—R. River Dave (Jack O' Hearts) MGM 10755
 Don't Let Our Love Die—York Brothers (Long Time) King 881
 Don't Sell Daddy Any More Whiskey—M. O'Day (Heaven's Radio) Col(78)20732; (33)2-740
 Dude Ranch Dances Album—A. Hofner & His San Antonians (1-10") Col(33)HL-9017—Cotton-Eyed Joe; Dude Ranch Schottische; Herr Schmidt; Little Brown Jug; Put Your Little Foot; Rye Waltz.
 Folk Dance Schottische—S. Daulong (Heartaches Too) Bullet 705
 Give Me a Little Old Fashioned Love—J. Shook-D.illard-D. Bradley (Goodnight Irene) Coral 60261
 Goodnight Irene—Gunter Lee Carr (My House) Decca 48167
 Heartaches Too—S. Daulong (Folk Dance) Bullet 705
 I Can't See the Sun for the Tears—D. Newby-Saddle Sereaders—Academy 100
 I Don't Love Anybody But You—H. Hart (Than Suffer) 4 Star 1486
 I Got a Ring for Her Finger—J. Hicks (Honey-Tony) Col(78)20716; (33)2-701
 I Wish We Could Try All Over Again—A. Jones (You've Got) Cap 1059
 I'll Understand, My Dear—D. Newby-Saddle Sereaders (I Can't) Academy 100
 I'm Gonna Walk On—S. Grayson-Golden Valley Boys (I Like) King 880
 I'd Rather Be a Rooster—R. Hughes-M. Bradley Ork (When Elephants) Tennessee 718
 Juke Box Love—D. Stogner (Tulsa Baby) Academy 101
 Just When I Needed You—"Little" J. Dickens (Walk, Chicken) Col 20722
 Long Time Gone—York Brothers (Don't Let) King 881
 Make-Believe Kisses—J. Hatcher-F. Cavanne (Private Property) Academy 102
 Old Hymns, The—"I" Texas Tyler (On the) 4 Star 1279
 Private Property—F. Cavanne (Make-Believe) Academy 102
 Right Key in the Wrong Keyhole—A. Vaughn (Don't Lock) 4 Star 1480
 Rio—J. Stan Trio (Montana Moon) Sentry 501
 Rock Candy Heart—P. Howard (Boogie's Fine) King 871
 Saturday Night Rag—C. Williams-Georgia Peach Pickers (Mississippi) Col(78)20725; (33)2-715
 Silver-Haired Daddy—G. Autry-B. Dodson (Mississippi Valley) Col 20727
 Slipper Around With Jole Blon—W. Tuttle (Strawberry Roan) Coral 64051
 Some Day You'll Pay—Delmore Brothers (My Heart) King 873
 Sometime—F. Wiling (Texas Blues) Cap 1070
 Thru the Garden—"Smiling" J. Jericho (Take Your) 4 Star 1502
 Tomorrow You'll Be Married—R. Stewart and His Kentucky Colonets (Gotta Get) King 872
 Troubles On My Mind—Cousin F. Lewis (I'll Paint) 4 Star 1503
 Tulsa Baby—O. Stogner (Juke Box) Academy 101
 Two-Seated Saddle and a One-Gaited Horse, A—O. Evans Ork (Hawaii-Ha) V178129-0361; (45)48-0361
 Under the Red, White and Blue—J. Bond (Star Spangled) Col(78)20726; (33)2-716
 Wabash Waltz—S. Whitman Ork (I'm Crying) V178121-0358; (45)48-0358
 Walk, Chicken, Walk—"Little" J. Dickens (Walk) King 872
 Western Song and Dances Album—Yodeling Slim Clark (1-10") Remington RLP-1017—Big Kach Candy Mountain; Cat Came Back, The; Chime Bells; Just One More Yodel; Rye Whiskey; Swiss Yodelers; Yodel Train; Yodelin' Mad
 Westphalia Waltz—C. Stone and His Home Town Jamboree Gang (Put Your) Cap 1109
 When Elephants Start to Roost in Trees—R. Hughes-M. Bradley Ork (I'd Rather) Tennessee 718
 Why Don't You Show Me That You Care?—H. Gunter-The Probies (Gonna Dance) Bama 201
 Without Me Are You Blue?—C. Monroe (So Blue) V178129-0361; (45)48-0361
 Yesterday's Kisses—H. Hawkins (That's All) King 876
 You Talk in Your Sleep—Big Jeff (Juke Box) Dot 1004

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending July 21

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION	Weeks Last This to date Week Weeks	1	2	3	4	5	6	7	8	9	10
10	1	1.	WHY DON'T YOU LOVE ME?..... H. Williams..... MGM 10696—BMI								
20	2	2.	I'LL SAIL MY SHIP ALONE..... Moon Mellican..... King 630—BMI								
5	3	3.	I'M MOVIN' ON..... H. Snow..... V178121-0342; (45)48-0328—BMI								
5	4	4.	THROW YOUR LOVE MY WAY..... E. Tubb..... Dec 46243—BMI								
4	5	5.	M-I-S-S-I-S-S-I-P-P-I..... R. Foley..... Dec 46241—BMI								
3	5	6.	CUDDLE BUGGIN' BABY..... E. Arnold..... V178121-0342; (45)48-0342—BMI								
4	9	7.	ENCLOSED, ONE BROKEN HEART..... E. Arnold..... V178121-0342; (45)48-0342—BMI								
31	8	8.	BIRMINGHAM BOUNCE..... R. Foley..... Dec 46234—BMI								
18	7	9.	LONG GONE LONESOME BLUES..... H. Williams..... MGM 10645								
32	—	10.	I LOVE YOU BECAUSE..... L. Payne..... Cap 57-40215—BMI								

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Esmeraldy (MGM), currently at WIIHQ, Memphis, underwent an appendectomy June 30 and returned to work July 18. . . . Tommie Summers, who recently renewed for another year with WFAA, Falls Church, Va., became the father of a son, Tommie Jr., recently. Joe Wheeler, formerly vocalist with Summers, now on the Old Dominion Barn Dance, WRVA, Richmond, Va.

Carl Story and His Rambling Mountaineers play the city auditorium in Atlanta, August 19. Later in the month he plans to play a string of theaters in North Carolina and Virginia. . . . Denver Bill Clark played to 4,000 at Evergreen Grove, St. Johns, Pa., recently. . . . Big Jim DeNoone (4-Star) has a live show and two record shows on KRON, Salinas, Calif. . . . Hub Sutter recently switched from Tommy Thompson's group to Jesse James, who airs over KTBC, Austin, Tex.

Carl Smith is a regular member of the Grand Ole Opry at WSM, Nashville. He also has a morning show on that station. . . . Tex Bloyd (Gavotte) signed for a series of daily radio shows to be broadcast over a Canadian chain. . . . Hank Locklin (4-Star), who was a recent guest with the Light Crust Dough Boys over Mutual, reports that he has a new song book coming out. . . . Bob Mason and his Swingbillies will make personals for the next few weeks in Indiana and Ohio. Mason airs daily from WIMA, Lima, O. . . . T. Texas Tyler leaves Riverside Rancho, Los Angeles, for a summer tour soon.


Tex Williams's wife, Dallas, is ill in St. Joseph Hospital, Los Angeles. . . . Madox Bros. and Rosa bought three new cars, making a total of six for the outfit. . . . Elton Britt (Victor) guested on the Grand Ole Opry, WSM, Nashville, Saturday 15. . . . Homer and Jethro, currently at the Chicago Theater, appeared on WLS National Barn Dance, Saturday 15 and Saturday 22. . . . Alberta Slim, formerly with Gavotte, cut four sides for Victor. . . . Whitey Carson is visiting in New York. . . . Billy Walker (Capitol) is in Billings, Mont. . . . Connie B. Gay's moonlight cruises on the S. S. Bear Mountain (Washington) boasts such entertainers as Cowboy Copas, Lazy Jim Day, the Oklahoma Cowboys, Don Patton and the Swingboys. . . . Guy Campbell and the Down Homers are starting a new NBC show to be aired Saturday mornings. . . . Stu Davis, Canada's Cowboy Troubador, has a two-hour daily d. j. show on CJCA, Edmonton, Alta., combined with a quarter-hour live show with the Radio Wranglers, also a two-hour, barn-dance on the Alberta network on Saturdays.

DISK JOCKEY DOINGS


Sally Starr, WJMJ, Philadelphia, and Jesse Rogers' "Bulletin Party" was a huge success. . . . Slim Lay, WFMH, Cullman, Ala., signed a writers contract with Valley-Hill Music. . . . Rocky Rauch has added Jimmy Colvard to his band. . . . Cuzzin Don, WOPI, Bristol, Tenn., has a new show at a local drive-in which will be broadcast for a half hour each Friday. . . . Paul Schroeder, WIMS, Michigan City, Ind., reports that once a week he plays odd labels and is getting many requests. . . . Cracker Jim Brooker, Miami, has added a quarter-hour live show to his regular d. j. show. Appearing on the seg are Colloshatchassee River Boys.

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

THANKS!
DJ's, OP's AND DEALER'S
 For Your Help in Making
"Lose Your Blues"
A HIT!



RED KIRK
"The Voice of the Country"
MERCURY 6257



TOBY DOWDY
"And His Dixie Lily Highpointers"
"STEPPIN' OUT"
 AND
"Gonna Get Goin'"
MERCURY 6270



REX ALLEN
"And the Arizona Wranglers"
"FOGGY RIVER"
 AND
"AFRAID"
MERCURY 6271

Only *Mercury* has
the Hits on NON BREAKABLE RECORDS

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 MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

CHARLES BROWN *Everybody likes it!!*



REPENTANCE BLUES

AL 3060



Aladdin RECORDS

2 RECORDS 2 HITS

**I'LL NEVER BE FREE
YOU OUGHT TO KNOW**
REGAL 325B

**I AIN'T GONNA
LET YOU IN**

I NEED YOUR LOVE
REGAL 3273




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NEW SELL-Sational Summer Releases!

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Rhythm in the Borynard—Pt. II

CAMILLE HOWARD I'm Blue SP 370
Fire-Ball Boogie

ROY MILTON Playboy Blues SP 366
Cryin' & Singin' the Blues

KING PERRY Everything's Gonna Be All Right Tonight SP 367
Mellow Gal Blues

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City Zone State 25¢ enclosed, send Supplement only
Occupation

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

Based on reports received last three days of Week Ending July 21

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This to date/Week/Week	Record	Artist	Label
13	1	1. PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMT
		Sentimental Lover		
6	2	2. HARD LUCK BLUES	Ray Brown and His Mighty, Mighty Men	DeLuxe 3304—BMT
		New Rebecca		
9	4	3. WELL, OH, WELL	Tiny Bradshaw	King 4357—BMT
		I Hate You		
8	3	4. CUPID'S BOOGIE	Little Esther	Savoy 750
		Just Can't Get Free		
7	6	5. I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP
		Love With Misery		
14	5	6. I NEED YOU SO	Ivory Joe Hunter	MGM 10663
		Leave Me Alone		
4	9	7. MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010—ASCAP
		Greatest Invention of Them All, The		
16	8	8. MISTRUSTIN' BLUES	Little Esther-J. Otis-M. Walker Ork.	
		Misery		Savoy 738
1	—	9. MY FOOLISH HEART	G. Ammons	Chess 1425—ASCAP
		Bless You		
8	6	10. EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
		Rockin' After Midnight		

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This to date/Week/Week	Record	Artist	Label
12	1	1. PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMT
9	3	2. WELL, OH, WELL	Tiny Bradshaw	King 4357—BMT
8	2	3. CUPID'S BOOGIE	Little Esther	Savoy 750
2	6	4. HARD LUCK BLUES	Ray Brown and His Mighty, Mighty Men	DeLuxe 3304—BMT
9	4	5. EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
6	8	6. I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP
13	4	7. I NEED YOU SO	Ivory Joe Hunter	MGM 10663
4	7	8. MONA LISA	King Cole Trio	Cap(78)1010; (45)F-1010—ASCAP
1	—	9. GOOD MORNING, JUDGE	W. Harris	King 4378—BMT
14	—	10. MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis Ork.	Savoy 738

RHYTHM & BLUES RECORD REVIEWS

BEN SMITH QUARTET *Cap 30214*
You've Got Me Crying My Heart Out 50--50--50--50
Male vocal group pines tearfully thru a dull ballad job.

She Knows How the Drops Will Fall 53--53--53--53
Alto sax, piano and rhythm back solo warbler on an unexciting medium-slow blues.

THE GREAT GATES *4 Star 1504*
Rock Me, Baby 68--68--67--68
An inferior good rocker gets up a beat of some proportions but little else happens of distinction.

Checkin' Up Blues 58--60--55--60
Rather dull slow blues job; both material and singer fail to convince.
(Continued on page 122)

THANKS, MARTIN BLOCK (WNEW)
For Picking
'THE LITTLE GREEN MAN'
(From Mars)
APOLLO #1163
As Your Top Novelty Disk of the Week!
Order from your nearest distributor or direct from
APOLLO RECORDS
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Hitting From Coast to Coast
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FEATURING **MEL WALKER**
Regent #1016 **CRY BABY**
I'm Not Falling in Love With You
Regent #1018 **HELPLESS DREAMIN' BLUES**
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ONLY ON SAVOY!
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SAVOY #4017
Surely God Is Able I Need Thee Every Hour
Savoy Outselling All Competitive Labels 5-to-11
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The Billboard

MUSIC POPULARITY CHARTS

PART IX

Full Points
TRADE SERVICE
MASTERS

Record Reviews

RATINGS
(100 Point
Maximum)

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

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

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

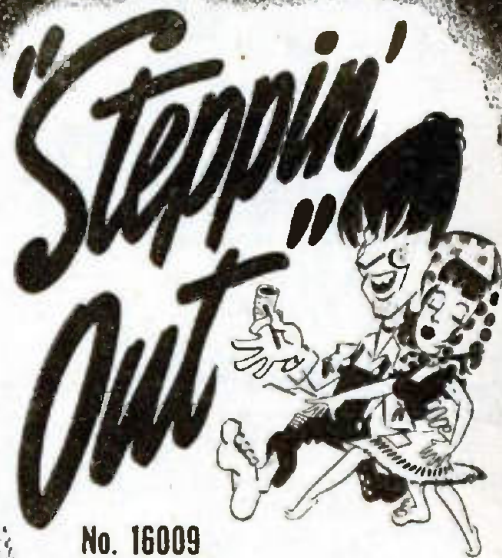
RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
MARGARET WHITING-LES BAXTER CHORUS (Frank De Vol Ork) Capitol 1123	You're Mine, You Another quality oldie gets one of Miss Whiting's slickest stylizations. Will require plugging to get attention outside the thrush's fan coterie.	81--82--80--80
LES BROWN Columbia 38878	Drifting and Dreaming Tasty, cleanly played dance instrumental of the pretty oldie is drawn from the Brown "Dance Date" set for release as a single.	71--74--70--70
ARTIE SHAW ORK Decca 27085	I've Forgotten You Somewhat sophisticated ballad gets another beautiful Whiting rendition.	76--78--76--75
LOUIS ARMSTRONG ORK Decca 27113	Foggy Day, A Another side from the package rounds out the pairing. It's a medium tempo instrumental reading of this charming Gershwin standard. Brown followers should like this one.	74--77--74--72
LOUIS ARMSTRONG ORK Decca 27113	Just Say I Love Her Shaw serves up sympathetic support for another excellent vocal effort by Don Cherry. Ditty's a ballad drawn from a familiar melody.	76--70--75--74
LOUIS ARMSTRONG ORK Decca 27113	I Love the Guy The Shaw band turns down this fine rhythm ditty in rather unimpressive fashion with Gwen Davies contributing a competent reading of the cute lyric.	72--75--71--71
LOUIS ARMSTRONG ORK Decca 27113	La Vie En Rose Imaginative assignment of this tune to "Pops" results in a delightful interpretation, with Armstrong's vocal and trumpet work and fine orchestra all contributing.	84--85--83--85
HOAGY CARMICHAEL-4 HITS & A MISS Decca 27093	C'est Si Bon As with flap, Armstrong turns in a fine performance, but vote goes to the "La Vie" side.	81--82--80--82
HOAGY CARMICHAEL-4 HITS & A MISS Decca 27093	Coney Island Washboard The pleasant, tuneless Carmichael pipes are at home with this up-tempo, cornball oldie.	71--71--70--72
JACK OWENS Decca 27096	Some Days There Just Ain't No Fish Hoagy struggles manfully with this fish song, but the thing's a dismal flop.	49--50--49--48
JACK OWENS Decca 27096	It Couldn't Happen To a Sweeter Girl Owens turns in a typically simple and credible job on a pleasant, tho' hardly arresting sentimental ballad.	72--72--70--74
JACK OWENS Decca 27096	Dream a Little Dream of Me A wonderful old song gets a first-rate setting from Owens, male trio, and easy-beat micky orking.	80--80--80--80
KEN GRIFFIN Columbia 38899	Harbor Lights Griffin's clean, simple organ style with perfect choice of tempo, should give the oldie a new lease on life juke-wise.	78--77--78--79
KEN GRIFFIN Columbia 38899	Josephine Bouncy, tinkling effect produced on this popular standard marks it for sturdy juke and retail action.	82--81--82--83
TONY PASTOR ORK Columbia 38871	Major and the Minor, The Fine riff standard, cut instrumentally, gets a great, relaxed dance rendition by the competent Pastor crew.	73--75--72--72
TONY PASTOR ORK Columbia 38871	Miles Standish Historical story is set to an attractive riff tune. Cute, but unlikely to hit hard.	67--69--67--66
PHIL NAPOLEON MEMPHIS FIVE Columbia 38891	Fidgety Feet One of the more polished of present-day Dixie groups delivers the oleie in strong Charleston style.	68--69--68--68
PHIL NAPOLEON MEMPHIS FIVE Columbia 38891	Bonaparte's Retreat Dixie styling builds the sturdily moving hit fine. Betty Ann Grove does the vocal. Version is late, however, and the competition is strong.	71--70--70--73
DICK TAYLOR-VIVIAN GARRY Webster 510	Go On About Your Bizness Miss Garry handles the vocal load on a didactic, hand-clapping ditty that fails to excite.	67--68--66--66
DICK TAYLOR-VIVIAN GARRY Webster 510	Boggin' in the Swamp The three Sharps are the vocalists here. Ditty has a catchy lilt, but the nonsense lines don't get across.	66--67--65--65
CLORIA DE HAVEN Decca 27086	Don't Be Afraid Pretty Rick star reveals an enticing vocal style on an appropriate ballad. Little more than regular fan potential here.	71--72--72--68
CLORIA DE HAVEN Decca 27086	There Isn't Very Much To Do Now Thrush shows much disk promise on a heavy sob ballad.	73--76--73--70
BUDDY JOHNSON ORK Decca 27087	Shake 'Em Up Johnson's big screaming crew pounds out a potent medium-slow boogie instrumental that should register with dancers.	80--80--80--80
BUDDY JOHNSON ORK Decca 27087	Tell Me What They're Saying Arthur Prysock warbles a lugubrious ballad in rich, warmly felt fashion.	72--72--72--72

(Continued on page 111)

BILLY STARR

vocal by Billy Starr with instrumental accompaniment



No. 16009

75c plus tax

Backed by

"WRITE ME A LETTER"

Vocal by
ROY KING
with Hal Fuller and the Tennessee Ho-Downers
"FREIGHT TRAIN BLUES"
AND
"EVERYBODY KNEW"
No. 16031
75c plus tax
LONDON
RECORDS

FOR GOOD LUCK...

"KNOCK ON WOOD"

KING #15054

Insist on The Original by

FREDDY MILLER

and his DANCE MAGIC

WITH VOCALS BY THE BARRY SISTERS

GARRETT MUSIC PUBLISHING CO. 148 East 47 St., New York 17, N. Y.

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City Zone State

Occupation

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You get an eye-catching, attention-getting, full-color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in *The Billboard Honor Roll of Hits* for each week that you subscribe. All you do once a week, is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple... easy to handle... low in cost... a real extra sales man who really sells!

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YERMIE STERN
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Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks' service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME

STORE

ADDRESS

CITY STATE

The Billboard MUSIC POPULARITY CHARTS

PART X

Record Possibilities

THE BILLBOARD PICKS:

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

- AIN'T NOBODY'S BUSINESS BUT MY OWN.....Kay Starr-Tennessee Ernie.....Capitol 1124
Capitol's formula for mixing pop and country talents in disc form, which proved so successful with the Whiting and Wately combo, should happen all over again with this team. Both have been hitting as singles, and this hard-spoken rhythm novelty should sock with their combined fan following.
- DADDY'S LITTLE BOY.....Dick Todd-Eddie (Piano) Miller Ork.....Rainbow 40055
Here's a follow-up that figures. The tune has everything "Daddy's Little Girl" had, and then some. Todd gives it the full sob treatment.
- GOODNIGHT, IRENE.....Jo Stafford-The Starlighters.....Capitol 1142
The fitting folk-style waltz, soaring via the Gordon-Jenkins-Weavers diskings, is rapidly shaping up as one of the big summer hits. Miss Stafford's gentle, fitting treatment represents quality coverage, with an excellent chance to place in the money.
- ALL DRESSED UP TO SMILE.....Evelyn Knight.....Decca 27103
The same bright, happy chirping that distinguished her "Powder Your Face" and "A Little Bird" offerings of earlier vintage are in evidence in this latest Knight issue. A highly contagious item.

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. DREAM A LITTLE DREAM OF ME.....Jack Owens.....Decca 27096
2. SNOOKIE OONUMS.....Joe "Fingers" Carr.....Capitol 1074
3. LA VIE EN ROSE.....Tony Martin.....Victor 20-3819
4. GOODNIGHT, IRENE.....Frank Sinatra.....Columbia 38892
5. EVERYTHING THEY SAID CAME TRUE.....The Orioles.....Jubilee
6. CRYING.....Les Paul Trio.....Capitol 1088
7. I CROSS MY FINGERS.....Perry Como.....Victor 20-3846
8. DARN THAT DREAM.....Doris Day.....Columbia 3887
9. THREE LITTLE RINGS.....Fontane Sisters.....Victor 20-3814
10. PINK CHAMPAGNE.....Ralph Flanagan Ork.....Victor 20-3847

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. PHANTOM STAGE COACH.....Vaughn Monroe.....Victor 20-3818
2. JET.....Three Suns-Larry Green.....Victor 20-3834
3. FOOL'S PARADISE.....Margaret Whiting-Jimmy Wakely.....Capitol 1065
4. I THOUGHT SHE WAS A LOCAL.....Simmy Kaye Ork.....Victor 20-3828
5. IF I HAD A MAGIC CARPET.....Percy Faith Ork.....Columbia 38867

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. DARN THAT DREAM.....Doris Day.....Columbia 3887
2. M-I-S-I-S-I-P-P-I.....Billie Danel.....Coral 60220
3. THREE LITTLE RINGS.....Fontane Sisters.....Victor 20-3814
4. TZENA, TZENA, TZENA.....Vic Damone.....Mercury 5454

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. REMEMBER ME.....Stuart Hamblen.....Columbia 20714
2. THE POSTMAN JUST PASSES ME BY.....Cowboy Copas.....King 870
3. TOM CAT BLUES.....Eddie Marshall.....Victor 21-0357
4. ROCK-A-BYE BABY BLUES.....Bob Wills.....MGM 10731
5. SUGAR BLUES.....Sally Holmes.....London 16030
6. OLD MAN ATOM.....Orie Waters.....Coral 64050
7. FINDERS KEEPERS, LOSERS WEEPERS.....Shorty Long.....King 874
8. I'LL FIND YOU.....Stuart Hamblen.....Columbia 20714

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

TV Trade Mulls Credit Curbs

FRB Expected To Re-Enact Regulation W

Ruling Seen in September

(Continued from page 4)

expected that FRB will require from 20 per cent to 33 1/3 per cent as a down payment, with no more than a year to pay for cheaper sets and two years for expensive receivers. Similar credit restrictions will be put into effect for all consumer durables. The bill specifies that credit is not to be limited for materials bought for business purposes if they are not useable for household or personal purposes.

Sharply increased taxes are due to be requested from Congress in the next few weeks, but congressional leaders said no rise is contemplated for 1950. Meanwhile, the chance for excise tax repeal has long been considered doomed by the Korean outbreak.

In prospect for 1951 are substantial increases in both individual and corporation taxes, with the probability that an excess profits tax will be included. Brunt of the personal income tax rise will have to be borne by the middle-income bracket which, according to federal statistics, includes the majority of show people.

If rationing comes, gasoline will probably be one of the first commodities on the list. Such a step would seriously affect a large portion of showbiz, just as it did during the last war. The administration, however, is firmly on record as wanting to avoid any rationing as long as possible.

Average TV Cost Dropped \$165 From '48 Price

WASHINGTON, July 22.—The average expenditure for TV receivers last year was \$330, a drop of \$165 from 1948, the Federal Reserve Board (FRB) said this week. The average price of radio sets purchased was \$55 as compared with \$70 in 1948.

The average price for TV sets last year was pretty close to what consumers guessed when surveyed by FRB in early 1949. The average consumer estimate was \$340, and under-estimate of \$10. The guess on radio set prices, however, was under-rated by \$45 as prospective buyers figured on paying \$90 on the average last year.

Analyzing 1949's buyers of TV sets, FRB found that 85 per cent of them earned less than \$5,000 a year, bearing out the estimates of industry leaders. FRB said that 3 per cent of the buyers made less than \$1,000; 6 per cent were in the \$1,000-\$2,000 bracket; 36 per cent in the \$2,000-\$4,000 bracket, and 20 per cent in the \$4,000-\$5,000 bracket.

The agency took a look to see if length of marriage had any effect on the buying of TV sets. Contrary to the fact that persons married less than two years bought most of the furniture sold, FRB found newlyweds bought no more TV sets than old benedicts, the ratio being about the same for those married more than 20 years and those blighted for only two years.

Dealer Profit-Loss Depends On Jack-Equipped TV Sets, Says Webster-Chicago V.P.

By Charles P. Cushman

Executive Vice-President, Webster-Chicago Corporation

CHICAGO, July 22.—The television set phono jack, a simple gadget with little actual financial value, will be an important factor in determining how thousands of dealers fare during the next 10 or 20 years.

People will be buying TV sets after the current heavy demand settles down, but they will be shopping around more for the best bargain. Dealers complaining that they haven't been making enough money will have to work harder to make a real margin of profit on TV. Many have already learned that the phono jack on the set they have sold creates sales volume that means an important extra margin of profit. Many more will learn this soon. These dealers will be pushing jack-equipped sets. The jack helps convert a one-shot TV set customer into a steady customer.

Sales Value Not Appreciated
Many dealers and manufacturers have been ignoring the significance of the phono jack while a few have been quietly capitalizing on it. But the average manufacturer, and even many dealers, have failed to realize its influence on sales volume. Now they have reached the stage where they will have to. The phono jack is one way to keep the dealers operating at a profit and the TV industry can't get along without successful dealers.

The dealer who sells a jack-equipped TV set is creating new sales prospects. His next step is to sell a plug-in phonograph unit. Surveys have shown that no matter how strong a hold television has on its fans, they still like music. They may not want that music badly enough to put a lot of money into a new radio-phonograph, but plug-in phonos aren't expensive. Informed that for a relatively small sum they can have recorded music along with television, customers will be interested. Even where they already have a phonograph, the chances are they are one-speed units. Industry estimates place the number of obsolete one-speed players now in homes at 15,000,000. The plug-in unit is often the customers' answer, but for that they need TV sets that can be plugged into.

TV manufacturers generally have tended to ignore the value of the phono jack in the belief that the advantage of including one in their sets is all with the dealer and the customer. The manufacturer's stake is almost as big as that of the dealer. Where the sets are of comparable quality, a dealer aware of what it means to him in additional sales will push the set with the phono jack.

The manufacturer, too, can use the phono jack as an added selling feature. He is giving the customer just a little bit more for his money. Customers may not have a fervent desire for a plug-in unit at the time they buy their TV sets, but the fact that they can plug one in later will help sell them on a specific brand.

Advertising Helps Both
Naturally, both manufacturers and dealers benefit from the heavy national advertising of some of the plug-in phonograph unit producers. Many customers remember those ads when they go to buy their TV sets. They ask whether the set is equipped for plug-in units. We know that is

true from reports from our own dealers. The customer often feels a bit cheated when he finds that the TV set he has in mind is not so equipped.

Of course, inclusion of phono jacks will not be the one determining factor in TV sales. Many customers will buy the set they want regardless. But many others will decide between two brands on the basis of that little gadget and a good sales talk from a dealer who wants to make more money. It is time that both the manufacturers and the dealers realized that they can capitalize on phono jacks.

There are four big advantages to the dealer in selling jack-equipped TV sets. Such a set (1) is easier to sell, (2) offers opportunities for a plug-in unit sale, (3) helps create a new, steady record customer, and (4) gives greater customer satisfaction.

Radio Heads For Prize Year Despite Video

Sales Reported Leaping

NEW YORK, July 22.—Sales of radio and radio-phonos in the last half of 1950 may make the year one of the industry's peak radio years despite the magnetic attraction of video for the consumer dollar. Predictions for a banner radio year are being made by top industry execs. The forecasts are based on present sales volume, the expected "shortage" of TV sets, the belief that the TV station freeze may not be lifted for some time and the added sales accruing from a three-speed record industry.

Major manufacturers have, in the last month, announced new radio models in a wide variety of style and prices. RCA Victor's new line has seven sets, Zenith is showing 11 new models, the Magnavox line (including sets provided with space for adding TV later) consists of 12 consoles, Emerson's line is complete, tho not extensive, Philco has a line of 18 radio and radio-phonos sets, Sylvania's first line under that brand name consists of radio and three clock-radio combinations, Westinghouse is showing four basic models in different cabinets, and General Electric announced a line of clock radios, AM table sets, AM-FM sets, and radio-phonos consoles.

In general, prices of radio-phonos with three-speed record changers range from \$150 to \$330. Emerson's sole console model is priced at \$149.95, with the other manufacturers not far away. G. E.'s leader is \$169.95, Westinghouse's at \$199.95, RCA Victor's at \$179.95, Philco's at \$159.95, and Zenith's and Magnavox's price leaders are set at \$199.95. Still sold on the demand for deluxe radio-phonos models, Magnavox will continue to make the Imperial Windson console at \$795.

In almost every case, manufacturers are basing a good deal of their

Price, Supply To Stabilize Video Demand

Buying Rush Under Way

NEW YORK, July 22.—The impending credit controls on consumer buying, via restrictions in installment purchases, will not hamper tremendous sales of TV sets predicted for the fall. That's the considered opinion of dealers and distributors contacted this week. In general, it is agreed the possible "shortage" of receivers will counteract any effects of limited credit terms.

Morris Sobel, Sunset Stores, here, agreed many low-income families would have to do without a TV set if a one-third down payment is required, but felt the public rush to buy a set "before they're extinct" will keep sales high. Those families who have been hesitating about owning a TV set are now anxious for immediate delivery.

Ben Rice, Starratt sales manager, stated, "Credit restrictions will undoubtedly stymie TV sales, but it's just as well that it does because of the impending shortage. It can be expected that the 20 to 30-week delivery schedules on some component parts will be lengthened about 20 per cent."

A spokesman for New York's dynamic store chain felt there would be little or no effect on video sales because of credit restrictions. A radio-TV buyer syndicate of major department stores explained the lowered prices on private label TV sets would keep sales at peak. "American people can't resist a bargain," he explained.

A New Jersey TV distributor said the firm expected little change in sales because money spent for auto purchases and upkeep would probably flow toward TV as a home entertainment medium. He pointed to possible gasoline rationing, the tightening supply of cars and tires and impending increases on excise taxes in the amusement fields as "aids to selling TV sets."

G.E. Names 19 To Run Radio-TV Districts

NEW YORK, July 22.—The General Electric Company this week created 19 new positions as district managers of the receiver division. The appointments made by General Sales Manager Arthur A. Brandt are part of G.E.'s expanded efforts in the radio-TV receiver field.

Named to the new posts were F. S. Anderson, Washington; R. M. Bruce, Syracuse; R. V. Buivid, Minneapolis; H. A. Crossland, Philadelphia; J. F. Effinger, Cincinnati; T. C. Gilliland, San Francisco; R. L. Hanks, Hartford, Conn.; J. A. Kerr, New York; John Klenke, Birmingham; P. H. Leslie, Detroit; F. W. McDonald, St. Louis; T. A. McDonald, Boston; R. J. Melgs, Kansas City, Mo.; G. S. Peterson, Chicago; H. G. Randolph, Los Angeles; C. L. Schmidt, Dallas; R. P. Van Zile, Cleveland; B. S. Wells, Seattle, and T. B. Willard, Atlanta.

advertising and promotion behind three-speed record changer mechanisms and tone quality. RCA Victor will feature "extended tonal range" for the playing of the new record speeds, pointing out that "the limitations of the shellac record have here— (See RADIO HEADS on page 47)

Cuba Movie Tax Cut To Aid Vaude

Britain Mulls Similar Action To Aid Nabes

Lower Price Houses Benefit

(Continued from page 3)

\$1.20 if they present stage shows with at least eight performers, half of whom must be Cubans.

Another provision exempts from the tax films shown in smaller houses with a charge of less than 80 cents if the film has been previously exhibited in a Havana Theater in conjunction with a stage show.

Effect of the decrees is to give neighborhood theaters three alternatives, according to Commerce. They can use first-run features with a stage show, present first-runs and pay the tax, or limit themselves to second-run films. Commerce added that five theaters in Cuba now have stage shows.

A similar proposal is pending in the English Parliament, according to Commerce. The new budget bill provides a reduction in the admissions tax for theaters having vaudeville as well as movies.

Berle To Do Stint At Fashion Show

NEW YORK, July 27. — Milton Berle will work a fashion show in Minneapolis September 5, 6 and 7, right after he winds up a two-weeker at the Roxy starting August 18.

The three-day date is part of a convention shindig being put on by the Fashion Apparel Institute. It will be a big show using many acts.

Before he does the fashion show, Berle may do a week-end for Doc Harris in Hartford, Conn. Deal is now on the fire. There was talk that Berle would do a full week or two at the Chicago Theater on his trip east from the Coast, where he now is, but so far nothing has materialized.

During the Roxy date Berle will work with the acts as he's done before. The ice show will be dropped during Berle's run.

Sked First Session For AGVA Panel

NEW YORK, July 27.—The first appeals panel in the history of the American Guild of Variety Artists (AGVA), decided upon at the recent convention, will start sitting as a full board Monday (31).

The purpose of this body will be to pass on arbitration rulings made by the various branch offices to which an appeal has been made. It is understood that about 30 to 40 cases involving actors will be passed on.

The appeals board will consist of Eddie Rio, West Coast regional rep; Jack Irving, assistant national administrative topper of AGVA and its Midwest regional head; Jimmy Lyons, East Coast regional rep, and Henry Dunn, national administrator. The board is expected to sit in continuous session until all the cases are cleared.

Carroll Restaurant Still on the Market

HOLLYWOOD, July 22.—Earl Carroll's Theater-Restaurant has been sold and resold so much lately (in publicity releases) that Guy Ward, attorney for the Carroll estate, was forced to step from behind legal books this week to flatly squelch "buyers." Ward said that the many conflicting reports of the spot's sale have so confused things that legitimate bidders for the million-dollar property are hesitant to talk biz.

For the record, the spot is still on the market for a guy with dough and has not been sold or leased by anyone. Ward denied any knowledge of a deal to peddle the joint to Bill Miller, owner of Fort Lee, New Jersey's Riviera nitery. He added that neither Miller nor any agent of the bistro boss had approached him with a definite bid or offer on the Carroll property.

Wildw'd Avalon To Kid Matinee

WILDWOOD, N. J., July 22.—Eddie Suez put his Club Avalon here on a double shift with afternoon kiddie matinees added to the evening operations. Suez is making a pitch for parents who are tied down in the evening with youngsters and, at the same time, provides another resort diversion for the entire family during the afternoon. Plan is to do a series of floorshows for the kids, complete with games. It also means a chance to sell the room and floorshow features to the parent.

Mickey Shaughnessy, who heads the Club Avalon revue, will also take in the kiddie matinees. Comic will stay on for the season, his film deal for a role in a Dean Martin-Jerry Lewis flicker having been set back to fall.

Detroit's Bowery May Be Reopened

DETROIT, July 22.—A new lease on life under Frank Barbaro appeared possible this week for the famed Bowery, which has been dark for several weeks under orders of Federal Court, following receivership.

Bid was presented by William Cohen, who has functioned in the past as attorney for Frank Barbaro, operator of the Bowery until about two years ago when Mrs. Dorothy Barbaro, his former wife, took over.

Cohen bid \$13,500 for the State liquor license and air conditioning equipment and a court date of August 3 was set for hearing on the bid. Tho the dough for the bid is coming from undisclosed parties it is understood that, if Cohen is successful, Barbaro would be the manager.

Big Name Shortage a Break For Broadway Bistro Acts

(Continued from page 3)
will follow Lewis tho no deal has been made yet.

The Fort Lee, N. J., Riviera, now going with Billy Vine, has Zero Mostel due August 1. Mostel hasn't been seen in a New York cafe for the past few years. Following Mostel will be Jean Carroll and Billy Daniels. Tho both deals have been agreed upon nothing's been signed because Daniels has commitments he's trying to get

Fischer Office Facing Loss of AGVA Franchise

NEW YORK, July 22.—The International Theatrical Corporation (ITC) may lose its franchise with the American Guild of Variety Artists (AGVA), with the consequent voiding of all its exclusive agency contracts with performers (about 20) if the charges brought against the office stand up.

The dispute came into the open when Hans Lederer, former president of ITC, resigned after a disagreement with Clifford Fischer, presumably the head of ITC, and joined the Lew and Leslie Grade office. Lederer sent letters to the acts he booked asking that unpaid commissions and future commissions be paid him directly. ITC sent similar letters to the acts. Acts caught in the muddle went to AGVA.

It developed that, under an agreement between Lederer and Fischer, each had the right to commissions on acts booked by either party. AGVA said that Fischer, now in Europe, has denied persistently having any interest in ITC, except that of a "friendly advisor" AGVA charges, however, that Fischer is the actual owner of ITC tho he doesn't own a single share of stock. It contends that Fischer's secretary, Mrs. B. Zimmerman, has all the stock in her name, and that even tho Lederer was the president, he didn't own a share of ITC.

AGVA charged that this set-up makes ITC a hollow shell, so that all franchises issued to it and exclusive agency contracts signed by it are null and void.

The case is expected to come before an arbitration board Wednesday (26).

Edith Piaf and the male French singing group are not involved because they are under personal contract to Fischer. In the meantime, AGVA has notified all acts presumably under contract to the office to turn their commission over to AGVA rather than to either Fischer or Lederer, pending a ruling.

Beer Enuf To Float a Ship

WASHINGTON, July 22. — Total 1949 expenditures for alcoholic beverages amounted to \$8,550,000,000, Commerce Department said this week. The sum was equal to almost half the total amount collected by Uncle Sam in income taxes that year.

The public spent \$4,435,000,000 on beer, enough money to run the entire government for some five weeks. Expenditures for hard liquor and wine totaled \$3,850,000,000 and \$465,000,000, respectively. Beer and wine charges showed little change from 1948, but the money spent for distilled spirits was off 3 per cent from 1948.

out of before he can take the Riviera date.

Jean Carroll will be in on a straight two-weeker, no options, because right after she finishes at the club she opens at the New York Paramount.

Another act that hasn't been seen here for some time is Bernice Parks. She goes into the Versailles right after Don Cornell finishes. Latter, who went in for two weeks, had his option picked up for another deucer.

Korean Fight Hypes Philly Club Outlook

Liquor License Market Up

PHILADELPHIA, July 22.—Until recently, virtually every nitery in town could have been bought for a price—and in most cases, the price could have been low. But the Korean situation has changed all that. Two nitery owners who were always on the hunt for a buyer, won't consider selling now.

Many places have been running into the red most of the past season—holding on only in hopes of making a face-saving sale. However, they have started borrowing fresh money and have shelved plans to sell, pinning their hunch on another war. This is particularly true of the taprooms and musical bars.

Indicative of the turn of events in the cafe biz is the asking price for liquor licenses. Since the town has long filled its quota, as allowed by State law, there's always a profitable business for brokers in the sale of licenses. During World War II the liquor licenses (they originally cost \$1,000) were selling for \$10,000. This past year the market price dipped to \$8,000. Today the asking price is \$11,000, the boys remembering the boom days of the '40s and banking on Korea being only the beginning of another lush cycle.

Miami Niteries To Legit Field

NEW YORK, July 22.—The Miami Beach summer season apparently has received a shot in the arm so far as tourists are concerned, but old line cafes are all going legit with a vengeance and with it comes the competition with its attacks and counterattacks to keep the other guy from the cash register.

Last week Ned Schuyler leased his Copa City to Sandy Scott, former New York press agent turned legit producer. Scott got Baum-Newborn to rep for him in New York, and they tied up The Heiress with John Cardarine, to open at the Copa City July 24. A \$3,000 bond was put up with Equity, actors were hired and the thing seemed set.

Then the Copa City got its first setback. It was told by the fire commissioner that the club would have to make some major building changes and until it did, no legit shows would (See MIAMI CLUBS on page 43)

Nitery, Restaurant Ops Set Conn. Assn.

BRIDGEPORT, Conn., July 22.—Creation of a Southern Connecticut Council of Restaurants Association was unanimously voted at a meeting of the Bridgeport Restaurant Full Permit Association this week in the Hotel Barnum here. Present were owners and operators of restaurants and night clubs from neighboring cities.

Joseph Dolan, president of the local association, stated that formation of the council is necessary to organize the various cities for a show of unity, especially before election, in order to obtain new laws for later closing of restaurants and night clubs on Saturdays and Sunday nights, in order to meet competition with New York and Massachusetts niteries, where later closing hours are permitted.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Polack Bests Eureka Date's Gross Score

Closing Night Socko

EUREKA, Calif., July 22.—Polack Bros.' Western Unit, in here Wednesday thru Saturday (12-15), received the biggest business of the four years the org has played the town for Redwood Shrine Club. Sponsors' share of the take topped last year by almost 20 per cent and increases were registered in all departments.

Helping this time was a shuffle of the usual four-day stand to put the closing shown on a Saturday instead of the usual Sunday. Final performance drew the biggest crowd of the stand's history and gave the show far more than previous wind-ups here.

Polack personnel has had to adjust to extremes in temperatures. Cool weather in coastal towns of Ventura, San Luis Obispo and Eureka was contrasted with the blazing heat at Las Vegas, Nev. Cool weather prevailed at Modesto, Calif., where business was on a par with last year. Las Vegas and Ventura were new stops.

Oroville followed Eureka for two days and Napa is next (21-22).

Sam Ward, who handled advance promotion at Las Vegas, moved to Los Angeles to start preliminary (See POLACK BESTS on page 63)

Hopalong Cassidy Closes With Cole; Show Moves to N. Y.

PHILADELPHIA, Pa., July 22.—Bill (Hopalong Cassidy) Boyd closed with Cole Bros.' Circus here today and will return to Hollywood for motion picture work. The circus moved out of here from Plainfield, N. J., a Sunday stand.

Tom King, Cole Bros.' press chief, said that the circus will remain unchanged except for Boyd's leaving, and that it will continue under canvas.

Business for Cole Bros. has not been outstanding. The stand here opened Monday (17) and the first two days were unusually warm. Wednesday was hurt by rain, but the remainder of the week brought a break in the weather. Cole moves next week into up-State New York.

Gainesville Zoo Set as Memorial For Frank Buck

GAINESVILLE, Tex., July 22.—Zoo at Fair Park here will be named in honor of the late Frank Buck, it was announced this week by William T. Bonner, president of the Cooke County Fair Association.

Buck was born here in 1883 while his father operated a Gainesville wagon yard. He died in Houston early this year.

A plaque honoring Buck will be unveiled Labor Day at opening of the fair. Members of Buck's family will be invited.

The zoo was started some time ago and has been expanded recently. Buildings are under construction for an elephant, deer, buffalo and other animals which are to be purchased soon.

Al Sheehan's Unit Ducks Rain In Aquatennial Bow; Stacks Up With Best of Past Editions

MINNEAPOLIS, July 22.—Al Sheehan's 11th annual Aqua Follies, highlight of the yearly Minneapolis Aquatennial, played its Irish luck right to the hilt Wednesday night (19), and once again weathered early day rain to open on time. The opening in the Theodore Wirth Park Pool here left a near-capacity house of about 5,000 singing its praises. Mixing good stage talent with top water stars, Sheehan has cooked up a potion of entertainment that ranks with the best he has done in Aqua Follies versions of past years. This year he plays comedy strongly on stage with such acts as Lowe, Hite and Stanley, Gene Sheldon and the Florida Trio, each unit bringing plenty of yocks from the pew-sitters. Johnny Williams' handling of the 16 gal dancers and eight posers is tops, while Helen Starr's direction of the 24-gal water ballet was up to her usual high standards for precision and rhythm.

Following the national anthem directed by Ben Barnett, ork leader, the show gets under way with an Aqua Broadway production number. With Tom Martin handling the mike, stage line portrays Broadway show hits, including Gentlemen Prefer Blondes, Brigadoon, Miss Liberty, Finian's Rainbow, Texas Li'l Darlin', Kiss Me Kate, Where's Charlie, Annie Get Your Gun and South Pacific for the wind-up. For each a group of gals comes on a stage to represent the (See SHEEHAN'S UNIT on page 78)

Martha Raye To Get 75C for 8 Outdoor Shows

(Continued from page 3)
diene \$7,500 for eight night show appearances while the cost for five shows at Syracuse will be proportionately less.

Deal for the Brockton date was made thru the Al Martin Agency, Boston, long-time booker of that event, with Sol Shapiro acting for the William Morris Agency, the comic's agent. Principal show offerings at Syracuse are handled thru the George A. Hamid & Son Agency, New York.

Raye's cost for outdoor dates is about the same as for indoor spots where the fee ranges up to \$5,500 for a week. According to the comic's agents, these will be her first appearances at fairs.

Martin said the program at Brockton would also include a 12-girl line, the Maxellos, Risley, Marcus Troupe, juggling; Howard and Wanda Bell, balancing; Dwight Moore's dogs; the Pitchmen, novelty turn, and Dorraine and Ellis, vocalists. Other acts, including an adagio trio and a band, will also be used, Martin said.

Manager Frank H. Kingman, of the Brockton annual, has long been partial to big names and the success of last year's annual which eclipsed marks of 20 years' standing no doubt influenced the decision to book the costly Raye.

Another Brockton show feature will be the Jimmie Lynch Death Dodgers on opening Saturday and Sunday, Martin said.

Principal show features at Syracuse, booked thru the Hamid agency, will include Jim Eskew's JE Ranch Rodeo, Irish Horan and His Lucky Hell Drivers; a program of 10 acts headed by A. Robbins, the Banana Man, and Joe Basile and His Madison Square Garden Band.

At Syracuse the comic will probably work in the Coliseum with the result that the annual will not risk the danger of a wash-out. At Brockton the show will be presented on an outdoor stage in front of the grandstand.

Rain Hits Chi; Fair Turnouts Dip Below '49

Spec Kid Admish Cut

CHICAGO, July 22.—Drenched by rains this week, the Chicago Fair dropped below the pace set by its 1949 predecessor, the Railroad Fair, with attendance thru Wednesday (19), its 26th day, reported at 570,758. This compares with 594,206 to the same point last year.

Biggest single day during the week ending Wednesday (19) was Saturday (15) when 25,799 went thru the turnstiles. Low point of the week and of the current run was Wednesday, when gate count was announced at 6,532.

Spec Cuts Kid Prices

Management's attempt to hypo the four-a-day spec, Frontiers of Freedom, by cutting children's admission price in half, failed to strengthen attendance. Roughly less than one out of each three front gate customers continues to take in the pageant whereas last year the ratio was one out of every two persons.

Individual shows at the north end of the grounds this week lost as many as eight performances to rain. Cypress Gardens, water ski unit, took the lead there attendance-wise, passing up the Voorhess-Fleekles icer which, in addition to losing performances to the weather, dropped its Saturday (15) shows to a fair power failure.

Circus Third Spot

Barnes-Carruthers' open air circus is running third in the north end sector. Music-In-the-Round Theater continues to hobble along weakly. The narrow gauge train, holdover from last year, is doing good business, with 126,187 persons riding it in the first 25 days of the fair.

A deal is in the works to bring at least one carnival-type show into the Dixieland Village but thus far nothing has jelled. Biz there continues to limp.

Missouri Fair Names Preston

JEFFERSON CITY, Mo., July 22.—Appointment of William Eugene Preston, 34, of Liberty, Mo., as secretary of the Missouri State Fair was announced this week. He succeeds the

per. county zoning engi- of E. L. Preston, an for the fair. r's fair are Au- gleton, director artment's live- t in charge of nper's death.

Biz Lump

dicted vaca- rding Re- nen e- n

Edm'ton Gets Weather, Hike In All Depts.

Gate Up 20% 1st Four Days

EDMONTON, Alta., July 22.—The Edmonton Exhibition here was racing Friday (21), the fifth day of its six-day run, substantially ahead in all departments, as compared to last year.

Outside gate count thru Thursday (20) was placed at about 20 per cent ahead of '49 by fair execs.

Weather was ideal, contrasting with last year, when rain hurt several days. Booming business condition in the area also was cited for the increased patronage and spending. The section is in the throes of an oil boom, which has sparked a large housing boom, plus a substantial population increase.

The exhibition itself is in the midst of a building project. A new grandstand, partly complete, offers better facilities for racing and for betting than the old structure, and is given credit too for upping patronage.

The stand in its present construction stage seats only 3,000. For this reason, the night show is presented in the Ice Palace, which has a capacity of 6,000. The Barnes-Carruthers revue, presented there, has been playing to full houses, and on two of the first four nights more than 1,000 persons were turned away.

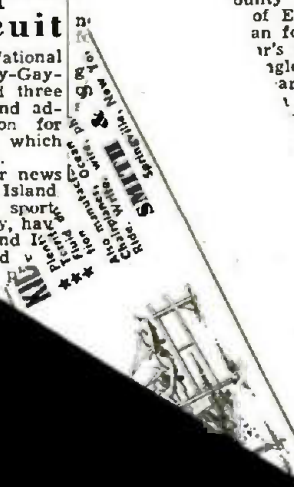
On the midway, the Royal American Shows have been getting better business than in '49. Gross for rides and shows thru the first four days topped the take for the corresponding period last year by \$6,200.

Sweeney-White Org Adds Tub-Thumpers For Fair Circuit

CHICAGO, July 22.—National Speedways, Inc. (Al Sweeney-Gaylord White), this week added three members to their publicity and advertising staff in preparation for their auto race fair circuit which opens today at Harrisburg, Ill.

G. J. (Moke) Cosby, former news editor of Station WHBF, Rock Island, Ill., and Bill Seward, former sport editor of The Iowa, Iowa City, have been added to handle track, and K. Loranger, who recently closed King Bros.' Circus, has been in charge of the org's No. 2 truck. Veteran Jerry Mark Moines, remains head of the advertising department for

Eddie (Twenty Grand) and Wayne Adams with the lord White in the ann... Al Sweeney and... handle track op... car dates and... events.



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Out in the Open

Fred La Fontaine, vet pony ride operator, who has his attraction at Edgewater Park's Kiddieland, Detroit, is working out negotiations to set up rides at Coney Island and St. Petersburg, Fla. Jerry Whitney, last season at the Empress Theater, Detroit, is on the front of Harry Lewiston's Side Show at Edgewater Park. After finishing the season there, he heads for New York with Cynthia Whitney to open on the Hirst Circuit.

Paul J. Goldfarb, who has been operating a spill the milk, dart balloons, zipper and star concessions at Rockaway Park, N. Y., will join Joe Bosco on the Liberty Shows with a nail stand. Goldfarb says that he plans to have five tops on the road by September 9 and will bring them into Mineola, Long Island. . . . Carl Holley, alligator boy, and Albert Short, who closed with O'Brien's Side Show at Revere Beach, Mass., recently, joined Cole Bros. Circus at Newark, N. J. . . . Wilma Hall, wife of Dale Hall, cook-house operator, has recovered from a year's illness and is working at their cafe in Memphis.

Elwood A. Hughes, general manager of the Canadian National Exhibition, and Mrs. Hughes, J. W. (Patty) Conklin, midway impresario, and Len Humphries, Hamid-Morton Circus exec, visited with Tom Packs and caught his circus at the Maple Leaf Stadium, Toronto, Tuesday (18).

Herbert A. Douglas, West Chester, Pa., correspondent for The Billboard, is in the University of Pennsylvania Graduate Hospital, Philadelphia, recovering from a major operation. . . . A. F. (Red) Davis cards from Philippi, W. Va., that the Pan-American Animal Exhibit played to all capacity houses there July 5-6, and that the Beers-Barnes Circus dittoed July 10. . . . All States Rodeo Company, Detroit org founded by A. Thomas Bonneville, has cancelled all production plans.

Jack Began, New England concessionaire, has been granted the contract for all food, drink and novelty concessions at the new Darlington (S. C.) International Raceway, reported Norman Witte, track manager. Work on the banked one-and-a-quarter-mile paved track is expected to be completed by August 7. The steel and concrete stand will seat 23,000, there will be parket bleachers for 10,000, and infield space for 25,000 standees. Witte said 60 per cent of seats have been sold.

John Dineen, operator of the Hampton Beach (N. H.) Casino properties, closed his multiple units and

marshaled his personnel to help fight the \$500,000 fire which gutted a section of the resort July 14. . . . Arthur E. Campfield, head of the New York canvas firm bearing his name, met with Howard Singmaster, president of the Allentown (Pa.) Fair, in that city July 18 to work out the details for a fabric covering for the grandstand stage. Campfield said that his firm would soon start on a new big top for Hunt Bros. Circus. Circus Owner Charles T. Hunt is planning to first use the new tent at the Mineola (N. Y.) Fair, where his unit will comprise the principal grandstand offering.

Bill Powell, globe-trotting showman who recently planed from London to Paris, is due back in New York in a couple of weeks. Powell, who has been making annual trips to Europe and the Orient since the end of the war, times his return with the opening of the Central Canada Exhibition, Ottawa, where he usually joins Bernard (Bucky) Allen's concession department on the World of Mirth Shows.

President Joseph C. Bartlett headed up a group of members of the Association of Connecticut Fairs who held their first annual picnic Sunday (23) on the grounds of the North Haven annual. . . . Ethel Robinson, of the Chicago booking agency bearing her name, suffered a broken ankle Thursday (20) when she slipped on wet pavement and was hospitalized several days.

Gt. Barrington Exces Mull Permission for Car Track

GREAT BARRINGTON, Mass., July 22.—Prospect of opening a stock car racing track near the town airport here was discussed by the local selectmen at a recent meeting. Airport manager Walter Koladzi, asked for advice on how to get permission for a small track, which would be on airport property and not visible from the adjacent road.

Board told him that he would probably encounter zoning difficulties, but added that they would supply him with further information at their next meeting.

Cedar Rapids Cold Hurts Sam Snyder Water Show Biz
CEDAR RAPIDS, Ia., July 22.—Sam Snyder's Water Follies of 1950, hurt by unusually cool evenings, closed a week of disappointing business at Hawkeye Downs here Saturday (15).

Show appeared under auspices of the El Hakim Shrine Temple. Org left here for Halifax, N. S.

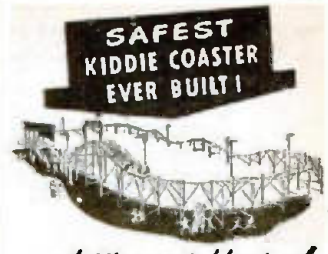
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**Pa. Spots Give
Rogers Big Biz**

WEST CHESTER, Pa., July 22.—First two stands of St. Rubins' Rogers Bros.' Circus' short swing thru the eastern part of the State found the show meeting ideal weather, enthusiastic auspices and top business.

Coming here from Elton, Md., org was sponsored by the Exchange Club, drawing two capacity houses Friday (7). Next day at Coatesville, Pa., under Junior Jaycee auspices, show drew an overflow matinee and capacity night house. Circus lot was on the Central Park grounds in the center of town.

Shoe horn lot here caused side walling of the menagerie. Show has been rerouted and will not make any New Jersey stands as planned, but will head south again.

**TV Film Series Set
At Jungle Compound**

THOUSAND OAKS, Calif., July 22.—Under a contract signed between Everett Crosby, president of Bing Crosby Enterprises, and Courneya Productions, a series of 52 15-minute films for television will be made here at the World Jungle Compound.

Production of the series, which will be distributed to national and local sponsors, will start immediately. Two chimpanzees will be "starred" in the first film, satirizing Sherlock Holmes and Dr. Watson.

McKinley Reports Bookings

FARMER CITY, Ill., July 22.—With completion of a successful July 4 date at Olney, Ill., under American Legion auspices, the McKinley Rodeo and Wild West Show began preparations for fairs and celebrations to follow. The show opened June 4 in its home base, Farmer City, Ill., to a turnaway crowd. Other bookings announced are: Newton, Harrisburg, Pinckneyville and Carrollton, Ill.; St. Louis and Sparta, Highland, Rantoul, Herrin and Albion, Ill.

Livingston Manor Event Big

LIVINGSTON MANOR, N. Y., July 22.—Altho a morning rain July 4 and showers at intervals during the week marred the fire department's July 4 and Old Home Week Celebration here, Leonard Sherwood committee chairman said the event was successful. B & C Exposition Shows played the date. Sherwood lauded Myron Colegrove, of B & C, and his advance man, Bill Lewis, for helping to make the event a success.

Cedar Rapids Labor Event

CEDAR RAPIDS, Ia., July 22.—Cedar Rapids Federation of Labor will stage a Labor Day show at Hawkeye Downs, the first large-scale celebration of this type in years, Andy Hanson, manager of the fairgrounds, announced. Auto races, rides and other attractions are being booked.

It's Strat-o-Gun

LOS ANGELES, July 22.—The trade name of the air cannons manufactured by Junkin Manufacturing Company will in the future be Strat-O-Gun, J. C. Bullock, designer, said. The gun formerly was known as 68-mm. air cannon.

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**Peanuts to Elephants --- That's
Tom Packs's Alger-Like Story**

(Continued from page 46)

his talents to boxing in 1925. A Jack Sharkey-Max Baer bout with Jack Dempsey as referee was a Packs production. Max Schmeling, Doc Kronec, Henry Armstrong and John Henry Lewis were others who pitched leather for Packs, who had paired up with Mike Jacobs. In 1941, Packs put on St. Louis's first heavyweight championship bout, in which champion Joe Louis scored a technical kayo over Tony Musto, to a \$52,500 gate.

Rodeo Leads to Circus

About 15 years earlier, Packs had branched out to promote rodeos, starting with an event in the St. Louis Arena and moving on to Illinois and Indiana spots. This experience gave Packs his first hint as to the potentialities of amusement in small towns of Southern Illinois, a territory in which he later developed a string of top spots for his circus.

It was the rodeo, too, which led him to the circus business. He began using circus acts in 1928 to fill lulls in rodeo performances.

Operation of a full circus was started in 1937 and the format for grandstand or ball park presentation was used from the first. In 1941 he started the St. Louis Firemen's show and two years later launched the Shrine circus there.

Uses Novel Route

The Packs circus works a split shift—outdoor from early June thru mid-August and indoors from October to December—and has one of the most unusual routes in the business. Big cities on the list include Buffalo, Toronto, Nashville and Pittsburgh. But the big ones are interspersed with small ones, and all the small ones are in Southern Illinois—Carmi, Robinson, Carbondale and others.

These little spots are played under

auspices of the East St. Louis Shrine, which has members thruout the area. Packs has found that a show can draw audiences of 25,000 in towns of 10,000.

Bulls Make Headlines

Many show people know the Packs name best thru the Tom Packs Elephants, which appear on other circuses as well as the Packs opry. In 1948, Packs financed shipment of a cargo of animals from Siam. There were eight elephants, of which he kept four, and other animals. At the request of the State Department, the ship stopped at various Pacific islands to display the animals. Delays caused by these unscheduled stops brought about a feed shortage on board and from mid-Pacific the ship's captain radioed for help.

Packs asked airlines to fly grain to the animals. When that plan found no takers, the navy agreed to run an airlift and successfully dropped feed to the ship. Newspapers played the story prominently and Packs kept the publicity going after the ship landed by flying the elephants to New Orleans, where his circus was playing. Tom Packs's studious approach to show business has convinced him that a surprising number of persons, as many as 85 per cent in small towns, never have seen a circus. He is further convinced that a good circus is a great show by any standard, altho he believes most observers miss the fine points of circus acts and don't know whether they have seen the presentation before.

Leases Walsh Stadium

Four years ago Packs leased Walsh Stadium from St. Louis University and recently he signed a new lease for 10 years. At the stadium he stages thrill shows, football games and other events. He's still active in the fight game and he has added auto races to his promotions.

Except for annual winter stays in Florida, Packs makes his home in a St. Louis suburb. He married a St. Louisian in 1922 and they have one daughter, Penny.

**Wilf Carter Head Judge
At PNE Music Tournament**

VANCOUVER, B. C., July 22.—Wilf Carter, Canadian cowboy singer, will head the judges at the Pacific National Exhibition's Western Music Round-Up, being staged this year in place of a grandstand revue.

A total of \$15,000 in prize money has brought entries from several provinces and many States in the United States. Divided into open and amateur classes, contests will include square dance orchestras, vocal groups, soloists, old-time fiddlers and square dance callers.

**Asheville, N. C., Airport
Can Be Used for Shows**

ASHEVILLE, N. C., July 22.—A 15-acre private airport located in the center of this city has been made available as a show lot for circuses and carnivals, Dr. James E. Owen, owner of the property, announced. The lot is connected with the railroad station by a paved road.

Blakely Annual Sets Dates

BLAKELY, Ga., July 22.—Early County Fair and Peanut Festival will be held here October 23-28, reports Chester Clardy, entertainment and concessions chairman. The sponsors expect to have a large exhibit building completed by fair time. O. R. Brooks, post commander, will manage the fair, assisted by W. A. Cheek, secretary-treasurer, and J. F. Reid, chairman of exhibits.

Akron Midget Races Canceled

AKRON, July 22.—Midget auto racing at the Rubber Bowl here has been suspended temporarily, and probably permanently, because of small crowds, Bill Griffiths, promoter, announced. Recent mid-season championships meet drew 942.

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Independence-Buchanan Co. Fair. Aug. 1-4. W. J. Campbell, Jessup, Ia. Indiana-Warren Co. Free Fair. Aug. 7-10. Carl Hirsh.

KANSAS

Ableton-Central Kan. Free Fair Assn. Aug. 21-25. Leonard Pika. Belle Plaine-Belle Plaine Fair Assn. Sept. 14-15. Della W. Davis.

Glencoe-Cloud Co. Fair Assn. Aug. 7-9. Fred Harper. Goodland-Northwest Kan. District Fair. Aug. 27-28. H. Shimeall.

Greenburg-Green Co. Fair. Sept. 21-23. Marie Boyd. Greenup-Greenup Co. Fair Assn. Sept. 14-15. Mrs. Agnes Miller.

Ruston-North La. State Fair. Oct. 13-14. C. M. Mathews. Ruston-Lincoln Parish Fair. Oct. 10-11. C. M. Mathews.

MAINE

Acton-York Co. Agril. Assn. Sept. 13-16. Leon Credford. Bangor-Bangor State Fair. Aug. 7-12. Roy Sinclair.

MARYLAND

Bel Air-Harford Co. Fair Assn. Sept. 13-15. A. G. Ennor. Cambridge-Eastern Shore Fair Assn. Aug. 21-26. William Howard Robbins.

MASSACHUSETTS

Blandford-Union Agril. Soc. Sept. 3-4. Lee E. Wyman. Brockton-Brockton Fair. Sept. 9-16. Frank H. Kibbman.

MICHIGAN

Adrian-Lenawee Co. Agril. Soc. Sept. 18-23. H. H. Hungerford. Algonquin-Algonquin Co. Fair. Sept. 11-16. J. H. Snow.

Xenia—Greene Co. Agrl. Soc. Aug. 1-3. Mrs. J. Robert Bryson
Zanesville—Muskingum Co. Agrl. Soc. Aug. 15-19. Perri D. Kilbott, New Concord, O.

OKLAHOMA

Alva—Woods Co. Fair Assn. Sept. 18-21. Truett Butler
Anadarko—Caddo Co. Free Fair. Sept. 19-22. C. R. Stevenson
Apache—Apache District Fair Assn. Aug. 20-Sept. 2. O. H. Goff

OREGON

Albany—Linn Co. 4-H Fair. Aug. 28-30. O. B. Mikeseitl
Burns—Harney Co. Fair. Sept. 18-17. R. W. Davis

Lakeview—Lake Co. Fair & Roundup. Sept. 2-4. Zane Gray
Medford—Jackson Co. Fair Assn. Aug. 22-26. R. O. Fowler
Monmouth—Polk Co. Fair. Aug. 24-26. Jostian White, Dallas, Ore.

PENNSYLVANIA

Abbottstown—Adams Co. Fair. Aug. 15-19. Mrs. E. Edson, E. Zetta
Ablington—Ablington Community Fair. Sept. 14-16. Charles Wiggins
Allentown—Allentown Fair. Sept. 18-23. Reba D. Schall

Millersburg—Partners' Fair Assn. Sept. 7-9. Robert E. Hoke
Milport—Osage Valley Community Fair. Sept. 9-9. Mrs. Nina H. Vanderhoof
Montandon—Tri-Township Fair Assn. Sept. 20-23. Clarence R. Emery, Todd Grove, Pa.

Abington—Abington Community Fair. Sept. 14-16. Charles Wiggins
Allentown—Allentown Fair. Sept. 18-23. Reba D. Schall
Arendtsville—South Mountain Community Fair. Sept. 6-9. Harvey B. Raffensperger

RHODE ISLAND

East Greenwich—Rochey Hill Fair. Aug. 22-27. East Greenwich

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 23-28. Thomas L. Allen
Bennettsville—Marlboro Co. Fair. Week of Sept. 25. J. Murray Jackson
Bishopville—Greene Co. Fair Assn. Oct. 30-Nov. 4. W. S. King

Aberdeen—Brown Co. 4-H Fair. Aug. 24-28. J. E. Basham
Clear Lake—Deuel Co. Fair. Aug. 21-23. Conrad Tweed
Edgemont—Fall River Co. Fair & Rodeo. Sept. 4-5. J. H. Cole

TENNESSEE

Alexandria—DeKalb Co. Fair. Aug. 2-5. Martin S. Scott
Arlingdale City—Cheatham Co. Fair Assn. Sept. 28-30. Brantley Smith
Athens—McIntosh-McIntosh-Twin Co. Fair Assn. Sept. 25-30. Leonard Earl Lockmiller

Nashville-Tennessee State Fair. Sept. 18-23. Louis K. Grimm.

TEXAS

Ahlborn-West Texas Fair Assn. Sept. 26-30. John Womble.

Waco-Greater Southwest Fair. Oct. 24-28. Tommy Stevens.

UTAH

Coalville-Summit Co. Fair. Aug. 24-26. Earl Peterson.

VERMONT

Barton-Orleans Co. Fair Assn. Aug. 17-19. Mta. Dave Gallup.

VIRGINIA

Amherst-Amherst Co. Fair Assn. Third week in Oct. W. M. Gannaway.

Ellensburg-Kittitas Co. Fair. Sept. 2-4. F. B. Schnebler.

WEST VIRGINIA

Belington-Belington Festival & Fair. Sept. 13-16. Donald E. Wilmoth.

WISCONSIN

Antigo-Lanigade Co. 4-H Club Roundup. Aug. 4-6. Ida V. Goodell.

Green Lake-Green Lake Co. Jr. Free Fair. Aug. 4-8. Francis J. Ptacek.

WYOMING

Alton- Lincoln Co. Fair. Aug. 25-28. Orrin Jenkins.

CANADA

ALBERTA

Camrose-Camrose Agrl. Soc. Fair. July 7-9. J. E. Stuart.

King Gets Top Biz But Loses Trucks, Towns

Equipment Out at Vernon

VERNON, B. C., July 22.—King Bros.' Circus lost the matinee but gave two night shows here Thursday (20) to good business after a string of mishaps had forced the show to blow stands at Oliver (18) and Kelowna, B. C. (19).

Two trucks carrying essential equipment were lost in mountain crashes Monday (17). Both drivers jumped to safety and were uninjured. The two stands were blown while three new trucks were being delivered from Spokane.

The show arrived here too late for the matinee and the big top canvas truck was delayed until 7:30 p.m. by two blowouts. First night show here got under way at 10:15 p.m. to a full house. Authorities refused to permit strawing of patrons, so a second show was started at 11:30 p.m.

Only two strings of lights on each side of the center ring were used, no other equipment being available. Aerial rigging was not hung, and only ground acts worked. Ticket wagon was not uncovered, but big show tickets were oversold from a Side Show box before dark.

Side Show opened here at 6 p.m. to good business. Lack of lighting and loud speaker did not seem to interfere.

Business for King Bros. spurted upward in fresh British Columbia territory this week and several full houses were registered. Show had two full ones at Grand Forks Monday (17). Elephants and the giraffe attracted folks from a 90-mile radius. The show was the first in after about 20 years.

Creston, B. C., gave show a full matinee and a three-quarter night house Thursday (13). Show moved from there via boat, which relayed rolling stock across Kootenay Lake. Cranbrook, B. C., was another spot which hadn't had a circus in about 20 years and it produced two full houses Wednesday (12).

Athabasca, Alta. (5), was hit by breakdown of several trucks which forced cancellation of the matinee. However, night show was a fourth-fifths house.

Polack Bests Eureka Date's Gross Score

Closing Night Socko

(Continued from page 47)

work for the show's fall date. George W. Westerman went from San Luis Obispo to Reno, Nev. Mickey Blue moved from Eureka to Vancouver, B. C., where the show makes its annual appearance at the Pacific National Exhibition under joint exposition and Shrine sponsorship. Jimmy Rison is handling San Jose, and Joe O'Donnell, who had Modesto, will have Napa and Seattle. Art Hansen, E. H. (Dixie) Hebert and Jack Dougherty, members of Rison's staff, are at Oroville, Santa Cruz and Salinas, respectively. Daugherty launched the new Ventura date.

Show has been in California since April, except for the dip into Nevada for Las Vegas, and will move back to Nevada in mid-August to catch Reno before moving to the Northwest. Trek back east starts in October after the Los Angeles date.

Out-Plays War

EUREKA, Calif., July 22.—Press agents, who are fighting their own war for space in opposition to news from the Korean front will appreciate the hit scored by Justus Edwards, of the Polack Bros.' Western Unit on the show's opening day here (12). War news was relegated to second place on Page 1 by The Eureka Times, and the best spot was given an eight-column circus layout.

Philly Stand Bad for Cole

Top crowd totals 2,500 as billing mistake, lack of transportation hurts

PHILADELPHIA, July 22.—Despite near-perfect weather and extensive advance promotion, Cole Bros.' Circus made a poor showing here for a stand running from Monday evening (17) thru tonight, with no show pulling over 2,500 persons. Yesterday (21) proved the poorest of the date, with 800 at the matinee and a similar number at the evening performance.

The Philadelphia Evening Bulletin built heavy promotion around the org's star, Bill (Hopalong Cassidy) Boyd, prior to the date, and a miniature circus was on exhibit in the John Wanamaker department store day-and-date with the show's stand. City's other large mart, Gimbel's, handled the advance ticket sale, which was reported as poor.

Ducat prices were set at \$2.75 and \$2 for reserves, adults and children; \$1.50 for general admission and 75 cents for kids. The circus went fairly heavy on advertising in local papers. Only a modest score was made, mainly in The Bulletin, by Tom King, who handled flacking duties for the date.

Dick Best's Side Show, still working for 50 and 25 cents and circus concessions all suffered from the lack of big show patronage. Among damaging factors contributing to the poor stand was a billing error, with some of the papers giving a different lot location. Site was the Fox Street and Abbotsford Avenue location, played earlier this year by Ringling-Barnum.

Only fair bus service was provided to the lot, which isn't situated near any of the city's trolley lines. Lot was laid out with a mess tent in front, leading to some confusion on the part of the customers as to the location of the entrance. Signs which might have alleviated the difficulty were absent, as was floodlighting. (See PHILLY STAND on page 70)

D. Murphy Named As R-B Equestrian Director-Announcer

CHICAGO, July 22.—David Murphy became the fourth person to hold the title of equestrian director on the Ringling-Barnum circus when his appointment was made official here this week by General Manager Arthur M. Concello.

Murphy took over the post in Detroit on a temporary basis. Others who had the job were Fred Bradna, Arthur Springer and Harry Thomas. Murphy continues on the show as the National Broadcasting Company's representative for the Howdy Doodly attraction. Murphy formerly was press agent for the Clyde Beatty Circus.

Chi Holds Ringling-Barnum To Half Houses All Week; Blame Weather Opposition

Several Acts Out Thru Injuries; Cubau Stand Hinted

CHICAGO, July 22.—Ringling Bros. and Barnum & Bailey took a belting here this week, getting little more than half houses from the opening show Saturday (15) thru Friday (21). Under-canvas stand at the lakefront continues thru Sunday (23).

Weather crippled business for five days, starting with a heavy rain Sunday and carrying on with fog, mist and rain. The first good weather came Friday, but the turnout for that matinee was about 60 per cent of capacity. Weather, however, wasn't taking all the blame. Com-

petition for publicity as well as patrons was stiff with the Chicago Fair operating across the road. The Korean situation was believed to have had some effect, particularly on the night President Truman spoke via radio.

Scale here was \$1.50 and 80 cents for general admission, \$1.50 for reserves and 50 cents for Side Show. Fewer passes were distributed this year which, together with the fair, was believed by some to account for skimpy press attention to the circus.

Sunday (16) papers carried the usual quota of stories, including a piece in The Tribune about James A. Bailey.

Radio, TV Give Coverage

Radio and television carried about 40 varied circus programs, including recorded reports from the lot by two stations, participation on Super Circus, Quiz Kids, Welcome Traveler and the Breakfast Club programs; a daily stint on WENR-TV, and an interview over WMAQ with Gran Pilonas about bull fighting, with Clown Harry Nelson acting as interpreter.

Girls in the Alzanas act returned to the performance in Chicago after being out for several days. Unus injured an ankle and was out of all (See CHI HOLDS RB on page 70)

Millers Give Extra Sunday Show in Ohio

Rain Trims Michigan Bow

HILLSDALE, Mich., July 22.—Rain held business for Al G. Kelly-Miller Bros.' Circus to two three-quarter houses here Wednesday (19), marring the org's full-house-a-day string. Ohio business for the show continued big, with two matinees necessary to handle crowds at Celina, O., Sunday (16), where the org was slated for one matinee only and no night show. Celina residents said it was the first major org to play there in 35 years. Marysville, O., produced a matinee just short of three-quarters and a full night house Friday (14).

Heavy rain at noon in Mount Gilcad, O., Thursday (13) didn't keep the show from getting a three-quarter matinee and full night show, but it did delay the matinee somewhat. Show scored at Millersburg, O., Wednesday (12) with two straw houses. Night show at Carrollton (11) was strawed to the ring curbs. In St. Clairsville, O. (10), the matinee was only a one-third house because of rain, but the full house turned out at night.

Kelly-Miller continues to attract large crowds to the lot in the mornings thru its invitation to townspeople to watch the feeding of animals. Show also gets much word-of-mouth flack thru a Chevrolet deal, which takes the elephants to towns' auto agency each noon.

Toronto Biz Off For Tom Packs's Three-Day Stand

TORONTO, July 22.—Tom Packs's Outdoor Circus found the going rough here (17-19), with one-third houses for the four shows in 18,000-seat Maple Leaf Stadium. Publicity was strong and location was good, but Toronto residents didn't turn out.

Joe Ziegler brought the show in here, and Irving Herman, local press agent, handled the date. The show made a 750-mile jump from Illinois for its annual Toronto stand.

The show followed Ringling-Barnum in by about three weeks. The Ringling show also received weak business. Packs moved to Buffalo from here and will next hit Pittsburgh (26-29), ahead of Ringling dates there.

Dailey Org's Canada Biz Ranges Widely

Moncton Blank; Others Vary

RIVIERE DU LOUP, Que., July 22.—Business for Dailey Bros.' Circus varied radically at recent stands, with next to nothing being done at Moncton, N. B. (11), but two nearly full houses were scored here (15).

Disagreement with city officials in Moncton regarding use of streets and water supply forced the show to a lot four miles from town. Both performances were for one-quarter houses. At Newcastle, N. B., the next day, Dailey played to a two-thirds matinee and near-capacity at night. Bathurst (13) gave a half-house in the afternoon and better than three-quarters at night. Weather was good at the three stops.

In Campbellton, N. B. (14), a misty rain cleared before the night show. Matinee was three-quarters filled and the night show was nearly full. Matinee in Riviere du Loup was delayed until 4:15 p.m.

Milt Robbins's Side Show and Jimmy Ray's concert did their best business at Campbellton. Canadian National Railway ran special trains from the Gaspé Peninsula to the circus. Jinx Adams was injured again in her 16-horse Roman standing act at Campbellton and was out of the night show.

Clearance for the show to return to Ontario was arranged recently when Ben Davenport, co-owner, conferred with officials at Ottawa. Some activities are to be curtailed and the wrestling bout in the concert probably will be omitted because it would require a higher license rate.

Altho the show is to play Windsor, Ont., across the river from Detroit, it will stay in Canada to make a loop northward and is set to return to the States via Wisconsin.

Ill. Annuals Hit by Rain

Carrollton, Augusta pelted most—Pinckneyville firm; Martinsville gate off 10%

MARTINSVILLE, Ill., July 22.—The Martinsville Fair, thru Thursday (20), the fourth day of its six-day run, was off only 10 per cent from '49 despite three days of rain. H. T. Bennett, secretary announced.

Grandstand attraction drew good crowds when weather permitted, as evidenced by a capacity 2,600 turnout Monday night (17) for Lucky Lott's thrill show, which started two hours after the rain ceased. Barnes-Carruthers' variety acts, presented three nights in conjunction with the horse shows, did good biz when skies were clear. Afternoon harness and running horse races were down from '49.

Moore's Modern Shows, on the midway for the third straight year, were down 10 per cent from '49.

Extends Run

AUGUSTA, Ill., July 22.—Augusta Livestock Fair here, originally skedded to close its four-day run Friday (21), was extended an extra (See ILLINOIS ANNUALS, page 70)

Strong Bill Set At Harrington

HARRINGTON, Del., July 22.—Ward Beam's Auto Daredevils, Joe Basile's Madison Square Garden band and Lawrence Greater Shows are set as attractions for the five-day run of the Kent and Sussex County Fair here July 25-29.

In addition to \$25,000 in premiums, fair also will offer 15 harness racing events, nightly fireworks, 10 acts of vaudeville and a stage show each night. Harness racing purses total \$12,200, and auto races are set for Saturday.

Children's Day has been fixed as opening day, with free admission for children under 12, Governor's Day, Thursday (27) and Firemen's Day, Friday (28).

Detroit Seeks Names; Appoints Phillips Concession Chief

DETROIT, July 22.—Michigan State Fair this week continued its search for a male name attraction to fill the annual's final four days in the coliseum. Carmen Miranda is booked in for the first four days, and Betty Hutton inked to follow for two days. Negotiations to bring in Guy Lombardo the first four days fell thru when it proved impossible to switch Miranda dates.

Sidney Phillips, secretary of the Eaton County Fair, Charlotte, has been named to head the concession department here, replacing Lester Schrader, Centerville fair secretary, who recently resigned. Newspaper reports that Clarence Harnden, veteran Saginaw fair secretary, also would resign from the State Fair board failed to elicit an official announcement.

Wilson Six-Horse Hitch

Skedded for 8 Annuals

CHICAGO, July 22.—The Wilson & Company six-horse hitch will appear this year at four Illinois and four Minnesota fairs, Arthur Peets, tour manager, announced.

Illinois annuals include Springfield, Urbana, Charleston and Bloomington, while those in Minnesota are St. Paul, Albert Lea, Blue Earth and Barnesville.

Pomona's American Way Theme Heightened by Korea Situation

POMONA, Calif., July 22.—The Korean situation is lending importance to the theme, The American Way, to be featured at the 23d Los Angeles County Fair opening for 17 days September 15. According to C. B. (Jack) Afferbaugh, president and general manager of the fair, the event will be a glorified panoramic answer to the threat aimed at democracy by subversive forces.

The fair, which in 1948 drew 1,254,000 people, is hoping to beat that figure this year. Since the close of the 1949 event, over \$300,000 has been spent in providing for one of the largest expansion programs in its history.

Add New Shows

New divisions, attractions, exhibits, entertainment and conveniences are planned for the 400-acre spectacle. These include an outdoor display in which a trailer shows the latest creations in portable living; sportsmen's show exhibiting the last word in gear and equipment; automotive exhibit with the late models and designs, and home building models with up-to-minute labor and money-saving devices. Under entertainment will be featured a new midway area, Kidland, frontier town, rock display, national casting contests and other events.

On the serious side of the fair are the 20 major divisions of the fair. Over \$400,000 will be distributed in prizes. Approximately 15,000 in-

dividual exhibitors will show 40,000 displays.

Parking No Problem

In building for the 1950 run, comfort and convenience of the fairgoer has not been overlooked. The parking problem has been solved by devoting 260-acres of paved area to accommodate 35,000 cars at a time and the employment of a corps of trained attendants. Free trams will again operate to carry motorists from their cars to the entrance gates. A new road from the main highway thru Garvey has been built direct to the grounds, eliminating the possibility of traffic congestion.

Shaded rest arbors and thousands of comfortable seats are scattered throughout the grounds. Comfort stations, with the addition of several units this year, are to be found in all sections of the 400-acre grounds. To attract the families, free baby sitters will be available in the colonial nursery. (See AMERICAN WAY on page 70)

Hoosier Events Shrug Off Rain; Gates Hold Firm

CAYUGA, Ind., July 22.—Rain on the first two afternoons, followed by cool evenings, failed to discourage attendance at the Vermillion County Fair here and front-gate admissions thru Thursday (20), next to the final day, were running ahead of a year ago. Craig Jones, secretary, announced.

WLS Barn Dance, featured in the grandstand Thursday night, drew 1,300, with horse-pulling contests and a horse show the previous two nights getting good crowds.

W. G. Wade Shows, on the midway for the first time, were well pleased with grosses.

Columbus Paces '49

COLUMBUS, Ind., July 22.—Despite rain two nights, attendance at the Bartholomew County Fair here was good and, thru Thursday (20), its fifth day, was pacing last year, according to Secretary F. M. Overstreet.

Grandstand business in general was off. Jack Kochman's auto thrill show, featured Sunday night, equaled '49 figures, but harness horse racing lost Wednesday to rain.

Midway area, where Gooding Greater Shows held forth, was getting steady crowds, with grosses about even with a year ago.

Du Quoin Constructs Perman't Stage Roof

DU QUOIN, Ill., July 22.—Du Quoin State Fair here has started construction on a permanent steel roof over its grandstand stage and when completed it will extend 100 feet from the present edge of the stand roof to the back of the stage. W. R. Hayes, president-general manager, announced.

The 125-ton steel covering will rise 44 feet above the stage, a height that will not block the view of the backstretch, and will be supported by four steel columns imbedded in concrete. The width of 150 feet will overlap the stage by 15 feet on each side.

Annual is installing stadium seats in front of its grandstand boxes to replace the old orchestra seats which could not be utilized during the race programs. New scenery, painted for the reflection of dark light, also is being added.

Bill Leemon, fair's new publicity

Traffic Flow To Be Eased At Syracuse

SYRACUSE, July 22.—Extensive physical improvements for grounds and buildings at the New York State Fair site are underway, with stress on betterment of traffic conditions.

Busses will make regular tours of the perimeter of the fairgrounds, operating on a belt line principle. New gates are being installed at the west end of the grounds, making a total of seven at that end of the site. This move is expected to relieve pressure on east gates, speed entrance to the fair and hasten ticket sales.

New load will lead directly from the new gates to an enlarged parking area. This road also will skirt the edge of the fairgrounds, speeding the flow of traffic as it leaves the fair. Construction crews are reclaiming a large area south of the present parking area. When graded and paved, the new space will accommodate 5,000 vehicles, in addition to the 10,000 now handled.

New comfort stations are being built at various points thruout the grounds and old stations are being refurbished. Information booths will be manned thruout the run of the fair, September 2-9, and all buildings will be adequately marked. Picnic grounds will be made available for family groups.

Harold L. Creal, fair director, said this week that both the New York Central and D.L. & W. railroads explained that restoration of train shuttle service to the fairgrounds is impossible because of operation and physical changes in the roads. During prewar years the roads ran shuttles during fair week, and several futile attempts were made to interest them in restoring the service in time for this year's fair.

Santa Maria Bows With New Building, Record Nag Entries

SANTA MARIA, Calif., July 22.—The Santa Barbara County Fair and Horse Show opened here Wednesday (19) for its six-day run with the largest number of entries in history.

According to Jesse H. Chambers, secretary-manager, the entries this year were so heavy that it was necessary to construct additional stalls to accommodate the horses when the original 126 were filled.

The event debuted the Junior Fair exhibit building, grandstand and judging ring, erected at a cost of \$180,000. It will accommodate 76 animals and has dormitory space for 20 boy exhibitors.

Last year the \$200,000 Agricultural Building was opened and it will again house the booths of the farm centers, granges, Future Farmers, 4-H Clubs, Women's Farm Home departments, and the Flower Show and Home Economics department.

Industrial and commercial exhibits are being displayed under canvas for the last time this year. Bids are scheduled to be opened following the close of the fair Monday (24) by the State Division of Fairs and Expositions for a \$204,000 combination exhibit-National Guard Armory.

Program for the fair includes the horse show for three nights, ending tonight (22). There were 13 events at each performance.

Thursday night featured the annual Junior Jubilee, in which Future Farmer and 4-H Club members participated in a rodeo and calf scramble.

Foley & Burk Shows were featured on the midway.

director, has contracted for the use of 150 billboards to be used this year instead of road signs.

Trenton Adds Acreage, New Exhibit Bldg.

TRENTON, N. J., July 22.—Enlarged fairgrounds with a new building will be completed for New Jersey State Fair here September 24-October 1. Norman L. Marshall, fair's secretary-manager, announced the acquisition of additional land for the building of a new road and more land for the enlargement of the children's playland.

New 8,000-foot building will be used to house commercial exhibits. It will be erected because of the demand for display space this year.

President George A. Hamid announced that a special program is being arranged for each night of the week, in addition to the usual stage revue, with top radio and stage names on hand nightly except September 30, when a firemen's parade will be held.

Jack Kochman's Hell Drivers will be the opening afternoon attraction and will repeat September 25. Irish Horan will present his thrill show September 30. Harness racing starts September 28, and continues each afternoon thru September 30.

Brockton Prepares For 77th Showing

BROCKTON, Mass., July 22.—An extensive refurbishing program is under way at the Brockton Fair. Dr. George A. Buckley, president of the annual, said that the buildings have been painted and that improvements to the grounds were being made.

New features at the 77th annual, which will be held September 9-16, will include the Women's World. Plans call for the expansion of the Children's World with additional free attractions.

King Reid Shows will furnish midway attractions on the opening Saturday and Sunday (September 9-10), with the World of Mirth Shows due in Monday (11).

Playland Kid Spot Big Aid To Geist Biz

Matinee Takes Build

NEW YORK, July 22.—Joytown, kiddie annex at Rockaways' Playland which was refurbished and enlarged this year, has been supplying a hefty share of the park's weekly gross, with moppets accounting for 40 per cent of Rockaways' afternoon patronage during the week, according to park president, A. Joseph Geist. Geist estimated business in the kid section at some 200 per cent better than last year at this time. He said that a free-spending crowd had turned out at the funspot over last week-end.

Special excursion rate of the Long Island Railroad, line servicing the Rockaways area, offers a 75-cent adult round trip fare from Manhattan terminus to the park, with 35 cents the charge for children. Previous fare was \$1.52 for both kids and adults. Geist said the customer lure had proved potent.

City-wide bathing beauty contest to select "Miss Rockaways' Playland of 1950" is set for today at the funspot. Second in the series of daily free aerial acts to appear at the spot thru this week were the Three Fearless Stars, high-pole and trapeze performers, booked by Al Martin.

Mass.-Me. Road Opened;

Spots Seen Benefiting

HAMPTON BEACH, N. H., July 22.—New toll highway which is expected to benefit amusement spots here, in Salisbury and Old Orchard Beach, Me., running from Kittery, Me., to Salisbury, Mass., was opened at the Hampton-Exeter interchange with brief ceremonies last week.

Highway, about 15 miles long, has a fixed fee of 15 cents for passenger cars and 50 cents for commercial vehicles. Road took 20 months to construct, at a cost of \$7,500,000.

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Chicago Park Ends Rideless Era as Op Preps Kiddie Train

CHICAGO, July 22.—A miniature train, first amusement ride in Lincoln Park here for 25 years, will be ready for operation next week, Paul Hecker, park concessionaire, reported.

The kiddie ride is a model of a General Motors Diesel built by Miniature Train Company, Rensselaer, Ind., with eight cars for a capacity of 96 persons. Tickets will go for 14 cents, Hecker stated.

Track will be 2,600 feet long, running thru the park, and several side-walk crossings will be marked by automatic signals. Hecker sublets the train from Joe Matarrese.

Steel Pier Features Fashion Displays

ATLANTIC CITY, July 22.—First of a series of weekly fashion shows was introduced at George A. Hamid's Steel Pier here this week, with June McAdams, who heads the modeling school bearing her name here and in Philadelphia, supervising the presentations. First show was tabbed Holiday in Fashion.

For models, she used the dancing line of Tonyettes, ranging in age from 16 to 21, featured in the Tony Grant junior revues staged at the pier's Ocean Theater. Paulette Morris and Verne Hackney alternate as mistress of ceremonies for the revues.

Ocean Beach Board Chides Food Concession Operators

NEW LONDON, Conn., July 22.—Attorney Morris Lubchansky, member of the Ocean Beach park board, told Frank and Harry Picazio Jr. of the Picazio Catering Company, at a meeting last week that unless their concern puts more commodities on sale he would make a motion to cancel their contract with the park.

Lubchansky said that he thought the city would be authorized to negate the contract if the Picazios continued their present mode of operation of the soda fountain in the recreation building. He pointed out that the concessionaires were offering only ice cream, candy, soda and popcorn.

Philly Residents Quash Proposed Kiddie Spot

PHILADELPHIA, July 22.—Plans to erect a children's amusement park at suburban Haverford and Overbrook avenues here were abandoned because of objections raised by residents. A permit had been issued to Kiddieland, Inc., represented by Charles S. Solit, local attorney, subjected to the approval of the Zoning Board of Adjustment.

Twenty-five residents protested against the issuance of a permit to set up rides and games at the selected site. In view of the protests, the project has been dropped, Solit said.

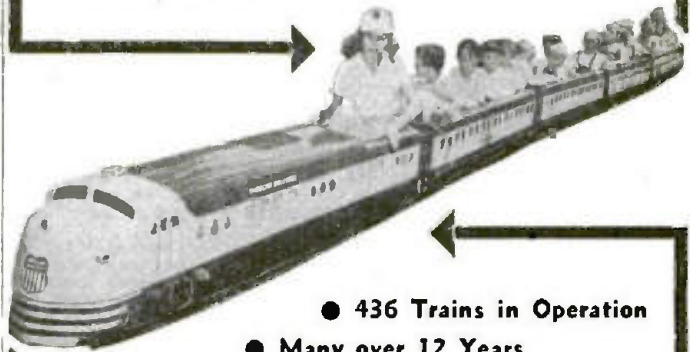
Pressing the Issue

NEW YORK, July 22.—When 25 Kentuckians arrived via Baltimore & Ohio Railroad here this week, they immediately queried local B. & O. rep Allan Matinsky on the location of Rockaways' Playland. Tho a bit bemused by the request, Matinsky telephoned the park, and arrangements were made to give the blue-grass natives an outing at the spot Thursday (20). They casually explained that they learned of the park thru newspaper and magazine plugs.

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MIDWAY CONFAB

Louis Pasteur, who took his Side Show off Endy Bros. Shows at Bay Shore, N. Y., was in Chicago Tuesday (18) and announced he had recently married Geraldine Worl, former knife-thrower on the Ringling show.

Donald A. Justus, who has been confined in the Tuberculosis Hospital, at Black Mountain, N. C., for the past two months, would like to read letters from friends. . . Happy Jennie, fat girl, and Robert (Slim) Curtis have joined the Cavalcade of Amusements since closing with O'Brien's Side Show at Revere Beach, Mass., July 4.

Having recovered from a recent operation, Mrs. Jerry Chase Miller has returned to Wallace & Murray Shows, where her husband, Whitey Miller, has the Girl Show. With them are H. L. King, talker, and Jean King, Fay Rhodes, Inez Bates and Lottie Leonard, dancers. . . Babe Keating is a recent addition to the line-up of Northern Exposition Shows, having joined the org in Seobie, Mont., from Dallas.

Jimmy Sakobie Sr., former legal adjuster with World of Today Shows, has joined Interstate Shows as business manager. . . Sam Gilman, manager of Loew's Theater, Harrisburg, Pa., visited Sam and Shirley Levy, during Lawrence Greater Shows' stand there.

Dorothy Kerner, who closed as mail and The Billboard sales agent on Paul's Amusements July 4, has sold her short range gallery to Curly Freeman, of Chicago, and her popcorn stand to O. A. Tipton, of the Paul org. She has returned to her ranch in Texas. . . Ben Pardo, of the Great Lorenzo, mentalist, is in his 20th season with the Pete Kortez Side Show. Org is at Belmont Park, Montreal, where it will remain for three months. . . Stanley Warwick,

midget, has joined Northern Exposition Shows, with two concessions. He's also mailman and The Billboard sales agent on the org. . . Mrs. William Dumas, formerly of Happyland Shows and for the past four years operator of tourist courts in Bradenton, Fla., recently was released from Ochsner Foundation Hospital, New Orleans, where she was a patient for three weeks.

Mrs. Dolly Young, business manager of the Royal Crown Shows, gave a stork shower in Springfield, O., July 12 for Mrs. Joe Sanfortellos and Mrs. William Whitmore. Luncheon and refreshments were served 30 women attending the affair, held in Jones's bingo top. Mrs. Whitmore is the wife of the show secretary and Mrs. Sanfortellos is the wife of a concessionaire.

Joining Lawrence Greater Shows last week in Harrisburg, Pa., were Mr. and Mrs. Al Palitz, concessionaires; George Mort, Octopus and Rolloplane operator, and the Tracy brothers with a midget cow exhibit. Earl Myers has added several attractions to his World's Fair Freaks Congress. Chief Red Feather, fire-eater, is on the bally platform. Jack Moore is the new talker on "Broadway Follies." Frank Darsay is managing bingo for Fittie Brown. William R. Hicks, lot superintendent, and wife, Rose, celebrated their 31st wedding anniversary July 16. Mrs. Hicks is at home in Miami.

Jack V. Blair, vet Midwestern corn game operator, and son of Jack Del Mar, has left the road to become an associate in the Levy Brokerage Company, Des Moines. Blair is in charge of setting up a small chain of bargain stores for the firm. . . L. H. Leahy pens from Milwaukee that the night of July 15 was a big one for Al Wagner's Cavalcade of Amusements on the lakefront there. "My son, Phil," adds Leahy, "is play-



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c/o W. G. WADE SHOWS, Manistee, Mich., all this week.

WORKING ACTS

Side Show, Mental Act, Tattoo Artist, Talkers, Girls for Girl Shows, Dent Arrists, Bobbly Jerry, Pauline Gibson, Tony Link, Elmer Staley, Bob Rubock, Pat, answer!

RITA RAYE
W. C. KAUS SHOWS, South Boston, Va.

WANTED

Two Bucket Agents, one Six Cat Agent and two Swinger Agents. Must be experienced.

GEO. W. PETERSON
c/o TURNER BROS.' SHOWS, Clinton, Ill., this week; Taylorville, Ill. (Fair), next week.

BINGO FOR SALE

18x36, seats 100, new top, center, flash, in operation Decatur, Indiana. Fair, this week.

CONTACT RICHARD WAYNE

CARNIVAL WANTED

For four days, Sept. 1 thru Labor Day. American Legion's 14th Annual Celebration. Must be clean, with at least five Rides. You furnish the Show. We furnish the people.

Contact **CHARLES SNYDER**
Kingston Mines, Illinois.

ing Wisconsin dates with my hi-striker, and I am promoting several antique shows to be managed by my wife." . . . Al Pollock (Albert Patter), Girl Show and scale and age op, is back in Hahnemann Hospital, Philadelphia, with a cardiac condition, four weeks after having been discharged after treatment for kidney stones. Al would like to read letters from friends.

John Schwartz joined Virginia Greater Shows at Milford, Del., with a 20 by 40 bingo. He replaces Bob and June Coleman. Deal for Ed Ferreri to join with his girl unit fell thru. . . . Roland Smith, owner of

Smith Amusement Company, which winters at San Antonio, is plugging for the election of T. Leo Moore, Electra, as U. S. Senator. . . . Boots Riley, Cetlin & Wilson painter, has readied the org's equipment for coming fair dates.

When W. E. Page Shows played Murray, Ky., July 10-15, Mr. and Mrs. W. E. Page had dinner with an old friend, E. B. Atkins, who manages the local bus station. Years ago Page and Atkins drove busses for the same line. . . . T. Beckstrom reports that Frank L. (Dad) Caldwell is out of Municipal Hospital, Tampa, following an operation. Friends may write him at 801 Grand Central Avenue. . . . Robi Marlene reported from New York that after a dancing engagement with Linda Lopez on the J. A. Gentsch Shows, he visited Barbara LeMay on the DuMont Shows in Wheatland, Pa.

Mona Lisa, stripper on Prell's Broadway Shows, recently visited Ray Rayette, George V. Ice and Jimmy Fay on Endy Bros' Shows. . . . Jake and Bobby Aughtman closed with Coleman Bros' Shows and joined Endy Bros' Shows with their Side Show. Jimmy Fay has joined as alligator skin boy and Tony Lamont as juggling clown. . . . Yvette, formerly with the Volunteer Shows, now has the Girl Show on the Gulf Coast Shows. In the lineup are Marie Conn, Zora and Yvette. Stanley Jacques is on the front.

The first baby born on the Sammy Lane Shows since the shows' organization three years ago was a second son, Martin Carl, to Mr. and Mrs. George Florie July 17. Father has the bingo on the shows. . . . Personnel with T. W. (Slim) Kelley's Cavalcade of Oddities on the John H. Marks Shows includes Frank Zorda, magician; Goodloe Grigsby, man with one eye and two noses; Knotty Knot, knottiest man; Chief Woponony, wire-haired marvel; Major O'Neil, midget clown; Wopnus; Georgette Vaughn, pig woman; Fonda Brown, iron tongue; Pedro La-Marr, sword swallower; Eddie Young, juggler; Martha York, sword box; Betty Jones, four-legged girl; Reubin York, inside lecturer; George Fox and Paul McCabe, tickets; Joe O'Hara and Ernie Hudspeth, talkers, and Bobby Kork, manager.

Herman B. Archer, 20-year-old son of Pearl and Joseph Archer, has completed his first year at West Point military academy, where he made an enviable record for himself. Young Archer received an army sponsored special appointment, having passed all tests with high grades. He attended University of California for a year and was active in basketball. Archer graduated from Lane High in Chicago, where he also was prominent in basketball and other athletics.

The many friends of Al (Red) Cohn will regret to hear that he underwent surgery at St. John's Hospital in Santa Monica, Calif. Cohn, former Royal American concessionaire, was confined in the same hospital some weeks ago for an operation. The surgery this time was also upon his vertebrae and he will be confined for approximately three months.

Mel Dodson, former show owner, and Mrs. Dodson with their grandson, Melvin III, and nephew, Charles Raymond Patrick, are taking the baths in Hot Springs, where they will remain until August 1. Then they will go to Houston and Waco, Tex., to visit relatives of Mrs. Dodson. Mel has sold his Miami home and purchased a new one in Savannah, Ga., where he and brother Guy Dodson are operating a night club and the Blue Top Tourist Court, a 54-cabin court. Both are located south of Savannah on Highway 17. Mel infos that Mr. and Mrs. Al Baysinger are living in Hot Springs and that he renewed his friendship with Charles Weaver, former carnival troupier, now owner of five Hot Springs jewelry stores.

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

JIMMIE DAVIDSON
Business Manager, J. A. Sparks Shows
WANTS AGENTS

For Count Stores, Blower, Skillos, Wheels. All old agents come on. Jim Sparks wants Hanky Park Agents. Ten Southern fairs. Work every day. Address
Madisonville, Tenn., this week.

WANT

Ferris Wheel, Chairplane, Bolloplans, Kid Rides, book any ride except Merry-Go-Round. CONFESSIONS: Bingo, Photos, Candy Floss, Popcorn, Novelties, Custard, Jewelry, Ball Games, Long and Short Range Galleries, Pitch-Tilt-You-Win, Snow, Scenes, No. X, Stark Co. Fair August 1-5; Hamlet, Ind., August 7-12. Other good ones to follow. Rodger Boyd no longer connected with Show. Attention, C. W. Burns, it will be wise for you to get in touch. All replies:

T. J. SMITH
ILLIANA EXPOSITION SHOWS
Bess Lake, Knox, Ind., this week

HOME STATE SHOWS
WANT FOR LONG STRING FAIRS

Manager for Athletic Show. Best territory in Midwest and you have to hit the ball. Long and Short Range Galleries, Ride Help. Calumet, Minn., July 28 through 30; Beaudette, August 1 and 2.

WANTED
MERRY-GO-ROUND AND FERRIS WHEEL

For two-day Celebration on Sept. 3rd and 4th due to disappointment. Largest Firemen's Celebration in Northern Illinois. We have continuous Free Acts through both days and give away large prizes.

C. F. RIEM
Oakdale, Ill.

MERRY MIDWAY SHOWS

Want Stock Concessions for following Fairs: Kouts, Ind., General Homecoming and 4-11 July 26-30; Orestown, Ind., County 4-H Fair, Aug. 2-5; Roanoke, Ind., Centennial; Williamsport 4-H Fair, West Glass Pitch, Scale, Striker, Pitch Tilt You Win, Photos, Candy Floss, Cokes, Lead Gallery, Basket Ball, Ball Games, Monkey Show or Walk Thru.

Contact
RICHARD MILLER
Kouts, Ind.

AMERICAN LEGION STREET FAIR

Around Square, Aug. 1-5. Want Cookhouse, Photo, Stock Concessions, Mini Camp, Girl or Grand Shows, with or without equipment. 10 Celebrations and Fairs to follow.

ROXIE HARRIS
ROYAL MIDWEST SHOWS, Urbana, Indiana

FOR SALE
KIDDIE AEROPLANE RIDE

12 passenger, A-1 condition. With factory-made 16 ft. 6-wheel trailer.

H. O. WEBB
3940 Oakland Ave., Maplewood 17, Mo.
(Phone: 2Terling 5228)

O. C. BUCK SHOWS

Playing the following fairs starting August 7

Gouverneur, N. Y. Bath, N. Y.
Elmira, N. Y. Great Barrington, Mass.
Malone, N. Y. Bridgeton, N. J.
Lockport, N. Y. Danbury, Conn.
Morris, N. Y.

Can Place
Legitimate Concessions, Cook House and Grab.

LIMITED SPACE AVAILABLE

Write or wire
O. C. BUCK
Plattsburgh, N. Y., then as per route

W.G. WADE Shows

BARRY CO. FREE FAIR
HASTINGS, MICH., JULY 31 TO AUGUST 5

Can place LEGITIMATE CONCESSIONS of all kinds, including Hanky Panks, Eats and Drinks, Novelties, Custard and other out-and-out sales privileges.

NOTICE: This is the first of our long circuit or bona fide annual County Fairs. Contract for the Circuit, starting now, at Hastings.

WRITE or WIRE **W. G. WADE SHOWS**
Manistee, Mich., all this week

P.S.—After the Hastings Fair follows the Shiawassee Co. Free Fair at Corunna, Mich., Aug. 7 to 12.

TURNER BROS.

Want for following route of Fairs & Celebrations

Christian Co. Fair, Taylorville, Ill., July 30th-Aug. 4th; Wayne Co. Fair, Fairfield, Ill., Aug. 6th-Aug. 11th; Gibson Co. Fair, Princeton, Ind., Aug. 13th-Aug. 18th; Wabash Valley Fair, Terre Haute, Ind., Aug. 20th-Aug. 27th; Labor Day Celebration, Grayville, Ill., Sept. 2d, 3d, 4th; Fall Street Fair, Eldorado, Ill., Sept. 6th-Sept. 9th; Fall Festival, East Prairie, Mo., Sept. 11th-Sept. 16th; Stoddard Co. Fair, Dexter, Mo., Sept. 18th-Sept. 23d; Fall Cotton Festival, Cideon, Mo., Oct. 2d-Oct. 7th, and 3 or 4 more dates in the Cotton Country. Want Side Show, Motor-drome, Fun House, Glass House, Snake Show or any Grand Show. Want a few more Hanky Panks—Fish Pond, Bumper, Pitch Tilt You Win, Photos, Eno Balls, Floss, Apples, Hoop-La. Could use Second Men. Must be able to drive. Wire or phone Clinton, Ill., this week; Taylorville, Ill., next week. Mobile Phone: 2A-8-2637.

D. S. DUDLEY SHOWS
WANT CONCESSION AGENTS

For Duck Pond, Hit and Miss, Cats, Short Range Lead Gallery, Fish Pond, Penny Pitch, Pan Game, Muckley Buck, Set Joint. SHOWS: Have complete frame-up for Girl Show. Want Man with Girls. RIDES: Want Foreman for No. 5 Eli Ferris Wheel. Good pay to sober, reliable man. Need Second Men on all Rides. Must drive semi tractors. July 24-29, Eunice, New Mexico; July 31-Aug. 5, Jal, New Mexico; Aug. 14-19, Monahans, Texas; American Legion V. J. Day Celebration; Aug. 21-26, Roaring Springs, Texas, Celebration; Sept. 18-23, Muleshoe, Texas, Fair. Wire:

D. S. DUDLEY

SUNSET AMUSEMENT CO.
WANTS

Spiffize and Ferris Wheel Help. Must drive. Can place Ball Games, Long Range, Short Range, Class Pitch, Hoop-La and Hanky Panks. Will book Lung, Mechanical, Side Show and Unborn Shows. Pertham, Minn., Fair this week; Bagley, Minn., Fair next; followed by all No. 1 Fairs until Oct. 14.

POPCORN-SNOW CONES-CANDY FLOSS-CANDY APPLES

Don't buy any of these supplies this year until you have our 1950 Catalogue listing our complete line of supplies and equipment at money-saving prices. A copy will be sent upon request if you are in this business. Line up with Gold Medal and get top quality, lower prices and the fastest service. You will like our friendly way of doing business.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO

BODART SHOWS WANTED

Shows and Concessions for our two units playing Wisconsin Fairs.

Also can use several Ride Foremen, especially Caterpillar and Wheel Foremen.

New 1949 Rides

This week, Portage, Wis.; next week, Antigo, Wis.

INTERSTATE SHOWS

Want for 40 & 8 Voiture #952 Street Festival, Tell City, Ind., July 31-Aug. 5. Have all fairs from now on through November 11, then to our Florida fairs.

SHOWS: Want organized Minstrel Show with not less than 15 people including band. Have excellent route for Minstrel Show. Will book Monkey Show, Wild Life, Unborn, Mickey Mouse, Motor-drome, Penny Arcade.

RIDE HELP: Can use Foremen and Second Men on 12 Rides; must be licensed drivers.

ALL LEGITIMATE CONCESSIONS and Eating and Drinking Stands open. Will sell exclusive on Frozen Custard. Will book Six Cat. Buckets, Swinger.

WANT Dancing Girls for Girl Revue. Will pay top salaries.

WANT Acts for 10 in 1.

WANT Free Act. Must be outstanding.

H. B. ROSEN, MGR.

All replies to Dugger, Indiana

ROSS MANNING SHOWS

REGIONAL MARKET GROUNDS, SYRACUSE, N. Y.

Can place the following Concessions for balance of season: Ball Games, Pitch-Tilt-U-Win, Hi-Striker, Photos, Cone Rack, any Concession that works for stock. Rides—Roll-a-Plane or Tilt. Shows—Have two 30x60 Tops, banner line and sound for any worth-while attraction. No Girl Show. Want Fun House, Glass House and Motor-drome. Want for Side Show: Fire Eater, Pin Cushion, Sword Swallower. Want Girls for Bally and Sword Box. Want Couple for Unborn Show, Cask and Talker for Snake Show. Side Show People, wire Doc Jones. Want to buy Double Bodied Gimnick (Earl Meyers, have you an extra?).

WEEK OF JULY 24, SYRACUSE, N. Y., ITALIAN FEAST

WEEK OF JULY 31, GENEVA, N. Y., FIREMEN'S CELEBRATION

WEEK OF AUG. 7, ITHACA, N. Y., FAIR

WEEK OF AUG. 21, LOCKPORT, N. Y., FAIR

WEEK OF AUG. 28, BALLSTON SPA, N. Y., FAIR

WEEK OF SEPT. 4 (LABOR DAY), MOUNT HOLLY GARDEN STATE FAIR, N. J. (First since the war)

WEEK OF SEPT. 11, DOYLESTOWN, PA., FAIR (First since the war)

Six Southern Fairs to follow.

Write, Wire or Call **ROSS MANNING, SYRACUSE HOTEL, SYRACUSE, N. Y.**

DAN-LOUIS SHOWS

WANTS—For some still spots that are TOPS in Kentucky and Indiana and Proven Fairs and Homecomings. Small Cookhouse or Crab that must be clean. Ball Game. Six Cats. Dart Game. Hoop-La. Glass Pitch, Scales and Age, Coks Bottle, Photo Gallery, Jewelry, Cotton Candy and Apples, Ice Cream and Sno Ball. All Hanky Panks working for 10c, \$17.50. We have five office-owned Rides and plenty of Help. Join Madison, Ind., this week; Carrollton, Ky., week of July 31st to Aug. 5th.

LOUIS T. RILEY, Gen. Mgr.

DAN C. STRATMAN, Concession Mgr.

P.S.: Lloyd Thompson, can place you now.

PITCHMEN DEMONSTRATORS

SPACE STILL AVAILABLE FOR

ANNUAL FIREMEN'S FAIR, JULY 31-AUGUST 6

CONTACT:

SECRETARY, MATFIELD RACING SPEEDWAY, INC., MATFIELD, PA.

WANTED

CHILDREN'S RIDES FOR AUG. 16-17-18

4-H YOUTH FAIR, ALMA, MICH.

Sponsored by Chamber of Commerce. No Concessions or Other Shows.

Wire: **WPHYC, Alma, Mich., Att.: Bob Cessna.**

ORANGE STATE SHOWS

For **EXMORE, VA.**, Colored Fair, July 29 to Aug. 6, two (2) Saturdays and (2) Sundays. Everybody is working in the fields. With **WEIRWOOD, VA.**, Aug. 7, to follow.

WANT RIDES—Chair-o-Plane, Rides-O, Roll-o-Plane, Kiddie Rides or any Rides that will not conflict with what we have. **SHOWS—**Good Colored Girl Show, Minstrel, Fun House, Snake Show, Side Show. Must have own equipment. **CONCESSIONS—**Cook House and all kinds of legitimate Games, Photos, Palmistry, Shooting Gallery, Ball Games, Penny Pitches, Hoop-La, one or two more Wheels. Bingo wanted for Exmore, Va. This show plays out all winter in Florida. Can use sober Ride Help.

Write or wire: LEO BISTANY, Exmore, Va.

ZIEGLER SHOWS

431 BROADWAY, TACOMA, WASH.

WRITE OR WIRE — K. R. ANDERSEN

WANT—SHOWS, RIDES and CONCESSIONS—WANT

TO JOIN AT ONCE

TO JOIN AT ONCE

For **VANCOUVER CENAQUA CELEBRATION**

LARGEST CELEBRATION IN WASHINGTON, AUGUST 7-12

FOR MORTON LOGGERS JUBILEE

MORTON, WASH.—BEST AND ONLY LOGGERS' CELEBRATION IN S. W. WASH., AUGUST 14-20

For **OREGON STATE FAIR SALEM, ORE.** BEGINS LABOR DAY

WANT—KIDDIE RIDES OF ALL TYPES FOR LARGEST KIDDLAND ON WEST COAST.

SHOWS—Athletic Show and Grind Shows not conflicting.

CONCESSIONS—Legitimate Concessions of All Kinds.

WANT—FOR FAIRS—WANT

OHIO STATE FAIR

CAN PLACE VERY GOOD ATTRACTION IN SPACE 100'x65'. THIS IS A GOLDEN OPPORTUNITY FOR AN ENTERTAINING SHOW AT ONE OF THE NATION'S LEADING FAIRS.

PENNY ARCADE

FOR HUNTINGTON, IND.; MONROE, MICH.; LA PORTE, IND.; LIMA, O.; CHARLOTTE, MICH.; KY. STATE FAIR; CENTERVILLE, MICH.; LOUDONVILLE, O.; FREE STREET FAIR, & OTHERS.

AUTO SKOOTER

CAN PLACE A GOOD SKOOTER ON S D L I D ROUTE OF THE BEST COUNTY AND STATE FAIRS. GOOD TERRITORY FOR FIRST SKOOTER IN YEARS.

SHOWS

CAN PLACE SEVERAL GOOD GRIND SHOWS OF MERIT. CHOICE ROUTE, LONG ESTABLISHED FAIRS AND CELEBRATIONS. CONTACT US TODAY.

CONCESSIONS

OCT. 2-7, ALL KINDS, MITCHELL, IND. PER-SIMMON FESTIVAL, SEPT. 19-28, GAMES, PROVIDENCE, KY.

KY. STATE FAIR

WE WANT ONE ONLY — CLEAN, FLASHY, LARGE EATING STAND, WAFFLES, ROOT BEER, SNOW BALLS. SEPT. 10-16.

GOODING AMUSEMENT CO., INC.

1300 NORTON AVE.

UNIVERSITY 1193

COLUMBUS, OHIO

H. W. JONES

WANTS BINGO HELP for

JOHNNY J. JONES SHOWS

ROYAL CROWN SHOWS

WORLD OF MIRTH SHOWS

VIVONA BROS.' SHOWS

Contact: H. W. JONES, WORLD OF MIRTH SHOWS HALLOWELL, ME.

SAMMY LANE SHOWS

SWEETHEART OF THE OZARKS

Wants for Tipton, Mo., Tri-County Fair, July 24-29 and 7 Fairs to follow, all in Southern Mo. Cookhouse or Crab, American Reader (no Gypsies), High Striker, Basket Ball, Age and Weight, Hoop-La, Country Store, Pan Came. Have opening for some Hanky Panks. What have you? We have no rackit. Can use one Grind Show and Sno Cone. Tipton, Mo., this week.

WANT

Foreman for Tilt and Fly-o-Plane. Must handle Semi-Trailers. Hanky Panks of all kinds. Shows with or without own transportation. Richland Center, Wisconsin, July 25 thru 30th; North Chicago, Illinois, on the Streets to follow; then Kankakee, Illinois, Fair, Aug. 7 thru 12th.

FIDLER'S UNITED SHOWS

HERE IT IS!

CAPELL BROS.' SHOWS

WANT

WANT

For Yale, Oklahoma, 70th Annual Homecoming, July 31-Aug. 5. Concessions of all kinds. Hanky Panks, Eating and Drinking or what have you? This is the spot to get you the winter bankroll. Ten Fair to follow. Wire or phone **JACK OR BOB CAPELL, Cushing, Okla.,** this week then the Big One, Yale, Okla.

Percele's
PIONEER SHOWS
high class way attractions

Jennerstown, Pa., Fair, Day and Night, August 1 to 5

Want Eats, Drinks, Refreshments, Short-Range, Photos, Jewelry, Novelties, Popcorn, Apples, Ball Games, Concessions of all kinds. Low percentage. Help—Bingo Caller and Clerks. Our fair route predominates. Reasonable rates.

Wire or come on and get bank rolled up. Answer this week. Williamsport, Pa.

PLAYTIME SHOWS

WANT FOR OUR PROVEN NEW ENGLAND FAIRS

MARSHFIELD, MASS., AUG. 20-26	PLYMOUTH, N. H., SEPT. 13-16
WINDSOR, ME., AUG. 30-SEPT. 4	PITTSFIELD, N. H., SEPT. 18-20
BLUE HILL, ME., SEPT. 1-4	CUMBERLAND, ME., SEPT. 25-30
MADBURY, N. H., SEPT. 6-19	FRYEBURG, ME., OCT. 1-7

Want legitimate Concessions of all kinds. All Refreshment Stands. Clean and entertaining Shows. Especially Motor Drome or Monkey Speedway. No grift or gypsies. Those joining now given preference. Replies to

E. W. BURR, Box 206, Quiney, Mass.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
Wanted for

COLES COUNTY FAIR week July 30th, Charleston, Ill., followed by JACKSON COUNTY FREE FAIR, Brownstown, Ind., week Aug. 7th.

Legitimate Concessions and Hanky Panks of all kinds—High Striker, Penny Pitch, Coke Bottle, Custard, Chocolate Dip, Pronto Pups and Novelties. Special proposition to Glass or Fun House.

C. C. GROSCURTH

Paris, Ill., this week; then Charleston, Ill.

WANTED FOR ROCHESTER, OWATONNA, MINN., AND LA CROSSE, WIS., FAIR

RIDES—Spit Fire, Dark Ride or any other that does not conflict with what we have. CONCESSIONS—Scales, Age, Jewelry, Novelty and Hanky Panks of all kinds. RIDE HELP—Wheel Foreman and Second Men for all rides; man for towers and gate.

WM. T. COLLINS SHOWS

Minot, N. D., this week; Rochester, Minn., next.

PAUL'S AMUSEMENT CO.

CAN PLACE FOR BUFFALO, MO., REUNION AND REST OF SEASON Legit Concessions, 10¢ Stock Stores, Bottle Ball Games. What have you? Also need No. 5 Ell Foreman, one who can drive semi and take care of ride and truck. Must be sober and reliable. Salary \$40.00, and you get it every Monday. This show has one of the best routes in Southern Missouri and Arkansas. Can use 4 Girls for Hit or Miss Ball Games. Best of treatment. 1/3 P.C. your and. Starting Buffalo, Mo., Aug. 1 to 5. Reunion: Carthage, Mo., Jasper Co. Fair, Aug. 7-12; Crane, Mo., Annual Reunion, Aug. 14-19; Lockwood Annual Street Celebration, Aug. 21-26; Marshfield, Mo., Webster Co. Fair, Aug. 28 to Sept. 3; then back to Arkansas starting Paris, United Mine Workers' Labor Day Celebration, and several other Arkansas Fairs to follow. Booked sold to Oct. 1. If you are looking for a place and can stand promptly, get with one of the best and cleanest on the road. Gyrs, drinks and chasers, save your time and mine. All reply to P. A. SCRIMAGER, Afton, Okla., July 24-29; then per route. PAUL'S AMUSEMENT CO.

CENTRAL STATES SHOWS

Want second men on rides. Can place grind shows with own equipment. counter men for bingo. Want talent for Athletic Show. Jewel, Kan., 24 to 26; Lincoln, Kan., July 27 to 29; Hanover, Kan., July 31 to August 2; Phillipsburg, Kan., August 3-6; then Burwell, Nebr.

LAST CALL for LAST CALL CONCESSION SPACE

CALIF. STATE FAIR

Sacramento

Aug. 31 to Sept. 10

L. A. COUNTY FAIR

Los Angeles

Sept. 15 to Oct. 1

ARIZONA STATE FAIR

Phoenix

Nov. 3 to 12

GRAND NATIONAL LIVESTOCK EXPOSITION

Cow Palace—San Francisco

Oct. 27 to Nov. 5

CRAFTS will BOOK Grind Shows or any SIDE SHOW—Jeff Griffin wants Freaks Show that does not conflict, and Working Acts for the Fairs.

ROY SHEPHERD wants Ride Foreman and Second Men; extra money for Semi Drivers. Join Aug. 28th, Sacramento. Shows out until Nov. 15th. Top Salaries—Good Treatment.

CRAFTS has complete Cook House FOR SALE. Includes Metal Trailer with Kitchen fully equipped. 24x40 Top Counters, Tables, Dishes, all ready to OPEN. Will give exclusive choice location on Midway at the above FAIRS. PRICE: \$7500.00. 1/2 cash—balance on percentage. Quick Action—Time Is Short.

Write—Wire—Phone

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire North Hollywood, Calif. Phone: Sunset 2-3131

GOLD MEDAL Shows

Benton County Fair, Benton, Ill., followed by Lincoln, Ill., and then 10 more big Fairs to go.

Concessions—Custard, Jewelry, French Fries, Cotton Candy, Ball Games, Candy Apples, Novelties, Nickel Pitch, Bucket Store, Ice Cream Bar.

Shows—Have 20x100 Side Show complete if you have something for inside. Good proposition for Motor Drome, Snake Show.

This show plays 12 bona fide fairs.

Wire: JOHNNY DENTON, Henderson, Ky.

ARMSTRONG COUNTY FAIR

FORD CITY, PA., AUGUST 1-5

Choice locations for Eating and Drinking Concessions as well as Hanky Panks available. Will sell X on Jewelry in main exhibition building. Space also available in building for those desiring space.

LYCOMING COUNTY FAIR

HUGHESVILLE, PA., AUGUST 7-12

Six big days of nite and day events. Space available both independent and show midways. Prices the same both places. Write or wire

BEAM'S ATTRACTIONS

PUNXSUTAWNEY, PA., this week for reservations.

Show can use capable Agents and Ride Help.

Want LEE BECHT SHOWS Want

CONCESSIONS: Cotton Candy, Snowball, Short Range Gallery, Candy Apples, Jewelry, Hi Striker, Clothes Pin Pitch, Hoop La or any Legitimate Concessions that work for stock. Positively no Gypsies or racket wanted.

RIDE HELP: Can use Foreman on Smith & Smith Chairplane, Second Man on Wheel or any useful Help on all Rides. Must be licensed truck drivers. No drunks or chasers wanted.

Hartwell, Cincinnati, Ohio, July 24 thru 30; Spring Grove & Colerain, Cincinnati, Ohio, Aug. 1st thru 6; Great Grant County Fair, Dry Ridge, Ky., Aug. 9th thru 12th.

WANT

Octopus operator, must drive semi. Second man on wheel. Looper help. Roll-o-Plane foreman. Will book Roll-o-Whirl and Train. No shows wanted.

HOWARD BROS.' SHOWS

Oak Hill, Ohio, July 24-29; Lucasville, Ohio, August 1-5.

ATTENTION, SHOWMEN—FAIR SECTY.

Have available a complete set of Rides and a Diesel Light Plant, 120 kw., for Southern Fairs after Labor Day. Lease or P.C.

TED LEWIS SHOWS

12-37 ROSEWOOD ST. FA 6-2794-W FAIR LAWN, N. I.

Virginia Greater

BURLINGTON, N. J., July 22.—Shows pulled in here after a jump from Monsey, N. Y. Org lost Monday (10) due to heavy rains and winds which tore down the front marquee. A rent in the kiddie ride top was repaired by chief canvasman Leo Martina. Business was below par as inclement weather continued thru the week. Auspices here were the Beverley Road Fire Company.

Visitors included Allan Travers, general agent on the John H. Marks org, and Mrs. Travers. Several members of Heller's Acme Shows, playing at Hammond, N. J., also were on the lot here.

Mrs. Ronnie Prue left for her home in Columbia, S. C., where her father and mother reside. They are Mr. and Mrs. Bill Penny, who were concessionaires on this org for several years. Manager Rocco Masucci made a business trip to Hammond during the stay here.

James Burgess, Jim Thomas and Hoover T. Bryam closed with the shows. T. Baker is on the Merry-Go-Round crew. J. Aaron was added to the Rolloplane. Louis Augustino purchased a great Dane pup for his Side Show dog act. Eddie Ferreri reported in to take over one of the Girl Shows. Other Girl Show is managed by Chuck Dean and Donald James.

Mr. and Mrs. Raymond Harrison, mlit camp operators, left for Greenville, S. C. Bob and June Coleman, bingo operators, closed here.

FROM THE LOTS

Prell's Broadway

PORT JERVIS, N. Y., July 22.—Shows had plenty of rain last week in Peekskill, N. Y., but weather cleared latter part of the stand and org closed with a better gross than was expected.

An addition to the personnel during the Peekskill stand was a baby monk, born to our feature monkey, Maggie.

This spot is proving good, altho some bad weather followed us here with a wind that brought the Monkey Show top down. No real damage, however, was done. Grosses here have been up each night.—ALICE BUCK.

W. E. Page

MURRAY, Ky., July 22.—W. E. Page Shows were the first carnival to play this town in two years, and Manager Page has signed to return next year. Auspice was the American Legion Post for the week ending July 15.

Recently joining the show were Jack Settle with 4 concessions; Bob Craddock with 3, and Bob Bradford with diggers. Joe Edwards has framed another concession. E. H. (Hoppy) Chapman visited for a week. Joe Richardson took delivery on a new Side Show top. A two-ton Chevrolet tractor was bought from Porter Motor Company here.

Western

SUMNER, Wash., July 22.—Shows have been doing a steady business in favorable weather, with a number of good spots to come.

We have had three recent weddings: Charlie and Jean Woods, Howard and Beverly Hass and Harry and Alice Spellman. Harry is on the County Fairs Shows in Nebraska.

Personnel: Mel Cook and Frank Kirsch, owners; Al Marsdon, electrician; Jean Woods, Louella Marsden and Lee Olsen Jr., cashiers.

Concessions: Bozo Armitage, manager, with seven; operators for Arm-itage are Betty Besan, darts; Cecil Besan, ball game; Molly Ewing, pan game; Rose Spellman, penny pitch; Ann Grant, balloon darts. Roy Wilson, owner, and Jimmy Grant and Charlie Woods, operators, long range shooting gallery. Bev Hass, owner, and Alice Spellman, shoot-the-5-out. Violet Peterson, cork gallery. Howard Hass and Dick Talmadge, horse race. Lola and Wanda, palmistry. Rod and Phyllis Spencer, and daughter, Jackie, bingo. Pat Spencer, fish pond. David Harp, novelties. Svarri Peterson and daughter, Joyce, popcorn and floss. Henry and Beulah Poat, picture gallery. Flo Jones, hi-striker.

Shows: Jimmy Wise, Monkey; Bern Craig, Snake, with Flo Jones and daughter, Margaret on tickets. August Sepp, Athletic; Tex Smith, helper and outside.

Rides: Ferris Wheel, Roy Ewing, foreman; Lloyd Ewing, second man, Merry-Go-Round, Norman Solheim, foreman, Stanley Pritchett, second man. Octopus, Bern Craig, foreman; Luther Young, second man; Harry Hoag, third man.—FLO JONES.

Pioneer

ROSCOE, N. Y., July 22.—Biz has been good and the weather continues favorable. Mrs. Percell's bingo is getting a big play. Scandals Revue and Posing Show, operated by Ruth Miller, and Hilbert's Hall of Science and Wild Life are topping shows. Fairs begin August 1 at Jennerstown, Pa.

Staff includes Mickey Percell, owner-manager; Mrs. A. Percell, secretary-treasurer; George Harrington, general superintendent; Robert Brockway, lot man and electrician; George Harris, general agent; Pete Pennington, billposter; Don Crown, scenic artist; Dave Graver, front gate, and Bob Brockway, The Billboard sales agent.

Ride personnel includes George Smith, foreman, and Harry Brooklyn, second man, Merry-Go-Round; Frank Lynch and Frank McGuire, Octopus; Pete Peterson, foreman, and Tommy Cunningham, second man, Ferris Wheel; John Wendler, Joe Harrel and Phil Kane, Rocket; Al Bydairk, Spitfire.

Shows include Ruth Miller's Scandals and Posing Show, Hilbert's Hall of Science and Wild Life, John Abel's 10-in-1, and Chief Black Horse's Indian Village.

Concessionaires are Duke and Ann Duan, Chester Hepp, Charles Boyer, Joe and Phil Lambert, J. and Vi Varne, Joe La Marsche, Don and Mary Crown, John Lash, Shrimpy Rappaport, A. Miller, Lew Farrel, A. Coopers, F. Silverman, Jo Dimico, Art and Douglas Ford, A. Rothman, Bob Abbot, Al Bydairk, Don Miller, and Gilleneau. Don Crown is on the sick list.—C. A. LOVEJOY.

Lawrence Greater Shows

HARRISBURG, Pa., July 22.—Business was excellent here Monday night (17). Tuesday night witnessed another big crowd, with indications of a big week's business. Location is the circus grounds at 20th and Greenwood. Auspices is the fire department, sponsor of the Mid-Summer Festival, an annual event, with Chief Schwartz as chairman.

The Sunday move from Altoona, Pa., was made without incident. The Altoona kid party Saturday was staged in the morning and was sponsored by The Morning Tribune which gave half-page ads, several news stories and pictures.

Crew is repainting equipment in preparation for fairs. First will be Kent-Sussex Fair, Harrington, Del., with several shows, rides and concessions added to the present line-up.—WALTER D. NEALAND.

Gem City

ANTIOCH, Ill., July 22. — Lake County Summer Festival, sponsored by the Antioch Democratic Club, gave org excellent business at this five-day stand last week. Strong billing and heavy newspaper campaign for 50 miles around helped. Ideal weather, good location and population swelled by vacationers, averaged better than 4,000 paid admissions nightly. John Skelley celebrated his 49th birthday July 14. Concession secretary Walter Payne won the speed boat racing contest.

Diesel engineer and electrician Hank McGuire returned following a trip to his home in Benton, Ill. New fluorescent lighting designs for the main entrance arch were completed here. Harry Atwell, show photographer, spent two days with org as guest of Manager Tom Hickey and took several midway pictures. Harry Thomas, assistant manager, entertained many friends and acquaintances. Visitors included Bob Parker, Filly Senlor, Thomas Weiland; E. E. Farrow, manager Wallace Bros.' Shows; William McCarthy, Fred Wil-son, Howard Perkins and Mr. and Alex Hampshire.—DAVE CARROLL.

Committee and Fair Secretaries of Michigan, Indiana and Ohio. If you are looking for a good, clean Show for your Fairs and Celebrations, we have what you want and have some open dates in August, September and October. We carry only legitimate Concessions; no gambling, no raffles, no fortune telling. Have seven rides and fifteen to twenty-five Concessions. Write or Wire EARL SABOS, Mgr. General Delivery Toledo, Ohio

Advertisement for Lone Star Shows featuring a star logo and names J. R. McSPADEN, W. E. BARRY, M. McSPADEN.

Advertisement for J. R. McSPADEN, Owner, listing various concessions and rides available for hire.

Advertisement for HELLER'S ACME SHOWS listing various concessions and rides available for hire.

Advertisement for PINE STATE SHOWS listing various concessions and rides available for hire.

Advertisement for DON FRANKLIN SHOWS #2 listing various concessions and rides available for hire.

Advertisement for ATTENTION, offering concessions and rides for hire.

Advertisement for WANT CONCESSIONS, listing various concessions and rides available for hire.

Advertisement for WANTED, seeking grind store agents.

Advertisement for WANTED, seeking a foreman for Little Dipper and Wheel.

MAGIC EMPIRE Shows

Want for now and 15 big Fairs starting August 7, with the big Centerville, Richmond, Ind., Fair at Centerville, Ind., followed by Lebanon, Ky., Fair and all Fairs until December 1. Watch Billboard for complete list.

Can place Concessions all kinds. Photos. Novelties. Rat Game. Pan Game. Note—Want large Bingo for the Great Lebanon, Ky., Fair. Now booking for all Fairs. Those joining now given preference. Want capable Ride Help. First and Second Men; Semi Drivers, come on. Good treatment and pay. Want A-1 Billposter. Want capable, first-class, sober Front Talker for new Side Show. Man and Wife. Wife on tickets. Want three Girls for Illusions. Experience not necessary. Account cannon accident want top Free Act to feature High Wire Act, Tony Arico and Betty, contact Flying Wieners, Flying Valentines, Bob Meyers wants capable Concession Agents and A-1 Cook. Griddle Man, Waitress, etc., for Cookhouse. Want capable Concession Agents. Can place Pin Store Agents. Want Shows with own equipment and transportation. Special deals to Motordrome and Monkey Circus. Want Snake, Geek, Wild Life, any Show not conflicting. Harry Harris, wire me. Have ten office-owned Rides. Will place Roll-o-Plane, Spitfire, Kiddie Auto, Bulgy the Whale, Little Dipper, Rock-o-Plane—with own transportation. We guarantee 15 Fairs. Note—Complete route next Billboard. All address:

A. SPHEERIS, Mgr.
Middletown, Ohio, this week; then as per route.

BARNEY TASSELL UNIT SHOW

Look These Over and Don't Let Size of Towns Fool You

WEEK JULY 31—SOLOMONS, MD.
WEEK AUGUST 7—CATONSVILLE, MD.
WEEK AUGUST 14—MT. RAINIER, MD.

WATCH FOR MY TOBACCO FESTIVAL DATES

Can place Rides, not conflicting. CONCESSIONS—Can place Popcorn, Candy Apples, French Fries, Penny Pitch, Scales, Guess Your Age, String Games, Hoop-la or any other concession that works for stock only. SHOWS of merit: no Girl Show or Unborns. This show works without a pay gate, using a sensational Free Act. Can place Chair-plane Foreman and Help in all departments; must drive semi-trailer trucks. Write, wire this week Annapolis, Md.

W. C. KAUS SHOWS

WANT WANT WANT
For now and the balance of the season, with Fairs beginning August 1. Dates to be announced later. Come now to be in the good ones.

Want Long and Short Range Shooting Gallery, French Fries, Balloon Darts, Pitch-Till-U-Win, Ball Games and other Handy Panks of all kinds, \$20.00. Grind Stores, Blowers, Bowling Alley, Six Cats, Buckets, Swingers, Nail Joint, Willie Lewis wants Pin Store Agents and P. C. Dealers. Want Girl Show with three Girls. Will book Fun House, Glass House, Monkey Show, Wild Life or Animal or any Walk-Thru Show with own outfits. Want Operator for Snake Show who can produce. Wire

RUSSELL OWENS, Mgr., South Boston, Virginia.

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Want Billposter with car: \$100 per week. Want Grab, Candy Apples, French Fries and Hanky Panks for Laurel County Fair, London, Ky. Then Tarwell and Pennington Gap, Va.; Maryville and Sevierville, Tenn.; Gainesville, Winder, Elberton, Sandersville, Canton, Atlanta and Rome, Ga. All fairs. Big Stone Gap, Va., this week; London, Ky., fair next week.

JOYLAND MIDWAY ATTRACTIONS

WANT WANT WANT
20th Annual Celebration, Ubly, Michigan, August 3, 4, 5, 6, on Main Street.
Fireworks—Parades—Free Acts—Bands. Car given away.
Lions' Celebration, Minden City, Mich., August 11, 12, 13. Other Celebrations to follow.
Want Hanky Panks of all kinds. Can place Octopus, Spitfire. Want Ride Help on all Rides.
Wire, write all this week:

ROSCOE T. WADE
GENERAL DELIVERY, APPELEGATE, MICH.

GAYLAND AMUSEMENTS

Can place Custard, Grab, Photo, Age and Scale, Ball Games, Coke, Short or Long Range, Dart Balloon, Novelties, etc. Shows—Uncle Ezra, Animal, Illusion, Monkey, Life, Iron Lung, any Show of merit. Ride Help—Foremen on Jenny and Wheel. Must be sober and reliable. If you want to get with a good, clean show, this is it.

FORREST, ILL., JULY 27-30.

Morris Hannum Shows

One of the Great Eastern Shows

GREAT FLOURTOWN FAIR

AUGUST 2-12—TEN TERRIFIC NIGHTS

Want Independent Shows. Space still available for legitimate Stock Concessions. Replies to

MORRIS HANNUM

1107 East Upsal St., Philadelphia, Pa., Telephone: Livingston 8-7793

CAPITAL CITY SHOWS

WANT FOR DANVILLE, KY., AND THE FOLLOWING KENTUCKY FAIRS: CAMPBELLSVILLE, MANCHESTER, BARBOURVILLE, HODGENSVILLE AND ELIZABETHTOWN.

FOLLOWED BY EIGHT GEORGIA FAIRS UNTIL NOVEMBER 11

Cookhouse that caters to show people to join on wire. Legitimate Stock Concessions of all kinds. Hoppy Chapman can use Percentage Dealer, Point and Coupon Agents, Six Cat and Swinger Agents. Men and Woman for Stock Concessions. RIDES—Can use two Kid Rides, Funhouse and Glass House. All replies to

J. L. KEEF, Adair County Fair, Columbia, Ky.; then Danville.

WALLACE & MURRAY SHOWS

WANT FOR FAIRS, STARTING AT SUMNER COUNTY FAIR, GALLATIN, TENN., AUG. 14-19; UNICOI COUNTY FAIR, ERWIN, TENN., AUG. 21-26; JOHNSON COUNTY FAIR, MOUNTAIN CITY, TENN., AUG. 28-SEPT. 2; MONROE COUNTY FAIR, MADISONVILLE, TENN., SEPT. 4-9; MARION COUNTY FAIR, JASPER, TENN., SEPT. 11-16 AND ALL FAIRS UNTIL ARMISTICE WEEK.

Want legitimate Concessions of all kinds. Good opening for Custard, Diggers and Age and Scale. Want Motordrome and Fun House. RIDES—Will book Octopus, Roll-o-Plane and Train Ride, low percentage. Can place at once experienced Mechanic with own tools. Also need Ferris Wheel Foreman and Tilt-a-Whirl Foreman. Must be sober and experienced semi drivers with license. Pay every week. Jimmy Watts wants Tattoo Artist, Mental Act and Talker for Side Show. Answer to

AL WALLACE, Mgr., East Rainelle, W. Va., this week; Newport, Tenn., next week.

BUFF HOTTLE SHOWS

WANT WANT
CONCESSIONS THAT WORK FOR STOCK. ESPECIALLY WANT DERBY RACER AND FROZEN CUSTARD. SHOWS—FUN HOUSE, MOTORDROME, SNAKE, 10-IN-1 AND UNBORN. CAN PLACE GIRLS FOR GIRL SHOW. Starting at the Williamson County Fair, Marion, Ill., Aug. 6-12, the largest County Fair in Illinois; free gate this year for the first time, and for the following: Anna, Ill. (Fair), Aug. 20-25; Jackson, Mo. (Home Coming), on the streets, Aug. 28-Sept. 2; with Southern route of eleven Mississippi and Louisiana Fairs to follow, including Franklin, Donaldsonville, Oberlin, Thibodaux and Oak Grove. Fairs until November 1. Free gate at all Louisiana Fairs.

Wire: **BUFF HOTTLE, Mgr.**, Vienna, Illinois, this week.

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Swinger, Photos, Pitch-Till-You-Win, String Game, Balloon Darts, Penny Pitch, High Striker, Hoop-La, Novelties, Guess Your Age and Weight, Penny Arcade. Wanted—Girl Show, Snake Show, Wild Life, Mechanical City, Pony Ride, Spit Fire and Tilt. Wanted—General Ride Help and Grind Store Agents. All replies to

GEORGE CLYDE SMITH SHOWS
Seward, Pa., this week; Windber, Pa., next week.

J. A. SPARKS SHOWS

Will sell X on Bingo, Popcorn, Candy Floss, Custard, Long and Short Range Gallery, Diggers, Jewelry, Photo Gallery, Sno Cone. Want Nail Joint and Six Cats and a couple Flat Stores, Ball Games, Fish Pond and Hanky Panks. Very reasonable privilege. SHOWS—Can place Mechanical City, Glass House and Illusion. Louie Dishane wants Girls for Girl Show, salary no object. Need Annex for Side Show. RIDES—Want Roll-o-Plane, Scooter, Octopus and Roll-a-Whirl. Address:

J. A. SPARKS, MADISONVILLE, TENN., THIS WEEK.

WANTED FOR FLORA, INDIANA

AUGUST 1 TO 5—4H FAIR

Stock Concessions of all kinds, Snow Ball, small Cookhouse. Shows with own outfit, small percentage.

PAUL DRAGO
1711 E. MARKLAND, KOKOMO, IND.

**SHOW
TENTS**

**CARNIVAL — CIRCUS
CONCESSION**

**QUALITY and FLASH
WORKMANSHIP
SERVICE**

Ask the man who owns one.
30 Years' Experience
BILL SANDERS

**AMERICAN
TENT & AWNING CORP.**

132-4-6 W. Main St., Norfolk 10, Va.

STAR AMUSEMENT CO.

WANTS WANTS

Photos, will sell ex.: Stock Concessions, need Fish Pond, Man to handle Athletic Show and be able to handle and keep outside talent. I have one white boxer now and if you can't produce you won't last as I have good show spots and big ones. Tiger Woods was not capable and is not here. Want Side Shows, Earl Stanfield, come on. I have plenty of good spots for balance of season, but you must be here to know them as I will not advertise them to all. Cabot, Ark., please this week; Heber Springs, Ark., big reunion next. Get with the show that is hitting, that's us. Wire or call:

B. E. MILLER, Manager

PAUL H. MILLER

WANTS AGENTS

Hanky Panks of all kinds. Write, care Fidler's Shows, Richland Center, Wis., City Park, now; North Chicago, Ill., Main Street, to follow. Lushers, stay where you are.

WANTED

Experienced Ferris Wheel foreman and Octopus foreman. \$40.00 a week. Chicago lots. Must drive semi. No drunks. Pay every week. Also want other help.

SAM MENCHIN

11 W. Division St. Chicago Ill.
Phone Superior 7-7243

CLARENCE J. THAMES

WANTS—DANCING GIRLS—WANTS

Salary and Bonus Guaranteed. Need Shade and Booster Handler for Broad Gang.

MAGIC EMPIRE SHOWS, Middletown, Ohio

WANTED

Rides and legitimate Concessions August 21 to 26

BENEFIT OF FIREMEN AND LIONS' CLUB

Contact
CHARLES P. MEISS
Darrington, Md.
Benly Weiss, get in touch with me.

W. H. "RED" BRUNK

WANTS

Top Waiters and Fry Cook.

Care 20TH CENTURY SHOW, Ely, Minnesota

FOR SALE

36-ft. Allan Herschell 3-Abrest Merry-Go-Round. Good Power Unit and Organ. Good running condition. A bargain for cash.

TOBE McFARLAND

7117 Appleton HOUSTON, TEX.
(Phone: MEltrose 1772)

AGENTS WANTED AGENTS

Skillful and Itazile, Fred Fitzpatrick. Agents for Pea Pool, Under & Over, Beat the Dealer and Bull Game. We play all firemen's celebrations.

JOHN SINKO

I. K. WALLACE SHOWS, Friendsville, Md.

**PRELL'S
BROADWAY SHOWS**

"BROADWAY AT YOUR DOOR"

GET WELL WITH PRELL

Wanted for Hatfield Racing Speedway Fair, July 31-August 5, with Bedford, Pa., Fair, August 7-12, and 14 Fairs to follow

WANT: Eat and Drink Stands, Photos, all kinds of Grind Shows, Merchandise Wheels, Hanby Panks. WANT: Pit Shows, Fat Show, Mechanical City, Unborn, Mickey Mouse, Jig Show for our Southern Fairs, or any new and novel Show of merit. WANT: Monkey Show Manager with working Monkeys. WANT: Rides such as Fly-o-Plane, Rock-o-Plane, Scooter or any Major Ride that does not conflict. WANT: Ride Help, Semi Drivers preferred; want Electrician's Helper. Want to buy 100 kw. Transformer, must be in good shape.

Our Fair Season lasts until Thanksgiving Week and the Show reopens January 8th, with 10 Fairs already booked in Florida. These bookings now will be given preference.

All answer: SAM E. PRELL
Oovar, N. J., July 24-29, and Hatfield, Pa., to follow.

LAST CALL LAST CALL

JULY 24 TO AUG. 2—EIGHT MILE AND WYOMING ROADS, DETROIT

FAIRS!! FAIRS!! FAIRS!!

OPENING CASSOPOLIS, MICH., AUGUST 7-12

West Branch, Mich., next; other good Michigan Fairs and Celebrations to follow.

SOLID UNTIL OCTOBER 1

WANT

2 MAJOR RIDES—Rollioplane, Looper, Spitfire, etc. HANKY PANKS all kinds. COOKHOUSE, SHOWS—10-in-1, Grind Show. GIRLS for organized Girl Show. RIDE HELP for Merry-Go-Round, Ferris Wheel, Caterpillar. Must be licensed to drive semis.

PLAYLAND SHOWS

Contact Jack Gallagher, Edgystone Hotel, Detroit, Room 407, until Aug. 2; or contact Eddie Parker, Hotel Fort Wayne, Detroit, until Aug. 6.

KIDDELLAND MAN GET IN TOUCH WITH GALLAGHER

Contact us at once
HELEN WATTS—get in touch.

WORLD'S LARGEST LABOR DAY DATE!

*In the heart of the Industrial Center of
the U. S. Everybody Working Overtime!*

In Western Pennsylvania, Ohio and West Virginia Area

Average Yearly Attendance for Past 10 Years
OVER 1,500,000 PERSONS

5—HUGE DAYS AND NIGHTS—5

Limited space now available for Legitimate Concessions and Independent Shows and Rides such as Merry-Go-Round, Ferris Wheels, Circus Side Show, Girl Show and Posing Show. CONCESSIONS: Hanby Panks only. Positively no Flats or Buy Backs. Food Concessions of all descriptions including a few choice Giant Cookhouse locations, Custard, Popcorn, Candy Apples, Ice Cream, Drinks. Would like to hear from Motordrome (Art Spencer, acknowledge), also Exhibit Trailers. Iron Lung, Mechanical City, Miller Car, Atom Bomb.

Write or airmail replies immediately as time and space are short. For complete details:

AMUSEMENT CORPORATION OF AMERICA
203 N. Wabash, Rm. 2200 Chicago 1, Ill.

FAIRS FAIRS FAIRS

Great Covington Street Fair, Covington, Ind., week July 24th. Fayette County Fair, Brownstown, Ill., week July 31st. Porter County Fair, Valparaiso, Ind., week Aug 7th. Sullivan County Fair, Carlisle, Ind., week Aug. 14th.

And all fairs ending the middle of November.

Can place Eating and Drinking Stands and legitimate Concessions of all kinds to join now.

All address
JAMES H. DREW SHOWS
Covington, Ind., this week; Brownstown, Ill., week July 31.

WANT WANT WANT

ALL FAIRS and CELEBRATIONS FROM NOW ON.

GRAB that also feeds show people. SHOWS—Monkey, Snake, Gize, Girl and Circus Side Show. CONCESSIONS—Hanby Panks, no flats. Jim Farrell wants Man and Wife Agents. G. Nomandin Wants Agents. Madison Cook, come on.

All Answer: GEO. BHOAS, G. & B. RIDES

Elizabeth Fair, July 25 to 29. New Martinsville Firemen's Celebration, July 31 to Aug. 5; Paden City Athletic Celebration, Aug. 7 to Aug. 12; St. Marys Fair, Pleasants County, Aug. 14 to Aug. 19; all West Virginia.

O. C. BUCK SHOWS

will book for
LOCKPORT (N. Y.) FAIR
Week August 21-26
6 — Days and Nights — 6

Rides not conflicting with what we have. Also legitimate Concessions, Age, Scales, Photos, Grab and Cook House.

Write or wire
O. C. BUCK
Plattsburg, N. Y.; then
Massena, N. Y.

CONCESSIONS WANTED

**SOUTH WESTERN N. Y. STATE FIREMEN'S
CONVENTION, BOLIVER, N. Y.,
JULY 31-AUG. 5**

This is positively one of the largest Celebrations in New York State this year. Remember Lancaster, N. Y., last year? This is just as large.

We can place all kinds of Legitimate Concessions. Can also place Novelities for the Streets, and other Concessions. Space limited. Wire all replies to:

LLOYD D. SERFASS
c/o PENN PREMIER SHOWS, Cortland, N. Y. this week; followed by Boliver Celebration.

B. & H. AMUSEMENT CO.

WANTS FOR BALANCE OF SEASON

All Tobacco Markets and Fairs. All Stock Concessions open. Want Snake or Animal Show, Congo, answer, Organized Minstrel with own equipment. Any Ride not conflicting P.C. Agents. Kirk, answer. Experienced Photo Operator. All letters and wires to:

W. E. HOBBS
TURBEYVILLE, S. C.

WANTED

**ANNUAL HOMECOMING, COMMERCIAL
POINT, OHIO**

Parades, Contests, etc. Day and night. Concessions, one Major Ride. Aug. 4 and 5. HARRISBURG, OHIO, ANNUAL HOMECOMING Aug. 10-11-12. Buy or book small M.C.R. Other Rides booked.

W. M. BYERS
776 PIERCE DR., APT. M, COLUMBUS 8, O.

CARNIVAL WANTED

For approximately one week show in November, 1950, and March, 1951. Want best proposition for good, clean Carnival.

**FINANCE CHAIRMAN, V.F.W.
JAS. MILLIGAN**
Orange Court Hotel Orlando, Florida

AGENTS

FOR SCALE AND AGE

For best Fair Route. Must be reliable.

SOL KANE
c/o Ceilin & Wilson Shows, Ft. Wayne, Ind.

WANT

Concession and Shows, Mechanical and Animal Show, Fun Show. Playing two spots a week. Booking only one of a kind. Clark, Neb., July 25-26; Hooper, Neb., July 28-29. Want Girl Show for Milligan, Neb., Aug. 4-6.

W. A. THOMAS RIDES

Repeating Champions a Dime A Dozen in USARSA Contests Held at Pasadena Moonlight

Apdale Calls Meet Greatest Ever Held by Body

PASADENA, Calif., July 22.—A different setting perhaps, but it seemed like the same old scene as a host of 1949 champions proceeded to knock off the opposition to renew holds on their titles in the 1950 championships of the United States Amateur Roller Skating Association, held July 10-15 in Moonlight Rollerway here.

June Henrich, of Mineola, N. Y., waltzed off with the senior ladies' figure title for the third straight year, altho subject to stern competition from Mary Louise Leahy and Charlotte Ludwig, both of Elizabeth, N. J., who finished second and third, respectively.

It was the second straight year for Gladys Ward and Charles Irwin. This couple, another Mineola entry, won the senior dance championship, and just to make the finish as improbable as a three-horse parlay, the second and third-place teams were 1949 holders. Wilhelmina Stuchel and Charles Lowe were second and Anne Feder and Ed O'Connell were third. These two teams were also from Mineola.

Another repeating champ was Carol Rutherford, Seattle, who won in juvenile girls' figures for the second straight year.

Look to Haddad

Leonard Baggaley, Hackensack, N. J., won the senior men's figure title for the second consecutive year, but competing on the same day, in another division, was a boy who may be a strong threat to Baggaley next year. He is John Haddad, Paterson, N. J., who stole the show in winning in junior men's figures. He won the intermediate title last year.

A champion was upset on opening day to give fans something to shout about. Ronald Holland, Pasadena, who finished second in intermediate men's figures last year to Frank Henrich, Mineola, reversed the order this year, taking the title while Henrich had to be content with second place.

From the standpoint of attendance and the promotion of roller skating as a sport, this year's championships

were a standout success. In Southern California the contests proved to be an exciting spectacle. The Pasadena Independent joined the USARSA in sponsoring the tournament.

George Apdale, president of the USARSA, was highly elated at conclusion of the championships, calling them "one of the greatest meets ever held by our organization, not only in the number of contestants and in the quality of competitions, but also in public interest and attendance."

Results:

Intermediate men — Ronald Holland, Pasadena; Frank Henrich; Mineola, N. Y.; Richard Anderson, Hackensack, N. J.

Novice ladies—Nan Massine, Plymouth, Mich.; Dolores Cummings, Stockton, Calif.; Patricia Ann Johnston, Elizabeth, N. J.

Juvenile dance—Sharlene Gordon and Bert Lobbereg, Renton, Wash.; Joan Hobeck and Edward Swartz, Alexandria, Va.; Betty Higgs and Bobby Pingle, Plymouth, Mich.

Novice mixed pairs—Barbara Kempainen and Lee DeWulf, Plymouth, Mich.; Myrtle Dell Espy and Gary Bradley, Monterey, Calif.; Barbara Searles and William Ferraro, Plymouth, Mich.

Juvenile boys — Bert Lobbereg, Renton, Wash.; George Sherinian, Plymouth, Mich.; Edward Swartz, Alexandria, Va.

Novice dance — Ruth and Frank Henrich, Mineola; Virginia DeLuise and George Klopper, Paramus, N. J.; Betty Goller and John Bernard, Alexandria, Va.

Novice ladies' pairs—Joelyn Richter and Carol Ann Rutherford, Seattle; Joyce Barnes and Barbara Kempainen, Plymouth, Mich.; Marcia Woodward and Sharon Wright, Plymouth, Mich.

Juvenile girls—Carol Ann Rutherford, Seattle; Judy Laury, Plymouth, Mich.; Susan Lessne, Mineola.

Novice men—James Mazie, Plymouth, Mich.; Ray Barilleaux, Renton, Wash.; Howard Monta, Seattle.

Malluck-Den Blyker Win

Intermediate dance—Norma Malluck and Jake Den Blyker, Paterson, N. J.; Grace Dandrea and Andrew Kraemer, Hackensack, N. J.; Catherine Gaudy and Charles Hoffman, Mineola.

Intermediate mixed pairs — Ruth and Frank Henrich, Mineola; Ruth Schulte and John Haddad, Paterson, N. J.; Joyce Barnes and Earl French, Plymouth, Mich.

Junior men—John Haddad, Paterson, N. J.; Jake Den Blyker, Paterson; Doug Milne, Plymouth, Mich.

Junior ladies—Marie Grosso, Mount Vernon, N. Y.; Barbara Dayney, Ply-

75G Rollery Going Up in Pittsfield

PITTSFIELD, Mass., July 22.—A roller rink to accommodate more than 600 skaters is to be erected here at an approximate cost of \$75,000. Work on the structure, to be known as Pastime Roller Drome, will be started soon and will be completed in two months, the owner announced.

Alphonse Bianchi, owner-manager of the Pastime Bowling Alleys and president of Roller Drome, Inc., said that the structure will be 160 by 84 feet and will be of steel, cinder block and concrete construction.

The structure may also be used for conventions and dances. There will be a parking area to handle 500 cars, Bianchi said.

mouth, Mich.; Audrey Mallette, Hackensack, N. J.

Intermediate fours—DeWulf, Kempainen, Mazie and Massine, Plymouth, Mich.; French, McLellan, Johnson and Davis, Plymouth, Mich.

Juvenile mixed pairs — Sharlene Gordon and Bert Lobbereg, Renton, Wash.; Chi Chi Dragin and John Richter, Seattle; Kathryn Ryan and Mickey Petro, Bladensburg, Md.

Senior men — Leonard Baggaley, Hackensack, N. J.; Jude Cull, Elizabeth, N. J.; Daniel Ryan, Washington.

Senior ladies—June Henrich, Mineola; Mary Louise Leahy, Elizabeth, N. J.; Charlotte Ludwig, Elizabeth.

Senior dance—Gladys Ward and Charles Irwin; Mineola; Wilhelmina (See Repeating Champions, page 98)

FOR SALE 40x100, \$5,200.00

Portable, new, in operation two months, downtown location, good business. Easily moved. 14-oz. Tent, Chain Guya, Stakes, Hydraulic Center Poles, Plus-In Light System, 60-Watt Amplifier, Record Changer, also two hundred recordings on wire with player, 125 pr. Chi 45° Clamp Skates, 10 pr. Shoe Skate Bus, Counter, Spare Parts, Skate Room, Sander, Floor, Northern maple, best grade, interlocking ends. Worth \$7,000.00. Owner unable to operate after Aug. 15. Located Rockmart, Ga. Phone 574-J, Smyrna, Ga., except 2 p.m. till 11:30 p.m.

PORTABLE SKATING RINK

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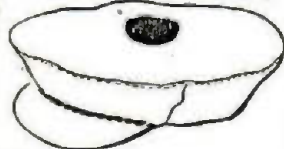
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★ 4" TINSEL FEATHER DOLL	.75 Dz.	8.40 Gr.
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★ LARGE SILK PARASOL	6.00 Dz.	
★ MED. SILK PARASOL	4.75 Dz.	54.00 Gr.
★ SMALL SILK PARASOL	3.75 Dz.	43.20 Gr.
★ SMALL COOLIE HATS	1.90 Dz.	21.00 Gr.
★ LARGE COOLIE HATS	2.50 Dz.	27.00 Gr.
★ No. 11 MOTTLE PRINT BALLOONS		4.50 Gr.
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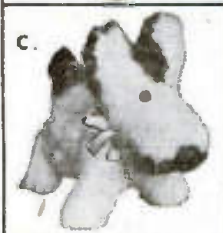
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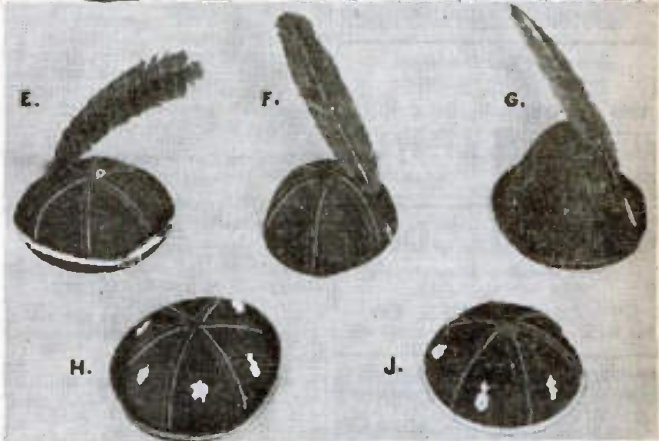
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Pipes for Pitchmen

By Bill Baker

RAY SMITH . . . chalked up a successful week's run in Wichita Falls, Tex., recently with his Keen-O-Tone med show.

Before you start knocking the other fellow take a moral inventory of yourself.

WHAT HAS BECOME . . . of Whitey Johnson, former jam man, who switched to kitchen gadgets, and Frank Johnson, who is reported to have worked as an electrician during the war?

Some pitchmen will find that some fair dates are only fair.

Some pitchmen don't lack ability, they just don't get their demonstration over quickly enough.

RECENT VISITORS . . . to the Maxwell Street Market, Chicago, included the Ragan twins, Mary and Madaline, who rambled into the Windy City from their Hillbilly Holler bailiwick near Benton, Ark. They visited with all the boys and gals at the market, chief among them being Mr. and Mrs. Dave Rose.

More mournful words were never heard: "Now, why didn't I think of that."

JAKE BRANHOLTZ . . . wake-twisting artist, blew into Chicago recently from his headquarters in South Bend, Ind., for a visit with the pitcheroos making the Maxwell Street Market there.

Make the most of vitality while it is available.

Put your pitch layout in the best possible condition if you would reap real profits.

MARSE JOEL BEISTEL . . . cracks from Grand Junction, Colo., that business there has been okay for the past several weeks. Beistel, who headquarters in Shamokin Dam, Pa., is headed for the West Coast where he plans to spring with a new item which he says packs plenty of wallop and should be a big winner.

Now's the time to get the dough, not in the next town.

An inferiority complex has no place in Pitchdom.

STILL CLICKING . . . in Tulsa, Okla., with coils are Doc George Ward and Duke Dover.

The pitchman who keeps just one step ahead of competition won't have any.

STEVE McCLAIN . . . is working sheet and rings in Columbia, S. C., while the produce rush is on. He says he'd like to read a pipe here from E. C. Pardee.

Don't overdo it. Many a sale has been lost by just a few words which would better have been left unsaid.

PROF. JACK SCHARDING . . . who joined the Roberson Players at

the start of their season which is now in its ninth week, pipes from Fort Atkinson, Wis., that he's having a good time, altho not making much money. After the natives pay admission and for the reserved seats there's not much left for him, he says. "I get them last at the door as they come out with my horoscopes," the professor says. "I've never met a better group of troupers and they give the natives a good show. After three weeks in Wisconsin, we head for Illinois. When the season closes, I'm going back to Long Beach, Calif., and try to retire all over again."

"That fellow talks the best pitch I've ever heard."

BOUQUETS BY KINCHELOE . . . "At the services of a man . . . who recently passed away . . . flowers enough to fill a van . . . around his coffin lay. Now this poor guy could never save . . . enough to buy a plot . . . but they piled roses on his grave . . . to wither and to rot. No one came thru when he was broke . . . and couldn't buy a feed . . . they took his losses as a joke . . . cared nothing for his need. They criticized his foolish way . . . and branded him a dope . . . 'til death cut short the lonely day . . . his pain, his life, his hope! So, take the cash you blow for trash . . . to scatter on his grave . . . and treat him to a dish of hash . . . and help him to be brave!"

Now is the time that the pitchman is confident that fair days are coming regardless of the weatherman.

Famous Last Words: "I'd play that spot but they won't do business on my terms."

"PaJa & WORTHE'S . . . med company is going strong in this neck of the woods," blasts Sam Burkett from Carlisle, Pa. "While my wife and I were en route to work a Sunday date at a park near Harrisburg, Pa., we spotted a large PaJa & Worthe banner on the main drag of Carlisle. The med opery was located two blocks from the post office. We pulled on the lot with our trailer and the first to greet us was my old friend, G. Tex Worthe and his wife, Lil. Next came Doc PaJa. The outfit looked like a circus. Roster included Gordon and Mickle Billman, with four head of performing stock; Jordan and Jordan, sketch artists; George Zackovich, Bert and Rose Fulton, George Haskell, Tony Arusa; Mrs. Sara Rouse, piano, and Raymond W. Spangler, airplane bally. Recent visitors included Mrs. Edna Miall and Lieut. and Mrs. Wagner. Unit will play Pennsylvania spots until September 15."

Only you can make your business big business.

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Here it is, **FOLKS—the most SENSATIONAL, the most UNUSUAL, the GREATEST CHILD'S LAMP EVER MADE!**
UNDERWRITER APPROVED PLUG, CORD, and SWITCH.
PASTEL NURSERY COLORS.

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- ♦ INDIVIDUALLY BOXED
- ♦ COMPLETE WITH BULB \$13.50
- ♦ WEIGHS APPROX. 3/4 LB. dozen

PLASTIC ARTICLE CO. 17 EAST 102 ST., N. Y.

"WE'RE STILL . . . in the Windy City," letters Dave Rose from Chicago. "The only place I've worked here is the Maxwell Street Market. In fact, that's the only place a pitchman or peddler can work without being molested or given the bum's rush by the powers that be. This being the case, almost every pitchman coming to Chicago can be seen at the Market. Those coming in who do not work Maxwell Street, no doubt leave town unless they want to take a flyer and work the shops. I've been pitching at the spot on and off for the past 20 years or more and this year, I believe, I've seen fewer pitchmen on the market than ever before. I suppose the boys are getting fed up with being run from factory after factory. I'm almost certain that this is my last trip in here. I hope my plans work out. Can anyone tell me why pitchmen always tell you how much money they take in when they aren't asked to do so? We plan to leave here in about three weeks to work the fairs we have booked. After that we'll head for our winter home in New Orleans. Let's have some pipes in the column from Doc Hubert Potter, Sid Sidenberg, Bob Posey, Tom Kennedy, Jack Halstead, Paul Houck, Red Hallie, Curley Bartok, Don Lambert and Skippy Davis."

Are you giving out with everything you've got to get down the home stretch in front?

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Aluminum Milk Bottles, Ea.	1.10
Worth Carnival Baseball, Doz.	2.25
Rubber Dipped String Baseball, Doz.	2.40
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Add-N-Win Dart Board, Ea.60
Daisy Cork Guns, Ea.	5.25
Carik Can Corps, Per 1,000	2.75
Fanny Pitch Chart, Ea.	4.95
Guaranteed Electric Pencil, Ea.	7.25
Cold Foil, 1" x 400", Doz Rolls	4.80
No. 5 Ribbon, all colors, Per Roll	1.10
Hoop-La Rings, Doz.70

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SALESBOARD SIDELIGHTS

Walter McNamara, production manager of the McNamara Company, Chicago, announced three new seal boards last week: Lucky Dimer, 10-cent play, and nickel punch Gold Seal Special and Full-o-Fives. New pellet numbers round out the company's seal insert boards, which are pulling top attention from operators, led by the two six-week old seals, Twenty-Hi and Silver Spoon. Walter promises firm's customers a steady flow of punch pulling numbers, with full supply and quick delivery on top-demand items continued as pace setters with the new releases.

Secore & Secore, Chicago, is back in full swing again following a vacation lull the early part of this month. Irwin Secore back from hitting the Illinois high-roads; ditto for Lou Rotfeld in Indiana. Both chime reports of up-looks in busi-

ness. Irwin tells of the new nickel definite board, New Pick-a-Cherry, which came out last week. "Looks like a real winner," he says.

Order flow at Gardner & Company, Chicago, is going along at a hyped clip, according to Joe Robinson. He stresses the reason continues to be firm's lower price policy. New numbers getting the lion's share of the order play include 1440 Bubbles, nickel punch, featuring the Gardner "glow" colors, and the High-Low line in nickel, dime or quarter play. Dave Lande, assistant sales manager, brings back word that customer demand for the company's merchandise in the Central West is stronger than ever.

R. C. Walters, R. C. Walters Manufacturing Company, St. Louis, along with firm's Eddie Robert, Tom Lancaster and John Chaney, combine to report definite upgrades on the order front. Walters's multiple board deals for its coin-operated cabinet arc drawing operator bids from "the four corners of the 48," his claimed.

Joseph Berkowitz, president, and Henry Gufentag, sales manager of Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Chicago, are on an extensive selling and good-will tour. Boys will be flying thru Illinois, Wisconsin, Minnesota, Wyoming, Colorado, Utah, Montana, Idaho, Oregon, Washington, California and New Mexico. They intend calling on all of their old friends and customers in addition to a host of new ones, presenting new lines of ticket and board deals. Marble Derby is the highlighted item on the tour list, which is "really rolling up an order score," Berkowitz enthuses. Among other presentations to be featured are the new Paddy the Pig and Oscar the Pot Boy, both in plastic piggy jars. During their Seattle stop-off, boys will call on Morris Hitchcock, branch office manager, who has been doing "a bang-up job serving the Northwest." The entire trip will take about a month.

CLYDE BEATTY

(Continued from page 64)

of the Manzello troupe. Roland Davis has joined as trainmaster and Harold Hall joined to work for Red Larkins in the privilege car. Bob Steele has been holding a good percentage of the crowds for the concert. In Pendleton, Ore., Mel Rennick had a big time entertaining his family, Jack and Bertha Renick and Gladys Carmichael.

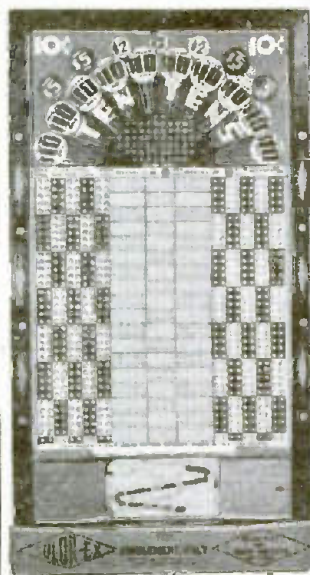
With a 330-mile jump into Bend, Ore., the show train arrived at 2 p.m., allowing everyone to hotel it and make the picture shows. Alva Evans doubts if he will survive the rope trick that he and Harold Voise have been working on. Cathy Cline has gone Western; she has a gun and holster and a five-gallon hat. Mrs. Beatty is improving in health and will soon be back in the program. The Caudillo Sisters and Mark Anthony are practicing every day. Ed Grady is all smiles since we are back in Oregon, as his wife, Golda, and son, C. T., are visiting him. Recent visitors were Dr. J. E. Kelly and George Taylor.—LAURENCE CROSS.

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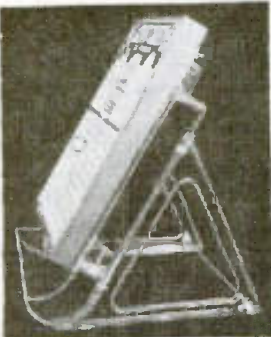
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ALL ORDERS SHIPPED SAME DAY RECEIVED

Hoies	Play	Description	Def.	Profit	Price
200	25¢	QUARTER KOLORS, THICK	Def.	\$15.00	\$.50
400	5¢	LUCKY BUCKS, THICK	Def.	7.00	.60
1000	5¢	3¢ CHARLEY, THIN	Def.	17.00	.75
1000	25¢	J.P. CHARLEY, THIN	Avg.	52.00	.80
1200	75¢	TEXAS CHARLEY THICK	Avg.	102.00	1.50
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.78
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg.	27.28	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	37.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25¢	SIX TWO BITS	Avg.	114.28	1.75

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BUYING YOUR BOARDS FROM
EMPIRE WILL SURELY SAVE
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EMPIRE'S BOARD PRICES
HAVE BEEN SLASHED TO AN
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CMI ELECTS WOLBERG PRES.

Industry To Feel Impact Of Material Allocations; Curb on Credit in Offing

Credit Controls Depend on Interpretation of Law

By Ben Atlas

WASHINGTON, July 22.—Chief impact on the coin machine industry of President Truman's economic control program will come from provisions for credit curbs and allocating and requisitioning metals and materials.

Immediately upon receipt of the President's message this week, bills carrying out the program were introduced in both houses of Congress. With the Senate Banking Committee set to launch hearings next week, congressional leaders are predicting enactment within the next month. Early reaction from Republicans

was that there would be little dispute on the section of the legislation giving Truman power to impose credit curbs but that an attempt would be made to substitute a voluntary allocations program for the compulsory one asked by the President.

Authorize Broad Regulations

On credit curbs, the economic control bill provides that "the President is authorized from time to time to prescribe regulations with respect to such kind or kinds of consumer and real-estate credit as, in his opinion, is necessary to regulate in order to prevent or reduce excessive or untimely use of, or fluctuation in, credit."

Truman would be given power to prescribe minimum down payments, maximum credit, length of time for paying, and rules against any credit (See *Industry To Feel* on page 117)

Conn. Assn. Adds Chapter In Bridgeport

Membership Now 68

HARTFORD, Conn., July 22.—With the formation of a local chapter in Bridgeport, the Connecticut State Coin Association (CSCA) membership has been increased to 68, President Abe Fish stated this week.

The Bridgeport local is composed of 17 of the city's 19 operators. Joe Friedman, Bridgeport operator, was instrumental in launching the new chapter. J. V. Fitzpatrick has been elected president and Arthur Moskowitz, secretary. Charlie Coccia is treasurer. The group will hold bi-weekly dinner meetings at which industry and civic problems will be discussed.

CSCA was formed at an organizational meeting held in Hotel Bond here January 12. Other executive officers of the group are Irving Geltzer, New London, vice-president; Louis Naclerio, Waterbury, secretary; Nat Culler, New Haven, treasurer, and Anthony Wilkes, West Hartford, assistant treasurer. It also has a Waterbury chapter.

Keeney Appoints Florida Distrib

CHICAGO, July 22.—Charles J. Pieri, sales manager of the J. H. Keeney Company, announced Thursday (20) the appointment of Taran Distributing Company to handle the Florida territory.

Taran is headed by Sam Taran and has offices in Miami and Jacksonville. Keeney is in production on Double Bowler, a shuffle game made in 8 and 9½ foot lengths. Both models feature 20-30 scoring, rebound action and disappearing pins.

No 'Panic' Buying; Business Is Firm

CHICAGO, July 22.—For summer, business has been good the past six weeks in every phase of the coin machine industry and no rash of buying has developed as a result of the international crisis. The only change noted thus far was an increase in the number of cash deals and proportionate decline in trade-ins as operators held onto old equipment.

In near-by Milwaukee, distributors contacted in a spot-check said buying was at a steady high but that there had been no marked increase since the Korean outbreak. Typical reaction came from Sam Cooper, manager of Paster Distributing, who said that business continues good but that he could not attribute it to war-inspired deals.

In the nation's capital, meantime, operators and distributors agreed no panic buying had started. John Phillips, Phillips Novelty, reported he had made no changes in his buying habits altho he is holding onto old equipment rather than turning it in or selling it outright.

Bill Schwartz, Hirsh Coin Machine Company, said there has been a slight increase in the sale of tubes, but whether this was traceable to fear of shortages could not be determined.

To Carry Out Fundamental Org Policies

Stern, Gottlieb Also Named

By Tom McDonough

CHICAGO, July 22.—At the annual meeting of the Coin Machine Institute (CMI) stressing that the fundamental policies of the association would be carried on, Sam Wolberg, a trade leader for the past 20 years,



SAM WOLBERG

was elected president. Also voted in to office at the meet held in the Bls-marck Hotel here Monday night (17) were Sam Stern, Williams Manufacturing Company, vice-president, and (See *CMI ELECTS* on page 124)

From Draws to Films to Games A 40-Year Saga of Fred McKee

LOS ANGELES, July 22.—When the Auto-Photo Company went into the coin-operated field, it needed a man who knew the distributors and operators. The company had confined its production primarily to identification picture machines. The coin machine category was new to them but not to Fred E. McKee, the man who applied for the job of directing sales in this division.

McKee's interest in coin-operated machines goes back to his earliest days when his father operated draws, which were sticks of gum with numbers and the fore-runner of sales-

boards. However, as a youth McKee paid little or no attention to the field for he had other plans.

He got into the theatrical business and his work took him into the outdoor field of the carnival and circus. In the indoor field he dabbled in legitimate productions, vaudeville and roadshow films. While these departments of show business are high sounding, it was, nevertheless, necessary for him to branch out into another field—coin machines. Working in this field required ingenuity, too.

In Films in 1912

In 1912 when he was only a teenager, McKee went out on his own and bought the films of the Pendleton Round-Up. He roadshowed these around the country and got the desire to go deeper into the project. He booked a picture called *Inside the White Slave Traffic* and found that getting it banned was one of the best box office builders ever devised. This and other similarly titled films were produced by the New York Sociological Society and, after proper explanation to the authorities, had little or no trouble getting them approved for showing to adult audiences.

Along with this era's films came Herb Mills' dweys, pucks, three arrow machines and also the floor model automatic roulette games. Gum draws were still popular and the salesboard had not, as yet, made its entrance into the field.

Joined Adolph Caille

When the picture field slacked off, McKee took to selling coin machines on the road. One of the lines that he handled was that of Adolph Caille Bros. While attending to this chore, (See *FROM DRAWS* on page 117)

J. C. Officials Waver on Bill Banning Games

JERSEY CITY, N. J., July 22.—The city commission reserved decision on an ordinance banning coin shuffle games from taverns here during its regular session Tuesday (18), leaving the legal status of the equipment in doubt.

The Jersey City Tavern Service Company had been granted a court injunction barring police interference with located games, with the stay extended last week pending legislative action (*The Billboard*, July 22). But at Tuesday's session legislators said they needed more time to study the proposed measure.

Meanwhile more than 100 games on location in taverns are unused, their plugs removed until the commission makes up its mind.

NCMDA Skeds General Meet September 24

To Elect Officers, Board

CHICAGO, July 22.—The National Coin Machine Distributors' Association (NCMDA) will hold an election meeting in Chicago September 24, S. I. Neiman, director of publicity, announced from national headquarters here this week. This will be a general meeting of the membership and the first of a series of quarterly meetings to be held each year under the new set-up announced recently (*The Billboard*, June 24).

Preparing the agenda for the meet, Neiman said that not only new officers, but also directors will be voted on. The director will be elected for staggered terms—probably one, two and three years—so that the entire board will not go out of office simultaneously (See *NCMDA Skeds Meet*, page 124)

Industrial Installations Rise

Added Shifts Mean Heavier Service Load

See More Camp Stops

CHICAGO, July 22.—Without fanfare, many industrial plants have begun stepping up both their work week and personnel in anticipation of bigger government defense orders. Chicago operators, for example, said they had already received calls for additional installations and more frequent servicing.

Citing an instance which may become a pattern in the next few months, one operator reported doubling the number of venders in a plant to accommodate the addition of plant labor and a new, third shift.

Increases Servicing

Another industrial operation, finding many of its locations going into stepped-up production, followed the course of more frequent service instead of increased machine placement. To accomplish this, and at the same time hold down too sharp boosts in personnel cost, the firm added a single night routeman. Latter covered all routes, servicing only those locations requiring extra calls, skipping the "as usual" stops. Thus, a minimum increase in personnel guaranteed all top volume installations prompt service and precluded any expensive over-lapping on lower sales spots.

The same operator said that plants (See **MORE VENDERS** on page 107)

Macke Starts Cig Premium Program With Special Ads

WASHINGTON, July 22.—Leading off an ad drive for the new cigarette premium campaign launched by the G. B. Macke Company (*The Billboard*, July 15) was a special coupon offer. Prominently pictured in the large ads was an enlarged "Thank-U" coupon worth 10 regular coupons if turned in before June 30, 1951.

The ad also contained a coupon for the firm's free premium booklet. The premium operation is handled by the Thank You Premium Company, a wholly owned Macke subsidiary.

Photographs of several gifts with a retail value up to \$50 were included. Gifts are obtainable in two ways—either for a specified number of coupons, or via the "HUP" plan combining coupons and cash. "HUP," the ad informed readers, stands for "Hurry Up Plan" and still gives buyers a saving over retail prices.

NAMA Exhib Awards Committee Expands

CHICAGO, July 22.—Ernie Fox, chairman of National Automatic Merchandising Association's (NAMA) 1950 convention and exhibit, announced the names of two more members of the Exhibit Awards Committee which will judge the displays (*The Billboard*, July 15).

The new members, bringing the committee to seven, are Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va., and Daure Davidson, Davidson Bros., Los Angeles.

Ball Gum Ops on Buying Spree; Fear Price Hikes and Controls

NEW YORK, July 22.—Scare buying has hit the ball gum field as jittery bulk operators pleaded with manufacturers of the gum pellets for stepped-up shipments. Recent weeks have seen orders zoom, say producers, who look on the unnatural demand with mixed feelings.

With ball gum prices still the lowest since the last war, operators with long memories are fearful that current rises in ingredient costs will ultimately send ball gum prices skyrocketing. Not their least fear is the possibility that controls may be clamped on the confection industry and that their source of supply will be seriously diminished.

Thus, not alone do manufacturers report a jump in orders from long-time buyers. They have also noted a trend whereby operators are bypassing normal distributor outlets and dunning factories for direct ship-

ments. This, the route-owners hope, will put them in a more favorable position should a seriously diminished supply go on allocation.

Ops Want Reassurance

One manufacturer here, Topps Chewing Gum, has been flooded not only with orders, but also with letters from operators who seek reassurance as to the future. They want to know their standing with the source should the war situation deteriorate. But the manufacturers have no crystal ball and their guess is only a little more educated than the operators.

This is the way Topps reasons, and its point of view is shared by other producers:

Should the war emergency gradually evaporate as United Nations' forces better their position in Korea, (See **BALL GUM OPS** on page 107)

Avon Books Via Mutoscope Venders in Unique "Loan" Plan for Route Operators

Program Launched in New York City

NEW YORK, July 22.—The vending and publishing industries, long on the lookout for a method of boosting the distribution of 25-cent, pocket-size books thru automatic machines, have come together at last in the corporate persons of International Mutoscope and Avon Publishing Company thru a plan set in motion here this week.

Called Vend-Avon, the machine being manufactured by Mutoscope is an improved version of the book vender first shown by the firm more than a year ago. Initial units already have been installed in Idlewild and La Guardia airports. Others are to be placed soon.

The plan devised by Avon to distribute the machines hurdles the major obstacles which has kept book publishers out of vending to date. The difficulty has been to find a

method acceptable to operators that would also insure that only the books of a participating publisher would be carried in venders. Several are known to have been willing to underwrite machine costs if they could be assured that the latter condition was met.

In Avon's set-up, the publisher buys the machines from Mutoscope and "loans" them to approved operators who are assigned exclusive territories. Most important, Avon retains title to the venders during the term of the operator contract. It can then require that only its own books be stocked.

Books are shipped to operators on consignment and are paid for only if actually sold. Each week the operator is required to file a report with the publisher listing the books sold. (See **AVON BOOKS** on page 108)

Ohio Cig Op Association Broadens Its Membership

CEDAR POINT, O., July 22.—Cigarette operators from the entire State gathered at the Breakers Hotel here the past three days (20-22) in their second annual association convention. Approximately 50 operator-members participated in the election which returned Maurice Levitch, Stern Cigarette Service Company, Norwood, to the presidency.

The members also voted to change the name of the association from Ohio Cigarette Vendors Association to Ohio Merchandise Vendors Association and to amend the charter to include operators of all types of merchandise vending machines. Most of the membership operate equipment other than cigarette machines, Levitch said, and he felt the association could best serve the industry in Ohio by being more representative. First business sessions were held

Friday morning, with the emphasis on taxation and legislative problems. Isadore Topper, Columbus, general counsel for the association, opened the meeting. He was followed by Morton Neipt, State representative and chairman of the tax source committee of the Ohio Tax Revenue Study Commission. Neipt told the operators that changes are being contemplated in the Ohio tobacco tax structure and invited them to send their representatives to a meeting of the commission in Columbus next week.

William Bailey, chief of the cigarette division of the Ohio tax commission, told the operators he was urging legislative action to more clearly define wholesalers, retailers and operators. At present, Bailey said, anyone can secure a whole- (See **OHIO CIG OP** on page 106)

Stewart 500 Purchased by Worth'n Firm

Lyon To Sell Vender

NEW YORK, July 22.—The Stewart Products Corporation has sold the rights, design and patents of its 500-cup beverage vender to Worthington Pump & Machinery Corporation, it became known this week. Lyon Industries, Inc., Worthington affiliate here, will market the machine.

In Greenwich, Conn., James Stewart, president of Stewart Products, said his firm will continue active in the vending field. While it has no unit available to the trade at the present time, Stewart asserted the company plans eventual production of its four-column, canned-juice vender, a mechanical unit. When the vender is ready for delivery, it will be offered to operators on a lease-rental basis. He gave no indication when the machine would be placed in production.

With its new acquisition, Worthington and Lyon (as its marketing agency) have increased their vending line to three units. The Lyon high-capacity single-drinker and its dual-flavor conversion have been available right along.

It was indicated that the Stewart machine, to be known in the future as the "Lyon 500," will undergo design changes before it is offered by the Lyon organization. The modified unit will be introduced later this summer, according to Harry T. Fehn, Lyon executive.

Several hundred of the original Stewart venders have been manufactured and distributed among operators and bottlers.

Keeney Ups Cig Vender List \$10

CHICAGO, July 22.—J. H. Keeney & Company announced a \$10 price increase on its cigarette vender effective Friday (21), bringing the list to \$259.50. The coin changer, also increased, is now \$17.50 extra.

John Conroe, vice-president, stated the increases were due to rising cost of raw materials, primarily, with higher labor costs also a contributing factor.

Keeney also announced the return of Walter Harrison as chief engineer, a position which he filled until March last year. Harrison was associated with Williams Manufacturing Company prior to his rejoining Keeney.

Golob Returns As Distributor

NEW YORK, July 22.—The Ben H. Golob Distributing Company has been reactivated here at 114 East 32d Street to act as outlet for the Colsnac ice cream vender in New York, New Jersey and Connecticut. The machine, which dispenses bar or sandwich packs, is manufactured by the Atlas Tool & Manufacturing Company, St. Louis.

Golob, active as a distributor until a year ago, also runs a Colsnac operation in New Jersey. He has set up facilities to assist new ice cream operators in route organization, Golob declared.

Baked Specialties Important Part of '50 NAMA Exhibit

CHICAGO, July 22.—Seven bakery specialty and six vender manufacturers (thru whose equipment packaged baked foods can be sold) make up an important part of the exhibitor list of the 1950 National Automatic Merchandising Association (NAMA) convention at the Palmer House scheduled here November 12-15, show officials reported this week.

Pointing out the growing cookie, biscuit, pretzel, cracker sandwich and like small packaged baked sweet sale thru venders, attention was called to the fact that the chairman of the 1950 meet was in the bakery field.

According to the chairman, Ernest H. Fox, president of Austin Packing Company, Baltimore, "the interest of bakery goods manufacturers in automatic merchandising is increasing rapidly. Makers of cookies and other small bakery items have found that vending is an important part of the retail distribution picture." He said venders now account for a large volume of bakery goods sales that otherwise would not be made.

"During the convention program, problems peculiar to the vending of bakery goods will be discussed in clinics made up of manufacturers, suppliers and operators," Fox declared.

Seven Bakery Exhibitors

The six bakery firms are Austin Packing Company, Baltimore; Blue Jay Food Products, Brooklyn; Delicia Chocolate & Candy Manufacturing Company, New York; Federal Sweets & Biscuit Company, Clifton, N. J.; Gordon Foods, Inc., Atlanta; Honey Bee Company, Chicago, and Purity Pretzel Company, Harrisburg, Pa.

Vender manufacturers to exhibit equipment thru which bakery goods may be sold are Alkuno & Company, Inc., New York; Arthur H. DuGrenier, Haverhill, Mass.; Mills Industries, Inc., Chicago; Staller Manufacturing Corporation, New York; Stoner Manufacturing Corporation, Aurora, Ill., and Vend-Rite Manufacturing Company, Chicago.

Plant To Meet Bar Demand

NEW YORK, July 22.—Lamont, Corliss & Company has announced it will build an 80,000 square foot addition to its Peter Cailler Kohler Swiss Chocolate Company plant at Fulton, N. Y., to meet increased demand for its Nestle's products.

Gordon Lamont, vice-president, stated the construction contract has been awarded, and ground has been broken for the new plant. It is expected to be completed late this fall.

Prince Albert Adds Meters

REGINA, Sask., July 22.—The present 140 parking meters at Prince Albert, in Northern Saskatchewan, are to be supplemented by an extra 113. Revenue from the meters between April 1 and June 30 was \$2,225. Meanwhile, in Saskatoon, where meters have been installed for a one-year trial, an organized protest is under way. Petitions against the meters are being distributed.



TOP VALUE-- LOW PRICE!!

Ask any operator using "Toppers" in Vending and you will find that these machines cannot be equalled in either performance or low price! "Toppers" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders.

Send for free descriptive literature!
R. H. ADAIR COMPANY
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Phone: BUild 6-9219

Trade Directory

New Equipment

Crystal Tips—non-coin operated ice cube machine—American Automatic Ice Machine Company, Faribault, Minn.

Popcorn vending machine—coin-operated — Popperette Corporation, Milwaukee.

Change of Address

The Owl Mint Machine Company, Dorchester, Mass., moved its headquarters to 612 Blue Hill Avenue, Dorchester.

New Firms

Lunch Box, Inc., 7 West Madison Street, Chicago—multi-product food vender firm.

New Offices

Bilotta Distributing Company of Newark, N. Y., opened another office at 98 Fuller Road, Albany, N. Y.

Personals

Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association, has been re-elected president of the Motor City Lions Club, Detroit.

Cigarette Merchandisers' Association of Southern California officials for 1950: E. S. Stanton continues as president; Nick Carter, first vice-president; Robert Day, second vice-president; Arch C. Riddell, secretary-treasurer; Ed S. Chandler executive director. George Oviand and George Seedman were named to the board. Other members re-elected include Davre Davidson, Vend-O-Pak, Inc.; Ed Fuller, Accurate Vending Corporation, Ltd.; Ely Glassman, Coast Cigarette Vending, Inc.; Charles Rockwell, Santa Ana; Emil Toya, Automatic Sales Company; Al Weymouth, Weymouth Service; Edward S. Stanton, General Vendors, Inc.; Nick Carter Model Vending Company, and Robert Day, Bob's Cigarette Service.

National Coin Machine Exchange, Chicago, appointed John Semack as sales representative in the Wisconsin territory, working out of the Chicago office.

John Pickering resigned as public relations director of CMI to form his own public relations firm, locating at 134 N. La Salle Street, Chicago.

Pressed Steel Tank Company, Milwaukee, appointed Albert S. Cheyne as district manager of the Kansas City, Mo., office located at 2321 West 78th St.

Paul F. Taglione has been appointed manager of the Bilotta Distributing Company's Albany, N. Y., office.

James O. Welch Company, Cambridge, Mass., appointed Clarence Flint as sales manager and promoted Robert Daugherty to assistant sales manager.

Westchester Operators' Guild, White Plains, N. Y., elected Carl Pavesi as president, Max Klein of Yonkers, vice-president; Seymour Pollak, Tarrytown, secretary, and Ralph Fabozzi, White Plains, treasurer. Directors elected: Lou Herman, Mount Vernon; Ben Fagan, Tarrytown, and Harry Smethurst and Louis Tartaglia, Port Chester.

Yale & Towne Manufacturing Company, Stamford, Conn., announced Elmer F. Twyman joined firm as vice-president.

Purchases

Schilling & Fischer, Chicago, announced purchase of the Indianapolis Milk Operation, formerly headed by Paul Derringer.

Distributor Appointments
Abco Novelty Company, Chicago, appointed Mike Munves Corporation, New York City, to cover New York State for the Hit-a-Homer counter baseball game.

The Anik Company, Gallup, N. M., appointed H. J. Finney to cover New

Mexico, Arizona, West and Central Texas, and Jim Gladis, to cover Colorado, Wyoming and Western Nebraska.

AMI, Inc., Grand Rapids, Mich., appointed Roxy Specialty Corporation, 703 Notre Dame Street, Montreal, to cover the province of Quebec, the Maritimes and Newfoundland and the Toronto Trading Post, Ltd., 736 Yonge St., Toronto, to cover the entire province of Ontario.

D. Gottlieb & Company, Chicago, appointed National Coin Machine Exchange of Chicago, to cover Wisconsin and Northern Illinois, Northern Indiana and Iowa.

Consolidated Productions, Detroit, appointed Haircon, Inc., Detroit, to cover Michigan for the Penguin Hair Drier.

Ristoracrat, Inc., Appleton, Wis., appointed the Geer-Murray Company, Oshkosh, Wis., as firm's representative.

Trad Television Corporation, Asbury Park, N. J., appointed Bradley Associates, Chicago, to cover Illinois for the Tradico coin-operated television units.

Franchise Appointments

Dad's Root Beer Company, Chicago, announced following franchises: Brookings Bottling Works, Brookings, S. D.; Pepsi-Cola Bottling Company, Twin Falls, Idaho; White Rock Bottling Company, Tacoma, Wash.; Pepsi-Cola Bottling Company, Roseburg, Ore.; Kies Bottling Company Owego, N. Y.; Pepsi-Cola Bottling Company, Ottawa, Kan.; Rademaker & Son, Marshall, Ill.; Dad's Root Beer Bottling Company, Morgantown, W. Va.; Crown Bottling Works, Erie, Pa.; Smith Beverage Company, Columbia, Miss., and the Dr. Pepper Bottling Company, Ames, Ia.

ANNOUNCING

ALKUNO'S NEW FINANCE PLAN

An Important Service
For Profit-Minded Operators

One of the nation's largest banking organizations has just given the complete line of ALKUNO Cigarette, Cracker and 5¢ Gum Vendors its finest endorsement. Convinced, after a thorough investigation, that these exceptional machines are a safe investment, this banking group has agreed to underwrite operators' purchases for periods up to 18 months. NOW YOU CAN BUY ALKUNO and PAY OUT OF INCOME.

Of course, we have known right along that for Price, Appearance, Design, Performance and Customer Appeal ALKUNO IS WAY AHEAD OF THE FIELD. particularly for those locations that do not do enough business to warrant expensive equipment. Therefore it gives us a great deal of satisfaction to make this NEW FINANCE PLAN available and to give you another good reason for BUYING ALKUNO.

CLIP and MAIL TODAY!

Alkuno & Co.
408 Concord Avenue, New York 54, N. Y.
Gentlemen:
Please forward details on your new FINANCE PLAN and the complete line of ALKUNO VENDORS.

NAME

ADDRESS

CITY STATE

ALKUNO & CO.
MECHANICAL MANUFACTURING LABORATORIES
408 CONCORD AVENUE, NEW YORK 54, N. Y. MELROSE 5-7757

A WONDERFUL, WONDERFUL PRODUCER

ACORN

1¢ or 5¢ All Purpose Bulk Merchandisers

Order Yours Today!

Day in and day out this exceptionally all-purpose bulk vendor produces larger profits for YOU.

- Vends all sizes of Ball Gum.
- Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Churns.

WRITE FOR COMPLETE DETAILS TODAY!

Distributors:
A Few Choice Territories Are Still Open.
Write, Wire, Phone:
M. J. ABELSON
Gen. Sales Mgr.
1349 Fifth Ave.
Pittsburgh, Pa.
Ph.: Atlantic 1-6478, 6479

Pacific Coast Dist. Operator: Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Cal.

IAK MFG. CO., INC. 17411 Knightsbridge Avenue Culver City, California



TOPPER is tops!
Victor's Topper reaches new heights in efficiency in vending chewing and ball gum. Packed and sold 4 machines to the case, \$43.00 per case in lots of 1 to 5 cases.
\$10.00 per machine in lots of 25 cases
Investigate our 20-week **TIME PAYMENT** plan.
ROY TORR
Lansdowne, Pa.

Conn. To Hit "Deceitful" Sale, Labeling of Uncarbonated Bev

HARTFORD, Conn., July 22.—The Connecticut State Food and Drug Commission has promised a crackdown on "deceitful" practices in the sale and labeling of uncarbonated beverages, particularly orange products.

Connecticut, according to State Food and Drug Commissioner Theo-

dore J. Richard, is the first State in the country to propose this action, with initial step in law tightening to be the subject of a public hearing at 10 a.m. July 25 in Room 214, State Office Building, Hartford.

Also slated for hearing on the same day were proposed exemptions in ingredient labeling on bakery products and establishment of standard regulations for labeling and sanitary inspection of apple cider and apple juice.

The commissioner declared that control of the unregulated sale of "nectars," "juices," "delights," "ades" and several other misnamed beverages is of great concern to the Connecticut Food and Drug Commission.

Give False Impression

There are no requirements at present, he said, as to the amount of real fruit juice any of these beverages must contain. By picturing the real fruit juice of any of these beverages on the label, canners give the impression that they are selling pure fruit juices, while in reality the beverages may contain from 35 to 65 per cent water, the commissioner pointed out.

Canners also use deceptive materials in the liquid, Harold Clark, supervising inspector of foods for the commission said. "Cloud" and "pulp" are introduced into the beverage to give it the appearance of a pure fruit juice, he added.

Proposed laws would require that so-called fruit drinks contain 30 per cent natural juice, nectars 35 per cent and ades 15 per cent. Beverage labeled fruit juices, concentrated fruit juices, and fruit juice concentrates would also contain specific amounts.

'GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS'



Northwestern
CUTS SERVING TIME AND COSTS IN HALF
INTERCHANGEABLE SANI-CARRY GLOBE!

Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwestern*... full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

REFRESH-O-MAT

THE ONLY COIN OPERATED CUP DRINK VENDOR SO LOW IN PRICE



ONLY \$495.00

Makes Money in ALL Locations

At this low price you can go into drink vending and make extra revenue without extra effort. Refresh-O-Mat is an operator's machine. It meets all its requirements for Low Price... Lower Operating Cost... Lower Cost Per Drink... Mechanical Simplicity that eliminates the need for high-salaried factory-trained servicemen or technicians. It is Completely Self-Contained and Requires No City Water Connections. Vends the Nation's Leading Fruit Flavored Drinks at 5¢ or 10¢.

ENJOY THE PROFITS REFRESH-O-MAT CAN MAKE FOR YOU.

Price: P.O.B. Minneapolis, Minn. Changemaker Additional

REQUIRES ONLY 17" X 27" FLOOR SPACE

ORDER TODAY!
AUTOMATIC PRODUCTS CO.
250 WEST 57th STREET • NEW YORK 19, N. Y. • PLAZA 7-3123

19 Beverage Vender, Sirup Makers Set To Show at Chi Confab

CHICAGO, July 22.—Tying in with the special Beverage Day planned for the 1950 National Automatic Merchandising Association (NAMA) convention and exhibit, officials stressed the fact this week that nine major producers of beverage sirups and 10 cup and bottle vender manufacturers will present displays.

Ernest H. Fox, convention chairman, pointed out the number of soft drink and soft drink equipment makers to show at the Palmer House here November 12-15 signifies the interest that will be accorded this phase of automatic merchandising. As announced, there will also be special days for candy, gum and nut and cigarette operators.

Exhibiting drink vendors will be Atlas Tool & Manufacturing Company, St. Louis; Automatic Products Company, New York; Cole Products Corporation, Chicago; Lobe Pump & Machinery Company, Gasport, N. Y.; Lyon Industries, Inc., New York; Mills Industries, Inc., Chicago; Snively Vending & Sales Company, Winter Haven, Fla.; Spacarb, Inc., New York; Rowe Manufacturing Company, Inc., New York; The Vendo Company, Kansas City, Mo.

Beverage sirup makers who will exhibit are: Canada Dry Ginger Ale, Inc., New York; The Coca-Cola Company, Atlanta; The Double-Cola Company, Chattanooga; Charles E. Hires Company, Long Island City, N. Y.; Mission Dry Corporation, Los Angeles; Nehi Corporation, Columbus, Ga.; Orange-Crush Company, Chicago; Dr. Pepper Company, Dallas, and Sero Syrup Company, Brooklyn.

Fox said that while the complete program for Beverage Day is not ready for announcement, operators can be assured of hearing discussion of all that is new in the way of operating procedures and problems at the various beverage clinics and business sessions.

LARGEST?

Yes. Rake stocks the largest selection of New and Used Coin Operated Vending, Amusement and other MONEY MAKING machines. We also stock complete assortment of Bulk Merchandise, Charms, Novelties and Accessories.

SEE THEM ON DISPLAY IN OUR WELL-STOCKED BUILDING... or WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

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PITTSBURGH OFFICE
2120 Fifth Ave. Phone: Court 1-3842
Distributors of Coin-Operated Machines and Salesboards

ATTENTION 25¢ CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEDA, 8 Cols.	\$100.00
UNEEDA, 6 Cols.	90.00
Uneeda Model 500, 9 Col., 350 Pack Cap.	100.00
8 Col., Model E, 240 Pack Cap.	62.50
P-X, 10 Col., 425 Pack Cap.	100.00
National 9-50, 350 Pack Cap.	95.00
DuGrenier MODEL W, 9 Col., 308 PACK CAP.	62.50
Special 4 Col., 100 Pack Cap.	32.50

ROWE ROYAL
10 Col., 400 Pack Cap. **\$85.00**
8 Col., 320 Pack Cap. **\$80.00**

CIGAR MACHINES
50 capacity, 10¢ vending. \$8.50
Lots of 10 or more. \$7.50 ea.

CANDY MACHINES

ROWE, 120 Bar Cap.	\$75.00
CANDYMAN, like new, 72 Bar Cap., Enclosed Base.	62.50
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00
UNEEDA 105 Bar Cap.	75.00
UNEEDA, 40 Bar Cap.	23.50

SALE NATIONAL CANDY VENDER \$100.00
9 Col., 162 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
New... Reconditioned... At Its
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

CHARMS...

Proven Sales Boosters!

Write for Complete Price List!

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33 UNION SQUARE • NEW YORK 3, N. Y.

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On Bulk Vendors, Merchandise, Games, etc.

CHARMS

- Plastic Charms, small, 1,000 \$2.25
- Metal Colored Charms, small, 1,000 4.25
- Plastic Charms, large, 1,000 2.95
- Copper & Nickel, large, 1,000 3.00
- Silver Wedding Rings, 1,000 5.95
- Toy Watches, 2 gross 2.50
- Stone Set Rings, 7 gross 1.95
- "Wipe Out" Buttons, 1,000 5.95
- Plastic Colored Rings, 1,000 2.90

We are factory distributors for all leading makes of VENDING MACHINES.

VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.



1 to 23, \$12.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action return ball feature — 1¢ or 3¢ play. Real Money Maker! 22" High 16" Wide 5" Deep. Simple mechanism, guaranteed trouble-free.



\$32.50 EA.

5¢ DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

Vend-Rite Introses 2d Pocket Lunch Vender; Readies Third

CHICAGO, July 22. — Vend-Rite Manufacturing Company announced the second of its scheduled three-item Pocket Lunch Vender line this week with the introduction of its special cookie pack vender panel. Richard Tennes, president, also reported the firm's first offering, the Purity Pretzel machine, now offers increased capacity due to more efficient package design and a new premium plan for vender patrons effected by the pretzel company. He stated that Vend-Rite's third Pocket Lunch unit, vending a cheese corn snack, was slated for early production.

As in other Pocket Lunch models, the cookie machine employs the same basic mechanism and cabinet, the product promotion front panel being the single difference. The new cookie unit features a "store front" design, the actual 5-cent cookie pack is displayed behind a miniature store window. The words "Vend-Rite Bakery" appear over the window section, followed by "Today's Special," as a different cookie pack may be featured daily. Down the left side of the front panel also appear lithographed duplications of the entire line of cookie flavors that may be offered. Brand names are not featured (as in firm's pretzel unit) as arrangements have been made with four cookie manufacturers to supply operators. They are Austin Packing Company, National Biscuit Company, Blue Jay Food Products Company, Inc., and Gordon Foods, Inc. This permits operators to obtain swift delivery in all parts of the country, Tennes said. The same price schedule will be used on the cookie unit as other Pocket Lunch equipment, he stated.

New Pretzel Pack

To be available August 1, the new size Purity Pretzel pack (2 9/16 by 4 by 3/4 inches) permits vender capacity to be increased to 60 packs. Former size (1 1/2 by 4 by 1 inch) limited capacity to 42. New pack has the same weight, pretzel content.

Purity Pretzel's new premium plan aimed at the vender customer and not requiring participation by the operator in any manner, is designed to increase vender volume, according to J. G. Walborn, president. It consists of coupons, printed as part of the pretzel pack and appearing on the cardboard bottom, which may be turned in for premiums such as a clothesbrush, slide blade penknife, etc. Coupon requirement is small, two, three, plus a small cash payment by the customer (20 to 50 cents). Premium plan is also effective August 1. In addition, the pretzel venders will carry a decal message advising patrons to "watch for valuable premiums on each pack."

Vend-Rite's third Pocket Lunch

unit will feature Adams Corporation, Beloit, Wis., Korn Kuris, a cheese corn snack. Firm is now developing a new cellophane-topped tray pack for the vender.

Tennes also revealed his firm will introduce selective two, four and six-column venders for candy, cookies and general snack food merchandise by October 15. Machines will have double columns for increased capacity, vend alternately from columns positioned one behind the other (two, four and six of these double columns permit controlled selectivity).

Stands in three different widths will also be available, featuring merchandise storage compartments and fasten-down pedestal bases. The company this week released tooling orders for the new models.

Atlas Tool Ups Colsnac Price \$100; Now \$695

ST. LOUIS, July 22.—Atlas Tool & Manufacturing Company announced that effective last Saturday (15) the price of its Colsnac ice cream vendor was increased \$100 to \$695. Waller Gummersheimer, sales manager, stated the move was necessitated because of rising costs of materials, labor and, in general, the "cost of doing business."

Gummersheimer added that Atlas recently put on a partial night shift to keep cabinet stampings in ready supply.

A special sales tour is being undertaken by Gummersheimer, who starts Monday (24) on a six-week coverage of Midwest and Western States. He will carry a working production model of the Colsnac machine especially mounted in a station wagon for on-the-spot one-man demonstrations during the tour. A second trip is planned later this year, when he will be accompanied by a service technician to aid in machine demonstration and aid in answering operating queries.

Canteen Sales Show Increase Over 1949

CHICAGO, July 22. — Automatic Canteen Company of America announced that for the 12 weeks ended June 10 sales totaled \$4,956,982, with net income \$176,126. Sales of \$4,444,679 and net income of \$131,219 was reported for the same period last year.

For the 36-week period ended June 10, Canteen reported sales of \$14,580,734 and net income of \$452,885. For the like 1949 period, sales were \$14,967,014, net income \$444,220.

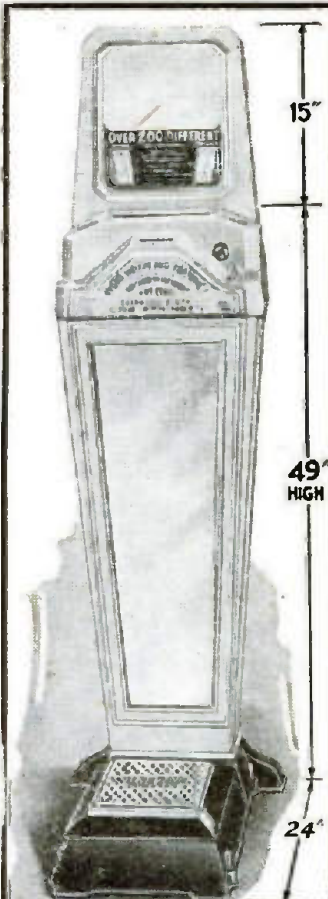
Purity Pretzel Co. At Nat'l Food Meet

CHICAGO, July 22.—Two Vend-Rite Pocket Lunch pretzel venders will be featured in the Purity Pretzel Company booth at the National Food Distributors (NFD) annual convention and exhibit at the Hotel Sherman here beginning August 14.

J. G. Walborn, president of Purity Pretzel, said the venders will be used to dispense firm's Purity Pretzel Stix nickel pack to convention visitors. They will be handed coins with which to operate the venders to obtain pretzels "on the house."

Cocoa Supply Good

Cocoa imports have been running at high levels in recent months. Indicative of the belief that cocoa will continue to be available in good supply is the fact that futures on the cocoa exchange dropped a fraction of a cent a pound this week.



WEIGHT, 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
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ADVANCE DUPLEX-E
SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE
Also Complete Advance Line Including **HERSHEY BAR VENDOR**
IMMEDIATE DELIVERY
Order Sample Today!
Write for Quantity Prices!
LISTO SANITARY NAPKINS
Simple and Prices on Request. Manufacturer and Distributor
J. SCHOENBACH
1445 Bedford Ave., Brooklyn 25, N. Y.

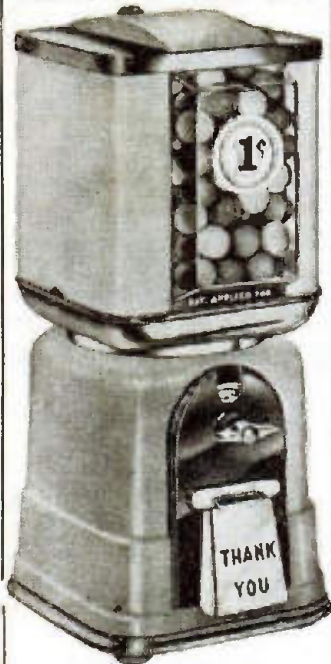
TOPPER is tops!
Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case, \$43.00 per case in lots of 1 to 5 cases.
\$10.00 per machine in lots of 25 cases
On larger quantities, we allow 20 weeks to pay. Liberal trade-in allowance on any type equipment.
VINCO Sales & Dist. Agency
1132 Hensley Ave., Hamilton, Ohio

GIVE TO THE RUNYON CANCER FUND



VICTOR'S NEW VICTORY BASKET BALL GAME
The first really new PENNY-PLAY COUNTER GAME offered to the trade in the post-war market. Features 5 ping-pong balls for sensational action, life and suspense. Automatically totalizes the score. Simplified mechanism eliminates service calls.
It's a VICTOR PRODUCT... Famous for Precision-Built, Trouble-Free Mechanisms.
See your VICTOR distributor—or write for colored descriptive circular.
VICTOR VENDING CORPORATION
5701-13 W. Grand Ave. Chicago 39, Ill.

**THE MARKET IS "HOT"
SO CASH IN TODAY ON
JUMBO-SIZE BALL GUM**



Vended Perfectly with
VICTOR'S JUMBO UNIVERSAL
Thousands of locations waiting for JUMBO
UNIVERSAL and Jumbo-Size Ball Gum.
Also the JUMBO UNIVERSAL SPECIAL
with the tremendous capacity of 2,375 balls.
SEE THEM TODAY AT YOUR
DISTRIBUTOR

VICTOR VENDING CORP.
5701-13 W. Grand Avenue
Chicago 39, Illinois

STANDARD TYPERS

**READY FOR
IMMEDIATE SHIPMENT**
Rebuilt and Refinished
Machines that look and
operate like NEW.

**NEW MACHINES,
REPAIR PARTS and
ALUMINUM DISCS**

We rebuild Old Drosschen
or Standard Typers LIKE
NEW or accept them on
trade for Guaranteed New
or Rebuilt Machines.

**OPERATE A PROVEN MONEY
MAKER 365 DAYS EVERY
YEAR. BUILT TO LAST
A LIFETIME.**

STANDARD SCALE CO.
1609 DELMAR BLVD. ST. LOUIS 3, MO.

**VENDING MACHINE
DISTRIBUTORS**

Get on the
"Money Hat"
Bandwagon with the
**NEW AND SENSATIONAL
Money Making Hot Dog
and Bun Warmer**

★ Protected Territories Available
For Progressive Routemen
★ We Supply the Machine . . .
You Handle Hot Dog and Bun
Distribution Locally

MORE PROSPECTS THAN EVER with STAR STEAMER
Write For Complete Details While
Choice Territories Are Still Open.

**MIDWEST HOTEL & RESTAURANT
SUPPLY COMPANY**
831 W. Van Buren St., Chicago 7, Ill.

**NAMA Says
No Plans for
Halting Eqpt.**

To Mix War-Peace Work

CHICAGO, July 22.—Many of the leading manufacturers of vending machines have already been surveyed for war material production and are expecting orders which they will have to fill ahead of civilian goods, according to a special report this week from C. S. Darling, executive director of the National Automatic Merchandising Association (NAMA).

Darling, back from a three-day business trip to Washington, informed the association membership, "It does not seem likely at the present time that the production of merchandise vending machines will be prohibited; there are no plans so far for limiting vending machine production, but the materials and manpower situation will serve automatically to reduce substantially the production of these machines."

Darling added, "It seems to be recognized at Washington that in any partial or complete mobilization, the maintenance of civilian morale is important and that this includes giving to the public what it has been accustomed to receive in the manner in which it has been accustomed to receiving it, as far as possible without interfering with other phases of the war effort."

**No Hope of Cut
For Cig Prices**

WASHINGTON, July 22.—Any lingering hopes of a cut in the wholesale price of cigarettes were dissipated this week as Agricultural Department announced the loan rate for the 1950 flue-cured tobacco crop will average 45 cents per pound as compared with 42.5 cents for the 1949 crop.

The Commodity Credit Corporation (CCC) will take loan consignments of all tobacco offered at auctions which does not rate the floor price. Already in CCC warehouses are 311,000,000 pounds of tobacco valued at \$128,000,000. The figures cover tobacco collected since 1946.

The increase in the loan rate was ordered as a result of an increase in the cost of farming. Tobacco loan and purchase rates, like those for other agricultural commodities, are based upon the parity level.

**Canadian Machines
Work for Veterans**

ST. JOHN, N. B., July 22.—Coin machines are being featured in the operation of the concessions at Dominion Park, fronting on the St. John River, near St. John. Operating all the concessions this season is Post No. 64 of the Canadian Legion, St. John. The profits go to the post welfare fund.

Not only have the machines been concentrated in an Arcade among the park buildings, but they have been distributed along the beach front. A juke box also has been placed in the pavilion to provide music for dancing.

No Tobacco Shortage

Tobacco planting this year indicates a 1950 crop some 2 per cent below 1949 but well above average. No shortage of either cigarettes or cigars is in sight, barring mobilization of the armed forces on a war scale, which would probably greatly increase the amount of smoking.

**Ohio Cig Op Group
In Steps To Widen
Its Membership**

(Continued from page 102)

salers' license by simply paying his money, since the issuance of licenses is in the hands of the counties and without sufficient control at the State level.

Endorse NAMA Program

C. S. Darling, executive director of the National Automatic Merchandising Association (NAMA), urged the Ohio group to lend its support to the Red Feather drive which NAMA is pushing this fall, and the State group unanimously endorsed the plan and promised to co-operate by using special matches, stickers and other Red Feather promotion.

At Friday's luncheon, Sam Abrams, president of the Ohio Advertising Agency in Cleveland, presented the association with a plaque. The plaque had been awarded the prewar Ohio Cigarette Operators' Association by The Billboard in recognition of the Ohio group's public relations work. Abrams urged the new association to put public relations high on its list of objectives.

Officers and Board

In addition to Levitch, other officers include George Flanagan, Paul's Cigarette Service, Dayton, and George Golden, Golden's Cigarette Service, Cleveland, vice-presidents; Leonard Stern, Columbus attorney, secretary-treasurer.

Elected to the board of directors were the following operators: Louis B. Golden, Elwin Kleinman, and Richard A. Galvin, Cleveland; Theodore L. Schwartz and Willis Magley, Cincinnati; Edith Shaffer, Ironton; Mark Gluchow, East Liverpool; Frank Hoofstetter, Columbus; Ben Simons, Hamilton; Peter Bellow, Steubenville; Ralph Shanahan, Wilmington, and Harry Gometz, Toledo.

Friday afternoon was devoted to special panel discussions of operating problems and methods. Saturday morning, the entire business session was turned over to a mechanics' school, with manufacturers' representatives on hand to answer operator inquiries and make suggestions.

Representing manufacturing companies were Joseph Fox, Stoner; Lou Cantor, National; Charles Walker and John Mill, Rowc; Meyer Starr, Eastern Electric, and Lou Golden, Du-Grenier.

**See Increase in Soft
Drink Vender Use on
S. Jersey Boardwalk**

WILDWOOD, N. J., July 22.—Apart from a Soda-Mart stand which has been in operation on the Boardwalk here for several summers, the first soft-drink vending machine went on location at this South Jersey seashore resort this season. S. B. Ramagosa, who has wide outdoor amusement and amusement machine interests here, placed a Juice-Bar machine at the terminus of the Boardwalk tram cars in his Casino Arcade Park.

While the Wildwood Walk has any number of manual stands, vending machines are conspicuous by their absence. The Soda-Mart, featuring four console cup machines manufactured by the Happ Corporation, offers four flavors (cocoa cream, root beer, lemon lime and fruit punch) at 5 cents a cup. The four machines, plus a cashier to provide change, occupies an entire Boardwalk store front location.

Ramagosa's Juice-Bar machine offers six different canned drinks—soft drinks and juice drinks, at 10 cents a drink. The machine, located at a spot where the Boardwalk tram cars make up, which also is the entrance of the Casino Arcade Park, gets a terrific play, according to Ramagosa.



**BOZO
BALL GUM**

A high, high quality product priced no higher than ordinary gum. Nine different, *delicious* flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

write for FREE samples
TOPPS CHEWING GUM
Incorporated
237-37th Street, Brooklyn 32, New York
South 8-8900

**LARGEST
PROFIT MAKER**

5c Silver-King for Pistachios

Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 5c Models

New 5c Models low as \$10.00 in Quantities



Nut and Ball Gum Candy, Charms, Vendors, 16-26 U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter"

SILVER-KING CORP.
622 Diversy Parkway Chicago, Ill.

**BRAND NEW
LUCKY BOY VENDORS**

\$9.75 Lots of 9. \$8.75
Lots of 25. \$7.75
16 or 32 MODEL

Nut and Charm Vendors hold 6 lbs. Nuts. Ball Gum Vendors. 100 Balls Gum. Fully guaranteed. 15 Deposit, balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM. ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

Going Back In The Army!
I am offering my
**Revco Ice Cream Vending
Machine Route**
FOR QUICK SALE
Sixteen Machines, Refrigerator Body Truck, Spare Parts, two Military Contracts. \$5,000 cash full price.

VET VENDORS
467 West End Ave. Long Branch, N. J.
Long Branch 6-1966

VICTOR'S AMAZING NEW TOPPER
Special July Offers

1 Case (24) Topper PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) \$32.00

1 Double Unit Topper with 11 Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$36.00** (with plastic globes) \$28.00

1 Triple Unit Topper with 11 stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$51.25** (with plastic globes) \$33.00

Samp. Topper, \$11.25

Get today's top money maker—Topper Deluxe 5¢ All Charms. Sample **\$15.95**

RAIN-BLO GUM
100, 175 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 1500 or more with freight prepaid. 27¢ lb. less 3%

COLOR BALL GUM—All Sizes 25¢ or 40¢ carton, 24¢ lb. 1600s lots, 24¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

PISTACHIOS
25 lb. carton Large, 49¢ lb. Extra Large, 53¢ lb. Full Cash With Order. Plastic Auto-erected Base-balls, 85.00 per M Metal plated, \$8.00 per M. Write for our FREE Complete Charm List.

7/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.

Orders Under \$10.00 Money in Full, ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 BACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 3-7792

Ball Gum Ops on Buying Spree; Fear Price Hikes and Controls

(Continued from page 102)

current heavy buyers would be saddled with unwieldy inventories in the face of continued availability at reasonable prices. Concerned with product quality, they envision operators then stocking machines with gum that has lost its freshness thru lengthy storage. Any extra business manufacturers do now by filling bloated orders, in such an eventuality would cut into future business.

If full-scale war comes, and with it tight controls, available merchandise will be distributed fairly, the manufacturers insist.

Meanwhile, they are showing resistance to filling orders completely. First of all, it is impossible to double capacity overnight, and many orders are twice their usual amount. Then, ingredient costs are mounting and ball gum sold today for delivery next month might show a loss for the seller. Also, producers are scanning operator credit and pruning orders sharply when, in their opinion, a safe limit is exceeded.

Sugar Prices Up

All think some price hikes may have to be made. This week manufacturers started paying 1½ cents more per pound for sugar. Other ingredient costs are keeping pace. While this probably will lead to gradual price increases, scare buying by operators will only speed up the process.

Mirroring Topp's experience, the Hart Gum Company, of Boston, also reported this week receipt of many orders double their usual quantity. An executive said a price rise of 1 cent a pound at the operator level has been set and further increases may be forced if heavy demand,

coupled to rising ingredient costs, continues. Meanwhile, it was said, Hart is trying to fill current orders "as best it can."

Leaf Gum, Chicago, stated no immediate change in lists was contemplated, although it, too, might be forced to adjust prices as the situation runs its course. It reported little increase in buying by Midwest operators, a noticeable increase in the South in recent weeks and a sizable hike in the East, especially in the Philadelphia area.

Ball Gum, Inc., also of Chicago, reported heavy demand for the past 45 days, with no appreciable step-up the last two weeks. But as a new firm, it attributed much of the buying to "courtesy orders." It would try to hold the price line as long as possible, according to John Flowers, sales manager.

More Venders Into Industr'l Locations

(Continued from page 102)

doing a \$3,000 to \$4,000 monthly gross business thru venders would become "resident locations," having a special serviceman stationed on the premises.

On an over-all scale, customer potential for plant venders has been increased considerably since 1944, when the worker force was at a record high. Prior to the current situation which is now upping this force, or will expose it to venders thru longer work weeks, there had already been a 11,000,000 increase over the 1944 figure.

Military Locations

For the non-industrial operator, new location potential is already shaping up in the form of service camps planned for the expanding armed services. An Alaskan operator of candy equipment this week was required to double his 25 machine installation at an army base there. Other like moves are being planned by operators near new or proposed military camps.

Six army centers are already tagged for expansion, four of which are basic training camps: Fort Dix, N. J.; Fort Knox, Ky.; Fort Riley, Kan., and Fort Ord, Calif. Reactivation of other training centers such as Camp Chaffe, Ark.; Fort Jackson, S. C.; Great Lakes, Wis., and Randolph Field, Tex., also are expected.

West Coast Firm To Bow Pre-Pop Vender

LOS ANGELES, July 22.—Manufacture of a popcorn vender that delivers the product in a box is expected to start here soon. The machine will be marketed under the trademark of "Vu-Pop," according to Roy (Doc) Bradley, one of the officers of Vu-Pop, Inc.

Bradley said that test models had been placed on location and are being checked. Using a 10-cent chute, the machine vends corn in an open-type pyramid box.

Sugar Quota Upped 350,000 Tons by Agriculture Dept.

WASHINGTON, July 22.—The 1950 sugar quota was boosted 350,000 tons to a total of 7,850,000 tons by Agriculture Department this week. The increase followed repeated requests for a larger quota from candy, soft drink makers and other industrial sugar users.

Agriculture noted that domestic distribution during the first six months of this year greatly exceeded that of the same 1949 period and said it was obvious requirements were more than was anticipated when the quota was first set.

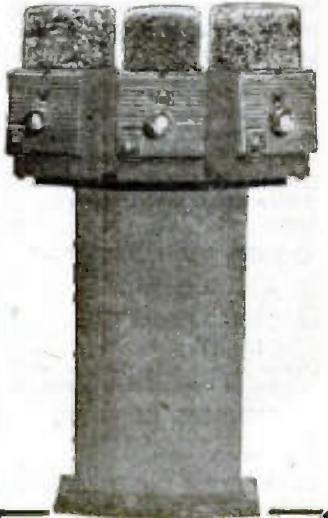
"The revised total," said the department, "should be adequate to provide all buyers with needed supplies at fair prices."

Peanuts Ample

Supplies of peanuts are expected to continue ample for all foreseeable needs. Farmer stocks of cleaned and shelled edible peanuts at the end of June totaled close to a hundred million pounds—more than two months' supply. Probably half that much is held by the Commodity Credit Corporation (CCC), which will dump its stocks on the market if a shortage or a high price rise occurs.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

A WORD TO THE WISE

Buy ahead moderately. Price increases are ahead. We are now paying more for plastic raw materials. Other costs up too. Supplies are tighter.

But we shall hold the price line as long as we can.

Buy the newest and best charm assortment—just out and priced low.

"WONDERFUL CHARMS—SERIES #10"

Plastic\$3.75 per 1000
Metal-Plated\$5.75 per 1000

F.O.B. JAMAICA, N. Y.
IMMEDIATE DELIVERY

EPY
Samuel Epy & Co., Inc.
97-15 144th Place, Jamaica 2, L. I., N. Y.

ADVANCE VENDORS
Made by Advance since 1900
Sold by us since 1945
Used by ALL better operators

- 1c and 5c Wrigley type Gum Vendors
- 1c Book or Box Match Vendors
- 5c or 10c Sanitary Napkin Vendors

Write for quantity prices and discounts.

T. O. THOMAS CO.
1572 JEFFERSON, Paducah, Ky.

NEW CHARMS
PENKANTS . . . 36 MAJOR LEAGUE TEAMS
Copper or Nickel Plated . . . \$4.50 per M
Silver Plated . . . 7.00 per M

WILD WEST COINS
Copper or Nickel Plated . . . \$5.50 per M
Silver Plated . . . 6.50 per M
(Deposit With All Orders)

AMERICAN DISTRIBUTORS 1345 Fifth Ave. Pittsburgh, Pa.

30 DAY MONEY BACK TRIAL

Northwestern 49 SPECIAL

MODEL 49 SPECIAL

Prices

LESS THAN 75 \$17.75
100 \$17.55
100 OR MORE \$17.35

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 16 or 24, Baked Metallic \$14.95
Finish Red or Green—Sample \$14.95
10 or MORE \$12.75

230 PORCELAIN, 12 7.45
230 BALL GUM PORCELAIN, 16 \$7.45
SILVER KING, 16 or 24 6.95
MASTER PORCELAIN, 24 7.45

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo Queen	47¢	VIRGINIA PEANUTS, Whole	34¢	M & M	34¢
FANCY TULIP, Large	46¢	FILBERTS	36¢	BALL GUM, All Sizes (150 Lbs. Min.)	25¢
INDIAN NUTS	40¢	MIXED NUTS	34¢	ADAMS, All Flavors	42¢
CASHEW, Whole	48¢	BOSTON BAKED BEANS	24¢	WRIGLEYS, All Flavors	44¢
CASHEW, BUTTS	44¢	LICORICE LOZENGES	25¢	TOPPS, All Flavors	42¢

Complete Line of Parts, Supplies, Stands, Globes, Brackets, etc. 1/2 Deposit, Balance C. O. D.

Time Payment Plan Available — Trade-Ins Accepted

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600



So says the manager of Chicago's Merchandise Mart, the world's largest office building.

When you go after an office building location, it's a good idea to have a reprint of the VENDOR article, "MEMO FROM THE MART" in your location solicitation kit. You can get reprints of this and other articles for only 10c each.

ORDER BY NUMBER—OFFICE BUILDINGS SERIES

8. MEMO FROM THE MART

How vendors save thousands of dollars in Chi's Merchandise Mart.

9. VENDERS IN RADIO

Morale and efficiency of broadcasters is up—with vendors.

10. SNACKS WITHOUT LOST TIME

Advertising agency saves employee hours with vendors.

VEND REPRINT DEPT., BB-729

2160 Patterson St., Cincinnati 22, O.

Vend-o-Mart, New Mfr., To Intro 2 Units

Mull Distrib Net

BOSTON, July 22.—Vend-o-Mart, Inc. an equipment manufacturer has been formed here at 294 Columbus Avenue to produce two new merchandise machines which it plans to market thru a net of franchise distributors soon to be organized.

General manager is Ed Ravreby, veteran arcade operator, Associated with him are Nat Jones, franchise manager, and Morton Hollis and Clarence Frost, engineers. Kurt Nagel is treasurer.

The machines on which design work has been completed are the Jewel Candy Mart and the Ever Fresh Popcorn Dispenser. It was indicated they will be available to the trade soon. Other machines to be added to the Vend-o-Mart line are still in the development stage.

Supplies In Brief

Items in Good Supply

WASHINGTON, July 22.—Foods, drinks and other items sold thru vending machines are generally in good supply, and there is no immediate danger of shortages, according to Agriculture Department. However, a greatly prolonged Korean conflict or its spread to World War III could mean a pinch.

Sugar Quota Up

Dependence of a large part of the vending trade on sugar used in candy, cookies and soft drinks makes the commodity of prime importance. With Agriculture Department having just upped the 1950 quota by 350,000 tons, it claims there is more sugar available than ever before. Demand for sugar also was high during the first half of 1950; some 170,000 tons more were consumed than for the first half of last year.

However, the additional sugar authorized would be enough to take care of the excess consumption and a similar increase during the remainder of 1950. Total 1950 quota is now 7,850,000 tons, more than used in any previous year.

Bottles and Cups

Production of beverage bottles has been at near-record peaks so far this year and heavy stocks are available. Paper cup production is setting an all-time record. However, demand for all types of paper products is so high that there may be a shortage of cups by the end of the year if the fighting continues. A shortage for vendors will be inevitable if the President decides to put paper on the allocation list as he is empowered to do under the pending economic control bill. The armed forces are now using more paper products proportionally than during World War II. Heavy shipment of supplies to foreign countries is also taking a large amount of paper.

Coffee Price Stays High

Coffee supplies are expected to be sufficient but high-priced. The increased cost in recent months has been blamed by a Special Senate Committee on "maneuvers" in South America rather than upon any decline in imports. The increase of 20 cents per pound in wholesale prices that occurred between August and November last year came even though imports increased 5 per cent during that period.

Avon Books Via Mutoscope Units In New Op Plan

(Continued from page 102)
A check will be enclosed in payment for the vend titles.

The Vend-Avon offers readers a selection of 24 different titles. Operated upon insertion of a silver quarter, the machine has a capacity of 350 to 650 books, depending on volume thickness. It stands about 6½ feet high and occupies 3 by 1½ feet of floor space.

Glass display panels permit patrons to view covers of the books offered for sale. Actual selection is made by manipulating a plunger beneath the desired title. If the compartment holding the desired selection is empty the coin is returned. Operation is mechanical. The cabinet is finished in walnut grain.

The current model, on test since February, is said to incorporate functional improvements over earlier units. These were described by Herb Klein, Mutoscope sales manager, as aimed at providing more positive delivery and to ease service on location. Quantity production is underway at the Mutoscope plant, he declared.

With operator investment held to a minimum under the Avon program, the publishing house plans the careful scrutiny of franchise applicants. They will operate under provisional agreements for three months, before long-term contracts are negotiated.

Maurice Diamond, Avon vice-president, said route owners will be required to carry insurance covering equipment issued. Their facilities, as well, must be adequate to cover properly assigned territories.

In the immediate future, machines will be placed primarily in non-competitive locations which have no other book-selling facilities, Diamond said. Hospitals and supermarkets will be promoted as prime targets, in addition to the more normal machine locations, it was indicated.

Avon, which published 30,000,000 reprints a year, has designated the Baruch Company as Vend-Avon franchise holder in New York City and Westchester County. Several other areas are being negotiated for.

Wilcox-Gay Moves To Merge With Garod & Majestic Radio Co's

NEW YORK, July 22.—Wilcox-Gay Corporation, if just-announced plans to purchase Garod Radio Corporation and Majestic Radio & Television, Inc., are carried out, will make a new issue of stock to enable it to do so, according to Leonard Ashbach, who heads all three companies. Boards of directors of each firm approved the merger.

The plan will be submitted to Wilcox-Gay stockholders within 30 days. If effected, the new firm will be called Wilcox-Gay-Majestic Corporation.

Ala. Tobacco Tax Returns

MONTGOMERY, Ala., July 22.—Tobacco tax collections for June totaled \$662,264, compared with \$662,737 in the same month of last year, according to official figures released by State Revenue Commissioner Roy Blair.

Charter Southern Vending

FRANKFORT, Ky., July 22.—Secretary of state has issued a charter to Southern Vending Company, Louisville, to operate coin-operated vending machines. Authorized capital stock is 1,000 shares, no par value. The incorporators were M. S. Burke, E. B. Wood and J. Harper.

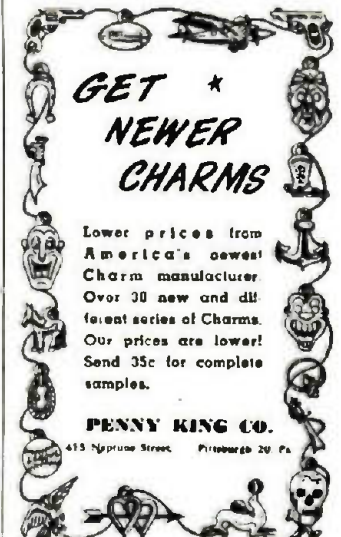


Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.



Lower prices from America's sweetest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.

415 N. Dearborn Street, Chicago 20, Ill.

SIMPLEST - STURDIEST LOW PRICED "KING OF VENDORS"



SILVER KING CHARM KING
2 GREAT VENDORS

Sample, \$13.95
2 to 3, \$12.50
4 to 5 Cases, \$42.00 Case
6 Cases or More, \$40.00 Case
Packed 4 to Case.

CAMEO VENDING SERVICE

Main Office: 452 West 42nd St., New York City 18, N. Y.
White Plains Branch: 8 Drawampum St., White Plains, New York



WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES

TOPPER

(Illustrated)
Lots of 100...\$10.00
Sample, \$11.25

Victor's Universal

JUMBO

1" Ball Gum Vendor
Best Location Getter in Year!
Immediate Delivery.

1/2 Op. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448



Lowest Prices on Ball Gum, Nuts, Candies and Charms.

TOPPER (Illustrated)
Lots of 100...\$10.00
Sample, \$11.25
Victor's Universal

JUMBO
1" Ball Gum Vendor.
Best Location-Getter in Year!
Immediate Delivery.
Time Payment Plan.

BERNARD K. BITTERMAN
3602 Truman Road
Kansas City 1, Mo.



POPCORN

Find out about the original "Pop" Corn SEZ PRE POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.

WRITE, WIRE, PHONE

'POP' CORN SEZ CO.
8329 Delaware Ave.
UPPER DARBY, PENN.
Phone: ALlegheny 4-1019

USED PHONO PRICES RISE

Charge Union Has Monopoly Over Detroit

Ask Picket Restraint

DETROIT, July 22.—Circuit Court Judge Arthur Webster is expected to announce his decision Monday (24) in an injunction suit filed to restrain Teamsters' Local 985 (AFL) from picketing locations serviced by operators and routemen who are not members of the union.

Originally, the injunction case was to be argued today (22), but union attorney, David Previant, presented a motion to quash the proceedings and the hearing was postponed until Monday. The teamsters contend their pickets do not affect service in the locations, but only ask patrons not to play the juke boxes. This, they maintain, has been upheld in previous court decisions. Union executives said the picketing did not halt deliveries of food and beverages to locations.

William J. Patterson, of Patterson Music Company, filed the suit here Tuesday (11) and charged that the local teamsters' union monopolizes the juke box business in Detroit and Wayne County.

Name Five Defendants

Earlier, Patterson had been suspended from the union because, he alleged, he had placed a phonograph in an establishment formerly serviced by another operating concern. Patterson named as defendants William Buffalino, Local 985 business agent; Eugene James, president of the union, and three trustees, Bud Englehart, Claire Spooner and Edward M. Helbig.

Patterson further charged that a number of West Side taverns which used his boxes, were picketed by the teamsters and forced to move out his equipment because beer drivers refused to cross the picket lines.

Buffalino counter-charged that Patterson, following his suspension from the union, tried to set up his own union.

Rival Union Formed

In the background of the flare-up appears to be the formation of a rival union organization called the National Phonograph Workers (NPW). Local president of NPW is Edward Duck, with offices in the Royal Palm Hotel.

Patterson said this week he is a member of NPW and his location contracts specify his boxes will be serviced by this group. The NPW is understood to admit servicemen as active members and operators themselves as associate member without voting privileges. Patterson said NPW is chartered at present in Michigan, Illinois and Ohio, but is an independent organization without national union affiliation.

Gobs on "Big Mo" Get Tradivision

ASBURY PARK, N. J., July 22.—Trad Television Corporation, producers of a coin-operated television set, have had one of their units installed on the U. S. S. Missouri, but no coins are needed to operate the set. The unit on the battleship is a Tradivision, Trad's three by four-foot screen projection model.

The company's Norfolk distributor made the deal with the navy.

Personalized Contacting:

DeeCee Distrib Uses Special Op Letters, Cards and Phone Calls To Push Coin-Catching Records

By Carl Hutter

WASHINGTON, July 22.—The Kaufmann-Washington Company, distributor here for Decca records, supplements mailings of Decca's release cards with special letters, cards and telephone calls to operators to announce some particularly hot number, according to Arthur E. Selnick, manager of the record department.

Release cards, listing forthcoming records as well as Decca's current hits, are sent out once a week by Kaufmann-Washington, while their own mailings, which are more informal recommendations of what they think will be good sellers, go out about once a month. For really special occasions they rely on more personal phone calls to operators. This procedure, while highly effective, in that it allows the operator to ask questions, is not feasible as a regular practice because operators are so difficult to locate by telephone, Selnick declares. When used, calls are made even be-

fore release cards are readied.

To help the operator interested in featuring a balanced diet in his machines, Kaufmann-Washington keeps available at all times a large selection of standard disks, promoted semi-annually by a mailing devoted to Decca's "50 top standards." Operators of 100-title machines are especially good customers for this type of record and appreciate having a varied list to choose from. All operators who get revival requests from location owners also make use of this list.

The firm lets operators know that it tries to promote the same records they sell to disk jockeys, who are in the best position to build up public demand.

As a good-will gesture, Kaufmann-Washington invites operators to parties given for visiting recording artists, Selnick reports.

Merchandising Music

STRIPS TO STICKERS . . . Using varied-colored title strips on his juke boxes has boosted the number of plays on those phonographs, Claude Hopkins, Lawton, Okla., operator reports. Another gimmick which this enterprising operator has used to good advantage is a sticker on the front of his machines reading: "Hear Next Week's No. 1 Hit Today! 'I Wanna Be Loved.' Selection Punch No. 1. Hopkins says use of this type of a sticker will bring added plays to any record so plugged.

MYSTERY MEANS . . . There have been many switches on the "mystery tune" promotion, but Freeman Harrison, Dobbins Pike, Gallatin, Pa., says the one he is using is bringing in extra jitneys regularly. Harrison uses the Decca "Songs of Our Times" albums, picking three different selections at regular intervals as mystery tunes. Corresponding title strips are used asking the patron to guess the name of the tune. He says most folks play the tune more than once in order to get the right title, and they do so in order to outguess their companions.

SALES TACTICS . . . Discussing the various methods used to sell ops records, the Tri-State Sales Company, Fayetteville, Ark., says that too often record salesmen, interested only in immediate commissions, will high pressure releases, convincing the buyer (operator) that it is certain to be a hit. Comes the dawn, and the disk turns out to be a dog, and the op is out the price of the record, plus the loss in play on his equipment. Firm says the salesmen should realize this practice is hurting everyone involved, including himself. Tri-State says they find salesmen who do not work on commission are much more helpful and truthful.

JUKE COMING BACK . . . Hank Henske, Litchfield, Ill., believes juke are on the road back. Television, says Henske, doesn't hurt the phonograph incomes as much as it formerly did, and he says he has heard tavern owners talk against TV lately. As for operating procedures, Henske believes good records, changed every two weeks, and good servicing of equipment, are musts. One special (See **MERCHANDISING**, page 123)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

DISKERIES HIKE PRICES ON 45'S. Victor pegs 45 line at 79 cents; Decca, 75 cents plus tax (Music Department).

DECCA PREXY SEES DISK BIZ PROFITS DUE FOR FALL RISE. Milton R. Rackm'l says industry is heading for profitable season (Music Department).

TEMPO SETS UP LOW-PRICE DISK SUBSID LABEL. The diskery moves into the competitive 75-cent price field with Theme label (Music Department).

LONDON RIDING CREST, ISSUES NEW CATALOG. Doing boff biz with three-for-one swap plan, the diskery issues new 45 and LP catalog (Music Department).

STIFF CURBS ON SHOWBIZ CONSTRUCTION IN SIGHT. Tax hikes, price controls, rationing possible; action may start with radio-TV (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special Billboard feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

No Cutbacks In New Juke Box Building

Prices Mirror Demand

By Dick Schreiber

CHICAGO, July 22.—Prices on used phonographs, even prewar pieces, began climbing this week as rumors spread that there might be a shortage of new juke boxes. In Chicago, for example, operators who had bought 1015s for around \$200 discovered the price was \$235—completely reversing the normal trend in the used machine market.

Other operators, who had prewar equipment in storage because they figured it worth more for parts and motors than the \$10-\$15 each machine would bring in trade, found this week they could ask and get twice as much. Ordinarily, this equipment would be destined for the junk heap.

Inquiries at Peak

How much higher used machine prices would move the next 48 hours was anyone's guess. Distributors reported telephone inquiries were at a peak—operators either wanting to buy or simply checking to determine the availability of good used machines.

Manufacturers, too, reported their switchboards busier than usual. Most of the calls from the field were to run down rumors involving price increases and/or availability. Except for Wurlitzer, which announced an increase in price prior to this week's buying spurt, no other manufacturer intends at this time to raise prices.

No Shut-Downs

As to availability, there have been no indications from Washington that phonograph manufacturers will be asked to suspend production. Most of the manufacturers, active in war work in World War II, were surveyed by the federal government months back and their organizations certified for certain types of government orders. But there are no indications at this time that government orders will shut off the flow of new machines.

Off-the-record, manufacturers stressed this fact: Abnormal buying due to the preparedness program, could lead to artificial shortages.

Some factors, over which the in-

(See **JUKE PRICES** on page 112)

Ops See-Saw on Trade - Ins Say Chicago Distributions

CHICAGO, July 22.—Reports of a sizable drop-off in trade-ins on new juke boxes by some local distributors over the past week were minimized by other firms, who said operators were still offering trades at the same or only slightly lessened volume compared to recent months. Mostly, it was out-of-town operators who made up the bulk of no-trade-in buyers, with metropolitan operators continuing to make machine for machine trades on all purchases of new equipment, it was pointed out.

In addition to a noticeable increase in new machine purchases, distributors generally agreed demand for late model used juke boxes also was up. On (See **Operators See Saw** on page 123)

WURLITZER *Twelve Fifty*

**THE MOST VERSATILE PHONOGRAPH
EVER BUILT**



GIVES YOU

**THE MOST FLEXIBLE
PROGRAMMING SYSTEM FOUND
ON ANY JUKE BOX**

6

**PROGRAM
CLASSIFICATIONS**

48 tunes on 24 records...enough to stimulate all-time high play and keep record costs low.

The Wurlitzer 1250 proved THAT!

In addition, the 1250 offers another great play-stimulating feature.

All 1250 record selectors will play the top and bottom of each record in sequence, if desired. And BOTH SIDES OF THE RECORD ARE LISTED ON THE TITLE STRIP.

You can classify the 48 tunes on a Wurlitzer 1250 in up to SIX SECTIONS for quick, easy selection from a program "custom-built" for any location.

Standard sections for which classification cards can be provided are POPULAR TUNES, WALTZES, FOLK NUMBERS, CLASSICS, WESTERNS and POLKAS. You can have eight tunes under each heading or you can tailor your program to location requirements, devoting any multiple of eight to any type of music, such as 16 Popular Tunes, 16 Westerns, 8 Polkas and 8 Waltzes.

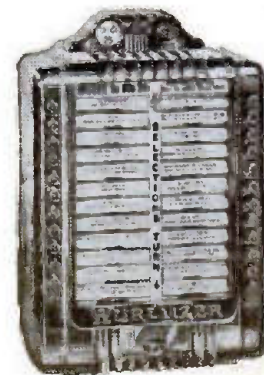
This programming on the Wurlitzer 1250 makes it more than ever the *feature phonograph* of the year—engineered in every way to attract the most play.

See it in action at your Wurlitzer Distributors now. Get it in action on location and watch it "go to town" for you.

WURLITZER MODEL 4820

54 104 254

Enables patrons to play both sides of each of the 24 records on the 1250.



THE RUBOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Record Reviews

(Continued from page 31)

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
STARLIGHT TRIO Franklin F 5013	World Is Waiting for the Sunrise, The Rickety, unpleasant accordion-guitar-bass get-off treatment. Fault is more in the recording than performance.	25--25--25--25
	Blue Moon Acceptable male vocal, indifferent trio work.	35--35--35--35
ETHEL SMITH Decca 27119	Mambo Jambo The inevitable Latin coverage job by Miss Smith and her organ is as rhythmic and colorful as usual. Should do okay.	76--76--77--74
	Cuban Curie Pleasant little rumba production has distinctive modern flavor.	75--76--76--72
ELMORE NIXON Peacock 1537	My Wish for You Warbler gets off an effective blues in the "For You My Love" school, with shuffle boogie backing.	71--71--70--72
	Alabama Blues Slow blues is warbled and backed persuasively.	71--71--70--72
RAY ANTHONY ORK (Ronnie Deauville-Berry Holiday & The Skyliners) Capitol 1131	Can Anyone Explain? Highly promising new Benjamin-Weiss ballad gets a rickety, danceable rendition by the Miller-styled ork and crooner Deauville.	84--84--84--84
	Sky Coach Big-band jazz instrumental is most danceable if not overly distinctive.	72--73--72--70
FREDDY MILLER ORK King 15054	How Long Will It Last? Pat Terry delivers a quality vocal on a quality side. Orking is strong. Should rille with the deajs.	72--75--72--70
	Knock on Wood Gal trio chirps an inconsequential novelty based on a Jewish dance tune.	63--64--63--62
LENNY HERMAN & HIS QUINTET Coral 60257	Little Brown Jug Herman's polished little ork makes fine polka fare out of the folk tune. Instrumental is worthwhile in any polka nabe.	71--70--70--73
	The Village Tavern Polka Familiar folk polka takes on new luster in Herman's colorful, danceable arrangement.	72--72--72--73
BOB HANNON-JOHNNY RYAN Decca 27105	Tick-Teck Polka New polka hit, of Italian origin, gets a spanking rhythm go here. Lads harmonize in highly acceptable pop-international fashion.	76--75--75--77
	Professor Spoons Old-timey, clickity-clack rendition features some proficent spoon work along with some Van-Schenk dueting. Attractive stuff in a somewhat overworked formula.	71--72--70--70

(Continued on page 112)

De La Viez Tells Jukes Plug Power In Guest Column

WASHINGTON, July 22.—"Song hits aren't born; they're made" was the heading for a column guest-edited recently by Washington Music Guild (W.M.G.) prexy Hirsh de La Viez for vacationing Arnold Fine, of The Washington Daily News. Fine pens the "Tips on Tables" column.

By way of informing the public that the song publisher's promotional efforts were largely responsible for a song's success, de La Viez told of the important roles played by disk jockeys and juke box operators. He contrasted modern publicity methods with the old-fashioned song-plugging techniques, whereby the words of popular songs were flashed on movie screens.

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50c per 100 Cards
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- 20 1/2-Inch Title Strips Per Card
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- No. 111 Fits Any Style Phonograph
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The complete list, as well as many other valuable, profit-producing features, reference lists and buying services, is carried in *The Billboard's* Big 1950 N.A.M.M. Convention Supplement.

A limited number of copies still available.

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2140 Patterson Street
Cincinnati 22, Ohio

Yes, I would like to have *The Billboard*, including the BIG 1950 National Association of Music Merchants' Convention Supplement issue, sent to me for one year (12 issues) for only \$10.

Name \$10 enclosed

Address Bill me for \$10

City Zone State 25c enclosed, send Supplement only

Occupation

★★★ RISTAUCRAT Sensation of the Music Show!

THE MUSIC BOX FOR THE SPOT YOU FORGOT

NOTE! Ristaucrat is NOT competition for your major juke box spots. Ristaucrat was designed to meet the crying need for a juke box that could be economically placed in those locations that did not warrant the expense and costly servicing of the big juke boxes. You can place 5 RISTAUCRAT MUSIC BOXES for less than the cost of one Big Juke Box. Check the hundreds of locations in your area that could use a music machine like the Ristaucrat.

CHECK THESE FEATURES

- ★ PLAYS 12 - 45 RPM RECORDS
- ★ RE-STACKS AUTOMATICALLY
- ★ HI-QUALITY TONE & DESIGN
- ★ UNBREAKABLE, COLORFUL PLEXI-GLAS DOME
- ★ GUARANTEED PERFORMANCE—PROVEN 45 RPM RECORD PLAYING MECHANISM
- ★ CONTROLLED AMPLIFIER
- ★ CAN BE USED WITH WALL BOXES
- ★ 5¢ OR 2 FOR 5¢ PLAY



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RISTAUCRAT, INCORPORATED

Exclusive Manufacturers

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**DISTRIBUTORS
A FEW TERRITORIES STILL OPEN
WRITE FOR DETAILS**

Between A-1 and Zora . . .

. . . There are over 400 different record labels listed in *The Billboard's* Big 1950 NAMM Convention Supplement. Good, steady profits are being made with many of these labels.

Are You Overlooking a Good Bet? Be sure to get your copy of *The Billboard's* 1950 NAMM Convention Supplement with its many valuable, profit-producing features, reference lists and buying services. A limited number of copies still available.

USE THE COUPON RIGHT NOW!!!

The Billboard
1146 Patterson Street
Cincinnati 22, Ohio

Yes, I would like to have *The Billboard*, including the BIG 1950 National Association of Music Merchants' Convention Supplement issue, sent to me for one year (12 issues) for only \$10.

\$10 enclosed Bill me for \$10
 25c enclosed, send Supplement only

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

Juke Prices in Rise; No Cutback by Mfrs.

(Continued from page 109)

dustry has little or no control, work to keep production of new machines on an even keel and to discourage unusually large orders for new equipment: (1) Manufacturers having learned a lesson on overproduction in recent years, would not be likely to increase their output even if they could; (2) Operator buying in large quantities is limited by the available amount of credit, and credit has been and continues to be limited.

Trade-In Situation

The trade-in situation varied this week from area to area. In some territories operators were reported hanging onto old machines and arranging to buy with cash downpayments; in others, operators were trading because they said distributors were offering better deals on used equipment.

More than one manufacturer, distributor and operator, remembering the way the industry overextended itself in 1946-1947, expresses the hope that this week's buying spree would stop short of overbuying, artificial shortages and still higher prices.

COBRA CARTRIDGES

Reassigned and remastered, 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days service via air mail P.P.

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BOX A-94 The Billboard
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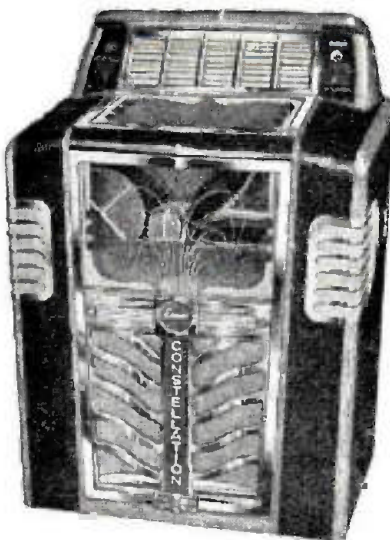
ON THE LEVEL . . . IT'S MORE ECONOMICAL TO SERVICE EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION

An important phase of profitable operating is low cost location servicing. Evans' Table-Top one-level assembly of Record Magazines, Turntable, Pick-Up Arm, etc., speeds each call by many minutes . . . saves work . . . is neater and more efficient, thanks to front or top door accessibility.

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AVAILABLE NOW — Record Popularity Meter for Original Constellation.

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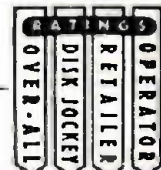
H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 127

Record Reviews

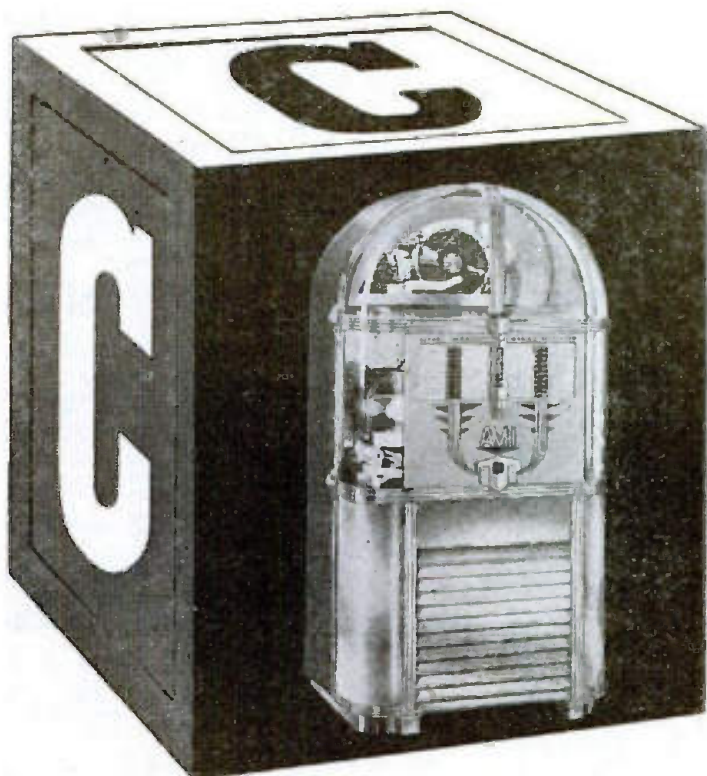
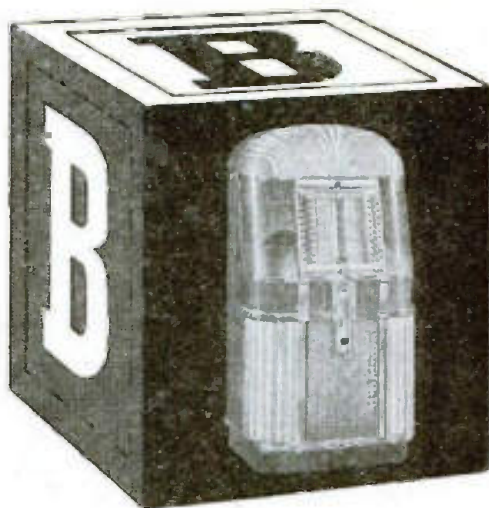
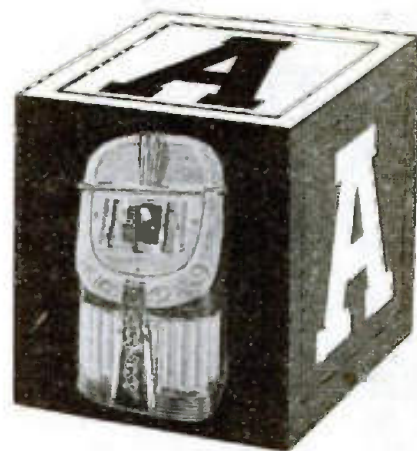
(Continued from page 111)



ARTIST	TUNES	COMMENT	POPULAR
LABEL AND NO.			
PEGGY LEE (Dave Barbour Ork) Capitol 1105	Show Me the Way To Get Out of This World (Because That's Where Everything Is)	Miss Lee and the ork get a fine swinging beat going on this unusual ditty, with a far above average lyric. Super performance, but the lyric may be a shade too smart for general acceptance.	83--84--83--82
	Happy Music	Again, the thrush injects a lead of music into an easy-swinging novelty performance. Tune's a liling original by her and hubby Dove.	84--84--84--84
JOHNNY PARKER Capitol 1108	Our Little Ranch House	Newcomer to Capitol debuts auspiciously with a warm, live intonation and winning phrasing on a melodious new novelty ballad in tempo.	75--75--75--75
	Two Weeks With Pay	Parker unwraps an engaging rhythm style on this side, as he really gets around on an over-dressed arrangement of a new summer novelty.	72--72--72--72
KAY STARR-CRYSTALETTE ALL STARS Crysatlette CR-630	Dixieland Band	A pre-Capitol side spots the thrush handling the two-beat oldie in her relaxed but driving style. Sounds like Joe Venuti's fiddling in the supporting ork.	72--75--71--71
	Flying Too High	Kay does a pleasant warble on this oldie tho this job is not as gully as has come to be expected of the thrush.	68--70--66--68
MAE WILLIAMS Crysatlette CR-628	I Walked Back From the Buggy Ride	Chick with pleasing quality does her darndest to save 2 dishing of ineffective material.	55--55--55--55
	Take Your Girls to the Movies	Rousing romp of an oldie which could serve the motion picture industry in good stead these days. Might catch some rube coin.	70--70--68--73
RAY ANTHONY ORK Capitol 1107	Young Man With a Horn	This is Anthony's theme done up neatly for dancing and mood. His growing fan following will want this slicing.	75--75--70--65
	Stardust	Handsomely mounted dance instrumental of the ever-green should score with terpers and Anthony followers.	75--79--75--70
ART MORTON-PAUL WESTON ORK Capitol 1106	Perhaps I Don't, Perhaps I Do	Rather forced adaptation of "Funiculi, Funicula" is treated neatly by Weston and allows for a sturdy vocal chorus by Morton.	68--68--67--68
	Thinking of You	The oldie, revised in "These Little Words" flicker, here is treated to a fine T. Dorsey-ish dance dishing by Weston with Morton dishing out the lyrics adequately.	72--74--70--71
RICHARD HAYES Mercury 5456	Why Fight the Feeling	This fine Frank Loesser ballad from the "Let's Dance" flicker is richly mounted in an ork-chorus job by Raymond Scott. Hayes delivers a sound tho colorless vocal.	79--80--78--78
	Iron Horse	Another of those epic production jobs which is well-arranged, well-executed but which hasn't the necessary material ingredients to make more than an immediate slight dent in the current market.	69--70--66--70
MARTHA TILTON Coral 60258	I'll Always Love You	New ballad which sounds like an adaptation but isn't is sung wonderfully well by Miss Tilton in a fine ork-chorus setting. Tune's from "My Friend Irma Goes West."	80--83--79--79
	There Isn't Very Much To Do Now	A pleasant new Saxon-Weiss ballad draws another fine Tilton effort again backed in the best of taste by ork and chorus.	75--75--75--75
AMES BROTHERS Coral 60253	Can Anyone Explain?	A new and lovely Benjamin-Weiss ballad is done up in the expert harmonizing of this group with fine Roy Ross ork support. Should be big for the boys.	88--88--88--88
	Sittin' 'n Starin' 'n Rockin'	Another superb disk performance by the four brothers of a new and catchy ditty which could score on the juke.	79--79--77--81
MILLS BROTHERS Decca 27104	The Tunnel of Love	The Mills turn in a typically polished rhythm performance with this melodically catchy Loesser ditty from the "Let's Dance" flicker.	80--80--80--80
	Why Fight the Feeling	The group does the ballad from the same movie score. Lasty, unpretentious recording.	80--80--80--80
EVELYN KNIGHT (Ray Charles Singers) Decca 27109	All Dressed Up To Smile	Bright, engaging ditty in the spirit of "Powder Your Face With Sunshine" could score big for Miss Knight. Exceptional rhythm support enhances the performance.	88--88--87--88
	Cherry Stones	Engaging little ditty draws a charming performance by the thrush with an expert backing.	81--82--80--80
GEORGIA GIBBS Coral 60259	If I Wanna Go Where You Go—Do What You Do) Then I'll Be Happy	Her nibs, with ork and chorus, does a sock first chorus of this oldie but dishing fails to follow thru after that.	71--72--70--72
	I Was Dancing With Someone	The thrush doesn't convince in her handling of this new and pretty plug ballad.	67--67--66--68
NAT COLE (Pete Rugolo Ork) Capitol 1133	Tunnel of Love	New Frank Loesser ditty gets a sturdy rendition here. Fine, stiff-style melody is the most attractive feature of this opus.	79--80--79--79
	Home	Beautiful, relaxed version of the standard by Nat and chorus. Could be a big one and follow-up to his "Mona Lisa."	88--89--88--88

(Continued on page 118)

models of simplicity!



The dependability of the AMI record changing mechanism is basic—universally acclaimed! Its performance over the years proves to all music operators there is more profit, more financial security in running AMI's than any other make. Those sterling performers, Model "A" and Model "B" are today delivering the goods in tens of thousands of locations. Regardless of age, they play and work as if they had just been shipped from the factory this week. And should anyone want to sell them, they command a premium! AMI music is the foundation of operating success; you not only bank big operating profits, you save the greatest part of your first investment. 40 years of music know-how are behind the "C".

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TSAA NOW OPS-PLAYERS GROUP

Fred Chlopan Elected Pres. At 2d Meeting

Set Nov. Confab for Detroit

PEORIA, Ill., July 22.—In what appears to be an entirely new tack in the fortunes of the Table Shuffleboard Association of America (TSAA), Fred Chlopan, executive director of the Detroit Shuffleboard Association (DSA), was elected president of TSAA's second annual conference in

Who's Chlopan?

CHICAGO, July 22.—Fred W. Chlopan, new TSAA president, has been active in shuffleboard circles for the past year. Since he became executive secretary of the Detroit Shuffleboard Association (DSA) early this year, DSA has grown to a total of 50 operators who have approximately 650 boards on locations. He was recently re-elected president of the Motor City Lions Club, the first time anyone has served two terms. Chlopan is as executive director of the Detroit office of the Michigan Table Top Licensees Congress, president of the Embrook Civic Association and a member of Rosedale Park Improvement Association. He is Michigan representative for two large beverage concerns.

the Jefferson Hotel here July 14-16. Altho much was accomplished at the meet, its over-all importance to the industry was marred by the small attendance other than association officials, local operators and ranking players.

Also voted into office were Lee Wheeling, St. Louis, and Paul Cosgrove, West Chester, Pa., vice-presidents, and Bill Eckelmann, secretary-treasurer, Redfield Park, N. J. Cosgrove is head of Penn Shuffleboard Company, while Eckelmann is an of- (See TSSA 15 on page 116)

Jersey Resort Areas Booming Shuffle Games, Shuffleboard

WILDWOOD, N. J., July 22.—Shuffleboards and shuffle bowling games, which a season ago were confined only to a few tap and tavern locations, this year have all but taken over this South Jersey seashore resort. Not only have a number of new stands been set up along the Boardwalk featuring shuffle bowling machine play exclusively for merchandise prizes, but all the amusement machine arcades and particularly the X-Ray Poker stands have installed shuffle bowling games.

Operators of the X-Ray Poker stands, where both cigarettes and merchandise prizes are offered, say

the shuffle bowling machines are grabbing most of the play. Indicative of the popularity of shuffle bowling is what is happening at an arcade in North Wildwood where stands housing Skee-Ball, X-Ray Poker and shuffle bowling are located along the same Boardwalk block. The shuffle bowling stand not only gets the major play at night, but also finds the attendants busy during the afternoon when there is little activity at the other two stands.

Automobile Prize

Virtually every stand along the wooden way that features any kind (See JERSEY RESORT on page 123)

Peoria Area Sets Sights On Heavy League Schedule

PEORIA, Ill., July 22.—Buoyed by the country-wide publicity given Peoria as a shuffleboard center during the U. S. championship team tournaments held here in May, this area will have approximately 50 leagues in action by the beginning of October. Clayton Beebe, head of American Shuffleboard Sales Company of Peoria, predicted this week. By the Peoria area, Beebe referred to such surrounding places as Bloomington, Chillietho, Mossville, Metamora, Farmdale, Eureka, Streator, Morton and Pekin.

Last season Beebe had 12 leagues under his direction but by mid-season he was receiving so many requests for league information from operators and location owners in the area that he had to limit his operation. Beginning this week he will start sounding out operators on their league plans and, if all goes according to plan, will be a factor in forming at least 20 loops with a full time league secretary to handle all business.

Over 500 Boards

In that section defined as the Peoria area Beebe believes there are already over 500 boards, with indications that this number will increase another 20 per cent in the next few months. Beebe is certain that virtu-

ally every board in the area will be handling some type of competition. Some leagues will be for men or women exclusively, others mixed. There is also some indication that cushion board leagues will become established for locations here.

Beebe said that while play has dropped off a little this summer, most locations were reporting steady play and felt certain that when league activity schedules are launched in mid-September grosses will be at a high level. Unlike most other shuffleboard centers, shuffle games have not offered as much competition as expected. Tho there are numerous shuffle games on location thruout the Peoria area, Beebe says that they have their own following, while the shuffleboards are patronized by a group of dyed-in-the-wool players who look upon the longboards as a sport.

As the local distributor for American and a key figure in American Shuffleboard Leagues, Inc. (ASLI), for this State, Beebe was one of the big reasons for the success of the ASLI sponsored Illinois State championships in May, as well as the U. S. meet held a few weeks later.

ASLI Begins Groundwork For O. Play

Cincy, Dayton in Picture

UNION CITY, N. J., July 22.—Ohio, which proved to be one of the leading centers for American Shuffleboard Leagues, Inc. (ASLI), competition last spring, again looms big for tournament and league play this fall. Ken Poulsen, ASLI field director, disclosed this week. At the height of last season's play, 10,000 players were participating in ASLI sponsored meets in 15 States. This number is expected to be doubled in competition slated to get under way in mid-September.

In Cincinnati, Alvin Holdgriewe has been elected executive secretary of the Greater Cincinnati American leagues. The executive board for the loop will consist of Bob Merrill, Bob Spitzmiller, John Salio, Bunny Vonhaver and Holdgriewe, chairman. As a result of response from operators and location owners at the Cincinnati group's organizational meeting last week, approximately 100 teams are expected to carry out a full league slate in Cincinnati.

Poulsen also stated that Dayton will be another busy Ohio city as far as shuffleboard competition is concerned. Last week he and Harold Hayes, Gem Music Company, Dayton, began laying the foundation for an upward of 100 team league set-up for that city. This also will be under ASLI auspices.

Allied Adds Shift To Increase Output Of Whiz Bowl Unit

CHICAGO, July 22.—Output on the Whiz Bowl conversion unit manufactured by Allied Coin Machine Company here was increased this week as the firm added a second production line shift.

Designed specifically for two of the early shuffle games, Bally's Shuffle Bowler and United's Shuffle Alley, Whiz Bowl has upright plastic pins. It lists at \$79.50 and is available in two models, one matching the Bally game the other United's.

Purveyor Readies Ind'pls. Showing

CHICAGO, July 22.—President Herb Perkins, of Purveyor Shuffleboard Company, announced that a showing of the Atom Jet will be held for Indiana operators in the Claypool Hotel, Indianapolis, Saturday, Sunday and Monday (29-31). A similar exhibit for Wisconsin operators was in progress this week-end at the Wisconsin Hotel, Milwaukee.

Charles Peters and Tom McNeill, of the Purveyor road sales staff, will assist Perkins in explaining the features of the remote control game at Indianapolis.

Puck Patter

Chicago: Purveyor Shuffleboard, thru Herb Perkins, reports an increase in the number of long-board rentals for industrial picnics. Perkins says this type of trade is not only profitable but easy to handle, since the cus- (See PUCK PATTERN on page 117)

HOT SPECIALS!

- RECONDITIONED SHUFFLEBOARDS \$75
- with Maple or Mahogany Top
- NEW DELUXE SHUFFLEBOARDS...\$225
- NEW MAPLE OR MASONITE TOPS...100
- Rebuilt Bowling Games...75
- Rebuilt Dale Guns...50
- New Shuffleboard Scoreboards...95
- Rebuilt Shuffleboard Scoreboards...60
- Climatic Adjusters (Set of 6)...10

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7126 Stony Island, Chicago MI 3-1032

Shuffleboard Closeouts

- AT GIVE-AWAY PRICES
- LATE MODEL 22 FT. ROCK-OLA SHUFFLE-BOARDS
- (Brand New, \$219.50) (A-1, Used, \$119.50)
- KEENEY MODEL #1 WALL TYPE SCORING UNITS (New, \$49.50) (Used, \$45.50)
- KEENEY MODEL #3 OVERHEAD SCORING UNITS (Used, \$39.50)
- ROCK-OLA LIGHTS (Used, \$8.50)
- ROCK-OLA CLIMATIC ADJUSTERS (Used, A-1 Condition, \$19.50)
- VALLEY SHUFFLEBOARD WAX 1 LB. Can, 24 Cans to Case, \$8.50 PER CASE.
- Write for Quantity Prices.
- 1/3 Deposit, Balance C. O. D.
- ARROW NOVELTY CO. D.
- 214 N. Ewing St. Louis 8, Mo. (Phone: Newstead 7081)

BIG BARGAINS NOW! PRICES RISING!

Shuffleboard Supplies

- Purveyor Playing Weights (Pucks), set of 8, chrome-plated...\$12.00
- Score Sheets, 100 sheets per pad, 10 pads per bundle...5.00
- Powdered Wax, 24 1-lb. cans per case...7.20
- 12 1-lb. cans per case...6.75
- Bowling Game, 10 weighted pins, 3 racks, score sheets not included...12.80
- Purveyor Shuffleboard Fluorescent Lights, pair...15.00
- Climatic Adjusters...18.00

NEW AND USED SHUFFLEBOARDS SCORING UNITS
\$49.50 up

PREMIUMS
26 pc. Knife set...\$6.25
26 pc. Silverware...6.25

ALL POPULAR BRAND SHUFFLEBOARDS
\$75 AND UP
First Class Condition

WAX, ADJUSTERS, PUCKS, CLEANER, SCORE SHEETS, BOARDS, SHUFFLEBOARDS

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4322-24 No. Western Ave. Chicago, Ill.
Phones: (Uniper 8-1814, 8-1815, 8-1816)

ATOM JET
Remote Controlled Pin-Ball Wall Type Game.
SENSATIONAL!

COINMEN YOU KNOW

New York:

Stuart G. Lyon, Lyon Industries prexy, reports his firm's two-drinkers are being shipped in quantity to Union News for early installation in the Boston subway system. The machines are being made at the Holyoke, Mass., plant of Worthington Pump & Machinery. Lyon is also gratified at the way cup ops are taking advantage of his service school sessions at the firm's Long Island city service center.

Barney Schlang, busy exec of the jukejens' union, leaving last weekend for a two-week vacation in Clinton Corners, N. Y. . . . Morris Wurtzel, of C. & S. Music, is commuting daily to the summer bungalow he has rented for his family in Far Rockaway. . . . Larry Ellman, Spacarb New York topper, was in a serious smash-up on July 10. Altho his car was ruined, Ellman escaped with superficial cuts and was back at work by the middle of the week.

Business at Mike Munves' coin row emporium is beginning to taper off now that mid-summer is here, but ar— (See New York page 116)

Twin Cities:

Harold Lieberman, of Lieberman Music Company, Wurlitzer jobbers, was at home for several days with a cold. His son, David, who has shown improvement in his lengthy illness, got a morale boost when his dad bought him a new Oldsmobile convertible. . . . Mait Engel, of Mayflower Distributing Company, reports that business at the establishment has been good with bowling machines continuing to lead the parade of machines selling the best.

William Shindler, of Isle, Minn., recently bought a route in that area from L. S. Vangan, of Robbinsdale, Minn. New to the business, Shindler has been working hard and reports that the summer resort trade has been good thus far. . . . Sid Levin, of Hy-G. Music Company, is enthusiastic over the way Universal's new one-ball game, Winner, has been catching the eye—and patronage—of operators. . . . Jonas Bessler, of Lieberman Music Company, said that the pending price increase on (See Twin Cities, on page 125)

Cincinnati:

Officers of the Cincinnati Phonograph Owners' Association have called off their regular August meeting for twin reasons—hot weather and vacations. President Charles Kanter said the association will hold a big meeting in September.

Peter Bigner, son of Ray Bigner, is back from St. Francis Hospital, recuperating from a leg injury. . . . Albert Autenrieb and Lewis Distel, both associated with Bigner, Inc., are the proud fathers of sons born this month.

Geraldine Ostrand, daughter of Phil Ostrand, secretary-treasurer of the phonograph association, was married July 2 at the Hotel Alms here. She is now Mrs. Lee Dreyfoos. After a Florida honeymoon, the couple will reside in Cincinnati.

Vital Statistics

Deaths

Edward Ahrens, 31, factory mechanic who traveled the Midwest area for the Rowe Manufacturing Company, killed July 19 in an auto accident near Elmore, O. Ahrens was on his way to Cedar Point, O., to attend a meeting of the Ohio Cigarette Vending Machine Operators' Association. His home was in Boonton, N. J.

Los Angeles:

Bob Causey, who operated in this area for a number of years until 1945, made a visit to coin row last week. Causey, who has a 12-year perfect attendance record for Rotary meetings in Bell, Calif., is now in the novelty business but still maintains a close contact with his many friends in the coin machine industry. . . . Lou Chudd, head of Imperial Records, is passing out cigars upon the arrival of a son, Andrew Alan, at Cedars of Lebanon Hospital, Hollywood, on July 8. . . . Stan Johnson, of Oceanside, in the city on a buying trip and making a stop at Badger Sales Company. . . . Sam Rowe, of Upland, also a Badger buyer. . . . Jack Rankin, of (See Los Angeles page 117)

Milwaukee:

Vacation time recently was declared by Russell Copeland, of Russell Candy Service, who lit out for a cabin near Crivitz, Wis. To prove his time was well spent he brought back a few good sized fish to keep in the freezer at the shop as evidence. . . . Nick Stacy, of Stacy Bros., reports that brother Stanley Stacy still is visiting in his native Greece and expects to return sometime in August.

Irv Gehrke, of West Allis Vendors, reports the candy vending biz at a healthy level. This summer Irv informs that they have been using summer bars with fairly good re— (See Milwaukee, on page 125)

Hartford, Conn.:

John Colucci, of Mattatuck Music, Waterbury, Conn., coin operator and brother of Ralph Colucci, Seaboard Distributors, Hartford, was in town, driving a new Cadillac. . . . Manny Leibert, Hartford vending machine operator, and Marjorie R. Spearo, a Hartford department store executive, are engaged. Leibert is also in the wrestling promotion field, putting on matches at the Hartford Auditorium.

Pitney-Bowes, Inc., Stamford, Conn., manufacturer of postage meters and mailing machines, has announced a \$250,000 building expansion which will add 38,000 square feet of floor space to its plant and general offices. John H. Pratt Jr., vice-president, explained that in— (See Hartford, Conn., on page 125)

Washington:

Joe McDonald, head of the Joe McDonald Enterprises, Alexandria, Va., reported his new cigarette lease-mental plan (The Billboard, June 17) is coming along splendidly, with many new locations signing up.

Sidney Lotenberg, of Westway Vending Company, received a number of the new Stoner candy machines that vend candy selling at both 5 cents and 10 cents. Machines are also geared to give change for a dime.

"Simple Melody," waxed by Gary Crosby, was the Washington Music Guild's July 10 record of the week. (See Washington page 117)

Chicago:

A. Garrick Alex, president of Vendall Service Corporation, tells of the top results being chalked up following inauguration of firm's new serviceman incentive pay program. Alex says the boys are doing a better job, selling more merchandise, and are "on the ball" more. He states another operator is working up a similar program, following a get-together with his firm.

Belvend Manufacturing Company, Inc., thru president Bel E. Hall, reports volume activity on its Bunte pan candy line, with operators requesting the free product-promotion decals for their equipment. . . . James H. Martin, "Jimmy" to his record buying juke operators, is putting his vending machine experience back into play. He's becoming active to a greater degree in the vender field, following up the introduction of his own candy vender earlier this year. Machine is supposed to be ready for production later this year. However, Jimmy continues to keep his musical ear attuned for budding juke hits, singling out promising wax for full placement on the phones.

Adolph Raymond, A & M Music Company, makes it a practice to ride by his new home almost every evening. The ranch type house is expected to be ready for occupancy within several weeks. Meanwhile, (See Chicago page 116)

Detroit:

Mary M. Collins, who was with Frederick E. Turner, of the Nik-o-Lok Company for many years, is operating her own insurance agency on Collingwood Avenue, moving out of the downtown district. She admits adding 18 pounds since she stopped battling downtown traffic. . . . Otto Klein, of Training Devices, back from a business trip to Louisville, reports the firm is planning assembly on its machines and may resume operations shortly.

H. Fielding, large Windsor, Ont., distributor, was a local visitor, buying a sizable stock of arcade equipment to take back under his firm's new July quota of imports. . . . Charles Friedenberg, of the Frye Coin Machine Company, is planning to add a serviceman to his route, so he can take life a bit easier.

Isidor Edelman, of Edleo Manufacturing & Sales Company, has bought a summer home at Schroon Lake, N. Y., and headed east for the summer. The plant is being closed here for vacations for two weeks, with Henry Solomon, president, (See Detroit, on page 125)

Indianapolis:

Woody Armstrong, of Business Stimulators, was on coin row buying parts. Also encountered on coin row were Paul Smith, Covington; Wilfred Luke, Bismark; R. O. Reynolds, Anderson, and M. Templeton, also an Anderson operator. . . . The Peaslee-Gaubert Corporation, 2451 North Meridian Street, has been named Decca distributor for this territory. . . . Sicking, Inc., is displaying the coin conversion, that is attracting operators' attention.

Marvin Berman, son of Mrs. Lottie Berman, Sicking, Inc., has returned from Stony Croft boys' camp in Shelby, Mich. After resting here several days, he will journey to Yellowstone Park with Stony Croft officials, who will have charge of a group of boys on vacation. . . . The Janes Music Company is moving into its new building at 811-13 North Delaware Street. The moving is being done gradually so not to interfere with the business in the record shop. . . . Henry Windt, head of the Simplex Music Company, was a business visitor in Chicago during the week.

Calendar for Coinmen

- July 27—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 - July 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 - July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 - August 1, 15 — Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 - August 1, 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 - August 2—Coin Machine Operators Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
 - August 3—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel Hamilton, Washington.
 - August 3 — Cleveland Phonograph Merchants Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
 - August 3—Summit County Music Operators Association (SCMOA), monthly meeting, Akron Hotel, Akron.
 - August 6-9—Southern Candy Wholesalers Association (SCWA), annual meeting, exhibit, Municipal Auditorium, Birmingham.
 - August 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 - August 8, 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
 - August 9—Music Operators of Northern Illinois (MONI), monthly dinner meeting (address to be announced), Aurora, Ill.
 - August 9, 23—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 - August 10—Michigan Automatic Phonograph Owners Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 - August 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 - August 10, 17, 24, 31—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
 - August 14—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
 - August 28—Phonograph Owners Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 - August 29—Western Vending Machine Operators Association (WVMOA), monthly meeting, Los Angeles.
 - August 29—Automatic Music Operators Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 - September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.
- (Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

TSAA Is Ops-Players Group; Fred Chlopan Elected Prexy

(Continued from page 114)

cial of Vibro Vita Products Company. Named to serve on the board of directors for the next year were Joe Cacciarelli, Waxola Chemical Company, Nutley, N. J.; W. A. Schrader, St. Louis manufacturer; Michael Benson, DSA president; and the following players: George Lawler, Brooklyn; Al Jarvis, Runnemeade, N. J., and Frank Coleman, Philadelphia. Joe M. Reynolds, one of the founders of TSAA, remains as executive secretary.

In Two Cities

Actually, the conference took place in two cities. Realizing that the small turnout of manufacturer representatives would prevent certain league, rule and policy discussions from coming to a conclusion, it was proposed that Chlopan and Eckelmann go to Chicago to meet with board manufacturers. This took place Monday and Tuesday (17-18).

Schrader, a co-founder of TSAA and an organizer of shuffleboard and industrial leagues in St. Louis, opened the Peoria conference with a plea to the group to continue to elevate shuffleboard to the sports class "so that it can fit into any social class and cross-section of American life." To this end he recommended the development of industrial and church leagues and tournaments sponsored by fraternal and labor organizations.

Need Uniform Rules

Wheeling, who formed leagues in St. Louis, Peoria and Omaha last year, stressed that if more uniform rules of play were not advocated by manufacturers in forming their own leagues, shuffleboard was in danger of becoming several different types of game dependent on the section of the country. He also recommended that the TSAA rules committee investigate the feasibility of a new rule to be used in American Shuffleboard Leagues, Inc. (ASLI), this fall. Under this rule, it is mandatory for the player with the hammer, or last weight of a frame, to score in that frame or lose the hammer in the succeeding frame. Should the player with the hammer miss his opponents leading weight and thereby enable his opponent to score, he retains the hammer.

While this rule was designed to speed up play and thereby create added interest for players and spectators, according to the ASLI, Wheeling felt that it removed one of the most strategic plays from the game.

Victor Hypes Output After Vacation Lull

CHICAGO, July 22.—Victor Vending Corporation reported this week it had resumed production following a vacation close-down in order to meet current orders and build up an inventory on its eight-model vender, popcorn dispenser and counter game lines. According to Robert W. Norling, sales manager, combined output totals 1,300 units a week.

Production lines are turning out three Topper models, including the nickel charm vender, Model V, custom built universal; de luxe universal in penny and nickel models, the hot pop popcorn dispenser, and the new Victory Basket counter game.

Pantages in New Office

LOS ANGELES, July 22.—Pantages Maestro Music has opened new headquarters at 1348 Venice Boulevard here. Formerly located in the Pantages Theater Building in Hollywood, the company opened in its new location this week. Harry Snodgrass is in charge of the office, which also includes a showroom.

This view was echoed by George Lisk, a nationally known player who uses the name Kid Gloves in exhibition matches. Wheeling also asked the group to consider undertaking a national singles open tournament preceded by State elimination meets.

Move Slowly—Chlopan

Chlopan in his inaugural address expressed confidence in the future of TSAA but emphasized that the group would have to proceed to handle industry problems on a practical basis. He warned the conference against wild speculations as to the millions of players they wanted to get in lead us this fall. Instead the group should proceed slowly but completely develop a city or area before working on new development projects.

He stated that the TSAA should realize by the very lack of manufacturers in attendance that TSAA would have to prove itself by creating interest in areas where play has dropped off the past year.

Meet in Detroit

Confident that TSAA could be activated on a more solid foundation than ever before, Chlopan asked the conference for permission to call a convention of the trade's operators, manufacturers and players in Detroit during the height of the fall season. "This would have a two-fold purpose," he explained. "First we could show what has been accomplished in the Motor City in a short time and more important we could discuss shuffleboard when there was some real interest in the game. I am confident we can draw 400 keenly interested shuffleboard people to the convention."

While in office, Chlopan said he planned to offer the Detroit association as a model for other city groups. He pointed out that the industry representatives in Peoria surprised him by letting him know DSA was the strongest association of its kind.

Following his talk, the other TSAA executives voted unanimously to sanction a convention called by Chlopan. It will be held November 4-6 in a Detroit hotel to be announced later. All branches of industry will be invited.

Not Interested

In conferring with Rock-Ola and Monarch shuffleboard officials this week, Chlopan said he was disappointed that apparently the manufacturers were not interested at this time in TSAA. While they were agreed there was a need for a national association both Art Weinand, of Rock-Ola, and Clayton Nemeroff, of Monarch, felt that it should be a group composed of players and operators. They explained that with manufacturers active in the association there was too much chance for business politics creeping into the picture. Both also stated that if TSAA could develop other cities as DSA has done in Detroit, the future of TSAA would be assured and co-operation from the manufacturer level would be a logical following.

Before leaving Chicago for Detroit Thursday night (20) Chlopan emphasized that while the TSAA conference got off to a rocky start, it was now clear to him that a lot had been accomplished in the past week. "At least we know what form our association will take," he said. "Prior to my visit to Peoria, I felt that the aims of TSAA were on a sufficiently high plane to warrant all branches of the trade being a member. Now the only possible road for TSAA to follow is this new coalition of operators and players, who are actually the nearest to competition. We all know that without leagues and tournaments the game can never become a great sport, so it will be up to the operators and players to prove they want the game to progress."

COINMEN YOU KNOW

Chicago:

(Continued from page 115)

he has a good word to put in for juk and shuffle-bowl game play.

Because of sharply increased demand, Exhibit Supply has stepped up production on its entire arcade line. **Clare Meyer**, firm's ace road man, has been in the plant for the past two weeks—his longest stretch there this year.

J. H. Keeney & Company reports that some 800 employees and their families enjoyed the first company picnic held since 1942 on July 8 at Maple Lake East. **John Conroe**, vice-president, said the affair was so successful that it will become an annual event for Keeney personnel. Prizes, races and refreshments claimed top attention, with all combining to make a perfect outing. **John** adds that with 500 people back on firm's worker staff to hypo production (highest figures since first postwar Super Bell days) current Double Bowlers and Bowling Champs are really rolling off the assembly benches.

Mike Spagnola, Automatic Phonograph Distributing, repeats his good game news as music operators continue to add shuffle-bowl equipment to their routes. Mike says local ops are sold on the idea of making a plus-volume spot out of their good juke locations with the addition of a shuffle unit.

Joe Schwartz, head of National Coin Machine Exchange, returned Wednesday (19) from the premium show in Atlantic City. **Sheldon Spira** is covering the Illinois territory while **John Semack** is calling on operators in Wisconsin. While all three were away **Betty Semack** handled all office inquiries. She reports business has been steady with a healthy number of inquiries for new and late model used equipment.

At Exhibit Supply, **Ed Hughes** reports that the new set-up on the parts department has been running smoothly. The engineering department now checks into all part replacement orders to get a line on unusual requests for specific parts. **Frank Mancuri** says inquiries on the five-ball game, **Judy**, indicate that the favorable tests on the game is getting around. . . **Maurice Bayer**, Allied Coin's new sales manager, is working up an effective sales campaign for the Whiz Bowl unit. **Col. L. Lewis**, handling a combination sales and publicity post for Allied, is in the East.

Sam Lewis, Chicago Coin Machine Company, says that Trophy Bowl was rushed into production because operators indicated thru distributors that there was heavy demand for this type of game. **Frank Page**, Roanoke Vending Company, Roanoke, Va., was in to see **Sam Gensburg** and **Ed Levin**. . . **Ed Ratajack**, AMI exec, was off on a quick business trip in the early part of the week. He was pleased to report that music machine demand was encouraging.

Grant Shay and his bride returned from a Colorado Springs honeymoon July 22. Other Bell-o-Matic officials in Colorado this week include **Vince Shay** and **Mike Ziv**. Both are vacationing with their families at Grand Lake. **Lil Jock** reports visitors at the plant last week included **Jake Friedman**, Atlanta, and **Harold Daily**, South Coast Amusement Company, Houston.

Virgil Christopher called on **Bill Billheimer**, Como Manufacturing, while making coin row rounds last week. He heads **Chris Novelty**, Baltimore, and claims that most of the Hollycranes in his area are on dime play. . . **H. F. Dennison**, Dennison Sales, is on a road trip. . . The assembly line had been closed for group vacations the past

two weeks by Wednesday (19) everything was humming at full speed at the D. Gottlieb & Company plant. **Dave Gottlieb** interrupted his vacation in Wisconsin to attend the Coin Machine Institute (CMI) annual election meeting at the Bismarck Monday (17). . . **Morris Ginzburg**, Atlas Novelty Company, is spending the long summer weekends at his farm some 50 miles from Chicago. . . **Ray DeRoche** and **Johnny Casola**, of United, were in New York working the Simon Sales territory with **Dave Simon's** road men. **Herman Pastier**, Mayflower Distributing, St. Paul, was in to see the firm's conversion for Super Shuffle Alley.

Andy Oomens, head of Walter Oomens Sons music operation, is due back next Monday (31) from his vacation. **Andy** hied off for a two-week rest and attune himself to a leisurely life for a while. . . **Bob Gnarro**, ABC Music Service, says there has been no change in play volume over the past few weeks. If war activity continues, however, he feels that public need for diversion and entertainment will result in upped volume. "But that's getting it the hard way," **Bob** adds.

A. Garrick Alex, head of Vendall Company, tells of sharpened buying as operators move to increase plant installations. He reports firm anticipates no trouble meeting orders for its candy vendors. . . **Mechanical Merchants** plans to add Photo-Mats and cup soft drink vendors to its gum vender installations on the Chicago fairgrounds.

New York:

(Continued from page 115)

cades are still ordering enough equipment to keep his staff hopping. **Mike** figures that he will be able to take off for a few weeks' rest in the Catskill Mountains before long. . . **Sam Sacks**, of Unecda Shine, has placed a complimentary (free-play) shiner in the telephone building here. It's one of his new ones, with the patron applying the polish by hand and using the automatic buffer to complete the shine.

Joe Friedman, of the Crystal Amusement Company, Bridgeport, Conn., was here last week for a visit with **Dave Simon**, of Simon Sales. He is slated for one of the top posts in the Knights of Pythias soon. . . **Charles Kirmelman**, game operator of Teaneck, N. J., was shopping on the Avenue last week. . . **Moë Bittner**, who is running **Marcus Klein's** jobbing firm while his boss vacations in Europe, says **Klein** is now in Paris and expects to return in September.

Ed Shipp, who reps the Automatic Products line in Texas, was here last week to confer with **Al Blendow**, sales manager. **Shipp** reports Automatic's Refresh-o-Mat is catching on fast in the Southwest. . . **Bern Bernard**, Rowe exec, returned last week from California where he visited with **George Seedman**, Rowe vicep who now heads the company's Los Angeles operation.

Ray Harrison's local cigarette route has been purchased by **Jackson Bloom** and **Tom Cola**, of the United Tobacco Corporation. . . **Joe Kalishma**, of U-Need-A Service & Parts, is commuting week-ends to South Fallsburg, N. Y., where his wife, **Frieda**, and son, **Stephen**, are staying for the summer. . . **Nash Gordon**, biz manager of the Automatic Music Operators' Association, away on a two-week vacation.

Gil Engelman, who runs the Columbia Music Company, is now the personal manager of **Nina Corda**, European singer here to cut some pop records. It's a coincidence, but the records will carry the Columbia label. . . **John Collins's** Canteen operation was featured in a write-up in The Sunday News, July 16.

Los Angeles:

(Continued from page 115)
Ontario, making one of his regular stops along the row. . . . Don James, of Santa Monica in town. . . . Ralph Levine and family, of Cleveland, are vacationing on the Coast. Levine is a juke box operator in the Ohio city. D. J. Harrison here from Bloomington, Calif.

Jud Lilly, of Montebello, stopped in to see Paul Laymon. . . . Earl Center, Bakersfield operator, enjoying a much needed vacation in this section of California. . . . John Hawley, who stepped into prominence with the Hawley adapter, has added a line of premium merchandise to his coin machine items. . . . Stewart Ashurst in town from Long Beach. . . . William Bradley here from Covina. . . . Art Nareth, who has been in the coin machine business for a number of years, continues to make regular stops along the row to see what is new for him to use in Anaheim.

William Olson here from San Pedro. . . . Lloyd Willard down from Paso Robles. . . . "Pop" Burris, another old-timer, making his usual weekly trek here from Montebello. . . . A. E. Jerome down from San Bernardino. . . . Another Bradley, Jim, here from Long Beach. . . . Arlington was represented by H. E. Speer. . . . Johnny Nelson, the little big guy from Culver City, in town shopping around. . . . Alex Kopeopulus, Bakersfield; Cecil Allison, Lancaster; Lloyd Barrett, Pomona, and Pat Patterson, Glendale, among others on coin row.

Joseph Durants, who holds the rank of captain in the army reserves, is back at his desk in the export department of Badger Sales Company after two weeks training at Fort Lewis, Washington. . . . Charlie Daniels, of the Paul Layman staff, is taking his annual vacation. He is remaining in town to get things done at his home. . . . Larry Hanford, music and games operator, making the coin row rounds for his operation in Lompoc. . . . William Bradley in town from Covina.

Al Reisz, a visitor from Santa Monica. . . . Harry Williams, an old-time operator, also noted along the row. He's also from Santa Monica. . . . Al Capece in town from San Bernardino. . . . Ray Walsh has become the official hauler for the coin machine trade. Walsh recently added a new truck to give the jobbers better service. . . . Dudley Trojan, of Trojan Novelty Company, is back from a fishing trip.

According to Mary Solle, who conducts the record bar for Bill Leuenhagen, the free coffee deal will continue no matter how high the retail price of coffee goes. . . . Mr. and Mrs. Sleight are the guests of Lucille and Paul Laymon at their home in the Palisades area. Sleight is regional man for Bally. . . . Lee Lambert, a new operator, in the city from Brawley. . . . C. C. McGovern, of North Las Vegas, made the trip down from the Nevada town to replenish his record supply at Leuenhagen's. . . . Frank Mangum, of Bisbee, one of the Arizona operators in the city for a brief stay. While here, he took the opportunity of talking with some of the leading operators.

Jack Leonard, head of the parts department at Badger Sales, takes off with his wife, Dorothy, for a vacation in September. They will make a bee-line for Oklahoma City where the Oklahoma State Fair will be holding forth. The Leonards will visit Lou Leonard, who is with the Royal American Shows. . . . Ed Ratajack, Western regional AMI representative, in town for a visit with Joe Peskin and Walter (Solly) Solomon. . . . Albert Mason, AMI factory representative, spent three days last week conferring with the Peskin organization. . . . Johnny Nelson, well known Culver City op-

erator, expects to take off soon for Glacier National Park. . . . Robert Boyd, of San Diego, in town for a visit and a buying trip.

Barbara Chandler, niece of Mary Solle, is helping out at the Leuenhagen record bar during her visit in Los Angeles from her home in Marysville. . . . Jack McDaniel, of McDaniel Distributing Company in Galveston, has returned to his home in the Texas city after a visit of several weeks in Los Angeles. . . . Cecil Ellison, of Desert Operating Company in Lancaster, reports that the thermometer is getting pretty high in his territory.

Jack Faust, of the F. & S. Sales Company in Santa Ana made his usual trip to the city for equipment and parts. . . . S. L. Griffin in town from Pomona. . . . Car Farrell took advantage of the hot weather to take the drive along the Coast from San Diego to Los Angeles, where he looked over the floor models. . . . C. R. Millhizer here from Las Vegas. . . . Ray Russell, of Crestline, reports that things are going good in the resort area where he operates. . . . A. L. Miller, of Blythe, took advantage of a trip to Los Angeles to restock his operation.

Washington:

(Continued from page 115)
July 17 platter choice was the Dick Haymes-Evelyn Knight grooving of "Say When," according to Bill Schwartz.

Roger Griffith, of the Pioneer Novelty Company, is vacationing by dividing his time between Syracuse and Wildwood, N. J. His brother, Evan, associated in the firm with him and treasurer of the Washington Music Guild, takes off for his vacation July 29. He too will head for Wildwood, which seems to have a special lure for the Griffiths.

Quick police action recently foiled an attempted robbery in the building housing the Fun Palace Arcade and the Silent Sales System of Washington. Police were making a routine check of the vicinity at 2:30 a.m. when they heard noises in the Fun Palace. They entered via the roof and captured the two thieves who had just lifted \$674 from the safe.

Vacations have begun for employees of the Phillips Novelty Company, owner John H. Phillips reports.

The June-July Issue of the Washington Music Guild's (W.M.G.) News Letter is the last until September. Editor Bill Schwartz declared that he was gratified by W.M.G. members' disappointment at the newspaper's "vacation." He said that the bulletin had caught on remarkably well. It presently is being sent to 2,200 persons, including copies to all association heads in the country, disk jockeys, recording artists, trade papers, record manufacturers and distributors, and music publishers. Beginning next fall the paper will not be mailed to non-W.M.G. members in the Washington vicinity, he said.

L. M. Tigner, manager of the National Apple Service, is conducting a 90-day test on a new refrigerated apple vending machine. Reaction to the new unit has been favorable and it is now being checked for mechanical flaws, he said.

When WTOP disk jockey Eddie Gallaher plays his "records of the week" he mentions that the platters are chosen in co-operation with the Washington Music Guild. These biscuits are apt to be aired on his morning "Sundial" series or late-at-night "Moondial" shows.

Irving Sautler, of Whitey's Coin Machine Service, provides a 24-hour, 7-day-a-week emergency service on Seeburg parts. Units and parts can be borrowed in an emergency by W.M.G. members. They must be returned in 48 hours.

Industry To Feel Impact Of Material Allocations

(Continued from page 101)
at all in specified cases. In essence, the bill provides for rules similar to regulation which was in effect during World War II.

Effect of the credit limitations on coin machine operators will depend upon the interpretation of a clause exempting from curbs credit extended to business enterprises unless the credit is for the purpose of buying any durable goods "which are used by or usable for personal or family or household purposes."

What Is "Usable"?

The question is whether amusement games and juke boxes would be considered as "usable" for personal purposes. Venders, apparently, would be exempt from credit restrictions. The interpretation will probably come after enactment of the legislation from the Federal Reserve Board (FRB), which is expected to be the agency designated to handle credit controls.

FRB is expected to put the minimum down payment on durables—which would include games and juke boxes unless they are given exemptions—

at 20-33 1/2 per cent, with no longer than two years to pay. Regardless of whether the allocations program is made voluntary or compulsory, it will be much more difficult for manufacturers to get metals for coin machines. Steel, which has not been in plentiful supply since the last war, will be one of the first metals to be put on the allocations list.

Can Seize Stocks

Another provision of the control legislation makes it apparent that it will do little good for coin machine makers to try to stock much steel, even if it is possible to do so. The President is given authority to seize any stocks in the hands of any person or firm upon payment of "just compensation."

Probable additions to the allocations list besides steel are copper, zinc, lead and lumber. Rationing of materials to any but essential suppliers is not contemplated in the legislation. Defense needs would be taken off the top of supplies, with non-essential buyers left to scramble for what may remain.

From Draws to Films to Games A 40-Year Saga of Fred McKee

(Continued from page 101)
he put automatics at the canteen, as the post exchange was called during World War I, at Fort Lewis in Washington.

Following the first World War, McKee devoted his time to operating in Washington, where he was born; Oregon, California and parts of Canada.

From time to time, he would return to show business and serve on the advance of musical comedy "roadshows or a travel film. There also was a stint about this time of selling pianos, but no matter the other job, there was always some connection with coin machines.

Northwest With Diggers

In the early '30s, McKee met the late Frank Meyers, of the Exhibit Supply Company, and helped him introduce diggers in the Northwest. The latter part of that decade he switched over to the International Mutoscope and represented them in the West.

Early in the '40s, McKee opened an arcade on Main Street in downtown Los Angeles and it was one of the busiest spots in the city during the war. Although this was a most profitable business, McKee still had his second job. This time it was planting coin-operated equipment in motion pictures. Whenever there was need for machines in a film, McKee was the man who put them there. He worked on *The Street With No Name*, a semi-documentary film showing the workings of the FBI. The Penny Arcade in that film was set up by McKee and it resembled the one that he was operating in Los Angeles.

All the time that McKee was working in the coin machine field, P. S. Allen was operating a photographic studio specializing in strip pictures on the Pike in Long Beach. The hours Allen spent in the darkroom were necessary to make the project pay. And it not only took all of his efforts but assistance from other members of his family. To get away from the long and tedious work, Allen designed a fast-operating strip photo machine.

War Held Up Development

In 1939, Allen had the machine just about where he wanted it. When the war came, he dropped the idea and went into war work, giving defense the value of his knowledge in mechanics and electronics. But, once

the war had ended in 1945, he again turned to his camera idea.

With his model and the blueprints, Allen contacted the Keystone Aircraft Parts Company here and the Auto-Photo Company was set up. The machine was put thru rigid tests before it was put on the market several months ago.

McKee is handling the auto photo machine in the coin-operated field. This time he has no second job.

PUCK PATTERN

(Continued from page 114)

tomar arranges to pick up and return the board. Perkins planned to take in the T.S.A.A. annual convention in Peoria as the first part of a business trip to St. Louis.

Clayton Nemeroff, Monarch Shuffleboards, reports sales activity stepping up in Indiana, Ohio and Texas. "Tho' the weather seems to be just as warm in these three States as in some others in which operators claim the heat is cutting down play, activity goes on at a steady pace," Nemeroff said.

At Precision Puck, Nels Malmgren is back from an Eastern trip where he claims shuffleboard play is going at a steady pace. Currently, operators are ordering pucks in unusually large quantities, he states, probably because steel is getting a little tighter. Precision is also working around the clock these days on defense production. These orders have been received in the past two weeks. Harold Smedburg, Malmgren's partner, will start a vacation next week in his newly delivered Ford. Malmgren will take his in Arizona after Smedburg gets back.

Pete Rozgus, Mero Industries, reports reception of a new batch of orders from Panama and the Hawaiian Islands. As in the past these inquiries have been for the all-steel longboards. . . . One of the hottest spots for shuffleboard in the Windy City is the U. S. Naval Armory at the foot of Randolph Street. Reservists and regular navy personnel give the board a steady workout every week and there is some possibility that weekly tournaments will be revived in the next couple of weeks.

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3W2-L56, 5¢, 3 WIRE	29.00	D520-12, 5¢	8.95
W1-L56, 5¢ WIRELESS	24.50	S-20-12, 5¢	3.50
WB-12, 5/10/25	17.00	WURLITZER	
05B-12, 5/10/25	17.00		
		125, 5¢/10¢/25	\$7.50
		120, 5¢	3.50

SEEBURG	WURLITZER	ROCK-OLA
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Hightone, R.C.	99 850	Maatar 40 \$9
Hightone, E.S.	79 950	Deluca 39 \$9
Colonel	69 500	Standard 39 \$9
Major	69 600R	Commando 49 \$9
Commander	69 500	Victory 39 \$9
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- 1—Shooting Stars

- 1—Hawaii—Flip
- 1—Singsong—Flip
- 1—Cover Girl—Flip
- 1—Bermud—Flip
- 1—Gold Mine—Flip
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Record Reviews

(Continued from page 112)

RATING	DISK JOCKEY	RETAILER	OPERATOR
OVER-ALL			

ARTIST	TUNES	LABEL AND NO.	COMMENT
POPULAR			
PATTI PAGE (H. Geller Ork) Mercury 5455	Roses Remind Me of You Patti's in fine voice in her chirping of this ballad. All My Love The adaptation of the French ballad "Boleyn" is sung with warmth and persuasion by the thrush. If the plug tune scores, this dishing should catch a sizable share.		75--79--73--73 86--86--85--86
LEO AND HIS TRIO Intro 6002	Won't You Come Over to My House? Male duo harmony on a winsome barbershop waltz ballad, with neat piano and trumpet assist. Nice example of making much out of little. Jazz Me Blues Small combo thumps out the Jazz classic with a heavy beat, featuring bary sax and piano solos.		73--73--72--74 63--63--62--64
THE KEYS London 678	The Four Brothers A happy four-de-force here, as a smooth vocal quartet lifts thru the boopish arrangement of the fine Woody Herman disc. "Hip" jocks and bop fans will like this quirk. A Stairway to the Stars Results here are not as engaging as flip. Arrangement, with a beat, is graceful, boys get little feeling into it, their technique is obviously good.		73--74--74--70 65--65--65--65
EDDIE CONDON ORK Decca 27106	The Yellow Dog Blues Ralph Sutton's boogie blues piano is showcased in front of a swinging Dixie free-for-all on the Handy classic. For the hot-Jazz minded. Sweet Cider Time, When You Were Mine Lackadaisical run-thru of a ballad side with Jimmy Atkin doing a satisfactory vocal chorus and a third.		63--63--63--63 65--65--64--66
ALEXANDER BROTHERS Mercury 5418	Goodnight, Irene Pleasant coverage of the fast-breaking hit falls far short of the competitive versions both in name power and interpretation. Wonderbar The delightful Cole Porter from "Kiss Me, Kate" draws an unpretentious and easy-to-take waltz from this male duo.		65--65--64--66 60--60--60--60
CHILDREN			
LEON JANNEY-A. MARSH-A. GENTRY Hi-Tone 3	The Three Bears Warm, tuneful production of the familiar tale should sell easily at 39 cents. Cinderella Ditto, tho the competition is much tougher. Okay at the price, but hardly comparable to the patent Victor film version. Ugly Duckling Charming, folk tale is told tunefully, tho the songs have less appeal than others in the same series. The price is right. Little Miss Muffet Nursery tune is blown up to a full-side production. Title and price are the selling points.		77--74--80--NS 70--65--75--NS 70--65--75--NS
L. JANNEY-A. MARSH-A. GENTRY Hi-Tone 6			
ZEB TURNER King 053	I'm Tying Up the Blues (With a Big Blue Ribbon) So-so torch in same tempo is warbled engagingly, backed with solid beat. Hard-Hearted You and Chicken-Hearted Me Rhythmically effective little jangle is projected with much savor by Turner and crew.		77--77--77--77 80--80--80--80
ERNEST TUBB & RED FOLEY Decca 46755	Hillbilly Fever No. 2 Second edition of the recent country hit is a jolly job by the tubers in topsters. Goodnight, Irene (Red Foley-Ernest Tubb-Sunshine Trio) This potent waltz of the oncoming folk-waltz tune has earmarks of pop, tho country stardom. Sincerity of conception and performance are tops.		82--82--82--82 88--88--88--88
SMOKEY ROGERS & HIS STRING BAND Coral 64052	New Pankandle Rag Thorax enough, shunting or a new edition of the popular "Pankandle Rag." Strong backing furnishes a lively medium dance beat. Nine-Tenths of the Tennessee River (Are the Tears That I Shed Over You) Whimsical torch idea inclines only mildly. Rendition is light and pleasant.		72--72--70--74 68--68--66--70
GENE AUTRY Columbia 20727	Mississippi Valley Blues Autry warbles a nostalgic-for-the-homestead ditty, joined on the refrain by another warbler for some close harmony. Silver Haired Daddy Same technique is applied to the troubler about dear old pop.		70--70--70--70 70--70--70--70
BOOTS MITCHELL & RANGE RIDERS Hart-Van 36017	I Love a Square Dance Male trio warbles while accordion-string group hoes it down on polka tempo. Lively, harmless stuff. George's Hop More orthodox polka is done with spirit and charm by the instrumental group—vocal is adequate.		58--56--58--60 67--67--66--68
CLIFFE STONE & HIS HOME TOWN JAMBOREE GANG Capitol 3109	Westphalia Waltz Waltz instrumental with little German band touches has mitch-European flavor, Bohemian and German naves will like. Put Your Little Foot Another waltz for the country terpers has an engaging main strain, is deftly executed.		68--67--68--69 68--67--68--69
THE FRONTIERS-MEN Bullet 708	Catnip Shuffle Country boogie novelty with group vocal, guitar and piano solos are timely but uninspired. Honky Tonk Hop Waltzer material, similar treatment.		65--65--63--67 61--61--59--63

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1932 South Wright Place
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Record Reviews

ARTIST TUNES
LABEL AND NO. COMMENT

COUNTRY AND WESTERN
"SMILING" JERRY JERICO 4 Star 1502
Thru the Garden
Lack of lyrical content dims an otherwise solid 3a rendition by Jericho and dance org.

COUSIN FORD LEWIS 4 Star 1503
I'll Paint Your Pictures (In My Memories)
Authentic, pro rendition with a good, brisk dance beat. Material is strictly from formula.

REDD STEWART & HIS KENTUCKY COLONELS King 877
Troubles On My Mind
Same comment.

BRUCE CULVER King 882
Buddy, Stay Off of That Wine
Up-tempo humorous mopeball is talked by Culver in Tex Williams style, with another warbling joining for harmony on the refrain. Delivery is not overly impressive.

DEE STONE-T. PRILL-AMAN'S VIRGINIA RAMBLERS Mutual 201
Answer to Little Pal
Lively string plucking and nasal chanting in the honest backwoods style on an up-tempo jingle. Recording is low-level and lumpy, however.

MACHITO & HIS ORK Mercury 3449
Cleopatra Rumba
Hard-driving Machito rhythm section punches home this rather unusual Oriental-flavored rumba which features a large chunk of Mitch Miller's oboe playing.

RUBE SCHWARTZ & HIS DUTCH BOYS Disc Jockey C-755 and C-756
Rain Rain Polka
Heavy-handed, dimly recorded version of the quality polka standard is inferior to many earlier renditions.

THE FLYING CLOUDS Score 5020
Ain't No Strangers Now
Singing chart is performed with intense feeling by an especially colorful male group.

THE SPIRIT OF MEMPHIS QUARTET King 4371
If Jesus Had To Pray
Variety of voices and rhythmic strength help this slow chant build intensely. Good material.

GUIDING LIGHT GOSPEL SINGERS Coral 65035
Jesus, My Friend
More tender than quality in this male-led version of the spiritual standard.

JAMES & MARTHA CARSON Capitol 3330
Heaven's Jubilee
Good quality, fervent hillbilly sacred tune. Fine, flavor-full performance.

KENNY ROBERTS-KENTONES Coral 64053
Our Lady of Fatima
Strong, miracle-inspired piece of material gets a patent rendition in Roberts' sweet, smooth delivery.

RED FOLEY-ANITA KERR SINGERS Decca 14926
Our Lady of Fatima
Impressive chorus sets off another of Foley's sure-fire vocal-with-recitation offerings. Should be big with "Steal Away" buyers.

HIS HOLINESS POPE PIUS XII RCA V-45149-1253; 478122-1218
The Prayer of the Holy Year
His Holiness offers a monumental prayer in English. A treasure for Catholic homes.

REDD STEWART & HIS KENTUCKY COLONELS King 877
Gotta Get Back to Dixie
The charms of Dixie are recited in a brisk, dancey reworking of the "That's What I Like About the South" formula.

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Turning Back the Clock

10 Years Ago This Week
CHICAGO, July 18, 1940.—Coin machine news of the week was the first annual picnic of coin machine industry employees scheduled for Riverview Park here, July 20. A possible crowd of 12,500 was forecast by Herb Jones, general chairman of the picnic. In addition to food, games figures in the industry, an outdoor vaudeville program and dancing were planned.

Serving on the attendance committee were Karl Klein, Groetchen Tool Company; John Chrest, Exhibit Supply Company; Alfred Koch, Western Products, Inc., and H. K. Baker, Baker Novelty Company. The program was

handled by W. F. O'Brien, Rock-Ola Manufacturing Corporation; Charles Korbs, Johnson Fare Box Company, and Ed Hansen, Groetchen Tool.

On the prize committee were Rex Shriver, H. C. Evans & Company; C. R. Adclberg, Stoner Corporation, and Elmer J. Peace, Burel Company. Responsible for entertainment were Leo Kelly, Bally Manufacturing Company; Clarence Schuyler, H. C. Evans and Jack Keiner, Rowe Manufacturing Company. On the decoration committee were J. Edgar Smith, Johnson Fare Box, and C. B. DeSelm, Exhibit Supply Company.

On the "unusual application" front, J. P. Seeburg Corporation reported

that one of its wireless remote control music systems was installed on the new streamlined excursion boat, S. S. Admiral, operating on the Mississippi River. The juke box on the ship proved to be "one of the biggest earning locations in the country," according to Bill Betz, W. B. Novelty Company, St. Louis.

Leading juke favorites over the country were *Pools Rush In*, *Sierra Sue*, *I'm Stepping Out With a Memory*, *I'm Nobody's Baby*, *I'll Never Smile Again* and *The Nearness of You*.

Juke boxes took the lead in types of coin equipment being exported during May, 1940. With foreign buying of all types of equipment coming to \$145,002, phonographs accounted for \$87,791 of this total, of over half. Second in line were various types of amusement machines, with \$45,442, and third came vendors at \$11,789.

15 Years Ago This Week

CHICAGO, July 18, 1935.—A detailed study of the pinball game field featured in the July 7 edition of *The New York Times* was hailed by the industry as "one of the most reasoned and conservative news stories of the development of the modern pinball industry that has ever appeared in the public press."

Breaking down facts on the pin game business, *The Times* stated that the United States (in 1935) had 100 manufacturers of such equipment, 250 distributors and jobbers and a recorded 25,000 owners and operators who control approximately 500,000 games. Annual output of the 100 manufacturers was given as 250,000 units.

The article declared that about \$250,000,000 annually was involved in the pin game business thruout the country, counting allied enterprises. Games listed from \$29.50 to \$65, with "elaborate and highly decorated specimens" costing from \$90 to \$100. "Taking \$40 as an average value and assuming there are now 500,000 games, this means a \$20,000,000 outlay," *The Times* stated.

Concluding, the article pointed out that 10,000 operators controlled about 50,000 games in New York City. The "most active" games were to be found in the 96 playlands or sportlands in the city, the largest of which operated 200 pin games and employed 71 attendants who worked in shifts from 8 a. m. to 3 a. m.

Exhibit Supply Company announced the adoption of a new three-color transfer showing William Tell with a bow and arrow, taking aim at the apple in the storied position on his son's head. In large letters, a legend on the transfer read "Test of Skill." Idea, according to Claude Kirk, vice-president, was to create and keep in the public mind the idea that Exhibit games were truly games of skill. Association of the William Tell idea with pin games would result in a better realization that such games were actual tests of an individual's skill, Kirk stated. Exhibit Supply planned to perpetuate the transfer design as a firm trade-mark.

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- ★ TELE-MAGNET works 24 hours a day—takes messages at any time—makes no errors. As many as 60 messages can be recorded during one's absence.
- ★ TELE-MAGNET precludes your losing any locations or collections due to failure in getting a service call promptly.
- ★ TELE-MAGNET also serves as a conventional recording machine with microphone for office or home use.
- ★ TELE-MAGNET can record two-way telephone conversations when operated manually. It has automatic voice control—even records a whisper!
- ★ You get six copies of your message, one each on both sides of three records. Following is a suggested message—merely substitute your name for that of "John Smith Company":
 "This is the JOHN SMITH COMPANY. There is no one in the office at present. Please leave your name, phone number and message; they will be recorded and given to the proper person. Please start talking at the end of the sound signal."

"An outstanding example of America's creative genius . . ." says the American Society of Industrial Engineers in giving TELE-MAGNET its Merit Award for 1950.

This is how it works! When you're out on service calls or collections—or to lunch—or to a movie in the evening—or when you're asleep at night—and your phone rings—the TELE-MAGNET automatically lifts the receiver and a recorded voice answers—advises the caller that you're out—and directs him to leave a message. Upon your return you simply throw a switch and listen to your callers' messages. The machine runs only while a call is being received. It shuts off automatically between calls.

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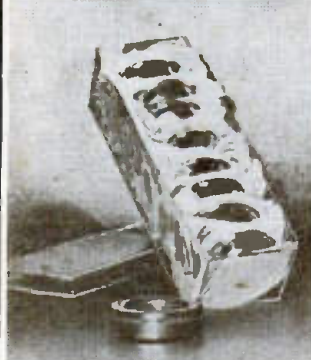
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(All Phones: VAn Buren 6-6636)

RHYTHM & BLUES RECORD REVIEWS

(Continued from page 30)

EARL BOSTIC ORK King 4387	Portrait of a Faded Love Tedious slow ballad offering with fem vocal. Seven Steps Alto, vibes, obo and more alto solos on a fast-stepping jazz instrumental. Cleanly played and swings, but not very commercial.	60--60--60--60 66--66--66--66
JULIA LEE AND HER BOY FRIENDS Capitol 1111	My Man Stands Out In the spirit and beat of her "Snatch and Grab It," thrush gets off a carefree double entendre blues. Don't Come Too Soon Another jolly blues side—lyric is certainly too blue for strings, and juke ops with finicky locations should listen carefully before installing this one.	74--NS--74--74 76--NS--76--76
DOC DAWSON Red Jay 1006	School This Fool Wretchedly amateurish recording of a warbler who might sound something like Bob Howard if he could be heard. Not Now, I'll Tell You When Same story, except that a thrush joins in.	28--28--28--28 28--28--28--28
WALTER BROWN Capitol 1112	Let's Love Awhile Brown chants this medium tempo blues with a ringing shout quality, nicely backed by Jay McShann's combo, featuring fine Ben Webster tenor. Slow Down, Baby Slow blues registers with stronger mood than flip. Brown gets plenty heart into his work, McShann and Webster enhance nicely.	72--72--71--73 76--76--76--76
AMOS MILBURN Aladdin 3059	Hard Luck Blues Milburn does the high-riding Roy Brown blues in a slow, gliding style that attracts, but doesn't threaten to crowd Brown's own hard-hitting job. Two Years of Torture Warbler chants an expressive heartbreak blues with languorous conviction. Impressive slow blues side.	74--75--74--73 82--82--82--82
CHARLES BROWN Aladdin 3060	I've Got That Old Feeling If Chaz had warbled the first chorus instead of handing it to his tenor man, this could have been a big one. As it stands, it probably will please those Chaz Brown legions. Repentance Blues Brown burrs in one of his typically affected slow blues jobs. Good blues, fine mood. Should score for the guy.	76--77--75--76 83--84--83--83
GUNTER LEE CARR Decca 48167	Goodnight, Irene A promising new r. and b. chatter goes astray here, distorting the waltz melody wherein lies the charm of the new summer hit. My House Fell Down Competent, routine blues offering in semi-sophisticated fashion.	61--61--60--64 61--61--60--63

R. & B. BLUE NOTES

Symphony Sid moves his midnight to 5:45 avarn Monday to Saturday jazz platter show to the Birdland nitery August 1. Sid will remain on Station WJZ. . . . Amos Milburn's crew currently is doing a saturation one-nighter tour of Virginia. . . . Derby Records, subsid firm of Rainbow Records, last week inked **Big Sheba**, a 15-year-old blues thrush. . . . **Hot Lips Page** and his unit went in for a one-weeker at the Showboat nitery, Philadelphia, July 10. . . . **Tiny Bradshaw**, who is riding the crest of a comeback as the result of his hot King dishing of "Well! Oh! Well!" is making the rounds of the key Eastern R. & B. theaters. Bradshaw, at the Apollo in New York week before last, was slated to do a week at the Howard Theater in Washington beginning July 14.

Illinois Jacquet's ork and thrush Ella Fitzgerald split the billing on the new **Bop City** nitery show in New York, which kicked off July 20 for a two-week stay. . . . **Gunter Lee Carr** is the latest artist addition to Decca's R. & B. roster in the diskery's current drive in the market. Carr's first slicing is a rhythm version of the pop-country hit, "Goodnight, Irene." . . . Thrush **Sarah Vaughan** is taking a vacation the last two weeks of this month, her first hiatus in over a year. Prior to the vacation, the canary was due to slice a wax session at Columbia. . . . Rumors **Billy Valentine**, pianist-vocalist with **Johnny Moore's Three Blazers**, would leave the group to form his own unit were squelched last week when the Moore unit drew up a contract among themselves which would require that any member of the Blazers aiming to leave the unit offer six months' notice to the remaining members.

Jerry Blaine, topper of Jubilee Records, gifted The Orioles with a Cadillac as a token of his appreciation for their successes on his label. . . . **Buddy Johnson's** ork skedded for a three-week stand at the Savoy Ballroom, New York, beginning July 23. . . . **Ben Decosta**, former band manager for the late **Jimmy Lunceford**, **Johnny Bothwell** and **Hal Singer**, last week joined the **Amos Milburn** crew as road manager. The Milburn group currently is on a tour of the South which will cover 42 dates, all being promoted under the aegis of **Ralph Weinberg** thru **Shaw Artists**.

Spotlight at the 421 Club, Philadelphia, following the week with **Roy Brown's** band, had **Herbie Fields** in for the past week with the Orioles coming in July 24 for an umpteenth return engagement following their Southern tour.

ADVANCE RHYTHM & BLUES RECORD RELEASES

After Hours—B. Smith Ork (Tippin') Apollo 804 Checkin' Up Blues—The Great Gates (Rock Me) 4 Star 1504	(Everything's Gonna) Specialty SP 367 Playboy Blues—Roy Milton and His Solid Senders (Cryin' and Singin') Specialty SP 366	60--60--60--60 66--66--66--66
Cryin' and Singin' the Blues—Roy Milton and His Solid Senders (Playboy Blues) Specialty SP 366 Don't Say Your Sorry Again—The Rivals (Rival Blues) Apollo 1166	Portrait of a Faded Love—E. Bostic Ork (Seven Steps) King 4387 Repentance Blues—C. Brown (I've Got) Aladdin 3060 Rival Blues—The Rivals (Don't Say) Apollo 1166	74--NS--74--74 76--NS--76--76
Evil Daddly Blues—M. Noel (Grandma's Boogie) MGM 10752 Feel Like I'm Losing You—A. Sidham Ork (Squeeze Me) V(78)22-0093; (45)50-0093	Rock Me Baby—The Great Gates (Checkin' Up) 4 Star 1504 Seven Steps—E. Bostic Ork (Portrait of a) King 4387 She Knows How the Drops Will Fall—B. Smith Quartet (You're Got) Col 30214	28--28--28--28 28--28--28--28
Grandma's Boogie—M. Noel (Evil Daddly) MGM 10752 Hard Luck Blues—A. Milburn (Two Years) Aladdin 3059	Slow Down, Baby—W. Brown (Let's Love) Cap 1112 Squeeze Me Baby—A. Sidham (Feel Like) V(78)22-0093; (45)50-0093 Tippin' In—B. Smith Ork (After Hours) Apollo 804	72--72--71--73 76--76--76--76
I've Got That Old Feeling—C. Brown (Repentance Blues) Aladdin 3060 Let's Love Awhile—W. Brown (Slow Down) Cap 1112	Two Years of Torture—A. Milburn (Hard Luck) Aladdin 3059 You've Got Me Crying My Heart Out—B. Smith Quartet (She Knows) Col 30214	74--75--74--73 82--82--82--82
Mellow Gal Blues—King Perry and His Sextette		76--77--75--76

Op Uses 2-Pronged Play-Boost Plan To Up Route-Wide Biz

BERWYN, Ill., July 22.—Rudy Kitt, head of Suburban Music Service, this week inaugurated a second play-stimulation program, designed to give teen-age customers "more for their money." The move rounds out firm's plus-play program, which now covers both tavern and "kid" locations.

Kitt emphasizes the music operators' stock in trade is entertainment and the more entertainment (music) he can give to his patrons the better the over-all gross take will be. Thus, he is now converting all non-tavern locations to one-for-a-nickel, three-for-a-dime, seven-for-a-quarter play (tavern spots will remain at the regular nickel play peg). The more-play plan is based on this thinking: With teen-agers' spending money limited, they will use a larger portion of such money, in the long run, for juke play when they receive bonus plays. The extra tunes will act as an incentive to spend more dimes and quarters than under the straight nickel price. Profitless "silent" periods will be cut down on machines in teen spots, Kitt feels.

Suburban Music reports that its tavern play promotion is being continued unchanged. While it is "old hat," it has proved successful in that up to 30 per cent bigger grosses have resulted in many such locations. In addition to placing a platter of **Happy Birthday** in each tap juke (using a vocal or instrumental disk as preferred), Kitt also makes it a practice to place at least one (more often two) "specials" on each machine.

Title strips for such specials carry only the name of the location owner, or owners, such as "John's special" or "Mary's special," and are tunes that are favorites of the particular person. Too, where a "bartender's special" is used, it is always the favorite of the night barman, so that it will be exposed to heavier play during the high volume night hours.

Kitt declared that the **Happy Birthday** records average between 20 and 30 plays a week, comparing favorably with some of the top hits of the day.

Empire Mails New Catalogs

CHICAGO, July 22.—Empire Coin Machine Exchange has begun mailing two catalogs to the operator trade, **Ralph Sheffield**, partner in the firm, announced this week.

One catalog is an eight-page booklet in three colors and shows a picture of all the new and used equipment distributed by Empire. The other, consisting of two pages, shows a representative amount of premium merchandise handled by the firm.

PREMIUMS—PRIZES

FOR BOWLING ALLEYS AND PREMIUM BOARDS

We have the largest line of premiums at the lowest prices. Stop in and look them over or write for list.

New Gottlieb Select a Card	\$149.50
New Bally Hot Rods	175.00
New Evans Shuffle Ten Strike	200.00
New Williams Twin Shuffle, 95¢	
late model with gutters	150.00
Used Genco Bowling, 8 or 10	75.00
Used Gottlieb Bowling, like new	99.50
Used Bally Shuffle Bowler, 9'	125.00
Used Pool Table Q Ball	199.50
Used Gottlieb Just 21	99.50
Williams Quarterback, like new	75.00
Bally Triple Ball, 3-5-3	195.00
Kearney Gold Nugget, 5-25	150.00
Kearney Bonus, 5-10-15	200.00
Lite-Up Pin Conversions for Bally, Univac, Chicago Coin	7.50

WRITE FOR CLOSE-OUT PRICES ON:

- New Exhibit Strike, 1947, 3 players
- New United Double Shuffle Alley, 8'
- New Exhibit Jeanie
- New United Arizona

In stock: Disappearing pin conversions for United Standard, United Super and Chicago Coin

Terms: One-third, balance C. O. D.

K. C. VENDING CO.

800 N. 3rd St. Philadelphia 23, Pa.
MAKROT 7-4241 or 7-6888

Materiale protetto da copyright

Jersey Resort Areas Booming Shuffle Games, Shuffleboards

(Continued from page 114)
of coin machine play offers shuffle bowling. Biggest splash is being made by Golf Shuffle Bowling which is offering a \$2,000 Kaiser 1951 sedan for the season's highest scorer. The grand prize is on display at a miniature golf course next door. Moreover, players scoring 184 points or more get a free ticket to play mini golf. In addition, a 16-inch Motorola console television set is awarded to the highest scorer each week. Golf Shuffle Bowling has 24 United Shuffle Bowling Express and United Super Shuffle Bowling games.

A television set is also offered as the grand prize each week at the Maple Avenue Arcade, originally an X-Ray Poker stand which now shares the floor space between both types of machines. The 15 shuffle bowling machines on the floor include Williams' Twin Shuffle, Geneo Bowling League and United's Shuffle Bowling Express.

Another type of promotion is used by the Hotel Royal Arcade which is entirely devoted to shuffle bowling.

Location Biz Hikes Help Coin Grosses

WASHINGTON, July 22.—Most types of coin machine locations shared in the general June retail business increase over June, 1949, Commerce Department reported this week.

Sparked by increases of 43 per cent and 27 per cent in lumber and auto sales respectively, retail business was up 11 per cent over June, 1949. Of coin machine spots, gas stations led the way with a gain of 3 per cent, while drugstores and department stores both showed increases of 1 per cent.

The most significant sign trend was contained in Commerce's report that eating and drinking places showed no change from a year ago. This marks the first time in some two years that business of such locations failed to show a decline.

All of the business reports were taken from large, independent stores, with no chains or small independents reporting.

Each day, a feature coupon is posted on the door, and a special merchandise prize goes to the player who gets the corresponding number on a coupon. All the stands give coupons to high point scorers, encouraging players to save their coupons in order to win more elaborate merchandise prizes on display.

Other X-Ray Poker stands featuring shuffle bowling include the Pokerino Arcades, Poker Palace and Young's Avenue Arcade.

Three popular arcades also feature shuffle bowling machines for the first time this season. The Stanley Sportland, largest of the arcades, has 14 United Shuffle Bowling Express machines. Cedar Avenue Pennyland has four United machines out front; Casino Arcade Park Pennyland has 10 United machines, and the Maple Avenue Arcade has added six Bally Shuffle Champ machines to the more than 100 making up the amusement center.

Largest stand devoted entirely to shuffle bowling is the Shufflecade opposite Convention Hall with 30 United machines. Another arcade nearby, Young's Avenue Arcade, has 22 machines, and the Shuffle-Cade in the North Wildwood Arcade block has 16.

In addition to the several hundred shuffle bowling machines located on the Boardwalk alone, there is a goodly number of machines at other locations thruout the resort—particularly at the lops and tavern centers. Clubs, taverns and restaurants advertise "Modern Shuffleboard and Television." And with television reception none too good in this resort corner, shuffleboard gets much attention, location owners report, particularly in the afternoon.

MERCHANDISING MUSIC

(Continued from page 109)
promotion he has started is worked in conjunction with a roadside spot called Skinny's Cafe. Each time he changes records in this spot, Henske features a "Skinny's Special." The deal worked so well in this spot that Henske is now using it in other locations. Incidentally, Henske is another booster of the pop charts in The Billboard, using these to select new disks for his juke.

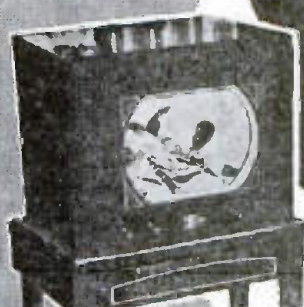
NEEDLE HELPS . . . The new Permo nylon needle gets a boost from E. & H. Vending, Oakland, Calif. Firm, while reporting juke box biz not holding its own these days, says the nylon needle has helped cut down its costs. And altho the grosses are down, the operation continues to change its records regularly, in order to maintain some level of business until the seasonal pick-up comes along.

OPERATORS SEE-SAW

(Continued from page 109)
in-city routes, hyped purchases were seen as indicating a move to cut down old equipment; rural operators, on the other hand, appeared to be more concerned about route expansion.

Automatic Phonograph Distributing reported the greatest rise in no-trade buying, which it said increased almost by half over the past two weeks. Atlas Music Company said the decline in trade-ins may indicate a trend while Coven Distributing Company declared it had found no change in operator buying habits, with the exception that volume had increased over the past few weeks.

BUY THE BEST BUY...



The Greatest Name in COIN OPERATED TELEVISION

Operators who know will buy no other. Because they have learned from experience that Trad builds a set that will stand up under all operating conditions and produce the greatest dollar return everywhere. This wonderful television is manufactured by Trad—not merely assembled.

ORDER TODAY!
Complete Details on Request

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12 1/2" PICTURE
ONLY \$199.50 LIST PRICE
25% WTH ORDER BALANCE C.O.D.

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CLIP AND MAIL TODAY!

Trad Television Corp.
Asbury Park, N. J.
Gentlemen:
Please rush me a 12 1/2" TRADIO COIN OPERATED TELEVISION SETS @ \$199.50 Ea.
Enclosed find check for 25% deposit.

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NEW EQUIPMENT
Gottlieb Triplets
Exhibit Judy
Chicago Coin Pin Bowler

5-BALLS

Select-a-Card	\$125.00
Buffalo Bill	133.00
Just 21	143.00
College Daze	153.00
Three Musketeers	155.00
Golden Gloves	159.25
Freshie	109.00
Maryland	120.00
Oooble Shuffle	120.00
El Paso	115.00
Sharpshooter	116.00
Ocellas	119.00
St. Louis	115.00
Three Fastners	118.00
Super Hockey	105.00
Tucson	117.00
Big Top	95.00
Buttons & Bows	95.00
Walters of 49	95.00
Black Gold	90.00
Floating Power	85.00
Fuddhead	79.50
All Baba	59.00
Screwball	50.00
Cinderella	50.00
Robin Hood	50.00
Trinidad	50.00
Catalina	50.00
Trade Winds	50.00
Triple Action	50.00
Renjo	45.00
Wisconsin	45.00

RECONDITIONED SHUFFLE GAMES

Kaiser He Gilly	\$100.00
Bally Shuffle Bowler	119.50
Geneo Bowling League	98.00
United Super Shuffle	72.00
Universal Twin	179.50
Chicago Bowling Alley	165.00
Bally Speed Bowler	269.50
Bowling, New	150.00
Gliders	40.00

CONVERSIONS for SHUFFLE GAMES
United Shuffle Alley with Disappearing Pins \$79.50
Williams Disappearing Pin Conversion for Chi Coin Machines 79.50
Bally Disappearing Pins 89.50

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Write for our complete price list and catalog.

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Send for information and prices on our Guaranteed Refinishing. Top Guaranteed non-peeling for 1 year.

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100%
RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH OUR RECONDITIONED EQUIPMENT.
MILLS THRONE
Fully repaired. Perfect condition. Ready for location.
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SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHONOS AND GAMES

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for manufacturing coin-operated games
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ARCADE EQUIPMENT

Table listing arcade equipment such as Boomerang, Baffing Practice, Chi Coin Hockey, etc. with prices.

Table listing Sky Fighters, Solar Horoscope with Scrolls, etc. with prices.

Table listing used vendors such as I Counter Model Selector Perfume, etc. with prices.

WANTED

Relay Push-Taps, Mills Golf Ball Vendors and Diggers.

SLIGHTLY USED ALLEYS

In excellent condition—guaranteed.

Table listing slightly used alleys such as Shuffle Ten Strike, Pin Boy, etc. with prices.

CIGARETTE MACHINES (used)

Table listing cigarette machines such as Monarch, 8 & 10 Col., etc. with prices.

ORIGINAL FLIPPER PIN GAMES

Table listing original flipper pin games such as Baby Face, Band Leader, etc. with prices.

SLOTS

Table listing slot machines such as 8c Silver Chief, 5c Brown Front, etc. with prices.

TERMS: 1/2 deposit with all orders. balance C. O. D.



CMI Elects Wolberg Prexy; To Carry Out Org Policies

(Continued from page 101) Dave Gottlieb, D. Gottlieb & Company, secretary-treasurer.

Besides the officers, Louis Gensburg, Genco Manufacturing & Sales Company; Max Levine, Scientific Machine Corporation, and H. F. Dennison, Dennison Sales Company, were re-elected directors for one-year terms.

Show Talk Deferred

Primarily an election meeting as provided by the CMI constitution, the only other topic brought under discussion was the next CMI show.

Wolberg is president of the Chicago Coin Machine Company, a firm which he and Sam Gensburg founded in 1932.

In accepting the office, Wolberg pointed out the critical period the amusement game industry is facing. "Coin Machine Institute will continue to put forth all its efforts to the end that the coin-operated amusement industry achieve permanency, stability and dignity and take its rightful place beside other industries in the entertainment world," he declared.

In this direction, but the tremendous task before us has just begun.

Referring to CMI's over-all public relations program and to the association's past and future legislative activities, the new president stated: "CMI shall continue to inform the public in general and public officials specifically of the true nature of the coin-operated amusement industry. We will again be called upon to meet problems at national, State and local levels. Congress is still certain to have before it far-reaching legislation which could conceivably engulf the amusement industry while State Legislatures will be receiving suggestions from the crime conference in Washington. It also is believed that cities will receive from the crime group a suggested model ordinance concerning the industry. Therefore it will be CMI's objective to meet these problems at all levels.

Wolberg also made it clear that CMI would continue to widen its scope of activities. "The many services maintained by CMI, widely used by distributors and operators in the past, have been broadened and our files contain a vast amount of legal and public relations material and will continue to be available to the trade," he said. "My association with this industry for the past 20 years convinces me that the coin machine amusement industry faces its brightest future, provided we courageously and frankly handle the many problems which lie ahead. I ask the entire industry to join with CMI in carrying forward the only program which I believe will build a solid and permanent foundation for this industry."

AMI DISTRIBUTORS FOR NORTHERN OHIO Attractive Financing Available CLEVELAND COIN MACHINE EXCHANGE, INC. 2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO ALL PHONES: TOWER 1-6713

BIG PROFITS - LOW COST! METEOR: Coin Operated - FRUIT REELS, 1c or 3c play. Also available in non-coin model in 1c or 3c play. (Non-coin TAX FREE.) Size 8 1/2"x10 1/2"x18". COMET: Non-coin operated - CIGARETTE REELS, 1c or 3c play. TAX FREE. Also available in coin-operated model, 1c or 3c play. Size 8 1/2"x9 1/2"x18". CIGGY: FRUIT or CIGARETTE REELS, 1c, 3c or 10c play. Ball gum vender, 75-25% coin divider. Size 6"x6 1/2"x18". MITE: CIGARETTE or FRUIT REELS, 1c, 3c or 10c play. Ball gum vender, 75-25% coin divider. Size 5"x3 1/2"x18 1/2". KING: 5 REEL POKER PLAY, 1c, 3c or 10c play. Ball Gum Vender, 75-25% coin divider. Size 5"x3 1/2"x18 1/2". SPECIFY TYPE REELS and COIN PLAY DESIRED. WRITE FOR QUANTITY PRICES. We Stock Parts for Daval Counter Games. COMET INDUSTRIES, Inc. 2845 W. Fullerton Ave., Chicago 47, Illinois (Tel: Dickens 2-2424)



Maritime County To Seek Licensing Fee On Pinballs, Jukes

FREDERICTON, N. B., July 22.—In semi-annual meeting in Fredericton, N. B., the York County Council passed unanimously a resolution requesting the Union of New Brunswick Municipalities to petition the New Brunswick provincial government for law amendments to allow county councils to impose annual license fees on pinball games and juke boxes. The county council maintained these machines should operate under a license fee plan, to be levied each year by each county council. There wasn't a dissenting voice to the proposal, and it was decided that the delegates to the next annual convention of the union be committed to seek the licensing action.

Currently, pinball machines cannot be legally operated in New Brunswick. There is no ban on juke boxes, but several communities have been licensing the music machines, chiefly at \$25 a year. Just what the York County Council will establish as the annual fee has not been decided. The fee for the pinballs, tho, will be considerably higher than that for the jukes, it is believed. This council is the first county group in New Brunswick to ask for power to license coin machines of any kind.

Add Production Line For Como Conversion

CHICAGO, July 22.—Como Manufacturing Corporation this week set up an additional production line to increase the output of its conversion unit for the Bally Shuffle Bowler, Vice-President Bill Billheimer announced.

Designed with fly-away pins, the unit automatically scores for 10 frames. When passing thru the scoring zone, pucks pass over rollover switches causing the simulated pins to fold out of sight. At the end of each frame pins reset.



FOR 43 YEARS ... the foremost name in coin machines ... for amusement and profit

O. D. JENNINGS & CO. 4307-39 W. LAKE ST., CHICAGO 24, ILL.

PRECISION PUCK OPEN IIMITED NEVER UNEALED A Precision Puck for Every Purpose We manufacture pucks for all types of shuffle games ... For Full Information Send for Illustrated Folder PECISION PUCK COMPANY Subsidiary of M & S Tool Works 7936-38 SOUTH CHICAGO AVENUE CHICAGO 17, ILLINOIS All Phones: ESEX 5-4699

NCMDA SKEDS MEET

(Continued from page 101) ously. As in the past, executive officers will be elected for one year.

The quarterly sessions replace the single annual meet plan followed since NCMDA was formed in August, 1948. It was instituted because almost all NCMDA members visit Chicago plants periodically to confer with manufacturers and inspect new products. With the quarterly meetings it was felt that the distributors could combine association business with trade conferences.

"Sensational!" "OUTSTANDING" "NOTHING LIKE IT!" These are typical comments about our new 122 page PARTS & SUPPLIES CATALOG for Coin Machines. Have you received your FREE copy yet? Ask for it on letterhead or send business card. Dept. 87 BLOCK MARBLE CO. 1425 N. Broad St. Philadelphia 32, Pa.

Save at Least Part of Each Week's Earnings. Buy U. S. Savings Stamps and Bonds

Introducing...

BAGATELLE BILLIARDS

The English Version of Belgian Pool

with NEW SKILL PLAY FEATURES that mean far greater, far longer play appeal—



Rules of play for Bagatelle Billiards (first introduced in Europe during the time of Catherine the Great) are the same used in Belgian Pool, but the use of four "skittles" (three black and one red) instead of the usual one makes the game the most interesting and skillful one of this type ever produced.

BAGATELLE BILLIARDS IS QUALITY CONSTRUCTION THROUGHOUT

- ★ No electrical connections; completely automatic, completely mechanical.
- ★ Finest rubber backed felt laid on a SLATE BED, the same type construction used in all quality billiard tables.
- ★ Quiet operation with felt lined masonite ball return chute.
- ★ 10c operation with adjustable mechanical timer.
- ★ Built in cue holders for four quality cues; no hooks on outside of table.
- ★ Attached score board; no messy chalk or blackboard required.

OPERATORS—GIVE YOUR LOCATIONS NEW LIFE WITH BAGATELLE BILLIARDS

DISTRIBUTORS—SOME TERRITORIES STILL AVAILABLE FOR RELIABLE DISTRIBUTORS

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BE MONEY AHEAD, ALL WAYS — SEE LONDON!

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FILBEN FP-300 (30 Selection)	\$229.50
SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
WURLITZER TWIN 12	49.50
ROCK-OLA PLAYMASTER	79.50
WS2Z WIRELESS BOXES	9.50
DS20Z WIRED BOXES	9.50
MILLS CONSTELLATION	249.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

GAMES—Cleaned! Checked! Ready for Location!

F-MI Pool Table	\$69.50	puddinhead	\$39.50
Genco Glider	49.50	1-2-3	44.50
Genco Total Roll	24.50	Yanks	44.50
Genco Advance Roll	74.50	Virginia	39.50
Genco Advance Roll	74.50	Wisconsin	34.50
Genco Ring a Ball	89.50	Sermuda	29.50
Bally My Roll	69.50	Spinball	29.50
Triple Action	39.50	Catalina	29.50
Trade Winds	39.50	Thrill	39.50
Mardi Gras	39.50	Starry	39.50
Merry Widow	44.50	Sunny	39.50
Screwball	49.50	Humpy Dumpty	39.50

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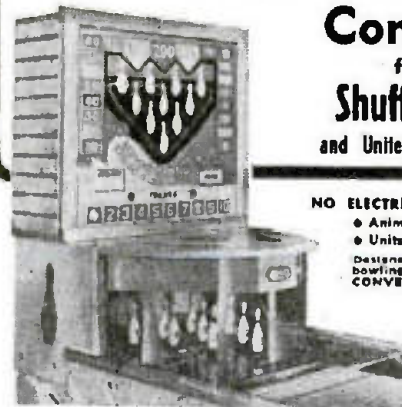
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for Bally's

Shuffle Bowler

and United's SHUFFLE ALLEY



NO ELECTRICAL ADJUSTMENT NECESSARY

- Animated Upright Plastic Pins
- Units made to match cabinets.

Designed with all the thrills and speed of bowling, ALLIED'S SHUFFLE ALLEY CONVERSION is a top money maker. Immediate Delivery.

Unit Price Lots \$74.50
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LARGE OPERATION FOR SALE

275 MACHINES—ESTAB. 10 YEARS—175 LOCATIONS
PRICE \$95,000 CASH OR \$105,000 ON TERMS

Large Operation in Baltimore Area. Over 200 Postwar Games and 75 Phonographs (approx. 300 Postwar WM Boxes, etc.). All 100% legal in territory. Complete A-1 service organization. Most locations and employees with us for many years. Estimated average collections \$12,300.00 per month. Good reason for selling and will stay with purchaser few months. Asking price \$95,000 cash or \$105,000 on terms of 1/3 down with balance over 18 or 24 months to respectable and qualified party. DO NOT REPLY UNLESS YOU ACTUALLY HAVE AT LEAST \$50,000 CASH.

BOX NY-121, BILLBOARD

1564 BROADWAY

NEW YORK 19, NEW YORK

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

There is no substitute for the thrill of bowling with REAL PINS and EVANS' GREAT **SHUFFLE TEN STRIKE**



SIDE MECHANISM DOOR
NEW STAINLESS STEEL PIN BOARD!
8 FT. LENGTH
IDEAL SIZE FOR MOST LOCATIONS!

Patent Nos. 2181984, 2229712, 2411789 & 2327350
GIVES YOU REAL—Not Synthetic—PIN ACTION!

They carom, they teeter, they fly from the Alley!

- 5½-INCH PINS—AUTOMATICALLY RESET!
- DIRECT VIEW AUTOMATIC SCORING COUNTER!
- COMPARATIVELY NOISELESS ACTION!
- FASTER THAN EVER!

Everyone who operates or plays Shuffle Ten Strike agrees that it's THE CLOSEST THING TO REAL BOWLING EVER BUILT INTO A SHUFFLE TYPE GAME! Don't confuse with ordinary shuffle bowling games!

- AUTHENTIC SCORING—Strikes—Spares—Doubles—Turkeys!
- RAISED ALLEY—REAL RECESSED GUTTERS!
- AUTOMATIC PUCK RELEASE delivers puck at start of game
- AUTOMATIC PUCK LOCK withholds puck at finish of game

ORDER FROM YOUR EVANS DISTRIBUTOR OR WRITE DIRECT

H. C. EVANS & CO.

1528 W. ADAMS STREET CHICAGO 7, ILLINOIS
 SEE EVANS' CONSTELLATION AD ON PAGE 112

AUTOMATIC COIN
America's Bell Machine Center

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!

MILLS 5¢, 10¢ or 25¢ 1948 MELON BELLS	WRITE FOR PRICES
MILLS 10¢ or 25¢ 1948 BLACK GOLD HANDLOAD	
MILLS 10¢ or 25¢ 1947 BLACK CHERRY BELLS	
MILLS 10¢ or 25¢ 1948 JEWEL BELLS	
MILLS 5¢ or 10¢ 1949 BLACK BEAUTY	
MILLS 5¢, 10¢ or 25¢ 1945 TOKEN BELL	
MILLS 5¢, 10¢ or 25¢ 1945 '21' BELL	
MILLS 5¢ BLACK GOLD HANDLOAD	
MILLS 5¢ BLACK CHERRY 2/3	
JENNINGS 10¢ DELUXE LIFE-UP	
JENNINGS CHALLENGER, 5/25	
RESULT 10¢ JEWEL BELLS, IN NEW CABINETS	

Limited Quantity—Brand New
MILLS VEST POCKET BELLS, \$65.00
 Jabbers and Distributors.
 Write for Special Price!

RECONDITIONED GAMES
KEENEY TEN PINS \$99.50
 WRITE FOR PRICES
 Bally Deluxe Draw Bell
 Bally Citation, F.P.
 Keeneey Twin Bonus Super Bell, 5¢-25¢
 Latest Model Triple Switch Dale Guns, Like New
 Buckley Track Odds

NOW DELIVERING MILLS
SENSATIONAL NEW 21-BELL AND BRAND-NEW BLUE BELL, BLACK BEAUTY, TOKIM BELL, BONUS BELL. Write for Details.

EXCLUSIVE! KEENEY'S
 Bowling Champ Conversion for Shuffleboards
 Double Bowler, 9½ ft. Rebound, 1 or 2 Players
KEENEY ELECTRIC CIGARETTE VENDOR

ALSO DELIVERING:
 Chicago Coin — Universal — United — Williams — Exhibit — Gottlieb — Genco
 New Shuffle and Pin Games.

ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES.....\$14.50

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

Terms: 1/3 Dep. Bal. C. D. Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

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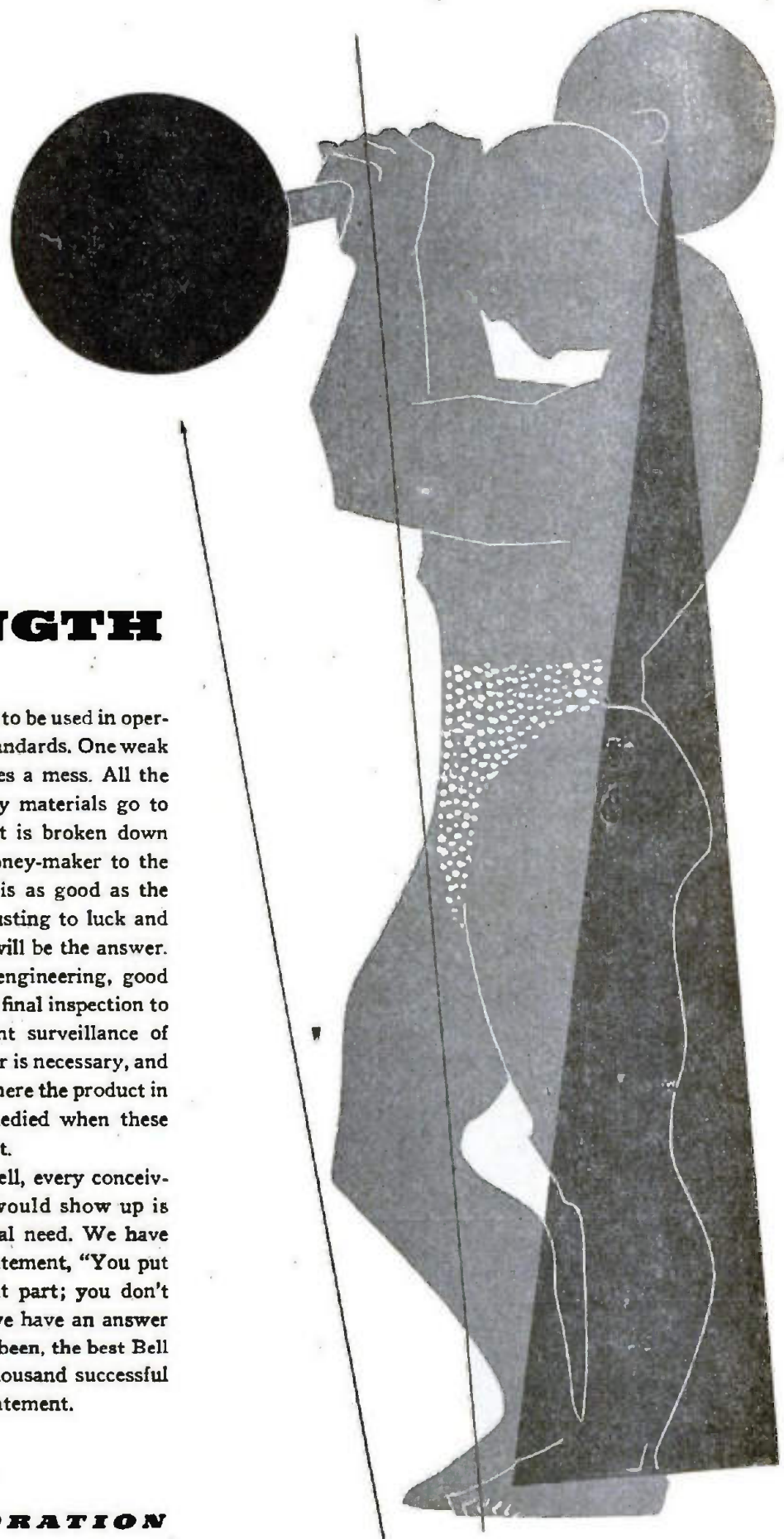
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- ★ **FASTER ACTION!** Rebound puck cuts game time to 45 seconds or less.
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SHUFFLE ALLEY DELUXE \$79.50
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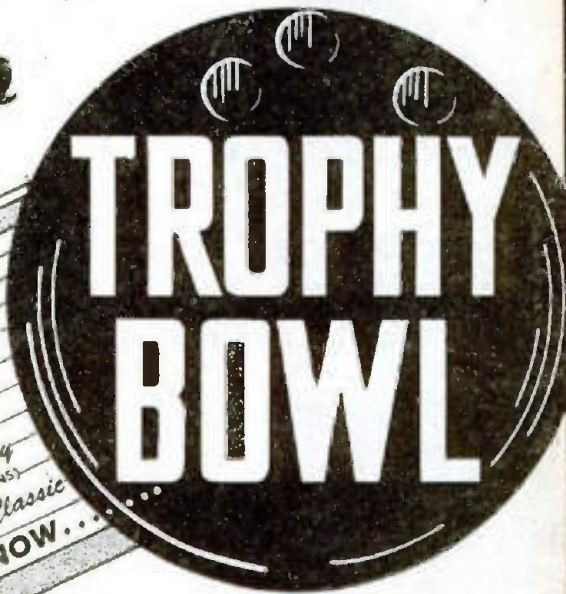
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1 OR 2
CAN PLAY!
8 FT. LONG!

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- Bowling Alley
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AND NOW...



WITH ALL OF THE SENSATIONAL "PLAY AND PROFIT" FEATURES OF "BOWLING CLASSIC"

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**FIRST
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OF
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TAKE ADVANTAGE OF THESE PLAY-INVITING ENTRY FLASH

FEATURES FOR GREATER PROFITS THAN EVER!

- * **DAILY DOUBLE**... Returns ball after a winner, with odds remaining at same level for start of next game!!!
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- * **LITES FEATURE RACE**... Gives player an additional method of "buying" Feature Race!
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- * **ADDITIONAL SELECTIONS:** 3, 4, 5, singly or in combination



ADDED ENTRIES
A-B-C-D DUMPERS
SPELL NAME
MYSTERY TYPE
ADVANCING ODDS



UNIVERSAL'S FEATURE BELL

Packed with
EXTRA
FEATURES!

New!
KICK PLATE
ON FRONT DOOR

SAVING THE DAY FOR SHUFFLEBOARDS... UNIVERSAL'S "SHUFFLE TOURNAMENT"



Easy to Install
or Remove

AS MANY AS
4 PLAYERS!

Converts your shuffleboards into
2 Super Twin Bowlers

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New Disappearing Pin CONVERSION UNIT

New Flashy
Back Glass

Turns your original Shuffle Alley
into a
New Shuffle Alley Express

(ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY)

- **Easily Installed on Location**
- **Takes Only 15 Minutes**
- **No Switches Added**
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- **Matches Cabinet Design**

Made by the Originators
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Shuffle-Type Bowling Games

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●
9:30 AM
JULY 26
IS
*** DH**
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At All Williams Distributors

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**The Greatest Shuffle Type
Game Ever Built.**



CREATORS OF DEPENDABLE PLAY APPEAL!
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GETS RECORD-SMASHING PLAY

from All Types of Players!

★ I PLAY FOR BETTER ODDS

★ PURSE OR SHOW SCORES WIN IS MY MEAT

U GIVE ME MORE SELECTIONS

♣ I GO FOR DOUBLE SCORES

WE CONSERVATIVES PLAY ALL ADVANTAGES

U I'M WILD ABOUT WILD HOLES

WAVE THAT FEATURE FLAG FOR ME

AMAZING NEW PLAYER'S CHOICE IDEA

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SHUFFLE ALLEY EXPRESS

LIGHTNING FAST, AUTOMATIC SCORING BOWLING GAME



SIZE:
8 FEET
BY 2 FEET

UNITED'S
PROVEN
**DROP
CHUTE**

1 OR 2
 10¢ 20¢
PLAYERS

**DISAPPEARING
PINS**



20-30

SCORING

**HINGED
PLAYFIELD**

**EASY TO
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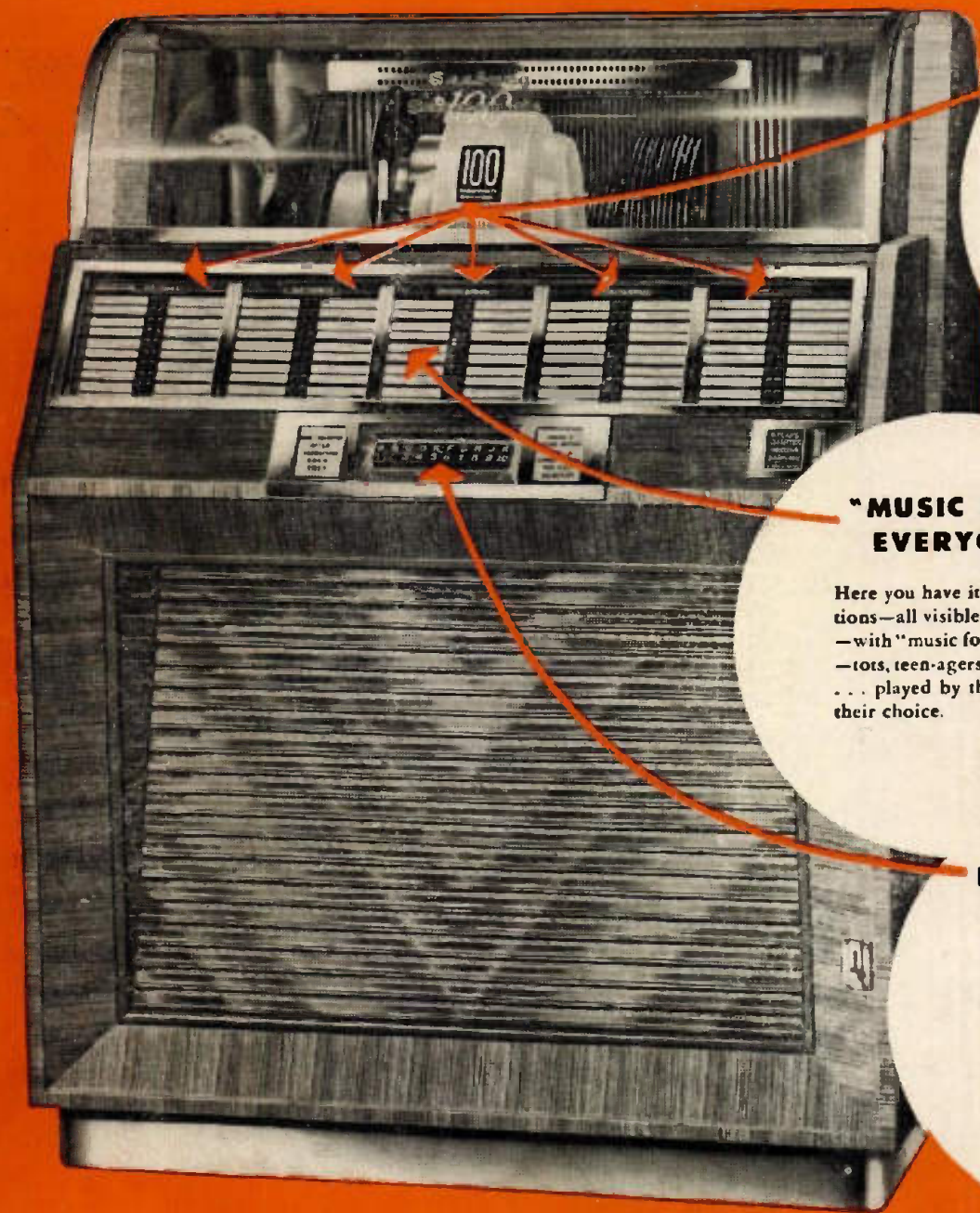
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Only the Select-O-Matic "100" Music System gives you the opportunity for proper programming under the five basic musical classifications.

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Here you have it! 100 selections—all visible at one time—
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Conveniently located letter-button-number-button selection system. Single coin chute—1 play, nickel—2 plays, dime—6 plays, quarter.

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