

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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D. C. Shapes Showbiz Future As Tele Problems Pile Up

FCC Advised of New Composite Video System

Coy Predicts Slow Tempo for Tint TV; Door Open for RCA

NEW YORK, June 2.—A new composite system for transmitting color TV was revealed today in a notification to the Federal Communications Commission by Dr. W. R. G. Baker, vice president of General Electric, of "the broad framework of a new composite system of color television achieved by combining the best elements of the furthest advances in existing systems." The companies involved in the system are Radio Corporation of America, Philco Corporation, Allen B. Dumont Laboratories, the Hazeltine Electronics Corporation and General Electric.

The announcement aroused strong controversy in the trade and was made public, together with pros and cons, in a Page 1 story by Jack Gould in *The New York Times* today. Columbia, whose system was approved by an FCC decision, which was upheld by the U. S. Supreme Court, stated, "This is the third and most brazen last-minute attempt by a group of..."

(Continued on page 41)

A Tune by Any Other Name No 23-Time Hit

By DENNIS McDONALD

NEW YORK, June 2.—A survey on the influences of flora and fauna on the popular music title was concluded this week with some startling revelations resulting. The survey was conducted in answer to those criticisms of the music business to the effect that the industry had drifted from the purer influences of nature in its search for big hits and money, see practically any other story in this department). This, in the face of such current favorites as *Mockin' Bird Hill*, *Sparrow in the Tree*, *Hot Canary* and *Rose, Rose, I Love You!*

As expected, the list of both flora and fauna since the poll of each year's top hits began in 1930, is headed by the rose. Over the 20 years covered in the survey, the rose has been heralded in 23 songs where direct reference is made to the flower and 12 songs referring to the homo sapiens, female. In the flora classification tulip and apple blossoms tied for second place, followed by magnolia, cotton blossoms, daisies, lily of the valley, clover, dillweed, orchids, lilacs and the sunflower. One die-hard, appraiser of the popularity of the rose, commented, "So what can you rhyme with begonia?"

The fauna influence was responsible for the most startling revelations, too there was no up- (Continued on page 12)

OPEN SWEEPSTAKES

Films, Theaters, Nets in TV Race

By JOE CSIDA

NEW YORK, June 2.—With the announcement last week that Paramount Pictures had acquired a piece of International Telemeter Corporation, and that Chromatic Television Laboratories (of which Para owns 53 per cent) was planning to introduce a new video receiver capable of receiving either black and white and/or color sig-

nals (see separate stories in this issue) trade observers were more than ever anticipating a continuing series of announcements concerning picture and/or theater firms moving into television and vice versa.

The evolutionary period is obviously in a most fluid state, with each deal changing future aspects. The American Broadcasting-United Paramount merger, for example, knocked three very high-frequency TV channel applicants out of the picture. These were Gulf Theaters, Tampa; Tri-State Television, Des Moines, and United Detroit Theaters, Detroit. All three organizations were United-Paramount Theater subsidiaries, and under the Federal Communications Commission limitation of single ownership of video stations to five, were automatically voided.

The UPT chain's move into web radio and TV has observers eyeing other major theater chains in anticipation of video maneuvers. Some of these are Loew's, Inc., which has 115 theaters, some of which are operated jointly with outfits like United Artists theater circuit and Poli-New England; the Fox West Coast Theaters Corporation, which has 230 houses, and the Fox Wisconsin circuit, with 69 theaters. Charles Skouras is president of the first group, and chairman of the board of the second. Then there are Comerford Public Theaters Corporation with 69 theaters, plus interests in such circuits as Kallet in Oneida, N. Y., with 35 houses, Bertstein in (Continued on page 3)

First Hotel Joins Circuit

HOLLYWOOD, June 2.—Glenn McCarthy's Shamrock Hotel became the first major house to join Tony Cabot's talent-buying circuit. This gives Cabot's chain two important links, Los Angeles Ambassador's Coconut Grove and the Houston Shamrock. Deal was set late yesterday (1) between Richard Steenberg, McCarthy interest's rep and exclusive talent buyer for the Shamrock, and Cabot. As exclusively reported by *The Billboard* (June 2), Cabot is currently forming a talent buying circuit to be composed of the top hotel rooms in the country. During winter season, circuit automatically acquires Florida's Roney-Plaza and Boca Raton hotels, which are part of the Sebring Hotel chain along with the L. A. Ambassador.

Steenberg will play a major part in the circuit's operation, contributing talent buying know-how in acquiring attractions for the hotel loop, Cabot said.

Grosses Up 10 to 40 Per Cent In Smash Park, Carnie Debuts

CHICAGO, June 2.—Outdoor amusements, in sharp contrast to other segments of showbiz, are scoring better-than-1950 grosses. Amusement parks, reporting Deco-

ration Day (30) grosses up 10 to 40 per cent over last year, pointed out the rise, with ops describing the increases as reflections of the season's business so far.

Carnivals and circuses also reported increased holiday business, topping that of last year, and this followed the trend which set in shortly after they tossed off the winter wraps this spring.

It was the best Decoration Day in several years, in the opinion of park and beach operators along the East Coast. The several parks in New York's metropolitan area enjoyed exceptional business despite some rain thru the holiday. Outgoing traffic to benches in New York was of medium strength because the holiday came in mid-week. Jersey spots got a heavier play from the Philadelphia area.

New England ops ran into some rain, but reports indicated that holiday business was far ahead of 1950's mark. Operators thruout the East predict a big season.

THERE'S MORE ON COLOR TV INSIDE B-B

NEW YORK, June 2.—Complete coverage of the controversial color TV situation is included in this issue. In addition to the stories on this page, others covering the following aspects appear on Page 4, in the Radio-Television Department: Many sponsors ready to buy time on the Columbia video color offerings; CBS-TV color program plans; reactions of dealers and manufacturers to Supreme Court ruling; Paramount Pictures steps up activities in color video; Radio Corporation of America to reveal color tube details; CBS-TV plans to promote color; Air King, CBS subsidiary, reveals color receiver manufacturing plans.

Sees TV Doing 5 Bil by '56

WASHINGTON, June 2.—A forecast that the television broadcast industry will be doing a \$5 billion-a-year business in five years was made here this week by Sen. William D. Benton (D. Conn.) while testifying in behalf of his "citizens advisory board" legislation before the Senate interstate and foreign commerce subcommittee on communications.

The former ad agency executive told the subcommittee that the manufacturing end of the business has already invested nearly \$4 billion in receiving sets for the public, and he asserted that the revenue volume on the television broadcast has been steadily growing, will expand "drastically" when more stations go on the air, and will reach the \$5-billion mark by 1956.

Midwestern parks generally enjoyed hyped business. Louisville's Pointe Ferry spot led off with a (Continued on page 47)

75 Confabs To Hype Stem \$\$

NEW YORK, June 2.—Stem show business will get a healthy hype during the next three months of summer doldrums. The New York Convention and Visitors' Bureau, the non-profit org supported by subscriptions from local hotels and department stores, reports a banner convention summer in prospect, with over 500,000 out-of-towners checking in during the dog days for 75 get-togethers.

Numbers of individual groups naturally vary, but the Bureau has (Continued on page 42)

11 Major Items Face Congress, Court, FTC, FCC

Freeze, Education, Controls Kick Up Capitol Hill Dust

By BEN ATLAS

WASHINGTON, June 2.—Interest in the future of the sprawling TV industry reached unprecedented proportions along the entire Washington front this week from Capitol Hill and the Supreme Court down the length and breadth of Pennsylvania Avenue. No single week in D. C. history since TV's birth has brought to the surface of such widely varied governmental agencies the trends, eddies, pulling and hauling out of which is being shaped the future of one of the most interesting and most gigantic industries in the land, embracing all segments of show business. Few industries in history have ever commanded so much attention.

1. Possibility that the Federal Communications Commission may delay lifting the freeze on TV applications for at least another year was voiced openly on Capitol (Continued on page 31)

Union Future Is Big Issue As AFM Meets

By PAUL ACKERMAN

NEW YORK, June 2.—Eleven hundred delegates, gathered at the Hotel Commodore here for the American Federation of Musicians' five-day convention, face one increasingly acute problem: What is the future of the professional musician?

The issue is as large as that, and it is no secret that top AFM brass, from President James C. Petrillo down, are worried over the lowered state of music as a profession. Executives of the larger locals are being pressured unmercifully by their memberships to come up with some answer to the related problems: (1) Increasing centralization of production and employment, particularly in the newest and potentially most important show (Continued on page 10)

Last Call Out for 8th Donaldson Award Ballot

NEW YORK, June 2.—All ballots and eligibility lists for voting in the eighth annual Donaldson Awards were mailed out during the past week. Stage managers of current Broadway shows will deliver them to their casts and crews. Some unions, with their own members, and individuals who have so requested will receive their ballots by direct mail.

Ballots and lists will also be obtainable during the coming week (Continued on page 42)

Billboard Backstage

By JOE CSIDA

The single most fascinating part of the job of being a show business observer (as are all of us on The Billboard) in these days is watching the evolution of taking place. Television and radio's future is getting the benefit of the thinking of some of the most astute men in the film business, and motion pictures' destiny is getting a like brain treatment on the part of broadcasting nabobs.

In the past week I had lengthy conversations with a couple of gentlemen who until recently hadn't given too much thought to the flickers. One was like Levy, longtime Columbia Broadcasting System board member; the other, Comdr. Mort Loewi, director of the DuMont Television Network. Levy is now waving-flags in building Official Films into a force in the telepic business, and Loewi has just made some extremely interesting film deals in behalf of his video web. He's made an exchange arrangement with Columbia, the British Broadcasting Corporation; he's purchased outright some excellent French films with English titles, Ramu and Piaf stuff included, and he's arranged for original production in England and France of a series of 16-minute films. These latter will probably be exhibited in theaters abroad, and DuMont will hold exclusive Western Hemisphere TV rights.

Don't Fear Hollywood

But the appraisals of both these genres on Hollywood and its products are, to me, particularly refreshing and interesting. Levy, who's making and will continue to make a substantial investment in video film, is unworried about the possibility that a substantial portion of major Hollywood product may

hit the tele market all in a heap. To begin with, says Levy, many problems must be ironed out before recently made Hollywood pictures can be made available to video. The American Federation of Musicians, the Screen Directors Guild, the Screen Writers' Guild, to name just a few, want a share in the product they made. Clearances of this kind can and no doubt will be achieved, says Levy, who has had much experience clearing similar problems on films he's acquired for Official. But it takes a lot of work, money and a long time.

Spectral Pix Assets

And when, as and if such product is cleared, Levy wonders whether 12 and 26-minute sub-jects, especially those produced for video, won't be more desirable to sponsors, agencies and stations than will a handful of the very best Hollywood footage. Aside from selling spot announcements during often irritating "intermissions" in full-length features as is now the practice, Levy raises the interesting probability that there will be more sponsors who can afford to purchase one and one-half hour or two hours of time on any substantial number of stations to present a full-length feature to a large audience.

There is the further question as to whether a sponsor couldn't reach a specific type of audience more effectively with a series of 26-minute film especially designed for that audience. For example, says Levy, suppose a bank wanted a dignified film series for video sponsorship. Wouldn't such a string of specially produced 26-minute Bible stories be much more

effective than the great majority of Hollywood pictures? Right or wrong, he's backing up his analysis with a hefty investment in Official.

Loewi Speaks Up

Mort Loewi, obviously a gent accustomed to thinking in broad, long-range terms, poses the interesting notion that a whole new generation of entertainment-loving Americans is being brought up and relatively short dramatic and entertainment features, mostly 15 minutes and a half hour. And that possibly when these kids, who spend hours each day in front of their video screens, grow up they just won't care about sitting thru a 90-minute or two-hour feature. The Commander doesn't suggest that great pictures running full length won't have an audience. He does indicate the possibility that such full-lengthers may become as scarce proportionately as are legit productions today, compared to the days when stock companies showed in virtually every town of any size in the country. To test his theory about the future of entertainment lengths, he held two parliaments recently in his Westchester home for the neighborhood mopepops. Both times the majority of the kids walked out after the first half hour or so of a scheduled full-length feature. The Commander was showing on his home movie screen.

On the other side of this interesting evolutionary coin we'll not doubt be hearing and seeing plenty of broad-casting-televasting by such from film and theater men as Leonard Goldenson, Bob O'Reilly and Bob Weisman. And it'll be a real kick reporting their side.

PREXY-TONES NO THREAT TO SONG GROUPS

NEW YORK, June 2.—Such singing groups as the Ink Spots, the Mills Brothers and Billy Williams' conclusively Tuesday (29) that they had little to fear from a new singing act which made its video bow that night. Tho having the edge of an extra voice, the new group, tentatively called the Prexy-Tones amply demonstrated that as harmonizers they are excellent net-works administrators. Consisting of Robert Kintner, American Broadcasting-United Paramount; Frank Stanton, Columbia Broadcasting System; Comdr. Mort Loewi, DuMont network; Frank White, Mutual Broadcasting System, and Joe McConnell, National Broadcasting Company, the quintet failed to hit a single note on the nose in the rendition of It's a Grand Night for Singing, tho accompanied by the piano by composer Dick Rodgers and conducted by lyricist Oscar Hammerstein II. There were reports following the performance that Rodgers and Hammerstein had committed suicide, but these were found to be exaggerated. The writers were merely suffering from a light state of shock.

Canada Board Urges CBC Keep AM-TV Controls

TORONTO, June 2.—Control over radio and television in Canada would remain with the Canadian Broadcasting Corporation if the recommendations of the Masses' Commission on Arts, Letters and Sciences are implemented. The 200,000-word report handed to the Canadian Parliament this week. It contains recommendations on such a wide range of topics as radio, television, ballet, the legitimate theater, museums, (Continued on page 7)

RCA To Dedicate Plant to Wilson

CINCINNATI, June 2.—RCA Victor has planned to dedicate its newest electron tube manufacturing plant to the memory of the late John G. Wilson, former executive vice-president of the RCA Corporation of America. The ceremonies will take place here June 11, according to an announcement by Harold A. Demoo, plant manager. Demoo said that the local plant will be devoted entirely to the manufacture of miniature and sub-miniature electron tubes to meet the needs of the national defense program and the radio, TV and communications industries. He said that it is one of the largest and best equipped in the world for that purpose. The plant occupies about 17 acres and has 138,000 square feet of floor space.

London Dispatch

By LEIGH VANCE

LONDON, June 2.—That enfant terrible of show business, Orson Welles, not so enfant any more but still terrible, blew into town this week with what he describes as a "rough-catching jaunt." Signed up by Harry Alan Towers to record 52 30-minute radio programs titled The Lines of Harry Lime, Welles will take a fat check and plough it back into his next film, Noah and the Flood. It was during his time in Italy, wearing a loose-fitting blue suit out on the patting pattern, Welles did his best to live up to his reputation for rapid comebacks. What does he think of Hollywood? "Well, except for a 10-day visit I haven't been back for four years." Of Shakespeare? "I don't think anyone would ever bother to go see his stuff if the actors didn't bamboozle them into it. It's wonderful fun to act, but Lord how boring fun to sit thru." Of television? "It's just a bore. Nothing tempts me less. I hate climbing into people's parlors. I like people to get dressed and go out to see me. And anyway, why should I bother to learn other people's lines when I can get the same money for reading them from a script over the air?"

Towers has an arrangement with Grahame Green, who wrote The Third Man, in which Welles created the character of Harry Lime, which allows him to build scenes from Lime's early "life." Ideas was rushed thru in six weeks, with the first 12 programs scripted by 10 writers. They will be produced by Les Mitchell and channeled by Towers over the world. Note: Of a young lady who was once married, Welles said sadly: "She's just a lost little girl who's been away from home too long."

Unity Theater Fined For Law Violation

The Unity Theater, summoned for infringing club theater law which allows only members— (Continued on page 45)

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 2.—Biggest row in years over Copyright Act revision is in store for bill hopped this week by Sen. Estes Kefauver (D., Tenn.) to lift juke box exemption. The bill, committed to Senate Judiciary Committee, moved swiftly to a subcommittee on patents and copyrights, where storm signs are being visible. Sub-committee is under Sen. Alexander Wiley, of Wisconsin, sole Republican to head current Democratic-controlled Congress. Wiley is bent on giving the bill a thorough airing before subcommittee action is taken. Openly pushing for the bill is American Society of Composers, Authors and Publishers.

NPA May Stay, Reg W Getting Plenty Heat

Month's extension of the Defense Production Act beyond June 30 winding up appears surer than ever to allow time for action on a successor bill. But the law's future after that is highly uncertain. White House will put up stiff fight against congressional attempts to

enact a watered-down version, but may have to settle for a compromise after all. At stake are myriad controls affecting the amusement industry. Virtually sure to stay intact will be provision for most functions carried by National Production Authority, but target of a fast-moving assault is Regulation W. Federal Reserve Board's major credit control on radio-TV sets, phone sets and other appliances.

Educators Keep Fires Burning on Video

Don't underestimate the impact on Capitol Hill from the current crusade for TV channels by organized educators. Not a single legislator has escaped the avalanche of letters, telegrams and postcards from colleges, high schools, city officials and parent teacher groups. Extensive expressed lawmakers are awed when John Bricker (R., O.) who said he was "mad enough to demand an investigation of the Federal Communications Commission." Insisting that the FCC hasn't proposed to regulate sufficient channels for educational TV, Bricker stormily told a Senate

interstate and foreign commerce sub-committee on communications that "too many of our federal commissions are becoming ingrown, channeled, and I think they ought to be torn apart every so often like the Reconstruction Finance Corporation."

Coy "Best Chairman" News of OPS, NPA

At Senate Interstate and Foreign Commerce Committee hearings on FCC Chairman Wayne Coy's re-nomination this week, a new photographer's flash-bulb exploded just as committee Chairman Johnson asked Coy to explain the color TV situation in simplified terms. Incidentally, Coy was praised by Johnson as "the best chairman the FCC has ever had." Office of Price Stabilization is getting complaints from retailers that the price regulation of materials, which has costs as so forth. NPA has authorized field offices to act on all bids for commercial construction involving less than 50 tons of steel and less than \$1,000,000 in costs.

Picture Business

By LEE ZHITO

HOLLYWOOD, June 2.—Last week we eeked the predictions of some of the film industry's seers on a rapidly approaching wedding between motion pictures and TV. We repeated their opinion that movie makers, once freed from theaters holdings, will become like other manufacturers, interested more in making products than in the manner by which their product is sold.

Developments this week moved swiftly to prove this crystal-ball gazing was in the right direction. As reported elsewhere in this issue, Paramount Pictures this week became a substantial stockholder in Telemeter, a device whereby late motion pictures can be viewed on the home television set and paid for thru a coin slot attachment to the set. Paul Rabourn, a Paramount vice-pres, became the other pic inter-board chairman.

Also in the firm, which David Loewy, son of Loew's founder, serving as its president and Eugene Zukor, son of Paramount founder, as secretary and treasurer. Loew, in-

identally, used to finance many of the Enterprise Studio pictures, while Zukor remains at Paramount, employed in its talent department.

In the East, a possible link between Phonovision and Loew's was seen after a meeting Inc., was seen after a meeting between Loew's head, Nicholas Schenck, and Zenith's Gene McDonald. Loew's subsid, has Donald McDonald's studio during recent years, but studio's toppers cent have eyed Phonovision as possible answer to film-dom's shrinking box office. During an interview, L. B. Mayer, for example, echoed the belief that studios will be the "suppliers" and "buyers" of Hollywood's TV products.

With Paramount breaking the ice by moving into the pay-per-view field, other studios are expected to make a definite jump either on similar lines, or by developing the Phonovision bandwagon or the Telemeter system supporting their product. Indications are studios would rather turn over

their product for a home box office gimmick as offered either by Phonovision or Telemeter than lease pix to stations with advertisers paying the bill.

LAISE To Talk Pact

Short Studio Takes

International Alliance of Theatrical Stage Employees is mapping plans to reopen contract negotiations with studios. Talks will open early in July with existing pacts terminating October 23. L.A. rumor has L. B. Mayer quitting his City lot where he will produce for Howard Hughes' release Metro. Incumbent slate at Motion Picture Academy was returned to office. Miguel Aleman Jr., 19-year-old son of Mexico's president, in town talking a pic which will be released in a film which will be released in English and Spanish for U. S. and Mexican distribution.

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'Spring Fever' Hits

Three Performers

Mildred Smith, young American performer slated to go into Carroll's night club this week, didn't like the set-up of the board vessel for New York—the despite heavy top billing in local publications. And Jorie Reemes, American bush who did such a smash job at La Boite a Sardine here all winter, walked out of the 96 Restaurant in London to return to Paris after being away for only 12 days—also she was booked for a month. "English audiences are too cold for me," she told The Billboard. And Frank Lee, tenor, the boy from "West" Korea, refusing to audition at a local night club because the only tune the club could play was "The Volga Boatman"—this despite the fact that Geoffrey Capstick, local artist director of

(Continued on page 45)

EDITORIAL

Pint Parade's Future

The United Entertainment Industries' (New York show business) drive to aid the American Red Cross blood bank effort, culminating last Tuesday night (29) in the Pint Parade benefit show, left a few things to be desired.

Mrs. Dorothy (Dick) Rodgers, Tex McCrary and Manic Sacks are to be complimented for inaugurating it, and all those people in show business who contributed to its development deserve a bow for their efforts.

TV Ain't Cafe; Danny Clicks the Hard Way

By BILL SMITH

NEW YORK, June 2.—Danny Thomas is one of the few non-tumult cafe and vaude comedians to make it on television—but not until after a barrelfull of heart and headaches.

Thomas, who says that TV is the first mechanical medium which renewed him, claims there are problems in TV that stifle saloon and theater stand-up performers.

"I knew I wasn't getting over in the first few shows," he says, "but I didn't know why. The first faking I had of what was wrong was when I watching a kine in my living room and my little daughter Theresa, watching it with me, turned and asked, 'Daddy, when will the show start?'"

At the beginning of the Four Star NBC series, Thomas always did seven-eight minutes in one at the start. "I realized from the question of a child that my openers weren't pulling in TV."

Thomas worked on a format change and later discovered thru Al Kelly, owner of an industrial film company, how picture companies solved the problem of getting and keeping audience attention. The picture people's experiences showed that on close-ups the screen seldom managed to get more than 70 per cent of the audience's attention.

In a cafe or a theater, acts frequently manage to get 100 per cent attention thru accidental distractions. A funny laugh out from a waiter dropping a tray, a heckler, people coming in, all these serve as eye reliefs from a focal point, stage or floor. So when attention is again returned from whatever

was the distraction, the performer gets 100 per cent of it.

Television, said Thomas, doesn't get that attention because the screen's too small. Thomas estimates that the percentage of TV attention is about 33 1/3 and is one of the chief reasons why an act doing more than three-four minutes in one loses his audience.

The Thomas show is now defunct. (Continued on page 41)

Ice Hit Scraps 543G on Coast

HOLLYWOOD, June 2.—Playing to well over 2,500,000 persons, John Harris's Ice Capades grossed \$543,000 in its five-week extended run at the Pan-Pacific Auditorium.

Capades' regular tour covers 23 cities, while its younger sister, Ice Cycles, runs 40 weeks thru 24 cities, hitting smaller and off-track towns where the bigger ice extravaganza cannot reach.

H'wood TV Outlet Promises Coolest Summer Viewing

HOLLYWOOD, June 2.—Beginning June 16, Paramount's KTLA will give area its first regular ice review tele show which will be a summer replacement for Harry Owens (Fridays, 8-9 p.m.).

According to Landsberg, series is being built with the idea of staying over into winter. Ina Ray Hutton clicked as last summer's replacement for Harry Owens and now is one of station's top-rated segs.

Review Index

Table with 2 columns: Category and Page Number. Includes Record Reviews (35), Classical Reviews (25), Legit Reviews (24), Night Club Reviews (40), Radio Reviews (8-9), Television Reviews (8-9), and Vaudeville Reviews (40).

Highlight Reviews

LEGIT

Tarkington-Benson "17" Is Faded Album in Modern Chrome Cover

By BOB TAYLOR

Escape into a more ordered era, when a 17-year-old could think about his first love instead of his draft card, should give the current musical revival of Tarkington's Seventeen hot-weather popularity when it reaches the Stem.

Seventeen contains a cast of fresh, appealing youngsters. They are its main asset and its main defect. What is gained in spontaneous effect is lost the minute they have to go about a bit of stage business that betrays their professional inexperience.

us that time's winged chariot has covered a lot of ground since Willie Baxter was first seen on stage.

Tarkington Still Good

The poignancy and insight of Tarkington's novel are the qualities that stand up best over the years. Some of the situations have aged into papier-mache caricatures, and the excessive baby talk of Lola Pratt is definitely as trying to onlookers as it is to Willie's parents.

NIGHT CLUBS

Nobody Looks or Listens But Paree's Cowboy Saloon Gets \$\$

By ART ROSETT

Newest thing in Paris night-life is a Wild-West saloon, complete with swinging doors, square dances and American hillbilly band. Club is the brainstrom of an energetic young Frenchman, Alain Bernardine, formerly one of Paris' big-money interior decorators.

Altho classed by the police as a "100 capacity" room, the club gives the impression of spaciousness even when packed because of Bernardine's clever use of different floor levels. He did all the decor as well, and the Crazy Horse is a faithful replica of the standard Western-movie saloon, with just a little of the French flair for the extravagant thrown in.

Member Policy

The club follows the usual Paris membership policy, with a year's card costing 1,000 francs (about

\$3). However, as a special favor to American tourists, the club admits people for one night's visit without membership if they can show they are just in town "from New York or Phoenix."

The show starts at 12:30, with Diamond Baby, an adagio dancer, who works to a honky-tonk piano which can't be heard because, in French clubs, the customers talk loudly all thru the show.

either, nor can the three singing waiters who do the bit with her.

Briggs Plays

Music for the show and for dancing is by Slim Briggs, a Western guitarist. Briggs has gathered a neat little band together for the club.

One of the big attractions here is square dancing, with Bernardine calling. He is quite serious about wanting to bring American folk-dancing to the French people and gives frequent demonstrations of the various square-dance techniques in neighboring French communities.

(Sunday, May 27)

Capacity 100. Drinks \$1.25 up. Show 12:30. Open 8 p.m. to 2 a.m. Owner-manager-booker, Alain Bernardine.

MUSIC

Prado's Enthusiastic Crew Sells Newest Band Sound Since Dizzy

By JOHNNY SIPPET

Newest sound this reviewer has heard since the advent of Dizzy Gillespie and Charley Parker is Perez Prado, the Cuban arranger-conductor who worked his first U.S. one-nighter for Rev. Pat McPolin's Mexican youth center in Chicago.

Ork is for a jazz spot or one that wants a strictly South American or Mexican dance kick. Trumpets

carry the lead in the arrangements, all of which are written by the leader. The five-piece rhythm section sets up an unusual syncopated beat, and it's from this exciting, turbulent beat that Prado gets his identity.

mentals compose about 80 per cent of the book, but Prado has the ability to take standard American stuff and make it commercial in his own style. He has an arrangement of Syncopated Clock on which Victor is missing the boat in not waxing.

(Continued on page 14)

VAUDEVILLE

Vine's First Date in House May Give Olympia Box Office a Lift

By HERB RAO

Fast-talking Billy Vine, playing his first Olympia Theater date and doubling at the Sans Souci's Blue Sails Room, scored the biggest hit of any comic who's played this house in recent months.

Vine's fat boy and laughing-jog routine had them laughing from the walk-on to the exit plus a beg off.

with songs ranging from jump-jazz to romantic ballads. In spite of an influx of thrushes in this house during the past four months, she carries off her stint in fine fashion.

Virtual show-stopper is Lee Marx, who starts with the usual three-ball juggling routine but finishes—in a big way—by juggling ten-pins while balancing himself on a big rubber ball.

has received here in a year.

Bill opens with the Staggs Mann Harmonica Duo, personable lads who pleased the customers with pop and classical. Terpers Fred and Susan Barry execute a series of modern dances for a good hand, and Les Rohde's band cuts the show in the usual okay manner.

Capacity 2,170. Prices, 62 cents-\$1.03. Four shows daily. House booker, Harry Levine. Show played by Les Rohde's band.

Billboard logo and address information for The Amusement Industry's Leading Newsweekly, founded 1894 by W. H. Donaldson. Lists various departments and their locations.

Spectrum Spins As Color Battle Whirls Into High

CBS To Start Color TV With 25 Sponsors

Kick-Off Is Set For June 22 At \$150 Hourly Rate

NEW YORK, June 2.—With more than 25 sponsors who have signified their readiness to sponsor color television, the Columbia Broadcasting System expects to kick-off its color programming June 22 with an all-sponsored schedule of shows. This expectation is based on the fact that the publicity value of such sponsorship cannot be counted in dollars and the equally important point that the web is practically giving away its time; one hour of WCBS-TV color time will cost \$150 plus about \$200 for equipment. The same 60 minutes on black and white time come to \$1250 plus considerably more for studio and other charges.

Among advertisers ready to start in color are General Mills, which intends to put on a women's show, Chesterfield, Quaker Oats, Pillsbury, National Biscuit, Lincoln-Mercury, Oldsmobile, Wildroot, Toot and Gruen. Others include Gold Seal Wax, Beechnut, Celanese, Kroger Grocery, Reddi-Whip, Spry, Sun Dial Shoes, Rheingold Beer, Revlon, United Fruit, Ponds and Ramie & Kenaf Fabrics. Every one of these sponsors except the last agreed to sponsor CBS color last November and there is no indication they have changed their minds.

There are hopes of getting the entire line-up of Godfrey morning radio sponsors to go for a one-shot color show. In addition to the Godfrey bankrollers already named, this would put Lever Brothers into the color sponsorship picture. Indicative of the sponsor reaction to color is the fact that the same day the U. S. Supreme Court upheld the FCC's decision on color, Ruthrauff & Ryan clients were on the phone trying to get the agency to get CBS color time. Many of these advertisers aren't even black and white TV yet.

Added Involvement: CBS Eyes Para's Chromatic Tube

NEW YORK, June 2.—The growing complexity of relationships between TV broadcasters and film firms was further underlined this week by the possibility that the Columbia Broadcasting System may strike a deal with Paramount Pictures for use of the latter's chromatic all-electronic picture tube for color TV reception. Paramount owns a 50 per cent interest in the chromatic TV process, and CBS execs this week were reported considering use of its tube as a possible alternative to the RCA electronic tube. The latter firm thus far has withheld use of its tube from CBS, but if it is made available generally, CBS also would be able to utilize it.

The chromatic tube, which does not require the CBS rotating disk, may be used both for color or black-and-white reception. A Paramount exec said this week that the firm is planning to shift from manufacture on a pilot basis to a full-scale production line within a month or so. Paramount, in fact, is anxious to turn out entire receiver-including the tube, but has not yet decided where or how to set up production.

Experiments Due
The latest plan is for a number of experimental models to be made here at Paramount's own elec- (Continued on page 9)

TRI-COLOR TUBE

Industry To Get System From RCA

NEW YORK, June 2.—In a two-day technical symposium (19-20) to be held at the Waldorf-Astoria here, the Radio Corporation of America will turn over to the radio-television manufacturing industry full details on how to design and produce the company's tri-color television picture tube. In sending invitations to the sessions to 231 radio and TV set and tube makers, RCA President Frank Folson told the manufacturers that at the meetings RCA would reveal its plans for immediate (Continued on page 2)

Air King Bows Duo Receiver

NEW YORK, June 4.—Air King Products today demonstrated for the press its combination color and black and white television receiver. Air King is the set manufacturing division of the Hytron Corporation, recently taken over by the Columbia Broadcasting System. While cost studies on the new receiver are still being made, Dave Cogan, Air King president, told *The Billboard* that the firm hoped to produce the 12½-inch screen receiver for "under \$500" retail. He also hoped that the first sets would be available to the public by late summer, and that the (Continued on page 9)

Everybody's in Act As TV Pot Boils On

Continued from page 1

Syracuse with six theaters and the Fabian theaters with 50 properties, Walter Reade with 46, Skouras Theaters Corporation in New York with 72 houses, and of course, the RKO and Warner exhibition chains. Many houses in the above circuits are already equipped with theater television, and it may be that some will settle for that as their video future.

On the broadcasting side no present operator is neglected on rumor row. The National Broadcasting Company, Columbia Broadcasting System, DuMont, Mutual and virtually every other franchise holder, network and otherwise, is constantly linked in a

hush-hush dicker with one picture firm or another. With such giants as NBC and CBS, as well as the major film production and exhibition firms, Federal Communications Commission approval, anti-trust considerations and other such factors present major obstacles to many a deal which looks neat on paper.

With less wealthy organizations, available loot for a big-league deal is proving a consistent stumbling block. Notwithstanding such natural obstacles, however, most competent trade observers are still of the opinion that the mergers and buy-outs, the take-overs and sell-offs have just begun.

Plans are also to program about

D. C. Shapes Showbiz Future As Tele Problems Pile Up

Continued from page 1

tol Hill and hinted at in FCC quarters.

2. A proposal by Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee that the FCC look into the "legality" of its projected city-by-city TV allocations as a safeguard against a protracted court challenge afterward.

3. A tug-of-war over reservation of channels for educational TV grabbed an ever-widening spotlight on Capitol Hill where congressmen, including several leaders, voiced awe over their teeming mailbags on the issue.

4. Attentiveness to TV program-

ing, keyed up by the crusade of organized educators for noncommercial channels, displayed itself on trade as well as governmental fronts; a Senate interstate and foreign commerce subcommittee went into a huddle on a proposal by Sen. William Benton (D., Conn.) and three co-sponsors to create a citizens' advisory board on TV programming, while the National Association of Radio and Television Broadcasters arranged to have FCC Chairman Wayne Coy and Senator Johnson address NARTB's June 22 confab here on

TV programming.

5. A drawn-out transitional era for color TV appeared in sight following the Supreme Court's verdict favoring FCC's decision for Columbia Broadcasting System's color standards, with FCC Chairman Coy envisioning development in slow stages. Meanwhile Radio Corporation of America is readying to take advantage of the fact that FCC has left the door open to petitioning for possible double standards embracing RCA's "compatible" system.

More Control

6. At Commerce Department National Production Authority doled out more control orders on defense-scarce materials as the timetable for TV's all-out expansion continued to stretch deeper into the future, awaiting not only the lifting of the TV freeze but also the lifting of war clouds and global uncertainties.

7. Federal Trade Commission (Continued on page 45)

Kane Raps Adapter, But CBS Stands Pat

NEW YORK, June 2.—With electronics manufacturers, large and small, active and inactive, leading into the color fray, Irving (Chick) Kane, head of the View-tone Corporation, one of the earliest makers of small screen (7-inch) video sets, this week issued a release highlighting impracticalities and difficulties he claims the industry will encounter in attempting to adapt and convert existing black and white receivers to color.

Kane's position is that he fears many set owners who attempt to

have adapters and converters installed in their sets will be greatly disappointed and, as a result, the entire video industry will receive a "black eye." The Columbia Broadcasting System, which was receiving calls concerning the claims made in Kane's release from local dealers, postponed the allegations, insisting that the matter of adapting and converting present sets was simple and virtually fool-proof.

Kane maintains that circuits of black and white models of various manufacturers are so different, and that even models of the same individual manufacturers for each year are so different, that many different kinds of adapters will be necessary to properly service any reasonable number of the 12,500,000 sets now in American homes.

CBS's engineering department says this is nonsense, that the circuit in virtually every set ever made is basically the original RCA 630 circuit, that one or two adapters will fit any set ever made, and that the only difference will be in the method and device for connecting either of the one or two adapters to the set. Some will have to be connected by cables, others by plugs, others by harnesses, etc. Any competent serviceman, says CBS, can install any of these attachments without difficulty. In support of its argument CBS says such service firms as Lance Television, Inc., Bronx, New York; Telex Service, Inc., Long Island City, and others are planning to adapt an, set for \$25 to \$30 and guarantee a perfect job. Kane takes the position, on the other hand, that video servicemen, by and large, are now (Continued on page 9)

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7. Federal Trade Commission (Continued on page 45)

officials of black and white set manufacturers to impede the CBS system by contacting a still another paper proposal." A further statement accused the new composite system as being nothing more than the RCA system. David Smith, of Philco, countered the accusation with a statement that the system is definitely new.

David Sarnoff, chairman of the board of RCA, acknowledged that the new system is based on their research but that the companies involved have exchanged information.

The new system was announced in a report prepared by the National Television System Committee with technical details furnished by Smith and Robert M. Bowie, of Sylvania Electric Products; Elmer W. Engstrom, RCA; Thomas T. Goldsmith Jr., DuMont; Ira J. Kaar, GE, and Arthur V. Loughren, Hazeltine. Consultant to the committee was Alex G. Jensen, of the Bell Telephone Laboratories.

The committee described the (Continued on page 45)

Coy Sees Color Inching Along

NEW YORK, June 2.—The Columbia Broadcasting System this week was in the earliest stages of devising its most spectacular promotional blueprint for achieving consumer acceptance of color television. The web's most concentrated fire will be in placing 1,000 or more color receivers in department stores, radio stations and other locations where potential buyers can get the color set ownership itch. The net has made inquiries on a minimum of this number of sets, figuring such a move would not only whet consumer purchasing interest, but also would build audiences for the many sponsors said to be ready to bankroll CBS color programming.

Of less immediate importance, but more long-run significance, will be a second promotional prong which will utilize extensive newspaper, magazine, radio, TV and direct mail advertising to get the public color-happy for years to come. CBS undoubtedly will also marshal the backing forces of George Crandall's publicity department to run the editors of the country ragged trying to place free space on color.

Color programming will bring a host of talent problems. It is known that several current network personalities are not viewed as good programming material. The accent especially in women is on beauty. CBS-TV does not intend to add programming staffers now, but will do so slowly. The sole CBS-TV color producer at present is Fred Riekey.

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UNITED STATES STEEL
again presents the
NBC SYMPHONY
SUMMER CONCERTS

World-famed Conductors  Distinguished Soloists

For the third season, the U. S. Steel Hour is proud to present the NBC Symphony in a series of summer concerts, broadcast from New York's famous showplace—the air-conditioned Center Theatre in Radio City.

The orchestra will play under the batons of some of the world's greatest conductors—including Alfred Wallenstein, Sigmund Romberg, Arthur Fiedler, Percy Faith, Antal Dorati, and Harold Levey.

Patrice Munsel, Alec Templeton, Anne Jeffreys, Ezio Pinza, Dorothy Kirsten, John Baker, and Jan Peerce are just a few of the distinguished stars of opera, concert and musical comedy who will appear as soloists.

GEORGE HICKS *speaking for U. S. STEEL*



SUNDAY EVENINGS

8:30 NBC NETWORK
 P.M. (EDT)

"Blue Book" a Year Idea Pushed By Bipartisan Group in Senate

WASHINGTON, June 2.—In the wake of a preliminary hearing this week, the Senate Interstate and Foreign Commerce sub-committee on communications announced it will go into an executive huddle on legislation sponsored by four senators proposing to create an 11-member national citizens' advisory board which would submit annual reports to Congress and the Federal Communications Commission advising "on how radio and television are serving the public interest and how they can better serve it."

Sen. William Benton, (D., Conn.), one of the co-sponsors,

told the sub-committee this week that he "would expect the proposed citizens advisory board in its annual reports to produce something equivalent to an annual 'blue book,' but to learn how to do it better and better every year, and to arouse more and more interest every year." "The annual report," said Benton, "could put the spotlight on successful efforts in the field of education and public service, and could view with alarm the discrepancies between promise and performance or any trends toward debasement or trivia."

Bipartisan Pledge

Co-sponsoring the bill with Benton are Sens. Lester C. Hunt (D., Wyo.), John W. Bricker (R. O.) and Leverett Saltonstall (R., Mass.). Benton said the citizens committee survey of radio and TV is essential because "there is no listeners' and viewers' lobby in Washington. The FCC has neither the time nor the authority actively to seek out, marshal and crystallize public opinion," said Benton. "Dur-

ing its existence it has, so far as I am aware, brought out only one general critique of broadcasting, the famous 'blue book' of 1946. That 'blue book' was mild enough, but it stirred up great controversy. It had some good points—but they soon faded away."

The Benton-Hunt-Bricker-Saltonstall bill provides that the board submit its report each January 31.

The bill was accompanied by a resolution proposing that the FCC defer for a year lifting the TV freeze during which the Commission can give ample time to study "the principle and possibilities of subscription broadcasting and to encourage its development in every legitimate manner." Benton cited what he described as successful results of experimental subscription TV performed by Zenith Corporation in Chicago, and he mentioned the Skiatron project. He indicated that subscription TV could become tied in with stations operated by educational institutions in "spreading education via television."

CBS Wants Jo To Buck Kate On TV, But...

NEW YORK, June 2.—Columbia Broadcasting System is considering Jo Stafford for an across the board daytime video slot to buck the National Broadcasting Company's Kate Smith. It is unlikely, however, that the deal will be consummated largely because Miss Stafford's radio commitments would seem to make it physically impossible for her to take on the chore. The singer has been renewed for both the Carnation Show, weekly half hour, and the three-a-week Campbell Soup Club 15. In addition to these commercial spots, she does weekly shows for the Voice of America, and the Economic Co-Operation Administration which carries her a half-hour weekly on Radio Luxembourg.

Gal is set for heavy international exploitation via several sources. The VOA is prepping a multi-language reprint of a recent Collier's magazine piece on Miss Stafford's voice work, and mailing it to every country on the VOA list, and is featuring the singer in a series of ads in the international editions of Life, Time, Newsweek and other overseas publications. A recent British Broadcasting Corporation check-up on most requested records also indicated stardom for the singer abroad. In this survey she ran second to Bing Crosby as most requested recording star, and topped such long-time English favorites as Dinah Shore, Duke Ellington, etc., by wide margins.

Lippert Sets 200G TV Sale

NEW YORK, June 2.—Lippert Productions intend to gross close to \$200,000 from sale of rights to a group of late-date feature films to TV outlets in Los Angeles, Chicago and New York. Deals were set this week for 26 films to WGN-TV, Chicago, and KTLA, Los Angeles, with WCBS-TV, New York, on the verge of picking up 20 of the releases. KTLA is paying \$69,000 and WGN-TV is paying \$67,500 for the same films, which are leased on a two-year basis, with a maximum of eight showings per film.

The flickers all were cleared with American Federation of Musicians with no outstanding titles included, but with credits featuring such names as Jean Parker, Russell Hayden, Patricia Morrison, Denise Dorn, Tom Neal and Bela Lugosi. Earliest was produced in 1946, with several done as recently as 1950. Films will be peddled in individual markets. Sales were closed by Dorothy De Mayo, head of Dele Pictures, Lippert's TV sales subsidiary.



4th BCE Film Package Sells To Grove for Fall ABC Airing

NEW YORK, June 2.—Grove Laboratories this week was set to sponsor Bing Crosby Enterprises' new TV film series Cry of the City over the American Broadcasting Company video web, pending a final okay from Crosby on the West Coast.

The 26-week deal, which will plug Groves' Four-Way Cold Tablets, is scheduled to start September 4 at 8 p. m., making the fourth Crosby film series currently channeled on video. After the first 10 films are aired over the web, the series will be programmed on a station-to-station basis in an effort to grab off top time periods in each market.

Cry of the City is budgeted at from \$12,000 to \$14,000 a picture, and Groves is buying the half-hour series for about the same amount. However as with other Crosby

film packages, BCE retains all residual rights. Dick Dorso, vice president of United Television, BCE's distribution outfit, estimates that the firm will eventually gross between \$1,000,000 and \$2,000,000 on re-run returns.

Shooting on the next 12 Cry of the City films starts this month in Hollywood, on a two-day-per-picture schedule and under the guidance of writer-director-producer Bernard Girard, practically a one-man production staff. Looking forward to color, Dorso says they are already filming two series in Anasco—The Chimps and Cowboy G-Man, and will probably put Riverside Theater into color production next year.

Seek TV Airing For Schlitz

NEW YORK, June 2.—Young & Rubicam Agency and Columbia Broadcasting System are engaged in a hunt for a high-budget, prestige, dramatic TV show for Schlitz Brewing Company.

The beer outfit, which is dropping Pulitzer Prize Playhouse and its 9 to 10 p. m. Friday hour on American Broadcasting Company when the current cycle runs out, is moving into the same slot on CBS, but still is seeking a suitable property.

To enable the move to be made, CBS is switching General Mills' show, Live Like a Millionaire, out of the 9 to 9:30 p. m. time. The 9:30 to 10 slot currently is occupied by a sustainer. Cancellation by Nash-Kelvinator of the Morton Downey Star of The Family Circus at 10 p. m. opens that period for Millionaire. Possibility also exists that Millionaire, which now airs on alternate weeks, may go on a weekly sked come fall.

Autolite To Drop Radio's "Suspense"

NEW YORK, June 2.—With Autolite's decision this week to drop the radio version of Suspense, considerable speculation about the attitude of the Columbia Broadcasting System agent the bankroller's retention of the TV version. The sponsor is retaining the radio time, 9 p. m. Thursdays, but as yet has not selected a replacement.

With the practice of tying in AM versions of a show with a TV sale becoming common practice, possibility exists that the web may object to Autolite's carrying the video edition only. Should another bankroller agree to pick up the AM Suspense on the basis that it also get the TV show, the web may request Autolite to switch video properties as well. The sponsor's decision is doubly ironic in that it switched agencies from Ruthrauff & Ryan to Cecil & Presbrey because the latter outfit agreed to handle the radio Suspense, a CBS package, with production commissions.

"CATS, FIDDLE" SET FOR KTSL

HOLLYWOOD, June 2.—Area gets its first all-Negro show when The Cats and the Fiddle bows on KTSL Monday (4). Half-hour seg, packaged by Phil Moore and Buster Collier, will be an all fem show as well, featuring a six-piece combo with Ginger and her violin. Vivian Dandridge, line of girls plus fem guests. Moore and Collier will co-produce. Show is slotted in an A-time period (8-8:30 p. m.).

RESTRICTED

Mag Sells Contents to TV, But...

NEW YORK, June 2.—Woman's Home Companion, one of the top fem magazines in the U. S., this week set a deal granting rights to package a video show based on its contents, but the deal has an unusual provision. It is that no national advertiser may sponsor the show, should it get on, but that the program be sold either as a co-op or on a local basis.

The reason for the Companion's decision is that it does not want national network account to conflict with any of its national space buyers. For example, were one packaging firm to buy the show on a web, it would be competing with the Companion's own customers, which include several such accounts. The same is true in virtually every field of national advertising.

Ray Block office is packaging and repping the program.

CBS Sets Longines, Listerine Deals

NEW YORK, June 2.—Longines and Listerine this week set deals with the Columbia Broadcasting System for TV time. Listerine picked up the 7 to 7:30 period Saturday night for the fall, the time being vacated by the Sam Levenson show. No program has been selected as yet.

The Longines buy was for the 11 to 11:15 p. m. slot Mondays, formerly occupied by Masland's At Home show. Starting date has not yet been set but it is expected to tee off soon with a possibility of expanding across the board in the fall. Formal calls for name guests in a talk stanza, with personnel not set except for emcee Frank Night.

NBC Sells Berle Hour for Summer

NEW YORK, June 2.—National Broadcasting Company video network this week sold the 8-9 Tuesday night time to be vacated by Texaco and Milton Berle for the summer, to two other advertisers. Accounts buying the premium period are Curtis Publishing and Minnesota Mining. The buys highlight the scarcity of network video time.

Berle vacations at the end of this month. Replacement shows aren't known as yet.

Telemeter H'wood Bow Set In 30 Days; Para Backs System

NEW YORK, June 2.—Initial press demonstrations of Telemeter, the latest pay-as-you-go TV system, are sked for Hollywood within 30 days, but large scale in-home tests such as Phonevision ran in Chicago are not now contemplated. Paul Raibourne, Paramount Pictures' vice president for TV, who has been elected chairman of the board of the International Telemeter Corporation, said this week that the firm already is definitely thinking about football games as possible tee-off program material, perhaps for as soon as this fall, but other sources in the firm indicated no negotiations are under way as yet.

The significance of Paramount's buying into ITC this week is not being overlooked in video circles, since it represents still another wedding of film and TV interests. Others officials of ITC now are David Loew, president (from the Loew Theater chain); Carl Lescaer, vice-president (former United Artist sales vicepres), and Eugene Zukor, secretary-treasurer (he's an exec at Para's talent department and son of Adolph Zukor). The Telemeter firm is to be organized as a Delaware corporation.

Needs FCC Okay
 Initial tests, according to Raibourne, are to determine technical data on range and characteristics of the device. Approval of the Federal Communications Commission is necessary for it to operate on a broadcast basis, and this, according to Raibourne, has not yet been received. However,

the FCC has been appraised of the device, and an okay, on a temporary basis at least, is expected shortly.

Telemeter is similar in some respect to the Skiatron system, in that it requires no telephone connections but rather has an attachment on the TV receiver which unscrambles the signal. However, instead of using a decoding card as Skiatron does, Telemeter operates via a coin-box decoder. Only one machine has been completed thus far.

Bulova Sets Up Ad Plan for Providing TV Film to Dealers

NEW YORK, June 2.—Bulova Watch Company, thru its agency, the Biow Company, this week set up a plan to provide film commercials to its dealers throughout the country, to be slotted into local TV shows which dealers may buy or participate in. Bulova previously supplied such advertising material for local dealer use in other media, including radio transcriptions, postcards, newspaper mats and posters.

Bulova had done some minor TV dealer-assistance in the past, by supplying copy for commercials, and in a few cases, prints of its own network commercials for local use. The new plugs, however, are entirely original and are being made specifically for local use. Details on how many films will

CBS-TV Shifts Levenson to "Wild" Time

Skelton Opposition Plan Dropped as "Charlie" Bows Out

NEW YORK, June 2.—With cancellation this week of the simulcast version of Charlie Wild, Private Eye on Columbia Broadcasting System's radio and TV networks by Wildroot, the web has set a new video time for the Tintal sponsored Sam Levenson show. Originally scheduled to go Tuesday evenings, 9-9:30 on CBS-TV, the Levenson TV comedy presentation will move into Wednesdays, 9-9:30 p. m., this fall following Arthur Godfrey and His Friends.

The reason Levenson was shifted from Tuesdays to Wednesdays is that National Broadcasting Company expects to program the new Rest Skelton TV stanza Tuesdays at 9 p. m. this fall. CBS-TV figured there was no sense in competing with Skelton, if it could be avoided. It is not known what will be slotted in the vacant CBS-TV Tuesday evening time period, but there are several potential clients interested.

Radio Switch
 The radio version of the Levenson show, taped from his TV shows, was slated for the Sunday night 8:30-9 p. m. CBS period which Skelton and Procter & Gamble are vacating for ABC camping grounds. The current plan, however, is to schedule Levenson's radio program either at 9 or 9:30 p. m. on Sundays. Horace Heidt goes into 8:30 on Sunday during the summer and may continue in that time this fall.

Wildroot brought Charlie Wild over from NBC, but the program failed to catch on sufficiently to make for a renewal. Batten, Barton, Durstine & Osborn is the agency.

Death May End Richards Case

WASHINGTON, June 2.—The end of the three-year old G. A. Richards case before the Federal Communications Commission appears in sight as aftermath of the death this week of the owner of KMPC, WJR and WGAR. Next major step by FCC will probably be action on an application by the three stations for involuntary transfer of the ownership.

With the case having revolved around charges that Richards personally had ordered slanting of news over his stations, it is figured that there will no longer be a point of contention after an ownership transfer is made.

Richards' death came as hearing examiner James Cunningham was examining findings filed by counsel General Benedict Cottone and Richards' chief counsel, Hugh Fulton. The documents ran to a total of over 1,000 pages. Thousands more pages had piled up in hearing transcripts and exhibits. While it is figured here that the question of revocation of license is now removed, there is some belief that the hearing examiner in his initial decision might include an implied general warning on ethical procedure, should he find that news-slanting had been ordered by Richards.

be prepared have not yet set. The plugs will be finished by fall, however, and will be farmed out to a TV commercial pic-maker for shooting.

Mechanics of the plan will have any local dealer or jeweler who plans a show on his own city's station, or who wants to participate in a show, notify national headquarters of Bulova. Dealers will buy their own time. Bulova then will service them with the film plugs.

The local plugs will vary in length, to fit into virtually any type of campaign the dealer might desire. There will be 20-second films for spots. There also will be related commercials to fill two minutes of time for a 30-minute show. Materials prepared as copy for

CBC Gets Okay To Run All Canadian TV and AM

Continued from page 2

scientific research and fine arts. The report is considered by some here as a means of implementing government control over television by way of what is known as the operation of the CBC, a government body which, in addition to operating two trans-Canada radio networks, holds regulatory powers over all radio in Canada.

4-1 Vote

The Commission recommended that CBC should continue to regulate radio and television, giving CBC a four-to-one vote of confidence in the way it is handling its affairs. It rejected appeals by broadcasters for a separate board of control over both CBC and private stations. The report felt the CBC had not used its powers "harshly or unwisely."

Private broadcasters did get one consideration in the report, in that the board did recommend that private interest be given a five-year license rather than the present three-year period. This will provide greater security for the stations.

Private stations were also granted a right of appeal to federal courts from CBC rulings in cases of substantial "miscarriage of justice." The report also recommended that CBC should houseclean its present regulations, spend more money on intellectual broadcasts and less on soap operas, and keep radio license fees at \$2.50 a year.

The CBC should, according to the board, establish a second French radio network in the Province of Quebec (this would match the present two English nets), and use more talent, particularly outside Montreal and Toronto.

TV Fee Uncertain

Financing of the CBC programming in TV is to come out of the federal treasury for the capital expenses, and the commercial revenue and TV licenses will pay for operating expenses. However, it isn't stated what that TV license will be. This has been stated previously as \$5.

Three years after regular Canadian TV is established, an independent investigating body should review TV, according to the Commission.

Room for improvement is even in the sustaining programs, even the Canadians are proud of them, but the public is seen by the Commission as wanting "more of it" on the CBC.

Chief complaint of private broadcasters, in the words of the Commission, "is based on a false assumption that broadcasting in Canada is an industry."

In the Commission's view, broadcasting in Canada is a public service, directed and controlled in the public interest by a body responsible to Parliament.

The Commission stated that

there was some question as to what constituted "a national theater." It observed that if this was merely to be a building in the country's capital, Ottawa, with no touring companies across the country, it would be no more than a "foolish extravagance."

From a study in the field, the Commission found that, if a national theater were set in motion, then every time there was an election when economies are advanced, the theater group would "automatically come under fire." First-rate work would be impossible, since it would depend so much on government support.

Agreement was held by the Commission with representative drama groups throughout the country that "the theater has now reached a critical point in its development in Canada."

Elimination of the amusement tax in the provinces on non-profit dramatic companies was seen as one way in which the government could subsidize drama in this country.

Ballet in Canada, a late-comer, was credited by the Commission with "astounding progress" in the last 10 years, and the report recommended some form of federal aid in this venture.

UAW To Apply For Detroit TV

DETROIT, June 2.—The United Auto Workers will spearhead organized labor move into television programming by applying to the Federal Communications Commission for a video channel in Detroit. Move, under union consideration several years, originally was thought impossible because of high television costs, but now has been approved by the UAW international executive board.

UAW meanwhile will buy a weekly documentary, Tuesdays 7:30 p.m., starting June 19, over WWJ-TV, produced by Guy Nunn, hard-hitting union commentator. Plans, President Walter P. Reuther indicated, are for other television activity elsewhere, starting where union membership is concentrated.

However, operation of WCWO-FM in Cleveland is to be dropped if FCC permits. Union now says \$2,000,000 worth coverage of their WDET-FM in Detroit gives adequate coverage of Cleveland area as well, allowing concentration of funds.

Sen. Edwin C. Johnson Takes Rap At FCC-TV Channel Allocations

WASHINGTON, June 2.—Sen. Edwin C. Johnson (D., Col.), chairman of the Senate Interstate and Foreign Commerce Committee, is preparing to send a letter to the Federal Communications Commission urging the Commission to examine the legality of its proposed city-by-city TV allocations plan "lest the Commission find itself faced with a protracted fight in the courts afterwards."

Disclosure of Johnson's plan to send the letter was made by the senator this week during his committee's hearing on the re-nomination of FCC Chairman Wayne Coy. Johnson said he has received a number of complaints about the proposed TV allocations plan and voiced belief that "a remedy should be undertaken now before it is too late." He said that considerable doubt has been raised in some legal circles whether the FCC's allocation plan could survive a court test—and this would throw the whole television allocations picture into chaos.

Referring to arguments along

Drug Sponsors Cancel Soap Opera Programs

NEW YORK, June 2.—National Broadcasting Company AM network had two soap operas canceled this week, one each by Sterling Drug and Procter & Gamble. Sterling dropped *Backstage Wife* and Procter & Gamble bought it, with P. & G. in turn dropping its aged weeper, *Lorenzo Jones*. Switches are effective June 11.

WHO'S UNAFRAID OF LIFE FACTS?

NEW YORK, June 2.—Sterling Television here is looking for a progressive video station which knows all about the birds and bees and isn't afraid to screen 'em. The TV film distribution outfit needs an outlet for McGraw-Hill's educational film series on human reproduction, which Sterling acquired this week along with the exclusive video distribution rights for the publishing firm's entire educational film library.

Altho the McGraw-Hill reproduction series is considered tops in the educational field, Sterling execs Saul Turell is afraid that TV's unwritten tabu system will keep the films off video "unless some enterprising outlet leads the way."

CBS Embarks On Vital AM Promotion Kick

NEW YORK, June 2.—The newest high-powered Columbia Broadcasting System promotion ploy, to drumbeat radio into the advertiser's consciousness, highlights selling the medium on its own unique merits rather than by making comparisons with other media, especially video. Accent is placed on the fact that radio is not just an older adjunct of TV, but is a big impact, low-cost, mass audience producer which uses the human voice only as its merchandising trip hammer.

Primarily, the CBS drive to get back to the fundamental of promoting radio is based on an 18-month study made by Harvard University in 1946. The survey makes these salient points about the medium's effectiveness: straight facts are better understood and more interesting over the radio, advertising trade names are better recalled, people remember directions better and material presented has a greater power of suggestion.

The study also points out that every line of radio is a headline, that the family is sold as a group, that listeners can visualize their own pictures, that the advertiser can time the message perfectly, that work can be done while listening to radio and that there is a special psychological break for delivering the message.

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MEMORIAM

Stafford in Tribute to Fanny Brice

NEW YORK, June 2.—One of the most touching tributes to a show-business colleague heard on the air for a long time was voiced last Tuesday (29), the day Fannie Brice died. Brief memorial speech was given on her own Baby Snooks show over the National Broadcasting Company web by the "daddy" of the program, her long-time foil, Hanley Stafford.

Miss Brice and Stafford worked together in their well-grooved characterization since she first brought the Snooks part to the air over NBC in 1936.

Show for the night of Miss Brice's death opened appropriately with Carmen Dragon's orchestra playing the number for which she was most famous, *My Man*. Done in slow tempo, *My Man* set the proper mood, after which Stafford pointed out that only a week earlier Miss Brice had been in the studio with him. His voice choked with emotion. (Continued on page 9)

WSNY Files Objection In License Renewal Case

WASHINGTON, June 2.—Station WSNY, Schenectady, N. Y., this week asked the Federal Communications Commission to strike from the record the recent exceptions taken by FCC general counsel Benedict Cottone to an examiner's initial decision granting transfer of control of Western Gateway Broadcasting Company (WSNY) and renewal of the station's license.

In a reply to Cottone's exceptions, WSNY stated that the general counsel in filing those exceptions gave himself a privilege denied to private counsel. WSNY added that Cottone had failed to take advantage of time previously given for filing such exceptions. The station declared that the Administrative Procedure Act requires that the FCC general counsel be bound by requirements where he previously has failed to file findings directed by the examiner "and where adequate time (almost six months) was originally allowed in which to file such findings."

CBS Gains Blatz, Loses 3 Others

NEW YORK, June 2.—The Columbia Broadcasting System this week was in receipt of radio network cancellations from Lever Brothers, Coca-Cola and regional CBS hook-up by Quaker Oats. On the positive side, however, Blatz Beer purchased the 10:30-10:45 p.m. daily strip for Charles Colingwood and the News.

Altho Levers had already dropped *My Friend Irma* in the 10-10:30 p.m. Monday slot, the soap company's disarding the time period was a surprise. Coca-Cola's cancellation of *Refreshment Time*, featuring Morton Downey, in the 10:30-11 a.m. slot, however, wasn't as unexpected. Quaker Oats axed Grady Cole and Lou Childress in the 2-2:15 p.m. strip on the Southern and Southwestern regional webs.

related stockholder resulting in an "unlawful transfer" of control, but these charges were denied by the stockholder, Winslow P. Leighton.

Formal Findings Not Filed

Pending FCC action, Public Service Broadcasting Corporation, organized chiefly by Nelson, applied for the WSNY facilities, but the latter bid was dismissed on motion of the applicant. The FCC examiner in his initial decision last February in favor of Western Gateway noted that "formal findings were not filed by the general counsel's findings be stricken added: "However, we recognize that the Commission can, on its own motion, reconsider the initial decision. In order that Leighton and WSNY may be fully exonerated we proceed to discuss the general counsel's contentions on their merits."

The WSNY reply went into a detailed description of the stock negotiations, and stated that an understanding has been reached between Nelson and Leighton. "As a result of settlement negotiations initiated by Nelson's new attorney, subsequent to the closing of the present record, Nelson now proposes to sell his interest in WSNY to Leighton," stated the document, which added that an application for the FCC's consent is on file and that Nelson has withdrawn his charges against Leighton, "charges which he failed to prove at the hearing, or even plead in the New York courts."

Transit Radio Issue To Go to Highest Court

WASHINGTON, June 2.—The fate of transit radio will be tossed into the lap of the Supreme Court as an aftermath of a ruling here yesterday (1) by the United States Court of Appeals that commercial radio broadcasts on D. C. transit streetscars and buses violate the constitutional rights of riders. Outcome of the case in the high court will be watched not only by the transit radio industry in various parts of nation, but also by the Federal Communications Commission which has made known that it is awaiting court disposal of the issue before it decides whether to take up staff recommendations for a study of the subject. Last week, the FCC was asked by a group of FM stations to make a clear-cut decision on the ground that abolition of transit radio and stereocasting would be "a death-blow to FM broadcasting."

The U. S. Court of Appeals decision here came as an upset to Transit Radio, owned by WWDC and WWDC-FM, which had been victorious in previous challenges before the Public Utilities Commission here and in Federal District Court.

Ben Strouse, vicepres and general manager of the stations, said at once that the case would be carried to the high court and indicated that there would be no cessation of the transit service pending the high court's action on a writ of certiorari. The Supreme Court is not expected to reach the case until its fall calendar.

Confusion over the legal status of the case prevails as the result (Continued on page 9)

Packard Plans New TV Airing

NEW YORK, June 2.—Packard Motors this week changed its plans and decided to stay in TV, but to drop Holiday Hotel, Co-sponsor with Cluett-Peabody of the Monte Proser package, the car company has agreed to remain in video but to build a stanza around Don Ameche and Betty Brewer, stars of Holiday Hotel.

Altho Young & Rubicam, the agency for both clients, tried valiantly to hype the format, none of its ideas was strong enough. The agency will work on a new format during the summer.

RWG Delays Picketing Pending Concil. Try

NEW YORK, June 2.—Picketing of RCA Thesaurus by the Radio Writers Guild, scheduled for Monday (4), this week was postponed until at least Wednesday or Thursday (5-7) when the Federal Mediation and Conciliation Service moved into the dispute. RWG is seeking parity in wages for RCA Thesaurus writers and National Broadcasting Company staff writers. Both companies are subsidiaries of Radio Corporation of America.

First mediation meeting was held yesterday and another is scheduled for Wednesday. If settlement isn't reached then, picketing will begin.

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Daydreaming With Laraine

TELEVISION—Reviewed Thursday (31), 7:15 to 7:30 p.m., EST. Sustaining via ABC-TV. Producer, Ward Burton; director, Eddie Nugent; emcee, Laraine Day. Guests this show, George Abrams, Ken Smith.

Seems that Laraine Day is becoming as ubiquitous a video personality as Patric Emerson was not too many kinescopes ago. Besides her daily local show preceding New York Giants games, she now has two web stanzas, a Saturday afternoon interview opus and this new show, which preemeds this week. The basis of Daydreaming is that people who have become well known in one field may have wistful thoughts of success in another. So Miss Day interviews them and gets their stories.

On the show caught, guest were ex-middleweight champ George Abrams and sportswriter Ken Smith. It turned out that Abrams wants to be a painter, while Smith is a would-be musician. Miss Day exhibited some of Abrams' work, while Smith tossed off a rendition of Apolonia on the accordion, which he just happened to have with him. Both guests also told how they happened to get into their hobbies.

Hobby Shop
Abrams' work seemed interesting enough. Smith's playing, however, is another matter. Ken, a topflight scribe who covers the doings of the Giants for the Mirror, apparently takes out his frustrations over the team's uninspired performances on his helpless instrument. According to Ken himself, for practice he frequents the deserted ballrooms of hotels in which he stops while on the road. Perhaps he finds that in the early morning hours, those are the safest places in which to perpetrate his musicianship. Not that he's bad. It's just that he ain't good.

Miss Day proved herself valorous as well as charming by emerging unruined by it all. She has developed a strikingly effective video personality not too unlike Patric Emerson's in some ways, and yet distinctly her own. For this show she was sort of garbed in a dress which could hardly be described as having a plunging neckline. Fact is, it had no neckline at all.

The show could be entertaining as well as eye-opening if future guests had more interesting things to say and do. If not, it should be good for some laughs, anyway.
Sam Chase.

Al Berman Sports Show

RADIO—Reviewed Monday (28), 5:30 to 6 p.m., Sustaining via WEVD, New York. Producer/writer-sportscaster, Al Berman; announcer, Dick Supar. Guests this show, John Terlarzo, John Leigeb, Cappy Lane.

Here's a local sports show on a wee-watter which has some originality. Instead of attempting the same type of sports aker heard on almost every outlet in town, Al Berman shows some ingenuity in concentrating, at least on this show caught, on guests with stories which are not commonplace. Thus, two guests were John Terlarzo and John Leigeb, outstanding weightlifters, and a third was Cappy Lane, official event-timer at Madison Square Garden.

Also, altho he touched on standard notes such as baseball scores, Berman rattled off some news from the so-called minor sports, including soccer, trotting and college baseball.

Lifters' Chin

The weightlifters related some fascinating material about their sport, which has come into considerable popularity in this country in recent years, and exploded the old myth about lifting weights making a person musclebound. They also told about a recent "physical culture" meeting at Carnegie Hall which drew s.r.o.throngs. The other guest, Cappy Lane, told some fascinating yarns about the more than 2,000 events he has timed in his 20 years in his unusual capacity.

Just as indie radio outlets are turning to specialization to build loyal followings in view of TV's inroads, so may Berman be setting an intelligent pattern in his own field. Coverage of the unique and of the minor sports may build him a larger aggregate following than the run-of-the-mill sports show which refreshes what every other similar stanza says. His delivery is excellent and his ideas are interesting. The end product is correspondingly good.
Sam Chase.

Television-Radio Reviews

Saturday Night at Meadowbrook

TELEVISION—Reviewed Saturday (26), May 26, 8:30-9:30 p.m., Sustaining via WABD, New York. Producer, Ted Hammerstein. Director, Frank Bunetra. Writer, Ed Lieberthal. Emcee-pocallist, Mel Torme. Music, Sonny Dunham and ork. Guests, Marlon Morgan, Beverly Hudson and Frank Dailey.

Saturday Night at Meadowbrook is a lively young musical remote, emanating from New Jersey's famous dance spot which helped foster the big-name band craze back in the '30s. Meadowbrook boss Frank Dailey was strong for heavy AM remote coverage at that time and his present video remote set-up may indicate he's planning the same promotion via TV today. At any rate the show is one of the first big-time band remotes to hit video.

Productionwise, the hour show was on the rough-and-ready side, with exuberant musical talent ramping on and off the bandstand with more rhyme than reason. However, this very lack of precision seemed to spark the airer with the genuine hectic quality of an old-time musical jam bake. Mel Torme handled his emcee chores with likeable bounce and scored vocally on September Song and another oldie, You Are My Darling.

Sonny Dunham's ork also kept things moving along at a brisk tempo with a batch of standard instrumentals, including We're in the Money, Swanee River and a George White's Scandals medley. The glamor department was nicely filled by blond canary Marlon Morgan and Beverly Hudson, a vivacious young song stylist introduced as a Dailey "star of tomorrow" discovery. The gal clicked on Hallelujah, but she should have readied an extra number for her return stint during the second half of the program. As a repeat, the old number lost a lot of its initial punch.

Only off-beat spot in the show was the audience, which shuffled around the dance floor in sad contrast to the razzle-dazzle footwork of former Meadowbrook patrons. If at all possible, the producers should hand-pick the majority of on-camera dancers, and keep the series' musical '30s spirit intact.
Jane Bundy.

Club Can-Do

RADIO—Reviewed Saturday (26), 10:45-11 p.m., EDT. Transcribed. Produced in co-operation with the Institute for Crippled and Disabled. Cast: Wynne Elliot, emcee; John Hicks, news reporter; Basil O'Connor, president of Institute, and guests.

This is a cheerful, intelligent, quarter-hour program devoted to rehabilitation of the crippled and disabled. It's tone is set by Basil O'Connor, who early during the show gives a brief talk stressing rehabilitation from the emotional, social and physical aspects. A paramount thought, in such cases, is to get the patient thinking in terms of things he can do. He needs a chance, not sympathy.

Program then brings forth a number of guests, all of whom have been disability victims. Their performance, either as singers or entertainers on the program, or their current mode of life as indicated via interview, illustrates how they have attained happy and fruitful lives.

Several gimmicks heightened interest. There is, for instance, an Information Bulletin, packed with news for the disabled and available to those who write in and become members of the club. Another brief sequence has newscaster John Hicks deliver a resume of news of special interest to the disabled—such as information regarding new drugs in the treatment of arthritis. There's still another gimmick: A thumbs up award to someone who overcame a big handicap. Recipient of the award appears on the show, tells his story and points up the work of the Institute.

Productionwise, this is a smart show. It contains a lot of information, a sound message and considerable entertainment. Laffs include Frances Wayne, London Records artist, and May Singh Breen, leading a ukulele group.
Paul Ackerman.

Jazz With List

RADIO—Reviewed Sunday (27), 8:35-9 p.m., EDT. Sustaining via WNEW, New York. Disk jockey, Eugene List.

Ingenuity seems to be working overtime at WNEW these days. Apparently quite conscious of the fact that record shows—the hub of this station's business—have come to a point where they are literally a dime a dozen, this conscientious management has applied imagination and has found a number of refreshing twists on the disk jockey show. Wisely these new ideas are designed to establish "personalties," not simply to fill time gaps with a parade of canned music heard here and elsewhere perhaps a thousand times a day.

Take this Jazz With List show. WNEW's newscaster, Eugene List, young American concert pianist of more than a modest reputation and, in an obvious turnabout, submits him as a commentator on jazz pianism. List, a genial and literate fellow, makes a learned commentator. His apparently prepared observations revealed more than a passing familiarity with his subject, and his recorded illustrations were both selective and off the beaten track. On this opening show List attempted to provide a quick glance at the modes of keyboard jazz. This he did most adeptly by drawing on the style precedents created by the masters—Art Tatum, Count Basie, Teddy Wilson, Erroll Garner, Joe Bushkin, Cy Walters and Pete Johnson. In lay language List submitted considerations of each style. His efforts were, in a way, educational and could help enlighten a goodly number to accept jazz for what it really is, an expressive art peculiar to our culture.

This List idea is a simple switch on another WNEW gem which converted the king of swing, Benny Goodman, into a longhair disk jockey. Benny's Sunday afternoon segments have proven quite successful. List is not likely to score as readily as did Goodman, but he should earn a small but select following who will devote as many klicks out of this presentation as List himself apparently seems to be getting.
Hal Webman.

Broadway Open House

TELEVISION—Reviewed Tuesday (29), 11 p.m.-12, EDT, over NBC-TV. Sponsor, Anchor Hocking Glass and various beer companies; Ruppert's in New York. Agency, William H. Weintraub. Director, Hae Hein. Producer, Ray Buffon; chief writer, Jack Douglas. Cast, Jack E. Leonard, Dagmar (Jennie Lewis), Frank Gallup, Ray Malone, Buddy Greco, Eileen Barton and Kirby Stone Quintet.

After Jack E. Leonard gets a few shows under his belt and learns something of this new medium, he'll hit as hard on TV as he does in personal. Basically Leonard's a funny guy. His ad lib can be inspired. There are few comics who can do impromptu things as well as Leonard. But ad lib, particularly strayed ones, are not sufficient for an hour show.

In justice to Leonard it must be said that poor direction, bad camera work and a sloppy prop department helped throw in the zingers. Leonard started with a big gaggle. A hat picked up bit, highlighting his weight, was a natural for a big yock, but later there came a hedge-podge of sketches which became bringing thru missed cues, line stepping and inept organization. Informally is nice, but even a contrived informality must have a basic organization. Quintet was one of the worst offenders. The group mugged too much. Its mad chatter based on the jive idiom was confusing and finally boring. And last of all it was on much too much. At times it looked as if the Kirby Stone group was presenting Leonard and not the other way around.

Buddy Greco, a personable, good looking singer, had two spots. In the first he did a piano-voice bit. In the second, he did a long ballad which got lost. It might be pertinent to remark that any singer doing a duet in a room against a dull drop will soon lose his audience. Better camera angles, mixing up the shots, or some kind of production behind him to relieve the deadly monotony might have

Sports Show-Kase

RADIO—Reviewed Monday (28), 7:45 to 8 p.m. Sponsored nightly by Chase Bank via WNEW, New York. Producer/writer-sportscaster, Max Kase; guest Kid Gavilan.

One newspaper sports editor has replaced another in this stanza. Jimmy Powers, of The New York Daily News, switched his broadcasting allegiance entirely to TV these days, and he has been replaced on this nightly radio stint by Max Kase, of The New York Journal-American. Kase is a relative newcomer to the microphone, and so understandably lacks some of Powers' ease and fluency of delivery. In his own right, however, he seems competent, and additional experience should loosen him up.

On the show caught, Kase breezed thru the baseball news and scores, gave the schedule for the night games, spoke about Sugar Ray Robinson's fistie victory in France, and tossed in some material about the British amateur golf championship. Highlight of the show was the interview with Kid Gavilan, who said he'd be willing to take up his newly won welterweight title for a crack at Robinson's middleweight crown.

After he gets over his initial mike jitters, Kase might do well to step up the tempo of his delivery somewhat, and to vary his tone occasionally. He also might add an editorial touch at times, and even inject a bit of humor here and there. Too straight a delivery in the same mood and vocal timbre is a bit heavy to take on a daily basis.
Sam Chase.

Your Luncheon Date

TELEVISION—Reviewed Wednesday (30), 12:30-1 p.m., CDT. Sustaining via WNBQ, Chicago. Producer-director, Joe Sperry; technical director, John Natale; ideas, Hugh Downs and Doug Johnson. Cast: Hugh Downs, Nancy Wright. Music, Art Van Damme Quintet.

NBC almost has a first-rate daytime session here and it may come thru after some polishing. Hugh Downs, veteran AM announcer and pal of Dave Garroway, was emcee and used Garroway's friendly St. Bernard approach. It was as informal as an ice cream cone, but Downs either wasn't sure of his material or overdid the casualness. He also kept his head and eyes down during much of the show.

A little more sureness by Downs would bring the whole show up to the pace set by Art Van Damme and his musicians, and by vocalist Nancy Wright. They are survivors of the Ransom Sherman show and are good. Van Damme has one of the best small units in broadcasting, from both music and showmanship standards. He did two numbers, including a brief, funny take-off on orchestral glee clubs.

The session opened with Downs and Miss Wright seated at table, and ran along with the chatter. Songs, an interview with an artist and his wife plugging his book of cartoons about Chicago, and a 30-30 skit by Downs and Miss Wright in silent movie acting. The show definitely has the makings of an informal, relaxing session which will do what it is intended—give housewives a time and place to sit down to lunch with a little entertainment and talk.
Jack Mabey.

Dagmar (Jennie Lewis) with a bigger role than she's had since the earlier days of Broadway Open House did a couple of amusing things with Leonard. The Dagmar malaprops, however, didn't come off. Maybe it was poor material; maybe it was sheer nervousness. But whatever it was the result on TV wasn't a happy one. Ray Malone was adequate. But in his case sloppy camera work and poor direction were at fault.

The outstanding performers were Frank Gallup and Eileen Barton. Gallup with his dignified pear-shaped tones and suave handling of his chores was a welcome relief from the confusion that seemed to permeate the rest of the cast. Miss Barton looked and sang as if she'd been in TV for years. Her choice of standards and the smart, dignified way she were the sight values. She moved, or gave the impression of moving, thru gestures and bits, and in general comported herself like a vet.
Bill Smith.

Jerry Katz

RADIO—Reviewed Tuesday (29), 9:30-10 p.m., EDT. Monday thru Saturday, remote via WDAS, Philadelphia.

With such asides as "Come down to insult my intelligence and I'll insult yours" . . . "Due to mechanical difficulties, this show will not be televised tonight" . . .

"If you don't have a TV set, listen to me," Jerry Katz gives the mid-town Chatterbox a unique and interesting spot something to crow about. While the room isn't in the altery category, it followed the pattern in sponsoring the originating point for what is popularly known as a disk jockey show only in letting everybody listen in to the kind of la-de-da Katz has been dishing out to a select few all the years he's been on the scene. The closest thing to recorded music on this nightly 30-minute set are the recorded sound effects of the barnyard to bring on the banter.

It's a bald invitation to "shorten your life by 30 minutes" to stiek with Katz's clowning for that length of time during which he will interview a famous or infamous personality without letting the personality get in a single word, give with a genuinely funny interlude of news flashes that are more "like flushes," confirm and deny the more popular rumors of the moment, answer mail that makes for advice to the lovelorn plus a bit of heckling with listeners using the telephone. The only same moments are when he's ballyhooing the attributes of the sponsoring restaurant, but quick to add that diner is on the house if you can hit him three out of three times with rocks provided for your convenience by the management.

"Chin Music"
If nothing else, Katz's 30-minute of "chin music" is something entirely different for local dialers. It's all very silly, but since it can never be accused of being sophisticated, the meowings of Katz are the kind that generate enough confusion in the minds of listeners to make for fancy followings.

The only basic fault with the program is that 30 minutes are not nearly enough. It takes almost that much time to figure out whether the bees are buzzing around in the bonnet of the man at the mike or the one at home listening. To make the most of this brand of nonsense, double the time would be much more effective. As matters of fact, and he would be the first to admit it, an hour of Katz and his meowings every night on television would be sure-fire to bring back radio.
Maurie Orodener.

Nancy Craig

TELEVISION—Reviewed Thursday (24), 4-4:45 p.m., EDT. Participation sponsorship, via WJZ-TV, New York. Producer, Bebebe Henry. Director, David Lewtas. Emcee, Nancy Craig. Guests, Dave Dresser, Edith Laurie Estin, Beatrice and Ferdinand Kramer.

Nancy Craig has chalked up an impressive audience record during her 25 years in daytime radio, and she should be able to convert a large number of her former following to the video habit. However, it's doubtful if they'll stay with her long if her present TV format isn't tightened up considerably.

Right now it's a lengthy, haphazardly assembled series of interviews between Mrs. Craig and varying guest types. Altho the fem commentator is completely at ease with a mike, her video department is still in an undecided stage. She's a warm, motherly looking woman, and her unaffectedly casual grooming should find favor with most housewives. However, a daily video series must, by necessity, be a relaxed ad lib affair, and Mrs. Craig is far too tense to sustain any real feeling of spontaneity in her guest interviews.

Watch These Guests

Most guest-types fall within two major guest-type categories—the shy, colorless colony or the every-body-a-y-s-l-should-be-an-actor-and-this-is-my-big-chance ham variety. The latter usually are most desirable, but they can become thoroughly obnoxious unless held firmly in check by a firm emcee. On show caught, Mrs. Craig drew a lulu—a plump young fem mator from New Jersey, who tossed her curls, coyly pretended the camera was one of her bulls and in fact did everything but put a rose in her teeth during the interview. Mrs. Craig looked mighty uncomfortable about it, but made little attempt to cut the
(Continued on page 9)

Air Checks

Brief but important radio news

KOWL Aims New Show On Life In Israel . . .

"Vistas of Israel," an authoritative feature dealing with life and personalities in Israel, believed to be the first such program in this area, got underway Sunday (3) on KOWL (Santa Monica). Show is weekly, in the 9:45-7 p.m. slot. In the public service vein, show is sponsored by the Israel Office of Information in New York, which also tapes the show in N. Y., on WNYC, and nine other outlets. Airshow will spotlight Israeli music, a narrative travelogue and will use taped interviews with foreign officials. A similar show airs locally on KPWB, "Community Hour of the Air." However, it differs in that it centers around Jewish life rather than the State of Israel.

Big Jon Arthur and Sparkie Leave WSAI, Cincy, July 1 . . .

Their contract expired. "Big Jon" Arthur and his radio character, Sparkie, move out of Cincinnati WSAI's studios July 1. Arthur's popular kids' show is the only network show emanating from Cincinnati. Arthur will continue to hit the American Broadcasting Company network from Cincy via new studios being built at the Herzog Recording Company in downtown Cincinnati. WSAI will continue to carry the show. Arthur does one shot daily over a 180-station ABC hook-up with two on Saturdays over 250 stations. Lack of studio space was given by a WSAI spokesman as the reason for not renewing Arthur. In prepping for his web airing, Arthur ties up one studio with recording for most of the day. WSAI officials plan to divide that time among several new programs they have planned. A TV version of "Big Jon and Sparkie" is slated for launching via WCPO-TV, Cincy, in the fall.

AWRT To Elect

At June 11 Session . . .

The first local chapter of the newly organized American Women in Radio and Television will meet at the Brass Rail Restaurant, New York, Monday (11) to elect officers and map an organization plan for AWRT locals across the country. Chapter includes women broadcasters from the five New York boroughs, Northern New Jersey, Westchester County and Long Island. CBS librarian, Agnes Law, organizing director for the AWRT's metropolitan New York chapters, will preside, with Duncan MacDonald, WABD, and Josephine McCarthy, WNBT, acting as associate chairman for the dinner meet.

Murray Grabhorn

Joins Albany Station . . .

Murray B. Grabhorn, veteran radio-TV exec, joins WPTV, Albany, as general manager June 15. Grabhorn formerly was a vice-president at the American Broadcasting Company.

Short Scannings

Brief but important video news

Chuck Strother Top Producer

at WCPO-TV, Cincinnati . . .

Mort Walters, boss man at WCPO-TV, Cincinnati, has appointed Chuck Strother executive producer, with the latter producing five weekly tele stanzas. Jack Sebastian, who worked in sales and promotion in Worcester, Mass., and New York, is the new publicity director at WCPO-TV.

Personnel Moves

From Hollywood . . .

Bob Adams last week switched from the KTSL film head's post to become a director at the CBS outlet. Bo Hurlbut takes over Adams' duties with Bill Cartwright joining the flick room. . . . James T. Aubrey Jr., formerly with CBS and more recently with that net's TV, KTSL, last week joined KTTV's sales staff as account executive. . . . Don De-war, prexy of Teleomatics, Inc., left for a sales hop to New York, hoping to peddle TV's first 15-

Camels To Renew

CBS "Football Round-Up" . . .

Execs at Camels and the William Esty Agency were close to a decision last week on renewal of the "Football Round-Up" on the Columbia Broadcasting System next fall. The Saturday afternoon multi-game coverage of CBS is believed virtually certain to be picked up again, with a decision due by June 8.

Nancy Craig

Continued from page 8

cinema-struck senorita down to video size.

Spark's Threr

At one point she did anti-bull fighting opinion and the interview would have packed much more punch if she'd delved further into this controversy. Mrs. Craig also chatted with Dave Dresser, author of Parole, and Beatrice and Ferdinand Kramer, a Mr. and Mrs. team, who combine design ideas on etchings and furniture. The Kramers proved the happiest guest choice, and Mrs. Craig showed traces of her spunky radio charm with them—traces which indicated that the lady will elixir on TV once she settles down and kicks up a few more of them—traces that is. June Bundy.

Air King Bows

Continued from page 4

fall would see the receivers coming off the line in fairly substantial quantities.

Cogan concedes, however, that the production capacity will depend to a large extent on the availability of certain critical materials. "With the materials situation what it is today," said Cogan, "I couldn't safely predict our production capacity on ordinary black and white sets. It should be understood, however, that the situation concerning critical materials is no more acute for color receiver production than for black and white production." The new Air King combination color and black and white receiver will be shown at the furniture show in Chicago this summer.

The Air King firm also will manufacture adapters which will sell for from \$15 to \$20, and which can be hooked up to any black and white Air King set. The company also plans to make converters, the costs on these, and hence eventual retail prices, have not yet been computed.

Air King will distribute thru its own organization of some 62 distributors from coast-to-coast. They will not sell direct to dealers, not (except in cases where the distributor now has the Air King franchise) will Air King receivers be sold via Columbia Records' distributors.

Air King's advertising and promotion plans on its receivers will be tied in strongly with CBS's own overall promotion and exploitation plans for its color system.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Josephine Baker Program

WLJL, New York, Thursday (24), 7:30-8 p.m., EDT.

This was Josephine Baker's U.S. radio debut, but it cannot rightly be said that it showed what this gifted lady can do in the medium. The show consisted of a run-off of a tape taken at a meeting at the Golden Gate Ballroom in Harlem the previous Sunday in honor of Miss Baker. The radio listener got the feeling that he was missing a great deal by not being there, and Josephine herself was on only for the last few minutes. The rapport she created with the audience in the ballroom seemed extraordinary. Her comments, unbelievably tender, captivated the crowd. In introducing the Spanish song, *This Is Happiness*, she said that being "here on this stage, trying to please you" was her happiness, "because I want you to love me. . . . I'll never let you down, ladies and gentlemen. . . . Audience response to words such as these was terrific.

She was hardly half way thru *Happiness* when the show was cut off. Her only other number was *Aferci*, which she said was her thanks to the crowd in her adopted tongue.

Speakers at the occasion included Walter White, Dr. Ralph Bunche and Gypsy Rose Lee. Also, eight of the girls who played with Miss Baker on Broadway—a couple of decades ago—were brought on, but the value of this did not come across to the radio listener.

Miss Baker's singing on the air seemed intense and moving, but there really wasn't enough on this particular show to let for sure. Gene Platinik.

Memoriam

Continued from page 1

tion, he spoke briefly but effectively and the result was a solemn moment for the listeners, many of whom undoubtedly didn't know that the star of the show was dead.

A programming boner came after Stafford's brief remarks. Dragon instead of maintaining the mood, switched his orchestra into romantic numbers. It was a jarring note and probably made lots of listeners tune out with a feeling that Miss Brice's passing was being taken too lightly. Feeling was that by far the smartest thing would have been to use, instead, a medley of numbers from Broadway shows in which Miss Brice had starred.

According to NBC, the program will wind up its season, until hiatus time, with music by Dragon's orchestra and chorus. There is no word as yet about what will happen to the show next season and whether an effort will be made to groom some other actress for the Snooks role.

(Further details in the Final Curtain Department.)

Tri-Color Tube

Continued from page 4

ately making available to the companies, sample tri-color tubes and associated components for manufacturers' use in laboratory work. The move is seen as a major weapon in RCA's battle to forestall progress of the Columbia Broadcasting System's Federal Communications Commission-authorized field sequential color system, and to press for an early reconsideration of color systems by the FCC.

E. C. Anderson, vice-president of the commercial department of the RCA laboratories division, will run the meetings, with Dr. E. W. (Shorty) Engstrom summarizing at the end of each day. Also heard from will be RCA engineers Dr. D. W. Epstein, H. R. Seelen, S. W. Seeley and W. F. Maguire. The tri-color tube was originally demonstrated by RCA March 29, 1950.

Peggy Lee To Fill In For 'Amos 'n' Andy' Show

NEW YORK, June 2.—Peggy Lee was set this week by RCA's summer radio replacement for Amos 'n' Andy. The chirper goes into the 7:30 p.m. Sunday slot on the Columbia Broadcasting System starting June 17.

TV Talent and Show Tips

Bill White

Lad shows a strong pair of pipes and deserves a spot on television. Could work in well in any musical set. Currently in *Hit the Road*. White is one of the revue's bright spots, singing two original patriotic-spiritual tunes. Lack of stage experience is overlooked by personality and ability to seek home a song. (FOR COMMENT ON OTHER PERFORMERS AND LEGIT SHOWS SEE THE LEGITIMATE DEPARTMENT EVERY WEEK.) J. I. B.

Bob Savage

A tall, good-looking chap, Bob Savage's nifty vocal-patter bit is a natural for TV. Production solos of *Jungle* and *Tenement Symphony* are particularly strong visual fare. Lad's projection and vitality make him a good video bet. Caught at Chateaugay's Inn, San Diego, Calif., Saturday (12). (FOR COMMENT ON OTHER PERFORMERS AND NIGHT CLUBS SHOWS SEE THE NIGHT CLUBS-VAUDE DEPARTMENT EVERY WEEK.) J. I. B.

G. I. Joe

Bill Mauldin's Willie and Joe. George Baker's Sad Sack and the ingenious Private Hargrove have kept millions amused from World War II to the present via various media. Why not a new situation comedy for television around the downtrodden but ever lovable and ingenious G. I.? He's certainly not outdated. And the lighter side of the very serious business of war has never hurt anybody when handled right. (FOR SHOW IDEAS FROM ALL PHASES OF SHOW BUSINESS READ ALL DEPARTMENTS EVERY WEEK.) G. P.

Farmer's Market

Long a tourist attraction in Hollywood, Farmer's Market lends its name to an afternoon tele show beamed directly at the housewife for any L. A. station. Name alone

Kane Raps

Continued from page 4

just learning to install present black and white sets adequately, and that they will be lost in the complexities of the many and varying adapter installations with which they will be faced.

Competent independent engineers told *The Billboard* that many manufacturers do use similar circuits, but that the only way a limited number of different adapters for all of the 12,500,000 existing sets could be used would be for all set manufacturers to pool circuit information and provide such complete data to any firm contemplating making adapters. It was the opinion of most of these engineers that slave sets (into which adapters and converters are already built), will far exceed adapter units produced and put on the market.

Transit Radio

Continued from page 7

of a declaration in the appellate court's decision which orders the case back to the Public Utilities Commission "for further proceedings in conformity with this order." Strouse made it clear, tho, that the case is headed for the high court.

In the opinion, written by Judge Henry W. Edgerton, it was stated that Transit's "broadcasts deprive passengers of liberty without due process of law. Service that violates constitutional rights is not reasonable service."

He declared that "forced" listening deprives the appellants and other passengers who object to the broadcast of their liberty for the private use of Transit Radio.

Added Involvement

Continued from page 4

tronic laboratory, with demonstrations to the trade, distributors, manufacturers and dealers to follow. On the strength of the set's showing, Para hopes to enter a licensing arrangement with manufacturers, but is decided upon going it alone if need be. It already has plans for its own factories both in the East and the West.

could lure mildly to the set for a 15-30-minute program. Shopping guide, man-of-the-street or helpful hint format, would undoubtedly find a place with the housewife and do much to draw tourists to the local landmark. Frequent visits of film celebs to this spot enhance show's possibilities. (FOR SHOW IDEAS FROM ALL PHASES OF SHOW BUSINESS READ ALL DEPARTMENTS EVERY WEEK.) J. I. B.

Paris Birthday Series

Paris is celebrating its 2000th birthday this year and the city is staging a 12-month marathon in honor of the occasion. Event is a natural for a variety of TV programming ideas, both live and film. In line with this, Perry Miller, director of the Film Advisory Center, a non-profit organization which imports prize-winning foreign shorts for specialized U. S. theater bookings, is mulling over a plan to package a group of art-documentary short subjects about Paris, past and present. The Paris birthday theme is also adaptable for musical shows, variety airers (featuring Parisian-type entertainers), fashion shows, art and dance series, and many types of educational packages, including a tie-up with the United Nations, and historical dramatizations. It follows, of course, that France would be anxious to co-operate on any and all promotions. J. B.

Geography

Video has what it takes to breath some life into this dull old school subject and make it vivid for adults as well as kids. Taking a different country each stanza, a clay relief map could start by giving the viewers an idea of the mountains and rivers. Miniatures could be used to give a sense of the country's raw materials, what products are made from them and what portion of the world's supply that country provides. Native costumes and dances could be shown, and some of the indigenous folk songs presented. Residents of New York's International House might be asked to come on to talk about their countries' customs and languages. And film clips could advantageously round out the story. Tho such a show would never make for high-rating competition, with smart handling it could supply substantial daylight fare, and on a limited budget at that. (FOR SHOW IDEAS FROM ALL PHASES OF SHOW BUSINESS READ ALL DEPARTMENTS EVERY WEEK.) G. P.

Another Look

Brief criticism and comment re TV shows previously reviewed in detail

Let's Look at Sports

Thursday (31), 10:30-10:45 p.m., CDT, WNBQ, Chicago

Tom Dugan has brought a simple, new approach to a sports show, and it is paying off. He likes to quarrel and criticize. It's been done before in sports, but not in the way Dugan uses. On this show, the day after the Charles-Maxim fight, he developed the theme, for about four minutes, that both Maxim and Charles are such bad fighters neither should be allowed back in Chicago. He probably wouldn't get too much reaction on Maxim, but he undoubtedly irritated many viewers in calling Charles "stinking." He also carried on his personal feud against the Sox and Cubs management for their policy of retrieving foul balls and home runs hit in the stands, and sending the balls to the army and navy.

Dugan also reported and commented on sports results in the 15-minute segment. Final five minutes were given to an interview with a man who operates a summer resort in Wisconsin. There was no production to the show whatsoever. Apparently only one camera was used, in a straight, head-on shot of Dugan soloing and interviewing. There were no slides or gimmicks. Dugan talked well and earnestly, and it was a tribute to him that he could carry off a 15-minute session on the strength of his own general knowledge of sports doesn't match that of other sports announcers here, but his play on controversial matters has built up a strong audience. Jack Mabley.

Cleffers To Have Look-See At Pubber Royalty Ledgers

Audit, for First Time, Kicked Off by SPA Thru Edward Traubner

NEW YORK, June 2.—Songwriters' Protective Association this week took the first preliminary steps toward an audit of the royalty records of the entire music publishing industry, comprising some 325 firms which use or have used the SPA publisher-songwriter contract form.

The auditing will be done by independent agent Edward Traubner and a staff of accountants engaged by him. Traubner, who has represented a large number of individual writers for collection of folio royalties, will now act for SPA in the audit of all types of royalties. He was last in the news after effecting a collection of \$6,000 from one publisher here for songbook royalties due 13 writers (The Billboard, January 13).

First step toward the industry audit was an SPA mailing Monday

(28) to all members explaining the plan and asking for authorization to proceed. Early return mail showed an eager response from cleffers, including many representative names. It is expected that a strong majority of the membership will green-light the audit, and in the very near future.

The audit is planned as follows: All publishers' books will be

combed for accounts made or due SPA members up to June 30, 1950. If errors in accounting leading to underpayments are discovered, the discrepancies will be checked with the publishers, and statements will be furnished to the writers involved. The writers will then authorize the agent, Traubner, to make the collection, and will agree to pay him 25 per cent of any sums recovered as a result of the audit. The 25 per cent is to cover the cost of the audit. The fee pertains only to additional monies recovered thru the audit, and will not be due for royalties already stated and paid for the particular period.

Disclaimer

Neither Traubner nor SPA will be responsible for any legal proceedings undertaken by members as a result of the audit. The association disclaims any responsibility for litigation stemming from the check-up; members who need recourse to law to collect the royalties due will have to sue on their own hook.

In the letter outlining the plan, SPA Proxy Sigmund Romberg said: "The audit will not be made in behalf of any individual member, but rather in behalf of SPA, and will not apply to just one or a few of the publishers, but to all of them. This is ordinary, cus-

London Boosts Releases, Cuts Back on Staff

Disks Still Heavy, But 12 Laid Off in A. & R. Promotion

NEW YORK, June 2.—The London Records is continuing its heavy recording and releasing schedule, the label this week laid off 12 employees, including Ira Joachim, advertising and promotion manager. Personnel affected in the economy move were in both a. and r. sales

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Some ASCAPs Don't Like It

NEW YORK, June 2.—Action of the American Society of Composers, Authors and Publishers in endorsing Senator Kefauver's proposed amendment to the Copyright Act has caused some consternation among the Society's own members. All the ASCAP-ers, of course, are heartily in favor of washing in, if possible, on royalties accruing from performances via juke boxes, but what aggravates a portion of the membership is ASCAP's tactic of riding on the shirt-tails of Kefauver, and the Society's innuendo that the juke box field is infiltrated by criminals.

The Society's history, it is pointed out, has been one long struggle to overcome hostile opinion. This has been true in the radio field, the ballroom and nitery fields, and in other facets of the music business. For years there has been a tendency to picture ASCAP as armed with a club. The tactic of name-calling, when directed at a group that eventually be the Society's customers, is painful to those of the Society who have long memories. This was pointed out this week by a number of publisher members.

Later also indicated concern as to how the money accruing from juke boxes (in the event the proposed amendment becomes law) would be distributed. Society does not segregate any funds—all monies going into the general pot. In the case of juke box performances, it is pointed out that most disks used are pops. Under the Society's plan of splitting the melon, however, it's figured that

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Mercury Again Has Bonus Plan

CHICAGO, June 2.—Mercury Records here, which last year pioneered in summer bonus disk plans for record retailers, is again offering its radical merchandising exchange plan, starting June 4 thru June 30. The plan this year has been expanded to include 45 r.p.m. platters.

Under the plan, Mercury distributors will take back \$1 worth of any label or any speed for every \$3 in LP stock purchased by the retailer in June. The \$1 return of merchandise is then credited against the \$3 purchase of Mercury LP stock. However, this year Irving Green, Mercury proxy, is allowing retailers, who so desire, to make 25 per cent of the \$3 purchases in 45 r.p.m. albums or standard or current singles. Last year the plan was strictly for LP purchases. As was the case last year, the plan will not alter the dealer's 5 per cent return privilege.

In addition, sales chief Morry Price and Irwin Steinsberg, Mercury treasurer, have set up a

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JAZZTIME MINT

Tours, Disks Build Million for Granz

NEW YORK, June 2.—Jazz became a million-dollar business for Norman Granz and his Jazz at the Philharmonic corporation. The minimum combined gross of JATP on concerts and on records will run in excess of the million-dollar mark this year. The JATP disk sales will bring in in the vicinity of \$750,000 gross, while the fall concert tour, which already is booked, will bring in grosses totalling about \$400,000. It is estimated.

The Granz operation is the only full-time active entity in the jazz field. The impresario has built a small empire in the field and, by virtue of the combination of wax and personal appearance, has attracted most of the key toolsters in the business into his stable. He has come as close as one can in building a jazz monopoly.

"I'm only missing a few key people," he says. "Stan Getz, Dizzy Gillespie and George Shearing"

(Continued on page 38)

Musicians' Future Foggy; Is Tootling To Become Hobby?

Posers: TV Cutting Job Areas, AM Wane, Mechanization Withdrawal

Continued from page 1

business medium—television; (2) the dim outlook in the radio broadcasting field; (3) the virtually complete withdrawal of the AFM from its historic battleground, mechanization; (4) the employment shrinkages caused by restrictive legislation—Taft-Hartley and the Lea Act.

Credit Side

What it all adds up to is unbridled use of disks, tapes and jockeys. On the credit side of the ledger, the AFM has made sizable strides in promoting acceptance of the royalty principle—but those who are exerting most pressure—the professional musicians—are not prone to regard this as either a cure or substitute for employment.

The most pressing question the delegates will have to face when they return to their locals, therefore, is "Where do we go from here?" The question reaches an acute stage approximately every decade. First in 1929-30 when sound pictures ended employment of musicians in theaters; next in 1940-41, when Petrillo retained Ben Selvin, then with Muzak and Associated Transcription Service, to survey and report to the Seattle convention on the entire state of

canned versus live music. This study followed by a few years the deal concluded by the late Joe Weber and the radio industry, calling for the industry to spend a specific amount of money for employment.

Another Study?

Excess state another study is called for—for the current employment crisis seems to offer no obvious escapes. The last network pact, concluded in February and covering AM, TV and television film, imposes no restrictions on mechanical music, altho the pact does call for the networks' adherence to the 5 per cent royalty plan on TV film.

The problem of the larger locals is illustrated by the conditions pertaining in New York, Local 802, the largest of the units within the AFM, has a total membership of 32,000. Members "actively" engaged professionally total approximately 20,000. Of those actively engaged, about 7,000 are steadily employed.

The situation of the small local is not quite the same. The AFM, however, is sharply aware of the fact that the problem of the member in the hinterlands becomes more acute all the time, even tho

here the profession of music is more of a sideline.

As against these dire problems, Petrillo comes to this convention armed with a definite measure of accomplishment. The royalty principle, established several years ago on disks, has been virtually set now with regard to TV film. In addition to the networks, upward of 20 indie packageers and film studios have entered the fold. This is expected to be only a small fraction of the total who will produce such product and contribute to the performance trust fund. The professional musician, who does not directly participate in the benefits derived from the fund, regards the operation with a jaundiced eye. There's no doubt, however, that Petrillo's royalty strategy appeals highly to the smaller locals and in the president's report for this convention the successful film-TV negotiations are the first order of business.

An interesting facet of this convention is the fact that other show business unions will have their eyes and ears cocked for AFM developments—specifically along the lines of the now well-developed AFM philosophy of continuing pay for multiplied performance.

EDITORIAL

ASCAP Pulls a Faux Pas

No responsible person in the music business will dispute the principle of performing rights societies. The copyright owner should derive a profit from the profitable performance of a copyrighted tune. There can be no argument on this score.

It is disheartening, therefore, to view the sad and misguided strategy of the American Society of Composers, Authors and Publishers in attempting to further the principle of performing rights societies. The latest and most aggravating faux pas has to do with the society's mode of endorsing Senator Kefauver's proposed amendment to the Copyright Act. (See separate story.) In plumping for this amendment, which would place a levy on the juke box industry, the society takes elaborate pains to alienate a prospective customer.

ASCAP's statement, in part, reads: "Convincing evidence that many juke box operating companies have been infiltrated by criminals was uncovered by the Senate's Special Committee to investigate organized crime in interstate commerce, of which Senator Kefauver was chairman. The proposed amendment would bring the operations and income of these individuals into public view, and thus help rid a legitimate industry of a criminal element."

This sanctimonious verbiage is neither noble nor true. The only criminally linked organization turned up by the committee was the Louisiana Mint Company.

In any event, we think the society should stick to performing rights, keeping its own house in order, and build good-will among its customers, real and potential. We think it is in bad taste for ASCAP to issue questionable statements that there is now ample evidence that many juke box operating companies have been infiltrated by criminal elements who operate the business in true gangster fashion.

The foregoing wild talk is contained in a society statement titled "Why composers and authors support Senator Kefauver's proposed amendment."

Come now, it's no secret that the society falls into the politicking groove naturally and easily. There is much to be done on the home front and much constructive work to be accomplished in the field of promotion and good will. Get with it!

Bill To Sock Juke Trade Up in Senate

WASHINGTON, June 2.—The Senate Judiciary Committee is expected to plan a public hearing for a bill introduced this week (28) by Sen. Estes Kefauver with the open blessing of the American Society of Composers, Authors and Publishers to bring juke box owner-distributors under the Copyright Act provisions for royalty payments on disks' use.

Vigorously championed by ASCAP, the Kefauver bill is figured to be the strongest move in years to end the juke box exemption under the Copyright Act. Legislation along similar lines was introduced earlier this session in the House by Rep. Hugh Scott, but Scott thus far has not pushed for that sponsored by him four years ago when the legislation was sidetracked after stormy public hearings.

Enactment of the Kefauver bill within a month is openly contem-

plated by its backers, with the measure itself stipulating an effective date of next July 1. This would make it necessary for the Senate Judiciary Committee, to stage a hearing in the next two weeks. Senator Kefauver, who until recently headed the Senate special committee to investigate organized crime in interstate commerce, is a member of the Senate Judiciary Committee to which the bill has been committed.

The Kefauver bill proposes to amend the Copyright Act chiefly by adding a subsection stipulating that "the public reproduction or rendition of a musical composition by or upon a coin-operated machine shall not constitute a public performance for profit by the owner or operator thereof whether or not a fee is charged for admission to the place where such reproduction or rendition occurs," subject to conditions.

Chief among these conditions is that copyright musical compositions can be played on disks, manufactured in compliance with the Copyright Act provisions, "by or upon a coin-operated machine at a place to which no admission fee is charged, upon payment, by the owner or operator of such coin-operated machine, to the proprietor of the copyrighted composition, of a royalty computed as follows: 1 cent per use of each copyrighted composition on a disk, per each four minutes or fraction thereof of playing time, per each week or fraction thereof on a disk shall remain in each such coin machine."

The bill specifies that "an owner or operator shall be entitled to the benefits" of this provision "by furnishing, on or before the 20th day of each month, a report under oath to the proprietor of the copyrighted composition, or his authorized agent, stating the amount of royalties due for performances during the previous month, and by paying the royalties so due on or before the 20th day of the next succeeding month."

Another condition stipulated by the bill is that it applies to any person or business entity "who or which is the owner or operator of two or more such coin-operated machines, except that this limitation shall not apply to any owner or operator if a fee is charged for admission to the place where such reproduction or rendition occurs."

The Kefauver bill defines "owner or operator" as including "any natural person or business entity holding the legal or equitable title to, or having interest in, any such coin-operated machine used in the reproduction or rendition of music (1) by reason of ownership, lease, conditional sale, pledge or other similar security arrangement, (2) by reason of any arrangement to perform, over a period of time,

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America's Fastest Selling Records

DECCA RECORDS

SUPER SPECIAL!

the
ANDREWS SISTERS
and
GORDON JENKINS

and His Orchestra and Chorus

I'M IN LOVE AGAIN
and
IT NEVER ENTERED MY MIND

Decca 27635 (78 RPM) and 9-27635 (45 RPM)

JANE "Pretty-Eyed Baby" TURZY

and the **JANE TURZY TRIO**

GOOD MORNING MR. ECHO
and
BE DOGGONE SURE YOU CALL

Decca 27622 (78 RPM) and 9-27622 (45 RPM)

Their first record on **DECCA!**

BREAKING FOR A SMASH!

GEORGIE'S TAVERN BAND

GIVE ME A GIRL AND A WALTZ
and
HAPPY TAVERN SCHOTTISCHE

Decca 45142 (78 RPM) and 9-45142 (45 RPM)

NEW RELEASES—SINGLES

It Is No Secret	ANDREWS SISTERS and RED FOLLY
He Bought My Soul At Calvary	Decca 14566 and *9-14566
The Wang Wang Blues	BUSI MORGAN AND HIS ORCHESTRA
Sophisticated Swing	Decca 27629 and *9-27629
Running Off The Rails	FLORIAN ZABACH
Tea For Two	Decca 27614 and *9-27614
Roll On Jordan	JORDANAIRESS
What A Savior	Decca 14565 and *9-14565
Stealin' The Theme	JACK ROWE
Hill Top Rag	Decca 46320 and *9-46320
Dripping Texas Sand	WEBB PIERCE
If Crying Would Make You Care	Decca 46322 and *9-46322
Woogie	DOLES DICKENS QUINTET
Can't Let Your Lovin' Go	Decca 48214 and *9-48214
Give Me A Girl And A Waltz (And A Barrel Of Beer, Beer, Beer)	GEORGIE'S TAVERN BAND
Happy Tavern Schottische	Decca 45142 and *9-45142
Noc. To I Ty-Walc (*The Loveliest Night Of The Year* Waltz)	TED MAXIM AND HIS ORCHESTRA
The Laugh Polka	Decca 45141 and *9-45141
Five Points Polka	GEORGE COOK AND HIS ORCHESTRA
Cocktail Waltz	Decca 45139 and *9-45139
Nena	TRIO HERMANOS RIGUAL
Quando Me Haras Feliz?	Decca 21347

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

GUY LOMBARDO
And His Royal Canadians
SOUVENIRS

Selections Include: Once In A While—Soon—Singin' In The Rain—My Extraordinary Gal—I Love You—I'll Walk Alone—Confession (That I Love You)—Somebody Loves Me
Decca Album 8-825 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-773 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5297 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.90

ALFRED DRAKE

in
"THE VAGABOND KING"
(Rudolf Friml—Brico Hooker)

with
MIMI BENZEL
Frances Bible

Orchestra Under Direction of JAY BLACKTON
Selections Include: Overture: Love Me Tonight • Song Of The Vagabonds • Only A Rose—Song Of The Vagabonds—Some Day—Only A Rose—Tomorrow—Nugette Waltz—Love Me Tonight—(1) Nocturne (2) Finale
Decca Album 28-835 • Four 10-inch 78 RPM Records • Price \$4.75
Decca Album 9-725 • Four 45 RPM Unbreakable Records • Price \$4.15
DL 5284 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85

FAVORITE POLKAS

Volume 1
LAWRENCE WELK and His Champagne Music
JOLLY JACK ROBEL and His Orchestra
"WHOOPEE!" JOHN WILFAHRT and His Band
HARRY HARDEN and His Musette Orchestra
Selections Include: Champagnes Polka—Home Again Polka—Repeat Polka—No! No! Polka—Jumping Jack Polka—Golden Gate Polka—Pizzicato Polka—Tinkle Polka
Decca Album 8-831 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-717 • Four 45 RPM Unbreakable Records • Price \$3.75
DL 5242 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.90

NEW ON 33 1/3 RPM!

I'LL SEE YOU IN MY DREAMS
CARMEN CAVALLARO

Piano Solos with Guitar, Bass and Drums
Selections Include: I'll See You In My Dreams—A Dream—Girl Of My Dreams—I Dream Too Much—The Sweetheart Of Sigma Chi—Dream Lover—Liebestraum (Dream Of Love)—Good Night Sweetheart
DL 5269 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.90

CHARLES LAUGHTON

Readings from the Bible
Selections Include: Garden Of Eden (Genesis 2:3)—The Fiery Furnace (Shadrach, Meshach and Abednego; Daniel 3)—Noah's Ark (Genesis 6:9)—David And Goliath (1 Samuel 17)
DL 6031 • 10-inch Long Play Microgroove Unbreakable Record • Price \$4.85

NEW ON 45 RPM AND 33 1/3 RPM!

ABE BURROWS
THE GIRL WITH THE THREE BLUE EYES
and Other Typical Topsy Songs
Composed by ABE BURROWS

Decca Album 9-137 • Three 45 RPM Unbreakable Records • Price \$2.00
DL 5260 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.90

DECCA BEST BETS

A GREAT NEW DECCA DOUBLE!
MILLS VICTOR
BROTHERS and YOUNG
and His Singing Strings
LOVE ME and WHO KNOWS LOVE
Decca 27615 (78 RPM) and 9-27615 (45 RPM)

DECCA'S NEWEST COUNTRY STAR!
CURLY HEARTS THAT COULD NEVER BE TRUE
LIPHAM and MAYBE SOMEDAY
Decca 46323 (78 RPM) and 9-46323 (45 RPM)

SENSATIONAL SEPIA SINGERS!
RAY-O-VACS
IF YOU SHOULD EVER LEAVE ME and YOU CAN NEVER ON ME
Decca 48211 (78 RPM) and 9-48211 (45 RPM)

Radios, TV's, Phonos & Disks All Rocked by N. Y. Price War

Round-Robin Slashes, Following Fair Trade Decision, Hurt Industry

NEW YORK, June 2.—The price-cutting follow-up expected as the aftermath of the Supreme Court's fair trade decision broke wide open here this week as several major department stores participated in a mark-down round-robin tournament. While radio-phonos-TV-record merchandise was pretty much unaffected early in the week, Macy's and Gimbels

got around to cutting these prices too on Thursday (31) and yesterday (1).

While many stores have long been offering heavy discounts on video sets and phonograph records, the general public and press latest in the price war heightened the effect of the slashes on radio, TV and disk items. At closing time yesterday, Macy's was selling the RCA Victor 45 r.p.m. attachment for \$8.94, Webster-Chicago three-speed changers for \$40.37, V-M three-speed changers for \$48.50 and the RCA Victor self-contained 45 player for \$22.99. The store's record department has long been selling all pop singles for 79 cents and Columbia pops for 54 cents. Store has previously claimed that some prices were frozen by Office of Price Stabilization regulations which went into effect before the store could raise disk

prices in accordance with manufacturer schedules.

Other prices placed on disks by Macy's include Variety-Royale 10-inch LP's \$1.49; Remington 10-inch LP's \$1.49 and Remington 12-inch LP's \$1.89. The store was cutting prices on all records—even the low-priced lines. Counter cards placed thruout the department listed old and new LP prices as follows:

	Old	New
Decca	\$3.00	\$2.09
	3.35	2.34
	3.85	2.69
	4.25	3.39
	5.85	4.09
Capitol	3.00	2.09
	4.85	3.49
MGM	2.85	2.09
Columbia	4.85	3.19

For many other labels, placards only listed the company names
(Continued on page 32)

Universal in Co-Op Set-Up On Decca Wax

CHICAGO, June 2.—Bill Putnam, of Universal Recording Studios here, has sewed up a reciprocal deal with Decca, with three artists already set with the label. Biggest find is Jane Turzky and Her Trio, Midwest cocktail group, with whom Putnam cut the first disk of *Pretty-Eyed Baby*. Her latest Decca release, *Good Morning, Mr. Echo*, carries Putnam's Vitaphonic, a gadget which makes it possible to repeat a sound or word and adjust the tempo of the sound to music. After devising the gadget, Putnam and his wife, Beinda, wrote *Echo*, which is published by Forest Music, BMI affiliate.

Putnam also has put the Madcaps, harmonica duo from Buffalo, with Decca. In addition, he has sent four masters to Decca on Wilbur Wain, rhythm and blues artist. Decca is to release the first disk soon.

Putnam is getting a royalty deal on the disks sold from the masters he turns over to Decca. He continues to maintain a similar deal with London, which was first offered the Turzky sides, but turned them down. Jimmy Martin, indie distributor, is continuing his Sharp label cuttings, which are turned over to London on a similar basis after they've sold 5,000 in Martin's five-State area. Martin is cutting Jeri Southern, cocktail single, and Teddy Phillips, rock which previously was linked to London, but is now cutting for Sharp.

2 Pubbers Bid For Warner Co.

NEW YORK, June 2.—Attempts were made by at least two combines to purchase the Warner Brothers music holdings. It was learned this week, but both deals apparently have fallen thru. Each of the combinations was headed by a well-known music publisher. One of them involved a group of Wall Street financiers. The offering price in both cases was in the vicinity of \$4 million.

One offer, the first, came close to bringing about a consummation of the deal until other bidders learned that the pubberies were on the block, and entered the picture. Informants say that the Warners again may entertain offers for the music holdings.

Chavez Waxes For Decca LP's

NEW YORK, June 2.—Decca Records has completed a deal on behalf of its longhair division, the Gold Label Series, to take over a series of matrices featuring Carlos Chavez and the Mexico City Symphony Orchestra. Deal was consummated with Chavez directly.

The matrices procured contain enough material for a group of four individual 12-inch long play releases. The first of these, *La Hija de Colquida*, is on the current Gold Label release. The second, which will be issued next month, is a potpourri, mainly of Chavez's own compositions, to be released under the catch-all tag, *Music Of Mexico*. Chavez previously has produced recordings for Victor and Columbia, a number of which today rank as choice collectors' items.

UNESCO in Int'l Copyright Move

Paris Meet This Month To Sift Replies To World Questions; Action Next Year

NEW YORK, June 2.—At a forthcoming United Nations Educational, Scientific and Cultural Organization meeting in Paris beginning Monday (18), the organization's committee on copyright will analyze the replies to a questionnaire sent out to member governments last January. Analysis of the replies will furnish the groundwork for a meeting next year which will be attended by government representatives—the hoped-for concluding step in the drafting of the international copyright treaty toward which the committee has been working.

Committee members from the United States attending the Paris meeting will be Dr. Luther Evans, Librarian of Congress, and John Schuman, noted copyright attorney and consultant to Evans.

The questionnaire highlighted the following suggested pact provisions (*The Billboard*, November 25), and it is upon the survey of replies by the several responding governments that the progress toward an international treaty hinges:

3 One-Niters Net Laine 13G

NEW YORK, June 2.—Frankie Laine racked up net gate receipts totaling \$25,708 in three one-night appearances this week, taking out \$13,289 for himself.

The scoreboard shows a \$9,800 take at the State Theater, Hartford, Conn., Sunday (27), with Laine, at 50 per cent, getting a \$4,900. Next date was a concert and dance appearance with a local band at the Arena, Dundas, Ont., Wednesday (30), where the warbler drew 5,030 people for a net of \$7,204. In for 50 per cent, Laine walked out with \$3,602. He wound up with 5,137 customers paying a net of \$8,704 at Mutual Arena, Toronto, Friday night (1), where 55 per cent meant \$4,787 for Laine.

Nichols, Ory Inked by ABC

HOLLYWOOD, June 2.—With the inking of Red Nichols and Kid Ory, Associated Booking Corporation all but cornered the Dixieland jazz market. Both were signed to limited pacts. Ory is being prepped for local one-nighters and a cross-country junket, probably getting under way in either Salt Lake City or Denver. Nichols' initial ABC bookings begin in September.

Other ABC Dixie personnel include Sharkey Bonano, Louis Armstrong, Muggsy Spanier, Jimmy McPartland, Art Hodes, Max Kaminsky, Benny Pollack and Wangy Manone.

SIGNS NAME; LOSES HEART

PHILADELPHIA, June 2.—There's more to the business of signing autographs for the fans than normally meets the eye. And Claude Williamson, piano accompanist for June Christy, holding forth this week at Charlie Ventura's Open House after party near by can attest to that. Two years ago, while he was handling the 88er for Charlie Barnett's band, a young miss came up to Williamson during a dance date in Rahway, N. J., and asked him for his autograph. Her name was Joan Brown. This week, two years later, the nitery date represents part of a honeymoon itinerary for said Miss Brown, who just became Mrs. Williamson.

NBOA Seeking Strength Via Coast Huddles

CHICAGO, June 2.—In an effort to further weld Western State ballroom operators with the National Ballroom Operators' Association, the terp ops' org this week announced a series of regional meetings to be held on the West Coast. NBOA added to its previous nucleus of Coast members last week, when both the Northern and Southern California ops joined the org (*The Billboard* June 2).

Otto Weber, executive secretary, and Prexy Doc Chinn, Fargo, N. D., op, shortly leave on a tour of the territory, with the first meeting slated for Monday (11) at 2 p.m. at McElroy's Ballroom, Portland, Ore. Similar meetings will follow at Linn's Ballroom, Oakland, Calif., Wednesday (13), with Kirk Hayes, of the AB Baba Ballroom, Oakland, in charge; and at the Los Angeles Athletic Club Friday (15), with Marty Landau as chairman. The Portland meeting will encompass the Northwestern ops, who recently formed an unofficial group and have asked to join NBOA.

WHAT'S IN A NAME?

23 'Roses' Make Up A 50-Year Bouquet

• Continued from page 1

set in the poll. Birds chalked up the highest rating, with seven songs, with the blackbird, bluebird, robin and whippoorwill getting specific nods, though in three instances the songwriter seemed to have no particular bird in mind. Starling was the second place position of the cow, rarely thought of in connection with the romantic ballad. Next in order came the bees, horses and fish.

One discovery which amazes is that the dog's lile, "man's best friend," is obviously unfounded on fact. In no year from 1890 to 1951 did the dog hit a best tune. The kitten, also thought by many to rival the dog's position, ran neck-and-neck with such animals as the moth, butterfly, cottontail, fly, mule, goose and pig.

Interesting is the fact that the glowworm, tiger and wolf also made the years' favorites, and one songwriter let by-gones be by-gones and hit the top with the snake. Only one song had to be disqualified in this category—biologists refused to accept the existence of the love bug.

Nor has the songwriter confined his natural instincts to the wild woods or rolling fields. He thinks also of his parents. As an offshoot of the survey, it was revealed that mother rated 14 songs, while father chalked up nine. It was necessary for these figures to take the reference to mother or father at face value, tho' the use of "mamma" and "daddy" leaves some doubt as to the actual status of the person involved.

Mary is not such a grand old name, according to the survey. There were actually only three songs making direct reference to the name, but for the sake of George M. Cohan, Marie and Maria were thrown in to bring the name to second place, tho' still far be-

hind Rose. Next in line was Sue with four songs and Nellie with three. Following in order were Mandy, Annabelle, Georgia, Linda and Peggy, with the remainder reading like a dictionary listing—91 in all.

The gentlemen fared none too well. John and Bill tied for second place, nudging father, with Sam and Pete in third above an also-ran listing of 36 names.

One certain conclusion on the survey can be drawn. Tho' a twittering bird or blushing rose (flower category) may be far removed from Tin Pan Alley, the influence is definitely felt.

This Musician (It Sez Here) Doesn't Want To Make Money

NEW YORK, June 2.—Lennie Tristano, pianist-composer in the advanced jazz idiom, is launching a music school, publishing firm and record company here, the whereabouts supplied by one of his students.

The venture, according to Tristano, is not directed toward profits, but only to help the cause of modern jazz. Sidemen on the disk dates, for instance, will share in royalties along with the leader, on the principal of "giving the musicians their rightful share."

Tristano, whose arrangements as played by his own avant garde combo in jazz spots across the country have bemused even the pioneers of the bop movement, has been teaching his theories of rhythm and harmony to private students for some years. One of these, pianist Phyllis Pinkerton, has advanced him enough money

CAMPUS ROMANCE

Burke Dangles Scale Prices To Build Rep

HOLLYWOOD, June 2.—In a move designed to hypo the dance band business and at the same time obtain bookings to work out his newly formed ork, Sonny Burke this week told *The Billboard* he will play any local college dates at scale, passing up any financial gains in order to draw a collegiate following. Burke's decision is the first step toward a back-to-the-campus move necessary to counter-act colleges' ignoring of name bands, due in most cases to high prices (*The Billboard*, May 12). Burke, Decca Coast recording director, takes his new band into the Palladium October 2.

Burke is one of the few batoners who regard the thinking that the college field has been overlooked by leaders and agencies alike to the extent that name aggregations are now frowned upon for both financial and ethical reasons. He feels that by cutting his price he will not only create popularity on campuses, but will also pave the way.
(Continued on page 32)

Col. Readies Fall Stocks

NEW YORK, June 2.—Columbia Records is blueprinting a dealer stocking program which will not go into effect until six weeks from now and will meanwhile hammer home the theme: "Don't load up now on merchandise that you can't begin to move until fall."

The emphasis during the next six weeks, in an advertising and field campaign, will be on currently salable merchandise. To document this theme, the diskery will note that its dollar volume for pop disks in this May was up 105 per cent over May, 1950, and country and Western dollar volume shows an increase of 42 per cent for the same periods.

The Columbia move is, of course, directly competitive with dealer stocking plan now being offered by other companies, with such bait as three-for-one and deferred payment deals.

WCAU Adopts Musician Pact

PHILADELPHIA, June 2.—WCAU stations, taking in both the AM and TV set-ups, become the only aircers in the city to sign a term contract with the local musicians' union for the placement of tooters on the permanent pay roll. Instead of the usual practice of a studio band, the eight men WCAU agrees to employ are split three ways: David Stephens, former maestro, stays on permanently as staff pianist and conductor; also Tommy Ferguson Trio, instrumental-vocal group used on various TV variety shows. For the remaining stations hire a four-piece unit. Contract with Local 77 permits the music-makers to be utilized individually and collectively.

This Musician (It Sez Here) Doesn't Want To Make Money

to rent the top floor of a two-story building at 317 East 32d Street for the enterprise, purchase recording equipment and set up as a publisher.

The publishing arm of the operation will be devoted to modern original compositions and Tristano's books on rhythm and harmony and other textbooks in the new idiom. The recording part will be devoted to what Tristano calls "any worthwhile jazz," and disks will be sold by direct mail as well as by distributors. The music school will be staffed by modern jazz practitioners of the Tristano bent, including guitarist Billy Bauer.

The school-diskery-pubbery triad will begin operations in two weeks. The venture will be flexible, Tristano says, in all respects save one: "We don't want to make any money with this."

Columbia Records starts a brand-new cycle of SWING with the biggest names in the business



BENNY GOODMAN



and his orchestra play
"DOWN SOUTH CAMP MEETIN'"
and
"SOUTH OF THE BORDER"

78 rpm 39416 33½ rpm 3-39416 45 rpm 4-39416

The King of Swing Swings Again!



HARRY JAMES and his orchestra play
"TANGO BLUES" and
"WHEN THE SUN COMES OUT"

78 rpm 39419 33½ rpm 3-39419 45 rpm 4-39419



COUNT BASIE and his orchestra play
"LITTLE PONY" and
"BEAVER JUNCTION"

78 rpm 39406 33½ rpm 3-39406 45 rpm 4-39406



DUKE ELLINGTON and his orchestra play
"THE HAWK TALKS" and
"FANCY DAN"

78 rpm 39428 33½ rpm 3-39428 45 rpm 4-39428

Broadcast Tapes Imported for Disks

U. S. Labels Seek Legal Barrier To Stop Unauthorized Disking of Exclusive Artists

NEW YORK, June 2.—Several American diskeries are huddling with their legal advisors in a search to find some legal barrier to halt the importation of taped radio broadcasts which feature their "exclusive" artists. Particular target are the tapes emanating from Russia-occupied East Germany. According to execs there is, apparently, little hope of legally stopping the importation of the tapes and their subsequent transference to and release on long playing disks. The importers and distributors here are considered to be three third parties. The "authorized" recording of radio performances have featured important Germanic artists under exclusive contract to such firms as Columbia, London and RCA Victor.

International Symble

The legal problem stems from the fact that the United States government maintains no diplomatic relationship with Soviet-dominated Germany. According to American diskery execs, legal action would have to be brought in East Germany—an extremely unlikely occurrence under present world conditions. Protests to the artists concerned are said to be of little importance, since the artists had no knowledge that their radio performances were either being taped or that they would be sold for transfer to home-use recordings. The problem has become sufficiently aggravating, so that one American label has threatened to dub the same "unauthorized" tape and issue them here at 50 cents

per LP disk in order to force the importing distributor out of business. The dubbing, says one exec, would be legally okay because the lack of mutual recognition between the two governments obviates any copyright claim to the imported tapes.

BMI Peps Up Classics Use

NEW YORK, June 2.—Broadcast Music, Inc., has undertaken a program to stimulate radio and TV performances of classical music, developing several program aids toward that end. One of these is a new "concert pin-up sheet," the long-hair equivalent of BMT's pop pin-up.

The sheet features a list of contemporary and standard classical recordings, along with clearance information. Along with order blanks for the recordings, scripts and continuities, the sheet goes out to some 2,700 radio stations. Material is prepared by BMI continuity chief, Russell Sanjek. The program was conceived by the organization's presy, Carl Haverlin, and has the support of the various State broadcasting associations.

Basie Set for L. A. Param't

HOLLYWOOD, June 2.—Fanchon & Marco, bookers for Paramount Theaters, Inc., have set Count Basie and His One O'Clock Revue to follow Lionel Hampton into the Paramount July 26 for one week. Basie will do 28 shows during the date. Booking of Hampton reinstated vaude at the downtown theater, and by linking the Basie entourage, Fanchon & Marco have indicated they may continue the flesh policy on a full-time basis.

With Basie are Norma Miller's line of girls (13), Bill Bailey, Chittison Trio, Irene Williams and George Kirby.

Jerome Invading Midwestern Area

CHICAGO, June 2.—Henry Jerome's society ork, perennial at the Green Room of the Edison Hotel, New York, during the fall and winter, makes its first junket into the Midwest July 13 when Jerome takes his 11-piece into the Trocadero, Evansville, Ind., for two weeks. Booking is the first by Associated Booking Corporation into the spot in years.

Paul Bannister, of Associated Booking here, is following up with two weeks by Henry Busse's ork at the Hoosier spot starting August 3. Jerome starts another fortnight at Kenneywood Park, Pittsburgh, August 6.

TV-Phono Merchandising

WASHINGTON, June 2.—Reflecting the current lull in television set sales, TV picture tube sales to manufacturers dropped 54 per cent in April below the March figure, the Radio-Television Manufacturers' Association reported. April cathode ray tube sales to receiver manufacturers totaled 278,853 units valued at \$6,869,181 compared with 608,396 tubes valued at \$18,064,425 in March. RTMA's TV tube sales report showed that 89 per cent of all tubes sold to set manufacturers were rectangular in form and 85 per cent were 16 inches and larger in size. Manufacturers' picture tube purchases during the first four months of this year totaled 2,101,748 tubes valued at \$56,761,635, RTMA said.

WASHINGTON, June 2.—Senate Banking and Currency Committee is holding hearings on a successor bill to the Defense Production Act, was asked yesterday (1) by Radio-

'TENNESSEE' SALE PUT AT 4.9 MIL

NEW YORK, June 2.—Recent story in The Billboard estimated the total Tennessee Waltz disk sales, on all labels, at approximately 4,800,000. Syd Nathan, King Record presy, says his Cowboy Copas disk sold 186,518, which Fred Rose will be gratified to hear. The Billboard estimated the King sale at 80,000. The total sale is now figured at 4,900,000.

Dorsey Bows Casino Gardens In Hollywood

HOLLYWOOD, June 2.—Aragon Ballroom, long carrying the dance lead on Ocean Pier here, has competition at least for the summer, as Tommy Dorsey reopened his Casino Gardens, Friday (1). Gardens' bow makes three dance spots within a mile along the ocean front. Santa Monica Ballroom, operating a mile north of the Pier, is operating on a Saturday-only policy, with Spade Cooley's KTLA-TV show highlighting the weekly dance.

Neither Santa Monica nor Aragon have any planned promotion to withstand the Casino. Aragon now houses George Cates's new ork, booked thru Saturday (9) with options, and has Orrin Tucker coming in July 3 for three weeks, his debut at the ocean danceery. Whether Cates will be extended depends on the week-end biz. Attendance is off 30 per cent over last year at this time, when Clyde McCoy played the ballroom.

Santa Monica sees no alarm, as its TV show has proved a natural draw in spite of near-by attractions.

Griffin Cuts 4 Solo Sides

NEW YORK, June 2.—Merv Griffin, the Freddy Martin warbler, this week sliced his initial etchings as a single for RCA Victor. Griffin, who still is and will remain with the Martin band, has been inked by the diskery to be groomed as a solo performer.

The singer cut four sides on his first date and his first coupling will be issued immediately as a special rush release since it features a pair of current plug items. Hugo Winterhalter, the diskery's musical director, arranged, conducted and supervised Griffin's recording date.

Columbia To Reissue Jazz

NEW YORK, June 2.—Columbia Records is continuing its program of "golden era" jazz reissues with two Benny Goodman 12-inch LP's and one Jack Benny on 10-inch LP scheduled for early release.

One of the Goodman's will be reissues of 12 big-band sides, the other sextets, quartets and trios. The diskery is planning four 12-inch LP's of Bessie Smith reissues.

Television Manufacturers' Association to include a provision to suspend Regulation W for 90 days. The RTMA asked further that, when Regulation W is reimposed, it should provide that the down payment on TV sets shall be no higher than 15 per cent, the same for other household furnishings. RTMA's case was presented by Robert C. Tall, president of Stromberg-Carlson Company, who told the committee that Regulation W has had "a much more severe impact on television set sales than on sales of other consumer's durable goods." His argument is now over 50,000. Tall added that the financial condition of the TV industry has grown "steadily worse" since the Federal Reserve Board denied RTMA's recent requests for relaxation or modification of Regulation W. He argued that the present regulation is a "greater barrier to TV set sales than to those of competitive items."

On the Stand

Leo Reisman

(Reviewed in the Mayfair Room of the Blackstone Hotel, Chicago. Booked on this engagement by the Leonard Green Agency.)

Personnel: Bertram Bender, piano; Roy Conant, piano and organ; Abbey Fischer, drums; Milton Martin, bass; Frank Clark, trumpet; Stanley Olefsky, accordion; Charles Cohen, sax, and Leo Reisman, violin.

Following a year's retirement, Reisman returns with a band that is typical of his past efforts—a new slant on society music. Because the hostelry's budget isn't lofty, Reisman has cut his instrumentation but has sacrificed nothing in the way of music. His distinctive approach is especially noticeable in the evening, when local rooms shun dancing because of the 20 per cent tax.

Reisman has concocted a scintillating brand of music that's just for listening and yet it's totally different from his later-night dance sets. Because of the excellent group of sidemen, ork is loaded with doubles, with only four to six working early in the evening at one time to produce a different top-cocktail-combo sound. His use of vibes in an echo effect is outstanding.

As for the dance period, Reisman unleashes the full band in the type of fine society scorings that have made his name synonymous with chi-chi dancers. Drummer Abbey Fischer's dance beats are just right for the different types of music the Reisman ork purveys.

Reisman is the king-pin of the ork, visually and musically. His subtle showmanship and by-play with the passing dancers will bring plenty of return business. Band's book is extremely diversified, and in most numbers a change of tempo or mood is interspersed, making for good pacing. Pianist Ruth Conant handles the lyrics from the 88, with a baby spot highlighting her effectively when she waxes. She also plays and sings between some sets, making for almost continuous entertainment.

A diskery seeking a small society dance ork would do well to give this outfit an airing. Johnny Sippel.

George Cates

(Reviewed at Aragon Ballroom, Ocean Park, Calif., May 29)

Records, Coral, recent key playdates, none. Television, none. Personal manager, none. Booking, non-exclusive. Feature billings, Dave Harris, tenor sax; Irving Goodman, trumpet; Ed Rosa, alto sax; George Cates, tenor sax; Gloria Stewart and Don Burke, vocals.

Trumpets: Ralph Muzoula, Irving Goodman, Whizzy Thomas. Trombones: Herb Harper, Jim Priddy, Jerry Ross. Reeds: Ed Rosa, Joe Estren, Dave Harris, Wally Curtis. Rhythm: Ray Hart, drums; Morley Korb, bass; Ernie Hughes, piano. Arranger: George Cates. Vocals: Gloria Stewart, Don Burke. Leader, George Cates.

George Cates has put together a crew of studio musicians in an effort to create a band styled for dancing. If local press is any criterion, Cates has succeeded, although ork is short on precision, due to lack of rehearsal time. It also needs a tighter presentation.

Rhythm section is predominant, with reeds and brass blending well. In spite of a lot of horns, ork isn't brass-heavy, showing a commercial and danceable quality.

Book is built around pop elefings, with a smattering of standards. An occasional jazz or Latin-American tempo pleases hoofs.

There is no problem in the vocal department, with Gloria Stewart and Don Burke handling chores. Gal is well stacked and puts over a sweet ballad equally as well as Burke. Joe Bieder.

Perez Prado

(Reviewed at the Ashland Auditorium, Chicago, May 27. Recent key playdates, none. Records—RCA Victor. Booked direct on this engagement.)

Personnel: Trumpets, Tony De Ris, Al De Ris, Andrew (Paris) Ford, Frank Williams, Roger Morlan; trombone, Herbert Gilbert; saxes, Lenny Licata, George (Wimpy) Furman, Irving Greenberg, Steve Madric; rhythm, Sonny Rivera, drums; Mickey Cardona, bass; Gino Pozo, bongos; Ramon Santa Maria, conga. Vocalists, Estrella Salinas, Paquito Sosa. Leader, Perez Prado.

Continued from page 3

minute piano solo that is tops. Prado is a natural showman, combining his batoning with dancing and kicking. His enthusiasm projects to the work as well as sidemen, who work standing up and weaving and bobbing in rhythm. The boy who handles the maracas is a visual asset, for he's continually dancing and cavorting and drew plenty of response. Estrella Salinas, vocalist, is of little asset to the band.

MPA To Elect New Officers

NEW YORK, June 2.—Music Publishers' Association, the trade organization of standard publishing, will hold its annual meeting Monday and Tuesday (4 and 5). Election of directors will be held, following which the directors will elect officers.

Directors of the National Association of Sheet Music Dealers have been invited to attend the meeting.

Cox of Coast BMI Sets Good-Will Trek

HOLLYWOOD, June 2.—As the initial step in assuming his new duties as Coast stations relations director of Broadcast Music, Inc., James L. Cox is prepping a Western States tour, kicking off in July with trips to Seattle and San Francisco. Cox will lay the groundwork for BMI's lecture series aimed at the betterment of broadcasting. Following the Bay Area junket, Cox returns to set up the format for a Los Angeles conclave.

In the fall, Cox will make trips thru California, Washington, Montana, Idaho, Utah, Nevada and Oregon, good-will ambassadoring BMI's program which entails the promotion of modern American composers, or music in the serious vein. Cox replaced Glenn Dolberg, who was promoted to BMI's Los Angeles headquarters as station relations manager. Cox was formerly New York field rep.

White Set for Fall European Concerts

NEW YORK, June 2.—Josh White, guitarist-folk warbler, has been set for a concert tour thru the British Isles and Scandinavia during August, September and October, in the course of which he will make some 70 appearances. White, a Continental fave, returned last March from a European tour on which he registered favorably.

The warbler will play his last concert here at Town Hall on Saturday (9) before making his trip.

Secco Expands To Set Export Market For Latin America

NEW YORK, June 2.—Secco Records' presy, Sidney Siegel, last week set up a subsidiary export firm, Secco International, for the purposes of manufacturing and exporting radio and TV sets, phonographs and electronic parts to Central and South American countries. All products handled by the new firm carry the Secco label, already well-known as a Latin-American diskery.

Radio, TV and phono units now being exported are being manufactured by Secco by such electronic firms as Tele-Tone and Dean Electronics. According to Siegel, the new company has already lined up 14 distributors in South and Central America. Plans are to expand the list of items to be exported.

Purple Heart Song Contest

NEW YORK, June 2.—A nationwide amateur songwriting contest has been announced by the Military Order of the Purple Heart, with a total of \$2,500 in prizes. First prize will be \$1,000, second, \$500, with four prizes of \$250 to the runners-up. Winning tunes will be taken by established publishers, and Louis Prima will wax the top winning pops. All types of songs may be submitted—pop, sacred, country, etc.

John D. Goodin, national commander of that order, said that the contest was designed to "serve as a continuing reminder honoring the thousands of combat wounded in veterans' hospitals throuout the nation."

The board of judges for the contest includes Sigmund Spaeth, Louis Prima, Ray Bloch and radio gospel singer Richard Maxwell.

LP's Showcase Hoffman Sound

HOLLYWOOD, June 2.—There's gold in demonstration platters. Tempo Records, a Coast indie, has found that special tie-ins for radio and TV-phono combination promotion in many cases more than pays the freight. Hoffman Radio & Television has commissioned Tempo to prepare a special 12-inch LP to plug the wide range and high fidelity of Hoffman equipment. Tempo's diskery runs the sound gamut from the bass beat of

(Continued on page 38)

Copyright



ORDER THESE FAST SELLING
COUNTRY HITS



RED KIRK "The Voice Of The Country"
"Sugar Coated Love"
COUPLED WITH
"MAD AT MY HEART"
MERCURY 6332

LOUIE INNIS
"Honky Tonk Man"
COUPLED WITH
"STOMP THAT THING"
MERCURY 6335



SUE THOMPSON
"You're Gettin' A Good Girl"
COUPLED WITH
"WHAT'VE YOU GOT"
MERCURY 6325

LESTER FLATT and EARL SCRUGGS
"Doin' My Time"
COUPLED WITH
"FAREWELL BLUES"
MERCURY 6333



BUZ BUTLER
"Ten Thousand Miles"
COUPLED WITH
"MAKE BELIEVE KISSES"
MERCURY 6334



JACKIE DOLL
"Little Ole You"
COUPLED WITH
"A COUNTRY MILE"
MERCURY 6336

BOBBY SOOTS
"You Have Forgotten My Name"
COUPLED WITH
"HELP ME LOSE THE BOOGIE"
MERCURY 6331



BILL NETTLES
"Push And Pull Boogie"
COUPLED WITH
"WHEN I PICK ANOTHER WIFE"
MERCURY 6330



MERCURY RECORDS, CHICAGO, ILLINOIS

POPULAR HITS



PATTI PAGE
"Mister And Mississippi"
COUPLED WITH
"These Things I Offer You"
MERCURY 5645 - 5645X45



VIC DAMONE
"My Truly, Truly Fair"
COUPLED WITH
"MY LIFE'S DESIRE"
MERCURY 5646 - 5646X45



RALPH MARTERIE
"YOU BETTER
"Stop Tellin' Lies"
COUPLED WITH
"DIDN'T YOUR MOTHER
EVER TELL YA NOTHIN' "
MERCURY 5657 - 5657X45



TONY FONTANE
"Vanity"
COUPLED WITH
"THE WONDROUS WORD"
(FEATURED WITH THE SMITH BROTHERS)
MERCURY 5659 - 5659X45

Norman Granz' Jazz Hits

JOHNNY HODGES
"Castle Rock"
COUPLED WITH
"JEEP'S BLUES"
MERCURY 8944

ILLINOIS JACQUET
"Cottontail"
COUPLED WITH
"WRAP YOUR TROUBLES IN DREAMS"
MERCURY 8945

Rhythm And Blues Hits



DINAH WASHINGTON
"I'm So Lonely"
COUPLED WITH
"FINE, FINE DADDY"
MERCURY 8232

RAY SNEAD
"Fade Away Baby"
COUPLED WITH
"LET'S BALL"
MERCURY 8240

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Discovery Strengthens**Distrib Chain, Inking 2 . . .**

Discovery Records pacted two new Eastern distributors last week and is expected to ink additional firms in Baltimore and Oklahoma City as steps strengthening its chain of 25 distributors. Signed are Scott-Cross, Philadelphia, and Tempo Distributing Company, New York. Reshuffling of Discovery outlets is the first action taken by Good Time Jazz Records' toppler Les Koenig, who took command of the diskery's operations last month (The Billboard, May 19).

Lionell Hampton Plays**To 36,000 at Indianapolis . . .**

Lionell Hampton's crew played the annual Catholic Youth Organization Fair at Indianapolis May 29 and tooted for a good portion of the 36,230 patrons attracted to the event. Hamp got a flat guarantee of \$2,500 for the date. The orkster followed this with a record-breaking draw of approximately 7,000 persons at Clive Auditorium, Toledo, May 30, and the following night drew 4,218 people into Castle Farm, Cincinnati.

Brenner, Wayne To Air**Tin Pan Alley TV . . .**

Deejay Paul Brenner and songwriter Bernie Wayne will co-emcee a new video seg specifically pegged on Tin Pan Alley. The weekly 15-minute show will be known as "Tin Pan Alley Preview" and will feature a top writer presenting his newest ef-

fort, possibly in conjunction with an appearance of an artist who may have recorded the song. The show begins Wednesday (6) over WATV, Newark, at 8 p.m. The first guest writer will be Vaughn Horton, composer of "Mockin' Bird Hill." He will be followed by Julia Styne.

Ellington To Conclude**At Lewisohn Stadium . . .**

Duke Ellington and his orchestra will play a special benefit concert with 63 members of the National Broadcasting Company Symphony Orchestra on behalf of the Damon Runyon Memorial Fund at Lewisohn Stadium, New York. With the NBC Symphony, Ellington will perform his serious work, "Harlem," a piece which was commissioned by Arturo Toscanini, regular conductor of the NBC group.

New York

Herman Hover, who took out the lease for the summer on the Casino Ballroom on Catalina Island on the Coast, has been lining up a flock of one-week band dates for the location, which will be making its initial full-time, big-time return to activity since the war this year. To date Hover, who also operates Ciro's niteriy in Los Angeles, has lined up Woody

Herman for 10 days beginning June 22, the opening date of the spot, Stan Kenton for the week beginning July 2; Jimmy Dorsey for a stanza commencing July 9, and Tony Pastor for the week of August 7.

Coral Records increased its country and Western talent roster by two last week with the inking of Slim Williams and Hillbilly Bill. . . . Shep Fields is slated to bring his ork into the Cafe Royal of the Hotel Statler here June 25 for a three-week period. He got the date as the result of one-week fill-in chore he did in the room last summer. . . . David Rose will go to England with comic Red Skelton when the latter leaves for a Palladium Theater engagement. They are due to leave July 2. Rose will serve as musical director for Skelton's up-coming filmed TV show.

Songwriters Peter De Rose and Charlie Tobias have teamed and have left for the Coast to do a picture score for a Warner Bros. movie. . . . Carmen Cavallaro, who has been working as a single for the past few months, will organize a band to go into the Paramount Theater here for a two-weeker beginning June 20. Don McKim, sales manager for Canada's MGM Records' branch, Quality Records, was in town last week for a pow-wow series with

Prxy Frank Walker and other diskery execs.

Moses Vivanco, Yma Sumac's husband, goes to the Coast June 17 to complete the composition of the works for Miss Sumac's second album for Capitol. Vivanco created the material in the first album, the highly successful "Songs of the Xitabay" set, as well as the songs which the thrush does in the "Flahoolley" legler. . . . The "Club 15" radio package will make its long-delayed appearance at the Capital Theater here beginning either June 14 or 21. The package includes Jack Smith, Margaret Whiting and Frank DeVol's ork.

Columbia recording director Percy Faith's daughter, Mariya, will be married to Alan Gleditsman Sunday (17). Bride and groom are being graduated from Cornell University this semester. He reports for induction into the army after the wedding. . . . Contact man, Jerry Lewin has left St. Nicholas Music. . . . Fred Waring follows his annual custom of inviting the Stern's music men for a day at his Shawnee resort July 10. Hy Ros, of Robbins Music, is the committee on invitation arrangements. . . . Charles Laughlin is recording "A Christmas Carol" for RCA Victor kidsies. Victor a, and r. kidisk chief, Steve Carlin is supervising the date on the Coast.

Mercury warbler Roy Barber and disk promoter Paul Brown leave Wednesday (6) for a three-week deejay junket which will take them thru 22 cities in the New York, Pennsylvania, Maryland and Massachusetts area. Barber also plans to appear at veterans' hospitals en route. . . . Guy Mitchell begins a week at the Olympia Theater, Miami, Wednesday (6).

Philadelphia

With John McConnell too ill to return to the Steel Pier, Atlantic City, Freddie Bowers gets the substitute call to conduct the pit orchestra at the near-by resort

Carousel To Cut Joe Mooney Trio

NEW YORK, June 2.—Joe Mooney, whose accordion-led quartet last waxed for Decca, has been set for a series of cutting by Carousel Records, new local firm. Mooney will use a trio this time, with himself on Hammond organ, Bucky Fizzarelli on guitar, and Bob Carter on bass.

The Joe Mooney Quartet was a highly successful instrumental trio a few years ago, but broke up when clarinetist Andy Fitzgerald left the music business, and bassist Gate Frega quit to enter the ministry. Mooney is presently working as a single at the downtown club in Paterson, N. J.

BMI Gets Rights To 'Boy' and 'Girl'

NEW YORK, June 2.—Broadcast Music, Inc., has obtained publication rights to "What Is a Boy?" the recitation waxed by Jan Peerce for RCA Victor with a background written and conducted by Hugo Winterhalter. The pubbery, under professional manager Julie Stearns, has also obtained rights to "What Is a Girl?"

Both bits were written by Allan Beck for the New England Mutual Life Insurance Company, and were subsequently reprinted in national magazines. If "Boy" lives up to expectations, Winterhalter will write a background for "Girl."

Ethel Smith Adds Cleve. & Hub Pops

NEW YORK, June 2.—Ethel Smith has been signed for two additional guest appearances with symphony orchestras. The Decca Records' organist will appear with the Boston Pops Orchestra June 3, and with the Cleveland Pops June 9.

This is Miss Smith's second guest spot with the Boston ork. Since her symphonic debut with the ork last season, she's appeared as a soloist with longhair orks in Indianapolis, Huntington, W. Va., and Los Angeles.

amusement center. . . . Charlie Gaines takes in a stretch at Lynnwood Musical Bar before moving his band at the end of the month for the summer season at the Chez Paree, Atlantic City. . . . Herbie Collins is set to summer at the Hotel Warwick, marking a return trip for the band. . . . At Atlantic City, Pedro Albani begins his fourth year as music maker at the Mayflower Hotel's Holiday Room. . . . Warners' Earl Theater signed a new contract with the American Federation of Musicians Local 77, with the film-flesh temple permitted to cut down on the number of pit toolers under the new contract for next season.

Hollywood

Frankie Laine purchased "Music Anonymous" and will publish the novel independently or as a film with Jonie Taps. . . . Smiley Burnette has penned "The Great Burnette," which he will sing in Columbia's "The Kid From Amarillo." Victor is pushing an album of Illinois University Band platters, with an eye to the large U. of I. alumni. Package includes "Illinois Loyalty," "Hail to the Orange" and several Khachatryan selections. Album retails at \$4.85 with a slight discount to alumni. . . . Rosa Burdick, of Gene Howard's office, recalled by the navy. . . . Chirp Kitty White inked with General Artists Corporation. . . . Stan Kenton's crooner Jay Johnson planning a niteriy bit. . . . Lyn Murray set as music director.

(Continued on page 44)

AFRS Plans Taping Of Bowl Programs

HOLLYWOOD, June 2.—A portion of Hollywood Bowl's summer programs will again be available for servicemen overseas as Armed Forces Radio Service prepares for the fifth time to tape Bowl musicals. Maj. Clifford A. Frink, chief of AFRS operations, said last week that plans call for taping nine Bowl programs for fall shipment.

In the past, one program has taken five to six standard 16-inch transcription disks, running collectively about one and a half hours. Initial AFRS cutting is expected to begin July 17. Such operas as "Die Fledermaus," "The Student Prince," "Aida" and the ballet will be bypassed by AFRS due to lack of adaptability on platters.

Orenstein Leaves BMI for Law Work

NEW YORK, June 2.—Harold Orenstein, assistant to vice president in charge of publisher relations head, Robert Burton, at Broadcast Music, Inc., returned to private law practice as of June 1. He will specialize in the music copyright field.

Orenstein helped organize BMI's night club and ballroom licensing program under the director of non-radio licensing chief, Harry Somerville, and subsequently served as assistant to Roy Harlow, vice-president in charge of station relations.

Dell Trio Splits; Nelson, Cimler Hunt New Third

NEW YORK, June 2.—The Dell Trio, which had played the Circus Bar of the Hotel Piccadilly here for about three years, announced that it had split up this week. Arnold Nelson, accordionist, and Bill Cimler, organist, gave notice two weeks ago to guitarist George Odell, while the group was playing the Windsor Hotel, Hamilton, Ont. The reason given for the split was disagreement. The trio had been booked by Music Corporation of America.

Nelson and Cimler are now looking for a third man with the intention of starting a new trio.

DISK JOCKEY TURNS SCOUT

HOLLYWOOD, June 2.—This is what can be termed as a long-distance fraternization. Paul Masterson's role as international disk jockey turned into one of a talent scout this week when it was learned he was sponsoring German thrush Gitta Lind in this country. Date of gal's arrival is not yet decided, with Masterson and the singer still corresponding. Jock became aware of the chirper when a friend, with Armed Forces Radio Service, sent him discogs she sings in both German and English, latter very understandable, according to Masterson.

HOW TO GET MORE MONEY OUT OF YOUR STORE**62.81%**

of the stores represented by the 23,423 Billboard Readers at the Music-

Record-Home Instrument retail level

Sell Players and Attachments in the Record Department

IF YOUR STORE is among the 37.19% not now selling record changers and attachments in the record department, you're losing sales and profits! Important 1951 facts and figures on this and other subjects vital to a successful music-record-home instrument retail operation will be covered in the

FOURTH ANNUAL DEALER SURVEY to be published in . . .

THE BILLBOARD 1951
NAMM CONVENTION NUMBER

. . . dated **JULY 14**

Here's the tentative line-up of important, helpful features:—Fourth Annual Dealer Survey • The Changing Retail Market • Certainties and Uncertainties During the Emergency Period • Control of Three-Speed Inventory • The Use of TV Programming to Help Sell Records • Are You Getting the Most Milage Out of Three Speeds? • Working With All Industry Groups Will Help Sales • The Development of the Kidney Market • Expanding Classical Sales • Foreign Language Data • Money in Accorians • Are You Getting Your Share of Sheet Music Sales? • Complete List of Record Labels • Current Week's Music Popularity Charts • Annual Recap of Top Recording Artists • NAMM Exhibitors and Agents.

Eddy's Blueprinted another Hit!...

'I WANNA PLAY HOUSE WITH YOU'

by *Eddy* **ARNOLD**

and **'SOMETHING OLD, SOMETHING NEW'**

← STREET →

Code - 21-0476
 Architect - EDDY ARNOLD
 Reiter - RCA VICTOR RECORDS

© RCA VICTOR RECORDS



A
HIT!

TONY BENNETT

singing . . .

"BECAUSE
OF YOU"

Columbia 39362

COLUMBIA
RECORDS

First, finest, foremost in recorded music

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received May 30, 31 and June 1.

Last
Week

This
Week

1. 1. How High the Moon

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

RECORDS AVAILABLE: C. Brown, Alladin 3073; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; B. Ellington Ork, Col 38950; E. Fitzgerald, Dea 24382; D. Rose Ork, MGM 30012, MGM 10332; D. Brubeck Trio, Fantasy 515; O. Prierson, Mer 8943

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

2. 2. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: C. Cason, Coral 40434; V. Moore, V 20-4114; The Weavers, Dea 22518; J. P. Falch, Inc., Col 34228; Terra Lee, Intro 4014; G. Strain Ork, Mer 3012; Josh White, London 1026; B. Johnson, Merit 303.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ork, Standard.

4. 3. Too Young

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

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27549; T. Aiken, Col 39271; M. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5570; D. Vaughan, Coral 40193; V. Young Ork, Dec 27346.

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

3. 4. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen, E. Burt, V145148-0396, 12021-0396; Martha Siders-D. Miles, London 831; A. Miller, Garmac GRS 1168; R. Morgan, Dec 17444; Paul M. Ford, Cap 1373; Pinetoppers, Coral 44601; B. Park, Mer 5396, 451559143; Clark and McMillen, B.F.D. 5075; T. Hill Ork, Mer 5582; Saddle Kings, MacGregor 653.

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

5. 5. Sound Off

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

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

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

7. 6. Rose, Rose, I Love You

By Wilfrid Thomas—Published by Chappell (ASCAP)

RECORDS AVAILABLE: Lou Downing, Cap 1532; G. Jenkins, Dec 27594; P. Lane, Col 39267; A. Lunt, MGM 10570; B. Monroe, V 20-4135; Lou Elin Robertson, Cap 1532; M. Mitchell Trio, 60401; Benny Lee, London 1029.

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

6. 7. Loveliest Night of the Year

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

From the MGM film, "The Great Caruso"

RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Falch Ork, Col 39192; M. Lanza, V 20-3500; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Warren, Dec 27507; B. Hart, Merit 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Durkin, Standard; Bill Mills Ork, Standard.

8. 8. Jezebel

By Warner Shanklin—Published by BMI (BMI)

RECORDS AVAILABLE: Alexander Bros., Mer 5020; A. Gray, Mer 5432; P. Lane, Col 39347; B. Hart, Merit 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard.

9. 9. Mister and Mississippi

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

RECORDS AVAILABLE: R. Allen, Mer 5047; G. Aubry, Col 39371; D. Day, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5045; Tennessee Ernie, Cap 1528.

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

9. 10. I Apologize

(Appeared first in 4/21/51 issue)

By Al Hoffman, Al Goodhart and Ed Nelson—Published by Goodtime Music (ASCAP)

RECORDS AVAILABLE: Chano Bailey, Col 39189; D. Cherry-D. Terry Ork, Dec 27484; E. Eckstein, MGM 10903; T. Martin, V 20-4454; Anita O'Day, London 964; D. Washington, Mer 8209.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens, Associated; John Desmond, Treasure; Monica Lewis, World; Hugh Waddell, Lang-Worth.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|--------------------|--------------------|
| | 78 | 45 |
| | <small>rpm</small> | <small>rpm</small> |
| "OCEANS OF TEARS," "YOU'RE MY SUGAR"
Kay Starr and Tennessee Ernie..... | 1567 | F1567 |
| "WHEN I DANCE WITH YOU I GET IDEAS," "TONIGHT
YOU BELONG TO ME" Peggy Lee..... | 1573 | F1573 |
| "TORTILLAS AND BEANS," "DYNAFLOW"
Stan Kenon..... | 1535 | F1535 |
| "I MADE A PROMISE," "ALONE" Bob Eberly..... | 1533 | F1533 |

HOT SELLERS!

POPULAR

- | | | |
|---|------|-------|
| "NOW HIGH THE MOON," "WALKIN' AND WHISTLIN'
BLUES" Les Paul and Mary Ford..... | 1451 | F1451 |
| "TOO YOUNG," "THAT'S MY GIRL" Hat "King" Cole..... | 1449 | F1449 |
| "MOCKIN' BIRD HILL," "CHICKEN REEL"
Les Paul and Mary Ford..... | 1373 | F1373 |
| "SEPTEMBER SONG," "ARTISTRY IN TANGO"
Stan Kenon..... | 1480 | F1480 |
| "MR. AND MISSISSIPPI," "SHE'S MY BABY"
Tennessee Ernie..... | 1521 | F1521 |
| "DREAM," "HALLS OF IVY"
The Voices of Walter Schumann..... | 1505 | F1505 |
| "A LETTER FROM HARRY," "ALL POOPED OUT"
Yogi Yorgesson..... | 1531 | F1531 |
| "HERE'S TO YOUR ILLUSIONS," "THESE THINGS I
OFFER YOU (FOR A LIFETIME)" Ray Anthony..... | 1522 | F1522 |

WESTERN & FOLK

- | | | |
|---|------|-------|
| "I AIN'T CRYIN' OVER YOU," "HANGOVER HEART"
Hank Thompson..... | 1528 | F1528 |
| "NO PARKING HERE," "BOOGIE WOOGIE FEVER"
Gene O'Quin..... | 1508 | F1508 |
| "BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A
LONG, LONG DAY" Jimmy Wakely..... | 1393 | F1393 |
| "READ THAT BOOK," "HE BOUGHT MY SOUL AT
CALVARY" The Jordanaires..... | 1499 | F1499 |
| "SHUFFLEBOARD SHUFFLE," "POCO TEMPO"
Roy Hogsed..... | 1529 | F1529 |
| "GOODNIGHT CINCINNATI, GOOD MORNING
TENNESSEE," "SUGAR COATED LOVE"
Tex Williams..... | 1540 | F1540 |
| "(I'M GONNA) SING, SING, SING," "SHINING CITY"
James and Martha Carson..... | 1530 | F1530 |
| "SCOOT, GIT AND BEGONE," "BLUES IS BAD NEWS"
Skeets McDonald..... | 1518 | F1518 |



Week Ending
JUNE 9, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Ray Anthony
and His Orchestra

Head for the "Top Seller" List with

**"THESE THINGS
I OFFER YOU"**
(FOR A LIFETIME)"

and

"HERE'S TO YOUR ILLUSIONS"

Vocal on both by TOMMY MERCER

78 rpm No. 1522 • 45 rpm No. F1522



NEW RELEASES ON Capitol

		78 rpm	45 rpm
BOB CROSBY <small>and His Orchestra</small>	SHANGHAI "THAT NAUGHTY WALTZ" <small>(Instrumental)</small>	1525	F1525
JIMMY WAKELY	I'LL NEVER DO A THING TO HURT YOU <small>(With Orchestra Conducted by Paul Smith)</small> DON'T BE LONELY <small>This 45 is a Cover by Les Baxter</small>	1554	F1554
NAT "KING" COLE	MY BROTHER <small>(With Chorus and Orchestra Conducted by Paul Smith)</small> EARLY AMERICAN <small>(With Chorus Conducted by Les Baxter From the Republication "The Easy Change the World")</small>	1543	F1543
MARGARET WHITING	HOPPY, TOPPER AND ME <small>(With Orchestra Conducted by Paul Smith)</small> THIS LITTLE PIGGIE WENT TO MARKET <small>(With Orchestra Conducted by Les Baxter From the Paramount Picture "The Easy Change the World")</small>	1546	F1546
KAY STARR and TENNESSEE ERNIE <small>and Orchestra</small>	OCEANS OF TEARS <small>(Instrumental)</small> "YOU'RE MY SUGAR"	1567	F1567
HELEN O'CONNELL <small>and Orchestra Conducted by Bernard Remmy</small>	WONDER WHY MINE AND MINE ALONE <small>From the A.C. 45 series "Walk, Run, and Party"</small>	1548	F1548
LINDY DOHERTY <small>and Orchestra Conducted by Les Baxter</small>	FORGETFUL <small>(Instrumental)</small> "THE CHESAPEAKE AND OHIO"	1549	F1549
MILITARY & COUNTRY			
SKEETS McDONALD	BLESS YOUR LITTLE OL' HEART (YOU'RE MINE) TODAY I'M MOVIN' OUT	1570	F1570
JENAS CARMAN	TEN THOUSAND MILES (AWAY FROM HOME) I COULD LOVE YOU BABY	1571	F1571
BOOTS PAGE and IDARO CALL	THE SINFUL SONG THE WALTZ OF THE WIND	1572	F1572

A COMO

Perry's Latest soaring higher than High!...



THERE'S A
BIG BLUE
CLOUD NEXT
TO HEAVEN

Perry

TION...

Summer Comer...

THERE'S NO BOAT LIKE A ROWBOAT

Como

20-4158

47-4158

RCA VICTOR RECORDS 



THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received May 30, 31 and June 1

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

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

England's Top Twenty

Table with columns: POSITION, Weeks, Last, This to date, Weeks, Title, Artist, and Record Info. Includes songs like 'MOCKIN' BIRD HILL', 'BECAUSE OF RAIN', etc.

VOX JOX

Gimmix

George Benson, WKBS, Oyster Bay, N. Y., is featuring a "recorded trip around New York's Gay White Way, spotting bands and singers playing theater and night spots in Manhattan."

Bell Kissed and Told

Don Bell, KRNT, Des Moines, made a smash-up with the "Miss Me, Kate" national road company recently.

Ad Lib Cutting

Jumpin' John Bowdidge, WRFC, Athens, Ga., is taping his "Hive of Jive" show now "due to college commitments."

Gab Bag

"The new Louis Armstrong Story LP sounds terrific," pens Dennis Murphy, KGGF, Coffeyville, Kan.

Best Selling Sheet Music

Based on reports received May 30, 31 and June 1

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

Songs With Greatest Radio Audiences (ACI)

Songs listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles.

Table with columns: POSITION, Weeks, Last, This to date, Weeks, Title, and Station. Includes songs like 'MY LOVE', 'BECAUSE OF YOU', etc.

Songs With Most TV Performances (RH Tele-Log)

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

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



SAMMY

Kaye

“ playing “
Would I mind?

and

“**Del Rio**”

78 rpm 39421

33 1/3 rpm 3-39421

45 rpm 4-39421

Columbia  Records

First, Finest, Foremost in Recorded Music

“Columbia,” “Masterworks,” “CD” and “Trade Mark Reg. U. S. Pat. Off. Mexico Registered

THE BILLBOARD

Music Popularity Charts

Best Selling Pop Singles

Based on reports received May 30, 31 and June 1

Records listed are those selling best in the nation's 100 volume retail record stores...

Table with columns: Rank, Title, Artist, Label, and other details. Includes entries like 'HOW HIGH THE MOON' by L. Paul M. Ford and 'TOO YOUNG' by Nat (King) Cole.

Best Selling Classical Titles

Based on reports received May 30, 31 and June 1

Table with columns: Rank, Title, Artist, Label, and other details. Includes entries like 'The Great Caruso' and 'Carnegie Hall Concerts'.

Advance Classical Releases

Table with columns: Rank, Title, Artist, Label, and other details. Includes entries like 'The Great Caruso' and 'Carnegie Hall Concerts'.

DOINGS DEALER

News and Chatter

Mildred Davidson has opened the new One-Stop Record Shop in Kansas City... The same city's Mary (Bubbles) Gilmer...

Trade Talk

Herbert Gray, the Music Box, Hillsdale, N. J., would like to hear from anyone who has found a good and practical way of displaying 45 r.p.m. singles...

This is a Record?

Post card from Patrick Radio Supply, Laurel, Miss., reads: "We don't sell anything but 45 r.p.m. records..."

Wall Displays

Wall displays are highly recommended by Bill Sherman, manager of Samson's Record Department, Milwaukee...

Best Selling Children's Records

Based on reports received May 23, 24 and 25

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

Table with columns: Rank, Title, Artist, Label, and other details. Includes entries like 'TWEETY PIE' and 'GIMBERELLA'.

Best Selling Pop Albums

Based on reports received May 30, 31 and June 1

Because all labels are not equal in size it is difficult to conduct a pop album survey that is statistically accurate...

Table with columns: Rank, Title, Artist, Label, and other details. Includes entries like 'MARIO LANZA SINGS SELECTIONS FROM THE GREAT CARUSO'.

Classical Reviews

A JAN PEERCE SERENADE—The Philharmonia Orchestra conducted by Sir Thomas Beecham... ORGAN RECITAL BY CLARENCE SNYDER... NEAPOLITAN FOLK SONGS—Fracullo...

COMO SMASH LEADS RCA VICTOR'S HOT MID-YEAR RELEASE...



PERRY COMO
 "There's a Big Blue Cloud"
 "There's No Boat Like a Rowboat"
 (and the Fontane Sisters)
 RCA Victor 20-4158 (47-4158)*



FREDDY MARTIN
 "My Truly, Truly Fair"
 "The Good Humor Man"
 RCA Victor 20-4159 (47-4159)*



FRAN WARREN
 "January, February, March"
 "Any Time at All"
 RCA Victor 20-4160 (47-4160)*



EDDY ARNOLD
 "I Wanna Play House With You"
 "Something Old, Something New"
 RCA Victor 21-0476 (48-0476)*



ROBERT MERRILL
 "My Life's Desire"
 "The Girls We Never Did Wed"
 RCA Victor 10-3426 (49-3426)*

This week's

New Releases ...on RCA Victor

Release 51-22

Sings Coast to Coast, Week of June 10

POPULAR

HUGO WINTERHALTER'S Orchestra and Chorus
 Wave To Me, My Lady
 The Mule Driver 20-4167—(47-4167)*

THE FONTANE SISTERS
 Moon, June, Spoon
 The Rhumba Boogie 20-4168—(47-4168)*

TONY MARTIN with Henri Rene's Orchestra
 Tell Me
 Do You Really Love Me? 20-4169—(47-4169)*

WAYNE KING and His Orchestra
 The World Is Your Balloon
 My Magic Heart 20-4170—(47-4170)*

COUNTRY

JOHNNIE & JACK and their Tennessee
 Mountain Boys
 Cryin' Heart Blues
 How Can I Believe In You 21-0478—(48-0478)*

WESTERN

ROY ROGERS and the Roy Rogers Riders with
 Frank Worth's Orchestra
 I Wish I Was
 Buck-Eye Cowboy 21-0479—(48-0479)*

SACRED

THE HARMONICERS QUARTET
 Peace In the Valley
 Journey to the Sky 21-0180—(48-0480)*

RHYTHM

THE FOUR TUNES
 Carry Me Back to the Lone Prairie
 May That Day Never Come 22-0131—(50-0131)*

POP—SPECIALTY

SIX FAT DUTCHMEN
 Red Beer Polka
 Hooting Owl Polka 25-1198—(51-1198)*

*10 C.P.M. U.S. P.C.



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

- \$ Sound Off/Marry, Marry Me
 Vaughn Monroe 20-4113—(47-4113)*
- \$ The Loveliest Night of the Year
 Mario Lanza 10-3300—(49-3300)*
- \$ On Top of Old Smoky/Shall We Dance
 Vaughn Monroe 20-4114—(47-4114)*
- \$ I Get Ideas
 Tony Martin 20-4141—(47-4141)*
- \$ Be My Love
 Mario Lanza 10-1561—(49-1561)*
- \$ Mister and Mississippi
 Dennis Day 20-4140—(47-4140)*
- \$ Old Soldiers Never Die
 Vaughn Monroe 20-4146—(47-4146)*
- \$ Vesti La Giubba
 Mario Lanza 10-3228—(49-3228)*
- \$ Rhumba Boogie
 Hank Snow 21-0431—(48-0431)*
- \$ Down the Trail of Achin' Hearts/Bluebird Island
 Hank Snow and Anita Carter 21-0441—(48-0441)*
- \$ Unless/I Have No Heart
 Eddie Fisher 20-4120—(47-4120)*
- \$ Warm Beer and a Cold, Cold Woman
 The Oklahoma Wranglers 21-0469—(48-0469)*
- \$ I'm in Love Again
 Henri Rene and His Orchestra with April Stevens 20-4148—(47-4148)*
- \$ Rose, Rose, I Love You
 Buddy Morrow and His Orchestra 20-4135—(47-4135)*
- \$ Would I Love You
 Tony Martin 20-4056—(47-4056)*



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

- ★ There's a Big Blue Cloud (Next to Heaven)
 Perry Como 20-4158—(47-4158)*
- ★ There's No Boat Like a Rowboat
 Perry Como and the Fontane Sisters 20-4158—(47-4158)*
- ★ I Wish, I Wish
 Dinah Shore and Tony Martin 20-4126—(47-4126)*
- ★ What is a Boy?
 Jan Peerce 10-3425—(49-3425)*
- ★ Chicken in the Car
 Ralph Flanagan 20-4147—(47-4147)*

TIPS

TELL ME (You Will Love Me Forever)
 DO YOU REALLY LOVE ME?
 Tony Martin 20-4159 (47-4159)*



DID YOU KNOW that RCA Victor dealers are enjoying a bigger business this year than they were at this same time last year, with big hits riding in all musical categories, pops, country and western, blues and rhythm, classical and children's.

DID YOU KNOW that Perry Como's recording of **THERE'S A BIG BLUE CLOUD NEXT TO HEAVEN** has brought the hottest trade reaction since his memorable recording of **TILL THE END OF TIME!**

DID YOU KNOW that RCA Victor's Summer Sales Program on pop records will do more to increase dealer summer business than any other program in the company's history (June 18th is the kickoff date. Your distributors are now readying plans.)

DID YOU KNOW that on June 7th, this week, the Sons of the Pioneers are playing **CARNEGIE HALL!**

DID YOU KNOW that the Fontane Sisters are busting June wide open with their first potential number one record on the pop charts—**MOON, JUNE, SPOON** and **RHUMBA BOOGIE**. (Wow! Have those delays landed on this one, kids!)

DID YOU KNOW that Jan Peerce's recording of **WHAT IS A BOY** could be the first reclamation ever to make the best selling list! (It is definitely the surprise release of the last ten years.)

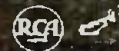
DID YOU KNOW that Dennis Day's recording of **MR. AND MISSISSIPPI** pole vaulted from fourth place to sixth place in RCA Victor's top fifteen best sellers this week (and against some mighty tough competition, too. See list of best sellers at left).

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



VAUGHN MONROE'S BIG RECORD HIT!

SOUND OFF

(Duckworth Chart)

SHAPIRO BERNSTEIN & CO., INC.
Music Publishers
1270 Sixth Avenue New York 20, N. Y.

MUSIC BOURNE TO LIVE

"SOMEBODY"
30 STAFFORD
COL #38359

BOURNE Inc. 10014 A, N.Y. 19

Another BMI Pin-Up Hit!

"I LIKE THE WIDE OPEN SPACES"

Published by Meridian
Recorded by
Arthur Godfrey
Leslie Anderson... (Columbia)
Art Lund... (MGM)
Jimmy Wakely... (Capitol)
Licensed exclusively by
BROADCAST MUSIC, INC.

THE NEW SOCK NOVELTY!

the Letter

(DEAR JOHN)

ROBBINS MUSIC CORPORATION

"I WON'T CRY ANYMORE"

Col.—Tony Bennett
Cor.—George Auld
Dis.—Eileen Wilson
Job.—Dick Brown
Mer.—Dinah Washington
MGMA.—Bobby Williams
Root.—Jimmy Scott

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

LIGHT IN THE WINDOW

JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y.

The Great Victor Young Ballad—

LOVE ME

Recorded by
RAY BARBER
MERCURY
WORDS & MUSIC, Inc.

THE BILLBOARD Music Popularity Charts

• Best Selling Pops by Territories

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

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

NEW YORK

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
2. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
4. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)S595X45
ASCAP (I Love You Because)
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)A-3300
ASCAP (La Donna E Mobile)

Best Selling Albums

1. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
3. GUYS AND DOLLS
Original Cast, Dec(78)DA-825, (45)F-203,
(33)DL-9039

CHICAGO

Best Selling Pop Singles

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

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)M-244
3. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008

LOS ANGELES

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
3. JEZEBEL
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
4. BE MY LOVE
M. Lanza, V(78)10-3300, (45)A-3300
ASCAP (I'll Be Home In Time)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244

ATLANTA

Best Selling Pop Singles

1. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
3. JEZEBEL
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
4. I LIKE THE WIDE OPEN SPACES
A. Godfrey, Andros, Col(78)39304, (45)A-39304, (33)F-39304 (Love Is the Reason)
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)A-3300
ASCAP (La Donna E Mobile)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244
3. LULLABY OF BROADWAY
Doris Day, Col(78)DC-235, (45)D-235, (33)DL-6108

PITTSBURGH

Best Selling Pop Singles

1. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)A-3300
ASCAP (La Donna E Mobile)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
3. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
4. OLD SOLDIERS NEVER DIE
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Love and Marriage)
5. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244
3. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008

PHILADELPHIA

Best Selling Pop Singles

1. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
2. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
4. JEZEBEL
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
5. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)S595X45
ASCAP (I Love You Because)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244
3. TREE GROWS IN BROOKLYN (Eight Records)
Original Cast, Cap(78)MM-1008, (45)A-1008,
(33)ML-4405

ST. LOUIS

Best Selling Pop Singles

1. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
2. ROSE, ROSE, I LOVE YOU
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
3. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)
4. UNLESS
M. Miller, Col(78)39331, (45)A-39331, (33)F-39331 ASCAP (Bigger Is Love)
5. I LIKE THE WIDE OPEN SPACES
A. Godfrey, Andros, Col(78)39304, (45)A-39304, (33)F-39304 (Love Is the Reason)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244

DALLAS AND FORT WORTH

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
2. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
4. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
5. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
6. I LIKE THE WIDE OPEN SPACES
A. Godfrey, Andros, Col(78)39304, (45)A-39304, (33)F-39304 (Love Is the Reason)
7. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)A-3300
ASCAP (La Donna E Mobile)

Best Selling Albums

1. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
3. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008

DETROIT

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
2. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
4. ROSE, ROSE, I LOVE YOU
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
5. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244

DENVER

Best Selling Pop Singles

1. MOCKIN' BIRD HILL
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244
4. ROSE, ROSE, I LOVE YOU
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
5. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244

BOSTON

Best Selling Pop Singles

1. MOCKIN' BIRD HILL
P. Page, Mercury(78)5595, (45)S595X45
ASCAP (I Love You Because)
2. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
3. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
4. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
5. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)

Best Selling Albums

1. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
2. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
3. CARNEGIE HALL JAZZ CONCERT Vol 1 and 2
B. Goodman, Col(33)SL-160

SEATTLE

Best Selling Pop Singles

1. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
3. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)
4. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244
3. SOUTH PACIFIC
Original Cast, Col(78)MM-850, (45)A-850,
(33)ML-4180

NEW ORLEANS

Best Selling Pop Singles

1. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
2. JEZEBEL
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
3. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza, V(78)10-3300, (45)A-3300
ASCAP (La Donna E Mobile)
5. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127

WASHINGTON

Best Selling Pop Singles

1. TOO YOUNG
Nat. (King) Cole, Cap(78)1449, (45)F-1449
ASCAP (That's My Girl)
2. HOW HIGH THE MOON
L. Paul-M. Ford, Cap(78)1451, (45)F-1451
ASCAP (Walker and Whittier Blues)
3. SOUND OFF
Y. Moore, V(78)20-4113, (45)A-4113
ASCAP (Oh, MARRY, MARRY ME)
4. ROSE, ROSE, I LOVE YOU
F. Laime, Col(78)39367, (45)A-39367, (33)F-39367 BMI (Rose, Rose, I Love You)
5. ON TOP OF OLD SMOKY
Weavers-T. Gilgison, Dec(78)27515, (45)F-27515 BMI (Across the Wide Missouri)

Best Selling Albums

1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"
M. Lanza, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. KING AND I
Original Cast, Dec(78)DA-876, (45)F-240,
(33)DL-9008
3. VOICE OF THE XTABAY
Yma Sumac, Cap(78)CD-244, (45)CDF-244,
(33)M-244

A 1951 MODERN FOLK SONG HIT!

"MISTER and MISSISSIPPI"

by IRVING GORDON

SHAPIRO BERNSTEIN & CO., INC.
Music Publishers
1270 Sixth Avenue New York 20, N. Y.

"LONELY LITTLE ROBIN"

OXFORD MUSIC CORPORATION
1619 Broadway New York 19

A GREAT BALLAD
A GREAT RECORD
BILL DARNELL
(Carr. #64800)
sings
"IF YOU WERE THERE"

ED KASSNER MUSIC CO., INC.
1619 Broadway New York City

* "FAST FREIGHT" *
* "BEAUTIFUL BROWN EYES" *
* "CHRISTOPHER COLUMBUS" *

AMERICAN MUSIC, INC.
1578 Broadway N. Y. • 9109 Sunset Blvd Hollywood
CO 5-7310 CR 2-3251

GIVE TO THE
RUNYON CANCER FUND

MERCURY RECORDS

THE COMPANY THAT GAVE YOU THE ORIGINAL
MONEY MAKING "3 FOR 1 PLAN" IN 1950
NOW OFFERS FOR 1951

THE SENSATIONAL 'BUY NOW-SELL NOW PAY LATER'

'3 FOR 1' LONG PLAY & 45 RPM PLAN

With The Following Features

- CLEAN OUT ALL YOUR OVERSTOCK
- ALL SPEEDS-ANY LABEL ACCEPTED
FOR FULL CREDIT
- BUY NOW-SELL NOW-PAY LATER
60, 90, 120 days deferred payment on your purchase

STARTS IMMEDIATELY!

SEE YOUR MERCURY SALESMAN

or write for complete details to
"3 For 1 Plan" Mercury Records
839 S. Wabash Ave. Chicago 5, Illinois

for Mercury Canadian dealers, purchases are limited to Long play records only

A REAL SMASHEROO

TERESA BREWER

SINGING
with Jack Pleis and the All Stars



"THE WANG WANG BLUES"

backed by
"OCEANA ROLL"

London 1083 (78 rpm) and 45-1083 (45 rpm)

LONDON
RECORDS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

Based on reports received May 30, 31 and June 1

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,524 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 same tune listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

Weeks in Chart	Last Time in Chart	Title	Artist	Label
10	1	HOW HIGH THE MOON	L. Paul-M. Ford	Capitol 781451; 451F-1451-ASCAP
10	2	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Decca 78127515; 451F-27515-BMI
8	3	TOO YOUNG	Nat (King) Cole	Capitol 781449; 451F-1449-ASCAP
16	4	MOCKIN' BIRD HILL	P. Page	Mercury 7815595; 4515595K45-ASCAP
16	6	MOCKIN' BIRD HILL	L. Paul-M. Ford	Capitol 781373; 451F-1373-ASCAP
6	5	SOUND OFF	V. Monroe	Victor 78120-4113; 45147-4113-ASCAP
4	7	JEZEBEL	F. Laine	Capitol 78139367; 4514-39367; 3313-39367-BMI
6	10	ON TOP OF OLD SMOKY	V. Monroe	Victor 78120-4114; 45147-4114-ASCAP
12	9	I APOLOGIZE	B. Eckstine	MGM 7810903; 451K-10903-ASCAP
5	12	ROSE, ROSE, I LOVE YOU	F. Laine	Capitol 78139367; 4514-39367; 3313-39367-ASCAP
3	14	MISTER AND MISSISSIPPI	P. Page	Mercury 7815645; 4515645K45-ASCAP
7	11	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Decca 78127577; 4519-27577-ASCAP OR. Hayes-R. Quinlan, Mar 5615; Minky Carson, V 20-4119; Reynolds & Carpenter, MGM 38359; M. Whiting-J. Wakely, Cap 15001
21	8	IF	P. Como	Victor 78120-3997; 45147-3997-ASCAP Ethan Smith, Dec 27534; G. Lombardo, Dec 27449; J. Gardner, Cap 1353; L. Armstrong, Ori, Dec 27412; D. James, London 833; V. Damone, Mer 5545; B. Eckstine, MGM 10096; D. Martin, Cap 1342; D. Vaughan, Cap 60355
4	13	OLD SOLDIERS NEVER DIE	V. Monroe	Victor 78120-4146; 45147-4146-ASCAP G. Aultry, Con 39403; Bing Crosby, Dec 27406; Rene Hall Trio, Dec 48713; J. Wakely, Cap 11-131541
13	17	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Decca 78127477; 4519-27477-ASCAP (Lyn Murray, Con 4040); L. Baxter Ori, L. DeBerry, Cap 3489; A. Mooney, MGM 10924; Rex Allen, Mer 5592; Helen Carter-Guy Davis, Tennessee 763; Guy Mitchell, Cap 39190
15	15	MOCKIN' BIRD HILL	Pimeloppers	Capitol 78164061; 4519-64061-ASCAP
13	18	BEAUTIFUL BROWN EYES	R. Clooney	Capitol 78139212; 4514-39212; 3313-39212-BMI Leslie Rogers, V 21-0454; Billy Walker, Cap 20748; Eddie Zach, Dec 46302; A. Mooney, MGM 10424; Lisa Lee, V 20-4262; A. Smith & His Dixie Lads, Cap 1428; J. Wakely-Eth Baxter, Cap 1349; D. Drew-L. Douglas Ori, Mer 5370; E. Knight-B. Charles Stevens, Dec 27459; T. Martin Ori, Dec 45130; M. Martel, Top 281; Phil Reed, Dawn-Tone 533; Eddie O'Connor, Heico 50013
4	20	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Capitol 78139328; 4514-39328; 3313-39328-ASCAP
14	22	SPARROW IN THE TREE TOP	G. Mitchell M. Miller	Capitol 78139190; 4514-39190; 3313-39190-ASCAP
13	19	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Capitol 7811393; 451F-1393-BMI
17	16	WOULD I LOVE YOU	P. Page	Mercury 7813871; 4515371K45-ASCAP (Martha Davis, Con 45848; B. Jenkins, Dec 27490; J. Gray Ori, Dec 27402; Helen O'Connor, Cap 1346; Seymour Hancock, Banner 2519; Guy Young, 324; Field, Shon 892; Doris Day-M. James, Cap 39189; Betty Clooney, King 15102; T. Martin, V 20-4053; Orioles, Jubilee 5037)
5	25	DOWN THE TRAIL OF ACINI HEARTS	P. Page	Mercury 7815579; 4515579K45 (Phil Fife, MGM 10960; S. Kaye, Cap 39360; Hank Snow-Abbie Carter, V 20-0442; G. Lombardo, Dec 27687)
1	—	MY TRULY, TRULY FAIR	G. Mitchell M. Miller	Capitol 78139415P 4514-39415; 3313-39415-ASCAP (A. Mooney, MGM 10984; V. Damone-G. Brennan Ori, Mer 5646; P. Martin Ori, V 20-41591)
23	20	BE MY LOVE	M. Lanza	Victor 78110-1561; 45149-1553-ASCAP Or. Casa Ori, MGM 20792; E. Grant, Cap 1313; P. Page-M. Geller Ori, Mer 54351
2	26	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	J. Wakely M. Whiting	Capitol 781500; 451F-1500-ASCAP
3	23	PRETTY EYED BABY	A. Trach	Mercury 7815609; 4515609K45-ASCAP Cap. Stafford-F. Laine, Cap 39388; Billy Williams Quartet, MGM 10967; A. Trach Trio, Dec 27419; Gene Williams, King 15107
4	28	UNLESS	E. Fisher-H. Winterhalter	Victor 78120-4120; 45147-4120-ASCAP Clas. Carter, Cap 1493; Eddie Fisher, V 20-4120; Dick James, London 1027; G. Jenkins, Dec 27594; Guy Mitchell, Cap 39331
1	—	UNLESS	G. Mitchell M. Miller	Capitol 78139331; 4514-39331; 3313-39331-ASCAP
8	—	MOCKIN' BIRD HILL	R. Morgan	Decca 78127444; 4519-27444-ASCAP
1	—	PRETTY EYED BABY	F. Laine-J. Stafford	Capitol 78139388; 4514-39388; 3313-39388-ASCAP
1	—	ROSE, ROSE, I LOVE YOU	G. Jenkins	Decca 78127594; 4519-27594-ASCAP
2	—	SPARROW IN THE TREE TOP	Rex Allen	Mercury 7815591; 4515597K45-ASCAP

DEALERS SAY... **"Les Paul & Mary Ford sell and sell"**
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 78 rpm No. 1451 • 45 rpm No. F1451



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IN CANADA: Rogers Majestic Radio Corporation Ltd.

THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By JOHNNY SIPP

Artists' Activities

Jim Beck, Dallas recording studio and talent scout, has signed Charlie Adams, Waco, Tex., warbler, to a Decca paper. Adams is heard with the Lone Star Playboys over WACO. Beck conducted a "Search for Talent," which closed May 31, with the winner being given a Decca pact.

Hy Grill, the new h. b. and Western a. and r. man with Coral, is scouting talent in the South and Southwest. Coral plans to add considerable country talent to its roster. Georgia Canton Pickers, heard daily over CKUA, Edmonton, Alta., have cut four sides for 4-Star. Personnel includes Jimmy and Whitey Franklin; Chick Stripling, formerly with Sunshine Sue, WVA, Wheeling, W. Va.; Chuck Carroll, who did some sides for Fortune, the Detroit label, and Dimple Darlene, Jimmy's frau.

Don Law, of Columbia, reports he has inked Betty Johnson, of the Johnson Family Singers, Charlotte, N. C., formerly with Columbia. Betty will get a solo build-up. Rich-R-Tone discery's Jim Stanton has inked a five-year pact with the Church Brothers. The label's Sauceman Brothers are now at WCVB, Bristol, Va. Fred Niles, of King Studios, reports that his firm has cut a series of half-hour television shows on 35mm. film, featuring Lulu Belle and Scotty, Grace Wilson, Cousin Tilford and Bill Bailey.

Don Reynolds, Australian yodeler, has formed a unit, the Melo Rangers, consisting of Nancy Jane Edmund, vocals and dances; Wally Berry, accordion; Curly Clime, bass, and Reynolds, guitar. They are currently in Los Angeles. Dorothy Prussman has inked a p.m. pact with Phyllis Brown, WLS, Chicago, warbler now on Folk Music label. Miss Prussman also handles Jimmy Owen.

Capitol records has inked Skeets McDonald, who appears on Cliffee Stone's "Hometown Jamboree" in Hollywood. Lou Ella Robertson (Capitol) is one of the original Dinning Sisters, having moved to the Coast about two years ago with her hubby, who is an arranger. Joe (Cannonball) Lewis, Cincinnati singer, has inked with MGM. Fred Rose, of Acuff-Rose, swung the deal. The entire cast of the WLS, Chicago, National Barn Dance worked a May 11 date at Harvey, Ill., as a benefit for Smokey Lohman, station guitarist, who has been bedded since last June as a result of an auto accident.

Disk Jockey Doings

Vernon Wroten, WBIP, Booneville, Miss., carried the winner of a mail contest around the local courthouse square as a flask gimmick. Landon Hale and Ernie Frost moved to KMA, Shenandoah, Ia., Lee Sutton's outlet, from KOAM, Pittsburg, Kan. Tex Ritter and his band celebrated homecoming recently with Red Jones, KVET, Austin, Tex. Ritter prepped at the University of Texas there. Georg Perry, WFMY, Greensboro, N. C., does a three-and-a-half hour h.b. show nightly. D. M. Dweller, KSUE, Susanville, Calif., reports that Hank Snow is winning his weekly popularity poll consistently. Joe Johnson, WPAQ, Mount Airy, N. C., and the entire staff of the station are working a two-hour Saturday morning jamboree from a local theater. Show has Carl Story (Mercury), the String Dusters, the Carolina Buddies and the Vass Twins.

C&W Records To Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performance potential among the Country and Western records received this week. I WANNA LIVE WITH YOU AND SOMETHING NEW, SOMETHING OLD. (Capitol) Victor 22 0476. HI-BALLIN' DADDY. (Mercury) King 961. Ann Jones. (Mercury) King 961.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received May 30, 31 and June 1

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.

Table with 3 columns: Rank, Record Title, Artist. Includes 'I WANT TO BE WITH YOU' by L. Frizzell, 'RHUMBA BOOGIE' by Hank Snow, 'KENTUCKY WALTZ' by E. Arnold, etc.

Coming Up

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

Table with 3 columns: Rank, Record Title, Artist. Includes 'LET'S LIVE A LITTLE' by C. Smith, 'SICK, SOBER AND SORRY' by J. Bond, 'KENTUCKY WALTZ' by R. Royce E. Tubb.

Best Selling Retail Folk (Country & Western) Records

Based on reports received May 30, 31 and June 1

Records listed are 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.

Table with 3 columns: Rank, Record Title, Artist. Includes 'I WANT TO BE WITH YOU' by L. Frizzell, 'RHUMBA BOOGIE' by Hank Snow, 'KENTUCKY WALTZ' by E. Arnold, etc.

Coming Up

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

Table with 3 columns: Rank, Record Title, Artist. Includes 'LET'S LIVE A LITTLE' by C. Smith, 'I CAN'T HELP IT' by Hank Williams, 'MISTER AND MISSISSIPPI' by Tennessee Ernie.

Advance Folk (Country & Western) Record Releases

Table with 2 columns: Record Title, Artist. Includes 'A-Tall A-Tall' by Cade Drake, 'Hearts That Could Never Be True' by Carly Liphart, 'Big Mama Blues' by Jimmy Murphy, etc.

THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT TUNES	WEEKS	1	2	3	4
GENE AUSTRY I'm Be Back COLUMBIA 20816—Typical Austy reading of a romantic ditty with some overtones of the current number of men in military uniforms.			75	76	75	74	
At Mail Call Today G.I. weaver sings by Austy with the heartfelt sound typical of his discings.			76	77	76	75	
ZEE CLEMENTS Ridin' Down the River MGM 1045—An attractive Western melody gets a jodeling chant from Clements with a real assist from a good string group.			71	72	70	72	
In the Valley of My Dreams Clements and the band essay a country waltz on this side. The result is a danceable funk of woe.			69	70	68	71	
GENE MCGEE Forsaking All Others MGM 1096—This is the same waltz that started to create a stir in pop circles. As a c & w material it's okay. McGee, however, fails to sound convincing.			67	67	66	67	
A Picture of You Smiling McGee is much too relaxed on this side, too. The tone, however, is okay country material and fair pop stuff.			68	68	67	68	
BILL MONROE (Blue Grass Boys) The Prisoners' Song DECCA 46314—Monroe's high-pitched chanting gives the w. c. pop standard a bluegrass flavor. Combined with a heavy string backing the disk is a lively one.			83	82	81	84	
Kentucky Waltz Disk coverage unknown at the c & w hit.			72	73	73	71	
ZEB TURNER Back, Back, Back to Baltimore KING 1040—Turner and boys turn in a hard-pounding job on a light-weight train type novelty. Standout performance could carry this one.			81	81	80	82	
I Got a Lot of Time for a Lot of Things Turner chants a driving country blues to a toe-tapping beat from combo.			76	76	74	78	
OZIE WATERS Ace in the Hole CORAL 6348—Warbler talkings the same, chants the chorus of this fine piece with great presence and beat, to a bouncy organ backing. Could get good air.			78	78	76	80	
Just a Girl That Men Forget Waters chants old old barroom fare in simple, straightforward manner.			72	71	71	75	
PINETOPPERS Cheery Beer Polka CORAL 6409—The punching country string combo knocks out a tasty polka arrangement of "Chestnut" to a bright beat. Could earn air.			82	82	81	83	
AN ALONE (Near the Blue Grass) Group does a slow country waltz instrumental with a pretty tune.			72	82	70	74	
ZEE MANNERS Satin and Lace CAPITOL 1552—Manners and male quartet do a light sweet-pop treatment of the promising new pop ballad.			73	74	73	72	
There's a Rainbow in the Sky Single ballad entry doesn't impress.			63	63	63	63	

He Wrote and Gave You NEW PANHANDLE RAG

NOW!!!

WEBB PIERCE introduces his first DECCA release

"DRIFTING TEXAS SAND"

b/w "If Crying Would Make You Care"

written by Tillman Franks and Wayne Walker
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RANDY AITCHER'S VERSION OF

"OLD SOLDIERS NEVER DIE"

Backed by "The Golden Key"

We didn't rush this recording to wax "half-baked" but took time to produce a classic... Randy Aitcher, whose name has become a household word to uncaptured thousands of radio and television fans, has done himself proud in his rendition of the famous old barracks ballad. The RED RIVER WARRIORS furnish a brilliant musical background, while Randy sings his own historical narrative, beginning with WASHINGTON and concluding with BENJAMIN FRANKLIN. THERE'S NOTHING LIKE IT! This great record will sell for a long time to come! Order today. No order too large, none too small.

ACME RECORDS, INC.
(Kentucky Plant) Campbellville, Kentucky

Country & Western Records Most Played by Folk Disk Jockeys

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

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

POSITION	Weeks	Last	This	to date	Week	Record	Artist	Label
9	1	1	1	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Capitol 1552
13	2	2	2	2	2	GOLD, COLD HEART	H. Williams	MGM 1096
15	3	3	3	3	3	RHUMBA BOOGIE	Hank Snow	Capitol 1552
22	6	4	4	4	4	THERE'S BEEN A CHANGE IN ME	E. Arnold	Capitol 1552
4	4	5	5	5	5	KENTUCKY WALTZ	E. Arnold	Capitol 1552
22	—	5	5	5	5	SHOTGUN BOOGIE	Tennessee Ernie	Capitol 1552
7	5	7	7	7	7	STRANGE LITTLE GIRL	Cowboy Copas	Capitol 1552
1	—	8	8	8	8	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	Capitol 1552
32	10	9	9	9	9	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Capitol 1552
1	—	9	9	9	9	OLD SOLDIERS NEVER DIE	G. Auby	Capitol 1552

Coming Up

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

1.	LET'S LIVE A LITTLE	C. Smith	Capitol 1552
2.	BLUEBIRD ISLAND	Hank Snow	Capitol 1552
3.	HOWLIN' AT THE MOON	Hank Williams	MGM 1096

JOE ALLISON (Nashville Boys) Doin' a Gal CAPITOL 1552—Raggy novelty about a guy who's had a dog (so much gets an attractive look from Allison and lively go from piano and string combo)	74	74	74	74
Let Me Give You a Clue Medium tempo (right) doesn't come off, despite it's use of a theme from "Chicken Beer"	65	65	65	65
LEROY JENKINS Hard Time Hard Luck Blues COLUMBIA 20815—Jenkins chants a hard hitting country blues in real down-home style, with string (combo) swamping out a back mauling at instrumental.	71	71	70	72
I'm Crying But Nobody Cares Warbler gets heart and projection into a mournful rendition of a country ballad.	74	74	74	74

BILLY STARR Don't Be Angry Darling COLUMBIA 20821—Starr applies a neat bary style to a flimsy torch item to no avail.	60	60	60	60
You're Back A-Cheatin' A new twist on the staple around theme—highly effective, and Starr sells it strong.	81	81	81	81

JIMMY SNOW No More Wedding Bells for Me A STAR X-15—Mills duo harmonize in back country style on a mournful little torch with a medium bounce beat.	63	63	63	63
Southern Boogie Combo hooks on a medium boogie featuring guitar, fiddle and steel solo. Recording stand is dull.	60	60	60	60

HANK LOCKLIN Who Do You Think You're Feeling? A STAR 1504—Rousing bounce ballad vocal by Locklin with string combo backing.	65	65	65	65
You're House of Love Won't Stand Warbler gets off a waltz tempo to a thumping, up-tempo beat.	61	61	61	61

T. TEXAS TYLER Blew Kinno Blues A STAR 1565—"T" belts thru forthrightly with an interesting, originally conceived country love ditty with a beat.	81	81	80	82
Ima (Is the Name of My Baby) Tyler projects again with a girlfriend tone of medium interest.	76	76	74	78

ARTHUR SMITH Who Shot Willie? MGM 1096—Smith and the boys get off a rappy country blues (single) with a recurring refrain. Combo swings, steering off a fancy go fiddle and a steady hoo-doo beat.	74	74	73	75
Express Train Boogie Train boogie instrumental features hard-hitting steel guitar solo and a strong beat, from combo, with a catchy tag figure.	77	77	77	77

JIMMIE SKINNER It's a Beautiful Day CAPITOL 1552—Skinner chants a solid torch item in a deep, back country bary, with down-home gutturing in back.	66	66	64	68
I Can't Tell My Heart That Warbler gets off a waltz tempo to a thumping, up-tempo beat.	66	66	64	68

RED FOLEY (Anita Kerr Singers) Tennessee Hillbilly Ghost DECCA 46317—Foley has a point set in this swinging treatment of an engaging ditty about a hillbilly ghost. Could latch on in the pop field as well.	86	86	86	86
Cities County, Palaski Post Office Engaging bit of nonsense about a Tennessee post office is done with charm and vigor.	81	81	81	81

EDDY ARNOLD I Wanna Play House With You VICTOR 11-047—Arnold has another impressive entry in this light-hearted, up-tempo ditty with a catchy refrain.	85	85	85	85
Something Old, Something New The Tennessee Phonies does a heartfelt slow waltz ballad in sentimental style.	83	83	83	83

ROSALIE ALLEN (Black River Riders) Just a Sillow's Sweetheart VICTOR 11-047—Miss Allen's form could go for this pop novelty handled as country material.	62	65	61	60
Somebody This is a current pop peg. It makes good country material as Miss Allen sings a duet with herself.	78	79	77	78

(Continued on page 81)

"GOOD NIGHT, CINCINNATI, GOOD MORNIN' TENNESSEE"



LOUIE INNIS
MGM 6312



TEXAS
HANK WILLIAMS
Capitol 1552



ART
ART MOONEY
MGM 1096



AL TRACE
MGM 5418



SHORTY LONG
King 733

TANNEN MUSIC, INC.
146 West 54th St. New York 19
BOULEAUX BRYANT
NASHVILLE REP.

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Rhythm & Blues Records

Based on reports received May 30, 31 and June 1

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

POSITION	Weeks to date	Last 10 days	Title	Artist	Label
9	2	1	CHICA BOO	L. Glenn	Swingline 254-BMI
18	1	2	BLACK NIGHT	C. Brown	Aladdin 3076-BMI
5	3	3	ROCKET 88	J. Brenson	Chess 1458-BMI
5	3	4	HOW HIGH THE MOON	L. Paul M. Ford	Cap(78)1451; (45)F-145-ASCAP
6	7	5	I WILL WAIT	Four Buddies	Savoy 769-BMI
3	4	6	60 MINUTE MAN	Dominoes	Federal 12022-BMI
17	9	7	LOST LOVE	P. Mayfield	Specialty (78)390; (45)390-BMI
4	—	8	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
2	5	9	TEND TO YOUR BUSINESS	J. Wayne	Sittin' in 588
9	7	9	RED'S BOOGIE	Piano Red	W(78)22-0099; (45)50-0099-BMI

• Best Selling Retail Rhythm & Blues Records

Based on reports received May 30, 31 and June 1

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 to date	Last 10 days	Title	Artist	Label
5	3	1	ROCKET 88	J. Brenson	Chess 1458-BMI
2	6	2	60 MINUTE MAN	Dominoes	Federal 12022-BMI
1	—	3	DON'T YOU KNOW I LOVE YOU	The Clovers	Stylite 434
3	—	4	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
16	8	5	LOST LOVE	P. Mayfield	Specialty(78)390; (45)390-45-BMI
1	—	5	I'M WAITING JUST FOR YOU	Lucky Millinder	King 4453-BMI
6	6	7	TEND TO YOUR BUSINESS	J. Wayne	Sittin' in 588
6	10	8	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
5	—	9	TEARS, TEARS, TEARS	A. Milburn	Aladdin 3080
5	2	10	GEE, BABY	J. Otis M. Walker	Savoy 777-BMI

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Four Tunes, lined with the RCA Victor label, set to summer at the Club Harlem in Atlantic City starting June 28, booked by the Jolly Joyce Agency, Philadelphia, which also has the Three Peppers, featuring Roy Brunker at the 88's, opening a two-week run June 4 at the Club Rio, Allentown, Pa. Same agency also set the following at the 421 Club, Philadelphia: The Charlotiers for the week ending June 2 with the Four Tunes plus "Fat Man" Robertson for the follow-up week ending June 9.

Chuck Richards, r. and b. deejay in Baltimore, kicked off a new video show designed to bring to light new r. and b. talent. Titled "Chuck Richards Talent Hunt," the show will run for nine weeks, with local celebs as judges. The final show will provide a winner to be selected by a special panel of judges. Winner gets a free trip to New York, three suits of clothes and other prizes including a diskling paper with either King or DeLuxe Records. The Richards show, believed to be the first of its kind, is aired every Thursday at 4:30 p.m. and is seen in Baltimore on WMAR-TV and in Washington, via WMAL-TV.

Universal Attractions' topper, Ben Bart planned to the Coast on a 10-day business trip. . . Atlantic Records will move to larger quarters next month. New address is 234 West 56th Street, New York. . . The Billy Williams Quartet presented good citizenship awards to children in the Bedford section of Brooklyn Friday (1) on the stage of Loew's Bedford Theater. Awards were made on behalf of New York's Police Athletic League. . . Walter Hyde, who was with the Gale agency for a number of years, last week joined the staff of Shaw Artists Corporation. Hyde will work with Irving Siders in the SAC location booking department.

Peacock Records' Gatemouth Moore is slated to do a series of one-nighters in California with his ork. Featured in the band will be pianist-vocalist, Paul Monday, another Peacock disking talent. . . Tiny Grimes and his group have been inked to a Coral recording pact. . . Calvert Jones is another new Coral talent. Keyboardist Oscar Peterson will remain in Canada until he joins up with the "Jazz at the Philharmonic" troupe September 14. . . Ruth Brown due into New York for an Atlantic recording session before she heads for the Earle Theater. . . Philadelphia for the week of June 22. The thrush follows that date with a week at New York's Apollo Theater beginning June 29.

Joe Morris will make his first West Coast tour with his recently packaged "Blues Cavalcade," featuring Little Laurie and Billy Mitchell. Group will be booked by Milt Deutsch in association with Shaw Artists Corporation. . . Ella Fitzgerald is slated for a one-weeker at Chubby's Niteery, Camden, N. J., beginning June 11. . . Austin Powell, one time member of the Cats and a Fiddle group, has a quintet at Cafe Society, New York, with Beryl Booker featured at the keyboard. . . Folk singer, Josh White, will give a concert at Town Hall, New York, June 9 prior to departing for a tour of Scandinavian countries and the British Isles. Tour will last three months.

Damita Jo, Discovery thrush, being prepped for a television show on American Broadcasting Company. . . Aladdin's Eddie Mesner, now in the East, may do a second session soon with Billie Holiday.

R & B Records To Watch

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

WILL YOU BE MINE? . . . King 4458
The Swallows . . . King 4458
LAYIN' THE BOOGIE . . . King 4458
Piano Red . . . Victor 22-0130
BLUE MOON . . . Aladdin 3095
Lynn Hope Quartet . . . Aladdin 3095

• Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWS
MARTHA DAVIS You're the Doctor CORAL 45066—Thrush gets off a light little novelty item pleasantly, backed by piano and rhythm.	70--70--70--70	
Player Piano Boogie Drumming people novelty blues features a fancy-sounding piano and driving rhythm in back of Miss Davis' hard-hitting chanting. This one could break thru.	83--82--83--84	
THE RAVENS You Foolish Thing COLUMBIA 37408—The group's falsetto lead carries a routine ballad that's reading which leads, building to a driving last half-chorus finish. Should do well for the group.	78--79--77--78	
Honey I Don't Want You A sparkling jump blues effort, typical of the Ravens, features the lovable punch of bass Jimmy Ricks. Could be a winner.	81--82--80--81	
THE SWALLOWS Will You Be Mine KING 4458—A fast rate new group debuts most promisingly with a glowing performance of a substantial r. and b. ballad. This diskling could set this group up for big things.	84--84--84--84	
Dearest The group delivers here with the same fine blends and with the same sure and "different" lead solo voices on a ballad lacking the over-all impact in the uptempo's song.	80--80--80--80	
WALTER DAVIS You Are the One I Love BULLET 381—Davis charts a clear minor blues in the Southern style with excellent piano and guitar. Lyric content is quite fine, however.	65--65--63--67	
I Just Can't Help It Lively novelty boogie blues has driving little combo effort, with Davis chanting 80-80.	65--65--63--67	
LYNN HOPE ORK Blow, Lynn, Blow ALADDIN 3095—Tener blows a baritone, staccato solo on this medium jump blues, with combo pushing hard to an infectious shuffle boogie beat all the way. Effective, catchy work.		
Blue Moon The tenor, with a brooding tone and conception, blows solo on the lovely Richard Rodgers melody, while combo puts down a relaxed, toe-tapping beguine beat. Could happen.	84--84--84--84	
JOE BLACK (His Boogie Woogie Boys) J. B. Boogie CORAL 45065—Black, formerly the pianist with the Freddie Mitchell combo, lands in one of his characteristic one-finger piano boogie jobs, with a jumping combo and look favor co-featured.	75--75--74--76	
Strutlers' Ball Boogie Black and the boys hand the boogie treatment to "Darktown Strutler's Ball" for a lively side.	73--73--72--74	

Continued on page 81

SAVOY'S NEW HIT RELEASES!

SAVOY #785
BOOGIE GRUNT RED, RED WINE
by MILT BUCKNER and his BEALE ST. GAINC. featured pianist with Lionel Hampton Orch.

SAVOY #784
BRING BACK MY LOVE I MUST BE OUT OF MY MIND
by Elmer Waines
A brand new artist with an unusual voice.

SAVOY #787
ON ITS WAY UP! GEE BABY
by J. OTIS ORCH.
Vocal by MEL WALKER

SAVOY #781
America's next #1 Hit
STACKED DECK MERCY, MERCY
by Billy Wright

SAVOY #769
CLIMBING FAST! I WILL WAIT
by The Four Buddies

SAVOY #766
Making all the Polls
ROCKIN' BLUES
by J. OTIS ORCH.
Vocal by Mel Walker

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JUKE BOX JACKPOT!
BANGIN' THE BOOGIE
by CAMILLE HOWARD
#604
Specialty

ATLANTIC'S NEW HITS

- DON'T YOU KNOW I LOVE YOU? 934 The Clovers
- SHOULDN'T I KNOW 938 The Cardinals
- CHAINS OF LOVE 939 Joe Turner
- MIDNIGHT GRINDER 940 Joe Morris
- ONE MONKEY Don't Stop the Show 937 Strik McGhee

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301 West 54th Street, New York, N. Y.

THE BILLBOARD

Music Popularity Charts

Advance Record Releases

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

POPULAR

- Alvin's Cha' Cha—Art Lund-Miriam Morgan (Ridge) Around MGM 10997
Always—Russ Davis-Carousel (Waves of Vega 119) Ray Time in All—Fran Warren (January, Feb.) V 28-4150
Balletti—Belenkova (Diana) London 1019
Battler—the Jack—Joe (Fingers) Carr (It Must) Cap 1558
Be Down—Sue You Call—Jane Turry Trio (Good Morning) Dec 27622
Breeze and I, The—G. Shearing (Quiet) G Remembrance MGM 10995
Chaparral and Ohio, The—T. Brooks (The Yodel) MGM 10987
Crazy Days—F. DeVol (Hopalong Cassidy) Cap 1560
Cow Cow Boogie—Ella Mae Morse (Shoo Shoo) Cap 1561
Damp Bay—Al Morgan (They Little) London 986
Dark Is the Night—Herc Jeffries (Wonder Why) Coral 60505
Diana—Montaux (Barbara) London 1019
Don't Be Lonely—J. Wabaly (I'll Never) Cap 1554
Down South Camp Meeting—B. Goodman (South) Col 39416
Dream—Ben Smith Quartet (I Don't Regret) 1037
Entitled—Ted Brooks Ensemble (The Hot) Bama 2101
F'r Instance—Tommy Edwards (The Morningside) MGM 10987
Girls We Never Did Wind, The—Robert Merrill (My Life's) V 10-3426
Good Morning, Mister Ed—Jane Turry Trio (Be Down) Dec 27622
Hometown Jubilee—Pinetoppers (Lively Little) Coral 60508
Hosi Hood—Eddie Allen (Remembrance) Bama 101
Hopalong Cassidy March—F. DeVol (Crazy) Cap 1560
Hot Guitar—Ted Brooks Ensemble (Entitled) Bama 2101
How Long Is Forever—Phil Brito (Those Things) MGM 10995
I Can't Get Over a Boy Like You—Doris Day (Pennsylvania) Col 39255
I Can't Give You Anything But Love, Baby—Louis Jordan (You Will) Dec 27620
I Don't Want You in My Arms—Ben Smith Quartet (Dream) Regent 1037
I Remember You—G. Shearing (Quiet) (The Breeze) MGM 10986
I'll Never Do Anything to Hurt You—J. Wabaly (Don't) Cap 1554
It Must Be True—Joe (Fingers) Carr (Battler) Cap 1558
It's a Shame—Deany Dutton (Speedway Romance) Moner LE 702
I've Got To Fall in Love Again—Conkie Haines (The Blues) Coral 60505
January, February, March—Fran Warren (Any Time) V 20-4160
Lonely Little Robin—Marion Morgan (So This) MGM 10999
Lovely Little Robin—Pinetoppers (Home Town) Coral 60500
Love Is Such a Christ—George Mitchell (Gee Club) (Romanian) London 1009
Mischiefy Rhaphody—Ray Anthony (Vilia) Cap 1556
Morningside of the Mountain, The—Tommy Edwards (F'r Instance) MGM 10989

CHILDREN

- Let Me Look at You; My Love and My Baby; One Night of Love; September Song; With a Song in My Heart; Yesterday; You Belong to My Heart
Two Little Teases—Bert Ives (Where) Col MJV-100
Wide Wide You Been-Way Down in Back of the Barn—Bert Ives (Two) Col MJV-108

INTERNATIONAL

- Gotta Find Somebody to Love—Joe Prince (We're Gone) Dec 45138
Johnny's Tune in Waltz—Bernie Roberts (Jolly Music) Dec 45140
Jolly Musician Palla—Bernie Roberts (Jolly) Dec 45140
We're Gonna Have Some Fun To-Nite—Joe Prince (Gotta Find) Dec 45138

HOT JAZZ

- Dardanelles—Ben Pollock (Fidelity Feet) Savoy 790
Fidelity Feet—Ben Pollock (Fidelity Feet) Savoy 790
Savoy at the Savoy—Ben Pollock (That Da Da) Savoy 791
That Da Da Strain—Ben Pollock (Stompin' at) Savoy 791

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POPULAR ALBUMS

- Mr. Imperio Album—E. Pinza-F. Warren-L. Green, Dir (1-107) V (33)(M-6)—Andiamo

VOX JOX

Continued from page 22. Literally flooded with replies. We did a bedside interview with her later, and she read some of the cards and thanked my listeners for sending them. "The material Billboard sends is an invaluable program aid," writes Al Knight, KITO, San Bernardino, Calif. "I even read the 'if' poems on the air and listeners love it."... Wally Neiskog, KRSC, Seattle, pens, "The song 'They Say,' originally a Hawaiian traditional tune, was plugged on my 'Mystic Makers' and is now breaking. Some could be repeated in other places." Preems Don Graves and Jack Platten have teed off a new morning show over WFEC, Miami, tagged "You're on With Don and Jack."

"RIDIN' THE BOOGIE" Lou Sargent SHE REALLY TREATS ME WRONG ... Also GENE AMMONS best since "Foolish Heart" ... CHESS No. 1464 "HAPPINESS IS A THING CALLED JOE" "BABY, WON'T YOU PLEASE SAY YES" Still Ridin' High... "ROCKET 88" CHESH RECORDS 5249 COTTAGE GROVE AVE. CHICAGO, ILLINOIS Phone: MUSEUM 4-1922

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HOWARD KEEL

David Rose and his Orchestra

THE WORLD IS MINE
MY MAGIC HEART

78 RPM—MGM 30379 • 45 RPM—MGM K30378



GEORGE SHEARING
QUINTET

I REMEMBER YOU
THE BREEZE AND I

78 RPM—MGM 10986 • 45 RPM—MGM K10985



TEX BENEKE

and his Orchestra

THE YODEL WALTZ
THE CHESAPEAKE AND OHIO

78 RPM—MGM 10987 • 45 RPM—MGM K10987



TOMMY EDWARDS

THE MORNINGSIDE OF
THE MOUNTAIN
F'R INSTANCE

78 RPM—MGM 10989 • 45 RPM—MGM K10989



ART MOONEY

and his Orchestra

MY TRULY, TRULY FAIR
LOVE, I'D GIVE MY LIFE FOR YOU

78 RPM—MGM 10984 • 45 RPM—MGM K10984



ART LUND

and

MARION MORGAN

AIN'T-CHA' GLAD?
RIDIN' AROUND IN THE RAIN

78 RPM—MGM 10997 • 45 RPM—MGM K10997



PHIL BRITO

THESE THINGS I OFFER YOU
HOW LONG IS FOREVER

78 RPM—MGM 10983 • 45 RPM—MGM K10983



ARTHUR SMITH

(Guitar Boogie)

WHO SHOT WILLIE
EXPRESS TRAIN BOOGIE

78 RPM—MGM 10991 • 45 RPM—MGM K10991

MARJORIE GARRETSON

WALK, JENNY, WALK
MY LITTLE BIMBO DOWN ON THE BAMBOO ISLE

78 RPM—MGM 10983 • 45 RPM—MGM K10983

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

THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

- I'M IN LOVE AGAIN..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27635
The Cole Porter melody, revised via a Henri Rene-April Stevens duet; on Victor, is etched tenderly with Patti Andrews cooing sweetly and Jenkins applying the one-finger piano technique. Reverse is a lively and lovely reading of a superb Rodgers-Hart evergreen, "It Never Entered My Mind."
- SHANGHAI..... Doris Day-Paul Weston Ork..... Columbia 39423
Doris reels off a snappy, happy, warble of breezy and luscious new rhythm lilt with a crisp Weston accompaniment.
- GOOD MORNING, MISTER ECHO..... Jane Turry Trio..... Decca 27622
A basic and enticing ballad is decorated with a repeated-echo gimmick which could stir a sufficient amount of attention to make this a strong contender for this promising Chicago thrush. Remo Biondi leads a small oct to back up the Turry threesome.

• 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 long disk jockeys think tomorrow's hits will be:

1. I'M IN LOVE AGAIN..... Henri Rene-April Stevens..... Victor 20-4148
2. GONE FISHIN'..... Bing Crosby-Louis Armstrong..... Decca 27623
3. MAMA WILL BARK..... Frank Sinatra-Dagmar..... Columbia 39425
4. TAHITI, MY ISLAND..... Tony Martin..... Victor 20-4141
5. ALONE..... Bob Eberly..... Capitol 1533
6. ALLENTOWN JAIL..... Jo Stafford..... Columbia 39389
7. SOMEBODY..... Jo Stafford..... Columbia 39389
8. WHO KNOWS LOVE?..... Guy Mitchell-Mitch Miller..... Columbia 39415
9. I WANT TO BE WITH YOU ALWAYS..... Red Foley-Evelyn Knight..... Capitol 1533
10. I'M A FOOL TO WANT YOU..... Frank Sinatra..... Columbia 39425

• 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 long record retailers think tomorrow's hits will be:

1. GONE FISHIN'..... Bing Crosby-Louis Armstrong..... Decca 27623
2. LOVE ME..... Billy Eckstine..... MGM 10982
3. THESE THINGS I OFFER YOU..... Patti Page..... Mercury 5645
4. SONG OF DELILAH..... Nat Cole..... Capitol 1501
5. MAMA WILL BARK..... Frank Sinatra-Dagmar..... Columbia 39425
6. PRETTY EYED BABY..... Jane Turry..... Decca 27479
7. WANG WANG BLUES..... Ames Brothers..... Coral 60489
8. ALONE..... Bob Eberly..... Capitol 1533
9. I WON'T CRY ANY MORE..... Tony Bennett..... Columbia 39362
10. WONDROUS WORD..... Ken Carson..... Bluebonnet 770

• 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. MISTER AND MISSISSIPPI..... Doris Day..... Victor 20-4140
2. MY TRULY, TRULY FAIR..... Vic Damone..... Mercury 5646
3. I WISH I WISH..... Tony Martin-Dinah Shore..... Victor 20-4128
4. THESE THINGS I OFFER YOU..... Patti Page..... Mercury 5645
5. WANG WANG BLUES..... Ames Brothers..... Coral 60489
6. PRETTY EYED BABY..... Jane Turry..... Decca 27479
7. TOM'S TUNE..... Georgia Gibbs..... Capitol 5666
8. I GET IDEAS..... Tony Martin..... Victor 20-4141

• The Country and Western Disk Jockeys Pick

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

1. DREAMED SONG..... Red Foley-Evelyn Knight..... Decca 27599
2. TENNESSEE HILLBILLY GHOST..... Gerry Martin..... Columbia 20632
3. HANGOVER HEART..... Hank Thompson..... Capitol 1528
4. I WANT TO BE WITH YOU ALWAYS..... Red Foley-Evelyn Knight..... Decca 27599
5. MISTER AND MISSISSIPPI..... Tennessee Ernie..... Capitol 1521
6. SICK, SICKER AND SORRY..... Tommy Duncan..... Jette 6013
7. WHERE IS YOUR HEART TONIGHT..... Hank Thompson..... Capitol 1544
8. SUGAR COATED LOVE..... Tex Williams..... Capitol 1540

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Occupation

THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the back of nine key categories: 1, song; 2, music publisher's air performance potential; 3, exploitation (record advt's—promotion firm, legit and other "plug" aids); 4, manufacturer's distribution power; 5, manufacturer's production efficiency; 6, S. S. indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song (100); lyrics (10); interpretation (15); arrangement (15); name value (10); record quality (surface, etc.) (5); music publisher's air performance potential (10); exploitation (record advt's—promotion firm, legit and other "plug" aids) (10); manufacturer's distribution power (10); manufacturer's production efficiency (5).

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOKES	RETAILERS	OPERATORS
POPULAR					
LORRY RAINE (Herman Ciesanoff Ork)					
Why Cry LONDON 1081—Thrush drives wistfully on a pretty and pleasant ballad, with a mood-making string background.		80--80--80--80			
Sometime, Somewhere Miss Raine hands another mood ballad a romantic go, but ditty here isn't up to top.		74--75--75--73			
ALAN DALE (Percy Faith Ork)					
A Robin and a Rainbow and a Red Red Rose COLUMBIA 3919—Dale, backed up handsomely by a bright Faith ork, recs off a breezy and catchy bounce opus. Dale fans should certainly find this to their liking.		76--80--74--74			
Tell Me Dale adapted this little ballad and sings it in a forthright, direct song-selling fashion. The Faith ork is designed for dancing as well. Should stand up as Dale's strongest effort in many moons.		82--84--82--81			
LEONARD DE PAUR (James Young)					
Sound Off COLUMBIA 39413—A stinging but uncommercial approach to the current military hit. This is one of the finest arranged choruses in the land.		67--70--65--65			
Ugly Woman Likewise this reading of a classic calypso is much too slick for the pop market, the esthetic could stir some action for it.		62--65--62--60			
COUNT BASIE ORK					
Little Pony COLUMBIA 39406—Basie's back with a big band—and it's good news for it literally keeps right out of the groove. This is a boss shot in the Basie tradition but added into the Herman Herd 1945 idea. Features scintillating Wardell Gray and Lucky Thompson tenoring. A fine jazz disk which could bring Basie back alive.		77--80--75--77			
Beaver Junction Another typical Basie effort, this one in the "40-50 Social" genre. An airy effort that's designed for lounging. Both sides are suited for jazz bags, v. b. markets where they dance and obvious bores.		75--75--75--75			
DON CORNELL (Henri Rene Ork)					
Why Don't You Tell Me So VICTOR 20-4349—Cornell provides a big delivery for an attractive Dekemboish ballad. A good song selling job which should prove an asset for the singer.		76--78--75--75			
If I Had Another Chance Another fine performance by Cornell on a new ballad of light substance.		68--68--68--68			
JO ANNE MARTIN (Walter Scott Ork)					
Hi! Yal How Are You CRESCENDO C-104—Waaa performance of a not unimpressive novelty bouncer.		42--40--40--45			
The Wheel of Fortune Hopefully untheatrical in every respect save for the new business man's bounce beat.		37--35--35--40			
FRANKIE CARLE ORK (Roger Coleman)					
I Feel Like Spaghetti Tonight VICTOR 20-4152—Nonsensical ditty in happy waltz tempo is of slight import despite a happy, song-song type of vocal by Roger Coleman and the Saxiflora.		70--73--67--69			
Piano Polka Melodically and rhythmically this is a happy polka; lyrically it is a poor novelty attempt, the orking is good.		68--72--65--67			
AL MORGAN (The Keytones)					
All By Myself LONDON 882—Typical of the nostalgic-laden material with which Mr. Morgan has been most successful is this relaxed reading of the Berlin classic.		73--73--72--75			
Lonesome and Sorry Another familiar standard serves as fine material for the Morgan style.		78--78--76--80			
FREDDY MARTIN ORK					
Truly Truly Fair VICTOR 20-4159—Fast and excellent coverage on the high potential alternating verse and chorus ditty. Merry Griffin and one comically on first-rate humor of war that could crowd the Mitchell-Miller and Darnay versions.		87--87--86--87			
The Good Humor Man Danceable disk of a familiar waltz ditty neatly lined for release during the ice-cream buying season.		76--77--76--75			
IRVING FIELDS' TRIO (Betty Harris)					
The Wedding Song VICTOR 20-4153—Revised rhythm version of Ed Yedlin's "Bridals and Almonds" gives Fields the opportunity to display his piano technique. Harris' gal and vocal group hand the tune on okay reading.		74--74--73--75			
West Indies Latin American tempo instrumental disk here that should please the honeymooners and the "Sister" fans.		70--71--70--68			
MINDY CARSON (Norman Leyden Ork)					
Lovely Little Robin VICTOR 20-4151—Another new alternating verse and chorus waltz has an attractive melody and lyric. Miss Carson, singing with herself and a male group, hand it an agreeable reading.		70--72--70--71			
You Only Want Me When You're Lonesome Here voice outburst here on a typical Tin Pan Alley waltz ditty.		68--70--67--70			
AL MORGAN					
Danny Boy LONDON 988—This is okay Morgan for his strongest fans and an catalog material. Despite the strings and female chorus there's little immediacy in this disk.		73--72--72--75			
Tiny Little Fingerprints Morgan, one and chorus tackle a typical Tin Pan Alley ode to a baby boy. The result is an okay burst of sentimental war.		75--74--74--77			
PERRY COMO (Mitchell Ayres Ork)					
There's a Big Blue Cloud VICTOR 20-4158—Mr. Como has a disk clock here in his heartfelt reading of an excellent new ditty out from the same cloth as "Over the Rainbow."		88--88--88--88			
There's No Boat Like a Rowboat (Fortune Teller) Perry and the gal trio combine on a happy, rhythmic new ditty for a sported humor of war that should create quite a stir.		87--88--86--87			

(Continued on page 36)



Al Morgan

and

"IT'S A SIN"

LONDON 990



THIS IS IT!!

BILLY WILLIAMS

Quartet Singing...



THE WONDROUS WORD

MGM 10998 (78 rpm)

MGM K-10998 (45 rpm)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 10 NY

Record Reviews

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

Continued from page 35

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, POPULAR, and a 4-point rating scale. Includes records by Geo. Mitchell Clee Club, Frank De Vol Ork, Lou Ella Robertson, Bob Eberly, Ray Anthony Ork, Denny Dutton TV Band, Ross Davis Carouse, Eddie Allen Ork, Kay Starr-Tennessee Ernie, Jimmy Wakely, Peggy Lee, Harry James Ork, Benny Goodman Ork, Vic Damone, and Al Trace Ork.

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

King Records Inc. Federal Records. Best Sellers De Luxe. Folk-Western. Moon Mulligan, Hawkshaw Hawkins, Cowboy Copas, Bob Newman, Shorty Long, Sepia-Blues, Lucky Millender, Tiny Bradshaw, Earl Bostic, Moose Jackson, George Wright, Gene Williams. Includes a King Records logo and distributor information.

(Continued on page 37)

THE BILLBOARD Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 91—FRANK LOESSER Part II

FRANK LOESSER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Continued from June 2 issue

1944—WHY DO THEY CALL A PRIVATE A PRIVATE? With Peter Lind Hayes. Famous Music Corporation. The above two songs were in the score of the G. I. movie "About Face"...

1945—RODGER YOUNG Frank Music Corporation. (Available on the following records: Decca 23405, Bert Tins; Columbia 7426 N, Nelson Edge; Victor 10-1167, John Charles Thomas.)

1945—WAVE TO ME, MY LADY With William Stein. Famous Music Corporation. (Available on the following records: Decca 19812, Jimmy Davis; Victor 20-1789, Alvin Karpis and Elysiac; Columbia 20025, Gene Autry.)

1947—BLOOP-BLEEP (I CAN'T SLEEP) Frank Music Corporation. (Available on the following records: Capitol 428, Alvin Karpis; Decca 23950, Danny Kaye; Columbia 37553, Woody Herman.)

A TUNE FOR HUMMING Paramount Music Corporation. (Available on the following records: Decca 24247, Hoagy Carmichael and Rhythmaires; Columbia 37953, Woody Herman.)

1948—THAT FEATHERY FEELING Beverly Music Corporation. (Available on the following records: London 343, Sam Browne; Capitol 15041, Gordon MacRae; Decca 24299, Hoagy Carmichael; Columbia 38108, Tommy Tucker.)

THE LAST THING I WANT IS MITY Susan Music Company.

1948—ON A SLOW BOAT TO CHINA Melrose Music Corporation-Susan Music Company. (Available on the following records: Capitol 15208, Ernie Goodman; Columbia 38301, Kay Kyser; Decca 24482, Larry Chaney; Mercury 5191, Smokey Lemon; Mercury 5210, Eddy Howard; MGM 10269, Art Lund; Victor 20-3123, Freddy Martin.)

1950—HOOP-DE-DO With Milton DeLugg. Edward H. Morris & Company, Inc. (Available on the following records: Coral 60209, Ames Brothers; Victor 20-3747, Perry Como and Fontaine Sisters; Columbia 38171 and 331 3-591, Doris Day and Melvonn; Decca 24986, Ray Morgan; MGM 10702, L. Duddy Singers; Mercury 5419, Lawrence Welk orchestra; Columbia

SONGWriters COMING UP! SAMMY STEPT

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38799, Frank Yankovic; King 15037, Milton DeLugg; Capitol 980, Kay Starr.)

Film Songs and Scores

1937—BLOSSOMS ON BROADWAY A Paramount picture with Edward Arnold and Shirley Ross. Music by Manning Sherwin. Famous Music Corporation. AND RING ON HER FINGER YOU CAN'T TELL A MAN BY HIS NAT THE HURRICANE A United Artists picture with Dorothy Lamour and Jon Hall. Music by Alfred Newman (K. & W.). MOON OF MANAKOKA (Available on the following records: Capitol 10205, Alvin Karpis; Columbia 4781 38770 and 0301 1-590, Tony Martin; MGM 30120, David Rose orchestra; Decca 25189, Guy Lombardo; Decca 23324, Dorothy Lamour; Decca 24064 in A-1938, Bob Grant orchestra; Victor P 20-17041 in B-142, Vaughn Monroe and Norton Sisters.)

1938—COLLEGE SWING A Paramount picture with Burns and Allen, Martha Raye and Bob Hope. Music by Manning Sherwin. Famous Music Corp. I FALL IN LOVE WITH YOU EVERY DAY (Available on Capitol 257; Bobby Sherwood.)

WHAT A RHINOSA DOES TO ROMANCE STEVE HEAVEN A Paramount picture with Gene Raymond, Olympia Branda and Lewis Stone. Music by Manning Sherwin.

1938—ZAZA A Paramount picture with Claudette Colbert and Herbert Marshall. Music by Frederick Hollander. Paramount Music Corporation. HELLO, MY DARLING

Record Reviews

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

Table with columns: LABEL AND NO., ARTIST, COMMENT TUNES, and a vertical scale from 50-99 to 0-39 POOR.

Continued from page 36

Main table of record reviews with columns: LABEL AND NO., ARTIST, COMMENT TUNES, and a vertical scale from 50-99 to 0-39 POOR.

PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*). In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

FORGET ME ZAZA 1938—HERITAGE OF THE DESERT A Paramount picture with Evelyn Venable and Donald Woods. Music by Victor Young. HERE'S A HEART DESTINY RIDES AGAIN A Universal picture with Marlene Dietrich and James Stewart. Music by Frederick Hollander. Robbins Music Corporation. (SEE WHAT) THE BOYS IN THE BACK ROOM (WILL HAVE) (Available on Decca 2514), Marlene Dietrich. L'I L JOE THE WRANGLER YOU'VE GOT THAT LOOK THAT LEAVES ME WEAK GRACE ALLEN MURDER CASE A Paramount picture with Gracie Allen and Warren Williams. Music by Matt Malneck. Paramount Music Corporation. SHUG AS A BUG IN A RUG HAWAIIAN NIGHTS A Universal picture with Mary Carlisle, Constance Moore and Johnny Downe. Music by Matt Malneck. Miller Music Corporation. HAWAII SANG ME TO SLEEP MEY, GOOD-LUCKING INVITATION TO HAPPINESS A Paramount picture with Irene Dunne, Fred MacMurray and Charles Ruggles. Music by Frederick Hollander. Famous Music Corporation. INVITATION TO HAPPINESS ISLAND OF LOST MEN A Paramount picture with Anna May Wong, J. Carroll Nash and Anthony Quinn. Music by Frederick Hollander. Paramount Music Corporation. MUSIC ON THE SHORE MAN ABOUT TOWN A Paramount picture with Jack Benny, Betty Grable, Phil Harris and Edward Arnold. Music by Frederick Hollander. Famous Music Corporation. MAN ABOUT TOWN STRANGE ENCHANTMENT THAT SENTIMENTAL SANDWICH

FIQGETY JOE Music by Matt Malneck. 1939—21, LOUIS BLUES A Paramount picture with Dorothy Lamour, Lloyd Nolan, Tito Gaiter and Maxine Sullivan. Music by Matt Malneck. Famous Music Corporation. I GO FOR THAT SOME LIKE IT HOT A Paramount picture with Bob Hope, Shirley Ross and Gene Krupa. Music by Gene Krupa and Rene Blumel. Famous Music Corporation. SOME LIKE IT HOT 1940—DANCE WITH THE DEVIL A 20th Century-Fox picture with Dorothy Lamour. Music by Alfred Newman. Robbins Music Corporation. YOUR KISS DANCING ON A DIME A Paramount picture with Grace McDonald and Robert Paige. Music by Victor Young. Famous Music Corporation. LOVABLE SORT OF A PERSON JOHNNY APOLLO A 20th Century-Fox picture with Tyrone Power and Dorothy Lamour. Music by Lionel Newman. Robbins Music Corporation. DANCING FOR NICKELS AND DIMES MOON OVER BURMA A Paramount picture with Dorothy Lamour, Robert Preston and Preston Foster. Paramount Music Corporation. MEXICAN MAGIC Music by Harry Revil. MOON OVER BURMA Music by Frederick Hollander. A NIGHT AT EARL CARROLL'S A Paramount picture with Ken Murray and Rene Hobart. Paramount Music Corporation. LITL BOY LOVE Music by Frederick Hollander. I WANT TO MAKE WITH THE HAPPY TIMES With Gertrude Neman. THE QUARTERBACK A Paramount picture with Wayne Morris and Edgar Kennedy. Music by Matt Malneck. Paramount Music Corporation. OUT WITH YOUR CHEST (AND UP WITH YOUR DHI) SEVEN SISTERS A Universal picture with Marlene Dietrich and John Wayne. Music by Frederick Hollander. Famous Music Corporation. I FALL OVERBOARD I'VE BEEN IN LOVE BEFORE THE MAN'S IN THE NAVY TYPHOON A Paramount picture with Dorothy Lamour and Robert Preston. Music by Frederick Hollander. Famous Music Corporation. PALMS OF PARADISE A Paramount picture with Dorothy Lamour and Jon Hall. Music by Frederick Hollander. Famous Music Corporation. THE WHITE BLOSSOMS OF TAHITI GLAMOUR BOY A Paramount picture with Jackie Cooper and Suzanne Foster. Music by Victor Schertzinger. Paramount Music Corporation. LOVE IS SUCH AN OLD-FASHIONED THING THE MAGIC OF MAGROLIAS HOLD BACK THE DAWN A Paramount picture with Charles Boyer, Othello de Helland and Paulette Goddard. Music by Fred Spivelman. Jimmy Berg and Fred Jacobson, coproducts. Paramount Music Corporation. (Continued on page 38)

TRUMPET IS BLOWING... 2 GREAT HITS... "EYESIGHT TO THE BLIND" By "Sonny Boy" Williamson... "MY GOD IS A MIGHTY MAN" By Southern Sea Quartette... WESTERN DISTRIBUTING AREAS NOW AVAILABLE... DIAMOND RECORD CO., INC. 309 No. Fairb. Jackson, Miss. Phone 54121

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The integrity and experience of A SOLID NAME... THE WORLD'S TOP ENGINEERS... BEHIND YOUR LABEL! RCA Victor custom record sales... RADIO CORPORATION OF AMERICA, RCA VICTOR DIVISION... NEW YORK Dept. 24-A 650 5th Ave. JUNior 2-9012... CHICAGO Dept. 28-A 445 N. LaSalle Share Dr. WHeatland 4-3215... HOLLYWOOD Dept. 28-B 1016 N. Sycamore Ave. HIlside 5171

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THE BILLBOARD Music Popularity Charts

The Honor Roll of Popular Songwriters

FRANK LOESSER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Continued from page 37

MY BOY, MY BOY
KISS THE BOYS GOOD-BYE
 A Paramount picture with Mary Martin, Don Ameche and Oscar Levant. Music by Victor Schertzinger. Famous Music Corporation.

FIND YOURSELF A MELODY
I'LL NEVER LET A DAY PASS BY
KISS THE BOYS GOOD-BYE
 (Available on Decca 18184, Mary Martin.)

SAND IN YOUR SHOES
THAT'S HOW I GOT MY START
 1948—**FOREST RANGERS**
 A Paramount picture with Fred MacMurray, Paulette Goddard and Susan Hayward. Paramount Music Corporation.

TALL GROVES, THE TIMBER
 Music by Frederick Hollander.
I'VE GOT SPIRITS THAT JINGLE, JAN-GLE, JINGLE
 Music by Joseph J. Litty.
 (Available on the following records: Capitol 331, Jack McLean; Capitol 15215, Tex Ritter; Capitol 110, Tex Ritter; Decca 18399, Gay Lombardo; Decca 24313 in A-1942, Bob Green orchestra; Columbia 20133 Gene Astey.)

TORTILLA FLAT
 An MGM picture with Spencer Tracy and Betty Hutton. Music by Frank Loesser and Don Hartman. Music by Frank Loesser and Don Hartman.

HOW I LOVE A WEDDING
ALPHASAND
 Based on a Mexican folk tune.

1942—**TRUE TO THE ARMY**
 A Paramount picture with Judy Canova and Allan Jones. Music by Harold Spina. Paramount Music Corporation.

NEED SPEAK
JITTERBUGS LULLABY
THE FLEETS IN
 A Paramount picture with Dorothy Lamour and William Holden. Music by Victor Schertzinger.

TANGIERINE
 (Available on the following records: Decca 23255, Jimmy Dorsey; Victor 20-2984, Vaughn Monroe.)

1945—**FORNADO**
 A Paramount picture with Chester Morris and Nancy Kelly. Music by Frederick Hollander. Fred Fisher Music Company, Inc.

HERE'S GOES MY DREAM

1944—**SEE HERE, PRIVATE HARGROVE**
 An MGM picture with Robert Walter, Donna Reed, Keenan Wynn and Robert Benchley. Music by Ted Grayson. Frank Music Corporation.

IN MY ARMS
 (Available on Decca record 24316 in A-1943, Bob Green orchestra.)

1947—**VARIETY GIRL**
 A Paramount picture with Mary Hatchery, Olga San Juan, Robert Bailey and William Demarest. Famous Music Corporation.

TALLAHASSEE
 (Available on the following records: Capitol 422, Johnny Mercer and Fred Pigman; Decca 23855, Bing Crosby and Andrews Sisters; Columbia 37387, Dinah Shore and Woody Herman; Victor 20-2294, Vaughn Monroe and Moonlighting.)

HE CAN DANCE
YOUR HEART CALLING MINE

1947—**PERILS OF PAULINE**
 A Paramount picture starring Betty Hutton in a cast that included John Lund, Constance Collier, Billy Devette and William Demarest. Famous Music Corporation.

POPPA, DON'T PREACH TO ME
 (Available on the following records: Capitol 380, Betty Hutton; Columbia 37344, Dinah Shore; Victor 20-2196, Phil Harris.)

RUMBLE, RUMBLE, RUMBLE
THE SEWING MACHINE
I WISH I DIDN'T LOVE YOU SO
 (Available on the following records: Capitol 409, Betty Hutton; Decca 23977, Dick Haymes; Columbia 37506, Dinah Shore; Victor 20-2294, Vaughn Monroe and Moonlighting.)

1948—**RED, HOT AND BLUE**
 A Paramount picture starring Betty Hutton in a cast that included Victor Mature, June Haver, William Demarest and Frank Lester himself as a gangster. Famous Music Corporation.

THAT'S LOYALTY
 (Available on Capitol 57-496, Betty Hutton.)

I WAKE UP IN THE MORNING FEELING FINE
 (Available on the following records: Capitol 57-420, Betty Hutton; Decca 24696, Gordon Jenkins; Capitol 57-719, Jan Garber.)

HAMBLET
WHERE ARE YOU NOW THAT I NEED YOU
 (Available on the following records: Capitol 57-420, Betty Hutton; Columbia 36507 (11-25), Jan Garber; MGM 10493, Jane Harvey; Victor 20-3482, Fran Warren; London 459, Vera Lynn; Mercury 5311, Frankie Laine; Decca 24695, Kay Thompson; Harmon 1050, Eddy Duchin.)

1948—**NEPTUNE'S DAUGHTER**
 An MGM picture starring Esther Williams and Red Skelton in a cast that included Betty Garrett, Robert Hynes and Xavier Cugat. Edwin H. Morris & Co., Inc.

MY HEART BEATS FASTER
 (Available on the following records: MGM 30197, Esther Williams and Ricardo Montalban; Victor 20-3454, Tony Martin; GARY, IT'S COOL OUTSIDE. Composed originally to be sung at Hollywood parties, this song was recorded the Oscar for 1949.)

(Available on the following records: Mercury 5507, Laine and Frank Loesser; Capitol 57-567, Margaret Whiting and Johnny Mercer; Victor 20-3448, Sammy Kaye; MGM 50-197, Esther Williams and Ricardo Montalban; Decca 24666, Ella Fitzgerald and Louis Jordan; Columbia 39045, Dinah Shore and Buddy Clark; Victor 21-0078, Homer and Jethro; Monogram 148, Patti Davis and Jack Prince.)

I LOVE THOSE MEN

1948—**ROSEANNA MCCOY**
 An RKO picture, based on the Hatfield McCoy feud, with a cast headed by Farley Granger, Joan Evans, Charles Dickford and Raymond Massey. Sidney Music Co.

(Available on the following records: MGM 10486, Dick Faldut; Mercury 5302, Jack Lawrence; Victor 20-3484, Freddy Martin.)

1950—**LET'S DANCE**
 A Paramount picture with Betty Hutton, Fred Astaire, Roland Young, Ruth Warrick and Lucille Nelson.

I CAN'T STOP THINKING ABOUT HIM
WHY FIGHT THE FEELING?
 (Available on the following records: Victor 20-3880, Vaughn Monroe; Mercury 3417, Richard Mays.)

OH, THEM DUDES
 (Available on the following records: Victor 20-3886, Polly Bergen; Columbia 38916, Dorothy Dand.)

TUNNEL OF LOVE
 (Available on the following records: Victor 20-3830, Yes Benbow; Decca 27104, Mills Brothers; Columbia 38993, Dinah Shore; Capitol 1133, Nat "King" Cole.)

THE KYACHTIN

1948—**WHERE'S CHARLEY?**
 A musical comedy, based on Brandon Thomas's successful farce of 1935, "Charley's Aunt," by George Abbott, starring Ray Bolger in a cast that included Evelyn Keyes, Alice Ann Mackay, Devonia Moore and Jane Lawrence. Edwin H. Morris Music Company, Inc.

BETTER GET OUT OF HERE
THE NEW ASHMOLEAN MARCHING SOCIETY AND STUDENTS' CONSERVATORY BAND
 (Available on Capitol 15585, Johnny Mercer.)

SERENADE WITH ASSIDES
WHERE'S CHARLEY?

THE GOSSIPS
THE WOMAN IN HIS ROOM
PERAMBULO
AT THE RED ROSE COTTAGE
MY DARLING, MY DARLING
 (Available on the following records: Capitol 15270, Jo Stafford and Gordon MacRae; Columbia 38553, Buddy Clark and Dore Day; Decca 24514, Peter Lind Hayes and the Starmites; Victor 20-369, Grace Fields; Victor 20-3187, Eric Young and Jack Lathrop.)

LOVELIER THAN EVER
HAVE A MIRACLE
 (Available on the following records: Capitol 15550, Jack Smith and Margaret Whiting; Decca 40065, Ray Bolger; Mercury 5507, Laine and Frank Loesser.)

ONCE IN LOVE WITH AMY
 (Available on the following records: Victor 20-3234, Freddy Martin; Columbia 3839-1, Frank Sinatra; Capitol 15529, Dean Martin; Decca 40065, Ray Bolger; Mercury 5225, Jack Lawrence.)

1950—**CITY OF NOBLES**
 A musical farce, based on a Damon Runyon story, by Jo Swearing and Abe Burrows, and presented by a cast headed by Robert Alda, Vivian Blaine, Sam Levene, Carol Rigley and Pat Rooney Sr. Edwin H. Morris & Co., Inc.

I'LL KNOW
 (Available on the following records: Columbia 39009, Harry James; Coral 60310, Laine; Decca 27513, Tommy Dorsey; MGM 10825, Bill Easton; Victor 20-3956, Fran Warren; Royal Victor 519, Coleman Hawkins.)

IF I WERE A BELL
 (Available on the following records: Columbia 39003, Doris Day; Coral 60310, Georgia Gibbs; Decca 27232, Bing Crosby and Patti Andrews; Mercury 5500, Frankie Laine; MGM 10826, Ann Laine; Victor 20-3944, Gene Carson.)

I'VE NEVER BEEN IN LOVE BEFORE
 (Available on the following records: Capitol 1213, Margaret Whiting and Jimmy Wakely; Coral 60311, Guy Grayson; Decca 27232, Bing Crosby; Capitol 10825, Bill Easton; Victor 20-3945, Ralph Flanagan.)

BY TIME OF DAY
HAVANA
GUYS AND DOLLS
 (Available on the following records: Columbia 39009, Harry James; Coral 60309, Gene Hays; Decca 27252, Andrews Sisters.)

RUSSELL AND A PECK
 (Available on the following records: Coral 60309, Connie Haines; Mercury 5503, Kitty Kallen; MGM 10800, Johnny Desmond; Victor 20-3950, Perry Como; Columbia 39008, Doris Day; Capitol 1214, Margaret Whiting and Jimmy Wakely; Decca 27252, Andrews Sisters.)

SUE ME
MORE I CANNOT WISH YOU
LUCK BE A LADY
FUGUE FOR TIN HORNS
THE OLD ESTABLISHED
TAKE BACK YOUR MIND
MARRY THE MAN TODAY
SIT DOWN, YOU'RE ROCKING THE BOAT
 (Available on Decca record 27254, Laine Armstrong.)

"Gipsy and Dolly" album, Victor (485) WK-27, Audrey March, Donald Richards, Ray Charles, Mory Amsterdam, Gold Choristers and Al Goodman's orchestra.

"Gipsy and Dolly," "More I Cannot Wish You," "Sue Me," "I've Never Been in Love Before," "I'll Know," "I've Never Been in Love Before," "Lucky and a Peck" and "Sit Down, You're Rocking the Boat"

FRANK LOESSER ALBUM
 Victor (28) P-240; (45) W-280, Frankie Carter Plays Frank Loesser, "I Wish I Didn't Love You So," "When of Manhood," "My Darling, My Darling," "Once in Love With Amy," "Spring Will Be a Little Late This Year" and "Two Sleepy People."

(Note: All songs copyrighted by the Frank Loesser Music Company, Inc., distributed by Edwin H. Morris Music Company, Inc.)

Mercury Bonus

Continued from page 10

ferred payment system based on the retailer's credit, whereby purchases made on the bonus plan will not have to be paid for a period of from 60 to 120 days, depending upon what the retailer's credit warrants.

Green emphasized that all disks returned to Mercury under the plan, will be scrapped for shelling.

Midwest Mercury distributors discussed the plan here Friday (1), while similar sales clinics are to be held today at New York and Atlanta.

Cleffers To Look

Continued from page 10

tomary and intelligent business proceedings, contemplated under the terms of the standard SPA contracts, and is not a reflection in any way upon the character or honor of the publisher.

The SPA publisher-writer contracts provide for an audit by the writer or his agent, and SPA has been discussing ways and means of making such an audit for years. One of the chief obstacles was the obvious one of expense. The appearance of Troubrner on the scene was a fortuitous one in that he was willing to undertake the project purely on speculation at his own expense. Having effected collections for individual writers, he was brought to SPA as a likely possibility for the auditing job by a group of cleffers active in the association's affairs, as reported over three months ago (The Billboard, March 24).

AT THE RED ROSE COTTAGE
MY DARLING, MY DARLING
 (Available on the following records: Capitol 15270, Jo Stafford and Gordon MacRae; Columbia 38553, Buddy Clark and Dore Day; Decca 24514, Peter Lind Hayes and the Starmites; Victor 20-369, Grace Fields; Victor 20-3187, Eric Young and Jack Lathrop.)

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Millions for Norman Granz

Continued from page 10

ing, maybe one or two others. In fact, Shearing actually has become a pop attraction."

Granz's business, which delves specifically into the esoteric core of jazzdom and has not at all touched on big band jazz, revolves around a dozen key toolsters: Charlie Parker, Johnny Hodges, Flip Phillips, Charlie Ventura, Lester Young, Illinois Jacquet, Oscar Peterson, Bud Powell, Buddy Rich, Roy Eldridge and Lu Walters. He also has at hand Slim Gaillard, and currently is contemplating the creation of a new Afro-Cuban ork to be headed up by Chico O'Farrill.

Thru his dozen key musicians, Granz also can draw upon a host of other noted jazzmen for his recording, and these include Gillespie, Lawrence Brown, Sonny Greer, Bill Harris, Jo Jones, Hank Jones, Tommy Turk, etc. All of the toolsters are signed to Granz for records, and a good portion of them have worked and will work the concert route for JATP. All his recording papers are for one year, with four one-year options, and guarantee six sides per year.

Singles & Albums

Granz's disk arrangement provides for about 72 single releases per year and 12 album releases, including four JATP on-the-concert albums. His singles retail at \$1.15 per, and albums go for \$4.27 per package. His average single disk business alone has averaged about 1,000,000 platters per year, and his album line has turned up a number of best-selling sets, including his "Volume 1" of JATP and the first Charlie Parker With Strings package.

At standard discounts, his annual disk take has been running about \$750,000 per year. Granz

Unesco in Int'l

Continued from page 12

(4) Copyright of a work in one contracting nation shall automatically be transferred to the receiving countries provided a prescribed copyright symbol is affixed to all publications of the work. This proposal calls for the waiver of all fees, deposits and notifications.

(5) Copyright terms shall run at least 25 years.

(6) Reservations not contained in the pact itself may not be made by any nation.

(7) Protection need not be given works falling in the public domain before the existence of the treaty.

The questionnaire also asks for clarification of the term "publication," a controversial issue in several countries. In the United States, for example, Judge Igoe's recent dictum in the celebrated Shapiro-Bernstein vs. Miraflex Records case interpreted the release of a phonograph record prior to published copyright as a publication. The questionnaire also asks for views on what type works should be accorded protection in the treaty, what kind of protection shall be given, and whether the International Court of Justice should arbitrate differences of opinion on treaty interpretation.

London Boosts

Continued from page 10

departments. Meanwhile, London's pop and jazz charts, Nielsen, cut four sides each with Anne Shelton, Charlie Spivak's ork, Teresa Brewer, Ted Steele and Bobby Wayne.

According to diskery execs, layoffs were, in some instances, summer retrenchments. Leaving the company, in addition to Joachim, were Al Agnoletti, head of the customer service department, and Rosalie Wilson, secretary to Miss Nielsen.

"Freibutz" Coming

The London release schedule, however, is being maintained throughout the summer season. Ready for issuance this month is another of the firm's full-length opera diskings, *Der Freischutz*. The opera is being released on three 12-inch long-playing disks and is priced at \$17.85. Recording is by the regular cast of the Vienna State Opera and also features the Vienna Philharmonic. In September, London will release the first and third acts of *Die Meistersinger* to complete the full-length recording of the opera. Act II was issued some months ago.

The label has also signed 25 new artists for its classical division. Most are Europeans, but the three American longhair talents have been linked to long-term contracts.

producers the JATP wax personally, and has a distribution and production arrangement with Mercury Records on a royalty and guarantee basis.

The JATP concert tour, slated to kick off this year September 14, will be out for about 10 weeks and will cover between 48 and 50 dates. On some 41 concerts last year, JATP grossed about \$330,000. Based on the same average as last year's per-date figure, the coming series should do in the vicinity of \$400,000 total. Granz personally promotes each of the dates in the name of a local disk jockey. The concerts will begin in the East this year, with the opening date set for Hartford, Conn. The tour will then make a fast swing thru New York's Carnegie Hall and Newark's Mosque Theater, and head west, winding up on the Coast. Of the 48 dates set so far, one is a private date in Miami for a flat rate of \$3,500, and another is a college date. The remainder are promotions.

LP's Showcase
 Continued from page 14

jungle drums to the high register of oboe and harp. Deal, while lucrative for the diskery, will not be as large as Tempo's recent project with Philco Corporation (The Billboard, April 28).

Demonstration disk will contain 12 tracks featuring 10 musical aggregations—Andrea Filippio, Ben Jelit, Paul Carson, Doc Evans, Joe Venuit and Bobby Maxwell, Herb Kern and Lloyd Sloop, Brother Bones, the Todds, Thurston Knudson and Sid Phillips' London Sextet. A unique sleeve is being designed, imprinted in gold and carrying both Hoffman and Tempo trademarks. Mid-June release is slated for the waxings. No actual commitment as to the number of records has been made by Hoffman, but initial order is expected to hit 1,500 LP's.

Tempo worked a similar deal with Hoffman two and one-half years ago, using standard slicings. Tempo marketed a 10-pocket album for a 4,000-package order. Tempo Prexy Irving Fogel pointed out that it wasn't the actual transaction that boosted sales but the publicity and orders the demonstration created. For many months following the promotion with Hoffman, additional orders were received from sources ordinarily bypassed by Tempo's operations.

N. Y. Price War

Continued from page 12

under a headline reading "30% to 50% off." RCA Victor LP and 45 r.p.m. prices were not advertised in the store, but customers were getting them at prices comparable to those charged for other major labels. On the children's records racks, the store's justified standard Maye "6% less" signs.

Almost all television prices were down, but in varying ways and degrees. DuMont sets were displayed without any price-cutting signs, but the Hanover model price fixed at \$580 was tagged at \$499. Large signs stated that all Admiral video sets were on "clearance" with prices cut to \$110 to \$211. Some "manufacturers' sets were wildly slashed and others were being sold at only 6 per cent off list prices—a long-standing Maye policy when the store could get away with it.

Store execs admitted that many sets being sold as "clearance" items were heavily backed-up with new merchandise in warehouses. This held true for many of the department stores involved in the price war. Meanwhile most of the regular TV and disk outlets were continuing to meet prices set by the department stores or those prices set only by the age-old law of supply and demand.

Campus Romance

Continued from page 12

way for a rebirth of the dance band business. Action by Burke brought forth such comment as "stilly," "unnecessary," and "so what."

At press time no one had taken advantage of the offer. However, it is believed once the news gets around, Burke will be afforded the opportunity to carry out his scheme. Scalp for the band runs approximately \$480.

Let Today's TOP TUNES HELP YOU SELL!

The top 20 tunes each week from The Billboard

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EDITORIAL

AGVA Confab Rumors

The forthcoming convention of the American Guild of Variety Artists is as full of rumors as any previous actors' confab. We'll disregard those that have little basis and discuss some which will almost certainly play a big part in the Detroit meeting.

1. LOCAL AUTONOMY: Time and again this has come up. Local autonomy would be suicide to actors who work two weeks in New York, two weeks in Chicago, etc. Each local could tax as it pleased, establish its own rules and in general raise hell. Even under an honest system, there'll be no check on self-seeking little politicians who manage to gain control of locals. Even under the present national system attempts have been made to run AGVA for personal benefit. The national system of checks and balances has managed so far to stifle it. Under local autonomy there'll be no check, no appeal. Each local can pass what laws it likes if for no other reason than to keep work in the local area for local members.

Local Voting

2. LOCAL VOTING: The present system is not only damaging but downright silly. A person in Texas is asked to vote for a person in New York and vice versa without knowing who he's voting for or what he stands for. A name, once nominated, is virtually certain of election merely because the name is familiar. Yet experience has shown that the name, once elected, not only doesn't attend meetings, he doesn't even bother acknowledging his election. The person who knows what it's all about is brushed off because nobody outside of his branch ever heard of him.

3. HENRY DUNN: There are well founded rumors that many delegates are coming into Detroit with instructions to fire Dunn and shift the national office from New York to Chicago. A move to the Midwest away from the hub of showbiz would, in our opinion, be unwise. The plan to oust Dunn and shift the national to Chicago is stirred up by personal ambitions and greed by those in AGVA who'd like a whack at what they think is a big pot. Dunn may not be the best administrator around, but he's easily the best AGVA's had in many a long and checkered career. He's made blunders, but at least he's tried, which is more than can be said for previous administrations. As AGVA stands today, Dunn is probably the best available man to fit into AGVA's strange requirements that only an actor can run actors' orgs.

Basic Problems

The real trouble is that few actors are emotionally or temperamentally equipped to be union heads. AGVA does business daily with all sorts of organizations which are represented by shrewd businessmen and lawyers. The William Morris office or Music Corporation of America, to mention a few, have high powered people at the top who are not actors. But they know how to add and how to bargain. It's true that AGVA also has its lawyers, but all too often they have been stymied by the actors in AGVA and the members of the board who don't want "lawyer talk."

So long as the chief qualification for the head of AGVA is that he must be an actor, so long will AGVA be in hot water.

THEATER-TV SEEN VAUDE'S PANACEA

Booking Plans on Present Lines, Houses Splitting Costs; Acts May Get 10% Extra

NEW YORK, June 2.—Many cafe and vaude performers, now finding it rough, will get a big lift when theater-television starts rolling. It is the considered opinion of some talent agencies, theater ops and showbiz union heads.

Concrete plans are still nebulous, tho the thinking is along the line of present day booking practices now existing in theaters to be extended to theater-TV.

For example, a bill of six or seven acts may be booked for the Fabian Circuit. But instead of playing all the theater, the bill would go on in a local feeding house in front of cameras which would pipe the shows into the chain. Performers would run their regular acts, doing three or four shows a day as if they were working on stage. So far no audience is contemplated in the originating theater, for such videocasts, but that is still in the discussion stage.

R. O. Rooster

The theater chain in turn would advertise the bill and run it as if it were a theater, paying \$100 a stage. Such bills would tour the theater-TV route, which traders say will grow to "tremendous proportions." They point out that many houses now dark or doing little business, will reopen when such additional attractions are available at comparatively low cost.

The costs are still in the drawing board stage, but the thinking runs along the following lines:

An act would do a full week for his regular price. But, in addition to his regular weekly salary, he'd also get a royalty, perhaps 10 per cent, from each theater where his act is shown. Theater ops would be charged on the basis of their seating capacity plus a royalty. But, instead of one theater paying \$10,000 for a show the costs would be split among the number of houses using the same bill; so the individual bit would be proportioned. If 20 houses use the bill the cost would be \$500 each plus the royalty. Bookers would route

shows to various theater chains on the same basis as it is done today.

Before such a scheme can be put into practice, closed channels will have to be assigned by the Federal Communications Commission. What the method of eventual transmission will be is still undecided. Obviously none of these theater-TV shows will be available for home TV or barroom sets. RCA is installing its theater-TV equipment in some 50 more theaters.

One of the talent offices believes that the big de luxe presentation houses will continue to use live shows, but they will be fed by the new stars who, it's hoped, will develop from theater-TV.

Royalty payments are expected to present initial obstacles, particularly where film is used on closed circuits. The American Guild of Variety Artists has already said it will demand a slice. The American Federation of Musicians will almost certainly insist on cuts and will the other unions involved.

But in a royalty battle the actors will have the talent agencies in their corner, because they too will demand extra payments for their performers.

Hollywood's Casbah Moves to Full-Scale

HOLLYWOOD, June 2.—The Casbah has extended its temporary talent policy to full-scale operations, getting underway Wednesday (30) with *A Night in Paris* starring Fifi D'Orsay. Revue, packed aged by Mori Ruby, is in for two weeks with options. Ramon Novak (7) will cut the show.

Nitery reinstated talent this year, booking the Mills Brothers on week-ends only. Prior to that, those songs, as well as his singing of them were terrific. Standouts were *Folies Bergeres* and *Louise*. Former was a song impression of a man's visits to the Folies from adolescence to senility.

POLITICS OUT FOR CHEVALIER

TORONTO, June 2.—Maurice Chevalier, who arrived here last week to do two performances at Eaton Auditorium said he had no interest whatsoever in politics.

"My first interest is as a Frenchman and my second, as an entertainer," he told *The Billboard*.

He admitted he signed the Stockholm Peace Petition, which is the reason the United States denied him entry. He said, however, he did "what millions of others did."

Chevalier said he was amazed that he couldn't get into the United States, since just before he left Paris he did a benefit for the Roosevelt Fund for Paralysis, at the request of the American ambassador. "This benefit was a great success and I even received a kind letter from the ambassador expressing his thanks to me," he said.

B-O Receipts of Flesh Houses Dwindle Away

NEW YORK, June 2.—The reasons why at least two houses are dropping flesh for the summer and possibly longer can be seen in the average takes of the Capitol and the Strand for the month of May as against April.

For May the Capitol's average weekly take was \$28,000. In April it was \$50,000. House has had a little shot with its current bill, *Les Brown* and *Chaz Chase*, who is doubling from the Latin Quarter and *Go for Broke*. For the first week the 4,827-seat house took in \$55,000.

The Strand, which did \$61,000 average weekly in April, dropped to \$35,000 for May. Its current bill, *Perison Folies* plus *Along the Great Divide* ended its two-week stay at the 2,700-seat house with \$30,000. Theater is now dark until July 4.

Radio City Music Hall (6,200 seats; new average \$136,000) did \$153,000 for its third frame with *The Great Caruso*, plus *Larry Storch* and *Myrtil and Pécoud*.

Roxy (6,000 seats; average \$50,000) had a big first week with the *Danny Kaye* flick, *On the Riviera*, plus *Mimi Benzell* and the *Irving Fields Trio*.

Paramount (3,654 seats; average \$55,000) did a fair initial week of a deucer with *Sealed Cargo*, *Peggy Lee*, *Red Buttons* and *Ray McKinley* took.

Palace (1,700 seats; average \$14,000) kept punching with its 10-act bills. Last week's take was \$10,000 for *Fai Man* and a show headed by *Artie Dunn*. New show has bill headed by *Frank Marlow* and *Tokko File*.

NEWS REVIEW

Chevalier Solid Click With Staid Torontoans

TORONTO, June 2.—Maurice Chevalier, despite his 63 years, knocked over a usually staid city. From the moment he came on at the Eaton Auditorium (capacity 1,500, prices \$1.50-\$3.50, Paul Johnson, booker) for the ready-made audience, until he slipped off, the audience was his.

From the beginning, the protruding lower lip and the jaunty straw-hat was able to maintain interest with a fast-paced well-balanced show that combined songs and impressions and created an air that was unmistakably Chevalier's. He was great.

While Chevalier's songs already have been recorded on wax, his ability at piano while explaining those songs, as well as his singing of them were terrific. Standouts were *Folies Bergeres* and *Louise*. Former was a song impression of a man's visits to the Folies from adolescence to senility.

His program, in the main was made up of French songs, includ-

Catskill Resorts Hit By Actors' Strike

Some Inns Would Meet AGVA Salary Terms But Fear Fouling Their Own Co-Op Group

NEW YORK, June 2.—The strike against the Catskill Mountain resort area has the New York area in a lull. The American Guild of Variety Artists which is backing the work stoppage is huddling constantly and the mountain ops are throwing verbal barrages at the performers.

The basic quarrel is over the demand of the union that each Class A hotel use a minimum of 12 performers weekly; Class B hotels, nine acts weekly. The purpose is to spread work. But to soften the demand all staff performers, social directors and other entertainers hired by the season will be counted as part of the 12.

The salary demands have apparently not blown up any storms tho the AGVA has asked for increases all down the line. The salary demands are the same as reported in *The Billboard* May 19.

At present only about 20 hotels are open, with Grossingers and the Concord as the biggest buyers. Both hotels are trying to make peace with AGVA but fear repercussions from the Hotelmen's Federation of Sullivan and Ulster counties, which has so far refused to decker with AGVA.

Actors discussing dates claim they are all for the strike because they're not working anyway. The hotels that are still closed are adamant in turning down AGVA demands. But the hotels that are running are caught between their own association and their anxiety not to lose business.

In the meantime, the local American Federation of Musicians union in Middletown has already let it be known that they won't permit their music in spots that attempt to use non-AGVA acts.

Behind all this, the mountain bookers are losing heavily. An anonymous postal card mailing campaign, attributed to agents by AGVA, has been started accusing AGVA's officials and board members of having started the strike.

Book Hope Unit Into Hartford

HARTFORD, Conn., June 2.—The Bob Hope troupe, at present in England, will go into the 4,200-seat State Theater here for one day, Sunday, June 10. Troupe will consist of Hope, Marilyn Maxwell, and Les Brown's orchestra. All seats for performances scheduled for 3:30 and 8:30 p.m. will be reserved.

The theater closed for the 1950-'51 season Sunday (27), following the Frankie Laine one-day performance, but with Hope available, will reopen for the one-spotter.

ing his famous *Valentine, Ma Pomme* and *Piece Pitouffe*. But for the benefit of his English audiences he included *Red Roses* for a *Blue Lady* and *Love Me, Love Me*.

Chevalier's continued agility as a dancer was well demonstrated in his *Chaplinesque* impressions of the American jitterbug which was done to the clarinet music of Fred Freed. This number garnered a heavy mitt. Accompanist-manager, Fred Freed, displayed admirable talents as a topnotch musician-composer.

During the evening (May 23), the first of two to be presented here, there was only one reference to Chevalier's denial of entry to the U. S. A. He was speaking of a visit to New York's Harlem during his earlier visits, when as he put it, "it was not so difficult as it is now." The audience which included the French consul applauded and laughed in sympathy.

Harry Allen Jr.

and implying that such board members will be on bookers' black list.

So far the Ulster and Sullivan county hotels are affected. But it is envisioned that other resort areas also will be hit by AGVA if they don't all down and agree to terms.

Legal Fracas, Claims Fight Face EMA-ARA

CHICAGO, June 2.—Entertainment Managers' Association, Midwest chapter of Artists Representatives' Association, is suffering growing pains. At the same time that it announced at a board of governors' meeting that EMA-ARA has grown to 200 members, org is faced with two important problems.

Biggest mess facing the group is the small insurgent group of club-date bookers who have hired Millar T. Raynor, attorney, to straighten out what they consider injustices in the recently inked American Guild of Variety Artists' ARA code.

At the board meeting a spokesman for the rebellious faction said that he and several other skeddars are not paying the \$1-per-club-date-per-member-of-an-act insurance fee, and are waiting legal steps to be taken by Raynor.

EMA-ARA is also confronted with its first test of policing its members in a contested claims case involving Lou W. Cohan, local promoter, and Irving Grossman, Des Moines booker. EMA-ARA notified Cohan a month ago to repay the org \$100 which EMA-ARA had paid to Grossman to settle his claim with Cohan. Previously, the org's grievance committee had ruled in favor of Grossman. Fracas stems from a club-date two years ago when Grossman bought the Four Yachtmen from Cohan. The act failed to show, with Grossman claiming \$100 damages.

Bad Biz Closes Morgan Nitery

CINCINNATI, June 2.—Al Morgan, the gyrating pianist, has called it quits on the operation of his Glenn Rendevious, Newport, Ky., which he opened February 23 last as a popular-priced nitery, featuring himself, two supporting acts and the Deke Monthork (9). Bum business was the reason. It is reported that Morgan had \$19,000 stuck in the venture.

For a few weeks after the opening, the Morgan nitery pulled solid crowds but not necessarily of the top-spending variety. Business later petered out to a trickle, especially when the standard-bearer hit the road for six weeks of personal.

Report was out this week that Glenn Rendevious, formerly one of the leading niteries in the Cincinnati area, would reopen soon as a "key club" and restaurant, with Tony Lamare, formerly for many years sommelier at the Netherland Plaza Hotel here. New management plans to use one act to serve up the entertainment fare.

Niteries in April Slump

WASHINGTON, June 2.—Receipts of eateries and drinkeries last month slumped below the previous month's income but ran well ahead of the previous April's, according to latest figures from the U. S. Commerce Department this week. Receipts reached \$376 million last month, compared with \$393 million in March and \$381 million in February. Receipts in April, 1950, were \$315 million.

Hocus-Pocus

By BILL SACHS

LARRY WEEKS, magical juggler, kicked off the round of stage shows at the combined I.B.M.-S.A.M. convention in New York last week with a flash act highlighting his nifty juggle work backed by four Long Island drum majorettes who offered flag-throwing, ribbon manipulation and baton twirling. The turn clicked handsomely. Weeks was house guest recently of Jack Gordon, magician turned agent, who is recuperating at his home in West Hartford, Conn., after being confined for a time at Veterans' Hospital, Newington, Conn. . . . Tom Kinsley (Tom the Magician) typescripts from San Diego, Calif.: "I recently received a letter of commendation from the navy for a show I did at the Naval Station at Great Lakes, Ill. I stopped off in Mil-

waukee en route from Chicago to California and I was amazed at the popular misconception of the Milwaukeeans about the magic situation in California. There is really ample opportunity for the magic art in California in the hands of good magi. I found time to see Blackstone on one of my off nights. He tells me he is 'getting a fast' but he is going over as fast as ever on the West Coast. . . . Marty Sunshine (Kismet) is working his 12th summer at the Northernair Showboat, Three Lakes, Wis., where he's set until mid-October. . . . Brooklyn magick-er George Schneider up and about again after a virus infection which kept him bedded for more than a week. . . . Harry Lorayne has launched a small magic and novelty shop on New York's Broadway. . . . Frank Garcia, one of the busiest tranksters around New York these days, surprised his magic friends recently when he filled several club dates as the mentalist, at the same time switching from his pantomime routine to a turn with chatter. . . . Les Spiswak, New York hypnotist, is now teaching the art along with a memory course. . . . Mr. and Mrs. Franz Massopust continue to hold their own on private club dates in and around their native Green Bay, Wis. Along with his duties of sign painter, Franz finds few idle moments. . . . Ralph Pierce is doing a graveyard turn in connection with his school appearances thru Wisconsin.

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Extra Added

Brief but important night club-vaudeville news

New York

The Copa with Martin and Lewis did \$88,000 net for the week ending May 28. . . . Israeli drive set for the Catskills stymied by the walkout of performers in the region. . . . Old Gold will be the next private sponsor to pick up the tab on a USO show set to start for Europe June 20. . . . Annette Marantz of Nat Abramson's office, and Al Shenker, of the Morris office will become Mr. and Mrs. July 8. . . . Lou Walters will run the now shuttered Pop City for Abe Ellis with a Gay '30's show.

Hollywood

Frank Fontaine takes his singing protege, Carl Vitale, into Las Vegas's Thunderbird June 24. . . . Patti Page bows July 24 at Desert Inn, Las Vegas, and will follow with her act at the El Comodoro Freed at MGM. . . . After concluding her Versailles engagement, Gloria DeHaven goes into Atlantic City's Steel Pier June 24. . . . Chris Dane skedded for Cafe Galia next month. . . . Evelyn Knight booked for Ciro's June 15 for a fortnight. Other dates are San Francisco's Fairmont Hotel, July 17, and Palmer House, Chicago, August 23. . . . Look mag shooting layouts of Phil Moore and Dorothy Dandridge. . . . Newest male singer on the Coast, Ned Tracy, being groomed by Music Corporation of America. He opened Monday (28) at the Oasis with Dinah Washington. . . . Stan Morgan Dancers make their pic bow in Universal's "Reunion in Reno." . . . Artie Auerbach (Mr. Kitzel) leaves Hollywood the first week in June for an Eastern nitery tour. . . . Ben Lessy, currently at the Band Box, snagged a comic role in "Purple Heart Diary" at Columbia. . . . Vernon Hoff has opened at the Hotel Earle's Le Bouef Souterrain Room, following a brief appearance at My Sin Club.

Four Freshmen bowed at the Surf Club, replacing Red Norvo Trio. One negotiating for Count Basie and his revue. . . . Paul Nero has inked with Haynes-Richardson Agency for p.m. services. . . . Katherine Steele is putting together a nitery act thru Music Corporation of America. . . . Ray Gilbert penning special material for Carmen Miranda's forthcoming tour. . . . Nick Gravatt and Mike Maurksi, currently at Columbia Pictures, putting together a night club bit. . . . Lindy Doherty opened June 4 at Castle Club, Vancouver, Wash. . . . Success of King Cole Trio early this year at the Tiffany Club has led Owner Chuck Lansky to bring them back July 9 for three weeks. Cole will work on a door percentage only, similar to his last stint at the club.

Philadelphia

Warren Poinsett is going back to work at his Bowers nitery, having recuperated from an operation which kept him on the sidelines for some time. . . . Sidney Brody, who left the Wedge nitery for other business interests last year, is back at the controls again with his brother, Henry.

Sam Spiswak, manager of the Spider Kelly, is also running the Web. Jack (Quickie) Griffin, current at Club Peacock, is set for a ninth summer season at Moore's Inlet, Wildwood, N. J., starting June 29.

Miami Beach, Fla.

Art Green starts a disk jockey-commentator, late-hour air show from Mummy's Restaurant June 4 over WKAT, Miami. . . . Art Gordon, Harry Kuby's talent booking office aid, back to work after parting with his appendix at Mt. Sinai Hospital. . . . The Jack Goldmans (he operates Clover Club and Hickory House) celebrated fifth wedding anniversary last week. . . . Latin hooper-singer Nino Yacovino headlining Mother Kelly's show. . . . Comic Billy Vise, currently at the Sun Souci Hotel, heads Olympia show next week. . . . Broadway TV producers Eli Landau and Harry Donohue in town overing possibilities of shooting TV films in now-shuttered Colonial Inn. Hy Sweet, manager of the Bayshore Royal Hotel in Tampa, has sent out word he plans booking big-name acts for his hotel

Burlesque Bits

By UNO

JIM GROSSMAN has booked J. Sid Blake, Harry Jay, Melodians, the Selandias, Saxy Williams, Hotcha Drew, Burnstein and Lux and Georgie Winston for various hotels on the borscht circuit over the summer. . . . Parger Gee and Johnny D'Arco are at the Cougar Club, Spokane, for two weeks. . . . Red Feather, in Hollywood, is prepping a production number tagged, "Burlesque Goes to the Navy." Show highlights Lisa Mamselle, Diane Marsella, Mona Roe and Candy Paige. . . . The Globe, Atlantic City, reopens June 15 to mark its 20th anniversary as a burly temple. Operated during the summer by the Hirst Circuit, Jack Beck comes in again from the Roxy, Cleveland. . . . Red Feather, in Hollywood, is prepping a production number tagged, "Burlesque Goes to the Navy." Show highlights Lisa Mamselle, Diane Marsella, Mona Roe and Candy Paige. . . . The Globe, Atlantic City, reopens June 15 to mark its 20th anniversary as a burly temple. 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ANTA 19G Ahead On 1st Play Series

But 53G for Initial Bally, Equipment for Stage Eats It Up; "20th" May Save Day

NEW YORK, June 2.—The first season's operation of the American National Theater and Academy Playhouse, which closed May 13, racked up a small profit on its series of 10 plays. Figures obtained this week show that on the

play series alone receipts totaled \$168,762.05 from memberships; \$9,814.20, 20th Century and concessions, etc., and \$170,576.87, box office and interim memberships, making a total of \$349,153.12.

Expenses for the 10-play series came to \$327,740.39, leaving an operating profit for the season of \$19,412.73. These figures are based on the ANTA ledger only and also do not include a nominal cost of closing the house. Also, some of the producers who brought production into the playhouse added capital to the budget given them by ANTA. Their additional capital is not figured into the ANTA budget, but additional set detail, crews, etc., do show up in the expense of operating.

Here is a break-down of the total of production and operating costs and the box-office receipts for the series. The receipt figures are exclusive of the membership money, which adds approximately \$16,678.20 to each play's gross.

Table with columns: Play, Prod. Cost, Or. Receipts, Total Receipts. Rows include 20th Century, Peer Gynt, Mary Rose, Blue Light, etc.

Partly accounting for the higher production costs on Peer Gynt, Mary Rose and Blue Light is the dark week preceding each, which had to be counted in on the play's budget.

Also, the 19G operating figure represents profit for the season, it was necessary to launch a large promotion campaign and likewise necessary to make repairs and buy much needed technical equipment.

Such expenditures came to \$53,000, of which \$45,694.28 was for stage furnishing and repairs, pre-season expense and membership campaign and promotion. However, this expenditure, tho it wipes out the operating profit of the series.

(Continued on page 43)

GET A BALLOT

Stem Ready To Vote on Legit Awards

Continued from page 1

both at Actors' and Chorus Equity headquarters, and any eligible voter may likewise obtain both by applying at The Billboard offices. A prepaid reply envelope is included. The deadline for voting is June 12.

The Donaldson Awards Committee wishes to stress again that it is not necessary to file a completely filled ballot. Voters are urged to express their preferences in any or all categories. This is the legit theater's one opportunity to honor its own achievements and, to give the annual scroll-and-key accolades their fullest meaning, everybody should get on the bandwagon. Be sure to file a ballot.

SILCO CIRCUIT

Lakewood (Skowhegan, Me.) Theater opened its 51st season Saturday (2) with S. M. Behrman's "The Second Man." James Daly, Hope Newell, Skegge Miller, Mary McNamee are featured. Henry Richards directs. Other members of the resident company are Velma Royton, Patricia Jenkins, Harriet McGibbon, Eugene Stuckman, Bill Story and Hilmar Salee. Laurence Fletcher and Neva Patterson are scheduled for later jobbing assignments.

Olivia de Havilland will open Richard Aldrich's Cape Playhouse season (Dennis, Mass.) in Candida for week starting July 2.

Robert Bardwell returns to the Monomoy (Chatham, Mass.) Theater for a fourth directorial chore. Repeating on the cast roster are Richard Purdy, Tom Tyrrell, Martha Gene Randall and Robert Ferrault. Season opens Wednesday (27) with Clurberbeck. Subsequently scheduled are Ten Little Indians, Lilton, You Touched Me, Masquerade, The Show Off, All My Sons, While the Sun Shines, The Browning Version and Here Today.

The Princeton Summer Theater starts its 10th season Monday (28) under the fourth-time reign of Manager-Director Herbert Kenwith. Announced for opener is Margaret O'Brien in Junior Miss. Reports Saturday (2) had the small O'Brien summarily withdrawing from silco commitments, thereby putting herself in the way of sundry lawsuits. However, a call to the William Morris office drew the answer that the lass had reconsidered.

Volley Players, Mt. Park (Holyoke, Mass.) Casino, opens its 10th season with Good Housekeeping, featuring Jean Guild and John O'Connor Monday (18). Jacqueline Page, Gaylord Mason, Nancy Wall, Archie Smith, Ruby and Hal Holbrook, Mae Green and Bertarran Transwell are back on the cast roster.

Starlight (Pawling, N. Y.) Theater reopened for its 18th season Thursday (28). Dorothy Harrington, William Weyse, John Morris, Cricket Skilling, Carolyn Marshall and Betty Froman Bright have been signed for the resident troupe. Isabel Rose Jones will direct.

BROADWAY SHOWLOG

Performances Thru June 2, 1951

DRAMAS

Table of Broadway Dramas: A Raisin in the Sun, Darkness at Noon, Grandeur Ghost, etc.

MUSICALS

Table of Broadway Musicals: A Tree Grows in Brooklyn, Call Me Madam, Fishwyler, etc.

SUSPENDED

Table of Suspended Shows: Bell, Book and Candle, etc.

CLOSED

Table of Closed Shows: The Autumn Garden, The Country Girl, etc.

Sides and Asides

The temporary closing of "Bell, Book and Candle" may become permanent. Reason is that Claude Dauphin and Joan Greenwood, who had been slated to take over the leading roles vacated by Rex Harrison and Lilli Palmer, have declared themselves unable to appear at this time. Producer Irene Selznick is still hopeful that the show will reopen in September.

Katherine Cornell is slated for one summer stock appearance. It will be at the Opera House, Central City, Colo. The play will be Somerset Maugham's "The Constant Wife" and will run three weeks beginning August 4. Director will be Guthrie McClintic; co-starring will be Brian Aherne. Donald Oenslager will design the set. Jose Ferrer reports that film offers have been received for "Staling 17." Most interesting one so far seems to be from Billy Wilder. Several members of the cast have also received bids from screenland. Ferrer also announced that he and Richard Condon were dropping their option on "The Shrike" by Peter Andreas. It also seems doubtful at this point that the partners will get around to presenting Robert McEnroe's "Mulligan's Snug" during the upcoming season. Their plans to present "The Musical Comedy Man," George M. Cohan's last show, are still very much alive, however. Ferrer would stage and star in that one, besides producing it. Registration days for the summer term of the American Theater Wing's professional training program are Tuesday to Thursday (6-7 at 432 West 44th Street, New York. On Wednesday the hours will be from noon to 7 p.m., and on the other two days it's from 10 a.m. to 4 p.m.

Robert Wright, who has been playing the leading role in the national company of "Kiss Me, Kate," takes over that role in the New York company this week. "Kate" had been getting bogged down at the box office the past few weeks, but company accepted salary cuts, guaranteeing an extension of at least four weeks on the run. It is expected that George Kelly will finish his new play in another six weeks. Stanley Gilkey has an option to produce it in the fall, with Kelly staging. Shows still unfiled "Seventeen," the musical by Sully Benson, Walter Kent and Kim Gannon based on the novel of Booth Tarkington, is set to open at the Century the night of June 14. Percy Kilbride has taken an option on "Aunt Sarah," a comedy by Eric James Martin, and intends to produce it on the West Coast sometime this summer. The national company of "Mister Roberts," the one in which Henry Fonda is currently playing the lead on the West Coast, will end its tour August 4 in Los Angeles. The New York company, with Tod Andrews in the lead, wound up its tour last week at the Galety in Washington.

Viola Roach will be featured with Eve Arden in the stock company tour of "Here Today."

Actress worked with Miss Arden in "Goodbye My Fancy." Sets for the Theater Guild's production of "Saint Joan" will be designed by Richard Harrison Senie, and the costumes will be by Elinor Robbins. Show opens at the Cort on October 4 with Uta Hagen in the lead. Sir Cedric Hardwicke will not be with the touring company of Bernard Shaw's "Don Juan in Hell" when it plays for the Festival of Britain for one month this summer. Since certain matters will keep him in the U. S., his part will be taken by Boris Karloff, producer Paul Gregory announced last week. Other members of the company, which has already played 52 performances, are Charles Laughton and Charles Boyer.

Canada Lee is being sought to star in and stage "Lincoln Penny," a play by Thomas Morton calling for a cast of a dozen. Henry Van Kirk owns the script. Van Kirk announced that Emil and Gabriel Katka have withdrawn from the producing firm for "What This Town Needs." Richard Kraus completed a deal last week to present "Casey Jones," a musical with book by Richard Flournoy, music by Vernon Duke and lyrics by Sammy Cahn. He would like to have David Wayne in the title role. Show is slated for the fall. Kraker is also due to present A. B. Shiffritz's "Twilight Park," which has been put on at Margo Jones' Theater '51 in Dallas.

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Viola Roach will be featured with Eve Arden in the stock company tour of "Here Today."

ATAM Insists Silo Try-Outs Use Union Help

NEW YORK, June 2. — The Association of Theatrical Press Agents and Managers advised producers this week that a union p.a. and company manager hereafter are a must for the staff of any pre-Stem try-outs on the Silo Circuit. Violations will come in for "retroactive satisfaction" when such a production hits Broadway according to the union.

Actually, ATAM is gunning a much broader field. A spokesman declared yesterday that any new play on the Silo bent or a play that expects to tour will come in for similar regulation. Further, while the union is not interested in non-equity barn groups or those of capacity too small to justify a full-scale weekly, it definitely expects major Silo operations to live up to union regulations. The spokesman pointed out that many of the big ones already operate on that basis, but that some remain to be spurred into the corral.

Appropos of the above, despite a previous announcement that the Theater Guild has assured that any stem try-outs at the Westport (Conn.) County Playhouse will employ proper union help, ATAM's governing board is not satisfied. This week it voted to put Philip Langner, operator of the theater, on its "unfair list."

Billie Burke Set for W. C.

HOLLYWOOD, June 2. — Yet thesp Billie Burke trots the boards for the first time at Pasadena Playhouse June 7 for a three-week run in Zoe Akins' "The Swallows' Nest." Play, adapted from "Return Engagement," a novel by Gwen Davenport, closes the playhouse's regular season. Group begins activities again in October.

Filling the gap between seasons is the Seventeenth Annual Mid-Summer Drama Festival, which this year pays tribute to George M. Cohan. "The Swallows' Nest" is directed by Robert Milton, with Onslow Stevens, Roy Gordon, Marjorie Steele, Lumsden Hare, Hans Schumm, George Phelps and Mary Bass in supporting roles. Current attraction, "The Live Wire," winds Sunday (3).

Coast Legit Grosses 50G

HOLLYWOOD, June 2. — Only two legit hits hit the boards this week. The Merry Widow at the Philharmonic, and The Velvet Glove at Call Board Theater. Widow took in close to \$50,000, similar to the take of Where's Charley for the initial frame, while Call Board managed a low \$150, bringing local grosses to \$50,150 for the week.

Fare increases next week with Detective Story bowing Monday (4) at the Ivar, Hocus-Focus at the Las Palmas Wednesday (6) and Ring Round the Moon Wednesday (6) at the Players' Ring. Biltmore relights June 28 with Mr. Roberts.

75 Conventions To Hype Grosses On Stem During Summer Doldrums

Continued from page 1

shared some real biggies this time for a local visit. Tops is the Shriners, who come in 100,000-strong for a week in July, the first time the org has met here since 1895.

The Veterans of Foreign Wars are scheduled to the tune of 50,000 to 75,000 in August. The Red Cross will bring in 10,000, the Independent Grocers 10,000, the American Chemical Society 10,000, the American Bar Association 5,000 and the National Hairdressers and Cosmetologists 5,000.

The Bureau has some interesting figures to offer as to visiting delegate spending habits. Over a full year of conventions leave behind a total of \$150,000,000 in local coffers. Bureau statistics show that an average 8.4 per cent of that sum is spent on entertainment. Therefore, taking a three-month summer period, which stacks up for heavy business, the delegates can reasonably

Stage Relief Quits; Actors Fund Gets \$\$

NEW YORK, June 2.—The Stage Relief Fund wound up its activities Friday (29). Funds on hand as of that date will be turned over to Actors' Fund of America. Stage Relief was a child of the depression, an emergency org, founded for quick relief of suddenly destitute actors in 1932. Since then, 260 benefits have been given, and of assistance given on a loan basis, \$23,443 has been repaid and used again.

The reason given for shuttering its activities is the increasing burden of benefits, notably the Actors' Equity Welfare Fund. With Sunday benefits for Equity and Actors' Fund, Relief gets to be third man on the totem pole. Rachel Crothers, Stanley Gilkey, Austin Strong, Mrs. Marlin Beck and Helen Menken comprise the current executive committee.

are always interested in the heavy fare and the sharply growing trend toward bringing the little woman along when the get-together is in New York, exerts a great influence on ticket sales to straight comedies and dramas.

Ryan doesn't believe that the Convention Theater Ticket Service, recently set up by the Committee of Theatrical Producers, snarcs more than a small percentage of convention ticket sales. Many groups don't want to be tied down to theater parties in advance, which are a headache for convention management. The real play comes from individual buys when the boys and girls get to town.

Since his Bureau is largely responsible for getting them here, it seems strange to Ryan that the theater has not given it a cent's worth of support in its seven-year existence.

Out-of-Town Reviews

FAITH OF OUR FATHERS

(Opened Friday, June 1)

Carter Barron Amphitheater, Washington

A symphonic drama by Paul Green directed by William Vornburg. Joe Pugliese, production manager, Myra Kinch, choreographer and dance director, James Waring, technical director, Eugene S. Pugh, stage manager, Richard Dirksen, music director, Susanna Sherman, costume designer, Lighting, James Waring, Promotion, Barbara Kelly, Publicity, Ben Morgan.

George Washington, Charles V. Gramaw Jr. Marsha Washington, Janet Fick Billy Lee of Liberty, Barbara M. Cole Spirit of America, John Tate Hannah, Rosie Rosen Amy Sullivan, John E. Ward Cynthia, David Rogers Mary Ball Washington, Kenneth Lawrence Sullivan, Roger Carson Prier George Mason, William C. Phipps Lord Fairfax, Jerome H. Jones Gabriel Blass, Robert Matting Major L'Enfant, Roy Cook Bishop, Charles H. Carter Maria Byrd, Rita Clement Parker Alexander Hamilton, John Connolly Sally Pauline, Lynne Finn Nancy Bridges, Joan Rowe Lucy Curtis, Dale Jan Orlove John Adams, James H. Flinn

SINGERS: Mildred E. Austin, Anita Bessey, John Bell, Dini Clarke, Louis Clouser, Margaret Cory, Evelyn Craig, Arthur Davis, Leroy Dornier, William Durrett, Ben Parquharson, Donald Fisher, Russell Foster, Claude Green Jr., Mildred Hahn, George Harsh, James H. Flinn, Catherine Hughes, Joan Jenkins, Mary Miller Johnson, Jane Malone, Mary Manoussian, Charles McLaughlin, McDonald, Horace McNeil, James Montgomery, Richard Nease, Marvin Robinson, Rosalie Smith, Eleanor Starr, M. Gray Swain, Wendell Wilson.

DANCERS: Wilberia Bass, William Benhill, John Buttcher, Tom Cham, Pete Chrostella, Paul Davis, Joe Edwards, Ed Hall, Sarah Harshbarger, Joan Alden Kendall, Patricia Kittinghagen, James Logan, Frances Marrocco, John McMillen, Mickie Mighel, Tom Price Margaret Peella, Marilyn Richter, James Smith, William S. Smith, Kenneth Stimmel, Ella Ruth Thompson, Ronald Wieder.

OTHERS IN CAST: Louis Alk, Al Raymond, Beverly Bell, Julius Bell, Geraldine Butler, Edward Call, Lee Clark, James Coppe, Paul Curtin, John Davidson, Abraham Dobkin, William Durrett, Basil Fowler Jr., Terry Gallegos, Shelle Goldstein, Michael Orman, David Harrison, George Johnson, Richard King, Thomas Jones, William King, Helen Lyon, Ann Miller, Richard Miller, Donald Muir, Oria Pate, Vera Price, Ben Rademski, Donald Reed, Sterling Saul, William F. Smith, George Stueck, Robert Stephens, Edward Stueck, Charles Tinsley Jr., Edmund Vetter Jr., Edward Washington, Richard Waters, William Williamson, Dorothy Wiers, Theodore Zarpe.

Paul Green's 1951 version of his *Faith of Our Fathers* is a fast-gained improvement over the sluggish symphonic drama he introduced last year for D. C. sequential celebration. The packed season's premiere before a packed assemblage in the Carter Barron Memorial Amphitheater unfolded a thoroughly recapped production from stem to stern. Altho the second act was a let-down, the first act was derringly brilliant, noisy, rich in eye appeal and paced with enough circus-horrorist gimmicks to justify sequel director Paul M. Massmann's prophecy of a successful upcoming season.

Once again the hit of the show is James Waring's talented lighting direction, which alone will amply justify pilgrimages to the amphitheater. From the opening chords of a 19-piece symphony orchestra which has replaced last year's electric organ, the new *Faith* hit off at a lively and spectacular pace. Gone were the bombastic and incoherent narrators of yesteryear; instead, the performance spoke for itself, particularly through the first act, in well-staged tableaux, dream sequences, dances and choral singing.

George Washington, who last season limped nightly across the stage with his dull oratory, breezed in Friday night looking like Hopalong Cassidy astride a spirited charger whose sulky distaste for the task added to the audience's delight. Martha Washington made her stage entry aboard a 140-year-old barouche drawn by a pair of smart hackney bays fairly gleaming with showmanship learned at the Chicago Railroad Fair.

The accent of this year's show is strictly on the family audience, and that's as it should be. When a pack of wild Indians and soldiers let loose with a strident vocal greeting to George Washington and his bride, some of the audience in the first tiers couldn't resist joining in the shouting. During the Battle of Independence scenes, one couldn't help wondering if the adjacent woodlands will ever stop re-echoing the percussion roll and gun discharges.

The first act's pace was obviously too fast to be sustained; the closing scenes of act two were patchy and uninspired. Nevertheless, Green's use of the scissors in shearing the declamation from last

TARTUFFE, THE IMPOSTOR

(Opened Tuesday, May 18)

Harout's Iyar Theater, Hollywood

A comedy by Moliere, adapted by Miles Malleon. Prolog taken from L'imromptu de Versailles. Directed by Albert Band. Settings: E. Jay Kraus. Musical arrangements and backstage music by William Schaller and Kathleen Freeman. Props by Cinema Props, Inc. Stage manager, Beach Dickerson. Press, Jack Proctor. Produced by Harold J. Kennedy. Directed by Albert Band. Presented by Los Angeles Civic Light Opera Association.

Prolog Richard Vath Second Actor, Lamont Johnson Third Actor, William Schaller First Actress, Marjorie Peetou Second Actress, Roberta Haynes Third Actress, Kathleen Freeman Fourth Actress, Frances Austin Madame Moliere, Sam Jaffe The Aristocrat, Shepard Menken Stage Manager, Beach Dickerson Props, Cinema Props, Inc. First Stage Hand, Bill Shedy, Jr. Second Stage Hand, Pat Clement Louis XIV, Michael Conant

Mme. Perlette, Olga Miller Elmour, Gerardo's second wife, D. J. Thompson Dornie, Gerardo's maid, E. J. Thompson Dana, Gerardo's son, Kathleen Freeman Marlene, Gerardo's daughter, Lamont Johnson Cleanse, Elmira's brother, William Schaller Filopote, Mme. Perlette's maid, Marjorie Peetou M. Orvan, Moliere's valet, Alex Craig Valerie, betrothed to Marlene, Richard Vath Mamezette, an attendant, Richard Vath Tartuffe, Sam Jaffe Loyal, a valet, Shepard Menken First Sergeant, Michael Conant Second Sergeant, Bill Shedy, Jr.

Miles Malleon's adaptation of Moliere's *Tartuffe, the Impostor*, was presented this week by Actors' Album in association with Albert Band, and appeared too wordy and too lacking in action to be effective. Any success the play has will be largely due to Sam Jaffe's vivid portrayal of Tartuffe, a hypocritical whisp of a man, using a veil of pety to cover his lecherous and insidious deeds.

A prolog taken from L'imromptu de Versailles is unnecessary and only adds to play's mangle. Hinc Sharpco's direction would pep up proceedings and possibly create and build interest. Supporting actors show little signs of realistic interpretation and in many instances only distract from the idea.

Tartuffe reflects man's hypocrisy and at times is skillfully turned into contemporary satire. Play concerns a man brought into a rich man's home, on the pretense of righteousness. While the wealthy merchant's family is against the beggar (Tartuffe), the merchant continues to display acts of loyalty and devotion led on by cunning and well-planned actions on the part of Tartuffe. Latter's deceitfulness is brought out via an attempted seduction of the mistress of the house and later thru means to oust the family from its home.

Scene between Mafie and Alex Gerardo are play's high spots. D. J. Thompson, as the object of seduction, handles her role well. Kathleen Freeman as the bombastic maid, has her moments. Edwin Schaller and Shepard Menken make for occasional humor. E. Jay Kraus' set is simple, but sufficient.

ANTA 19G Ahead

Continued from page 42

series, is partly for materials which will be in use over a long period of years.

Also, the successful run on Broadway of one of its offerings, *20th Century*, has contributed to 19G into the ANTA kitty, with about \$5,000 additional due to be paid off within the next week. *Century* may easily prove a continued gold mine for ANTA. The closing notice is far from being posted on the show with the new team of Bonnie Barnes and Robert Preston taking over the lead slots Monday (4) and weekly grosses holding around \$2G.

year's script was more than welcome. John Tate, in the role of Billy Lee, General Washington's Negro servant, once again shone. Charles Grunwell, a newcomer, handled the role of Washington role well. Other words of mention include Susanna Sherman, for some brilliant costuming; William Vorenberg, for direction; and Rudolph Pugliese, for stage management.

Ben Atlas.

THE MERRY WIDOW

(Opened Monday, May 21)
Philharmonic Auditorium, Los Angeles

Musical comedy by Franz Lehár. Book styled by Milton Lazarus. Additional and revised lyrics by Norman Brown. From the English Hoteliers by Adrian Wood. Special musical treatment by Arthur Kay. Produced by Edwin Lester. Stage direction by Vladimir Rosing. Setting designed by George Jackson. Costumes designed by Adele Palmer. Choral direction by Mario Silva. Dances staged by Peter Hamilton. Technical direction and lighting by Carlton Winkler. Musical direction by Arthur Kay. Assistant conductor, Louis Adami. Additional orchestration by Henri Rosbald and Edward Ward. Presented by Los Angeles Civic Light Opera Association. Major Domo, Kirby Smith Rita, Ralph Dumter Natalie, Jeanne Penn Wilcom, Brieche, Ed McHugh Olga, Kitty Mattoni Sylvaine, Frances Russell Marjorie, Rose Johnson Capt. Piere de Chado, Robert Rounseville

Princess Danila, Carl Blason Khadja, Paul Keast Sonja, Jane Pickens Prince Danilo, Jane Pickens

Franz Lehár's *Merry Widow* will soon pass the half-century mark but remains as winsome and witty as ever. If anything, time has mellowed the *Widow's* appeal. Edwin Lester's red-velvet production provides a sumptuous revival for the Lehár classic. Well cast, lavishly staged and dressed and directed with an eye to pace, *Widow's* story and songs prove to be sparkling entertainment.

Brisson, as the Prince, handles the part well. What he lacks in voice he compensates for with sincerity and warmth. He frequently flubs his lines, but this too is covered by his patent-leather portrayal of the debonaire Danila. Miss Pickens is particularly well suited for her role, combining beauty of voice and person to recreate an exciting Sonja.

Robert Rounseville as De Joldon, sings well to effectively portray the Captain. Gus Schilling's comedy talents pull chuckles as Novikovich. Also noteworthy is Jeanne Penn's Natalie. George Jenkins' plush settings add considerably to the production's appeal. Civic Light Opera Company should find b.o. approval for its revival of *Widow*.

Lee Zhitto.

SEVENTEEN

(Opened Monday, May 21)

Shubert Theater, Boston

A musical adaptation of Booth Tarkington's novel by Sheldon Brown. Music by Walter Kent and lyrics by Kim Gannon. Book directed by Richard Whitt. Directed by Richard Whitt. Lyrics by David Frazier and musical numbers and dances staged by Danila Krieger. General manager, Arthur Berle. Stage manager, Jerry Adair. Press representatives, Richard Mauer and Frank Cropper. Presented by Milton Berle, Sammy Lambert, Bernie Papp, with the following cast: Maurice Ellis, Betty Jane Seel, Willie Baxter, Kenneth Nelson, John Watson, John Barry, Lois Pratt, Ann Crowley, Mrs. Baxter, Doris Dalton, May Parcher, Eileen Kelly, Sue, Elizabeth Peckitt, Joe Boldin, Dick Kallman, Tomie, Peter Adams, Bonnie Bras, Midge, Carol Cole, Nan, Joan Bowman, Charlie, Jim Moore, Dave, Richard France, Lester, Richard France, Bert, Greg O'Brien, Don, Bob, Frank Albertson, Mr. Parcher, King Calder, Mrs. Parcher, Peter Adams, George Cooper, Harrison Muller

Continued from page 3

summer filled with dreams of a boy is created with a heavy hand in many instances. George Cooper's setting and David Folkes' costuming are in the proper spirit, but the last lot of every period mannerism is flourished around like a matador's cape.

By now Willie Baxter's pangs of adolescent longing are a minor part of American folklore. When the Frilly Lois Pratt visited Indianapolis with her floor show poolside and set Willie's thoughts spinning she set off a chain of events that in time burgeoned into Henry Aldrich. Unfortunately, there is too much of Henry Aldrich and not enough of 1907's unburied pace in the frenetic chase to revive old memories.

Seventeen is fortunately graced by Kenneth Nelson, a gangly, clear-voiced Willie who has considerable ingenuousness when not staged self-consciously. Ann Crowley tones down Lois's lisp as much as she can and has one delightful song and dance sequence in *Reciprocity*. Mr. and Mrs. Baxter are portrayed with alternate bewilderment and understanding by Frank Albertson and Doris Dalton, while King Calder carries an appropriately bearish Mr. Parcher. Willie's rival, George Cropper, is a broad parody of Yale man newly returned to the old

Broadway Opening

OKLAHOMA!

(Opened Tuesday, May 21)

Broadway Theater

A musical comedy based on Lynn Riggs' "Green Grow the Lilacs." Book and lyrics by Oscar Hammerstein 2d. Music by Richard Rodgers. Directed by Rouben Mamoulian. Dances by Agnes De Mille. Settings by Lemuel Ayers. Costumes by Miles White. Musical Director, Peter Lauriat. Orchestration, Russell Bennett. Company manager, Peter Davis. Stage manager, David Weinstein. Press representative, Joseph Wadd. Presented by the Theater Guild.

Ann Miller, Mary Marie Curly, Patricia Barker, Larry, Owen Martin, Fred, Walter Donahue, Will Parker, Robert Early, Judy Fry, Henry Clarke, Ado Annie Carmo, Jacqueline Sundt, All Nalbin, Jerry Main, Corlie Cummings, Judy Hastings, Armina, Jeanne Parsons, Josephine Andrews, Pauline Holt, "Old Who Falls Down", Audre Wilson, Andrew Caras, Dave Malten, "Daddy in the Ballet", Philo Cook, "Daddy in the Ballet", Valentin Prospan, "Daddy in the Ballet", Adria Mike, Charles Scott, Alternate for role of Curly, Warren Schenolt, Alternate for role of Larry, Patricia Johnson

DANCERS: Edmund Casper, Glenn Farbes, Joseph Ribera, George Stecher, Edmund Howard, Betty Don, Carmen Froman, Nancy Milton, Marquita Loring, Virginia Parsons, Andrea Wilson, Josephine Andrews, Jana Birdson, Muriel Ives, Patricia Brooks. SINGERS: Charles Bots, Warren Schenolt, Robert Early, James Fox, Donald Woodson, John Addie, George Carley, Gene Johnson, Dolores Kemper, Edie Little, Virginia Walker, Judy Hastings, Bileen Coffman, Sara Jane Wilson.

Back in April, 1943, Lee Dixon, who created Will Parker for the opening of *Oklahoma!* at the St. James Theater, remarked portentously to this reporter: "We're up to our arm-pits in charm. We'll be an 'over'." Dixon hit it on the nose. There have been other Will Parkers since he deserted his Ado Annie, but Okr has gone on for a solid eight years—and to break the world's record for consecutive *Stem* performances of a musical comedy to the tune of 2,248.

Since the final *Stem* closing in May, 1948, there obviously has been a long hiatus of *Oklahoma!* in the theaters. So why after the three-year interval the National Company returns to set up shop at the Broadway Theater for the summer. It might seem that this might be wishful thinking, in that Okr should have long since worn its local welcome down to the core, but if a first-night reception of its return after three years can be taken as a criterion, Lee Dixon was more astute than he knew. The charm is built in to stay. Even an over-size house like the Broadway was packed—to give the delight of Rodgers-Hammerstein tune and lyrics an enthusiastic reception all over again.

Ok Stands Up

Aside from its innate charm, which could wear thin, but does not, it must be reported that Okr stands up tremendously. It set a pattern, both song-and-dancewise which has left a definite imprint on subsequent musicals. Rodgers and Hammerstein have since collaborated on better tunes and lyrics, but never have they come up with so many top ones for a single show, nor has the latter taken what was originally a dull book, with little or no impact, and turned it into something that is outstanding Americana. Same goes for Agnes De Mille's choreography, which set a pace for flat-footed dancing in musical comedy for many follow-ups in the interim. It is a combination that never grows stale.

Troupe Excellent

The current troupe plays it with all the zest of its original opening night, from Owen Martin who has been with it since the beginning as the federal marshal to Jacqueline Sundt who has only been Ado Annie since last Christmas. Nearly

Top tunes in the ballad class are *Summertime Is Summertime*, a pleasant waltz, *After All It's Spring*, and *I Can't Get Married* Today which have a lyric melodic impulse. *Seventeen* needs a better sense of timing in its style, it has the other ingredients of success in its music. Wether audiences will take to it depends on whether they will like a faded album of sentiments done up in a modern chromium cover.

Equity Votes In Council Subs; Acts on Aliens

NEW YORK, June 2.—The annual membership meeting of Actors' Equity was held yesterday (1) at the Hotel Astor. Approximately 500 members were present. Clarence Derwent presided.

The issue on the major agenda was the voting on council replacements, with an independent liberal ticket in the field against conservatives previously named by the official nominating committee. Results will be tabulated Monday (4).

Exec Secretary Louis Simon reported that Equity Council has set Monday (11) for a local meeting with State Sen. MacNeil Mitchell, whose district embraces the Times Square area, to discuss amendments to the recently passed Hughes-Brees Bill on unemployment insurance as it affects the entertainment industry.

Alien Stiffening

Council also advised membership that regulations of alien actors will be stiffened, particularly as to the six-month interval rule. Hereafter, only a manager may ask rule let-down by letter. A committee has been appointed to consult with the League of New York Theaters and the Dramatists' Guild to work out the best mutual system for employment both here and in England.

As usual, at the annual meeting the yearly Derwent Awards for best up-and-coming, up-and-coming talents in the *Widow* after the last season were announced. Phyllis Love received the \$500 check for her stint in *Rose Tatroo Logan Ramsey (The High Ground)* and Frederic Warriner (*Getting Married*) tied for the other slot. They split the second \$500 check.

Salt Lake Gets Sadler's in Fall

SALT LAKE CITY, June 2.—A three-day stand for the Sadler's Wells Theater Ballet at Salt Lake City's Capitol Theater November 13-17 was announced this week by Irving Deakin, American representative of the London dance group.

November dates were selected by Sidney L. Cohen and Ray M. Henry, associate general managers of Intermountain Theaters, Inc.

all of them number their performances of Oke in the thousands and while only a few have ever played it on Broadway, they know the show inside and out.

Ridge Bond is the latest Curly and enjoys several distinctions in the part. First, he is possessed of a fine set of vocal chords to project such items as the familiar *Beautiful Morning, Surrey*. With the range on *Top and Oklahoma!* Second, he is quite an actor as well as a tenor, and third, he is an enthusiastic, native Oklahoman—in all a splendid combination. Patricia Northrop is a lissome and tuneful Laurie, a worthy follow-upper to her excellent predecessors. Walter Donahue is fine as the latest Will Parker, and Jerry Main, Mary Marie and Dave Malten add effectively in other stints. A further special salute should be given Jacqueline Sundt's Annie and Henry Clarke's Jud Fry. Balletwise, Claire Pasch, Philip Cook and Valentin Prospan distinguish themselves in the De Mille patterns.

In sum, the return of Oke is a happy addition to the summer scene. Undoubtedly, there is a new-busy group who have missed it originally and a whole new crop has grown up since it went away. There is money's worth to be had at the Broadway.

Bob Francis.

Dramatic & Musical Routes

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HONORABLE G.I.'S TEACH

U. S. Troops Patronize New Skatery in Tokyo

TOKYO, June 2.—Nikkatsu Sports Center has opened the first postwar roller rinks here in a bid for listing among the world's large rinks, says Kenji Yaelhaski, manager. Size of the rink is 75 by 165 feet, with the floor constructed of terra cotta. Seating capacity is

4,500, and with extra folding chairs it can be brought to 5,000. Roller skating is not new to Japan. In pre-war days there were five small arenas in greater Tokyo and each of the large cities of Osaka, Kobe, Nagoya and Kyoto had one each.

Award Sefferino Patent on Skate; P. H. Spot Closes

CINCINNATI, June 2.—Patent No. 2,554,062, granting eight claims for the so-called "flexible" roller skate has been awarded by the U. S. Patent Office to C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here.

Sefferino said he believes the skate will eliminate the fatigue element in roller skating and 50 per cent of the danger of falling.

Lou and Charles Meyer, operators of the Price Hill rink, are interested in the skate, said Sefferino, who revealed that plans for production and marketing of the skate are in the talking stage. It is possible, he said, that a manufacturing and sales organization for the skate will be set up in the near future.

The Price Hill skatery closes a successful season June 3. It will reopen in early September, following an interior refurbishing program this summer. During the inactive period some alterations will be made so as to provide more space for spectators.

Yuba-Sutter Area Skaters Click in RSROA PSW Meet

MARVSVILLE, Calif., June 2.—Skaters of the Yuba-Sutter area took their share of honors in the recent Pacific Southwest regional championships here of the Roller Skating Rink Operators' Association.

Area skaters took four first, five second and four third-place trophies during the three-day competition among 400 skaters from California, Arizona, Utah and Nevada.

Lawndale, Calif., skaters, with 300 points, won the team trophy, with Oakland second with 285, followed by San Mateo, 280.

Final-day results:
Racing, junior girls, Linda Ravencroft, Los Angeles; Virginia Ventura; Diane Jones, Oakland; Intermediate, women, Marilyn Drickson, Oakland; Delma Frye, Ventura; Joan Bost, Lawndale; Intermediate men, Bob Mordell, Menlo Park; Senior men, San Francisco; Glen Marshall, Lawndale; Men's Skippers, Lucy Robert, Ventura; Mario Shipper, Los Angeles; Margaret Lee, Oakland; Senior men, Ed Paul, San Francisco; Junior girls, Frances, Junior boys, Gary Castro, San Francisco; Dick Deatch, Marysville; Charles Smith, Long Beach; Junior girls, Terry Preston, San Mateo; Junior girls, Phoenix, Nancy Curtis, Marysville; Senior men, Oakland; Senior men, William Tobin, San Diego; Cross skater, San Gabriel Senior women, Alice Raul, San Gabriel; Nancy Barber, San Diego.

Pritchard Returns As Oaks Park Pro

PORTLAND, Ore., June 2.—As new professional this year at Oaks Park Roller Rink, Dale Pritchard returns to the floor where as a boy he learned to skate. Later, during the early part of the war, he returned to Oaks as pro before entering the army.

With his wife, Jeanne, Pritchard is conducting a successful course of classes, said park manager Robert Bollinger. Pritchard holds the pro slot Dean Songer held for several years until he became assistant park manager.

THUGS MAKE IT A ROUTINE JOB

HARTFORD, Conn., June 2.—Thieves broke into the Hartford Skating Palace last week for the second time in a month.

Manager Harry Neckes told police that \$10 was taken from a pinball machine and \$15 from a bowling machine.

Police said the rink was entered by breaking a rear window. Both machines had been ripped open with a pry bar. Last month the rink was entered and the same two machines broken open and rifled.

Detroit Strike Cuts Arena Biz

DETROIT, June 2.—Arena Gardens Roller Rink wound up its first season of operation under the Fred A. Martin-Carl King banner this week and shifts to a Wednesday-Saturday-Sunday policy for the summer.

While the season as a whole was good, the finale was disappointing, with business down about 60 per cent as a result of the six-week transportation strike. Younger patrons, the great bulk of the rink's patrons, were unable to get out with no public transportation available.

Martin left on a short trip to New York this week in connection with some industry planning. Despite his retirement as secretary of the Roller Skating Rink Operators' Association he retains a close association as counselor with leaders in the body.

Ralph D. Smith Appointed Manager Of New Canton Aud

CANTON, O., June 2.—Ralph D. Smith, former showman, has been appointed manager of the new Memorial Auditorium by Mayor Thomas H. Nichols. Position is a part time job at a salary of \$150 per month which will be doubled when the building opens this fall.

Smith, who is in a grocery business here, was formerly with Paramount Pictures Corporation, and from 1918 to 1929 toured the country managing concerts for Paul Whiteman, Fritz Kreisler, John Phillip Sousa and Geraldine Ferrar.

RSROA Enrolls 6 More Spots

DETROIT, June 2.—Six rinks have been added to the membership roster of the Roller Skating Rink Operators' Association, it was announced this week by RSROA Secretary-Treasurer Robert D. Martin.

They are Bitter Root Roller-drome, Hamilton, Mont., operated by Ralph E. and Peggy Barker; Bluffs Roller Rink, Ocean Grove, Mass., Henry G. Barthelme; Imperial Roller Rink, Ypsilanti, Mich., Newton and Runelda Clark; Midway Roller Rink, Middletown, O., Bernard Houck; Bedford Grove Rollerway, Bedford, N. H., Roscoe M. Mayo, and Lake Manawa Roller Rink, Council Bluffs, Ia., Leo and Ira Rice.

Music as Written

for Philip A. Waxman's "The Big Night." Whippoorwill's signed recording pact with Standard Transcriptions.

Ex-New York chirper Francine Palmer is the new vocalist with Vito Musso's orchestra. Gal replaced Mary Ann McCall, who left the band after appearing with them only on several break-in dates. Miss Palmer, who formerly sang with orks of Don Bestor and Lester Lamin, inked with Musso thru the Don Haynes-Ann Richardson p.m. agency. Thrush's first date with the newly formed band was Wednesday (23) at Oakland Calif. Musso's initial date on a North-west one-nighter tour. She'll be the only featured singer with the outfit.

Capitol Records last week inked the Four Knights, male vocalists. Group's initial release is skedded for early July. . . Jubilaires, another foursome, are still under contract to Capitol, altho they have been withheld from recording due to a contractual hassle between group's management. . . However, difficulties are expected to be ironed out soon and Jubilaires will rejoin Cap's active artist list, giving label two male quartets.

Local 47, AFM, Recording Secretary Maury Paul on vacation in the East prior to the union conclave in June. Paul returns here June 18. . . Paul Nero's "Big Trill March" skedded for preem Sunday (3) at MacArthur Park by the Los Angeles County Band. Nero will front the band for his clothing. . . Rafael Mendes's damage suit against Charles Koff is still pending. In another claim, both parties received rights to four songs each, setting the matter of who deserved royalties on the eight tunes. Queen of the Home Show Linda Peterson will be featured in the musical segment of the event, June 11 at the Pan-Pacific. . . Harry Geller is arranging for local TV shows. . . Ike Carpenter one-nighted last week at the Zenda Ballroom. . . International Sacred Recordings' new attraction, "Campus Christian Hour" this week celebrated its first anniversary on TV. . . "Ghost of a Chance" has been included in the flick, "A Millionaire for Christy." . . Key personnel for "High Noon" is now

complete, with the pairing of Dimitri Tiomkin as musical topper. . . Ewing Sisters signed to make Standard Radio Transcription diskings. . . Columbia's "Purple Heart Diary," starring Frances Langford, will have five musical numbers. . . Fred Astaire and Vera-Ellen waded two numbers from MGM's "Belle of New York." . . Robbins-Fest-Miller will publish Carleton Carpenter's "Every Other Day," theme of "Whistle at Eaton Falls." . . Phil Moore began work on scoring theme for the Frank Merivell TV series. . . Sam Lutz leaves June 11 for a six-week biz trip to N. Y. . . Seymour Heller, co-partner with Lutz in Gabelle-Lutz-Heller, arrives here June 14 to spell Lutz. . . Charles Tobias and Peter De Rose arrived last week to pen tunes for WB's "About Face."

Detroit

Elliott Lawrence's orchestra played a five-day engagement over the week-end at neighboring Walled Lake. . . Jack London, specialty pianist, is back at the Chic Show Bar. . . Mary De Lorie and Al Whyte are alternating on a new split-week policy at Bouche's Cocktail Lounge. . . Leamon Boler's orchestra is opening at the Club Juana. . . Bill O'Halloran, of the Delbridge and Gorrell office, is taking over booking of the remodeled-reopened Olde Wayne Club, leading downtown supper club, with Cass Paley and his trio, plus Charlene Manners, vocalist, as the opening attractions.

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'Hard Times' Event Big for Rollatorium

STOCKTON, Calif., June 2.—A crowd that packed the Rollatorium here attended a hard times party held May 27 to raise expense money for five local skaters who will participate in the July national championships of the United States Amateur Roller Skating Association in Alexandria, Va., reported Paul J. Gilbert, manager.

Exhibition skating went out the window that night, said Gilbert, the entire program being keyed to the inclinations of the plain skater. Numerous games and contests were staged, with as many prizes awarded. Skaters came dressed in all types of clothing, and skating rules, too, were dropped for the night. "Everyone agreed," said Gilbert, "that the plain skaters can still pack the rink to the rafters."

D. C. Shapes Showbiz Future

Continued from page 4

came into the TV act with further preparations for a June 21 confab with net distributors and dealers on a projected code of fair trade practices.

8. Overloaded with work and problems, FCC faced with misgivings its upcoming dates for hearings on theater TV channels and city-by-city TV allocations, the latter also involving some 700 prospective witnesses.

9. A new push for FCC encouragement of subscription TV emerged from Capitol Hill where Senator Benton introduced a resolution calling for its full exploration as well as a year's deferment on lifting the TV freeze.

TV Vs. Reg. W

10. TV industry's worries over mounting inventories reached Congress's attention formally yesterday (1) in a report by Radio-Television Manufacturers' Association to the Senate Banking and Currency Committee to provide for a 90-day moratorium on Regulation W in legislation replacing the current Defense Production Act.

11. Transit radio thruout the nation was in jeopardy yesterday (1) when the District of Columbia Court of Appeals in a stunning reversal of a lower court ruled that "forced listening to commercial broadcasts" is invalid. (The case now goes to Supreme Court).

In the whirl of events here, Allen B. DuMont Laboratories, Inc., couldn't resist bidding for Congress's attention by staging electrical demonstrations of its own TV allocations plan in the Senate Interstate and Foreign Commerce Committee chamber. Similar to demonstrations performed in New York, the show was highlighted by testimony from Dr. T. G. Goldsmith Jr., research director at DuMont, who contended that FCC's proposed TV allocations plan is "inefficient and will foster monopoly."

Viewed as one of the topmost causes for unprecedented attention commanded by TV in the nation's capital is the delicate issue of TV programming, perhaps one of the most controversial issues of its kind. Democratic majority leader Ernest W. McFarland (D. Ariz.) and Chairman Johnson, of the Senate Interstate and Foreign Commerce Committee, in the wake of this week's Benton testimony, declared their willingness to consider the feasibility of establishing a national citizens advisory board to submit annual "blue book" reports to the FCC and Congress on surveys of TV programming. At the same time, both lawmakers strongly cautioned against any move that will imply censorship or excessive regulation from Washington. Senator Johnson stressed that the Benton-proposed citizens' board should be "restricted to an advisory capacity."

Roadshow Rep

FREMONT TURGEON has been presenting his show around Winnepeg, Can., to good returns. Turgeon has a newly designed trailer for a platform show and will move out in show use three people. . . . Eddie LaTior is set to play a circuit of small towns around Newport, Vt. with a series of 16mm. film that he used the past winter. . . . Doc B. S. Joyce advises from Laramie, Wyo., that he has finished his solo show season and will go to a platform soon. Joyce reports a good winter and spring tour and adds that he's assured of playing the same territory next year. . . . Porter Griffin will start on his third year of 16mm pic in camps and summer spots in Northern New York. . . . Dorell Players, a new group, are planning a summer swing thru Northern California and Southern Oregon. Unit has four in its cast. . . . Taylor Brown reports from Liberty, Tex., that his platform show is working to good business.

CLYDE BURGESS is working around Raton, N. M., with his trailer-museum to successful results. He recently completed a good winter in West Texas halls. Burgess says that wherever possible, he spots his show near the town centers when an empty store is available and works his museum and wax figures in the store. Following a winter in Lone Beach, Calif., Joe Kelleher has taken to the road. After a long hop to Northern California, he'll move into Oregon where he has his tent stored.

There is no doubt here about the impact created on Congress by thousands of communications pouring onto Capitol Hill from educators at all levels imploring congressional support for TV channels. This drive has brought into focus more sharply than ever the issue of TV programming with educators having criticized the commercial brand and promised improvement, while commercial TV interests have cited their own achievements in public service telecasting which, they have insisted, calls for funds and talent generally unattainable by educational institutions.

Reflecting sentiment voiced by numerous lawmakers, Sen. John W. Bricker (R. O.) said this week, "I can't remember when any single issue ever resulted in such a flow of mail and ever aroused so much interest." The educational TV issue has snowballed ever since FCC Commissioner Frieda Henock launched the crusade for educators, and it appears likely to dominate FCC's upcoming July 9 allocations hearings as well as congressional deliberations.

The programing issue erept into the Supreme Court's 8-1 color TV verdict, too, this week. Associate Justice Felix Frankfurter in his separate "dubitative" opinion questioned the FCC's avowed need for haste in bringing color TV to the public. The jurist, deploring "man's tendency to use new inventions indiscriminately or too hurriedly," went on to make an undisguised reference to the educational drive, stating: "Doubtless, television may find a place among the devices of education; but much long-headed thought and patient experimentation are demanded lest uncritical use may lead to hasty jettisoning of hard-won gains of civilization."

The rational process of trial and error implies a wary use of novelty and a critical adoption of change. When a college head can seriously suggest, not by way of irony, that soon there will be no need of people being able to read—that literacy will be the saving of wasteful labor—one gets an idea of the possibilities of the new barbarism parading as scientific progress.

Coy Sees Color Inching Ahead

Continued from page 4

system as follows: "The committee recommends that color be added to the existing broadcast service by utilizing the present black and white standards to transmit all the necessary information concerning the brightness—that is, all the information necessary for a good black and white picture, comparable to the present service.

"And by adding the necessary chromatic information to color the picture on a subcarrier transmitted simultaneously with the 'brightness' signal and contained within the video band. To detect this subcarrier reference or color sync information is added to the present sync signal during an interval of time available for this in the present standards."

WASHINGTON, June 2. — A long-drawn-out development phase for commercial color TV during which the door will stay open to the possibility of dual standards, is envisioned here by Chairman Wayne Coy, of the Federal Communications Commission. Reflecting the judgment of most of the top strata of the Commission, the Coy view emerged in the wake of the Supreme Court's 8-0 verdict Monday (28) upholding the FCC's standards in favor of the Columbia Broadcasting System's color TV.

With most of the commissioners in accord, Coy expects color TV to make its appearance "very gradually as black and white did." Despite the high court's decision, which gives the green light for immediate color TV under the CBS system, the outlook is clouded by handicaps and uncertainties more than reminiscent of the pioneering era of monochrome TV. Chief among the handicaps are growing materials shortages under the defense program, a program which has a lengthy and indefinite timetable fraught with innumerable unpredictable factors depending on the global situation. Coupled with this is the current TV freeze, which will keep a lid on expansion of TV licensing or the balance of the year and maybe much longer. In government and trade circles, it has long been speculated that lifting the freeze by the year's end

London Dispatch

By LEIGH VANCE

Continued from page 2

largely Communists—to buy tickets, was fined \$300 here. Manager and producer were also fined "for a complete disregard for the law."

16 Teachers Out

At Old Vic School . . . Trouble has hit the Old Vic Theater School, cradle of so many British and American actors. All but one of their 16 teachers resigned this week in protest against Administrator Llewellyn Rees, one-time Equity boss. Fuss was over policy. So far the governors back Rees.

Paris Peek

By ART ROSETT

Continued from page 2

Victor Records, and Leonard Smith, London artist director of Columbia Records, were sitting nearby patiently waiting to hear Frank's golden voice. "Spring fever" is the reason.

Dormonde Booked

For Europe Tour . . . George and Tim Dormonde, sensational uncle-father and son act, will work the Gaumont Palace for the first week in June, and are then booked thru the Scandinavian countries, Belgium, Switzerland and Greece until November 1. . . . Dick Collins has been signed for a part in Ray Ventura's flick, Monte Carlo, starring Jules Munshin, Donna Reed and Michele Farmer.

Drivin' 'Round the Drive-Ins

INTERSTATE THEATER Circuit has opened its latest drive-in, the Oleander at Galveston, Tex., with Myron Huddigan as manager of the 800-car spot. . . . Wagon Wheel Drive-In which opened this month at Spearman, Tex., under direction of J. W. Wilbank has a ramp where eight airplanes may park. Two lighted runways are available for pilots to land and take off in their craft. . . . Two key members of Statewide Drive-In Theaters, San Antonio, have been recalled to active duty with the Army Air Force. Dick Landsman, city manager, is a second lieutenant at Kelly Air Force Base, while John Berkhart, assistant city manager, is a first lieutenant at Lackland AFB. . . . Construction has been started on a 700-car drive-in for the Long Theater Circuit, Texas City, Tex., according to Joe Brown. It is expected to be completed within six to eight weeks. National Production Authority approval was granted for the drive-in. . . . Robert S. Anderson, a veteran of over 20 years' experience in theater management in Florida, has been appointed manager of the Main Street Drive-In Theater, Jacksonville, according to announcement by officials of Talgar Theaters, Inc., of Lakeland, Fla. Anderson has been with Talgar since January 1.

SAN FRANCISCO'S first drive-in theater, the Ozoner, opened Tuesday (28) featuring a complete playground area. Theater was built by an organization headed by Robert Lippert, Hollywood film producer. Playground includes a 24-passenger, Diesel-powered miniature train, snack bar and a cage of monkeys. Featured opening night was Fearless Fagan, the lion returned here from Mills' Circus. The animal's owner, G. I. Floyd Hueston, also appeared opening night. . . . Shank-weller's drive-in, Field, Pa., has been converted from 16 to 35mm. operation and is being operated by E. M. Miller. . . . Tri-State Theater Service, new film booking and buying service in Philadelphia, is handling that phase of the operation for the Sandy Beach Drive-In near Harvey's Lake, Pa. . . . Allied Buying & Booking Service, Philadelphia, has added Burnham Drive-In, Lewistown, Pa., to its list of clients. Stanley Rothermel owns the spot.

STAFF of the reopened Hartford Drive-In Theater, managed by Jim Cotoia, consists of Agnes Thompson and Sally Harries, cashiers; Peter DeCarri and Arthur Van Sicken, projectionists, and Thomas Harries, William Hunt, Robert Jones and Frank Whittier, outdoor aids. . . . Norman Turgeon has been named concession manager of the Pike Drive-In, Newington, Conn., replacing Tom Shea, resigned. . . . The Starlite Drive-In Theater Corporation of Stamford, Conn., has filed a certificate of incorporation with the secretary of state at Hartford, listing as authorized capital, \$50,000; starting capital, \$1,000; stock, 500 shares, \$100 par. Incorporators are T. Ward Clancy, Frank P. Barrett and T. P. Abbott.

LIONS DRIVE-IN THEATER at North Vancouver, B. C., premed to a capacity crowd May 16. Tickets for the opening went on sale two weeks in advance. . . . Surrey Drive-In Theater, Surrey, B. C., bowed for the season early in May. . . . Burnaby, B. C., does not intend to permit

construction of any more drive-in theaters on main highways or major roads. On May 14 Municipal Clerk Charles B. Brown was instructed to bring down a by-law to amend the town planning act which at present permits erection of outdoor theaters in commercial areas. . . . A bill to prevent the building of any drive-in theater adjacent to a public highway in Bay County was passed May 18 by the Florida Senate. . . . No existing theater is affected by the measure. . . . Ed C. Johnson, president of Allied Theaters of Michigan, has purchased a part interest in Tuscola Drive-In, operated by Berman Theater Circuit at Bay City, Mich.

LOCKWOOD AND GORDON THEATERS have opened the 700-car capacity New-Irk Drive-In, Norwalk, Conn. William Hayes, formerly with New England Theaters circuit, is manager. . . . Willard B. Rogers, president, Will Rogers Drive-In Theater Corporation, Manchester, Conn., has a collection of more than 350 canes, including Premier Eamon DeValera's mace; sword canes; a cane headed with a walrus tusk, and unbreakable glass canes. . . . George E. Landers, Hartford, Conn., division manager of E. M. Loew's Theaters, has announced the appointment of Bruno Weizgarten, manager, Norwich-New London Drive-In, Montville, Conn., as acting manager of the circuit's newly opened West Boylston (Mass.) Drive-In. Hector Frascara, will manage the circuit's new 850-car capacity Farmington (Conn.) Drive-In.

CARL HELLPEN, pioneer outdoor theater manager, has severed his 35-year connection with E. M. Loew and is planning to enter the radio field. Helppen opened and managed the original Loew outdoor theater in Millard, Conn., and has handled the house since its inception. He severed his association with the company early this May after opening the house for the current season. . . . The Theater-Under-the-Stars, only drive-in on Prince Edward Island, will have its capacity enlarged to 400 cars and a larger screen installed. Sandy Saunders, winner of the Canadian government's Distinguished Flying Cross, is the owner. He has six men serving the cars from a mobile canteen. Saunders is aiming at tourists from the mainland. There are two ferry services between the island and mainland.

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(For Complete List, See Page 48)

The Final Curtain

BAKER—L. C.
74, for 50 years a novelty confectionaire at farm, May 25 of infirmities of old age. He was born in Harrison County, Ohio. Burial May 28 at Aurora, Ky.

BARLOW—William L.
54, until 1940 newspaper, radio and publicity man in Cincinnati, June 1 in Good Samaritan Hospital, that city. Barlow had been city editor of The Toledo Times and other Midwest newspapers prior to becoming publicity director for the Kroger Grocery & Baking Company in Cincinnati in 1933. Barlow served in the publicity department of Station WLV, Cincinnati, for nine years, and in 1944 was appointed director of public relations of Station WJMR, New York. The following year he accepted the same post with Station WJWC, Cincinnati, but later returned to WLV. Survived by his widow, Olga, and two daughters, Mrs. Arthur Reilly, Hurlfontaine, D., and Mrs. Deane A. Shields, Koscusko, Miss. Burial in Gate of Heaven Cemetery, Cincinnati, June 8.

BERKOWITZ—Sam,
77, confectioner, May 30 at Durham, N. C. (Details in Carnival Department.)

BOWMAN—Randy P.
72, former circus and minstrel show agent, at Jeanette, Pa., May 28. He joined Lewrey Kelly's show in 1921 and retired about 10 years ago. Details in Circus Section.

CANEVATA—James C.
67, father of actor Canada Lee, May 26 at New York. Survived by his widow and two other sons.

CELLEN—John E.
81, former minstrel owner-manager and carnival operator, recently in Florida. He in 1896 Cullen was with the Duffy Jubilee Company. Cullen's specialties frequently touring with such shows as Leon W. Washburn, Harry's and Donnelly & Hatfield, He and his manager, Harry, often carried American Minstrel and "South Before the War" Company, and he and Roy Smith toured the Smith Circus Shows. Carnivals on which he had minstrel shows included the Ruben & Cherry and Cullen, N. Y., and a brother, Patrick, Watkins Glen. Burial in St. Mary's Cemetery, Watkins Glen.

DANKER—William P.
veteran pickman, in Bellevue Hospital, New York, May 28. He had suffered with a kidney ailment for several years. A brother, Owen Danker, New York, survives. Burial in that city.

DIXON—E. L. (Pat),
Irishman player with various circuses and carnival bands, May 26 at his home in Oshessee, Tex. Survived by his widow, three children, three sisters and a brother.

ELIAS—Mrs. Ella Newman,
former vaude and circus performer, May 28 in Crouse-Ingalls Hospital, Syracuse, N. Y. She was the wife of the famous vaude and circus performer, Harry Newman. Her husband died in 1928. She was a member of a circus which included her brother, Fred Newman, and her sister, Mrs. Cattie Pelt, which played in this country, England, Germany and Australia. At one time she had an acrobatic act of her own. She was a member of the National Vaudeville Artists Association. Her remains were cremated in Morningdale Cemetery, Syracuse, May 31.

FARLEY—Frank,
61, former chief production rep in Europe for Paramount Pictures and chairman and managing director of an affiliate, Paramount British Productions, Ltd., May 28 in New York. He joined the movie production department after an army hitch in World War I and in 1926 was sent to Paris where he created production divisions for the company in several European cities. In 1940 World War II broke out and he switched operations to London. English-made films which he handled produced details in "What's Hot and What's New" and "Doubler of Darkest" and was responsible for bringing movie players Carole Lombard and Paul Verbitski to America. His widow and a half-brother survive.

FISLER—Minnie,
64, former union law performer, suddenly May 29 at her home in Los Angeles. One-time member of the "Fisher Sisters" double-team act, she had performed with the old P. T. Barnum Circus. Retired for several years, she served as pianist at the Pacific Coast Showmen's Ladies' Auxiliary. No known survivors. Services May 31 with burial in the Ladies' Auxiliary plot, Showmen's Rest, Los Angeles.

FOOTE—Harry,
47, Broadway minstrel, in Atlantic City for over 30 years, May 28 in Atlantic City Hospital, following a short illness. Surviving are his widow, Claire, a daughter and a son. Services and burial May 27 in Atlantic City.

GAMBLE—Betard,
24, former, known through Texas and Oklahoma as "Pie-Eyed Piper," May 28 in Monroe, La., of a heart attack. Survivors included a brother, Ernest, Dallas. Burial in "Nashville," Tex.

GREY—Maude,
79, legit actor, manager, director and press agent, May 28 in Washington, D. C. When five years old he debuted in "A Midsummer Night's Dream," a role in which he appeared 1,000 times. He toured England with the Ben Greet group in 1904. He was Richard Mansfield's secretary for several years and later managed George M. Cohan's production of "The Royal Vagabond" and "Laughing Lady" with Ethel Barrymore. In 1922 he managed and acted with Fay Bainter in "The Man Who Changed His Name." Since that time he and his wife have been in the City Academy of Dramatic Art in Washington. He has his wife and a sister.

CARL HADA

JUNE 1, 1950

One year ago today that sad day, when one I loved was called away, I feel that my heart is still still, loving you.

STELLA HADA

HES—John Henry,
79, British pianist, May 29 at his home in Birchington, a suburb of London. He organized the British Brass Band in 1922, he managed and acted with that country's top musical display. He is also credited with popularizing American and European park devices in Europe.

LANGWAY—Walter (Lanchy),
47, confectioner on the George Clyde Show, May 27 in Coaling, Pa., of a heart attack. He had been an outdoor trouper for 26 years. Survived by his mother, a brother and a sister, Worcester, Mass., where the body was sent for burial.

LOWMAN—Perdew C.,
75, former actor of the Swiss Garden, one-time popular Cincinnati player, June 25 in General Hospital, Cincinnati. He had been in the city since 1921 until his death in 1928. Survivors include two sons, John and Walter, and a sister, Mrs. Ruth Sherman, Burial in St. Mary's Cemetery, Cincinnati, May 28.

MARIO—Queen,
M, lyric soprano with the Metropolitan Opera Company from 1922 to 1930, May 28 in New York. She had studied in New York, where she was rejected twice after auditions for the Metropolitan. She was finally engaged by Fortuna Gallo's San Carlo Opera Company. Her debut came in "Tales of Hoffman" in 1912 at the Shubert Theater in New York, and she remained with the company three years. She sang the title role in "The Merry Widow" in 1921 and the Spring in "The Merry Widow" Opera Company that summer and bowed at the Met on Thanksgiving Day, 1922, as "Micaela" in "Carmen." She created popularly fame as Oriole in "Hansel and Gretel," and she sang her farewell concert in "The Merry Widow" in addition to these engagements, she created in America the leading role in "Ravel's L'Enfant et les sortilèges" while touring with a San Francisco group between 1923 and 1924 and returned to the Ravinia Company in 1924-31. Starting in

1931, she taught at the Curtis Institute in Philadelphia for three years, instructed in voice and operatic acting at Juillard Graduate School in New York and also operated a private studio. Her marriage to Wilfred Pfeiffer, Met conductor, in 1925, ended in divorce in 1936.

G. A. Richards

George A. (Dick) Richards, perhaps one of the most prominent broadcasting executives in this country until the advent of television, and controlling figure in three maximum-power, 50,000-watt radio stations, died in Detroit May 28. He was 62. Richards' stations were WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles.

It was the latter station where the charges of news-slanting originated three years ago, propelling Richards into one of radio's more stormy roles wherein he fought the Federal Communications Commission vigorously.

Before becoming prominent in broadcasting, Richards was successful as an automobile dealer. A great sports fan, he also was the owner, for some years, of the Detroit Lions, pro football team. He sold the team in 1940 because of a heart ailment.

SCHWAB—Lawrence,
37, producer, co-author of many Broadway musical hits, May 29 at Southampton, N. Y., after suffering ill two days previous at his home by Montauk Point home. Born in Boston, he was a drama critic for The Boston Herald and the Herald Tribune. Following a stretch in the navy in World War I, he joined the Wilmer & Vincent Agency in New York as a theater booker and also began to write, produce and book vaude hits. "The Gingham Girl," his first full-length show, produced in 1922, was relased from one of these. In 1924 he entered partnership with Fred Schaeff and "The Little Devil" was their first show. The association continued thru 1937, and shows in which Schwab participated as author or producer include: "Captain Jack," "Queen of the Desert," "Good News," "The New Moon," "My Wife," "Page One," "The Merry Widow" and "The Merry Widow." In 1938 the partners had 17 units playing four of their shows here and abroad. The success of these productions included Edward O. Robinson, Mary Martin, Jack Haley, Evelyn Herbert and Frank Morgan. The Schwab-Mandel team began producing musicals in Hollywood during 1929 for Paramount, 20th Century-Fox and Metro-Goldwyn-Mayer. In the 1930's he put on open-air revivals of his shows for the St. Louis Municipal Opera Company. During 1938 Schwab was associated with Buddy De Sylva, Dwight Dyer, Walter, Oscar Hammerstein II and more recently, E. Y. Jeter, with whom he staged many of his successes under canvas at Miami and St. Louis. Schwab was married to Marie J. Jeter in 1928. Survived by his widow, the former Mildred Leona Brown, who appeared in many of his shows, and a son, Lawrence Jr.

SCHWARTZ—Harold A.,
39, former magazine known as Harvards, recently in Erie, Pa., died in Cleveland. A member of the International Brotherhood of Magicians, more recently he had been an agent for the Bankers Life Insurance Company. A brother, Walter A. Schwartz, Bridgeport, Conn., is also a magician. He also leaves his wife, Ada, Canton, O.; his mother, Mrs. Margaret Schwartz; a sister, Mrs. Alice Dillon, Schererville, N. W., and another brother, Louis, Hampton, Conn. Burial in Forest Hill Cemetery, Canton.

THINHOE—Mrs. Gertrude Thomas,
81, costume designer, May 30 at her home in Glen Cove, N. Y. She created the part of Bolshoi in Francis Hodgson Burton's "Katharine Tegen" in 1926 and, during the same year, she also starred in the child's part in "The House of the Seven Gables" at the Thibodeau stock play production in New York when she was 18. He later built the first plant in this country to manufacture movie films, setting out in 1906 and retiring. In addition to her husband, she is survived by a daughter and a son.

Marriages

ROUBAS—FELDMANN—
Sylvan S. Roubas, son of the president of 20th Century-Fox, and Barbara Jane Feldmann, 29 in New York.

REYNOLDS—FINNIGAN—
27, dancer and actress, Cunningham, dancer and film actress, May 29 in Tijuana, Mex.

WALKER—DREW—
William T. Walker, former Detroit advertising executive, and Ellen Drew, film actress, May 30 at Walker's Ranch, near Indio, Calif.

Divorces

KEenan—
Anne Nagel, pic actress, from James H. Keenan, lieutenant in the air corps, May 26 in Los Angeles.

MARY—
Ray Marie from Grover Mars, film comedian, May 14 in Los Angeles.

NAGE—
Mary from Frank J. Nage Jr., violinist with the Connecticut Symphony Orchestra, May 4 in Bridgeport, Conn.

Magicos Make With Mirrors

Continued from page 1

ful gathered from all over the world—from such diverse places as India and Tin Pan Alley—the former represented by P. C. Sorcar, illusionist from Calcutta, and the latter by that local master of illusion, Richard Himber, a Brill Building refugee seeking temporary sanctuary.

Others were present from all 48 States, Canada, Guatemala, Cuba, England, Australia—even Barney's, the men's clothing concern, was there in the person of Paul Morris. Dentists, florists, paper manufacturers and virtually every profession and trade was represented.

There was some evidence, however, that serious magicians were becoming concerned over the kind of membership to the magic fraternities. Ed Drane, of Chicago, newly elected national vice-president of the SAM, stated the organization during the coming year would make a membership drive—but SAM wants only those people who take the art of magic seriously, members who would not divide trade and organizational secrets. Too, at one of the meetings of the IBM, considerable discussion was given to the matter of keeping "outsiders" away from the convention.

SAM and IBM elected new officers. For the SAM the new brass is topped by Ace Gorham, president of New Hampshire. Others are Ed Drane, Chicago, international vice-president; and four regional vice-presidents, as follows: John N. Booth, for New England; Harry Baker, Middle Atlantic; Chick Schoke, Middle West, and Dr. T. Askid, West Coast. National treasurer and secretary, respectively, are Jean Hugarud and Lynn Boyar. Retiring SAM president is Richard DuBois.

IBM elected James E. Lake, of Toronto, president; Arthur D. Eichenbach, Allentown, Pa., first vice-president; Forrest P. Hendricks, St. Louis, second vice-president; Dr. A. L. Baldwin, Pittsburgh, secretary; Mrs. Hazel M. Krock, Kenton, O., treasurer. Members of the executive committee are Verne Uker and Evans Morgan. Retiring president is Walter W. Coleman.

Alka Seltzer Show Now on Two Webs

NEW YORK, June 2—Miles Laboratories grabbed off two network audiences with one show this week, when it signed to sponsor 15-minute musical show Alka Seltzer Time over the Mutual Broadcasting System, beginning June 18. Miles has had the same program for some time over the Columbia Broadcasting System.

However, the CBS airer is slated across-the-board at 6:30 p.m., while the Mutual buy will reach daytime listeners in a noon to 12:15 p.m. time period. The airer, which replaces Kate Smith on Mutual, emanates from Hollywood and features Curt Massey, Martha Tilton and Country Washburn's ork. The Mutual deal marks first return to the web for the drug outfit since it dropped its sponsorship of Queen for a Day in an economy move last January. The agency is Jeffrey Wade, Chicago.

Births

BARTIS—
A daughter, Kathleen, to Mr. and Mrs. Reine Darb recently in Christ Hospital, Cincinnati. Father is a program executive with W-T, Cincinnati.

HILDBRAND—
A son to Mr. and Mrs. Rudy Hilbrand May 23 in Temple Hospital, Philadelphia. Father is associated with his father, Paul Hilbrand, in the operation of the New Look and Holiday Manor night clubs in that city.

LAUBER—
A daughter, Deborah Kay, to Mr. and Mrs. William E. Lauber in Meriden, O., May 18. Parents are with Gooding Amusement Company.

MUNSELL—
A son to Mr. and Mrs. Warren Munsell Jr. recently in New York. Father is general manager of "Darkness at Noon," legit play.

RUSSELL—
A son, Jack Dennis, to Mr. and Mrs. Jack Russell recently. Father is a circusian.

ies. In the dealer sessions, the dealers themselves demonstrated their merchandise, which could be bought at dealer booths in the convention.

The convention was covered by press, newsreels, radio. One of the outstanding events was the "Close-Up Magic" session. Here, before an artist doing close-up magic could be watched by only a small audience—those very close to him. Thru special arrangement with the Radio Corporation of America, however, 20 giant screen TV receivers were placed around the convention hall. A camera picked up the magician working at a table, and all in attendance in the hall could comfortably see the act over the various TV screens. The telecast was a closed-circuit affair, handled Monday 28 by WOR-TV cameraman.

Another highlight was the showing of the first Grand Magic Historical Exhibit. The collection, made possible for the joint convention thru the co-operation of the Magic Collector's Association and under the direction of Dr. Ben B. Braude, was insured for \$250,000. Included were the Ernie Bamberg heirlooms, posters, engravings, prints, Magic Discs, Magic of Witchcraft, Lester Grimes' puzzles, a display of Houdini's, the Edison Wands, the Fowler Phenological Head, Hoffziner's Card Rise Box and numerous other items.

Performers and Exhibitors

Notable names in magic who performed at the various shows were Melbourne Christopher, the Jarets, Al Flosso, Bob Brown, Lady Frances, the Olivers, Mystic Craig, engravings, prints, Magic Discs, Magic of Witchcraft, Lester Grimes' puzzles, a display of Houdini's, the Edison Wands, the Fowler Phenological Head, Hoffziner's Card Rise Box and numerous other items.

Dealers' exhibits included Louis Tannen, New York; Haines' House of Cards, Norwood, O.; Paul A. Oldam, Irvington, N. J.; Berg's Magic Studio, Chicago; Minkus Magic Shop, West End, Pa.; Unique Magic Studio (Harry Stanley), London; Karson Xclusives, Newark; Merca Magic Studios (Ted Collins), Newark; Regow's Magic Studio (J. Swoger), Pittsburgh; Yogi Magic Mart (Phil Thomas), Baltimore; Silk King Studios (Harold Rice), Wynnewood, Pa.; Don Redmon Co., Louisville, Ky.; Magic (Eli Eckman), Rochester; Fleming Book Co., York, Pa.; H. Marshall & Co., Akron; Merv Taylor Co., North Hollywood, Calif.; Lee's Magic Studio (Wallace Lee), Durham, N. C.; Bullseye Amusements, Madison, Wis.; Chanin's Studio of Magic, Philadelphia; Abra Cadabra Show (James A. W. Killip), Philadelphia; E. J. Moore, Boston and New York; Max Holden, New York; Peter Raven, New York; Chick Kueser, St. Louis; Gene Gordon's Magic Shop, Buffalo; Ed F. Massey, Ardmore, Pa.; U. F. Grant, Columbus, O.; Scott's Magic Products, Inc. (Frank Silver), New York.

Al Baker and Jean Hugarud were honorary chairmen of the convention, with Rowland D. Goodman general chairman. IBM's next convention will be held in St. Louis, and that of SAM in Boston. Dates are not yet set.

MAGI IRKED BY HIMBER TRICKS

NEW YORK, June 2—Richard Himber this week landed in the cellar on the magicians' popularity parade. The maestro, long enmeshed in the art of magic, wanted to participate and be photographed at some of the functions of the magicians' convention at the Hotel Commodore. He was told he'd have to pay the \$17 registration fee. Himber made out a check, but later told the exec in charge of registration that he would sign a statement. He wouldn't mind spending that money for a charity, Himber said. What really irked the magi, tho, was Himber's appearance on the dealers' show Tuesday (29). He devoted so much time to demonstrating his routines that a number of dealers did not have the opportunity to show their merchandise.

FANNY BRICE

Fanny Brice, 59, radio's "Baby Snooks" and stage and screen comedienne in former years, May 29 at Cedars of Lebanon Hospital, Hollywood, of a cerebral hemorrhage. Born in New York, her first stage appearance came at 13 in Keeney's Theater, Brooklyn where she won an amateur contest by singing "You Know You're Not Forgotten by the Girl You Can't Forget." Next came a job in a movie house that included piano-playing, singing and aiding in the projection room. At 16 she applied for the line of the Cohan-Harris revue, "Talk of New York," and remained until Cohan decided she could not dance. She sang in burlesque houses around New York before Florence Ziegfeld saw and hired her. My Man was introduced by her in Ziegfeld's Folies-les-chaussee while she was on ballet, fan and modern dancing; Camille, with W. C. Fields and a satire on Theda Bara.

She was a standard attraction of the Follies almost every year starting with 1916. Over the years she was billed with Eddie Cantor, Will Rogers, Fields, Willie Howard and other headliners in such shows as the Follies, Music Box Revue of 1924, Steve and Lew and Billy Rose's Crazy Quilt. She tried straight drama once, Fanny, a David Belasco production, in 1925 without success. She went to Hollywood to play in My Man, returned to Broadway and went back to the West Coast for The Great Ziegfeld, Everybody Sing and Be Yourself.

The Baby Snooks character was created for private amusement, added to the Follies and introduced to radio in 1938. After an 11-year run the show left the Columbia Broadcasting System but as sponsored she resumed the role in November, 1949, under a long-term contract to the National Broadcasting Company.

Her first husband was Frank White, whom she divorced in 1911. In 1918 she married Jules W. (Nicky) Arnsin, again obtaining a divorce in 1927. Two years later she married Billy Rose but was divorced in 1937. Surviving are a son, William Brice, and a daughter, Mrs. Frances Stark, the children of her marriage to Arnsin; a brother, Lew Brice, and a sister, Mrs. Caroline Russak. Services were held May 31 at Temple Israel in Hollywood.

Chimp Bites Wagner, Owner Loses Finger

Cavalcade Op Recovers From Attack; Org Shifts Route, Moves Into Ohio

TERRE HAUTE, Ind., June 2.—Al Wagner, owner-manager of the Cavalcade of Amusements, is recovering here in Union Hospital from a chimpanzee attack Thursday (31) that cost him the loss of one finger. His condition today was described "as satisfactory," and it was indicated that he will rejoin the show next week at Hamilton, O.

Wagner was badly clawed and bitten while exercising his pet chimp. Knocked down, he was

clawed and bitten about the legs, arms and one hand. Hand bites were severe and necessitated the amputation of the middle finger of the right hand.

The Wagner org racked up what is believed to be its biggest day of the season Decoration Day. Weather was ideal, with patronage heavy from 4 p.m. thru the evening.

Org opened on schedule Tuesday night (29) following a hold-over Sunday (27) in Evansville, Ind. Show site here is exceptionally tight, with new home construction cutting into what even normally would have been a small lot.

Ray Marsh Brydon, independent show operator, is to join at Hamilton with seven shows, including a fat girl unit, Posing Show, Peep Show with Diane Ross and her monkey, and a gal revue.

Recent visitors to the show included Roy B. Jones, John (Sheik) Lempert and Charles Teichner. George Harr, special agent, was called home due to illness of his wife.

Portola Assn. Seeks \$100,000 For '51 Event

SAN FRANCISCO, June 2.—The Portola Festival will be held this year in October, providing ways and means can be obtained to raise approximately \$100,000 needed to finance the show. If staged, the festival will have a theme in keeping with the times and feature a mammoth parade, gay-ways in several sections, a queen contest and an event either in the Cow Palace or Kezar Stadium.

The Portola Association, a non-profit organization, is seeking to clear off last year's indebtedness before going into the 1951 plans.

Should plans for the event materialize, Charles Teavin, parade expert and world's fair executive, will serve as executive director. Cyril Magnia continues as association president, with Charles Rosenthal executive vice-president and manager. Altho Art Crager has been mentioned as contest director, it is unlikely that he will be able to serve. At present he is connected with the Central Valley Project Celebrations staging the event in Tracy.

Atlantic City Holiday Crowd Hits 200,000

ATLANTIC CITY, June 2.—With the Rotary International in convention here, it was estimated that the Decoration Day (30) throng reached 200,000 persons in favorable weather.

Bill at George A. Harnd's Steel Pier included singer Mel Tormé on the stage, Art Mooney's ark in the ballroom and Kirk Adams, Betty Rooney, La Paloma, Russ Dotson Divers, Von Schmitt and the Tumbling Nemos in the thrill circus and water show at the ocean end of the pier. Million Dollar Pier also was in full swing.

At Sunset Beach Park, Almnessen, N. J. Oscar DuMont's orchestra and fireworks were the added attractions for the holiday. Paroff Trio, aerialists, were the first free act of the season at Clemenson Lake (N. J.) Park, and the South Philadelphia String Band were the feature at Forest Park, Chalfont, Pa.

EXHIBIT SUPPLY IN 50TH YEAR

CHICAGO, June 2.—Exhibit Supply Company, one of the major producers of arcade equipment, this month celebrates its 50th anniversary. Firm, started in 1901, has specialized in such items as card vendors, diggers, games and other amusement devices which are widely used in outdoor show business. For complete details of the celebration, see the Coin Machine section this week.

ALFRED FOREST KILLED IN FALL

DETROIT, June 2.—Alfred J. Forest, 24, high act, was killed here Friday (1) when his sway pole snapped while he performed on the lot of the Down River Amusement Company.

A windstorm struck during the act which was witnessed by about 250 persons. Forest was a resident of San Francisco.

Grosses Soar In Smash Park, Carnie Debuts

Continued from page 1

40 per cent climb. Akron, Des Moines, South Bend, Ind., and Wichita, Kan., funspots won 20 to 30 per cent increases, but some Michigan spots were restricted by employment or transportation factors. Weather was good throughout the area.

Most carnivals have been garnering good takes and on Decoration Day they continued to exceed 1950 grosses. Among circuses, Ringling Bros. and Barnum & Bailey drew two capacity houses at Lancaster, Pa., for the holiday, and other free-lance shows did comparable business. Circuses using local auspices played to anticipated weaker holiday houses, but have found the season as a whole ahead of 1950.

Joyce Reports Top Action for Western Talent

PHILADELPHIA, June 2.—With pre-season week-ends, attended by good weather, giving the parks and groves featuring Western talent a head start, Jolly Joyce Agency reports heavy bookings of top talent for the coming season.

For the Circle A Ranch, Haddonfield, N. J., Joyce kicks off the season tomorrow (3) with a championship rodeo, with June booking bringing in Hawkshaw Hawkins plus Bud Messner and his Skyliners June 10; Sally Starr and her Forty-Niners plus Kenny Roberts, June 17, and Johnny Olsen's radio and TV show, June 24. Hawkins also is set for a return trip August 5.

Spotlighting the Western names on Wednesday and Thursday nights, Rocky Glen Park, Mooresville, Pa., opens the season June 6-7 with Jesse Rogers and his group, with Wilf Carter (Montana Slim) for June 13-14, and Grandpa Jones and Ramona June 20-21.

For Tourist Park, Halifax, Pa., Joyce has Montana Slim coming in June 10, LuLu Belle and Scotty, June 17; Wilma Lee and Stoney Cooper and their Clinch Mountain Clan, June 22. Hawkshaw Hawkins is set for August 12 and Texas Jim Robertson for August 19. Joyce also has Montana Slim playing the Bar M Ranch near Rochester, N. Y., tomorrow (3), with a June 24 date plus an August 19 return date at Sally Ann Park, Meritztown, Pa.

Meridian Op Sets Record

MERIDIAN, Miss., June 2.—Island Park opened its season May 26-27 to bang-up business in connection with Old Settlers' Week. A record crowd of 5,000 gave rides and concessions good play. Warm weather aided the take for Island Park's renovated swimming pool.

Jack Smucker, of Detroit, vacationing here, has the Merry-Go-Round, Mr. and Mrs. Berney Smucker, carnival and ride ops, have this spot under five-year lease. He also is manager of the Meridian Fair this year. A promotion program for the park has been outlined.

Midwest Ops Win 20-40% Increases In D-Day Sunshine

Most Funspots Beat '50 Grosses, Report Big Crowds, Freer Money

CHICAGO, June 2.—Midwestern parks, with few exceptions, hosted big, free-spending crowds on Decoration Day (30) and scored grosses ranging from 20 to 40 per cent ahead of the 1950 holiday.

A survey by The Billboard showed that some of the boost could be traced to rain on Decoration Day last season, but most ops saw the hike as a continuation of the improved business won earlier this year.

J. R. Singheiser's Fontaine Ferry Park, Louisville, topped the survey with a 40 per cent increase, scored with some help from the weatherman. This time the skies were clear, while showers hindered in 1950.

At Riverview Park, Des Moines, Robert A. Rehardt said the gross was 25 per cent ahead. The spot had excellent weather and used no special attractions.

Big-car races, a girls' baseball game, fireworks and a free act helped spark a 20 per cent increase for Playland, South Bend, Ind.

Lee Wallard, Vet Fair Driver, Wins 500-Miler

INDIANAPOLIS, June 2.—Lee Wallard, 40-year-old race driver who broke all speed and money-winning records to win the 35th annual 500-mile Decoration Day auto race here Wednesday (30), is a veteran who has spent almost 20 years driving at agricultural fairs.

Wallard, who now lists Tampa as his home, is formerly of Allamont, N. Y., and began driving at the fair there. In piloting his car across the finish line first, Wallard not only set up a number of new speed records but received a record cash purse of \$63,612.12. The winning car is owned by Murrel Belanger, Crown Point, Ind., also well known in fair circles.

Other drivers who wound up in the first 10 in the order of their finish included Mike Nazurak, East Meadows, L. I.; Jack McGrath, Glendale, Calif., and Manuel Ayulo, Burbank, Calif., co-drivers of the third place car, Andy Lindgren, Los Angeles; Bobby Ball, Phoenix, Ariz.; Henry Banks, Compton, Calif.; Carl Forberg, Detroit; Duane Carter, Detroit; Tony Betterhausen, Tinley Park, Ill., and Duke Nelson, Sherman Oaks, Calif.

Spillers Back From 45-Month S. A. Tour

MIAMI, June 2.—Capt. and Mrs. Albert Spiller, of the Spiller Seal act, arrived here recently, by special plane from Caracas, Venezuela, after 45 months of dates in Central and Southern America.

With them were 6 sea lions, 12 penguins, blue macaws and several hundred rare birds. Another plane will bring from Rio 4 Chilean condors, 2 baby tigers, giant ant eaters, Humbolt monkeys, 2 emus and toucans. The seals and penguins had been left in Rio due to government restrictions when the Spillers moved to Caracas for the opening of Coney Island there. Mr. and Mrs. Spiller will move their stock by truck to the Penguin Farm, Bellaire, O., before going to their home in San Francisco.

Portsmouth, O., Sets Horse Show

PORTSMOUTH, O., June 2.—Tri-State Horse Show will be held at Municipal Stadium here, June 23-24.

A total of 200 entries are skedded and will include the Cleveland Police Department's mounted drill team.

Earl J. Redden, Playland's president, used added radio and newspaper plugs and showed off an enlarged kiddieland.

At Indianapolis John L. Cole-

(Continued on page 55)

R. Templeton, Michigan Club Veep, Resigns

DETROIT, June 2.—Robert K. Templeton, first vice-president of the Michigan Showmen's Association and in effect, acting president of the club since the resignation of President Harry Stahl last week, resigned Tuesday (29) as an officer and member of the organization.

Both resignations are the result of a published letter written by the club's secretary, Paul Greeley, to Governor Williams, protesting the contract giving Cavalcade of Amusements exclusive concession rights at Michigan State Fair.

In resigning, Templeton charged Greeley's protest was unauthorized and was concocted while active leaders of the club, such as Stahl and himself, were busy with their own business operations. Stahl and Templeton are respective managers of Jefferson Beach and Walled Lake parks.

William Zakoor is second vice-president of the club.

21% Holiday Biz Hike at Steeplechase

NEW YORK, June 2.—Decoration Day (30) at Coney Island's Steeplechase Park brought business that was 21 per cent ahead of last year's holiday, Manager James J. Onorato reported this week. Preceding week-end was split with Saturday providing good takes but Sunday being hit by rain.

Onorato called this year's holiday the best Decoration Day the spot has enjoyed in the past dozen years. Spending was lively, and only a few light showers hit during the day. Onorato said he had noticed a tendency toward early crowd arrivals this season, with the bulk of business done by early evening. If the trend continues the park will be geared accordingly, he said.

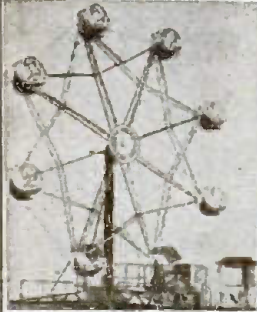
Steeplechase has hired a new midget clown, Tom Shepard, to replace Angelo Brizna, who before his death several months ago was a well-known fixture for many years at the spot. Onorato said the customers took immediately to Shepard.

No added free features were offered at the park for the holiday. The first fireworks display is scheduled for July 4.

BATT SOUNDS REBEL YELL

NEW ORLEANS, June 2.—While park operators over most of the nation were playing to Decoration Day crowds, Harry J. Batt was putting in just another day at his Post-chartrain Beach here. "May 30 is no holiday in the South," Batt declared. "Have you ever heard of the Civil War? Save your confederate money; the South shall rise again."

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EVERLY AIRCRAFT COMPANY has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century—

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The Fifth Wheel Tractor-Trailer Type Hook and Ladder Fire Truck

- A Proven, Tested Money-maker
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- Ideal for Advertising Promotions
- Available for Summer Delivery

OVERLAND AMUSEMENTS, Lexington, Mass.

HOW MANY OF YOUR COMPETITORS...

are among the 701 advertisers who spent \$33,641.75 in last year's edition of The Billboard's SUMMER SPECIAL?

(For Complete List, See Page 68)

Crowds Use Bargain Coupons To See Revised Rocky Glen

MOOSIC, Pa., June 2.—House-to-house distribution of strip tickets offering free and cut-rate rides brought a deluge of patrons to Ben Sterling's Rocky Glen Park here Sunday (20). The promotion, tied-in with United Bakeries, was designed to display the park's new arrangement to as many persons as possible before Decoration Day.

In recent years the spot has been under dual management, with a wall dividing it into two separate operations. Last winter Sterling acquired the second half and has reorganized it as a single funspot.

Each of the 100,000 tickets was good for a free ride and included

20 coupons good for reduced-rate rides. The low rates were 2 cents on the Rocket, 3 cents for Caterpillar and Tumble Bug; 4 cents for the Merry-Go-Round, Whip, Hey Dey and Sea Planes, and 5 cents for other rides. A 3-cent coupon was good for one game at the bowling alley.

Sterling said the spot was "too small to handle" the crowds. Parking lots were jammed and food concessions were sold out. No estimate of the attendance was made.

Ocean Beach Board Elects, Sets Budget

NEW LONDON, Conn., June 2.—H. Fremont Alderson has been re-elected president and Elsa Moskwa was named secretary of Ocean Beach Park Board, which supervises this city's owned-and-operated spot.

Proposed budget for the 1951-'52 fiscal year has been set at \$123,349.52. City Manager Edward Henkle said the sum reflects a savings in operation expenses from the standpoint of beach board action.

Activities Director Leslie Morson reported that 12 outings have been scheduled for the park. Ten represent initial business.

Toronto Balks At City Plan For New Site

TORONTO, June 2.—A battle between Sunnyside Park and City Council is shaping up here, with the city seeking to move the park from its frontage on an east-west highway to make room for a super-highway.

Spot is one of Canada's largest and draws upwards of 25,000 persons on Saturdays. It was moved from an island in Toronto Bay to its present location in 1921.

One suggestion is that Sunnyside be moved to the grounds of the Canadian National Exhibition. However, Park Op Roy Soiman said that such a move would injure both operations.

Ramona Opens With Balloonist

GRAND RAPIDS, Mich., June 2.—Ramona Park, under management of Don Williams, launched its season here May 19-20 with Col. Frank L. Hiestand's balloon ascension and parachute jump as the free act.

Kiddie Boat, Train and Auto are being played heavily in park promotion. Spot also opened with Rocket Ship, Skooter, Derby Racer, Coaster and Merry-Go-Round. Miniature train at Ramona is a steamer, built and operated by Harry D. Gidden Sr.

Spot also offers steam boat rides on Reeds Lake and indoor roller skating.

Storm Hits Rocks' Spot

NEW YORK, June 2.—Rockaways' Playland here sustained \$1,500 in damages as the result of high winds and heavy rains Wednesday (23).

Principal loss was from dislodged art work, which knocked holes in the roofs of structures and allowed water to reach interiors. A clogged storm sewer also flooded two buildings. Employees have been lashing down all equipment likely to be hit in the event of a storm since the big blow here last November. No rides were damaged. The park is on the Long Island shore, a region often struck by heavy storms.

Since the 1950 occurrence, Rockaways has acquired extended insurance coverage, under which present losses will be met.

Toronto Spot Tabs Big Opening Biz

TORONTO, June 2.—Early season crowds at Sunnyside Beach give indications of a big year, according to Jim Van Evers, attractions manager, who reported the beach was jammed opening day.

Biggest so far was Empire Day, May 24, regarded as the opening of the season. Sunnyside had fireworks that day and drew a major turnout.

Allot A. C. 225G To Stop Erosion

ATLANTIC CITY, June 2.—New Jersey State Planning and Development Council has approved this resort's request for \$225,000 in State funds to fight beach erosion. Money would match a city appropriation of the same amount for erosion prevention work.

State grant will not be available until July 1, since the funds are part of a \$750,000 beach erosion appropriation in the budget for the coming fiscal year.

A SOLID Investment

Allan Herschell KIDDIE AUTO RIDE

★ Equipped with the famous Allan Herschell Fluid Drive ★ Arrives full speed in only 8 seconds ★ Push-button controls—no clutch to wear out or adjust ★ Brilliantly lighted and decorated ★ Write for literature.

ALLAN HERSHELL COMPANY, Inc.
N. Tonawanda, N. Y.

World's largest manufacturer of amusement rides

DEPENDABLE POWER

Has your Power or Unit been giving trouble? You can't afford to have this happen during your busy season.

An ample stock of the famous E.L.I. "Dish" Power Units are ready at the HUG ELLI Factory. These units are mounted on steel trucks for portability convenience and are adaptable for any type of ride. The "1-140" develops 25 h.p. Operates smoothly and is economical on oil and gasoline.

Write for Price List A.C. today. Learn how you, too, can have dependable, trouble-free Power on your ride.

ELI BRIDGE COMPANY
Builders of Dependable Products
308 Case Avenue Jacksonville, Ill.

HIGH PROFITS

with **LITTLE CHIEF FIRE ENGINE**

The New Kiddie Ride

Its flashy red finish and authentic fire engine accessories make it a ride of unique glamour. Rides 16 kids. Safe, dependable, amazingly cheap to operate. It is the most profitable of all rides. It's built general with specially built Fire Engine Body, Standard Chrysler Chassis, Cab and Motor with wheel base lengthened to 121". Parts obtainable from Crowley dealers throughout the country.

With 5-foot 2 1/2" signs mounted on each running board (clearing the passenger's head), the Little Chief can also be used like a sound truck, providing the most powerful advertisement ever offered the amusement field. The other ride gives its operator this money-making extra.

Price \$3,150
F.O.B. Memphis

Write, Phone or Wire Wilson Fly Collect,
FLY & HARWOOD, INC.
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New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

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Manufacturers of

- ★ TOM THUMB STREAMLINERS
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FOR SALE CATERPILLAR RIDE

Late model, condition like new, but been operated in a park. Now set up for inspection. Very reasonable priced or will trade for late model Tilt-a-Whirl.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

Advertising in the Billboard Since 1906

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CASH WITH ORDER PRICES --- 100, \$10.00 --- ADDITIONAL 100'S AT SAME PRICE \$2.00

Phone orders for any number of tickets, for each change of wording and color and 10¢ p.c. For change of color only, add 75¢. Must be over multiples of 10,000 tickets of a kind and color.

STOCK TICKETS \$1.50
A ROLL \$1.50
EACH ADDITIONAL ROLL SAME PRICE AT 90¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Write or Select by Fed. Exp. Not More Than 5000 of Each. Established price, this and York. State or Occasionally Reassess Stock 1 year from your last delivery.

FIREWORKS DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES!

Write for our catalog of magnificent fireworks displays! Special programs made up for you! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$649.50

Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!

RICH BROS. FIREWORKS CO.
DEPT. B-2 BOX 117 SIOUX FALLS, SOUTH DAKOTA

LOOK! PARKER DOES IT AGAIN

NEW MERRY-GO-ROUND FOR \$5,750.00

Our 30 foot Twin Ager Baby "Q" Jumping Horse Carry-Us. All is made especially for Recreation Centers and small operators playing city lots and streets. Ideal combination ride in between a Major and Kiddie Ride. You will take care of adults as well as the little tots. Has 20 jumping horses, 2 chariots, comes in 3 styles: Standard, Special and Deluxe. For particulars write.

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS, U.S.A.

3000 BINGO

No. 1 Cards, heavy white, back black, \$14.75. No duplicate cards. These sets complete with Calling Numbers. Tally Card 25 cards, \$3.50; 50 cards, \$4.75; cards, \$6.00; 100 cards, \$10.50. All cards from 100 to 3000 or 50 cards, 25 cards, Calling Numbers, 750 Wood Calling Numbers, 30 Printed Tally Cards, 100 Heavy Cards, 25, 50, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000.

3000 BENO

Made in 30 sets of 100 cards each. Played in 2 rows across the cards. Not up and down. Light weight cards. 50 sets of 100 cards, fully card calling numbers, \$3.50. LIGHT WEIGHT BINGO CARDS, 50 sets, White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 1,000, 50c set; per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling No. 1 & 2 50c set, 75c. Set Numbered Ping Pong Balls, \$1.00. Equipments, Numbered Balls, \$1.50. 3000 Jack Pot Slips (strip of 5) Numbers, Per 1,000, \$1.50. Midweeknight Cards, \$1.00. White, Green, Red, Salmon, Yellow, \$1.10 a set. Per 100, \$1.10. 1,000 Small, Thin, "Breenies" Bingo Sheets, 5 columns, 10 rows, no pads, size 4 1/2 x 7 1/2. Plastic Markers, Red or Green, round or square, 3/8" diameter, \$1.50. Scalloped Edges, Green only, \$1.50. Smaller Size, 1/2" diam, \$1.50. Green Plastic, \$1.50. 1000 Assorted Plastic Markers, 10 for \$1.50. Cardboard Strip Markers, 10 for \$1.50. Rubber Covered, 1/2" x 1/2" x 1/2" (3/16" thick), Wood Ball Markers, Master Board, 1-piece layout for \$1.50. This, Translucent Plastic Markers, Brown, 1/2" inch Per \$1.50. Featherlight Thin, 1/2" x 1/2" x 1/2" Sheets, size 5 1/2 x 7 1/2, very large numbers, 1/2" colors, loose, not labeled, \$1.00. Round White 1/2" x 1/2" x 1/2" (3/16" thick), 1000 to 100,000, 1/2" diam, \$1.50. 1000 to 10,000, 1/2" diam, \$1.50. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

M. SIMMONS & CO.
10 W. Jackson Blvd. Chicago 4, Illinois

Coney Island, N. Y.

By UNO

A sunny Saturday followed by a shocery Sunday (May 26-27) was the weatherman's contribution to the season's second unfavorable week-end. Tirza's Wine Bath features Amy Fong, long a burly strip headliner. Other talent includes Cici Annetto, Parisian dancer; Princess Nadja, Beatrice Lee and Nikki, extra attraction. Beth O'Malley encores, with Palmer Coy and Bob Winkler, the talkers. Kitty Krewer is ticket seller.

Steeplechase Park's Tilyou hosted 5,000 Girl Scouts June 2. Jack Walsh, head electrician, is celebrating his 48th year as a park employee. This is the park's 55th season. Tommy Shepard, midget, five years with outdoor shows, has replaced the late Angelo Brienna, who had officiated for 27 years as chief clown on the Fun Stage.

Kyrimex's large ride park, W. 12th and the Bowery, is being operated by the widow and brothers, Neil and George, of the founder and builder, Jimmie Kyrimex, who died a few months ago. Spot features Gyrolobe, Hurricane, Caterpillar, Whip and Boomerang rides. Family also controls Virginia Reel and Motor Parkway, Bowery and Jones Walk, and this season it has taken over Stubbins' car, representing an Italian Suicide Cruiser labeled "Battle-ship Killer" and one housing Ripley's Oddities, have been installed. In charge are John and Rita McNurlin.

Julius Kuehnel, who severed partnership with Jimmie Hurd, is doing promotional work. Jimmie Hurd is on the staff of talkers for Fred Sindell's girlie shows. Nathan Handwerker, boss of Nathan's sidewalk eatery, arrived in America from Austria in 1912. He now employs over 100 hands at a quarter of a million dollars salary a year. Nathan started at Coney with a 5 by 8 lunch spot in 1918. Velodrome, formerly devoted to fights and wrestling, is being torn down to make way for a large parking space. Fourth of July week will have fireworks on Wednesday as well as the regular Tuesday.

Chamber of Commerce and The Brooklyn Eagle will conduct a weekly beauty contest with contestants drawn from every section of Brooklyn. The local police captain has ousted gypsy fortune tellers and horoscope readers and is after guess-your-age stands and

photo gallery ops whom he considers detrimental to a clean Coney. Harry Nelson, high striker manufacturer and operator, has his right hand in a sling as the result of a collision with a show case. Whirlaway ride on W. 12th has Russell Carew as head ticket seller for another season. Andy Mellillo, 32 years a Coney merchant, is operating a pan and bottle game on Surf, assisted by Dottie and Marie Nugent.

D&W Funland Set For Augusta Bow

AUGUSTA, Ga., June 2.—D. & W. Amusement Company, organized recently with James F. Webb as general manager, this week completed final arrangements for the opening of Funland Amusement Park here today. Local site comprises seven acres and the operating company has leased it for four years, with an option for renewal.

Park is to operate under a free gate. Webb says that the park's main business is expected to come from this city's increased population and from military at near-by Camp Gordon. He says that the company also has obtained grounds for its No. 2 park to be located in Aiken County, South Carolina. Webb returns to the amusement business following an absence of 12 years from the field.

Toronto Mulls CNE Operation Of Grandstand

TORONTO, June 2.—Canadian National Exhibition may take over year 'round control of the \$3,500,000 grandstand here in order to increase income from the giant city-owned property.

Under the present set-up, the grandstand, long one of the city's white elephants, is under fair control only during the two weeks of the exhibition.

Officials said the CNE Association has a promotional staff which is in a better position to seek and promote attractions.

MAKE \$100.00 A DAY On Candy Floss

Our new Super Machine makes... See it... Buy it... Operate it... Make \$100.00 a day... Electric Candy Floss Machine Co. 728 Sewan Avenue Nashville 4, Tenn.

CARPET GOLF

Exclusive County Rights Under U. S. Patent. Blue-Prints, Photos, etc. R. W. DAVIS, Patentee Corron M. C.

PEANUTS - POPCORN - SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE
Five Sizes Boxes - Complete Line of Supplies - Midway Marvel Candy Floss Machine - nowflake Snow Cones - All Makes Ice-Shaver - Star Popcorn Machines - Cotton Candy Cones - Candy Apple Equipment & Supplies - Fresh Roasted Peanuts - Attractive Circus Bags - Candy Floss Supplies. SEND FOR FREE CATALOGUE!

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GIVE TO DAMON RUNYON CANCER FUND

SEARCHLIGHTS CARBOON REPAIR PARTS

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the new SANI-SERV
WRITE FOR FREE CATALOG
GENERAL EQUIPMENT SALES Inc.
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Here's Your Cue

When buying spotlights follow the lead of those who know a sharp, dazzling snow-white spot when they see one... buy, **STRONG TROUPER** High Intensity Arc SPOTLIGHTS

Just a few of the many users of STRONG TROUPER SPOTLIGHTS

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Victory, New London, Conn.
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Campus, Denton, Texas
Masque, Carl Gabriel, Fla.
Miami, Miami, Fla.
Valley, Cincinnati, Ohio
State, Baltimore, Md.
S.A.R., Chicago, Ill.
Oriental, Denver, Colo.
Dream, Kansas City, Mo.
Great, Fresno, Calif.
Broadway, Charlotte, N. C.
Bliss, Montreal, Quebec, Can.
Huntington, Huntington, Que-
bec, Can.
- ICE SHOWS**
Ice Vogue
Ice Capades
Holiday on Ice
Ice Circus
Ice Parade
International Ice Revue
- LODGES**
Masonic Temple, Hommans, Ind.
Masonic Temple, Chicago, Ill.
Scotts Bly Temple, Dayton, Ohio
Zambo Shrine, Harrisburg, Pa.
- INDUSTRIES**
Anacosta Copper Mining Co., Anacosta, Mont.
Coca-Cola Bottling Co., Du Quoin, Ill.
Eastman Kodak Athletic Amm., Rochester, N. Y.
Pontiac Motor, Division General Motors, Pontiac, Mich.
- TRAVELING SHOWS**
Gene Autry
Skating Vanities
- AUDITORIUMS**
Peabody Auditorium, Daytona Beach, Fla.
The Coliseum, Sioux Falls, S. D.
Carm Palace, Mitchell, S. D.
Milwaukee Auditorium, Milwaukee, Wis.
Civic Auditorium, Seattle, Wash.
Civic Auditorium, San Jose, Calif.
Municipal Auditorium, Ft. Lauderdale, Fla.
Lynn Memorial City Hall, Lynn, Mass.
Sioux City Auditorium, Sioux City, Ia.
Municipal Auditorium, Birmingham, Ala.
City Auditorium, Jackson, Miss.
- COLLEGES**
University of Denver Polo House, Denver, Colo.
University of Kentucky Coliseum, Lexington, Ky.
Ganssmeier Polytechnic Institute, Troy, N. Y.

Drawing only 18 amperes from any 110-volt A.C. convenience outlet, the Trouper makes the use of heavy regulating equipment unnecessary. With an adjustable, self-regulating transformer an integral part of the base, the Trouper is ideal for traveling shows. Mounted on casters, it's easily portable and readily disassembled for shipping.

The high efficiencies of the Trouper are largely obtained by the optical system which utilizes a silvered glass reflector and a two-element variable focal length lens system. The automatic arc control maintains a constant arc gap, free from flicker. A trim of carbon burners one hour and 30 minutes at 31 volts and 60 amperes.

THE NEW STRONG TROUPERETTE INCANDESCENT SPOTLIGHT

... for small theatres, schools, night clubs, TV studios and industrial shows; where physical dimensions and price are factors and where the tremendous light volume of an arc lamp is not necessary.

PROJECTS FAR MORE LIGHT THAN ANY CONVENTIONAL INCANDESCENT SPOTLIGHT

This increased brilliancy is made possible by a variable focal length objective lens system, a six-inch silvered glass reflector, and Fresnel lens used with a standard 115-volt, 100-watt incandescent projection type bulb. As contrasted to the incandescent spotlight, with which the same size is varied solely by iris, to result in substantial light loss, the Trouperette utilizes all the light through most of the spot sizes.

6 1/2 TIMES BRIGHTER HEAD SPOTS

Sharp edges from head spot to flood. Horizontal masking control can be angled at 45 degrees in each direction. Fast operating color beamers accommodate size slides. Height-adjustable mounting stand. Can be plugged into any 110-volt convenience outlet.

THE STRONG ELECTRIC CORPORATION
"The World's Largest Manufacturer of Projection Arc Lamps"
64 CITY PARK AVENUE, TOLEDO 3, OHIO
Please send free literature on the Strong Trouperette incandescent spotlight.
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Company _____
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Subscribe Now!

ONE YEAR \$10
52 BIG ISSUES
Including 8 Special Issues

THE BILLBOARD
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Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues. 586
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PSA3-H3F-BU8D

CLOSE-UPS: GLEN B. BOYD

Springfield, Mo., Fair Sec'y Had Dance Band in Youth

By HERB DOTTEN

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

GLEN B. BOYD, for the past 11 years secretary of Ozark Empire District Fair, Springfield, Mo., was a show business veteran long before he entered the fair field in 1934.

Now 48, Glen was born June 7, 1903, on a farm near Louisiana, Mo., and a few years later he began to rub shoulders with show business. That came about when his family moved to Louisiana and his dad bought a partnership in the Star Theater there.

As a teen-ager, by which time his dad had acquired full ownership of the theater, Glen was given many duties around the theater. He was in succession, cleaner-upper, ticket-seller and finally projectionist.

He developed into a competent musician, playing clarinet, saxophone and trumpet. He also showed a promoter's flair. In his junior year in high school, while continuing to work in the theater, he organized a dance band which played in and about Louisiana whenever Glen could get time off from his theater chores.

Troupes Own Band

At 19, he started to tour the band, booking it in Illinois, Minnesota, Iowa, Oklahoma and Texas. Most of this was done in the summer, for Glen, having finished high

school, put in three years at Westminster College, Fulton, Mo. His college years over, he resumed with his band and continued with it until the fall of 1932. That year was rough for bands,



GLEN B. BOYD

as well as for other segments of show business, Glen recalls. His work, tagged Glen Boyd and His Band, played Detroit Lakes, Minn., the summer of that year and then decided to hole up until the economic winds shifted.

Glen returned to Louisiana, Mo. His father had been a staunch Democrat and Glen hied off to see the governor of the State. It developed that Missouri's first citizen and Glen were members of the

(Continued on page 61)

FIREWORKS

Let us make your displays pay dividends by using fireworks from the doors of our factory direct to you.

KNOWN EVERYWHERE FOR SERVICE, QUALITY, PRICE

ILLINOIS FIREWORKS CO., INC.
DANVILLE, ILL. • PHONE 2725 • RD. 272

WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES

In addition to our complete line of Popcorn Supplies and Pastas, we are now West Coast distributors for **SOLD MEDAL PRODUCTS CO.**

Now we have everything you need for **SNOW CONES** a **COTTON CANDY** a **CANDY APPLES** a **POPCORN**

When you need us first 24-Hour Service

A. UNGER CO., Inc.
105 Golden Gate Ave. at Jones St. SAN FRANCISCO, CALIF.

FOR SALE

5-Male Ostriches, hatched and raised by F. W. Anderson, age 4 years old; extra fine stock. \$800 each. FOB. St. Augustine, Fla. Also have 6 Rock Pythons, hatched and raised, 5 feet, \$100; 6 feet, \$125 each. FOB.

Casper's Ostrich & Alligator Farm
P. O. Box 268, St. Augustine, Fla.

All Electric Race Horse Derby

THE TURF

10, 15, 20 Unit games ready for shipment, \$200.00 per unit.

SPECIAL—Due to fortunate purchase on materials we have two games with all regular features like new, 1951 models for \$150.00 per unit. Send for information and photo.

ELECTRONIC GAMES
Greensburg, Pa.

THE NEW ROMAN TARGET

One of the finest 16" x 16" targets ever built. Write for prices and free literature.

C. A. WOODIN
Rt. 1, Joplin, Mo. Phone 2784-M

Grand Saline, Tex., Names Herb Clower Chairman for '51

GRAND SALINE, Tex., June 2.—Herbert Clower has been named general chairman of the third annual Van Zandt County Fall Agricultural Fair here. Dates are September 22-23.

For the first time in three years, a carnival may be used, Clower said. The cattle show, cancelled last year due to anthrax, will be resumed.

Other events include a horse show, hog show, livestock exhibits, dog show, pet show, 4-H and FFA exhibits, a women's division and automobile and farm equipment shows.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended June 1.

The complete list of Fair Dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2100 Patterson Blvd., Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- GEORGIA**
Hawkinsville—Pulaski Co. Fair ANN'D Oct. 29-Nov. 2. Roger H. Lawson.
- IDAHO**
Nepesee—Lewis Co. Fair Assn. Sept. 28-29. Keith Raftis.
- KENTUCKY**
Benton—Marshall Co. Fair. Sept. 9-1. Homer Miller.
Brandenburg—Meade Co. Fair. Sept. 29-30. W. J. Rice Jr.
Central City—Muhlenberg Co. Fair. Aug. 4-11. Muri Gentry.
Columbus—Adair Co. Fair. July 15-18. D. O. Eubank.
Elizabethtown—Hardin Co. Fair. Aug. 22-23. C. Dieck.
Elkton—Todd Co. Fair. July 25-26. T. L. Latham.
Fritchburg—Menifee Co. Fair. Oct. 1-4.
Haverhill—Hancock Co. Fair. Sept. 27-29. John Howard Lewisport.
Hyden—Leslie Co. Fair. Sept. 20-22. Hays Pigeon.
Ives—Martin Co. Fair. Sept. 8-9. T. P. Hardin.
Jeffersonton—Jefferson Co. Fair. Aug. 9-11. Viola Hirschbrunner.
Le Grange—Cidham Co. Fair Assn. Aug. 22-23. Lillian Bivert.
Leitchfield—Grayson Co. Fair. Aug. 30-Sept. 1. Albert Thompson.
Louisville—Lawrence Co. Fair. Aug. 30-23. Homer Wright.
Madisonville—Hopkins Co. Fair. Aug. 27-Sept. 1. W. Cox.
Monticello—Wayne Co. Fair. Oct. 5-8. D. J. Walton.
Pikeville—Pike Co. Fair. Sept. 27-29. A. H. McChord.
Vanderburg—Lewis Co. Fair. Oct. 4-6. Omar Haysdon.
Winchester—Clark Co. Fair. Oct. 11-13. Charles D. Shouse.
- MAINE**
Union—Knox Co. Agr. Soc. Aug. 21-25. Florence Caldwell.
- MICHIGAN**
Lake Odessa—Lake Odessa Fair Assn. July 2-4. H. H. Chase.

(Continued on page 74)

Plan Now To Advertise in the

BIG 1951 BILLBOARD SUMMER SPECIAL

Timed Just Right . . .

- . . . for the rich Fair Season just ahead.
- . . . for concessioners heading toward their biggest paying dates.
- . . . for Circuses aiming at the rich, rural areas.
- . . . for Amusement Parks, Pools, Resorts, Beaches and Drive-Ins looking toward their largest attendances.

You're Missing Plenty . . .

- . . . if you don't offer Your Products or Services in The Billboard's Big, Important, Annual Summer Special . . . dated June 30 . . . distributed June 26 . . . final ad closing, June 20.

Take a Tip from Your Competitors...

Your Own Competitors Tell You...

(and they ought to know because they've done it)

701 of them spent \$33,641.75 last year in this one issue of The Billboard alone!

- ★ **254 SOLD** one or more types of premium, prize, novelty and promotional merchandise for concessioners.
- ★ **53 SOLD** beverages and food products, or dispensing equipment for beverages and foods.
- ★ **51 SOLD** outdoor show supplies such as amusement games, tickets, poster services, uniforms, fireworks, flags, etc., etc.
- ★ **260 SOLD** other miscellaneous items covering every conceivable product or service used by outdoor showbusiness.

DATED JUNE 30 • DISTRIBUTED JUNE 26 • AD DEADLINE JUNE 20

SEE PAGE 68 FOR MORE DETAILS

Local Warehouse Stocks ALL ALONG YOUR ROUTE

America's Largest Selling
Popcorn Oil
popsit plus!

gives you these advantages

Butter-like flavor, color and aroma that sell popcorn... more volume and fewer "duds"... liquid in all weather... no need to pre-heat... convenient gallon can, easy to handle and to take with you... less cost to use... no waste.



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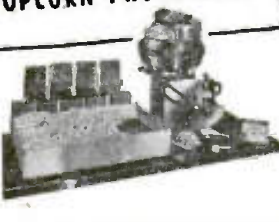
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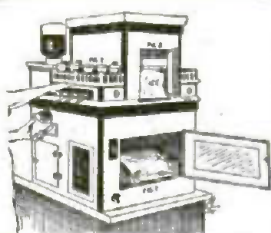
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- Alamo Expo: Rowell, M. M.
- American Beauty: Paterson, W. J.
- American Beauty: Ft. Madison, Ia.
- American Eagle: Rostker, Ill.; Shawnee: Iowa, 11-18.
- American Expo: Charleroi, Pa.
- American Midway: Marlow, Ohio, At.
- Asiana City: Kan., 11-18.
- A. M. Nicole, Md.; Hooverville, Pa., 11-18.
- Bader: State: Moorhead, Minn.; East Grand Forks 12-17.
- Baker United: Greencastle, Ind.
- B. & C. Spool: Han., N. Y.
- Bear's Attrs.: Probst, Md.; Masontown, Pa., 11-18.
- Becht, Lee: Mismieburg, O.; Washington C. R., 11-18.
- Be's Old Reliable: Wayland, Ky.
- Bernard & Barry: Hamilton, Ont., Can.; Lehigh, Cal., 12-16.
- B. & H. Am.: Inman, S. C.
- Big State: Bonham, Tex.; Paris 11-18.
- Black Diamond: Conover, Pa.
- Blue Grass: New Castle, Ind.
- Bodart: Dehlosh, Wis.
- Bogie, F. C.: Woodaba, Kan.
- Boone Valley: Webster City, Ia.; Clarion 11-11; Seneca 14-18.
- Borden: Kuntz, M. M.
- Buck, O. C.: Binghamton, N. Y.
- Burdick's Greater: Orange, Tex.
- Burke: Barry: Baton Rouge, La.
- Burkhardt: Marshall, Ill.; Corland 11-18.
- Canal City: Burkesville, Ky.; Campobelloville 11-18.
- Casey, E. J.: St. James, Man., Can.; Pilot Mount 13-14; Killarney 18-19.
- Casford of America: Hamilton, O.
- Cavalade of Fun: Gary, Ind., 6-10; Shabbona, Ill., 14-17.
- Central States: Ft. Collins, Colo.
- Cella & Wilson: New Brighton, Pa.
- Chasco, Jimmie: Eaton, O.
- Cherokee Am. Co.: Herington, Kan.; Ellsworth 11-18.
- Colman Bros.: Webster, Mass.
- Collins, Wm. T.: Breckenridge, Minn.; Fargo, N. D., 11-16.
- Colonial: Tazewell, Tenn.
- Collette: Lincoln, Mo.; Milledgeville 11-18.
- Continental: Odgersburg, N. Y.
- Coney Island: Oak Ridge, Tenn.
- County Fair: Oak Springs, N. D.
- Crafts Expo: San Jose, Calif.
- Crafts Fiesta: Camp Pendleton, Calif. 4-10.
- Crafts 28 Big: 25th & University, North Park, Calif.; Pacific Beach 12-17.
- Crescent: Prince George, S. C.; Chula View: Detroit 11-12; Burns 14-18.
- Quinnigan's Expo: Washington, W. Va.
- Dea-Louis: Muldraugh, Ky.; Paul, Ind., 11-18.
- Delta Am.: Midoligt, Miss.; Silver City 11-18.
- Deluxe: Wilbraham, Mass.
- Dixie Expo: Union, Mo.; Milledgeville 11-18.
- Dobson's United: Sauk Centre, Minn., 7-10.
- Down River: Am. Co.; Keosau, Mich.; Ypsilanti 11-18.
- Drago Am.: Frankfort, Ind.
- Drew, James H.: Buckhannon, W. Va.
- Dudley, D. S.: Clovis, N. M.; Lovington 11-18.
- Dumont: Lebanon, Pa.
- Dyer's Greater: Pitt River, Mo.; St. Genevieve 11-18.
- Eastern Am.: Belfast, Me.
- Edwards Expo: Pottsville, Pa.; Cherry Tree 11-18.
- Evans United: Mayview, Mo.; King City 11-18.
- Ferris, Carl D.: Salamanna, N. Y.
- Piciera United: Pekin, Ill.; Joliet 11-18.
- Flamingo: Mad. Co.; Hoganville, Ga.; Griffin 11-18.
- Folk Celebration: Espanola, N. M.
- Francis: John: Charleston, Ill.
- Garden State: Alpha, N. J.
- Gem City: Quincy, Ill.

(Continued on page 65)

Misc. Routes

Send to
2160 Patterson St.
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- Ameri-Congo Animal Show: Wilmington, N. C., 6-9.
- Frank, Alfred: Rabbit Foot Show: Port Gibson, Miss., 4-10.
- Ice Follies of 1951 site: Arena Portland, Ore., 6-17.

Circuit Routes

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- Beatty, Clyde: Eugene, Ore., 8; Corvallis 8; Salem 7; Longview, Wash., 6; Hoquiam, Aberdeen 9; Tacoma 18.
- Barnes-Barnes: Somerset, Ky., 4; London 5.
- Mount Vernon 8; Breck 5; Lancaster 9.
- Chasco: Buchanan 11; Jamestown 13; Columbia 13; Greensburg 14; Horse Cave 15; Muncifordville 18.
- Biller Bros.: Toledo: Milan, Que., Can., 8.
- Campa Bros.: Russellville, Ky., 4; Frank-ville 5; Glasgow 6; Columbia 7; Campbellville 8; Lebanon 9; Louisville 11-17.
- Wyo., 11; Sandusky 12; Belle Fourche, S. D. 12; Deadwood 14; Sturgis 15; Newell 16.
- Dock Sam: Loyeville, Pa., 8; Blaine Mills 7; East Waterford 8; Walnut 9; Shade Gap 10-11.
- Gainesville Community: Dallas, Tex., 8-9.
- Ould, Jay: Cresco, Ia., 4-6; Dyersville 7-9; Strawberry Point 11-12; Preppert, Ill., 13-14.
- Hagen Wallace: Ordanalla, Ark., 6.
- Hamid: Morton, Ill., 11-17.
- Hunt Bros.: Great Barrington, Mass., 7.
- Kelly-Miller: Spencer, Ia., 7.
- Kelly-Morris: Princeton, Ill., 7; Joliet 8.
- Kline Bros.: Williamsport, Pa., 8; Sunbury 3; Shamokin 6; Ashland 7; Pottsville 8; Mahanoy City 9; Hazelton 11; Scranton 13; Wilkes-Barre 13; Stroudsburg 14; New Brunswick, N. J., 15; Paterson 16-17.
- Mills Bros.: Egin, Ill., 4; St. Charles 5; LaSalle 6; Kewanee 7; Galesburg 8; Moline 9; Cedar Rapids, Ia., 11; Waterloo 12; Ottumwa 13; Newton 14; Knoxville 15; Des Moines 16.
- Polak Bros.: Eastern: (The Stadium) Las Vegas, Nev., 7; (Lincoln Park Stadium) Grand Junction, Colo., 10-12; (Fairgrounds) Wakersfield 13-16.

Pine Island Sets Kid Spot

MANCHESTER, N. H., June 2.—Pine Island Park has opened here under the management of its new owners, a syndicate headed by Dennis Collins, and is featuring a new Kiddieland with five rides.

The new section has a Miniature Train, kiddie Merry-Go-Round, Ferris Wheel, swings and boats. A small Roller Coaster may be added later, according to Collins.

Major rides on the 3-acre site have been repaired and repainted. The adult Roller Coaster is scheduled to begin operation early in June.

Mountain Pk. Features Set

HOLYOKE, Mass., June 2.—A series of Sunday events for the midday and athletic field at Mountain Park here is being planned by Bill O'Brien, ballroom supervisor and features director marking his 33d season at the spot. The park opened May 7.

Third annual New England baton-twirling festival was held May 27. The Valley Players open Friday (18) at the park Casino and close early in September.

Ban Gas Outlet At Ocean Beach

NEW LONDON, Conn., June 2.—Hendel Petroleum Company here has been denied authority to establish and conduct a gasoline service station in the parking area of Ocean Beach Park.

Hendel interests had offered a payment rate of two cents a gallon and a flat payment of \$1,000 should the volume of sales be less than 50,000 gallons of gas. It was also agreed that there should be a percentage payment on the sale of oil and other products.

Ferd Clemen's Cincy Kidspot Makes Bow

CINCINNATI, June 2.—Ferd Clemen's enlarged Pee Wee Valley Kiddieland, located on Reading Road, the area's busiest highway, just north of Reading, O., had its official opening Thursday night (24), with Mayor Charles Gertz, of Reading, Chief of Police Bill Martin and other city officials participating in the opening ceremonies.

The spot has been repainted and flashed with new lighting. There are five rides. New this season are an 18-hole miniature golf course designed and built by Clemen himself. A large parking lot also has been added.

Moose Jaw Zoo Elects

MOOSE JAW, Sask., June 2.—William Hodgkinson was elected president of the Moose Jaw Wild Animal Park Society to succeed Burton O. Eaton. Re-elected were W. M. Rutherford, vice-president, and Mayor Louis H. Lewry, secretary. Gordon Paul succeeds Walter E. Dempsey as treasurer. A Brian O'Hara was named managing director, a new post. He will head a committee of five to operate the park, which reopened May 24.

Ringling Bros. and Barnum & Bailey: Newark, N. J., 4-6; Hicksville & J. N. Y., 7-9; Bridgeport, Conn., 11; New Haven 12; Providence, R. I., 13; Worcester, Mass., 14; Springfield 15; Plainville, Conn., 16.

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Les Paul, Mary Ford Signed For Del Mar Grandstand Revue

DEL MAR, Calif., June 2.—Les Paul and Mary Ford, Capitol recording artists, will headline the San Diego County Fair's grandstand attraction, Hollywood on Parade. This segment of the show will open June 30 and run thru July 5. Spade Cooley and his television stars will be featured opening night, June 29. Fair closes July 6 with another show to open July 6 for three days.

In addition to the headliners, Al Lyons will emcee the presentations, which will include the Marian Rankin Dance.

According to Paul T. Mannen, secretary-manager, no more than \$120,000 in prize money will be offered to entrants at the 10-day event. In the senior department there will be prize money in livestock, feature exhibits, agriculture, horticulture, home economics, bees and honey, gem and mineral, poultry and rabbits, and floriculture.

The flower exhibits will cover a three-acre display with upward of 43 major feature exhibits and more than 200 individual entries. M. E. Salsberry, superintendent, reported.

Another feature of the fair will be the sixth annual San Diego National Horse Show, June 29 thru July 4. This year the event will

Austin, Minn., Turns Ground For 22G Hall

AUSTIN, Minn., June 2.—Mower County Fair here has started work on its new \$22,000 youth building and the structure will be completed in time for the '51 fair, P. J. (Pete) Holand, secretary, announced. The 40 by 100-foot building will be used for education exhibits from schools, FFA, 4-H clubs, Boy Scouts and Girl Scouts. The annual has enlarged its plant by purchase of an additional 15 acres of land, Holand, said. Dates are August 7-12.

Woodland, Calif., Sets Combination Aud-Exhibit Hall

WOODLAND, Calif., June 2.—Final construction phases on the new 148 by 162 foot combination auditorium and exhibit building are under way at the Yolo County Fairgrounds here. Stuart Waite, secretary-manager, said the structure will be ready for the 1951 event which opens August 16 for four days.

The prefabricated building will provide 23,976 square feet of space. It will be used for exhibits during the fair and can be converted into an auditorium seating 5,000 on other occasions.

Preparations for the 10th annual fair, which will offer a new all-time high premium list of \$38,000, have already started. Events this year will include a rodeo, horse show, parade, queen contest and a homecoming celebration. All space in the Floriculture Building has been reserved.

Plymouth, Calif., To Build 34G Hall

PLYMOUTH, Calif., June 2.—With the acceptance of a bid for \$34,720 by the board of directors, construction of the main exhibit building for the 26th District Agriculture Fair here is to get under way immediately. Completion is promised in time for the fair to be held in August, Harold Colburn, board president, said.

Plans call for the construction of a 70 by 200 foot prefabricated steel building.

Fairs have been held every year since 1837 with the exception of the war years, and a large tent has been used previously to house the exhibits.

Woodstock Inks Lynch

WOODSTOCK, N. D., June 2.—Bill Lynch Shows have been signed to play Linden Park as part of Old Home Weeks here, August 6-11. Harness racing also is scheduled

to be held in a specially constructed arena situated in close proximity to the stable area. Afternoon and evening shows will be staged and no admission will be charged. Fred W. Simpson is the horse show chairman, with Allen Ross serving as managing director.

Special days, honoring communities within the county, have been designated by Jack Harrington, special events director. Talent from the area will offer special programs.

Jack Shafton and Company, puppeteers, is appearing at the fair for the first time. His shows will be offered on the community stage.

Ferris Greater Shows, headed by Ross and Larry Ferris, will play the midway.

Ella Wilson New Manager At Portland

PORTLAND, Ore., June 2.—Multnomah County Fair here has been reorganized under county supervision and Mrs. Ella Wilson, manager of the '50 annual and former assistant manager of Oregon State Fair, Salem, has been named superintendent.

The fair will be operated by a four-member board appointed by the county and headed by Mrs. Wilson. Originally operated by a private association, which rented the fairgrounds, the passage of legislation in the Assembly made it mandatory for the county to cancel this lease and take over the fair.

Nashville To Spend 22G On Pavilion

NASHVILLE, June 2.—Tennessee State Fair here is spending \$22,000 on its horse show pavilion for repainting and repairs. L. E. Griffin, secretary, announced. Kitchen sinks will be placed in all food booths and the parking area will be floodlighted.

Added to the fair's free grandstand show this year will be Sam Howard's water show, booked thru the Ernie Young Agency, Chicago.

Other features will be the American Saddle Horse Breeders' national futurity, its first time at the fair, and an egg production contest.

Texas Assn. Meet, Feb. 3-5

AMARILLO, Tex., June 2.—Texas Association of Fairs and Expositions will hold its 1952 convention February 3-5 at the Baker Hotel, Dallas, Rex B. Baxter, PAE president and manager of Tri-State Fair here, announces. The confab will be a month later than usual. The 1951 meeting was held the first week in January.

Melville, Sask., To Add Bleachers

MELVILLE, Sask., June 2.—Melville Agricultural Fair here will increase its grandstand seating this year by the addition of temporary bleachers. The seats will be erected by the Kinsmen Club, co-sponsors, who will also add a small exhibit building to the plant.

A horse show, to include heavy and light draught horses and saddle ponies, has been added to the program, as well as a poultry show.

Melville Sets \$1,600 Harness Race Purse

MELVILLE, Sask., June 2.—Purses totaling \$1,600 have been announced for the two-day harness race card in conjunction with the Melville Exhibition here July 12-13. Card is to be conducted by the Southwestern Saskatchewan Racing circuit.

A. K. McNeill, Fort Qu'Appelle, is president of the circuit, with L. S. Reid, of Balcarres, secretary-treasurer.

Sacramento State Grounds Shift Studied

SACRAMENTO, June 2.—Proposed in the State Assembly to direct the rules committee to make a fresh study of moving the State Fair to a new site, with a view toward possibly abandoning the project, has been blocked temporarily.

Rules group decided that a subcommittee should examine the plan presented by Assemblyman Augustus Hawkins. Latter body will submit its recommendations before the legislature adjourns.

Hawkins described as a bad move the legislature's approval of shifting the fairgrounds to a new location adjoining the North Sacramento Freeway. He said money planned for use on the new fair should not be spent at a time when funds are needed for State humanitarian programs.

James S. Dean, State finance director, said he did not object to the resolution but pointed out that the legislature has considered many times the question of moving the fair and in each case decided that it was the proper move for a growing State. He emphasized that there is no intention of attempting construction under present building restrictions.

New Royalty Costs Face Can. Events

TORONTO, June 2.—Calgary Stampede, Edmonton, Regina, Saskatoon, Brandon and a number of lesser Canadian fairs, are events which will be affected by the Supreme Court of Canada's ruling that publicly sponsored fairs and exhibitions must pay royalties of music played at grandstand performances where admission fees are charged.

Canadian National Exhibition here will be unaffected, since it has been paying all along, according to Bill Low, general manager of the Composers, Authors and Publishers Association of Canada.

Ruling was made in a test case involving CAFAC and the Western Fair Association of London, Ont. It said royalties must be paid if the music is played at any performance designed to make money.

Earlier court decisions held that fairs were not obliged to pay royalties, since it was admitted that animals were exempt under Federal laws giving immunity from copyright charges to exhibitions receiving Federal, Provincial or municipal grants. The court said the association lost that immunity when it charged admission.

Low felt that the decision would stop a number of nuisance law suits, saying that his group could not sit in back and let infringements continue.

Rosenberg, Tex., Plans Additional Grandstand Seats

ROSENBERG, Tex., June 2.—Fort Bend County Fair here will increase its grandstand seating capacity by 500 this year, for a total of 3,500 according to plans approved by the directors. George H. Lee, manager, disclosed this week.

Building materials had been on hand prior to recent restrictions, he said. Don Franklin Shows will provide the midway at this year's fair, October 4-7.

Cedar Rapids, Ia., Gets New Sewers

CEDAR RAPIDS, Ia., June 2.—Hawkeye Downs here, home of All-Iowa Fair, is getting a new sewerage system which involves installation of 1,500 feet of new tile at an estimated cost of \$3,000.

Fair's program this year will include three horse shows. Draft horse events have been extended to three days. New event is a Tennessee walking horse show, August 16, with the society horse show skedded for August 17.

Camden Gate Good Despite Hard Rains

Burgdorf Predicts 160,000 Gate for 10 Days; New Grounds Sought for '52

CAMDEN, N. J., June 2.—South Jersey State Fair and Exposition, making its initial run here, had racked up 140,897 admissions up to yesterday, working behind a quarter gate, according to Sam Burgdorf, director general of the event.

The exposition was scheduled for Thursday, May 24, thru today, but two days were lost entirely to rain. They were the opener and Tuesday, May 29. Breakdown on the figures follows: Friday, 24,834; Saturday, 29,786; Sunday, 23,312; Monday, 21,277; Wednesday, 28,234, and Thursday, 13,244. Burgdorf expected to draw 10,000 to 15,000 persons yesterday and today.

Opening day washout cost about \$3,000 for emergency repairs to the grounds, said Burgdorf, and a similar job was necessary for the Tuesday hit by rain. On the latter day a tent set up for pitchmen and

demonstrators was flooded and they had to be relocated on the midway.

Burgdorf was confident that local merchants would make the event an annual. A new site is being sought here, a location that will take \$40,000 worth of improvement before it is ready. Burgdorf wants to go again next year with the same dates and said that O. C. Buck Shows, midway org this year, also want a return on the stand.

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Two or three Major Rides for Michigan's first Fair, July 3-6. Write or wire **H. H. CHASE, Pres.** Lake Odessa Fair Association Lake Odessa, Mich.

RIDES WANTED
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Oldham County Fair
La Grange, Ky.
Contact **CLARENCE E. HESS** La Grange Ky.

Paragould, Ark., Drops Free Gate

PARAGOULD, Ark., June 2.—Green County Fair here, which operated with a free front gate in '50, will have an admission charge of 15 and 25 cents this year, Dr. Charlie Bowers, secretary, announced.

Attractions set this year include Slim Rhodes' hillbilly band and selection of a country fair queen. Livestock premiums will be hiked and the plant will be improved by paving of streets, new fences and better lighting.

HOW MANY OF YOUR COMPETITORS...
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(For Complete List, See Page 68)

Holiday Play Big At Eastern Spots

Record Takes Up 10 to 40% Over 1950; New Eng. Averages Up 33%

NEW YORK, June 2.—Agreement was nearly unanimous among operators along the Eastern Seaboard that the 1951 Decoration Day was one of the best early-season holidays experienced in many a year despite varying rains.

Rockaways and Rye Playlands, Indian Point, Olympic, Palisades and Steeplechase parks—all in this metropolitan area—reported takes that ranged from 10 to 40 per cent above the same day last year. Spending was high at all spots, and there was a trend toward come-early, leave-early throngs. Occasional showers throughout the area failed to dampen the pace.

Jersey shore resorts also registered a strong boom. Because the holiday came at mid-week, long trips were held to a minimum, with convenient spots getting the play. Delaware River Bridge, a main artery for Atlantic City-bound traffic, had a record number of vehicles. Nearly 9,000 more cars crossed the span this year than the old mark of 66,675 of

1949. Railroads and bus lines added extra conveyors for the heavy flow. Lincoln and Holland tunnels, linking New York and Jersey, also were much-used.

The exodus from this city to local beaches also was limited because of the timing of the holiday. Outbound traffic was reported about equal to that of an average summer Sunday. The Long Island Railroad added special trains to Rockaways and Long Beach areas on Long Island.

Rain in New Eng.
Weather was a tougher foe throughout New England, where rain struck in the morning and intermittent showers continued during the afternoon. Fred L. Markey, executive secretary of the New England Association of Amusement Parks and Beaches, said that business at Hampton and Salisbury beaches was excellent, with the latter spot getting the best take for the day since 1947.

On the basis of partial reports, he estimated that the New England area was about 33 per cent ahead of last Decoration Day.

Off the strength of this early success, he said that park and beach men were looking for a top-grossing season. Principal worry in the region is the roll-back order on prices. Markey said operators felt justified in charging higher prices when their costs had climbed high.

Holiday Biz Zooms 40% At Palisades

NEW YORK, June 2.—The rains came lightly Decoration Day (30) but did no damage at Palisades (N. Y.) Park, where Co-Manager Irving Rosenthal claimed a take that was 40 per cent ahead of the 1950 holiday.

Prior week-end at Palisades was divided. Saturday (26) brought good returns, but Sunday was held down by rain. Irving said that the newly instituted dinnerware giveaway at the park was bolstering normally slow days considerably.

Held over for the holiday were Henry Jerome's orchestra and free act Millette and Penny. The park offered free admission tickets to those writing to Robert Alda, lead in Broadway's *Gypsy* and *Dolls*, for same. Today was chosen Robert Alda Day at the spot.

Take Up 25% To Set Mark At Olympic

IRVINGTON, N. J., June 2.—Biggest Decoration Day in the history of Olympic Park was the way Treasurer Robert Guenther described holiday business at the spot. He estimated the gross to be at least 25 per cent above last year's mark.

The money was made despite occasional showers. Luck was with the spot, as heavy downpours hit adjacent areas but missed the park. The swim pool also got a heavy play. The take for last week-end at Olympic was small due to inclement weather.

Free act line-up for the holiday included Gaultier's Tallyho, dogs and ponies; Noble Trio, gymnasts; Russ LeBeau, acro balancing, and Marcelli and Janice, wire-walking, trick cycling and juggling. Fireworks also were displayed.

Dickstein Ends Eastwood Plans

DETROIT, June 2.—Jack Dickstein, formerly of Edgewater Park and Michigan State park, last week abandoned plans to reopen Eastwood Park here. His decision followed a court ruling which confirmed the city's refusal to issue a permit to the park.

The ruling was the 12th setback for Eastwood, which has been closed for two years.

Upsurge Seen In City Park Ride Interest

CHICAGO, June 2.—Recent months have brought an upsurge in municipal park interest in kiddie rides, according to Kenneth Wilson, rep of the Miniature Train Company, Rensselaer, Ind.

He said that locations with the city manager form of government comprise the bulk of those interested and that many of them who acquire miniature trains set only nominal prices for the tickets. Wilson stated that his firm has sold several more trains to city parks in the past few weeks.

Jantzen Beach, Portland, Ore., put a miniature train in operation Friday (1) and Sel-Air in Detroit added one recently. Trains also have been delivered to Sports Center, Wichita, Kan.; Jefferson Amusement Park, Beaumont, Tex., and Fred O'Neal, St. Paul.

STILL GOING STRONG

3 Willow Grove Execs Have 120-Year Record

PHILADELPHIA, June 2.—New Laugh-in-the-Dark ride at Willow Grove Park reflects 120 years of park experience on the part of three top management men, Emer E. Finkenslager, general manager; Thomas T. Haupt, assistant manager and purchasing agent, and Edmund B. Krier, boss mechanic. All have grown up with the park.

Last winter, it was decided that the ride be moved to a new location in order to provide additional sheltered space for park patrons in case of sudden rain. Manager Fochl, Haupt and Krier worked out details of the operation and then engaged an architect to draw up plans. The three men came up with a list of many devices to pop out and startle the riders as they travel the twisted tracks in complete darkness.

Fochl's service stripes date back to 1919, when he joined the park staff as auditor. He became general manager in 1925. Haupt started at Willow Grove as program boy in 1914, at the age of 14. He became office boy the next year and progressed thru the ranks as timekeeper, ticket clerk, sound-effects man and cashier until 1931, when he became assistant manager. The third member of the trio, Krier, has been

NO BULL, BUT GOOD PUBLICITY

WORCESTER, Mass., June 2.—Jackie Morris, White City Park promotion director, plugged the opening of the local funspot by leading a cow around the town's common. On the cow was a sign: "This is no bull. White City Park opens today officially for the season."

The ballyhoo was credited in part for the week-end throng of 35,000 which jammed the park to give it the best opening on record.

Holiday Booms Biz at Barr's Indiana Spot

Takes Beat '50; Shortage of Help Closes One Ride

MICHIGAN CITY, Ind., June 2.—Harold K. Barr's Washington Park scored big Decoration Day (30) business with mid-day estimates showing attendance and gross ahead of 1950. Barr anticipated a slight drop in per capita spending, however.

At 3 p.m. a two-mile line of cars was waiting to enter the already jammed parking area. The big day was contrasted by the May 26-27 week-end which was washed out. Barr opened the season Sunday (20) to good business.

A shortage of help left the Airplane ride out of operation Decoration Day and was a factor in postponing opening of the Oasis Ballroom. Present plans call for springing the dance hall side late in June. Booking of a band also figured in the postponement.

Preview of the Hammond, Ind., centennial celebration will be staged at the park Sunday (10), with the queen, bearded citizens and others on hand. The Hammond affair bows June 17. The following week will feature an exhibition match by Sharon Koehnke and Arnold Litchey, national junior table tennis champs. Both promotions were arranged by John H. Thoma, publicity rep, who has the park's kiddie.

Barr's Kiddieland includes a new Kiddie Coaster and Horse and Buggy this season. Also in the line-up are Kiddie Train, Auto, Boat, Plane, Whip and Merry-Go-Round.

Tubis Skeds New Attractions For A.C. Million Dollar Pier

ATLANTIC CITY, June 2.—Max Tubis, general manager of the Million Dollar Pier, this week announced the signing of several new attractions.

The Pier's Hippodrome Theater has been leased to Harry Brandt Associates. Arthur Sommers, general manager of the Bran-Lou Corporation, will move in Friday (18) for rehearsals and open Friday (25) with *Bepel and Yor*, a production currently at the Roosevelt Hotel, Miami Beach. The theater has been completely redecorated.

Other new attractions include Captain Thompson's whale exhibit, Charles Stone's wild animal exhibit, Benjamin Pezzuti's miniature toy village, a new arcade and pokerino. The 1,100 locker bath-

Holiday Biz Zooms 15% at Rock's Spot

NEW YORK, June 2.—In-again-out-again Decoration Day trade at Rockaways' Playland exceeded last year's mark by 15 per cent, park executives reported. Prior week-end business also was strong despite some rain.

Holiday at Rockaways was laced liberally with flash showers, but a park spokesman said it worked to the spot's advantage. When crowds were lured from the spot to the nearby beach by sunshine, a light drizzle would send them back. Per capita spending at Rockaways was high and out-of-State trade was reported heavy. Business was done without added attractions.

New Circus Restaurant, owned and operated by Martin W. Marlin, park food concessionaire, opened last week to good returns. Park Department has completed replacement of a half-mile of boardwalk at Rockaways.

Ticket Deal Set

Ted Cott, manager of WNBC and WNET, radio and television stations with which the park has a tie-up, has signed the Ralston chain of food markets to distribute 50,000 park ride tickets, subject to federal tax. Deal will last for a month and be worked thru the chain's 150 stores in Brooklyn and Queens boroughs. The grocery

Rye Registers 10% Increase In Holiday Biz

RYE, N. Y., June 2.—Decoration Day business at Playland here this year was at least 10 per cent better than the 1950 figure for the same date, in the opinion of Alan E. MacNicol, park director.

He termed the take for Saturday May 26, Rye's bow for daily operation, one of the largest in the spot's history. Off the brief running period, he could not furnish an accurate idea of the spending pace.

MacNicol attributed the present large grosses to heavier publicity thru the year. Searchlights were used to herald opening day and the holiday. Fireworks displays were presented both days. Brief showers Decoration Day did little damage to business at Rye, where most of the rides are covered, MacNicol said.

Freed Rock Hill Manager

ROCK HILL, S. C., June 2.—Eddie Freed, former major league baseball player, has been named manager of Joslin Park Spot is owned by the Rock Hill Printing & Finishing Company. William E. Griet, vicepres, announced the appointment. Freed succeeds Molly Cox, who had managed the spot since it opened in 1949.

A Kiddieland, beach and athletic fields are available at the spot.

Military Show Set

The armed forces' exhibit is scheduled to start moving in Tuesday (5). About 20,000 square feet of space in the auditorium section has been reserved for the exhibit.

Tubis said that he and his associates were anticipating big business in June. Jack Duffield has been awarded a contract calling for a pyro show to be staged at the end of the Pier during the Lions' International Convention, which will be held here this month. Indications are that this resort is in for a good season, Tubis said. Tubis and his associates, who first took over the Pier last year, got a late start.

firm will pitch the giveaway over radio, TV and in the stores.

Wilson Line ran excursion boats to Rockaways for the holiday but will not begin full-time operations until tomorrow (3). Line officials claim a 100 per cent increase in bookings for the park over 1950. Three bus lines also ran one-shot trips to the park before starting regular service tomorrow. Rockaways spokesman claimed 115 bus loads for Decoration Day.

Indian Point Grosses Top 1950 by 10%

PEEKSKILL, N. Y., June 2.—Altho Decoration Day showers restricted business at Indian Point Park here, Operator Ed Kelmans reported that the take was at least 10 per cent above last year's mark.

Kelmans said that the spot expects to add a second miniature railway next week. Holiday biz was gained without benefit of free attractions and Kelmans has about decided against adding gratis acts as a standard feature at the park. At present, he's concentrating on ride acquisitions. Because of boat schedules, spending hours at the park are from noon until 6 p.m. At the latter hour, patrons dash for New York-bound vessels. Kelmans figures that with customers watching free acts he loses more in spending time than the price of the acts and their drawing power are worth.

Picnic Sked In Fast Start At Kennywood

PITTSBURGH, June 2.—Good weather in May enabled Kennywood Park to get a fast start on its school picnics, first phase of what promises to be the best season for picnics in the spot's 54-year history. Civic, nationality and fraternal outings start July 4 and continue thru the Labor Day finale.

A new Skyflier and Kiddie Merry-Go-Round have been added to the Kiddieland and new cars have been added to the Coasters and Rocket. Funhouse and Old Mill have been augmented.


Booked for the daily free act presentations at Kennywood are: *Idalys, Four Sandys, May 27-June 9; Sharkey, Noble Trio, June 10-23; Les Kimris, Jan Risko and Nina, June 24-July 7; Apollons, Edna and Leon, July 8-21; Aida, Girl in the Moon, July 22-August 4; Lynn and Linda, Bobby Whaling and Yvette, August 5-18; the Eltons, Clark's Bears, August 19-25, and Triska Tropez, August 26-September 3. Charles Frank, Two Adamsons and Billy Ward Flyers were booked for May.*

Bridgeport Spot Bows

BRIDGEPORT, Conn., June 2.—Municipally operated Pleasure Beach Park opened its season here Saturday night, May 26. Park is again under the direction of General Manager John Molloy.

Many outings and picnics have been booked and, with the many defense factories starting to boom, a good season is looked for. Daily round-trip steamer excursions from New York and New Jersey start June 30.

Ballroom will play name bands on Sundays and holidays, with territorial bands during the week. Louis Prima played last Sunday (27). Tomorrow Ray Anthony is booked, followed by Gene Krupa, Thursday (10). Jack Stillork is the house band.

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 ... are among the 701 advertisers who spent \$33,641.75 in last year's edition of The Billboard's SUMMER SPECIAL?
 (For Complete List, See Page 48)

EXPANDS OPERATIONS
Bisch-Rocco Kid Spot
Aims at Park Status

WILLOW SPRINGS, Ill., June 2.—Ralph Rocco and Alvin Bisch, well-known manufacturers of ride devices, this year have joined the ranks of Chicago's major Kiddieland proprietors with their Playland Amusement Park, which opened here recently for its first full season.
 Expanded and improved over last year, when the spot was launched in mid-season, Bisch-Rocco's 1951 enterprise encompasses a 16-acre tract, boasts 15 rides, a concrete block refreshment stand, several concessions and parking facilities for upward of 1,500 autos.
 Located at the junction of highways 45, 12 and 20, the spot has been laid out with the idea of ultimate expansion to major amusement park status. Rides are set up on two midways, major devices on one side, kid rides on the other. A picnic and playground will be added this year and an outdoor dancing pavilion also is being considered, Rocco says.
Landscaped
 About half the 16 acres is now being used, and this has been graded or landscaped. All wiring is underground, drain tile has been installed and the entrance is lighted with a 40-foot neon sign. In addition, four fluorescent light towers are being constructed along the midway for added flash.
 A separate enterprise from the partners' Chicago ride manufacturing business, the park will be used as an experimental laboratory for the development and demonstration of new Bisch-Rocco rides.

Five major and 10 kiddie devices are in operation at present. A Ferris Wheel, Merry-Go-Round, Octopus, Flying Disc and Flying Scooter are on the adult midway. Kiddie devices include a Roto-Whip, Bus, Street Car and Flying Jets, all Bisch-Rocco products, plus Auto, a Fire Engine, Hand Cars, Boats, Train and ponies.
Train Tunnel
 The train, manufactured by National Amusement Devices, runs on a track that stretches for nearly two city blocks and gives riders a five-minute tour of the grounds. A 150-foot steel and concrete tunnel, seven feet in diameter, adds to the ride's attraction.
 Concessions include ball game, cork game and popcorn stand. Additional games will be added as the season progresses.
 Hyped by ideal weather its first three week-ends, Playland has chalked up big grosses. Rocco reports. Weekday crowds also have been big when weather permitted. Saturday (29) business at the refreshment stand is indicative of the crowds. After stocking the stand with food and drink supplies sufficient for two days, the stand was sold out the first day.
 Radio and newspapers are being used to promote patronage. Two spot announcements daily are being aired over a LaGrange station. Ads appear regularly in area newspapers and one Chicago South Side bi-weekly.
 Park opens each evening at 6 o'clock, 1 p.m. on Saturdays and 11 a.m. Sundays.

Midwest Ops Cop Heavy Play

man's Riverside faced its usual Decoration Day competition from the speedway classic and resulting traffic jams here, but this time came up with much improved night business. Coleman said no comparison could be made percentage-wise because of rain last year, but that servicemen are bringing new business to the spot.
 From Summit Beach, Akron, Manager Evan B. Brewster hailed a 20 per cent attendance increase and reported the crowd spent more freely than last year. With a break from the weather, Brewster said, Summit Beach expects a good year.
Rain at Sioux City
 Holiday business was up 30 per cent at Joyland Park, Wichita, Kan., where R. G. Langenwalter had twin promotions as an aid and good weather for the clincher.
 The final results at Riverview, Sioux City, Iowa, showed a 25 per cent decrease, but Merris Warfield said that rain did the damage. Indications early in the day were for a record-breaker, he said, and stock car races at night pulled a capacity crowd. He declared the spot is expecting the best season of its 23-year history.
 Attendance of 18,000 at Coney Island, Cincinnati, produced a gross 20 per cent better than last year, said President and General Manager Edward L. Scholt. Accounting for the bulk of the trade were the rides, which were crowded all day. The kiddieland

did particularly well. Altho weather was fair, 75 degree temperature in the afternoon was not conducive to heavy pool patronage, and that department showed a substantial drop in comparison with last year. Attendance was 15,000 last year when rains marred the day.
Edgewater Moves Ahead
 Good weather on the holiday was a welcome relief to Detroit parks, which had been rained out on two preceding week-ends. Edgewater moved far ahead of last year's Decoration Day takes and spending was reported good at all spots. Highway traffic was less than normal for a holiday and Detroit's transportation strike held business back somewhat.
 In near-by Flint, Mich., L. H. Firestone, operator of Flint Park, found the crowd was "just the roving kind" and blamed a 25 per cent drop in gross on current lay-offs in the automobile industry.
 William A. Schmidt, of Chicago's Riverview Park, said the spot did satisfactory business on this holiday, while last year the day was lost to rain. While it still is early to get the feel of the season, Schmidt said, business so far at Riverview has run about equal to last year's.

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 \$3,700.00 for Complete Unit, Locomotive and Cars.
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KELLY-MILLER BLOWDOWN RIPS TOPS; NO ONE HURT

Org Draws Crowds With Sidewalled
Arena After Nebraska Wind Storm

FALLS CITY, Neb., June 2. — The Al G. Kelly & Miller Bros. Circus big top and Side Show tent were blown into the air and to near-by trees at about 5:30 p.m. here Friday (25), when high wind and a driving rain struck. On one was injured.

D. R. Miller estimated damage at about \$4,000. After the tops ballooned an estimated 75 feet into the air, they were blown about 50 yards and became tangled in trees and telephone wires.

The show was forced to use side-walls only for performances at sev-

eral subsequent stands. The night show here was canceled.

Muddy grounds made arrival as well as the departure difficult here; however, the matinee drew a capacity crowd. It had been completed before the blowdown and the only person in the tops at the time was Bill Todd, drummer, who

was uninjured. Loading here was not completed until after midnight. All personnel and the elephants were taken to the night.

At Clarinda, Ia., the next day (26), the matinee was only an hour late. The sidewalled seats were nearly filled for the matinee and the night house was full, although farmers were reluctant to leave fields. K-M's Sunday matinee-only stand (27) was Sidney, Ia., which turned out a two-thirds house. Again, the show used side-walls for the big top and a brisk wind hampered parts of the performance.

Farmers in the Red Oak, Ia., district waited until the night show to catch K-M. There Monday (28), the org drew a half-house for the matinee and a near-capacity in the evening.

Rail Move Cost Hits New High On R-B Jump

ANNUAL JAUNT

Beers, Barnes Kids Come On; Business Okay

LANCASTER, Ky., June 2. — Thirty children of the Beers and Barnes families will join the Beers-Barnes Circus here Tuesday (8). They are coming from their Miami homes following close of the school term and will be with the show for the summer. Maay will take part in the performance. The jaunt is an annual affair for the kids and George Beers, 18, making his 13th such trip, will be in charge of the contingent this time. Heretofore, the younger set has worn identification tags so railroad conductors could route them to the show.

Recent business of the circus has been fair. In Lebanon, Tenn., (21), matinee was full and night house was half filled. Gainesboro, Tenn., the next day was only fair, and Livingston, Tenn. (23), was light because of weather. Celina, Tenn., played without auspices, was good.

Tompkinsville, first stop in Kentucky, took honors as the banner stand of the season thus far. Two straw houses were tabbed Friday (25) without auspices. Burkesville, Ky., Saturday (26), gave a light matinee in rain and a three-quarter night house.

1-Day Stands Start Strong For Ringling

LANCASTER, Pa., June 2. — Business at early one-day stands for Ringling Bros. and Barnum & Bailey Circus was on a par with the good takes scored at longer stands. Easton, Pa., the first date, was good for two near-capacity houses Monday (28).

Rochester, N. Y., Tuesday (29), had a half house for the matinee and a three-quarter night house despite a rainstorm. Light rain also was reported in Easton.

Decoration Day (30) at Lancaster, Pa., usually good for the show, saw two more near-capacity crowds in the big top.

CAMPA ANIMALS WATERED DOWN

MAYFIELD, Ky., June 2. — Polar bears on Ben Davenport's Campa Bros. Circus broke the bars on their cage and moved in on the leopards for a noisy fight here. Fire department was called and a stream of water was played into the truck to end the melee. None of the animals was lost.

Beatty Tabs Strong Biz; Blows Show To Make Jump

ROSEBURG, Ore., June 2. — Clyde Beatty Circus business counting generally strong with eight full houses out of 14 performances. Show played a matinee only in Concord, Calif., Sunday (27), passing up the skedded evening performance to make a reouted run to Marysville, Calif.

Although the show was only about 50 highway miles from Marysville, the train route brought the show back into Oakland and then to its destination, a distance of about 180 miles. The evening layoff, however, gave Beatty personnel opportunity to visit Polack Bros. Circus in San Francisco, where a section has been reserved for them. Polack show people have visited Beatty when this show played Richmond and other Bay Area towns.

Full night houses were in Valejo,

Calif. (24); Marysville (28), Redding (29), and Medford, Ore. (31). The Redding performance was a packed top. Show not afternoon topers in Concord, Redding and Montague, the latter a town of 400, which drew from the adjacent area to fill the top.

Albina Beatty has joined the Dewayne Troupe, thus adding another segment in her circus training. She has served in the office wagon, on the front door and in various other official spots. Don Johnson, Dewayne trouper, is still out of the act due to an injured hand. The injury was worse than expected, necessitating additional hospitalization and treatment in Oakland.

General workmen continued to offer a problem, with nearly 75 new men having been on and off the show in the past 10 days.

RINGLING, MILLS DAY-DATE LOOMS

MILWAUKEE, June 2. — Ringling Bros. and Barnum & Bailey and Mills Bros. circuses will play day-and-date in Milwaukee on July 24. Ringling comes in for a two-day stand, starting July 23. The Mills show will play under auspices for one day only. Both shows already have started advance work here. For Mills, the stand follows a loop into Kansas and Nebraska and a return to Illinois. Ringling plays Milwaukee after its five-day Chicago run.

R-B ROSTER

Most Ringling Bosses Return For 1951 Trek

READING, Pa., June 2. — Roster of department heads on the Ringling-Barnum circus remains almost unchanged from a year ago, show execs announce. The bosses and their assistants include:

George Werner with Walter E. Bingham, Horner J. Walters, and Charles White, canvas; Cecil R. Montgomery, with Daré G. Barlow, animals; George Blood, with Albert T. Welch and Frank I. Bowen, cookhouse; Eugene (Arky) Scott, with Vernon I. Duffy, Henry J. DeMuth and Joseph I. Grassi, elephants.

William Dwyer, lay-out; William Yeske, with Edwin W. Yeske, mechanics; Edward R. Versteeg, with Oliver A. Wescott and Harold Shindeldecker, lights; Larry Wil-

(Continued on page 73)

Don Robinson Ops Part; Org Closes in Ga.

YOUNG HARRIS, Ga., June 2. — The Don Robinson Circus apparently closed here several days ago because of disagreement between the co-owners, Howard Ingram and Eddie Billett. Several sources reported that business for the show had been unusually good in North Georgia, but that earlier stands had not been profitable.

The partners took legal action against each other, it was reported, and the case was to be heard in court soon. Efforts to contact the partners were not successful.

The org was built in Sarasota, Fla., early this year with Ingram's Ameri-Congo Animal Exhibition as a nucleus.

Harry Bowman, Agent, Dies

JEANNETTE, Pa., June 2. — Harry P. Bowman, 77, long-time circus and minstrel show agent, died at the home of his daughter here May 28. He had been partially paralyzed for five years and retired for about 10 years.

Bowman managed the Sloan & Gaston Circus in 1899 and had his own show in 1901. Subsequently, he was agent for many of the J. Augustus Jones shows, under management of Jones and his brothers, Elmer and Alex, and C. L. Erickson. For part of the 1913 season he was general agent of the Mollie Bailey Circus and in 1920 was agent for Christy Bros.

In 1942 Bowman published a book, *As Told on a Sunday Run*, a compilation of show titles and significant dates in show history. He was an active member of the Circus Historical Society. At one time he operated a roller rink in Jeannette.

Surviving are his daughter, Mrs. Arthur Gerard; a son, Harry Bowman Jr., of Flint, Mich.; a brother, George, and a sister, Nettie Bowman, both of Jeannette. Burial in this city Monday (28).

RB Philly Date Spurs Bid for Tougher Laws

PHILADELPHIA, June 2. — Ringling-Barnum circus, which normally enjoys good press relations in this city, hit a snag with one of the three daily newspapers last week. The Daily News, which had been generous in space to the Big One which ended its annual week's visit Saturday night, May 26, went "gunning" for the show during the last two days with such headline scares as Circus Won't Play City for Sucker in 1952 and Annual Visit of Circus to City Costs John Q. Tarpayer Plenty.

Early in the run circus staffers said they expected sniping from The News whose reported request for 900 "longs" had been turned down. The tabloid's request was termed "extravagant," especially in view of its 150,000 circulation.

The Daily News carried circus advertising thru the final day of the show. The paper was the only one of the three majors carrying a banner story Saturday quoting Councilman Louis Schwartz, chairman of the committee on city property and services, that the circus will have to pay more

(Continued on page 73)

East New York Gives Biller Hyped Houses

AUBURN, N. Y., June 2. — State-side stops gave Biller Bros. Circus good houses this week and the org prepared for a jump into Canada where its stands will include those under auspices signed during the 1950 dominion trek.

Decoration Day (30) here gave the Sturmak org two near-capacity houses, and in Cortland, N. Y., Tuesday (29) the show tabbed twin three-quarter houses despite rain and the impending holiday.

Olean, N. Y. (26), produced a full matinee and half house at night with threatening weather. Jamestown, N. Y. (25), gave two three-quarter houses, and Bradford, Pa. (24), was low on the list with two half houses.

Labor shortage was noticeable in Bradford, where a late arrival also hindered. Lillian Leitold Tent of the Circus Salmis and Sinners obtained a new lot for the show in Bradford.

Pawnee Moves To Territory Robinson Blew

BURNSVILLE, N. C., June 2. — Ralph Green's Pawnee Bros. Circus, which recently was reported closed, returned to the road after a two-day lay-off during which it jumped from Eastern Carolina to a Carolina-Virginia route, which has been abandoned by the Don Robinson Circus.

Business for Pawnee was reported strong on both routes. Staffers in addition to Green include Kit Noble, announcer; Carroll Bush, tickets; Mary Green, concessions; Eddie Exline, lights and mechanic; and Everett Daniels, concert.

The one-hour, 45-minute performance includes Blue Daniels, pony; Eddie Exline, ponies, mules and Liberty horses; the Daniels, whips; Daniels, bear act; Marce and Myers, perch and ladders; Margaret Forkum, fighting lions (3); Wilsons, dogs; Everett Daniels, high school horses and mules and Billy Winters, producing clown with three men. Concert runs 35 minutes with Wild West turns and Daniels horse, The Great Speckled Bird.

Capt. Bill Forkum, who joined after closing with Horne Bros., reported one of his lions had four cubs recently.

Mills Reports Help Shortage; Bull Man Out

BLUE ISLAND, Ill., June 2. — Shortage of help has plagued Mills Bros. Circus at recent stands and as a result the menagerie top has not been put up at some places. Replacements have been hired each time the show needs a major city, and the latest group came on here from Chicago.

One of the two Baptiste Schreiber elephants purchased recently by Mills now appears in the spec, boosting the total there to seven. However, Schreiber, who was scheduled to take the boss bull man's post and to present his letterboard elephant act, did not remain with the show and his act is not worked.

Altho the show's dates in the suburbs of Chicago coincided with

(Continued on page 73)

Stevens Moves On 16 Trucks, Has New Tent

CLYDE, Kan., June 2. — Stevens Bros. Circus drew a light matinee here May 25 because of threatening weather. Show moves on 16 trucks, several of which formerly were on the Kelly-Miller Circus and are attractively painted.

Canvas includes a new 70-foot big top, two 20s and a 60-foot Side Show top with four 30s and a new 90-foot banner line. Performance here was given in one ring with several good Mexican acts, an elephant, Liberty horses, ponies, trained camel and spec. Oklahoma Shorty has the concert.

Menagerie is in the Side Show and includes three cages, containing a bear, lion and tiger, water buffalo, camel and elephant. Side Show acts are punch, fire, vent, blade box, half-and-half and dancers.

About 60 persons are on the show. Bob Stevens is owner-manager; Charles Smith, legal adviser; Shorty Lynn, canvas, and

(Continued on page 73)

Philly Shrine Again Inks HM

PHILADELPHIA, June 2. — Hamid-Morton Shrine Circus will be back under 14 Lu Temple auspices for the 12th consecutive year next season. Arrangements already have been concluded for the first time in years at such an early date, for Hamid-Morton to return to the 6,500-seat indoor Philadelphia Arena October 8-October 15.

Past Potentate William P. Kuezel again heads the circus committee for 1951, and all the Shrine units will perform at the various performances during the week.

NEW GROUP BUYS ENDY PROPERTIES FOR \$15,500

Dave Endy May Tour Old Org
Financed by Kaufman Associates

NEW YORK, June 2.—Sale of the major portion of Endy Bros. Shows equipment Friday (31) in Savannah to Atomic Rides & Amusements, Inc., a recently organized Kentucky corporation represented by Marshall Kaufman, lent credence to the current report that former Owner David B.

Endy would again head a railroad show well in advance of the fair season.

Leopold Alexander of the Savannah firm of Alexander and Wells handled the deal in which the new owners paid \$15,500 for 18 flat cars, 64 show wagons and two GMC power plants and other miscellaneous show properties. Not included in the sale were a Merry-Go-Round, Rolltoplane and Flyoplane, H. M. Leaf was the court receiver.

Unconfirmed at this writing was the report that a deal has been set between Kaufman and Endy for the latter to tour the shows, beginning with a still date in Washington within the next couple of weeks. Endy, who was in Savannah at the time of the sale, left for Philadelphia and could not be reached for comment.

Kaufman, who is reported to have played a behind-the-scenes role in financing the Endy Shows in the past, is believed to be interested solely in the financial side of the business. Atomic Rides & Amusements, Inc., listed \$50,000 in capital stock. Incorporators are Circuit Judge Lawrence S. Grauman, Simeon S. Jacobs and V. C. Hale, all of Frankfurt. Alexander said that the federal government has claims totaling \$60,000 against the shows while the claims of other creditors bring the total of stated liabilities to well over \$100,000. At present, creditors' priorities are being established in the Savannah courts. Alexander said that the settlement of priorities alone might take as long as a year.

The equipment is presently all (Continued on page 62)

Philly Circus Stand Scores Big for Marks

PHILADELPHIA, June 2.—All hands on John H. Marks Shows were well pleased with results of the stand which ended Saturday, May 26, at Broad and Patterson here. Joining the shows were Ernest Evans and his wife, Thelma. He will be Caterpillar foreman and she will be ticket spliter on the Little Dipper.

Lee Moy, snake dancer, has replaced Roxelle as the feature attraction of Jack Chiccarelli's Peep Show. Hilda Roman, wife of Mike Roman, fell and badly bruised her right ankle and was laid up for a few weeks. Mike reported his biggest week with the cookhouse since he has been in the business and appointed Keat Fisher as manager of the unit.

Playing this week at 82d and Lyons Avenue, the show set a kiddie matinee, with tickets being distributed in primary schools and Pepsi-Cola supplying prizes.

Fairborn Big For Geren Org

FAIRBORN, O., June 2.—Mighty Hoosier State Shows, under Manager W. R. (Bill) Geren, played a sneak date here this week and wound up with their best date of the season thus far. Shows were the first to play the town.

Special buses brought huge crowds direct from the air field and downtown to shows' main entrance. All rides, shows and concessions did terrific business, Geren said. Org was visited by personnel of the Gus Sun Agency, Springfield, O., and many of Geren's friends visited. Local and Springfield radio station aired programs from the grounds. Shows move to Xenia, O., tomorrow for a date under Knights of Columbus auspices.

STOLEN SIMIAN ACTS LIKE APE, GETS HEADLINES

PHILADELPHIA, June 2.—When a white-faced, ring-tailed monkey from Blondie Mack's unit on John H. Marks Shows turned up missing last week during the org's stand here, his wife, Alberta, inquired for the vanished simian at a local pet shop.

Shortly after her visit two men attempted to peddle a monkey resembling the missing one at the store. The proprietor's assistant called police, and men and beast were taken to the station house where Alberta identified the monkey as coming from the show.

At about the time the latter action took place, the pet shop operator finally got back to his own affairs and discovered a monkey lapping over a batch of crockery. Winner in the whole business would seem to be Marks publicist George W. Leonard, who garnered considerable space in local papers while the show beast was absent.

PENNSY INDUSTRIAL AREAS OK FOR C&W

Weather Cuts Into Potential Crowds;
Holiday Grosses Good in Pittsburgh

PITTSBURGH, June 2.—Sited in the heart of a booming industrial area in the Turtle Creek section, the Cellin & Wilson Shows seemed sure to have a big gross distributed among its multiple units by tonight's closing. Rain nipped business on opening Monday (28), but business was good on Tuesday (29) and Decoration Day (30) the crowds came early and stayed late.

Last week at Altoona, Pa., the promise of hefty winnings in that heavily industrialized town boomeranged when the New York Central Railroad predated the shows by laying off 3,500 workers in its Altoona shops. About half of the estimated 20,000 railroad workers were on night shifts and co-owners Iddy Cellin and Jack Wilson skidded a midnight session for the group which quit work at 11 p.m. with good results.

A mid-week pay day for the rail workers in Altoona provided ready money and the takes were good. The first part of the week was well below expectations as the re-

sult of a spell of cold and rainy weather.

Kiddie matinees continue strong. Richmond Cox has arranged for the giveaway of donated bicycles each week for the Saturday sessions. The Altoona promotion was especially good in view of the fact that the W. F. Gable Company which donated the bikes also owns the NBC outlet which plugged the doings liberally.

Train arrival here at 8 p.m. on Sunday (27) attracted considerable attention with large crowds remaining to watch the unloading until midnight.

Local sponsoring fire department has been pushing the sale of gate tickets in advance with good results. Added enticement to purchasers is the nightly awarding of a \$200 savings bond.

(Continued on page 62)

Coffeyville, Kan., Gives F. C. Bogle Break in Weather

COFFEYVILLE, Kan., June 2.—F. C. Bogle Shows got their first break here with ideal weather and a paved lot after battling rain and mud the past three weeks.

Seven nights were lost to rain in Arkansas City, El Durado and Wellington, and business the other days was held down by muddy lots.

Mr. and Mrs. George Herschler, Side Show ops, left for their Leavenworth, Kan., home, and Mr. and Mrs. Leslie Anderson, arcade and guess-your-age, left for Asbury, N. J.

Eddie Young has added tag darts to his concession line-up and Lee Larson framed a grab joint. Walter Marco, sound truck, has put his slum spindle in storage and opened a mug joint. An Athletic Show is being framed for a July 4 opening.

Sam Berkowitz Dies in Durham

DURHAM, N. C., June 2.—Sam Berkowitz (Berk), 37, a 30-ounce giant for 23 years, died Wednesday (30) in a hospital here.

He worked various shows and fairs together with his brother, Irving, and was a member of the National Showmen's Association, New York. He is survived by his widow, two other brothers and his mother.

Burial services were held yesterday (1) from Schwartz Bros. Memorial Chapel, Bronx, New York.

Jersey Trek Starts Off Solid for WOM

PLAINFIELD, N. J., June 2.—New Jersey, which for years has served as the nucleus of the World of Mirth Shows' still date season is solid to date and giving evidences of topping last year's lucrative takes, show owner Frank Bergen reported here this week.

Current date, on the outskirts of Plainfield at Arbor, is pacing the top grosses earned last year with the promise of besting those marks if tonight's weather and crowds hold good. Spot has been noted as a money date for nearly two decades in good times and bad, fair weather and foul.

Thru Thursday (31) Bergen said the difference between last year and the current date was no more than \$30 on the gate and less than \$90 on the gross despite some unfavorable weather.

Lucky With Weather
Altho heavy rains have pelted this area in the past 10 days, the show has been fortunate in that the crowd-killing downpours here have held off on two occasions until after midnight. The lot is ideal, affording ample room for all attractions and providing the kind of drainage usually found only on graded and paved midways.

At New Brunswick last week the org scored a winner. The wind-up crowd and spending on Saturday topped all previous takes at this spot. Coupled with good business earlier in the week, all units wound up with money. Bergen announced that New Brunswick was signed for 1952.

Hennies Heads Into Wisconsin

CHAMPAIGN, Ill., June 2.—Hennies Show, which registered fairly good biz here this week, winds up its stay in Illinois with the close of the stand today and will head for Wisconsin, where it will play a succession of five still dates before moving into its first fair.

Decatur, Ill., played last week, was hit by a virtual rain-out Saturday (26), closing day.

Buck Foils Weather To Win at Camden

CAMDEN, N. J., June 2.—Altho rain flooded the midway washing out operations on the first two days, the initial South Jersey State Fair which ends a 10-day run here tonight will nevertheless contribute a winning run in the O. C. Buck Shows. Owner Oscar Buck said here this week.

A cloudburst which resulted in two and one-half feet of water on much of the midway nixed the scheduled opening Thursday (24) and got the show off to a bad start. Rain again Monday (28) and another downpour Tuesday (29) added to the dismal outlook and held business well below expectations.

With better weather the date holds excellent prospects, Buck said. While considerable rain fell, the lack of proper drainage was responsible for most of the calculated losses of patronage and grosses, he said.

The lot, while located close to the center of population, is a filled-in area with the river mud and silt used for this purpose having no absorbency. It was necessary to dump 125 loads of fill dirt in the approaches after the rains to make it possible for patrons to enter the grounds.

Tuesday's rain, which also flooded the area, made it necessary to use fire department pumping equipment thruout the night to put the grounds in shape for the Decoration Day (30) crowds. Pictures of the inundated grounds were given wide circulation by the press services and Buck felt that this was bad publicity in that it probably kept many potential patrons from attending the event.

On the brighter side was an at-

tendance of upwards of 20,000 Saturday (28) and a crowd estimated at between 15,000 and 18,000 on the holiday. Five tractor-trailer loads of shavings were spread on the midway on the holiday morning to improve the appearance and the footing.

Buck reported that the crowds were enthusiastic and the spending was good when attendance was possible, with all units sharing in the money. Business conditions in the area are good and money is plentiful.

The next week show will jump back into its familiar New York territory, starting with a date at Binghamton.

John Watkins, last with the Lawrence Greater Shows, joined here as lot superintendent.

Alamo Gets 3 Winners After Blank in Waco

HOBBS, N. M., June 2.—After playing a blank in Waco, Tex., Alamo Exposition Shows rang up winning stands in Snyder and Odessa, Tex., and the local engagement proved the best still date of the season thus far, Owner Jack Ruback said.

Local stand marks shows first New Mexico date. Engagements in Roswell, Albuquerque and Santa Fe follow in that order. Ruback said that Bill Carr's Spiffire and Jimmy Duggan's Ghost Train have been long money getters. The concession department, under supervision of A. R. Wright, has been clicking.

before the conclusion of the run. While the show's route is virtually set, there is the possibility that one or two additional dates in Jersey may be added, Bergen said. The need to get into New England for the start of its fair season and the show's policy of sticking to short jumps to minimize costs both affect the pattern of the route.

Holiday Biz Good
With Decoration Day falling in mid-week and the weather threatening thruout much of the day, prospective patrons apparently stayed close to home in seeking out entertainment. The show's gate on the day hovered around the 10,000 mark with the crowds building thruout the day and staying late.

Bergen said that the show's Skooter ride is undergoing a complete rebuilding with new plates being added.

Mrs. Bergen, who this year added a frozen custard unit for the first time, reports excellent business to date. Bernard (Bucky) Allen, concession manager, rejoined the show after attending the funeral of his brother, Chickie, in Boston.

C. C. Groscurth Reroutes Org Into Indiana

BEDFORD, Ind., June 2.—C. C. (Specks) Groscurth, owner of the Blue Grass Shows, cancelled its remaining Southern Illinois still dates and moved here Monday (28) for a five day stand.

From here, Blue Grass will play its established Indiana still spots operating with hanky bank concessions only. Org will re-enter Illinois for the July 4 week and will follow with its fair route, which includes the Duquoin, Ill., annual.

Groscurth disclosed here that W. E. (Bill) Snyder, business manager, is no longer with the show.

Weather Hits Va. Greater

FAIRVIEW, N. J., June 2.—Virginia Greater Shows again ran afoul of the weather thru a nine-day stand here, with heavy winds Wednesday night (23) causing a blowdown of the Slide Show. Monday night (21) business was fair, but the rest of the week was spotty.

Acts joining Al Dameron's Side Show here included Mr. and Mrs. Ed Klein, knife throwing and sharpshooting; Ernie Zardo, fire eater and torture board and Harold Kurik, double mouth man. New hally cloths have been ordered from American Tent & Awning Company for the front and inside of the Slide Show, the two Girl Show fronts and the colored revue.

E. Mantell joined and is operating a kiddie ride. F. Burt has augmented the Merry-Go-Round crew.

NBC'S TV SHOW USES MIDWAY SET

NEW YORK, June 2.—A carnival lot in general and the shooting gallery in particular played a major role in the National Broadcasting Company's TV show, Lights Out, Monday night (28). Central character in the whodunit was supposed to be a psycho vet, plagued by a threesome he had first come in contact with while serving in the army in Germany.

Crisis in the play was reached when the vet, visiting a carnival, turned to the shooting gallery, picked up the gun, turned and saw his nemesis, and shot them down.

Carnival background made up the set, with only strange items in view being an ancient juke box.

Midway Confab

Brownie Smith's Gold Crown Exposition Shows are the subject of an article titled "Show Business, U. S. A." in the June issue of *Charm* magazine. Piece was authored by **Peter Leavy**, New York writer, who journeyed south to catch the shows several months ago. The illustrative part, profusely illustrated, also mentions **Emmett Watkins**, Chapplane foreman, and **Harry and Peg Wilson**. . . **Carl E. Manthey Jr.**, merchant seaman and grab stand worker, cards from Genoa that he will return home in time to work part of the season. He reports having visited a number of shows in Europe. . . **Tommy Higgins**, World of Mirth Shows' rookhouse op, is putting in full days despite a recent serious illness.

Peggy Ewell, who opened with the A. & B. Show in Petersburg, W. Va., with her African Python Show, reports good business on the season thus far with the attraction. . . Line-up of **Buddy Bernstein's "Scandals of 1951"** on **Mickey Percall's Pioneer Shows** includes **Terry Lane** and **Princess Pawnee**, dancers; **Georgia Dale**, feature; **Digger Bill**, talker; **Bernie's House of Ah** has **Ali Mish U Bey**, human buzzard; **Filipino Jimmy**, talker; **Tip Templeton**, tickets. His "Parisian Models" features **Linda Lee**, dancer and talker, with **Richard Gordon** on tickets.

Kenneth Wegner, adopted son of Mr. and Mrs. Al Wagner, of the Cavaleade of Amusements, rejoined his parents at Terre Haute, Ind., following completion of the semester at a Florida military school. . . **Frank J. Lee**, Cavaleade press agent, came in for some big publicity scores during the org's Evansville, Ind., stand. One of the breaks was a story by **Dick Anderson**, sports editor of *The Evansville Press*, who devoted his column to Lee's reminiscences.

Line-up of **Bob Hermine's Midget Show** and **Circus** on the Cavaleade of Amusements includes **Elizabeth Zollner**, **George Huff**, **Alois Sapik**, **Fred Soucek**, **Albert Krause** and **Johnny and Frank Schall**. Acts are **Mimi and Pepi Krish**, trapeze; **Mimi**, iron jaw; **Hilda Karolias**, slack wire; and **Butch Karolias** and **William Hassz**, acrobats. **Tex Thomas** is boss canvasman; with **William Watkins** and **Carl Williams** as assistants. **Low Hamilton** recently joined to handle the mike on the front.

Leo Lipka, retired carnival owner, is back at his Detroit home convalescing after amputation of his right leg—his second—below the knee. Lipka, who also lost his sight after diabetic complications, expects to undergo an eye operation next winter, and would like to hear from friends at his home, 15458 Ward Avenue, Detroit.

Mighty Page Shows, after so-so business at a week's stand in **Spray, N. C.**, came up with a good closing May 26, when mill workers received their first pay following a five-week strike.

Prior to opening his **All-Martime Shows** for 10 days at **St. John, N. B.**, **Lan (Kid) Dryden**, owner, won the snooker championship of **Halifax, N. S.**, beating the defending champion. Org's first stand was marred by persistent rain and fog and much of the lot was hidden by a series of billboards. His line-up for the opener included a **Merry-Go-Round**, **Airplane Swing**, **Rolloplane** and **Kiddie Airplanes**. Mr. and Mrs. **Paul Geerin** are this year celebrating their 25th year of marriage and their 25th year with the **Dryden** org. Paul is the show's publicity man while Mrs. Geerin has a graphology concession.

Cornelius Sens, veteran ride and concession op, returned to this country Monday (25) after an extended European trip. On his tour, Sens saw a number of European carnivals. He also ran across several new rides and concessions. Sens has booked his rides and joints on **Ellis Winter's Cumberland Valley Shows** and will join the org for his **South Pittsburgh, Tenn.**, opener.

Mr. and Mrs. **Clayton Holt**, with **Hennies Bros.' Shows** last season, are remaining in **Hot Springs** until the fair season. . . Mr. and Mrs. **Alton Pierson**, concession ops, left **Hot Springs** re-

cently for **Miami** to take over and operate their newly purchased trailer park on **79th Street**. . . **The Hot Springs Showmen's Association**-sponsored junior league baseball team is leading in its division. **Frank Waldron**, skating rink operator and formerly a rookhouse op, coaches the aggregation.

Doc Warner, who has signed his **Monkey Show** with **Carl D. Ferris Shows**, was scheduled to join the org in **Warren, Pa.**. . . **J. D. Goodrich** and **Tramp** Reval closed with **Virginia Greater Shows** during the stand in **Fairview, N. J.**. . . While **Sunset Amusement Company** was playing **Excelsior Springs, Mo.**, **Dave (Chief) Chisholm**, concessionaire, was married to **Susan Kinsley**. **Buster Schild**, also a concessionaire on the org, married **Jean Wendleton** during the same date. Visiting the org in **Freeport, Ill.**, were **Mr. and Mrs. Lou Keller**, **Joe Streibich** and **Ed Sopenar**, of the **Showmen's League of America**. They took 20 new membership applications back to **Chicago** with them.

Among visitors to **Star-Lite Shows** midway at **Moline, Ill.**, were **Mr. and Mrs. E. H. Ehman**, **Mr. and Mrs. Tama Frank**, **F. M. Shortridge**, **Mr. and Mrs. Max Madison**, **Mr. and Mrs. Fred Cook** and daughter and **Mr. and Mrs. D. B. Hill**. . . **Starr Woronuk**, wife of **J. (Cupcake) Woronuk**, is seriously ill at her home, 252 Kendall Avenue, **San Bernardino, Calif.**, and would like to read letters from friends. **Starr** also was known in burlesque circles as **Evelyn (Baby) Lamson**. . . **Bobby Frances** joined **Maurice Duval** of **Hennies Bros** in **Madison, Wis.**, for the season. **Al Rollins** is expected to join later for a month's tour. **Duval** info. . . Among visitors to **Virginia Greater Shows** in **Fairview, N. J.**, were **Mr. and Mrs. Patsy Carleo** and **Mr. and Mrs. Frank Hammon**, relatives of **Manager Rocco Masucci**. . . **Elliott Amusement Company** has booked a two-day **Farmers' Picnic** and **Homecoming** at **Sunfield, Mich.**, June 19-20.

Mr. and Mrs. **Mickey Percall**, owner-manager of **Pioneer Shows**, recently made a plane trip to their **El Pioneer Ranch**, **Tucson, Ariz.**, to take a look at the string of race horses which they purchased recently and which they will race next winter at **Hialeah Park, Miami**. **Manager Percall** was host to a group of well-known trainers and jockeys who will remain at the ranch to get the colts burners in shape for the race meeting. **Blanche O'Brian** reports. . . While **F. E. Gooding's American Exposition Shows** were playing **Washington, Pa.**, members of the **Art L. Converse Side Show** were guests of **Mr. and Mrs. Edgar Lauther** at a turkey dinner at the **Lauther's Dreamland Restaurant**. Entertainment was emceed by **Melvin Burkhardt**, magician. **Edgar** is the brother of **Carl J. Lauther**, well-known Side Show operator, currently with the **Gooding** org.

Billie Timberlake, annex attraction for three years with **Glenn Gibson's Side Shows**, is not on the road this spring. She's been nursing a stomach ailment at her home in **Noel, Mo.**, and would like to read letters from friends. . . **Charles T. Womach**, who has spent the past 23 years on the road with **Barker's, Beekmann & Gerety, Reading's United**, **Byers & Beach**, **Byers Bros.** and **Moore's Modern shows**, will not tour this season because he's under a doctors' care at his home in **St. Louis**. He plans to return with a new outfit next season, however.

Charles B. Kiddy, who retired from the road several seasons ago to combine farming and the custom building of show properties, writes from his **Pikinton, Va.**, home that he has been busy in recent months. His wife, **Mabelle** and her son, **Gilman Brown**, recently joined **John H. Marks Shows**. . . **Ralph G. Lockett**, former secretary-treasurer of the **Johnny J. Jones Exposition** and now the proprietor of a news stand in **Daytona Beach, Fla.**, had a visit recently with **Tommy Parker**, an old friend and manager of **Eddy Arnold** who was on a personal appearance tour.

Ralph W. Smith, World of Mirth Shows treasurer who sustained a broken leg in a recent fall has gone to his sister's home in **Syracuse**. (Continued on page 60)

W. R. GERENS Presents

MIGHTY HOOSIER STATE SHOWS

INDIANA'S MOST MODERN

WANT HANKY PANKS.
WANT SHOWS WITH OWN OUT-FIT.
WILL BUY LATE MODEL OCTOPUS WITH TRANSPORTATION.
CASH WAITING.

FOR SALE—Ten KVA Light Plants, new, price \$650. One Kid Train, complete, gas motor, plenty of track, in fine condition, price \$800.

This Show Starts Solid With Fairs July 9 at Marion, Ind., on the Main Streets. Finishing at Aurora Farmer's Fair, October 6. Have a wonderful sneak spot for week of July 4th. Now booking for Firemen's Celebration on the main streets of Lawrenceburg, Ind., June 18-23. No Phone Calls, Wire Western Union.

BILL GEREN
This Week Xenia, Ohio; June 11-16, Addyston, Ohio Firemen's Celebration.

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

WANT SIDE SHOW MANAGER WITH PEOPLE AND ACTS FOR LARGE, MODERN, UP-TO-DATE AND COMPLETELY EQUIPPED SIDE SHOW.

For String of Top-Notch Fairs Starting at Jamestown, N. D., July 1, including Minot, N. D., State Fair; Huron, S. D., State Fair; Austin, Minn.; Spencer, Iowa; Albert Lea, Minn.; New Ulm, Minn.; Fargo, N. D.; Rolla, Mo.; Bytheville, Ark.; Caruthersville, Mo.; Minden, La.; Tallulah, La., and two more dates to follow.

WANT TO BOOK FUN HOUSE AND GLASS SHOW.

20TH CENTURY SHOWS

North Kansas City, Mo., This Week; Then Per Route.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

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SHOWS

All Address C. C. GROSCURTH, New Castle, Indiana, This Week

For remainder of still dates and a continuous route of 16 bona fide fairs, starting July 2 and including the Southern Illinois State Fair at Du Quoin, Coke Bottle, Darts, Bumper, Balloon, etc. Short Range, High Striker, Custard and Wonder Bar on exclusive basis.

Ride Help of all kinds. Foreman for Tilt, Octopus and Wheels. Must be licensed drivers and know their business. Top salaries and bonus if you can cut it.

Can place Snake, Monkey, Wild Life or any Grind Show with own equipment and transportation. Note—We are now on our established route in Indiana until fair time.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

BOOKED FOR THE ENTIRE SEASON FEATURING MANUEL ZACCHINI, SHOT OVER TWO FERRIS WHEELS

TRENTON, N. J., NEW LOCATION, WEEK JUNE 11 TO 16, FIVE WEEKS ON LONG ISLAND; FIFTEEN WEEKS OF FAIRS TO FOLLOW. THIS SHOW CLOSES NOV. 24. ALL BOOKING NOW WILL HAVE PREFERENCE.

Want all kinds of Hanky Panks, A&S Scale, Penny Arcade, Long and Short Range Gallery, Glass Pitches, Palmistry, Novelties. Want Monkey Race Track Man who can take full charge. Want Wild Life, Fun House, Glass House. Will book a few Major Rides that don't conflict. Want Pony Ride. Want Girl Show with feature. Want all kinds of Ride Help, drivers preferred. John Borro wants Drome Riders.

Sam Prell is back on the show and wishes to thank everyone for flowers and cards while in hospital.

All Address SAM E PRELL, Trenton, New Jersey

FOR SALE

1949 Tilt-Whirl with or without transportation, Iron Lung Exhibit, Distortion Mirror Show, Seated Chairlift. Cash price route available with above equipment.

ANNE THOMAS
Gettysburg, S. D.

TENNESSEE VALLEY AMUSEMENT

Carthage, Tenn., this week; Cookeville, Tenn., next week; Fourth of July Celebration, Red Belling Springs, Tenn. One of the best Fourth Celebrations in Tenn. Want Low Back Riding, one of a kind, privileges \$15.00. Also Long Range, Custard, Jewelry, Penny Pitch, Popcorn, 6 Cans, Buckles, Skirts, Count and Pin Shows. Also News, Agents for Pin Game, Over-and-Under, Candy Plow, Hit or Miss, someone for Photo Dark Room, Carl Brown wants here. Can use Girls for Girl Show or will book Girl Show. Will book Rides, Rolloplane, Merry-Go-Round. Have 7 County Fairs starting in August. Call or write: THEODORE MEADOWS, Mar. or CHAS. CROY, Bus. Mgr., Carthage, Tenn., this week; Cookeville, Tenn., next week.

EVANS' NICKEL BOARDS

The "bell-ringer" that fills a long-felt need by Concession Owners who want the outstanding, profitable merchandise in big crowds. Gets big action!



A solid, substantial unit the Electric Nickel Board is made of 5-ply Maple, 29 1/4" wide, 4 1/4" long. AC, DC or BATTERY OPERATION. Contains 40 contact discs, each 2 1/4" in diameter and a 3/4" center disc. When pitched coin contacts any disc, a light flashes and a bell rings until coin is removed. It's a bully that reaches way out to draw the play!

Mr. Concessionaire! Make it a top season, every season, with just a 3 Board set-up in a 12 ft stand. Place your order at once!

REGULAR BOARD, EA. \$125.00 UNIT OF 3 BOARDS, \$350.00 (Pocket contact available at nominal extra cost.)

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J. A. GENTSH SHOWS WANT

FOR THE BEST AND BIGGEST FAIRS AND CELEBRATIONS IN THE SOUTH.

Frozen Custard (Crane, answer).

Shows with own outfits, Side Show with Acts, Illusion, Monkey Show, Fun House, Wild Life, Girl Show with three or more Girls, Miniature City or any worth-while Show.

Leonard Neill wants Bucket Store Agents (Bob Hazard, contact); also Hanky Pank Agents, contact.

Clarksdale, Miss., week of June 4; New Albany, Miss., week of June 11.

IMPERIAL EXPOSITION WANTS

FOR LONG SEASON OF FAIRS AND CELEBRATIONS Commencing June 12, Downsville, Calif., 5th Annual Railroad Celebration; Albany, Ore., July 4, and many others.

CONCESSIONS—Novelty, Bingo, Derby, Long Range Shooting Gallery, Can also place a few more legitimate Concessions not conflicting.

SHOWS—Poring Show. Have complete outfit with panel front. Want people for same.

WANT ACT AND MANAGER for office-owned Side Show.

WANT Motorcade, Mechanical City, Unborn or any other worth-while Show not conflicting.

RIDE HELP—Want Foremen for Fly-o-Plane, Roll-o-Plane and Kid Rides. Want Second Men for all Rides. Must be sober and drive semi. All address:

MARTIN ARTHUR
Tulelake, Calif., June 4-10; Downsville, Calif., June 12-17.

GRAND AMERICAN SHOWS

3 RIDES—30 CONCESSIONS—4 SHOWS

Want Concessions—Balloons, Dart, Glass Pitch, Fish Bowl, Basket Ball, High Striker, Knife Rack, String Game, Derby, Watch Co., Grocery Store, Cigarette Whop or Pitch, Hood-La, Buckets, any Hanky Pank that do not conflict.

Want—Arcade, Fun or Glass House, Mona Vaughn wants Girls; any Grand Show with own equipment. Want Second Help who drive same.

L. O. WEAVER, Mgr.
Owensville, Mo., New June 9; Clinton, Mo., June 11-16.

FOR SALE

BAZOOKA GUN OUTFIT

1948 Chev. 1 1/2 ton Truck, w/ top, 1949. Over \$5,000 investment. MAKE OFFER.

D. M. PARKER
10107 S. GARVEY EL MONTE, CALIF.

FIDELERS United Shows

WANT Hanky Pank of all kinds Shows with own equipment. Can place Bingo Help. Also Ride Help who drive semi. Address **SAM FIDLER, Mgr.** Pekin, Ill., this week; Joliet, Ill., to follow.

AGENTS WANTED

For well flushed Gum Stores and Beale and Age, Fish Pond, Airplane Bumper, String, Coupon Darts, Glass Pitch and others. Have immediate openings. Need Truck Drivers for all new equipment. We have four more good still dates, then all bona fide fairs until November.

RUSTY WAGNER
c/o Blue Grass Shows, Newcastle, Indiana, Jun. 4 to 9

WANTED

AGENT FOR SCALE AND ACE. MAN AND WIFE FOR DOUBLE BALLOON DARTS. JOHN HAMILTON, let me hear from you.

EARL FISHER
CODDING GREATER SHOWS PARKERSBURG, W. VA.

LEE UNITED SHOWS

PLAYING THE CREAM OF MICHIGAN'S CELEBRATIONS

Want Concessions that work for Buck, Experienced Ride Help who drive semi. Shows—Mechanical, Monkey, Snake and Girl Show; must be able to set on streets.

Earl McDonough, can use your Shows, contact at once. Earl Kelly wants to hear from Walter Campbell, Jimmy Knapp, Wendell Brown, Mickey Carr.

FOR SALE—King Fun House, opens 31 to; Bonfire, 1949; Penny Arcade, 50 Machines; CHARLES H. LEE, Owner; HARRY G. TAYLOR, Mgr., Flint, Michigan, this week.

AGENTS WANTED

5th Cots, Buckets, Balloons Darts, Knife Rack and Cone Rack. Bruce Smallwood, contact. Franche, contact Lloyd Serfas.

RAY T. DUFFY
c/o PENN PREMIER SHOWS CARBONDALE, PA.

Midway Confab

Continued from page 59

re to convalesce. Eddie Conname, lot superintendent, motored with him to his destination.

Fred Utter closed as Cetlin & Wilson Shows' electrician and has returned to his Petersburg, Va., home because of a heart condition. Clarke Queer, former show owner, visited Cetlin & Wilson Shows in Pittsburgh. Louis (Dada) King, World of Mirth concessions secretary, was a New York visitor Friday (1).

After closing the season at the Beachcomber, Miami, Yicki Guy visited her husband, Turk Lambros, manager of the Delores Posing Show at John H. Marks Shows which were playing Philadelphia.

Lulu Slauson reports from Sammy Lane Shows that M. M. (Tex) Adams, of Fort Ash, Ark., visited the shows in Granby, Mo. Adams, a former carnival trouper, makes plaster for novelty shops. Concessionaires on Harry Craig's Heart of Texas Shows this season include Barney Allen, Sol Heiser, J. Baron Wolfe, Harry DeLano, Harry Waintraub, Jack Lings, Johnny Haines, Jack Harrison, Joe Snyder and Gene Burlington. Recent additions to the line-up on the Sammy Lane Shows include Mr. and Mrs. Ware, with pitch-tilt-you-win, and Mr. and Mrs. Jimmy Valentine, diggers and slum spindles.

The Rocky Hill Ladies' Club, organized on Hill's Greater Shows in Eaton, N. M., May 18, wired flowers to Clyde Hill show's co-owner, who is in a Temple, Tex., hospital. . . . Billie Bress closed as general agent with Royal Duke Shows recently to take a similar position with Wallace & Murray Shows. . . . Carmon Del Rio is at 340 Washington Avenue, Oil City,

ANCHOR TENTS

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORCARNIVAL SHOW TENTS, ANYTHING IN CANVAS

California Approved Fiberglass Materials Available. Tents and Booths for Bonfires and Low Celebrations. NO CHANGE IN MANAGEMENT FOR 5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

AMERICAN BEAUTY SHOWS

WANT Girl Show, with or without own transportation; must have two or more girls. Want Second Men on all Rides. Can place Scales and Age, Milt Camp (no roughs), Motorcade. Can place Agents for Hanky Panks, Man and Wife for Pan Game; also other Percentage Dealers. Contact

J. H. SHARP or HAROLD EUTAH
FL Madison, Iowa, this week

ANCHOR TENTS

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORCARNIVAL SHOW TENTS, ANYTHING IN CANVAS

California Approved Fiberglass Materials Available. Tents and Booths for Bonfires and Low Celebrations. NO CHANGE IN MANAGEMENT FOR 5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

SUNSET AMUSEMENT COMPANY

WANTS Second Men on Dodgem, Charolite and Ferris Wheel. Can place Prnt Gate Man. All must drive semi. Can place Derby, Fish Bowl, Milk Bottle, Punt Kick, Basket Ball and Jewelry until Orville Man and Cookhouse Help. No drinks. Have for sale Motorcade and Monkey Show complete, bargain at \$750.00. Austin, Minnesota, this week. Rochester, next.

West Virginia Strawberry Festival, Burkhammon, W. Va., week June 4th, followed by a solid route of Celebrations and Fairs until November 10th. Will place Glass or Fun House and legitimate Stock Concessions of all kinds. Good opening for Custard, High Striker, Snow Cone, etc.

Help—Can place experienced Ride Help on all rides. Want Mechanic with tools. Do not apply unless sober and reliable. Address this week

JAMES H. DREW SHOWS
BUCKHAMMON, W. VA., THIS WEEK

THE HENNIES SHOW

WANTS Pony Ride for season. Jack Morgan wants Polers, Chalkers, Tractor Drivers and Boss Concessionaire. Joe Hatfield, wire at once.

Address: Madison, Wis., this week.

Want—I. K. WALLACE ATTRACTIONS—Want Opening June 11th, Ellerbe, N. C.

Will book Merry-Go-Round, Tilt or Octopus, one Kiddie Ride not conflicting, Want Ferris Wheel and Chairlift. Features and Second Men: top hat, Can, Candy, Cookhouse, French Fries, Popcorn, Candy Apples, Candy Floss, Ball Game, Cello Darts, Writer, Lion and Scent Barrel, Penny Pitcher, Duck and Fish Pond, Air Gun, Spot the Spot, Spindle, Darts, Buckets, Pan Game or Hanky Pank of all kinds. Committee in need of Rides, Shows and Concessions, have a few open dates, 4th of July open at this time, Virginia preferred. Write or wire I. K. Wallace, Ellerbe, N. C.

TENTS

Size	Top	Wt
10'x10'	22.00	1 25.00
10'x15'	27.00	40.00
15'x15'	42.00	40.00
15'x20'	48.00	40.00
20'x20'	60.00	40.00
20'x30'	72.00	40.00
30'x30'	84.00	40.00
30'x40'	96.00	40.00
40'x40'	108.00	40.00
40'x50'	120.00	40.00
50'x50'	132.00	40.00
50'x60'	144.00	40.00
60'x60'	156.00	40.00
60'x70'	168.00	40.00
70'x70'	180.00	40.00
70'x80'	192.00	40.00
80'x80'	204.00	40.00
80'x90'	216.00	40.00
90'x90'	228.00	40.00
90'x100'	240.00	40.00
100'x100'	252.00	40.00
100'x120'	264.00	40.00
120'x120'	276.00	40.00
120'x140'	288.00	40.00
140'x140'	300.00	40.00
140'x160'	312.00	40.00
160'x160'	324.00	40.00
160'x180'	336.00	40.00
180'x180'	348.00	40.00
180'x200'	360.00	40.00
200'x200'	372.00	40.00
200'x220'	384.00	40.00
220'x220'	396.00	40.00
220'x240'	408.00	40.00
240'x240'	420.00	40.00
240'x260'	432.00	40.00
260'x260'	444.00	40.00
260'x280'	456.00	40.00
280'x280'	468.00	40.00
280'x300'	480.00	40.00
300'x300'	492.00	40.00
300'x320'	504.00	40.00
320'x320'	516.00	40.00
320'x340'	528.00	40.00
340'x340'	540.00	40.00
340'x360'	552.00	40.00
360'x360'	564.00	40.00
360'x380'	576.00	40.00
380'x380'	588.00	40.00
380'x400'	600.00	40.00
400'x400'	612.00	40.00
400'x420'	624.00	40.00
420'x420'	636.00	40.00
420'x440'	648.00	40.00
440'x440'	660.00	40.00
440'x460'	672.00	40.00
460'x460'	684.00	40.00
460'x480'	696.00	40.00
480'x480'	708.00	40.00
480'x500'	720.00	40.00
500'x500'	732.00	40.00
500'x520'	744.00	40.00
520'x520'	756.00	40.00
520'x540'	768.00	40.00
540'x540'	780.00	40.00
540'x560'	792.00	40.00
560'x560'	804.00	40.00
560'x580'	816.00	40.00
580'x580'	828.00	40.00
580'x600'	840.00	40.00
600'x600'	852.00	40.00
600'x620'	864.00	40.00
620'x620'	876.00	40.00
620'x640'	888.00	40.00
640'x640'	900.00	40.00
640'x660'	912.00	40.00
660'x660'	924.00	40.00
660'x680'	936.00	40.00
680'x680'	948.00	40.00
680'x700'	960.00	40.00
700'x700'	972.00	40.00
700'x720'	984.00	40.00
720'x720'	996.00	40.00
720'x740'	1008.00	40.00
740'x740'	1020.00	40.00
740'x760'	1032.00	40.00
760'x760'	1044.00	40.00
760'x780'	1056.00	40.00
780'x780'	1068.00	40.00
780'x800'	1080.00	40.00
800'x800'	1092.00	40.00
800'x820'	1104.00	40.00
820'x820'	1116.00	40.00
820'x840'	1128.00	40.00
840'x840'	1140.00	40.00
840'x860'	1152.00	40.00
860'x860'	1164.00	40.00
860'x880'	1176.00	40.00
880'x880'	1188.00	40.00
880'x900'	1200.00	40.00
900'x900'	1212.00	40.00
900'x920'	1224.00	40.00
920'x920'	1236.00	40.00
920'x940'	1248.00	40.00
940'x940'	1260.00	40.00
940'x960'	1272.00	40.00
960'x960'	1284.00	40.00
960'x980'	1296.00	40.00
980'x980'	1308.00	40.00
980'x1000'	1320.00	40.00
1000'x1000'	1332.00	40.00
1000'x1020'	1344.00	40.00
1020'x1020'	1356.00	40.00
1020'x1040'	1368.00	40.00
1040'x1040'	1380.00	40.00
1040'x1060'	1392.00	40.00
1060'x1060'	1404.00	40.00
1060'x1080'	1416.00	40.00
1080'x1080'	1428.00	40.00
1080'x1100'	1440.00	40.00
1100'x1100'	1452.00	40.00
1100'x1120'	1464.00	40.00
1120'x1120'	1476.00	40.00
1120'x1140'	1488.00	40.00
1140'x1140'	1500.00	40.00
1140'x1160'	1512.00	40.00
1160'x1160'	1524.00	40.00
1160'x1180'	1536.00	40.00
1180'x1180'	1548.00	40.00
1180'x1200'	1560.00	40.00
1200'x1200'	1572.00	40.00
1200'x1220'	1584.00	40.00
1220'x1220'	1596.00	40.00
1220'x1240'	1608.00	40.00
1240'x1240'	1620.00	40.00
1240'x1260'	1632.00	40.00
1260'x1260'	1644.00	40.00
1260'x1280'	1656.00	40.00
1280'x1280'	1668.00	40.00
1280'x1300'	1680.00	40.00
1300'x1300'	1692.00	40.00
1300'x1320'	1704.00	40.00
1320'x1320'	1716.00	40.00
1320'x1340'	1728.00	40.00
1340'x1340'	1740.00	40.00
1340'x1360'	1752.00	40.00
1360'x1360'	1764.00	40.00
1360'x1380'	1776.00	40.00
1380'x1380'	1788.00	40.00
1380'x1400'	1800.00	40.00
1400'x1400'	1812.00	40.00
1400'x1420'	1824.00	40.00
1420'x1420'	1836.00	40.00
1420'x1440'	1848.00	40.00
1440'x1440'	1860.00	40.00
1440'x1460'	1872.00	40.00
1460'x1460'	1884.00	40.00
1460'x1480'	1896.00	40.00
1480'x1480'	1908.00	40.00
1480'x1500'	1920.00	40.00
1500'x1500'	1932.00	40.00
1500'x1520'	1944.00	40.00
1520'x1520'	1956.00	40.00
1520'x1540'	1968.00	40.00
1540'x1540'	1980.00	40.00
1540'x1560'	1992.00	40.00
1560'x1560'	2004.00	40.00
1560'x1580'	2016.00	40.00
1580'x1580'	2028.00	40.00
1580'x1600'	2040.00	40.00
1600'x1600'	2052.00	40.00
1600'x1620'	2064.00	40.00
1620'x1620'	2076.00	40.00
1620'x1640'	2088.00	40.00
1640'x1640'	2100.00	40.00
1640'x1660'	2112.00	40.00
1660'x1660'	2124.00	40.00
1660'x1680'	2136.00	40.00
1680'x1680'	2148.00	40.00
1680'x1700'	2160.00	40.00
1700'x1700'	2172.00	40.00
1700'x1720'	2184.00	40.00
1720'x1720'	2196.00	40.00
1720'x1740'	2208.00	40.00
1740'x1740'	2220.00	40.00
1740'x1760'	2232.00	40.00
1760'x1760'	2244.00	40.00
1760'x1780'	2256.00	40.00
1780'x1780'	2268.00	40.00
1780'x1800'	2280.00	40.00
1800'x1800'	2292.00	40.00
1800'x1820'	2304.00	40.00
1820'x1820'	2316.00	40.00
1820'x1840'	2328.00	40.00
1840'x1840'	2340.00	40.00
1840'x1860'	2352.00	40.00
1860'x1860'	2364.00	40.00
1860'x1880'	2376.00	40.00
1880'x1880'	2388.00	40.00
1880'x1900'	2400.00	40.00
1900'x1900'	2412.00	40.00
1900'x1920'	2424.00	40.00
1920'x1920'	2436.00	40.00
1920'x1940'	2448.00	40.00
1940'x1940'	2460.00	40.00
1940'x1960'	2472.00	40.00
1960'x1960'	2484.00	40.00
1960'x1980'	2496.00	40.00
1980'x1980'	2508.00	40.00
1980'x2000'	2520.00	40.00
2000'x2000'	2532.00	40.00
2000'x2020'	2544.00	40.00
2020'x2020'	2556.00	40.00
2020'x2040'	2568.00	40.00
2040'x2040'	2580.00	40.00
2040'x2060'	2592.00	40.00
2060'x2060'	2604.00	40.00
2060'x2080'	2616.00	40.00
2080'x2080'		

CLOSE-UPS: GLEN B. BOYD

Springfield, Mo., Fair Sec'y Had Dance Band in Youth

• Continued from page 51

same college fraternity, Beta Theta Pi.

During the interview the governor told Glen that he had on hand a request from Charlie Green, then secretary of Missouri State Fair, Sedalia, asking for an assistant. He offered the job to Glen who accepted with alacrity.

Joins Ozark Empire

Glen remained at Sedalia for seven years, drinking up much know-how from the experienced Green, until the job of secretary at Ozark Empire Fair opened up. Again, Glen accepted without hesitation.

The Springfield fair was not big at the time. Its plant was little more than a goat's pasture, unfenced, five buildings, and operating with a free gate.

One of the first things done in his first year as manager was to enclose the grounds and put on a paid gate. That first year paid attendance was 80,000. The fair thereupon launched a building program.

Now the event pulls about 180,000 paid customers, with plant improvements made since Glen took over including the erection of a poultry building, sheep and swine buildings, four cattle barns, horse-mule barn and three horse barns, up-dating the grandstand and installation of a fifth-of-a-mile lighted track for stock car racing.

Fair Expands

Under Glen, the fair continues to expand its activities thruout the year. The plant this season is being used more often than at any

time in its history. In addition to numerous purebred livestock shows, other non-fair uses include horse shows and frequent stock car races.

The Boyds—his wife is the former Ada Taylor, a Louisiana girl—have a son and daughter. Glen's musical interests have carried over to his son, Glen B. Jr., now 26. A first lieutenant in the Army Air Forces in World War II (he was a navigator on C-54's) Glen Jr. picked up in his dad's footsteps after discharge from the service, organizing his own musical ensemble which is playing Texas.

Glen Jr. plays the trumpet, bull fiddle, sings and also dances. Daughter Elmira is enrolled at Westminster College, in this respect also retracing Glen Sr.'s footsteps.

Since the passage of his band-trooping days, Glen has shifted his interests to fishing and hunting. He keeps his own bird dog and is a crack shot. He ranks among Missouri's best skeet shooters and won a dozen trophies in skeet competition last year.

Glen's fair work limits the time he can go hunting and fishing, for in addition to his direct duties for the annual he also is active in other phases of the fair field. One year he took a leave of absence at Springfield to give a helping hand to the establishment of what is now the Arkansas-Oklahoma Free District Fair, Fort Smith, Ark. A past board member of the International Association of Fairs and a former vice-president of the Missouri Association of Fairs, he currently is serving his third term as president of the Midwest Fair Circuit.



HOW MANY OF YOUR COMPETITORS . . .
 . . . are among the 701 advertisers who spent \$33,641.75 in last year's edition of *The Billboard's* SUMMER SPECIAL?

(For Complete List, See Page 64)

FOR SALE
3 DOWNEY LIGHT TOWERS
2 MERRY-GO-ROUNDS
3 FERRIS WHEELS

And other Rides and all other equipment formerly owned by Henders Bros. Show. All inquiries to Atomic Rides & Amusements, Inc., c/o General Delivery, Savannah, Georgia.
 James Boley, wire care Western Union, Savannah, Ga. Former employees of Moe Kaufman, get in touch with

ATOMIC RIDES & AMUSEMENTS, INC.
 General Delivery, Savannah, Ga.

WANT TRUCK MECHANICS

Can use two A-1 men. Must have own tools and will keep fleet rolling. No drinking tolerated. Answer.

E. L. YOUNG, Mgr., Royal Crown Shows
 JOHNSTOWN, PENNA. This Week

LUCKY STRIKE SHOWS

WANT FOR FOUR WEEKS IN NASHVILLE, TENN., STARTING JUNE 11

Want Bingo, Pinners, Candy Apple, Flax, Cash House, Big Game, Pin Pond, Shooting Gallery or any Hinky Panks. Want one each, Skittle, Count Store, Pin Store and Bowling Alley, one of a kind. Mack Hodler, Johnny Connors, call me. Want Mitt Camp, Steve John, call me. Shows: Want Girl Show Operator who has two or more Girls. Have top and front. Betty Jo Starr, call me. Want Snake Show, Wild Life or any show with own equipment: Race Hells on Jumbo, Whirls, Octopus, Chairplane and Kiddie Ride. Good opening for set of Kiddie Rides. All replies to

Mack House, Tulane Hotel, Nashville, Tenn.
 P.S.: Need Sound Car with Concessions. Bill Page, call me.

PRETTY GIRLS WANTED AT ONCE

Show type Pinners, Ponies and Line Girls. Feature Exotic Dancers. First and Second Comica. Straight Man for lyrics in production numbers. Strong Act to feature—either Team or Musical Combo. Also A-1 Front Men. Ticket Sellers. Cravens Men and Boss. Sanders or O'Neil, wire. Show now open with Cavalcade of Amusements, Hamilton, Ohio. Reply to

VANDER BARBETTE

VIVONA BROS. Combined SHOWS

Featuring "ROCKETTO," the Human Cannon Ball

Want Now for 10 Days on the Nation's Capital, 26th Street and Benning Road, Washington, D. C., June 14 to 23.

SHOWMEN AND CONCESSIONAIRES: You know the potentialities of this date.

WE HAVE 2 CELEBRATIONS AND 14 FAIRS TO FOLLOW

SHOWS: Want organized Minstrel Show, Motordrome, Wild Life, Girl Show and Posing Show. "Kitty and Mac," contact.

RIDES: We want a Dark Ride. Harry Beach, contact. Will also book any Ride not conflicting with these two ones.

CONCESSIONS: Concessions and concession help. Happy Hawkins wants Bingo counter men. We will book Eating and Drinking Concessions, Glass Pitches, Ball Games and all sorts of Hinky Panks. Will sell "X" on Long Range and Rotaries.

HELP AND AGENTS wanted for office owned concessions.

HELP: Second Men on all rides. Must be able to drive semis. You get it every week here. Can always place useful Show People in all departments.

Replies to North Bergen, N. J., this week, then Washington, D. C.

BUNKER HILL CELEBRATION
 CHARLESTOWN, MASS.

8 DAYS 8 NIGHTS **June 11-18 inclusive** **8 DAYS 8 NIGHTS**

WANT LEGITIMATE CONCESSIONS ONLY
NO GRIFF—NO P/C—NO MITT CAMPS

NO RIDES NEEDED—WE HAVE ENOUGH OF OUR OWN.
SORRY NO ROOM FOR SHOWS

CONTACT
RIDES, INC.

397 RIVERSIDE AVENUE MEDFORD, MASSACHUSETTS
 MYstic 6-2288 — MYstic 8-9671
 JACK FLYNN or C. S. BORGAARD

WANTED WHEEL FOREMAN

For Twin Wheels. One who is capable of getting them up and down in time. \$75.00 per week and bonus. Also Second Men on all rides, must drive semis. All Replies

20th CENTURY SHOWS
 North Kansas City, Mo., This Week

WANTED

Fat Girl capable of working single O. Unexcelled working conditions. Winter in Florida. We or write immediately. Baby Thelma, contact.

PEARL HARGIS
 139 W. McMillan Ave., Cincinnati, O.

Royal Midwest Shows WANT

Girl Show and Athletic Show Manager. Have complete outfit. NICH MIATT, wire. Want Photo Gallery, Diggers, Six-Cat and Buckets. Write or wire General Delivery, Marion, O.

SPITFIRE FOREMAN

Top wages with bonus to experienced, sober operator, Wire

Beam's Attractions
 Frostburg, Maryland

D. D. HALE WANTS

Count Store, Skittle and Bucket Agents, Russell Lundy, Pete Landers and all others that have worked for me before, answer. This show plays nothing but Soldiers' and Marines' pay days. Working every week. Moving Summer, South Carolina, this week; returns' air base, 50,000 soldiers, Jacksonville, North Carolina, to follow.

DON BRASHEAR
 Bowie, Tex.

Can place Shows, Rides, Concessions. Ride Men that drives.

AMERICAN MIDWAY SHOWS
 Marlow, Okla., this week; Arkansas City, Kans.; Hutchinson, Kans., follows. Wagoner, Kans., July 2-8.

Producing America's Best Carnival and Circus Side Show

BANNERS
SNAP WYATT STUDIOS
 RT. 3, BOX 1180 TAMPA, FLA.
 Phone, Write or Wire

ROYAL EXPOSITION SHOWS

WANT FOR AUGUSTA, GA., HEART OF COLORED DISTRICT, COMMENCING JUNE 11 AT ANDERSON AVE. & CLAY ST., OPPOSITE RECREATION CENTER.

Colored Girl Show, Animal Show, 10 in 1, Penny Arcade, Minstrel Show or any shows with own outfits and transportation. Can use 1 flat ride, preferably Tilt or Caterpillar, Kiddie Train, Boat Ride or what have you?

CONCESSIONS: Want Cookhouse Help that drive, Photos, Long and Short Range Gallery, Candy Floss and several Hinky Panks. Want P. C. Agents (Bullington Boys, come on), Bingo Help, Hinky Pank Agents (Marshall Harper and Carl Pumphrey and others, get in touch quick).

Want capable and sober Chairplane Foreman that drives. Also other useful Ride Help that drive. Want to hear from good show painter and builder who wants year around work.

Our fairs begin Labor Day week and run to week of November 12.

All replies to **J. P. BOLT**
 Care Western Union or General Delivery, Augusta, Ga.

THE BIG ONE
PRINGLE, PA., FIREMEN'S ANNUAL CELEBRATION
WEEK JUNE 11

CAN PLACE CONCESSIONS

Space limited. Book Animal Show, Arcade or Wild Life. Want Ride Help that can drive semis.

Lloyd D. Serfass, PENN PREMIER SHOWS
 Carbondale, Pa., This Week

Greater Shows
AMERICA'S CLEANEST MIDWAY

LAKE CHARLES, LOUISIANA, JUNE 4-10

Can place legitimate Concessions of all kind, especially want Country Store, jewelry, Crab Bag, Cook Gallery or any ten-cent Stock Concession. Can place Penny Pitch and Ball Game Agents. Ride Help—Want Foremen on Merry-Go-Round, Tilt and Chairplane; top salary plus bonus; must be sober and reliable. Can place Wives on Ticker Boxes or Concessions. Will book two or three Major Rides for top Louisiana (July 4th Celebration).

All replies to **Greaves Greater Shows**

HELLER'S ACME SHOWS

MIDVALE, N. J., JUNE 11-16; TALLMAN, N. Y., JUNE 18-23; WESTWOOD, N. J., JUNE 25-30; THEN BIG ELKS' FOURTH OF JULY CELEBRATION, RIDGEWOOD, N. J., ELKS' GROUNDS.

After that the biggest Celebration in New Jersey, Manamonten, N. J., 8 big days, including Sunday, July 9 to 16; then Franklin, N. J., 10 days, July 19 to 28; then South for 10 day fairs.

WANT SHOWS: Will give outstanding proposition to real show folks. Few Concessions open. Hinky Panks own, Photos, Coke Bottles, Dart, Shooting Gallery, Long and Short Range. No grid on Big Show. Will book for these dates Rotarians, Elks, or Caterpillar and one more Ferris Wheel. Can use sober help on 10 office-owned Rides.

All address **HARRY HELLER, HELLER'S ACME SHOWS, 55 per cent.**
 Permanent address, Box 6, Longport, N. J. Phone, WYckoff 4-2234.

**THIS WEEK BROADRIPPLE,
63RD ST., INDIANAPOLIS,
IND. ANNUAL MERCHANTS
STREET FAIR**

Next week Clarksville, Ind. followed by the Big Annual Celebration at Corydon, Ind. Concessions - Can place Honky Punks of all kinds, with the exclusive on photos, Custard and Novelties Shows. Can place attractive Shows for committee money only. Rides - Can place attractive set of Kiddie Rides, must be first class appearance and management. Can place one Major Ride not conflicting. Want capable Office Secretary.

Call me Wabash 1070
BARON PAUL, Owner

Capitol City Amusements, Incorporated

P. O. BOX 211 PHONE WA-1010 INDIANAPOLIS, INDIANA

FAWNTOWNSHIP FAIR

(Near Tarentum, Pa.)


6 Big Days and Nights - June 18-23

Will book independent Shows 25% for this fair (No Girl Shows). Space still available for 10 more Honky Punks. All Entail Concessions sold. Room to buildings for demonstrators.

WRITE or WIRE N. A. BEAM

BEAM'S ATTRACTIONS

For all bookings, Freeburg, Md. this week. Big Celebration Masonic town week of June 11-18. Show holds the contract for the Celebration at Brookville, Pa., during 4th July week. Fireworks, Parades, Special Activities at all these events.



LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

Want for all Celebrations and Fairs to follow. Those contacting now will get preference at all our Fairs. CONCESSIONS—Age and Scale. Short Range. Novelty and all legitimate Concessions. P.C. if you have Honky Punks. Fun and Hot Game open. Also a few P.C. Tables. RIDES—Little Dipper and Octopus. SHOWS—Arcade and Mechanical City. Have complete Motordrome. Speedy Williams wants to hear from Don McHugh. Also Trick and Fancy Riders, male and female. Talker for Monkey Show and Motordrome. Earl Meyers wants Side Show Act. Fire Eater, Bally Girls, Tattoo Man, Magician. People who have worked for me before, answer. Ticket Seller and Answer Attraction. HELP—Foreman for Twin Ferris Wheels, Fly-O-Plane, Whip and Ride-o. Also Second Man on all Rides. Want capable Couple to handle Kiddieland. Top salary, bonus and best of treatment. Casinamen for Top and Front Men for Minstrel Show and Girl Show. Want 2 Mechanic Assistants. Also capable Lot Man.

LAWRENCE GREATER SHOWS
KREWE SHOW GROUNDS HAZLETON, PA.



B & C'S EXPO SHOWS

PLAYLAND ON PARADE

NEW YORK'S BEST ROUTE

2 County Firemen's Conventions, 8 Centennials, 6 New York and 3 Pennsylvania Fairs. Next week, Centennial County Firemen's Convention; then Marlinton County Firemen's; then the Big V.F.W. Convention, biggest Fourth in New York State, with Allegheny County, Steuben County, the big Southwestern at Lancaster, N. Y. All the best. Can place Rides, Shows, Concessions for the season. Horn, get in touch, will place all. Man who can handle Roll-o-Plane; Help on all Rides, should drive. Get with it now. Johnny Lash wants 2 Clothespin Agents.

MYRON N. COLEGROVE, Hilton, N. Y.

GEM CITY SHOWS

WANT WANT

Honky Punks and Concessions of all kinds. Can place capable Ride Help who drive semis. Bob Edwards will book any Show with own equipment not conflicting. Especially want Organized Jig Show with own transportation to open immediately. Good deal to right people. Can also place Girls for Posing Show. Man for Animal Show, also Casinamen, sem 6 hrs. preferred.

Address: THOMAS D. HICKEY, Mgr.
Quincy, Ill. this week; then per route.

NOTICE! NOTICE!

TO ALL MY FRIENDS

Max Benzuly is no longer connected with me or any of my subsidiaries, and is not authorized to accept orders or any monies for Bill Carsky.

CASEY CO. 1132 S. Wabash Ave., Chicago, Ill.



MAD CODY FLEMING

SOME BIGGER * NONE BETTER

Want for 10 Still Dates and 12 Fairs

Concessions that car and will work for ten cents. Good opening for Pinks-Tills-U-Win and Ball Games. Foreman for Rides; must drive semis. Address: **MAD CODY FLEMING SHOWS, Hagerstown, Ga.** this week.

GATTO AMUSEMENTS WANT

Custard, Bingo, Pop Corn, Apples, Floss, Fish and Duck Punch Ball Games, Stock Wheels. Will book all ten-cent Grind. Percentage Dealers at once. Manager for Crab Stand. Will book Kiddy Auto or Whip, also any Flat Ride and Chair Plane. Want Ferris Wheel, Foreman and Merry-Go-Round Foreman must be drive. Choose locations on the island.

Amityville, on Sunrise Highway, this week; Babylon on Main St., to follow. All Replies.

ROX GATTO, Gatto Amusements, Amityville, L. I., N. Y.

GIRLS-GIRLS WANTED

HULA DANCERS FOR HAWAIIAN SHOW ON ROYAL AMERICAN SHOWS. TOP SALARY, GOOD TREATMENT. MONEY EVERY WEEK.

DON'T WRITE, TIME TOO SHORT AS WE LEAVE FOR CANADA JUNE 17. WIRE:

NAT D. RODGERS
c/o Royal American Shows
DAVINGPORT, IOWA, until June 17

FOR SALE TENT (140'x100')

Complete with poles and ropes, 1,500 seating capacity. Made by Chandler, fire-proofed, in excellent condition. Used for The Altair in the Midwest for 2 1/2 months. Also suitable for carnival circus, prize fights, etc.

1450 Folding Wooden Chairs also For Sale.

Communicate with
R. W. DALE
1416 Chestnut St. Philadelphia 2, Pa.
Tel.: BRinkhouse 5-0890

WANTED WANTED

BINGO HELP

Can place first class Caller and two Counter Men Address:

GUY B. WEST
CAVALCADE OF AMUSEMENTS
Hamilton Ohio, June 4 to 9.

JACK GALLUPPO WANTS GIRLS

For Girl Shows. Guaranteed Salary, \$50 a week and tips. Jeannie, Kitty, Darlene, Billy, wire c/o Prella's Broadway Show, Bristol, Pa.

TWIN CITY SHOWS

Want Manager for Girl Show with girls, Animal Show Manager, White Nelson wants Swinger Agents, and Court Show Agents. No phone calls, please.

GEORGE CRABLE
Lebanon Mo., June 6-9

RITA RAYE WANTS

Girls, Female Impersonators or Manager for Girl Show. Act for Side Show. Ted Blank answer. Care A.M.P. Shows McCoolle, Md.

DROME HELP WANTED

Long season good route. Straight Riders. Travis Ward Fish Williams. Contact me at once.

SAMMY LOWREY
20th Century Shows Kansas City, Mo.

ARCADE MECHANIC WANTED

Top salary, ratio to up and down. If you drink, save your stamp.

H. BARKOOT
ROYAL CROWN SHOWS
JOHNSTOWN, PA.

KIDDIE RIDES WILL BUY

all types

A. SESKIN
1100 Ocean Parkway Brooklyn, N. Y.
Phone: CO 6-2264

SPECIAL BARGAINS

3 1/2 HP. 1160 speed, 60 cfm, single phase, 110-220 volt; full load start Century (Rebuhl) Motor, \$150.00. Portable Electric Cable, 3/4 foot, heavy rubber sheath, pitch electric Straps, Hooks, Hangers, can be heard about a mile. Write or wire. Terms cash or 50% with order, balance C.O.D.

M. C. SOLOV
211 Lytcomb Bldg. Duluth 5, Minn.



W.G. WADE Shows

SHOWS WANTED

Can place at once, getting ready for our Upper Peninsula tour later part of June.

Then our fairs in Minnesota, Wisconsin and Michigan, including Rochester, Minn.; Wausau, Wis.; Escanaba (Upper Peninsula State Fair); Mich. then our usual Lower Peninsula fairs, including Kalamazoo, Mich.

CAN PLACE

GLASS HOUSE * DANCING (GIRL) SHOW
POSING SHOW * ILLUSION SHOW
LIFE EXHIBIT AND SNAKE SHOW

Can Also Place Legitimate Merchandising Concessions. Bobby Clark, get in touch with George Sharp.

LOOK—Matinee Every Afternoon

No Television in Upper Peninsula. Each Week Just Like a Fair Date.

DON'T WAIT! WIRE NOW!

W. G. WADE SHOWS
Midland, Michigan, all this week.



TURNER BROS. Shows

WANT WANT WANT WANT


For an exceptional route of Still Dates followed by a route of Fairs ending October 15th. Want 5 six Shows with own equipment. Motor Drome, Fun House, Glass House, Snake, Mechanical Show or any Grand Show. Can use a few Honky Punks.

To. Bait, Ill., 9 days—June 12-20
Mo. Chicago, Ill., 10 days—June 21-30
Big 4th July date pending.
Taylorville, Ill., Fair—July 22-27
Farmer City, Ill., Fair—July 29-Aug. 4
Wiford, Ill., Fair—Aug. 6-11
Terre Haute, Ind., Fair—Aug. 19-25

Olney, Ill., Fair—Aug. 25-31
Liderado, Illinois—Sept. 5-3
Dexter, Mo., Fair—Sept. 17-22
Portersville, Mo., National Soy Bean Festival—Sept. 24-29
Knoxott, Mo., Fair—Oct. 8-13

Several other Celebrations and Dates pending. So if you are looking for a route where you can make money, contact

CECIL TURNER, Mgr.
Poniatz, Ill. this week.



GEORGE CLYDE SMITH Shows

Want: Ball Games, Fish and Duck Pond, Custard, Cigarette Gallery, Hoop-La, Springer, High Striker, Candy Floss, Six Cats, Buckets, Short or Long Range Lead Gallery, Spot the Spot, Balloon Dart, String Game, Novelties. Want: Honky Punks, Agents, Girl Show, Tilt and Octopus, Pony Ride, Truck and Tractor Drivers. General Ride Help.

ALL REPLIES TO
GEORGE CLYDE SMITH SHOWS
Duncansville, Pa. this week; Lilly, Pa., next week

AMERICAN BAZAAR

WANTS WANTS

For Palmyra, N. J., this week; Big 4th July, Asbury, N. J.

Concession Agents for Honky Punks and Stock Wheels. Man and Wife for Frozen Custard. General Concession Help. Will book Jewelry, Novelties and any Blum Stores. Can use good Ride Help anytime. Wire George Horms or Ben Paul or come on.

WANTED

Experienced first class Mechanic with own tools to join at once. Foreman for Ferris Wheel, must drive semi. Also Chiropractic Foreman. No drinks. Can place legitimate Concessions of all kinds. Will book any Ride that does not conflict with what we have. Earl Schissler wants experienced Cook. House Help. Good pay and good treatment. Good proposition for Monkey Show, Snake Show, Pussay Arcade. Fitzer Brown can use capable Actress. All answers to:

AL WALLACE, Pearisburg, Va., June 4 to 9

SAMMY LANE SHOWS

"Sweetheart of the Ozarks"

Want Mug Gallery, Short Range Lead Gallery, Watch-La, American Mitt, Darts, Fish or Duck Pond, Novelties, Ball Games, Age and Scale, Bowling Alley, Hoop-La, High Striker, Ball, String Game, or What have you? Can place any more Grand Show. Fan Games, Ice Cream, no racket. Bob and Molly; contact us. Jerice Springs, Mo. this week; then per route.

GET WITH A CLEAN SHOW.

WANT WANT

DRAGO AMUSEMENTS

Shows of any kind. Want 8 good clean Girl Show with own equipment, small percentage. Jack Adams wants Bosses and Writers, Inside and Outside Help. Want Ride Help who drive semis.

PAUL DRAGO, 676 Deane Amusements, Frankfurt, Ind.

STOCK TICKETS

One Ball	1.00
Five Balls	4.00
Five Balls	6.00
Five Balls	8.00
Five Balls	10.00
Five Balls	12.00
Five Balls	14.00
Five Balls	16.00
Five Balls	18.00
Five Balls	20.00
Five Balls	22.00
Five Balls	24.00
Five Balls	26.00
Five Balls	28.00
Five Balls	30.00
Five Balls	32.00
Five Balls	34.00
Five Balls	36.00
Five Balls	38.00
Five Balls	40.00
Five Balls	42.00
Five Balls	44.00
Five Balls	46.00
Five Balls	48.00
Five Balls	50.00

There was a man who called a spade a spade—until he stum-bled over one in the dark.

TICKETS

Machine	Coupon
Polished	Strip
Painted	Convent
Beet	
Double Coupon	
Double Prices	

THE TOLEDO TICKET COMPANY
116-116 Erie St.
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED

Cash With Order Price:	
1,000	5.00
2,000	7.00
4,000	8.75
8,000	10.50
16,000	12.25
32,000	14.00
64,000	15.75
128,000	17.50
256,000	19.25
512,000	21.00
1,024,000	22.75
2,048,000	24.50
4,096,000	26.25
8,192,000	28.00
16,384,000	29.75
32,768,000	31.50
65,536,000	33.25
131,072,000	35.00

JOHNNY J. DENTON'S
GOLD MEDAL shows
 Due to disappointment, want to book or buy Motordrome for route of 15 outstanding bona fide fairs. Can place Percentage, Pea Game, Pea Pool, Over and Under, etc. Prefer those with Hanky Panks.
WANT A-1 SHOW MECHANIC. TOP SALARY TO ONE WHO CAN STAY SOBER 5 DAYS A WEEK.
 Contact **JOHNNY J. DENTON**
 Harlan, Ky., this week, followed by downtown Kingsport, Tenn. P. S.: Cecil Allen, contact "Fingers."

W. G. Wade Shows
 UNIT NUMBER TWO
ANNUAL ROTARY SPRING FESTIVAL
ROMULUS, MICHIGAN, JUNE 12-17
 This is the annual event near Romulus Air Field. Going great guns. Air Corps in full bloom.
 Can use Fish Ponds, Car Gallery, Ball Games, Pitch-Till-You-Win, High Staker, Novelties, and Games of like character. Can also use Mechanical City, Wild Life, etc.
 Wire now to **W. G. WADE SHOWS #2 UNIT**
 2400 Palmer St., Cheate-Ferry Market, Detroit, Mich.

WANT WANT
ORGANIZED COLORED REVUE
 We have the finest front in show business. Our route consists of some of the best fairs in the country, including Springfield, Mo.; Sioux Falls, S. D.; Nebraska State Fair, Lincoln, Tulsa and Muskogee, Okla.; Fort Smith, Ark., with other good fairs. Manager must be sober, reliable and have first class show. Furnish own costumes and p.-a. sets. Promoters save your time. Answer.
E. L. YOUNG, Gen. Mgr., ROYAL CROWN SHOWS
 Johnstown, Penna., This Week, Fort Standwix Hotel

ROYAL DUKE SHOWS
 SUMTER, S. C., AT SHAW FIELD, GATE 10,000 ARMY PERSONNEL, JUNE 4 TO 7, WITH TWO LOCATIONS IN HYDROGEN BOMB REGION
 RIDES: Want set Kiddie Rides or will book any single Kid Ride. Also place Self-Drive or TUL. SHOWS: Opening for Motordrome, Fun House, Side Show, any show with own equipment. CONCESSIONS: Peas, Bingo, Age Seales, French Fries, Cakes, Soft Sippers or Bialies, Palmistry, Water Jellies, Soap-La, Ball Games, any and all Hanky Panks \$8.00 week. Place Six Card, Opening for one Wheel. Want Agents for off-road wheel. Also place "All Stars" in Ala., Georgia, Alabama and Florida. Will book our Merry-Go-Round, plus second Man, Semi Drivers, good Carntasman; also Talker for Girl Show. Jack Morgan, wire: Always make room for real Carnival People!
 All address **BILL PORTER, Sumter, South Carolina**

WANT CONCESSIONS
 GAMES OF SKILL FOR HAMMOND, IND.
 100-HUNDRED YEAR CENTENNIAL, JUNE 16TH THRU JUNE 23RD.
 8 BIG DAYS & NIGHTS — IN HEART OF TOWN.
 Lawrence Matara
ANGELUS AMUSEMENT CORP.
 3417 S. Western Blvd., Chicago, Ill. Phone: Yards 7-1600

BADGER STATE SHOWS
 Can Place for 16 Fairs—Starting June 20
 Motordrome, Mechanical Show, Penny Arcade, Glass Blower or any show not conflicting with what we have. Can place Novelties, etc. FOR SALE—One No. 12 Ell Wheel.
 All replies as per route:
 Moorhead, Minn., June 5-10; East Grand Forks, 12-17
J. VOMBERG

A. M. P. SHOWS
 Wanted—Concessions: High Staker, Jewelry, Duck and Fish Pond, Hoop-La, Photos, Devil's Bowling Alley and any others not conflicting with what we have. Want Agents for office-owned Concessions.
 Can place Second Man on Ferris Wheel and other reliable Ride Help that drive.
 SHOWS: Wild Life, Monkey, Fun House. Want 2 Dancing Girls and 1 Musician for Colored Show. Salary out of office. Also Working Acts for Sideshow. Address:
 This week, McCole, Md.; next week, Hoveaville, Pa.

J. A. SPARKS SHOWS
 WANT: Will sell "X" on Bingo, Long and Short Range Gallery, Custard, Novelties, High Staker. Good proposition for Ball Games, Fish Pond, Pitch-Till-You-Win, Bumper, Siding Game, Currier Shooting Gallery, Will book Blower, Bowling Alley, Six Card, Nail Buckets, Roll-down, Sills. None on sale at present. We have contracts for 12 Fairs in Tennessee, North Carolina, Georgia, Alabama and Florida. Will book our Merry-Go-Round. Will book Octopus, Floplane, Heloplane, Kollawair or any Ride not conflicting. SHOWS: Will book Monkey, Wild Life, Unborn, Geek or any Show with own equipment except Snake and Girl Show. Red Owens wants to beat from Evelyn, Doc & Betty. Want Man to handle Concessions in Girl Show. Eddie Wheeler wants Agents for Bazaar, Swinger and Ballies. Want secretary who can do Special Agent at all. All contact:
J. A. SPARKS SHOWS, TAZEWELL, TENN.

WANTED GIRL SHOW
 With own equipment. Hanky Panks of all kind. Piercy and Goodwin want Count Store Agents.
BEE'S OLD RELIABLE SHOWS
 Wayland, Ky., this week; Bethany, Ky., next. Then fairs start with Springfield, Ky.
GIVE TO DAMON RUNYON CANCER FUND

From the Lots
Eastern Amusements
PITTSFIELD, Me., June 2.—Despite some rain, the shows opened to good business here. A parade put on by the Chamber of Commerce brought Saturday's matinee good business. A second Girl Show, featuring Torch La Mar, was added in Waterville, Me. Sandra Lee Berkeley has the Streets of Paris again this season. Both are reported to be drawing well.
 Line-up includes M. S. Earl and Robert Ross, owners; Stella Earl, secretary; Helena Ross, treasurer; Mr. and Mrs. Lester Merrill, cook-house; Phil Derap, electrician; Frank Dub, scales; June and Paul Logan, pitch and spindle; Leo Hogan, beano and cork gallery; Robert Tuttle, long-range gallery; Tom Williams; Omer Stephens, kelly pool; Robert Baker, penny pitch; Pearl Tomemendale, ball game; Rita Derap, talker, mutual wheel; Bob Tilton, bally for Streets of Paris; Jimmy Wallace, manager, pan game; Chester Heaney, manager of beano; Walter Stoddard, pony ride.
 Rides include Merry-Go-Round, Lawrence Tomemendale and Bill Welsh; Kiddie Rides, Chester Bachelder; Ferris Wheel, Bobby Lawber; Octopus, Tarzan Butterfield; Chairplane, Morris Butterfield.
Crafts Exposition
MODESTO, Calif., June 2.—Shows pulled in here from Yuba City, Calif., where attendance was excellent and business up despite the fact that Foley & Burk Shows played across the river the week before and Clyde Bentley was billed for the week following.
 On Monday (28) Marie Lehman, fire manipulator of the Cavalcade of World Wonders Side Show, was struck by a car while sleeping under a shade tree on this lot. She was taken to the county hospital where she was treated for a cracked rib, bruises and shock. Her condition was reported as not serious and she will be allowed to leave the hospital before the shows pull out Monday, June 4.
 Shows opened Wednesday (30) to good weather and a good crowd. Harry Dillbeck changed his pitch-till-you-win concession to a fish pond. Leroy Nugent rejoined with his African dip.—VINCENT B. KUROPATWA.

Heart of Texas
ABILENE, Tex., June 2.—Harry Craig, general manager, reports good business for the run thru Western Texas. Because of its early opening this year, org is carrying only five major and four kiddie rides.
 Jack Owens and E. C. Mae-William have their Girl Shows here. Mae-William also has an Unborn Show. Mr. and Mrs. Ed Tignor are out in front of the shows this year. They also are handling promotions. Mrs. Harry Craig is secretary. Jack Solomon is handling extra promotions.—SOL HEISER.

Peck Amusement
ROCKFORD, Ill., June 2.—Org moved here from Princeton, Ill., where the two Peck units were combined for a total of 10 rides, 3 shows and some 40 concessions.
 The week at Princeton yielded just fair business due to rain two nights and an all-day rain Saturday (23).
 Ted Dewitt joined with spot-the-spot and Mr. Hazelwood with a new add-on-up darts. Kiddie autos and boats were added for the Northern route.
 Mr. and Mrs. Bob Peck and their youngsters were with the show at Princeton before taking out the No. 2 unit.
Carl D. Ferris
WARREN, Pa., June 2.—Shows moved here from Clearfield, Pa., where business was better than anticipated. Phil O'Hara is assisting the writer in the advance promotion of kiddie matinees.
 The new Dipper has been leading the rides, with the Rocket a close second. Ruth Ferris has had little time to devote to her embroidery work. Org is booked solid for the season and will go south for the first time this year. **CHICK YOUNG.**

Georgia Am. Co.
BLACK MOUNTAIN, N. C., June 2.—Shows opened here Tuesday night (22) to a fair crowd. On Friday afternoon on invitation of Manager Russell Powers, the children of the Mountain Orphanage, maintained by the Presbyterian Church under direction of H. E. Barkley, were treated to rides, popcorn and candy, with the compliments of A. R. (Pop) Tomner.—HORACE WILLIAMS.

WANTED
 Agent for Monogram Hat Stand. Will buy or book Platform Scales. Season just starting here, looks big.
HARRY BEACH
 Pavilion Park Myrtle Beach, S. C.
WANT
 Griddle Man, Counter Man, Dish Washer, No drinking.
JACK HALSTEAD
 World of Pleasure Shows Grand Rapids, Mich.
BEE MON YANCY
WANTS
 Pin and Count Store Agents
GEO. CLYDE SMITH SHOWS
 Duncansville, Pa., or William Penn Hotel, Altoona, Pa.

WANTED RIDES
 Wheel, Merry-Go-Round and Kid Rides, For Lots in St. Louis area, Picnics and Street Celebrations until Labor Day. Will book a limited number of Merchandise Concessions.
REPLY TO
RUBY COBB or W. E. "BILL" SNYDER
 BALTIMORE HOTEL, ST. LOUIS, MO.
 Telephone: Cobb at Jefferson 6535; Snyder at GARfield 2800, Room 607

WANTED
LONE STAR SHOWS
 DANVILLE, VA., WEEK JUNE 4-10
 Can place Concessions, Hanky Panks of all kinds. Can use Diggers and Bingo, KIDIE HELP, Merry-Go-Round, Foreman and Second Man on all Rides. Want those who drive, \$40 and \$50 a week. No meal tickets, pay every week. Can place Shows on all Rides or any Shows of merit with own transportation. Eddie Green wants Girls for 2 Girl Shows. Top salary. H. Wainwright Kelley wants Agents for Bazaar and Pin Store. Will wire tickets to Rita Herz if I know res. All replies to:
J. R. McSPADEN, Owner, of S. "WHITNEY" KELLEY, Bus. Mgr., Danville, Va.

Biggers Drops 4 Saturdays To Weather
CHERRY VALLEY, Ill., June 2.—Cavalcade of Fun moved in here this week to play the Cherry Festival, with Owner Clark Biggers still looking for a good Saturday night after losing the first four of the season to rain.
 Org opened Decoration Day under American Legion Post auspices after trucking in from Oregon, Ill., where its fairgrounds stand ended with a wet note. A few youngsters braved a steady drizzle to attend the Saturday (26) matinee but the night show was washed out. The story was the same at earlier stops in Monroe Center, Loves Park and Sycamore, Ill.
 Cavalcade remains in Illinois all season with the exception of one Gary, Ind., stand and has a route of celebrations, most of them sponsored, Biggers said.
 Ride line-up here included Merry-Go-Round, Ferris Wheel, Octopus and Chairplane. Kiddie devices were Ferris Wheel, Airplanes and Autos.
 Recent visitors were C. S. Peck, manager of Peck Amusements; William (Bill) Gullette, owner, Imperial Shows, and Mr. and Mrs. Harry (Slim) Day.
 Staff, in addition to Biggers, includes Johanna Biggers, secretary, and Clark Biggers Jr., ride superintendent.
 Personnel line-up includes:
Rides
 Ferris Wheel, Leo Smith, foreman; Kiddie Rides, Chester Bates, foreman; Merry-Go-Round, Joe Cieslik, foreman, and Octopus, John Kohler, foreman.
Concessions
 Beasie and Ralph Van Matre, duck pond, six card and short range shooting gallery; Lett Smith, drum spindle; Mr. and Mrs. Robert Orr, popcorn, pitch-till-you-win and basketball; Don Roy, ball game; M. and Mrs. W. G. Grant, pitch-till-you-win and fish poles; Ellen and Dick Cieslik, cork gallery and balloon darts; Mrs. Johanna Biggers, bingo.

WANTED
 CALLER AND ELECTRICIAN FOR
DERBY RACER
 WIFE
LES PRIME
 O. C. BUCK SHOWS
 Binghamton, N. Y.

BABE EMSWILER
WANTS
 For two well flashed stores. Agents for Count Store and Pin Store. Action every week.
 Wire
Care UNITED EXPOSITION SHOWS
 Ponca City, Okla.

FOR SALE
 6 Eum Electric Automatic Duck Pin Bowling Alleys, 65 feet long, at almost a giveaway price. One new and one used. Hassen 3-way Carrels and Booths, complete at a price better than a bargain. Must vacate room in 30 days.
C. O. HUNT
 N. SECOND AVE. IRONTON, OHIO

WANTED
WANTS
 Can place Concessions, Hanky Panks of all kinds. Can use Diggers and Bingo, KIDIE HELP, Merry-Go-Round, Foreman and Second Man on all Rides. Want those who drive, \$40 and \$50 a week. No meal tickets, pay every week. Can place Shows on all Rides or any Shows of merit with own transportation. Eddie Green wants Girls for 2 Girl Shows. Top salary. H. Wainwright Kelley wants Agents for Bazaar and Pin Store. Will wire tickets to Rita Herz if I know res. All replies to:
J. R. McSPADEN, Owner, of S. "WHITNEY" KELLEY, Bus. Mgr., Danville, Va.

H. N. "FOOTS" REEVES
 Now with Sneider Shows. Due to change in route, no longer connected with Grand American Shows. Can use Girl Show, Electrical Show or any Show not conflicting.
ADDRESS
H. N. "FOOTS" REEVES
 c/o Sneider Shows, Hutchinson, Kansas. This week: Great Bond, Kansas, next.

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, June 2.—President Lou Keller was in the chair at a meeting of the board of governors Thursday (31). The question of the new Washington Boulevard quarters was referred back to committee to get a definite figure on allocation. Further information was also requested on proposed quarters at 220 North Clark Street. In attendance were Vice-President S. T. Jessop, Treasurer Walter F. Driver, Bob Seery, Harry Ross, Ed Sopenar, Jack Hawthorne, Jack Benjamin and M. J. Doolan.

The Ways and Means Committee indicated it would offer a defense bond award this season. Chick Bohdan is reportedly improving and Mill Cohen is up and around.

Ben Morris was in for a visit from Los Angeles. Other callers included John Mowant, Sam J. Solomon and Joseph O'Donnell. Jack Hawthorne has taken over the concessions in Fox River Grove.

National Showmen's Association

1564 Broadway, New York

Sam Berk, died May 30 at Durham, N. C., after an illness of several months. Services were held Friday (1) from Schwartz Bros. Memorial Chapel, Bronx, N. Y.

On the sick list are Charles (Blueck) Buchman, Polytechnic Hospital, New York; Louis Zerkowicz (Keigh), Bellevue Hospital, New York; Casper Sargent, Presbyterian Medical Center, New York; and Sam Weisser, Franklin D. Roosevelt Veterans' Hospital, Montrose, N. Y. Shunt-lins are James Cox, Pawling, Sanitarium, Wynantskill, N. Y.; Tru Perkins, Farm Colony, Staten Island, N. Y.

Recent visitors included Anthony Kazin, Johnny Applebaum, Max Sharpe, Louis Light, George Bovino, Phil Cook, Joseph Balzman, L. D. King, Edward Turbin, Louis C. King, Sidney Riffin, Morris Glass and Albert Halpin. A special visitor was George Bovino's son, James, who returned from service in Korea. President Emeritus George A. Hamid Sr. appeared on the Robert Q. Lewis TV program.

Carl Manthly Jr., canded from Venice, Italy. Edward Cohen writes from Sarusawa, in Nara, Japan, that he is making a trip around the world. Those who donated to the Red Cross included Sidney Rifkin and Tom O'Connell. Secretary Weinberg is back at her desk after an absence of two weeks.

Kerr, Osceola Sec Killed by Lightning

OSCEOLA, Ia., June 2.—Guy Kerr, 50, secretary of Clarke County 4-H Fair here, was killed recently when struck by lightning while dining a field on his farm. Two neighbors found his body after he failed to return home in the evening.

N. H. Solons Seek Broader Ticket Tax

CONCORD, N. H., June 2.—All entertainment or recreation facilities in New Hampshire were subject to a 10 per cent tax under a redraft of Governor Adams' tax bill which has been filed by the House Ways and Means Committee.

Major revision in the measure broadens the 10 per cent admission tax to include parks, beaches, picnic areas, ski towns and other recreational facilities. State-operated bathing centers and public and private ski towns would be included.

Auto Thrill Group Sets Canada Dates

FREDERICTON, N. B., June 2.—Hollywood Daredevils, auto thrill show, piloted by Charlie Lajoie and Mitchell Robinson, will show the Maritime Provinces again this year.

Show played Woodstock Tuesday and Decoration Day, May 29-30, under sponsorship of Knights of Pythias Lodge and the Ford-Monarch dealer there. Their three-day local stand closes today.

Western Canada Sets 40 Rodeo, Stampede Dates

TABER, Alta., June 2.—Western Canadian stampede and rodeo season got under way here Wednesday (23), the first of 40 shows scheduled for the season in Saskatchewan, Alberta, and British Columbia.

Other dates are Black Diamond, June 2; Sundre, June 5-6; Cadogan, June 6; Hanna (Galarneau Ranch), June 6; Alasca, Sask., June 6; Holden, June 13; Lousiana, June 13; Hardisty, June 15-16; Edmonton, June 19-23; Lloydminster, June 19-20; Nelson, B. C., June 22-23; Lethbridge, June 25-27; Bruce, June 27; Foremost, June 29; MacLeod-Claresholm, June 30 and July 2.

Also Raymond, June 30 and July 2; Ponoka, July 2-3; Lusseland, Sask., July 2-3; Swift Current, July 2-3; High River, July 3-4; Stettler, July 4-5; Medicine Hat, July 5-7; Cardston, July 17-18; Calgary, July 9-14; Clearwater Lake, Sask., July 18-19; Coleman, July 21; Benito, July 26; Weyburn, July 25-26; Big Valley, July 25; Vancouver, July 31-August 4; Penitton, August 22-23; Cochrane, September 1; Cranbrook, B. C., September 1-3.

Hampton Beach Builds Big Pitch For Resort Trade

HAMPTON BEACH, N. H., June 2.—This resort town has expanded its guest accommodations and is planning a number of celebrations, including a mardi gras and carnival as a pitch for the vacation trade.

The carnival, which will take place the last two weeks in August, will include parades, crowning of Miss Hampton Beach and a climactic ball, according to John Dineen, events chairman.

Other programmed highlights this summer include the Disabled American Veteran three-day convention starting June 15; Sunday organ recitals from May 30-June 23; daily band concerts from June 23 thru Labor Day; Monday night amateur shows beginning July 2; Wednesday night fireworks throughout the season and a Boy Scout Jamboree, June 22-24.

The Hampton Beach Casino has undergone an extensive face-lifting. A new front has been installed on the ballroom, and the restaurant and gift shop have been modernized.

A Penny Arcade and confectionery stores also have been opened in a new slender block building.

Sheridan, Wyo., Sets \$1,500 Purse For June Rodeo

SHERIDAN, Ore., June 2.—Approximately \$1,500 in cash prize money will be awarded at the Phil Sheridan Days Rodeo to be held here June 16-17. Calf roping will pay \$350 and \$250 each will be offered in four other events, including Brahma bull riding, bareback bronc riding, bulldogging and saddle bronc riding. A all-around cowboy topper will get \$100.

More than 100 cowboys are expected to attend the event and Harley Tucker will furnish the stock, Charles W. Ritner, president of the rodeo association, said.

Humboldt, Sask., Preps New Bldg.

HUMBOLDT, Sask., June 2.—Work has started on the Humboldt Agricultural Society's new exhibit building at the fairgrounds here. Building, 120 by 48 feet, will be ready for the summer fair, July 10-11.

Texas City, Tex., Names Sloan Mgr.

TEXAS CITY, Tex., June 2.—Bernie Sloan has been appointed manager of Galveston County Fair here, W. J. Peterson, secretary, announced. Annual will be held September 19-23.

PRINCE ALBERT, Sask., June 2.—Main roadway at the Prince Albert fairgrounds here is being hard-surfaced from a point out side the main gate to the west end of the grandstand.

An area in front of the Youth Activities building also is being hard-topped.

Carnival Routes

Continued from page 52

Genesee J. A. Claresholm, Minn.; New Albany 11-18.

Oklahoma Expo., LaCenter, Ky. Gold Medal; Harlan, Ky.; Elmport, Tenn., 11-18.

Gooding American Expo., Charlevoix, Pa. Grand American; Owensville, Mo.; Clinton 11-18.

Ocala State; Troy, N. Y. Orange; Grinstead, Pa. Gooding Greater; Parkersburg, W. Va. Greater Distland; Jena, La.; Ferriday 11-18.

Oroves Greater; Lake Charles, La. Hagerback's Rides; Benora, Mo. Hahnau, Morris; LaPorte (Plymouth Station) Pa.; Pittston 11-18.

Repp; Attns.; Canonsburg, Pa.; Miles, O. Home State; Aberdeen, S. D. Hottle, Russ; Baton Rouge, La. Howard Bros.; Caswell, N. C. Imperial; Buchanan, Mo. Imperial Expo.; Tulelake, Calif., 6-19.

Danair; 12-19. Inland; Council Grove, Kan. Inland State; Pikesville, Ky. Johnson; Gaiters; La Cig, Ind. Johnnykins; Scottsville, Va.; Ruckersville 11-18.

Kaffa; Gust. Greater; Atchison, Kan.; Marysville 12-18. Ken-Penn Am.; Verona, Pa.; Arnold 11-18. Kildand Am.; Galesville, Oa.; Corralia 11-18.

Lacrosse; White River Junction, Vt. Lane, Sammy; Jerico Springs, Mo.; Berkeley 11-18.

Lewisville Greater; Hazelton, Pa. Leo United; Flint, Mich. Lone Star; Danville, Va. Lyock; Bill; Halifax, N. S., Can. Magic Empire; Centralia, Ill. Magic Valley; Sheffield, Tex. Manning; Ross; Pockah, N. Y.; Newburgh 11-18.

Marlow Greater; Orangeburg, S. C. Marks; John H.; Philadelphia, Pa. Maxwell; Washington, D. C. Meridian; Pennington, Ore.

Merrill's Midway; Manilla, Ia., 4-4. Motor City; Fredericksburg 11-13; LeRoy, Minn., 14-18.

Merrydale; (George Road) Allen Park, Mich.; Capri; 12-18. Midway of Mirth; Carlyle, Ill. Midwest; (Fair) Sunnyvale, Utah; Price 12-18.

Mighty Hammetree; Ma. Sterling, Ky. Mighty Hooper State; Xenia, O.; Adirondack 11-18.

Mighty Page; Marion, Va. Model; Muskego; Okla.; Bartlesville 11-18. Motor Show of Canada; Oranstown, Que., Can. Modernize; Oriskany, Md.; Centerville 11-18.

Moore's Modern; Olathe, Kan. Motor State; No. 1; Oxford, Mich.; Lapeer 11-18.

Mountain City; No. 1; Fairmont, Ill. Nelson; Greater; Waltham, Minn., 5-5. Lake Park; Ia., 12-18. Northern; 11-13. Neerer Greater; Canton, Mo. New England Am.; Brookfield, Mass. 11-18.

New York Circus; Clyde, N. Y.; Hornell 11-18. Newberry; Kentucky; Wyo. Northern Expo.; Milbank, S. D., 4-4. Page Bros.; Providence, Ky. Palmyra Expo.; Commerce, Pa. Pan-American; Santa Barbara, Calif.; Westchester 11-18.

Park Am.; Heaver, Okla. Peck Am. Co.; Waco, Ill. Penn Premier; Carbondale, Pa.; Pringle 11-18.

Pioneer; Lock Haven, Pa.; Lewistown 11-18. Playland; (Jill & Woodland) Cleveland, O. Playtime; Weymouth, Mass. Poveyton Expo.; Orichville, O.; Dalton 11-18.

Popcorn Greater; Frankfort, O.; Crestline 11-18. Prief's Broadway; Bristol, Pa. Rainier; Benton, Wash.; Marysville 11-18. Rainier Am.; Clatskanie, Ark. Reid; King; Oswego, N. Y. Rockwell; Kinlay, Kan. Royal Bros.; Dickinson, N. D.; Williston 11-18.

Royal City Rides; Sullivan, Mo.; Van Buren 11-18. Royal American; Denver, Ia., 6-17. Royal Crown; Johnston, Pa. Royal Duke; Hunter, S. C. Royal Midway; Marion, O. Royal United; Osage, Miss., 6-10; Stewart 11-17. Ruby 11-17; Heron, La., 18-18.

San Valley; Leonardsville, Kan., 4-4; Dalton 4-5; Ohio Rider 11-13. Schaffer; Just; Parkersburg, W. Va. Siebrand Bros.; Odgen, Utah. Siebeck's; Manistique, Mich.; St Ignace 11-18.

Smith; George; Clyde; Duncannon, Pa.; Lilly 11-18. Smith's Parkland; Monongah, W. Va. Snapp's Greater; Jefferson City, Mo. Southern Valley; Jeterville, Ark. Sparks; A. T. West; Tennessean; W. Va. Strider; M. A. Hutchinson, Kan.; Great Bend 11-18.

Star Am. Co.; Salem, Ark. Star-Lite; Sigourney, Ia.; Belle Plaine 11-18. Starlight; Burnet, Tex. Stephens; Unionville, Mo.; Leon, Ia., 11-18. Stephens; C. A.; Evans, Ky.; Harlan 11-18. Struve; James; Albus; 11-18. Sunset Am. Co.; Austin, Minn.; Rochester 11-18.

Tairton Bros.; North Chickasha, Ill. Tennessee Valley Am.; Carthage, Tenn. Theta United; Franklin Grove, Ill., 7-9. Thomas; Jerald; Farmington, Pa. Timmy; Johnny T.; Decatur, Ga. Tip-Top (Salem); Fort Byron, N. Y. Tip-Top (Western); Carroll, Wia., 8-10. Tivoli Expo.; Mexico, Mo.; Columbia 11-18. Tri State; Pippin, Ark. Turner Bros.; Pontiac, Ill.; South Beach 12-28.

26th Century; Kansas City, Mo.; Fort Dodge, Ia., 11-18. Twin City; Lebanon, Mo. United Expo.; Ponca City, Okla. United States; Walters, W. Va. Victoria; Salda, Colo. Virginia Greater; Nyack, N. Y.; Haverstraw 11-18.

Vivona Bros.; No. Bergen, N. J.; Washington, D. C., 11-18. Wade; W. G.; Midland, Mich. Wallace Bros.; Morganfield, Ky. Wallace Bros.; (Fair) Winipeg, Man., Can. (Fair) London, Ala., 11-18. Wallace & Murray; Peabody, Mo. West Coast;ureka, Calif.; Crescent City 12-18.

West Coast Expo.; Livermore, Calif.; Vallejo 11-23. Wilcox; Dutch; Freague; Isle Me. Wilson; Parnon; Fulton, Ill. Wolf; Windom, Minn. World Am. Co.; Conshohocken, Pa., 6-16. World of Mirth; Paris; Grand, 6-16. World of Pleasure; Grand Rapids, Mich.

Flashbacks

25 Years Ago

H. M. Harrell, Ernest Holmes and Glen Barber joined Advertising Car No. 1 of Heritage Bros' Circus. . . . Joe Fish joined Robbins Bros' Circus as boss hostler. . . . Tim Carey, steward of the 101 Ranch Wild West Show, went to Arizona for his health. He was succeeded by Ben Snyder. . . . Don Montgomery succeeded Bert Wallace as equestrian director of Heritage Bros' Circus. . . . Mrs. Henry Kern, wife of the bandmaster of Gentry Bros' Circus, joined the band after hospitalization for two months in Springfield, Ill. . . . On the staff of the Forepaugh-Lind Circus were Frank Jimmy Chase, concessions; Wrenk Wrenford, equestrian director; Ed F. Lind, general manager; Blim Hammer, bannerer, and Harry Stewart, legal adjuster.

Staff of Corey Greater Shows included E. S. Corey, manager; Mrs. E. S. Corey, secretary; R. M. Chase, special agent; Edward Aldrich, superintendent of concessions; John Palas, electrician, and D. D. Harvey, trainmaster. . . . R. C. (Doc) Allen was doing banner work ahead of Dodson's World's Fair Shows. . . . Carolyn DePalmer, silodrome rider, joined the Conklin & Garret Show. . . . Fred Clare and Jimmy and Mabel Thomas were visiting in Samoa. . . . Jack Nelson was put in charge of the Athletic Show on the Beatty & Dupree Shows. . . . Concessionaires on Henke's United Attractions included Joe Boyle, J. Ducky Whalen, Dad Egner, Fred Kelley, W. Kretzer, John Kohl, J. Ellis, Curly Brookwell, Pete Egner and Joe Mall.

C. O. Rosenberger was named secretary of Box Butte County Fair, Hemingford, Neb. . . . Robert L. Ferguson succeeded W. E. Sharp as manager at Capital Beach, Lincoln, Neb. . . . Robert E. Scott was the new manager at Joyland Park, Springfield, Mass. . . . State Fair Park, Milwaukee, opened its second season under the management of Charles S. Rose. . . . Lawrence K. Chrisman was the new manager at Pleasure Beach Park, Bridgeport, Conn. . . . Idora Park, Youngstown, O., opened its season under the management of Rex Billings. . . . Mahoning Park, Warren, O., reopened under the new management of W. J. Martin. . . . John Kovel, museum operator, was operating a Side Show at Comfort Beach, Keansburg, N. J. . . . Mark Hailing, seal man, was operating a seal-breeding farm and training school at Kingston, N. Y. . . . Joseph C. Ferrari, ride builder and carnival operator, was planning a trip to Europe. . . . Elizabeth Roderick was singing with a military band at Luna Park, Coney Island, N. Y.

Deaths: Hugh J. Deans, clown; Al P. Gibbs, showman; Mrs. Carl J. Lauther, and Henry Pelliss, park man.

10 Years Ago

Bert Rosenberger, general agent of Lawrence Greater Shows, was injured in an auto accident near Columbiana, O. . . . Jack Kenyon had the cookhouse on the Foley & Burk Shows. . . . Bill Dockstader was talking on Winnie Sisto's 10-1 Show with the O. C. Buck Exposition. . . . Mike Green was handling the front of the Dark-town Revue on the Mighty Sheepley Circus. . . . Heater Ford joined Dorlore Arthur's Dope Show on Arthur's Mighty American Shows. . . . Herbert Wiggins resigned as general agent for the Art Lewis Shows. . . . Bill Holland was named manager of Gangler's Circus on the O. C. Buck Exposition. . . . Arthur Bowers booked a Penny Arcade with the J. R. Edwards Shows. . . . Mr. and Mrs. Barnett opened a new midway cafe on the Motor City Shows.

Ted Keller was making second openings and had the No. 1 ticket box on Duke Jeannette's Side Show on the John H. Marks Shows. . . . Tex Christman was front talker and manager of Carl J. Lauther's Side Show on the Cetlin & Wilson Shows. . . . William Bane was general superintendent of the J. R. Edwards Shows. . . . Joining Kaus Exposition Shows were Keith Burkhalter, with photo gallery, and John and Isabelle Applebaum, diggers.

Norona Garner and Douglas Parker joined the cookhouse staff on Bee's Old Reliable Shows. . . . James H. Drew Jr. worked the Greenfield, O., street fair with concessions to good business. . . . Buddy Brock, pain-proof man and human pin cushion, joined Mrs. E. O. Richardson's Side Show on the Keystone Modern Shows.

Acts joining Spartan Bros' Circus were Capt. Voe Powers' police dog; Tex Bailey, sharpshooter; Four Stokers, acrobats; Olive Caldwell, acrobatist; Professor Chandler, producing clown, and Red Harris, Bill Bailey, Cecil Gibbs and Floyd Smith, clowns. . . . Russell Arthur Gentry sold his interest in the Gentry-Robinson Indoor Circus to Cole Robinson. . . . Pvt. William Helbing, formerly with the Tom Mix and Ringling-Barnum shows, was stationed at San Luis Obispo, Calif., army base. . . . June Russell, wife of Lorne Russell, treasurer of Cole Bros' Circus, was working Liberty and bull acts on Russell Bros' Circus.

Charles Poplin replaced Harry Mack as equestrian director on Wallace Bros' Circus. . . . Harry L. Holmes, clown, was inducted into the army. . . . R. C. Fosber was named manager of Mississippi Delta Fair and Livestock Show, Shelby. . . . B. B. McManus, secretary of Tri-Parish Fair, Eunice, La., resigned. Jack Plaque, association president, also resigned and was replaced by F. Quirk. . . . Moxahala Park, Zaniesville, O., opened under the management of Jack A. Miller.

Sh-b-h-h. "Bosses Boof" Reopeners, Ill. 4th of July. Don't tell anyone but we're now booking all concessions. One-half with order balance. C. O. D. HURRY before everyone knows it. Address all inquiries to me Baron Paul, P. O. Box 811—our phone Wabash 1816, Indianapolis, Ind. Capital City Amusement, Inc.

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are among the 701 advertisers who spent \$33,641.75 in last year's edition of The Billboard's SUMMER SPECIAL?

(For Complete List, see Page 68)

Mdse. Topics

Chicago

Tigrett Enterprises has introduced a toy gun called Zoomeray, a wrist-action plastic toy to retail for 48 cents. . . . Katy the plastic kangaroo has three little ones, which jump from her pouch, one at a time, each time you press down on her. H. Fishlove & Company is marketing the item. . . . Broom Duster, a new product by the Magic Mop Company, is a fluffy, lint-proof, highly dust and cobweb absorbent yarn item which fits over an ordinary house broom, thus permitting quick, easy dusting and removal of cobwebs from ceilings, walls and doors. It may be included in the weekly laundry for cleansing. Retail price is \$1.25. . . . The Hopalong Cassidy Bar 20 Ranch Horn by Perlin Products is a new bulb-type horn for bicycles, tricycles and scooters made of simulated bone plastic with heavy gum rubber bulb to retail for 98 cents. Each horn is boxed in a colorful carton with universal adjustable clamp.

West Coast

A new firm, Movietama Productions, has been established to handle world wide sales of the Melton 8mm viewer. The device, which is 5 1/4 by 4 by 1 1/4 inches and made of styron unbreakable plastic, shows 25 or 30 feet of black and white or color films. The viewer is equipped with magnified lens and fully guaranteed. It was invented by Charles Melton, an accordionist on the Gene Autry shows. Heading the firm are M. (Whitey) Monette, president, and Harvey C. Binn, vice-president. Monette is well known in novelty circles and Binn is an advertising specialist. . . . Star Sewing Machine Company, formerly of Long Beach, Calif., has opened headquarters here. Heading the firm is Benjamin Paschia. . . . J. R. Hawley Distributing Company, Los Angeles, has moved to larger quarters on West Pico, east of the former store. Hawley offers a complete line of premium merchandise. The new location, with 3,000 square feet of space, will enable the firm to increase its inventory.

From All Around

Preferred Distributing Company announces its free wholesale catalog of novelties, jewelry, clocks, giftware and premium items. . . . Lorben Corporation is pushing its purse-size Glamorizer perfume dispenser. Said to be leakproof, the spray-type dispenser holds enough perfume for 70 applications. Banner Glass Company urges premium users to look over its siesta beer steins of amber or green glass, barrel shaped and with oakened handles polished brass bands. Made of vinylite plastic film, playhouses that can be folded for easy storage are being produced by Doughboy Industries, Inc. They are colorfully decorated to look like cottages or ranch houses. Another model fits over one or two standard card tables. . . . For the youngster is Atomcraft Products Company's Jr. G.I. helmet, bearing various military insignia. The item retails for \$1. . . . Plasticraft Manufacturing Company is offering Howdy Doodly's Air-Doodle circus train. Each car contains an animal. The package is designed so that Howdy Doodly and his friends may be cut out and placed beside the train. . . . Recently introduced is a plastic key chain puzzle by the Harrison Company, which also offers a hydr-o-jet water pistol to retail at 69 cents.

A plastic vinyl coated paper umbrella for rain-or-shine use has been announced by the Folding Products Manufacturing Corporation. To improve decorative features pigmented color has been added to the plastic coating. Junior size retails for \$1.29. A larger model sells for \$1.95. . . . For use in kitchen and dining room, a reversible "vinylite plastic tablecloth is being marketed by Frank & Sade. The cover is said to have a three-dimensional feel and appearance of woven fabric. One side has a printed plaid pattern; the other a solid contrasting color. The cloths come in two sizes, 54 inches square and 54 by 72 inches. The smaller size retails for \$2.50, while the larger sells for \$3.60. They may be quickly cleaned with a damp sponge and soap. . . . Newest addition to the Magnus Harmonica Corporation's line is the No. 39 junior horn harmonica. (Continued on page 74)

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DE LUXE JEWELRY SET

14K Gold Plated 5-Piece Jewelry Set Gold embossed \$29.50 price tag and 24K gold plate label. Plush soft-lined box. Must be soon to be appreciated. This set cannot be duplicated for anywhere near this price. SATISFACTION GUARANTEED. Immediate delivery. Available in other styles than illustrated. Comes in Rose, Blue and Multi.

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Advertisement for F.O.B. (First On Burns) featuring a woman's back and a bottle of product. Text: 'BIG PROFITS in F.O.B. FIRST ON BURNS. It's no secret that sun burn lotions spell Big Profits! So sell the best - F.O.B. This new material gives practically instant relief from pain. Its soothing qualities promote rapid healing. F.O.B. is the amazing new solution that is a blessing of all burns - from sun, fire, grease and scalds. Buy 2 oz. bottle retail for \$69¢. Full dealer discount. Order Your First Dozen Now - Send only \$4.14. (This includes parcel post prepaid). Orders over 6 doz. 50% discount. Write for quotations in larger quantities. W & D DISTRIBUTORS, 127 N. Dearborn St., Chicago 2, Illinois

PAPERMEN. Can use a few more good Papermen for Kentucky circulation. THE KENTUCKY FARMER, 403 McDowell Bldg., Louisville 2, Kentucky

NEWEST MOth CONTROL. Sells like hot cakes. One each. Wholesale price \$3.00 per dozen. One gross or a hundred \$25.00 per gross. Two samples \$1.00. None free. This is all we want. Order from this list. 25% deposit will fill C.O.D. orders. J & J PRODUCTS, P.O. Box 397, Piquette, Mo.

TERRIFIC SELLING TRICK! 4 NICKELS TO 4 DIMES. Precision made of brass. Change a nickel into 4 dimes! No skill! No special tools! Thousands want! Retail \$1.50. Wholesale \$1.00. Sample \$1.00 postpaid. DEALER'S PRICE - \$1.00 for 2 doz. postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. D. ROBBINS & CO., New York 10, N.Y.

Pipes for Pitchmen

By BILL BAKER

EDDIE MURRAY is checking out of Newberry's Cincinnati five and dimer to go on the road for the summer.

One of the worthwhile things that grows while you sell it is a reputation for good items and cleanliness.

JAMES ROACH is moving large quantities of Topper Hankers with his aisle pitch at the Boston Store, Milwaukee. Roach recently worked the same item at Sears stores in Chicago and Milwaukee to good business.

"IT WAS LIKE a breath of spring to see old faces talking pipes on the Boardwalk at Coney Island, New York, on a recent Sunday," cards Harry Greenfield. "The trio included Charley Mason, Sol Addis and an old-time favorite, Little Elsie, who was a partner of the late Doc Perry for many years. All looked healthy and prosperous."

Practice makes perfect is a convincing line to use in demonstrations.

RED KELCO who was a Cincinnati visitor last week-end, visited Joan Coyle, pitching pens in Kresge's to good business. Red says that Joan is new to pitchdom but that she has what it takes to get by.

What are you specialty workers doing about the numerous July 4 celebrations that will be held this year? You can get the lure if you are ready for it.

RAY HARRIS following a successful run in a Cincinnati five and dime store with metal cleaner, went to Louisville where he's working the same item.

BOOTH RESERVATIONS for the Food and Home Show to

R-B Philly Date

money to the city if it wants to return to Philadelphia next year. The Ringling show pitched tons on a new site owned by the city in the South Philadelphia section.

Big Slacks Off. The new location, lacking adequate transportation facilities and representing inconveniences in length of travel from many sections of the city, coupled with rainy weather on week days, gave the circus week below expectations. Schwartz went on record that he will confer with the city solicitor's office in drafting an ordinance which would make the circus pay all expenses incurred by the city for police, fire traffic and other detail.

The Ringling show paid \$2,000 to the city for the use of the ground and \$25 for its license fee. However, The Daily News, in an earlier article, complained that the circus was costing the city more than \$2,000 a day.

"My ordinance will make all of these itinerant shows, which require more city service and protection than the legitimate entertainment housed in fixed abodes, owned by tax-paying citizens, pay for the services rendered. It is bad enough that thousands of dollars are taken from the city and from the other entertainment fields, without rubbing it in to these same citizens by making them pay taxes to furnish the circus with the services 'free' of city employees, police and firemen. After all, these men are taken away from their duties of serving and protecting the public which pays them."

"The circus too must pay its way. We are considering an ordinance to tax the gross or net income of these itinerant shows. We demand that circuses and carnivals pay for all city services and police and fire protection required. They shall live up to our city sanitation ordinances, particularly those affecting food handlers for the protection of our city."

Stevens Moves

Ray Morrison, midway lunch counter. George R. Bell heads the band, which includes Jack Bell, Tommy Gardner, Ross Essex and Earl Hamill. Ed Leininger is equestrian director and announcer. Red Smith is in charge of the ball and Paul Phanjano is the clown. Willie Rawls is with the Side Show.

be held at the Cincinnati Zoo, August 13-28, are piling up fast, with the total last week reaching 188. J. F. Heusser, manager of the event, announces. Heusser said that 20 more prospective tenants have agreed to take space and contracts with these merchants will show the reservations for last year's total of 205 booths. He added that there is no limit to the number of booths that can be erected on the grounds if the demand is great enough. The two-week event, sponsored annually by the Greater Cincinnati Meat Dealers Association and The Cincinnati Times-Star, long has been a winner for pitchers making the event.

PITCHDOM was shocked to learn of the death of William P. Danker, veteran exponent of the tripe and keister fraternity in Bellevue Hospital, New York, May 29. Danker, whose friends in and out of the business were legion, had been ill with a kidney ailment for several years.

R-B Roster

Continued from page 56. Cox, bus; Roy R. Stout, harness; Fuy Large, laundry car; Martha G. Hunter, gorillas; James (Scotty) Horsburgh, sanitation; John J. Mech, stables; John M. Carson, watchman.

Robert F. Reynolds, with Walter G. Kernan, Fred M. Bennett, Joseph McDermott, Mike Petrelo and Francis V. Phelan, properties; Dr. J. Y. Henderson, with Harrison E. Johnson, Frank Selock, Richard Gilligan and Harry Smith, ring stocks; Les Thomas, with Thomas H. Sumral, seats; George Escalara, with Joseph M. Lynch, Side Show. Paul J. McLane, with Fred Baker and Charles Lovell, train; Donald M. Kidder, train lights; David M. Blanchfield, with Daniel F. Gill and James Edwards, trucks; Peter Grace, with John V. Leach and Angelo N. Nicholas, ushers; and Joseph J. McCarthy, with Jean Carson and Benjamin G. Wilson, wardrobe.

Mills Reports

Continued from page 56. numerous school events which led to trim attendance. Jack Mills reiterated that this was of no concern as long as auspices committees and phone promotion crews function. Business this season, he said, has been good and continues that way now.

At Elkhart, Ind. (25), the org drew a one-quarter matinee and half-house at night under National Guard auspices. The La Porte, Ind., joint service clubs backed the Monday (28) stand, which had a near-capacity kids' matinee and a quarter house at night.

South Bend on Tuesday (29) provided a fair matinee and quarter night crowd. In Gary the show played its second year under Catholic Youth Organization sponsorship on Decoration Day (30) and pulled a moderate crowd, described as okay for a holiday.

Blue Island was under repeat auspices and attracted a good matinee and one-quarter of capacity at night.

Big 4 Special 3 Pc. PEN SET

Pen-Wac Lighter East. color \$9.91, \$10.00. Set - Consists Material of Pearl Grip. Slightly small, \$12.50 large. Charm Lighter, smaller than postage stamp, \$10. LITTLE ATOM PISTOL - Each in Plush Lined Case. Best 12 oz. can. \$13.50. 25% deposit absolutely required. Balance C.O.D. We prepay with full remittance.

UNITED ENTERPRISES, 175 Fifth Ave., New York, N. Y.

ENGRAVERS with it since 1907. Send for new 1951 day and night service MILLER CREATIONS, 7739 Avalon Ave., Chicago 6, Ill.

WANT TO MAKE REAL MONEY! You can positively make \$500 a day and so much more by selling our new to every type of food and beverage. Free Parties, Labels, Signs, etc. First time advertised! Write for free literature. JOHNSON HARTMAN, Dept. 88-400, 53 West Jackson Blvd., Chicago 4, Ill.

\$9.85 BRINGS YOU OUR PROMOTIONAL WATCH DEAL OF THE YEAR! Famous Swiss Watches with rhinestone dial and expansion band, guaranteed like new, with beautifully matched gold plated case, links, key chain and the holder, hand set ruby rhinestones or engraved gold. Attractively bound. Retail for \$75 and more. (Sample, \$1 each.) Lots of Jewels Watch set. 18-K. Watch Set, \$18.95 | 17-K. Watch Set, \$11.85. \$9.85. FREE! During the month of June, our 1951 value-packed 72-page wholesale catalog. Some Sets as above with BENUKLEIGH, BULOVA, GRUBB, Jewel Watch Set, \$19.95, Jewel Watch Set, \$15.75. Lots of 4, wholesale only (3 additional per sample), 75% deposit with order. Balance C.O.D. Open Account to Best Movers. Midwest Watch Co., 5 S. Wabash Ave., Chicago 2, Ill. Handsome Western HORSE CLOCK, beautifully designed in bronze color. Horse 10" tall, base 17" x 11 1/2". Guaranteed dependable electric clock. \$5.69.

\$20,000 LIQUIDATION SALE! LOWEST PRICES EVER OFFERED

Table with columns: Item, Doz., Gross, Doz., Gross. Items include LGE. WALKING BEAR, BABY BEAR, LGE. JUMPING DOG, WHITE BEG. POODLE, SEAL WITH BALL, LGE. ELEPHANT, LGE. EYE JUMP RABBIT, NUTTY JUMP SQUIRREL, BUSY SQUIRREL, ROARING LION, GIANT WALK. CAMEL. Subject to prior sale. All first class working order. 1/2 with order, balance C.O.D. MANAR SALES CO., 2412 THIRD AVE., SEATTLE 1, WASH.

Hollywood Goose. Price \$3.60 Doz. Sample, 3 for \$1. 25% with order - bal. C.O.D. Jobbers, write for prices. EXCLUSIVE PLAYING CARD CO., 1304 Fountain Ave., Hollywood 78, Calif. It's Sensational! Easily carried in pocket for ready use at parties or any gathering. Strong metal mechanism raises realistic, flesh-like plastic finger at any speed desired.

All Extra Heavy Mountings. 10 days' money-back guarantee. Rings not set re-estimated, for resale only. Only Genuine Refined Gold Plate Sold. \$25.00 - 1/20 14K G.P. Cluster, white trim. Choice any color center - ruby, emerald, sapphire, garnet, opal, etc. 100% gold, 100% platinum, 100% silver, 100% fine steel. Per Doz. \$18.75. NEW CATALOG Listing Complete Line. Sample Assortment - \$7.50, \$12.00, \$15.00. 11 Per Doz. Deposit on All C.O.D. Orders. DES MOINES RING CO., 1153 26th Street, Des Moines, Iowa

Subscribe Now! ONE YEAR \$10. 52 BIG ISSUES including 8 Special Issues. THE BILLBOARD, 2160 Patterson St., Cincinnati 22, Ohio. Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues. Name, Address, City, Occupation.

FREE HOSIERY. Buy one pair of Ladies' first quality hosiery for \$1.00 and get free three pairs of men's or miss' socks or three pairs of ladies' nylon rejects - for limited time only. TENNESSEE VALLEY MFG. CO., 2400 Dayton Blvd., Chattanooga, Tenn.

Advertising Balloons. Write TODAY for our new Low Prices and Samples on Advertising Balloons for Carnivals, Churches, Fairs, Sales Promotion, Premiums, etc. NATIONAL SALES CO., 208 S. 19th, Chicago 4, Illinois.

FOLDING CHAIRS. Write for CATALOG and LOW DIRECT PRICES. J. P. REDINGTON & CO., Dept. 21, SEASIDE 2, Pa.

GIVE TO DAMON RUNYON CANCER FUND

Crew Hat Operators. Best Quality Gardiner. Colors: Plain white, with or without crown, plain colored, plain white, plain white with crown, plain colored, plain white with crown, plain colored, plain white with crown, plain colored. \$60.00. Crew Hat Printed with Any Name You Want \$66.00. Crew Hat with Band or Pom-Pom \$63.00. BETTER FLUORESCENT MATE. \$45.00 (12). Same as above, with Pom-Pom \$50.00. NOBODY CAN BEAT THESE PRICES! 1/2 Deposit, Balance C.O.D. CHELSEA HAT CO., Inc., 43 Bond St., N. Y. 12, N. Y. RECORDED 7-2459-1

Detroit Open Shuffle Meet Begins June 7

DSA Sponsored Event Tied In With City Fete

DETROIT, June 2.—The first national open table shuffleboard tournament will begin Thursday (7) at White Hall on the Michigan State Fairgrounds here with competition in singles, doubles and team play on both long and cushion boards. Sponsored by the Detroit Shuffleboard Association, this marks the second nationwide shuffleboard tournament to be held within two weeks (see story on ASLI meet).

The tourney will include matches in each division for men and women. It was originally planned to hold the meet from June 2 thru 10 but at the last minute DSA tournament manager John C. Westerdale was unable to receive the fairgrounds facilities would not be set for play until next Thursday. Therefore, all schedules were condensed into four days and final matches in each event will be held Sunday (10).

Detroit Tie-In

One of the most ambitious meets ever to be held, the DSA event is being promoted in conjunction with the 250th anniversary of the founding of Detroit. Other sporting events tied in with the celebration include the all-star baseball game in Briggs Stadium in July, championship boxing matches this summer and a professional football game at the end of summer. Among the publicity breaks the shuffleboard tournament is set to receive are a spread in The Detroit News Sunday (3) and a general build-up of the event on the Pat & Johnny video show Wednesday (6) 2 p.m. over WXYZ-TV.

DSA has been one of the most active associations of its kind since its formation almost two years ago. Its membership is made up of operators in and around the Detroit area and it advocates the use of all proven shuffleboards and related accessories regardless of make. Fred Chopan, Detroit civic leader, is executive secretary.

Cohn Sets New Hqrs.; To Intro New Coin Unit

NEW YORK, June 2.—Enterprises headed by Nat Cohn will have a new headquarters within a few weeks when alterations are completed at 631 10th Avenue, location just acquired from Milton Green of American Vending.

Cohn, who recently returned to the coin machine business after a two-year hiatus, now controls the Bowl-o-Mat Sales Company and Conat Sales. The latter firm distributes Williams games and phonographs in New York and New Jersey.

Yet another Cohn enterprise will be announced soon, he said, to handle a new piece of coin equipment. Details on the coin machine are being withheld pending completion of promotion and distribution plans.

Since his return to the industry, Cohn has been sharing space at Simon Sales, 627 10th Avenue. The new location will have complete showroom and office facilities, he said.

Exhibit Celebrates Fiftieth Birthday in Record Output

CHICAGO, June 2.—Starting in the days of the Indian penny, Exhibit Supply Company, which grew from a rented production area of two small floors to two completely equipped, modern factories, this month celebrated its 50th anniversary. The month-long celebration will include the largest production run of coin-operated equipment in the firm's history, firm officials revealed this week.

While Exhibit was actually started in 1901, it wasn't until 1907 when John Frank Meyer entered the picture as a partner that it began to grow. Meyer assumed full control of the company in 1910, and in 1919, shortly after the first World War, he added a line of Penny Arcade supplies. This move

ASLI U. S. Tourney Hypothesizes Shuffle Interest for Ops

Madison Meet Used as Promotion Test Ground for Game's Future

MADISON, Wis., June 2.—The second annual United States Championship Shuffleboard Tournament ended here Monday (28) night with 14 men's and women's teams sharing a prize meion of \$4,160. Sponsored by American Shuffleboard Leagues, Inc., the event was under the management of Ken Poulsen, former ASLI director of leagues and currently Wisconsin State director. He was assisted by Don Freeburg, American Shuffleboard Company official, appointed special director of the U. S. meet by ASLI.

Poulsen, who had worked with operators in a majority of States for the two years he was directly connected with American, pointed out before the meet got under way, the tourney had dual significance in that not only would the championship teams be decided, but also it would be determined whether an operator

could put on a meet of such size profitably. Specialized tourneys such as the ones promoted by Hardy Endres the past three years were financially feasible for operators but a nation-wide meet had so many complications and attendant expenses that it was an entirely different matter. Poulsen planned to make a full report on this phase of the meet within two weeks.

N. J. Team Tops

Prize of \$1,200 was won by Hubert's Yanks of Camden, N. J., in the men's longboard competition. Runner-up in this division was Matt's Grill, the New York State champions from Schenectady. The new women's longboard U. S. champions is the Golden Pheasant combination from the host city, Madison. Second in this division was the Ball Park team, also of Madison. They had to defeat the Saginaw, Mich., team two times to clinch second

honors. Golden Pheasant players shared \$450 for winning their title. The men's cushion and women's cushion events were won by teams representing Evey's of Decatur, Ill. The men won \$275 while the women divided \$243. Prize fund was derived from all entry fees plus \$3,000 contributed by American operators.

During the four days of match play, May 25-28, at Madison's Turner Hall, as well as the week preceding, Poulsen and Freeburg appeared on several radio programs to build up local interest. These programs consisted of discussions on the history of shuffleboard, the future of the game and why Madison was selected for the 1951 tourney. Result was a turnout of approximately 1,100 persons, considered good in the

(Continued on page 90)

Begin Shipping New Gottlieb Mermaid Games

CHICAGO, June 2.—D. Gottlieb & Company announced that Alvin Gottlieb, advertising director, first shipments on the new five ball game Mermaid. It features rest bumper action and scoring replays by either high score or a special point system.

Key to game is a series of buttons which line the center of playfield and a pop bumper located just above them. If this special bumper is hit when illuminated it results in a point and can lead to a number of re-plays. Idea behind buttons series is that one of them is lighted at all times but the light moves from one button to another. If button is contacted

(Continued on page 90)

Debut Stadium, Como's Initial Novelty Game

CHICAGO, June 2.—Como Manufacturing Company started deliveries this week on the new novelty game, Stadium. This marks the first game of its type to be made in the new plant at 5013 N. Kedzie Avenue here and marks the firm's entry into the major amusement game production field. Previously Como had concentrated on specialty units such as Hollywood

Don Pearl, chief engineer, pointed out the game was originally scheduled to be released a few months ago but curtailment of critical materials and limited production by government quota deferred output until now. Meanwhile the game was put on test location in key areas by such distributors as Chris Novelty Company, Baltimore; Redd Distributing Company, Allston, Mass.; Bineo Distributing Company, Fort Wayne, Ind.; Reliable Coin Machine Company, Hartford, Conn.

(Continued on page 89)

Toronto Ops To Promote CM Use

TORONTO, June 2.—A way to make this city as coin machine conscious as Montreal is being sought by large coin machine distributors here.

Distributors say that everyone in Montreal uses vendors, while Toronto, noted for being stingy, is reluctant to purchase anything from machines.

Music boxes are given a good play, but as one distributor pointed out, "It's the kids that play them, and they always seem hep to anything new."

But when it comes to using vendors for drinks in the bottle or from cups, or even the cigarettes, Toronto residents appear reluctant.

Exhibit became a factor in the amusement game manufacturing field in the '30s, but the firm's initial activities in the coin-operated business, arcade equipment (mainly card vendors), has been stressed in its 50-year operation. Today the firm features its series of card vendors, cards, two-gun units, mechanical horses, various games and a digger machine in its widely varied lines. It is also geared to handle defense contracts, having been heavily engaged in war work during the early and mid-forties.

Exhibit's plant is now divided into three divisions: electro-snap

(Continued on page 90)

Heavy Turnover Keys Used Equipment Mart

CHICAGO, June 2.—A comparatively heavy turnover of equipment in the amusement game, arcade, shuffle game and music machine divisions highlighted the current Index of Advertised Used Machine Prices appearing in this issue. Several pieces of equipment which had been listed in distributor ads were replaced by similar items and approximately 6 per cent of the units were offered for sale at a higher price and less than 2 per cent at a lower quotation.

In amusement games, some of the older units such as Bally's Carnival, Gottlieb's Bank-a-Ball and Victory Special, United's Roma, Wisconsin and Moon Glow, plus Williams' Lucky Tring were at higher quotations. The increases varied from \$5 to \$14. Meanwhile, some of the stand-bys in the giant pinball field such as Bally's Special Entry, Champion and Citation were offered at slightly lower prices.

Arcade prices continued to hold

Bowl-O Production Rate Holds; Fear Summer Cutbacks

NEW YORK, June 2.—Material shortages have not yet cut into Bowl-O production, Preston Sutphen, president of Sutphen Products, declared this week, although tapered output from this cause is anticipated by mid-summer.

Meanwhile, the firm is in the midst of its heavy placement season. Most installations, said Sutphen, are still being made in Eastern resort areas, but a substantial number of the coin bowling games are also being shipped to arcades and parks in the Midwest.

on to increases registered over the past four weeks and few price quotations were indicated in the Index. Among the units offered for sale for the first time were Sky Pilot and Capitol's Midget Movies. One of the offerings listed with a lower tag was Seeburg's Shoot the Bear, one of the most active pieces of equipment for several weeks in a row. Arcade units listed most frequently included Exhibit's Dale Gun, Williams' Star Series and Seeburg's Chicken Sam. Each of these were offered with the same or higher quotations compared with the past three weeks.

(Continued on page 76)

Genco Distributes Show New Type Shuffle Game

CHICAGO, June 2.—Distributors of Genco products now are displaying Shuffle Target, a new approach to shuffle game play stressing the progressive scoring ideas developed on the firm's A-ball units.

An all-skill game, Shuffle Target has a revolving wheel type target with 20 numbers as the hub of activity. Object of the game is for player to hit with pucks four series of hinged target numbers in numerical order. Each series runs from 1 to 5. Player gets five shots in each of four innings. As hits are made on the correct targets, the number hinges back leaving no question as to which targets have been made and those still to be shot at.

Loan Restrictions, Depreciation Rule Hits Canadian Ops

Time Buying Cut to One Year as Government Seeks Inflation Curbs

TORONTO, June 2.—Bank restrictions are hitting hard on all sides. The banks here have clamped down on all loans on orders from the government.

The order went out to the banks to tighten up on credit, as a measure to combat inflation. Loans, no matter how well underwritten, are next to verboten.

Many businesses are beginning to fold up under the pressure, particularly due to a regulation which prohibits the purchase of anything

in more than 12 months. The regulation calls for one-half cash down at time of purchase, and the payments on the remainder in 12 months. This now applies only to consumer buying, but it is having its effect on business generally, with prices still continuing to spiral.

Depreciation

The coin-machine industry in Canada has been hard hit by another regulation which disallows depreciation being written off on any new unessential capital goods for four years. This particularly applies to coin machines.

One of the coin machine com-

(Continued on page 89)

NCMDA Skeds June 11 Meet

CHICAGO, June 2.—The National Coin Machine Distributors' Association will hold its spring meeting at the Bismarck Hotel here Monday (11). S. I. Neiman, public relations director, announced following completion of a mail vote of the membership.

The meeting will start at 10 a.m. Agenda remains basically the same as that of the postponed May 14 sessions. Major points include a vote by NCMDA members on a long range promotional campaign plus the distributors role in the current mobilized economy emergency.

Intro Clown 1c Catcher

CHICAGO, June 2.—Carl Hubbard and Zeke Wolf, Novelty Supply & Toy Company here, this week introduced a new counter coin-catcher business stimulator called Pennie the Clown. Unit is a plaster of Paris figure of a circus clown, with a wide gapping mouth into which patrons slip pennies. If the penny enters the mouth, a series of three lights are activated.

Unit will be introduced nationally next week, Hubbard announced. Novelty Supply will act as distributors for the stimulator.

OREGON JUKE OPS FORM NEW ORG

Discuss Dime Play, Fair Trade Practice; Name Temporary Execs

PORTLAND, Ore., June 2.—Oregon operators this week were well along towards forming a State-wide organization to deal with such problems as the 10-cent play and fair-trade practices. Initial step was taken at a meeting at the Multnomah Hotel here Sunday (27) when 50 operators representing an estimated 75 per cent of the coin phonograph business in the State convened. Move

was similar to, but separate from an organization of game operators that has been functioning for some time.

After interest was shown among operators, the ball was picked up by the distributors, who mailed out notices to all music men in the State. Budge Wright, Portland manager for Western Distributors, served as temporary secretary.

Name Board

After two hours of discussion a temporary board was elected to draft a constitution and by-laws, select a title for the organization and arrange for election of permanent officers. Elected were John Welsh, Portland, temporary chairman; Lee Jones, Portland; Nels Cheney, Coos Bay; Marshall McKee, Woodburn; Vern Raw, Seaside; Stan Terry, Portland, and Ace Goddard, Bend.

Major discussion was over 10-cent play, also the fair-trade idea tied in closely. Consensus was that the 10-cent play was desirable in Oregon, opinions splitting over how it might work out in practice.

In opening the meeting Wright stressed that, although the notices were sent out by distributors, the organization was strictly one of operators. As a result, although some distributors representatives were nominated to the board of directors, all declined and the board

(Continued on page 81)

PROMOSH HELPS SELL LOCATIONS JUKE INCREASE

CHICAGO, June 2.—Some local operators here, who had anticipated a resistance movement on the part of location owners to dime play on jukeboxes, reported they had completely underestimated the power of promotion.

A location "education" program was undertaken by ops, some working with music distributors in the area. These educational programs were designed to advise locations of the conversion and the reasons for the switch. They were so effective that ops reported walking into a spot and getting the following greeting—"before even having mentioned the price hike."

"When do we go to a dime?" The usual answer was, "Immediately."

Leon, Pioneer Pitt Op, Dies

PITTSBURGH, June 2.—Frank Leon (Ulian), president of the Frank Leon organization here and one of the early phonograph operators in the area, suffered a sudden heart attack Saturday (26) and died later at Mercy Hospital. He will be buried at St. Mary's Cemetery Monday (4). Surviving are Leon's widow, Agnes, and a brother, Pat. Andrew Yoch, a brother-in-law, manages the phonograph operation.

Chi Ops Push Dime Play; Over "Hump"

Cite Better \$ Grosses, Drop in Juke Repairs; Suburb Locs in 5c-10c Split

CHICAGO, June 2.—Dime play in the metropolitan area here is "over the hump," with almost 98 per cent of music equipment now converted to 10-cent, three-for-a-quarter play and the few holdouts set for conversion as soon as needed change-over parts are obtained. A check of Chicago operators by The Billboard this week revealed general operator and location opinion is in favor of retention of the new play-price.

Change-over cost ranges from zero for newer types of equipment to \$6.36 each for certain wall-boxes. With operators reporting average dollar grosses up over straight nickel play, however, such costs are seen as being written off over a minimum period.

Experience indicates the week following change to dime play, a machine will fall off \$2-\$3 in take, with the trend thereafter being upward. In top locations, where traffic volume and the transient nature of such traffic are factors, the weekly gross has jumped from \$30 averages to \$40 and \$45, some operators declared. Spots which were normally \$15 per week grossers prior to the dime peg are in many cases turning out to be \$21 to \$28 locations. Marginal spots (usually smaller neighborhood taverns with primarily repeat trade) were the only type location to raise major objections to the price

change, but on the whole finally agreed to the common-sense economics of the move.

In such marginal spots, however, juke play has dropped 50 per cent or more to give the same or \$1 to \$3 less gross per week. Compensating factors here, which also apply to the higher volume spots, are at least 50 per cent reduction in service calls, less machine and needle wear and much longer record-life. Coupled with the lift in gross take in larger locations,

(Continued on page 81)

Spencer Otis, Seeburg Sales Exec, Succumbs

WACO, Tex., June 2.—After seven months' illness, Spencer (Pete) Otis Jr., regional sales manager for the J. P. Seeburg Corporation, succumbed to a heart ail-



SPENCER (PETE) OTIS

ment at his home here Monday (28). Funeral services were held in Waco Tuesday.

Otis was a well-known figure in the phonograph business for the past 16 years. He joined the Seeburg Corporation as a district manager in May, 1935. For many years Otis covered the Middle West, transferring to the Southwest in 1946.

Surviving are his widow, Gladys, and four children, Spencer III, John, Steven and Winifred.

Milwaukee Ops Air Dime Play

MILWAUKEE, June 2.—Meeting of the Milwaukee Phonograph Operators Association held Friday (25), pulled a slim crowd, according to Doug Opitz, org secretary. Purpose of the session was to mull over plans to get as many local ops as possible to switch over to dime music play.

While interest in the dime play controversy is keen here, several factors combined to cut down attendance at the Eagles' Clubhouse get-together. Rainy weather plus the competition of the Friday night boxing matches on TV apparently changed the minds of many ops who had originally signified their intentions of attending.

Heading up the discussions were org counsel, Atty. Michael Klein and two out-of-town visiting ops, Lou Casola and Tom Douchkas, of Rockford, Ill., who spoke of their experiences with the upped music price lag.

ASCAPs Against

those publishers with strongest availability ratings would get the best break.

Broadcast Music, Inc., thus far, has made no official comment regarding the proposed amendment. Reason is that BMI figures the bill is not yet in its final form. BMI always has been in favor of an amendment which would remove the exemption from juke boxes.

INITIAL 10c PLAY TEST RESULTS ARE OPTIMISTIC

Op Co-Operation Emerges as Vital Factor; Some Experiments KO'd

BY NORMAN WEISER

CHICAGO, June 2.—Highly successful in some areas, increasing grosses and others, and dropped as unsuccessful in a few reported instances, 10-cent play on jukeboxes is now undergoing one of the most thorough tests in the history of the industry. It is generally

agreed it will be at least three months, and probably longer, before an over-all pattern will begin to form.

Viewed objectively, tests to date have been predominantly successful. But the subject of nickel versus dime play has developed into one of great controversy—

a development which was expected but not to the degree now evidenced. It not only concerns the basic question of nickel versus dime, but the method of increasing the price and the number of plays to be given at the dime and quarter pegs. Too, with operator feelings running high on both sides of the fence in a given area, the tests are, in some cases, suffering.

Editors note: Elsewhere in this section are reports from individual cities on the progress being made on 10-cent play tests. The information contained herein has been gleaned from operators throughout the United States by The Billboard.

Co-Op Factor

While it is generally conceded an operator is the best judge of whether or not dime play will help his business, the importance of over-all operator co-operation in testing 10-cent play has been clearly displayed in early experiments. Where operators work in unity, the tests were bound to be more thorough, and results were obtained more quickly and more conclusively. Chicago is an example of unity of action—98 per cent of the equipment in the nation's second largest city is now reckoning on 10-cent play—the other 2 per cent is in the process of being converted.

(Continued on page 79)

Merchandising Music

CURIOSITY A FACTOR...

Using the natural curiosity of the average person to build juke play has hiked grosses for Mills Enterprises, Oakland, Calif., reports D. L. Coder, record buyer. On some locations the firm uses the legend "mystery tune of the week" on a special title strip—then lets the public decide if it wants to chance the unknown song. And it has worked very well, Coder says. There's no giveaways with this program—just the element of curiosity whereby the patron plays the mystery tunes and tries to identify them for his own benefit.

RADIO TIE-INS...

Working with local radio stations, an idea that has been growing throughout the country, is advocated by John D. Kirby, another Californian. Kirby says he found his sales increasing since he started working with his local radio outlets.

And in Chicago, Charlie Wilmoth, Tri-County Music and Novelty Company, says he has been following Eddy Hubbard, a local disk jockey, and by working with the program, has come up with some song winners in his boxes. Wilmoth says he'd like to see record companies cut quantity but increase quality. Two hit tunes a week would be plenty as far as he is concerned.

FILL REQUESTS...

Operators have mixed feelings regarding the question of request records. J. M. Thomas, Sacramento, is one of the group which believes requests should be heeded. He says that he has found it pays to make every effort to fill requests within reason—that

grosses do increase as a result. Thomas also believes in putting at least two new records on each of his boxes each week.

DIME PLAY TESTS...

The tests of 10-cent play on jukeboxes are now spreading in practically every section of the country. In some areas operators report they have gone to the new price 100 per cent—in others only a select group of machines are being tested.

Most important development to date, from those reports received, is that results of the tests vary in almost every locality. While dime play may be good in one spot, it may fail in another. Until all the factors involved have been uncovered, and that will probably take the balance of the summer, no over-all plan can be worked out, operators believe.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General Music and other departments up front in this issue of The Billboard are:

BILL TO SOCK JUKES UP IN SENATE. ASCAP backs Kefauver on amendment of Copyright Act (Music Department).

TOOTLERS' FUTURE IS BIG AFM ISSUE. Musicians to favor major survival questions at coming conference (General Music Department).

UNIVERSAL MAKES DECCA DEAL. Bill Putnam, of Chi studios, signs reciprocal deal with diskery (Music Department).

PHONS, DISKS BUILT MILLION FOR GRANZ. "Jazz at the Philharmonic" platters hot in both disk sales and concerts (Music Department).

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Bill To Sock Juke Industry Up in Senate

Continued from page 10

the function of servicing, repairing or maintaining such machine, or the function of supplying disks or other mechanical parts thereof, or (c) by reason of having an interest in or right to all or part of the receipts of such machine; provided that the proprietor of a copyrighted composition may not collect royalties from more than one owner or operator, as defined herein, of any such coin-operated machine for the reproduction or rendition of a particular recording of said composition on said machine during any particular period of time."

ASCAP Statement

ASCAP, in a lengthy statement issued from New York on the morning on which the bill was introduced, declared that the juke box industry is "the single exception" to the copyright law's requirement for all classes of commercial users to pay compensation to copyright owners for the right to perform their music. ASCAP stated that since the law passed, coin-operated music machines "have emerged from a small amusement novelty to a vast industry" with an estimated "500,000 juke boxes in operation throughout this country with annual gross receipts in excess of \$500,000,000 and tremendous annual profits."

ASCAP Prexy Otto Harbach declared in the statement that "despite the large number of public performances of music for profit in radio, television, motion pictures and public places, of entertainment, the average annual income from these sources for the great majority of composers and authors is less than \$2,000 a year."

Index Music Mch. Prices Increase

Continued from page 75

Higher prices were virtually the rule in the used music mart, with increases ranging from \$10 to \$30.

Among those with upped quotations were Rock-Ola's 1422, Seeburg's 147 S, 148 M1, and the 1941 RC Special. Wurlitzer's 1250 was offered at both lower and higher prices than those prevailing a week ago. Music units with the most numerous listings were Wurlitzer's 1013, Rock-Ola's 1422 and AML's Model A. For the first time in several weeks there were no newly listed music boxes, indicating conservatism on the older units, having a comparatively ready market and operators or dealers are scooping them up as they become available.

Shuffle Picture

The shuffle game picture presented many price changes, with the upward trend being offset by lower quotations. Items showing most activity included Chicago Coin's Bowling Alley, United's Shuffle Alley, Bally's Shuffle Bowler and Speed Bowler, and Kenney's Fin Bowler.

Vending developments continued along conservative lines, with approximately 7 per cent of the units offered at higher quotations. Two pieces of equipment, Advance Gum and Columbus Nickel unit were down a dollar. National's 830 listed \$20 above a week ago.



Who's a Smart Operator?

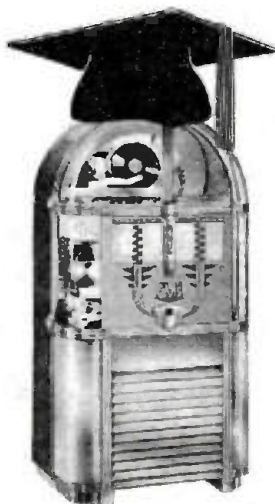
YOU ARE when you select a juke box* that has location appeal, that stands out with sparkling color and motion.

YOU ARE when the juke box* you buy is priced reasonably enough to leave you working capital to exploit your route.

YOU ARE when you appreciate the added profit which comes with a juke box* that plays dependably on with little or no need for costly service.

YOU ARE when you invest your money in a juke box* that maintains its high trade-in value, returns such a large share of your original investment.

* Operators Wise Buy AMI's



AMI Incorporated

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

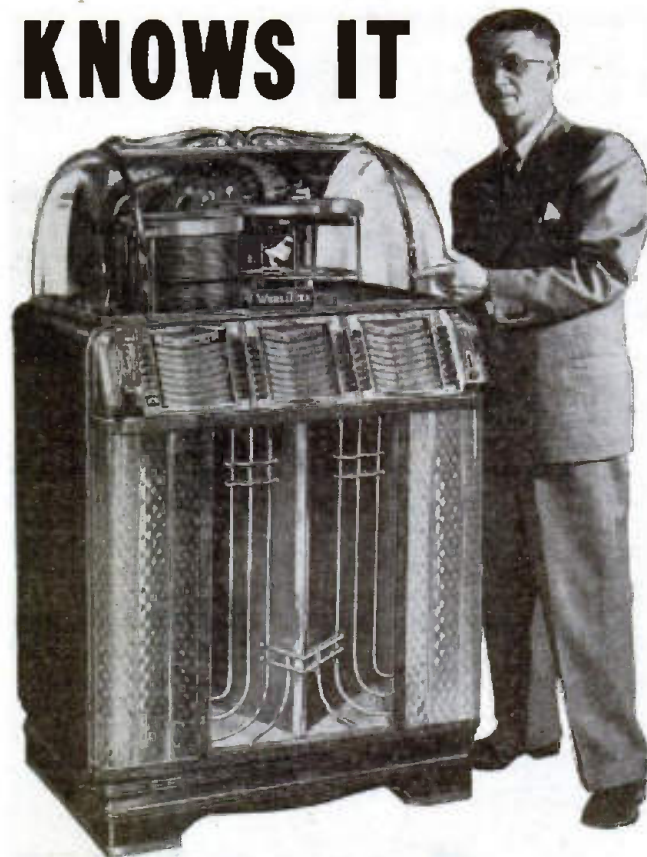
BEN GINSBERG KNOWS IT

"It's what you get for what you pay that makes a phonograph profitable. I haven't seen any yet to compare with the new 48-Selection, All-Speed Wurlitzer.

"Its beauty and tone are sure money-makers. Its ability to handle all record speeds is a money-saver. Dozens of features and they all spell value. That's why I still go Wurlitzer."

BEN GINSBERG

GINSBERG MUSIC COMPANY
Roswell, New Mexico



HENRY BRINGAS KNOWS IT

"From a music operator's standpoint, the record situation could get more messed up than it ever was before. I'm sitting pretty with new 48-Selection Wurlitzers that play all speed records."

HENRY BRINGAS

BRINGAS BROTHERS
Los Angeles, California



THE 48-SELECTION, ALL-SPEED

WURLITZER *Fourteen Hundred*

IS THE YEAR'S GREATEST PHONOGRAPH VALUE

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	POPULAR	POPULAR	POPULAR
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Continued from page 37

POPULAR

CONNIE HAINES (Lee Gordon Singers)
Too Many Hearts
CORAL 6050—Miss Haines may have a sleeper in this shuffle novelty, which she projects with a world of them, as combo and group deliver a live assist.
I've Got To Fall In Love Again
(4 Hits and a Miss)
Pleasant, lightweight little novelty is taken at a medium, easy beat, for a listenable side.

PINETOPPERS (Marlin Sisters-Ray Smith)
Lonley Little Robin
CORAL 6050B—First-rate singing by the Marlin girls and Ray Smith and a real go from the country string combo make this pop-folkie a candidate to follow the Pinetoppers "Mackin' Bird Hill."
Hometown Jubilee
Singers and combo deliver an after-school job with this old-timey two beat item.

GEORGE SHEARING QUINTET
I Remember You
MGM 10986—The combo applies its light, quiet style to a pretty Johnny Mercer tune of some years' vintage.
The Breeze and I
The modern group gets off an imperious treatment of a Teet Cummings arrangement of this pop tune based on Lennon's "Anabelle."

HOWARD KEEL (David Rose Ork)
The World is Mine
MGM 30378—The movie star registers with a big, virile interpretation of the standard, with a lush production backing from Dave Rose's swing.
My Magic Heart
Another handsome, semi-concert job—here an engaging adaptation from Albeniz' "Tango in D."

TEX BENEKE ORK (Gwen Bari Trio)
The Yodel Waltz
MGM 10987—The wester and trio go a stiff, wooden job on a new waltz soundie.
The Chesapeake and Ohio
Beneke misses the boat here, as he takes this clever new novelty tune at a plodding ballad beat when it's a natural for a bright, swinging job right up the ark's alley.

ART LUND-MARION MORGAN (LaRoy Holmes Ork)
Ain't Cha' Glad
MGM 10997—Lund and Miss Morgan duet fetchingly on a fine jangle written by Fess Webster and Andy Razaf, with a neat accompaniment from the ork at an easy tempo.
Ridin' Around in the Rain
Another good aside gets a cool treatment, but without as much heft as "Ain't Cha' Glad."

TOMMY EDWARDS (LaRoy Holmes Ork)
The Morningside of the Mountain
MGM 10988—Edwards, who sings along the general lines of Nat Cole but has an engaging sound all his own, delivers pleasantly on a most engaging new ditty.
Pr' Instance
Another new ballad, not as good as the flip tune, gets a relaxed go from Edwards.

MARJORIE GARRETSON (LaRoy Holmes Ork)
Walk, Jenny, Walk
MGM 10985—Miss Garretson proves to be a red hot mama type singer who more talks than sings on this live old jazz tune. The Holmes ork delivers a smooth swing effort. In all, a pleasant, refreshing change of pace side.
My Little Bimbo Down on the Bamboo Isle
Thrush turns in another neat waltz performance on this real aside, with band getting an another swinging job.

PHIL BRITO (Joe Lipman Ork)
These Things I Offer You
MGM 10985—Brito does an acceptable cover job on the promising new pop ballad.
How Long Is Forever?
The warbler doesn't get enough projection into this likely new romancer.

MARGARET WHITING-JIMMY WAKELY
Why Am I Losing You?
CAPITOL 1535—The couple delivers one of its plaintive country-inflected performances of a "My Happiness" sort of ballad. Done at a somewhat brisk pace, this should nevertheless satisfy the Whiting-Wakely admirers.
Star of Hope
A pretty new song is done persuasively, if not in their best form, by the pair. Should do okay.

BOB CROSBY ORK
Shanghai
CAPITOL 1535—Crosby debuts on Capitol with a bright and lively new rhythm ditty. He does the singing while a band composed of old Bobcats tears off a smart swing in the vein of the old Crosby band's work. If the song catches, this version will merit attention.
That Naughty Waltz
An instrumental effort in the style of the old Crosby Diskrats holds really in an easy dance dabble. Micky Matlock, Eddie Miller and Charlie Teagarden provide tasty solo efforts.

JOE (FINGERS) CARR (The Carr Hops)
Ballin' the Jack
CAPITOL 1535—Carr dishes up a two-tempo reading of the standard with his keyboard and vocal group content in the proceedings.
It Must Be True
The delightful evergreen craves a tasty bounce go from the Carr association. Good jazz bet.

HOT JAZZ

BEN POLLOCK (Pick-a-Rib Boys)
Dardanella
SAVOY 790—Re-release of the splendid Jewel master should find a moderate market among dancers and collectors. It's a smartly conceived organized Dixie-style reading.
Fidgety Feet
There's more of an improvisational ale about this etching of a grand old two-beat standard. Ideal for the J. Dasey created modern Dixieland school.

BEN POLLOCK (Pick-a-Rib Boys)
That Da-Da Strain
SAVOY 791A—Re-release from Jewel masters, this is a buoyant and spirited delivery of a two-beat standard with an all-star Dixie cast headed by the master two-beater, Ben Pollock.
Stompin' at the Savoy
Here's a genuinely excellent dance record built around the riff upon which helped spark the development of the swing era. Micky Matlock's clarinet shines through.

Sked Wurlitzer Service School For Twin Cities

MINNEAPOLIS, June 2.—Lieberman Music Company, local Wurlitzer distributor, will hold a service school and shop clinic at its headquarters here June 18-19. Joseph Hrdlicka, field service instructor for the manufacturer, will conduct the classes for operators and their service personnel in this area.
Firm is making plans to feed and entertain out-of-town and local operators during the two-day school, with Les Rogstad and Hy Sandler, Lieberman staffers, handling this phase.

Prep Wurlitzer 10c Play Chart

NORTH TONAWANDA, N. J., June 2.—Ed Wurgler, general sales manager for Wurlitzer's phonograph division, this week announced availability of conversion parts (to dime play) for all of the firm's postwar phonographs, wall and bar boxes.

To assist operators in converting their Wurlitzer equipment, Wurgler said the firm has prepared a comprehensive chart of instructions measuring 17 by 22 inches. This chart is designed for display in an operator's service room as a quick reference to the parts required for any of the various coin combinations to which Wurlitzer equipment is adaptable. Models are listed horizontally across the top and the various conversions from one play for a dime, three for a quarter thru two plays for a dime, six for a quarter, are listed. The remainder of the space is divided into columns under which the parts required for the particular conversion are listed.
Noting that conversions to a variation of dime play are gaining momentum steadily (see separate stories), Wurgler said Wurlitzer is planning to mail the conversion chart to every operator in the United States.

Northern Opens Columbus Hqrs.

CLEVELAND, June 2.—Northern Music, Inc., Wurlitzer distributor, has opened a new branch at 327 East Long Street, Columbus, O., it was announced this week by H. E. Wedewen, president. At the same time Wedewen said H. W. Rose has been placed in charge of the Columbus office.
The Columbus headquarters will feature the complete Wurlitzer line as well as used equipment. Parts and service facilities will also be available.
Rose has been associated with the phonograph field since 1924, when he joined Pioneer Sales Company, Marietta, O., as an operator. He remained with that firm until 1940 when he joined the Cruise Distributing Company in West Virginia. In recent years he has been associated with Northern Music as a sales representative in the area now serviced by the Columbus branch.

Initial 10-Cent Play Test

Continued from page 76

However, in nearby suburbs of Chicago, the subject is highly controversial and tests are being conducted only on a scattered basis. Ninety miles from Chicago—in Milwaukee, another heavy industrial area—operators to date have been unable to get together on the subject, and there is practically no concerted move to even experiment with the higher per-play price.
In other parts of Wisconsin, however, tests on dime play are already either planned or actually functioning. The Southwestern part of the State is now gearing for tests, and other experiments are to be conducted on a regional basis during the summer. Here the influence of the State or org is seen, as against the relatively unorganized situation in the beer city.

Economical Effect
Another important development in the initial tests was the element of timing as reflected by the economical status within an area. For example, tests which were started in some non-industrial areas were cancelled when it was found that the public, faced with rising living costs and frozen salaries, refrained from playing the jukes at a dime. This was true not only in the United States, but in several cities in Canada. Instances of cancelled tests were noted in the minority, and the number of going tests showing suc-

cessful results in varying degrees far outnumbered the unsuccessful ones.
Operators who are either testing dime play, or considering such a move, have been assured of backing by distributors and manufacturers of phonographs. These facets of the industry have not only voiced their plans to back the price hike, but have further demonstrated their interest by working directly with the operators in effecting the conversion.

Typical of the attitude is that voiced by Ed Wurgler, general sales manager, phonograph division, Wurlitzer, who this week stated:
"Ten-cent play, in one combination or another, is gathering momentum and operators today have their greatest opportunity to put over this program. We are in favor of any price increase in juke box play that will mean more money to the operator."
AMI, Seeburg, Rock-Ola and manufacturers of the counter model juke, have also built programs to assist operators in the tests.

Insert Bushing Converts
5c Wall Boxes to 10c
All 5c Boxes
25c Each
See Your Distributor or Write Direct
MID-WEST DISTRIBUTING CO.
208 N. Madison St. Rockford, Ill.

OPERATORS—Watch for the listing of DISTRIBUTORS to appear in Billboard soon

RISTAUCRAT S.45

The Only Small Music Box

With These Exclusive Features:

- ★ Plays Twelve 45 RPM Records
- ★ Dynamic Twin Speakers
- ★ Precision Engineered by the famous Ristau brothers
- ★ Takes up to 5 Wall Speakers
- ★ Easy to Carry—weights only 40 lbs.

RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue Appleton, Wisconsin

ROCK-OLA Rocket

BETTER TONE

Compact Rocket Amplifier has receptacle wired for remote volume control plug-in. A 500 ohm line output for auxiliary speakers. Base connected volume control—individual three point treble control and three point bass control.

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

RELAX, BROTHER!

Let Evans' Constellation take the load off your mind! No day and night worries about mechanical breakdowns to cut down your earnings... no frequent, costly repair jobs to eat into your net. Constellation's dependable, trouble-free performance puts you in the driver's seat... won't let your business drive you!



EVANS' 20 RECORD, 40 SELECTION CONSTELLATION

5¢ or 10¢ Play Optional.

Available now:
10¢ Conversion Kits for Evans' and Original Constellations;
45 R.P.M. Conversion Kits for Evans' Constellation.

See your Evans Distributor or write Factory direct

Complete Parts for Mills Throne of Music, Empress, Original Constellation.

H. C. EVANS & CO.

1536 W. Carroll Ave
Chicago 7, Illinois

SEE EVANS' PROFIT STIMULATOR ON PAGE 93

NO LOST SALES

Cleanliness, Service Build Juke Rental Biz

McKEES ROCKS, Pa., June 2.—“Dirt plays havoc with any machine if you let the grime and grease accumulate,” declares Stanley Dudzinski. “If however, you take the time to keep your machines scrupulously clean, you won't have much trouble with them.”

Dudzinski in two years has learned what any firm just starting out must experience at the outset if it would keep its head above water, and advance. As Dudzinski puts it, “You have to make that nickel when you're starting!”

Whether a juke pulls sufficient coin from the start depends on how well the op observes elementary cautions. For example, one major question is should he accept the next call that comes in asking for a rental phonograph, or should he decline that call.

“Everyday,” Dudzinski explains, “we get calls from new sources that aren't worth going after. Whether you fill these orders depends on where they're located. You can't go 40 miles, for example, and give a cheap rental. And people who call enthusiastically from that distance often don't want to pay you after you're driven out there with the phonograph. They judge you don't want to drive all that distance home, without a sale, and they reason that when you get there, you'll willingly settle for something.”

“We charge \$10 for a night running generally from 6 p.m. thru 1 a.m., and provide service if necessary. Because phonograph rentals are not a necessity, a price increase from our standard is difficult. If we were to attempt to increase our price now when industry in general isn't organized for an increase, getting a better price might be sheer luck. You have to consider this when you're starting out.”

“Another thing a newcomer to the field may overlook is the time that may be wasted.”

Dudzinski collects on Fridays, cleans up his machines on Mondays, Tuesdays. His schedule is not jam-packed but flexible; lets him, as he says, “keep everything cleaned up.”

Equipment Care

Second point Dudzinski feels strongly about is taking care of his equipment. “No one else will take care of it for you,” he emphasizes. “And the job is not too difficult. We spend a day keeping our machines clean. As a result, some of our equipment although in use for some time, still is in better shape than some of the new equipment that hasn't been kept up. We have machines three-four years old that, except for being nicked, look like they're just out of the factory.”

Being able to supply a phonograph pronto when the telephone

rings has obvious advantages. If a call for a rental phonograph comes in, instead of grabbing a cloth and making the dust fly, Dudzinski simply selects a phonograph he has packed away neatly in its box, all covered, and dust-free. He has 15 machines on the floor in this condition. “That,” he pointed out, “is one reason we haven't lost a sale.”

Genco Appoints Empire Distrib

CHICAGO, June 2.—Genco, manufacturer of amusement games, has appointed Empire Coin Machine Exchange a factory distributor with the territory to be announced later.

Empire Coin maintains headquarters here and is owned by Gil Kill. Genco has started deliveries on Shuffle Target, a shuffle game with a new sports theme.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 2	Issue of May 26	Issue of May 19	Issue of May 12
AIREON				
Coronet		\$149.50		
Deluxe	\$49.00	49.00 95.00	49.00	149.00 95.00
Fiesta		125.00	125.00	125.00
F400	149.50	129.50	149.50	195.00
1200A	99.50	69.50	69.50	69.50
AM				
Model A	325.00 349.00	365.00 349.00	350.00 349.00	375.00(3)
	375.00	375.00(2)	425.00	425.00
Model B	469.00 475.00	465.00 469.00	450.00 469.00	475.00(2)
		475.00	475.00	495.00
FILBEN				
Filben	175.50	174.50	195.80	
MILLS				
Constellation	129.80	129.00 175.00	129.00 159.00	129.00 159.00
				175.00
PACKARD				
Hiway		125.00	125.00 159.00	125.00
Marshall	149.50	149.50	149.50	149.50
7	79.50	79.50(2)		79.50
ROCK-OLA				
Command	49.00	49.00	49.00	49.00
Deluxe			50.00	
Playmaster	64.50	64.50	79.50	79.50
Super '40	49.50	49.50		150.00
46		375.00	175.00 275.00	275.00
47	49.50	49.50		
1418	149.00 139.50	124.50(2)	129.00 135.00	129.00 144.50
1422	129.00 179.50	129.00 149.00	139.50 149.00	149.00
		149.50		
1426	199.50 219.00	169.00 199.50	169.00 199.50	169.00 199.50
		219.00	219.00	219.00
1428		319.00 325.00	319.00	319.00 325.00
RESTAURAT				
Restaurant		60.00	60.00	60.00
SEEBURG				
Casino		99.50		99.50
Classic	69.00	99.50 69.00	50.00 69.00	99.50 69.00
Colonel	49.50 69.00	49.50 69.00	69.00 69.50	49.50 69.00
Empire	49.50 79.00	99.50 49.50	79.00	99.50 79.00
Gen	49.00	49.00	49.00	49.00
H-146 M Hiway	212.50 229.00	229.00 245.00	229.00 245.00	229.00 245.00
	239.50	249.50	249.50	249.50
H-146 M RC Special		212.50		
H-147 M Hiway	269.50	269.50	269.50	269.50 299.00
H-148 M Hiway	319.00 325.00	299.00 300.00	299.00 300.00	299.00 300.00
		319.00	319.00	319.00
H-246 M Hiway	259.50 279.00	259.50 279.00	259.50 279.00	259.50 279.00
Highway ES	49.50 59.00	49.50 59.00	59.00	59.00 59.50
Highway RC	69.00	69.00	69.00	69.00
Lafayette		69.00		69.50
Plaza		99.50		99.50
Royal	59.00	59.00	59.00	59.00
Royal		99.50		99.50
Vogue		99.50		99.50
146	150.00	150.00	175.00 275.00	275.00
146 M	249.00 275.00	239.00 249.00	239.00 249.00	249.00(2)
		275.00(2)		275.00
146 S	239.50	219.00 249.50	219.00 249.50	229.00 249.50
146 W		275.00		275.00
147	175.00 279.00	175.00 295.00	295.00	295.00
147 M	319.00 325.00	289.00 319.00	289.00 319.00	319.00 325.00
		325.00		
147S	289.50	269.00 275.00	269.00	275.00 279.00
148		395.00		395.00
148 M	379.00	379.00	379.00	379.00
148 M E	399.00 400.00	379.00 399.00	379.00 399.00	399.00(2)
		425.00		425.00
148 SL	375.00	359.00 375.00	359.00 375.00	369.00 375.00
1941 RC Special	89.00 109.50	69.50 89.00	89.00	69.50 89.00
1946 RC Special	249.50	235.00 249.50		
1947 RC Special	274.50	274.50 285.00		
8200			69.50	69.50
8800			69.50	69.50
9600			110.00	69.50 110.00

SUMMER SPECIALS

ALL PHONOGRAPHS CLEAN AND RECONDITIONED
—READY FOR LOCATION—

- SEEBURG 147 \$279.00
- WURLITZER 1015 219.00
- AMI, MODEL A 349.00
- SEEBURG 3W2 WALL BOXES.... 22.50

Terms 1/3 Deposit, Balance C.O.D.
All Items Subject To Price Sale.

Music Systems, Inc.

DETROIT, MICH.
18217 LINWOOD

GRAND RAPIDS, MICHIGAN
245 N. DIVISION

CLEVELAND, O.
2600 EUCLID

TOLEDO, O.
1362 JACKSON

The American Red Cross Is Your 24-Hour Friend in
Disaster and Misery

Chicago Coin's

Selective 45 rpm Phonograph

HIT PARADE

THE MOST PROFITABLE,
ECONOMICAL & BEAUTIFUL
PHONOGRAPH EVER DESIGNED

- 5¢-10¢-25¢
TRIPLE ENTRY COIN CHUTE
- FITS INTO ANY SIZE LOCATION
- LOADED WITH "EYE-APPEAL"
- EASILY CONVERTIBLE TO 2 PLAYS 10¢
—5 PLAYS 25¢, OR 1 PLAY 10¢
—3 PLAYS 25¢



CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

Rhythm & Blues Record Reviews

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

Table with columns: LABEL AND NO., ARTIST, COMMENT TUNES, and four vertical columns (STEREO, MONO, etc.). Includes records by CLAY WILLIAMS, LLOYD THOMPSON, STEVE GIBSON, LIGHTNIN' HOPKINS, HOT LIPS PAGE ORK, JOE BAILEY, LEE RICHARDSON, JOHNNY O'NEAL, CHRIS POWELL, BILLIE HOLIDAY, and EDDIE CLEANHEAD VINSON ORK.

Trade Directory

New Equipment

Conversion kit for phonographs—Rudolph Wurlitzer Company, North Tonawanda, N. Y. Mermaid—10-ball novelty game—D. Gottlieb & Company, Chicago. Penny the Clown—counter penny catcher—Novelty Supply & Toy Company, Chicago. Stadium—10-ball novelty game—Cromo Manufacturing Company, Chicago. Shuffle Target—Shuffle Game—Genco Manufacturing Company, Chicago.

Distrib Appointments

Coan Manufacturing Company, Madison, Wis., has been awarded exclusive national distribution rights for SuperVend three-drink cup machines. Arthur DuGrosier Company has appointed Gordon B. Sutton as sales representative in the Midwestern area. Genco has appointed Empire Coin Machine Company a factory distributor. Territory will be announced at a future date.

New Offices

Northern Music, Inc., distributing firm with headquarters in Cleveland, has opened a new branch office in Columbus, O., to serve that territory. H. W. Rose, Northern Sales representative, has been placed in charge of the new office.

Associations

Phonograph operators in Oregon met May 27 to form a new association. Temporary officers and board members include: John Welsh, chairman; Lee Jones, Nels Cheney, Marshall McKee, Vern Raw, Stan Terry and A.C. Goddard.

Chi Dime Play

say operators, this means that repair, maintenance and labor overhead savings act to push the actual net dollar returns for the over-all operation to safer levels.

Taking the pre-dime \$30 average stop as an example, operators reporting up to \$45 weekly grosses under dime play, point out that the latter is achieved even tho a 150 reduction in individual record play has resulted. Under nickel play, the \$30 machine went thru its play cycles 600 times; under dime play, it performed only 450 times to return as much as a \$15 gross increase.

Following inauguration of dime, three-for-a-quarter play, one operator said 50 per cent of the coins in the average coin box were quarters. And this has been the case consistently over the five weeks his equipment has been converted.

Two factors in the dime-play picture not on the minus side of the ledger, operators contacted said, are location requests to eliminate front money, and the dime-nickel play battle shaping up in suburban and other outlying spots.

This is seen as weakening the shift to dime play in such areas, and is regarded as a potential threat to maximum gross that could otherwise be realized during the 1951 vacation season when resort areas boom. Among the Chicago operators reporting completion, or near-completion, of dime play conversion is Adolph Raymond, A & M Music who, as of this week, has a 99 per cent dime route. Starting April 19, he made a change-over within a five-week period. Angelo Angeleri, Swing Time Music, who reports seven or eight spots awaiting parts for dime conversion, says dime play is past the "test" stage and should become a permanent part of music operation. Charles Wilmoth, Tri-County Music, completed the change-over last month, attributes the spot availability of needed parts to action by the local association, Illinois Recorded Music Association.

Country & Western (Folk) Record Reviews

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

Table with columns: LABEL AND NO., ARTIST, COMMENT TUNES, and four vertical columns (STEREO, MONO, etc.). Includes records by CECIL CAMPBELL'S TENNESSEE RAMBLERS, RED SOYINE, BOB WILLS, GROSS MY HEART I LOVE YOU, ST. JENKINS, BIG JEFF, BETTY-JO STARR, EARL DAVIS, GRANDPAPA'S HOT ROD BLUES, THE PHANTOM, FLOYD TILLMAN, GEORGE MORCAN, and MY HEART KEEPS TELLING ME.

Oregon Juke Ops Form Org

was composed only of operators. All present were cognizant of increases in equipment, parts and labor costs and of the dwindling power of the nickel, but some voiced the question as to how the gross would fare under the dime play. Evidence was introduced that where the dime play had been inaugurated, number of plays had not only held up but actually increased with gross more than doubling. After discussion of earlier attempts to establish dime play in Oregon, it became apparent that success of the move would be aided by unanimity of action. As to expense of conversion, it was brought out that a kit selling for \$1.25 would convert most wall boxes, while on the phonograph itself a little rewiring handles it. Welsh, one of the largest operators in the state, related experience in some 40 locations where he tried dime, three-for-a-quarter play. He found his play doubles in better locations. McKee, on the other hand, told of having been forced back to a nickel play after dime play.

and if the gross won't be increased the operators don't want it either. Danny Martin, of Portland, questioned whether the dime play would succeed in all locations, pointing out that marginal locations, using older machines, could expect a falling off in play in such spots as depend on high school trade in an ice cream stand. Other speakers told of tavern location owners who had complained that dime play was driving their customers to competitors who still were on 5-cent play. Vern Raw, who operates at Seaside, said he found location owners slow to accept dime play but finally eager for it after they found their own share of the profits increasing. Fair Trades Part of the discussion concerned the proportion of split with the location owner. While the meeting took no formal action on this problem, it was agreed there should be uniformity of practice. Stan Terry, Portland operator, sounded what perhaps was the keynote of the meeting when he pointed out that both these problems—dime-play and fair-trades practices—were of such complexity that it required not only the cooperation of all the operators but of the distributors and manufacturers as well.

WVMOA Men Hear Sales Tax Resume

LOS ANGELES, June 2.—Meeting on the eve of Decoration Day, the attendance at the regular monthly meeting of the Western Vending Machine Operators' Association Tuesday night (29) was light. With Phil Sreden acting in the absence of M. I. Slater, president, the group heard a report on the conference a committee held with members of the California Board of Equalization in regard to computation of sales tax. Plans for the making of new machine decals was also discussed.

Robert Lydenbarger, secretary, read a letter from the equalization board in which it was instructed

that the operators no longer need keep individual machine records for the computation of the sales tax. The State board, however, instructed the venders to keep gross receipts on their sales, whether on taxable or untaxable items.

The members had sought to set a definite mark-up on the cost price as a means of offsetting the sales tax. The board informed that no two operators used the same profit margin in operation and that books, based upon the mark-up employed, must be kept in order at all times. They were instructed to hold their records until they were advised by a board representative to destroy them.

Derrals

The discussion started several months ago regarding the printing of new decals on which the operator's name or phone number or both were prominent was renewed. Both Sreden and Lydenbarger reported on prices for obtaining a new run of these stickers. Objections have been raised against those now being used on the basis operator identification is confusing with ownership not being immediately determined.

The meeting was held in the Unique Restaurant. The next session will be June 28.

Nat'l Vending "Association" Sells Ad Plan

Seeks Five-Year Ad Deal for Cig Machine Coverage

CHICAGO, June 2.—Representatives of a firm called the National Vendors' Association called on Chicago-area cigarette operators this week with a proposal which would give the "association" exclusive rights to advertising on operators' cigarette machines.

Specific details concerning the firm and its program could not be obtained, but the organization gave its headquarters as a post office box in Minneapolis, and its president as Jason Aronson.

Operators who inquired about Aronson from the salesman who called on them learned that Aronson is in the advertising novelty business and has had no previous experience in vending. The National Vendors' Association representative also explained the group had not signed up national advertisers as yet but hoped to do so if adequate machine coverage can be built.

Not an Association

Actually, National Vendors' Association would fill the functions of an advertising agency. It would sign cigarette machine operators to a five-year contract, the terms of which call for National Vendors' Association to have the exclusive right to place advertising material on the vending machines.

In the sample contract shown Chicago operators, no fees were mentioned. Rates, it was explained, will be settled by negotiation. Advertising material is to be applied operators at no cost, and payment is to be made to operators on a quarterly basis at a rate to be determined later.

Name Glockner To ABC Post; Map Expansion

NEW YORK, June 2.—A campaign aimed at extending coin merchandising interests in this area to commercial and industrial locations is being mapped by the ABC Vending Corporation, until now concerned largely with placing automatic equipment here in theater and subway spots.

The plans were disclosed by Maurice Glockner, whose appointment as manager of the New York division of the firm was announced this week by Jack Berstein, ABC president. For the past 18 years Glockner has been associated with the Shine Chain Theaters, Inc., most recently as general manager of the confectionery division.

"We intend to move more and more into mechanical vending," Glockner declared. His division covers the Greater New York area, including Long Island, several up-State counties and part of New Jersey.



ROBERT W. WAGSTAFF

Name Wagstaff Vendo Company Executive V-P

KANSAS CITY, Mo., June 2.—Robert W. Wagstaff has been elected executive vice-president of Vendo Company, manufacturers of beverage and ice cream venders and coin changers. Announcement of Wagstaff's promotion was made

(Continued on page 83)

Venders Aid Pepsi Build Sirup Volume

NEW YORK, June 2.—Pepsi-Cola is looking more and more to cup venders as a medium for upping its sirup sales. Not alone is it driving for an increasing share of the existing market, but also it is helping expand the market by getting new equipment placed and operating.

Current sirup sales, reported a spokesman, are running about 31 per cent above last year, with a substantial part of the increase traced to growing cup vender business.

Since the end of the war, Pepsi has moved 3,500 venders into the field thru sales to franchise bottlers and independent operators, according to William Blake, manager of the equipment department, national sales division. Of these, about 1,500 have been Hupp consoles, a model recently discontinued.

Sirup Boost

Pepsi went into the machine business solely to boost its sirup potential, Blake said, and is not looking to direct profit on cup equipment sales. Venders are passed on to purchasers for cost of manufacturer and distribution, he stated. In any territory, bottlers are offered first refusal on

venders, before independent operator business is solicited.

Several machine models are being promoted by the sirup firm, among them the new Admiral, a three-drinker produced exclusively by Pepsi-Cola by Spacarb, Inc. (The Billboard, June 2). Others include Lyon single and dual-flavor units and a new Hupp vender slated for extensive promotion after location tests.

Placement stress on all cup equipment funneling thru the Pepsi organization is laid on mill-

(Continued on page 83)

Gordon Sutton Midwest Rep For DuGrenier

CHICAGO, June 2.—Altho no formal announcement was made, it was learned here that Gordon B. Sutton, formerly assistant sales manager of SuperVend Sales and a Wurflitzer distributor, will represent the Arthur H. DuGrenier Company in territory formerly handled by James H. Martin.

Sutton confirmed the deal, saying, he was in process of setting up headquarters here. Martin likewise confirmed that he had resigned because he did not want to handle direct-to-location sales of equipment under DuGrenier's new sales policy. Martin, a veteran in cigarette vending, long associated with DuGrenier, formerly handled Illinois, Indiana, Wisconsin, Iowa, Missouri and Nebraska for the firm.

Martin added DuGrenier continues to produce his (Martin's) candy machine. He said none of these candy machines will be sold direct to locations since his company controls their national distribution. Martin will exhibit the candy machine in a separate booth at next week's National Candy Wholesalers' Association convention.

Region 4 Hosts Forio; Bullock New Chairman

ATLANTA, June 2.—E. J. Forio, vice-president of the Coca-Cola Company, was principal speaker before a 50-person attendance at the National Automatic Merchandising Association's Region IV meeting here Saturday (26). Forio spoke on the Washington scene. Sydney J. Kronenberg, region chairman, presided. P. W. Bullock, of Piedmont, Canton Service, Greensboro, N. C., was elected Region IV chairman for the 1951-'52 season. Frank Burns, of Bobble Burns, Inc., was named vice-chairman.

COAN TO OFFER FULL PACKAGE?

MADISON, Wis., June 2.—There was speculation here this week on the long-range significance of the deal between Coan Manufacturing Company and SuperVend of Dallas, whereby Coan received exclusive national distribution rights to the Texas Three-Drink Cup Machine. (For details of the deal see story elsewhere on this page.)

Coan, veteran manufacturer of candy and cigarette venders, appeared headed toward a package sales program involving a complete line of automatic merchandising equipment—electric and manual, refrigerated and non-refrigerated.

In Madison, operators heard Coan was developing a coffee vending machine and was also interested in an ice cream vender. Based on reports, Coan's goal is a diversified package for the operator who is already diversification-conscious.

Coan, SuperVend Set Deal For National Sales Rights

Shipments To Start Immediately From Inventory of 1,821 Units

DALLAS, June 2.—Climaxing rumors which began six months ago, executives of the SuperVend Corporation announced this week the completion of a deal with Coan Manufacturing Company, Madison, Wis., by which Coan immediately receives exclusive national distribution rights to the three-drink cup machine.

Altho Judge M. M. Miller, president of SuperVend, could not be reached for comment, a spokesman confirmed the deal. In Madison, J. W. Coan, president of the Old-Line Candy and Cigarette Manufacturing Company, also confirmed the sales arrangements.

Shipments from the inventory of 1,821 completed three-drinkers began moving out to Madison this week, and a sizable inventory of

parts is being transferred north to the Coan factory. The 1,821 machines have been warehoused at Texas Engineering and Manufacturing Company (TEMCO) where they were built on contract.

Plans for the continued manufacture of the SuperVend unit are not definite at this time, according to Judge Miller's spokesman. He said, "We don't know whether or not these machines can be manufactured during the present emergency, but if it is at all possible we want to continue their manufacture."

Shortages of materials and components, Miller's representative commented, make production plans questionable at this time. He added that Judge Miller has been negotiating with J. W. Coan, look-

ing toward a day when machines could be made.

Meantime, however, the Coan organization has on hand the 1,821 completed inventory, crated and ready for shipment. Full service will be maintained for both old and new customers and the sales agreement with Coan assures operators of replacement parts when they are needed.

Financial terms of the contract between SuperVend and Coan were not revealed, but the unit will list at \$1,180.00 without changer, \$1,220 with changer.

In Madison, Frank Dole, Coan vice-president, said the firm's sales staff will begin selling the three-drinkers immediately. The sales organization is now headed by Fred N. Pierson (The Billboard, June 2), formerly vice-president of the Vendo Company, Kansas City, and a brother of Elmer and John Pierson, chairman and president of Vendo.

Fair Trade Decish No Worry for Ciggie Ops

NEW YORK, June 2.—Cigarette operators may lay at rest fears that last week's fair trade decision by the Supreme Court will hit at vending volume by undermining over-the-counter price structures, informed opinion held this week.

Initial reaction in many quarters to the court's decision releasing non-signers of pricing agreements from observing fair trade minimums, was that cigarette "loss-leader" price battles would ensue and cut machine sales by increasing the disparity between vend and counter prices.

Cigarette price battles, should they occur, will not result from the court's action, it was pointed out, since cigarettes have not been fair traded. Where State price floors on cigarettes are enforced it is thru the administration of unfair sales acts, legislation unaffected by the decision of the Supreme Court.

The court opinion involved a New Orleans supermarket which sold two brands of nationally advertised liquor below the Louisiana fair trade minimum. The outlet need not abide by the fair trade act since it had not signed a voluntary price agreement, the court held.

A special legislative bulletin by the National Association of Tobacco Distributors warned those in the tobacco business not to loose fear for trade acts with unfair sales acts. Pointing out that "a fair trade act empowers a manufacturer to stipulate a price for

his branded product," the bulletin clarifies:

"Unfair sales acts of the kind now functioning successfully in more than 20 States, as well as unfair cigarette sales acts operating effectively in more than a dozen States, stipulate a minimum mark-up which is binding upon the wholesaler and retailer selling such products. No case involving the

(Continued on page 84)

OOPS, SORRY!

In last week's Vending Machines section, the story reporting the U S Supreme Court decision regarding fair trade laws was incorrect in one fact. The story stated the court case grew out of cut-rate cigarette sales. Actually, the case involved liquor prices. Tobacco products did not figure in the action.

25 Ice Cream Venders Set for CTA Test Op

CHICAGO, June 2.—Mechanical Merchants, Inc. announced the addition of 25 ice cream venders to its Chicago Transit System operation would begin Monday (4), as companion units for its 80-plus soft drink cup venders thru the subway and elevated stations. Herman Stamer, vice-president, said while the initial installation would be on a 90-day test basis, final CTA approval would mean that between 25 and 50 additional machines would be added late in August.

Go-ahead orders for permanent operation of ice cream machines, to be withheld by CTA until actual sales volume and operational data have been determined as a result of the test, are expected if the 25 venders pull close to the

100,000 bars-per-month predicted, according to Stamer.

El-Subway Stops

The machines, for which hook-up facilities were readied this week, will be evenly divided between subway and el stations. Most stations will be made so as to effect battery placement (of cup drink and ice cream units) with equipment facing the length of platforms for customer safety.

The ice cream venders will be the second type of automatic merchandising units to operate on a dime in the CTA system. Last fall, Mechanical Merchants installed 10 chocolate units on 10-cent operation. Firm's soft drink machines will continue to vend a nickel drink.

Charter S. C. Firm

COLUMBIA, S. C., June 2.—Secretary of state has issued a charter to Carolina Automatic Services, Inc., Beaufort, to deal in automatic merchandising machines. Authorized capital stock was listed at \$2,000. S. V. Bowen Jr., Jacksonville, N. C., is president.

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ICE CREAM, POPCORN OPS CITE EMERGENCY PLANS

Parts Stock, Stricter Machine Maintenance Top-Vital Factors

CHICAGO, June 2.—Ice cream and popcorn operators, viewing the future question-mark era of supply, equipment, maintenance and labor problems, have evidenced a keen awareness of the situation and are making plans to keep their routes serviced at as near pre-emergency period levels as possible.

A more detailed maintenance problem faced by the ice cream operator, due to refrigerated mechanisms, possible melange, etc., is seen as balanced by his long-range product supply outlook; the popcorn operator admits to facing a more uncertain picture, product price, availability and container-

wise (paper bags). However, the bulk of the coin operations contacted (and there are a large number of such going, multiple-employee routes in view of the diminished stress on vendors in this field) expressed confidence in their ability to cope with the operating problems ahead.

This is the fourth and final article of a series on what different types of operations are doing to help solve their problems during the emergency period. It is based on a nationwide check of operators by The Billboard. The first three articles, in the three preceding issues, dealt with candy and

bulk routes, beverage and cigarette operations.

Spare parts stocking rated high in both type of operations. Over 75 per cent of responding ice cream and 60 per cent of popcorn operators reported they had initiated such programs. For the ice cream route, prime items are electric motors, while popcorn ops cited heating units and micro switches as their chief parts concern.

Product Supply

Product supply, and items related to product supply, appeared to be of sharper concern to popcorn operators. In addition to the possibility of short supplies, they pointed to coming difficulties in obtaining paper bags and seasoning for corn. Turnover of part-time help, too, was another factor.

Ice cream operators, expressing milder concern over a possible product scarcity, placed more accent on refrigerated truck equipment, rolling stock itself and the acquisition of new help to replace losses thru the draft or shifting to higher-pay war jobs.

Hyge Maintenance

Both operator groups agreed that more frequent checks on the physical condition of their vendors was a vital part of their emergency period operating program. In a large measure, such stepped-up preventive maintenance would conserve their spare parts stock, keep down overhead by reducing parts cost and "dead" periods, and mean a reduction in vending machines from location for shop work.

Diversification of routes, as another factor boosting the service rating of individual operations, came in for equal consideration by both groups. Ice cream operators expressed a desire to add hot coffee, cup soft drink, cookie and sandwich machines, while popcorn operators said they would turn their attention to ice cream, soft drink, penny bulk candy and nut equipment.

SAGA OF SUPERVEND

From Scratch in '47 To Major Factor Now

DALLAS, June 2.—Another chapter in the development of the SuperVend three-drink cup machine was written here this week when SuperVend and Coan Manufacturing Company concluded a deal which gives Coan exclusive national sales rights. (For details of the SuperVend-Coan negotiations see story on page 82.)

Since its incorporation May 21, 1947, the SuperVend Corporation rapidly became a factor in the expanding cup machine business. But its history has had more than its share of setbacks and unavoidable misfortunes.

Before the company brought out its first machines—invented by J. J. Booth—O. W. Wahlstrom, long a figure in Dallas vending circles, was made president and manager. A disagreement between management forced Wahlstrom's retirement and he was succeeded by Judge M. M. Miller, Texas oil and cattle man, who provided the finances for the corporation.

Miller's intention was to develop the company, then to turn it over to his son, Orville B. Miller. Young Miller met an untimely death in an accident December 22, 1948, only months after the SuperVend unit had been shown for the first time (December 14-17 at the National Automatic Merchandising Association convention).

The industry asked then what Judge Miller planned to do with SuperVend and he wrote the firm's customers that the firm would continue to make new machines, parts and service available.

At the same time, however, Miller made it clear he did not choose to be active in vending, preferring to devote his efforts to his oil and cattle businesses.

Even so, Miller kept active management of manufacturing and sales until January, 1950, when he announced he was turning over the national sales and manufacturing rights to a new firm—SuperVend Sales Corporation, Chicago, headed by Mike Hammergren, until the spring of 1949 vice-president and general sales manager of the Rudolph Wurlitzer Company.

Hammergren's associates in SuperVend Sales, with the exception of inventor Booth, were former Wurlitzer personnel. Miller made

it clear that SuperVend Sales was not a subsidiary, but a separate corporation operating on a contract.

A month after the Hammergren-Miller arrangements were announced and officials of Texas Engineering and Manufacturing Company (TEMCO) announced that the SuperVend machine would continue to be built on contract by TEMCO, both parties said a contract, involving "several million dollars," had been executed.

By June, 1950, Hammergren's organization began deliveries of the new production run—this following settlement of a patent infringement action brought by Spacarb (thru its patent-holding company, Frosti-Drink) against the Texas SuperVend Corporation. Spacarb charged the Texas machine infringed on Spacarb's Mix-a-Drink feature.

In settlement of the suit, Texas SuperVend agreed to pay \$48,000 to Spacarb interests, a locking device was built into new production to prevent mixing and SuperVend warned its customers that removal of the locking device would make an operator subject to court action.

During the patent infringement action, it was indicated that SuperVend (Continued on page 89)

Trade Directory

Personals

Jacob K. Chouljian, one of the founders of Peter Paul, Inc., died recently after a brief illness. He was 58 years of age.

Exhibit Supply Company this month celebrates its 50th anniversary in the coin machine business.

Frank Leon, one of the pioneer juke box operators in the Pittsburgh area, died recently after suffering a heart attack. He is survived by his widow, Agnes, a brother and a brother-in-law, Andrew Yoch, who manages the music route.

Spencer Otis Jr., regional sales manager for the J. P. Seaburg Corporation, died following a seven-month illness. He had been associated with the music business for the past 18 years.

Robert A. Wagstaff has been elected executive vice-president of the Vendo Company. Wagstaff joined the firm in 1945 as general counsel, was made a member of the board in 1946, and elected secretary in 1947. He ascended to a vice-presidency in 1949.

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STILL MAKIN' HAY

Disposition of Wrigley Gum Units Still in Air

CHICAGO, June 2.—Final disposition of the approximately 1,610 Wrigley nickel pack gum venders, manufactured in late 1948 and 1950, is still to be decided, a check with the manufacturer and owner, William Wrigley Jr. Company, indicated this week.

Originally, after an initial test period of operation, Wrigley planned to offer the venders on a lease arrangement to established operators, preferably those who conducted the actual location testing. Later, a move to sell the machines outright gained favor, but was dropped.

In October last year Wrigley announced that after over eight months of location testing, it was awaiting sales reports from operators before a lease arrangement or outright sale policy would be adopted. At present, with large numbers of the machines continuing to operate satisfactorily as part of independent operator routes, and others in storage, Wrigley appears not much nearer a final disposition of the equipment.

Currently, therefore, the units in operator hands continue to remain on a status quo basis; Wrigley receives no rental or other payments for their use and the

operator has the advantage of using a number of venders gratis. Majority of the Wrigley machines are four-column, manual models, of which 1,000 units were turned out. The original design, five-column electrically operated units, was made in approximately 500 machines. A two-column manual machine, introduced with the four-column model during the 1949 NAMA convention, was produced as a test unit only in 20 units. All models stock 75 gum packs in each column.

Canteen Ops Hold Annual Convention

CHICAGO, June 2.—Executives of the Automatic Canteen Company of America, and heads of the various canteen operating companies throughout the nation, met here for their annual convention to review the past year, exchange operating information and plan for the future.

This year's convention was broken into two two-day sessions with approximately half the company's operators on hand for each of the two meetings.

Minute Maid Lemonade Op Test Clicks

CHICAGO, June 2.—Following initial test operation of a Minute Maid lemonade vender as a companion unit for its orange juice machine in the Northwestern Railway Station, Mills Automatic Merchandising Company has reported favorable public reaction. When the lemonade unit replaced the second orange juice vender, total dollar volume from the two-vender installation increased approximately 35 per cent per week for the first trial weeks.

The lemonade drink, as is the orange juice, is a 6-ounce serving for a dime. Expansion of lemonade machine placement will depend upon continued high-volume acceptance after the first novelty appeal has worn off and a sales norm has been established, it was indicated.

ABC Bumped by Canteen From 2 Top N.Y. Theaters

NEW YORK, June 2.—Two top locations switched drink operators last week as Canteen moved cup machines into the Paramount theaters in Manhattan and Brooklyn, replacing equipment formerly operated by ABC Vending.

Traders speculated busily on the significance of the change, but parties to the transfer declined comment. It was considered an important set-back to ABC, holder of a dominant operating position in the theater field.

Fair Trade

Continued from page 82
 validity of the unfair sales acts is pending before the U. S. Supreme Court.

There is no provision in any of the unfair sales acts which entails any contractual agreement between the buyer and seller. Moreover, the manufacturer is not a party to an unfair sales act except on merchandise handled by his missionary men.

The functioning and enforcement of the unfair sales acts and unfair cigarette sales acts will not be affected directly or indirectly by the Supreme Court decision on fair trade acts.

VICTOR'S AMAZING NEW TOPPER
 Sold 4 to a Case \$48.00
 Sample \$12.75
PISTACHIOS
 250 or 500
 Small, 48¢ lb
 Vendor's Mix, 50¢ lb
 Large, 62¢ lb
 Extra Large, 66¢ lb
 Full Cash With Order

COLORS
 90¢ 100¢
 140, 170 or 210
 C. U. N. 25¢
 carton, 30¢ lb
 700¢ lots,
 lb. with freight
 prepaid
PULL CASH WITH ORDER

RAIN-BLO
 140, 170 or 210
 25¢ cartons
 75¢ lb. or lots of 10 or more
 with freight prepaid, 70¢ lb.
PULL CASH WITH ORDER

Write for Our FREE Complete Charm List
 1/3 Deposit, F.O.B. Brooklyn, N. Y.
 Orders Under \$10.00 Money in Full
 ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE
 Exclusive Victor Distributor 40 N. Y.
 461 Backman St., Brooklyn 12, N. Y.
 Phone: OIkens 3-7979

Northwestern TAB GUM VENDERS
 Single \$25.95
 25 to 100 \$25.45
 100 or more \$24.95
 30-Day Money Back Guarantee
 We Stock All Make To Match
 Write for Charm and Merchandise List
 1/3 Dep., Est. C.O.D.
NORTHWESTERN SALES & SERVICE
 1111 TREMONT ST. BOSTON, MASS

BASEBALLS SILVER-PLATED
 Big 5 1/2 inch size
\$9.50 per 1,000

EPY
 Samuel Eppy & Co., Inc.
 91-15 146th Ave. Jamaica 2, L. I. N. Y.

It's Beautiful! It's Different! It's New!

Northwestern

1¢ SELECTIVE

TAB GUM VENDER

- ★ Big Capacity (over 500 pieces) 10 Column
- ★ Wide Selection, Tab Gum, Candy Coated Gum, 1c Chocolate Bars, Fruit Charms
- ★ Fast, Easy, Front Load Servicing
- ★ Positive, Simple, Fool-Proof Delivery
- ★ Tested-and Proved on Location

Its Ability To Sell Gum Will Amaze You . . . Its Low Price Will Please You.

You have no idea how profitable a 1c gum vender can be until you see this one on location—Operators tell us it's the hottest money-maker in the field today. Order while they're available.

Wire, Write or Phone for Complete Details.

THE NORTHWESTERN CORPORATION
 609 ARMSTRONG STREET MORRIS, ILLINOIS

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer

Over 40 new and different series of Charms

Our prices are lower! Send 35c for complete samples

PENNY KING CO.
 613 NEARNS STREET
 Pittsburgh 20, Pa.

THE ONE FOR '51 TOPPER

Topper and all other Victor models can still be bought on time payment plan.

Dealer write for full details today

ROY TORR LANSDOWNE, PENNA.

FOR SALE ICE CREAM VENDORS

10 Arctic Vendors Model 151
 10 Arctic Vendors Model 75
 4 Atlas Col. Snack Vendors
 10 Pallen No. 14 White Deposit Waste Cans

1 1950 1 1/2 Ton Chev. Refrigerated Truck

A few of these machines and truck slightly used. Majority new, will sell all or in part.

Inquire
G & W NOVELTY CO.
 2105 1/2 10th Avenue
 South Milwaukee, Wis.

New NORTHWESTERN

MODEL	10 Col. TAB GUM VENDOR
49	25 to 100
1c-5c-10c	\$25.95 ea.
\$17.35 ea.	\$25.45 ea.
25 to 100	
\$17.15 ea.	

IMMEDIATE DELIVERY FROM STOCK!

Adams Buns, 2oz. bot., Fruit Charms, 12c box, Minimum Order, 25 boxes
 Sold Only With Machines at Above Prices.

TRADE IN YOUR RAKE

24 PAY PLAN ON BOTH MACHINES

WRITE FOR COMPLETE DETAILS

WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Deposit With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
 609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 21, PA.

30 DAY MONEY BACK TRIAL

Northwestern

10-COLUMN SELECTIVE TAB GUM VENDOR PRICES

Less than 2: \$29.95
 Less than 10: \$25.45
 100 or more: \$24.95
 1/3 Deposit Balance C.O.D.

MERCHANDISE
 ADAMS, All Flavors, 100 Count 42c
 WRIGLEY'S All Flavors, 100 Count 46c
 FRUIT CHARMS, Assorted, 100 Count 40c
 SUCHARD, 200 Count \$1.20
 MINIMUM ORDER 25 Boxes of Any Assortment

Time Payment Plan Available—Trade-In Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL
 430 WEST 42nd STREET, NEW YORK 18, N. Y. • Chiskering 4-0142
 4105 16th AVENUE, BROOKLYN, N. Y. • Gedney B-3600

INDIAN BRAND PISTACHIO NUTS

ALL GRADES
 Freshly Roasted and Salted
 WRITE FOR PRICES
AGRESS NUT & SEED COMPANY
 1100 W. 47th St., Brooklyn 15, N. Y.
 Main 4-2213

HOW MANY OF YOUR COMPETITORS . . .

are among the 701 advertisers who spent \$33,641.75 in last year's edition of The Billboard's SUMMER SPECIAL?

(For Complete List, See Page 64)

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

ADVANCE 21 FF VENDOR
A Flexible Profit Maker
In our opinion, one of the best machines ever made...
WRITE FOR PRICES
J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines
Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 2	Issue of May 26	Issue of May 19	Issue of May 12
Acorn 5c Chalm...	\$16.50	\$16.50	\$16.50	\$16.50
Acorn Vendor	14.50	14.50	14.50	9.95
Advance Candy	25.00	25.00	25.00	25.00
Advance Gum	6.95	2.95	2.95	7.95
Andrew Nat 3c	6.95			9.95
Asco Nat 10c				12.50
Candyman 22 Bar	57.50		57.50	57.50
Columbus 1c Nut		7.95	7.95	7.95
Columbus 5c Nut	6.95	7.95	7.95	6.95 7.95
DuGreiner Challenger		95.00	95.00	95.00
DuGreiner Cigarette (9 col.)	79.50			49.50
DuGreiner Model S (7 col.)	49.50	49.50	50.00	49.50
DuGreiner Model W	49.50	49.50 50.00	50.00	50.00
Electro-Cigarette Vender			259.50	259.50
Hunter Ball Gum	28.00			
Jones Large Head Scale		94.50		
Kirk's Astrolayer Scale	95.00	95.00	95.00	95.00
Lo Boy Scale	50.00	50.00	50.00	50.00
Master			7.95	7.95
Master 1c Novelty Bulk				6.95
Master 1c 5c				50.00
Millis Scale	50.00	50.00	50.00	50.00
National 9 A		75.00	75.00	75.00
National 930	85.00	65.00	85.00	85.00
National 950		95.00	95.00	95.00
Norwestern Deluxe	24.50	24.50	24.50	24.50
Norwestern Dual Mat	39.50	39.50	39.50	39.50
Norwestern Tab Gum	25.95	25.95	25.95	25.95
Norwestern 33 Nut	7.95	7.95	7.95	7.95
Norwestern 40		7.95	7.95	7.95
Norwestern 33 Ball Gum	7.50	7.50	7.50	7.50
Norwestern 49, 50a 1c	17.35	17.35	17.35	17.35
Pop Core 5c	89.50	89.50	89.50	89.50
Postmaster (David)	85.00			
Rowe Candy				145.00
Rowe Crusader (30 col.)	145.00	55.00	55.00	55.00 77.50
Rowe Imperial (6 col.)				77.50
Rowe Royal (8 col.)	77.50	85.00	85.00	85.00
Rowe Royal (12 col.)	90.00	85.00	85.00	85.00
Sires Brush 1c	75.00	75.00	75.00	75.00
Silver King 1c	7.50			7.95
Silver King Hot Nut	29.95	29.95	29.95	29.95
Smokeshop #12				
(1) Contain	229.50	229.50	229.50	229.50
(2) Royal	219.50	219.50	219.50	219.50
(3) Royal	209.50	209.50	209.50	209.50
Slack Gum 1c (Wrigley)				9.99
Sum Nut 5c			27.50	3.95
Target Hunter (Silver King)				25.00
Target King (Silver King)			27.50	
Toledo Large Head Scale		64.50		
Uneda Model A (9 col.)	85.00	85.00	85.00	85.00
Uneda (8 col. Monarch)		85.00	85.00	85.00
Uneda (10 col. Monarch)		95.00	95.00	95.00
Uneda (15 col.) 500		95.00	95.00	95.00
Uneda (500)	69.50	69.50	69.50	69.50
Uneda (9 col.) Model 500	95.00	85.00	85.00	85.00 95.00
Uneda-Pak (35 col.)		79.50	79.50	79.50
U-Select-It	35.00		95.00	15.00
Venell			52.50	52.50
Victor Nut 1c				6.95
Victor's Topper		7.95	7.95	7.95

WE HAVE THEM! "SILVER-KINGS"
KING OF VENDORS
ONLY 2 MOVING PARTS
Change NOW to 5c Model for REAL PROFITS
5c Change-over parts available for all 1c Models
New 5c Models. Low as \$10.00 in Quantities.
Nurt and Ball Gum, Candy Charms, Vendors, 1c-5c and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—see writing.
SILVER KING CORP.
422 Diversey Parkway, Chicago, Ill.

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS
ORDER TODAY!
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcast 7-1448

IT'S FREE! GET YOUR COPY!
...of the new 4-page Bulletin showing the complete line of Victor ball gum and merchandise vendor priced from \$12.00 each and up
R. N. ADAM COMPANY
6926 W. Roosevelt Rd., Oak Park, Ill.
Victor Distributors

CIGARETTE MACHINE SPECIAL! DuGRENIER, Model S
3 Cops. Delivered, 24 Hour Ready for Location \$49.50
All Other Models in Stock 25% With Order, Balance C.O.D.
VEEDCO SALES CO.
Philadelphia 3, Pa.
Phone: LOcast 7-1448

Charms
Paul A. Price Co.
220 Broadway, New York 38, N.Y.

Maritime Candy Sales Increase When Tax Drops
ST. JOHN, N. B., June 2.—Sales of candy and soft drinks in vending machines in the Eastern provinces have shown an upward trend since the dominion government cut the 30 per cent special excise tax in half.
There has been no reduction in retail prices. Bars remain at 7 cents and some have been increased to a dime but are heavier. Pop continues at 7 cents. Some of the candymakers have been producing a small bar to retail at a nickel, and some operators are concentrating on the nickel bars. Others have stocked only the dime bars. In both instances handling of coppers has been eliminated.

SMOKESHOP '612'
The NATION'S FINEST CIGARETTE VENDOR
Tear Out And Mail This Ad For Details
AUTOMATIC PRODUCTS CO.
250 W. West 37th St., New York 19, N. Y.
Phone 7-2122

REDUCED PRICES LIMITED TIME! CIGARETTE MACHINES
National 930, 270 Pack Cap. \$5.00
Rowe Royal, 8 Col., 400 Pack Cap. 89.00
Rowe Royal, 10 Col., 400 Pack Cap. 85.00
Rowe Crusader, 10 Col., 475 Pack Cap. 140.00
Uneda Model 500, 9 Col., 350 Pack Cap. 80.00
Uneda Model A, 9 Col., 270 Pack Cap. 80.00

CANDY MACHINES
Rowe Candy, 120 Bar Cap. \$85.00
U-Select-It, 34 Bar Cap. 35.00
Advance Candy, 40 Bar Cap. 25.00
Vendall Candy (New) Write

CONVERSIONS
ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING CANDY MACHINES CONVERTED TO 10c VENDING

UNEDA VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

H. K. Hart CONFECTIONS, INC.
MANUFACTURERS OF...
QUALITY BALL GUM
New shipping from our new factory in Union City, New Jersey
FAMOUS H. K. H. BALL GUMS
H.K.H. STANDARD CHEW BALL GUM—140 Count
H.K.H. COLORED BUBBLE BALL GUM—140 Count
H.K.H. COLORED BUBBLE BALL GUM—170 Count
H.K.H. COLORED BUBBLE BALL GUM—210 Count
INTRODUCING THE H.K.H. 250's
An All New Item for Bulk Merchandise—Fine Vendor Coated Candy Balls—Chocolate Flavored Centers—250 Balls to Each Pound—Multicolored Mixture—Famous H.K.H. Finish.
All Merchandise Packed 25 Lbs. to Each Carton—FREIGHT PREPAID—Minimum Shipment: 6 Cases
Write for information on Prices and Distributor Discounts.
H. K. HART CONFECTIONS, Inc.
548 S. 39th Street Union City, New Jersey
Manufacturers of Chewing Gum and Fine Confections

Venders Build Pepsi Biz

Continued from page 82
Many locations and large industrial plants, Blake declared. To speed factory installations, Pepsi is plugging the vending story to in-plant feeders.
Finance Extensions
Another factor indicative of Pepsi's stepped-up push into vending is its extension of financing privileges to independent operators. Company's willingness to accept paper in lieu of cash from sound machine operators is said to be paying off in the creation of many solid Pepsi users.
If location tests work out as expected and machine production is not cut off by government restriction, the company will throw major resources behind a new Hupp upright, developed jointly by Pepsi and Hupp engineers, Blake indicated.
The single-flavor machine has motor and requires no electrical or water connections. Cooling the 240-cup model is done by block ice. Ten samples will be delivered by Hupp Manufacturing for testing this summer.
Low Break-Even
Costwise, the break-even point for the machine "is under 75 drinks a day," Blake said. He based this estimate on present costs of ingredients and operation. The machine is expected to convert many marginal locations into profitable stops. One of its main advantages, Blake pointed out, is the ease with which it may be switched from spot to spot within a location to catch the point of greatest sales potential.
Pepsi has shelved plans to offer a pre-mix, ice-cooled vender, shown earlier at trade and company confabs. Such a unit has been developed by Glascock Brothers, of Muncie, Ind.
Blake asserted that substantial sirup sales are being made to Canteen and ABC. The cost of Pepsi sirup to multiple operators using 2,000 or more gallons annually is \$1.25 a gallon, he said.
Wagstaff Named
Continued from page 82
by E. F. Ferson, board chairman. Wagstaff joined Vendo in 1945 as general counsel; in 1946 was named to the board of directors and in 1947 became secretary of the company. In 1949 he was elected vice-president and counsel as well as executive assistant to the president, John T. Pierson. In this position he was responsible for the company's sales and personnel policies in addition to his legal duties. Early this year he assumed responsibility for the company's government procurement activities.
Vendo recently announced it had been awarded two \$4,000,000 government contracts to build aerial delivery kit platforms for combat trucks and weapon delivery by parachute. Other contracts held by Vendo bring the total amount to \$12,000,000.

DISTRIBUTORS WANTED
"EVERY LOCATION IS A BUYER"
EXCLUSIVE TERRITORIES
Tested and Proven To Be the Greatest Trade Promotion in 1951
SPIN-O SPIN-O
FREE PRIZES!
SPIN-O IS AN ESTABLISHED MERCHANDISE STIMULANT!
SPIN-O IS PLAYED BY CUSTOMERS FREE OF CHARGE!
\$39.50 Retail 1/4 WITH ORDER, BAL. C.O.D.
SPIN-O, INC.
1426 WASHINGTON AVE., SO. MINNEAPOLIS, MINN.
GIVE TO DAMON RUNYON CANCER FUND

Runzel
PUSHBACK WIRE
 18 OR 20 STRANDED
 NOW AVAILABLE IN
90
 COLOR COMBINATIONS

This wide variety of color combinations meets any requirements of wiring harness known in the color and vending machine industry. Cars, production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS... our facilities for building wiring harness to meet your special features is unsurpassed. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in telephone cord, wire and cable. Inter-Com cable requirements satisfied.

RUNZEL
 Cord and Wire Co.
 4223 W. MONTROSE AVE.
 CHICAGO 41, ILL.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 2	Issue of June 26	Issue of May 19	Issue of May 12
ABC (roll down).....	35.00	35.00	35.00	35.00
Advance Roll (Genco) (roll down).....	39.50 39.50	35.00 39.50	35.00 39.50(2)	29.50 35.00(2)
Air Base (Genco).....	39.50 45.00(2)	39.50 45.00	45.00 49.50(2)	45.00 49.50(2)
Alize in Wonderland (Gottlieb).....	49.50 50.00	49.50	49.50	35.00 49.50
Amber (Williams).....	39.50	39.50	49.00 49.50	49.50
Amusement (United).....	59.50	59.50 64.00	50.00 59.50	64.00 94.50
Arizona (United).....	94.50	94.50	64.00 94.50	134.50 140.00
Asie Ball (roll down).....	35.00	35.00	35.00	35.00
Baby Face (United).....	65.00	65.00	65.00	65.00
Balloon (Bally).....	49.50	49.50	49.50	49.50
Bally Boy (Bally).....	29.00	29.00	29.00	29.00
Bomb (Chicago Genl).....	49.50	49.50	49.50	49.50
Bomb (Genco).....	45.00	45.00	45.00	35.00 45.00
Bomb-a-Ball (Gottlieb).....	129.00	115.00	70.00 85.00	130.00
Barnack Bill (Gottlieb).....	55.00 64.50	55.00 64.50	55.00 64.50	55.00 64.50
Baseball (Chicago Genl).....	114.50	109.00 149.50	109.00 149.50	114.50
Baseball (Exhibit).....	29.50 49.50	29.50 49.50	29.50 49.50	25.00 49.50
Big City (roll-down).....	35.00	35.00	35.00	35.00
Big Top (Genco).....	75.00 79.50	54.50 65.00	49.50 65.00	65.00 79.50
Big Top (roll-down).....	69.50	69.50	69.50 79.50	65.00 79.50
Black Gold (Genco).....	69.50	69.50	69.50 79.50	79.00
Blue Skies (United).....	39.50 49.50	39.50 49.50	49.50(2)	49.50(2)
Boston (Williams).....	79.50 114.50	79.50 114.50	79.50 114.50	79.50 114.50
Bottom Champ (Exhibit).....	79.50 89.50	79.50 89.50	79.50 89.50	79.50 89.50
Bottom (Gottlieb).....	69.50	69.50	69.50	69.50
Bottom (United).....	54.50(2)	54.50 54.50	54.50(2)	54.50(2)
Bowling (Williams).....	79.50 114.50	79.50 114.50	79.50 114.50	79.50 114.50
Boxing (Gottlieb).....	69.50	69.50	69.50	69.50
Buffalo Bill (Gottlieb).....	120.00	95.00 120.00	89.50 120.00	125.00(2)
Bunko (Exhibit).....	49.50 99.50	49.50 99.50	35.00 99.50	80.00 99.50
Burton and Bates (Gottlieb).....	49.50 99.50	49.50 99.50	49.50 99.50	49.50 99.50
Camel Caravan (Genco).....	129.50	129.50 135.00	89.50 114.50	114.50 135.00
Campan (Exhibit).....	69.50 75.00	69.50	71.50 89.50	89.50
Carroll (United).....	65.00 69.00	69.00	69.00	69.00
Carolina (Chicago Genl).....	29.50 49.50	29.50 49.50	45.00 49.50	25.00 49.50
Champion (Bally).....	155.00 165.00	179.00 199.50	200.00 209.50	235.00(2)
Champion (Genco).....	179.50 189.50	200.00 209.50	225.00(3)	265.00 269.50
Champion (United).....	199.50 210.00	224.50 239.00	239.00(2)	275.00(4)
Champion (roll-down).....	245.00 249.50	245.00(3)	245.00(2)	249.50
Champion (Chicago Genl).....	89.00	89.00	79.50 89.00	89.00
Chico (Chicago Genl).....	39.50	39.50	29.50 39.00	39.50 49.50
Chinatown (Gottlieb).....	95.00 115.00	99.00 117.50	125.00(2)	140.00 149.50
Chinatown (roll-down).....	217.50 220.00	145.00	135.00 140.00	150.00 165.00
Chinatown (United).....	174.50 185.00	149.50(3)	149.50(3)	169.50 175.00
Chinatown (roll-down).....	149.50(2)	150.00(2)	150.00(3)	195.00 210.00
Chinatown (roll-down).....	150.00(2)	175.00	174.50 175.00	214.50
Chinatown (roll-down).....	189.50 195.00	214.50 219.50	219.50	219.50
Chinatown (roll-down).....	124.50	124.50	99.50 124.50	124.50
Chinatown (roll-down).....	99.50	125.00	125.00	125.00(2)
Chinatown (roll-down).....	39.50	39.50	39.50	39.50
Chinatown (roll-down).....	45.00	45.00	45.00	45.00
Chinatown (roll-down).....	29.50 39.50	29.50 39.50	39.50	39.50
Chinatown (roll-down).....	45.00	45.00	45.00	45.00
Chinatown (roll-down).....	79.50 89.50	79.00 79.50	49.50 65.00	65.00 80.00
Chinatown (roll-down).....	89.50	89.50	89.50	89.50
Chinatown (roll-down).....	129.50	154.50	99.50 154.50	150.00 194.50
Chinatown (roll-down).....	39.50 49.50	39.50 49.50	40.00 49.00	49.00 49.50(2)
Chinatown (roll-down).....	135.00 169.50	135.00	135.00	135.00
Chinatown (roll-down).....	79.50 95.00	79.50 89.00	90.00 99.50	84.50 95.00
Chinatown (roll-down).....	99.50	99.50 99.50	95.00 99.50	95.00 99.50
Chinatown (roll-down).....	69.00 79.50	79.50	115.00	115.00
Chinatown (roll-down).....	69.00 79.50	79.50	10.00	10.00
Chinatown (roll-down).....	123.00 145.00	145.00 149.50	145.00 149.50	139.50 145.00
Chinatown (roll-down).....	149.50	160.00	160.00	149.50 175.00
Chinatown (roll-down).....	64.50(2) 64.50	64.50 64.50	64.50 64.50	64.50(2) 64.50
Chinatown (roll-down).....	75.00	75.00 79.00	69.50(2) 75.00	75.00 85.00
Chinatown (roll-down).....	85.00	85.00	85.00	85.00
Chinatown (roll-down).....	125.00 139.00	139.00	134.50 139.00	134.50 165.00
Chinatown (roll-down).....	135.00 159.00	159.50	136.50 165.00	159.00 165.00
Chinatown (roll-down).....	159.50	169.00	169.00	169.00
Chinatown (roll-down).....	89.50	89.50	100.00	100.00
Chinatown (roll-down).....	124.50	124.50	124.50	124.50
Chinatown (roll-down).....	154.50	154.50	154.50	154.50
Chinatown (roll-down).....	60.00 65.00	75.00 79.00	59.50 65.00	85.00 99.50
Chinatown (roll-down).....	75.00 84.50	89.50(2) 95.00	85.00 95.00	109.50
Chinatown (roll-down).....	89.50 95.00	99.50(2)	99.50(2)	135.00(2)
Chinatown (roll-down).....	99.50	139.50	139.50	139.50
Chinatown (roll-down).....	69.50 64.50	69.50 64.50	69.50 64.50	69.50 64.50
Chinatown (roll-down).....	59.50	59.50 65.00	55.00 59.50	59.50
Chinatown (roll-down).....	69.50	69.50	69.50	69.50
Chinatown (roll-down).....	135.00	145.00 149.50	145.00 149.50	124.50 149.50
Chinatown (roll-down).....	145.00(2)	149.50	149.50	149.50
Chinatown (roll-down).....	149.50	149.50	149.50	149.50
Chinatown (roll-down).....	75.00 139.00	75.00 140.00	79.50 89.50	89.50
Chinatown (roll-down).....	140.00	140.00	140.00	140.00
Chinatown (roll-down).....	29.50 34.50	29.50 34.50	29.50 34.50	25.00 39.50
Chinatown (roll-down).....	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Chinatown (roll-down).....	55.00	55.00	55.00	55.00
Chinatown (roll-down).....	60.00	60.00	60.00	60.00
Chinatown (roll-down).....	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
Chinatown (roll-down).....	135.00	135.00	135.00	135.00

	Issue of June 2	Issue of June 26	Issue of May 19	Issue of May 12
Jacky Special (Bally).....	55.00 65.00	59.00 65.00	65.00 75.00	65.00 79.50(2)
Jacky Special (roll-down).....	74.50 79.00	75.00 89.50	79.50(2) 89.50	89.50 109.00
Jacky Special (roll-down).....	79.50(2)	85.00 89.50	105.00 109.50	105.00 109.00
Jacky Special (roll-down).....	135.00	135.00	134.50 175.00	130.00
Jacky Special (roll-down).....	45.00 49.50	49.50 79.00	79.50 89.50	49.50 79.50
Jacky Special (roll-down).....	75.00 79.50	74.50 89.00	79.50 89.00	80.00 89.50
Jacky Special (roll-down).....	85.00	85.00	85.00	85.00
Jacky Special (roll-down).....	65.00 129.50	129.50	119.50 125.00	125.00(2)
Jacky Special (roll-down).....	55.00	55.00	55.00	55.00
Jacky Special (roll-down).....	140.00 150.00	150.00 179.00	150.00 154.50	135.00 165.00
Jacky Special (roll-down).....	175.00 179.00	175.00 179.00	165.00 175.00	175.00(2)
Jacky Special (roll-down).....	39.50	39.50	39.50	39.50
Jacky Special (roll-down).....	25.00	25.00	25.00	30.00
Jacky Special (roll-down).....	97.50 109.80	99.50	104.50	94.50 104.50
Jacky Special (roll-down).....	155.00	155.00	140.00	140.00
Jacky Special (roll-down).....	54.50	54.50	39.50 54.50	54.50
Jacky Special (roll-down).....	39.50 45.00	39.50	39.50	39.50
Jacky Special (roll-down).....	49.50 79.50	49.50 79.50	75.00 49.50	49.50 79.50
Jacky Special (roll-down).....	45.00	45.00	45.00	45.00
Jacky Special (roll-down).....	49.00 49.50	49.50	49.50	49.00
Jacky Special (roll-down).....	79.50	79.50	89.50	89.50 114.50
Jacky Special (roll-down).....	114.50	114.50	114.50	114.50
Jacky Special (roll-down).....	45.00	45.00	45.00	45.00
Jacky Special (roll-down).....	39.50(2) 45.00	39.50 46.50	49.50 54.50	135.00
Jacky Special (roll-down).....	54.50	54.50	54.50	54.50
Jacky Special (roll-down).....	39.50 49.50	39.50 49.50	25.00 39.50	39.50 49.50
Jacky Special (roll-down).....	55.00	55.00	55.00	55.00
Jacky Special (roll-down).....	49.50(2)	49.50(2)	49.50	49.50
Jacky Special (roll-down).....	150.00	150.00	150.00	150.00
Jacky Special (roll-down).....	149.50	149.50	149.50	149.50
Jacky Special (roll-down).....	79.50 109.50	79.50 89.00	89.00 109.50	89.00 100.00
Jacky Special (roll-down).....	109.50	109.50	109.50	109.50
Jacky Special (roll-down).....	125.00	125.00	125.00	125.00
Jacky Special (roll-down).....	59.00	59.00	59.00	59.00
Jacky Special (roll-down).....	59.00	59.00	59.00	59.00
Jacky Special (roll-down).....	124.00 129.50	129.50 149.00	175.00 189.50	225.00(2)
Jacky Special (roll-down).....	150.00 200.00	189.50 195.00	195.00 219.50	250.00(2)
Jacky Special (roll-down).....	225.00	225.00	225.00(3)	225.00(2)
Jacky Special (roll-down).....	225.00(2)	225.00(2)	225.00(2)	225.00(2)
Jacky Special (roll-down).....	145.00 154.50	154.50	154.50	154.50
Jacky Special (roll-down).....	99.00	99.00	99.00	99.00
Jacky Special (roll-down).....	175.00	175.00	175.00	175.00
Jacky Special (roll-down).....	129.00	129.00	129.00	129.00
Jacky Special (roll-down).....	45.00	45.00	45.00	45.00
Jacky Special (roll-down).....	139.00 144.50	144.50	109.50 144.50	144.50
Jacky Special (roll-down).....	79.50	79.50	79.50	79.50
Jacky Special (roll-down).....	50.00	50.00	49.50 50.00	49.50 50.00
Jacky Special (roll-down).....	54.50 55.00	55.00 59.50	29.50 55.00	55.00 59.50
Jacky Special (roll-down).....	95.00	95.00	95.00	95.00
Jacky Special (roll-down).....	43.00 50.00	45.00 54.50	45.00 54.50	43.00 54.50
Jacky Special (roll-down).....	54.50 59.00	54.50 59.00	39.50 54.50	34.50 54.50
Jacky Special (roll-down).....	65.00	65.00	65.00	65.00
Jacky Special (roll-down).....	102.50	104.50	99.50 119.50	119.50 125.00
Jacky Special (roll-down).....	49.50	39.50 49.50	35.00 49.50	29.50 35.00
Jacky Special (roll-down).....	85.00 103.50	103.50 139.50	109.50 125.00	114.50
Jacky Special (roll-down).....	139.50	139.50	139.50	139.50
Jacky Special (roll-down).....	95.00	95.00		

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5 Champions \$184.50
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850E 79.50
Seeburg H146M Hidesway... 212.50
Seeburg RC-1 Hidesway..... 99.50
3 Mills Thrones & 3 Empress. 45.00

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Oregon Ops Eye Cig Tax Mix-Up

PORTLAND, Ore., June 2.—Vending operators in Oregon last week looked with disappointment upon a move which threatened to kill a tax enacted by the 1951 Legislature.

The tax was the 3 cents a package levied upon cigarettes, but what made it important to the ops was that the levy was tied in with a fair-trades law designed to stop cigarettes from being sold as loss-leaders in stores.

The cigarette tax is estimated to bring \$5,000,000 a year to the State. Heretofore, when a cigarette tax has been passed by the Legislature, tobacco wholesalers have killed it thru the referendum machinery. This year in order to discourage a referendum movement, the lawmakers tied it in with the fair-trades measure, which the tobacco people did want. As drafted, each measure would be dependent on passage and survival of the other.

At the State capital, Salem, the tax was poised over the cigarette tax by the Portland Central Labor Council (AFL), which filed a preliminary petition for a referendum. Should signatures of 16,449 voters be obtained, the tax measure would go on the ballot in November, 1952, and operation of the tax law would be held up until that time.

Name 13 More NAMA Exhibits

CHICAGO, June 2.—National Automatic Merchandising Association announced the addition of 13 exhibitors for its 1951 convention, set for the Cleveland Auditorium, Cleveland, November 12 thru 15. Davre J. Davidson, NAMA exhibit sales committee chairman, stated that to date 82 firms have signed contracts to exhibit at this year's meet, with the result that over 75 per cent of available exhibit space has been sold.

The exhibitor additions are the American Tobacco Company, New York; Atlas Manufacturing & Sales Corporation, Cleveland; D. L. Clark Company, Pittsburgh; Dad's Root Beer Company, Chicago; Hoben Candy Company, Ashley, Ill.; Hospital Specialty Company, Cleveland; Johnson Fare Box Company, Chicago; Juice Bar Sales Corporation, New York; Lion Match Company, Inc., New York; Lyon Industries, Inc., New York; Pepsi-Cola Company, New York; Hershey, Pa.; and Sero Syrup Company, Brooklyn.

Peter Paul Exec Dies

NAUGATUCK, Conn., June 2.—Jacob K. Chouhjian, one of the original founders of Peter Paul, Inc., died recently after a brief illness. Chouhjian, who was a director of the firm for the last 25 years, was 58.

Direct Sales Of Cig Units Hit Wis. Ops

MADISON, Wis., June 2.—The old bugaboo of the vending machine operator, direct sales to locations, has been giving local operators in this area at least a temporary headache. Thus far only a half dozen locations have been lost in this manner, but they were choice ones and have resulted in deep concern by the merchandisers who would have to remove their equipment should the practice expand.

In this case, representatives of the cigarette venter manufacturer have been in the area for approximately three weeks and have been offering their units at from \$275 to \$350, according to location owners who were approached, on a small down payment proposition. In instances where location owners asked about service they were told they would receive 12-hour service on calls out of Milwaukee. A note further brought out by the manufacturer's representative was that local operators would be only too glad to buy back the direct sale machines should at any time the location decide it would prefer to revert back to an operator handled stop.

The initial locations lost were approached when local operators were in Chicago attending the National Association of Tobacco Distributors convention and the residence since that time. Three of the largest cigarette merchandisers in Madison, who cover as much as 80 miles west of the city, pointed out that more would have been converted to direct sale had they not contacted them personally or by phone and mentioned the pitfalls of deal. In these calls the operators stressed their own quick service locally and the impractical nature of service out of Milwaukee. It was pointed out also that these same units had been offered to the operators at the NATD show for \$175. Results of this campaign is that operators who have alerted their stops to the direct sale deal feel they will not lose any more stops.

Canadian Cig Retailers Hit Vending Sales

TORONTO, June 2.—Cut back tobacco taxes and keep cigarette vending machines off locations is the gist of a program outlined by J. C. Farr, newly elected president of the Toronto Retail Tobacco Association.

Farr, explaining that the 26 cents per pack tax on cigarettes has already cut business 17 per cent, also urged revision in the import laws which allow Canadian citizens to bring back one or two packs of cigarettes when they visit the States. At this rate, Farr claimed as many as 500,000 packs of U. S. cigarettes would come across the border during one holiday.

As for the vending machine, Farr said cigarette machines are nothing more than one-armed bandits which are putting legitimate retailers out of business. He said cigarette machines would be fought thru the Provincial Protection Act for minors.

Cigarettes in Canada go now for 40 cents per pack.

Ford Gum Readies TV Promotion Test

LOCKPORT, N. Y., June 2.—Ford Gum & Machine Company, Inc., has announced plans to inaugurate a television promotion program for its venders, ball gum and sponsoring clubs. Initially, this will be in the form of short film announcements during station breaks, with the first trial run, a 15-week contract with a Buffalo station, calling for two or three such presentations each week.

The presentation film is now being prepared by a TV film studio, according to Ford officials. It will feature benefits of firm's welfare club projects and cite product quality.

Depending upon results of the test, the Ford TV films will later be used in spot or local showings in other cities throught the country.

Coca-Cola Wins Vending Machine Taxes Decision

LEXINGTON, Ky., June 2.—This city may not collect vending-machine taxes from the Coca-Cola Bottling Company, according to a ruling handed down Friday (18) by Circuit Judge Chester A. Adams.

The court held the company was not liable for fees on the 120 Coca-Cola vending machines in the city.

Coca-Cola filed suit against the city February 28, 1950. It claimed the tax was meant for soft-drink vending-machine operators and that, while it owned the machines, it did not operate them. It contended the operators were "various business establishments and individuals."

Coca-Cola's suit also hit the \$15 tax on each machine, pointing out cigarette vending machines were taxed at \$5 each and a maximum tax of \$250 was set for cigarette vending-machine operators, regardless of the number of machines. "There is no such provision for soft-drink vending-machine operators," the suit stated.

Bottlers Hail Death of Pa. Beverage Tax

HARRISBURG, Pa., June 2.—Hailed by cheers of the State's soft drink bottlers, the Pennsylvania sirup and soft drink tax passed out of existence at midnight Thursday (31) after initial enactment four years ago. Officials of the Keystone Bottlers' Association declared "dozens of bottlers were forced out of business" and scores more were near bankruptcy due to the "artificial depression (in the soft drink field) resulting from passage of the measure in 1947."

As a revenue producer, it was pointed out the tax was a disappointment. Original estimates were reduced by its advocates several times, with final figures showing that for each biennium, the tax produced only slightly more than 50 per cent of the revenue originally forecast by State officials.

A survey by a legislative tax study committee revealed that, following passage of the levy, Pennsylvania bottlers' business was off an average of 35 per cent compared with pre-tax sales.

The tax was levied at the rate of 1 cent on each 12 ounces of bottled soft drinks and 1/2 cent on each ounce of sirup used in preparation of fountain and cup venter drinks.

State Bills Hit Cig Ops

CHICAGO, June 2.—State-level tax bills affecting cigarette venter operators in Michigan and Pennsylvania were approved and/or entered for local legislation as follows:

House Bill 17 was approved in Michigan, part of which increases the regulations for vending machine operators. These involve license fees, based on number of machines operated; \$100 for 50 or more venders, \$50 for more than three and less than 25 machines, and \$3 per machine up to and including three venders.

Michigan Senate Bill 107, to place a tax of 1 1/2-cents for each 10 cigarettes or fraction thereof after July 1, 1951, has been advanced but as yet there has been no legislative action.

Pennsylvania House Bill 844 was approved, making permanent the 4-cents per pack tax on cigarettes.

Add Meters

CEDAR RAPIDS, Ia., June 2.—Approximately 77 more metered parking spaces are scheduled for downtown Cedar Rapids, under a City Council lease with two railroad companies.

Meters to regulate two-hour parking in the designated spaces are on order. The agreement carries a 30 day cancellation clause in event the railroads—the Rock Island and Northwestern, need their property for other purposes.

Guard Your Family STRIKE BACK!

GIVE to Conquer Cancer

IF SOMEONE IN YOUR FAMILY HAD CANCER, you would do anything . . . everything that would help. And today there is so much you can do to help. Tens of thousands of families just like yours meet cancer every year and triumph over it. But we are still losing too many men and women we love.

Doctors can now cure half of those who develop cancer if the disease is diagnosed in its early stages. Yet in 1950 some 810,000 families lost a father, mother or child to cancer.

Many of them—probably 70,000—could have been cured.

We need more research, more life-saving education, more training for scientists and physicians, more equipment, more services for those already stricken with the disease.

To save more lives, we all must help. Any contribution is welcome, but the fight against this major threat deserves major support: dollars—tens—twenties—hundreds of dollars. Will you help?

American Cancer Society
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MAIL YOUR GIFT TO "CANCER,"
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Here is my contribution of \$
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WIS. SHUFFLE KEY

Build Play Thru Leagues, Tourneys

MADISON, Wis., June 2.—One of the main reasons shuffleboard has become a fixture in the State and especially in and around Madison has been the ambitious promotions carried on by operators. A typical example is Hardy Endres, who became interested in the game in 1948 and since then has put on three successful tournaments. The third one was held this spring and attracted leading players from Illinois, Indiana, Michigan, Iowa as well as Wisconsin.

Site of these annual meets has been a converted garage attached to Hardy's Assembly, local night club. When Endres first saw the possibilities of promoting shuffleboard leagues three years ago, all possible remodeling was done to make certain the players would have plush surroundings for competition. The finished product with four boards lined up parallel would never give visitors any idea that the building was not planned originally as a shuffleboard parlor.

League play at the Assembly the past three years has expanded to a point where full schedules are played three nights a week. Of the three leagues one is an all women loop. Unlike many other leagues in Wisconsin, the leagues at the Assembly are the intramural variety. Endres points out that this type of competition is easier to handle and in effect follows the pattern of regular bowling leagues. The tournament held at the Assembly each year as the climax to the regular season concerns doubles teams. Each year the Assembly guarantees a large cash prize and when entries are high, the cash awards also are up. In the three years of the meet Endres guaranteed \$250 but the actual prize amounted to \$500 in 1949, \$600 in 1950 and \$700 this year. Thus the number of entries has not only been heavy each year but growing.

Another leading proponent of shuffleboard in Madison is Irving Goff, head of the Irv Goff Music Company. He not only operates boards here but also is in the coin-operated game and music machine fields. In addition he has the Irv Goff Record Shop which sponsors a nightly radio program, is a civic leader and regularly donates his services to aid the underprivileged.

Debut Stadium

Continued from page 75 and New Orleans Novelty Company, New Orleans.

New Ideas Stadium brings to the amusement game field several new play ideas. One of these is a four-step tilt feature which gives players four opportunities to use body English. It operates by lighting up four letters which spell out T-I-L-T. Each time playfield is tilted one of these letters is illuminated until the complete word is spelled out at which time player is disqualified. Stepped up action in the new Como game is built up from new type plastic whip springs. These are adjustable. Another feature designed to speed up play is the game's series of chromium-plated ball traps.

Stadium uses 10 balls, yet a complete game can be played in less time than on a conventional pinball using but five. This is because many balls put in play will readily drop in traps at the top of the playfield, thereby making it necessary to shoot additional balls immediately. Another point which cuts playing time is that at many points in the game it is better to shoot two and three balls at once. By this play one ball banks against the others and helps to spring traps.

Indirect Lighting The Como game uses an indirect lighting system which makes it suitable for even dimly illuminated locations. It measures approximately 2 by 4 feet and is designed for nickel play. By correctly lining up the ball traps, skilled players can set up as many as 30 free play's. Sequence scoring is progressive from the one thru seven numbered traps. The scoring system on Stadium has been developed from a standpoint of simplification. It therefore is devoid of complicated scoring mechanism in an effort to keep service calls to the minimum.

In the past 1950-'51 season he not only had longboard loops but established three cushion board leagues, two in the city and one made up from locations in smaller cities and towns in Dane County.

Nickel Play Altho general living conditions in Madison are high and wages are also up, shuffleboard play remains at the same nickel tab it was when the game came in strong for the first time in 1948. Operators in the area point out if the game had come to at dime play that would be the prevailing rate today. But even at the nickel level the volume of play weekly appears to be sufficient to make the game a profitable investment. There is some reluctance to go to a dime at this time unless all the locations make the move.

Defeat Candy, Gum, Beverage Tax Proposal

WASHINGTON, June 2.—A move to tax soft drinks, fountain syrups, candy and chewing gum down to defat last week when the House Ways and Means Committee formally rejected its staff's proposals for the new imposts. The committee voted against including the tax proposals in its bill now being shaped for floor action.

The proposed taxes which the committee rejected would have raised more than half a billion dollars in additional revenue. The defeated staff proposals called for a 1-cent tax on carbonated soft drinks for each 16-ounce or smaller bottle; a similar levy on fruit juices; a 1-cent tax on every ounce of concentrated fountain syrups, and a 20 per cent manufacturing tax on candy and chewing gum. The latter 20 per cent tax alone would have yielded an estimated \$230 million.

Silver King Bulk Vender Inventory To Fill Orders

CHICAGO, June 2.—Silver King Corporation announced this week that due to an inventory accumulation policy over the past several months, stocks of its various bulk vender models should prove adequate to meet orders thru the balance of the year. H. F. Burt, president, said with the Controlled Materials Plan becoming effective July 1, the firm will strive to acquire necessary materials to continue production on as large a scale as possible.

Five units make up firm's inventory, consisting of its Silver King penny and nickel bulk machines, nickel Hot Nut unit, Charm King and Hunter ball gum units. An all-aluminum tab gum vender, introduced as a special contract machine earlier this year, is also included. Stocking all tab gum brands, it is a five-column magazine loaded machine. Measures 10 inches wide, 15 inches high and 8 inches deep.

Burt stated his company is currently doing casting work in its Aurora, Ill., foundry, as part of a defense sub-contract.

Personnel Switch At Colonial Candy

MORGANTOWN, W. Va., June 2.—George E. Cimiotti, president of Colonial Candy Corporation, announced the resignation of Peter J. Page, former general sales manager of the candy bar manufacturing firm. At the same time, Cimiotti announced Colonial joined the National Automobile Merchandising Association and will promote its line with vendors. Glenn A. Murdock, Cimiotti announced, will be promoted to factory manager and assistant sales manager, while Charles Elowitz, Pittsburgh, also will be made an assistant sales manager and field representative.

To Make Cole Cup Machines In N. Y. Plant

Slate Nov. Output; Appoint Execs for Eastern Division

NEW YORK, June 2.—Cole Products, Inc., seeking to expand facilities for its Colecup cup vendors, is currently negotiating a production pact with an up-State New York manufacturer. Albert Cole, president, said here this week that the deal is near the ink stage and will supplement production to be continued in Chicago. First machines off the New York line are expected November 15, he stated. A production rate of 200 a month will be the goal, with the commitment for the first year probably totaling at least 2,000 vendors.

Material shortages are not expected to affect these plans, Cole asserted. He pointed to the firm's recent acquisition of American Coin Changer and its development of a new cut mechanism as eliminating the most vital supply bottlenecks. These assemblies need no longer be sought by Cole on the open market, he added. At the same time, Cole's Eastern divisional sales manager, Murray H. Nekris, announced appointments to staff his newly established offices here (The Billboard, March 6), including Irwin Dersch, district manager; Harry Schaefer, placement division chief, and Solomon Cooper and Willard Landis, area salesmen.

Nekris said sales plans include the development of new drink locations as a division function, and the offering of machines and locations to prospective operators as a package deal.

Mills Pursues 10c Bar Test

CHICAGO, June 2.—Mills Automatic Merchandising Company's Chicago branch announced continuation of its dime candy test, but due to indefinite conclusions to date adoption of its proposed 100 per cent dime column machine would be postponed.

Glenn M. Johnson, branch manager, said while a few dime bars were showing good sales levels in the 50-50 nickel-dime split column vendors currently under test, more intensive promotion of dime merchandise is needed to build a greater variety of high-demand brands. Mills' eight-column machine is being used in the present experiment, with four columns each devoted to nickel, dime items. Unusual aspect of the test (The Billboard, May 12) is that dime equipment is located in industrial plants.

SuperVend Saga

Continued from page 83

perVend of Texas and SuperVend Sales had a conditional sales contract, the terms of which called for some 3,000 machines to be built in a 12-month period. A royalty of \$75 was to be paid Miller's company by SuperVend Sales.

By NAMA convention time last fall, rumors were circulating in the industry that sales had not been up to expectations and that some other organization might take over the SuperVend machine. A parade of names, including such well-known firms as Spacarc and Cole Products, were reported dickering with Miller for the completed inventory of machines.

Cole's name entered the picture approximately six weeks ago, but neither party would confirm the negotiations until the deal was completed this week.

Loan Restrictions

Continued from page 75

panies which has expanded terrifically particularly in the vending field, found itself up against it recently because of the regulations.

It sought larger quarters, and was willing to have someone build a building for a long lease. The deal was almost complete, until the landlord found himself faced with the new restriction. As a result the company had to purchase a building itself.

OUR SENSATIONAL BARGAINS CONTINUE. All we have left now are... SEEBURG 146's at \$150. WURLITZER 1015's at \$195. WURLITZER 1100's at \$325. WURLITZER 1250's at \$450. AMI MODEL "C's" WRITE. IMMEDIATE DELIVERY. Atlantic New York Corp. 583 10TH AVE. NEW YORK 18, N. Y. CHICKERING 4-0760

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147-S	275.00		
146-W	275.00	ROCK-OLA	
146-M	275.00	1426	\$199.50
H-147-M Hideaway	269.50	1422	149.50
H-246-M Hideaway	259.50	PACKARD	
146-S	249.50	Manhattan	\$149.50
AMI		AIREON	
Model C—New	Write	400	\$149.50
Model B	\$475.00	1200-A	69.50
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Seeburg W4-L56	49.50	Wurlitzer 3031	12.50
Seeburg W6-L56	49.50	Wurlitzer 3025	12.50
Seeburg 3W2-L56	35.00	AMI Post War	39.50
Seeburg W1-L56	27.50	Rock-Ola 1530	10.00
Wurlitzer 3020	39.50	Packard Hi-Chrome	15.00

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Exhibit Birthday

Continued from page 75

switch, game and printing. Firm uses 1,800 production on one eight-hour shift, is not unionized but features a competitive wage structure. The average annual dollar volume is over \$2,000,000.

The electro-snap switch division manufactures and sells precision limit, momentary and basic switches for the Air Material Command, aircraft and industrial users. A laboratory is maintained to provide engineering assistance for manufacturers of machine tools, product handling equipment, mobile units, who may not recognize the adaptability of the limit and momentary switches in simplifying control circuits. The game division manufactures and sells coin machines, and the printing division has a complete letterpress printing facility for producing 3,500 different subjects on postcard size format in single or 4-color process. Average annual paper consumption of this division is 400,000 pounds.

Exec Line-Up

Ford Sebastian is executive vice-president of Exhibit, having been elected to that post in January, 1950, joining the firm after an illustrious career in refrigeration engineering and the tool field. Frank Mearns heads sales for the games division, and has in recent years, visited practically every major city in this country and Canada to work with the firm's distributors and operators of Exhibit equipment. Chester Gore has been associated with the printing field for the past 20 years, 14 of them with Exhibit. He now is associated with the printing division and also handles personnel matters.

Meyer died in November, 1948, a few months after the sudden death of Percy C. Smith and John Chrest, vice-presidents, both of whom had been associated with Exhibit for many years in executive capacities.

New Gottlieb

Continued from page 75

when lit it scores a point. The middle one of the nine buttons can close a gate just above the outhoop and give players added opportunities of making high points and replays. Regardless of action on the playfield, the gate stays closed until one point has been made.

Sequence Scoring

Sequence scoring is developed from Mermald's 1-7 numbered bumpers situated across the playfield's top portion. This series resets three times. The first time the series rests side rollers and holes beneath have a 200,000 high score point value. The second time the holes register 500,000 points. After the third sequence reset the holes register replays when activated by a ball. Maximum score on Mermald is 7,900,000 points. One of the play appeal features of the game is the background animation. When special points are made, a fisherman in a rowboat pulls up his line and finds an old boot attached to it. At the same time a large fish jumps up behind him with a nose thumbing gesture.

ASLI Tourney

Continued from page 75

light shuffleboard is basically a player, not spectator sport. Other publicity was received from the local papers which carried daily stories on the results and thru radio play by play descriptions direct from Turner Hall sponsored by a local brewery.

Other Promotion

One of the major sidelights of the shuffleboard meet was a shuffleboard queen contest at Turner Hall. Pat Roberty was selected from the six finalists by Bob Swanson and Jim Lawler, disk jockeys. Later the queen appeared on several programs handled by the pair and Don Metzger, who handled the play by play of the tourney.

Among the distributors and operators co-operating in the promotion of the meet were Jon Weiss, Omaha; Armand Martens, Boise, Idaho; Whitey Warner, Saginaw, Mich.; Irv Goff and Hardy Endres, Madison; Jim Bourne, Toledo, and Bob Charleston, Fort Wayne, Ind.; Leonard Baird, La Crosse, Wis.; and Q. Glen Fife, Rockford, Ill.

LONDON'S GREATEST SALE!

All Merchandise in This Sale Completely Reconditioned—Ready for Location! No Hidden Charges . . . Cutting Included! All This at These

LOW, LOW PRICES!

POST-WAR PHONOGRAPHS					
Seeburg 1946 RC Special	\$249.50				
Seeburg 1947 RC Special	274.50				
Wurlitzer 1015	239.50				
Wurlitzer 1080	249.50				
Wurlitzer 1100	\$274.50				
Rock-Ola 1622	229.50				
Filburn 30 Selection	274.50				
Rock-Ola Ever	274.50				
Packard Model 7	79.50				
PRE-WAR PHONOGRAPHS					
Seeburg Hi Tone	\$49.50				
Wurlitzer 956	\$49.50				
Wurlitzer 1100	49.50				
Rock-Ola 1611	49.50				
Rock-Ola Ever	49.50				
Rock-Ola Playmaster	64.50				
ACCESSORIES					
W1L56 Wireless Seeburg 3c Boxes	\$72.50				
W1L56 Wired Seeburg 3c Boxes	72.50				
3146 Wurlitzer 3c-10c Boxes	22.50				
3075 Wurlitzer 3c Boxes	24.50				
3076 Wurlitzer 6-10-25c Boxes	27.50				
Deluxe Bowler	\$75.00				
Speed Bowler	75.00				
Die Gun	49.50				
Chi Cash Pistol	49.50				
Hit Star Baseball	49.50				
Gooley	49.50				
SMUFFLE GAMES					
Unweld Model 500	\$49.50				
Du Graner Model W	49.50				
NEW GAME SPECIALS					
Tri-Score	Write				
Double Header	Write				
3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!					
Ten Pins	Write Your Choice	Pin Bow			
Shuffle Alley	\$34.50 EACH	Shuffle Bowler			
Bowling League		Shuffle			
Shuffle Lane		Twin Shuffle			
FIVE-BALLS					
Trick Action	\$19.50	Virginia	19.50	Sambo	\$19.50
Marty Widow	19.50	Tennessee	19.50	Marcell	19.50
Screw Ball	29.50	Texas	19.50	Swanee	19.50
Trick Window	29.50	Ohio	19.50	Oklahoma	19.50
Bermuda	29.50	Maryland	19.50	All Stars	39.50
Sally	39.50	Super Hockey	79.50	Alice in Wonder	39.50
Yonkers	29.50	London	39.50	Lang	39.50
Spin Ball	29.50	Lucky Innings (new)	119.50	Lady Robin Hood	39.50
Crazy Ball	29.50	Roundaway	39.50	Mumps Dumpty	39.50
Thrill	39.50	Blue Skies	29.50	Bumbers & Bones	49.50
California	29.50	Major League Base	39.50	Telecast	49.50
Tokki	29.50	Ball	39.50	Double Shuffle	79.50
Sunny	29.50	Moon Glow	39.50	Armadillo	39.50
Sherry	29.50	Armadillo	39.50	Hi Parade	29.50
Daw-Wo-Dilly	39.50	Hi Paso	39.50		

Terms: 1/3 Deposit, Balance C.O.D.

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Jackey Special	\$45.00
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All machines are clean and ready for operation.

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- Takes Pennies, Nickels, Dimes or Foreign Coins.
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HARVEY — CONTROL TOWER	Reconditioned/Refinished!
CYCLONE — HIT AND RUN	GUARANTEED!
GUN PATROL	PRICES SLASHED! WRITE
BIG LEAGUE BOWLER	Seeburg 146
HORSE SHOES — UNITED A-B-C	Seeburg 147
BALLY BRIGHT LIGHTS	UNIVERSAL 5-STAR
WORLD SERIES	WORLD 1100
UNITED 5-PLAYER	146, Blonde
	A.M.L. Model A
	A.M.L. Model B
	Wurl. 1100
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FILMS that will really jingle in the coins for you . . .

GET THE NEWEST AND BEST (just made!) . . . SNAPPY GIRL SERIES!!!

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HOLLYWOOD FILM EXCHANGE
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which aided in tests on the new game, called up for its first line shipments of Stadium. Ben Becker has been on an Eastern trip.

Over at Universal Industries, Bill Ryan reports interest in Five Star, the new type five-ball game, continues to climb and firm is increasing its production schedules weekly. Mel Blanks was on a business trip in Ohio. Visitors at the plant included Mickey Anderson, Eric, Pat, B. Weinberg, Scott-Cross, Philadelphia, and I. H. Rothstein, Banner Specialty, Philadelphia. Jack Nelson Jr., Logan Distributing Company, is in Wisconsin getting results with the Eastern Electric cigarette venter. He also will cover North and South Dakota and Minnesota with this line in the future.

Don Freeburg, American Shuffleboard exec, spent a few hours in Chicago between trains Tuesday (29). He was on his way to New York after winding up the U. S. Team Championship tourney in Madison, Wis.

Carl Hubbard, Novelty Supply & Toy Company, left last week for a swing thru the East to introduce the firm's new counter penny catcher unit. Pennie the Clown, Partner Zola Wolf remains in Chicago to expedite initial orders on the unit from other parts of the country. Firm will distribute the unit nationally.

Dick Cole, vice-president, Cole Products, reports work on the firm's expanded headquarters here is now finished, and that as of Monday (4) the general offices will be functioning in the new space. Meanwhile the firm has assured operators they will continue to produce their line of cup venders thru the balance of 1951.

With about 88 per cent of all local phonographs now converted to dime play, Ben Coven, head of Coven Distributing, reports his staff is dropping everything to assist the work of operators complete their conversions as soon as possible. Harold Saul, Mac Brier and Carl Christianson all report the initial results of the dime play tests in the city have been optimistic, and that they are continuing to aid their customers make the switch as quickly as possible.

Sar Enterprises will be in production with the Genie Switch by July 1. Max Sparks, president, reported last week. Production schedule was a birthday present to the firm's top operator who has been experimenting with the switch for several years. Tests have been scheduled in several Midwestern cities. Sparks said, and the play stimulator, now covered by patents, should be ready for general use as soon as production is under way.

J. D. Merritt, Hot Springs, visited local scale distributors on a tour taking him thru St. Louis and Denver, during which he plans to secure penny weighers to place in about 100 new locations. Merritt also announced he had re-leased his franchise on Public Scales of Chicago.

Chicago Coin Machine Company had one of its busiest weeks of the year. Ed Levin was over seeing first shipments of the horse shoes shuffle game and the interest shown by distributors in the form of orders was encouraging. Sam Wolberg points out one of the extra player appeal features of the game is that after player has made his two pitches at one stake he moves over and makes his next inning pitches at the game's other stake. Thus when two players are playing the game in competition after each inning they switch their pitches to the other stake.

Johnny Kelly has been appointed to the purchasing department staff at Mills Industries where he will expedite a government contract. At Empire Coin Machine Exchange Gil Kitt, Stanley Levin and Howie Freer have been given a heavy run of out-of-town and local columns. Freer is now winding up the paper work on six volume shipments to foreign countries. He says this phase of the trade is moving well now. Levin is ready for another road jaunt.

At World Wide Distributors, Al Stern has been getting a run of

WANTED IMMEDIATELY
Model 5650 Solitaire Master Entertainers. Advance price and condition.
BOX D-42
s/o The Billboard Cincinnati 22, O.

requests for the Keeney Big League Bowler and Williams' Harvey and Super World Series. Len Micon and Monty West were also busy last week handling out-of-town operators who were in for re-orders. Micon adds the export orders of a few weeks ago have resulted in repeat biz. Herb Perkins, Purveyor Shuffleboard Company exec, is back from a short trip to Los Angeles. He found business conditions there the upswing and was pleased to find that his staff completed a series of transactions on close-outs and giant pin games in his absence.

At Marvel Manufacturing, Ted Rubenstein is so positive about the appeal of his E-Z-Bowl game he is allowing bona fide operators to install them on location for two weeks with an agreement that if the game does not prove satisfactory as far as receipts are concerned, a full refund can be had by the ops.

The Gottlieb plant was a beehive of activity getting out shipments of the new five ball game Mermaid. Nate, Alvin, and the boss himself, Dave Gottlieb, feel sure this will be one of the best units offered to the trade in a long time. Fred Chlopian, Detroit Shuffleboard Association executive director, and his wife spent Sunday (27) night with some Winnetka, Ill. friends. Chlopian had been attending the U. S. tourney in Madison and stopped in the Chicago suburb rather than make the all-night drive to the Motor City. The DSA open shuffle meet will be held next weekend (9 and 10).

Sam Stern, Williams Manufacturing vice-president, is enthused over the reception to both the Harvey and Super World Series games. He points out that both are entirely different in play appeal and therefore make a good combination on locations. Orders on the games are coming in at stepped up rates the past week. Stern adds:

Pittsburgh

M. J. Abelson, of American Distributors, back from a trip which covered Chicago, St. Louis, Dallas, Los Angeles, San Francisco, Denver, then east to Baltimore and New York in about two weeks' flying time, reports customers are pleased with the machine's new brush housing.

Francis Sirofchuck has a summer home at Ligonier, Pa., and is working with his farm equipment. Harry Rosenthal, of Banner Specialty Company, on a trip thru West Virginia reports business is good.

Howard White, president, Automatic Merchandising Company, has sold his candy vending stops outside Allegheny County to an op at Coraopolis, Pa., and is concentrating on contacts within the county. Ed Shore, sales manager, Atlas Novelty Company, says biz in locations around parks and out on the main highways is picking up.

Sidney Weinstein, Sidmor Vending Company, is having the interior of the establishment painted a canary yellow, and having a red-and-green asphalt tile floor laid. Paul Price, of Morgantown, W. Va., has a one-wheel utility truck so he can put a bowler's legs in it, tie it down at a 33-degree angle with protective coverings.

Bill Reinwasser, 11-year-old son of Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange, takes the leading part in a broadcast from the PTA meeting of Beth Shalom synagogue. Bill plays the part of King Solomon.

Bill Gentile, mechanic with Meyer Popkins, is building a new admiral prefab home at Overbrook, Pa. Gen Gillette says he sees no easy method of keeping ahead of the supply problem other than keeping alert and abreast of developments. Victor Abelson, of Empire Distributors, does not feel the parts situation will get bad. People having trouble with parts, he says, will buy new equipment.

Indianapolis

Henderson Moore, driver for the Automatic Sales Company, was robbed while making a delivery on Indiana Avenue of \$700 to \$800 in vending collections May 17. Moore had parked his panel truck while making a delivery. When he came out pedestrians told him two men had hammered open the locked doors of

the truck and escaped with canvas bags containing his collections.

On display at Sicking Company, Inc., is Chicago Coin's "Horse Shoes." Mrs. Lottie Berman reports business fairly active. Don Erwin, service man at Calderone Distributing Company, and the leader of his own five-piece hillbilly band, will audition over WLW, Cincinnati, June 7.

Edward Shaffer, president of the Shaffer Music Company, Columbus, O., was at the local office

on business. Some improvement in juke box collections reported by operators. J. L. Flynn, manager of Shaeffer Music Company, reports the Armstrong Automatic Vending Company is replacing and adding new Seeburg equipment in many of its locations in the city. J. L. Flynn made a trip to Columbus, O., to attend a sales conference at the home office.

Distributors here find used equipment a problem to dispose of and in all cases they are being put in good condition for shipment to the Southwest, where they eventually reach the Mexican market. There is no sale here for obsolete models, due to the fact that good locations want the larger capacity phonograph. Tom Serzick, president of the Serzick Music Company, Inc., Shoals, Ind., was on coin row Tuesday.

Detroit

Ben Liddon, owner of Advance Service Company, national distributor of venders, is partially incapacitated by diabetes. Julius Young, who operates the Young Distributing Company, is putting a multiple drawer type steel cabinet on the market for operators, useful for storage of parts, accessories and supplies.

J. T. Hammond, of Benton Harbor, is organizing the Michigan Industrial Vending Company, with offices in the Dime Bank Building. Sam W. and Ophelia Jarrell have opened the Ever-White Automatic Laundry on John R. Street. Louis Berman, music operator, and of late a partner with his brother, Phil, in Louie's Music Company, now has his own firm, the Champion Music Company.

Art Gallo, G & G Vending Company, headed to East Tawas in Northern Michigan on a fishing expedition, with results good enough to furnish many of his friends with fare for their tables. He plans several repeat trips.

William E. Bufalino, president of the Service Drivers and Helpers Union, made a trip to Saginaw and Bay City, reporting success in the organizational activities in that area.

John C. and Jeanne Westerdale, the sparkplugs of the Motor City shuffleboard league set-up, made a week-end trip thru the Flint and Saginaw Valley areas of Michigan, calling on many operators in the field.

G. A. Snyder, manager of the Grand Rapids office of Music Systems, Inc., is moving into a new home in the southeastern residential section. Carl Angott and his staff at Angott Distributing are busy remodeling their shop and salesroom to handle the expanded business. Carl Andrews, who was advertising manager at Angott, has moved to California. Bill Dallas has been placed in charge of the record department. Tyler Crawford is organizing the A-1 Vending Company on Lincoln Avenue. Fred Chlopian, executive director of the Detroit Shuffleboard Association, pens greenies from Madison, Wis., where he attended a shuffleboard tournament.

H. Gaylord, Gaylord Manufacturing Company, is planning a business trip to Mexico. His firm expects to have dies ready shortly for production of Seeburg's new ball gum venter. James Vernon St. head of the ginger ale company which has been experimenting with coin vending for the past few years, will celebrate his 85th birthday at his farm June 14.

The Fred B. Prophet Company, industrial vending and catering firm, has had its stock, rated at \$1 par, accepted for listing on the Detroit Stock Exchange. F. L. Jacobs Company, active in coin machine manufacturing, reported net sales for the nine months ending April 30 of \$25,816,035.52, compared to \$20,056,051.92 for the same period a year ago.

James Curia, head of Detroit

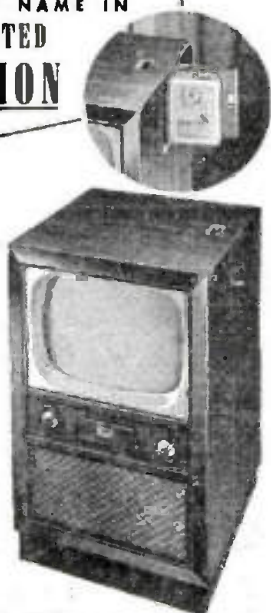
Shuffleboard Sales & Service, due back from a trip last week. Peter Dempsey, who used to be in the pin game and nut vending machine field as an independent operator, has bought out the Morang Self-Service Laundry on Morang Avenue, from Fred Carnarius, whose future plans are unknown. Dempsey originally planned to build a new laundry operation, switching over to this going business instead.

Emmett C. Miller, photographer, is forming Miller Vendors, on Lyndon Avenue, operating a route of nut, candy and ball gum venders. Miller is starting as a part-time operator, and plans a steady expansion in small units pointing out that this is one of the very few fields where a man can start an independent business with a very small investment and grow with his venture.

(Continued on page 94)

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For SPECIAL OPERATOR'S PRICE AND DETAILS... PHONE — WIRE — WRITE

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17" FULL CONSOLE
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(Note How Cash Box Swings With Door)
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RECONDITIONED PIN GAMES READY FOR LOCATION

4 Menemen	\$164.50	Harvest Time	\$139.50
Rio Snorter	\$102.50		

RECONDITIONED BOWLING GAMES

Pin Box with tiles	\$30.00	King Pin	\$59.50
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Keeney's 17" Console TV Set
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Fortuity—Mits O Run—Happy Go Lucky—Cyclone
Gumber—Harver—ABC—STAR

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STADIUM



NEW EXCITING ACTION 10 BALLS-5 CENTS

VERY FAST... game plays in half time ordinary pin games. Many shots best made shooting 2 or 3 balls at a time. Players love it. TREMENDOUS LAST BALL SUSPENSE.

NEW 4-STEP TILT FEATURE Gives player 4 chances to use old-fashioned body english.

NEW PLASTIC WHIP SPRINGS

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NEW SEQUENCE SCORING FEATURE Progression from No. 1 Trap to No. 7 Trap

NEW INDIRECT PLAYFIELD LIGHTING IDEAL FOR DARK SPOTS

NEW VARIED PLAYER APPEAL Competitive or Free Play

POPULAR NOVELTY SIZE 24 in. by 48 in.

STADIUM is packed with loads of new features never before built into any game. There's nothing else like it. Protect your spots now... get STADIUM on location at once. See your nearest distributor today!

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FOR BETTER BUYS... BETTER BUY NOW DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

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ARCADE EQUIPMENT

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SHUFFLE ALLEYS

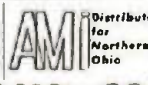
- Bally Shuf. Bowlers \$ 50.00, United Shuf. Bowlers \$ 100.00, Kennedy ABC Bowlers \$ 40.00, Keeney Ten Pins \$ 75.00, United Super Shuf. \$ 60.00, Williams Train Shuffle \$ 60.00, Aliva \$ 40.00

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NOW DELIVERING 15 HILLS PANORAMS \$195.00

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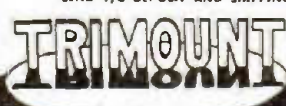
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MUSIC CLEARANCE

- 2 MODEL A A.M.I.'s \$325, 6 1015 WURLITZER, Completely Reconditioned 245, 3 1080 WURLITZER, Completely Reconditioned 225, 2 1100 WURLITZER 395, 2 SEEBURG H148 HIDE-A-WAY 325, 3 SEEBURG ML148, Like New, Blonde Finish 400

LARGE ASSORTMENT OF PRE-WAR PHONOGRAPHS. ALL MAKES. AT GIVEAWAY PRICES. WRITE FOR LISTS. SEND 1/3 DEPOSIT AND SHIPPING INSTRUCTIONS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

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- CINDERELLA \$35.00, TRIPLE ACTION 35.00, MAJOR OF '49 35.00, MARDI GRAS 45.00, TRINIDAD 45.00, TENNESSEE 45.00, STAR DUST 49.00, UTAH 50.00, BUTTCANEER 55.00, SERENADE 55.00, GONDOLA 55.00, THREE FEATHERS 59.00, BLACK GOLD 64.00, BOWLING CHAMP \$ 79.50, PLAY BALL 10x Play 90.00, SOUTH PACIFIC 95.00, WMS. LUCKY INNING 99.00, CANASTA 100.00, COLLEGE DAZE 100.00, SELECT-A-CARD 105.00, PLAYLAND 110.00, FOUR HORSEMEN 125.00, PIN BOWLER 125.00, FIGHTING IRISH 135.00, PINOXY 150.00

These machines are all thoroughly cleaned and reconditioned ready for location. ATLANS MUSIC COMPANY OF IOWA 221 NINTH STREET PHONE 3-4131 DES MOINES 9, IOWA

Coinmen You Know

Continued from page 93

Los Angeles

Dannie Jackson, of Automatic Games, back from the Las Vegas branch with George Warner of the firm soon to visit the Nevada office after working in the local one. Sammy Donin has sold his interest in Automatic Games but has not announced his future plans. Warner recently supplied himself with a large number of bats and junior baseball equipment.

John R. Hawley, who has the Hawley Distributing Company and is the maker of the Hawley adapter for music boxes, has moved to new quarters on West Pico Boulevard. Here he has 3,000 square feet of space and is departmentalizing his business. One section will be devoted to premium merchandise.

Bill Molezzo, of Bakersfield, in town and stopping at Badger Sales for parts. Badger Sales Company, headed by William R. Hoppel Jr., has taken over the Sunbeam line in its premium merchandise department. H. L. Miles, vending machine operator, is moving into his new home. Phil Sreden, of Western Vending Machine Servicing Company, back from business trips to San Diego, San Bernardino and Riverside. He also returned from a pleasure trip Wednesday to Big Bear, where he went with his family for the Decoration Day holiday.

Randolph Leland, gum machine operator and representative for the Pulver line in this area, back from his annual business trip thru Utah. While in San Francisco, he visited with Billy Newman, the Bay Area distributor for the Acorn machines made by Oak Manufacturing Company.

John Pruner is back on his vending route after pinch-hitting for his brother in his tobacco store located in the Farmers' Market here. Pruner took over the operation of the store during his brother's recent illness. Pete Kenny, vending machine operator, recovering from a recent illness.

Mert Slater, president of the Western Vending Machine Operators' Association, entertaining old friends from the East. Stan Rouso, Stoner representative, back from a business trip to the Fresno area. Dorothy and Jack Leonard, he of the Badger Sales parts department, returned from a pleasure trip to Tijuana. Mac Sanders busy getting his arcade equipment in miniature golf courses set for the summer season.

JUNE MUSIC BARGAINS

- Wurlitzer 1015 \$249.50, Wurlitzer 850 74.50, Wurlitzer 1000 398.00, Rock Ola, 1946, Mod. 1422 149.50, AMI Mod. A 365.00, Seeburg 147M 245.00, Seeburg 1485 300.00, Seeburg Prewar 49.50

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SPECIAL! BRAND NEW

TRI SCORES \$135.00 EA.

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Rich Nebraska valley area. 175 pieces within 20 mile radius. Five Balls, Music, Bowlers, Cans and Shuffle Boards. Write Box B-43

4/e The Billboard Cincinnati 21, Ohio

Madison, Wis.

One of the main attractions here last week was the second annual United States Team Shuffleboard Tournament at Turner Hall. Play-ers and fans from as far West as Boise, Idaho, to Philadelphia were on hand for the matches. The inclement weather didn't hurt attendance. One of the sidelights was daily broadcasts from the tournament floor by Don Meitser, sports announcer. He handled interviews with team captains, gave up-to-the-minute scores and play-by-play accounts of the leading matches.

The many teams had sponsors who helped meet expenses of the trip, one group known to have been fully sponsored by a women's longboard team from Reinholds, Pa., population 760. Angel for this group was the Reinholds Athletic Club. Team was captained by Joseph Kemper and included Helen Swaris, Sedie Labo, Alveria Fisher, Florence Gelsinger and Winifred Moyer. Six of Madison's beauties were in the finals of the Shuffleboard Queen for 1951 contest which was won by Pat Roberly, who appropriately enough is a beauty operator. She was selected by two of the city's disk jockeys, Jim Lawler and Bob Swanson. Her award was a merchandise gift certificate at a department store and several radio interviews plus numerous pictures in the local press. Later with Don Freuberg, American Shuffleboard Leagues, Inc. tournament director, she presented the cash prizes and trophies to the winning teams.

Among the visitors at the matches were Mr. and Mrs. Fred Chlopian in from Detroit. He is executive director of the Detroit Shuffleboard Association, one of the most active organizations of its kind in the country. DSA is a sponsor of the first National Open Table Shuffleboard Tournament to be held June 2-12 at the Michigan State Fair grounds. This meet will not only have men's and women's longboard and cushion team play but also singles and doubles matches. Chlopian was on hand to see how the U. S. meet was conducted.

Shuffleboard distributors and operators from out-of-town at the meet included Armand Martens, Boise, Idaho; John Weiss, Omaha; Jimmy Bourne, Toledo; Chuck Hunter, Saginaw, Mich.; and Chuck Baird, Kenosha, Wis. Ken Poulsen, manager of the U. S. meet, had a busy four days at Turner Hall and probably spent an average of 20 hours awake daily. When not making announcements at the meet, Poulsen was on radio programs or supervising the beverage and food concessions which appeared to do a steady business daily.

In addition the players and spectators refreshed themselves with snacks from candy and popcorn vendors on location in Turner Hall. Herdy Endres, owner of Hardy's Assembly, was a constant visitor at the matches, knowing many of the players in the tourney.

Twin Cities

Charles Potter, Fairmont Novelty Company, Fairmont, Minn., is under treatment by the Mayo Clinic at St. Mary's Hospital, Rochester, Minn. . . . Noble Ekker, Tomah, Wis., columnist, is home after a stretch in the hospital growing out of an accident when he moved a phonograph. He suffered a back strain and will be kept close to home for about two months. . . . Mrs. Oscar Sundem, of Montevideo, Minn., who helps her husband on his route as well as keeping books, is about recovered from a broken instep.

Liberman Music Company, Minneapolis, is making elaborate plans for its service school and shop clinic June 19-20 at its headquarters. Joseph Hradicka, national field service instructor for Wurlitzer, will be in town for the session of which Les Rogstad and Hy Sandler, salesmen, are in charge. . . . Matt Engel, Mayflower Distributing Company, St. Paul, reports his firm is enjoying fair business these days, with a little of everything being sold. Premium sales, especially, are getting considerable attention from the operators. He said. . . . Jonas Bessler, sales manager, Lieberman, is busting buttons off his coat these days because his son, Stuart, was picked as the sophomore student with the highest scholastic average in engineering and given an honorary fraternity award as a result.

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, is being kept busy these days personally visiting customers. He is a hard man to find in his office. Dave Ziskin, of Dave's Distributing Company, Minneapolis, reports machines are getting some attention from operators these days with the result that business is holding up in good fashion. . . . Chicago Coin's new game, Horse Shoes, and Universal's Five-Star five-ball, both distributed here by Lieberman, are getting enthusiastic response from operators, Sid Levin said.

A sudden spurt in the cigarette vending machine business is being quoted by Matt Engel. He said quite a number of new operators have entered this field in recent months and a few already are expanding their routes, adding new pieces as they gain additional locations for them. The boom in this business, Engel said, is not confined to the Twin Cities alone which has shared in it, but is spread across the entire State.

Solly Nash, of the Twin City Novelty Company, Minneapolis, is back from a week of fishing at Grand Rapids, Minn., and has a nice mess of fish to prove that the angling was good. . . . Leo Dushko, of the Lieberman service force, has gone fishing at Onamia, Minn., for his vacation, while Wally Zelmer, of the same firm is using his holiday period to visit relatives at Decorah, Ia.

Operators in the Twin Cities shopping this past week included Walt Schmidt, of Red Wing Novelty Company, Red Wing, Minn.;

Jack Lowrie, Wabash, Minn.; Al Redding, Houston, Minn.; U. Coe-field, Annandale, Minn.; Jack Harrison, Crosby, Minn.; Stanley Wosnak, Little Falls, Minn.; Joe Blenker, Junction City, Wis.; John Kalassido, Ladysmith, Wis.; Frank Krall, Chippewa Falls, Wis.; Con Kalusa, Brownville, Minn.; Gabby Calussia, Chuck Rusnak and Frank Mager, all of Grand Rapids, Minn.; Oscar Sundem, Montevideo, Minn., and Don Hazelwood, of Aitkin, Minn.

Philadelphia

Plenty of quarters finding their way into the vending machine at the Acme Supermarket in suburban Bala, Pa., where Miracle nylon hosiery comes out of the unit for milady. . . . Louis K. Schwartz has leased a location on 13th Street, where he will set up an amusement arcade. Site adjoins the navy recruiting station. Berlo Vending Company added the newly opened Hopkins Theater in Wilmington, Del., to its location list with the placement of two candy vending machines and a soft drink vender.

Ajax Vending Company, Inc., is the newest operation formed here. Petition for a certificate of incorporation, filed by attorney for the new firm, Gabriel Berk, states that Ajax has been formed to "buy, sell, lease, service and repair vending machines of all kinds." To engage generally in the business of buying and selling merchandise and equipment, including the manufacture and maintenance thereof, both at retail and wholesale.

Receiver of Taxes, reporting on all collections for the first four months of 1951, showed that coin machines registered an increase of \$20,011 in license fees over the same period last year.

Maritime Provinces

Canada Dry has been promoting a two-for-one sale thru, the Atlantic provinces since establishing a branch plant at Truro, N. S. The location is a central one in the territory and the only producing unit for Canada Dry in the wide area covered. Retailers sell two bottles for the price of one, and the response is reported heavy.

A soft drink bottling factory has been opened at Fortune, N. F. by a new firm, the Suncoast Bottling Company. This is the only such plant on the South Coast of the island. G. Dixon is company manager and R. Ayers, factory manager. The equipment was imported from the U. S.

World Wide Your Exclusive Distributor for KEENEY, ROCK-OLA, EXHIBIT, WILLIAMS

Offers You the Lowest Prices—Immediate Delivery!

1951 Grand New Williams DOUBLE HEADER 2 player rebound baseball game. ONLY \$175

Williams SUPER WORLD SERIES 5c-10c-25c single entry rebound game. Chute, Free play or novelty. 2 Player 4 Pockets and bats. Players actually run bases. Realistic third dimension. Action and super action.

WANT TO BUY For cash or trade Bally TURF KING 5 BALL GAMES SEEBURG M100

EXHIBIT GUN PATROL Four games in One— 3 Coin Chutes, 5c-20c and 2c play. Words checker for skill and word. Colorful front-line button front. Bombs burst one with each hit. Legal everywhere.

EXHIBIT SIX SHOOTER Action packed Western Stage Coach Robbery. Bands actually fall off horses when hit. Words checker 5c or 10c play. Beautifully styled cabinet. Leads the field for net profits.

Reconditioned—Guaranteed SHUFFLE GAMES

CURRENT NEW 5 BALL GAMES WILLIAMS CONTROL TOWER Games HITS & BUNS WRITE

NEW 5 BALL CROQUETS Williams SHOO SHOO \$175 Game STOP & GO \$175 Game THE SCORE \$148

Reconditioned PHONOS

ONE BALLS Turf King, Write Universal Photo Finish \$175 Creation \$148 Golf Cup \$75 Jockey Special \$75 Special Entry \$5

KEENEY LEAGUE BOWLER New! Exciting! Super equipped cabinet. 6" Avenue Lite-Up Pins. 1-2-3 or 4 player rebound. 240 pin game. 8" and 9 1/2" lengths.

Miscellaneous EQUIPMENT Seeburg SHOOT THE BEAR Williams STAR SERIES 145 Exhibit DALE GUN \$95



Chicago 4-2300 2330 N. Western Av.

Fishing for That BIG Catch? Get Your Line on GOTTLIEB



There's ACTION in These Features!

1 TO 7 RESETTING BUMPER SEQUENCE Advances value of ROLL OVERS, KICK OUT POCKETS and 2 HIGH SCORE BUMPERS.

9 ROLL-OVER BUTTONS Open and close Gate and score points on control, when lit.

4 CYCLONIC BUMPERS 3 "POP" BUMPERS —FLIPPERS— Develop super-INTENSIFIED ACTION on the field!

Laugh-getting, play-building stimulation. Comic 3-dimension fishermen in background add bonus with the "biggest catch of the year" when points are scored!

ORDER NOW FROM YOUR DISTRIBUTOR



"There is no substitute for Quality"

D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

EVANS' PROFIT STIMULATING COUNTER GAMES NOT COIN OPERATED! TAX FREE! NO LICENSE REQUIRED! MONTE CARLO Good for Clubs, Fraternal Organizations, Clear Counters or wherever people congregate! Write for descriptive literature. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS SEE EVANS' CONSTELLATION AD ON PAGE 80

BUY DIRECT FROM FACTORY! \$39.50 FLY-A-WAY PIN CONVERSION SCOREBOARDS M & T SALES CO. 7845 FULLERTON AVE CHICAGO 47, ILL. Phone: Dickens 2-3424

DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

TWO Williams WINNERS!



Music Mite

MODEL 52

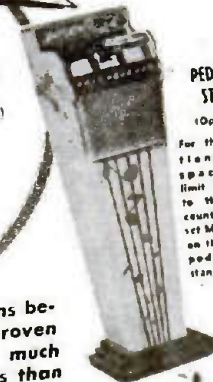
10 RECORD 45 RPM SELECTIVE PHONOGRAPH



Single Entry—Slug Proof
5c-10c-25c Coin Mechanism

(Also available for straight 5c play)
Accepts credits up to \$2.00
Proved performance
Simple to service

featuring



PEDESTAL
STAND
(Optional)

For those loca-
tions where
space doesn't
limit installation
to the bar or
counter, you can
yet MUSIC MITE
on this exquisite
pedestal type
stand.

Music Mite defies all imitations be-
cause it is tried, tested and proven
on location—and offers so much
more and costs so much less than
any other "small" machine ever
built!



SENSATIONAL THREE-DIMENSIONAL MONEY-MAKER!

SUPER World Series

FASTER ACTION!
FASTER TURNOVER!
FASTER PLAYING TIME!
(50 seconds to play)



Super WORLD SERIES

has a 5c-10c-25c single
Entry, Slug Proof Coin
Mechanism which ac-
cepts credits in any
combination of coins and
is designed for converti-

EITHER
1 play for 5c
2 plays for 10c
5 plays for 25c
OR
1 play for 10c
3 plays for 25c

CHANGEOVER CAN BE
ACCOMPLISHED
IN A FEW SECONDS!



CREATORS OF DEPENDABLE
PLAY APPEAL!
4242 W. FARMORE STREET,
CHICAGO 24, ILLINOIS

SEE BOTH — PLAY BOTH —

BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —
AND DO TWICE THE BUSINESS!

Exclusive **AMI** BRAND NEW WILLIAMS DOUBLE READER \$145.00
BRAND NEW WILLIAMS BIG LEAGUER ... White
Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1922
935 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Monroe Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

BRAND NEW BUCKLEY

CRISS-CROSS
JACKPOT BELLS
5c - 10c - 25c - 50c

Write for Complete List of All New and Used Equipment and Closeout!

SPECIAL!
"POP" CORN SEZ
10c VENDORS
WRITE

Mo. Indiana Operators—
Contact Us for
NEW EVANS
CONSTELLATION
PHONOGRAPHS

1-BALLS
Incorporate Bonus
for Location
SPECIAL PRICES!

WE REBUILD YOUR
PANORAM
PROJECTORS
Guaranteed! WRITE
NOW DELIVERING
KEENEY'S 4-WAY
BOWLING UNIT FOR
SHUFFLE BOARDS

MONARCH COIN MACHINE CO.

1345 N. FAIRFIELD AVE. (PHONE ARM 7-800) CHICAGO 22, ILL.

"Central Ohio Coin Quality Buys"

NEW PIN GAMES Gartlieb — CYCLONE CML Coin — BOMBER Garcia — HTS & BUNS Ch. Coin — PLAYBALL	UNITED'S A-B-C 3-COIN Greatest Monomaker ever built in 5-Ball P. P. Games	Seeburg BEAR GUN Like New \$369.50
SHUFFLE ALLEYS—USED United Ohio, Billy United Ohio, W/Oil Pins Gance Bowling League Barnes Ten Pins Ch. Coin Bowling Alley Ch. Coin Baseball Gartlieb Bowltotes Gance Glider Keenev Pin Boy	UNIVERSAL'S 5-STAR 5-COIN A marvelous 5-Ball Game P. P. Do not fail to get one.	IMMEDIATE DELIVERY New WINNERS TURF KINGS Used CITATIONS CHAMPIONS

MUSIC
1015 Wurlitzer
1922 Rock-Ola

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

WRITE OR WIRE
BUCKLEY MANUFACTURING CO.
4223 West Lake St. Chicago 34, Ill.
or
BUCKLEY VENDING COMPANY
817 E. Fourth St. Room, Mo.

HOW MANY of YOUR COMPETITORS . . .

. . . are among the 701 advertis-
ers who spent \$33,641.75 in last
year's edition of The Billboard's
SUMMER SPECIAL?

(For Complete List, See Page 68)

GIVE TO DAMON RUNYON CANCER FUND



NEW! Keeney's BIG LEAGUE BOWLER

BETTER! **DIFFERENT!**
YOURS FOR HEAVY 4 TO 1 PLAY!
 10c PER PLAYER! 4 PLAYERS = 40c
Yes!..... 1-2-3 OR 4 PLAYERS
Fast! 40 SECONDS AT MOST FOR EACH GAME!



Move INTO CHOICE LOCATIONS WITH THIS SMART NEW BOWLING EQUIPMENT FOR SENSATIONAL EARNINGS!

Sizes: 9 1/2 Ft. Long x 2 Ft. Wide or 8 Ft. Long x 2 Ft. Wide
Super Deluxe Cabinet
 Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & Co., Inc.
 2000 W. FIFTIETH ST., CHICAGO 22, ILL.

BRIGHT SNAPPY LITE-UP PINS
 BY THE ORIGINATOR OF THIS PLAY-INVITING FEATURE

WATCH FOR GENCO'S NEWEST SHUFFLE GAME

Coming Soon!

GENCO
 747 NORTH ARLING AVE.
 CHICAGO 14, ILL.

REAL BUYS at the RIGHT PRICE!

All games are cleaned, checked and ready for action. You know you can buy with confidence!

JOE ASH

ONLY \$39.50 EA.

Tanks	Tread Wines
Trinidad	Speedway
Screw Ball	Contact
Cinarella	Wisconsin
Humpy Dumpty	Montrose
Shynghat	Crazy Ball

ONLY \$49.50 EA.

Temporaries	DeWitt's Dirty
Major	Gondola
Galileo	Blue Skies

Att Baba
 Fleet's Power \$64.50 Playtime \$79.95
 Just 21 \$9.50 Tamico \$4.95
 Bowling Champ 74.50 Maryland \$9.50
 St. Louis 79.50 Select-a-Card \$9.50

SPECIAL!
 Ch. Coin Play Ball, Fl. Sample, \$79.50
 1/3 Dep., Bal. C.O.D., P.O. Order

PHONOGRAPH SPECIALS DAVIS

"Specializing in Export Trade"

With the Famous Davis Guarantee

- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKER INSPECTED
- TONEHEAD RENEWED
- CABINET REFINISHED PROFESSIONALLY

WURLITZER		AMI	
1250, Just Like New \$549		"B" \$169	
1100 \$370		ROCK-OLA	
1080 249		1426 \$219	
1015 129			

SEEBURG			
148-ML \$199	M148M Midwayway \$299		
148B 179	M246M Midwayway 269		
147M 319	M146M Midwayway 229		
146M 249			

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$15 Additional per Machine.

SEEBURG		WURLITZER		ROCK-OLA	
1941 R.C. Special \$89	780 \$99	1422 \$149			
Evay 79	800 89	Commander 49			
Colonel 69	550 79	MILLS			
Classic 69	500 69	Empress \$ 39			
Hightone, B.C. 69	600K 69	AIREON			
Hightone, E.S. 59	600K 64	Deluxe '46 \$49			
Regal 59	600K 39				
Corn 49	Victor 39				

WALL BOXES	
SEEBURG	WURLITZER
3W5-LS6, 5-10-25 \$49.00	3020, 5/10/25 \$39.00
3-Wire	
3W2-LS6, 5c 3-Wire 24.50	125, 5/10/25, 4 Wire 5.90
W1-LS6, 3c, Wireless 18.95	120, 5c, 4-Wire 4.50
DS-20-12, 5c 3-Wire 6.75	
WS-2X, 2c, Wireless 6.25	

A.M.I. 40 SELECTION \$19.00
 PACKAGED, P.L.A. MOD. 13.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

HOW MANY of YOUR COMPETITORS . . .

are among the 701 advertisers who spent \$33,641.75 in last year's edition of The Billboard's SUMMER SPECIAL?

(For Complete List, See Page 68)

ACTIVE AMUSEMENT MACHINES CO.

606 N. Broad Street, Philadelphia 30 Pa.
 Phone: FRAMont 7-4495

"You can always depend on Active—ALL WAYS."

WE NEED TURF KINGS

Will accept them in trade on Phonographs or Pin Games.

UNITED'S A-B-C and UNIVERSAL'S 5 STAR

Two of the most fascinating games EVER made. WE HAVE THEM!

FRANK SWARTZ SALES CO.
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 Phone: 4-8371

DAVIS DISTRIBUTING CORP.

Seeburg Factory Distributors

738 ERIE BLVD. EAST
 SYRACUSE, N.Y.—PHONE 5-5194

Branches in Buffalo, Rochester, Albany

DON'T BUY SUBSTITUTE ALUMINUM DISCS
 ORDER DIRECT FROM MANUFACTURER
 MAKE SURE YOUR

METAL TYPER MACHINES

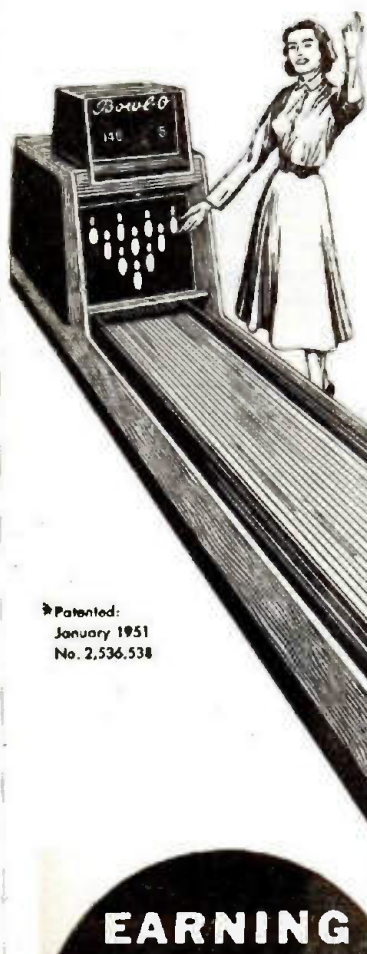
EARN TOP MONEY
 Original Parts and Supplies.
 WRITE FOR PRICES

STANDARD METAL TYPER CO.
 1218 N. Western Ave. CHICAGO 22, ILL.

CLEARANCE SALE

OF BRAND NEW 18-FOOT

Bowl-O [★]
TRADE MARK
AUTOMATIC BOWLING ALLEYS



Were ~~\$1170⁰⁰~~
NOW \$690⁰⁰

F. o. b. Smithtown, Long Island, N. Y.

BUY THE BEST AT A TREMENDOUS SAVING!

Drastic restrictions on materials prevent future production. So here's your once-in-a-lifetime opportunity to buy genuine, brand new, latest model 18-ft. BOWL-O Automatic Bowling Alleys for immediate delivery at a terrific saving. This clearance also includes a very few 14-ft. BOWL-O Alleys reduced to \$640.

BIG MONEY MAKER! PROVED IN SERVICE!

Leading parks, arcades, bowling alleys and other large locations have PROVED FOR OVER 2 YEARS that you can't beat BOWL-O Alleys for BIG EARNINGS and TROUBLE-FREE PERFORMANCE.

IMMEDIATE DELIVERY! ACT FAST!

You can install these BOWL-O units immediately for big profits this summer! Don't let someone else beat you to 'em. Phone or wire us today.

Buy NOW and guarantee yourself many years of big profits.

LIMITED QUANTITY—ORDER NOW!

First come first served while they last. Send us your order today. When ordering specify quantity and size (18' or 14') and include check for 50%. Balance before shipment or sight draft. Please state shipment destination and your phone number.

Phone, wire or write today

SUTPHEN PRODUCTS CORP.

61 West 56th Street, New York, N. Y.

JUdson 6-0087

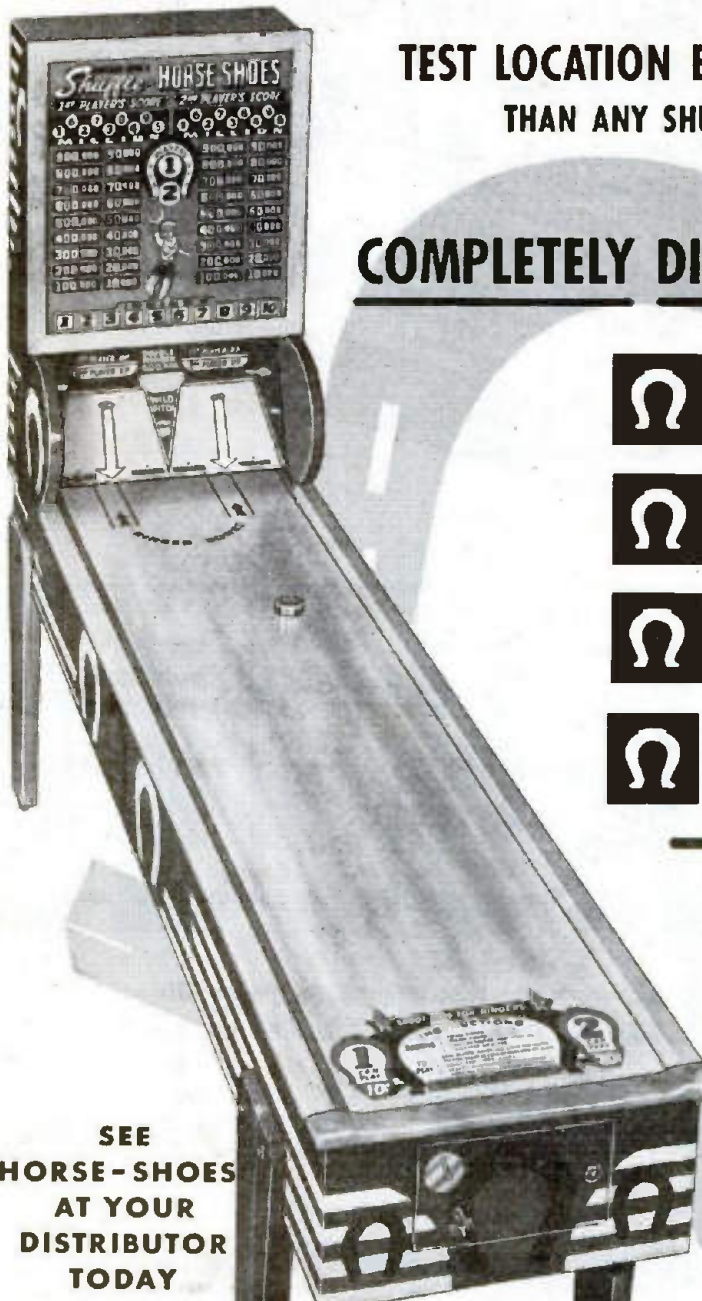
*Patented:
 January 1951
 No. 2,536,538

**EARNING
 CAPACITY
 \$500
 PER HOUR**

HERE IT IS! THE GAME EVERYONE'S WAITED FOR

Chicago Coin's **NEW SHUFFLE-TYPE GAME**

HORSE-SHOES



**TEST LOCATION EARNINGS ARE GREATER
THAN ANY SHUFFLE-BOWLING GAME!**

COMPLETELY DIFFERENT SPORT THEME



**10c & 20c PLAY
1 OR 2 CAN PLAY**



COMPETITION - SKILL - SPEED



EASY SERVICE FEATURES



**CAN BE OPERATED IN
ALL 48 STATES**

JUST LIKE REAL HORSE SHOES

- **MAKE RINGERS -
DOUBLE RINGERS**

**SEE
"HORSE-SHOES"
AT YOUR
DISTRIBUTOR
TODAY**

**SIZE
2 Feet Wide
8 Feet Long**

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS



It's

APPROVED

FOR 'SKILL GAME' OPS

Operate 'GUN PATROL' everywhere

GET YOURS NOW while you can from your **EXHIBIT distributor**

THE EXHIBIT SUPPLY CO. 4218-4230 W. LAKE ST., CHICAGO 24, ILL.



NEW!

EVERYONE IS SHOOTING WITH
UNIVERSAL'S **5 STAR**

OUTSTANDING!
DIFFERENT!

UNIVERSAL'S
5-BALL 5-CARD
5 STAR

TREMENDOUSLY SENSATIONAL!

- * ENTIRELY NEW PLAY PRINCIPLE!
- * ENTIRELY NEW PLAYFIELD ACTION!
- * ENTIRELY NEW SCORING FEATURES!

Preferred
BY PLAYERS!

OPERATE
UNIVERSAL'S
"WINNER"

ALWAYS
AHEAD!
AS GOOD
TODAY AS
FROM THE
START!

*Super
Deluxe
Cabinet*

SEE YOUR DISTRIBUTOR!

UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY - Telephone Uptown 8-2345 - CHICAGO 40, ILLINOIS

Fastest 5-Ball Game in Years!

Bally®

BRIGHT LIGHTS

EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring holes return to player for free shots.

EASY to understand!

Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield ... and bold modern design ... attract players the play the minute the legs are bolted on!

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location ... and brings the slowest spot back to life in a hurry!

TURF KING
JUMBO PINBALL GAME
•
BASEBALL
NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS now!

Bally MANUFACTURING COMPANY
DIVISION OF LEON MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S
A-B-C

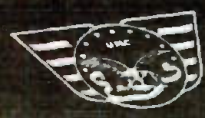


**NEW
 DIFFERENT
 5-BALL
 REPLAY
 GAME**

APPROXIMATE SIZE
 4 FT. LONG BY 2 FT. WIDE

**SEE
 YOUR
 DISTRIBUTOR**

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



100

100 SELECTIONS OF MUSIC

GIVE YOU THE OPPORTUNITY

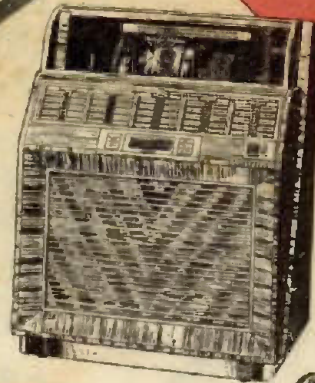
TO OFFER A GREATER SERVICE

TO LOCATIONS AND THE PUBLIC

Today, the public wants to hear the music of its choice.

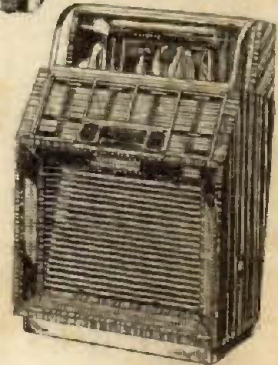
Only one music system—the Select-O-Matic "100"—gives you the opportunity to offer this greater music service. That's because only *one* music system has one *hundred* selections . . . all visible at one time . . . cataloged under the five basic musical classifications—with an adequate choice of titles under each classification.

You only need to ask any operator who has installed Select-O-Matic "100" Music Systems in his locations. Then see your Seeburg Distributor for complete information.



AT 78 RPM

The world's first 100 selection music system designed for the playing of both 10 and 12-inch 78 RPM records.



AT 45 RPM

The world's first 100 selection music system designed exclusively for the playing of 7-inch 45 RPM records.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. Seeburg Corporation
1500 N. Dayton Street
Chicago 22, Illinois



ONLY **Select-o-matic**
MUSIC SYSTEMS HAVE
100 SELECTIONS