

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JUNE 11, 1949



Tex Beneke presenting to Donald J. Mercer, NBC Thesaurus director, the first transcription ever recorded by the Beneke orchestra. The RCA Victor recording artist, who scored his first notable success as vocalist and tenor sax soloist with the late Glenn Miller, retains the entire Miller library. None of this valuable material was ever cut for a transcription company. In the picture, reading left to right, are: Bert Wood, NBC Radio-Recording program manager and producer of the initial session; Norman Cloutier, Thesaurus program manager; Mercer, receiving the disk; Beneke; Wade Barnes, Thesaurus sales manager; Mary Mayo, featured vocalist with the band; Don Haynes, Beneke's personal manager, and Vince Carbone, road manager. Beneke's contract with NBC Thesaurus gives the disk library exclusive transcription rights to the Beneke organization, which uses as its tag-line, "Music in the Miller Mood." Beneke's first release is scheduled to reach Thesaurus subscribers in July.

This hit will *Echo* round the world...

Sammy Kaye's

Tune in "THE SAMMY KAYE SHOWROOM"
on the air for CHRYSLER-PLYMOUTH

*the four winds
and the
seven seas*

Vocal by
TONY ALAMO
and
CHOIR



20-3459

RCA VICTOR RECORDS

47-2923
45 RPM

CAMPUS ORK AND CHIRP POLL

Monroe Band Ousts Kenton From the Top

More Results Next Week

NEW YORK, June 4.—The winnah and new champion orchestra in the college set is Vaughn Monroe, according to the results of *The Billboard's* 11th Annual College Poll. Monroe, who recently completed a six-week \$400,000 concert-and-promotion tour and is riding high with *Riders in the Sky*, ousted Stan Kenton, whose progressive jazz had copped the honors for the two previous consecutive years, from the winner's circle. Monroe was elevated to the top in a poll which covered a representative cross-section of the nation's colleges, junior colleges and prep schools and brought in approximately 20 per cent completed returns, a creditable poll-taking ratio.

The Billboard this week is showing off only Part 1 of the Annual College Poll, the popularity section of the poll. The results of this section of the poll are based, in many cases, on the results of polls conducted on the campuses of the nation among student (See *Monroe Cops Ork* on page 18)

FCC Come Over on Mayflower?

New Stand on Air Editorials Seems Old Hat

Nobody Knows What's What

WASHINGTON, June 4.—The Federal Communications Commission's (FCC) latest Mayflower report (see separate story) is getting a mixed reaction from industry and legal circles. Broadcast spokesmen, led by President Justin Miller, of the National Association of Broadcasters (NAB), are hailing the FCC's new authorization for air editorializing as a clear-cut triumph for industry foes of the original 1941 Mayflower decision in which the FCC declared that "the broadcaster cannot be an advocate." Meanwhile, questions are cropping up from individual broadcasters as to just how the FCC intends to apply its yardstick for "fair treatment of controversial issues" in judging license renewal bids, and FCC-ers themselves appear to be at sea in answering the barrage.

With Commissioner Edward M. Webster himself conceding in a state- (See *Confusion, Thy Name*, page 6)

Palace Getting By, So RKO May Revive Vaude in Dozen Cities From Coast to Coast

Acts Must Work Cheap, But Would Get 14 Weeks

NEW YORK, June 4.—The vaude policy started by RKO at the Palace will now be followed by the other theaters in the chain, with a route of about 14 weeks to be offered acts who make the grade. Ten cities outside New York, and from coast to coast, may be affected.

Among the first houses the chain plans to reopen for flesh are the Palace, Chicago, and its big house in Denver, neither of which has used its stage in many years.

While the announced reason is the "support given the return of vaudeville," the inside objective is much more realistic. When the New York Palace went back to acts it was known that its budget, \$3,000 to \$3,500, would limit it. After the first show the difficulties of getting standard acts to come in for short dough became obvious. In getting up a route, the chain will be in a position to offer acts as much as 14 weeks, a bargaining argument to which many performers, now disinterested, would listen.

The return of major RKO houses to flesh and the use of eight straight acts in key cities also has another motivation. The chain has found that attractions which demand four-figure and five-figure salaries no longer pull at the box office. As a matter of fact, in recent months whenever an (See *Coast-Coast Revival*, page 41)

10 Tic Brokers' Licenses Shaky; Probe Continues

NEW YORK, June 4.—Commissioner of Investigation John M. Murtagh said yesterday that in the light of present evidence he would recommend that the commissioner of licenses revoke the licenses of about 10 ticket brokers in the next few weeks. He also said that he would (See *10 Tic Brokers'* on page 46)

Sid Luckman, Bob Hope (No Gag) Join DuMont's TV Distrib Set-Up

NEW YORK, June 4.—Two nationally famous names entered the distribution end of television this week when the Allen B. DuMont Laboratories announced the appointment of companies headed by Bob Hope and Sid Luckman as distrib-

utors of DuMont tele sets. Hope is chairman of the board of Quality Electric Television Corporation, Los Angeles, and Luckman, professional football star, heads New World Distributors, Inc., in Chicago.

That Hope will take an active interest in his distributing company is evidenced by the June 4 cocktail party scheduled for DuMont franchise holders in Southern California. Ernest A. Marx and Harry Geylin, of DuMont, will fly to the Coast to at- (See *Luckman, Hope* on page 16)

World Study On Copyright

NEW YORK, June 4.—For the first time in the history of international copyrights, a world study of the copyright laws prevailing in different countries is being made, a group of copyright experts was told Wednesday (1) at a meeting at the offices of the Bar Association here. The study, being carried forth by the United Nations Education, Social and Cultural Organization (UNESCO), will endeavor to find where the similarities and the differences in national copyright practices lie, so that recommendations for a standard, international copyright law can eventually be made to the participating countries.

Francois E. Hepp, director of (See *World Study* on page 39)

Capitol To Handle Boyd Exploitation

HOLLYWOOD, June 4.—Now that Capitol Records has inked Bill (Hop-along Cassidy) Boyd for kidisks and is closing a deal with him for video films, diskery has also undertaken to handle the Western pic celeb's personal promotion-exploitation.

Diskery has placed its high-voltage flack staff at Boyd's disposal to be used in all his phases of endeavor. Cap execs, however, chose to remain mum as to whether the waxery will participate in profits or get anything for its services beyond the call of duty.

Bing Repeats; Doris Day Up From Cellar

Como Runs Second Again

NEW YORK, June 4.—In a carbon copy of last year's win-and-place performances by male tonsilers, Bing Crosby finished first and Perry Como second in *The Billboard's* 11th Annual College Poll. The big surprise came in the distaff division, with Doris Day, who didn't even appear in last year's rankings, taking it all this time. The one-two repeat finish by Crosby and Como might have been expected, what with Bing's continued eminence in screen, radio and wax media, and Perry's strong AM, disk, and video surge. Miss Day's emergence can probably best be attributed to her slicker activity and platters like *It's Magic* and *Love Somebody*. Third slot in the male rankings (See *BING & COMO* on page 19)

The Winnahs!

NEW YORK, June 4.—Give a good substantial look! The top band, male singer and gal chirp as voted by America's colleges in *The Billboard's* 11th Annual College Poll of college music tastes:

No. 1 band—Vaughn Monroe.
No. 1 male singer—Bing Crosby.

No. 1 fem singer—Doris Day.

For detailed tabulations in these and other categories, see the Music Department of this issue.

ASCAP Peace Formula With Tele Reached

But Members May Balk

WASHINGTON, June 4.—Terms of a tentative compromise proposal to settle the television music situation will be submitted for ratification next week to television stations and members of the American Society of Composers, Authors and Publishers (ASCAP) by the ASCAP board of directors and the National Association of Broadcasters (NAB) television music committee, *The Billboard* has learned.

Since copies of a report containing the tentative proposals for the new TV music pact will be sent to the full ASCAP membership and to TV stations for their reaction preparatory to further conferences between the ASCAP board and the NAB TV music committee, it is considered likely that ASCAP will once again extend (See *ASCAP-TV* on page 12)

Taft Aims New Blow at AFM Fund

T-H Repealer May Be Gutted As to Welfare

Action Centers in Senate

WASHINGTON, June 4.—Republicans and Southern Democrats are ready to make a determined effort to write a sizable portion of the Taft-Hartley Act, including the welfare fund restrictions, into the Truman Administration's T-H repealer, which is slated to hit the Senate floor Monday (6).

With labor legislation in the House snarled up in the House Labor Committee, the spotlight is swinging to the Senate, where debate and voting on more than a score of amendments will last at least two weeks and possibly longer.

Taft Changes

The co-author of the T-H Act, Sen. Robert H. Taft (R., O.), has drafted a number of changes to the repealer, one of which would retain the T-H strings on the operation of union welfare funds. With both parties facing a voting split in their ranks, the outcome is doubtful.

Unlike the action of administration stalwarts in the House a month ago, Senate supporters of President Truman are willing to accept something less than complete repeal of the T-H Act and reimposition of the Wagner Labor Relations Act. A policy meeting of the Dems held behind closed doors this week was marked by interparty wrangling over just what amendments to the repealer will be acceptable to organized labor, which has come to the conclusion that outright T-H repeal is unobtainable this session.

With both the American Federation of Musicians (AFM) and the United Mine Workers (UMW) having found a way to get around T-H welfare fund restrictions, it appears likely that a majority of the Dems will go along with a continuance of the provision.

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Raw, Raw Kid!

CHICAGO, June 4.—Gypsy Rose Lee's three-year-old son, Eric, who is traveling with his danseuse-mater on the Royal American Shows, came up with a show-stopping performance last week in St. Louis that pulled the production out of the fire. The assistant stage manager, who doubles as a plant in the audience, forgot to go in the audience for an afternoon show. When came the time for him to shout "Take it off," there was no shout and Miss Lee was stumped. Suddenly a tiny voice piped, "Take it off, Mommy."

Opera Composers, 19 Works Unpubbed, Sue Marks for 50¢

NEW YORK, June 4.—A \$50,000 breach of contract suit has been brought against the E. B. Marks Music Corporation in the New York Supreme Court by Alfred J. Mapleson and Richard Hirsch, composers.

The plaintiffs sought an order for the examination of Herbert E. Marks, publisher, and Felix Greissle, head of the Marks Classical Publication Department, charging Marks with failure and refusal to publish 19 grand operas, three of which were delivered to the publisher. It is alleged that Marks and the composers, according to written agreement, were to publish the scores jointly. The court hearing takes place Tuesday (7).

Marks contends that the agreement actually covered only three operas, and that the material submitted was not in acceptable form for publication.

H. M. Chapnick is the attorney for Mapleson and Hirsch.

Too Many Montana Slims

PHILADELPHIA, June 4.—Jolly Joyce, personal manager for Montana Slim, has served notice to a Montana Slim at Deer Head Inn, Narrowsburg, N. Y., to desist from using that identification before going to court for an injunction. Joyce handles the Montana Slim whose legal name is Wilf Carter and who has been identified by that moniker since 1934 and is linked with the radio networks and the Victor record label. Carter, as Montana Slim, is a top name in the Western folk field. Joyce pointed out that the American Federation of Musicians recognizes Carter as Montana Slim.

Plans To Balance Budget May Net Industry Aches

WASHINGTON, June 4.—As a possible method for "balancing" the budget without a tax increase, congressional tax leaders are beginning to give serious consideration to a bill introduced recently by Rep. Wilbur Mills (D., Ark.) to speed up payments on the corporation tax.

The bill would require all incorporated businesses, including the amusement field, to pay up the corporation tax within six months after the close of the tax year, instead of 12 months as now required.

All corporations paying taxes on a calendar year basis would have to pay 1949 taxes in full by June 15, 1950, instead of December 31, under the Mills Bill. One-half the total tax would be due by March 15.

The idea is that the speed-up would dump into the Treasury some four or five billion dollars by the end of the 1950 fiscal year (June 30), which ordinarily would not come in until the first part of the 1951 fiscal year. With the 1950 deficit figured at around \$4,000,000,000, this would have the effect of showing a balanced budget.

The effect of speeding up payment of corporation taxes would be hardest on those firms accustomed to paying taxes out of current earnings. Mail to the House Ways and Means Committee has been full of protests on the Mills Bill from smaller companies, while larger firms, with a tax set aside, have favored the measure.

Republicans are fighting the bill, claiming that it represents a juggling of the books to create an income for the 1950 year by borrowing from the future. Democratic sponsors claim that a balanced budget is desirable enough to justify any means used and that enactment of the bill would prevent an almost certain rise in the corporation rate.

GAC Re-Inks Valdes' Reorganized Latins

NEW YORK, June 4.—Miguelito Valdes' recently reorganized Latin ork has been inked by General Artists Corporation (GAC). Valdes returned to baton-waving after trying a single for a short period.

The agency has already skedded the Valdes band for a full-summer engagement at the Hotel President in Atlantic City, beginning July 1.

NUMBER ONE

ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
RIDERS IN THE SKY
- No. 1 Sheet Music Seller
RIDERS IN THE SKY
- No. 1 Most Played on Disk Jockey Shows
RIDERS IN THE SKY, V. Monroe Ork., V 20-3411, 47-2902
- No. 1 Disk via Dealer Sales
RIDERS IN THE SKY, V. Monroe Ork., V 20-3411, 47-2902
- No. 1 Disk in the Nation's Juke Boxes
RIDERS IN THE SKY, V. Monroe Ork., V 20-3411, 47-2902
- No. 1 Most Played Juke Box Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, V 21-0002
- No. 1 Best Selling Retail Folk Record
LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352
- No. 1 Most Played Juke Box Race Record
HUCKLEBUCK, P. Williams, Savoy 683
- No. 1 Best Selling Retail Race Record
TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 Sheet Music Seller in England
LAVENDER BLUE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section.

Anti-Jim Crow

WASHINGTON, June 4.—At the request of District of Columbia commissioners, a special assistant corporation counsel is preparing a legal opinion on a nearly forgotten ordinance banning segregation in D. C. hotels, bars and restaurants.

Passed in 1872, the ordinance was called to the attention of the commissioners this week by the local chapter of the National Lawyers' Guild (NLG), which said it never was repealed.

Billie Holiday Put On Trial Over Drugs

SAN FRANCISCO, June 4.—Blues singer Billie Holiday went to trial on a narcotics possession charge in Superior Court here Tuesday (31). The chirp was arrested last January. Police and federal narcotic agents reported they found a makeshift opium pipe and a small quantity of the drug in her possession in a hotel room. Her manager, John Levy, of New York, was arrested at the same time.

Miss Holiday served 10 months in a federal reformatory on another narcotics charge several years ago and was discharged as cured of drug addiction.

'Vanities' in London; Scores Big in Paris

LONDON, June 4.—Harold Steinman's *Skating Vanities of 1949* roller unit opens at the Empire Pool on the Wembley fairgrounds Monday (6) for a 10-day run. Featured with the show are Gloria Nord, top skater; the Three Craddockes, and Boy Foy.

Vanities opened its European tour at the Palais des Sports, Paris, May 12. After a slow start, attendance zoomed and show drew capacity houses during second half of its 12-day run in Paris. A week stand, May 27-June 2, at the Hallenstadion, Zurich, Switzerland, drew packed houses for the entire run.

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The Billboard also publishes
Vend, the monthly magazine of automatic merchandising
Turnover, the monthly magazine for radio, television, record and phonograph dealers



WEBS FACING FACTS OF LIFE

ABC in General 10% Cut But Reports Biz Upsurge

NEW YORK, June 4.—The American Broadcasting Company (ABC) this week effected a 10 per cent budget cut thruout its entire organization, with the slash being made in virtually every department of the company. In addition, the web closed its Detroit office. Meanwhile the network reported an upsurge in new business, pointing to several major sales as serving to offset the losses it has suffered in recent months. One of its principal sales was to Bretton Watches, which took over half the time being vacated by *Theater Guild on the Air* (U. S. Steel). The latter account is moving to the National Broadcasting Company (NBC) in the fall and filling in, meanwhile, by sponsoring the NBC Symphony starting June 13. The NBC time spot for Steel is Sunday at 8:30.

Some of the ABC economies resulted in personnel reductions and others in the scope of departmental operations. It is reported that along the latter lines some of the sales presentation and sales service expenditures the company had been making will be eliminated. This means that considerable work which was given to outside outfits—presentations, etc.—will now be handled by web staffers.

Cuts in Productions

The production aspect of the network was said to have been among the phases hardest hit. Cuts resulted in the firings of writers, three associate directors, announcers and engineers. One writer, however, is expected to be kept on the staff, this being Malcolm Marquith, whose dismissal was fought by the Radio Writers' Guild (RWG). One writer out is Phyllis Coe. Announcers leaving are Ed Reimers and Bob Sabin.

The television staff, which has been smaller than other webs, was also reduced by a total of nine, other dismissals coming in the newsroom, continuity acceptance and publicity departments, where three were let out. In most cases the departmental budget cut was 10 per cent, altho there was said to be some variance. Top ABC execs, including executive veepee Robert E. Kintner, reported the cuts were normal semi-annual procedures.

Harrell Resigns

The cuts also resulted in the resignation of Charlie Harrell, one of the web's top producers in television, carrying the title of executive producer. Harrell is said to have obtained a settlement of his deal with ABC and is going into indie production. Ward Byron is moving into the TV production staff and will report to Burke Crotty, head of that department.

Meanwhile ABC, which has been hit by top program losses, including *Theater Guild*, Bing Crosby and Groucho Marx, is starting to recoup its losses, having sold recently a total of \$2,000,000 worth of time. The accounts include Sterling Drug, Serutan and Bretton Watches (see separate story), with other major gains reported for WJZ, New York key station, which ABC reports is chalking up 69 per cent in new biz gains thru April this year as against the same month last year. National spot biz is up 11 per cent for WJZ for the first four months and co-op business on the network generally is up around an average of 4 per cent.

CHICAGO, June 4.—In line with the general personnel retrenchment of the American Broadcasting Company (ABC), about 20 members of the web's central division headquar-

ters here were fired this week. Dismissals took place in the program, promotion, press, sales and guest relations departments. Most of those dismissed were clerical employees, but a large number were more important staff members.

Rumors that remaining personnel were to receive a general 10 per cent salary cut were denied by execs of ABC here.

Dismissals were attributed to various reasons. Increasing cost of television was a factor, as was recent loss of a few top shows, including the *Welcome Travelers* program which is moving to the National Broadcasting Company (NBC). General financial condition of the web also had an effect. Web's first quarter net for 1948 was about \$500,000. In the same period of 1949 it lost about \$65,000.

It was estimated that dismissals here, in New York and Hollywood cut personnel expenditures about 10 per cent.

A spokesman for the web here said that dismissals would not curtail over-all activity of the network. He stated that from now on remaining employees would work harder and longer and take over duties handled by those discharged.

Television department here was not affected by the wave of firing, indicating again ABC's determination to sacrifice AM for TV, when it becomes necessary.

Dismissals at ABC represent the second major network personnel cut here recently. A few weeks ago NBC fired about 35 staff members.

HOLLYWOOD, June 4.—While American Broadcasting Company (ABC) is taking a 10 per cent slice off its budgets in New York and Chicago, Hollywood and San Francisco will escape with an approximate 4½ per cent nick. Frank (See ABC CUTS 10% on page 15)

Bretton Watches Goes for 'House' On ABC Sun. PM

NEW YORK, June 4.—The American Broadcasting Company (ABC) came up with a juicy sale this week in peddling half the hour being vacated by *Theater Guild on the Air* to Bretton Watches. The account is buying the *Go for the House* giveaway, but the show is due for a complete overhaul before it starts next fall. Time slot is 9:30 Sunday nights.

The account, handled by Ray Spector, is new to radio, one of the most important aspects of the sale. ABC has been leading the networks in bringing new money into the medium. So far as the show is concerned, a new title and the addition of a phone gimmick are part of the revisions planned. The show gives houses and furnishings to winners.

The 10 p.m. time on ABC Sundays is going to Jimmy Fidler (Carter), who moves down from 10:30. At the same time the account is canceling out on Mutual, where it winds up June 26. Fidler gets his new time on ABC June 12.

ABC also snagged speller Victor Lindlahr, the Serutan account, away from Mutual, show shifting September 5. Roy Durstine handles the product. Serutan is getting outlets in New York and elsewhere on ABC which it couldn't get from Mutual.

Hen Sales Show What's Watt

NEW YORK, June 4.—Recently *The Billboard* reported that WTOP, Washington, sold 50,000 chickens in a four-week period, or one for every watt of its power. The story seems to have started somewhat of a deluge, proving, among other things, that radio can sell poultry—so much so that the nation seems in danger of being taken over by poultry.

Paul Miller, of WWVA, Wheeling, W. Va., wrote in to report that his station, for two sponsors, sold 258,400 chicks in one week. Tom Welstead, of WCKY, Cincinnati, has so far this year, sold 6,000,000 chicks (and that was as of the early part of this month). And Roger Stoner, program director of KGGF, Coffeyville, Kan., notes that that 1,000-watter sold 180,000 chicks, via the Cook Family Trio program, in 10 weeks. On a watt basis, Stoner points out that that's outchicking WTOP's 50,000 watts, 18 to 1.

So we, happy to show we're not chicken, report this for the record, with the fervent hope that nothin' ever happens to the rooster population.

NBC Hopes To Sell Waring in Week-End Pair

NEW YORK, June 4.—Altho Fred Waring's half-hour daily morning show on the National Broadcasting Company (NBC) ends shortly, the web has high hopes it will sell the show for two week-end half hours. The net is currently pitching the Waring troupe at American Meat Institute and Minnesota Canning.

Both of these accounts now sponsor Waring, splitting his week-day stint, and NBC is trying to get the cannery to take over a Saturday morning 10 a.m. spot, taking over the time now filled by Archie Andrews. The latter goes into the Wednesday 8:30 p.m. as a Kraft Foods summer fill-in for *The Great Gildersleeve*. American Meat Institute is being offered a Sunday afternoon spot.

Replacing Waring at 10 a.m. is *Welcome Travelers*, now sponsored on American Broadcasting Company (ABC) by Procter & Gamble. The 10:30 time now held by P&G is being canceled as part of the company's daytime sked revisions.

Blatz Dickers With CBS for Burns & Allen

HOLLYWOOD, June 4.—Blatz Pilsner Beer is dickering with the Columbia Broadcasting System (CBS) for Burns and Allen. The client will make its decision within the next several weeks. The time period most likely will be the 10 p.m. slot Wednesday, following Bing Crosby.

Burns and Allen are being peddled for approximately \$15,000 by the net, a price some quarters consider high. However, the thinking at CBS is that since the TV rights go with the team it's a worthwhile buy.

Blatz is a subsidiary of Schenley Distilling and hasn't nationwide distribution at present. The acquisition of the pair evidently presages a drive to sell the product nationally. Farrell, Chesley & Clifford is the agency.

3 of 4 Nets Head Toward Overhauling

ABC Trims Budget

NEW YORK, June 4.—A period of exhaustive self-scrutiny appears to have set in in the major network field, and as a result, trade toppers say, the remainder of the year is likely to witness an unprecedented period of change. This development stems partly from reaction on radio of tightening in other fields, and partly from the growing burden of television.

So far, the greatest effect has been felt by American Broadcasting Company (ABC) (see separate story this issue) which is putting thru a general 10 per cent cut in departmental budgets and personnel. National Broadcasting Company (NBC) has already made extensive cuts in its Chicago operation, and a large scale realignment is due at this web sometime this fall. Its shape and form will depend on a study of the web's structure now being made.

Altho official confirmation could not be obtained, there were reports current this week that Columbia Broadcasting System (CBS) may fall into the same pattern and give its staff a thoro once over within the near future. This may follow a general tightening in the CBS program budget, AM and TV, currently under way.

So far as is known, there will be no major revisions made in the Mutual Broadcasting System (MBS) staff, with this net's new president, Frank White, holding on to all personnel and at least one and possibly two key execs to be added. These will be a program vice-president and a general manager. Actually, in the case of Mutual, there has been a sharp upbeat in staff morale under White's presidency; the interim period during which Edgar Kobak, White's predecessor, served out his last months had proved difficult in this direction, both for Kobak and MBS staffers.

Top execs declare that any indication that the current situation reflects "panic" on their part or on the part of policy making execs is completely unwarranted. They state that the terrific burdens radio must continue shouldering for the next several years give the networks no chance but to streamline their operations, from top to bottom. However, they also admit that the competitive situation between NBC and CBS is, in turn, putting the squeeze on ABC and Mutual, with the latter chain, because it has no major video commitments, in a stronger position.

Masons Cut Drama Audition for NBC

HOLLYWOOD, June 4.—Long awaited audition platter of the Mr. and Mrs. James Mason air show was waxed here this week by National Broadcasting Company (NBC), which is grooming the Masons for an air series.

Testing was delayed until now for lack of suitable story property, with the audition script finally chosen being written and directed by Arch Opler. Show is tagged *Imagination*, with cast consisting solely of Mason and his wife. Stanza is now in hands of web programmers in New York for approval.

Confusion, Thy Name Is FCC

CBS Seeks Fair Weather Friend For 'Toast Town'

NEW YORK, June 4.—The *Toast of the Town* makes its last telecast June 10 for the Lincoln-Mercury dealers, the Columbia Broadcasting System (CBS) TV show which is on Sunday evenings 8 to 9 will remain on the net all summer as a sustainer. The auto outfit is taking a 13-week hiatus, but CBS hopes to get out from under the show's rather heavy budget by landing another account for the summer. The web claims that it has several sponsors who make non-competitive products interested in paying the bills for the variety show.

Since *Studio One* and the Fred Waring show, the latter after its June 19 program, also are taking hiatuses, CBS evidently feels the need to keep one of its prize offerings going during the hot weather to see that some of its audience stays with the web.

Symphony Sid Leaves WMCA, Goes to WJZ

NEW YORK, June 4.—Symphony Sid (Torin) this week obtained his release from his WMCA, New York, contract and will shift to WJZ, New York, key outlet of the American Broadcasting Company (ABC) starting June 20. His WJZ show will air from midnight to 5:45 a.m. The move had been in the works for some time and had been denied only three weeks ago by WMCA, which held Torin under a deal which had two more years to go.

The new WMCA series, to be spun by Bucky Kozlow, will drop the bop beat favored by Symphony Sid in favor of mood, schmaltz and swing tunes. Kozlow starts June 13, at (See SYMPHONY SID on page 20)

Dyke Out of NBC But Still on Net Payroll

NEW YORK, June 4.—Altho Ken R. Dyke checked out this week as administrative vice-president of the National Broadcasting Company (NBC), reports were that he is remaining on the network's payroll. It is also stated that Dyke will continue in that status until he has decided which of a number of new posts he's been offered he'll accept.

Tom McCray, NBC's national program director, is assuming Dyke's chores in that department, Dyke having had the title of administrative v.-p. in charge of programs. The web has not replaced him in the administrative post.

Dykes and Mrs. Dyke, who were married recently, have left for a vacation trip to Bermuda.

KMPC Retrenching; Personnel Cut 10%

HOLLYWOOD, June 4.—Station KMPC, the G. A. Richards 50,000-watt indie, is tightening its over-all operational budget and will cut personnel by 10 per cent. Layoffs will effect all departments.

Move was blamed on television nighttime sales by Manager Bob Reynolds, who expects the radio dollar to get increasingly tighter during the summer.

Mayflower Report Leaves Industry Baffled; Foes See Victory, or Do They?

Many Main Questions Left Unanswered

(Continued from page 3)

ment appended to the FCC report that the 13-page report, plus an additional 12 pages of separate majority opinion, could well leave broadcasters "in a quandary and a state of confusion," NAB Prexy Miller lost little time in flailing the commission for what he described as gobbledegook. "Now that the broadcasters' right to free speech has been recognized by the FCC," declared Miller, "I suggest that broadcasters be clearer and more specific in their editorializing than the commission has been in this vague and wandering report—or they will fail to fulfill the commission's new dicta concerning 'the right of the public to be informed (fairly)'" Miller, nevertheless, voiced no doubts at least that the FCC has finally put on the record an assent for stations to air their own views.

Miller's Stand

"The FCC," he asserted, "has issued a report which says broadcasters may editorialize over their own facilities. The commission, in other words, has confirmed at long last the opinion of the NAB that the dicta contained in the Mayflower decision represented an unwarranted invasion of freedom of speech. . . . It is true that the commission action does not in terms reverse the Mayflower case. Nevertheless, it nullifies the uncertain language and faulty reasoning contained in that decision. The concurring observations of Commissioner Robert Jones with the gobbledegook woven into the majority report demonstrates the danger of establishing policy thru the use of dicta."

Some trade legalists who at first blush hailed the air editorial authorization see a catch in the authorization, since stations airing their views will, according to FCC, be expected to make certain that opposite views are also represented on controversial issues. Furthermore, the FCC in its report reaffirms its right to judge program content in renewing licenses. NAB legalists are not taking seriously the FCC's lengthy explanation of underlying conditions for air editorializing, and some radio lawyers here are bluntly describing the wordage as a face-saving attempt by the FCC to reconcile the public to the 1941 Mayflower decision. Among numerous questions which are being raised on all sides and which the FCC is making no attempt to answer at this time are the following:

Questions Arise

"What is the nature of the latest Mayflower report—is it appealable in the courts?"

"Does this report establish policy or will it be followed by proposed rules and regulations?"

"How does the FCC intend to police the editorializing activity to be sure it will be in the public interest?"

"Does the latest FCC declaration mean that stations can now take partisan positions just as newspapers do in political campaigns? If so, how can possible imbalance in favor of one party be avoided?"

"Are stations expected to give an accounting of their editorializing activity for an over-all program review by the FCC?"

"What actual safeguards do such minority groups as unions have under the new report?"

Precisely how the FCC intends to handle such problems is a matter that is befuddling the commission itself, as was made apparent by Commissioner Frieda Henneck in her dissent from the majority report's authorization for air editorials. Commissioner Webster, in recognizing the confusion that would ensue from the report, sought to clarify the problem by insisting in a separate appended view that the issue, instead of being "freedom of speech," is "the right or privilege of access to the radio microphone."

In its report the FCC gave the broadcast industry a go-ahead to edit—
(See CONFUSION, THY NAME IS FCC! on page 10)

Sunday Becomes BBDO Night On NBC; 'Spade' Set To Move

NEW YORK, June 4.—The fall Sunday night line-up on the National Broadcasting Company (NBC) is starting to shape up, the web signing the *Sam Spade* series this week to go into the 8 p.m. Sunday slot. The show is now on Columbia (CBS) in the same hour.

The switch is a real oddity since *Spade's* opposition will be Edgar Bergen, who for years tenanted the 8 p.m. spot on NBC and is now a CBS capital gains property, with sponsorship coming from Coca-Cola. Meanwhile, *Spade* made an effective counterpoint to Bergen while on CBS. Sponsor is Wildroot.

This leaves NBC with only 6:30 Sunday open, the 7 p.m. spot having

been sold to Gruen watches for half of *Hollywood Calling*, the new hour long giveaway the web initiates next month. At 9:30, the network expects *American Album* (Bayer aspirin), which has been shaky, to continue; at 10 it has *Take It or Leave It* and at 10:30 Horace Heidt. The possibility that Eversharp would move *Take* to CBS is considered rather remote.

The earlier Sunday p.m. hours have been set some time, with 7:30, 8, 8:30 and 9:30 all being occupied by clients of Batten, Barton, Durstine & Osborn (BBDO). Phil Harris (Rexall) has the 7:30 spot; *Spade* the 8 p.m. and U. S. Steel Theater Guild at 8:30, for an hour.

Chi AM Longhair As Anti-TV Weapon

CHICAGO, June 4.—Indication that many radio stations are using classical music programs to combat television was seen here this week when Walt Schwimmer, president of Radio Features, Inc., owners of the Deems Taylor transcribed package, said interest in the show was increasing greatly, with many station managers saying they wanted to buy it as an anti-TV weapon. The program, started about a year ago, is now heard on 76 stations. Many of these stations signed up in the past two months, Schwimmer stated.

Schwimmer says station managers state they feel longhair music programs can "stand on their own two feet" because a definite segment of the population wants them, and can hear them only on radio. It was felt, Schwimmer said, that this type show was one of the few to which television offered no competition.

Schwimmer also said that stations are buying the programs for airings late at night, when TV stations are off the air, and when listeners prefer serious music.

Altho he would not give any details, Schwimmer said that he had given an option on the Taylor program to a large national advertiser, which expects to sponsor the show on about 50 stations in the fall. Before the year's end, Schwimmer predicted, the program will be aired by at least 150 stations.

Beer and Bread Strikes in N. Y. Injure Radio

NEW YORK, June 4.—The protracted beer and bread strikes which have crippled those industries, in the main, in New York are also having serious effects on New York stations. It's figured by sales toppers that \$15,000 or more in weekly billings have been canceled or suspended because of the non-delivery of the suds and bread.

Reportedly the hardest hit is WMCA, which says billings of over 10G weekly have vanished. These include both spots and programs for Piel's beer, Tasty bread and Bond bread. In the same fashion, WNEW has been clipped for about \$4,000 billings, with at least three baking accounts and one large beer spender, also Piel's, off the air.

Not affected have been the baseball sponsorship of Ballantine and Schaefer. The reason in this case is that the accounts would have to pay the clubs their royalties, irrespective of whether the games were done or not.

WFDR Star-Studded For June 16 Preem

NEW YORK, June 4.—WFDR, the FM station owned by the Garment Workers' Union, will tee off June 16 with a two-hour show from Carnegie Hall, with a line-up of top names from in and out of show business. Already scheduled as participants are Mrs. Eleanor Roosevelt; William Green, president of the American Federation of Labor; Eddie Cantor, who will top a 15-minute stanza from Hollywood; Ed Murrow, Columbia Broadcasting System (CBS) director and newscaster; Quentin Reynolds, Edward Arnold, Melvyn Douglas, Jan Peerce and the City Center Orchestra.

2d BMB Study Due This Year; Focus on NAB

NEW YORK, June 4.—With assurance this week that the second study of the Broadcast Measurement Bureau (BMB) will be delivered this year, attention is now being focussed on proposals which the National Association of Broadcasters (NAB) will study in its efforts to set up continual standardized research. Some action along these lines should be forthcoming within a few months.

The next stop on the agenda is for the NAB committee headed by John Elmer, WCBM, to hold its first "post BMB-assurance" meeting. Elmer said this would occur before the end of the month. Presumably, a preliminary report may be submitted to the NAB board for its New England meeting in July.

BMB's financial uncertainty was clarified this week when its acting head, Kenneth Baker, research director of the NAB on leave, revealed that 404 waivers had been signed. This means that that number of subscribers had waived their right to cancel. This means that NAB considers itself off the hook insofar as its advance of 75¢ to BMB is concerned, since the waivers guarantee BMB sufficient income to pay off both the NAB and the American Association of Advertising Agencies, which kicked in with \$15,000. NAB, meanwhile, has guaranteed completion of the BMB study.

"Traveler" to DFS When It Goes NBC

CHICAGO, June 4.—The Dancer-Fitzgerald-Sample Agency (D-F-S) will take over the *Welcome Travelers* program when it moves from the American Broadcasting Company (ABC) to the National Broadcasting Company (NBC) July 11. Program now is handled by the Compton and Benton & Bowles agencies.

Shift in agencies will result from a plan to have the program plug other products of Procter & Gamble (P&G), present and future sponsor. On ABC the show plugs Crisco and Tide. On NBC it will sell Drift, Drener and Spic and Span, all D-F-S accounts.

Compton will not lose any P&G billing because of the move. Under Compton, Crisco will be plugged on *Greater Day*, a five-a-week soap opera to be sponsored on the Columbia Broadcasting System. Starting date and time for this program have not been set.

Benton & Bowles might lose billing as result of exit of Tide, which it handles. However, final decision on whether show will be bought for this product has not been made.

Miles Renews AM, TV "Quiz Kids" on NBC

CHICAGO, June 4.—Miles Laboratories, thru the Wade Agency, this week renewed its *Quiz Kids* AM and TV programs on the National Broadcasting Company. Miles greatly expanded its use of television. Formerly heard only in Chicago, Cleveland and Detroit, TV version now will be aired on more than 20 stations of the web.

Both renewals are for 52 weeks. The AM renewal becomes effective September 11, while the new TV contract goes into effect September 7.

The AM show, formerly aired Sundays from 3 to 3:30, will be broadcast at 2:30 p.m. on the same day.

The television program, now aired at 8 p.m. Tuesdays, will be put on the web Wednesdays from 9 to 9:30 p.m.

Economy Won't Curtail "Voice"

WASHINGTON, June 4.—Despite the nick made in the *Voice of America* budget this week by the Senate Appropriations Committee, State Department officials say the overseas broadcasts will continue virtually as they are.

If the committee cut and the cut made previously by the House are sustained on the Senate floor, plans to increase the *Voice* will be abandoned, it was stated, but no decrease in activity will be necessary.

The budget request for the State Department overseas information program, which includes the *Voice*, was \$36,000,000. The House knocked \$2,000,000 from this figure, and the Senate group whittled off another \$1,656,100. Approximately one-third of the overseas money is earmarked for the *Voice*, with the remainder going for international libraries, publications and other cultural and educational activities.

RENEW 'CHECKERBOARD'

CHICAGO, June 4. — Ralston-Purina this week renewed its *Checkerboard Jamboree* program on the Mutual Broadcasting System. Fifty-two week renewal becomes effective immediately. The 15-minute program, featuring Eddy Arnold, is aired Monday thru Friday at noon on 200 Southern stations.

Originating in Nashville, show is handled by the Brown & Bowers Agency, of that city.

FCC Revamps To Cut Down Backlog of AM Hearings

WASHINGTON, June 4. — In a move to expedite reduction of its vast backlog of radio hearing cases, the Federal Communications Commission (FCC) this week put into effect revised administrative procedures, which it hopes will speed up action in some cases by months. Meanwhile, the FCC placed additional safeguards in force to guard against any bias decisions.

Effective immediately, the decision procedure after the closing of a hearing is limited to preparation of an initial decision by the presiding officer or the hearing examiner and a final decision by the full commission. Formerly a recommended decision was made by the hearing examiner followed by a proposed FCC decision and a final decision.

Under the new set-up, motions and petitions affecting an individual docket may be acted on by the pre-

LSMFT Getting Into Chesty Level Via 7 P.M. NBC Spot

NEW YORK, June 4.—In what appears to be one of the prize switch stories of some time, Lucky Strike cigarettes seem to be set as proprietor of the choice 7 p.m. quarter-hour strip on the National Broadcasting Company (NBC). They will follow Chesterfield cigarettes in at that time, with Chesties yielding the time after years of occupancy.

That Luckies are deciding to follow one of their two top competitors into the same broadcast period has occasioned considerable surprise in radio and advertising circles. Chesterfield has built up a terrific cumulative audience via its Perry Como-Jo Stafford Chesterfield Supper Club series, currently rating around six in the Hooper sweepstakes. Therefore some ad men figured that LSMFT might have a chore ahead in switching listeners' sponsor identification from the Chesterfield "ABC" motif to the "Lucky level" theme.

The new across-the-board series for Luckies will be a musical stanza, tied in with that account's *Hit Parade* series, also on NBC, thus giving the web, in addition to a sock piece of business, continued assurance on retaining the Saturday half-hour stanza. From descriptions, the 15-minute series will be a build-up for the 10-best-seller parade.

NBC had a choice, it is reported, between two accounts, Luckies (American Tobacco) and a soap advertiser, presumably either Lever Bros. or Colgate. In case the soap account had landed the time, it would

have placed them directly opposite Procter & Gamble's Broadcasting System (CBS) *Beulah* series.

Chesterfield is yielding the time to go for a new half-hour series with Perry Como in addition to its heavily budget Bing Crosby show on CBS starting this fall. New Luckies series is slated to start at the end of the summer when *Supper Club* folds.

CBS May Simulcast 2 of Its Giveaways

NEW YORK, June 4.—Columbia Broadcasting System (CBS) may try simultaneous broadcasting and telecasting of two of its sustaining giveaway properties to hypo sponsor interest in the shows.

Strike It Rich may go on TV as a replacement for *Suspense* in the Tuesday evening 9:30-to-10 p.m. slot. The mystery show leaves TV for the summer after its June 28 telecast.

Sing It Again is the other giveaway that may get the simulcast treatment. The Saturday 10-to-11 p.m. show would also give a substantial lift to the CBS TV programming on that evening. The success of *The Goldbergs* on TV and its subsequent AM sponsorship, after its bones had all but been interred, gives hope to CBS execs who claim both their giveaways have good Hooper ratings and deserve financing.

County Fair To Exit CBS Wed. P.M. Spot

NEW YORK, June 4.—Columbia Broadcasting System (CBS) has finally prevailed on Borden's to move *County Fair* from Wednesday evenings at 9 to Saturdays at 2 p.m., thus clearing the way for the CBS Wednesday evening line-up next fall. The first *County Fair* show at the new time period will be on July 9 which is also the fifth anniversary of the program's debut.

This makes certain that the CBS Wednesday evening line-up in the fall will be Groucho Marx at 9, Bing Crosby at 9:30, followed by either Burns and Allen or *Life With Luigi*, whichever comes up with a sponsor. To fill the open Wednesday night segment during the summer, the hour-long *This Is Broadway* show will be moved up one-half hour to 9. *Capitol Cloakroom* will also be moved up 30 minutes to 10, and the open 10:30 slot will be occupied by a CBS house band. Kenyon & Eckhardt is the agency for Borden's.

NBC's "Playhouse" For July 6 Debut

HOLLYWOOD, June 4.—National Broadcasting Company (NBC) will preem another of its new house-built programs July 6 when the skein kicks off *Four-Star Playhouse*. Dramatic stanza will move into the 8-8:30 p.m. (EST) time slot on Wednesday evenings, inheriting the time from *Blondie* which was axed this week by Colgate-Palmolive-Peet.

Playhouse will feature a permanent stable of top dramatic stars, with each star to work once every fourth week. Fems set for the series include Rosalind Russell and Loretta Young, while male talent line-up is still unsettled. Net is bidding for regular services of Edward G. Robinson and Cary Grant.

To be written by Milton Geiger, *Playhouse* will feature original plays based on *Cosmopolitan* mag yarns. Web is launching the show as a sustainer, with a view to fall bankrolling, with a commercial price tag of \$8,000 tops assured. Fact that the net can deliver top film talent for a relatively low budget is being used as a sales wedge by NBC program peddlers.

Hope-Lever Tape Recording Squabble To Be Arbitrated

HOLLYWOOD, June 4.—Bob Hope and bankroller Lever Bros. will arbitrate their beef growing out of the comedian's demand to tape his airer next season. *The Billboard* has learned. The unprecedented step is believed to be the first time a squawk between talent and sponsor over a production issue has been forced into arbitration, with the hassle due for a going over under supervision of the American Arbitration Association (AAA).

Issue to be settled is whether Hope can resort to tape under contract terms. Lever Bros. insists on a live show, contending Hope is bound by contract to air live. The gagster's agent, Jimmy Saphier, maintains, however, that the contract permits tape if desired by Hope. Both factions have agreed to abide by the decision

of three-man arbitration board which will sit under standard rules adopted by AAA.

The fact that the matter is to be resolved thru arbitration is seen as indication that the sponsor will pick up the tab for the Hope show for another season. Altho the option for next fall has not been lifted, traders point out that Lever would not agree to arbitrate were they disinterested in continuing sponsorship.

Hope and Lever will be allowed to select one arbitrator each with the third man to be chosen from an impartial list submitted by AAA and mutually satisfactory to both sides. Attorneys for Lever will be Carney, Crowell & Leibman, Chicago, while Hope will be represented by Herman Selvin, of Loeb & Loeb, Los Angeles.

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 MORY • A GAY RANCHERO • CANCION DEL MAR • OH, DIDN'T HE RAMBLE
 JASCHA HEIFETZ
 EDDIE DUCHIN
 CHA K • CHA • GIVE ME THE MOON OVER BROOKLYN
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 BIDU SAYAO
 TABOO • TOY PIANO MINUET • WOZZEK • YOU SHOULD BE SET TO MUSIC
 HARRY JAMES
 ALVINO REY
 LOUIS ARMSTRONG
 GIBBY • NEIGHBOR • VEM VEM • ACCIDENT'LY ON • G'BYE NOW
 MEXICALI ROSE • MARIETTA'S SONG • DOWN SWEET SONG • EN SAGA
 NELLIE LUTCHER
 ROGIE • OFF UPTOWN
 LOUIS JORDAN
 I HUNG • JEAN SABLON
 JESSICA DRAGONETTE
 DO YOU CARE • SHINE
 EMIL COLEMAN
 JAMES MELTON
 THE SAILOR • SLOPPY LAGOON
 BUDDY CLARK
 FRIENDLY TAVERN • MINKA
 HIGH ON A HILL • LOVE YOU, YES I DO • BILLY
 KING COLE
 I'M HEAVENLY • DA • KENTUCKY WALTZ
 I ON • WANT • CAN • JOSE GONZALES
 MUCH ADO ABOUT NOTHING • CHARLIE BARNET
 SEVEN COIN • ONE OF THEM THINGS
 STOP, DON'T TALK • DESI ARNAZ
 AD • A LECOU • ALLEY • FEDORA
 I'LL HOLD YOU IN MY ARMS • JAN AUGUST
 I GIVE YOU MY WORD • ROUSSEAU
 STRAIGHT UP • C • MANCHO GRANDE • LAZY RIVER
 MY BELOVED DADDY • MAURICE CHEVALIER • TONY PASTOR
 WIND
 IT STARTED ALL OVER WITH YOU • BOB EBERLY
 GENE KRUPA
 ANDREWS SISTERS
 BO • ROSES • EVELYN KNIGHT
 PAUL WHITEMAN
 CHARLIE SPIVAK
 MANHATTAN • CHERRY • AMOR • YOU • DU, YOU ARE THE ONE
 CARMEN MIRANDA • JOLLY PETER • IT'S DELICIOUS
 APRIL FOOL • MA • MADAME BUTTERFLY • ENRIC MADRIGUERA
 TO BE MARRIED
 MATE • MALER • SKYLARK • CHARLES TRENET
 MISCHA ELMAN
 XAVIER CUGAT
 INDEED!
 I DON'T KNOW ENOUGH ABOUT YOU • DAVID ROSE
 WASHINGTON • ND LEE SWING • IN THE LITTLE RED SCHOOLHOUSE
 JIMMY DORSEY
 NESSUN DORMA (from "Turandot") • PLAY • MARGARET WHITING
 CARMEN CAVALLERO
 EDIE CONDON
 TOY PIANO • WISE OLD OW • GORDON JENKINS
 KING ROGER • HI • TED WEEMS
 ONE FINE DAY (from "Madame Butterfly") • SHEP FIELDS
 JOHN CHARLES THOMAS
 DO YOU CARE • SLOPPY LAGOON
 COLUMBUS STOCKING • BLUES • DRUM BOOGIE • INCERTAIN • SO YOU'RE THE ONE • ELUBE CHANG
 TOMMY DORSEY
 THE SAME OLD • TUMBANDO CANI • NOCHE DE RONDA • WALKIN' BY THE RIVER • HA ZA ZA • JUNGLE RHUMOR
 JO STAFFORD
 M • WALTZ (from "La Boheme") • NINO MARTINI
 MARIAN ANDERSON
 SONS OF THE PIONEERS
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 FRIENDLY TAVERN • MINKA
 HIGH ON A HILL • LOVE YOU, YES I DO • BILLY
 KING COLE
 I'M HEAVENLY • DA • KENTUCKY WALTZ
 I ON • WANT • CAN • JOSE GONZALES
 MUCH ADO ABOUT NOTHING • CHARLIE BARNET
 SEVEN COIN • ONE OF THEM THINGS
 STOP, DON'T TALK • DESI ARNAZ
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 WALKIN' WITH MY SHAD • THE BLOOM IS ON THE SAGE • DEEP IN THE HEART OF TEXAS • FRENESI • I LIKE TO RIB • BABALU
 ETHEL SMITH • LOUIS PRIMA
 CHIMES OF SPRING • COME CLOSER TO ME
 LARRY GREEN • MIMI BENZELL
 I NEVER LOVE AGAIN • AU REVE • MC
 DELTA RHYTHM BOYS • HUT SUT SONC
 BALLEIN THE JACK • THE BEST MAN
 PERRY COMO • NORMAN CORDON
 YOURS • SHIM-ME-SHA-WAE • RUSS MORGAN
 CHARIOTEERS • THE BREEZE AND I
 AS THE BACKS GO TEA • A MEDI
 MILLS BROTHERS • DINAH SHORE
 EVERYTHING HAPPENS TO ME • TAMA INEZ • DOROTHY SHAY
 GOLDEN GATE QUARTET • BING CROSBY
 GENE AUTRY • TEX RITTER • ADIOS MUCHACHOS • WALKIN' WITH MY HONEY • CENTRAL AVENUE BREAKDOWN • CAN DEPEND ON ME
 THE GIRL OF THE GOLDEN WEST • JOHNNY MERCER • SOLO F • HOOSIER HOT SHOTS
 THIS LOVE OF MINE • HONEY, MARBLE • EDDY ARNOLD • GORDON MAC RAE • BILLY ECKSTINE • VIC DAMONE
 PEAK • FEATHER MERCHANT • BLUE • IT MIGHT HAVE BEEN A DIFFERENT • KEEP AN EYE ON YOUR HE
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 QUIET PLEASE • BOB CROSBY • JOE HOWARD • HILDEGARDE • SISTER ROSETTA THARPE • FRANKIE LAINE • CONNIE HAINES
 BALLAD OF A LINCOLN • JOHNSON'S SONG • STAN KENTON • MY LITTLE COUSIN
 FRED WARING • GUY LOMBARDO • ELLA MAE MORSE • BLUE BARRON • FRAN WARREN
 FORT WORTH • COUNTING THE DAYS UNTIL CHRISTMAS • DENNIS DAY
 WHO WOULD HAVE LOVED • ERSKINE HAWKINS • MAXINE SULLIVAN • DINNER SISTER
 A SONG • MY FAITHFULS • I WENT OUT OF MY WAY • TO FACE • ROOMS • TENNESSEE WALTZ
 MY NAME IS MIMI (from "La Tosca") • MR. B • THREE SUNS • JCEVAN LE STELLE (from "La Tosca") • ACERCATE MAS • ADIOS • ESTRELLITA
 PARADE • WOODEN SOLDIERS • FOR SENTIMENTAL REASO • COOL V
 BESAME MUCHO • PAPA • YOU BELONG TO MY HEART • CAROL BRUCE
 PAGANINI C • NO. 24 • OPUS 1 • SP • WALTZ • N • CONSENTI
 LO • (from "Madame • MARK WARNOW • MEL TORME • ROY ELDRIDGE
 JUNGLE FANT • PEARL BAILEY • BE HAC • I WONDER W • MISSING HER NOW
 EDDY HOWARD • HEART OF TEXAS • FRENESI • I • EVERYBODY WORK
 I THINK OF YOU • I GUESS I'LL GET PAPER • MOTEN SW • MORGEN
 ST • SIMIL • LOUISE MASSEY • SAY IT OVER AGAIN •
 THE VICTORS (Mich.) • INSPIRACION • SO ROUND, SO • FULLY PAC
 WITH A TWIST OF THE • JAZZ ME BLUES • MISSION TO MO • THA
 JERRY WAYNE • THERE'LL BE SOME CHANGES MADE • QUIMBAM • DINERO • OR
 HUMPTY • HEAR • POLYNA STOSKA • L'ARLESIA • SENTI • AL ME • D
 SC • ONE TO • VERKLARTE NACH • NIGHT AND SKIES • NUMBER T
 UPA UPA • ZAZA • RUN JO • I HEARD Y
 COOL WATER • ART SIN • ON WISCONSIN • I HEARD Y
 RO • CAR • THERE • THE OLD TOV • AL DEXTER
 HAMP'S BOOGIE • CALDONIA • WALKIN' THE FLOOR OVER YOU • I DON'T W



Canova Seg to Scrap Pile? May Be Combo AM-TV Ainer

HOLLYWOOD, June 4.—The Judy Canova show for Colgate was reported heading for cancellation this week-end, following Colgate's axing of *Blondie* this week. Miss Canova's ainer, a long-time, high-rated Colgate show, had not been renewed at press-time. Moreover, the lass will be eased out of 9:30-10 p.m. slot on Saturdays over National Broadcasting Company (NBC) with the bankroller moving up Dennis Day one-half hour to inherit Miss Canova's time. Joe Rines, producer of the Canova ainer for the Sherman Marquette Agency, left for New York this week-end to discuss fate of the stanza.

Colgate is understood anxious to funnel dough spent on the Canova ainer into television, and has been discussing a combo tele-radio deal with the fem gagster. Budgeted at \$12,000 for radio only, Colgate is reported ready to up the ante if Miss Canova can handle tele chores in addition to radio. Should video be out for fall, however, it is likely that Miss Canova will vamp Colgate's banner.

Meanwhile, the Ted Bates Agency this week optioned a new mystery-psychological dramatic stanza tagged *Satan's Waitin'*, packaged by Frank Graham and Van Des Autels. Final slotting of *Satan* is being withheld until fate of the Canova air is determined.

In addition to Dennis Day, Colgate has picked up the tab for *Our Miss Brooks* over Columbia Broadcasting System (CBS) for next fall with ainer to be slotted immediately preceding the Jack Benny stanza on Sundays. The Day and Canova stanzas bow out for the summer on June 25, with Day taking an eight-week hiatus. Bankroller is relinquishing *Blondie* time on Wednesdays over NBC.

NEW YORK, June 4.—Both Colgate-Palmolive-Peet shows on the Columbia Broadcasting System (CBS) AM facilities have been renewed for next season. However, *Our Miss Brooks*, the Eve Arden situation comedy sponsored by the soap company, now on Sunday evening 9:30 to 10, will be moved into the 6:30-to-7 slot the same night, thus replacing the recently canceled *Ozzie and Har-*

riet stanza. Mr. and Mrs. North remains Tuesdays 8:30 to 9 on CBS.

The move opens a very salable time on the web, since it follows the CBS powerhouse line-up Sundays. Among the programs which may be moved into the spot are *Life With Luigi*, a sponsored version, and Burns and Allen, one of which will go into Wednesday night and the other probably wind up here.

Ware Opposes AM-FM Doubles

WASHINGTON, June 4.—Opposition to proposals that AM stations with FM adjuncts be ordered to duplicate their complete AM schedules was voiced here last week by Bill Ware, president of the FM Association (FMA). Ware's position, reflecting that of the FMA membership as recorded in a poll, was at direct variance with that of Leonard Marks, FMA counsel. At the recent Institute for Education by Radio at Columbus, O., Marks declared that the failure of the Federal Communications Commission (FCC) to order duplication was serving to hinder FM progress considerably.

Ware declared that were the FCC to carry out proposals made by its chairman, Wayne Coy, namely that FM duplicate and also operate full time, it would bankrupt and ruin FM. To do so, he argued, would deprive FM of an opportunity to program competitively, would limit public service in remote areas and would bring FM set sales to a standstill.

Chi Outlets Stop Phony Fur Plugs

CHICAGO, June 4.—For the first time in years local radio station execs recently attended a Better Business Bureau (BBB) meeting to discuss advertising. The confab, to consider ethics of advertising of local retail furriers, was attended by representatives of 13 stations.

Need for this meeting stemmed from the condition under which furriers had been using comparative price sales messages to such an extent that certain garments were being advertised for prices "one-fourth" of false values. According to a spokesman for the BBB, many of the advertisements were lies and caused the public to disbelieve all fur advertising.

After the furriers had agreed

Confusion, Thy Name Is FCC! Mayflower Report Baffles Biz

(Continued from page 6)

torialize on the air, but at the same time defended its right to see that all sides are clearly represented on controversial subjects and that programing is in "the public interest." Giving evidence of sharp conflict within the FCC itself on the stormy issue, the report showed Commissioner Robert Jones vigorously at odds with Commissioner Frieda Hennock who dissented from the FCC's majority go-ahead for air editorializing. Jones, himself, went on to dissent from the FCC majority's insistence that the commission has the authority to judge programing in the public interest. With the majority report running 13 single-spaced pages and with Jones's dissent covering an additional 11 pages and with Chairman Wayne Coy and Vice-Chairman Paul Walker not participating in the report, Webster noted that the FCC's report "still leaves a licensee in a quandary and a state of confusion . . ."

Majority Report

The FCC's majority Mayflower report, written by Commissioner George Sterling and Rosel Hyde, declared that licensees must "devote a reasonable percentage" of broadcast time to public issues and can choose their own "particular format." Such a presentation, said the FCC, "may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views or comments on the various issues, but the opportunity of licensees to present such views as they may have on matters of controversy may not be utilized to achieve a partisan or one-sided presentation of issues."

The FCC added: "Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on a particular issue can such editorialization be considered to be consistent with

among themselves to discontinue the practice, especially during the clearance sales months of June to December, the stations were asked to attend a meeting.

The confab attempted to have the station execs agree not to accept comparative price advertising in the future. Most went along with the suggestion. It was pointed out, however, that stations could not be forced to reject such advertising.

After the meeting, station execs said the problem was not one for them to solve. If the furriers had agreed among themselves, they felt, the stations would go along.

After 10 P.M. This Summer CBS Says Arthur Murray in Hurry

NEW YORK, June 4.—After 10 p.m. on the Columbia Broadcasting System (CBS) will become "throw-away time" this summer. The web at present is doing almost no programming to fill the slots being opened by sponsored shows, at 10 or later, taking hiatuses. Other commercial properties are being moved up from 10:30 spots a half hour or more earlier, and bands will fill the remaining time.

CBS programming execs believe "fringe programing" during the summer is a waste of money, since the family is out on the porch shooting the breeze. "Why should we go to the trouble of building strong shows when all they want is a dance band?" one of them asked this week.

The web is also saving plenty of jack by using bands. With cancellation blues at hand and TV's heavy carrying charges to pay, CBS—like all webs—can use every buck it can lay its hands on.

It is also an indication that the web is not getting ready to use its biggest guns during the summer to recapture some of the audience that TV has snagged. Those big guns will be unveiled this fall. Program building, AM and TV, is continuing, but the shows are not being aired generally.

The CBS line-up after 10 p.m. this summer tentatively shapes up this way: Sunday, *Life With Luigi* and then a house ork to replace *It Pays To Be Ignorant*; Monday, probably house bands or remotes to sub for *My Friend Irma* and the Bob Hawk show; Tuesday, *Hit the Jackpot* and the inevitable band; Wednesday, *Capitol Cloakroom* and again some sidemen; Thursday, *First Nighter* and again an ork; Friday, Local 802's men taking over. Saturday happens to be the only day in the week that the line-up is intact, *Sing It Again*, the hour-long network sustainer, remaining at 10 p.m.

the licensee's duty to operate in the public interest."

The commission emphasized that "any station's action in carrying or refusing to carry any particular program" is of relevance only as the station's actions with respect to such programs fits into its over-all pattern of broadcast service, and must be considered in the light of its other program activities.

"This does not mean, of course, that stations may with impunity engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the statutory norm of fairness," the report added. "A licensee may not utilize the portion of its broadcast service which conforms to the statutory requirements as a cover or shield for other programing which fails to meet the minimum standards of operation in the public interest."

Certain Leeways

"But it is clear that the standard of public interest is not so rigid that an honest mistake or error in judgment on the part of a licensee will or should be condemned where his over-all record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues . . . Thus in appraising the record of a station in presenting programs concerning a controversial bill pending before the Congress of the United States, if the record disclosed that the licensee had permitted only advocates of the bill's enactment to utilize its facilities to the exclusion of its opponents, it is clear that no independent appraisal of the bill's merits by the commission would be required to reach a determination that the licensee had misconstrued its duties and obligations . . ."

Opinion Balance

"What is against the public interest," the FCC report explained, "is for the licensee to 'stack the cards' by a deliberate selection of spokesmen for opposing points of view to favor one viewpoint at the expense of the other, whether or not the views of these spokesmen are identified as the views of the licensee or of others. . . . In the absence of a duty to present all sides of controversial issues, overt editorialization by station licensees could conceivably result in serious abuse. But where, as we believe to be the case under the Communications Act, such a responsibility for a fair and balanced presentation of controversial public issues exists, we cannot see how the espousal of one point of view by the licensee should necessarily prevent him from affording a fair opportunity for the presentation of contrary positions or make more difficult the enforcement of the statutory standard of fairness upon any licensee."

Jones's Dissent

Commissioner Jones in his 11-page dissent said: "I do not see how it (the majority) can consistently appear to leave the effect of Mayflower unimpaired while at the same time hold that editorializing by licensees is not contrary to the public interest." He accused his colleagues of evading the issue by omitting any discussion along that line, asserting that this indicates "either a reluctance to admit the error of the earlier decision (the Mayflower decision of 1941) or a desire to perpetuate its evil effect."

Commissioner Hennock in her brief dissent asserted that "in the absence of some method of policing . . . it seems foolhardy to permit editorialization by licensees themselves." She stated that "there should be no inherent evil in the presentation of a licensee's viewpoint if fairness could be guaranteed," but she added: "In the present circumstances, prohibiting it is our only instrument for insuring the proper use of radio in the public interest."

The AL MORGAN SHOW

Featuring the
Dynamo of Piano and Song



AL MORGAN

Televised direct from
HELSING'S VODVIL LOUNGE
Chicago

Every Wednesday Night
WGN-TV, CHANNEL 9

Sponsored by
TELE-TRONICS, INC.,
G. E. DISTRIBUTOR

Direction:
FRANK HOGAN

203 N. Wabash Ave. Chicago, Ill.

JUNE
12, 19
*Fritz
Reiner*



JUNE 26
JULY 3, 10
*Arthur
Fiedler*



JULY 17
*Sigmund
Romberg*



JULY 24, 31
Wilfred Pelletier



AUGUST 7
Percy Faith



AUGUST 14, 21
*Dimitri
Mitropoulos*



AUGUST 28
Antal Dorati



SEPTEMBER 4
Harold Levey

*Every Sunday Evening
June 12 through September 4*

UNITED STATES STEEL

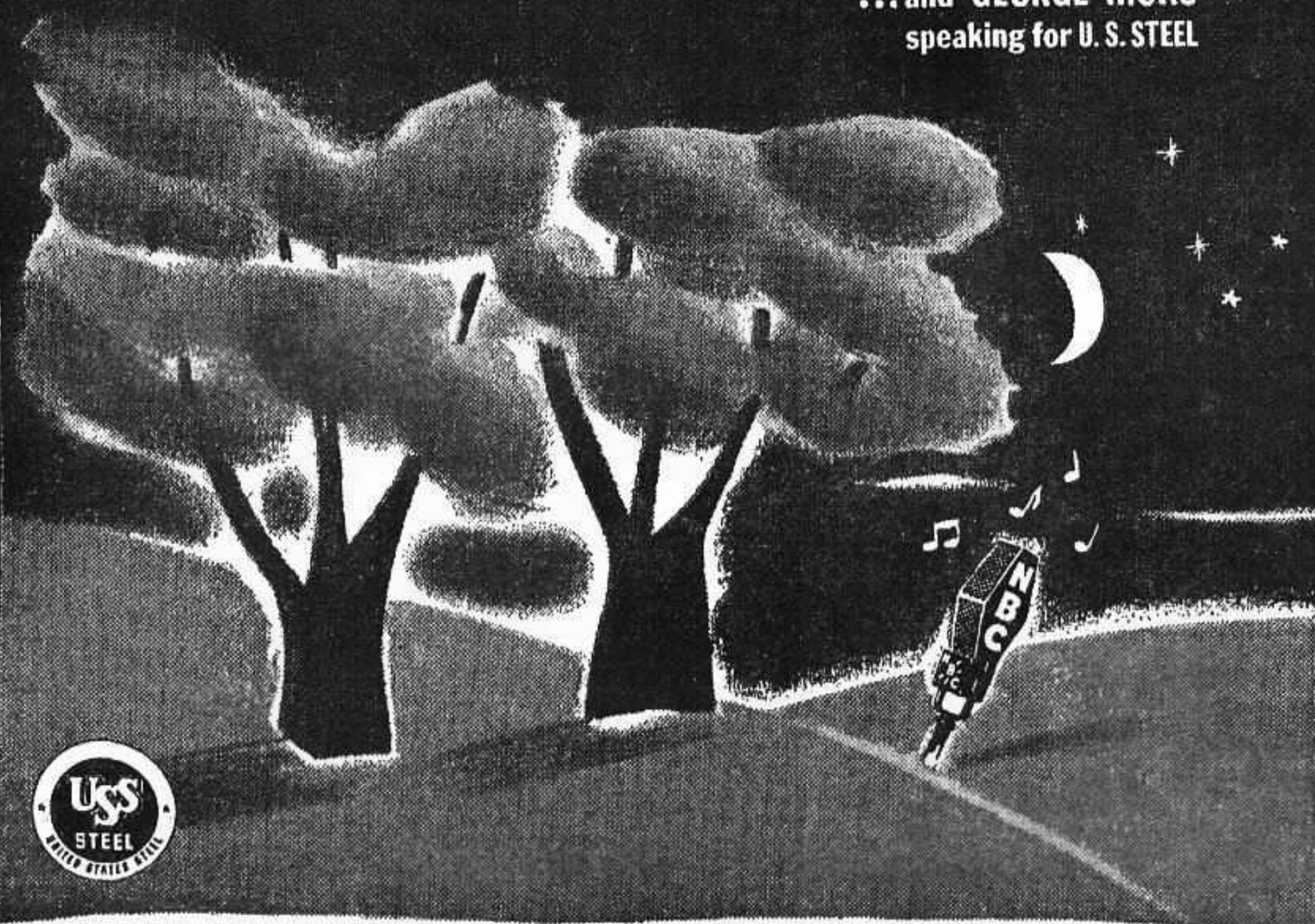
presents the

NBC SYMPHONY ORCHESTRA

Summer Concerts

WORLD-FAMED CONDUCTORS
DISTINGUISHED SOLOISTS

...and GEORGE HICKS
speaking for U. S. STEEL



U. S. STEEL HOUR * SUNDAYS 8:30 P.M. (EDT) * NBC NETWORK

ASCAP-TV PEACE FORMULA

Writers Yield On Spec. Fees For Spec. Uses

But Members May Veto It

By Ben Atlas

(Continued from page 3)

the cuffo TV music deadline. Under the last extension, the deadline is June 15.

ASCAP Retreats

It has been learned that the report, which represents tentative agreement on major issues between the ASCAP board and the NAB TV music committee, abandons ASCAP's principle of special fees for special music uses. The report is based instead upon the AM network and station contract fees plus 10 per cent, with provision for deductions which are already specified in the AM contracts now operative for AM stations and webs. In tentatively agreeing to eliminate the principle of special fees for special uses, the ASCAP board is yielding to the TV representatives on perhaps the bitterest issue which has beset the negotiations and has cleared the way for an early drafting of a final TV music pact if the ASCAP membership goes along with the board on this point.

It is considered almost certain that TV stations will give a quick end. (See ASCAP-TV on page 20)

CBS To Preem "Sts. & Sinners" On TV in Fall

NEW YORK, June 4.—Columbia Broadcasting System (CBS) will put the *Circus Saints and Sinners* on TV next fall. Rights have recently been acquired from Harvey Marlowe Television Associates, who will become co-owners of the CBS package to be called *Circus Saints and Sinners—Meet the Fall Guy*.

Tex O'Rourke and ex-Governor Harold G. Hoffman of New Jersey will handle the prosecution and defense during the 30 minutes of CSS ribbing. Marlowe will direct and produce.

Sunkist Sets L. A. TV Spot Campaign

HOLLYWOOD, June 4.—Sunkist, citrus-fruit combine, will try its tele wings via a spot campaign to be tested in the Los Angeles market, with a view toward national expansion if successful here. Firm will buy time on all six local video outlets, alternating six one-minute and 20-second spots.

Campaign will begin in July, lasting six weeks. Mail-pull gimmick to test the draw will be used, offering home lookers a free recipe book for the asking. Campaign is handled by Arnold McGuire, Coast tele topper for Foote, Cone & Belding.

N. Y. Fight Managers Boycott Garden Over AM-TV Fuss

NEW YORK, June 4.—By-passing the Madison Square Garden for refusing to do business on its terms, the New York Boxing Managers' Guild is proceeding to line up small outdoor fight clubs here and large arenas outside this city to make agreements giving the boxers and their managers an equal right with promoters to decide whether the bouts will go on AM and/or TV. The Garden has already agreed to give fighters a substantial portion of the money received from the rights, but adamantly refused to allow them to have an equal say in their disposition.

The Guild is directly responsible for making agreements with the Queensboro Arena, the Coney Island Velodrome, Ebbets Field, Philadelphia's Municipal Stadium (where the Ray Robinson-Kid Gavilan fight will be held July 11) and the Detroit branch of the International Boxing Club. The last named is staging the Jake LaMotta-Marcel Cerdan fight June 15.

Country-Wide Backing

Boxing managers thruout the country are solidly lined up behind the New York org in this drive to win rights for their fighters. What is happening is that the Madison Square Garden headlock on fighters is being broken by the managers who are going down the line for their cause and withholding their boxers from Garden activity.

While these tactics are effective at this time of the year when many outdoor arenas are available for fights, next fall the managers may be in a different spot, since the Garden has the location in New York to be able to pay the boxers heavy dough for their efforts. The Tournament of Champions tried bucking the Garden this spring but found that they couldn't make enough money at the Manhattan Center and joined with the corporation.

This probably means that next fall the real test of the fighters' determination to stick to their guns will be tested. They won't be able to pick up much dough, fighting at small clubs, unless the Garden gives in, and indications are that it won't.

Network Affected

What it also means is that the National Broadcasting Company (NBC), the Columbia Broadcasting System

(CBS) and interested sponsors also will have to shell out more dough for TV rights if the managers win their point. The managers and their fighters feel rightly or wrongly that TV is responsible for the lack of attendance at the fights, therefore their demand is for compensation to make up the difference. In any event, they want substantially more than the average \$400 cut they have been getting.

Meanwhile Madison Square Garden thru Harry Markson, its promoter, contests the right of Robinson to fight in Philadelphia. Markson states he has an exclusive contract for Robinson's services. Robinson gets 40 per cent and Gavilan 18½ per cent of the TV receipts in Philly if they decide the bout is to be televised. This cut is only 1½ per cent more than the Garden offered. However, Robinson and his manager, George Gainsford, evidently feel the principle is worth the battle.

Revue at Minus 3G Gets WNBT Tryout

NEW YORK, June 4.—An intimate musical revue, budgeted at less than \$3,000 as a commercial package (plus time), will be given a one-time on-the-air audition Wednesday (8) by WNBT here. The show, tagged *Face the Light*, is being produced by John Nasht and Associates.

Talent in the show includes Loren Welch and Marilyn Day, singers; Allen Pershing and Nancy Andrews, comics, and hoofers Paula Goddard and Lee Lindsey. Original music and material are being written by Rosemary Roth, Edward C. Redding, Richard Diamond and Perry Bruskind.

Mr. Anthony Gets Pic Audition of Program

NEW YORK, June 4.—A filmed audition of John J. Anthony's agony program was shot last week for the Doherty division of the Weiss & Geller ad agency. It's a half hour session, and in addition to Anthony's counsel, the program employs a jury of eight to give their opinions on the heartache at issue.

Chick Vincent is the producer of the series.

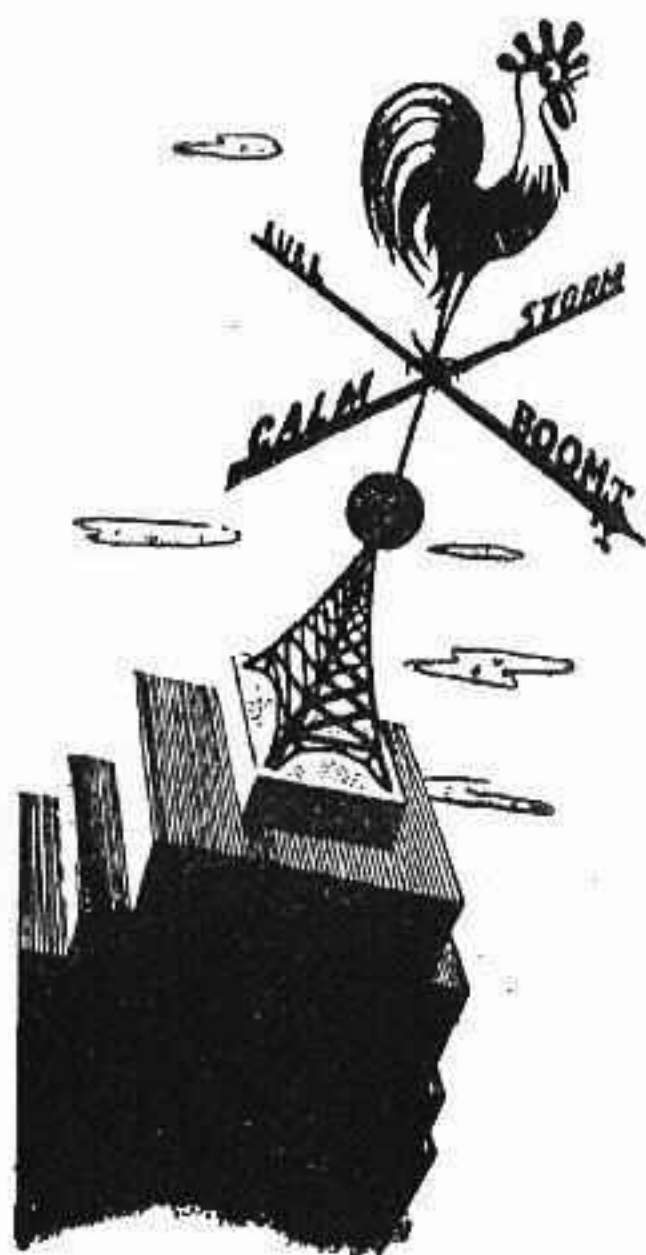
Mull Mercer-Burns Tele Seg Via Kine

HOLLYWOOD, June 4.—A new tele package starring clefter-singer Johnny Mercer and comedian Bob Burns is currently being mulled by Eastern agency execs.

Show will originate in Hollywood, be kinescoped for Eastern release and feature a musical variety format. Stanza is packaged by Ken Dolan Agency, Hollywood.

ARMOUR INTO COAST TV

HOLLYWOOD, June 4.—Amour Packing Company will take to tele to plug its line of table-ready poultry, launching a film spot campaign over all local video stations. Using video to stress visual appeal of dressed poultry line, meat firm expects to sustain the campaign for at least six months to test its full effect. Foote, Cone & Belding, agency for the Armour account, will supervise production of film strips and time buying.



The **WWJ** market...
weathervane for
the nation!

As Detroit goes, so goes the nation... that's an old axiom in the business world. And Detroit is going great! Auto production for the first quarter of this year passed up all post-war records, with no easing-up planned. That

means another boom year for the Detroit market... and the Detroit market is the WWJ market.

WWJ, first radio station in Michigan, blankets the entire six counties that comprise the Detroit trading area. WWJ's top local talent, its NBC affiliation, and public service features which have won many national awards, assure attentive ears for advertisers on this medium that has enjoyed community confidence for 29 years.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS **WWJ** Basic NBC Affiliate
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

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FM-CHANNEL 246-97.1 MEGACYCLES

Associate Television Station WWJ-TV

PIC BIZ LOVES TV PIC BIZ

H'wood Telemen In TV Sales Pitch Before Ad Confab

HOLLYWOOD, June 4. — Hollywood tele station ops will join forces to present an industry-wide sales pitch on tele's advertising potential at the June 28 convention of the Advertising Association of the West in Vancouver. Drive, launched by KFI-TV General Manager W. B. Ryan at a meeting of video execs, will consist of a composit tele presentation to be produced as a joint effort. Ryan will make a verbal pitch at the convention, stressing video's impact, with particular emphasis on tele as a medium for selling tourist features of the West. He will compete with reps of other media who will make similar bids for biz before the ad men.

Specially prepared films will be made to illustrate tele's power, using portions of films previously produced by Columbia Broadcasting System and National Broadcasting Company (NBC). Station reps working on the deal include Harry Witt, KTTV; Harry Maynard, KTLA; Hal Bock and Lewis Frost, NBC; Clyde Scott, KECA-TV; Robert Hoag and Ward Ingram, KTSL, and Kevin Sweeney, KFI-TV.

NBC in Van for TV 'Blackouts'

NEW YORK, June 4.—Three networks were bidding this week for video rights to Ken Murray's *Blackouts*, the marathon revue the comic has had going on the Coast for seven years. At press time it was reported that Murray was signing with the National Broadcasting Company (NBC), rather than with American (ABC), as had been reported elsewhere.

Murray is now in New York with his partner, Dave Siegel, with the Music Corporation of America (MCA) handling the video sale. Among problems to be clarified is whether the show will be done from one of the Eastern cities on the NBC web, in connection with a *Blackouts* road tour, or whether it will be filmed.

Honors to KTLA In March, April L. A. TV Hooper

HOLLYWOOD, June 4. — Paramount's KTLA walked away with top honors in the tele Hooperating of Los Angeles, boasting for March-April nine out of the top 10 shows, 17 out of top 20 and 28 out of top 30 shows. Facts and figures will be revealed in a brochure specially prepared by the station to be circulated to ad agencies. Brochure, secured by *The Billboard*, does not identify the other stations, aside from network station, A, B, C, etc., hence comparative breakdown is not possible. Net station, however, is KNBH (National Broadcasting Company outlet).

The following are the top 10 Hooperating shows on the Coast as quoted in KTLA brochure:

Hooperating	Program	Station
6.1	"Western Matinee"	KTLA
5.4	Feature Films	KTLA
5.3	"Hollywood Opportunity"	
	With N. T. G.	KTLA
5.1	"Hopalong Cassidy" Films	KTLA
5.1	"Armchair Detective"	
	Crime Quiz	KTLA
5.1	Transcribed N. Y. Show.	
	TV Network	Station "A"
4.9	"Movietown—R.S.V.P."	KTLA
4.5	Wrestling From Olympic Auditorium	KTLA
4.3	"Shopping at Home"	KTLA
	"My Harp and I"	KTLA
4.1	"Yer Ole Buddy"	KTLA
	"Rancho Newsreel"	KTLA

Listing of "Transcribed NY show" on net station can only be interpreted as the Milton Berle show, carried on NBC's KNBH. Furthermore, KTLA's audience ranked well with radio listening audiences during station's coverage of the Kathy Fiscus rescue attempts. KTLA's following topped that of two net stations. Here's the breakdown:

Hooperating:	TV	AM	AM	AM	AM
Share of Audience:	Cov- erage By KTLA	Net- work No. 1	Net- work No. 2	Net- work No. 3	Net- work No. 4
7.4	7.9	10.5	6.2	4.3	
15.8	16.9	22.4	13.1	9.1	

WBRC-TV To Debut July 1, First in Ala.

BIRMINGHAM, June 4.—WBRC-TV here, the first TV station in Alabama, is slated to make its air debut around July 1, Eloise Hanna, manager of the station, declared this week. Three-hour daily operation, starting at 7 p.m. is scheduled.

The station already has signed with National Broadcasting Company (NBC) and DuMont and will use sustainers and filmed commercials from both sources. Direct coaxial connections are not due for a year. WBRC-TV will operate on Channel 4.

The parent operation, WBRC, was also the first AM station in Birmingham.

NBC Inks Western Pic Series for TV

NEW YORK, June 4.—The National Broadcasting Company (NBC) has made a deal with Louis Weiss & Company to televise eight Johnny Mack Brown and 16 Bob Steele western films over WNBT, New York; WNBK, Cleveland, and KNBH, Los Angeles.

NBC is also concluding an agreement with the same company for three movie serials—*Custer's Last Stand*, *The Black Coin* and *The Clutching Hand*. Louis Weiss & Company is the distributor of the movies.

Silent Sound

NEW YORK, June 4.—Video's supposed to be one of the great scientific advances of the century, but a wrinkle being used by the Ninth Federal Savings Bank, at 41st Street and Broadway here, brings the medium smack dab back to the days of silent movies. In one of its windows, the money joint has set up a tele set, facing the street and operating day and night, even after the bank closes.

So what happens? "Sophisticated" New Yorkers stand and gape all the time—even tho, because of the window, they can't hear a word.

Cramer Back To Telecasting?

NEW YORK, June 4.—Unverified reports circulated this week had Leonard Cramer, former station manager of WABD, key DuMont web outlet, as returning to the telecasting phase of the DuMont operation. Cramer, a vice-president of the company, now heads up the outfit's assembly plant in Clifton, N. J., where he's been located for about two years.

Talk is that Cramer, should he return, will become director of the DuMont network operation, with Com. Mortimer Loewi, who is now responsible for that phase, among other items, continuing as executive assistant to the president, Allen B. DuMont.

Producers Are Using Medium To Boost B. O.

Recent Switch in Policy

HOLLYWOOD, June 4.—Major producers and indie Hollywood film makers are now using tele for film exploitation at a rate which promises video ops a healthy source of continuing revenue. Where once film makers fled from video as a source for plugging pix, the motion pic industry now displays a keen awareness of the value of reaching home lookers via tele trailers. Accordingly, several pic producers are buying tele time and many more are considering entry into video exploitation field in the fall. General trade feeling appears solidly in favor of video, holding that television, which the picture industry long considered its arch-enemy, can be harnessed and made the exploitation slave of the film industry.

Pioneers in use of tele trailers, such as Paramount, which now displays film trailers for all local releases over Paramount-own KTLA; Argosy, indie pic production firm; RKO and Columbia, among others, have found tele to pay off.

Inquiries for trailer time purchases have been considerably upped during the past two weeks. According (See PIC BIZ LOVES on page 15)

NOT ONCE - BUT TWICE
1947 now 1948

K I E V

IS HONORED AGAIN

**1st PLACE WINNER
FOR PUBLIC SERVICE**

IN THE
BILLBOARD PROMOTION CONTEST
(NON-NETWORK 250-1000 WATTS)

Thanks to the Distinguished Judges
for Recognizing Our Humble Efforts

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JUDY CANOVA

AMERICA'S No. 1
COMEDIENNE



WM. H. KING
PERSONAL MANAGEMENT

A & S LYONS
177 So. Beverly Drive, Beverly Hills, Calif.

Air Force Hour

Reviewed May 26
Over WMGM, New York
A Public Service Program
Via MBS
Thursdays, 8-8:30 p.m.
Producer-director, Capt. Bob Keim; writer, Capt. Don Meranda; announcer, Lieut. Cass Bielski; documentary compiled by Capt. Maxwell Marvin; music, U. S. Air Force Ork (70 pieces), under direction of Lieut. Col. George S. Howard. Cast: Master Sgt. Glenn Dawin, Singing Sergeants, under direction of Warrant Officer Robert Landers.

Current Hooperating for the program (Started January 18, 1948).....None
Average Hooperating of shows of this type (Sustaining).....None
Current Hooperating of program preceding ("Inside of Sports," M-F)..... 2.1
Current Hooperating of program following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: Sustaining.....None
CBS: "FBI in Peace and War"..... 8.9
NBC: "The Aldrich Family"..... 7.3

Here's a public service show that's easy to take. Writer Capt. Don Meranda concocted a tightly written, compact, 30-minute script for this ainer, and Producer-Director Capt. Bob Keim set a brisk pace that rarely slackened. Broadcast direct from Bolling Air Base in Washington, and also heard overseas, the show marched along smoothly with a minimum of flag waving and a maximum of good musical entertainment. Consequently, listeners were lulled into a receptive mood, and the show's brief message (a documentary drama) was twice as effective.

The documentary subject was a timely one, a salute to the Air Transport Service on its first anniversary. Altho the soldier-actors were prone to speak in a monotone, the net results sounded authentic.

Music's Important

Music plays an important part in this show and the 70-piece Air Force orchestra did a commendable job on such standards as *Dancing in the Dark* and *Strike Up the Band* and a truly impressive arrangement of *Battle Hymn of the Republic*. The Singing Sergeants helped co-ordinate the show by introducing new subjects with rhythmic chants in unison, similar in style to the *Sound Off* chorus.

Band leader-pianist Skitch Henderson, a former Air Force member, was spotlighted briefly as a guest performer. Considerable credit for the show's slick timing goes to announcer Lieut. Cass Bielski. If the rest of the series measure up to this broadcast, the program should build an appreciative listening audience.
June Bundy.

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FOR 100 8x10 PHOTOS
NO NEGATIVE CHARGE
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Box 1941 Bridgeport 1 Conn



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

The Pet Shop

Reviewed Tuesday (31), 8-8:30 p.m. Presented sustaining on WNBQ, Chicago. Script by Louis Cowan office, package owner. Produced and directed by Don Meier. Cast: Gail Compton, George Cooks.

Newest entry of the fast-growing Cowan TV stable, this show could develop into a solid local or network commercial. It should appeal to a wide audience, especially the segment interested in household pets. Its use of some basically sound production ideas and competent, professional planning and direction should assure a long life.



Program's locale is a typical pet shop "run" by Gail Compton, former agriculture editor of *The Chicago Tribune*. Show proceeds as Compton displays various pets, interviews guests and talks over training problems with his young friend, George Cooks, former Quiz Kid.

Use of Cooks as a foil makes the program seem true to life. Program opened with an effective shot of Cooks looking in the shop window, which displayed an attractive litter of puppies. The show rolled after he had entered the shop.

Compton had an easy-going style and played his role without hitch. Shots of his dog training routine and camera training on fish, birds, dogs, a monkey and a kitten were effective visual material.

Program closing was in line with general naturalness. Compton and Cooks closed the shop for the night, walked out the door and that was that. Last shot was of the window shown at the program's start.

Effectiveness of the program was demonstrated the next day, when more than a hundred persons appeared at the office of the Chicago Humane Society in an effort to get a stray pup offered during the show.
Cy Wagner.

Powerhouse

Reviewed Thursday (May 26), 7:15-7:30 p.m. Style—Miscellaneous. Sustaining via WPIX, New York. Director, Jack Balch. Cast: Jimmy Powers; guest, Charles Fusari.

In taking one of the top sports-writers on the staff of the *Daily News*, the owner of the TV station, and building a show around him, WPIX gives ample evidence that it is using its head. That fact becomes especially evident when it employs talent like Jimmy Powers, who has already demonstrated in radio that he has the delivery.

Powers now shows he has the personality and the ability to do the same for TV. He has a crisp, knowing way of talking about sports that should make him a good bet to stay around awhile. Powers also demonstrates the ability to get the most out of his guests by putting them at their ease and by dispelling any camera fright.

The body of the show consists of Powers' giving the sports results, mostly baseball this time of the year, and interviewing prominent personalities in the world of athletics.

On this program he had prize-fighter Charlie Fusari and Vic Marsello, his manager. Fusari had a habit of talking thru his teeth, but Marsello took well to the camera and made himself at home. There were some interesting comments made on the way fighters had to be nursed by their pilots, Fusari's early history, etc.

The camera work was routine.
Leon Morse.

Your Lucky Star

Reviewed Friday (June 3), 7:30-7:45 p.m. Style—Variety. Sustaining via WPIX, New York. Producer, Kermit Schaefer; director, Cledge Roberts; assistant director, Fred Stange; hostess, Candy Jones; guest, Don Defore.

It's lucky that Candy Jones is so darned telegenic. Otherwise, *Your Lucky Star* would be a sad little video show. It takes all the blonde lovely's personal magnetism and natural good looks to make the show's tired giveaway format even mildly diverting. The gal has a nice easy manner and a remarkably spontaneous smile. It seems a shame to waste all that TV appeal on an ancient question-and-answer-over-the-phone routine.

The title gimmick is carried out by having viewers send in their names and addresses so they can participate in a telephone contest. A reasonably well-known guest star appears on the show each week and draws the numbers of a few "lucky ones" out of a star-sprinkled drum. Then Candy calls the number and the guest chats with the contestant over the phone. Pic Actor Don Defore guested last week.

Camera work and staging were on the awkward side. The luscious femsee was half hidden behind a desk all during the show, and Defore was forced to stoop down with his back towards the camera every time he drew a number. Incidentally, that's a heck of a way to photograph a star.

Since giveaway shows are founded on the human "gimme" instinct, it's difficult to understand why the show's impressive array of prizes were presented in such an off-hand manner. The announcer was almost apologetic about the gift presentations, and Candy's bright background chatter over the phone didn't help matters much.
June Bundy.

Cliff Edwards

Reviewed Wednesday (June 1), 7:45-8 p.m. Style—Variety. Presented sustaining on CBS-TV, New York. Producer-director, Franklin Heller. Cast: Cliff Edwards, Ellen Parker. Music: Tony Mattola Trio.

Cliff (Ukelele Ike) Edwards' new video show is an unpretentious, pleasantly nostalgic 15-minute stint which should appeal to the family trade. A gal singer and a three-piece band are also in the act, but it's Edwards' show all the way. The veteran showman wisely sticks to time-tested hits like *Ballin' the Jack* and *Up the Lazy River*. He doesn't have much of a voice, but generates a genuine warmth and ease of manner before the camera.

Production-wise, however, the show falls down. Camera work on the ainer caught was quite prosaic and the jumbled set, jam-packed with old photographs and vaudeville play outs, distracted attention from the performers. The contrived script devices used to introduce musical numbers were sometimes embarrassingly naive. For instance, half way thru the show, Edwards suddenly produced a beat-up king size cardboard compass and explained that since the indicator pointed south, it was time to play some "south-of-the-border" music (*Yours*). Even Edwards seemed to flinch at that one.

Hat Gimmick

The show's simple format revolves around a not-too-imaginative hat gimmick. Edwards asks tele-viewers

Eric Showboat

Reviewed May 15
Via WCFL, Chicago
Sponsored by Eric Clothing Stores
Sundays, 1 to 1:30 p.m.
Written, produced and narrated by Studs Terkel. Agency, Gourfain-Cobb.

A welcome relief from the average disk jockey program, which presents nothing but pop tunes and inane chatter, this show is unique for its planned production, topnotch writing and correlation between scripts and records. Mythical locale for the program is a river showboat. Following the old river entertainment format of featured acts preceding a drama, Terkel uses little-known records as "acts," and utilizes the second half of his program for a broad-humor, parody commentary on situations lending themselves to satirical treatment. Fitting records are also woven into the satire. On show reviewed Terkel did a parody on a typical soap opera radio program.

Records for the act portion of the show included *Freddie and His Fiddle*, from the *Song of Norway*; Bing Crosby's *Last Round-up* and Burl Ives' *Frankie and Johnny*. On the second half of the program the tunes were Frank Luther's *Niagara Falls*, Peggy Lee's *Don't Smoke in Bed* and Tex Ritter's *Try Me One More Time*.

Even the commercials on the program receive special treatment. Singing jingles, written for the *Windy City Four*, are presented via transcription, when they can be blended into the continuity. Habit of having Terkel read a commercial after the quartet's singing is a mistake, however. It breaks up the smooth flow of the program and gives it too much commercial content.

Terkel is known for his gruff, tough voice and style. At times he overplays the personality which has given him a reputation. This he should tone down.

Except for the excessive use of commercials and Terkel's intermittent overplaying, the show has no fault. Many other platter turners should utilize a similar plan and give their shows the planned production approach.
Cy Wagner.

KNBH Participator Sold to Budget-Pak

HOLLYWOOD, June 4. — First audience participation show to bow on KNBH, National Broadcasting Company (NBC) tele outlet here will be launched June 21, with tab to be lifted by Budget-Pak, California food outfit. Half-hour weekly stanza will be slotted following Miltor Berle's *Texaco Star Theater* Tuesday evenings, with a stunt format similar to pattern of established radio quiz shows.

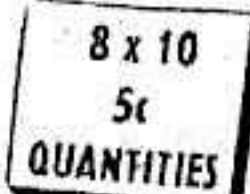
Emsee is still unsettled altho bankroller's agency, Brisacher & Wheeler, is currently negotiating with Jack Dailey, emsee on *Queen for a Day*, to take over top slot on the TV ainer.

to send him unusual hats which have a sentimental value, the idea being that he will select a hat each week and feature its story on his program. To start the stunt off, he donned a jockey cap and respun an old race track yarn about Joe Frisco. The gag didn't come off very well, but the hat trick itself seems to have possibilities.

Brunette singer Ellen Parker has a small but sweet voice and photographs like a young Hedy LaMarr. The gal is camera-shy, tho, and needs a lot more work before she'll be able to hold her own with an experienced showman like Edwards.
June Bundy.

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Ethel Merman To Bow on TV As Replacement

NEW YORK, June 4.—Ethel Merman gets a trial on her own TV show when she replaces *Thru the Crystal Ball* for the Ford dealers on the Columbia Broadcasting System's (CBS) TV facilities Monday, June 20, 9 to 9:30 p.m. The singer will headline the variety show for the last three of its programs in its current cycle. If Miss Merman makes the grade with the TV audiences, she, no doubt, will be renewed.

What makes this deal especially interesting is that Miss Merman, a seasoned veteran at \$2,500 a week in the theater, is going to be tested for TV. It makes more apparent the terrific demands that video makes on performers and the lack of sponsor reliance on the fact that performers may have achieved greatness in other mediums. The package was sold by the William Morris office.

Thru the Crystal Ball consistently received good critical notices, but the lack of a strong rating evidently spelled the doom of the ballet program.

Pic Biz Loves Tele Pic Biz

(Continued from page 13)

to a Don Lee video spokesman, several film makers have approached the station's sales department direct for rates and rules on film showings. Paramount's KTLA likewise reported hyped interest in tele-active ad agencies, such as Foote, Cone & Belding (FC&B), who claimed a big boost in client interest. Latest to show tele interest is Samuel Goldwyn, who is plotting five-minute tele trailers. Warners, Metro-Goldwyn-Mayer and 20th Century-Fox are the only majors still uninitiated.

Widespread industry acceptance, however, must await adoption of standards for commercial time sales and type of trailers to be used. To cut production costs, film makers are dubbing video trailers from regular theater trailer clips. For best effect, however, tele requires special processing, with emphasis on print density and video lighting requirements. Another problem is trick business of editing for closeups and star activity.

Video ops have as yet failed to come up with a standard time period for film trailers, whereas some stations will not sell spots longer than one-minute duration (National Broadcasting Company, for example). Indie tele ops will accept any length tele film. Restricted to the one-minute time limit, film makers are hard pressed to tell their story. The alternative of purchasing a 10-minute time period is too costly to consider. Years of producing theater film trailers of unlimited length now make the problem of cramming the pitch into one minute doubly tough for film men. Ideal running time for video is between three and five minutes, depending on subject matter available.

WFBM-TV Debuts With Indpls. Races

INDIANAPOLIS, June 4.—WFBM-TV took the hard way in making its bow, doing almost a 5-hour stint in telecasting the 33d running of the international speed classic, the Indianapolis 500-mile automobile race. For its initial program the Harry M. Bitner Jr., station had the city's largest department store, L. S. Ayers & Company, as sponsor.

An estimated 3,000 receiving sets are in the station's area, and reports received by the station management show that practically all reported good reception, with many having as many as 50 people drop in to catch glimpses of the race.

The station is the first to go on the air in Indiana, and WFBM-TV received reams of publicity from the State's newspapers before making its bow. Test patterns were run of the qualifying trials at the motor speedway.

The sponsor had eight receiving sets set up in street-floor windows at which hundreds viewed the race. A competing department store also had sets in windows.

Three cameras were set up at the 2½-mile speedway to record as much of the action as possible. Reception was reported good to fair of the race itself, while the finish at which Bill Holland, the winner, received the trophy from Linda Darnell, screen star, was reported 99.40 technically good.

The most spectacular event of the day, the crack-up of Duke Nalon at the northeast turn, was missed entirely by the tele cameras. WFBM-TV is on Channel 6.

DuMont Wants In On Para Revamp

WASHINGTON, June 4.—If there is to be a reconsideration of the TV bids of Paramount Pictures' Orphans, Allen B. DuMont Laboratories wants in on it. In a brief petition to the Federal Communications Commission (FCC) last week, DuMont said that if the petition of United Detroit Theaters for reopening the Paramount docket is granted, then DuMont's Cincinnati bid should be approved.

DuMont pointed out that granting of the United Detroit request would mean that FCC was taking cognizance of the revamped Para structure. Without conceding that it is controlled by Paramount or by either of the flicker firm's divorced parts, DuMont said the revamp "must automatically reduce the total number of the stations held by the Paramount division which is alleged to control DuMont." For this reason, said the petition, the FCC should change its mind about proposing to mix DuMont bids for Cincinnati and Cleveland. The former bid, DuMont, said, is unopposed.

ABC CUTS 10%

(Continued from page 5)

Samuels, veepee in charge of ABC's Western division, told *The Billboard* that teevee will emerge unscathed by the economy move, but that some belt-tightening will be effected in AM radio in both Hollywood and the Bay City.

Reason for the discrepancies in cuts between the two coasts is because ABC's teevee operations here are on a skeleton crew basis until KECA-TV takes to the air in August, Samuels explained. Furthermore, KGO-TV in San Francisco only recently kicked off and is working on a tightly bound budget and crew. Samuels also said that Hollywood will suffer least of all since it hadn't been operating on the lush budget basis heretofore enjoyed by both Chicago and New York. Approximately 25 employees will be pink-slipped both in San Francisco and Hollywood.

New Bill Would Revamp FCC, But Senate Is Unlikely To Act

WASHINGTON, June 4.—With Congress expected to adjourn in another two months, there appears little chance for enactment of a bill introduced by Sen. Ernest McFarland this week to revamp the administrative set-up of the Federal Communications Commission (FCC).

Whether or not the Senate Interstate Commerce Committee, of which McFarland is second ranking member, decides to dispense with hearings—as indicated by McFarland—there is only a slight chance that the bill could be squeezed into the tight Senate calendar.

Three weeks are to be devoted to the Taft-Hartley repealer and three to extension of reciprocal trade agreements. To fill the other two weeks, the Senate has pending 11 appropriations bills, minimum wage legislation and a number of miscellaneous bills, as well as ratification of the North Atlantic Pact.

Old Bills Relashed

The McFarland bill is little more than a compilation of legislation on FCC administration introduced over the past six years in the Senate by former Sens. Burton K. Wheeler (D., Mont.) and Wallace White (R.,

Me.) and Sen. Edwin Johnson (D., Colo.).

The bill introduced by Johnson this April called for a hike in commissioner pay, authority for FCC to issue cease-and-desist orders, and a fraud provision is incorporated in McFarland's measure. Also included is the proposal to split the commission into panels, first proposed in the Wheeler-White bill of 1943, and later included in the White bill and the White-Johnson bill last session.

Picked up from the White-Johnson bill is the provision prohibiting commissioners and top FCC personnel from appearing before the FCC in private employment for a one-year period following their separation from FCC.

Appeals Procedure

Lengthy specifications for the issuance of declarator orders and the handling of appeals were included from both the White and the White-Johnson bills.

About the only new provision in the McFarland bill is one requiring the commission to include in its annual report to Congress the number of pending cases in each category and a full description of commission personnel. This material, however, has customarily been submitted by the FCC to the House Appropriations Committee at the time of budget hearings and would require little additional work by the FCC.

Selden To Take On 'Supper Club' Duties

NEW YORK, June 4.—Jess Selden, continuity head at WNEW, New York, left the station yesterday to take over as scrivener on the *Chesterfield Supper Club* summer series. For the past season, in addition to his WNEW chores, Selden has been writing both the AM and TV versions of the *Chesterfield* programs.

Bob Stewart, of the WNEW writing department, is succeeding Selden, and in turn is being succeeded as a copywriter by Rick Kane, of the press staff. Elsie Rubenstein is moving up from secretary to assistant to Dick Pack, press head, taking over Kane's spot.

WXYZ-TV Sells 5-Hr. Boat Race to Chevy

DETROIT, June 4.—The Gold Cup motor boat races, a top American sports event, will be covered by WXYZ-TV on Saturday, July 2. The event will be run on the Detroit River course and will be covered by the use of three remote cameras at strategic locations along the shore, with the station's new Zoomar lens being given its first field use.

WXYZ-TV has sold the Gold Cup coverage to Chevrolet dealers of the metropolitan area, thru the Campbell-Ewald Agency. The program is slated to start at or before 1 p.m., and last at least five hours.

Eversharp's Show To Go Simulcast

HOLLYWOOD, June 4.—Eversharp's *Take It or Leave It* is driving fast to become the first Coast airer to do a simultaneous AM-TV show. Accordingly, Biow Agency will launch the first test kinescoping of *Take It* June 17 in anticipation of a regular weekly simulcast before fall.

Kine tests will be made at National Broadcasting Company (NBC) studios here during the actual radio taping of the show. Slight format changes have been worked out to stress visual aspects, but no basic elements will be disturbed. Plans call for regular kinescoping in Hollywood for release over NBC-TV network. No live telecast will be attempted, even in Hollywood, with Coast stations also to be fed via kine.

HONKY-TONK TO LEGIT

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RMA Confab Agrees Color TV Won't Obsolete Sets

WASHINGTON, June 4.—Following a day-long meeting of executives of the Radio Manufacturers' Association (RMA) this week (2), the announcement that the RMA sees no danger of undue obsolescence of television sets confirms the results of *The Billboard's* spot survey of manufacturers (*The Billboard*, June 4). As a result of the Federal Communications Commission (FCC) public notice last week on upcoming video allocations, the RMA committee, known as the Committee on FCC Activities, issued a public statement of "clarification" which also explained that color television is a long way off.

To head off any possible public confusion that might ensue from the FCC proceedings preparatory to the commission's allocating of video channels in the very-high-frequency (V-H-F) and ultra-high-frequency (U-H-F) bands, the RMA stressed that the commission's program contemplates no interruption of present TV black-white service on V-H-F and that "television receivers which have been produced and sold and which will continue to be produced and sold can be purchased in complete confidence that they will continue to give satisfactory service to the purchaser." The RMA explained that dual U-H-F, V-H-F could be accommodated by converters.

Tests Lie Ahead

"There has been much discussion of color television," RMA stated. "The industry has been and still is engaged in research on the various proposed systems of color television which are still in the laboratory stage. When and if one of these systems is accepted by the FCC and the industry as standard, it must be thoroughly field-tested and proven under practical broadcasting conditions. The industry is in accord with the policy expressed by the Federal Communications Commission that any future color systems must be capable of being received on present sets with only minor modifications.

The RMA committee which met here is headed by former RMA Prexy Max Balcom. Significantly the committee interrupted its session for a conference with Chairman Edwin C. Johnson (D., Colo.), of the Senate Interstate Commerce Committee, and it was learned that a friendly exchange of views took place. Johnson is known to consider the FCC move toward lifting the freeze as at least in the "right direction." The RMA group is known to have informed the Senator that the industry

Multiple TV-FM

NEW YORK, June 4.—A low-cost solution to the problem of multiple installations of television and FM receivers thru use of a new electronic device called the Multicoupler, was announced today by the Television Equipment Corporation (TEC). The unit, which is now in production, will be priced at less than \$100, and is said to make it possible for stores to have operating floor and window displays of receivers without the expense of complicated antenna systems.

Each Multicoupler will serve up to eight television sets, and as many as three units may be used in cascade to permit the simultaneous operation of 24 TV receivers from one antenna. Sets may be tuned independently on any of the 12 existing channels at the same time.

Leonard Mautner, president of TEC, also stated that the Multicoupler should prove to be a stimulus to TV set sales in areas where friction exists between tenants and landlords with respect to antenna installations on apartment house roofs. The low installation cost of the unit, according to Mautner, will also make possible many other multiple installations in hotels, hospitals and schools.

wants to emphasize that "a television receiver purchased today will continue to receive television broadcasts and provide fine entertainment for the life of the set."

RMA bigwigs are not entirely satisfied with the FCC's handling of the allocations problem, particularly because of the delay in the thawing of the freeze. On the theory that the delay endangers a slowdown in set production, the RMA had been hopeful that the freeze lift would have occurred this summer at the latest. It now appears that November might be the earliest date for the thaw. Consequently, processing of applications for TV licenses is not likely to progress to the authorization stage in any substantial numbers until after the turn of the year.

Get It for You Wholesale

NEW YORK, June 4.—An unusual selling device to move AF-FM table model sets has been hit upon by the Zenith Radio Corporation, but radio industry observers are awaiting dealer reactions to the company's factory-to-consumer move in recent shipments of sets to radio station managers.

With each set, Zenith sent a letter telling station managers that the company thought so much of the receiver that it was making it available to broadcasting station personnel at wholesale price (about \$27). The letter advised that the set could be kept for a week and payment made directly to Zenith, or the set could be returned to Zenith, shipping charges collect. Station managers were also told that all their employees could take advantage of the deal.

Chi TV Show To Be Big

CHICAGO, June 4.—The second annual national Television and Electrical Living Show, sponsored by the Chicago Electrical Association, is expected to be a bigger and better show this year, according to association spokesmen, who report that exhibit space sales are well ahead of last year. The show will be held at the Chicago Coliseum, September 30 to October 9.

Among the manufacturers already signed up for exhibition space are G. E., Stromberg-Carlson, RCA Victor, Admiral, Motorola, Crosley, Philco, Westinghouse, Webster-Chicago and Sentinel.

TV Service Reim Defeated

WASHINGTON, June 4.—Defeat of prospective legislation in Illinois requiring the licensing of TV service technicians was announced here this week by the Radio Manufacturers' Association (RMA). The bill was rejected in committee. RMA stated its action in sending a special attorney to the Illinois capital, Springfield, was instrumental in defeating the measure.

Manufacturers' Notes

Westinghouse has started its series of continuous television service schools at the company's Sunbury, Pa., home radio division. . . . Sylvia Electric Products, Inc., declared a 35-cent dividend on common stock, payable July 1. . . . The Stewart-Warner Corporation declared a regular quarterly dividend on common stock of 25 cents, payable July 9. . . . The Philco Corporation declared a regular quarterly dividend of 50 cents on common stock, payable June 14. The dividend on preferred stock, payable July 1, is 93 3/4 cents.

How They're Selling Them

PORTABLE radio sets and phonos were getting a big promotional play from dealers last week, while television set advertising stayed on a price-selling slant. The only record advertising visible in the nation's press was on close-outs and half-price sales.

A SMART-LOOKING AD WHICH TOOK advantage of white space and line drawings of a happy family scene was an effective eye-catcher for summer-minded buyers. The Zenith "Holiday Portable Tip-Top" set was priced at \$39.95, less batteries. "Make your play days sing" phrase was surrounded by musical notes and staff.—Tiche-Goettinger, Dallas.

THE EYE - WITNESS TELEVISION theme of RCA Victor was used in a long three-column ad to tie in with the store's familiarity in the minds of the local public as an optical center. Familiar large head sketches of girls, in soft line drawing, were used above and below a large set, with emphasis on the eyes. Perspective was set by a strip horizontal cut across the top. "In Detroit's television shopping paradise," showing the record, radio and television departments of the store.—Meyer Jewelry Company, Detroit.

BUILD YOUR OWN 12 1/2-INCH TELEVISION set! No technical knowledge required to build a "Transvision" tele set from complete kit. Cost of total kit only \$199, less cabinet. Features plugged in full page ad include 90-square-inch picture, fine reception and "never obsolete." Standard 10-inch set for only \$169 less cabinet. Ad stresses that TV kits available were ordered by government for use in naval reserve training program. Free information booklet available and convenient terms arranged.—Transvision of California, Los Angeles.

A SMALL BUT EFFECTIVE AD TOOK advantage of the approaching graduation days. "For the graduate—here comes fun, here comes beauty, here comes value." Illustrated was a Motorola portable radio priced at \$29.95.—Clingsmith Appliance Center, Dallas.

"FOR THE FIRST TIME YOU CAN trade in your old radio or combination" on a television set, was the theme of a half-page ad, with "trade in" spurred in two-inch letters. The move met the backlog of price resistance reported at the retail level in the market for higher priced sets. The copy was devoted to a large cut of the Zenith model selling at \$389.95, and emphasis thrust was upon price, with the added gimmick of trade-in deal.—People's Outfitting Company, Detroit.

"ONE - HALF OFF RECORD SALE" headlined an ad that reminded the public the sale was for "three days only." The copy stated that the offer was being made because of a "special purchase of RCA Victor records." The ad listed titles and sale prices of classical albums in addition to quantity of each available.—Plagier Book & Record Store, Miami.

"FREE INSTALLATION ON ANY TELEVISION set purchased" took up almost one-third of the space of a small ad which also noted "choice of indoor or outdoor aerial—authorized dealer—free home demonstration—easy terms." Lines carried include G. E., RCA Victor, Stromberg-Carlson, Admiral and Tele-tone.—Atlantic Television, Miami.

Personnel Changes

Herb Young has been named sales manager of the Nielsen Television Corporation, Norwalk, Conn. . . . The newly created position of supervisor of dealer material at Motorola will be filled by Joseph C. Dick. . . . Leslie J. Woods has been appointed vice-president and director of research of the Philco Corporation. . . . Paul Knowles is now record sales manager for Raymond Rosen & Company, Philadelphia region RCA Victor distributor. . . . Monroe Sherer, formerly with the Winston Radio & Television Corporation, has been named general manager of the Republic Television Corporation. . . . Paul L. Palmerton has succeeded Fred B. Wright as director of public relations for the Western Electric Company. Wright has retired. . . . Brand and Millen, Ltd., Canadian manufacturer of Astra radios and Garod radio and TV sets, has announced the naming of I. M. Leshe as a board director of the company. . . . Leslie M. is in charge of engineering and production.

Westinghouse Electric personnel changes include the appointment of John M. McKibbin as vice president and general manager of consumer products and James H. Jewell as vice president and supervisor of sales and marketing.

New Products and Prices

While many TV industry spokesmen are insisting that the "bottom" has been reached on 10 and 12-inch receivers, the new products and prices being announced only serve to prove that the market is still far from settled. Philco, Motorola, Philharmonic and DeWald all announced price cuts on new models. Trade observers are also expecting DuMont to announce lower-priced sets and Admiral to break the field with another new model. Almost all manufacturers are sold on the expanded picture sets.

Philco's five new models are all 61-square-inch sets at sharply reduced prices. Model 1104E is set at \$249.95, 1104M at \$259.95. Both are plastic cabinets. Models 1105M and 1105L are priced at \$269.95 and \$279.95, respectively, and are wood cabinets. The console model 1106 is priced at \$299.95. . . . Motorola's 81-square-inch console will be \$349.95. A cut of \$40 has been announced on the company's 12-inch table model. . . . Air King has announced a 1-pound 11-ounce personal portable set to re-

tail at \$19.95. . . . The lowest price yet for a seven-inch receiver is Philharmonic's \$129.50. . . . The same firm is also producing a 12 1/2-inch table model to retail at \$229.50. . . . The new price of the DeWald 12 1/2-inch table model is set at \$359.95. . . . New Sentinel sets are a 10-inch table model at \$259.95 and a 16-inch table model at \$449.95.

Andrea has announced the Ridge-way console, featuring a 12 1/2-inch tube, AM-FM radio and three-speed record players for \$585, including excise tax.

Distrib Appointments

With headquarters in Newark, Tele-King corporation of New Jersey has been formed to handle distribution of the Tele-King line in Northern New Jersey and New York State bordering counties. Ed Berliant is vice president and general manager. . . . Bond Vacuum Stores of Carolina, Inc., has been appointed exclusive representatives for the Bendix TV line in Charlotte and 12 surrounding cities.

Luckman, Hope for DuMont

(Continued from page 3)
tend the dealer affair, at which Hope will make the major sales talk, after which the dealers will go to the Hope radio show that evening.

Luckman's New World company will be the exclusive distributor for DuMont receivers in the Chicago area, while Quality Electric will cover the southern half of California. The two new appointments make the seventh and eighth DuMont distributors announced in recent weeks. A company spokesman said that one of the chief duties of George P. Lohman, recently appointed sales representative and former president of Haynes-Griffin, will be a continuous search for distributors. DuMont is obviously preparing for complete national coverage for their sets in anticipation of the increased production to come from their new East Paterson, N. J., plant.

Other DuMont distributors are TV Distributors, Inc., in Cleveland and Cincinnati; Moto Radio in Pittsburgh, Specialties Distributing in Detroit and Olsen & Company in Philadelphia, headed by Victor Olsen, who still holds down the position of sales manager of DuMont's receiver division. Olsen will continue with DuMont until his successor is appointed.

RCA Sale--Godsend or Fiasco?

Longhair Disks Going Best on Clearance Sale

NEW YORK, June 4.—The RCA Victor clearance sale (see other stories this page), at least in its earliest stages, has met with its greatest volume business success with the diskery's longhair Red Seal disks. In fact, in many sectors of the country, the longhair wax is being snapped up, and the other sale items are being totally ignored. The average buyer has been going for the bigger and more expensive stuff, with complete operas, long symphonies, Gilbert and Sullivan operettas and other long waxed works leading the way in the sale in many places.

To complement the Red Seal sale business, most dealers have reported that the only non-sale biz of consequence is being enjoyed by Columbia's long-playing longhair platters.

Shaw Summons Dizzy Gillespie

NEW YORK, June 4.—Bop king Dizzy Gillespie was served with a summons yesterday ayem (3) by his former personal manager, Milt Shaw. Shaw is seeking \$17,300 allegedly due him in commissions accrued before and since he was dismissed by Gillespie nine months ago. Shaw also is asking fulfillment of his seven-year contract, which he claims has four years to run.

According to Shaw, he was given his notice by Gillespie at the time the latter switched his agency affiliation from the Gale office to Willard Alexander. He alleges the dismissal was unwarranted since Shaw had never failed to fulfill the terms of his managerial pact.

Chi Opposition Widens Vs. RCA Clearance Sale

CHICAGO, June 4.—Opposition first voiced by reps of three local record retailers' associations to the proposed Victor clearance sale, starting May 31 and ending July 2 (*The Billboard*, June 4), has spread to at least 60 retailers in the Chicago area. Rumpus began May 26 when officers of the South, North and West suburban retailers' orgs met with Victor brass here and blossomed into a mass meeting Wednesday (1) at which 60 independent retailers pledged not to buy or sell any of the listed sales merchandise.

A check of three major platter distrib points here showed that the average total number of retailers being serviced by these outlets in the Chicago area was 240, indicating that Victor would not sell sale merchandise to at least 25 per cent of the dealers. Invitations were sent out Tuesday (31) to 240 retailers for the meeting the next evening.

The assembled dealers, some of whom were members of the associations, agreed to sign a wire stating that they were opposed to any price-cutting sales and asking that the "Victor dumping" be stopped. The (See *Chi Opposition on page 39*)

Strong To Join Capitol Roster

HOLLYWOOD, June 4.—Benny Strong is set to join Capitol Records' roster of bands.

Batoner gained national attention for his hit dishing of *That Certain Party* on the Tower label and has become one of the Midwest Indies leading wax lights. His pact with Tower expires August 15 of this year.

Oops, Sorry!

NEW YORK, June 4.—An unhappy typographical error in teletype transmission of a story from Hollywood for the June 4 issue of *The Billboard* caused a record company some embarrassment this week. The reporter tried to say: "RCA Victor will simulate indie label operations by recording and distributing race artists on a regional basis." On the teleprinter, "simulate" came out "stimulate," and the headline writer took his cue to compound the sin: "Victor to hype indie operations via race disks."

Natch, "stimulating" of independent record operations is farthest from Victor's heart. *The Billboard* hangs its two heads.

Court Grants New Standing For Signature

NEW YORK, June 4.—Signature Records, Inc., which now is operating exclusively in the low-priced disk field with the Hi-Tone label, last week was granted a court order which removed the firm from its debtor-in-possession status under terms of Chapter XI of the Chandler Act. The firm filed under Chapter XI last December.

Terms of the Signature removal from Chapter XI, covering about \$100,000 of indebtedness to general creditors and in government excise taxes, call for payment of 25 cents on the dollar to all creditors save the government, which will be paid off on a 100 per cent basis over a period of time.

Clearance Sale Starts Buying Spree

Small Dealers Gripe

NEW YORK, June 4.—The first five days of the record industry's first major clearance sale, kicked off on a national basis by the RCA Victor Company Tuesday (31), precipitated an unprecedented late spring retail buying spree and also created considerable resentment among small and medium-sized dealers against the Victor diskery (see other story this page on organized Chicago dealer resistance). Initial reactions to the sale, which offers the public a crack at virtually all of the Victor catalog at 40 to 50 per cent discounts, with the exception of current releases, based on reports from key disk selling points in the country, indicate that the sale disks are moving at a rapid clip but that sales on all current pops and albums, with the sole exception of Columbia's long-playing longhair platters, have come to a virtual halt. At this point it is too early to tell the exact effects and repercussions of the clearance, but *The Billboard* will conduct a running survey of (See *RCA SALE on page 39*)

Eastw'd Gardens, Det., To Shutter; Nix Orks' Dates

NEW YORK, June 4.—Detroit's Eastwood Gardens, one of the nation's top summer dance spots for many years, is attempting to close down for the summer after a poor opening last week. The spot first was reported as closing for the summer and later denied that it would. Now Eastwood's ops are seeking outs from band commitments made to the booking agencies. Lined up for the terperery were the Claude Thornhill, Ray Anthony, Johnny Long, Tony Pastor and Sammy Kaye bands.

The spot opened last Friday (27) with Jerry Wald's new band and did poorly, due to a combination of bad weather and failure to come up with either a liquor or beer license. It will stay in operation to fulfill signed contracts, which are unable to be broken, but it is believed that the spot ops intends to close before the end of July.

The band booking agents are making every effort to dissuade the operators from shutting down the vital spot, but they confide that the spot could hardly make it without the liquor and beer licenses.

Rainbow's Heller Gets Prexy Post

NEW YORK, June 4.—Eddie Heller, general manager of Rainbow Records, Inc., for the past 2½ years, took over full control of the diskery this week, succeeding Harry Fromkes as president. The name of the firm was changed to Rainbow Recording Corporation.

Fromkes, who recently took over as president of a mortgage corporation, received preferred stock for his interest in Rainbow.

New Deal for Two Deccas?

Lewis May Get FFRR, OK To Record Here

250¢ Annual Guarantee?

NEW YORK, June 4.—E. R. (Ted) Lewis, head of the English Decca disk empire, and execs of the American Decca diskery are reported to have virtually completed a deal which, in effect, will reduce the long-standing relationship between the two firms to a simple deal for Lewis to retain rights to American Decca matrices for production and distribution in the British Isles only.

Altho both parties say that the deal has not yet been signed, it appears fairly certain that Lewis will get back the rights to his FFRR classical line, which American Decca has been selling as exclusive American agent. The American Decca firm also will grant Lewis the right to sign and record American artists here for his (See *Lewis May Get FFRR, page 39*)

Looks Like Rosy Ending for Rietz With 'Fairy Tales'

NEW YORK, June 4.—A hillbilly sleeper named *Fairy Tales* may have a rosy fairy tale ending for tunesmith William Rietz if the song continues with the impetus it has shown so far.

Written last year by Rietz, the tune was turned down by all major publishers. Rietz recorded a home-made platter of the song in Brooklyn, pressed several thousand under his own Belle label and proceeded down the Eastern Seaboard, spotting the disk with indie distributors in such areas as Richmond, Daytona Beach, Miami, Charlotte, Atlanta, etc. The number began to show, and publishers here began to compete for the publication rights. Robbins Music came up with the right offer and now has the tune.

At least one major and several Indies have sought *Fairy Tales* for waxing, this prior to the tune's assignment to the MGM pubbery.

Record Molders Take Steps for Stabilizing Biz

NEW YORK, June 4.—New steps aimed at stabilizing the record pressing business were taken by the youthful Record Molders' Association at its meeting last Wednesday (1). Arrangements were made for a credit information bureau to start functioning June 8, to protect members from poor-paying indie label producers. A standards committee, to deal with technical problems, was appointed, with Maurie Wolsky, of the New York record company, selected chairman.

The organization, whose membership includes pressers in the Eastern States only, is mulling plans to expand into a national org. Its next meeting is scheduled for July 6 at the Metropolitan Room of the Brass Rail.

Meanwhile, prices of shellac pressings continue to seek their pre-war level, with quotations running between 12 and 15 cents, stampers included. Vinyl-filled plastic platters are available at 16 to 18 cents, stampers included.

COLLEGIANS PUT CROWNS ON

Monroe Cops Ork First; TD Takes Second

Beneke, Brown Trail

(Continued from page 3)

bodies. Part 2, in its second year as part of the College Poll, deals with the business aspects of the collegiate dance biz, which represents about 30 per cent of all the one-night traveling band work available. The second portion of the poll covers such items as band prices, band performances and behavior on college dates, agency sales tactics, agency likes and dislikes, etc. Part 2 will appear in next week's issue.

Prefers Sweet

The rah-rah clique followed thru on its preference for sweet music (about five-to-one over all other types combined) in the selection of Monroe as its all-round favorite and in addition gave the big-voiced maestro the nod as the top dispenser of sweet music. Monroe, who last year was second top fave in back of Kenton, has had a streak of top diskings in the past year, and has been one-nighting in virtually every corner of the country and has a pretty hefty Hooperating on his Camel ciggie air show. The ex-champ, Stan Kenton, slid to fifth place, but even this rates as an achievement since Kenton has retired from the band business and hasn't been in action, except via the disk jockeys, for about six months.

TD Ranks 2d

Monroe held a comfortable margin over second place winner Tommy Dorsey, who moved up a couple of notches from his fourth slot victory last year. Tex Beneke recaptured the third place which his ork drew last year, while Les Brown furnished one of the biggest spurts by landing fourth place. Brown's *I've Got My Love To Keep Me Warm* disking and his work on the Bob Hope radio show pushed his crew up from 1948's 10th slot. The perennial Guy Lombardo and young Elliot Lawrence retained their holds on sixth and seventh places, respectively. Eighth, ninth and 10th place winners Johnny Long, Sammy Kaye and Woody Herman—veteran orksters all—moved into the top 10 circle this year and knocked Eddy Howard, Claude Thornhill and Harry James from out the prize-winning positions in the poll. The descent of James from fifth place last year out of the top 10 ranks alongside the rise of Les Brown as the key surprises in the all-round band section of the poll.

Swing Ranks High

The collegians prefer sweet music over all other types by a hefty margin, with swing coming in as the second best-liked type of music. Limping sadly behind were the progressive jazz lovers, the Latin-American favorers and the corn huskers.

Within the individual categories, Monroe copped the sweet ork fave crown for the second consecutive year over Sammy Kaye and Guy Lombardo, both of whom replaced Elliot Lawrence and Tex Beneke in the second and third spots in this balloting. Tommy Dorsey, who last year lagged sadly in the swing division, returned strongly this year to capture the jump music crown, one for which he has been a leading contender for the more than a decade of College Polls. He displaced Kenton in the swing division while Les Brown dumped Tex Beneke out of second position, and

11th Annual College Poll

BANDS

All-Around Favorite		Swing	
1. Vaughn Monroe.....	1,567	1. Tommy Dorsey.....	124
2. Tommy Dorsey.....	1,334	2. Les Brown.....	96
3. Tex Beneke.....	1,040	3. Benny Goodman.....	84
4. Les Brown.....	813	4. Woody Herman.....	82
5. Stan Kenton.....	652	5. Duke Ellington.....	73
6. Guy Lombardo.....	526		
7. Elliot Lawrence.....	446	Latin-American	
8. Johnny Long.....	439	1. Xavier Cugat.....	632
9. Sammy Kaye.....	425	2. Desi Arnaz.....	57
10. Woody Herman.....	334	3. Machito.....	35
Most Promising		Progressive Jazz	
1. Elliot Lawrence.....	934	1. Stan Kenton.....	454
2. Ray Anthony.....	268	2. Woody Herman.....	71
3. Charlie Ventura.....	237	3. Dizzy Gillespie.....	39
4. Woody Herman.....	159		
5. Ray McKinley.....	143	Corn	
Sweet		1. Spike Jones.....	632
1. Vaughn Monroe.....	251	2. Red Ingle.....	37
2. Sammy Kaye.....	72	3. Guy Lombardo.....	24
3. Guy Lombardo.....	68		
4. Claude Thornhill.....	67		
5. Tex Beneke.....	54		
6. Tommy Dorsey.....	54		
7. Eddy Howard.....	54		

GROUPS

Small Vocal		Small Instrumental	
1. Pied Pipers.....	144	1. King Cole Trio.....	293
2. King Cole Trio.....	130	2. Charlie Ventura.....	81
3. Mills Brothers.....	130	3. Page Cavanaugh Trio....	62
4. Ink Spots.....	84	4. Benny Goodman Sextet..	57
5. The Ravens.....	52	5. Pee Wee Hunt.....	55

RECORDS

Favorite Pops		Favorite Classical	
1. I've Got My Love To Keep Me Warm (Les Brown)...	529	1. Clair De Lune (Jose Iturbi).....	491
2. Buttons and Bows (Dinah Shore).....	492	2. Sabre Dance (Efrem Kurtz and the N. Y. Philharmonic).....	264
3. It's Magic (Doris Day)...	361	3. Polonaise in A Flat (Chopin) (Jose Iturbi)...	209
4. Nature Boy (King Cole Trio).....	258	4. Symphony No. 9 (Beethoven) (Ormandy-Philadelphia).....	165
5. Slow Boat to China (Kay Kyser).....	258	5. Symphony No. 1 (Brahms) (Rodzinski-N. Y. Philharmonic)....	141
6. Red Roses for a Blue Lady (Vaughn Monroe).....	191		
7. Slaughter on 10th Avenue (Lennie Hayton).....	189		
8. A Little Bird Told Me (Evelyn Knight).....	170		
9. Ballerina (Vaughn Monroe).....	144		
10. Now Is the Hour (Margaret Whiting).....	135		

Lawrence, 3d Year in a Row, Most Promising; Anthony 2d

NEW YORK, June 4.—It's the third straight year for Elliot Lawrence at the top of the campus kids' choices as the most promising new band in the land, according to *The Billboard's* 11th Annual College Poll. Lawrence, as he has in the past couple of years, swamped his competition in the ballot, running about 4 to 1 over second placer Ray Anthony. Charlie Ventura, Woody Herman and Ray McKinley, in that order, were the other orksters to make the top five in the most promising category.

The repeat of Lawrence can be pinned down once again on his heavy itinerary of college prom and fraternity dates. The orksters also copped seventh slot in the All-Around Favorite voting. Ray Anthony, last year an eighth place winner in the most promising division, moved up to second slot mainly on the strength of

Benny Goodman, who recently returned to the band business after almost two years of retirement, held onto his third place standing.

To make room for the newest thing in the popular music business, be-bop (See Monroe First on opposite page)

heavy promotion and his recording of *Gloria*.

Ventura Surprises

Top surprise of the voting was the elevation—from out of nowhere—of Charlie Ventura's commercial bop octet into the third slot in the voting. Ventura's group, non-existent at collegiate voting time last year, moved in mainly on the strength of his National platters of such items as *I'm Forever Blowing Bubbles*, *East of Suez* and *Euphoria*. Woody Herman, who returned to the band wars this year after a fling as a single last year, further reiterates the collegians' interest in bop and modern jazz music with his fourth place victory. In gaining fifth spot, Ray McKinley picked up one notch from last year.

Significant difference from last year's most promising list was the descent of Art Mooney's crew from the top circle. Mooney, who has been playing many top location and theater dates, apparently has picked up his disk following among the older crowd element, while the kids lost interest after the novelty of the *Four Leaf Clover* smash. Randy Brooks, third place winner last year, has since disbanded.

Small Group Honors to Cole Trio & Pipers

Commercial Types Lose Out

NEW YORK, June 4.—The King Cole Trio's versatility dominated in the campusites' balloting for both the instrumental and vocal sections of the small group division of this year's *Billboard* Annual College Poll almost in the same fashion as the threesome did last year. It was in the vocal section that the trio's double-crown of last year was split. The Pied Pipers by a narrow margin grabbed this year's honors over Cole and the Mills Brothers, who tied for second place. In the instrumental group voting, the collegians' tastes swung all the way to the left for jazz-type groups, with each of the top five groups favorable to all types of hot music—from bop to Dixieland.

In the instrumental voting, Cole recaptured last year's crown in a sweeping victory over Charlie Ventura's bop-conscious small ork. Ventura, whose group was just about getting started this time last year, apparently has won his campus following via the now well-worn disk route, since most of his work with the band has been confined to big town location dates. Page Cavanaugh Trio, third, and the Benny Goodman Sextet, fourth, are repeats from last year's poll. But Pee Wee Hunt's group, riding home in fifth slot, won a nod primarily because of the lingering reaction to last year's *Twelfth Street Rag* hit platter.

Commercial Types on Wane

Knocked out of the winner's circle in the instrumental division were the Three Suns and the Harmonicats. These are commercial type units of a sort for which the collegians seem to have lost favor. The Harmonicats made it last year primarily because of their *Peg o' My Heart* disking of two years ago and, having been unable to find a follow-up, seem to be losing popularity ground.

The Pipers, who a few months ago switched to Victor Records from Capital, won a tight race from the Cole threesome and the veteran Mills freres and topped a top circle repeater, the fourth place Ink Spots. The new addition to the winning quintet is the Ravens, a vocal quintet whose National waxings were most responsible for their shoving the Andrews Sisters out of the top five among the vocal group contestants.

Col. "Pacific" Hits 200,000; LP's Sales 1/3

NEW YORK, June 4.—The Columbia Records' original-cast recording of the smash hit Broadway musical, *South Pacific*, has sold in the vicinity of 200,000 shellac and LP sets in its first month on the market. One-third of the sales were in the LP series.

Columbia's other original cast show album of *Kiss Me, Kate*, out for several months, has hit about 140,000 LP and shellac sales, with LP again accounting for a third of the business.

CROSBY, DORIS DAY, MONROE

"Got My Love" Is Upset Fave Pop Tune Disk

"Buttons and Bows" No. 2

NEW YORK, June 4.—The favorite pop records of the collegians, as shown in *The Billboard's* 11th Annual College Poll, display quite a variance from the nation's over-all preferences rated according to the best-seller charts—and the pervasive influence of the disk jockeys would seem to be the reason for the difference.

No. 1 collegiate cookie of the year was Les Brown's Columbia disk, *I've Got My Love To Keep Me Warm*—a potent platter, but not in the same sales bracket as Dinah Shore's *Buttons and Bows*, the No. 2 winner. Doris Day's *It's Magic*, King Cole's *Nature Boy*, Kay Kyser's *Slow Boat to China* and Vaughn Monroe's *Red Roses for a Blue Lady*, Nos. 3, 4, 5 and 6. No. 7, Lennie Hayton's *Slaughter on Tenth Avenue*, and No. 10, Margaret Whiting's *Now Is the Hour* scarcely rate among the year's best sellers. These disks along with the Les Brown, got big air play, however, and made their mark on the campuses.

"Clair De Lune" Top Longhair Number Again

NEW YORK, June 4.—Classical tastes on the campus ran pretty true to the longhair predilections of the public at large, the 11th Annual College Poll by *The Billboard* shows. As he did last year, Jose Iturbi took the first and third places with *Clair De Lune* and *Chopin's Polonaise in A Flat*; the Efreim Kurtz-New York Philharmonic *Sabre Dance* ran second. Beethoven's *Ninth*, done by Eugene Ormandy and the Philadelphia ork, and Brahms' *First*, by Artur Rodzinski and the New York Philharmonic, round out the classical list in fourth and fifth spots, respectively, making for a list conspicuous for conservatism and mirroring of the broadest tastes rather than for any youthful leaning toward the modern or the recondite.

Goodman Adds Foreign Dates

NEW YORK, June 4.—Benny Goodman's European tour (*The Billboard*, June 4) has been expanded to include four to six additional weeks of new bookings on the Continent. The clarinetist-maestro, already scheduled to appear in England, Scandinavia and the Lowland Countries, now intends to hit France and Switzerland as well, but probably will avoid dates in any part of Germany.

The plan, as it now stands, is for Goodman's entire crew to fly or sail the Continent to join BG after he completes his London Palladium engagement. Regulations of the British Musicians Union (BMU) prevent the band from performing in that country. The tour will carry BG thru mid-September.

11th Annual College Poll

SINGERS

All-Around Favorite (Male)		Most Promising New (Male)	
1. Bing Crosby	853	1. Mel Torme	154
2. Perry Como	746	2. Billy Eckstine	133
3. Billy Eckstine	661	3. Bill Lawrence	67
4. Frank Sinatra	450	4. Vic Damone	66
5. Mel Torme	384	5. Gordon MacRae	38
6. Vaughn Monroe	277	Most Promising New (Female)	
7. Frankie Laine	265	1. Sarah Vaughan	106
8. Gordon MacRae	160	2. Kay Starr	93
9. Vic Damone	129	3. Fran Warren	66
10. Herb Jeffries	77	4. Anita O'Day	52
All-Around Favorite (Female)		5. Patti Page	41
1. Doris Day	883	Band Vocalist (Male)	
2. Jo Stafford	630	1. Vaughn Monroe	253
3. Peggy Lee	627	2. Billy Eckstine	51
4. Margaret Whiting	551	3. Art Lund	38
5. June Christy	304	Band Vocalist (Female)	
6. Sarah Vaughan	275	1. June Christy	166
7. Dinah Shore	203	2. Peggy Lee	110
8. Kay Starr	188	3. Doris Day	73
9. Lena Horne	111		
10. Anita O'Day	86		

RECORD HABITS

How Do the Students Hear Records?	
Record programs on the radio	2,147
Juke boxes	1,235
Home phonographs	1,104
Students' Attitude Toward Disk Jockey Shows:	
They encourage record buying	732
They discourage buying	60
College Papers That Carry	
Record columns	282
Band columns	133

GENERAL MUSIC PREFERENCE

1. Sweet	599	3. Progressive Jazz	11
2. Swing	124	4. Latin-American	9
5. Corn	6		

Torme and Vaughan Repeat As Most Promising Vocalists

NEW YORK, June 4.—For the second straight year, Mel Torme and Sarah Vaughan were tabbed the most promising vocalists in *The Billboard's* 11th Annual College Poll. Both singers snared wax pacts with new companies in recent months and are definitely out of the "promising" stage, but their emergence is too recent to have been reckoned with by the collegians.

Billy Eckstine ran second in the poll of most promising male warblers, a product of his rising popularity on records and personal appearances. Bill Lawrence's spot in third place can be attributed to his appearances on the Arthur Godfrey radio and video shows, his Victor platters, and a hefty promotional campaign by the George Evans office. Vic Damone, who appeared as second most promising last year, made the fourth place in this class this year. Gordon MacRae

rounds out the list of potentials in fifth place.

Among the thrushes, the fast-moving Kay Starr placed second to Sarah Vaughan, owing largely to her string of fine Capitol records and the strong favor they've been finding among the disk jockeys. Fran Warren, in third place, Anita O'Day in fourth, and Patti Page in fifth round out the campus conception of the singing stars of tomorrow.

Monroe First, TD in 2d Slot

(Continued from opposite page) and the so-called modern school, a new category was introduced to the poll this year. Under the heading of "Progressive Jazz" the new section's winner was the retired Mr. Kenton, who created the phrase which heads the added category. Woody Herman and Dizzy Gillespie were a poor second and third in the progressive jazz polling.

Spike Jones had, as has been the case for many years, very slight competition as he ran away with the corn band title. Red Ingle copped some votes, while the college pranksters voted third place for the ever-popular Guy Lombardo. Likewise, Xavier Cugat remained without a peer in the Latin-American category as he romped over Desi Arnaz and Machito's Afro-Cubans.

That's about the sum of what the college kids go for the most in the band biz. Their preferences among singers, groups and records are analyzed and discussed in other stories on these pages.

802 Skeds 100 Free Concerts in Hospitals

NEW YORK, June 4.—Local 802 of the American Federation of Musicians (AFM) has scheduled 100 musical programs for veterans and civilian hospitals along with other institutions during June, according to Prexy Richard McCann. The concerts are to be paid for by the recording and transcription fund, administered in co-operation with AFM.

Seven major concerts are set for the first two weeks, first of which was the Decoration Day parade, in which 50 musicians played.

Bing & Como 1, 2; Surprise Is Doris Day

Chirp From Rags to Riches

(Continued from page 3)

went to Billy Eckstine, who also scored as second fave band warbler and second most promising (see other story this department). Eckstine is another newcomer to the listings. Frankie Laine slipped from third place last year to seventh this year, probably because he hasn't been productive disk-wise, having cut his first post-ban platter only last month. Laine, however, has been compiling a torrid personal appearance record. Three newcomers to the seedings this year are Gordon MacRae, Vic Damone and Herb Jeffries, in eighth, ninth and 10th places.

The wren rankings, after Doris Day, find Jo Stafford repeating her second-place performance of last year, Peggy Lee dropping from one to three, and Dinah Shore falling from three to seven. Margaret Whiting in fourth place, June Christy in fifth and Sarah Vaughan in sixth closely approximate last year's scoring. Kay Starr, eight, Lena Horne, nine, and Anita O'Day, 10, round out the list—none of them having made the tables at all last year.

A paradox runs all thru the band vocalist picks—none of the three male winners has been a band employee for many years, and of the three gal victors, only one has recently piped for an ork. Vaughn Monroe, the No. 1 band-vocalist, despite the fact that he warbles with his own crew, is actually a star performer with a supporting cast. Eckstine, place winner, hasn't been a band warbler for some four years—and then he, too, was a leader. Art Lund, show copper, last sang with a band three years ago.

In the fem fold, June Christy, who is doing a single now, was with Stan Kenton during the polling period. Peggy Lee, in second place, and Doris Day, in third, haven't been with bands for some years. Probable explanation for these choices is that the glamour era of the band biz is passing; i.e., a few years back the kids followed the bands closely, and knew not only the singers but also the sidemen by name. Nowadays, only the stellar names register with the fans; hence the selection of solo stars rather than band singers in the strict sense.

2 Cap Releases For Folk, Race

HOLLYWOOD, June 4.—Capitol will devote two of its forthcoming releases entirely to Western-hilly-billy and race wax. Special releasing is part of a merchandising plan to cash in on sales in these fields. Earlier this spring, Cap devoted an entire week's release to be-bop sides.

Next week's release will feature Merle Travis, Tommy Faile, Mel and Stan, Jim Eanes, Jones and Martha Carson, Johnson Gospel Singers and Price Brothers Quintet. Race issue will include two disks by T-Bone Walker, and singles by Julia Lee, Walter Brown, Tommy Douglas, Bus Moten, Selah Singers, Lee Young and His Band and the Golden Wing Quintet.

ASCAP-TV in Peace Formula

Writers Yield On Spec. Fees For Spec. Uses

But Members May Veto It

(Continued from page 12)

dorsement to the proposals. What the reaction of ASCAP's wide and diverse membership will be, however, is difficult to conjecture. The ASCAP board in agreeing to the tentative draft for submission to the members is known to have indicated that, while the board members are ready to go along with the proposals as the most expedient course of action, the final decision under ASCAP's structure is up to the members.

Back in Picture

The latest development brings the NAB television music committee back into the picture as the formal negotiator for the TV stations. The committee, headed by Robert P. Myers, has not had a conference with the ASCAP board since the latter group last month suggested turning over the pact-making to an outside arbitration board.

In subsequent conference, the TV industry was represented by a group of network spokesmen who in turn reported back to the Myers committee, which now is ready to take over negotiating with ASCAP after TV members give their responses to the tentative proposals for a pact.

The proposals which will go to television stations and to ASCAP-ers will be in the nature of a progress report, but under ASCAP's structure, formal ratification by the members is needed for any final action on a pact involving dramatic music rights. There are a number of areas of dispute still to be settled by the ASCAP board and the NAB TV music committee, and the tentatively proposed compromise is said to constitute only a "working draft" of a possible agreement on the major issues, with the lesser ones to be settled subsequently in conferences. The key problem has been the question of special fees for special uses. TV spokesmen have fought stubbornly against this principle, which the ASCAP board appears finally willing to yield on.

"Unfair," TV's Cry

Television spokesmen had insisted that the special fees-special uses principle would have called for "unfair rates" approximately twice as great as would be required by the current tentative proposals. In theory, what the present tentative pact amounts to is the same treatment for TV as is given to AM by ASCAP.

The NAB television music committee, it is learned, hopes to get its latest progress report to TV stations by Wednesday (8). In its last progress report on the TV music situation, the committee had stressed a "danger" involved in any agreement for clearing two special uses on a television performance of music. The TV-ers maintained that there could be no agreement with ASCAP until ASCAP jettisoned the special fees-special uses demand for TV payments.

L. A. Avodon Cuts Tariff

HOLLYWOOD, June 4.—Avodon Ballroom, downtown Los Angeles dancery, is dropping its admission price from \$1.25 to 85 cents for men and 50 cents for women. All other ballrooms in the area are holding the price line as of now.

Big 3's Big Move

NEW YORK, June 4.—On or about July 1 MGM's big three pubberies will be under one roof, when the Miller and Feist firms move from the Brill Building to join the Robbins firm at 799 Seventh Avenue. The big three will occupy the second and third floors, additional space having been made by Bourne pubberies moving from the second to the fifth floor at 799 J. J. Robbins will take over the office now occupied by Miller in the Brill Building. The Feist space has not yet been spoken for.

Little Nipper Bow Revamps RCA Kid Stuff

NEW YORK, June 4.—A major-scale revamping of the RCA Victor kiddie record line gets under way this month with the first release in that diskery's Little Nipper series. First set scheduled is a new version of *Dumbo*, which release will coincide with the national re-release of the Disney flick. When the film was first issued in 1941, Victor put out an album of songs taken directly from the sound-track. The new version will feature a dramatization of the story with Shirley Temple as narrator, and with whatever original cast members can be rounded up. The three-pocket album will include a double-spread liner that follows the production with original Disney cartoons, in the form of a comic strip. It will retail for \$3.98.

The Little Nipper series, produced by Steve Carlin, will feature Nipper, the RCA Victor pup, as a prominent symbol for moppets. Many of the items in the line will be remakes of oldee Victor sets. New packaging, dramatization and—in some cases—new music are in the works for the Victor literary properties. All disks will be of non-breakable material.

The diskery plans a big tie-in promotional push for the initial *Dumbo* set.

Symphony Sid Goes to WJZ

(Continued from page 6)

which time WMCA will switch its all-night policy and sign off at 2 a.m., Kozlow's show running from 11 until sign-off.

Torin's WMCA take—he had a deal giving him a piece of the revenue his stanza brought in—has been estimated at \$25,000 yearly.

While this is not the first time WJZ has operated all night—Alan Kent handled such a show for the web outlet a few years ago—it is the first time it has emphasized the Harlem side, since it is in this locale that Symphony Sid has his dominant following. Bob Gerrity, who's been Sid's assistant at WMCA, shifts with him.

Torin is acknowledged in the music trade as one of the persons most responsible for the promotion of bebop and modern jazz music into a box-office factor. He has been affiliated initially with the Royal Roost nitery and currently is tied with its successor, Bop City, and is accredited in the trade for helping to elevate both spots into big-time Stem operations.

Fox Airs Issue Of Retroactivity On 'Cuckoo' Ditty

NEW YORK, June 4.—The question of retroactive recognition of copyright ownership arose this week when the Sam Fox Publishing Company asked a number of publishers and diskeries for an accounting of copies sold last year of the *Cuckoo Waltz*. Fox only last month acquired the American publishing rights to the tune.

Fox acquired the song from Keith Prowse, British pubber, thru a deal made with Simon Van Leer, Keith Prowse's topper during his recent visit here. It was originally published by Elkan and Schildknecht, of Stockholm, with whom the British outfit has a working arrangement.

Cuckoo came into prominence last year largely as a result of being on the reverse of the Ken Griffin smash disk of *You Can't Be True, Dear*, on the Rondo label. Trade assumption at the time was that the number was in the public domain, and a slew of pubbers got out arrangements after the song picked up some steam on its own as a result of jockeys and juke ops turning *True* over.

Among the pubbers Fox has asked for an accounting are Charles Hansen, Edwards, J. J. Robbins, Carl Fisher, Stasny, White-Smith, Colonial and Ardmore. Rondo has also been notified.

Music biz lawyers say there is a precedent for recognition of retroactivity as Fox now claims.

MGM Music Job Goes to Green; Powers Leaves

HOLLYWOOD, June 4.—Composer-conductor Johnny Green was named general musical director of the Metro-Goldwyn-Mayer (MGM) film firm this week-end, replacing Dick Powers, who leaves the flickery August 1 to become an indie film producer. Green, at one time under contract to Metro, will have charge of all musical activities, incorporating Powers' former job of musical coordinator with conducting and allied chores.

Powers, formerly Western chieftain for the American Society of Composers, Authors and Publishers, has headed MGM's music department since 1946, taking over after the death of David Chatkin. He plans to make low-budget musical features in association with several film execs after exiting from MGM.

Beneke Cuts 25 Sides for E.T.

NEW YORK, June 4.—The Tex Beneke ork, which signed recently with NBC Thesaurus, has cut some 25 sides for the transcription outfit, and will be represented in Thesaurus' July release. The Beneke band, which is the Glenn Miller style, has cut such Miller standbys as *In the Mood*, *Chattanooga Choo Choo* and *Kalamazoo*, plus recent numbers like *Pin Stripe Pants*.

This is the first e. t. commitment for the ork, under the baton of either

New Disk Sales Plan Debs Via Ohio Groc. Chain

CINCINNATI, June 4.—William Palazzolo, president of Peiri Wine Company, and Mike Brawley, former MGM Records' distributor here, have come up with a new wrinkle for record sales, and Albers, national grocery chain, has been selected to debut the idea, which calls for self-service sales of pop tunes in the company's stores. Recordings will carry Albers' name. Palazzolo and Brawley will start with 72 stores, scattered thruout Ohio.

Disks will be pegged at 75 cents and, according to Brawley, all selections will be chosen from top ranking only tunes.

Brawley goes to New York Wednesday (8) for the first recording session, which will tee off with waxings by Bud Breese, former vocalist with Art Mooney. Records are slated to go on sale at the chain stores the following Monday.

According to Brawley, other chain supermarkets are being lined up for future pacting, pending outcome of the initial trial. Each chain would merchandise the disks with its own label.

Denies Colony, Imperial Disks Same Etchings

HOLLYWOOD, June 4.—Allegations that certain recordings on the Imperial label were identical to those released under the Colony tag (*The Billboard*, May 14) brought a denial from Lou Chudd, prexy of the Imperial firm. Chudd said Colony recorded the same tunes released by Imperial and that arrangements may be somewhat similar but insisted that Colony's product was not pressed from the same cuttings made by Imperial. Chudd stated that altho Colony and Imperial are next door neighbors, no other connection exists between the firms which, he claimed, are independent of each other in ownership.

The Billboard checked the Los Angeles County Corporation Office records to find that Imperial Records, incorporated June 29, 1946, listed as its directors Louis R. Chudd and Max Feirtag (Chudd said Feirtag is Imperial's secretary-treasurer). County records list Colony's directors as Harold Easton, Edith Rubin and Anne Marcus. Altho not confirmed, it is believed Colony's officers are Clyde Henderson, prexy; N. Newman, veepee, and James J. Walker, treasurer and managing director.

Garner Splits With Fadiman

NEW YORK, June 4.—Adam Garner, member of the First Piano Quartet, a top longhair box-office attraction, this week advised bookers and others in the trade that the group has terminated its management contracts with Edwin Fadiman and Fadiman Associates, Ltd., and that no contracts signed by Fadiman for future performances will be fulfilled by the quartet.

Garner announced that all bookings of the quartet for the 1949-1950 season should be addressed to him. Garner's announcement follows a public statement made by Fadiman that the quartet is under exclusive management and booking contract to Fadiman and Fadiman Associates, Ltd. The take for a recent Carnegie Hall concert by the quartet is being held up by the hall following the issuance of a summons by Fadiman and a counter-summons by the quartet.

Petrillo Arrives for AFM Convensh; Gunning for T-H

SAN FRANCISCO, June 4.—James C. Petrillo, president of the American Federation of Musicians (AFM), arrived here Thursday (2) to prepare for the union's national convention, June 6-11. He predicted that there would be no fireworks at the party in the Palace Hotel. Some 1,100 delegates are expected to attend. He plans to make his major talk a slam at the Taft-Hartley Act.

On hand to greet Petrillo were Ed Moore, president of AFM Local 6, which will play host to the convention, and supervisor Dewey Mead, representing Mayor Robinson. Petrillo said again that one of the major acts of the convention would be to ask the removal of the 20 per cent federal tax on amusements.

"It will be a great help for everyone in the amusement industry if the 20 per cent tax is done away with," he said. "Actually, if the tax should be reduced to 5 per cent, everyone,

including the government, would get more than they do now."

Petrillo quashed rumors that he would give up his AFM presidency.

"So long as my health permits and the delegates want to elect me, I'll be glad to serve," he said.

A second rumor, that Petrillo would urge members to accept wage cuts, was dismissed as absurd.

Savoy Gloms Onto Mexico

NEW YORK, June 4.—The hand of Savoy's Herman Lubinsky reached farther around the globe last week when that disk mogul returned from Mexico with an arrangement to have Savoy's pop and jazz disks pressed in that country. This follows other recent pacts with presseries in England and France, completed on Lubinsky's European jaunt last month. He has still another deal pending in Scandinavia, which he hopes to complete on a trip there early in July. Savoy has opened its own office in Paris, where the label's topper reports a keen interest in jazz wax, currently spearheaded by Paul Williams' cutting of *The Hucklebuck*.

Savoy has received signed contracts from the Swiss opera singer, Ninon Alexander, who will cut French kidisks for the label, and from Doina, classical violinist. The diskery's first longhair release, the complete opera, *Ernani*, will be released this month on long playing type disks only.

Hudkins Into Hoedown Field

HOLLYWOOD, June 4.—Ace Hudkins, whose promotion created the Bob Keene "Artie Shaw type" band, has now moved into the hoedown field, and has as his partners in the venture, the same disk jockeys who partake in the Keene crew's earnings. Hudkins will take over the Avodon Ballroom, downtown Los Angeles dancery, for a series of Friday night square dances, starting June 10. Dances will be called *Red Barn Roundup*, the same tag used by Tom Brennan on his 10:30 p.m. to midnight KXLA (Pasadena) Western-hillbilly disk show. Tag belongs to Brennan and will be used, in addition to the Avodon, at other locations where Hudkins stages hoedowns.

Disk jockeys Bill Anson, Don Otis and Alex Cooper, who participate with Hudkins in the Keene band's earnings (each reportedly get 10 per cent of take), will join Hudkins in his square dance venture on a similar basis. Hudkins will feature Dusty Ellison and His Saddle Dusters (8) for the hoedown bashes. According to Hudkins, take will be split as follows: Brennan will get 20 per cent, Ellison takes 30 per cent, while Hudkins will get 50 per cent. Jockeys come in for their share after musicians are paid and before the above divvy. As in the case of the Keene band, jockeys are returning the favor by plugging the Avodon dances. Bill Anson (KFWB), has started to include Western-hillbilly selections on his airshow, to permit opportunity for plugging *Red Barn Roundup*.

Kenton Re-Signs With GAC; Beefs Over "All-Stars"

NEW YORK, June 4.—Stan Kenton, who this week renewed his management pact with General Artists Corporation (GAC) for an additional two years, squawked to the agency about the sale of a unit composed of several of his former sidemen under a "Stan Kenton All-Stars" tag. He demanded that the agency stop the group from making use of his name. The tootlers have been drawing a few scattered West Coast bookings thru GAC.

Agency exec Art Weems said that GAC had been selling the group with no billing other than "former Stan Kenton stars," but that the agency had been unable to prevent ops from tagging them the "Kenton All-Stars." He said also that the agency would try to halt all use of the Kenton name by the group.

Denies Jones's Court Charges

HOLLYWOOD, June 4. — S. L. Cross, president of American Music, Inc. (AMI), branded as fantastic and completely false charges filed last week by composer Stan Jones, who seeks court action to break a publishing contract with AMI covering five tunes (*The Billboard*, June 4).

Cross labeled as ridiculous Jones's allegations that he had been promised Decca and RCA Victor pressings on the songs "within two weeks after acceptance." Cross further stated that Jones had personally selected the AMI firm affiliated with Broadcast Music, Inc. (BMI), rather than place the tunes with an American Society of Composers, Authors and Publishers (ASCAP) affiliate. Jones, in his suit, claims Cross had assured him of an ASCAP affiliation and guaranteed the Decca and Victor diskings. Cross said relationships with Jones had been friendly until the latter's sudden success with *Riders in the Sky*.

Enter Blue Danube And Exit Maiorana

DETROIT, June 4.—The roster of international waxeries gained one and lost one this week here with the formation of the Blue Danube Record Company and the folding of the Maiorana & Son Record Company.

The Blue Danube firm will specialize in foreign language folk etchings, beginning with some Yugoslav folk sides and branching into other languages in the future. The company is headed by Steve Pavleko-vich, of the Wolverine Sales Company, singer - accordionist, George Bogich and Elmer George.

Maiorana, headed by Thomas Coco, was set up here about a year ago, featuring imported Italian operatic material.



**TWO GREAT ARTISTS
AND TWO SMASH TUNES
ON ONE GREAT RECORD!**

**ANDREWS
SISTERS**

and

**RUSS
MORGAN**

(Together for the First Time)

**'NOW! NOW! NOW!
IS THE TIME'**

coupled with

'OH, YOU SWEET ONE'

(The Schnitzelbank Song)

Both Vocal with Orchestra

DECCA 24664

SINGLE RECORD 75¢ (plus tax)



*Don't wait for
your salesman—
ORDER TODAY!*

America's Fastest Selling Records!

JOHNNY MERCER says about...

"LORA-BELLE LEE" . . .

"Hey, Mom, get a glom
at the new atom bomb"



LORA-BELLE LEE

over

"ISLAND QUEEN"

Recorded by

JOHNNY MERCER

with THE STARLIGHTERS and
PAUL WESTON & ORCH.

Record No. 57-605


Capitol
RECORDS

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending June 3

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS," is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

- 1. RIDERS IN THE SKY** 1
By Stan Jones
Published by Mayfair (ASCAP)
Records available: B. Crosby-K. Darby Singers, Decca 24618; D. Falligant-H. Winterhalter Ork, MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; P. Willing & His Riders of the Purple Sage, Capitol 57-40164; S. Jones & His Death Valley Riders, Mercury 5320; Sons of the Pioneers, Victor 21-0085; E. McCurdy, Monogram 134; Wingy Manone, Kern 2700; J. Saunders-R. Bloch Singers, Hi-Tone 122.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 2. AGAIN** 3
By Newman and Cochran
Published by Robbins (ASCAP)
From 20th Century-Fox film, "Road House."
Records available: V. Damone-G. Osser Ork, Mercury 5261, D. Day-The Mello-men, Columbia 38467; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mooney Ork, MGM 10398; M. Scott-The Paulette Sisters, Spotlite 516; M. Torme, Capitol 57-628; L. Rucker & C. McLean Combo Aristocrat 10001; J. Clay Ork, Hi-Tone 100.
Electrical transcription libraries: Linda Stevens-Rene Durant, Standard; Manhattan Madcaps, NBC Thesaurus.
- 3. FOREVER AND EVER** 2
By Frank Winkler-Malin Rosa
Published by Robbins (ASCAP)
Records available: H. Carroll & the Carolers, Mercury 5252, Perry Como-M. Ayers, Victor 20-3347; Russ Morgan Ork, Decca 24569, D. Shore-H. Zimmerman Ork, Columbia 38410, M. Whiting, Capitol 57-544; P. Reed Dance-Tone 312; Fran Allison, Rondo 185; J. Clay-The Riddlers, Hi-Tone 108.
Electrical transcription libraries: Larry Clinton, Lang-Worth, Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.
- 4. SOME ENCHANTED EVENING** 6
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: Perry Como-M. Ayres Ork, Victor 20-3402, B. Crosby-J. B. Trotter Ork, Decca 24609; J. Laurenz-J. Carrol Ork, Mercury 5270; Frank Sinatra, Columbia 38446; J. Stafford-P. Weston Ork, Capitol 57-544; H. Winterhalter Ork, MGM 10399; P. Weston Ork, Capitol 57-629; J. Saunders-R. Bloch Ork, Hi-Tone 122.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; The Music of Manhattan; NBC Thesaurus; Elliot Lawrence, Associated; Shep Fields, Lang-Worth.
- 5. "A"—YOUR'RE ADORABLE** 5
By Kaye, Wise and Lipman
Published by Laurel (ASCAP)
Records available: P. Como-Paulette Sisters, Victor 20-3381, L. Fontane Ork, Decca 24570; J. Pace-G. Ellis Ork, Keystone 1600; R. Paige-The New Yorkers, Spotlite 510; T. Pastor Ork, Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 57-507; A. Vincent-J. Carroll Ork, Mercury 5253; Buddy Kaye Quintet, MGM 10310.
Electrical transcription libraries: Bob Eberly-Mack Stewart Quartet, World; Vic Damone, Associated; Sweetwood Sorenaders, NBC Thesaurus.
- 6. CRUISING DOWN THE RIVER** 4
By Beadell and Tollerton
Published by Henry Spitzer (ASCAP)
Records available: B. Barron Ork, MGM 10346; Jack Smith-The Clark Sisters, Capitol 57-72; Frankie Carle, Columbia 38411; H. Carrol, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349, N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035, The Riddlers-The Hi Tonians, Hi-Tone 104; The Paulette Sisters, Spotlite 505; L. Monti's Tu-Tones, Double Feature DF 2010; Danny Majewski, Harmonia H 1215.
Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated; Russ Morgan Ork, World; Lawrence Welk, Standard.
- 7. CARELESS HANDS** 7
By Carl Sigman and Bob Hilliard
Published by Melrose (ASCAP)
Records available: Bob & Jean, Decca 24563, E. Dean, Mercury 5170; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-3321; J. Laurenz, A. Vincent, Mercury 5245, Shanty Long & The Santa Fe Rangers, Victor 21-007; L. McAuliffe, Columbia 20546; A. Smith, MGM 10380, M. Torme, Capitol 57-570; P. Paige-The New Yorkers, Spotlite 507; J. Price Rich-R-Tone 443, P. Reed, Dance-Tone 310; B. Crosby-K. Darby Singers, Decca 24618, M. Smith-H. Hold Ork, Magnolia MS 1002; Bing Crosby-K. Darby Singers, Decca 24618; Tex Ritter, Capitol 57-40155; J. Deas & His Ranchers, London 428.
Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton Lang-Worth; Sammy Kaye, NBC Thesaurus.
- 8. BABY, IT'S COLD OUTSIDE** 8
By Frank Loesser
Published by E. H. Morris
From MGM's "Neptune's Daughter"
Records available: C. Calloway, Hi-Tone 135; D. Cornell-B. Kaye Ork, V 20-3448; E. Fitzgerald-L. Jordan, Dec 24644; Homer & Jethro-J. Carter, V 21-0078; L. & P. Loesser, Mercury 5307; D. Shore-B. Clark, Col 38463; M. Whiting-J. Mercer-P. Weston Ork, Cap 57-567; E. Williams-R. Montalban, MGM 30197.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 9. BALI HA'I** 9
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway Musical, "South Pacific."
Records available: P. Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. B. Trotter Ork, Decca 24609; P. Lee-D. Barbour Ork, Capitol 57-543; F. Sinatra, Columbia 38446; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, 10399; P. Weston Ork, Capitol 57-629; J. Long Ork, Hi-Tone 129.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; Sweetwood Sorenaders, NBC Thesaurus.
- 10. I DON'T SEE ME IN YOUR EYES ANYMORE** 8
By Bennie Benjamin and George Weiss
Published by Laurel (ASCAP)
Records available: B. Clark-E. Hagen Ork, Columbia 38408; P. Como-M. Ayres Ork, Victor 20-3347; H. Forrest, MGM 10373; J. Garber Ork-T. Reardon, Capitol 57-602; K. Kallen-M. Miller Ork, Mercury 5285; V. Lynn-S. Browne-B. Farnon Ork, London 403; J. Pace-G. Ellis Ork, Keystone 1500; The Stardusters-G. Jenkins Ork, Decca 24576; L. Douglas-B. Curtis Quartet, Hi-Tone 119.
Electrical transcription libraries: Kaye Armen, Associated; Vincent Lopez, NBC Thesaurus.

South Pacific hits now on 45 RPM!

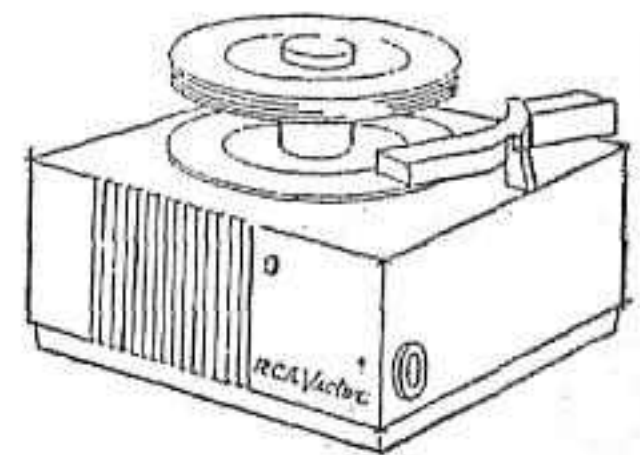


PERRY COMO

BOTH CLIMBING THE CHARTS!

SOME ENCHANTED EVENING AND BALI HA'I

RCA VICTOR 20-3402
(47-2896*)



...and on 78 rpm, of course!

RCA Victor recordings of South Pacific hits are already getting terrific play on 78 rpm—now watch them go on 45 rpm!

RETAILERS: Take advantage of keen public interest in new 45 rpm's! Display them prominently... 7 eye-catching colors help you!

DISK JOCKEYS: Your show will sound better on 45 rpm. Investigate!

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm.
Numbers marked * are 45 rpm.)



BILL LAWRENCE

TOP TUNES, TOP TREATMENT!

YOUNGER THAN SPRINGTIME AND THIS NEARLY WAS MINE

RCA VICTOR 20-3423
(47-2907*)



FRAN WARREN

SHE'S REALLY GOING PLACES WITH

A WONDERFUL GUY AND I'M GONNA WASH THAT MAN

(Right Out-a My Hair)

RCA VICTOR 20-3403
(47-2897*)

ZEKE MANNERS

SALTY! LUSTY! FUNNY!

THERE IS NOTHIN' LIKE A DAME



RCA VICTOR 20-3452
(48-0052*)

AL GOODMAN

SIX HITS—
ONE SENSATIONAL PLATTER!

A—Some Enchanted Evening
I'm Gonna Wash That Man
Right Out-a My Hair
Loveliness Of Evening

B—Bali Ha'i
A Wonderful Guy
Younger Than Springtime

RCA VICTOR 28-0435
(52-0022*)



POPULAR

- | | |
|--------------------------------------|--------------------|
| Ain'tcha Glad I Love You | TOMMY BORSEY |
| The Continental | 20-3450 (47-2917*) |
| The Four Winds And
The Seven Seas | SAMMY KAYE |
| Out Of Love | 20-3459 (47-2923*) |
| Ting-A-Ling | THE THREE SUNS |
| Ev'rybody Kiss The Bride | 20-3460 (47-2924*) |
| You Told A Lie | LARRY CLINTON |
| Sicilian Tarantella | 20-3461 (47-2925*) |

POP-SPECIALTY

- | | |
|--------------------------------|--------------------|
| Polka Dots And
Polka Dreams | ERNIE BENEDICT |
| Tzigane Polka | 20-3462 (48-0059*) |

RHYTHM

- | | |
|-----------------------|--------------------|
| Honeysuckle Rose | ROSE MURPHY |
| You Were Meant For Me | 20-0028 (50-0012*) |

FOLK

- | | |
|---------------------------|----------------------|
| Riders In The Sky | SONS OF THE PIONEERS |
| Room Full Of Roses | 21-0065 (48-0060*) |
| Your Big Bouquet Of Roses | DAVE DENNEY |
| Lord Protect My Darling | 21-0066 (48-0061*) |
| Guitar Waltz | CHET ATKINS |
| Barber Shop Rag | 21-0067 (48-0062*) |

BLUES

- | | |
|-----------------------------|-------------------------|
| Crudup's
Vicksburg Blues | ARTHUR "BIG BOY" CRUDUP |
| Shout, Sister, Shout | 22-0029 (50-0013*) |

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

ON 78 RPM ONLY—



BUDDY MORENO

HONEY BUN

RCA VICTOR 20-3421



EVE YOUNG

A COCK-EYED OPTIMIST

HAPPY TALK

RCA VICTOR 20-3424

The stars who make the hits are on

THE CERTAIN SEVEN

- (Best-sellers that no dealer can afford to be without)
- 20-3411=47-2902* Riders in the Sky Vaughn Monroe
 - 20-3402=47-2896* Some Enchanted Evening Perry Como
 - 20-3347=47-2892* Forever and Ever Perry Como
 - 20-3381=47-2889* "A" You're Adorable Perry Como
 - 21-0051 The Echo of Your Footsteps—Eddy Arnold
 - 21-0002=48-0042* Don't Rob Another Man's Castle Eddy Arnold
 - 11-8851=49-0176* Clair de Lune Jose Iturbi
- *Now available on 45 RPM



RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

not ONE...
not TWO...
BUT...
3 SMASH HITS!

Frankie Laine
"GEORGIA"
"YOU'RE JUST THE KIND"



THE BILLBOARD PICKS:

GEORGIA ON MY MIND.....Mercury 5293
Frankie Laine.....
This is Laine's initial wax effort since the ban ended and it certainly is one of his very best. He takes it at an easy bounce ballad beat and squeezes every bit of his remarkable salesmanship into each syllable of the evergreen. Carl Fischer's ork lends rock solid support.



Eddy Howard
"Room Full Of Roses"
"YES, YES, IN YOUR EYES"

THE BILLBOARD PICKS:

THERE'S YES! YES! IN YOUR EYES.....Mercury 5296
Eddy Howard Ork.....
Eddy Howard has another potent pairing with his rendition of the Santly-Room Full of Roses. Friend oldie falling into his usual silken smooth rhythm pattern with the trio offering the maestro vocal support. He also does a fine job with the promising country-styled ballad at a neat, bouncy dance tempo.

Vic Damone
"You're Breaking My Heart"
"FOUR WINDS AND SEVEN SEAS"



THE BILLBOARD PICKS:

YOU'RE BREAKING MY HEART.....Mercury 5271
Vic Damone.....
Damone, who returned to wax contention with his "Again" etching, may have another winner in this adaptation of an Italian song. It's in the same groove as the warbler's first biggie, "I Have But One Heart," with Damone singing it in both English and Italian with tasteful Glenn Osser orking. Flip is the promising "Four Winds and the Seven Seas" ballad.

Only Mercury has the
Hits on Non-Breakable

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music
Based on reports received last three days of Week Ending June 3



BEST-SELLING SHEET MUSIC

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

Weeks to date	Position	Last Week	This Week	Title	Publisher
7	2	1	1	RIDERS IN THE SKY (R)	Mayfair
9	1	2	2	AGAIN (F) (R)	Robbins
7	6	3	3	SOME ENCHANTED EVENING (M) (R)	Williamson
14	3	4	4	FOREVER AND EVER (R)	Robbins
18	4	5	5	CRUISING DOWN THE RIVER (R)	Spitzer
12	5	6	6	"A" YOU'RE ADORABLE (R)	Laurel
6	7	7	7	BALI HA'I (M) (R)	Williamson
11	8	8	8	CARELESS HANDS (R)	Melrose
2	—	9	9	KISS ME, SWEET (R)	Advanced
4	9	10	10	A WONDERFUL GUY (M) (R)	Williamson
10	11	11	11	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
1	—	12	12	BABY, IT'S COLD OUTSIDE (F) (R)	E. H. Morris
6	—	13	13	IT'S A BIG, WIDE, WONDERFUL WORLD (R)	BMJ
19	14	14	14	RED ROSES FOR A BLUE LADY (R)	Mills
5	9	15	15	CANDY KISSES (R)	Melrose

ENGLAND'S TOP TWENTY

Weeks to date	Position	Last Week	This Week	Title	English	American
9	1	1	1	LAVENDER BLUE (Dilly Dilly)	Sun	Santly-Joy
13	2	2	2	TWELFTH STREET RAG	Chappell	Shapiro-Bernsteln
4	3	3	3	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
4	6	4	4	WEDDING OF LILI MARLENE	Box and Con	*
14	4	5	5	FAR AWAY PLACES	Leeds	Laurel
12	5	6	6	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
10	7	7	7	IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stanny
11	8	8	8	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
15	9	9	9	ON THE FIVE FORTY FIVE	Strauss Miller	Shapiro-Bernsteln
6	10	10	10	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
5	14	11	11	STRAWBERRY MOON	Edward Kasner	*
24	10	12	12	CUCKOO WALTZ	Keith Prowse	Criterion
16	12	13	13	IT'S MAGIC	Campbell-Connelly	Witmark
3	18	14	14	CANDY KISSES	Chappell	Hill & Range
9	13	14	14	HOW CAN YOU BUY KIL-LARNEY	Peter Maurice	Peter Maurice
1	—	16	16	"A"—YOU'RE ADORABLE	Connelly	Laurel
3	15	16	16	BEHIND THE CLOUDS	Feldman	*
1	—	18	18	FOREVER AND EVER	Francis Day	Robbins
4	—	19	19	MOTHER'S DAY	Billy Reid	*
2	—	19	19	CLOPIN, CLOPANT	Peter Maurice	Leeds
2	18	19	19	IT HAPPENED IN ADANO	Peter Maurice	*

*Publisher not available as The Billboard goes to press.

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The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending June 3



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Position Last Week	Position This Week	Title	Artist	Label
7	1	1	RIDERS IN THE SKY	V. Mouroe Ork	V 20-3411; 47-2902-ASCAP
12	3	2	FOREVER AND EVER	P. Como-M. Ayres	V 20-3347-ASCAP
9	2	3	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork	V 20-3381-ASCAP
6	9	4	AGAIN	M. Torme-P. Rugolo Ork	Cap 15428-ASCAP
5	14	5	RIDERS IN THE SKY	P. Lee	Cap 57-808-ASCAP
6	8	6	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602-ASCAP
4	11	7	AGAIN	D. Day-The Mellomen	Col 38467-ASCAP
7	13	8	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork	V 20-3402-ASCAP
10	7	9	AGAIN	V. Damone-G. Osser Ork	Mercury 5261-ASCAP
15	4	10	CARELESS HANDS	M. Torme-S. Burke Ork	Cap 15379-ASCAP
4	12	10	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork	Cap 57-567; 54-582-ASCAP

(Continued on page 121)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of May 27-June 2

Songs	Publisher	N. Y.		Chi.		Calif.		Add. Sur.	Tot. Pts.						
		SI	SV	CI	CV	SI	SV			CI	CV				
A Chapter in My Life Called Mary	Shapiro-Bernstein	3	10	1	7	4	10	4	6	0	4	0	3	2	146
A Wonderful Guy (South Pacific)	Williamson	6	11	0	12	4	9	2	9	5	6	0	4	14	293
"A" You're Adorable	Laurel	2	7	1	6	1	4	1	5	3	9	0	5	2	120
Again (Road House)	Robbins	3	14	1	7	3	10	7	7	4	7	0	7	3	182
Always True to You in My Fashion (Kiss Me, Kate)	T. B. Harms	2	4	0	2	3	5	3	3	7	3	0	2		77
Baby, It's Cold Outside (Neptune's Daughter)	E. H. Morris	0	1	0	5	0	1	0	4	0	1	0	4	24	82
Bali Ha'i (South Pacific)	Williamson	3	6	0	6	5	7	3	5	6	9	0	1	2	129
Cabaret	Duchess	6	10	0	3	4	3	0	2	9	11	0	1		91

(Continued on page 121)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, May 27, 8 a.m., and ending Friday, June 3, 8 a.m.)

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

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

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The Top 30 Tunes (plus ties)

A Chapter in My Life Called Mary (R)	Shapiro-Bernstein	ASCAP
A Wonderful Guy (M) (R)	Chappell	ASCAP
"A" You're Adorable	Laurel	ASCAP
Again (F) (R)	Robbins	ASCAP
Baby, It's Cold Outside (F) (R)	E. H. Morris	ASCAP
Bali Ha'i (M) (R)	Chappell	ASCAP
Cabaret (R)	Duchess	BMI
Candy Kisses (R)	Hill & Range	BMI
Careless Hands (R)	Melrose	ASCAP
Comme Ci, Comme Ca (R)	Leeds	ASCAP
Cruising Down the River (R)	Henry Spitzer	ASCAP
Don't Cry, Cry Baby (R)	Santly-Joy	
Everywhere You Go (R)	Lombardo	ASCAP
Five Foot Two, Eyes of Blue (R)	Feist	ASCAP
Forever and Ever (R)	Robbins	ASCAP
Havin' a Wonderful Wish (F) (R)	Paramount	ASCAP
How It Lies, How It Lies, How It Lies (R)	E. H. Morris	ASCAP
Hurry, Hurry, Hurry (R)	Droyer	ASCAP
I Don't See Me in Your Eyes Anymore (R)	Laurel	ASCAP
It's a Big Wide Wonderful World (R)	BMI	BMI
Kiss Me, Sweet (R)	Advanced	ASCAP
My One and Only Highland Fling (F) (R)	Harry Warren	ASCAP
Red Roses for a Blue Lady (R)	Mills	ASCAP
Riders in the Sky (R)	E. H. Morris	ASCAP
So In Love (M) (R)	T. B. Harms	ASCAP
Some Enchanted Evening (M) (R)	Chappell	ASCAP
The Beautiful Blonde From Bashful Bend (F) (R)	Miller	ASCAP
Three Wishes (R)	Herbert Miller	
Weddin' Day (R)	Famous	ASCAP
You Can't Buy Happiness (R)	Ben Bloom Music	ASCAP

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The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Based on reports received last three days of Week Ending June 3

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film, (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	1			RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork.	ASCAP
2	2			AGAIN <i>Skip To My Lou</i>	G. Jenkins Ork.-Joe Graydon	ASCAP
3	4			SOME ENCHANTED EVENING <i>Bali Ha'i</i>	P. Como-M. Ayres Ork.	ASCAP
3	3			FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan Ork.	ASCAP
5	5			FOREVER AND EVER <i>I Don't See Me in Your Eyes Anymore</i>	P. Como-M. Ayres	ASCAP
6	6			CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan Ork.	ASCAP
7	8			AGAIN <i>Blue Moon</i>	M. Torne-P. Rugolo Ork.	ASCAP
8	9			I DON'T SEE ME IN YOUR EYES ANYMORE <i>Because You Love Me</i>	G. Jenkins-The Stardusters	ASCAP
7	9			"A" YOU'RE ADORABLE <i>When Is Sometime?</i>	P. Como-Fontaine Sisters-M. Ayres Ork.	ASCAP
10	10			BALI HA'I <i>Some Enchanted Evening</i>	P. Como-M. Ayres Ork.	ASCAP
11	10			BABY, IT'S COLD OUTSIDE <i>I Never Heard You Say</i>	J. Mercer-M. Whiting-P. Weston Ork.	ASCAP
11	11			"A" YOU'RE ADORABLE <i>Need You</i>	J. Stafford and G. MacRae-P. Weston Ork.	ASCAP
13	24			SOME ENCHANTED EVENING <i>Bali Ha'i</i>	B. Crosby-J. S. Trotter Ork.	ASCAP
13	13			AGAIN <i>I Love You So Much It Hurts</i>	V. Damone-G. Osser Ork.	ASCAP
16	16			BABY, IT'S COLD OUTSIDE <i>My One and Only Highland Fling</i>	D. Shore-B. Clark	ASCAP
13	16			CARELESS HANDS <i>Always True to You in My Fashion</i>	M. Torne-S. Burke Ork.	ASCAP
14	14			RIDERS IN THE SKY <i>Lullaby Land</i>	B. Crosby-K. Darby Singers	ASCAP
19	19			AGAIN <i>Everywhere You Go</i>	Doris Day-The Mellomen	ASCAP
27	27			I DON'T SEE ME IN YOUR EYES ANYMORE <i>Forever and Ever</i>	P. Como-M. Ayres Ork.	ASCAP
12	20			CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye Ork.	ASCAP
21	21			MERRY-GO-ROUND WALTZ <i>Canadian Capers</i>	G. Lombardo and His Royal Canadians	ASCAP
25	21			SOME ENCHANTED EVENING <i>I'm Gonna Wash That Man Right Outta My Hair</i>	J. Stafford-P. Weston Ork.	ASCAP
22	23			RIDERS IN THE SKY <i>Wayfaring Stranger</i>	B. Ives-Boogie Bee Woolie	ASCAP
26	24			HUCKLEBUCK <i>Again</i>	T. Dorsey-S. Shavers	ASCAP
—	25			A WONDERFUL GUY <i>Younger Than Springtime</i>	M. Whiting-F. DeVol Ork.	ASCAP
23	26			CARELESS HANDS <i>Memories</i>	B. Crosby-K. Darby Singers	ASCAP
20	26			BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	ASCAP
—	28			BALI HA'I <i>There Is Nothing Like a Dame</i>	P. Lee-D. Barbour Ork.	ASCAP
—	29			A WONDERFUL GUY <i>Younger Than Springtime</i>	D. Shore	ASCAP
7	—			ONCE IN LOVE WITH AMY <i>Make a Miracle</i>	R. Bolger	ASCAP

WARNING!

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

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending June 3



BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks Last 1 This to date	Record	Label
52	1	1. LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Cap DAS-80; CASF 3001	Cap
19	2	2. SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director.....Cap BD-124; Cap DD-109	Cap
37	4	3. BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....Cap DBX-99	Cap
52	2	4. BOZO AT THE CIRCUS (Two Records) Billy May With Ork-Vance "Pinto" Colvig.....Cap B3X-34	Cap
52	3	5. BUGS BUNNY (Three Records) Mel Blanc.....Cap CC-64; CCF 3004	Cap
42	6	6. BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig.....Cap DBS-84; CBSF 3002	Cap
12	12	7. MOTHER GOOSE (One Record) F. Luther.....D CU-100	D
41	7	8. NURSERY RHYMES (Two Records) Frank Luther.....D CS-5	D
20	—	9. LITTLE ENGINE THAT COULD (Two Records) P. Wing.....V Y-341	V
41	8	10. BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Cap DBX-93	Cap
33	10	11. GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....D CU-102	D
24	—	12. RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....Cap BC-35; CCF 3007	Cap
2	—	13. LITTLE BLACK SAMBO (Two Records) Paul Wing.....V Y-333	V
3	—	13. MICKEY AND THE BEANSTALK (Three Records) J. Mercer.....Cap CCX-67	Cap
1	—	13. THE FUNNIEST SONG IN THE WORLD (One Record) (Parts I and II)—G. Marx.....Young Peoples 719	Young Peoples

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks Last 1 This to date	Record	Label
3	1	1. Bachianas Brasileiras B. Sayao.....Col 71760-D	Col
106	2	2. Clair De Lune Jose Iturbi.....V 11-8851	V
130	4	3. Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist.....V 11-8853	V
62	—	4. Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director.....V 10-1454; V 18-1074	V
175	—	5. Chopin's Polonaise Jose Iturbi.....V 11-8848; 49-0134	V

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks Last 1 This to date	Album	Label
3	1	1. Salome (Two Records) L. Weltsch, Metropolitan Opera Ork; F. Reiner, director.....Col MX 316; ML 2048	Col
2	2	2. Facade (Four Records) E. Sitwell, Reader Chambers Ork; F. Prausnitz, director.....Col MM 829; ML 2047	Col
10	—	3. Grieg's Concerto in A Minor (Three Records) A. Rubinstein, Philadelphia Ork; E. Ormandy, director.....V DM-900	V
2	3	4. Tatiana's Letter Scene, from Eugene Onegin (Two Records) L. Weltsch, The Philharmonia Ork; W. Suskind, director.....Col MX-310; ML-2048	Col
1	—	5. Songs of the Auvergne (Three Records) Madeline Grey.....Col 758	Col

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks Last 1 This to date	Album	Label
4	1	1. SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza.....Col MM-850	Col
16	2	2. KISS ME KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....Col C-200	Col
3	3	3. DICK CONTINO (Four Records) Dick Contino, Accordion.....Magnolia MA-501	Magnolia
23	5	4. I CAN HEAR IT NOW (Five Records) Edward R. Murrow.....Col MM-800; ML-4095	Col
21	6	5. WORDS AND MUSIC (Four Records) L. Hoine-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork.....MGM 37	MGM
5	—	6. A CONNECTICUT YANKEE (Three Records) B. Crosby-R. Fleming-W. Bendix-Sir C. Hardwicke.....D A-899	D
3	10	6. SQUARE DANCES (Four Records) C. Stone and His Square Dance Band.....Cap BD-44	Cap
10	4	8. TO MOTHER (Three Records) E. Arnold.....V P-239	V
29	6	8. ROSES IN RHYTHM (Four Records) F. Carle.....Col C-174; CL 6032	Col
8	—	10. JAZZ AT PHILHARMONIC, VOL. IX (Three Records) I. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown-B. Hayes.....Mercury JATP, Vol. 9	Mercury

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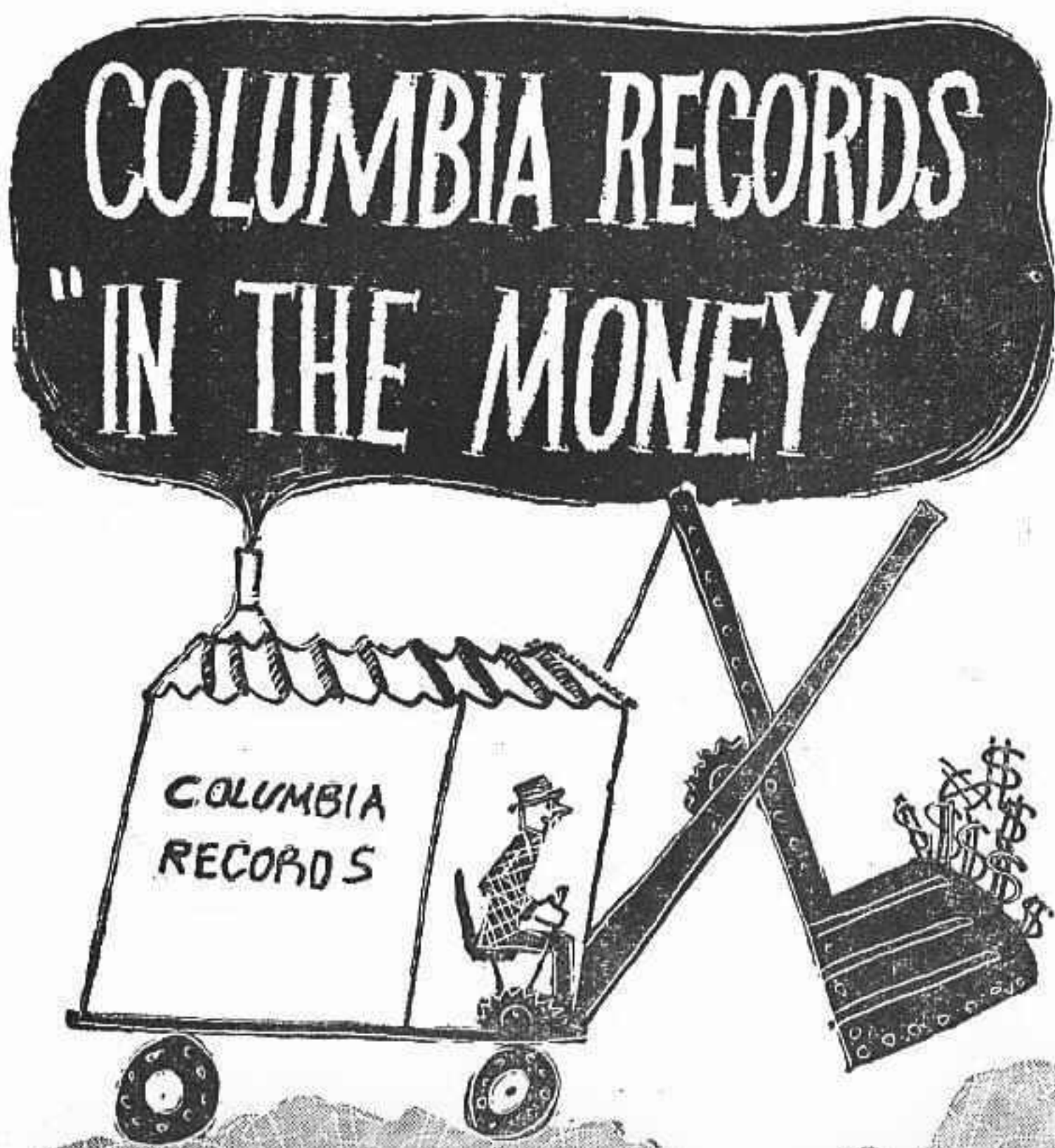
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The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending June 3

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
7	1	1	1	RIDERS IN THE SKY	V. Monroe Ork	ASCAP
13	2	2	2	FOREVER AND EVER	R. Morgan Ork	ASCAP
9	6	3	3	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork	ASCAP
7	4	4	4	AGAIN	G. Jenkins Ork-Joe Graydon	ASCAP
10	5	5	5	FOREVER AND EVER	P. Como-M. Ayres	ASCAP
17	7	6	6	CARELESS HANDS	S. Kaye Ork	ASCAP
16	3	7	7	CRUISING DOWN THE RIVER	R. Morgan Ork	ASCAP
3	10	8	8	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork	ASCAP
8	9	9	9	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters	ASCAP
5	11	10	10	AGAIN	M. Torne-P. Rugolo Ork	ASCAP
10	8	11	11	"A" YOU'RE ADORABLE	Jo Stafford and G. MacRae-P. Weston Ork	ASCAP
11	13	12	12	CARELESS HANDS	M. Torne-S. Burke Ork	ASCAP
4	—	12	12	AGAIN	A. Mooney Ork	ASCAP
6	16	14	14	CARELESS HANDS	B. Crosby-K. Darby Singers	ASCAP
10	15	15	15	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork	ASCAP
7	—	16	16	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter	ASCAP
18	18	17	17	RED ROSES FOR A BLUE LADY	G. Lombardo Ork	ASCAP
19	12	18	18	CRUISING DOWN THE RIVER	Blue Barran Ork	ASCAP
12	16	19	19	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	ASCAP
4	20	19	19	RIDERS IN THE SKY	B. Crosby-K. Darby Singers	ASCAP
2	17	21	21	AGAIN	T. Dorsey Ork-M. Lutes	ASCAP
5	14	22	22	AGAIN	V. Damone-G. Osser Ork	ASCAP
2	27	22	22	HUCKLEBUCK	T. Dorsey-S. Shavers	ASCAP
2	26	24	24	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	ASCAP
3	27	25	25	MERRY-GO-ROUND WALTZ	G. Lombardo and His Royal Canadians	ASCAP
1	—	25	25	BABY, IT'S COLD OUTSIDE	E. Fitzgerald and L. Jordan	ASCAP
2	23	27	27	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork	ASCAP
3	—	28	28	FOREVER AND EVER	D. Shore-H. Zimmerman Ork	ASCAP
9	22	28	28	EVERYWHERE YOU GO	G. Lombardo	ASCAP
22	23	30	30	RED ROSES FOR A BLUE LADY	V. Monroe Ork	ASCAP
1	—	30	30	HUCKLEBUCK	F. Sinatra	ASCAP
1	—	30	30	NEED YOU	G. Lombardo and His Royal Canadians	ASCAP

- BE MY LITTLE BABY BUMBLE BEE
MAYBE IT'S BECAUSE Bob Crosby & Marion Morgan 38504 (1-244)*
- YOU TOLD A LIE
(I Believed You) Marjorie Hughes 38500 (1-235)*
- LOVERS' GOLD
TILL MY SHIP COMES IN Dinah Shore 38509 (1-254)*
- I'M IN THE MOOD FOR LOVE
THE MONKEY SONG Mary Kaye Trio 38495 (1-230)*
- BABY, IT'S COLD OUTSIDE
MY ONE AND ONLY HIGHLAND FLING Dinah Shore & Buddy Clark 38463 (1-200)*
- RIDERS IN THE SKY
1. Wayfaring Stranger Burl Ives 38445 (1-175)*
2. Woolie Boogie Bee
- I LOVE YOU
SWEET AND LOVELY Kay Kyser 38479 (1-217)*
- EVERYWHERE YOU GO
AGAIN Doris Day 38467 (1-211)*
- A WONDERFUL GUY
YOUNGER THAN SPRINGTIME Dinah Shore 38460 (1-197)*
- SOME ENCHANTED EVENING
BALI HA'I Frank Sinatra 38446 (1-174)*

Stock 'em — Display 'em — Sell 'em!

*Columbia 7-inch Microgroove Records



Trade-marks "Columbia," and Reg. U. S. Pat. Off.

WARNING!

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The Billboard
MUSIC POPULARITY CHARTS
Race Records
PART VI
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending June 3

BEST-SELLING RETAIL RACE RECORDS

Records listed are race 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 race records.

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	Label
8	1	1	1	TRouble BLUES <i>Honey, Keep Your Mind On Me</i>	C. Brown	Aladdin 3024—BMI
17	2	2	2	HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683—ASCAP
6	4	3	3	LITTLE GIRL, DON'T CRY <i>Mooney</i>	B. M. Jackson and His Buffalo Bearcats	King 4288
8	3	4	4	HOLD ME, BABY <i>Jitterbug Parade</i>	A. Milburn	Aladdin 3023
11	6	5	5	AIN'T NOBODY'S BUSINESS (Parts I and II) <i>Candle Glow</i>	J. Witherspoon	Supreme 1506—ASCAP
8	12	6	6	CLOSE YOUR EYES <i>Deacon Jones</i>	H. Lance	Sittin In-514—ASCAP
6	8	7	7	TELL ME SO <i>Every Man to His Own Profession</i>	The Orioles	Jubilee 5005—BMI
2	15	8	8	COLE SLAW <i>Drinking Wine, Spo-Dee-O-Dee</i>	L. Jordan's Tympany Five	D 24633—ASCAP
9	5	9	9	DRINKIN' WINE, SPO-DEE-O-DEE <i>Blues Mixture</i>	"Stick" McGhee	Atlantic 873
9	10	10	10	HUCKLEBUCK <i>Sympathetic Blues</i>	R. Milton	Specialty 328—ASCAP
9	7	11	11	D' NATURAL BLUES <i>Little Girl, Don't Cry</i>	L. Millinder Ork	V 20-3351
10	11	12	12	ROCKIN' AT MIDNIGHT <i>Judgment Day</i>	R. Brown-His Mighty, Mighty Men	De Luxe 3212
7	13	13	13	HUCKLEBUCK DADDY <i>Sugar Baby</i>	J. Preston	Gotham G-175
5	13	14	14	BACK STREET <i>Lazy Mood</i>	E. Chamblee	Miracle 133
2	—	14	14	DRINKIN' WINE, SPO-DEE-O-DEE <i>She Just Won't Sell No More</i>	W. Harris	King 4292

WARNING!

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

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race 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 race records.

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	Label
18	1	1	1	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
8	2	2	2	TRouble BLUES	C. Brown	Aladdin 3024—BMI
12	—	3	3	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
9	3	4	4	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
5	7	5	5	HOBO BLUES	J. L. Hooker	Modern 663
7	5	6	6	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288
12	12	7	7	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
8	4	8	8	HOLD ME, BABY	A. Milburn	Aladdin 3023
7	6	9	9	TELL ME SO	The Orioles	Jubilee 5005—BMI
18	12	10	10	BOOGIE CHILLEN	J. L. Hooker	Modern 627
6	10	10	10	D' NATURAL BLUES	L. Millinder Ork	V 20-3351
2	—	10	10	COLE SLAW	L. Jordan's Tympany Five	D 24633—ASCAP
7	—	13	13	BABY, IT'S COLD OUTSIDE	E. Fitzgerald and L. Jordan	D 24644—ASCAP
1	—	13	13	IN THE MIDDLE OF THE NIGHT	A. Milburn	Aladdin 3026—BMI
6	—	15	15	CLOSE YOUR EYES	H. Lance	Sittin In-514—ASCAP
1	—	15	15	RICKY'S BLUES	The Ravens	National 9073

ADVANCE RACE RECORD RELEASES

After Hours Waltz Julia Lee & Her Boy Friends (Tonight's the) Cap 57-70013	Just Before Sunrise B. Floyd-M. Davis (Tippin' Out) Miltone 5250
All of Me A. Prysock Ork (Jelly-Jelly) Hi-Tone 136	Kickapoo T. Douglas Ork (Goosed) Cap 57-70016
Bop-a-Bye Baby J. Moore's Three Blazers (What Does) (78) V 22-0038 (45) 50-0018	Lonesome Lover Blues Smilin' Smokey Lynn (Run, Mr. Rabbit, Run) Specialty SP 327
Call It Stormy Monday T-Bone Walker (I Know) Cap 57-70014	Open Your Heart The Five Blue Notes (Somewhere) Seeco 4119
Dawn Mist E. Wright (Pork 'n' Beans) Aristocrat 11001	Pork 'n' Beans E. Wright (Dawn Mist) Aristocrat 11001
Delinquency Blues M. (Blues) Bailey (Sting-a-Ree) Bullet 306	Prison Blues T-Bone Walker (Vacation Blues) Cap 57-70012
First Love L. Meriam Ork (Sirouis) King 15008	Rocky Mountain Blues J. Taylor & His Mellow Five (West Coast Baby) Blue 103
Fourth Finger Boogie L. Young Ork (Seeing Double) Cap 37-70019	Run, Mr. Rabbit, Run Smilin' Smokey Lynn (Lonesome Lover Blues) Specialty SP 327
Goosed T. Douglas Ork (Kickapoo) Cap 57-70016	Seeing Double L. Young Ork (Fourth-Finger Boogie) Cap 37-70019
I Ain't Gonna Give Nobody None of My Jelly Roll B. Molen & His Men (It's Hard) Cap 57-70017	Serenade to a Foodie S. Galliard Trio (Communications) MGM 10442
I Know Your Wig is Gone T-Bone Walker (Call It) Cap 57-70014	Sirouis L. Meriam Ork (First Love) King 15008
I'm a Little Piece of Leather H. (Peele Wheat Straw) Ray (Trouble Blues) Decca 48105	Shidin' and Giddin' C. Williams Ork (Let 'Em) Mer 8143
It's Hard To Laugh or Smile B. Molen & His Men (I Ain't) Cap 57-70017	Somewhere The Five Blue Notes (Open Your Heart) Seeco 4119
Jelly-Jelly A. Prysock Ork (All of Me) Hi-Tone 136	Song of the Woodpecker B. Mitchell (Ice Man) Blue 101

ALADDIN

Told You! So!

NOW THEY ARE ON TOP!

#1—"TROUBLE BLUES"

CHARLES BROWN

ALADDIN 3024

#3—"HOLD ME, BABY"

AMOS MILBURN

ALADDIN 3023

BEST SELLING RACE RECORD CHARTS

STAY ON TOP WITH ALADDIN

WATCH THIS ONE CLIMB UP!

"IN THE MIDDLE OF THE NIGHT"

AMOS MILBURN

ALADDIN 3026

★ ★ ★
ORDER THESE NICKEL CATCHERS NOW



FROM BORDER TO BORDER

"AIN'T NOBODY'S BUSINESS"

BY

JIMMY WITHERSPOON

SUPREME No. 1506

ROCKIN' THE NATION—

GET IT! HEAR IT! IT'S THE HIT OF THE DAY

DISTRIBUTORS, WIRE OR PHONE YOUR ORDERS TODAY

SUPREME RECORDS, INC.

4255 SOUTH MAIN ST.
 LOS ANGELES 11, CALIF.
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SUPREME RECORDS, INC.

475 FIFTH AVENUE
 NEW YORK 17, N. Y.
 Phone: MURray Hill 3-3421

PICK THE NUMBERS...that are paying off!
NATIONAL NUMBERS:

- 9073—THE RAVENS** "RICKY'S BLUES"
 "THE HOUSE I LIVE IN (That's America to Me)"
- 9076—BILLY ECKSTINE'S** "I ONLY HAVE EYES FOR YOU"
 "BLUES"
- 9078—WINI BROWN'S** "IF LOVE IS TROUBLE"
 "HE'S GOOD ENOUGH FOR ME"
- 9072—T. J. FOWLER'S** "RED HOT BLUES"
 "HARMONY GRITS"
- 9077—CHARLIE VENTURA'S** "'DEED I DO"
 "PENNIES FROM HEAVEN"



ORDER FROM YOUR NEAREST DISTRIBUTOR
 61 NATIONAL DISC SALES • 1841 BROADWAY, N. Y. 23, N. Y.

RECORD STORES, ATTENTION

THESE RECORDS ARE A MUST
ON YOUR ORDER BLANK



**JOHNNIE
and
JACK
and the
Tenn.
Mt. Boys**

JUST RELEASED

"SHE WENT WITH A SMILE"

(Written by Johnnie Wright, Jim and Jack Anglin—BMI)

RCA VICTOR 21-0061



**WILMA
LEE
and
STONE
COOPER
with their
Clinch
Mt. Clan
Just Released**

"WILLY ROY" (The Crippled Boy)

(Written by Doc Williams—BMI)

coupled with

"HE WILL SAVE YOUR SOUL"

(Written by Wilma Lee and Stoney Cooper—BMI)

Columbia 20586



**JAMES
and
MARTHA
CARSON**

Just Released

"I AIN'T GOT TIME"

(Written by Buford Abner—BMI)

Capitol 57-40158

NOTE: ORDER FROM YOUR RECORD DISTRIBUTOR

WE DO NOT SELL RECORDS

SHEET MUSIC AVAILABLE

Acuff-Rose
PUBLICATIONS

2510 Franklin Road
Nashville 4, Tenn.

The Billboard MUSIC POPULARITY CHARTS

PART
VII

Folk Record Section

Based on reports received last three days of Week Ending June 3

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly 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 folk records.

POSITION	Weeks Last (This to date)	Week (Week)	Record	Artist	Label
16	3	1.	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	V 21-0002—BMI
15	1	2.	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
12	6	3.	CANDY KISSES	G. Morgan	Col 20547—BMI
10	4	4.	I'M BITING MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	D 24592—BMI
32	9	5.	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D 46136—BMI
4	2	5.	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plow-boy	V 21-0051—BMI
10	7	7.	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Col 20547—BMI
9	14	7.	CANDY KISSES	R. Foley	D 46151—BMI
3	7	7.	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plow-boy	V 21-0051—BMI
3	10	10.	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
2	—	10.	CANDY KISSES	E. Kirk	Cap 15391—BMI
5	11	12.	I WISH I HAD A NICKEL	J. Wakely and Cowboy Band	Cap 57-40153—BMI
3	11	12.	RIDERS IN THE SKY	B. Ives	Col 38445—ASCAP
3	—	12.	DON'T ROB ANOTHER MAN'S CASTLE	E. Tubb and Andrews Sisters-Texas Troubadours	D 24592—BMI
2	—	12.	MEAN MAMA BLUES	E. Tubb	D 46102

WARNING!

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FOLK TALENT AND TUNES

By Johnny Sippel

George Lee Marks, Hollywood folk music promoter-manager, is the brother of Sherman Marks, Chicago show producer. He reports that Smiley Burnette (Capitol and Bullet) opens his next tour June 16 at Dixon, Ill., his home town and closes in the East July 22. Burnette, who is celebrating his 15th anniversary as a film comedian, has made 150 movies. . . . Slim Bryant, heard 11 times weekly over KDKA, Pittsburgh, reports that he is working a weekly square dance at Danceland, West View Park, Pittsburgh, Thursday night. A half-hour is aired by KDKA. . . . Jim and Jane Claar and their Western Vagabonds, along with Ken Montana and Texas Lil and their Friendly Radio Gang, are working week-ends at the Claars Radio Corral. The Claar's unit is heard on WRAK, Williamsport, Pa., and WBPZ, Lock Haven, Pa. The Friendly Radio Gang is at WLTR, Bloomsburg, Pa. . . . Bud Messner, leader of the Skyline Boys from Chambersburg, Pa., is booking WWVA, Wheeling, W. Va., and WSM, Nashville, talent on promotions thru Pennsylvania during June and July. . . . Doc Cassidy is booking acts for the new Shady Acres Park, Frankfort, Ind. Pee Wee King and the Golden West Cowboys (Victor) open the park June 12. Cassidy also is promoting the National Fiddle Championship in conjunction with the Kentucky State Fair, Louisville. Entries this year are being held to sponsorship by a State fair, nationally known radio station or a 1949 winner of a State championship. Prize money totals \$500. Other folk music contests include square dancing and gospel singing.

Hank Williams (MGM) moves to WSM, Nashville, from KWKH, Shreveport, La., June 11. Williams will guestar on the NBC seg of "The Grand Ole Opry" June 18. He became the father of a son May 26. KWKH, reportedly is looking for name talent to replace Williams and has interviewed biggies Hank Snow (Victor) and Hank Thompson (Capitol). . . . Fred Rose, Acuff-Rose chief, has decided to withdraw from actual publishing work behind the firm to concentrate on his songwriting. Son, Wesley, will take over operation of the firm. . . . Dave Landers, of KMOX, St. Louis, does a number of imitations of the leading folk music singers on his first MGM dishing, "Before You Call." . . . Doye O'Dell (Exclusive) has finished a series of eight color pictures and is doing p. a.'s on the Coast. . . . Pat Brady, formerly with the Sons of the Pioneers, has finished his second Republic oater with Roy Rogers. It's called "The Golden Stallion."

Jimmy Wakely (Capitol) has been booked for two weeks at the Thunderbird Hotel, Las Vegas, Nev., opening September 4. Eddy Arnold (Victor) worked El Rancho Vegas in the same town during May. . . . Tex Daniels and the Lazy H Ranch Boys (Clomar) of WSID, Baltimore, are doing a video show Mondays on WAAM, Baltimore. . . . PeeWee King and the Golden West Cowboys (Victor) played their first folk music park May 30, when they set a Decoration Day attendance mark at Buck Lake Ranch, Angola, Ind. The King group plays Shady Acres, Cliff Myers' new park at Mulberry, Ind., June 12; Summit Ridge Park, operated by Lou Plotkin and disk jockey Cliff Rodgers, of WHKK, Akron, June 19, and Harmony Ranch, Chagrin Falls, O., June 26. King made two square dance albums for Victor and four more singles for Victor in Chicago last week. . . . Jimmie and Whitie Franklin, the Radio Rangers, have settled

(Continued on page 34)

Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Based on reports received last three days of Week Ending June 3



BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly 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 folk records.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
14	1	1	LOVE SICK BLUES	Hank Williams and His Drifting Never Again	MGM 10352—BMI
4	8	2	RIDERS IN THE SKY	V. Monroe Ork	V 20-3411; 47-2902—ASCAP
15	4	3	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	V 21-0002—BMI
4	3	4	THE ECHO OF YOUR FOOT- STEPS	Eddy Arnold, the Tennessee Flow- boy	V 21-0951—BMI
16	6	5	CANDY KISSES	George Morgan	Col 20547—BMI
6	2	6	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Flow- boy	V 21-0051—BMI
11	7	7	TENNESSEE BORDER	R. Foley	D 46151—BMI
6	9	7	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
4	11	8	WEDDING BELLS	H. Williams and His Drifting Cow- boys	MGM 10401—ASCAP
8	5	10	I'M BITING MY FINGER- NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	D 24592—BMI
35	12	11	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D 46136—BMI
9	10	11	CANDY KISSES	R. Foley	D 46151—BMI
13	14	13	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Col 20547—BMI
11	—	14	CANDY KISSES	E. Britt and the Skytoppers	V 21-0006—BMI
5	—	15	RAINBOW IN MY HEART	G. Morgan	Col 20563—BMI

WARNING!

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ADVANCE FOLK RECORD RELEASES

- Baby, It's Cold Outside**
Homer & Jethro-J. Carter (Country Girl) (78) V 21-0078 (45) 48-0075
- Bury Me Beneath the Willow**
Pie Plant Pete & Bashful Harmonica Joe (Shadows of) Process 52W
- Come Back to My Heart**
Pie Plant Pete & Bashful Harmonica Joe (Over Yonder) Process 52I
- Country Girl**
Homer & Jethro-J. Carter (Baby, It's) (78) V 21-0078 (45) 48-0075
- Gamblin' Polka Dot Blues**
T. Duncan & His Western All Stars (Sep- tember) Cap 57-01178
- Gonna Have a Big Time Tonight**
Pie Plant Pete & Bashful Harmonica Joe (Railroad Blues) Process 519
- Grandma's Spinning Wheel**
The Johnson Family Singers (When It's) (78) Col 20589 (LP 2-248)
- Home on the Range**
R. Rogers & the Sons of the Pioneers (That Palomino) (78) V 21-0077 (45) 48-0074
- I Don't Know Why I Love You (Eat I Do, Do, Do)**
B. Lee (Package of Lies Tied in Blue- Specialty) SP 704
- I Miss You, Sweetheart**
Pie Plant Pete & Bashful Harmonica Joe (You Wouldn't) Process 520
- I'm Throwing Rice (At the Girl I Love)**
E. Arnold (Show Me) (78) V 21-0083 (45) 48-0080
- I'm Throwing Rice (At the Girl I Love)**
R. Foley (Tennessee Polka) Dec 46170
- Over Yonder Over There**
Pie Plant Pete & Bashful Harmonica Joe (Come Back) Process 52I
- Package of Lies Tied in Blue**
B. Lee (I Don't Know Why I Love You But I Do, Do, Do) Specialty SP 704
- Pappy's Predicament**
J. Matson & Her Radio Combo (Square Dance) Milton 5264
- Railroad Blues & Barnyard Blues**
Pie Plant Pete & Bashful Harmonica Joe (Gonna Have) Process 519
- September**
T. Duncan & His Western All Stars (Gamblin' Polka) Cap 57-40178
- Shadows of Night**
Pie Plant Pete & Bashful Harmonica Joe (Bury Me) Process 522
- Show Me the Way Back to Your Heart**
E. Arnold (I'm Throwing) (78) V 21-0083 (45) 48-0080
- Sagebrush Swing Album—Spade Cooley Ork (4-10")**
Col H-9-HL-9007
Cow Bell Polka Col 20572
Devil's Dream Col 20571
Oklahoma Stomp Col 20573
Shame on You Col 20573
Sappella Col 20574
Steel Guitar Rag Col 20572
Three Way Boogie Col 20574
Yodeling Polka Col 20571
- Silly Boy**
D. Michael Ork (Nite-Spot) Manor 1184
- Slipping Around**
Texas Jim Robertson & The Penhandie Punchers (Wedding Bells) V-21-0074-48-0071
- Soft Lips**
T. Texas Tyler (Please Believe) 4 Star 1321
- Spring Is Made for Love**
J. Durham & His Rhythm Playboys (Tennessee Boogie) Fortune 112
- Square Dance**
J. Matson & Her Radio Combo (Pappy's Predicament) Milton 5264
- Strummin' on the Old Banjo**
C. Stone Ork (My Little) Cap 37-40170
- Sweeter Than the Flowers, No. 2**
M. Mullican (There's a) King 783
- Swiss Lullaby**
R. Allen-E. Britt (Tennessee Yodel) V 21-0069-48-0064
- Take an Old Cold Tater and Wait**
P. Hunter & The Dude Ranchers (Home Sweet) 4 Star 1314
- Take Me Back Down South**
T. Falls-The Hired Hands (There's a) Cap 57-40172
- Tar Heel Rag**
Cam Campbell's Tennessee Ramblers (Tropical Island) (78) V 21-0079 (45) 48-0076
- Tennessee Boogie**
J. Durham & His Rhythm Playboys (Spring Is Made for Love) Fortune 112
- Tennessee Polka**
R. Foley (I'm Throwing) Dec 46170
- Tennessee Yodel Polka**
R. Allen-E. Britt (Swiss Lullaby) V 21-0069-48-0064
- Texas Lil'**
Sleepy Hollow Ranch Gang (A Letter) V 21-0070-48-0065
- That Palomino Pal o' Mine**
R. Rogers & The Sons of the Pioneers (Home on) (78) V 21-0077 (45) 48-0074
- That's All**
M. Travis (Get Along) Cap 57-40171

NEW RCA VICTOR Releases



Shorty

LONG

Comes up with two "A" sides

PLEASE DADDY FORGIVE
and
THE MORNING AFTER

RCA Victor Record No. 21-0063

A Sensational Record by Two of the Country's Best Yodelers. Sing- ing and Yodeling for the first time on one record.



Roselie

ALLEN

and

Elton



BRITT

Doing

"TENNESSEE YODEL POLKA"

RCA Victor Record No. 21-0069

TANNEN MUSIC, INC.

146 W. 54th St. • New York 19, N. Y.

Rex Allen

NEW REPUBLIC PICTURES WESTERN STAR
FIRST RELEASE 'ARIZONA COWBOY', JULY 15TH



The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

Billboard
TRADE
SERVICE
FEATURE

Based on reports received last three days of Week Ending June 3

RATINGS
(100 Point
Maximum)

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

How Ratings
Are
Determined

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

The
Categories

Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST
TUNES
LABEL AND NO.
COMMENT



ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
MARJORIE HUGHES
(Columbia 38500)
You Told a Lie 83--85--80--85
Hugo Winterhalter's magnificent orking makes quite a thing out of very little for Miss Hughes, whose papa, Frankie Carle, works on the same label.
You're Mine 77--79--74--77
Miss Hughes does okay with a pretty new ballad with Winterhalter again around for a solid assist.

JOHNNY DEE ORK
(Regent 158)
Get Me One of Those 59--58--58--60
Pedestrian tune makes for an ordinary dinking.
Take It Easy Arthur 60--60--60--60
Cute punch on an otherwise ordinary double entendre ditty done adequately by thrush Randle Richards.

BING CROSBY-PATTI ANDREWS
(Decca 24635)
Weddin' Day 87--88--85--86
The Bing isn't quite his relaxed self, this is a cute recording of an infectious bounce tune with the Andrews Sisters co-starring.
Be-Bop Spoken Here 83--85--82--81
Bing and Patti Andrews make an amusing platter out of the satiric bop novelty. Jocks should dig this one.

LES BROWN ORK
(Columbia 38499)
Put Something in the Pot, Boy! 67--67--65--70
Not much of a vehicle for Butch Stone's return to Brown's wax.
Be-Bop Spoken Here 71--71--70--71
The cleanliness of the Brown ensembles shows on this gag hopper which spots brother Stumpy Brown and the Four Hits and a Miss on the lyrics.

JOHNNY CORVO & THE GEM BLAZERS
(Gem GR 510)
Hohokus, New Jersey 71--70--70--73
Pleasant job is done with the cute dedication to the North Jersey town.
Alabam' 64--64--64--65
Corvo sounds a bit like Como on this ballad for the Southern State.

KEN GRIFFIN
(Rondo R 197)
The Skaters Waltz 74--74--74--74
Skating rink delight, this one. Griffin's tempos are the key to his midwestern success.
Take Me Out to the Ball Game and the Band Played On 75--78--71--75
Two tunes for the price of one on this side. Good stuff for this time of year. And two choruses of each tune, yet.

POPULAR
ELLA FITZGERALD
(Gordon Jenkins Ork)
(Decca 24646)
Lover's Gold 89--90--88--88
Jenkins' superb backing adds much lustre to a sturdy Ella vocal on a tune which is threatening to follow up "Nature Boy."
Black Coffee 84--87--84--81
Ella is in rare voice for her handling of a bluesy ballad which she makes to sound simple as pie with Jenkins' tasteful big ork lending top-notch support.

CHARLIE BARNET ORK
(Capitol 57-640)
Be-Bop Spoken Here 79--80--78--78
Barnet's new band jumps and sounds great in this musical treatment of a bop satire with Lambert and Stewart's vocal bop-nitism rounding out a fine jazz production.
Gloomy Sunday 80--81--79--79
(Trudy Richards)
Superb modern arrangement sets the mood for Miss Richards' throaty handling of the melancholy standard.

DICK HAYMES
(Decca 24632)
Room Full of Roses 89--89--89--89
Haymes sings the stuffings out of a highly promising country-styled ballad.
A Chapter in My Life Called Mary 79--79--78--80
Dick does well by a pretty ballad which hasn't made the grade after several months of trying.

ELLA FITZGERALD
(Gordon Jenkins Ork)
(Decca 24639)
I'm Gonna Wash That Man Right Outa My Hair 77--78--77--77
Ella turns in her usual fine job with the leading rhythm ditty from the "South Pacific" score.
Happy Talk 75--75--76--74
She is equally engaging with another rhythm item from the same show. The pairing also available in Decca's "Pacific" tunes' album.

ROSEMARY CLOONEY
(Columbia 38501)
Bargain Day 74--79--70--74
Miss Clooney, a refreshing new stylist with her own sound, renders a melancholy new ballad wonderfully well with aid of an excellent background.
Rosarete 76--78--74--76
Rosemary's tonells wrap up a new ballad excellently with a tenor solo by what sounds like ex-boss Tony Pastor maintaining the mood.
(Continued on page 122)

... also a long time favorite on

Mercury Records

LATEST RELEASE

"AFRAID"

"Cottage in the Clouds"

Mercury 6192

STILL GOING STRONG

'Tennessee Tears'
'Song of the Hills'

Mercury 6171

'Who Shot the Hole in My Sombrero'
'Happy Mary Polka'

Mercury 6140

'The Border Serenade'
'Lord, Protect My Darling'

Mercury 6060

REX ALLEN, America's Newest
Western Singing Star



... *Sh . . . sh . . . sh . . .* **but**
We can't tell you yet,

... *it will make you wonder*



... *it will make you laugh*



... *it will make you talk*

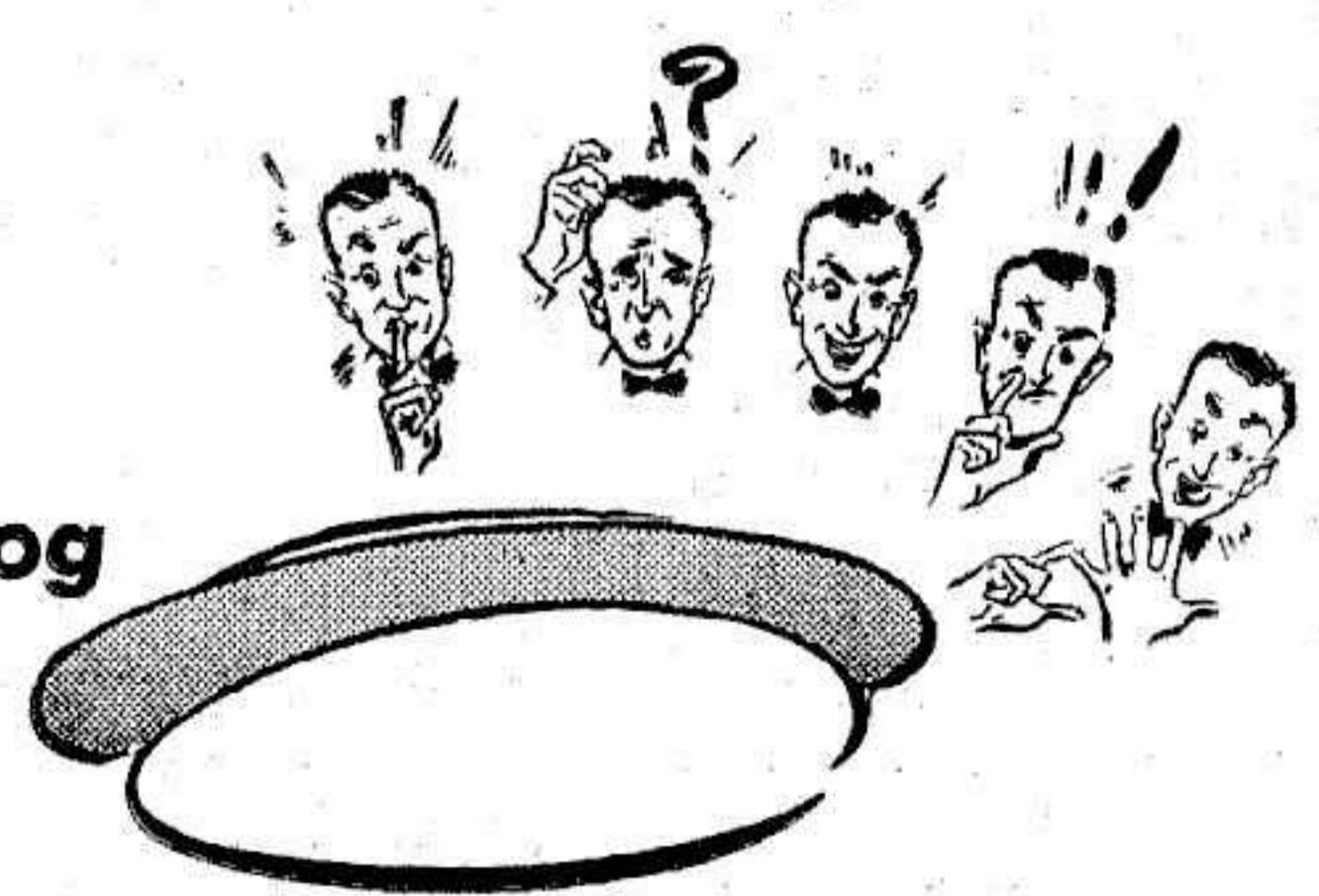
and most important

... *it will make you think*

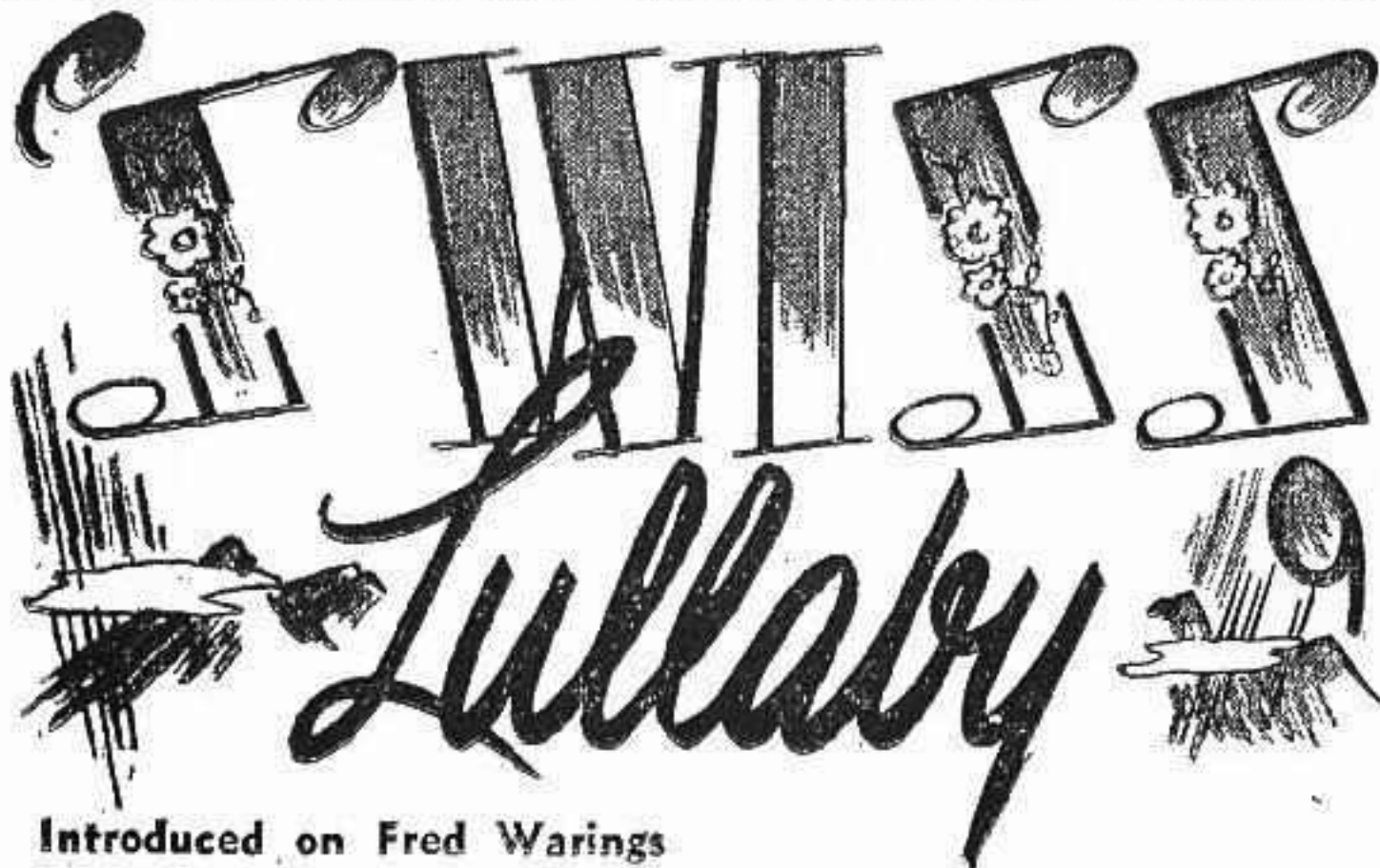


yet-

it's simply a story about a hot dog



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TRADE PRESS**

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support of our No. ONE SONG:

**"A NEW SHADE
OF BLUES"** by

**RUTH POLL, ANDY ACKERS
and JOHNNY FARROW**

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JOHNNY MOORE'S

"THREE BLAZERS" on RCA Victor
and others to follow

MAYPOLE MUSIC INC.

22 East 67th Street, New York, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART
IX

Record Possibilities

Based on reports received last three days of Week Ending June 3

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

- BE GOODY GOOD GOOD TO ME**... Evelyn Knight... Decca 24655
The engaging Miss Knight has found another ditty ideally suited to her sparkling delivery, and figures to repeat the success of her recent "Powder Your Face" and "A Little Bird Told Me" clicks. She's strongly supported here by the Four Hits and a Miss, and Sonny Burke's orchestra.
- THERE'S YES, YES, IN YOUR EYES**... Tony Pastor... Columbia 38521
This revival has the right amalgam of corn and nostalgia, and Pastor's treatment is somewhat different from those previously picked by The Billboard. Tony sings infectiously, and his choir chimes in with modern scat figures. Thing that makes the side really distinctive is the catchy, relaxed tempo.
- LOVE IS A BEAUTIFUL THING**... Frankie Carle... Columbia 38518
Carle is back in his old commercial groove, and figures to rack up some old-fashioned sales figures with this one. The tune and treatment are in the "Cruising Down the River" vein, and there's a liberal sprinkling of the tinkling Carle piano mixed in among the choral notes. It's a waliz, of course.
- THE GALLOPING COMEDIANS**... Gene Krupa Ork... Columbia 38520
This looks like the likeliest follow-up yet to the "Sabre Dance" smash of several seasons back. It's by another Russian composer, Kabalevsky, and is an adaptation of his "Polka" from "The Comedians" ballet. The number itself is lively, colorful and catchy, and the Krupa aggregation plays it with the precision of Toscanini's own band. Jocks will be hopping on this one.

THE DISK JOCKEYS PICK:

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

1. FOUR WINDS AND SEVEN SEAS... Sammy Kaye... Victor 20-3459
2. LOVER'S GOLD... Ella Fitzgerald... Decca 24646
3. GEORGIA ON MY MIND... Frankie Laine... Mercury 5293
4. EVERY TIME I MEET YOU... Perry Como... Victor 20-3455
5. A NEW SHADE OF BLUE... Billy Eckstine... MGM 10422
6. CABARET... Al Grant... King 15004
7. GIGOLETTE... Vaughn Monroe... Victor 20-3425
8. IT'S TOO LATE NOW... Evelyn Knight... Decca 24636
9. LOVER'S GOLD... Gordon MacRae... Capitol 57-628
10. ROOM FULL OF ROSES... Dick Haymes... Decca 24632

THE RETAILERS PICK:

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

1. FOUR WINDS AND SEVEN SEAS... Sammy Kaye... Victor 20-3459
2. ROOM FULL OF ROSES... Sammy Kaye... Victor 20-3441
3. LOVER'S GOLD... Ella Fitzgerald... Decca 24646
4. ROOM FULL OF ROSES... Dick Haymes... Decca 24632
5. IT'S TOO LATE NOW... Evelyn Knight... Decca 24636
6. BABY, IT'S COLD OUTSIDE... Ella Fitzgerald-Louis Jordan... Decca 24644
7. FOUR WINDS AND SEVEN SEAS... Guy Lombardo... Decca 24648
8. EVERY TIME I MEET YOU... Perry Como... Victor 20-3455
9. FOUR WINDS AND SEVEN SEAS... Vic Damone... Mercury 5271
10. BABY, IT'S COLD OUTSIDE... Laura Leslie-Don Cornell... Victor 20-3488

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 will be:

1. ROOM FULL OF ROSES... Sammy Kaye... Victor 20-3459
2. FOUR WINDS AND SEVEN SEAS... Sammy Kaye... Victor 20-3459
3. IT'S TOO LATE NOW... Evelyn Knight... Decca 24636
4. LOVER'S GOLD... Ella Fitzgerald... Decca 24646
5. DREAMY OLD NEW ENGLAND MOON... Vaughn Monroe... Victor 20-3425
6. EVERY TIME I MEET YOU... Margaret Whiting... Capitol 57-590
7. ROOM FULL OF ROSES... Dick Haymes... Decca 24632
8. WHOSE GIRL ARE YOU?... Blue Barron... MGM 10412
9. EVERY TIME I MEET YOU... Perry Como... Victor 20-3455
10. FOUR WINDS AND SEVEN SEAS... Guy Lombardo... Decca 24648

FOLK TALENT AND TUNES

(Continued from page 30)

at CHAB, Moosejaw, Sask., after a nine-month tour of the provinces. Jimmy has another cutting session coming up for 4 Star... Sheldon F. Horton, brother of songspinner Vaughn, is emceeing "Mountain Melody Time," jamboree aired over WJSW, Altoona, Pa., from its origination point in Saxton, Pa. Show features Brint Stinson's Key-stones Ramblers.

Capitol Records has worked out a promotion plan with the Treasury Department, whereby the 30 covered wagons, now being shipped to all parts of the U. S. for use in the "Opportunity Bond Drive," are equipped with p.-a. systems using Cap folk music platters... Radio Rangers have been formed by Doyle Sams, emcee and bass, with wife, Nellie, vocalist; Dave Dickerson, rhythm guitar, and George Payne, steel guitar. They are working at WKLY, Hartwell, Ga... Buddy Starcher (4 Star and Dixie) has moved to WMBS, Uniontown, Pa., from WPD, Clarksburg, W. Va. Buddy is routing his combination air show-hillbilly jamboree for summer dates... Red River Dave (Continental) left WOAI, San Antonio, for five days in New York, where he did two one-reelers for Filmcraft and cut platters for the NBC Thesaurus Library... Jack Davis, formerly at WJR, Detroit, has his own band at Emmett, Idaho.

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

Billboard MUSIC POPULARITY CHARTS
PART X
TRADE SERVICE FEATURE

Advance Information

Based on reports received last three days of Week Ending June 3

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

- A Chapter in My Life Called Mary
- J. Saunders-R. Bloch Ork (How It Lies, How It Lies, How It Lies) Hi-Tone 123
- A Kiss and a Rose
- T. Beneke Ork (Lavender Coffin) (78) V 20-3476, (45) 47-2937
- Again
- J. Clay Ork (So in Love) Hi-Tone 109
- And Love Will Find a Way
- B. Gale's Ragtime Band (Tillie) (78) Col 12408
- (You'll Be Just) Another Notch on Father's Shotgun
- D. Shay (Pappy's Predicament) (78) Col 38508, (LP) 1-252
- Ball Ha!
- J. Long Ork (Put Your Shoes on, Lucy) Hi-Tone 129
- Be Goody Good Good to Me
- E. Knight-The Four Hits & a Miss (Don't Ever) Dec 24655
- Be My Little Baby Bumble Bee
- Bob Crosby & M. Morgan (Maybe It's Because) Col 38504
- Begin the Beguine
- G. Hardman (St. Louis Blues) Hardman H 4011
- Blame My Absent-Minded Heart
- D. Day-The Mello Men (Now That) (78) Col 38507, (LP) 1-251
- Bless Your Little Heart
- R. David Ork (Don't Worry 'Bout Love) Premier 1179
- Blue Moon
- J. Long Ork (Night and Day) Hi-Tone 130
- Blue Room
- E. Baird-Bob Curtis Quartet (I Don't See Me in Your Eyes) Hi-Tone 119
- Blue Skirt Waltz
- The Falcon Singers-S. Fisher Ork (Forever and Ever) Hi-Tone 108
- Caravan
- R. Linn Ork (Tea Time) Hi-Tone 132
- Cocktails for Two
- P. Miller & His Dance Magic (Row, Row, Row) Hi-Tone 132
- Don't Ever Marry for Money
- E. Knight-Four Hits & a Miss (Be Goody) Dec 24655
- Don't Have to Tell Nobody
- Helen Lee (Red Head) Bullet 1076
- Don't Worry 'Bout Love
- R. David Ork (Bless Your Little Heart) Premier 1179
- Dreaming Away
- D. Jurgens Ork (Hollywood Square) (78) Col 38510, (LP) 1-255
- Drinking Wine, Spo-Dee-O-Dee, Drinking Wine
- L. Hampton Ork (What's Happenin' Baby?) Dec 24642
- Envy
- R. Cordell (Snow Shoes) Miltons 5265
- Everywhere You Go
- J. Saunders & The Riddlers With Bill Chilton's Rhythm (When Is Sometime) Hi-Tone 124
- Excuse Me
- D. Minor & His Major Ork (Topsy Ipsy Doodle Do) Island 1020
- Five Foot Two, Eyes of Blue
- J. Long Ork (Gossip) Hi-Tone 131
- Forever and Ever
- J. Clay & The Riddlers-S. Fisher Ork (Blue Skirt Waltz) Hi-Tone 108
- Frankly Sentimental Album-F. Sinatra (4-10")
- Col C-135
- Body and Soul . . . Col 38472
- Fools Rush In . . . Col 38473
- Guess I'll Hang My Tears Out to Dry . . . Col 38474
- If Never Entered My Mind . . . Col 38475
- Laura . . . Col 38472
- One for My Baby . . . Col 38474
- Spring Is Here . . . Col 38473
- When You Awake . . . Col 38475
- Gather Your Dreams
- Mills Bros. (Single Saddle) Dec 24656
- Get Me One of Those
- K. Kyser Ork-G. Wood & B. Carroll (M-E-L-V-I-N) (78) Col 38506, (LP) 1-250
- Gossip
- J. Long Ork (Five Foot Two, Eyes of Blue) Hi-Tone 131
- Happy Holidays Album-E. Noble Ork-C. & E. Lewis (4-10")
- Col C-184-Col 38468-38471
- Helene Polka
- J. Martin Ork (Tillie Polka) Cap 57-54301
- Hohokus, N. J.
- Andrews Sisters (Malaguena) Dec 24645
- Hollywood Square Dance
- D. Jurgens Ork (Dreaming Away) (78) Col 38510, (LP) 1-255
- How It Lies, How It Lies, How It Lies
- E. Baird & The Riddlers With Bill Chilton's Rhythm (A Chapter in My Life Called Mary) Hi-Tone 123
- Hurry, Hurry, Hurry
- E. Baird & The Riddlers With Bill Chilton's Rhythm (Once and for Always) Hi-Tone 125
- I Didn't Know What Time It Was
- B. Grabeau (Isn't It) Cap 37-652
- I Don't See Me in Your Eyes
- L. Douglas-Bob Curtis Quartet (Blue Room) Hi-Tone 110
- I Wake Up in the Morning Feeling Fine
- B. Hutton (Where Are) Cap 57-620
- I Wish I Were a Goldfish
- P. Harris Ork (Thank the) (78) V 20-3477, (45) 47-2938
- I'll Forgive and I'll Try to Forget
- M. & M. Carton Ork (The Moonshiner) Dec 46764
- I'll Keep the Lovelight Burning
- D. Haymes-G. Jenkins Ork (My One) Dec 24654
- Immediately If Not Sooner
- D. Pearce Ork (My Lover) Supreme 1526
- Isn't It Romantic?
- B. Grabeau (I Didn't) Cap 37-652
- It Took So Long
- D. Middleton Ork (Love Is) Cap 37-651
- It's Too Late Now
- M. Torme-F. DeVol Ork (The Four) Cap 57-671
- Lavender Coffin
- T. Beneke Ork (A Kiss) (78) V 20-3476, (45) 47-2937
- Little Kathy
- A. Jenkins & M. L. Askew (Memories of Floyd Collins) Hi-Tone 137
- Love Is a Beautiful Thing
- D. Middleton Ork (It Took) Cap 37-651
- Lover's Gold
- Griff Williams (Party as) Tower 1464
- Malaguena
- Andrews Sisters (Hohokus, N. J.) Dec 24645
- Mary Martin Sings for You-M. Martin-L. Engel Ork (4-10")
- Col MM 843
- A Foggy Day . . . Col 4566-M
- But Not for Me . . . Col 4564-M
- Glad to Be Unhappy . . . Col 4564-M
- I See Your Face Before Me . . . Col 4565-M
- I Want to Be With You . . . Col 4565-M
- It's a Lovely Day Tomorrow . . . Col 4566-M
- Maybe . . . Col 4563-M
- My Funny Valentine . . . Col 4563-M
- Maybe It's Because
- Bob Crosby & M. Morgan (Be My Little Baby Bumble Bee) Col 38504
- M-E-L-V-I-N (The Goat Boy)
- K. Kyser Ork-G. Wood & J. Howard (Get Me) (78) Col 38506, (LP) 1-250
- Memories of Floyd Collins
- A. Jenkins & M. L. Askew (Little Kathy) Hi-Tone 137
- My Lover
- D. Pearce Ork (Immediately If Not Sooner) Supreme 1526
- My One and Only Highland Fling
- D. Haymes-D. Carless-G. Jenkins Ork (I'll Keep) Dec 24654
- Need You
- E. Baird & L. Douglas With B. Curtis Quartet (You're So Understanding) Hi-Tone 119
- Never Be It Said
- H. Jeffries (The Four) (78) Col 38511, (LP) 1-256
- Night and Day
- J. Long Ork (Blue Moon) Hi-Tone 130
- Now That I Need You
- D. Day-The Mello Men (Blame My) (78) Col 38507, (LP) 1-251
- Once and for Always
- R. Bloch Ork (Hurry, Hurry, Hurry) Hi-Tone 125
- One More Time
- M. Carson (Twelve O'Clock) (78) Victor 20-3480, (45) 47-2950
- One More Time
- B. Clark (Out of Love) Col 38503
- Open the Door Polka
- A. & D. Russell (Who Shot) Cap 57-667
- Out of Love
- B. Clark (One More Time) Col 38503
- Pappy's Predicament
- D. Shay & Her Kinsfolks (Another Notch) (78) Col 38508, (LP) 1-252
- Party as a Picture
- Griff Williams (Lover's Gold) Tower 1464
- Put Your Shoes on, Lucy
- J. Long Ork (Ball Ha!) Hi-Tone 129
- Red Head
- Helen Lee (Don't Have to Tell Nobody) Bullet 1076
- Riders in the Sky
- J. Saunders & R. Bloch's Singers (Some Enchanted Evening) Hi-Tone 122
- Rose Room
- E. Hawkins Ork (Tell It) (78) V 20-3480, (45) 47-2951
- Row, Row, Row
- P. Miller & His Dance Magic (Cocktails for Two) Hi-Tone 132
- St. Louis Blues
- G. Hardman (Begin the Beguine) Hardman H4011
- Senora
- The Modernaires (The Beautiful Blonde From Bashful Bend) Col 38505
- Single Saddle
- Mills Brothers (Gather You) Dec 24656
- Snow Shoes
- G. Henry Ork (Envy) Miltons 5265
- So in Love
- J. Clay Ork (Again) Hi-Tone 109
- Some Enchanted Evening
- J. Saunders-R. Bloch's Ork (Riders in the Sky) Hi-Tone 132
- Someday
- R. Bloch Ork (With Every Breath I Take) Hi-Tone 134

(Continued on page 36)

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D-11217 "YOUR TEARS CAME TOO LATE"
D-11218 "DOWNHEARTED"
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 RIDING HIGH
 Roy Brown

KING 790
TENNESSEE BOOGIE
A DRUNKARD'S CONFESSION
 ZEB TURNER

KING 4302
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The **Billboard**
MUSIC POPULARITY CHARTS
 PART XI
Album Reviews

Based on reports received last three days of Week Ending June 3

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

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

THE RATINGS
 (100 points—the maximum)

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

THE CATEGORIES

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

TRUMPET TIME ALBUM—80
 HARRY JAMES ORK (4-10")
 Columbia C-182

I'll Get By; My Silent Love; Ain't Misbehavin'; Strictly Instrumental; I'm Always Chasing Rainbows; I'm Beginning To See the Light; Trumpet Rhapsody.

Eight top favorite Harry James sides, including his two-faced "Trumpet Rhapsody," in a new package should be able to move in alongside his earlier re-issue collection of "Favorites" as a solid sales item. The new album includes a couple of sides with Dick Haymes' lyricizing, one with Kitty Kallen and a fourth with Buddy DeVito doing vocal honors—all of which gives added commercial lustre to the package. Of course, James' trumpeteering grabs most of the grooves.

JUKES
 "Silent Love" and "I'll Get By" with Haymes are most likely items.

JOCKS
 All sides worthy of new spins.

JOHANN STRAUSS WALTZES FOR DANCING ALBUM—77
 HARRY HORLICK ORK. (4-10")
 Decca A-698

Emperor Waltz; Tales From the Vienna Woods; Sweetheart Waltz; You and You; Wine, Women and Song; Viennese Bonbons; Artist's Life; Vienna Blood.

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ADVANCE RECORD RELEASES
POPULAR
 (Continued from page 35)

Songs of Romance Album—B. Clark (4-10")
 Col C-187
 Girl of My Dreams . . . Col 38483
 I Wanna Be Loved . . . Col 38481
 I Wonder What's Become of Sally . . . Col 38488
 If You Were Only Mine . . . Col 38491
 It Was So Beautiful . . . Col 38480
 Linger Awhile . . . Col 38490
 Just One More Chance . . . Col 38488
 Stay as Sweet as You Are . . . Col 38489

Tea Time
 R. Linn Ork (Caravan) Hi-Tone 133

Tell It to Me
 E. Hawkins Ork (Rose Room) (78) V 20-3490, (45) 47-2951

Thank the Man Upstairs
 P. Harris Ork-J. Benny Quartet (I Wish) (78) V 20-3477, (45) 47-2938

The Beautiful Blonde From Bashful Bend
 The Modernaires (Senora) Col 38505

The Darktown Strutter's Ball
 R. Anthony Ork (Veloce) Cap 57-622

The Four Winds and the Seven Seas
 H. Jeffries (Never Be) (78) Col 38511, (LP) 1-256

The Four Winds and the Seven Seas
 M. Torme-F. DeVol Ork (It's Too) Cap 57-671

The Moonshiner
 M. & M. Carton Ork (I'll Forgive and I'll Try to Forget) Dec 46164

Tillie
 B. Gale's Ragtime Band (And Love Will Find a Way) Col 12408

Tillie Polka
 J. Martin Ork (Helena Polka) Cap 57-54301

Tipsy Ipsy Doodle Do
 D. Minor & His Major Ork (Excuse Me) Island 1020

Twelve o'Clock and All Is Well
 M. Carson (One More) (78) V 20-3480, (45) 47-2950

Until I Held You Again
 L. Paul (You Can't) (Cap 57-623

Veloce
 R. Anthony Ork (The Darktown) Cap 57-622

What's Happenin', Baby?
 L. Hampton Ork (Drinking Wine, Spo-Dee-O-Dee, Drinking Wine) Dec 24642

When Is Sometime
 R. Block Ork (Everywhere You Go) Hi-Tone 124

Where Are You Now That I Need You?
 B. Hutton (I Wake Up) Cap 57-629

Who Shot the Hole in My Sombreno?
 A. & D. Russell (Open the) Cap 57-567

Why Can't You Behave?
 G. Henry Ork-M. Elliott (Yes, I'm) Milton 5258

With Every Breath I Take
 R. Bloch Ork (Someday) Hi-Tone 134

Yes, I'm in Love
 J. Alexander-G. Henry Ork (Why Can't) Milton 5258

You Can't Expect Kisses From Me
 L. Paul (Until I) Cap 57-623

You're So Understanding
 E. Baird & L. Douglas with the Curtis Quartet (Need You) Hi-Tone 118

CLASSICAL
Anniversary Song—H. Traubel-C. O'Connell, Cond. (10")
 (Auf Wiedersehn) (78) Col 17589-D, (LP) 3-202

Auf Wiedersehn—H. Traubel-C. O'Connell, Cond. (10")
 (Anniversary Song) (78) Col 17589-D, (LP) 3-202

Bach: Suite No. 1, in C, & Suite No. 4, in D Album—Boston Symphony Ork-S. Koussevitzky, Cond. (5-12")
 V DM 1307

Beethoven: Quartet No. 4, in C Minor, Op. 18 Album—The Paganini Quartet (2-12")
 V DM 1308

Beethoven: Serenade in D Major for Flute, Violin, and Viola, Op. . . . J. Wammer-A. Schneider-M. Kalins (3-12")
 Col MM-839

Beethoven: Symphony No. 5 in C Minor, Op. 67 Album—Boston Symphony Ork-S. Koussevitzky, Cond. (4-12")
 V DM 1313-WDM 1313

Chabrier: Joyous March—D. Mitropoulos, Cond.—Minneapolis Symphony Ork (10")
 (Meyerbeer: Coronation) (78) Col 19013-D, (LP) 3-201

Debussy: Jeux-Poemme Danse Album—Symphony Ork of the . . . tea. Rom-V. De Sabata, Cond. (2-12")
 V DM 1276

Familiar Themes From the Ballet Album—G. Tsipine Ork (3-12")
 Cap ECD 2005

Galette Parisienne . . . Cap 89-20178
Les Sylphides . . . Cap 89-20179
The Three-Cornered Hat . . . Cap 89-20179
Sleeping Beauty, Opus 65 . . . Cap 89-20178
Spectre of the Rose . . . Cap 89-20177
Swanlake, Opus 20 . . . Cap 29-20177

Haydn: The Musical Clocks, Paris I & II—E. Power Biggs (10")
 V 10-1471

I Hear You Calling Me—J. Melton-RCA Victor Ork (Yours Is) (10")
 V 10-1472

Martha: Overture, Parts I & II—Boston Pops Ork-A. Fiedler, Con. (10")
 V 12-0919

Mendelssohn: On Wings of Song, Op. 54, No. 2—J. Heifetz (Mozart. . . . (12")
 (78) V 12-0963, (45) 49-0453

Meyerbeer: Coronation March—Minneapolis Symphony Ork-D. Mitropoulos, Cond. (10")
 (Chabrier: Joyous) (78) Cpl 19013-D, (LP) 3-201

Mozart: Menuet—J. Heifetz (Mendelssohn: On) (12")
 (78) V 12-0963, (45) 49-0453

Mozart: Symphony No. 35 in D Major Album—Pittsburgh Symphony Ork-F. Reiner, Con. (3-12")
 (78) Col MM-836, (LP) ML-4156

Date With Jane Powell Album—J. Powell-C. Dragon, Cond. (3-10")
 (78) Col MM-838, (LP) ML 2045

Mighty Lak' a Rose . . . Col 4554-M
One Kiss . . . Col 4554-M
Over the Rainbow . . . Col 4555-M
Summertime . . . Col 4555-M
Sweethearts . . . Col 4553-M
The Donkey Serenade . . . Col 4553-M

Respighi: Court Air, Paris I & II—The Philadelphia Ork-E. Ormandy, Cond. (12")
 (78) Col 12973-D, (LP) 3-190

Roses in Wintertime—E. Steber-A. Templeton (10")
 (Vienna In) V 10-1473

(Continued on page 116)

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VOX JOX

A National Accounting of Disk Jockey Activities

FOLK FARE . . . Dick Bolender, WBRK, Pittsfield, Mass., played host to Jerry and Sky, MGM's hillbilly team, on his "Pittsfield on Parade" show recently. . . . Jerry Sperling, formerly with KFRO, Longview, Tex., is now at KALB, Alexandria, La., where his "Alexandria Hillbilly Jamboree" is growing by leaps and bounds. He's also starting a Sunday afternoon talent search show, aired from a local high school. . . . Tom Davis's "Razorback Record Review" goes out via KXLR, North Little Rock, and KWAK, Stuttgart, Ark. . . . Happy Wilson, WAPI and WAFM, Birmingham, airs an all-folk show to farmers in the area. . . . Bertha Porter, music librarian at WDRC, Hartford, Conn., has started a hillbilly platter show. . . . Dick Embody is conducting the "Western Jamboree" show on KGGF, Coffeyville, Kan., every afternoon. . . . Ray Gilliam, WKDK, Newberry, S. C., is reported to be "slaying the farmers with his corn, adding sound effects with his folk records." . . . Ted Booth, the "corn krib" shucker at KSOK, Arkansas City, Kan., is experiencing a strong back-to-the-hills movement in mail requests lately. "Trend is new for the Southern Kansas-Northern Oklahoma area served by KSOK," Booth says, "where pops were always the big request."

COAST CUTTINGS . . . To KFVB's roster of spinners (Bill Anson, Frank Bull, Maurice Hart, Gene Norman, Peter Potter) the Warner Bros. indie adds Bill Leyden. Lad formerly handled emcee platter chores on KMPC's across-the-board "Music Hall" morning seg and quit spinning disks when he first came to KFVB to take on an audience participation ainer, "Showbiz Quiz." Leyden will add a disk show, "Then and Now" (3:30 p.m., daily), to his morning variety seg. "Then and Now" will use a gimmick dealing with composer, band leader or vocalist on each program. Each day's show will trace its subject from his earliest work to his latest offering, with intervening disks showing change of style. . . . Betty Burton, wife of Chicago spinner Linn Burton (WENR, WIND, WAAF), here at her father's bedside following an operation. . . . Al Jarvis's film debut in "Make Believe Ballroom" (Columbia) was kicked off with a stagershow at Hollywood's Pantages Theater during pic's premiere performance in which music personalities who take part in the film appeared on stage to salute Jarvis. Don Otis (KLAC) served as emcee of the stager and presented him with a cap and gown plus a scroll proclaiming him dean of spinners. Artists making the p.-a. included Frankie Laine, Kay Starr, Gene Krupa, Toni Harper, the Trenier Twins and Roc Hillman and His Swingtette. . . . Charlie Davis, formerly with the late comic, Ben Carter, and a member of Kay Thompson's former vocal group at MGM, headlines his own disk show on KWKW (Pasadena).

PHILLY PHADDLE . . . In a promotional stunt to promote Eddie Newman's plattering and chattering on WPEN, the spinner recently made personals at the midtown Sun Ray Drugstore to introduce his "Eddie Newman Nutty Sundae" and give his autographed picture to each patron who ordered and ate his sundae. Newman served as soda jerk, supplying his air chatter and comedy routines with each order. . . . Jack Day, who spins the Western platters every morning on WFIL, adds to his air chores with a series on WNAR at near-by Norristown, Pa. . . . Harry Rosen, local distributor for Mercury and Manor records, played host to the town's disk jockeys at the recent opening of Savannah Churchill in Chubby's at near-by West Collingswood, N. J. . . . Oscar Treadwell, after recovering from a bad case of poison ivy, is back spinning the waxed sides at WKDN, cross the river in Camden, N. J. . . . Leroy Miller and Harold Jones, WFIL deejays, made "in persons" at the station's annual picnic for listeners last week at Woodside Park. . . . Ed Hurst, who splits the deejay chores with Joe Grady on WPEN's "950 Club," gets a daytime solo spinning session of his own on the station.

WAY DOWN EAST . . . Mac McGarry, WBEK, Pittsfield, Mass., had a pleasant surprise recently when Eddie Safranski and Trudy Richards, of the Charlie Barnet band, unexpectedly dropped in on his show while he was spinning some Barnet platters. The visitors had heard the music over the car radio, and "were so surprised to hear it in supposedly square territory that they had to drop in and meet the guy playing it," McGarry writes. . . . Ross Miller, WTIC, Hartford, Conn., is the father of a baby girl. . . . Bill Calvert is emceeing a new WCCC, Hartford, feature, the "Good Neighbor Show," which invites listeners to come in for guest whirls at the turntables. . . . Barbara Nelson, WDRC, Hartford, is doing a week-end chirping stint with the Steve Strohmank ork at the Wayside Restaurant, West Springfield, Mass. . . . Vern Cook, WGY, Schenectady, N. Y., went before the Columbia pic cameras last week for his part in the film short, "Spin That Platter." . . . Alix Blake, WENT, Gloversville, N. Y., transcribed an interview with Vaughn Monroe and the Moonmaids in Albany recently. "Vaughn carries a tape recorder to give the jockey a boost—the jock has to bring along only a spool of tape. Mr. M really goes all out on co-operation with the deejays," Blake informs us.

STRICTLY FROM DIXIE . . . "Billy Eckstine is going terrific on "Rehearsin' with McPherson," Hugh McPherson, WOAY, Oakhill, Va., writes. "Over 100 of his pix were given away on my show last week." . . . Johnny Williams, who does two daily shows at WSFT, Thomaston, Ga., mourns: "Have been trying to break in the local population on bop, but so far no dice." . . . Tony Howard, WPIK, Washington, and Alexandria, Va., relaxed on one of his recent Monday afternoon shows when Vic Damone took over the turntables for a half hour. Da Moan was in town for a benefit at the Hotel Staller and had to be back in New York for his Riviera appearance that evening, but still found time to fall in, Howard quoth. . . . Allen E. Hall is handling a new request show at KFRO, Longview, Tex., and is currently running a contest to get a name for the show. . . . Bill Sloan, KWHL, Brenham, Tex., recently interviewed Art Linkletter on his "Sloan Serenade" show. The interview, on tape, was cut at the site of the "People Are Funny" pilot's new oil well near Brenham, where he was watching his petroleum pour. . . . Singing deejay Gene Whitaker has joined WSSB in his home town of Durham, N. C., after a sojourn on the West Coast. Gene emcees a three-hour request show nightly, and recently interviewed Paul Williams, Johnny Bothwell, and Jim Hammerstein, son of composer Oscar Hammerstein.

Bruce Takes Over Black and White

NEW YORK, June 4.—With the suspension of activities by Milton Schiff Distributing Company here, Black and White and its affiliated lines have been taken over by Bruce Record Distributors, headed by Harry Sultan. Sultan was formerly Eastern sales manager for Musicraft and still distributes that line thru the Bruce set-up. The B and W stable, which formerly included about a dozen labels, now includes Comet, Solo and Fine Arts.

Sultan has also obtained the metropolitan area distribution for Horace Heidt's Magnolia line. Other lines carried are Israel, Broadcast, and Discos Cafamo.

Elliot Horne, formerly associated with Apollo and Musicraft diskeries, is handling disk jockey promotion for lines Bruce is carrying. Moe Asch continues as Eastern sales manager for Black and White.

Caiden HRS To Sell At \$1.05 on Viny-Type

NEW YORK, June 4.—Jack Caiden's 12-inch HRS records are now being pressed on viny-type plastic, to sell at \$1.05, tax included. The disks were formerly listed at \$1.59 on shellac. The masters, which Caiden purchased from Steve Smith and Heywood Brown Jr., last year, were cut several years ago and feature such jazz groups as the Bechet-Spanier Big Four, Jack Teagarden's Big Eight and Rex Stewart's Big Seven.

HRS 10-inch masters are being leased by Caiden for release on other labels.

Heidt's Magnolia Co. Adds Distribs, Artists

NEW YORK, June 4. — Horace Heidt's Magnolia Record Company continued to expand last week with the signing of new distributors and artists. The label's distributor total, according to General Manager Frank Reeves, is now 13, and a deal is being negotiated with the Maple Leaf Record Company of Canada to have the Heidt platters pressed and distributed in that country.

Heidt has signed the Wingmen, a vocal quartet, to wax spirituals and rhythm tunes. Heidt's platters are being pressed at the RCA Victor Indianapolis plant.

Puerto Parade Is On; Col. Signs 3 More

NEW YORK, June 4.—The parade of Puerto Rican talent to major disk labels continued last week with three signings by Columbia. Talent inked by George Avakian, of the diskery's international department, includes Chago Montes and his trio, the Cuarteto Hermanos Mercado, and the Trio Guamaní.

All three groups are currently appearing in the U. S. proper.

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A-817—MY HEART GOES WITH YOU
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Billboard
MUSIC POPULARITY CHARTS



The Honor Roll of Popular Songwriters

By Jack Burton

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NO. 22—AL PIANTADOSI

At least 20 years before Grover Whalen conceived the idea of greeting distinguished visitors to New York with raucous blasts from East River watercraft, Al Piantadosi was welcomed to Tin Pan Alley with a shrill fanfare of steamboat whistles—or a reasonable facsimile. That was back in 1906, when Piantadosi, the pianist at Callahan's Bowery saloon, composed *My Mariuccia Take a Steamboat*, his first song hit. Whenever he played this novelty number, the customers were urged to supply the sound effects—a sharp "toot-toot" that filled the break in both the first and the last line of the chorus. Of course, everybody in the joint got into the act with steamboat whistle imitations. Piantadosi nimbled his fingers responding to encores, and soon the fame of this audience-participation song swept across the country.

The melodic departure of *Mariuccia* for "the old country" also had far-reaching repercussions in the world of popular music since it launched Irving Berlin on a songwriting career that now covers more than four brilliant decades. Berlin at the time was working as a singing waiter at Mike Salter's Pelham Cafe, which was losing trade nightly to Callahan's and

Piantadosi's toot-toot song. So Salter decided to fight melody with melody, and talked Berlin and another of his singing waiters, Nick Michaelson, into turning out a tune that would bring his fickle customers back into the fold. This they did with *Marie From Sunny Italy*, and thus two Italian gals of song, Piantadosi's *Mariuccia* and Berlin's *Marie*, were the Lady Lucks that put their creators in the hall of fame.

Al Piantadosi, who was born in the Italian quarter of New York July 18, 1884, took up the study of medicine after graduation from the St. James School, but after a year in college, decided he'd rather induce faster heartbeats with music than reduce fevers with pills. The wisdom of such a choice is attested to by the fact that he wrote five million-copy sellers, headed his own publishing firm, pioneered American ragtime in Europe and Australia while acting as an accompanist for outstanding variety artistes, and played the principal vaudeville houses in this country with Anna Chandler as a partner. He retired in 1930 to make his home in California where he could fish to his heart's content—and does.

NO. 23—CHRIS SMITH

Chris Smith belongs to the ragtime era of Tin Pan Alley. Like Ernest Hogan, Irving Jones and other early Negro songwriters, he came out of the South shortly before the turn of the century and introduced a syncopated rhythm that challenged the reigning ballads of Paul Dresser and Charles K. Harris for popularity. Most of these ragtime pioneers are now dead and forgotten, but Chris Smith at the age of 70 is a patriarch of syncopation with something other than his memories to remind him of those golden yesterdays, when with Williams and Walker, lightweight champion George Dixon and other Negro notables of that time, he was a man of distinction in New York's Harlem.

As the juke box in his favorite tavern plays a tune that started a new

song-and-dance routine in vaudeville 36 years ago, he is pointed out daily as its composer. Outside on Lenox Avenue the record shops take up the catchy refrain as little girls in bright summer dresses skip rope to the same syncopated melody their grandmothers fox-trotted to in 1913. For *Ballin' the Jack* is back on the Hit Parade once more, just as it was in 1942 when Judy Garland and Gene Kelly revived it in the MGM picture *For Me and My Gal*, and Chris Smith gleefully exclaims:

"There's still plenty of unused punches in the old meal-ticket yet!"

The other songs Chris Smith wrote passed into comparative oblivion with the minstrel show and the two-a-day, but before George Primrose hung up his dancing shoes and Lew Dockstader retired to cultivate his tulip

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 1892 or before) have no publisher credit.

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

NO. 24—GUSSIE DAVIS

In addition to the songs they wrote themselves, which included such early smash hits as *The Little Lost Child* and *My Mother Was a Lady*, Joseph E. Stern and Edward B. Marks founded their music publishing house more than a half-century ago on the output of three other tunesmiths whose eccentricities made Tin Pan Alley a thoroughfare of mirth as well as a byway of melody.

The first of this trio was Monroe H. Rosenfeld, a horse-player who never cashed a winning ticket and kept himself in funds by selling a song title to a publisher in the morning and then giving half of the advance to some hack writer for completing the song during the afternoon while Rosenfeld was at the track backing also-rans to win. Jim Thornton, the second member of this triumvirate, found his inspiration in "the bottle, and his bibulous escapades matched his songs in popularity. Gussie Davis, the third contributor to the Sterns-Marks catalog of hits, was a pint-size edition of Paul Dresser, whose lachrymose ballads made the term "Gay '90s" something of a misnomer.

Unlike most of the other Negro songwriters of his day, who concen-

trated on ragtime and minstrel end-man material, Gussie Davis aimed his tunes at the tear glands of the public. He also gloried secretly in a musical education, gained at the Cincinnati Conservatory of Music where he worked as a janitor after quitting his job as a Pullman porter and picked up the basic elements of musical composition by listening to lectures as he swept the halls. This set him apart from the other Negro melody-makers, who played solely by ear.

Altho quiet and unobtrusive, Gussie Davis was unable to conceal his pride of authorship when his first song, *The Lighthouse by the Sea*, was bought and published by a small print shop owner. He stood outside the shop window where the song was displayed and stopped all passersby by exclaiming: "That's me! I done it!" while pointing exultantly to his name on the ornate song cover. He regarded with reverence the great minstrel tenors who introduced his *The Fatal Wedding* and frequented the theaters where they were playing. And when his *In the Baggage Coach Ahead* hit the million-copy sales mark, Gussie's exuberance knew no bounds.

beds, *Down Among the Sugar Cane* and *Good Morning, Carrie* were top sellers at music counters right across the country; and when Marie Cahill and Stella Mayhew held the vaudeville and musical comedy spotlight, *He's a Cousin of Mine* and *You're in the Right Church But the Wrong Pew* were sure show-stoppers.

A baker by trade in his native city of Charleston, S. C., Chris Smith taught himself to play the guitar and piano while "waiting for the dough to rise" and then took to the road with his future vaudeville partner, Elmer Bowman.

"Elmer and me left Charleston with a white man who had a medicine show," is the way Chris Smith recalls his early days. "We was still in short pants. This man was an old actor that had turned to doctoring, and he promised to pay us \$6 a week. He used to take axle grease, put it up in tin boxes and sell it for a nickel a box to colored people for a rheumatism

cure. And if you want to know how many miles it is from Georgetown to Columbia, S. C., it's 79. Elmer and I had to walk it when this old man wouldn't give us our wages. That's the way we started in show business."

When they finally reached New York Chris and Elmer played Negro clubs until they got a real booking in a Utica vaudeville house. For the next 25 years, the team of Bowman and Smith traveled the principal vaudeville circuits and Chris made a name for himself as a comedy songwriter. Most of his hit songs were written in collaboration with Cecil Mack, who wrote *Please Go Way and Let Me Sleep* with J. Tim Brymn, *Runnin' Wild* with James P. Johnston and *Shine* with Ford Dabney. Mack, whose real name was Richard C. McPherson, also was the founder of the first Negro song publishing firm in the United States, the Gotham-Attucks Music Publishing Company, while his wife was the first registered dentist of her race in New York State.

BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Al Piantadosi

Unless otherwise noted, all of Al Piantadosi's songs are published by Leo Feist, Inc.

- 1906—**MY MARIUCCIA TAKE A STEAMBOAT**
Lyrics by George Ranklyn, Shapiro, Bernstein & Co., Inc.-Fred Fisher Music Company, Inc.
- 1908—**I'M A YIDDISH COWBOY**
Lyrics by Edgar Leslie. Piantadosi Music Publications-Edgar Leslie, Inc.
- 1909—**GOOD LUCK, MARY**
Lyrics by Edgar Leslie and Alfred Bryan. Piantadosi Music Publications-Edgar Leslie, Inc.
- 1910—**THINK IT OVER, MARY**
Lyrics by Thomas Grey.
- IN ALL MY DREAMS I DREAM OF YOU**
Lyrics by Joseph McCarthy.
- 1911—**DREAMY ITALIAN WALTZ**
(Instrumental)
- MY LITTLE LOVIN' HONEY MAN**
Lyrics by Joseph McCarthy.
- 1912—**THAT'S HOW I NEED YOU**
Lyrics by Joseph McCarthy and Joe Goodwin.
- 1913—**MELINDA'S WEDDING DAY**
Lyrics by Joseph McCarthy and Joe Goodwin.

- ***THE CURSE OF AN ACHING HEART**
Lyrics by Henry Fink.
(Available on Columbia record 36989 in Set C-115, Beatrice Kay with orchestra.)
- WHEN YOU PLAY IN THE GAME OF LOVE**
Lyrics by Joe Goodwin.
- 1914—**ON THE SHORES OF ITALY**
Lyrics by Jack Gogau.
- 1915—**I DIDN'T RAISE MY BOY TO BE A SOLDIER**
Lyrics by Alfred Bryan.
This song, when written, reflected the sentiment of the American people who wanted no part of the war then raging in Europe. Two years later, however, millions of mothers, who hadn't raised their boys to be soldiers, watched them march away in khaki.
- WHAT A WONDERFUL MOTHER YOU'D BE**
Lyrics by Joe Goodwin. Shapiro, Bernstein & Company, Inc.
- WHEN YOU'RE IN LOVE WITH SOMEONE**
Lyrics by Grant Clarke. Leo Feist, Inc.-Fred Fisher Music Company, Inc.
- 1916—**BABY SHOES**
Lyrics by Joe Goodwin and Ed Rose. Shapiro, Bernstein & Company, Inc.
- IF YOU HAD ALL THE WORLD AND ITS GOLD**

- Lyrics by Bartley Costello and Harry Edelheit. Laurel Music Company.
(Available on RCA Victor record 47-2728, Perry Como with The Satisfiers and Russ Case's Orchestra.)
- 1917—**SEND ME AWAY WITH A SMILE**
Lyrics by Louis Wesley, Robbins Music Corporation.
- 1925—**PAL OF MY CRADLE DAYS**
Lyrics by Marshall Montgomery.
- 1928—**I'M TIRED OF MAKING BELIEVE**
Lyrics by George A. Kelley. Alfred Music Company, Inc.

Chris Smith

- 1900—**NEVER LET THE SAME BEE STING YOU TWICE**
Lyrics by Cecil Mack. Broadway Music Corporation.
- 1901—**GOOD MORNING, CARRIE**
With J. Tim Brymn. Lyrics by Cecil Mack. Jerry Vogel Music Company, Inc.
- 1904—**JASPER JOHNSON! SHAME ON YOU**
Lyrics by John Larkins. Edward B. Marks Music Corporation.
- 1915—**HE'S A COUSIN OF MINE**
With Silvio Hein. Lyrics by Cecil Mack. Edward B. Marks Music Corporation-Mills Music, Inc.

- ALL IN DOWN AND OUT**
Lyrics by Cecil Mack. Mills Music, Inc.-Jerry Vogel Music Company, Inc.
- 1908—**YOU'RE IN THE RIGHT CHURCH BUT THE WRONG PEW**
Lyrics by Cecil Mack. Mills Music, Inc.
- DOWN AMONG THE SUGAR CANE**
Lyrics by Cecil Mack. Mills Music, Inc.
- 1909—**TRANS-MAG-NI-FI-CAN-BAM-U-ALITY**
Lyrics by Jim Burris. Remick Music Corporation.
- COME AFTER BREAKFAST, BRING YOUR LUNCH AND LEAVE BEFORE SUPPERTIME**
With J. Tim Brymn. Lyrics by Jim Burris. Edward B. Marks Music Corporation.
- THERE'S A BIG CRY BABY IN THE MOON**
Lyrics by Jim Burris. Robbins Music Corporation.
- 1910—**IF HE COMES IN I'M GOING OUT**
Lyrics by Cecil Mack. Mills Music, Inc.
- 1911—**MONKEY RAG**
(Instrumental)
- 1912—**BEANS, BEANS, BEANS**
Lyrics by Elmer Bowman.
- AFTER ALL I'VE BEEN TO YOU**
Lyrics by Jack Drislane.
- 1913—**BALLIN' THE JACK**
Lyrics by Jim Burris. Edward B. Marks

Music Corporation-Jerry Vogel Music Company, Inc.

(Available on the following records: Decca 34401, Danny Kaye with orchestra; RCA Victor 20-3399, Three Sons; Mercury 5260M, Georgia Gibbs with orchestra.)

- 1913—**JUNK MAN RAG**
Music by Lucky Roberts. Edward B. Marks Music Corporation-Paul-Pioneer Music Corporation.
- 1929—**CONSTANTLY**
Lyrics by M. M. Cole. Jerry Vogel Music Company, Inc.

Gussie Davis

- 1886—**THE LIGHTHOUSE BY THE SEA**
- 1887—**WAIT TILL THE TIDE COMES IN**
Lyrics by George Prophet.
- 1892—**BABY'S LAUGHING IN HER SLEEP UP DAR IN THE SKY**
- 1893—**THE FATAL WEDDING**
Lyrics by W. H. Windom. Edward B. Marks Music Corporation.
- 1894—**ONLY A BOWERY BOY**
Lyrics by Charles B. Ward.
PICTURE 54
Lyrics by Charles B. Ward. Jerry Vogel Music Company.
This ballad of a wayward boy and his heart-broken mother was built around a rogues' gallery photograph.
- 1895—**PARTED AT THE ALTAR**
- 1896—**DOWN IN POVERTY ROW**
Lyrics by Arthur Trevelyan. Edward B. Marks Music Corporation.
BEYOND PARDON
BEYOND RECALL
IF I COULD ONLY BLOT OUT THE PAST WHEN I DO THE HOOCHY KOOCHY IN THE SKY
- ***IN THE BAGGAGE COACH AHEAD**
Edward B. Marks Music Corporation.
This song of a widowed father and his orphan child was based on an actual incident Davis observed when he was a Pullman porter. Frank Archer of Hector, N. Y., who worked the same train, was so impressed by the incident that he was moved to write a poem called "Mother" that was published in an upper New York State paper.
- 1898—**MY CREOLE SUE**
J. J. Robbins & Sons, Inc.
GET ON YOUR SNEAK SHOES, CHILDREN

Lewis May Get FFRR, Right To Record in U. S.

(Continued from page 17)
London label. This, too, would pave the way for Lewis to record visiting English talent in America. In getting back FFRR, Lewis, it is assured, will peddle the longhair disks via his London organization here.

The Deal

In return for these rights, it is understood that Lewis will give up English Decca's right to production and sale of the American Decca product for the 39 countries, other than the British Isles, which Lewis's empire services. It is believed that Lewis will transfer the deals for American Decca wax which his empire has been handling to the American Decca org intact.

In addition, Lewis, it is believed, will guarantee a minimum of \$250,000 annual income to the American Decca firm in return for retaining the rights to the line for production and distribution in the British Isles. Lewis also produces and distributes the Capitol Record line in England. This section of the deal would require clearance thru the Bank of England and it is understood that tentative approval has been granted therefrom.

70,000 Sets on Hand

American Decca currently has on hand an estimated 70,000 FFRR sets which the firm will sell at regular prices and will neither turn over nor dump on the market.

It is believed that the deal will be completed some time next week. One deal had been virtually set early this week but fell thru in midweek. The new arrangement, not yet signed, was negotiated Thursday (2).

When contacted about the deal, Lewis's only comment was "no comment."

Reliability — Quality
RECORD PRESSING
10" or 12"
RESEARCH CRAFT CO.
4912-14 SANTA MONICA BLVD.
LOS ANGELES 27, CALIF.

SONGWRITERS COMING UP!

June 18 Issue

GUSTAV LUDERS

In Issues Subsequent to June 18
The Billboard Will Present

- GUSTAV LUDERS
- THEODORE MORSE
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- SILVIO HEIN
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- KARL HOSCHNA
- WILLIAM C. HANDY
- HARRY CARROLL
- WALTER DONALDSON
- GEORGE W. MEYER
- JIMMY MONACO
- HARRY TIERNEY
- PETE WENDLING

... And Others

Chi Opposition Widens Vs. RCA Clearance Sale

(Continued from page 17)

wire was sent to Victor's Camden home base Thursday. The approximately 60 dealers inked a pledge not to buy any Victor sales merchandise or to put on any sales from their Victor inventory. Tho it was suggested that dealers discontinue buying all Victor merchandise, the assembled disk dealers voted down the proposal, affirming that they wished to purchase regular Victor stock when it was needed.

Henry Elsnik, rep of Vitak-Elsnik and prexy of the South Side association, who presided at the meeting, explained the dealers' moves thus far. Elsnik produced a letter, dated March 21 and signed by George Koch, in which it was stated that Victor here "would offer no more record merchandise to dealers at other than established net prices and would not authorize the sale of Victor records after March 31, 1949." A second letter, undated but which Elsnik and other retailers said arrived about April 10, 10 days after the Columbia price cut to 63 cents, stated: "Should price reductions become necessary, effective immediately for the period April 1 to September 1, 1949, you are assured price protection on all Victor disks purchased at regular prices during the 30 days, prior to effective date of any price reduction. That is, we will credit you with the difference between the price we billed you and the price to you, resulting from any such reduction as to all records shipped you at regular prices during such a 30-day period." Elsnik related how he and 11 retailer reps visited with Victor execs here Thursday and Friday (26-27) to protest the projected "sale" with Victor chief Walter Norton finally stating Friday that the sale would go on as slated.

Biggest gripe of the assembled dealers was "damage the Victor dumping will do to our inventories." One retailer pointed out that Victor's price cutting on longhair items hurts "most because we stock these items for long periods of time, figuring on moving it eventually, only to learn now that those items are going at a big reduction." Another retailer said he has found that he and other retailers have borrowed money, occasionally utilizing their inventory as collateral. Recently he tried to borrow money on his inventory, only to be told by the bank official that because of the insecure record prices, banks were shy of taking record inventories as collateral.

NEW YORK, June 4.—Biblestone Records, which released LP versions of its abridged *Messiah* and *Elijah* oratorios last month, plans seven more LP releases during the summer. Five hymn albums from the catalog and two previous unreleased sets will be made available on the 33 1/3-r.p.m. platters.

RCA Sale--Godsend or Fiasco? Clearance Starts Buying Spree

(Continued from page 17)

the sale and will publish the results shortly.

Pressure on Dealers

Many feel that the sale is creating a situation whereby dealers are forced into a battle of a survival-of-the-fittest nature. An apparent objective of the clearance is to convert the inventory of 78 r.p.m. shellacs into cold cash, altho it means that the manufacturer and the distributors will have to lose money to gather the greenbacks. Victor is making the clearance stock available to dealers at 65 and 70 per cent discounts off list price while the dealers are encouraged to sell to the public at 40 and 50 per cent of list, depending on the distance from the shipping point.

In the case of the major dealers of a Macy's, New York, Hudson-Ross, Chicago or Bullock's, Los Angeles caliber, it is reported that these are enjoying brisk clearance biz. These dealers, loaded with capital, are in a position to buy up wads of the Victor stuff, particularly standard items, for storage and at the same time unload whatever slow-moving wax they have in the stockrooms. Virtually all the biggies contacted expressed little love for the sale, altho they admitted that it has stimulated volume business. But the earnings on the hyped business has been negligible, at least at the moment. The biggies point out that most of the current sale merchandise is being sold at a loss out of stock to clear the decks but that the losses would be made up eventually in the resale at regular list prices of the standard items which they are picking up from Victor at the clearance discount. The average individual sale in these key buying centers has been somewhere between \$10 and \$15. They have been selling, for the most part, more expensive sets, those which contain six disks or more (see story on classical buyers elsewhere on this page) ... a typical type of selectivity by a bargain-conscious American public.

Dealers Pinched

It is the small and medium-sized dealer who has hollered the longest and loudest about the Victor clearance. The smaller guys cry that Victor is putting them out of business. Others are ignoring the Victor cut-price offers, complaining that the major dealers, with big buying and promotion power, had already grabbed off the cream of the clearance selections as well as a large

portion of the business traffic. They also point out that they are not in a position to buy additional stock despite the extra markdown since they haven't accessible cash. These dealers also point out that they could not afford to take a loss by marking down items already in stock in order to maintain competition with the bigger guys.

The Victor position on the sale is that when a new product is marketed in most other industries the outdated merchandise is offered in a clearance. This, it was pointed out, has never been applied in the disk biz. And this is the first time a diskery has ever attempted such a clearance. The inference is that Victor's 45 r.p.m. is the new product which will replace the "outmoded" 78 r.p.m. shellacs. But in its announcement of the clearance sale last week, the diskery heralded this as an experimental deal which if successful would become an annual affair. Most traders seem to feel, however, that this sale is simply the result of too much inventory.

HOLLYWOOD, June 4.—Los Angeles area dealers are grumbling about the RCA Victor month-of-June clearance sale, with the majority of those contacted in a survey claiming that it is doing more damage than good. Larger stores feel that it has stimulated some traffic in the stores but find that only the sale items are moving while customers overlook the other stock. The smaller stores are either ignoring the sale or feel that it isn't paying off. Many dealers report that customers are staying away from the regular priced stuff in anticipation that this merchandise, too, will be offered at bargain prices.

MUSIC BOURNE TO LIVE
Columbia 38458
BOB CROSBY'S "DON'T CALL ME SWEETHEART ANYMORE"
ABC MUSIC CORP. 779-7th Ave., N.Y. 19, N.Y.

World Study On Copyright

(Continued from page 3)

UNESCO's copyright section, and Robert C. Rand, American copyright consultant to UNESCO, outlined the nature and aims of the 'world copyright study to an assemblage including John Schulman, Songwriters' Protective Association (SPA) attorney; Dr. Luther Evans, librarian of Congress, and Federal District Judge Charles E. Wyzanski. These three will attend the forthcoming UNESCO committee of experts on copyright meeting in Paris July 4 in an informal advisory capacity.

Under discussion at the meeting here was the question of whether the time is ripe to consider formulation of an international copyright treaty. Of special interest to the music trade were various recommendations for the best protection of property of United States National throughout the world.

Represented at the meeting were book publishers, the Authors' League, government copyright officials and several music business attorneys (The Billboard, June 4).

BULLET 305
MOVE BACK TO THE WOODS
you've got to reap what you sow
by
WALTER DAVIS
BULLET RECORDS
423 Broad Street Nashville, Tennessee

MY ONE AND ONLY HIGHLAND FLING
From M.G.M.'S "THE BARKLEYS OF BROADWAY"
recorded by
BUDDY CLARK—DINAH SHORE
Columbia
GORDON MacRAE—JO STAFFORD
Capitol
FRED ASTAIRE—GINGER ROGERS
M.G.M.
FREDDY MARTIN
RCA Victor
HARRY WARREN MUSIC, INC.

NY Song Pluggers Gloomy; Several Outlets Closing

NEW YORK, June 4.—Local song pluggers are gloomy about the plug situation for the coming months, what with the closing down of an inordinately large number of outlets.

Here's the remote picture for the immediate future: Meadowbrook and Pelham Heath Inn are closing for the summer. The Baltimore will have no wires, ditto the Commodore and the Carnival, where the Minsky show now prevails. At the Edison, there probably will be no wire after Henry Jerome departs. After Claude Thornhill leaves Glen Island, he will probably be followed by a small crew and no remotes. The Rustic Cabin also is off the air.

Electrical Workers, Columbia Sign Pact

NEW YORK, June 4.—Columbia Records and Local 237, United Electrical Workers, of Bridgeport, Conn., agreed on a new wage contract May 31 after six weeks of negotiations. The pact, calling for a 2½-cent general hourly pay hike, was okayed by membership vote the same day the previous contract was out.

The new contract calls for augmented seniority and hospitalization plans in addition to the wage increase. Frank C. Giarelli, prexy of the local, represented the union in the bargaining, and Kenneth Raine, Columbia secretary and counsel, spoke for the waxery.

Music Mag Index By Info Service

CHICAGO, June 4.—An indexed cross-reference guide to periodicals, covering all types of music, is now being circulated by Information Service, a Detroit firm. The service, called *Music Index*, has been published since January. Price to a subscriber is \$125 per year, with the subscription price covering the cost of monthly paper-bound supplements and a year's end cumulative index of all previous supplements.

The service is now logging approximately 30 musical publications, including *The Billboard*, *Variety*, *Down Beat* and *Metronome* in the pop and jazz field, *Musical Americana*, *Etude* and others in the long-hair and instructional field, and such specialized publications as *Film Music Notes* and *American Record Guide*. The service is similar to the *Guide to Periodical Literature*, which presents a monthly index for all publications of a general nature.

IT'S GREAT "THE FISHING SONG"

Sung by

Dottie Barlow

Pearl Record #0014

Hear Her Next Novelty Hit

"The Next Time"

Pearl Record #0017

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WANTED PUMPING UNIT

For one or two Record Presses, preferably Vickers. Also interested in 6 or 7-INCH DIES. Write

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Box #423, Billboard, New York City 19

Saratoga Distrib Set Up in Balt by Green

NEW YORK, June 4.—A new platter distributery, Saratoga Distributing Corporation, has been set up in Baltimore by Joseph M. Green, son of Albert B. Green, National Records prexy, and brother of Irving B. Green, Mercury Records topper. The firm will service Virginia, Maryland and Washington.

Phil Rose, formerly with the Cosnat distributery here, will be sales manager for Saratoga, with Lew Krefetz, formerly with the Oriole Distributing Company of Baltimore, in charge of sales for Washington.

Saratoga will distribute National Records and is arranging to handle other lines in the territory.

No Awe of Opera For B'way's Frisco

WASHINGTON, June 4.—National Press Clubbers who attended a luncheon highlighting the American Society of Composers, Authors and Publishers (ASCAP) last week are still chuckling over some tales spun by Oscar Hammerstein II, especially a story about how Joe Frisco refused to stand in awe of grand opera stars.

Telling about a benefit performance at which several stars from the show world appeared many years ago, Hammerstein said "one of the noticeable things was that the showfolk from Broadway seemed to stand in awe of the celebrities from grand opera, and Enrico Caruso was standing conspicuously alone waiting his curtain call while Broadway stars gave him a wide berth."

"Finally Joe Frisco happened onto the scene, noticed Caruso standing there alone and walked up to him tapping the great tenor on the shoulder," Hammerstein related.

"Say," declared Frisco to Caruso, "for goodness sake don't use *Strutter's Ball*—I'm gonna use it myself in the second act."

PAUL LOCAL 47 SECY.

HOLLYWOOD, June 4.—Maury Paul, board member of Local 47, American Federation of Musicians (AFM), was appointed recording secretary of the Local, replacing veteran AFM exec Frank Pendleton, who died last week of a heart attack. Paul was appointed to the paid position by Local 47 Prexy S. J. K. (Spike) Wallace. Appointment is subject to ratification by general membership at a meeting to be held June 27. Members can either okay Paul's job or nominate another candidate from the floor.

TEMPO HOEDOWN PITCH

HOLLYWOOD, June 4.—Tempo Records is hitting the hoedown mart from the comedy-novelty side in its release of *Mr. Kitzel Calling*, as recorded by Artie Auerbach, creator of the Kitzel character on the Jack Benny air show. Disk, released in 10-inch versions for juke boxes and 12-inch platters for home use, features Kitzel calling square-dance sets in his characteristic fashion. Kitzel release is one of Tempo's initial steps into the square-dance field.

Bridgeport Organists Elect

BRIDGEPORT, Conn., June 4.—All officers of the Bridgeport Chapter, American Guild of Organists, were reelected at a dinner last week. Prof. Joseph S. Daltry, head of the music department at Wesleyan University, was guest speaker. Officers are Mrs. George Kish, Fairfield, dean; John Dial, Bridgeport, sub-dean; Edgar Aiken, Bridgeport, treasurer; Harris Bartlett, Stratford, secretary, and Mrs. Ethel Brandon, Westport, librarian.

Music—As Written

New York:

Columbia Records has recorded "Amusement Park Waltz," with Bill Gale's ork and vocals by Kriss Weston. The tune was clefted by Gladys Shelley and Marvin Kahn. The disk is being ordered by amusement parks all over the country. Robert Music Company publishes. . . Coral Records has added three new distributors. They are Oregon Record Distributing Company, Portland, Ore.; Polonia Distributing Company, Detroit, and Music Service Company, Great Falls, Mont. . . Lionel Hampton is set for a series of June bookings including Earle Theater, Philadelphia; Town Casino, Buffalo; Arena, Niagara Falls, and Rainbow Rendezvous, Salt Lake City.

Clint Noble, Cleveland maestro, has been appointed manager of the Grand Ballroom at Cedar Point, Sandusky, O. The spot opens June 18. . . Toni Harper, child song star, coming east to make her debut at Carnegie Hall, June 11. . . Elena Nikolaidi, Greek contralto, has signed a long-term pact with Columbia Records. . . Tommy Trent has disbanded his Hillbilly Pals and will continue as a single. . . Jacqueline Lehigh has been appointed to handle special promotion for Coral Records, Decca subsid. Miss Lehigh will do disk jockey contact work and set up artist appearance campaigns.

Johnny Long recently cut a batch of transcriptions for the Treasury Department. Disks, featuring Janet Brace and the Beachcombers, will be used to promote sale of government savings bonds. . . Tex Beneke ork has been signed to wax for Thesaurus. . . Andy Wiswell, vice-president and recording director for Muzak, on a business trip to the Coast. He'll record Evelyn Knight and Ted Dale.

Woody Herman's ork and King Cole and his trio are being packaged again for a series of 30 collegiate concerts which will begin in mid-November. . . Peggy Lee and Jimmy Dorsey's ork will headline the Paramount show which kicks off for three weeks July 6. . . Singer Jack Leonard will record with the Hi-Tone diskery. . . Frankie Carle's ork is set for a two-weeker at the Shamrock Hotel in Houston, beginning October 20. . . Ray McKinley's crew will play the same hotel for three weeks commencing September 15.

Sid Goldberg, Decca general sales manager, in Chicago for conferences with Sellmann Schultz, Midwestern division manager for the diskery. Goldberg also attended the official opening of the firm's new independent distrib branch in Peoria, Ill.

Chicago:

Bob Ehlert, one-night booker with MCA here, switched to the cocktail department, replacing Verle Bogue, who is now in MCA's Detroit small band department. Bogue replaced Buddy Fields, veteran cocktail booker who reached the MCA retirement age last month. Joe Kayser Sr., is carrying the MCA one-nighter load here alone. . . Mill Heckelman, local impresario, marries Mary Frances Kincaide, piano-vocalist, June 11 in Huntington, W. Va. . . Leighton Bailey, MCA location skedder, and Joe Musse, Associated Booking Corporation's cocktail chief here, are expectant fathers. . . Al Trace set for the Chicago Theater for two weeks, starting June 10.

Ray Anthony, GAC orkster, married his former band chirp, Dee Keating, May 31 in Denver. . . Victor Records reportedly re-releasing Gray Gordon's 1941 dishing of "Ferry Boat Serenade" after local d. j. Marty Hogan's plugging on several outlets revived the tune here. Gordon is a GAC cocktail booker locally. . . Dwight (Gatemouth) Moore is a singing evangelist in Chicago and is cutting sacred songs for Aristocrat Records, with choir backing. . . Betty Bryan is singing with Benny Strong. . . The Four Vagabonds, Negro quartet once on "Don McNeill's Breakfast Club" are returning to show business after a two-year absence.

Philadelphia:

Abe Neff returns his band for the 27th summer to Summit Springs Hotel, Poland, Me. . . Gene Csircso is back again for the outdoor dancing at the Old Covered Wagon's Rainbow Terrace in suburban Strafford, Pa. . . Clarence Fuhrman returns for the summer dancing at Willow Grove Park's Casino Ballroom. . . Maurice Waters, formerly with Clarence Fuhrman, is leading his own band at the Fort Side Inn. . . The Jolly Joyce Agency has set Les Brown for the July 5 prom at Casa Blanca Ballroom, Charleston, S. C. . . Paul Knowles, who covered the New Jersey territory for Raymond Rosen & Company, local Victor records distributors, has been named manager of the record department, with Ed Pinsky moving over to another department of the distributing firm.

Bobby Tucker, former Billie Holiday accompanist, is the new pianist with the Mundell Lowe Trio. . . Artie Shaw, modifying his severe long-hair policy, has commissioned modern clefters Mary Lou Williams, Dave Mathews and Ralph Burns to write scores for him. . . Benny Gilbert, with the Berlin pubbery on the Coast, is in town on vacation. . . Tune-smith Don Wolf is Ted Steele's new administrative assistant at WMCA.

Jack Howard, local hillbilly music publisher, is bringing movieland's Dusty Lynn, cowgal thrush, east for a series of personal appearances this month. . . Local maestro Joe Sterns, who left here for Atlantic City's Brighton Hotel, will start his fifth year at the resort spot this season. . . Dave Stephen gets the call for moonlight dance cruises of Wilson Line steamers. . . Gomez and His Continentals return their rumba rhythms to the Embassy Club. . . Charlie Gaines gets the call at the Carioca Club. . . Rocky Valentine takes over at the Cadillac Sho-Bar, with Grace O'Hara on deck for the ditties.

Cincinnati:

Buddy Grover Trio in their 12th week in the cocktail lounge of Beverly Hills Country Club, Newport, Ky. . . Sammy Leeds, local booker, has set himself and band for 10 nights (one night a week) at LeSourdsville, popular funspot between Hamilton and Middletown, O. Leeds also has set the Raymar Trio into the Hi-Hat Bar-B-Q, downtown spot, for an indefinite stay. . . Vanita Valli, singing organist, held over indefinitely at the Sorrento Restaurant, Highland, Ind. . . Jimmy James and ork move in at the Ault Park Pavilion Saturday night (11) when Al Cassidy and His Flying Band leave for an engagement in the East. . . Larry Dowling Trio, with Jimmy Robinson on piano, and Dusty Rhoads, guitar, new at the suburban 19th Hole.

Dough Hikes Snag Booking Straight Vaude

More \$\$ for Out of Town

NEW YORK, June 4.—The buying of straight vaude acts for theater dates to replace the expensive attractions has already come up against a snag. The obstacle is money.

When the Palace went back to flesh, using eight acts with weekly changes, theatermen all over the country watched the experiment with keen interest. When the house, with its limited capacity and low admissions, racked up \$29,000 for the first week, the interest became lively. When it drew about the same gate the following week, theatermen started talking to agents, and right away there was trouble.

Various indies discovered that acts who are willing to go into the Palace for short dough weren't interested in other houses for the same kind of money. The Palace had a lure. It was on Broadway. It was in New York. It was a showcase. In short it was the Palace, even if it wasn't the old Palace. But out of town it was a different deal. There it was just a week's work and no place to go, with the chances of being caught by anybody for something big being extremely small.

Out-of-Town Hikes

The Hippodrome, Baltimore, for example, offered to buy the Palace's entire first bill in toto. It was discovered that an act getting \$300 in New York wanted \$500 or \$600 out of town. So there was no deal.

Percenters are complaining that a salary standard is being set by the Palace which is hurting their future sales. Out-of-town theatermen are anxious to try straight vaude for which they don't have to give away their balconies, but they can't do it with current salaries.

A couple of bookers who've been around for a long time claim that the theatermen's beefs are unjustified. First of all they say that the Palace's limited budget is well known and cannot be a yardstick for the rest of the industry. Furthermore, they add, if out-of-town theaters were run by showmen, they wouldn't have to buy acts that played the Palace. In some cases, they say, these acts probably wouldn't do well there anyway. What these theatermen need is a little gumption—let them use acts from their own areas, unknowns who need a chance. There are plenty of such around, say bookers, what they need is people like the Palace toppers, to give them a chance. Given proper exploitation, good work backstage and competent music, the policy will pay off.

New Private Club For Spokane; Act Booking Is Brisk

SPOKANE, June 4.—A third Spokane private club, the Early Birds Breakfast Club, has announced a policy of booking big-time entertainment talent on a nightly basis. The move, in part at least, is intended to meet competition of newly legalized cocktail lounges.

The Early Birds Breakfast Club started floorshows May 16 with the opening of its elaborate new Wedgewood room, accommodating 250, in the Davenport Hotel. Acts booked for the opening were Donald Novis, Cheetah and Carroll, and Ran Wilde and his orchestra, featuring Camilla Lane.

Wilde will remain thru June 18. Other bookings to date are: George Arnold's *Rhythm on Ice* show, May (See *New Private Club*, page 45)

Coast-Coast Revival Foreseen

N. Y. AGVA Adopts Scales For Catskill Mt. Bookings

NEW YORK, June 4.—The final branch membership meeting of the American Guild of Variety Artists (AGVA), Wednesday (1), before the national convention found an overflow crowd jammed into the Fraternal Clubhouse, heatedly arguing the new Catskill Mountain scales which went into effect Decoration Day.

Only an 11th hour solution by Jackie Bright, chairman of the New York branch executive committee, prevented an impasse that had the members yelling.

The original plan was to set up

minimums starting at \$25 for singles up to \$55 for trios. The bookers gave in, but later, it was charged, began sniping thru the use of an unofficial black list of the more active AGVA board members. The demand for maintenance of the \$25-\$55 was hotly demanded by many members and equally fought against by others.

At the last moment Bright suggested a plan of hotel classification, with minimums to start at \$20 up to \$80 for trios. The plan is:

Class C hotels (up to 50 rooms)—\$20 for singles; \$32.50 for doubles; \$45 for trios.

Class B hotels (50 to 100 rooms)—\$25 for singles; \$42.50 for doubles and \$55 for trios.

Class A hotels (100 rooms and over) \$35 for singles; \$50 for doubles and \$80 for trios.

The club date code as applied to the mountains has long been a hotly disputed issue among local performers. Mountain dates are frequently the biggest source of income for actors—big and small. A standard act getting about \$1,000 can frequently get \$350 for a single mountain job. Inasmuch as an actor does four or five jobs each week-end the revenue is considered important money.

The membership adopted the Bright plan unanimously, and it will go into effect immediately. The first real test, however, will come over the July 4 week-end.

At a previous meeting of the AGVA branch it was ruled that all performers who take seasonal jobs in the Catskills be prevented from doubling. At this meeting this was changed. Seasonal actors will henceforth be allowed to take extra jobs.

Tho there will be no deviation from the scale for various jobs, each job will pay the full salary without deductions. The board has the power to increase or decrease certain salaries if conditions warrant it.

Danny Thomas To S. F. Hostelry

NEW YORK, June 4.—Danny Thomas's next date will be at San Francisco's Fairmont Hotel, where he'll probably open June 12. The date is still in the talking stage because the hotel wants him for either that date or in October. Thomas prefers the June job.

The San Francisco booking will be Thomas's first in that city. The deal was started thru the intercession of a film biggie who asked Thomas to take the job. Thomas, now at Bill Miller's Riviera, Fort Lee, N. J., closes there June 6.

Palumbo, Philly Nitery Op, Bows Out of Fight Game

PHILADELPHIA, June 4.—Frank Palumbo, who operates after-dark places on a chain basis, has bowed out as a boxing manager. He disposed of his interest in world lightweight champion Ike Williams and a stable of 20 other fighters which includes Arthur King, British Empire lightweight titlist.

Frank (Blinky) Palermo, formerly co-manager of the group of fighters with Palumbo, has taken over the entire stable. Altho bowing out as a fight manager, Palumbo said he will become a ring promoter "if a worthwhile attraction is available."

Battle in TA Fizzles; Dunn Claims Victory

NEW YORK, June 4.—The anticipated battle at the regular meeting of the Theater Authority (TA) Thursday (2) and charges that it was okaying benefits in wholesale lots ended in a stalemate, with the decision to revamp TA rules by next September the only matter decided.

The conflict was started by Henry Dunn, American Guild of Variety Artists (AGVA) treasurer and delegate to the TA, who claimed he'd been accused of bad faith in negotiating the contract between AGVA and Variety Clubs International (VCI). The contract, to run from August, 1949, to August, 1959, calls for VCI to pay AGVA \$20,000, for which it has the right to call on AGVA members to perform cuffed at its various functions in different cities. Dunn said only 24 VCI tents were in operation, of which seven never have shows, so his deal, which would go toward paying insurance premiums for AGVA's death benefit policies, was commendable.

TA insiders claimed that the deal was not so good, because by elimination of TA's take, the gates were let down for cuffed shows, which would mean less dough for participating orgs in TA. After many heated arguments during which Dunn announced that AGVA's resignation from TA still stood, altho tabled until the September meeting, it was decided to have a newly formed committee draw up new rules for benefits to be reported back in the fall.

Dunn, however, said AGVA reserved the right to clear all benefits, by itself where its own members were involved. If the September meeting wasn't satisfactory, AGVA would quit TA. In the meanwhile he demanded a larger cut in benefit splits in the future.

Beaux Arts in N. Y. May Put In Acts

NEW YORK, June 4.—The Beaux Arts Hotel, part of the Spencer Taylor chain, may decide to use talent in its new room next fall.

The room, recently re-done at a cost of about \$40,000, is now a dining room and cocktail lounge without entertainment. The idea is to bring in some sort of non-taxable acts (mostly music) to lure in the tenants.

The hotel ops are mulling the problem. They now gross about \$220,000 annually from the hotel alone and are not averse to making an extra buck. But the idea of spending additional dough for talent is giving them pause.

Palace Getting By, Chain May Extend Vaude

Acts Could Get 14 Weeks

(Continued from page 3)

attraction was bought for percentage the chain insisted on a reversion to protect itself.

While the salaries for acts given the route is still in the process of discussion, it is unlikely that money will be big. Likelihood is that budgets for each house will be based on the New York Palace figure.

N. Y. Will Test Them

Acts will get their first dates at the Palace. If they make the grade they'll be routed thru the circuit. An increased effort will be made to give them more showing dates in nabe houses, for RKO bookers to see them, before they can get a Palace date.

New York nabes number about 25 houses using flesh one or more nights weekly. The chain is planning to increase this, but may run afoul of the jurisdictional battle now going on between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA). AFM has ruled that none of its members work under any contracts but its own; in fact, AFM-ers are not permitted to be AGVA members. AGVA says that any performer who talks or sings, regardless of any instrument he plays or what other unions he may belong to, must become an AGVA member. A few weeks ago the RKO Regent was pulled by 802-AFM because the musician frontier became an emcee, thus coming under AGVA jurisdiction. AFM demanded AGVA return his membership (\$50) fee. When AGVA refused, AFM pulled musicians out of the house.

May Start in August

While the starting date for straight vaude policy in RKO houses is still being mulled, there is a possibility the kick-off will come in mid-August.

Cities to be affected are Boston; Cincinnati, Cleveland, Dayton, O.; Rochester, N. Y.; Columbus, O.; Chicago, St. Louis, Denver and San Francisco. In some cities more than one house will be included in the policy change.

Mont'l Maurice To Bow June 17

NEW YORK, June 4.—Chez Maurice, Montreal, will preem June 17 as a combo ballroom-nitery using one top attraction in addition to a name band.

The spot will operate under the recently shuttered El Morocco license, which sold to Chez Maurice for an estimated \$40,000.

Chez is looking for names in the top brackets and has bids with the William Morris office for its acts.

Miami Beach Office For Frank Sennes

NEW YORK, June 4.—Frank Sennes soon will open a Miami Beach, Fla., office. Sennes, whose main office is in Cleveland, has had a residence in Florida for five years, thus getting in under the State's theatrical agency license provisions.

Jerry Berger and Ceil Lindsay (Earl Lindsay's wife) will run the Sennes Miami office.

Mocambo, Hollywood

(Tuesday, May 17)

Capacity, 225. Shows at 10:30 and 12:30. Price policy, \$3 minimum week nights, \$4 minimum Saturdays. Booking policy, non-exclusive. Owner-operator, Charles Morrison. Press, Charlotte Rogers. Estimated budget this show, \$4,000. Estimated budget last show, \$3,500.

Liberace returned to the Mocambo to give patrons another sampling of his pianistic pyrotechnics. This trip, the bill also offered south-of-the-border songstress Regina in her first north-of-the-Rio appearance.

In his usual manner, Liberace dazzled ringsiders with his flying fingers as he sugar-coated the classics. He opened with a Chopin medley and was quick to credit the film, *Song To Remember*, as the source of his selections. Eddie Oliver's band joined in for the final strains of the *Polonaise in A-Flat*, the tinny timbre of the trumpet shattering the illusion of good music.

Jalousey, without benefit of film affiliations, was able to stand on its own musical merit and bring a round of applause. The pianist then dusted off a nimble version of Gershwin tunes in medley form and then straddled the Steinway for a solid slice of eight-to-the-bar. An ace showman, Liberace sold his schmaltzy knuckling in a manner that delighted the packed house. He had the audience in the palm of his hand from start to finish.

Regina's golden tresses and lovely face held more attention than her voice or her selections. Accompanied by a pair of native guitarists, she went thru a cycle of Latin heart songs which failed to warm the North American ear. She slurs the tunes in authentic south-of-the-border fashion, but vocally holds little more than the typical good Mexican songstress. The fact that she's an American girl who made good in Mexico (according to flack fare) does serve to create some curiosity for a look-see. But beyond that, there's nothing sensational in her all-Spanish voicing. Gal's eye-holding appearance, her wardrobe and the guitar duo backing help put her across.

Eddie Oliver and Latin-aire combos provide dance tempi along pop and rumba lines. *Lee Zhito.*

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NIGHT CLUB REVIEWS

Cocoanut Grove, Hotel
Ambassador, Los Angeles

(Tuesday, May 24)

Capacity, 850. Price policy, \$1.50 cover week nights, \$2 Saturdays. Shows at 9:30 and midnight. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget this show, \$5,000. Estimated budget last show, \$5,500.

Salute to Gershwin, as staged by Sherman Marks, is the freshest and most exciting entertainment package to hit the Coast since Kay Thompson. In adapting movie documentary technique, Marks is able to give patrons a fast-moving melody-packed show neatly tied together by the threads of a single composer's life. Coast carbon of the Chicago-born show featured Ben Gage as narrator, vocalists Stuart Wade and the Tune Tailors, dancers Ruiz and Godfrey, with Steinwayer Jack Fina and his ork.

While the Marks idea is great, its execution here lacked sufficient rehearsal to give first nighters a taste of the polish a production of this sort demands. However, considering the fact that the principals only had one day to put it together, they deserve credit for doing as well as they did. A few little things could greatly enhance the show. For example, more mikes on vocal group would give fullness to the Tune Tailors' voices, and greater attention to lights going on and off at the proper instant would snap up the production.

Best of the lot was the dance duo of Ruiz and Godfrey. Their grace and lightness presented a highly satisfying interpretation of the Gershwin tunes heard. Ben Gage's narration showed sympathetic approach to Marks' fine scripting. Stuart Wade and the Tailors filled the vocal bill well, while Fina's pianistics and ork accompaniment helped give the production a plush setting. Band lacked spark on opening night, but this may be due to lack of rehearsal time.

The Marks production was well received by Grove first nighters. More of the same should go well in this room. Jack Fina's ork also played for the dancing. *Lee Zhito.*

Chubby's, West Collingswood,
New Jersey

(Monday, May 23)

Capacity, 450. Price policy, \$3 minimum Saturdays only. Owner-operator, Chubby Stafford. Manager, Eddie Stafford. Publicity, Herb Freedman. Booker, Nat Segall. Estimated budget this show, \$2,000.

A familiar name in the boxing ring some years back, Chubby Stafford has a roadside rendezvous in keeping with the diversions found in the niteries in nearby Philadelphia. In spite of the expense of the club, the layout makes for intimacy and comfort.

The entertainment is entirely musical and continuous, in keeping with the atmosphere. Emphasis is on the musical names. And following on the heels of Patti Page, Ella Fitz-

Iceland, New York

(Wednesday, May 25)

Capacity, 840. Price, \$2.50 minimum. Operator, Abe Goldstein. Shows at 7:10 and 12:10. Exclusive bookers, Gamsa and Mandell. Publicity, Hall, Weber and O'Rourke. Estimated budget this show, \$1,700.

Considering the capacity and the budget, the spot shouldn't find it too hard to make a buck with its new policy—a minstrel show with touches of current day showbiz. The formula, based on a conglomeration of ideas worked on by Bill Hardy and Jimmy Lyons, calls for the traditional interlocutor and end men who are supposed to carry the comic load. Dripping with nostalgia, the idea has possibilities, particularly tied in as it is with vaude teeing off in great style down the street at the Palace. But if the idea is good, the execution needs a couple of shots in the arm, particularly where comedy is concerned. Right now the show is overloaded with dancing, and even if the terps, a history of dance steps from the middle 19th Century to the present date, is interesting, its appeal must of necessity be limited.

As the interlocutor, Harland Dixon (ex-Boyle and Dixon) does a pleasant job. Those who remembered him as the once great dancer gave him enthusiastic hands for his various steps even if his old zing is gone.

The hit of the show, however, was Blackface Eddie Nelson (ex-Bobbe and Nelson). Despite his years—he used to be one of the finest tenors—he hasn't lost either his pipes or his selling ability. Sans mike, Nelson belted out a flock of lachrymal oldies while strolling around the stage and threatened to stop the show. His "Honeyboy Evans" take-off was a thing to see.

Mayo Hoofs

Perry Mayo, one of the end men, carried the hoofing burden, running thru various steps while Dixon did the narrating. Morris Floyd and Harry Pollard turned in acceptable jobs.

Danny Lewis in his first Stem job in recent years, working in a tuxedo (all the other principals except Dixon were in blackface) belted out a series of semi-oldies in a fashion typical of his generation. The guy did an excellent job and wound up to a big hand.

The show also carries a line (7) Guy Martin produced, which made up with enthusiasm what it lacked in ability. The kids helped dress up the show, tho their dancing left much to be desired.

Jack Palmer's ork cut the show in good fashion even to the licks, and Don Caballero's relieved for the rumba sessions. *Bill Smith.*

gerald, June Christy and the Red Caps, Chubby's now offers Savannah Churchill.

Churchill's Solid

A sultry-toned songbird, Miss Churchill is in fine form here. Smartly gowned and with a fine sense of lyric projection, the gal's givings for the romantic and blues ballads, peppered with rhythmic and spirituals lifters, make for easy listening. She delivers solidly for a roundelay of six songs for her three appearances during the evening. Moreover, the gal has the decided advantage of an excellent vocal bank provided by the King Odum Quartet, four lads with their own bass and guitar accomps.

The King Odum Quartet, with smartly tailored harmonies developed around a male soprano voice and a deep bass, also make a marked impression on both the torch ballads and the rhythm spirituals.

To keep the music going, and contrasting with the more current song favorites, is the Don Haven Trio, three paleface lads at bass, electric guitar and piano, who are equally good on voice *Maurie H. Crodenker.*

The Casino, Hotel
Ambassador, Los Angeles

(Tuesday, May 31)

Capacity, 120. Shows at 9 and 11 p.m. Price policy, no cover or minimum. Owner, Ambassador Hotel. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget this show, \$600.

With this show swank hostelry introduces a new talent policy in its Casino room. Heretofore, the cocktail spot booked only combos but with the current offering adds acts to the bill. From all appearances the policy is paying off. Breaking the ice is Lesly Grey, a lass with a pleasing song style and winsome personality.

Miss Grey, gaining attention for her novelty dishing, *I Wish*, on Castle Records, uses the platter's popularity to good advantage by making it the basis of a clever walk-on gimmick. She works among tables blending live voice with dishing on the final chorus of the ditty. It helps put her across from the start.

Other selections included *More Than You Know*, *Daddy Surprise Me* and *Torchy Tess*, all projected in easy manner. Ray Whitaker and Trio (Whitaker's Hammond, celeste and piano surrounded by bass and guitar) accompany Miss Grey as well as offer their own novelties and dance tunes. Whitaker combo easily passes the ear test, and what's more, has visual advantage. Whitaker sells his fare with a hefty hand, holding patron attention by using fists, elbows and arms on the keyboard for percussion effects. This, of course, delight the customers. *Lee Zhito.*

Big Flesh Line-Up
At Fox, Detroit

DETROIT, June 4.—The biggest line-up of stagershows booked by the 6,000-seat Fox Theater at a time in several seasons does not mean an all-stagershow policy for the big house, according to David M. Idzal, managing director. The Fox will have Frankie Carle's orchestra with the Mills Brothers the week of June 24, followed July 16 by a show headed by Dick Cantino, with a Horace Heidt talent unit, and August 12 by a show headed by Dennis Day.

The plan is to run about one stagershow a month, Idzal said, using a straight picture policy the rest of the time. The house may go for more frequent stagershows in the fall, but only if enough strong box-office attractions are available.

ENTIN EXITS MCA

NEW YORK, June 4.—Lew Entin resigned from his post in the Music Corporation of America (MCA) cocktail-night club department to return to the management biz. Entin will handle the Five Blue Flames, a new instrumental and singing group, among other attractions in his new enterprise.

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FOLLOW-UP REVIEWS

LATIN QUARTER, NEW YORK: This show still has the top productions in town with very pretty girls showing enough epidermis to cause male patrons to eye their wives nervously, wondering if the wives mind their looking. New acts give the show extra running time and some of them get reactions that range from mild to enthusiastic.

Mel Torme, yodeling out his Capi-

lol record hits in his stylized fashion, then taking a fact chorus on the drums, worked until he was beat. The smooth-faced lad is quite a stylist but needs more intimacy than the LQ can give him. In any case, LQ patrons aren't record buyers (at least not Torme's) or they just didn't dig the lad.

Don Tannen's nonsensical quips and polylingual take-offs were earthy and obvious enough to give him a top hand. In fact, his eye rolling and chopper-flashing mugging were terrific.

Florence and Frederick, one of the better ballroom teams around, showed a graceful and smooth routine. The team looked good, worked well and came off to excellent hands.

Jacqueline Hurley's contortions, consisting of bridges, deep bends and front rolls, were good sight stuff and paid off to big hands. The rest of the show remains basically the same. *Bill Smith.*

DIAMOND HORSESHOE, NEW YORK: For an 18-month show, this one is holding up pretty well. The spot does business, and if some nights the room isn't jammed, the long run has helped Billy Rose to amortize the initial investment, so whatever does come in is probably gravy.

New acts are Gil Lamb and Pearl Bailey. Lamb works in the middle of the show, and just about kills them with his seat-searching opening routine. But if that is sock, his next numbers (with exception of the harmonica bit) seem draggy. Part of the fault lies in his try at dancing. Lamb used to be a fairly good hooper, but now his timing is off. He tries to make it up with chatter and bits, and does score handily in both departments. Lamb is a hard worker and a fine performer. As soon as he gets his act into shape he's bound to be a smash.

Pearl Bailey Boffe

Pearl Bailey is probably better than she's ever been. Her timing on comedy lines was keen. Her ad libs were right on the button; her singing, plus the effect of double-entendre lines, had them howling. Oddly enough, Miss Bailey's so-called sharp lines found an understanding audience. Her walk-off was completely new—a dance talk bit that gave her a walloping mitt.

W. C. Handy, brought on by Miss Bailey after an effective intro about the blues, did an overlong trumpet solo of his famous *St. Louis Blues*. The blinded Handy, togged out in a dress suit, is a good box-office bet, but he's on too long. One chorus of his trade mark and off, with Miss Bailey helping out, should be enough.

The rest of the show is basically the same. The same fiddles, the same ballet and the same chorus. The customers, mostly from the sticks, loved it. *Bill Smith.*

COPACABANA, NEW YORK: Addition of Eileen Barton and Mary Raye and Naldi in the current show, still headlined by Martin and Lewis, didn't bring out many new customers, tho biz was good.

Eileen Barton opened into a dead mike, which added to her initial nervousness, plus some minor heckling, hurt some. But once the gal got going she managed to register, even if only mildly. Miss Barton came in with a mixture of blue-ish novelties, pops and standards. She did each one well but paced herself poorly. Over-eagerness resulting in over-selling, both of which will probably be cured after the preem, were very marked.

Mary Raye and Naldi are still masters of the slow lift and low sweeps. The team moved gracefully to slow numbers, ending with a fast beguine to a big hand.

The rest of the show remains the same. *Bill Smith.*

BLUE ANGEL, NEW YORK: Three new acts continue to give the room the aura of freshness and maintain its reputation of being a showcase for new talent. Not all of the three new acts show unlimited commercial possibilities, but all share one thing—they're new, they're fresh and different.

The team of Hayes Gordon and Martha Wright (he's from *Along Fifth Avenue*; she's from Lanny Ross's TV show) display an act that can play any class room in the country. The boy is handsome and young. The girl has a freshness and an open-faced prettiness that makes her an ideal partner. The couple use mostly old show tunes for duet effects, using considerable special lyrics for comedy and change of pace. With proper grooming Gordon and Wright can become a class attraction. They have the voices, the looks and the personal charm which makes them potential top sellers.

Irene Williams, a light skinned, pretty girl singer using standards and blues, showed a rich, soothing voice that held a jammed room spell-bound. The gal (daughter of Clarence Williams) apparently has been well trained. She stands up at the mike like a vet, keeps her gestures down to a minimum and just lets her voice and an imaginative phrasing sell. The result is completely gratifying. Some day Miss Williams will be a record name. Right now she's a smallie, with a voice that sends chills down one's back.

Stanley Freeman, a fine pianist, has come up with a song-piano act (See Follow-Up Review on page 44)



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VAUDEVILLE REVIEWS

Oriental, Chicago

(Friday, June 3)

Capacity, 1,300. Price policy, 50 to 98 cents daily. Four shows daily. House booker, Charley Hogan. Show played by Carl Sands' house band.

This one-week try at reviving standard vaudeville with an eight-act variety bill failed to get the terrific build-up accorded the return of vaude to the Palace, New York. Because of apathetic treatment by local dailies, crowds the first two days were just about average. Biggest advantage of the layout is that there's 90 minutes of fast moving entertainment at a price far below the usual bills that feature one or two headliners with two or three supporting acts.

Only one act, June Christy, Capitol recording chirp, failed to go over and it wasn't the cute blonde's fault. She is strictly miscast, working a program that is strictly old-time vaude.

The Sensationalists got the show off to a fast start with their standard roller-skate turn. The Stagg McMahon Trio have improved their musicianship a great deal, with their arrangement of *Dance of the Hours*, a rich bit of harmonica artistry. Their arrangements build to a terrific crescendo, winning them big mits. Billy Rayes combined unusual juggling with a running song parody on hating impressionists, during which he did some realistic apings. His panto impresoes of stars juggling broke it up. His encore, in which he juggles plates while tapping, should head the act.

Ross Wyse Jr. and Peggy Womack's standard hokum on acrobatics and their repartee fit well in this show, for while they're a young act, their format is vintage stuff. Wyse is working slower than before, letting his double takes and slow burns do the laugh job. Gus Van hit the groove immediately, mixing a program that included some meaty parodies, a couple of pops and the standards that he made famous. Was called back twice. Joe Termini proved that old-time vaude still goes with his stringed instrument comedy turn. His facial emoting to the mood of the music brought howls. The Orantos wound up the show nicely with their head-to-head balancing and perch act. A circus backdrop added plenty to the presentation.

Pic, Massacre River.

Johnny Sippel.

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RKO Palace, New York

(Thursday, June 2)

Capacity, 1,700. Prices, 55 cents-\$1.20. Four shows daily. House booker, Dan Friendly. Show played by Don Albert's house ork.

This, the third show since the house went back to vaude, is possibly the best one so far. Like the two previous bills, it moves fast. But unlike the others, it has acts that build and get results that range from good mitting to top yocks—with no sympathy or nostalgia pitch thrown in either.

The top laugh getter was Wally Brown who hasn't been seen around for some time. His unfinished sentence routine, mixed up with some fast two or three liners, had them laughing so loud there were times when he couldn't be heard. His novelty song finish, *The Older You Get*, wrapped it for a howling wind-up.

Hyde Sells Well

Herman Hyde's standard act probably ran Brown a close second. Hyde's gadgeted instrumental prous and low comedy bits were sold with a skill that had them laughing all the way. His partner (unbilled), a tall blonde, did a fine straightening job.

The show opened with the Danwoods, two boys and one girl, in an adagio act seguing into tricky acros in which the girl's legs were used to hold up one partner for a hand stand. The combo's holds and suspended splits run into each other with proper showmanlike segues building for consummate effects. The team finished with a three-high stand-out of a crouch, winding it up with flash for a big hand.

The Don Henry Trio, on in two, did a pleasant harmonica act, hitting them with polkas, pops, a longhair and winding it up with a Spike Jones version of *Merry Oldsmobile*.

The pace was held by the Watson Sisters, Fanny and Kitty, doing their standard comedy dialog. Their opening was a little slow, but they picked up to solid returns.

Hammond's Birds

Bob Hammond's birds, a well spotted novelty, had eight cockatoos which Hammond put thru some interesting paces. He relieved the pacing by having one of the birds wander thru for some effective comedy bits. The act winds up with "a fortress being stormed by a cannon." A fire breaks out and is doused with water by one of the birds, which brings this fine act to a gratifying close.

Moke and Poke did their customary comedy shouts and hoofery, going into their jitter dance for good laughs.

The Appletons' Apache tosses, ending with screams, knife tosses, gun firing and mirror breaking, took the pace back to flash for solid returns.

The surprise act on the bill was Tom Barrett, who proved he can still do a bang-up job of hoofing and singing. Considering Barrett's age, announced by him as 79, the old boy moved around with plenty of moxie. The hand he walked off to wasn't one of those sympathetic ones either. It was for his work.

Flicker: *The Judge Steps Out*.

Bill Smith.

Radio City Music Hall, New York

(Thursday, June 2)

Capacity, 6,500. Price, 80 cents-\$2.40. Four shows daily. House booker, Leon Leonidoff. Show played by Alexander Smullen's house ork.

The motif of the new show, backing up the sicker, *Edward, My Son*, is based on the old-time minstrels. It starts as a pre-show parade with everybody on with drums, tambourines, high white hats and other costumes of the minstrel era, blaring it out as they snake dance thru the intro. It ends with the interlocutor announcing, "Gentlemen be seated," while the choral group gives out with *Ballin' the Jack*, to which the Rockettes give one of their always satisfactory and flashy precision performances. For the finale an electric-lit river boat, a stern wheeler, "floats" across the stage for satisfying returns.

After the opening parade the Rudells, two boys and a girl, came on for their standard trampoline act. Their straight leaps were good, their comedy got laughs and their tricks, rope jumping and hoop leaps, sold with plenty to spare.

Ballet Tied In

At this point the minstrel idea was temporarily shelved for a novelty dance by the house ballet. But an effort was made to tie it in thru a short narration which ended with: "If you must cheat, play solitaire." This brought on the ballet dressed as playing card queens. They projected thru the use of mincing steps in some well-conceived and contrived numbers designed by choreographer Florence Rogge.

The narration in this intro was done by Norman Wyatt, while the comedy relief was added by Fernand Nault, as the king, Genia Melnitchenko, the queen, and Norman Thomson, the knave. All three principals showed high skill.

A black light number, based on *Sawing a Woman in Half*, came next. The idea was amusing, particularly the use of the "dismembered" people. But the effect was diminished by improper lighting. To hit solidly, the stage must be completely blacked out. When caught, the lights were discernible under the drop, detracting from the illusion.

Buck and Bubbles, working toward the latter half, did their dancing, piano and chatter act. The audience got a boot from their "impromptu" walk-offs and return in time for the final notes on a number, always on beat. For the finale, sets consisted of three king-size statues holding candles. The choral group was seated on a staired stage, while the Rockettes went thru their number down front.

Bill Smith.

Wen-Lon Firm Chartered

RALEIGH, N. C., June 4.—Secretary of State has issued a charter to Wen-Lon Theater Corporation here, which proposes to operate theaters under authorized capital stock of \$100,000. Incorporators were George Roberts, J. E. Hutter Jr., and B. W. Allen.

FOLLOW-UP REVIEW

(Continued from page 43)

which shows a lot of ingenuity and not a little controversy. His material is made up of pianologue take-offs of famous longhair artists, which enables him to show his fingering skill. The special lyrics, however, show a macabre sense of comedy which may be resented. Poking fun at old flicker faves "... I wonder what happened to ..." gets laughs. But they're laughs of superiority rather than ones of pleasure. Songs based on political lampoonings are also in questionable taste. An act such as Freeman's, following the pattern outlined above, has limited appeal. To make it attractive commercially, its scope must be widened.

The rest of the show has Louise Howard and Rose Murphy, both held over from the previous bill.

Bill Smith.

Bop City Grabs \$13,000 While Others Famish

NEW YORK, June 4.—While other clubs were languishing last week, Bop City played to 13,020 admissions at 99 cents each. Up to Friday night the spot, with Billy Eckstine and Charley Barnett's ork, checked 3,045 admissions Saturday (May 28) alone.

During the Artie Shaw date, Bop City played to about 10,000 for the week. King Cole played to about 8,500. By pulling in more than 13,000 for the week, the room established a record not only for itself but also for niteries all over the country. Harry Allman's Town Casino, Buffalo, with an over 1,000 capacity, is the only other club in recent years to match Bop City's business. The latter capacity is about 800.

The recently opened Harry Minsky Carnival, on the other hand, has now resorted to paper to attract customers. Various stores in the midtown zone have passes admitting bearer to the Carnival for only the tax.

The Latin Quarter, with Mel Torme, is doing only so-so. The Copa, with Martin and Lewis, is holding its own.

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Magie

By Bill Sachs

HAL HAVILAND, after three months in the hospital in Rio de Janeiro and this country, resumed June 3 at the Madison Club, Baltimore, with a comedy turn in which he bills himself as "the Great Haviland, World Famous Magician, Direct From India—napolis." Hal tells of catching **Hardeen Jr.** and **Sherm** in their recent full-evening show at Klein Memorial Auditorium, Bridgeport, Conn., and says the boys did it up in a big way. "The show was fast moving," scribbles Haviland, "and featured a number of spectacular magical divertissements in keeping with their advertising, 'Houdini Lives Again.' Also saw **Dagmar** in his hour's show at the Hippodrome, Baltimore. He has lots of large equipment and is smart in his spotting of items like the colored sand trick, in one, between illusions." . . . **The Amazing Mr. Taylor (Joe Taylor)**, now on a string of theater dates in New England, is contracted for fair dates in Connecticut and Western Massachusetts later in the season. . . . **Ozzie Wells** is now working convention and club dates as a Toby comedian and is reportedly getting beaucoup laughs with his pantomime magic and sleight-of-hand. . . . **George Marquis**, who has been touring as a feature with **Joe Karston's "Atomic Scandals,"** has closed to continue with his straight magic turn under Karston's direction. . . . **Magicians' Guild of America**, of which the late **Great Raymond (Maurice F. Raymond)** was an organizer and one of the vice-presidents, has placed a headstone at the grave of the internationally known magician in Akron. **The Great Maurice** died January 27, 1948. His widow, **Litzka**, is also a member of the Guild. . . . **Jack Kaplan**, formerly manager for **John Calvert**, is

Chilly Holiday Helps Stem Get 385G; MH 127; Palace 29

NEW YORK, June 4.—A chilly Decoration Day week-end helped business among the Stem's six flesh-flick houses, tho the take wasn't anything to boast about. The Palace and the Music Hall were the brightest business getters. The total gross was \$385,000, against \$324,000 the week before.

Music Hall (6,200 seats, 12-week average \$125,000) moved up to \$127,000 for its third and final week with its huge stageshow and *The Stratton Story*. Previous frame saw \$118,000. The new bill (reviewed this issue) has the Rudells, Thomson and Nault, Buck and Bubbles and *Edward My Son*.

Roxy (6,200 seats 12-week average \$80,000) pulled in a fair \$78,000 for its preem with **Viola Layne**, **Gaston Palmer**, **Berry Brothers** and *Beautiful Blonde*.

Capitol (4,627 seats 12-week average \$44,000) opened poorly with \$38,000 for its kick-off with **Eddy Howard's** ork, **Marilyn Maxwell**, **Clifford Guest**, **Chill Wills** and **Tulsa**.

Paramount (3,654 seats 12-week average \$65,000) did \$56,000 for its second week (show stays on an extra four days, new combo opening Sunday (5) with **Bobby Sherwood's** ork, **Jan Murray**, **Janet Blair** and **Man-**

now serving as special agent on the **Hennies Bros.' Shows**. . . . **Lucille and Eddie Roberts** began a two-weeker Friday (3) at **Glenn Rendezvous**, **Newport, Ky.**, and follow that with the **Mount Royal Hotel**, **Montreal**, June 24-July 7, and the **King Edward Hotel**, **Toronto**, July 14-28. . . . **Gene Pronk** is heralding his full-evening show with a new attractive brochure just off the press. **Pronk**, who recently purchased the estate of the late **L. Raymond Cox**, magician, now has also taken over **Raymond's** former **New York** apartment.

HILDEEN, comedy and pickpocket magiciennesse, sailed for Europe May 28 where she is booked to appear in **Paris**, **London**, **Amsterdam** and **Brussels**, returning to **New York** early in October. . . . **Jack Chanin**, Philly magic dealer, is reported getting a good play with his revised and enlarged encyclopedia of the three-shell game, "Hello Sucker!" which recently left the presses bearing a \$2 price tag. The 80-page book, which is an improvement over his original work of the same name, which has enjoyed a healthy sale since it was first released in 1934, is dedicated to the late **Paul (Tiny Waltz) Rosini**. . . . **Earle G. Heyl (Sedrick Hoyt)**, Baltimore baffleer, shoots us a recent issue of the magazine section of **The Baltimore Sunday Sun**, which devotes its front cover and a double page of pictures to **Ernest B. Marx**, coach of swimming, track and cross-country at **Baltimore City College**, and members of his **Pyramid Magic Club**, made up of student magicians. **Marx** is well known among **Baltimore** magicians and generally by the nickname of **'Fess Marx**. In commenting on the **Pyramid** org and **Marx's** excellent work with the student magicians, **Heyl** says: "The members of the magic club, being students, know that they must keep up with their student requirement if they wish to keep **Marx's** good thoughts and membership in the magic club. The college work develops a student's mental capacity, and his magic learning in the club does likewise. Also, the dual brain efforts help to keep the students from thoughts of juvenile delinquency. Thus, **Marx** has for over 20 years been doing a real, worthwhile job with the students. He deserves a great deal of credit." **C. Roswell Glover**, of **Syracuse**, is with the **John Pawling Circus** as magician and talker with the **Side Show**.

handled) against a previous frame's \$55,000. The new bill will have the **Louis Prima** ork and *Sorrowful Jones*.

Strand (2,700 seats 12-week average \$47,000) did a bad \$37,000 for its initial week with **Bobby Byrne's** ork, **Alan Dale**, **Eugenie Baird** and *Younger Brothers*.

Palace (1,700 seats) did as well its second week of nine acts and *Slightly French* as it did with its hoopladen preem. The show which excited Wednesday did \$29,000, the same figure the house collected for the opening of its new policy. The new show came in Thursday (reviewed this issue).

House hasn't been in action long enough for an average gross to be computed.

NEW PRIVATE CLUB

(Continued from page 41)

23-June 4: **Anna Russell**, June 6-11; **Tom Scott**, June 13-18, and **Connee Boswell** with **Don Kaye's** orchestra, June 20-25.

Gerald S. Swartout, former chief of police, is the club manager. **Frank Zeorlin** is executive secretary.

The **B.O.F.** and **Greek-American** clubs have been having nightly floorshows for more than a year.

The **B.O.F.** recently had **El Cota** and **Beatrice** and **Jack Spot** and then May 16-21 bill was **Rickey** and **Roone** and **Tito Cavallero**. **Roscoe Ates** and **Walton & O'Rourke** were recent holdover attractions. **W. C. Marugg** books the acts thru **Joe Daniels**, **Seattle**.

Reis Brothers and **Ted Taylor** at the **Greek-American** were followed (May 16-30) by the **Delta Rhythm Boys**, **Frank Sully** and **Allen Jenkins**, **Eddie Peabody**, **Hoosier Hotshots**, **Fifi Dorsay** and **Will Mastin Trio** have had long runs there this year. **Selika Pettiford** holds the club record, with four weeks.

D. C. Meals Under \$1.25 Free Of Tax; Liquor Levy Doubled

WASHINGTON, June 4.—A compromise on the **District of Columbia** sales tax between the **House** and the **Senate** placed the exemption for restaurant meals at \$1.25, and **President Truman's** signature enacted the legislation into law this week. Tabs above the limit will be taxed at 2 per cent starting August 1.

A doubling of the liquor tax under the same law means that prices will advance about 55 cents on a \$5 fifth of liquor.

Burlesque

By UNO

JESSICA ROGERS closes June 12 at the **Gayety**, **Montreal**, and opens next day at the **Howard**, **Boston**; thence for a vacation at her home in **Tampa** until September, when she is due for a return date at the **Samoa**, **New York**. . . . **Russell Trent**, **Marjorie Crews**, **Charlene Del Sandro**, **Kent Edwards** and **Joe Mole** are at the **Bal Tabarin**, **Los Angeles**. . . . **Grand**, **St. Louis**, folded for the season last week, with **Manager Dick Zeisler** leaving for his summer home in **Villas, N. J.** **Producer Billy Koud** went to **New York**; **Judge Reidelberger**, ork leader, resumes his duties as justice of the peace in **Venice, Ill.**; **Ralph Lia** hopped to his home in **Newark, N. J.**; **Harry Wald**, concessionaire, for a **Michigan** vacation, and **Joe Fritz**, doorman, to **Keil Auditorium**. . . . **Johnny Hudgins**, dancer, is now under management of **Lew Leslie** in the **Moe Gale** office for vaude dates. . . . **Art Wais**, comic, and **Norma Wais**, dancer, are summer newcomers at **Tirza's Wine Bath Show**, **Coney Island, N. Y.**, where **Art** is a talker, and **Walter Budd** and **Roberta Lee**, burlesquers, are returnees. . . . **Fred Block**, former **Mutual Circuit** official, has been appointed executive manager of the **Variety Club of New York, Inc.**, with office at the **Hotel Astor**.

JANEZ CLAIRE'S two-week contract at the **Follies**, **Los Angeles**, has been extended to eight weeks. . . . **Roy Stevens**, former trumpet player in burly orks, is heading his own band at the **Million Dollar Pier**, **Atlantic City**. . . . **Linda Rogers**, former **Chuck Gregory** chorine at the **Rialto**, **Chicago**, and sister of **Jessica Rogers**, July 12 will celebrate her birthday and engagement announcement. . . . **Irma Vogelee**, now at the **Hollywood**, **San Diego, Calif.**, with hubby-comic **Bobby Faye**, will soon open a beauty shop in **Santa Monica**. . . . **Lou Ascol**, **Petty Dayne** and **Ronnie Sterling** wowed 'em with a burly scene, "Eight-Day Match," at a recent celebrity night at **Leon & Eddie's**, **New York**. . . . **Elizabeth Varga**, who did an emergency strip in the last show of the season at the **Hudson**, **Union City, N. J.**, joins a **USO** unit in **July**. . . . Opening cast for the **June 17** week at the **Globe**, **Atlantic City**, summer stock will comprise **Billy Hagan**, **Floyd Hallicy**, **Irving Harmon**, **Mary Ann**, **Marcia Edgington** and **Chet Atland**. . . . **Freddie Fulton** will produce a fashion and variety show **June 17** at the **Golden Gate Ballroom**, **Manhattan**, in behalf of the camp fund for two local **Catholic** churches.

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Subway Loop Bows June 28; 'Prostitute' 1st

"Light Up Sky" 2d Week

NEW YORK, June 4.—Carrying on the tradition of the late Jules Leventhal, the subway circuit lights for business Tuesday, June 21, at the Flatbush Theater, Brooklyn. This year's circuit includes, as usual, the Brandt-operated Flatbush and the Windsor Theater in the Bronx, and also all productions will be booked for a third week into the Brighton Theater, Brighton Beach, under management of Rugoff and Becker. George Brandt, long a Leventhal associate, is doing the casting, assisted by Loy Nilson.

The subway season's opener is *The Respectful Prostitute*, with Ann Dvorak in the lead slot. Most likely candidate for the curtain-raiser to the Sartre drama is Thornton Wilder's *Happy Journey*, which combined with it on Broadway; however, the choice is not definite.

"Light Up Sky" Second

On June 28, with *Prostitute* moved up to the Windsor, Brandt continues at the Flatbush with *Light Up the Sky*. Sam Levine will be featured and several other members of this season's original Stern cast are booked with him. Further productions for a season to last thru Labor Day are under consideration, but not yet set.

Operation and tariff schedules remain as heretofore. Contracts call for nine performances a week, Tuesday thru Sunday, with mats on Wednesdays, Saturdays and Sundays. Evening price scale sets a \$1.50 (tax included) top, except on Saturdays, when it is hiked to \$1.80. Mats scale at 85 cents top.

Vince McNight will drumbeat again for the Flatbush and the Windsor. Karl Bernstein will handle the chore for the Brighton.

Philly Sales Point To 130G for 'Liberty'

PHILADELPHIA, June 4.—Irving Berlin's highly touted *Miss Liberty*, on the basis of advance mail orders and the lines at the box office since ducats went on sale publicly Wednesday (1), will easily be a sellout by the time the curtain is raised June 13 at the Forrest Theater. And for its three-week stay, with tickets scaled at a \$5.20 top for evenings and \$3.25 high at matinee, the show should chalk up a record \$130,000.

When b.-o. sales opened, only balcony seats were available for the first week and scattered orchestra and balcony locations for the second week, with a sprinkling of good locations left for the third and final stanza. The opening night and the three Saturday matinees were clean, with eight boxes of mail orders still to sort and answer when the box-office first opened. Mail orders were first accepted May 16, and in the first 12 days over 12,000 orders were received.

ROUTES

Dramatic and Musical

Allegro (Great Northern) Chicago.
Born Yesterday (Colonial) Boston.
Brigadoon (Philharmonic) Los Angeles.
Cabalgata (Geary) San Francisco.
Finian's Rainbow (Royal Alexandra) Toronto.
Harvey (Biltmore) Los Angeles.
High Button Shoes (His Majesty's) Montreal.
Inside U. S. A. (Shubert) Chicago.
Jones, Spike (Curran) San Francisco.
Lunt & Fontanne (Davidson) Milwaukee.
Mr. Roberts (Erlianger) Chicago.
Oklahoma (Warner) Atlantic City.
Present Laughter (Blackstone) Chicago.
Red Shoes (Majestic) Boston.
Red Shoes (Selwyn) Chicago.
Respectful Prostitute (Harris) Chicago.
Streetcar Named Desire (Music Hall) Kansas City, Mo., 2-11.



BROADWAY SHOWLOG

Performances Thru June 4, 1949

DRAMAS	Opened		Perfs.
	Days	Perfs.	
Anne of a Thousand Days (Shubert)	12-8-'48	206	206
A Streetcar Named Desire (Barrymore)	12-8-'47	599	599
At War With the Army (Booth)	3-8-'49	103	103
Born Yesterday (Henry Miller)	2-24-'46	1,190	1,190
Death of a Salesman (Morosco)	2-10-'49	132	132
Detective Story (Hudson)	3-22-'49	81	81
Diamond Lil (Coronet)	2-5-'49	88	88
Edward, My Son (Martin Beck)	9-29-'48	251	251
Goodbye My Fancy (Fulton)	11-17-'48	229	229
Madwoman of Chaillot (Belasco)	12-27-'48	181	181
Mister Roberts (Alvin)	2-13-'48	504	504
Two Blind Mice (Cort)	5-2-'49	199	199
MUSICALS			
Along Fifth Avenue (Imperial)	1-13-'49	164	164
As the Girls Go (Winter Garden)	11-13-'49	233	233
High Button Shoes (Broadway)	10-9-'47	692	692
Kiss Me, Kate (Century)	12-30-'48	173	173
Lead an Ear (Broadhurst)	12-16-'48	196	196
South Pacific (Majestic)	4-7-'49	68	68
Where's Charley? (St. James)	10-11-'48	272	272
ICE SHOWS			
Howdy, Mr. Ice at 1950 (Center)	5-26-'49	15	15
CLOSED			
Life With Mother (Empire)	10-28-'48	282	282
Saturday (4)			

Equity Confab Has Fireworks

NEW YORK, June 4.—Considerable floor fireworks punctuated the 36th annual meeting of Actors' Equity Association at the Hotel Astor yesterday. The flare-up occurred via discussion of election of a full slate of officers for three-year terms, 10 councilors for five-year terms and two council replacements for one and two years, respectively. A week or two ago Equity Council smelled an undercover campaign by certain opposing factions dissatisfied with certain regular ticket nominations for write-in votes on the ballots.

The council countered with a resolution deprecating such organized undercover movements and deploring the fact that such dissatisfaction was not made known to the full membership by independent nominations in the usual manner. Apparently the council's action was a boomerang. Yesterday's reaction was a resolution to the effect that the executive secretary be instructed to bring to the attention of council the extreme displeasure of the membership at large in making known to the public press and available to them matters which are of moment and concern to Equity. Just what this meant, beyond slapping council's hands for talking too much is a question, since nobody knows which of the regular candidates are due for a thumb-down. Ballots will not be counted until Monday (6) and plenty of write-ins are expected.

Amendment Voted

Membership passed one constitutional amendment specifically recognizing the right of officers to vote in council. However, another permitting a membership meeting certain review rights on council actions was turned down.

Also indorsed was the new try-out contract for summer theaters (already approved by the council), designed to permit the production of new plays on terms halfway between those for summer stock and regular commercial production.

Most important on the agenda was the indorsement of the report on the status of negotiations for setting up (See Equity Confab on opp. page).

10 Tic Brokers' Licenses Shaky; Probe Continues

(Continued from page 3)

recommend that a central agency be established by the theater industry to take over the distribution of ducats. As a starter next week, one of the largest of the ticket brokers will be hauled before the commissioner to explain why his license should not be revoked, with the indication that he will throw in the towel and surrender his license even before the hearing.

Commissioner Murtagh feels that even the perhaps two or three agencies have spotless records, "the picture is so black that a reshuffling of the entire deck is necessary." According to him "reform isn't enough." The commissioner would like legit to clean its own house and undertake the job of putting ticket distribution in order, but unless it does this of its own accord, legislation may be needed.

Answer Not Found?

A canvass of some of the most prominent ticket brokers and producers reveals that very little is being done by the theater to cope with the situation. Many of them feel that a central distribution agency won't be the answer. Their attitude is that human nature will assert itself even in a central agency where the clerks might play their favorites and diggers obtain tickets as usual. One of the more prominent of the ticket brokers said that the entire situation was the fault of the public in that they were willing to pay almost anything to get tickets.

Another felt that the licensing of almost 50 ticket brokers was responsible for the trouble. He pointed out that the smaller fringe operations could only make a living by making a killing on the more popular shows and that there wasn't enough tickets for 50 brokers. *South Pacific* has only 500 seats in the orchestra each night for box office and brokers combined.

Brock Pemberton, a prominent member of the League of New York Theaters, stated that the entire ticket distribution set-up was uneconomic and silly but has no concrete suggestion for its improvement. Replying to a question as to why the League's ticket code prohibiting abuses wasn't enforced, Mr. Pemberton claimed that getting evidence was extremely difficult and that he didn't know how it could be done.

Ahearn Called In

The week saw three people appear before Commissioner Murtagh in connection with the probe. John F. Ahearn, a broker whose license has been recommended for revocation, told the commissioner Tuesday (31) that he did not have records of the disposition of all his tickets because additional charges were made against him and he took advantage of five days of grace allowed under the law to prepare an answer to them.

Jack Pearl, suspended box-office treasurer at the Majestic Theater, the home of *South Pacific*, appeared for the second time Wednesday (1) but refused again to reply to questioning. And Lee Shubert's return engagement before the city official Thursday (3) was marked by the theater owner's admission that he had little actual supervision over the box offices of his theaters. He stated, however, that the treasurer had never split money from ticket sales with him.

Nevertheless, in the face of the current publicity about the scalping, the demand for seats to *South Pacific* continues unabated. One broker who is plagued by customers who want ducats to the show has an answer. When they ask him if he has tickets to *South Pacific*, he tells them the only way they can get them is "to join the navy."

Reminder: Donaldson Awards

Sunday (12) is the deadline for your vote in the Sixth Annual Donaldson Awards. If you have not already done so, mail your ballot immediately and help the awards committee avoid last-moment congestion in tabulation of winners.

Season Looksee Shows 1948-'49 Near Pattern

NEW YORK, June 4.—Skyrocketing production costs present an obvious conclusion to a look-back over the 1948-1949 Stem legit season. It has been extremely tough on backers' pocketbooks. Naturally, this doesn't apply to the happy minority which got its coin down on the few smash hits, but with an average straight play costing from 50 to 60G and song-and-dancers frequently quadrupling those figures in order to pull a Broadway curtain string, it is a matter of simple arithmetic to realize that a flock of investors in matters theatrical have taken a fearful slugging.

Otherwise the past season has held fairly close to pattern. Sixty-five new productions premed on the Stem between May 1, 1948, and April 30, 1949 (*The Billboard* clocks a legit season between those dates). This figure does not include four limited-run contributions by the visiting Habimah Players and two similar items at the City Center. The new offerings comprised 47 straight plays and 18 musicals. On the basis of 100 performance runs or better (*The Billboard's* yardstick), 15 of the plays and nine of the song-and-dancers made the success grade, a ratio of approximately two flops for one success in the play bracket and a 50-50 split on the musicals.

Pattern Varies

Probably the outstanding variation of last year's operation pattern over previous seasons was the astounding speed with which producers shuttered their smellier efforts. There was much less hopeful hanging on for sales of screen rights. Twenty play entrants turned out the lights at the end of 16 performances or less. Twelve more, counting one suspension, made more desperate bids ranging from 69 to 19 showings. Three musicals shuttered after 12 performance tries and six others were nursed for 95 to 22 curtain raisings.

Except for upward costs and correspondingly greater losses, the overall picture isn't substantially different from that of 1947-1948. Actually, in that year, there were three less new productions, if 12 limited runs are discounted, and the record chalked up almost exactly the same ratio of flops. True, the last season has been either feast or famine. There have been smashes like *Edward, My Son*; *Kiss Me, Kate* and *Good-Bye, My Fancy*, which have already paid off handsomely. Others like *South Pacific*, *Death of a Salesman*, *Where's Charley?*, *Madwoman of Chaillot* and *Detective Story* go on to earn fabulous profits. Against these can be stacked such items as *Leading Lady*, *Jenny Kissed Me*, *Sleepy Hollow* and *Magdalena*, with practically complete production losses, and likely a score more of the weakies can be included in the same category. But 1947-1948 had its sock hits like *Mister Roberts*, *Streetcar Named Desire*, *Media*, *Winslow Boy*, *The Heiress* and *High Button Shoes*. And by the same token it also hatched such flops as *How I Wonder, The Druid Circle*, *Louisiana Lady* and *Caribbean Carnival*.

So it would seem that except for (See Season Looksee on opp. page)

Philly Season Is Lining Up

PHILADELPHIA, June 4.—Undismayed by this year's calamitous biz, Philly's four legit temples, all operated by the Shuberts, will relight in the fall and try to stay lighted as much as possible. Already they are lining up skeds.

Teeing off in September will be *My Darlin' Aida*, Michael Todd's Civil War era version of Verdi's opera story, which will have its preem here. The musical version of Anita Loos's *Gentlemen Prefer Blondes* will come in October 3 for three weeks.

The Theater Guild, thru the American Theater Society, again plans six shows on a subscription basis. The first, due in September, will be Lilian Hellman's translation of *Montserrat*, with Emlyn Williams in the lead. Four others chosen are a musical version of *Pursuit of Happiness*, Katharine Hepburn in Shakespeare's *As You Like It*, Jose Ferrer in *The Silver Whistle*, and *The Madwoman of Chaillot*. The sixth is yet to be announced.

1st Strawhat in Chi Area To Bow

NEW YORK, June 4.—The strawhat sweepstakes gets a brand new entrant, and incidentally the first summer theater in the Chicago area, when the Northshore Summer Playhouse, Highland Park, Ill., makes its bow-in July 11. The new playhouse, which is reported to have ample Chicago tycoon coin backing, is under production management of Marshall Migatz. Richard Barr will direct.

An eight-week season—guest star-resident company system—is skedded. Stars already lined up for appearances are Buster Keaton, Paul Lucas, Signe Hesse, Jean Parker and Buddy Ebsen. Migatz and Barr also want to try out one or two new shows which, if successful, they would build in Chicago at substantially lower production costs and bring on to the Stem in the fall.

"What a Guy" in a Cappella

CINCINNATI, June 4.—It was all a cappella here Tuesday (31) when the Yiddish musical comedy *What a Guy*, went on at Emery Auditorium, with the chorus humming to provide music for its dancing and the featured vocalists singing without accompaniment. Robert Sidell, business representative for Local 1, Cincinnati Musicians Association, AFL, said that, with advance sale under expectations, Oscar Ostroff, Chicago, producer of *Guy*, refused at the last moment to hire a pit orchestra. Ostroff, who planned to stage the show with only the company's traveling pianist, Sañ Solomon, playing the score, was thrown for a complete loss when Solomon, a union member, refused to play after remembering that the production had used 12 musicians in the pit the night before in Detroit and planned on a 10-piece ork for the next night in Pittsburgh.

EQUITY CONFAB

(Continued from opposite page)
machinery for the joint organization and administration of television by the performer unions which was approved by Chorus Equity and Equity Council a week ago.

Membership recommended at the same time that if any branch of the Associated Actors and Artistes of America (Four A's) failed to approve the agreement on or before the Friday (17) meeting of the Television Authority Committee, that the Equity delegates petition the Four A's for a general meeting of all Four A's membership to be held in New York. The obvious angle is to put the heat on any branch which balks.

Membership further indorsed a

Broadway Follow-Ups

DETECTIVE STORY

(Thursday, June 2)

HUDSON THEATER

A drama by Sidney Kingsley. Staged by the author. Setting by Boris Aronson. General manager, Herman Bernstein. Stage manager, David Gray Jr. Press representatives, Leo Freeman and Abner Kilpstein. Presented by Howard Lindsay and Russel Crouse.

Comes June and legit replacements are in order as usual. Five productions have made important cast changes this week. This reporter has looked in on two of them. The others will be followed up as time permits. When *Detective Story* opened some 10 weeks ago, there was scant doubt in any pewsitter's mind that Messrs. Lindsay and Crouse had a hit. Sidney Kingsley's account of a single evening's span in the detective squad room of a local police station unveiled as vivid, exciting melodrama—neatly leavened with a seasoning of humor and pathos. It is currently—and justifiably—one of the Stem's lucky few, a complete sellout with standers practically every night. There is every reason for it. *Story* is a whale of a good show.

As of this week, this reporter finds it better than ever. Back last March, Meg Mundy, as the distracted wife of the arrogant, uncompromising detective, projected—to one pewsitter, at least—a peculiarly flat, two-dimensional quality. It was easy to forgive on the score that the part seemed the least defined of the play's important roles, but somehow it did not seem exactly Miss Mundy's dish of tea.

Anne Burr Bests Meg

At all events, Anne Burr is a particularly happy choice as a substitute. Despite the brevity of her scenes, she gives the character a warmth and richness of shading, which certainly was not there before. It is the wife's chore—and a difficult one—to develop, within an exceedingly limited scope of both lines and situations, not only a fully rounded, tragically sympathetic portrait but to make believable its motivating force on the collapse of her messianically complex husband. If you can believe that Detective McLeod's wife is the sort of girl who can tear him mentally and emotionally apart, then the melo climax of his comeuppance carries even more sock impact. Anne Burr makes you believe just that. There is no longer any lack of definition in the role.

Otherwise, *Story* carries on in stride. Ralph Bellamy continues to give one of the best performances of his career as the self-righteous detective to whom a crook is plain black without any middle shading. James Westerfield gets another special bouquet as his gruff but sympathetic partner. There are still splendid contributions from Joseph Wiseman, Michael Strong, Harry Worth, Horace McMahon, Lou Gilbert, Warren Stevens, Joan Copeland and Lee Grant. All the rest of the 34 participants in the station house proceedings could be mentioned for individual excellence along with them. There has been no letdown in playing anywhere along the line. To repeat—*Story* is—from this pew—better than ever. **Bob Francis.**

SEASON LOOKSEE

(Continued from opposite page)

higher hospitalization expense the fabulous invalid is little worse off than she was a year ago. Certainly she is no sicker. And as long as an occasional matter like *Pacific* or *Salesman* comes along to set the pace, there will always be a crop of hopeful backers ready to pay her doctor bills.

request by Treasurer Paul Dullzell that council take under consideration the raising of annual dues from \$18 to \$24.

Six hundred members attended the meeting. Matt Briggs presided.

Along Fifth Avenue

(Reviewed Tuesday, May 31)

IMPERIAL THEATER

A revue with music by Gordon Jenkins and lyrics by Tom Adair. Additional music and lyrics by Richard Stutz, Milton Pascal and Nat Hiken. Sketches by Charles Sherman and Nat Hiken. Sets by Oliver Smith. Costumes by David Ffolkes. Dances by Robert Sidney. Lighting by Peggy Clark. Arrangements by Gordon Jenkins. Musical director, Irving Astman. General manager, Eddie Lewis. Stage manager, Ben Krantz. Press representative, Horace Greeley McNab. Presented by Arthur Lesser.

CAST—Hank Ladd, Betty and Jane Kean, Jackie Gleason, Viola Essen, Hayes Gordon, Johnny Coy, Evelyn Ward, Judyth Burroughs, Joyce Matthews, Dick Bernie, George Irving, Zachary Solov, Lee Krieger, Robert De Voys, Louie Klitland.

SINGERS—Jean Coburn, Candace Montgomery, Tina Prescott, Dorothy Pyren, Lucille Udovick, Ted Allison, Leonard Claret, Bob Neukum, Ken Renner, Bert Sheldon.

DANCERS—Francis Baldwin, Tessie Carrang, Cece Eames, Marian Horesko, Gretchen Houser, Carol Nelson, Janet Savers, Harry Asmus, Dante Di Paolo, Robert DeVoye, Howard Malone, Zachary Solov, Walter Stane.

On its preem night last January 13, this reporter opined that *Along Fifth Avenue* was "not the perfect revue by any means," but that it was handsome, breezy and thoroly likable—"more than a sufficient combo to earn it competitive permanency." As of Saturday (4), Avenue will have ticked off 164 performances, proof that against some exceedingly hot song-and-dancer competition, it has justified its original staying promise. Heading into the dog-day doldrums, when practically every Stem production except the super-hits is badly bitten coin-wise, there is no telling how much farther it will go. If it stays on after July 7, it will have to find other quarters, since *Miss Liberty* takes over at the Imperial on that date. In fact, the only reason for a follow-up review at this time is the fact that the Kean Sisters, Betty and Jane, have stepped into the lead slots just vacated by comic Nancy Walker and chanteuse Carol Bruce.

Betty at Her Best

However the summer slump may affect Avenue's future, it can be reported that the advent of the Keans into its cast as of Tuesday (31) has done the revue no harm. Betty is at her best clowning the la Walker material as the vendor of perfume aphrodisiacs, the fast-talking gal behind the lunchroom counter and the slightly nymphomaniacal ma'd in the burlesque murder sketch. She plays them in her own style, and her timing is sharp and incisive for snaring more than the requisite number of laughs. She is not quite as successful in putting across her two solo song specialties. *If This Is Glamour* is still chucklesome, but *Chant D'Amour* definitely lacks the belly-laugh raucousness of the Walker version. Betty is just too nice in her torching about "Oiving." Sister Jane is also orally and optically fine in the more serious chanting chores. *The Best Time of Day* and *Weep No More* come over as pleasantly as of yore, and she teams tunefully with Hayes Gordon in the *I Love New York* number in the Washington Square sequence and with Hank Ladd in the *Call It Applefritters* specialty. As a matter of record, the Kean sisters' efforts give the show a decided lift, particularly in the eye tonic department.

Regulars Steady

For the rest, Jackie Gleason is still giving matters his best brand of clowning. Hank Ladd still wanders thru them amusingly as a rather unobtrusive emcee. Viola Essen and Johnny Coy continue to give top pace and drive in the stepping leads. Oliver Smith's backgrounds look just as imaginatively impressive as they did on opening night, and David Ffolkes's costumes are still as lush and colorful.

In sum, *Avenue* looks and listens as fast and professional as ever. It deserves to outlast the summer.

Bob Francis.

Foreign Opening

FIGURANT DE LA GAITE

(An Extra at the Gayety)

THEATER MONTPARNASSE GASTON BATY, PARIS

A fantasy by Alfred Savoir. Staged by Marcel Herraud. Sets and costumes by Mayo. Business manager, Renee Renaudon. Stage manager, Yvonne Dubois. Presented by Marguerite Jamois.

Stage Director.....Heronimus Annetto.....Francoise Pechter Albert.....Gerard Philippe The Tenor.....Albert Therval The Singer.....Yvette Lucas The Janitary.....Marcel Leston The Chauffeur.....Albert Robia The Prince.....Jean Hebey The Duke.....Michel Andre The Doctor.....Leon Bertou The Maitre d'Hotel.....Marcel Leston Elvire.....Mila Parely The Walter.....Rene Belloc The Ture.....Doudou Babet Nicolas.....Jean Despeaux The Musician.....Jean Jacques The Photographer.....Jacqueline Maillan A Little Girl.....Josyane Maguy The Mother.....Yvette Lucas A Guard.....Leon Bertou A Watchman.....Rene Belloc

Alfred Savoir's 25-year-old comedy, *Figurant de la Gaite*, has been revived by Marguerite Jamois to serve as this year's stage vehicle for movie star Gerard Philippe, who had been hunting for an appropriate role before playing in a Franco-American film.

This symbolic fantasy on the clothes-make-the-man theme is at times tedious and labored. However, there are laughs at the adventures of a sentimental, naive lad, an extra at the Gayety Theater who falls desperately in love with a beautiful princess, a real one, who is frequently in the audience. As his roles change he appears before her in turn as a rajah, a cardinal, a lion tamer, a beggar—and with each new costume he acquires a new soul. The sophisticated and jaded lady-in-the-case is delighted with her new multiple-lover. But "our hero" tires of impersonating others and in the end claims a love of his own.

Gerard Philippe is as ingratiating as ever and brings a spontaneity and impetuosity to the forlorn extra at the Gayety. Jean Hebey as the Prince and Michel Andre as the Duke are both convincing. The other players, however, are mediocre, particularly Mila Parely, who, besides being artificial and inattentive, is out of her element as a princess. She seems to be pacing it thru a quick rehearsal with a headache.

None of the actors seems to know what his partner is up to. There is a general lack of coherent staging, yet the groupings by Marcel Herraud appear adequate; the actors themselves seem to betray the director's intentions.

Mayo's sets and costumes, with the exception of one afternoon gown of the princess, a sad, ordinary affair, convey the proper atmosphere.

If tightened for a U. S. version and properly cast, *Extra* might provide an amusing evening for Broadway and a lark of a vehicle for someone like Henry Fonda. **Jean White.**

National Theater for Aussies?

SYDNEY, AUSTRALIA, June 4.—The Sydney City Council has referred to its Health Committee for full investigation a suggestion by Alderman A. W. Thompson that the council should establish a civic theater or co-operate with the State and/or the Commonwealth government in establishing a national theater. One suggestion which the Health Committee had put forward, viz., that the city bowling green should be made available as a site for a national theater, received no support from the rest of the council, which immediately extended the lease of the City Bowling Club for two years. Aldermen held that there was no reason to deprive business men of the bowling green, there being hundreds of other sites available.

Magic Pros, Not Amateurs, Will Kill Art, Lawson Says

KNOXVILLE, June 4. — Everett Lawson, authority on school show operation, this week let go with a verbal blast in the direction of Al Sharpe, Denver, over the latter's reactions to a magic performance presented by a group of junior magicians in that city and which appeared in the magic column of a recent issue. Sharpe, in effect, said that the show, sponsored by a member of the Society of American Magicians (SAM), represented inferior performances and that it was performances of this nature that were responsible for the impending death of magic.

Lawson's chief interest is in school shows and magicians, whose most used and natural outlet for their endeavors is the modern school. He has his own ideas as to what will or will not be responsible for the death of magic and as a consequence the relative demise of the school show.

Lawson says that as far as magic being dead is concerned there are far more magicians working now than ever before in the profession's history. "There also are more magic publications, dealers, clubs and societies devoted to the better interest of the mystic art than ever before," Lawson continues. "and if thru the resultant action of any group or body of people it were ever killed, it would

be actuated by the ones who had kept it alive.

"Any event of such fantastic proportions certainly could not be attributed to the contemporary groups of amateurs over the country for they are not the ones who have kept it alive. Our great artists and writers are the ones who have enlivened and furthered magic and not the 'catalog dreamers' who frantically keep the dealers' pockets lined with money. Proof of the pudding lies in the number of embryonic magicians who are born when an artist's performance is witnessed by aspiring youngsters who are then inspired to become magicians of sorts . . . and not by seeing the abortive theatrical endeavor of amateurs.

"It is my opinion that beginners in magic, who perform for the prime purpose of gaining experience, should not be made the subject of caustic criticism because their presentations are not on a par with the more finished artists. Surely all but a few who attend these things are relatives or close friends of the performers. Since they are such terrible performers their names couldn't attract the general public any more than a dancing-school recital could draw a clientele of uninterested people who would pay to see amateur student dancers crudely but ambitiously display their wares.

Magic Evolution

"I would shudder to think the future of the most ancient art in existence responsibly rested in the hands of contingents of youngsters who love magic enough to attempt imparting (See **MAGIC PROS** on page 92)

Memories of Rep Trouping

By Will H. Locke

THE SEASON of 1895 with Josh Henderson's show was a hectic one. From Texas we drifted into the Indian Territory (now Oklahoma). Oklahoma City was just a town with a main street. The opera house was upstairs on a corner and managed by a good fellow named Oscar Nix. In after years when the town had become a city I played the magnificent Overholser Theater there. Oil had brought wonders to that land of God's lowly Indian children.

We gradually oozed northward into Kansas. Business was very bad. There are times when a show can't close—it has to keep going or be stranded and worse off. Actors have to live, even without salaries. But we smiled and hoped for greener pastures ahead. At Hartford, Eddie and Edith Bowers, a fine young team, joined to replace a couple who had got money from home and left. Hearing about the week of races at Holton with its famous kite-shaped track and great crowds, Josh booked the week and we anticipated a big one. We found the town full of people

brought in by train from Topeka and surrounding towns. Our spirits rose. We pressed our clothes, overhauled our wardrobe and took extra pains with our make-ups. After I was made up I looked thru the peephole in the front curtain.

There was an ominous silence and a loneliness in the house. There wasn't a Corporal's Guard out there and they sat on their hands in that "dare-you-to-show-me" attitude. We struggled thru the play wondering what had become of the crowds. We found out. The day's races over, they boarded the train and returned home. That was the sad, daily story of a dis-

(See **MEMORIES** on page 93)

Tucker Enthused Over Bisbee's Array of Talent

KENTON, Tenn., June 4.—Ted Tucker, following a visit to Lexington, Tenn., where he took in J. C. Bisbee's Comedians' performance this week, waxed enthusiastic over the general Bisbee layout and reported that Bisbee has more than lived up to his "bigger and better each year" slogan. Tucker said that Bisbee has a great amount of talent on the show this year.

Personnel, says Tucker, includes the Farren Twins and their wives; Boob Brashfield and Bisbee's new discovery, Herbie Roland, dancer. "Bisbee himself is presenting many new tricks and illusions, with the aid of his wife, Mary," Tucker says.

"Other talent," Tucker continued, "includes Munde and June, jugglers; Leo Lacey, Maxine Lee, Trixie Maskew, Ernest Vevea, Dot and Jess Sund, Bob Fisher, Sam and Lola Hudson, Roy Garret and Woody Stubblefield.

"Bisbee has added much new equipment, including a modern sound system and two new trucks and trailers."

Loew's Spot for Springfield

WEST SPRINGFIELD, Mass., June 4.—Construction of a \$100,000 outdoor theater on Riverdale Road here, with a 600-car capacity, has been started, according to George E. Landers, Hartford, Conn., division manager for E. M. Loew's Theaters' circuit, which will operate the new drive-in. Circuit currently operates three drive-in theaters in Connecticut.

Waterford Theater Opens

WATERFORD, Conn., June 4.—Waterford Drive-In Theater, with a 750-car capacity, opened this week, with Robert Gloth as general manager. Officers include Attorney Michael Radin, president; Attorney William Rabinowitz, vice-president, and Lorraine Forcier, treasurer, all of Hartford, Conn.

Drive-In for Taylors, S. C.

SPARTANBURG, S. C., June 4.—A 500-car drive-in theater, under construction on the super-highway near the turn-off to Taylors, S. C., will open next month, N. E. Belmont, owner-general manager, said this week. Belmont's son, Harold, will manage the new theater.

Tager Builds Spot At Brockton, Mass.

BROCKTON, Mass., June 4.—Nat Tager has announced plans for construction of a 400-car capacity drive-in theater here.

Armand Bourque has opened the recently completed 425-car capacity Sky-Ray Drive-In Theater at Hookset, N. H., while Charles Cifre is building a 535-car capacity drive-in theater at Medway, Mass.

REP RIPPLES

ALLEN HANLEY reports a good winter and spring tour with his 16mm. pix in the Salina, Kan., area. . . . Gitt's Family Show is working from a platform after having disposed of its tent in Hastings, Neb. . . . F. F. Clifford has a vaude and museum attraction playing three-day stands around Lewiston, Idaho. . . . Loring Heltzer advises from Birmingham that he has given up his idea of taking out a flesh show under canvas and will wait until late summer before moving out with a small trick to play sponsor dates and whatever regular bookings he can obtain for his minstrels. He's currently eyeing spots in Missouri and Illinois. . . . D. G. Mannix, of the Mannix Family Show, pens from Marshland, Ore., that the org is in its third week in that area and that business has been fair. Mannix is showing on platform excepting where no outdoor spot is available then he goes into halls. He presented the dance show idea during the winter to favorable returns. . . . Jerome Kiley reports a good season with feature films in the Copper Range section of Minnesota. He plans to move into South Dakota, with headquarters at Miller. . . . W. J. McDonald has been in Maine for the past two weeks with his solo show. . . . Fred S. Flaherty opened his flesh and pie trick at Grangeville, Idaho. He will move into Eastern Washington for the summer. . . . Paul G. Griffin is planning to present some old-time roadshow bills in Wheeling, W. Va.

JACK NORMAN pens from Bakersfield, Calif., that he has had a flesh show in Montana all winter, using the dance show idea to fair returns despite much inclement weather. Norman will open a tent pix and vaude show near Bakersfield and will play a few Eastern California dates before going back into established Montana territory for the

summer. . . . Carle's tent show, currently playing El Paso, Tex., has added E. F. Hannan's "Expose" to its concert. Show has been playing three-day stands to moderate returns. . . . Alfred E. Tidd will operate a 16mm. show in Coos County, New Hampshire, with opening slated for the middle of June. . . . F. W. Merchant has a small flesh trick working around St. Albans, Vt., to good returns. . . . Fremont Turgeon, who has about completed a tour of more than a dozen States with religious and other pix, put in two months in Northern Ontario and will move into New Hampshire and Maine. Turgeon reports the season off from previous years. . . . Beardley's pix and vaude show has been playing to fair business in Northern Ontario and plans to move into Quebec this summer. . . . Fred S. Harvey is showing 16mm. pix in Pendleton, Ore., and will add some flesh and short-cast bills later. . . . Irving Conn, having finished his school year, will play halls and on platform for the next three months. He reports from Shelby, Mont., that the unit managed to get by this winter despite terrible weather breaks. He plans to add some short-cast bills soon. . . . Al (See **REP RIPPLES** on page 92)

ATLANTA, June 4. — Stewart Drive-In Theater, under management of O. C. O'Farrell, bowed formally this week. New theater is a unit of Dixie Drive-In Theaters, of which Harris Robinson is president.

GREENWICH, Conn., June 4. — Samuel T. Orson's application for a permit to construct an outdoor theater here has been rejected by State Police Commissioner Edward J. Hickey.

EASTON, Pa., June 4. — Easton Amusement and Theater Company plans construction of a \$150,000 drive-in theater in suburban Easton, it was announced here.

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THE FINAL CURTAIN

AYLIFF—Henry Kiell, 77, stage producer and actor, May 28 in Cambridge, Eng. At first an actor, he was launched on a career of producer by Sir Barry Jackson with the Birmingham Repertory Theater. New York attractions which he produced were *The Taming of the Shrew*, *Hamlet*, in modern dress, and many other Shakespearean revivals. From 1919 to 1933 and from 1938 to 1939 Ayliff produced all the plays for the Malvern Festival, including *Geneva*, *In Good King Charles' Days*, *Music at Night* and *St. Joan*. During the war years he revived plays in London by Shakespeare, Shaw, Barrie and others. Among the productions he directed are *Heartbreak House*, *Back to Methusalem*, *The Applecart*, *The Farmer's Wife*, *Spring Tide* and *Cure for Love*.

BALABAN—David, 53, co-founder of the Balaban & Katz (B&K) theater chain, June 1 in Chicago. He and his five brothers founded the chain 33 years ago. In recent years he had been working as supervisor of the North Side theaters. His brothers, Jack, secretary of the B&K Corporation; Barney, president of Paramount Pictures; A. J., managing director of the Roxy Theater, New York, and Harry and Elmer, owners of another Chicago theater chain; his widow, two daughters, and a son survive.

BARLOW—Harold, for the past 20 years owner of the Barlow Big City Shows, May 30 in St. Luke's Hospital, St. Louis, of cancer. Survived by his widow, Vera, and a brother, Harry. Burial in Showmen's Rest, Memorial Park Cemetery, St. Louis. (Further details in Carnival Department.)

In Memory of W. D. (BILL) BARTLETT

Died June 8, 1946

JANE & CHAS. REYNOLDS

BEACH—Lee G., 61, cookhouse operator with the Worth Exposition, May 10 in Frazee, Minn., of a heart attack. Survived by his widow, Leona; a daughter, Helen, and two stepchildren, Violet Geck and Jack Dugan.

BERGMAN—Emil, 48, concessioner for 10 years, recently in Detroit of pneumonia. The last four years he had operated the guess-your-weight concession at Jefferson Beach Park, St. Clair Shores, Mich. He worked at one time as a clown in the Funhouse at Eastwood Park, Detroit. Survived by his widow, who operated the guess-your-age concession at Jefferson Beach, and a daughter. Interment in Irwin, Pa.

BOWMAN—Euday L., 61, songwriter, May 26 in New York. Among his many songs is *12th Street Rag*, which he wrote in 1914.

BROPHY—Catherine (Dodo), 89, mother of Leslie M. (Pete) Brophy, former general manager of the D. D. Murphy Shows, May 25 at her home in St. Louis. Burial in Calvary Cemetery, St. Louis.

BROWN—James S., 57, Hollywood cinematographer, in that city June 1 of self-inflicted gunshot wounds. He started with the old Thomas A. Edison Company and during World War I he was cited by General Pershing for his work. During the past few years he has filmed the *Whistler* and *Ellery Queen* series at Columbia. Survived by his widow, a son, daughter and a sister.

CAMPBELL—David, 85, landscape architect and superintendent of Syracuse parks from 1902 to 1922, May 26 in Syracuse. He was a life member of the New York State Fair Commission, often in charge of the horticultural exhibits and a judge at the State fair.

CASTELLANO-SBORDONE—Mrs. Eugenie, 89, concert pianist, June 1 in Bergamo, Italy. She played in Europe and South America.

DEES—Mendum H., 65, president of WLOX, Biloxi, Miss., and associated with various other enterprises there, May 27 in Johns Hopkins Hospital, Baltimore. Survived by his widow, two sons and a daughter.

DE LOS REYES—Ildefonso, 33,

stage producer at the Manila Grand Opera House, recently in Manila.

DONAGHY—Harry J., 56, former bass soloist and flack for the H. C. Bohack Company, Inc., June 1 in Brooklyn. He entered the radio field in 1923 as a member of the Chiclet Quartet, and in 1927 appeared in *Rosalie*. At the New York World's Fair he sang in telecasts of Gilbert and Sullivan operettas. Donaghy made many recordings with the National Male Quartet and, in collaboration with Ernie Hare, Billy Jones and Billy Murray, he sang on such radio programs as the National Light Opera Company, the National Grand Opera Company and the *Cadman Hour*. He joined Bohack in 1943. His widow, three daughters, a son, two sisters and three brothers survive.

GOLDEN—Joseph F., 79, former minstrel, ventriloquist and pitchman, known to showbiz as Joe Steele, June 1 in New York. During his career he had appeared with the Al G. Fields Minstrel troupe in blackface as "Jake," toured with the famous ventriloquist, Professor Zelvo, and appeared in the title role for over three years in *Jimmie the Newsboy*. In his native Dallas, he was a stage manager, producer and actor in stock companies. At one time he joined the Julian Bros. Circus, playing show and fair lots from Texas to Canada. For over 50 years he had his own Indian med show and represented several Indian remedy companies. Golden's varied career also included radio work in North Carolina. His widow, Tottie, survives. Burial in Parsons Cemetery, Salisbury, Md.

GOLLOS—Harold M., 54, owner of a chain of Midwestern theaters, at his Beverly Hills, Calif., home June 1 of a heart attack. Survived by his widow, Ann; daughter, Mitzi Lee; son, Warren, and three sisters and brothers.

HALE—Ernest W., 78, pianist and composer and member of the faculty of the Cincinnati College of Music for 20 years, May 31 in Columbus, O., of a heart ailment. Hale had resided in Wilmington, O., since his retirement from the College several years ago. Services and burial in Wilmington June 4.

HERMANN—Russell R., 44, showman for 24 years, May 20 in Veterans' Hospital, North Little Rock, Ark. He was found in his trailer on the Gem City Shows' lot in Pine Bluff, Ark., May 16 in a comatose condition. He entered show business in 1925 as a Merry-Go-Round operator with the Capital Amusement Company. In 1936 he began operating concessions, and had been associated with Tilley's Greater Shows, Sunset Amusement Company, Midway of Mirth and Wilson's Famous Shows. Survived by three sisters, Mrs. Viola Mathison, Winona, Minn., with whom he resided; Mrs. Otto Buckholz, Excelsior Springs, Mo., and Mrs. Hazel Buckholz, Fountain City, Wis., and a brother, Clarence. Burial in Whitehall, Wis., May 25.

HUTCHINSON—Charles A., 69, veteran film and stage actor, in Hollywood June 1. Survived by his widow, Edith. Burial in Hollywood Cemetery.

JONES—Evan S., 35, pianist with several dance orks and radio programs, May 30 in Scranton, Pa. He formerly played with Freddy Martin, Al Donahue and Mark Warnow and appeared on the *Hit Parade* radio show.

LEGASSI—Eli, 51, prominent New England amusement operator, May 26 in Hudson, Mass., of a heart attack while directing one of his shows there. At the time of death he had eight shows on the road. Survived by his widow and two daughters, Alice and Irene.

LOUGHRANE—Basil, 48, radio producer and director, May 29 in Mamaroneck, N. Y. Beginning as an announcer for WHK in 1929, he later became producer or director in New

York for some 31 radio shows, including *Sherlock Holmes*, *Light of the World*, *Amos 'n' Andy* and *Lum and Abner*. His widow and son survive.

MANHEIMER—Dr. Wallace, 62, educator and playwright, June 1 in New Haven, Conn. In the last 10 years he had been principal of the Long Island City High School, and formerly wrote three Broadway shows, *Micror Romero*, in 1925; *Kith and Kin*, 1929, and *Broadway Boy*, 1933. His widow and two sons survive.

MARTIN-HARVEY—Angelita, 80, London leading lady and widow of Sir John Martin-Harvey, actor-manager, May 29 in London. They produced their biggest success, *The Only Way*, an adaptation of Dickens' *Tale of Two Cities*, in 1899, and they made several tours of the United States and Canada.

MITCHELL—Jake, 40, acting manager of WHOS, Decatur, Ala., May 27 in a Cullman, Ala., hospital of a heart attack. Survived by his widow and daughter.

MORRILL—Charles A., 65, veteran vaude performer, May 24 in Kansas City. He had also been in the film exhibition biz. His widow, Elizabeth, in vaude with him, and brother survive.

NAPIER—Thomas, 80, former clarinetist, May 26 in Columbus, O.

PFITZNER—Hans, 80, one of Europe's most prolific and versatile composers, in Salzburg, Austria, May 22. Due to monetary entanglements resulting from the war, Pfitzner died a ward of the Vienna Philharmonic Orchestra. When 24 he gave a concert in Berlin and later held positions as conductor at Mayence, Berlin and Munich, and had been head of the conservatory and conductory of the opera and symphony at Strasbourg. Survived by his widow.

READ—H. Haden, 56, vaude and nitery pianist, May 24 in Pittsburgh.

REH—Alexander, 51, manager of Warners' Mastbaum Theater, Philadelphia, May 30 at his home in Upper Darby, Pa. He was associated with the theater circuit since 1918. Survived by his widow, Mabel; a son, a stepson, his mother and two brothers. Burial in Arlington Cemetery, Drexel Hill, Pa., June 2.

REID—William J. (Skipper), 70, former musician with the Al G. Field, Haverly's and John W. Vogel minstrel shows, recently in San Francisco of a stroke. Survived by a brother, Robert, associated with the Walt Disney Studios, Hollywood.

RHODA—Mrs. Gertrude, 24, accordionist-singer, May 28 in Atlantic City Hospital, Atlantic City. Her husband, David, survives.

SMITH—Dwight, 92, former stage actor, May 29 in Monsey, N. Y. He appeared in such hits as *Esmeralda*, *York State Folks*, *David Harum* and *For the Crown*. After his stage retirement in 1905, he was elected mayor of Vevay, Ind., his home town.

THOMPSON—Hal (Hometown), 74, former trouper with Barnum & Bailey, Robinson Bros. and Sells-Floto circuses, June 3 in General Hospital, Cincinnati, of injuries sustained in a fall five weeks ago. Survived by a stepdaughter, Alberta Evans, Cincinnati, and two sisters, Mrs. Myrtle McVey and Mrs. Edna Thompson, Columbus, O. Services in Cincinnati June 6, with burial in New St. Joseph Cemetery.

TURNER—James P., 47, technician at WTAN, Clearwater, Fla., and former manager of WINK, Fort Myers, Fla., May 25 in Clearwater. Survived by his widow and a son, Charles.

WALKER—G. Edward, 34, radio sports announcer and commentator, May 23 in Troy, N. Y. He had been with WTRY and WROW. His widow, daughter, son and parents survive.

WALSH—Louise Effie, well known in carnival circles, May 29 in Danville, Ill., while appearing there with Dodson's Imperial Shows. Survived by her parents, Mr. and Mrs. Earl

B. Walsh. Burial in Sanger's Cemetery, Danville.

WEBB—Mrs. Marie, 74, retired vaude performer known on the stage as Esmeralda, June 1 in New York. Her husband, Charles, with whom she toured throught the world in vaude for many years, survives.

WILKES—Israel, 69, organizer-manager of the Wilkes Musical Players, vaude unit, May 27 in Toronto. With his 60-person unit he made many tours of the United States and Canada. Later he toured roller skating units before retiring 10 years ago. His widow and son survive.

WOODRUFF—Ernest R., 78, retired musician, May 31 at his Los Angeles home. Survived by his widow, Louise, and two sons, William and George. Burial in Rose Hill Cemetery, Los Angeles.

Marriages

BAER-MANN—Buddy Baer, former boxer, now vaude performer, and May Mann May 26 in Arlington, Va.

BORTNICK-BLOOM—Harry Bortnick, record promotion manager for Victor Records in Philadelphia, and Carol Bloom May 30 in that city.

CIRKER-DE KOVEN—Ira Cirker and Lenore De Koven, both legit players, May 29 in New York.

DOUGLAS-VINE—Robert Bruce Douglas, legit actor, and Harriet Vine, film actress, May 24 in New York.

CROSSMAN-FADER—Don Crossman, press agent, and Lynn Fader, night club singer, May 18 in Philadelphia.

DeSANTY-HARDIN—Gus DeSanty, of the DeSanty Trio, and Faye Hardin May 21 in Bridgeport, Conn.

DI STEFANO-GIROLAMI—Giuseppe Di Stefano, Metopera tenor, and Maria Girolami May 23 in New York.

DOCKUM-WAUER—Jim Dockum and Juanita Wauer, WHO singer, May 20 in Des Moines.

DOOLAN-WALDEYER—John William Doolan and Loretta Waldeyer, singer, May 21 in Bridgeport, Conn.

FLORENZIO-MURE—John P. Florenzio, non-pro, of Bridgeport, Conn., and Virginia (Ginny) Mure, night club singer, in Bridgeport, Conn., May 14.

FLYNN-HANRAHAN—Walter Flynn, tele staffer of WRGB, and Eileen Hanrahan, also on the WRGB staff, May 7 in Schenectady, N. Y.

GILSON-VAN SANTVOORD—Charles Brace Gilson, program director of WTYC, Rock Hill, S. C., and Ann Bell Van Santvoord May 7 in New York.

GRAY-O'SHEA—Jabez Gray, actor in *Life With Mother*, and Madalyn O'Shea, head of Sarah Lawrence College drama department and veepee of Theater Production Services, May 20 in New York.

HAARTGE-SLOAN—Welber Haartge, operator at the Midtown Theater, Detroit, and president of the Nightingales (theatrical) Club, and Dolie Sloan, recently in Detroit.

KAUFMAN-MACGRATH—George S. Kaufman, playwright, and Leueen MacGrath, British actress, seen recently on Broadway in *Edward, My Son*, May 28 in the playwright's Bucks County home near Doylestown, Pa.

KHAN-HAYWORTH—Aly Khan, Moslem prince, and Rita Hayworth, screen star, May 27 in Vallauris, France.

KOLMAR-CROSSFIELD—Klaus W. Kolmar, press agent for the Spa Summer Theater, and Margaret Crossfield, assistant scenic designer for the troupe, May 19 in Greenwich, Conn.

LEE-ARONLD—James K. Lee and Jeanie Arnold, concessionaires with the Omar Palace Shows, April 31 in Eureka Kan.

LINDQUIST-CHAMBERLIN—George Lindquist and Mary Jane Chamberlin, William Morris Agency secretary, May 28 in New York.

LORMAN-CORDE—John L. Lorman Jr., son of outdoor showman John Lorman, and Christine Corde, dancer, in Hollywood May 28.

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

HOLIDAY PARK BIZ TAKES DIP

Des Moines, Akron Spots Show Gains

Excelsior Off 25%

CHICAGO, June 4. — Decoration Day week-end business for Midwest amusement parks was off from a year ago, a check by *The Billboard* showed.

Parks reporting holding their own with '48 figures were few, and only two, Riverview, Des Moines, and Summit Beach, Akron, showed an increase.

For the most part, weather, especially on Decoration Day, was okay, and parkmen agreed the drop in attendance and grosses was a "sign of the times."

Robert Reichardt, Riverview, Des Moines, reported a 10-per cent increase over '48. Weather was ideal, Reichardt said. Spot featured a dawn dance in the ballroom Sunday and fireworks Monday. Bob Strong's ork played the ballroom. Business Saturday and Sunday in the dancery was up over a year ago, but down a trifle Monday, Reichardt said.

Ed Scheck, Summit Beach, reported a 10-per cent increase for the three days, despite not too favorable weather Saturday and Sunday. Monday, however, it was ideal. "Our per capita spending for the season is holding even with last year," Scheck said. "Summit Beach's ballroom business over the long week-end held about even with the same period a year ago."

Biggest drop, percentage-wise, was registered at Excelsior Park, Excelsior, Minn., where Manager Joe Colihan said business was down 25- (See *Holiday Park Biz* on page 57)

Cook County Fair Out for '49; See Chance for 1950

CHICAGO, June 4.—There will be no Cook County Fair here this year. Inability to find a suitable site has caused abandonment of plans to repeat the event which was revived last year at Soldier Field.

Orville Cullerton, who managed the revival, said attempts to obtain a suitable site this year had proved futile. Soldier Field he termed "impossible" because of the expense and red tape in operating there.

It is possible, Cullerton said, that the fair will be returned to operation next year; when, it is believed, the harness race track at near-by Maywood will be available. This year Maywood will run as a horse track from late August into October, but next year, it is understood, the track will have early race dates, which would make the plant available for use as a fair site in the late summer or early fall.

"The fair has definite possibilities," Cullerton declared this week. It is not unlikely that an effort will be made to have the fair operate on alternate years at Maywood, inasmuch as Maywood's race dates will probably alternate between early and late in the season from year to year.

Cincy Coney Holiday Take Okay, But Bucks Move at Slower Pace

CINCINNATI, June 4.—Indications that money is tighter and that the public is keeping closer rein on its spending were seen in attendance and spending figures for public and commercial parks here over the Decoration Day week-end.

While city and county park officials claimed record attendance, an indication that the public is less willing to spend a few bucks for its amusement, they said, the Zoo and Coney Island failed to approach previous records for the week-end, altho attendance was good at both spots.

The zoo drew 12,000 each day Saturday and Sunday, while Coney had 7,000 Saturday, 20,203 Sunday, and 18,625 Monday. Coney attendance on Monday was better than last year, but the lighter Saturday and Sunday crowds pulled the over-all figure down 15 per cent from 1948.

Coney officials admitted that spending was less than it had been in past years. The situation may best be summed up by the observation of one concessionaire who remarked that this year he has had to "go back to

selling the crowd."

Swim pool business was light because of the cool weather, while some of the rides failed to get the business they did in other years. Best money-getter among the rides was the Shooting Star, closely followed by the Wildcat. Land of Oz, Coney's kiddieland, also racked up healthy business.

Saturday and Sunday attendance of 4,800 in Moonlite Gardens Ballroom, with the local Clyde Trask ork in the band shell, was considered highly satisfactory.

Sen. Group Dims Plan for Sesqui Fair in Capital

WASHINGTON, June 4.—Plans for a mammoth "Freedom Fair" in 1950 to celebrate the sesquicentennial of the nation's capital were hard hit this week when the Senate Appropriations Committee whittled the requested appropriation to \$1,500,000 and made the allocation contingent upon the raising of an equal amount of private funds. The original amount sought was \$3,000,000 without strings.

Edward Boykin, executive director of the Sesquicentennial Committee, declared the action "pretty much ends all chances for the Freedom Fair. He said the committee would find it practically impossible to raise the matching money. "We do not ever have enough funds now to raise funds," he declared.

Bolstered by President Truman's wholehearted backing of the proposed fair, sponsors are hoping the full \$3,000,000 will be authorized when the appropriation measure is voted on in the Senate. However, when the House acted on the same measure two (See *Sesqui Plans Dim* on page 57)

Lynch Thrill Unit Sets Milwaukee Still Date Record

MILWAUKEE, June 4.—Jimmie Lynch Death Dodgers pulled record Decoration Day week-end crowds to State Fair Park, here May 29-30, topping last year's attendance, previous peak, by an estimated 10 per cent. Weather was ideal.

Jimmy Smith, motorcycle stunter, joined here to replace Whitey Reese, who exchanged place with Smith on the Jack Kochman show. Earl Shipley was absent from the Lynch lineup but will rejoin here June 12.

Jimmie Lynch, recently recovered from a siege of pneumonia, was on hand but restricted his participation to a short talk on safe highway driving.

Decoration Day Wk.-End Biz In Detroit Near 1948 Mark

DETROIT, June 4.—Decoration Day week-end business at various Detroit parks was called average by most ops, with Sunday the best of the three days. Jack Dickstein, manager of Edgewater, said figures this year were about even with a year ago. He announced his park will start Family Bargain Night Wednesday (8) and will continue them each Wednesday thru-out the season. Policy is to operate all shows and rides at a dime on these nights. Dickstein said fireworks, used the three days of the Decoration Day holiday week-end, will be featured again July 4. At Eastwood, the new Pony Cart ride installed by W. O. King is proving a winner.

Eastwood Gardens, which opened Friday, May 27, with Jerry Wald's ork as the feature, did disappointing biz. Weather, while satisfactory for general park operation, was too cool for outdoor dancing.

The bathhouse at Jefferson Beach bowed Monday, May 30, to fair business. Pat Cruikshank has been named bathhouse manager. New this year at Jefferson Beach are a Derby Race and an archery concession. The (See *Decoration Day* on page 57)

Lon Ramsdell Assumes Post As Cavalcade Press Agent

EAST PEORIA, Ill., June 4.—Lon B. Ramsdell, for the past five years associated with Blackstone the Magician, Monday (30) joined Cavalcade of Amusements here as press agent.

Prior to his affiliation with Blackstone, Ramsdell had been with several carnivals, including World of

Weather Cuts Eastern Area Gross & Draw

Beaches Hard Hit

NEW YORK, June 4.—An unbeatable combination of cold and rain enveloped the three-day Decoration Day holiday week-end and cut heavily into the potential take at most Eastern funspots. While not sufficient to turn the season's first major holiday play into a total blank, the bum weather held funspot grosses to as much as 35 per cent under those of last year, and nixed the possibility of ops using the resultant figures as a yardstick for future operations.

Shore spots were particularly hard hit as the chilly weather tended to keep prospective patrons as far away from water as possible. New York area spots drew only a small percentage of the hoped-for crowds, and Atlantic City, which was geared to entertain an expected record influx from the hinterlands, had to settle for a sparse crowd of 125,000.

All other Jersey shore spots, as well as those in New England, including Old Orchard, Me.; Salisbury, Revere and Nantasket beaches in Massachusetts, suffered as a result of the unseasonal weather. New York's Westchester County park system, which includes numerous pools and beaches, postponed the opening of swimming areas on account of the weather.

Despite extremely cold weather, Harry A. Illions' new Liberty Park, Buffalo, opened to big crowds. Attendance was estimated at more than 30,000 for the week-end. Crowd-luring features included a fireworks display and the Great Eugenes, high act. The latter worked to a packed midway at 10:30 Sunday night (29), Illions said. Patrons stayed thru until midnight when the fireworks were fired.

Illions' Celeron Park at Jamestown, N. Y., tumbled nearly 35 per cent on attendance. The weather was cold thruout the week-end and total attendance, despite fireworks and the many attractions offered, failed to exceed an estimated 20,000.

Riverside Pars '48

Ed Carroll's Riverside Park, Agawam, Mass., played to about 35,000 people over the three-day period to score a par with 1948, exploitation chief Harry Stora reported. Monday (30) drew 14,000 patrons to top Sunday's 11,000 and Saturday's 10,000. Cool weather and showers hindered the play on the last two days. Ed and Betty Rooney, aerial perch act inked thru the Al Martin Agency, Boston, were the free attraction. Stock car races were presented in the park's stadium Saturday. Riverside Gardens, new dancery, preemed but biz was light because of the weather.

R. M. Spangler's Rolling Green Park, Sunbury, Pa., dipped about 20 (See *WEATHER CUTS* on page 93)

BALTIMORE, June 4.—The Geraldos, aerialists with the Ringling-Barnum circus, were seriously injured here last night when they fell 45 feet to the ground during their act. The man suffered a broken

Close-Ups:

Batt Learned To Be Air Exec At Early Age, Thanks to Dad

By Hank Hurley

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

HARRY J. BATT, president-general manager of Pontchartrain Beach, New Orleans, and president of the National Association of Amusement Parks, Pools and Beaches, would have been in show business as a song and dance man, had he had his way as a youth. Instead, his father, John W., believed a sound business education, actual experience and hard work, was the best thing for a young man. Result, Harry Batt became both a business executive and a showman, which probably surprised even the elder Batt. Now firmly entrenched as one of the top park executives in the country, Harry says there is no question but what his dad was right. And Harry's success as a park owner and operator bears witness. Harry further proves his belief in his dad's plan by charting practically the same course for his two sons, Harry Jr., 23, and John, 19. So well did John W. Batt coach his sons, Harry and Richard, the latter secretary-treasurer of Pontchartrain, that at the age of 23, when most young fellows are just thinking about their life work, Harry was a New Orleans property owner.

Expands Holdings

Since that time, when he purchased three lots, Batt has acquired a number of holdings, not the least of which is Pontchartrain, which he has built into one of the finest playgrounds in the country.

At present Batt has a long-term lease on the property which houses his midway. This year he took over management of the beach itself.

Harry and wife, Marguerite, in addition to their many endearing qualities, are outstanding ambassadors of good will. Their home, atop the Administration building of the park, is a mecca for visitors from all over the country.

Queried about his nation-wide reputation as a host, Harry said: "We have been royally entertained by folks from coast-to-coast and thru-out Canada and we just try to repay, in a small way, the many courtesies extended to us."

If the Batts enjoy any reputation as hosts all credit goes to Marguerite, says Harry. "She never is quite sure how many guests she'll have at a meal, but it doesn't bother her. She loves people and enjoys having them," Harry said. He fails to point out, however, that he has the same propensity.

Born in New Orleans June 20, 1903, Batt received his education there. His father was in the ice business, as was his grandfather and Harry's dad was determined both Harry and Richard would carry on, despite the fact that Harry leaned toward singing and dancing. There was no room for (See **BATT LEARNED** on page 58)



HARRY J. BATT



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Out in the Open

Charles Davitt, Frances Lacouline and Joe and Wally Beach, Springfield, Mass., caught Biller Bros.' Circus when it played Holyoke, Mass., and visited with Felix Morales, Norma Rogers, Prince Ki-Gor, Betty Biller, Jack Bell, Marion and Win Partillo, Scott Hall and his mother, and others. Biz was good, despite cold and rainy weather, with a straw matinee and a three-quarter house at night. . . . Mr. and Mrs. Gottlieb Fischer, former giants with the Big Show, are putting the finishing

touches on their new tourist camp in Sarasota, Fla., where they are making their home. . . . Joe and Wally Beach, circus fans, of Springfield, Mass., visited Starr De Belle while the James E. Strates Shows were appearing in that city.

Eugene Mucherino, pony ride operator in Bridgeport, Conn., announces that he will transfer his activities to Walnut Beach, Milford, Conn., as the result of being denied a license for continuing to operate at his present stand. . . . S. B. Ramagosa, operator of Casino Arcade Park and other amusement interests at Wildwood, N. J., has purchased the tram-buses used at the New York World's Fair a decade ago for operation on the Atlantic City boardwalk this summer.

20-Year-Old A. C. Convention Hall Houses 1,766 Events

ATLANTIC CITY, June 4.—This week marks the 20th anniversary since Atlantic City's \$15,000,000 Convention Hall housed its first meeting. In the intervening two decades, more than 10,000,000 persons attended the 1,766 events staged in the "world's largest auditorium."

By an odd coincident the convention scheduled to start this week will be held by the successor to the organization that held the initial meeting. The current meeting will be held by the Edison Electric Institute, whose predecessor, the National Electric Light Association, met in the big hall June 3-7 in 1929.

Manager Philip M. Thompson said his records show that of the 1,766 events staged in the hall, 284 were conventions, of which 115 have been held since the end of the war.

Auditorium also has housed dog racing, ice hockey, boxing, bowling, horse shows, skidnet auto races, ice carnivals, ice skating and basketball, and the annual Miss America pageants.

There are 169 conventions listed for Atlantic City this year. Already 48 have been signed up for 1950 and 17 additional for 1951. Fourteen of this year's meetings are of the 5,000-delegate size.

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H. G. Stockfish, general chairman of the Preston (Ont.) Old Boys Reunion, June 30-July 4, is said to be seeking far and wide in an effort to hire an old-fashioned steam calliope to brighten the parades for the big event. . . . Winnipeg's (Man.) 75th anniversary celebration, set for June 5-11, was the subject of a double-page spread in Saturday Night of May 31. Distributed nationally from publication offices in Toronto, Saturday Night is regarded as Canada's top week-end paper. Text was supported by a pictorial layout of 14 scenes of the city. Author of the piece was C. F. Greene, general manager, who has nurtured the Winnipeg celebration from an idea to a reality. . . . Bill Powell, globe-trotting showman, has arrived in Copenhagen, Denmark, on his round-the-world trek and will look over cirks and parks in the Scandinavian countries before returning to America. . . . Prince Shah Babar, former radio, vaudeville and movie actor, is operating the Palm Garden Trailer City at Harlingen, Tex., making a special bid for outdoor showmen.

Milt Hinkle reports he will take out a show soon under the title of Texas Rangers Real Wild West. . . . A recent addition to James Heron's Animal Oddities is a six-year-old black Angus bull. Visitors to the exhibit during its Emporia, Kan., stand included Mr. and Mrs. Frank Bynum, circus troupers, at present operating the Circus Inn in that city. Clarence Auskings, show's general agent, has been renewing old friendships with folks in the Midwest.

Pat Purcell, who takes over within the next two weeks as general representative of the Johnny J. Jones Exposition, is at the Mark Twain Hotel, St. Louis, while doing a special assignment for B. Ward Beam. Purcell will remain in St. Louis until joining the Jones org.

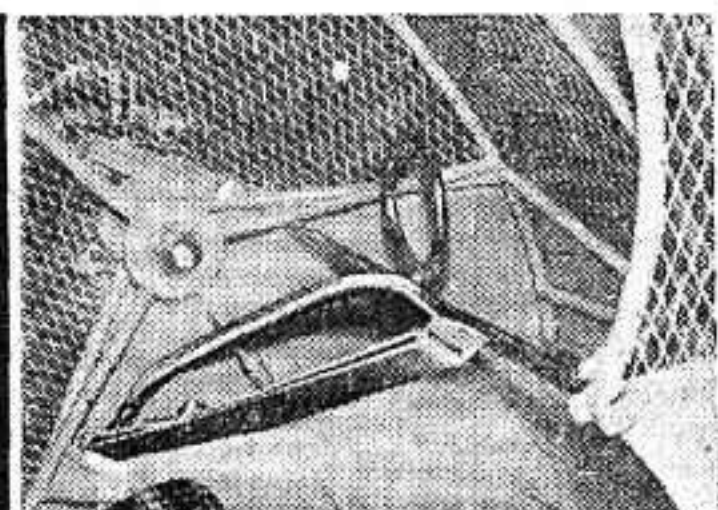
Weather Hits Salt Lake City Resorts

SALT LAKE CITY, June 4.—Despite unfavorable weather, Salt Lake City resorts opened the 1949 season Decoration Day to average business.

Lagoon, midway between Salt Lake and Ogden, under heavy advertising of a new fresh-water pool and manufactured beach, and with Ella Fitzgerald as a special attraction, drew an estimated 10,000. Miss Fitzgerald was featured in the ballroom. Price was \$1 per person, including dancing. She did a three-day stand, being followed by Sara Vaughan at the same tariff.

Receipts on games, rides and concessions were satisfactory, Ranch Kimball, manager, said.

The three Great Salt Lake Beaches did not fare so well, due to the weather, which was clear, but windy. Salt-air, with games, rides and ballroom, drew approximately 6,000, only fair for opening day, and Black Rock and Sunset, with picnic beaches and bathing, drew about 3,000 each.



RIDE OWNERS are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt, now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



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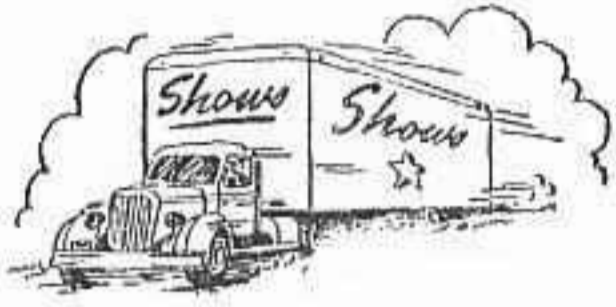
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Talent Topics

Clara Levine, formerly with the Clyde Beatty Circus, joined the Flying Wards on Polack Bros.' Eastern Unit. . . . Clair Delbosq, recovered from an appendectomy, rejoined her father, Adolph, in the presentation of Serenado II, musical horse, on the Polack org. . . . Ricardo and Gracie Orton, high act on the O. C. Buck Shows, caught Biller Bros.' Circus in Newburg, N. Y., and visited Steve Fanning, who has the elephants on the show.

TALENT PROFILES

Frankoni the Great

Sensational Break-Away Pole Act

Frankoni, celebrated for his thrilling high-pole, break-away act, is one of the outstanding Swedish performers to come to this country in a decade. As a youngster, he was a trick



and fancy horse rider in European circuses. One day, while watching a high-pole act perform, the pole broke and both performers lost their lives in the fall. Noting the reaction of the crowd to this horrible tragedy, he conceived the idea of a pole that would break and provide the thrill of an accident. Thus, he conceived what is believed to be the first break-away act in Europe. His present act and equipment are the result of numerous experiments, a number of which were impractical and resulted in serious injuries. In real life he is Pete Lindberg. His wife and daughter accompanied him to this country. Frankoni is represented by Barnes-Carruthers.

Juggling Jewels, fem club tossers, arrived in New York Wednesday (1), from San Juan, Puerto Rico, following an eight-month tour of the Caribbean Islands and Puerto Rico with Jerry Wilson's Gran Circo Americano. They report the engagement was successful. . . . The Two Adams, Danish bike act, after completing their date at Tivoli Amusement Park, Copenhagen, will come to America soon to work for George A. Hamid. Act was signed up by Leo Grund, of Hamid's New York office. . . . Chester Kingston, vet American contortionist, and a resident of France since 1919, is with the Zoo Circus on tour in France.

Harold Barnes, tight wire, accompanied by his father, Clint, left New York May 27 on the HMS Queen Elizabeth for a 12-week theater stint in England, including four weeks at the Palladium, London. They return to the U. S. August 21, with Harold opening a 40-week season with "Skating Vanities" September 1. Prior to their departure, they vacationed in Miami. . . . Emil

Pallenberg's newest act, Snookums, Himalayan Wonder Bear, will make his debut at Playland Park, Rye, N. Y., where he's booked June 27 thru July 10. Act is booked by Al Martin, Boston.

Siegfried Steinwall (The Great Siegfried), ski jumper, will continue his Scandinavia tour until September, when he turns to the U. S. to play fairs and indoor sports shows. Siegfried opened his European bookings May 1 at the Old Zoo, Odense, Denmark, then played Liseberg Park, starting May 16. He skidded far the Tivoli, Copenhagen, in July and for Nojesfaltet Amusement Park, Stockholm, in August. . . . Gladys Gillem's lions, booked by Boyle Woolfolk, Chicago, opens with P. D. Renaud's Circus June 5-July 27 in Quebec.

Three-Day La Crosse, Kan., Stand Big for K-M Org

LA CROSSE, Kan., June 4.—Capacity and near-capacity houses were the rule for the Al G. Kelly-Miller Bros.' Circus for a three-day stand here, May 26-28, under auspices of the Rush County Diamond Jubilee Celebration. Gov. Frank Carlson was guest of honor at the opening performance.

A one-day stand in Coldwater, Kan., gave light business.

Freeport, L. I., Races on TV

NEW YORK, June 4.—Midget races at Jake Kedenburg's Freeport (L. I.) Raceway were televised Friday night (3) for the first time over WPIX. The two-and-one-half hour program was screened. Plans call for the televising of all future meets.

Plummer, Idaho, Dates Set

PLUMMER, Idaho, June 4.—Dates for the Plummer rodeo have been advanced one week to June 18-19. Secretary Chester Fleming reports. Stock will be provided by Harold Payne and Ike Sijohn, of Tensed, Idaho.

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Outstanding Kiddielands:

New St. Louis Moppetland Has Eye and Kid Appeal; More Rides, Penny Arcade Will Be Added

(This is the second of a series of articles on outstanding Kiddielands.)

By Hank Hurley

ST. LOUIS, June 4.—No expense has been spared to make St. Louis' newest kiddieland eye-appealing. Already \$75,000 has been expended and another \$25,000 is ticketed, according to Dave Litvag, manager. Spot bowed May 7 at 7400 Page Street and business the first month has been steady. Litvag is confident once the weather warms business will spurt. (St. Louis had been plagued by cool days and chilly nights thru May 29.) Ride line-up includes a Miniature Train, National Amusement Device Company, Dayton, O.; two abreast Merry-Go-Round, Kiddie Auto and Kiddie Boat ride, all from Allan Herschell Company, North Tonawanda, N. Y., and eight ponies. An Airplane ride is expected shortly from Smith & Smith, Springfield, N. Y.

Also in use is a cartoon theater, a discarded streetcar, freshly painted inside and out, with regular streetcar seats, accommodating 60 persons. At one end is a large screen and at the other an Ampro projector, purchased from National Supply Company, St. Louis.

Locations on the three-acre spot have been set aside for a Roller Coaster and a Whip. Also to be added are a 72-foot quonset hut, part of which will be used for a tunnel for the Miniature Train and the rest for a storehouse and Penny Arcade.

Entrance Gaily Decorated

Located atop a small hill, the kiddieland has an easy-to-get to parking lot, accommodating 200 cars. Park entrance is gaily decorated on each side of the arch with two rubber moulded moving figures, purchased from Philadelphia Toboggan Company. Plenty of shrubbery adds beauty.

Three permanent buildings have been constructed. One houses the frozen custard, another the food and drink concessions and the third the rest rooms. The latter, an all-concrete affair, costing \$14,000, has all-tile rooms and also includes junior-size toilets. Cleanliness is the keynote. The concession building is fronted by a sidewalk cafe arrangement, complete with brightly painted tables and chairs.

At the rear of the park is a free playground, with four swings, a slide and two see-saws. Sand boxes will be added later.

All rides go for 9 cents or three for 25 cents. Theater admission is 9 cents. Adult prices for the theater and train are 15 cents. Spot is open weekdays from 5 to 10:30 p.m. Saturday, Sunday and holiday hours are 12:30 to 10:30 p.m.

Plenty of Lighting

Lighting is plentiful on rides and thruout the grounds. Three Downey light towers, ideally spotted, make the Kiddieland a regular daytime playground at night.

Litvag, in various phases of the moving picture industry the last 15 years, got the kiddieland urge during the summer of 1948. He interested his father-in-law, Soul Kopelowitz, and brother-in-law, Marvin Weitzman. By fall, all three were enthusiastic. December of last year found them at the outdoor convention in Chicago, purchasing rides.

Now, with the Page Street location

Olathe, Kan., Rodeo Registers Okay Biz

OLATHE, Kan., June 4.—The four-day rodeo here, May 27-30, sponsored by the Chamber of Commerce, did okay business. Show was rained out at Sunday (29) matinee but two shows were held Monday (30).

Hal Robinson was rodeo chairman, assisted by Howard McKee. Rodeo officials were E. C. and Ken Roberts, producers and directors; Bette Hazen, arena secretary; Jimmie Hazen, announcer; Millie Lingle, timer; Red Dougherty and Milt Moe, judges, and E. C. Roberts and Bud Welch, pick-up men.

Results:

Calf roping: J. R. Vaughn, first; Ray Kilgore, second; Charles Lawrence, third; Hal Churchill, fourth.

Saddle bronk riding: Bill Ward, first; Jack Bushbaum, second; Ken Roberts, third; Red Wilmer and Ladd Lewis, tied for fourth.

Steer wrestling: Floyd Lingle, first; Carlos Green, second; Melvin Dikeman, third; Hugh Posey Jr., fourth.

Brahma bull riding: Dick Griffith, first; Gerald Roberts, second; Red Wilmer, third; Jim Cross, fourth.

Bareback bronk riding: Joe Patterson, first; Harry Tompkins, second; Duncan Brown, Buck Rutherford, Red Wilmer, Jim Shoulders, tied for remaining positions.

2 Performers With Kindlan Rodeo Unit Suffer Injuries

HARRISBURG, Pa., June 4.—Richard Dyer, cowboy contestant with E. F. (Doc) Kindlan's Rodeo at Williams Grove Park and Speedway, suffered neck injuries when he was thrown from a bucking horse May 29 during a performance. He was removed to the Carlisle Hospital.

Kindlan's rodeo, featuring Ken Maynard and the Flying Excelos, aerialists, opened here May 27 for a four-day stand, with matinees Sunday (29) and Monday (30). General admission was 85 cents, and grandstand pews \$1.25, plus tax.

Sunday night, May 29, Raymond (Smokey) Hinkson, another performer, was kicked on the head by a bull at the Million Dollar Pier, Atlantic City, where the show was appearing. Hinkson was treated for cuts and abrasions at the Atlantic City Hospital.

in action only a month, Litvag and his in-laws plan to spread out. They have purchased a five-acre plot in another part of town and grading already has begun. Hopes are to have it in action within 60 days. The trio plans to spend \$125,000.

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NEW YORK, June 4.—Shorehaven, new \$3,000,000 beach club at the foot of Sound View Avenue, Long Island Sound, bowed May 28 with over 1,000 members attending dedication ceremonies and a two-hour outdoor show. Guest list was headed by Vincent R. Impellitteri, president, Board of Estimate, representing New York City. Entertainment was provided by Enoch Light and his band, Lenny Kent, emcee and comic, Al Flosso, Coney Island fakir, and Philip Foster, singer.

Constructed on 30 acres of Sound-front land, club boasts offices and dressing rooms in contemporary brick buildings, large outdoor dance floor, stream-lined elevated promenade and sundeck, 265x165 foot swim pool and elaborate refreshment, restaurant and picnic areas. Private busses are an added feature.

Mal Deitch is president, and Leo Rosen, general manager. Spencer Hare, Manhattan press agent, is public relations director. Hare claims resort can accommodate 28,000 people, but that only 10,000 memberships will be sold.

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Paper Covers. Good Quality Paper. Sample 20¢
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Bridgeport Frames Barnum Cele Plans; CFA-ers To Attend

BRIDGEPORT, Conn., June 4.—
This city is all set for the staging of
the biggest celebration in its history
—the P. T. Barnum Festival, June 10-
14. A committee of 100, headed by J.
William Hope, has arranged a well-
rounded program, including the ap-
pearance of the Ringling circus here
on the last two days.

The celebration will open with a
big clambake at Seaside Park, acre-
age for which was donated to the city
by Barnum. Other events include a
marathon from Barnum's birthplace in
Bethel, Conn., to Bridgeport; a
contest to pick a Jenny Lind from
among Connecticut contestants and
a big top costume ball featuring the
crowning of a king and queen.

Also scheduled are a marine pa-
rade and numerous block parties. A
pageant depicting Barnum's life will
be presented Sunday 12.

Choice Lot for R-B

The Big Show for the first time will
locate near Seaside Park in an ex-
clusive part of the city. The Seaview
Avenue lot has been used in the past.

Members of the Eastern section of
the Circus Fans Association of Amer-
ica, which comprises 13 States and the
District of Columbia, headed by
James L. Harshman, Eastern vice-
president of Hagerstown, Md., will
meet here thruout the celebration.
Their headquarters will be at the
Barnum Hotel.

Members of the committee on ar-
rangements, headed by William H.
Day, New London, Conn., are: Dr. J.
M. Ganey, New London; James B.
Hoye, Hartford, Conn.; Robert J.
Bertini, New Britain, Conn., and
Charles A. Davitt, Springfield, Mass.
W. L. (Bill) Montague, association
publicity director, also will be on
hand.

CFA members will participate in
a parade Saturday (11) and hold an
informal dinner between Big Show
performances at the Hotel Barnum
Monday (13).

W. F. Duggan Leaves Macon, Ga., Hospital

MACON, Ga., June 4.—W. F. Dug-
gan, owner, Pan American Animal
Exhibit, after several weeks in a
Macon Hospital, has been discharged
and is recuperating at Dempsey
Hotel here. During Duggan's illness,
his son, Dub, is in charge. Junior
May, head lecturer, also is boss can-
vasman, with Jim Stutz, general rep-
resentative, and James J. White con-
tractor and biller.

Show, which opened March 13 in
Chipley, Fla., is doing good business.
Eight-week tour of Alabama, re-
cently concluded, proved a winner,
with Andalusia, April 6-7, proving
the banner spot thus far.

Recent visitors included Larry
Moore and family, Major Arnold,
Hap Hazard, Shorty Fleming and
Rodeo Mike Burns.

Scott's Water Ski Troupe Pulls 5,000 at Shreveport

SHREVEPORT, La., June 4.—Guy
Scott's Water Ski Follies pulled an
estimated 5,000 in two performances
May 28-29 on Cross Lake here. Unit
was a feature of the Holiday in Dixie
festival.

In addition to Scott, troupe in-
cludes Jackie Ward, Margot Meyer,
Pat Patton, Bunny Scofield, Nancy
Burge, Marie Denham, Marie Buhler,
Tommy Nicholl, Pierre Vignes, Sonny
Goodwin and Dave Craig.

Silver City Org Bows

PALMYRA, Neb., June 4.—Silver
City Shows, a new unit of Strong's
Amusement Company, bows here
Thursday (9). T. H. Strong will be
in charge.

SRO Sign Sparks Vancouver Riot

VANCOUVER, B. C., June 4.—
Seven thousand fans who failed to
gain admission to the seven-day Mar-
pole Rotary Rodeo at Callister Park
staged a miniature riot at the gates
when they found the SRO sign was
up opening day, May 24.

Advance-sale tickets, purchased
from street vendors at \$1, were good
for rush seats which were jammed
two hours before show time. Many
purchasers had not read the small type
on the back of ducats which stated
that two such tickets were good for
one reserved seat obtainable in ad-
vance at a downtown ticket office.
Regular price for rush seats was \$1,
with reserved seats priced at \$2.
Park seats 9,000.

Rodeo, which offered \$7,800 in
purses, lured top U. S. and Canadian
cowpokes and played to capacity in
seven performances, one of which
was an extra Saturday matinee (28).

Acts booked in were the Western-
aires, Seattle troupe of 18 fem riders,
and Slim Pickens, rodeo clown.

Chipmans Catch 16 Carnies, 3 Circuses On Recent Vacation

CHICAGO, June 4.—Harry and
Marge Chipman, owners of Circus
Inn at Yakima, Wash., recently re-
turned to Yakima from a vacation
along the West Coast. In a letter to
The Billboard, they reported catching
16 carnivals, 3 circuses, 3 ice shows,
2 Wild Life shows and 2 fairs. They
also attended meetings of the Pacific
Coast Showmen's Association in Los
Angeles and Show Folks of America
in San Francisco.

Their letter follows:
"We enjoyed a visit with Clyde
Beatty, S. L. (Buster) Cronin, Frank
Lee and Dave Cavanagro, of Napa,
Calif., in Bakersfield, Calif.

"Harry's father, Bert J., who re-
sides in Hollywood, marked his 82d
birthday June 9 so we had an ad-
vance birthday party for him in the
Beverly Hills Cafe Italia. Mother
Chipman, the original Ma Belle and
former aerial star with many cir-
cuses, who will be 71 in September,
came back to Yakima with us for a
visit.

"The next gathering of CFA in
the Pacific Northwest will be in
Seattle June 25 when the Clyde
Beatty show plays there. Ted De

Decoration Day Biz Near '48 Tab In Detroit Area

(Continued from page 50)

Scooter building has been rebuilt and
the Funhouse converted into a walk-
thru.

The ballroom opened at the Beach
Friday (3) and will operate Fridays
thru Sundays. Additional nights may
be added if business warrants. Last
season the ballroom operated nightly
the first month.

Picnics Strong

Small church and Sunday school
picnics are strong this season at Jef-
ferson Beach. The Detroit Letter Car-
riers' Association picnic, expected to
draw around 20,000 persons, is sched-
uled Sunday (26).

New community public relations
policy was adopted this week by Jef-
ferson Beach officials with the mail-
ing of strip passes for all park at-
tractions to every home in St. Clair
Shores, site of the beach. Passes are
not restricted as to time. Policy will
be repeated twice more during the
season.

Bob Lo Reopens

The holiday week-end saw the re-
opening of Bob Lo, last of the major
parks in this area to bow. Spot is
under management of the Browning
Steamship Lines. Business was satis-
factory, according to W. B. Browning.

Plans for Tashmoo Park, former
major funspot on Harsen's Island
in the St. Clair River, remain uncer-
tain. Spot was taken over last year by
a group headed by Don Zimmer. Paul
Greeley, business manager for Zim-
mer, says the spot may be converted
into a trailer camp.

Wayne Tent of Tacoma is handling
arrangements. A banquet will be held
with the Beattys, Cronin, Mr. and
Mrs. Jimmy Albanese, Frank Walters
and Mr. and Mrs. Ted De Wayne
guests of honor.

"In Stockton, Calif., we visited
Ansil and Josephine Waltrip, who
were handling the promotion for
Polack Bros.' Western unit. Frank
Ketrow plans to bring his Wild
Animal Show to the West Coast soon.

"Circus Inn had the front cover of
National Restaurant News magazine
in May. T. Dwight Pepple, Polack
Bros. general agent, sent out clever
cards announcing the moving of the
Polack offices from the Ashland Block
in Chicago to 203 North Wabash."



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- Alamo Expo.: Canon City, Colo.; Pueblo 13-18. All-American Midway: Clinton, Mo. Alleghany Expo.: Johnstown, Pa.; Lewistown 13-18. American Beauty: Washington, Ia. American Eagle: Greenville, Ill.; Taylorville 13-18. American Expo.: Bridgeport, O. American Funland: Altus, Okla. American Midway: Frederick, Okla. American United: Missoula, Mont. A. M. P., No. 2: Powellton, W. Va. Anthracite: Pittston, Pa.; Scranton 13-18. Arena Am. Co.: Nanticoke, Pa.

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J., No. 1: Winnipeg, Man., Can.; Pilot Mound 15-18; Morden 17-18. Casey, E. J., No. 2: Winnipeg, Man., Can.; Gainsborough 13-14; Glenavon 16; Carlyle 17-18. Catlett Greater: Winnwood Beach, Kan. Cavalcade of Amusements: Peoria, Ill.; Cedar Rapids, Ia., 13-18. C. & B. Am. Co.: Ironton, Mo. Central States: Hastings, Neb.; South Sioux City 13-18. Cetlin & Wilson: Washington, Pa. Chano, Jimmie: Greenville, O. Cherokee Am. Co.: Sabetha, Kan.; Marysville 13-18. Clifford's United: Susanville, Calif., 7-12. Coleman Bros.: Westerly, R. I. Collins Bros. United: Lexington, Neb.; Alma 13-18. Collins, Wm. T.: Fargo, N. D.; Devils Lake 13-18. Columbia: Howland, Me.; Dexter 13-18. Community Fairs: South Gate, Calif., 8-12; Culver City 13-18. Continental: Plattsburg, N. Y.; Fort Edward 13-18. County Fair: Valentine, Neb. Crescent: Camrose, Alta., Can., 6-8; Wetaskiwin 9-11; Edmonton 13-18. Crescent Am. Co.: Fort Smith, Ark. Crystal Expo.: Rogersville, Tenn. Cumberland Valley: Cowan, Tenn. Curl, W. S.: Franklin, O.; Hamilton 13-18. De Luxe: East Hartford, Conn.; Wilbraham, Mass., 13-18. Del-Mar: Hermine, Pa. Denton, Johnny J.: Princeton, W. Va. Dick's Greater: (Junction Park) New Brighton, Pa. Dickson United: Spiro, Okla., 8-11. Dobson's United: South St. Paul, Minn., 10-16; St. Paul Park 17-19. Dodson's Imperial: Bloomington, Ill. Douglas Greater: Eugene, Ore. Down River Am. Co.: Tocumseh, Mich. Drago Am.: Union City, Ind. Drew, James H.: Nitro, W. Va. Dudley, D. S.: Hereford, Tex.; Lubbock 13-18. Dumont: Oil City, Pa. Dupree & Keeler United: Ordway, Colo. Dyer's Greater: Fredericktown, Mo.; Festus 13-18. Eddie's Expo.: California, Pa. Eddy Bros.: Louisville, Ky. Evans United: Excelsior Springs, Mo.; Plattsburg 13-18. Ferris, Carl D.: Newark, N. Y. Fidler's United: South Beloit, Ill. Fleming, Mad. Co.: Dalton, Ga. Florida Am. Co.: Marshall, Ill.; Jacksonville 13-18. Francis, John: Chicago Heights, Ill.; Gary, Ind., 13-18. Franklin Dan: Shamford, Tex. Garden State: West Chester, Pa.; Easton 13-18. Gem City: (16th St. & Kildare Ave.) Chicago, Ill., 7-16. Gentsch, J. A.: Crosscut, Ark. Georgia Am. Co.: Demorest, Ga. Gold Bond: Antigo, Wis. Golden Gate: Hodgenville, Ky.; Muldraugh 13-18. Golden Rule: Glendora, N. J. Gooding: Ypsilanti, Mich. Gooding Am. Co.: Weilsburg, W. Va. Gooding Greater: Mingo Junction, O. Graceland Greater: Mason City, Ill. Gra-Loy: Warsaw, Ind.; Columbia City 13-18. Granite State: Waterville, Me. Grants Rides & Am.: Perryopolis, Pa. Great Plains: St. Francis, Kan. Great Sutton: Franklin Park, Ill. Greater Rainbow: Wymore, Neb.; Byron 13-15; Utica 17-19. Groves Greater: Alexandria, La. Gulf Coast: Marshall, Mo. Hagensick Rides: Grove, Okla. Hale's: Clarinda, Ia. Hannum, Morris: Coplay, Pa. Happy Attrs.: Mentor, O.; Greenville, Pa., 13-18. Happy Holiday: (Front & Main Sts.) Toledo, O.; Willard 13-18. Happyland: Battle Creek, Mich.; Benton Harbor 13-18. Harry's Greater: Keystone, W. Va.; Gilbert 13-18. 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B.: Bushnell, Ill. Lane, Sammy: New London, Mo.; St. James 13-18. Lawrence Greater: Lansing, Mich. Lee United: Bay City, Mich. Lewis, Ted: Lebanon, Pa. Lone Star: Louisville, Ky. Lone Star Am.: Springer, N. M.; Raton 14-18. Magic Empire: Huntington, Ind.; Van Wert, O., 13-18. Maine Am.: Caribou, Me. Manning, Ross: Fairfield, Conn. Marion Greater: Newland, S. C.; Spruce Pine, N. C., 13-18. Marks, John H.: East Liverpool, O. McKee, John: Princeton, Ind. Meeker: Spokane, Wash. Merriam's Midway: Manila, Ia., 6-8; Panama 3-11; Kanawha 14-15; Radcliffe 17-18. Merry Midway: Millersburg, Ind.; North Webster 14-18. Merryland: Nashville, Mich. Midway Expo.: Sidney, Neb.; No. Platte 13-18. Midwest: Rigny, Idaho. Midwestern Expo.: Villisca, Ia.; Little Rock 13-18. Mighty Hoosier State: Lawrenceburg, Ind. Mighty Pace: Hazard, Ky. Model: Oskaloosa, Ia. Modernistic: Exmore, Va. Moore's Modern: Fort Scott, Kan. Mound City: Bonne Terre, Mo. Mound City: Sparta, Ill.; Roodhouse 13-18. 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Rain and Graduation Stymie Kelly-Morris in Warsaw, Ill.

WARSAW, Ill., June 4.—Rain and a high school commencement hurt the Kelly-Morris Circus here May 28, org getting a half-house matinee and three-quarters at night. Org failed to show in Abingdon, Ill., being skedded there May 24.

J. B. White Selling Out

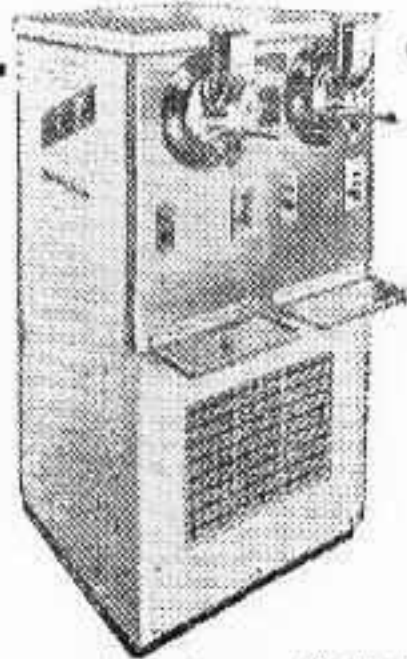
SCHENECTADY, N. Y., June 4.—J. B. White, owner of 15-acre White Beach, 10 miles from here, has put the funspot up for sale, due to the pressure of other business. If a sale isn't consummated by June 14, a public auction will be held, White says

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DEPT. F-11-1-N
SEATTLE 99, WASH.

**Holiday Park Biz
Takes a Brodie**

(Continued from page 50)
per cent, despite ideal weather. Spot used fireworks, supplied by Arrowhead Fireworks Company, Minneapolis, Sunday and Monday. Ballroom business was down compared to a year ago, Colihan said, altho the drop wasn't as much as in the park.

Chicago's Riverview was way off. Monday's turnstile count, 41,000, compared to 51,000 a year ago. Weather was off Saturday and Sunday but ideal Monday. Spending at Riverview, George A. Schmidt, general manager, said, has been unsteady since park opened.

Weather Hurts Cincy Coney
Ed Schott, head man at Coney Island, Cincinnati, reported a three-day attendance of 42,029. Weather was Coney's big enemy, Saturday and Sunday being unseasonably cold, and Monday only slightly better. Sunday was the best of the three days, from attendance standpoint, with 18,875 being clocked. Monday's attendance was 15,831. Coney Island used the Four Carrolls, aerial act, as a free attraction. Next free attraction is Peaches Sky Revue, opening Friday (17) for two weeks. The three-day holiday business was off 12-per cent, Schott reported, while ballroom business was 18 per cent down. Clyde Trask's ork was the ballroom feature over the holiday period. Larry Clinton's band moved in Friday (3).

Forest Park Highlands, St. Louis, according to A. W. Ketchum, was down 6 per cent attendance-wise and 10-per cent on gross. Ballroom biz was "slightly off."
John L. Coleman, Riverside, Indianapolis, said his spot received its first good weather Saturday and Sunday since opening. Monday's biz was about even with last year, altho for the three-day period it was down. "Decoration Day business at Riverside never is terrific, because of the Indianapolis Speed Classic; everybody in town goes to the race that day," Coleman said.

Washington Park Off 15%
In Michigan City, Ind., Harold Barr said Washington Park enjoyed great weather the three days but business was down 15 per cent. Ballroom attendance was "way off" this year for no apparent reason. "We had the same orchestra we had a year ago (Mickey Isley) and charged the same admission but just didn't draw," he declared.

State Fair Park, Milwaukee, reported holding its own with last year's holiday business. Spot had its best weather in two weeks.

In the West and South, the stories varied. John Gurtler, Elitch Gardens, Denver, reported an increase this year. Saturday showed a slight increase, with Sunday topping last year by a big margin. This is accounted for, he said, because weather was ideal, while a year ago it rained. Monday showed a slight increase. Ballroom business was up slightly, with Barkley Allen's ork featured. Orrin Tucker opened Friday night (3).

Salt Lake City's various funspots

**Fire Damages Liseberg,
Swedish Amusement Spot**
GOTHENBURG, June 4.—Liseberg, Sweden's popular amusement park, recently was hit by fire which damaged some rides and minor structures but was brought under control by the Gothenburg fire department before it spread to the main section of the park.

Season is in full swing, with Liseberg presenting its usual outdoor circus-vaudeville shows, with a good line-up of acts, including the Three Ciganos, perch, and the Tovarich Troupe acrobats.

SESQUI PLANS DIM

(Continued from page 50)
months ago, it failed to provide any appropriation for the fair.

If the Senate goes along with the recommendation of the appropriations group, then the question of funds for the celebration will be settled in a joint House-Senate conference which will be called to iron out the difference in the two versions of the bill.

The Sesquicentennial Committee had planned to put on a fair lasting some six months. It was contemplated that most of the \$3,000,000 requested would be used to erect fair buildings in the vicinity of Washington Monument.

were hit by bad weather, but business was average. Most of the Salt Lake locations bowed for the season during the holiday week-end.

Lloyd Vogel, Natatorium Park, Spokane, said business for the season is up 10-per cent. Spot operated only week-ends from Easter to the Memorial Day week-end when it started daily operation.

Rain and cold weather raised havoc with biz at Fairgrounds Park, Memphis, where business was way off from '48. J. L. Penick, manager, estimated only 18,000 persons were on the grounds during the three days.

W. T. Fay, manager of Oxford Lake Park, Anniston, Ala., reported business off at his spot, while Jacksonville Beach (Fla.) Park reported a slight increase.

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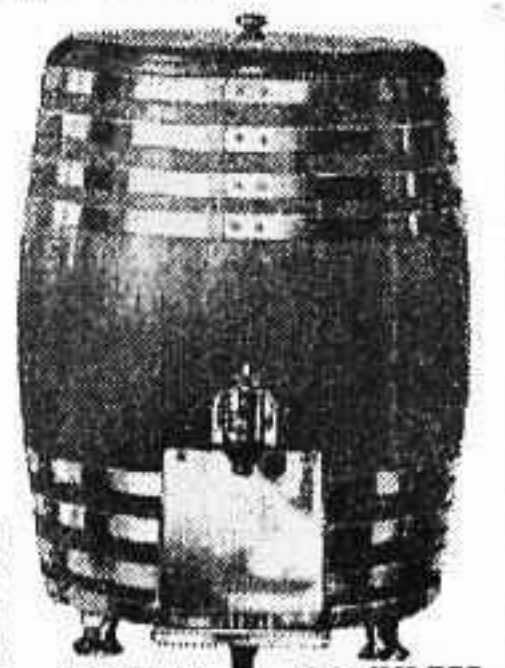
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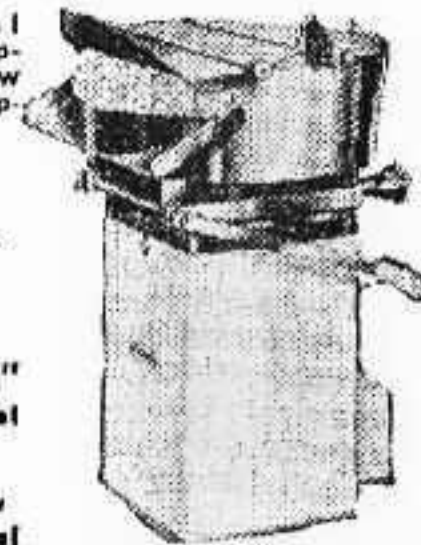
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Batt Learned To Be Air Exec At Early Age, Thanks to Dad

(Continued from page 51)

such nonsense in the elder Batt's plans for his sons; the ice business to him spelled the future.

Harry worked at various jobs for his father during the school years. Following graduation from high school, Harry's father insisted he enroll in business college. Finished with school, Harry devoted his full time to the ice business, but the love for show business, in one form or another, burned in his soul.

Dad's Advice Pays

Able tutored by his father, Batt learned at an early age that it was possible, thru hard work, to attain any goal. Taught to be saving and to invest in worthwhile things, Harry "planted" his savings.

It's quite likely, Harry recalls, that his dad had an assist from Dan Cupid in helping teach his son to be saving and a shrewd investor, because, at the age of 18, Harry met Marguerite Spraul at a neighborhood party. "We hit it off from the start and I was determined to make her my wife," Harry recalls.

Whether it took him three years to get up courage to ask Marguerite or whether he figured another three years would improve his financial condition even more, Harry doesn't say. However, on September 2, 1924, when Harry was 21, they were married. To this union were born Harry Jr. and John.

Opportunity Knocks

Four years after his marriage, Harry's opportunity to get into show business arrived. At that time, he induced his father and brother to in-

vest in an amusement company that owned rides at old Pontchartrain Beach. That was in 1928 and Harry now admits, "None of us knew a thing about the ride business but we were willing to learn the hard way."

As if the Batts weren't having enough trouble with their entertainment biz, along came the depression. But the senior Batt's determination plus some added cash helped them survive. In 1930, Harry was named general manager of all rides owned by the concern and in 1934 the Batts took over the entire holdings, with Harry becoming general manager of the properties, including catering, rides, etc. His father retired more or less from active participation, but Richard continued in an executive spot.

It was a case of learn fast or sink, Harry says. To help himself learn faster, Harry hied himself to the Chicago World's Fair—A Century of Progress—in 1933. He saw and learned a lot and the following year took Frank Kramer, his ride superintendent, who still is with the Batt organization, his brother and also his concession manager, to fair's second run.

"It was a good investment, spending money on those two trips," Harry reflects. "Since that time I have continued that plan and I visit as many parks and fairs thruout the country as is possible. Like any other business, you can always learn something from somebody else."

Early Going Tough

Thru 1935, going at Pontchartrain was tough. By 1936, however, things looked up. Since then, under Harry's guidance, Pontchartrain has grown by leaps and bounds. The records show, for instance, that Pontchartrain's payroll has increased from \$1,800 per week to \$13,000 for its now more than 300 employees.

In 1939, location of Pontchartrain Beach was changed by the city, with Harry signing a 20-year lease for the midway holdings. The city spent \$1,500,000 fixing the beach itself and Batt spent \$500,000 on the park. It was at this time that a new corporation known as Playland Amusement Corporation was formed. Batt was elected president-general manager and his brother secretary-treasurer.

Planning and building for a better Pontchartrain still is uppermost in Harry's mind. Each year sees something new added. This year, for example, Batt took over management of the beach and already has made his presence felt in that operation.

Trains Sons

Both Harry Jr. and John are ticketed for Pontchartrain. Harry Jr., graduated by Tulane University, is taking post-graduate work in designing in Chicago to fit him for his duties at Pontchartrain. John is a student at Tulane.

While the boys have been brought up in the park business, they haven't worked the midway a great deal and they won't, according to their dad. "I never cooked a hot dog or fried a hamburger in my life," Harry says, "but I did learn the purchasing game, a bit about ride construction, a lot about promotion. My plans for the boys are the same."

Harry has had little chance to develop any hobbies. He maintains his chief hobby is outdoor show business in general and park and beach business in particular. Altho he likes to

Olympic Holiday Biz OK Despite Weather

IRVINGTON, N. J., June 4.—While attendance at Olympic Park broke no records over the Decoration Day week-end, the park drew a good turnout Monday (30). Chilly winds Saturday (28) and Sunday (29) affected the gate, but a substantial rise in temperature Monday (30) afternoon brought out a good crowd for the free circus, band concerts and the special display of fireworks which wound up the three-day holiday.

Henry A. Guenther Sr., owner-manager of the park, is throwing a big birthday party Tuesday (7) for patrons of the park in celebration of his 33d year as head of Irvington's big funspot. Highlight of the fiesta will be an open-air kaffee-klatch, with the first 5,000 patrons presenting their admission stubs getting coffee and cake on the house.

Olympic Park started more than 50 years ago as a beer garden-picnic grove. Guenther took over in 1916 and developed an amusement park which has all the fun devices of the current epoch but still retains many of the pleasant features of the old-time suds garden. Guenther, rated as the dean of the amusement park industry in America, is aided by his sons, Robert and Henry Jr.

GARDENA, Calif., June 4.—J. C. Agajanian has resigned as managing director of Carrell Speedway here due to a policy disagreement. Races will continue to be staged by Emmet J. Malloy. In addition to auto races the track recently started weekly motorcycle races.

swim and has a beautiful beach at his disposal, he does little, if any, during the season. "Only time I get to really swim is when we vacation in Florida in the winter," Batt says.

Prominent in all civic activities in New Orleans, Batt's pet projects are those having to do with youngsters. He believes every park operator should take an active part in such activity. Batt was one of the organizers of the New Orleans Junior Sports group and helped frame the program which now is considered one of the best in the nation. He is a heavy donor to all civic projects, especially those aimed at youth.

Altho it is impossible for him to be active in all the organizations to which he belongs, Batt keeps a hand in most. He holds memberships in the Association of Commerce, Lions, New Orleans Athletic Club, Optimists Club, Executives Club, a charter member of the International House, member of the Royal Order of Jes-ters, is a noble of the Mystic Shrine, member of the advisory board of the City Recreation Commission, appointed by the mayor, and the National Foundation of Infantile Paralysis.

In 1944 and 1945, Batt headed the polio drive fund in New Orleans, raising the largest amounts ever collected in that city for that purpose.

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Cole Scores Okay Biz on Pennsy Trek

Cold Hurts Harrisburg

SUNBURY, Pa., June 4. — Cole Bros.' fast-moving trek thru Pennsylvania has paid off with good crowds at most spots. This town contributed a full house for the matinee and better than three-quarters at night. Residents were made fully aware of the show's presence when the local authorities allowed the steam calliope to parade on city streets, despite an ordinance forbidding it.

Beating the Ringling show to Harrisburg by eight days, Cole played to turnaway biz Decoration Day (30) for the matinee, but flopped to an estimated 2,000 at the night show as the mercury plunged to an unseasonal low in the 40's.

Meantime, Big Bertha pooh-poohed the "war" with Cole. Gardner Wilson, of the R-B press section, was given a by-line story in *The Harrisburg Evening News* to reply to a by-lined yarn by F. Beverly Kelly, Cole press chief.

R-B Competish

Wilson started out thus: "Circus war. Haw!" Then he said the Big Show "isn't paying any attention to such trifles." But immediately after Cole pulled up stakes Big Bertha ads in local newspapers stopped. They had been running parallel to Cole's and were usually much larger. R-B "wait" paper cluttered the city and radio spot announcements urged listeners to "wait until a real circus comes to town."

At New Castle, Pa., May 27, Cole played to a light matinee crowd, but overflow at night. The small matinee was attributed both to rain and to the late arrival of the show train from Wheeling, W. Va., which held the first performance up until 4:15 p.m. The night crowd was said to be the largest to attend a circus in 20 years.

Hamid-Morton Skeds Hartf'd, Conn., Date

HARTFORD, Conn., June 4.—The Hamid-Morton Circus is set to play here at the outdoor stadium, June 20-26, under local auspices, for the benefit of the Catholic Youth Organization and Boys' Brigade of St. Anthony's Church.

In addition to the regular line-up of acts, several high acts are being inked in for this open-air date by Herman Blumenfeld of the Hamid office. Lee Barton Evans is acting as general manager for the local committee, headed by Michael Miano, and Pete Berenati is handling publicity.

Hartford has had little circus fare since the fire of 1944, but newspapers and public appear co-operative.

Circus Clown Club

LOS ANGELES, June 4.—New members in the English division are Albert Patrick McCarthy, Jim Zola, Butch Reynolds, Tiny Tovy, R. A. L. Adams, Keith Peters, Bernard Hastings, Nicolai Poliskoff, Charles Bale, Carl Kasan, Al Sinclair, James Freeman and Rudolph Gerbola. New members of the American division include H. Blondie Force, Hollywood; Bernie Dunn and Ardella Hunt, Los Angeles; Arthur Quinby, Suncook, N. H.; George Dunne, Ocean Park, Calif.; Willard T. Northrop, New York, and Erskin C. Yor.

Letters were received from Stan Butt, Phil Kallail and Dyer Reynolds.—MARGE V. KELLY.

Capt. Louis Roth Honored by Fans At Yakima, Wash.

YAKIMA, Wash., June 4.—Capt. Louis Roth, wild animal trainer for half a century who retired because of poor health, was honored by circus fans at a celebration in his ranch home near here.

Roth's steel arena, which he has used thru the years, was erected on the "lot" near his home and ceremonies were held there. Louis Goebels, Thousand Oaks, Calif., who flew to Yakima for the event, presented Roth with a 50th anniversary medal and Roth, in turn, presented his working tools to his protege, Judy Allen. Fox Movietone News cameramen and those from *Life* magazine and newspapers in and around Yakima were on hand.

With representatives from many CFA tents in the Pacific Northwest present, the Capt. Louis Roth Tent, No. 55, of Yakima, was formed.

Members and guests attended a circus barbecue on the "lot" at noon and a banquet at night in the Menagerie Room of Circus Inn, owned by Harry and Marge Chipman. Captain and Mrs. Roth were guests of honor at both events.

Mills Registers In Illinois Spots

TUSCOLA, Ill., June 4. — Sponsored by the Rotary and Optimists clubs, Mills Bros. registered a full night house here May 31, after a light matinee. Day before in Charleston, Ill., org scored with two full ones.

Two of three Indiana spots proved okay. Crawfordsville, May 28, proved a blooper, org getting less than half houses at both shows. Org day and dated the Rogers carnival in Crawfordsville and also had competition from the 75th annual high school alumni banquet and dance. Elwood, Ind., May 27, sponsored by the Junior Chamber of Commerce, gave with a full one at night, after a light matinee. Kokomo, Ind., May 25, accounted for a strong matinee and capacity night.

Beatty Continues To Click on Coast

NAPA, Calif., June 4.—The Clyde Beatty org continues to pull heavily, with capacity houses here May 25, for both matinee and night. Woodland and Roseville were good on successive days. The show made its first out-of-State jump in the 1949 season to Nevada, playing two days at Reno (May 28-29) to good houses.

The Marysville and Chico dates (May 31-June 1) were good. Tie-in with schools has kept all matinees better than average.

Rogers Bros., First In, Scores at Danville, Va.

DANVILLE, Va., June 4.—Rogers Bros.' Circus, first to play here this year, scored with two strong houses. Org was on the same lot as the 4-H Club show. Opening was timed to let 4-H-ers catch the show.

Leaksville, N. C., May 26, gave with strong matinee and night houses.

Dailey Prince Albert Date Okayed; King Turned Down

PRINCE ALBERT, Sask., June 4.—City council okayed the application of Dailey Bros.' Circus here July 12 but nixed King Bros. request for June 22.

Dailey's agreed to pay the \$400 license fee plus a \$50 lot deposit guarantee. The King org asked for a reduction in license fee.

1-Day Stands Give Ringling Lucrative Biz

5:15 Wilmington Matinee

WILMINGTON, Del., June 4.—Ringling Bros. first one-day stands have been paying off with big crowds. The show moved into Williamsport, Pa., Decoration Day (30) for matinee and night play after a lucrative week under canvas in Philadelphia.

Pittston, Pa., located half way between Scranton and Wilkes-Barre, contributed two hefty houses. Easton, Pa., with only a few miles separating it and Bethlehem and Allentown, was also good for hefty houses Wednesday (1).

The Big Show was really late here this year. It was nearly 5:15 p.m. when the matinee got under way before a crowd of 7,500, reduced because of the late hour. Those who stayed viewed a 2½-hour show, with the routines of some acts trimmed considerably.

Numerous Delays

Circus official said that the show train, en route here from Easton, via the Pennsylvania Railroad, encountered lengthy delays at Trenton, West Philadelphia and Edge Moor, near Wilmington.

However, Roland Butler, circus press chief, pointed out that three hours after the center poles of the big top were up, the matinee was under way. The mobile grandstands, introduced last year for the first time, and the blues, this season also mounted on wagons, considerably aided the rapid erection of the big top.

The reason for the delay of the circus train could not be ascertained, but a number of the Pennsy's crack passenger trains passed the show train as it waited on sidings.

A capacity crowd attended the night performance here.

Local Event Gives Biller Competish in Framingham, Mass.

FRAMINGHAM, Mass., June 4.—Biller Bros.' Circus squeezed in between rains here Thursday (2) but the weather threat, plus competition from a local carnival, proved too tough and the show did only fair business. Matinee was light, with night show three-quarters.

In Taunton, Mass., Decoration Day, org was plagued by cold. Matinee was near capacity but night house small. Some performers worked with coats at night. Middletown, Conn., May 28, gave good business, matinee being full and night house near capacity. Marion Knowlton, who works the Biller elephants, is a Middletown resident and was given a big hand.

Cold weather cut attendance in Bristol, Conn., May 27, matinee being light and night house three-quarters.

Corpus Christi, Tex., Big for Polack Org

CORPUS CHRISTI, Tex., June 4.—Polack Bros.' Eastern Unit tallied a red one here on a four-day stand, May 30-June 2. First two days registered 6,300 payers.

Mr. and Mrs. Henry Barrett and Art Barrett promoted the date. They moved from here to Eau Claire, Wis., thence to Austin, Minn.

Clown Ed Raymond was kept busy with radio interviews here. Bob Jackson, editor of *The Caller and Times*, and Kay Bynum, feature writer for the same paper, gave the show plenty of space.

Dailey Org Outbids Robbins To Pact Fredericton, N. B.

FREDERICTON, N. B., June 4.—Dailey Bros.' Circus got the nod for this date in competition with Robbins Bros.' Circus and will show here August 19. The competition had all the aspects of an auction and reflected the opposition between the two orgs for the Eastern Canadian loop.

Some weeks ago the city council decided to grant one license for 1949. At the same time Robbins Bros., thru Charles Underwood, opened negotiations with the Fredericton branch of the Canadian Legion for a sponsored date in June. Also Dailey Bros. made an overture direct to city hall.

The council granted a license to the Legion. Presuming that the Legion would contract Robbins, the council directed the city clerk to nix the Dailey request.

Agent Bennie Fowler arrived in town to revive Dailey chances while Underwood continued to front for Robbins. Russ Lambert, chairman of the Legion committee, became key man and at the ensuing meeting rival agents took their best hold and bid their highest.

The situation holds at least two firsts. This season marks the first Canadian tour for Dailey, a rail org, while Robbins will be the first motorized show to undertake an extensive tour of the Canadian provinces.

Michigan Tour Big for Dailey

OWOSSO, Mich., June 4.—Three of four stands in Michigan proved big for Dailey Bros.' Circus, with Flint the poorest.

Show, getting ideal weather here, chalked up two full ones May 27 and the previous day at Bay City it was an overflow matinee and capacity night.

Business at Flint, May 28, was light, matinee being strong but night crowd light. At Alma, May 25, show registered capacity in the afternoon and near capacity at night.

Dailey officials reported business to date ahead of last year. Org moved into Canada May 31, first stand being Sarnia, Ont.

Pay Methods Rule Dutch Act Imports

BONN, Germany, June 4.—Karl Strassburger, Holland's top-ranking circus operator, last week spent two days with Emil Wacker, owner Circus Apollo, endeavoring to arrange a deal whereby trained animal acts from Wacker's circus can be used by Strassburger for his winter stands at Circus Carre, Amsterdam, and the big Cirque Royal, Brussels, Belgium.

While Wacker and Strassburger agreed on terms, completion of the deal rests on their ability to arrange methods of payment. Efforts are being made to obtain permission for payment from the American-controlled Joint Export and Import Agency of the Allied Military Government. If that falls thru, it is probable that the deal will be swung by bringing in Dutch circus acts from Holland.

Circus Strassburger made use of animal acts of the Swiss Circus Knie Bros. last winter but the current European exchange situation makes this arrangement complicated. Then, too, acts that have not been seen in Holland are preferred. Circus Apollo, in here since Thursday (2), opens at Gummersbach June 7.

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Springfield, June 7; Clinton, 8; Pontiac, 9; Ottawa, 10; Princeton, 11; Galesburg, 13; Monmouth, 14; all Illinois.

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Dressing Room Gossip**Ringling-Baruum**

Annual party given by Palumbo at his club in Philly was, as always, a huge success.

Sunday off in Williamsport was enjoyed by all. A large group spent the day and evening at the Elks Club, where Merle Evans and the band were guests of the Repasz band. Some of the folks caught the midnight movie.

Justino Loyal's soccer team played its first game in Philly and lost. Team includes so many members of the new foreign acts Justino needs an interpreter for calling plays.

Lorraine Russo celebrated her birthday. Charlotte Bell returned to the show as Mrs. Freddie Canestrelli after her trip to King Bros.' Circus. Congratulations! Minnie Alzana returned from England and is working in the high wire act. Jeannie Sleeter was out for a few days with a knee injury.

The front of the Side Show is the strongest ever. Red White and his crew work hard to keep it hot. The midway, with the candy stands in their new colors, green and yellow, and the ticket wagons, with life-size cut-outs of our clowns on top, are eye-catchers.

Visitors: Rose Wentworth, Landrus, Maxie and Jane Tubis, Herbie and Chalisa Weber, Dolores Murphy's mother, Joey and Sylvia Bishop, Joe Lynch, Dick Scatterday, Billy Brennan, Zig Zeno and Clem Hartman.

Back yard scenes: Ernie Burch pulling the prize boner of the season at the Elks party in Williamsport when he closed his speech with "Thank you, Eagles." Saluto wowed 'em at the same party with his act. Spec trampoline float getting a big play each day between shows, with Willie Krause and Willie Robins giving a few pointers. Homer Goddard is our man in the moon with his spot in spec. Don Orlando does a good job singing for spec, menage and finale. Kathy Kramer happy over winning the angora sweater raffled by the Saro-Circo Club. Dolores Murphy rehearsing her bathing beauty routine to replace FiFi Dante. Girls' baseball team planning its first practice.—MARY JANE MILLER.

Mills Bros.

We found the worst lot of the season in South Whitley, Ind. The trailers were a sleeper jump to the back yard.

Employees of the Whitley Coach Company were show guests in the afternoon. Jack Knight, Dailey Bros. visited in Adrian, Mich. We returned the visit when we played Jackson and Dailey played Battle Creek.

Donna Hancock has recovered from a torn muscle. Sammy and Donna Burnestine are parents of a daughter. Chuck Elliot nearly ruined the clown band recently with a minus low note. Johnstown Black, formerly on the Dobson Show, joined the big top gang. George and Merle Cook, of the Funny Austin, sported the first straw hats of the season.—JACK LA PEARL.

Cole Bros.

An early arrival in Harrisburg, Pa., allowed personnel time to see movies, shop and rest.

In a recent "Who's the best looking, Burt Lancaster or Ray Huddick?" poll, Huddick won by two votes. Lou Childers cut her hair in bangs and everyone is following suit.

Margo, billed as Miss Pepsi-Cola of 1949, is traveling with the show as a good will ambassador for the company. Johnnie Burnside has his annual case of poison ivy, a sure sign of summer. Betty Patterson is always munching fudge-nut candy.

Mrs. Katie Lucky and Zahra Kader were on the sick list. Paul Nelson spends most of his time chasing the new colt. Eddie Dullum celebrated (See Cole Bros. on page 95)

Dales

Weather is building the sick list. Iaro Hoffman and Michele Dales were down with measles. Shirley Vining is recuperating after a tonsillectomy in Stroudsburg, Pa., and Cotton Gresham is under treatment in Stroudsburg's Rosenkranz Hospital. Eugene Hoffman is under doctor's care.

Norma Dales and her son, Michael, returned from a visit to Baltimore, and Jean Dillon is back from a visit to her home in Elmira, N. Y. Joe Hodges made a trip to New York from Honesdale, Pa. Red and Marie Simpson went to a rodeo in Livingston Hall, N. Y.

Steve Crowe has been doing a good job of street advertising with his amplifying unit. Jimmy Hurr, band leader, has been climbing mountains all week and wonders why people pay money to go to the mountains.

Visitors: Johnny Dales, younger brother of Owner M. J. (Mickey) Dales; C. B. Kistler and Bob Good, CFA; L. B. Search and E. D. Bishop.—DRA MAE KERLEY.

Clyde Beatty

We again are in California. In Reno, many visited the emporiums. Few, if any, of those silver dollars were won.

Napa, Calif., was the scene of the best party of the season when Dave Cavagnaro, Dr. Murray and Clyde Brown were hosts at a buffet lunch in Dave's Place. Guests included the Medinis, the Thommens, A. W. and Dorothy Kennard, Mr. and Mrs. Albanese, Bill Lewis, Shrey and Ria Etheridge, Barbara Weir, Frank Walters, Red Ball, the DeWayne Troupe, Buddy LaForm, Vic Robbins and his band, Johnny and Milongra Cline, Ralph, Louie and Elinore Velarde, Bill Petty, Lou Walton, Mark Anthony, Bobby Kay, Abe Goldstein, Bill Montgomery, Sancho Marales, Red and Anne Larkins, Don and Hope McClennon, Harold and Skeeter Farran, Ed Grady, Jimmy McGee, Dave Murphy and Rusty Hendriks.

The menagerie has been enlarged by the addition of an albino fawn, and Eddie Mason announced the ring stock has an unusual addition in a (See Clyde Beatty on page 95)

Polack Bros.' Western

Mrs. Ross Paul, wife of our assistant manager, suffered a broken kneecap.

Betty Bell and Josephine Berosini have come up with some new wardrobe creations. When it comes to making street clothes, Naida Roberta is tops. Mamie Ward, mother of Harold and Eddie, makes sports coats for the gang.

Mr. and Mrs. Barton and the Freemans made so many visits to Chinatown with Chai and Somay, Chinese equilibrists, they became experts in the use of chopsticks. Darby Hicks is a new member of George Page's concession department.

The trailers were a sleeper jump from the building in Stockton. Everyone talking about Bucl Waltrip's spread of 70 banners in Stockton. (See Polack Western on page 95)

Al G. Kelly-Miller Bros.

Carl Wyche, boss canvasman, and his crew have everything up and ready in plenty of time. Frank Francois, cookhouse, has the flag up on time three times a day. Mel Lewis jams 'em in the Side Show.

Tony Guiterrez and Mike Galagher, both 5, are in trampoline. Bobby Jay Miller, 2 1/2, rides a pony in spec. The Guiterrez sisters, Mary Thorn and Lucille Orago, are making new wardrobe. Evelina Rossi, in her sixth year on the show, is doing a single trap. Doris and Isla Miller, Lorenzo and Irish head the elephant act.—MAURICE MARMOLEJO.

Polack Bros. Eastern

Galveston, Tex., gave us plenty of sunshine and a swell beach.

Little Christy Charlton escaped injury when a section of the ceiling fell while her father was hanging the sway pole. The ladder section of the rigging and the edge of the balcony caught the falling ceiling an inch or so from the child's head.

The ladies vie with the men for gin rummy honors. Last big game included Frieda Wiswell, Mrs. Randow Sr., Mary Castle, Shirley Charlton, Betty Brasno and Rosie Harrison.

Pat Parrish left the flying act. Claire Levine replaced her.

The Polack Baseball Maniacs played a semi-pro Waco, Tex., and were defeated, 6 to 3. Bill Green, publicity man, arranged the game. The team was made up of Ray Charlton, Al Hyman, Terry Peers, Gene Randow, Dwight Moore, Walter Long, Bob Porter, Frank Hogan, and Delbosq's groom, Eddie. Ernie Wiswell took movies.

Meetings are planned for the International Order of Restaurant Cranks, Heelers and Free Rollers. Nomina— (See Polack Eastern on page 95)

Stevens Bros.

The first serious accident occurred in Phillipsburg, Kan. The big top was still in the air when a storm hit during tear-down. Two workmen were sent to the hospital with injuries, but none of the patrons were hurt.

Ricardo Sanchez has done a good job of training the young camel, Hugo, which works the center ring. Carl Stone, Side Show manager, says in traveling it's not the mileage that costs. Rather it's the amount of tires used on each jump.

The Three De Kohls get plenty of applause with their balancing number. Oklahoma Shorty and Beulah have their pit show open twice daily as well as doing the concert. Wandering Rags, sailmaker, did a wonderful job on repairing the big top after the storm.

Ray Headley, electrician, added two more beacons to the midway. Side Show has added three lions, four (See Stevens Bros. on page 95)

Ameri-Congo

Cleveland, Ga., gave the show its biggest single day's gross. General Agent Charles Bartlett visited in Cleveland. William (Wingy) Sanders entertained at a chicken dinner in Dawsonville, Ga.

Leo Cozzazoo continues to pack them with his Monkey Circus. He added another middle piece to his tent. Jack and Helen Winslow had their top day of the season in Dahlonaga, Ga.

Robert Edwards left for home. Otis Abernathy replaced him. Lee and Franklin look good in their new outfits.

Lester Rhoe loads the trucks in record time. He has taken on the added duties of assistant electrician. Daily classes are held for lecturers learning tricks of magic.

Mrs. Howard Ingram, wife of the owner, is having the Sarasota winter quarters landscaped. The writer is taking lessons in handling animals but continues selling tickets and handling press and radio.—M. BAILEY.

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Dailey Bros.

Jimmy Van and Tiger Bill get laughs in the Brahma bull act. Rebecca Ramos, balancing trapeze, lends beauty to the program. Mitzi Fein is sporting several new sequined costumes in her trap act. Skippy Engesser is doing a good job on the ladies' wardrobe.

Murray Fein is one of our fastest gilly drivers. The animal acts have been having a bad time on the rough lots. Joe Horwath works the untamable lion on the Side Show in addition to his big show act.

Louis Grabs, calliope, joined Hank Werner's band. Dutch Warner, back after a year's absence, took over the 10-horse hitch. Velma Meyers, after a three-year absence, rejoined. Donny Hammell and Charles Sikes joined for the Canada tour.

Visitors: Gene Autry, Kenneth Waite, Mr. and Mrs. Carl Romig, Dr. and Mrs. George A. Brown, Ellie Schroeder, Mr. and Mrs. Slayman Ali, Mr. and Mrs. John Goff and family, Mrs. R. J. Phillips, Mr. Piccard, Viola Barnett, Alton Smith, Mr. and Mrs. Conn, Mr. and Mrs. Sikes, Mr. and Mrs. Lee Silloway, Theodore Pawlett, Mr. and Mrs. Denny Dennison and Mr. and Mrs. Nate Leon.—HAZEL KING.

Robbins Bros.

Most of the folks visited Niagara Falls and other points before we crossed into Canada.

The Nickling brothers are teaching several prospective trampoline artists. Daily riding and acrobatic practice sessions are the rule for the Conleys. Brownie Silverlake and Fred Conley are kept busy repairing the Conley family's bus. Jimmie Silverlake, 5, never misses a clown number. Bill Woodcock and Bill Francis have three elephant numbers that are tops. Buck Woodcock and Robert Orton joined.

In Geneva, N. Y., we showed without a top. The Juggling Clarks and Ratleys fared well in the high wind. Entire performance was given by moonlight.

Gladys Gillem added a bear to her lion act. Nick Bengor and his prop crew do a great job handling the show's props. Billy Styles is now the Side Show manager. The girls in Bass Jubilee Minstrels are sporting new white costumes. Francis Doran really makes openings that turn the crowds.

The Nicklings drove home to Hamilton each day. Steve's daughter spent the week on the show. Don Clarke and party visited at Stamford.—JIM CONLEY.

Hamid-Morton

Les Kinris, the Goetches, Ferdinand and Jerry, the Delmars, Shirley Lavalle and Betty Gaynel were additions to the program in Montreal, the last indoor date of the season. Everybody was set for some sightseeing on the Sunday off but the rain interfered.

Bob Morton was guest of honor at a surprise birthday party. More than 100 persons attended. Sa-So emceed the floorshow. Rube Simmonds did a musical bit; the clown quartet sang; Roland Erikson did his train routine;

UNDER THE MARQUEE

Looking at an aerial girl ballet with bad light strains the eyes more so than does reading under the same conditions.

Red Parks caught Rogers Bros.' Circus in New Bern and Rocky Mount, N. C. In Rocky Mount he renewed acquaintance with Lash La Rue. H. N. Streit handled the New Bern promotion, with Philip Streit in charge at Rocky Mount. . . . Bruce Greenhaw, former R-B and Sells-Floto bill poster, is a projectionist at the Center Theater, Detroit. . . . Denny Dennison, of Dennison & Raines, Vancouver, spent a few days on Dailey Bros.' Circus, recently.

Thanks to the building of new highways and the setting of new detours, truck show troupers will see territory no showman saw before.

When Cole Bros.' Circus played Lewiston, Pa., Mr. and Mrs. Con Colleano and Mr. and Mrs. Danny O'Donnell enjoyed a reunion with Mr. and Mrs. Thomas Hickey, who manage two theaters in Lewiston. Years ago, Colleano and his brother, Maurice, played London with the Hickeys.

Meanest trick in the world is for a lithograph company to forward to a broken showman sample 24-sheets with three of the center sheets missing.

Roy's One-Ring Circus notes by Marie La Roy: Buck McLean and Miss Jackson made a flying trip to Evansville, Ind., from Fostoria, O., to purchase a new trampoline outfit. Show is in its 11th week under canvas and business continues good. Owner La Roy is doing his own advance work. Miss Bobby, personality girl, is clicking. Mrs. Al Coffman and son, Vick, and several members of the Silver Star Shows visited in Fostoria.

To confound the self-proclaimed expert on circus biz ask him what shows do to exist between the reported few full house days.

Bob Behee, formerly of the Flying Behees, has joined the Wilnos cannon act. . . . R. V. Lewis has added Billy Dee, comedian-dancer, and a clarinetist to his revue on King Bros.' Side Show. . . . Billy and

Two-Day Ft. Madison, Ia., Stand Red for Clyde Bros.

FORT MADISON, Ia., June 4.—Clyde Bros., playing here May 29-30, under auspices of the Southeastern Iowa Shrines, chalked up a red one. Org drew straw houses at four performances, altho grounds were located more than a mile from town. Show also met competition from community events in several near-by localities.

Conchita put on the 50-year-old acro act with Sherry, Caldonia and Helen Hartzell, and the Eriksons closed the show with a can-can ballet number. Music was furnished by Joe Basile and his boys. Len Humphreys was in charge of arrangements. Morton was gifted with a silver platter by show personnel.

The Shrine committee of Milwaukee visited. Other visitors were Tom Arnold and Mr. Butson, of England, with their agent, Durant Young.—CONCHITA.

King Blows Watertown, S. D.; Does Well in Mason City, Ia.

WATERTOWN, S. D., June 4.—King Bros., en route to Canada thru the Dakotas and Montana, blew Thursday (2) here to rain, after scoring a straw matinee and near-capacity night in Mason City, Ia., May 28.

Cedar Rapids, Ia., May 26, was off, org getting one good house in two.

Peggy Kling, owners of the Thunderbird high aerial act, are at their new home in Lexington, Mass., their first season off the road in 18 years. They plan to work early Eastern fairs, however. The Klings are celebrating the arrival of a daughter, Linda Barbara, May 15. . . . Paul Van Pool, Joplin, Mo., is catching shows around the Joplin area. He reports that he has sold his town house and has moved to his country home. Mrs. Van Pool is recovering from a recent operation.

Guy who believes that free speech is tolerated in sleepers after 3 a.m. may do so—but he'd better be packed.

Montreal Stand Big For Hamid-Morton

MONTREAL, June 4.—Hamid-Morton Shrine Circus opened to a sellout here May 21 and thruout the week hit capacity and near capacity.

Promotion was handled by H. M. Robinson, with Omer Kenyon and Henry Moss on press and radio. The Star and Gazette used stories and pictures.

Kenyon and Len Humphreys, unit manager, entertained Clem Butson, C. Young and Tom Arnold, directors, Harringay Circus, London, at a party in the Mount Royal Hotel.

Burling Bros. Does Okay Biz When Weather Is Good

CHICAGO, June 4.—Burling Bros.' Circus, altho hampered by rain and cold, is doing okay business when weather behaves. Org has been out seven weeks. J. C. Admire, general agent, resigned because of ill health, has been replaced by William Owens. Staff, in addition to Owens, includes E. C. Burlingame, manager; Mrs. Burlingame, secretary; Ted La Velda, equestrian director; Buck Leahy, boss clown; Don Caper, Side Show manager; Mr. Jagers, inside lecturer, and Charlie Parrish, electrician.

Display 1—Mrs. Prince Nelson, single traps 2—Wire walking dog. 3—Ponies. 4—Chair balance. 5—Clowns. 6—Betty Burlingame, dogs. 7—Buck Leahy, contortion and hand balance. 8—Mrs. Nelson, Spanish web. 9—Ted La Velda, ponies. 10—Concert announcement. 11—Don Caper, juggling. 12—Mr. Jagers, goats. 13—Dogs. 14—Clowns. 15—Monkeys. 16—Clowns. 17—Swinging ladders. 18—Concert announcement. 19—Ted La Velda, ponies.

Hunt Bros. Hit by Rain On Riverdale, N. J., Stand

RIVERDALE, N. J., June 4.—Hunt Bros.' Circus, which scored with overflow crowds at both shows here a year ago, settled for light business May 26 because of rain. Matinee was light, with night house three-quarters filled.

Day before at Little Falls, N. J., show drew a near capacity matinee and full night house.

Selles Bros. Gets Full One

WEST JEFFERSON, O., June 4.—Selles Bros., playing only one performance here May 31, scored with a full house.

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COLE BROS.' CIRCUS, Cortland, N. Y., June 7; Norwich, N. Y., 8; Utica, N. Y., 9; Geneva, N. Y., 10; Auburn, N. Y., 11; Albany, N. Y., 13.

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Immediately. Hunt Bros.' Circus, Thursday, June 9th, Peekskill, N. Y.; Friday, Ossining, N. Y.; Saturday, Glen Cove, N. Y.

Wisconsin Annual Expands Scope, State's Industries To Be Given Bigger Part

Title Is Changed To Reflect Dual Purpose

MILWAUKEE, June 4.—Heeding economic changes since the establishment of the Wisconsin State Fair, the annual, only recently renamed the Wisconsin State Fair and Industrial Exhibition, this year will give greater emphasis to industrial exhibits.

The success of the "Wisconsin at Work" exhibit at last year's fair, then a part of the Wisconsin Centennial Exposition, pointed up the lure and value, exhibitor-wise, of these exhibits. Industries which participated were greatly surprised at the public reaction and by the morale-building effect on their employees. This spurred the expansion plans and change in the annual's title.

Expand Scope

"The increased emphasis and change of name does not mean that less stress is to be placed on the agricultural-livestock phases," Manager Jack Reynolds pointed out. "In fact, two more buildings will be used this year than ever before to house cattle exhibits. What we're doing is widening the scope of the fair."

Two-thirds of fair patrons here are urban dwellers, according to Reynolds, and these find the industrial exhibits of great interest. Employees of exhibiting companies take much pride in the displays of their company, and many last year brought their neighbors and friends out to see their products, machinery, etc.

More than 100 Wisconsin firms already have made space commitments for this year's fair. Last year, the fair plant was greatly enlarged for the centennial run, thus providing more space for normal year operations. Yet, 80 per cent of the space has already been sold.

Conservation Exhibits

The centennial exposition also pointed up the appeal of conservation exhibits. The one at the centennial, framed at a cost of about \$100,000, proved highly successful. Moreover, it provided the Wisconsin State Department of Conservation with a good testing ground and gave it a working basis upon which to build future exhibits, Reynolds said. The conservation exhibit this year will far surpass last year's, he pointed out.

About 800 seedlings were planted a month ago in the area devoted to the exhibit. Eight cub bears are be-

ing raised to be shown in a Bear Funhouse and exhibits this year will include all wild animals native to the State.

The fair's publicity-advertising campaign is well under way, with Pete Walch, formerly editor of the *Weyauwega* (Wis.) *Chronicle*, as press chief. Walch takes the place held for many years by Gordon Crump, who resigned after the centennial exposition to become editor of a farm journal.

Presque Isle Stand Razed In 100G Fire

PRESQUE ISLE, Me., June 4.—A \$100,000 blaze razed the grandstand at the Northern Maine Fair here Wednesday (1).

The judge's stand and four concession booths near the race track were also destroyed. The fire broke out in the center of the 3,280-seat stand which was unoccupied at the time.

This was the third fire on a Maine fairground in the last two months. The grandstand on the city-owned Bangor fairgrounds was also destroyed by fire.

Fire Chief Herbert H. Treffry, investigating the cause of the blaze, called in the State arson division chief, Joseph A. P. Flynn, for assistance.

Conn. State Association Meets June 11 at Meriden

MERIDEN, Conn., June 4.—Thirty-third annual meeting of the Association of Connecticut Fairs will be held here Saturday (11) in the Meriden Grange Hall. Business session, starting at 2 p.m., will feature two-minute reports for each fair on *Highlights of 1948 and Plans for 1949*.

Night session starts at 6:30 p.m., with a dinner. Association President Joseph C. Bartlett, North Haven, will preside.

Canton, O., Pony Barn Houses 4-H Club Stock

CANTON, O., June 4.—Stark County Fairgrounds are undergoing a face-lifting. Grandstand is being repaired and all buildings repainted. The pony barn, built in 1894, is being moved to a new location and will house 4-H Club stock. Former barn site will be used for a parking lot.

Rivesville Gets Charter

CHARLESTON, W. Va., June 4.—Secretary of State has issued a charter to Paw Paw District Fair Association, of Rivesville, Marion County. It is a non-profit corporation. Dr. J. O. McNeely, L. W. Duncan and W. L. Coogle, all of Rivesville, were listed as the incorporators.

WEST SPRINGFIELD, Mass., June 4.—A crowd of 5,000 attended the midget auto race program at the Springfield Speedway here May 28. Fairs fred



JAMES D. FRIEL recently was named manager of the Michigan State Fair, Detroit. He is a former Wayne County, Michigan, auditor.

17 Annuals Set Jersey Dates

TRENTON, N. J., June 4.—William C. Lynn, secretary of the New Jersey Association of Agricultural Fairs, announced Wednesday (1) that 17 fairs have been scheduled for New Jersey this year.

Dates are: Burlington County Farmers Fair, Burlington, Aug. 5-6; Morris County Fair, Troy Hills, Aug. 23-27; Sussex County Farm and Horse Show, Branchville, Aug. 10-13; Warren County Farmers Fair, Harmony, Aug. 17; Flemington Fair, Aug. 30-Sept. 5; Middlesex County Fair, East Brunswick Township, Aug. 25-27; Gloucester Country Fair, Paulsboro, Sept. 5-10; Ocean County Fair, Lakewood, Sept. 9-10; Woodstown Co-operative Fair, Bridgeton, Sept. 20-24, and Trenton Fair, Sept. 25-Oct. 2.

Events sponsored by 4-H Clubs include: Cape May County, Convention Hall, Ocean City, Aug. 1-3; Monmouth County, Freehold, Aug. 9-10; Mercer County, Washington's Crossing State Park, Aug. 13; Atlantic County, Mays Landing, Aug. 19-20; Passaic County, Preakness, Aug. 19-20, and Somerset County, Far Hills, Aug. 19-20.

Mineola Skeds Pigeon Race, Obedience Training for Dogs

NEW YORK, June 4.—For the first time since before the war the Mineola (L. I.) Fair will stage a pigeon race from Washington at noon on opening day, September 13. In connection with the event, the Army Division of the U. S. Defense Department will demonstrate the training of homing pigeons for war purposes.

Another added event, obedience training for dogs, will be presented every afternoon and evening in the Rural Arena, located on the race track infield. These exhibitions will precede the ox-pulling and sheep dog herding competitions in the same arena.

Morris, N. J., Profits To Benefit 3 Hospitals

TROY HILLS, N. J., June 4.—President John J. Kennedy, of Morris County Fair, announces that the fair association in the future will contribute 10 per cent of its net profits to three public hospitals, Morristown Memorial, All Souls and Dover General.

Association membership and the trustees have long considered such action but the needs of the fairgrounds have always been so pressing that definite action has previously been put off, Kennedy said.

Canova To Head Opening Day Bill At Louisville

LOUISVILLE, June 4.—Judy Canova and brother, Zeke, and sister, Annie, have been signed to head the opening afternoon and night Coliseum program at the Kentucky State Fair here September 11. Acts, supplied thru the Gus Sun Agency, will round out the opening day bill, sponsored by the Shawnee Kiwanee Club.

Lucky Lott's Hell Drivers also have been inked as an opening day attraction, with the unit to give afternoon and night grandstand performances. The Lott troupe will return the closing day, Saturday, September 17, when it again will give two shows.

Grandstand bill starting Monday, September 12, and continuing thru Friday, September 16, will consist of acts and a revue booked thru the Sun office. Acts signed include Willie, West and McGinity; Ted and Flo Vallett; The Whirlwinds; Itonia; The Eddies, and the Aerial Vesses, with Arno Bennett as emcee. Revue will have a Hal Sands line.

A variety of events, designed to attract county-wide participation, have been skedded by L. (Doc) Cassidy, supervisor of special events. Included among those already set are a National Fiddle Championship Contest, a Gospel Quartet Contest, a State Championship Baton Twirling Contest, and a State Championship Square Dance Contest.

Mother Lode Gate Hits Record 23,444

SONORA, Calif., June 4.—Previous attendance records for the Mother Lode Fair and Horse Show, May 27-30, were topped by nearly 10,000. Comparative figures show that 23,444 patrons attended the four-day event this year as against the previous high mark of 13,000.

Breakdown by days showed: Friday, 2,462; Saturday, 5,455; Sunday, 7,478; Monday, 8,049.

Commercial Exhibits Rise At Lethbridge, Alta., Ex

LETHBRIDGE, Alta., June 4.—Another building will be opened to accommodate industrial displays at Lethbridge and District Exhibition and Rodeo here June 27-29. Applications from machinery firms planning exhibits are much heavier than in 1948 and the demand for prize lists is the heaviest in years.

More than \$12,000 has been spent on improvements at the grounds. A new road system has been built and the race track graded. Drainage has been provided and the midway area leveled. Buildings are being painted.

Charles Sawyer Lauds Trade Fairs At Toronto Opener

WASHINGTON, June 4.—On his return from the opening of the Canadian International Trade Fair, Toronto, Monday (30), Secretary of Commerce Charles Sawyer announced there will be two international trade fairs next year in the U. S., one at Detroit, the other in Atlantic City.

Sawyer, pointing out that Canadians introduced trade fairs in this hemisphere, added, "We in the United States like the idea."

In his speech at Toronto, Sawyer said: "Trade fairs help to improve world trade and to raise the standard of living by a mutually helpful international exchange of goods and ideas. The largest contingent of buyers who attended last year's Toronto fair came from the U. S."

Regina Sees 20G Drop in '49 Biz; Spending Pars '48

REGINA, Sask., June 4.—Regina Exhibition is budgeting for an estimated fair week revenue of \$178,500, about \$20,000 lower than that of 1948. Board plans a total expenditure of \$151,943, about the same as last year.

The 1949 revenue estimate was placed low due to an early spring and the comparatively late date of the fair this year. Harvest operations are expected to be under way when it opens.

City Council approved the expenditure of \$6,000 as half the cost of a home to be built at the fairgrounds for T. H. McLeod, exhibition manager. Remaining half of the cost will be asked next year.

Livestock prize money has been set at \$15,375, compared with last year's \$10,012, an increase of 50 per cent. This year's winter fair showed a deficit of \$4,331.

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Fair Dates
The following corrections and additions to the List of Fair Dates were received during the week ended June 3.
The complete List of Fair Dates was published in the issue dated May 28. The next complete list will be published in issue to be dated July 9. See each issue of The Billboard for corrections and additions.

ARIZONA
Prescott—Northern Ariz. Fair Assn. Sept. 16-18. Alice Townsend.

ARKANSAS
Clarksville—Johnson Co. Fair. Sept. 7-10. Earle H. Hunt Jr.
Imboden—Lawrence Co. Fair Assn. Sept. 15-17. Austin Stovall.

COLORADO
Akron—Washington Co. Fair & Rodeo. Aug. 18-20. Brandt Wentg.
Brush—Morgan Co. Junior Fair. Aug. 9-11. R. B. Spencer, Fort Morgan, Colo.
Durango—San Juan Basin Fair. Sept. 29-Oct. 1. Mrs. Ella McPheeters.
Hotchkiss—Delta Co. Fair Assn. Sept. 8-10. Mark R. Clay.

CONNECTICUT
Avon—Hartford Co. 4-H Fair. Sept. 2-3. Elizabeth Kraus, Newington, Conn.
Berlin—Berlin Grange Fair. Sept. 16-17. Mrs. Emma Suprenant.
Durham—Middlesex Co. 4-H Fair. Aug. 26-27. Barbara Dean, Portland, Conn.
Haddam Neck—Haddam Neck Fair Assn. Sept. 5. Leonard J. Selden, E. Hampton, Conn.
Mansfield—Echo Grange Fair. Sept. 10. Fred Rosebrooks, Willimantic, Conn.
Marlborough—Marlborough Grange Fair. Aug. 27. Mrs. Gladys Dancause, E. Hampton, Conn.
Meriden—Meriden Grange Fair. Sept. 16-17. Mrs. Bertha B. Tinkham, B. Meriden, Conn.

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Name Stanley Telecz Detroit Asst. Mgr.

DETROIT, June 4.—Stanley Telecz was appointed assistant manager of the Michigan State Fair here Thursday (2). During the war, he was with the FBI. He has been an exhibitor and food concessionaire at the fair in recent years.

Public relations-advertising counsel and a superintendent in charge of shows are expected to be appointed this week-end. Grandstand and Coliseum shows have yet to be signed.

Newington—Newington Country Fair. Sept. 15-17. Herbert L. Machol.
Norwichtown—Norwich Grange Fair. Sept. 9-10. Mrs. Luella Browning.
Portland—Hamlock Grange Fair. Sept. 10-17. Harry L. Hale, Gildersleeve, Conn.
Southbury—Pomperaug Grange Fair. Aug. 25-27. Gustaf Nelson.
Wapping—Wapping Fair. Sept. 10. Mrs. George A. Potterton, Manchester, Conn.

GEORGIA
Griffin—Griffin Kiwanis Fair. Sept. 19-24. Lewis T. Murphy.

IDAHO
Nepesee—Lewis Co. Fair Assn. Sept. 30-Oct. 2. Gordon H. Dalley.

ILLINOIS
La Harpe—Hancock Co. 4-H Fair. Aug. 3-4. Eugene M. Holford, Carthage, Ill.
Odell—Odell Community Fair. Sept. 8-10. Otis F. Ivla.

INDIANA
Argos—Marshall Co. 4-H Fair Assn. Aug. 23-27. C. J. Umbaugh.

KENTUCKY
Scottsville—Allen Co. Free Fair. Aug. 17-20. Leonard Jones.

MAINE
Gulford—Gulford Athletic Assn. Sept. 10. Milton Troy.

(Continued on page 92)

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Cold, Rain Nix Big Holiday Takes for Gotham Funspots

NEW YORK, June 4.—Chilly breezes and scattered local showers over Decoration Day week-end cut attendance and held down business at all shore resorts and amusement parks in the New York area. Showers late Saturday (28) and Sunday (29) afternoons were brief, but at most spots resulted in a general rush for home.

Decoration Day remained chilly until late afternoon, when funspots not directly on the shore fronts were slightly benefited thru a noticeable rise in temperature which brought good evening turnouts.

400,000 at Coney

Most disappointing day of the three-day week-end was Saturday (28). Biggest attendance was reported by Coney Island, which estimated Saturday's crowd at 400,000. Rockaway Beach, primarily a swim spot, drew only an estimated 100,000.

Saturday (28), official opening day of swank Jones Beach, hit a record low with only 14,500 visitors, most of whom made only a brief stay, as the water temperature was 60 degrees and the air a nippy 54. Orchard Beach, city-operated swim spot on Long Island Sound, also chalked up a record low for its opening day, Monday (30), with only 2,500 on the beach. The spot draws around 100,000 on a hot mid-summer Saturday or Sunday. Sunday (29) attendances at all outdoor spots in the New York area were somewhat higher than Saturday's but way below expectations.

Zoos Get Crowds

Chilly winds Monday (30) discouraged swim fans but comparatively clear skies lured New Yorkers to zoos and public parks, with the Bronx Zoo drawing a record crowd of 55,000.

While very few persons went in the water, New York's shore resorts drew their largest turnouts of the week-end Monday (30), with an estimated 550,000 on the Boardwalk and in the amusement area of Coney Island, 250,000 at the Rockaways and 42,700 at Jones Beach.

Playland, Westchester County's de luxe amusement park on Long

Carroll's Riverside Adds Kiddie Coaster

SPRINGFIELD, Mass., June 4.—Edward Carroll's Riverside Park at Agawam stepped up its activities last week-end with the first of its free circus performances Sunday (29) and the opening of its Riverside Gardens outdoor dance spot Saturday (28) night. Park is now open every night and on Saturday, Sunday, Wednesday and holiday afternoons. Stock car races are held at the adjoining Riverside Stadium every Saturday night.

Ed and Betty Rooney, trapezists, were the opening free attraction, while Wendell Bradway's ork bowed in the outdoor dance pavilion. New acts will be presented weekly.

Major improvements at Riverside have been installation of a Little Dipper and a kiddie water ride. Erection of these rides resulted in relocation of a Boat Ride and the miniature railway and a general streamlining of the section of the park devoted to small fry. Riverside Gardens has also been renovated and a new dance floor installed.

The Little Dipper is the first kiddie Coaster to be constructed in the East. The Coaster, built under the supervision of Joe Drambour, is a small-scale replica of a regular coaster, with its main dip about 15 feet. Special safety devices include underfriction wheels locking the cars to the 300 feet of track and fool-proof lock bars to hold moppets in the car seats. Trains are entirely of aluminum.

Island Sound at Rye, N. Y., drew comparatively good attendance, with its big parking lot jammed Monday (30) and the excursion liner, Americana, of the Meseck Line, bringing them in from Jersey City and New York. Week-end attendance passed the 40,000 mark, which was excellent considering weather conditions.

First run of the Wilson Line's Liberty Belle, from Yonkers, N. Y., to Rockaway's Playland at Rockaway Beach, added little to the congestion at that funspot, as only 500 passengers made the initial run on the 3,000-capacity liner which the Wilson Line brought down from Boston to join its S. S. State of Pennsylvania on excursion runs from New York this summer.

Rockaway Biz Fair

Rockaway's Playland, Drambour's seaside amusement park, and the large kiddie parks of William Nunley and William Auer, at Rockaway Beach, all did fairly good business Monday (30), but reported Saturday (28) and Sunday (29) below expectations.

Coney Island went into full operation over the week-end, with its only remaining amusement park, Tilyou's Steeplechase, the independent rides, girl and freak shows, eateries, arcades, games and concessions all open for business. While attendance was disappointing, business was not too bad, for cool weather kept the crowds in the amusement area instead of on the beach.

No accurate attendance figures are available from the two largest amusement parks in this area. Henry Guenther's Olympic Park, at Irvington, N. J., and Jack and Irving Rosenthal's Palisades Amusement Park, at Cliffside, N. J., but both played to moderately good crowds over the week-end, with biggest turnout Monday (30).

CONEY ISLAND, N. Y.

By UNO

Fairly lucrative biz attended the first three-day holiday week-end, May 28-30. Tirza's Wine Bath on Surf opened May 28, with Albert-Alberta again co-featured. Dancers included Charmaine, Tanya, Norma Watts and Marilyn Lee. Talkers are Walter Budd and Bill Morton, returned, and Art Watts, new. Mattie Matthews is ticket seller; Bennie Soltz, ticket-taker, and Harry Kravitsky, ivory tickler.

Coney's other girlie group, "Variety Revue," on Stillwell started the same day. It features Lonnie Young and Her Mystic Cuties comprising Linda King, Ann Matthews and Darleen. New operator this season is Vince Luisi, with Frank Garto, last year's owner, as manager. Jack Casper is talker.

Jimmie Kyrimis is supervisor; his son, Neal, treasurer and brother George, secretary, over seven rides which cover almost two blocks of the Bowery from Jones Walk to beyond West 12th. Rides are Hurricane, a recent addition from Good-

Weather Bogey

ST. JOHN, N. B., June 4.—Parks in the Maritime Provinces experienced one of the worst springs in history. May temperatures remained in the low 40's and ponds and lakes in some sections were crusted with ice. As a result, business was nil.

Spokane Nat's Official Bow Hit by Weather

SPOKANE, June 4.—Wet weather held down attendance at the official opening of Natatorium Park here Decoration Day week-end, according to Owners Louis and Lloyd Vogel.

Gene Krupa's band drew a total of 1,900 May 27-28, compared to 3,800 for a one-night stand two years ago. Tickets this year were \$1.50.

Park opened for week-end operation Easter Sunday. The Vogels report business thus far is 10 per cent ahead of last year.

The Eyerly Rock-O-Plane, new this season, is doing big biz, the Vogels report, and the Jack Rabbit and Merry-Go-Round continue to get their share.

The public again is showing interest in the live ammunition shooting gallery, closed during the war, and the management plans to add automatic pistols to the Winchester and Remington rifles.

In a recent promotional tie-in with the annual Spokane Lilac Festival, the Vogels gave out 5,000 free rides to 1,000 young musicians, members of 32 participating bands in the festival parade. The city waived its tax of 1-cent a ride and the federal tax of 2 to 4 cents a ride was paid by the Spokane Active Club. Refreshments also were furnished.

Ketchum Says Per Cap Down But Gross Up

St. Louisan Optimistic

ST. LOUIS, June 4.—A. W. Ketchum, general manager, Forest Park Highlands here, is optimistic about business this year. He reports gross figures up but per capita spending down. This is surprising in view of the fact that weather hasn't been favorable since the funspot opened May 7.

This year Ketchum added two new kiddie rides, giving the kid layout a total of eight. New rides are a Horse and Buggy Ride, purchased from the Traver Enterprises, and a Bulgy ride, from Salem Enterprises, Salem, Ore. Other kiddie rides include a Whip, Ferris Wheel, Auto ride, Airplane Swing, Merry-Go-Round and Roto Whip. Ketchum is continuing his 5-cent policy.

New Scooter Cars

New cars were purchased this year for the Scooter and a new set of Skee-Ball alleys installed.

The swim pool has been affected because of the cool weather. Pool prices this year are the same as last, 60 cents for adults and 30 cents for children.

Picnic business is ahead of last year. School outings especially have been heavy. Ketchum reports bookings set thru mid-June.

Name Bands Featured

Name bands continue to be featured in the ballroom. Chuck Foster's ork opened the season, with Al Trace, who closed May 28, following. Griff Williams opened May 29, and will be followed by Will Osborne, Del Courtney, Jack Fina and Skitch Henderson. Park does not book free acts, but free band concerts are held every night and on Sunday afternoons.

Executive staff, in addition to Ketchum, includes Clarence Nauert, assistant manager, and Max Bitterlich, superintendent. Bitterlich is marking his 50th year with the organization.

Top Talent Skedded For A. C. Steel Pier

ATLANTIC CITY, June 4.—In addition to the parade of 16 top name bands for the Marine Ballroom, George A. Hamid has booked stage, screen and radio headliners for appearances in his Steel Pier's Music Hall. Booked in for week-end and full-week stands, the stage shows supplement feature photoplays with the Water Sports and Thrill Circus at the ocean end of the pier making for still another major attraction.

For the start of daily operations today, Buddy Baer kicks off for the week-end, with Penny Edwards coming in Monday (6) for the full week. With other attractions for this month still to be set, Hamid has Frank Sinatra coming in for June 24-26; Marilyn Maxwell for the week of June 27; Frances Langford and Jon Hall, July 3-9; Henny Youngman, July 10-16; Lanny Ross, July 17-23; Jerry Colonna, July 24-30; The Three Suns, July 31-August 6; Joe Howard, August 7-13; Andrew Sisters, August 14-20; Myron Cohen, August 21-27, and Marion Hutton, August 28-September 4.

Pleasure Beach Ferry Out

BRIDGEPORT, Conn., June 4.—Municipally operated Pleasure Beach Park will be without ferry boat service this season. Necessary repairs to the city-owned 50-year-old S. S. Brincherhoff cannot be completed for another month or two. Attendance is not expected to suffer since the funspot can be reached by bridge.

See Shuffleboard Department

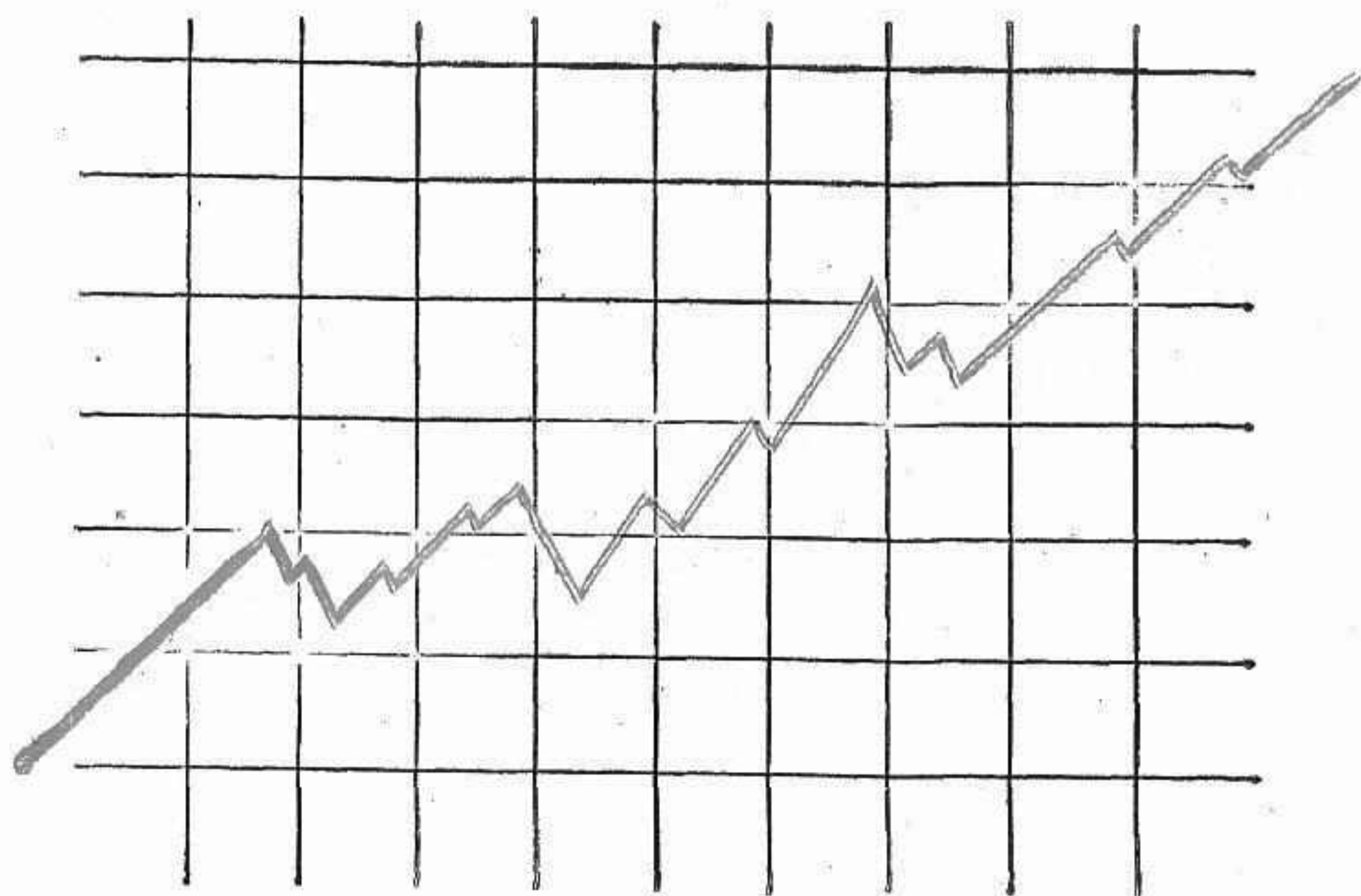
Stories of interest to park operators in the Shuffleboard Section of this issue are:

POP PLAYED SHUFFLE, TOO! Proving that shuffleboard is a game which has enjoyed many years of popularity.

SHUFFLEBOARD AN OLD STORY IN NEW JERSEY. A survey of shuffleboard in New Jersey.

COAST FIRM TO MARKET SHUFFLE TROPHY, SCORER. A specially designed shuffleboard trophy soon will be made available to operators.

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Cold Holds A. C. Holiday Crowds to Sparse 125,000

ATLANTIC CITY, June 4.—Four-day Decoration Day week-end was all but frozen out here. Cool weather and threatening skies held down holiday travel from the inlands and what was expected to be one of the busiest week-ends of the season was one of the dullest. Only about 125,000 visitors were on hand—fewer than attended Easter Sunday.

Altho the crowd was well below expectations—under by 100 per cent at least—those who did come out found a full measure of entertainment awaiting them. Decoration Day also marked beach's official opening. Because of the weather few ventured into the surf.

Steel Pier Bill Strong

Biggest entertainment bill was offered at George A. Hamid's Steel Pier with Harry James and his orchestra headlining Saturday, Sunday and Monday in the Marine Ballroom where Alex Bartha's band made it continuous music. Georgia Gibbs and Wally Brown shared the spotlight in the Music Hall for the vaude show that included Duke Art and Junior, Burns Twins and Evelyn, and the Four Whirlwinds. Also on the bill were two feature flickers, Spook Castle, General Motors exhibit, and all other displays were in operation.

Steel Pier goes into its 52d season today, starting much earlier than usual. Sam Donahue's band holds forth today and tomorrow with Buddy Baer heading the week-end stage show. Buddy Williams' band opens Monday (6) for the first full week stand.

Million \$ Pier Bows

The holiday week-end also saw Million Dollar Pier lighting up for the first time. A free gate is featured. Until this season operated by George A. Hamid, the pier is now operated by a New York combine headed by George J. Costello. Joe Casper is general manager. Pier goes into daily operations Saturday (25), operating week-ends until then.

Billy Gilbert was vaude headliner in Ocean Play House. Roy Stevens' orchestra played for dancing in the ballroom and the Mae Desmond Children's Theater, promoted by Frank Fielder, was opened. Other attractions included Ray Hinkson and his Circle H Rodeo, Snake Show, Pandora with Nadra and Cecil Lewis, Manuel King and his lions, Side Show and a Wild Life Show.

In addition to the two major amusement piers, the Warner Theater on the Boardwalk offered competition for the first time in lighting up its State for Saturday and Sunday, with Dick Haymes headlining the stage show. Normally a first-run movie house, the theater plans to bring major theatrical attractions to the resort

throughout the season and has the Broadway musical, *Oklahoma!*, opening tomorrow (5), for a seven-day stand.

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RA St. Louis Gate Rises; Gross in Dip

Gypsy Snares Publicity

ST. LOUIS, June 4.—With good weather, Royal American Shows entered their final week-end here today with attendance up but dollar business down from last year.

"We are feeling the change in economic conditions," Owner Carl Sedlmayr said. He maintained, however, that the drop-off in the gross has not been severe.

Claxton Unit Clicks

Closing here Sunday night (5), the RAS will go to Davenport, Ia., for its final U. S. still date before heading for Canada. The Davenport engagement opens Wednesday (8) and will run thru Sunday (19).

Leon Claxton's *Harlem in Havana* has been doing big business here. The Grand and Laclede lot brings out many Negroes and each year they throng to see Claxton's unit. His current edition has drawn more raves than any previous one.

Gypsy Cracks Prints

Gypsy Rose Lee got some powerful publicity here. *Life* magazine (June 6 issue) hit the newsstands here with a pic story titled *Gypsy Joins the Carny*. Total of three and a half pages were devoted to Gypsy and her appearance on the RAS. Pix were shot during the shows' Memphis Cotton Carnival stand. The mag break is expected to give Gypsy's unit a strong boost this week-end and also to show up in the business she does thru the remainder of the season.

Earlier in the stand here, the *St. Louis Post Dispatch*, always a toughie for carnival press agents, broke a five-column illustrated feature on Gypsy.

A benefit show for the cemetery fund of the International Showmen's Association, this city, was held late Wednesday night (1) in the Claxton top, and yielded about \$500 to the showmen's org.

Hennies Breaks Into Fort Wayne; New Lot Is Used

FORT WAYNE, Ind., June 4.—Hennies Bros. Shows moved in here Friday (3), the first carnival in this city in several years. Stand will run eight days, with Hennies jumping from here to Kenosha, Wis. They will open there June 12 for a succession of still dates in Wisconsin.

Lot here, near a bus terminal, is new to shows. Much make-ready work was required and Special Agent Jack Kaplan was here for almost a week in advance to supervise a bulldozer and work crew.

Toledo engagement, which closed Wednesday (1), was fair, early off-weather being offset by good Decoration Day week-end business. Per capita spending continued to hold close to that at earlier stands but considerably under the corresponding period last year.

Col. Sykes Bows New Combo

TRENTON, N. J., June 4.—Col. A. L. Sykes-McRorie this week announced from local quarters that he has set up a new midway organization to be known as the Arena Amusement Company. Org will make its bow at the Italian Celebration in Hammonton, N. J., June 20-25, with 14 weeks of celebration and fair dates to follow, Sykes said.

McCaffery-Cavalcade Booking Contract Sparks Legal Suits

CHICAGO, June 4.—Al Wagner, doing business as the Cavalcade of Amusements, filed suit in U. S. District Court here against the Amusement Corporation of America (ACA), J. C. McCaffery and Herbert W. Bye, this city, asking \$35,000 damages based on a contract by the ACA to book the Cavalcade in 1948 and 1949. An answer and counter claim, filed

by ACA, asks \$12,808.45, representing unpaid balance of the booking fee claimed by that corporation from the Cavalcade for 1948 bookings. The counter claim also asks for an accounting by Wagner of the Cavalcade's gross business in 1948 and in 1949.

Embraced in the suit by Wagner is the contract entered in between him and ACA which stipulates that the latter agreed "to use its best efforts to book profitable dates for the Cavalcade." The complaint by Wagner maintains that ACA last year failed to fulfill the terms of the contract and caused the Cavalcade to lose \$35,000.

J. C. McCaffery, biggest holder in ACA, is also the general agent of the Hennies Bros.' Shows and Dodson's Imperial Shows. He also is co-owner of the latter show.

Aurora, Ill., Nets Poor Biz To Cavalcade

Recovers From Big Blow

EAST PEORIA, Ill., June 4.—Cavalcade of Amusements opened here Wednesday night (1) with few indications remaining of the damage wrought Saturday, May 21, closing night, at Evansville, Ill., when rain, hail and high winds lashed the midway, tearing showfronts, sound equipment, and lights.

Repairs and replacements were made during the Aurora, Ill., stand last week and additional equipment arrived in time for the opening here. The Aurora engagement, viewed from a business standpoint, was poor. Rain and cold weather hurt. Show was spotted on a new lot, which lacked adequate parking facilities, and this also was felt.

Show opened to a creditable first night crowd here. A big matinee loomed for today, with radio Station WWXL tying in and six merchants distributing kid tickets.

Joe Boston is now handling the front on Georgia Sothorn's *Broadway Revue*. Mike Chomack is now foreman of the Looper and Jack Noble is in charge of the Octopus. Eddie Keck, mailman, *The Billboard* agent and talker on Georgia Sothorn's *Posing Show*, last week took delivery on a new Glider house trailer.

Recent visitors included Mrs. Edward Hock and Viola Blake, who were the guests of Mrs. Al Wagner; Clint Finney, veteran circus agent; Sam Stratton, advance agent for the *Inside U. S. A.* road company; Ray Marsh Brydon, Chic Franklin, Ed Brewer, Bill Carsky and Nat Green.

Dodson Chalks Good Holiday At Kankakee

KANKAKEE, Ill., June 4.—Dogged by bad and threatening weather for about three weeks, Dodson's Imperial Shows hit favorable conditions here Decoration Day, opening day of its week stand, and racked up a good holiday business. About 7,000 paid thru the front gates.

Run here from Danville, Ill., was made in fast time and everything was up and ready by 3 p.m. Lot was laid out by Cash Wiltse, who joined here. Wiltse previously had been with Greater Lawrence Shows.

Danville yielded light business when weather was good, but the first two days were rained out. Danville newspapers and radio outlet declined co-operation and show's management shifted to time on the Tusola, Ill., radio station.

Terre Haute, Ind., played the week prior to Danville, wound up in a Saturday night rain-out.

WOM Scores Click Biz in 2 N. J. Spots

Holiday Gate Take Big

PLAINFIELD, N. J., June 4.—With the Decoration Day holiday week-end weather just cool enough to nix the appeal of shore outings for residents of this inland area, the World of Mirth Shows chalked up a near record gate and business here Monday (30). The weather thruout the week has been good, altho chilly at night, and business has been excellent. Good weather is virtually assured thru tonight's closing when it is expected the org will have racked up one of the best weeks ever garnered here in about 15 years of consecutive showings.

Last week at Elizabeth, N. J., despite a muddy lot and considerable rain during the early part of the week, the week-end biz was good enough to turn the date into a fair one. Saturday matinees have been especially productive this year, with moppets turning out in hordes to take advantage of publicized reduced prices.

Overland Moves

All moves in Jersey are being made overland. The move here from Elizabeth was made without mishap after all mobile equipment had been put in shape by Superintendent Harry Hauck. The show train is on spur tracks at Rahway where a miniature quarters has been established, and all shop equipment is located, for the construction of several new show fronts.

Agent Gerald Snellens is continuing to handle all contracting, despite the fact that a blood clot suffered prior to the org's first stand in Wilmington, Del., has kept him confined to hospitals and hotel rooms. Snellens is relying on the telephone for contracting, with his assistant, Howard Ramsey, following thru in person when necessary.

Breese Named Mgr. Of Lawrence Greater

ALBION, Mich., June 4.—William M. Breese has replaced Cash Wiltse as assistant to Sam and Shirley Levy, owner-managers of Lawrence Greater Shows. Breese joined the shows here May 29 with the title of general manager.

A veteran in the carnival field, he had been associated with the Johnny J. Jones Exposition and had served in various capacities for J. C. McCaffery.

Bum Weather Raps Strates In Pawtucket

Saturday Gate 11,000

PAWTUCKET, R. I., June 4.—Cold weather and rain continued to hound the James E. Strates Shows thru their local engagement. However, when weather permitted, biz matched that of 1948. A big children's matinee May 28 with 11,000 patrons passing thru the pay gates at night combined to pull the office out of the red for the week.

Building of more wagons and show equipage continues. Completely finished here was the new stainless steel office wagon. Treasurer Nick Bozinis and J. F. McDevitt, secretary, moved in. James Yotis Sr. did a slick construction job on the new wagon from the wheels up.

Kara Kum, Hindu magician, joined with his troupe of Oriental wonder workers. They are offering a mystery show behind a new wagon front on a modernistically designed stage.

Jack and Bonnie Norman added more performers to the cast of their *Broadway to Hollywood Revue*. It includes Johnnie Johnson, Suzy Marr, Taffy Castle, Jean Carroll, Nickey Gale, Jane Galliger, Evelyn Bittner, Mora Lane, Lonny Branch, Tiny Kay, Renee Baron, Joan King and Margo. *Revue* is produced and directed by Ivan Fehnova.

Prepping for the first celebration of the season, Bunker Hill Day, Charleston (Boston), Mass., Sullivan Square the week of June 13, finds everybody painting and refurbishing all equipment. Much new canvas will be in the air for that date.

Lee United Gets Cold, Rain; Biz Far Below '48

ADRIAN, Mich., June 4.—Plagued by rain and cold weather, Lee United Shows' business has been considerably under 1948, according to Owner-Manager Charles H. Lee. The org opened a week's stand here Monday (30).

Shows teed off March 9 with rides only in Detroit and played lots in that city until April 22, when they moved a few miles out to Big Beaver and from there to New Haven. Both (See Lee United Biz on page 75)



EDDIE HOLLINGER, 57, secretary of the H. B. Rosen Shows, died of a heart attack May 27 in Norton, Va. Funeral services were held June 1 in Elmira, Ont., with burial in the Lutheran Cemetery there. Surviving are two brothers, Walter and Orris, both of Elmira.

SHOWMEN UNBORN SHOW FOR SALE

Here is without a doubt the finest Unborn Exhibit in the U. S. today. This is a Class Show for the above average Showman. It consists of dust-proof cases averaging 18"x22"x12". Glass fronts, exceptionally durable. Figures are life-size cutaway torsos, in natural color, from conception to actual birth, showing both the right way and wrong way—made of reinforced wax. It must be seen to be appreciated. A live wire Showman can work 52 weeks a year, hitting the schools in winter. Please do not confuse this fine exhibit with the common pickled punk in jar type.

To duplicate this exhibit today it would cost you at least \$500.00 per case. The entire 16 cases can be yours for \$175.00 per case—\$2800.00 complete. Plan to fly out to look at it. I promise you will not be disappointed.

FRANK J. BETTELI
7919 Waring Ave., Los Angeles 46, Calif.
Phone: WEBster 3-8491



Shrunken Heads as the cannibals prepare them. Like photo, prepaid \$10. Male Shrunken Heads—short, kinky hair, prepaid \$8. Shrunken Body as cannibals prepare them. 2 ft. long, prepaid \$15. Order from this list. Many other manufactured attractions.

TATE'S CURIOSITY SHOP
5240 East Van Buren St.
Phoenix, Arizona

WANT SIDE SHOW PEOPLE

Want worthwhile Acts, all kinds, Pin Cushion, Fire Eater, Man and Woman for Blade Box, good Grinder. Leo Palmer, Chuck Kennedy, Maire Fire Eater, contact.

JOE E. HILTON

Blue Grass Shows Combined Side Show
Peru, Indiana

FOR EXPORT

Popcorn Machines & Concession
Equipment & Supplies

BLEVINS POPCORN CO.
NASHVILLE, TENN.

NOW AVAILABLE

1949 EDITION OF OFFICIAL
CONCESSIONAIRE'S GUIDEBOOK

Jam packed with money-making ideas, games formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

Concessionaire's Guidebook
3916 Secor Road, Toledo 6, Ohio

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

POPCORN MACHINES

CLOSE OUT—POPCORN MACHINES. All brand new, never used. One (1) Star P-50 Floor Model, One Jumbo Giant (115 Volt A. C.), plug anywhere (capacity 502 hr). One Jumbo Giant (hot air or natural gas). One Star #44 Theatre Model (finest model built). Wire for any or all of these. Best offers first served. Wire

BEVERATOR COMPANY, CAMBRIDGE, OHIO

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

AT LIBERTY

BOB SICKLES

Address Jenkins, Kentucky, this week.

GOLDEN GATE SHOWS

HODGENVILLE, KY., JUNE 6-11
Then Muldraugh, Ky. Bingo, Cookhouse, Popcorn, Stock Joists, Ball Games, Mitt Camp, Floss, Sno Cone, Candy Apple, Kid Rides.
No Gift.

FRANK OWENS, Mgr.

WANTED

Rides, Shows, Concessions and Free Acts for Old Settlers' Reunion at Louisburg, Mo., on July 22-23. Write

HARRY ATCHLEY

Buck Predicts 20% Biz Dip; Crowds Hold, Spending Off

By Jim McHugh

KINGSTON, N. Y., June 4.—With several weeks of play in up-State New York industrial centers behind him, Oscar Buck, owner-operator of the shows bearing his name, is convinced that the season's take may well tumble as much as 20 per cent below that of last year. Weather permitting, the shows' gate has been holding up, but crowds on a par with last year are spending as much as 22 per cent less, he said.

The reason for lower grosses is readily apparent, especially in a town like Endicott, N. Y., where some 28,000 employees of the Endicott-Johnson Shoe Company were on a three-day week. Similar results can be expected in any one-industry town, Buck says, altho he admits that other industrial centers with multiple enterprises may well hold up.

Fairs Will Stand Up

The future, however, is held to be relatively bright, since Buck believes that fairs in rural areas will hold up. Farm income is high and steady and likely to continue that way, he says. If so the Buck organization is assured of another successful season to add to its decade of red ones. Buck announced here that he has added the Bath, N. Y., annual to his fair route. The date was made available when the James E. Strates Shows inked the New York State Fair which

Midway Confab

Pearl R. Chris, concessionaire, is a patient in Veterans' Hospital, Jefferson Barracks, Missouri, where she is to undergo a gall bladder operation soon. She is in E-3, Room 380 and would like to read letters from friends. . . . Line-up of Harry's Greater Shows includes Harry's Merry-Go-Round, Ferris Wheel and Whip; Peggy Smith's Girl Show; Alice Hogan, two ball games; Eddie Brosan, concessionaire; Ann McInfire's "Broadway Gaeties"; Charlie Pettis, Motordrome; Gertrude Hood, spider girl; Mary Hogan, Unborn Show, and Teddy Bucaris, manager.

Help shortage may be ended, but we are still hiring 'em off of bar stools and out of canned heat jungles.

James Thompson and daughter, Edith, joined King Reid Shows at Bennington, Vt., with their Side Show. . . . When the J. J. Kirkwood Shows played Oswego, N. Y., recently Ken Wheeler and Tommy Fitzgerald renewed acquaintances with the Great Jarvis, who has the Magic and Illusion shows on that org. In 1936 Wheeler, Fitzgerald and the Great Jarvis trouped together. . . . Mrs. Ida Cooney, who operates the guess your age concession at Eastwood Park, Detroit, is in Holy Cross Hospital there for a major operation. . . . Mrs. Bernice Stahl, wife of Eastwood's superintendent, is launching her annual drive for the cemetery fund of the Ladies' Auxiliary of the Michigan Showmen's Association.

Gate and Banner Shows placed parking meters on chairs around its office wagon to give every loafer on the lot a break.

Carl Tavrain, concessionaire, has deferred plans to set up a Kiddieland in the Detroit area until a suitable location is cleared for use. . . . John and Ione Foley, William and Frances Taylor, Carl Capello, Doris Diesel, Bruce and Eleanor Brewin, and Dolores and Ralph McGill have teamed up to operate the French fries concession at Michigan State Fair, Detroit, under the name of Cousin's Concessions.

is to be revived this year at Syracuse.

Buck, who plays a rubber-stamped route, limited to New York, New Hampshire, Massachusetts and Connecticut, already has tabbed some good dates. Menands, N. Y., which subsists principally on civil service dollars earned in Albany, the State capital, gave the organization its usual red one. To date the shows, like its counterparts, has experienced considerable cold and rainy weather.

Shows Attractive

Altho third in here, having been preceded by Roland Champagne's Continental Shows and the Allen-Smith Shows, it appeared likely that Buck would score a fair week's biz. Shows are big and powerful enough to lure folks to the distant out-of-town location. The dazzling, John Courtney-built marquee, new last season, together with the spectacular lighting used thruout the shows will draw highway travelers who might otherwise be unaware of the shows' presence. The front is embellished with neon-lighted revolving towers.

Rides presented here included a Merry-Go-Round, twin Ferris Wheels, Caterpillar, Whip, Rolloplane, Fly-o-plane, Tilt-a-Whirl, Looper, Hi-Ball, Silver Streak, Kiddie Auto and Kiddie Boat. Shows are traveling on 38 semis, including one added here, and seven straight units.

Side Show to Bentley

Buck announced here that Claude Bentley, Side Show operator with the James E. Strates Shows, will frame a similar unit for him. The Side Show was previously managed by James Thompson.

Concessionaires voiced no complaints, except for the weather. Sid Goodwalt, cookhouse grab op; Harry Schwartz, custard; Gene O'Donnell, bingo, and Jim Quinn were bundled up against the cold.

This org may be the first of its kind to sport a new fiberglass top. Sid Goodwalt ordered a new red and white striped top for his grab joint from Arthur E. Campfield, head of the tent firm bearing his name. Buck is considering using the new material for a big unit.

Buck is spending about two days a week at his Troy, N. Y., home where his wife, Evelyn, and son, Oscar Jr., not yet two years old, reside.

Mud Nixes N. J. Date For Virginia Greater

RAHWAY, N. J., June 4.—Virginia Greater Shows were forced to pull out of their week's stand near Somerville, N. J., as the lot was so muddy it was useless to set up the show.

Thru the co-operation of the Disabled American Veterans' Committee at Rahway the shows were permitted to come in here last week and opened Friday (27). Holiday week-end brought good turnouts to the midway and shows remained for the week.

Owner Rocco Masucci is changing the entire set-up of the shows' back end. New tops and fronts have been purchased for the Side Show, sepia revue, and the two Girl shows, which are now in charge of Fats Usher, who has replaced Ray (Hop Jump) Richards, who left the show. Ed Schockler, cotton candy operator, also left the show.

Rides operated at Rahway were a Whip, Loop-o-Plane, Merry-Go-Round, Chairplanes and several kiddie rides. Shows have a good fleet of new International tractors and trailers.

Decoration Day (30) was favored by good weather in Rahway, which brought good crowds to the lot in the afternoon and at night. Shows are heading south, with Burlington, N. J., the last New Jersey stand.

THOMAS SHOWS

Want for Albany, Ind., Firemen's Annual Street Fair, June 12 to 18; Roanoke, Ind., Firemen's Street Fair, June 20 to 25. 16 more Street and County Fairs to follow. Experienced Ride Help on all Rides, must drive semis. Good wages. No X on Hanky Panky. Want Flashy Photo, Long and Short Range Gallery. Knox, Ind., this week.

Great Plains Shows WILL BOOK

One Major Ride with transportation, Rolloplane, Tilt, Whip or Spitfire. Will book following Concessions: Custard, Bumper, String Game, Penny Pitch. Opening for Peek Store Blower or Clothes Plus. Contact Harry Richman, Mgr. Johnny Pedder Baker and Jig Pappy, come on or wire, have good proposition. Chick Williams, contact me St. Francis, Kansas. Celebrations starting June 17, proven route, 12 Fairs to follow.

JOE P. WILLIAMS

St. Francis, Kansas, June 6-13

WILL BOOK

Set of Kiddie Rides, Super Rolloplane and Funhouse or will buy same for cash. No junk. Harry Sturgis.

Dick's Greater Shows

New Brighton, Pa.

HOME STATE SHOWS

Want for American Legion State Convention, Yankton, S. D., starting Sunday, June 12. Shows that don't conflict. Concessions: Mug Joint, Novelty, Fish Pond, Ride Help that can cut it for cash dollars. Sioux Falls, South Dakota, this week.

WANTED

No. 5 FERRIS WHEEL

Wire Cash Price

D & S AMUSEMENT CO.

Old Orchard Beach, Me.

OHIO VALLEY SHOWS WANT

Candy Apples, Sno Balls, Age and Weight, Stock Concessions, Want Count Store, Swinger and Percentage Agents, Luther Church, contact. Wire

ROXIE HARRIS

Garrett, Indiana

WANT ROLL-O-PLANE

Will book, buy or lease. Mr. Coleman, who had Show out last season, get in touch with me. Want Acts for Side Show, good proposition for Half and Half with wardrobe. Will sell X on Diggers.

PAGE BROS.' SHOWS

Central City, Ky., now; Franklin, Ky., next week.

ANTHRACITE SHOWS WANT

For Firemen's and Church Picnics until Labor Day. Pan Game, Beat the Dealer, Pea Pool, Ball Games, High-Striker, Mug Outfit or any other legitimate Concessions. Will give a good proposition to Ferris Wheel, Merry-Go-Round or any other Major Ride. We have 'live and let live' prices here. This week Pittston Township, Pa., next week Scranton, Pa. Answer C. W. DAVIS.

PICNIC

Spiro, Okla., June 9-10-11, and big July 2-3-4 coming up. Want 102 Stock Stores, Agents for Ball Games, any Side Show with own outfit. Special proposition to Merry-Go-Round, Wheel, any Flat Ride; have some transportation can furnish for these choice spots. C. H. Cudney, contact. For Sale—Cook House, or lease. Tiger Woods wants Athletic Talent. Pat Patterson, Buddy Tibbets, Jack Dillard and Lucky, contact. No agitators wanted. Must be with it and for it.

DICKSON UNITED SHOWS

JJJ Flanks Hostile Press To Publicize N. Tonawanda

NORTH TONAWANDA, N. Y., June 4.—A situation in which this one-newspaper town denied a carnival access to its editorial columns was successfully solved by the Johnny J. Jones Exposition, showing here this week. When the shows' press representative, Jay Leipzig, arrived in town, he said he was informed by the paper, *The Daily News*, that its columns were not available. The anti-carnival attitude appeared to be based upon a recent incident in which a trouper from a one-nighter org allegedly raped a local girl.

Instead of attempting to persuade the newspaper to alter its stand, Leipzig channeled all publicity into Buffalo dailies and near-by Kenmore weeklies. This proved somewhat of a virtue because *The Buffalo News and Courier*, for example, is reputed to have a circulation in North Tonawanda that is at least equal to that of the local gazette, and opportunity was given to draw from Buffalo proper, a condition which would not have arisen had the local paper cooperated.

Traube Blasts "Hypocrisy"

Nevertheless, JJJ inserted paid advertising in the local paper, on instructions to Leipzig from Leonard Traube Associates in New York, who stated, "If a newspaper's editorial columns are not open to carnivals on 'moral' grounds, this is a situation we cannot fight. It is hypocrisy for that same paper to accept paid advertising, but if the paid columns are available, we'll buy space, provided it is a medium we need. Since North Tonawanda is a newspaper monopoly town, the JJJ organization cannot afford not to buy advertising. We will not fight hate with the withdrawal of the dollar sign, for the very simple reason that it is not good business to keep money away from newspapers that won't co-operate. The press is 'free' only when it is not hypocritical. We would have respected *The Daily News* more if it had denied its advertising columns to us, while lamenting the absence of our monied representation in a monopoly."

Last week in Bradford, Pa., the shows encountered the coldest weather in the experience of Ralph Lockett, traffic manager. Shows did not get open until late Wednesday. The town is usually good for JJJ and some business was done Friday and

Saturday, with the matinee on the last day the best of the season.

Lockett said that the Aerial Hustris, booked thru the Ernie Young Agency, Chicago, would join the shows next week in Erie, Pa.

Strong Flacking

Shows scored heavy publicity in Bradford. A total of 10 photo-story layouts appeared in *The Daily Bradford Era* and the weekly *Bradford Journal*. In radio, the big plum was a 15-minute program on WESB featuring Anita Marie, Al Golden and Chloe Carter, of Allen Gilbert's *New York Follies*, and Leipzig. Eighteen paid spots were carried on the one station in town, a Mutual outlet.

Traube will join Leipzig in Dubois, Pa., next Tuesday (7) to build the advance for that date, June 13-18. Dubois is the home town of the late Johnny J. Jones and the sponsoring firemen are advertising the stand as a combination firemen's celebration and homecoming.

Harold Barlow Dies; Veteran Show Owner Succumbs to Cancer

ST. LOUIS, June 4.—Harold Barlow, owner of the Barlow Big City Shows for 20 years, died here Sunday (30) in St. Luke's Hospital of cancer. Ill for several years, Barlow entered the hospital only three days before his death. Survivors include his widow, Vera, and a brother, Harry.

Services held Wednesday (1) from the Hoppe Funeral Home here were conducted by the International Association of Showmen, with Rev. J. Beyersdoerfer officiating. Burial was in Showmen's Rest, Memorial Park Cemetery here.

Pallbearers were P. E. (Heavy) Vaughn, George Regan, E. D. Mahoney, William Finkle, Dave Kieffer and J. P. Murphy. Honorary pallbearers were Sid Sidenberg, L. M. (Pete) Brophy, Dee Lang, Euby L. Cobb, Leo Lang, Rogers Wohlberg, Rosecoe Walkup, Robert Mackey, Major G. Lamus, William Piggott, Harry Burke and Frank B. Joerling.

Mrs. Leo Lang, Mrs. Dee Lang, Mrs. Louise Howe, Betty Grundel and Mrs. D. L. Simmons represented the Missouri Show Women's Club at the services.

Harrison Debuts Second Unit in S. C.

COLUMBIA, S. C., June 4.—A new midway organization to be known as Capitol Amusement Company has completed arrangements for its debut here Tuesday (7).

Owned by Frank Harrison, who also has Jack's Greater Shows on tour, org will be managed by F. E. Spane, who also will act as general agent. Clyde Bolden will be secretary.

Unit will consist of five rides, two shows and a number of concessions. It will operate under a free gate and its route will take it thru North and South Carolina and Georgia.

Father Arrell, SLA Member, Honored by Pope Pius XII

FARGO, N. D., June 4.—Father Lucian J. Arrell, pastor of St. Mary's Cathedral here since 1945, and member of the Showmen's League of America, has been named a domestic prelate by Pope Pius XII, with the title of right reverend monsignor.

Announcement of the appointment was made by the Most Rev. Leo F. Dworschak, auxiliary bishop of Fargo, following a cable from Rome. Monsignor Arrell recently celebrated his 25th anniversary in the priesthood.

PIONEER SHOWS

high class midway attractions

COUDERSPORT, PA., JUNE 13-18

TRI-COUNTY FIREMEN'S CONVENTION

68 Fire Companies participating. Parades—Special events nightly. Don't miss this winner and dates to follow in mountain resort territory, bonafide celebrations with fireworks, parades. Our 4th is a dandy. Good fair route.

WANT

Legitimate Concessions of all kinds, Novelties, Jewelry, Photos, Age, Scales, Diggers, Long Range and Short Range Gallery, High Striker, Grab outfit and Cook House.

SHOWS

Fun House, Glass House Motor Drome, Unborn, Monkey, Wild Life, Side Show, Mechanical, Plantation Show, Show of merit, Johnny Rea, answer.

RIDES

Kiddie rides of all kinds, live pony ride. Can always use good ride help.

WANT FREE ACT

State price. For Sale—20x20 Marquee, Smith & Smith Chairplane.

MICKEY PERCELL

Danville, N. Y., now; next week, Coudersport.

W. G. WADE

Shows

WGW

MUNCIE, IND., CRANOR SHOW GROUNDS, June 13-18

WANT—Platform and Walk-Thru Shows. Legitimate Concessions of All Kinds

Contact NOW for the BIG
4th JULY CELEBRATION, ADRIAN, MICH.
5 Days and Nights—June 30 to July 4

All privileges open except Corn Game, Popcorn, Lead Gallery. Can use 2 LARGE EATING CONCESSIONS for this date. This event features Radio, Stage, Screen Talent of known names.

Races—Fireworks—Car Given Away—Auto Thrill Show
Don't miss this one! Contact now!

W. G. WADE SHOWS, Lima, Ohio, all this week.

WANT

COURTNEY & SEERY

Want for

THE GREAT CHICAGO RAILROAD FAIR

100 DAYS — June 25 - October 2 — 100 DAYS

LECTURERS—TICKET SELLERS who can GRIND—TICKET TAKERS for our "LAW & OUTLAW" show staged in special building. Must have beards and dress like '49er Gold Miner, 2 shifts, 7 hrs. each daily for 100 days. Wax Show experience preferred. Send photo, state previous employment and salary expected. Accepted applicants will report June 22nd.

All Replies To: JOHN F. COURTNEY, MGR.
1816 N. CLARK ST. CHICAGO 14, ILL.
MUST BE SOBER AND RELIABLE, OTHERWISE WE DON'T WANT YOU.

JAMES H. DREW SHOWS

Can place for top notch route of celebrations and special events commencing June 13th. Merchandising concessions of all kinds. Must be legitimate. Cat Racks, Balloon Dart, High Striker, etc. Special opening, exclusive Custard, Arcade, Novelties, Photos. No shows or rides wanted. All wire this week Nitro, West Virginia.

WANTED

Talker, Ticket Sellers, Freaks, Fat Boy or Girl, Midget, Novelty Act, Mental Act, Annex Attraction. No exclusive. Book any act. 10 good Fairs. Always a long season. Bill Redmond, Serpentina, contact.

WENDEL (PROPS) KUNTZ

c/o O. C. Buck Shows,
Watertown, New York.

KIDDIELAND

CAN STILL USE RIDES FOR THE BALANCE OF SEASON. LOCATED IN THE CENTER OF TOWN WITH PLENTY FREE PARKING. NO ADULT RIDES. WRITE AT ONCE

L. E. GUTHRIE, PLA-MOR, INC.

32nd and Main Street.

Kansas City, Mo.

J. Landi to Mexico In Quest of Snakes

LOS ANGELES, June 4. — John Landi, assistant to the late Grace Wiley at her Cypress, Calif. snake ranch until she was fatally bitten last July by one of her pet cobras, leaves next week for Mexico and Central America on a search for reptiles.

A University of Southern California zoology student, Landi is taking a specially outfitted Jeep into the jungle. He plans to ship specimens back regularly to his partner, Norwood Goodman, USC zoology instructor. They plan to keep one pair of each variety captured to start a reptile farm. Extra specimens are to be sold to zoos, laboratories and private collectors as a means of financing their venture.

So far Landi has financed himself by selling his collection of 70 snakes, one of which was a mate to the cobra that killed Miss Wiley.

Many orders are to be filled, Landi said. One of the first consignments will go to the Long Beach Zoological Society.

The partners are seeking a location for their snake farm, having been turned down by the Los Angeles City Council on a plea to establish their headquarters in the city.

FROM THE LOTS

John H. Marks

OIL CITY, Pa., June 4.—Eddie Lange, transportation boss, did a good job on the move here from Connellsville, Pa. Org broke in the baseball park and Paul Lane, lot superintendent, had it laid out in fine style.

Decoration Day was big in spite of cool weather.

Date in Connellsville gave a big Saturday crowd. Troutman's department store sponsored a children's party, and used plenty of publicity, including Hadji Adji, a Slim Kelley feature, as street bally. Night crowd was good despite threatening weather.

John Rea's Hall of Science is doing well. Zoma, Amazon Jungle Girl, managed by Slim Kelley, is drawing well. Debby Durbin took over *Beautiful Hawaii*, posing revue, and added three girls. Johnny Orenallas' *Broadway Vanities* continues a top money getter.

Mr. and Mrs. Jack Wright, general agent, returned from a booking trip and a conference with John H. Marks. Jack Birmingham, advertising agent, is assisted by his wife, Jessie. Harry Schreiber, legal adjuster, and Paul Lane, concession manager, report full crews.

Del Crouch's Motorrome registers good biz in every town. Dorothy Crouch is managing Kiddieland. Bill Keefe is assisting Henry P. Halder, treasurer, in the office wagon, and also has the floss.

Bob Hallack, general agent for Dicks Shows, visited—WALTER D. NEALAND.

Page Bros.

RUSSELLVILLE, Ky., June 4.—This, the org's home, proved the best spot of the season.

C. V. (Bill) Cox resigned as business manager and headed for North Carolina. Recent additions are Plumber, cookhouse, and Virgel Tolly and Duke Mitchell, concessionaires. Mach Hoge is framing another joint. Org has booked Greensburg, Ky., July 4. The new ride, the Shooting Star, is a money grabber.

Paul Pittman, concession manager, visited his father who underwent an operation.

Jack's Greater

HIGHLAND SPRINGS, Va., June 4.—Rain hurt business the first four days at the Richmond Petersburg Pike lot, Richmond, Va. Rain Thursday (26) caused postponement of the baby giveaway, which created much interest, including protests from welfare organizations. It also drew a three-column front-page story in *The Richmond News-Leader*. The giveaway Friday night (27) drew a large crowd and all reported good biz. Saturday's matinee attracted a good crowd of youngsters, but rain from 4 until 5 p.m. hurt a lot. Saturday night crowds came early but rain hit at 9:30 and continued about a half hour.

Station WLEE, with Harvey Hudson at the helm, co-operated. While the stand was not a big week, results were satisfactory. Manager Frank Harrison and Stanley Reed, general agent, made several trips in the shows' interest. Frank Harrison Jr. is expected to be with the shows soon in an official capacity.

Al Huband, Harvey Hudson, Tex Scrivener, Philip Harcum, Margaret Dailey and Alfred Cade visited—HARRY E. WILSON.

Joseph J. Kirkwood

OSWEGO, N. Y., June 4.—Rain hit shows upon their arrival here. It was followed by cold winds, which prevailed all during the engagement. Sizable crowds of good spenders came out despite the elements. Art Ludwig reported that his bingo had a good week.

Tuesday afternoon (24) saw 112 youngsters from the St. Francis Home entertained with free rides, hot dogs and orangeade from Pete and Harry Basil's cookhouse. Popcorn was supplied by Robert Hunter, of Bob K. Parker's Enterprises. The Great Jarvis presented his magic act. Following the show, the children posed for pictures with Emanuel Zacchini, human cannonball, and Kip Andrews, Funhouse operator and clown.

Owner Ralph Decker was on the sick list all week. Mrs. Decker attended him. Clarence and Madge Thames have returned with their *Tina and Garden of Allah* revues. Owner Decker has given away a bicycle at each matinee performance thus far.—LEROY TERRELL.



NEW! NEW!

EVANS' UMBRELLA WHEEL

Another sensational Evans Wheel—another great winner for this and many seasons to come! It has the flash and appealing action that gets you plenty of protection for a rainy day! This laydown wheel offers 8 propositions in addition to 16 numbers. Play on odd or even, high or low, red or black, etc. Beautiful red, white and blue trim, with new characters and numbers in gold. Includes 36"x50" layout.

Write for Information Immediately!

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Ill.



Never a breakdown with guaranteed Amaco Quick cameras. Patented features mean more profits. Obtain list of bargains. New Used. Low Prices. Beautiful, Durable. Also Portable Cameras.

American Stamp & Novelty Mfg. Co.
Houston 8, Tex. (formerly of Okla. City)

INSURANCE

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IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

CALIO RECORDS

ELMHURST, ILLINOIS
"The Original Calliope Record"
Excellent list of old-time "Circus" and "Carnival" tunes. Just the record for Midway, Bally, Sound Trucks or Merry-Go-Round. Break-resistant plastic.
WRITE FOR FREE LISTINGS

Frozen Custard Trailer FOR SALE

Used less than three weeks, 15 ft. over all, glazed in, has solid shutters to go over the glass so the trailer can be securely closed at night and while traveling. Equipment consists of freezer that will handle either custard or ice cream. Large electric storage cabinet included. This outfit cost over \$3200.00; our price now only \$1750.00. KING AMUSEMENT CO., 87 Orchard St., Mt. Clemens, Mich.

WANTED—Bingo Operator FOR NEW DOWNTOWN HALL

Fully equipped, can seat 350. Want to sell equipment or lease, good terms.
THE MEMORIAL ASSOCIATION
25 E. Beaver St. Jacksonville, Fla.
Ph. 5-1058

MECHANIC WANTED

For Traveling Arcade. Year around position.
BOX D-192
c/o The Billboard Cincinnati 22, O.

<h3>FOR SALE LOOPER RIDE</h3> <p>Same has been painted and overhauled at our factory here and is like new. Price \$7,500.00 f. o. b., Columbus, O.</p>	<h3>ANDERSON FREE FAIR JULY 4-9</h3> <p>Can use two more outstanding Shows, also Rides that do not conflict. Dick Dillon, contact me at once.</p>
<p>Address Inquiries:</p> <h3>GOODING AMUSEMENT CO., INC.</h3> <p>1300 NORTON AVENUE COLUMBUS, OHIO</p>	

— PAGE BROS.' SHOWS —

Want Business Manager. V. L. Collier and Millsap, contact. Want Monkey Show Operator, also Operator for Fun House. Have complete Side Show equipment, need Manager with Acts. 1 Girl for Girl Show. Slum Concessions of all kinds. Sell X on Scales, Jewelry and Custard.
CENTRAL CITY, KY., Now.
P.S.: Paul Pittman and Mack Hogan want Agents for Hanky Panks, Skillo, Pin Store and Roll Down. Only one of a kind on Show. Also want Outside Help.

ARENA AMUSEMENTS

Want for Italian Saints' Days Celebration, Hammonton, N. J., June 20-25 Shows with own outfits. Have Side Show complete. Want Manager and Acts. Rides—Can place Flat Rides. Concessions all open. Will sell ex. on Diggers, Custard and Novelties. Space limited. Wire deposit. 80,000 attendance last year. All mail and wires: NANTICOKE, PA., THIS WEEK.
COL. A. L. SYKES-McRORIE
Permanent Address: 215 JACKSON ST., TRENTON 10, N. J.

HAPPY HOLIDAY SHOWS, INC.

Can use Hanky Panks of all kinds. Playing money spots in Ohio and Michigan. Toledo, Ohio, June 6-11, Front and Main; Willard, Ohio, June 13-18, Police and Fire Depts.; Millersburg, Ohio, June 20-26, Fire Dept. Then the biggest Fourth in Michigan. Brighton, on the streets, sponsored by the Fire Dept. Wire, don't write.
P.S.: Can use Ride Help who drive semis. Can use Hanky Pank Agents.

MOTORDROME MONKEY SHOW

Wanted for GREELEY SPUD RODEO (WEST'S TOP 4TH) CHEYENNE FRONTIER DAYS (DADDY OF 'EM ALL) COLORADO STATE FAIR (COLORADO'S BIGGIE) SKI-HI STAMPEDE (NO PUNKINS HERE)
Plus seven other outstanding fairs and celebrations!
WRITE OR WIRE TODAY!
FORSYTHE & DOWIS RIDES, INC.
801 North Sixth Street Sterling, Colorado

MERRY MIDWAY SHOWS

Annual Lions Club Celebration, Millersburg, Ind., June 7-11; Mermaid Festival, N. Webster, Ind., June 14-18
Need Stock Concessions, Bumper, String, Pitch-Till-U-Win, Hoop-La, Novelties, Hi-Striker, Slum Spindle, Lead Gallery or any that don't conflict. Need Grind Shows, Snake, Fat, Monkey or any Walk Thru. Need Ride Help on Merry-Go-Round, Swings.
Contact
ALBERT BARKER
Millersburg, Ind., June 7-11; No. Webster, Ind., June 14-18.

WILSON FAMOUS SHOWS WANT

Foreman for No. 5 Wheel, Second Men on other Rides; you must drive. Agents for Stock Concessions. Can place a few more Stock Concessions. No drunks or chasers. Good wages to those who qualify. Can use Fun House Manager.
Address: This Week, Rockelle, Ill.; Next Week, Savanna, Ill.

WANTED A BINGO CALLER

Who knows what its all about. Top salary and raise at fairs. Address:
GUY B. WEST
Cavalcade of Amusements Peoria, Illinois, until June 11

WANTED

For July 3rd and 4th CARNIVAL including Rides and Concessions. Call or wire
PHIL GORDON
Mineral Point, Wisconsin

ROAD SERVICE ORGANS FOR SALE FRANK ORGAN SERVICE

4948 Waveland Ave. Chicago 41, Ill.
Phone: Pensacola 6-2613

GENERAL AGENT AT LIBERTY

Twenty-five years' experience with Carnivals. Also can do legal adjusting. Can join on wire. With show that has something to offer. Wire or Call
CHAS. S. NOELL
Kock's Hotel Hot Springs, Ark.

WANTED

Carnival or Rides for TOMATO FESTIVAL, August 25-26-27, Ridge Farm, Ill.
JOHN CORCORAN

WANTED

Carnival for July 4, 1949. Sponsored by KINDRED FIRE DEPT. Call or write
RUSTAD'S
PHONE: 4251 KINDRED, N. D.

MINIATURES
of nationally famous beverages

New, fast-selling miniatures—faithful reproductions of 40 famous brands—are reasonably priced for many uses—for collectors, novelties, minor prizes, souvenirs, give-aways.

Write for complete catalog

ORDER A SAMPLE GROSS
\$9.00
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25% deposit with order;
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JOBBER:
Send for catalog
and discounts

Bill's SOUVENIRS
NOVELTIES
SPECIALTY MANUFACTURING COMPANY
131 NORTH SECOND STREET - MILWAUKEE 3, WISCONSIN

Wabash Valley

CARTHAGE, Ind., June 4.—Shows moved in here following a successful week's stand in Waldron, Ind., under auspices of the police department. Altho weather was cold, shows and rides reported one of the best weeks of the season thus far. Friday and Saturday brought out big crowds of good spenders and Saturday's matinee was good enough to make up for the slack encountered the initial part of the engagement.

Shows carry 4 rides, 2 shows and 22 concessions. Personnel includes R. E. (Larry) Boyd, owner-manager; Garnette E. Boyd, secretary-treasurer; Fred Haines, concessionaire; Charles and Jeanette Ashley, color blocks; Dick and Elsie Barnard, cook-house; Nickey Miller, candy floss and snow cone; L. C. (Blackie) and Honey Child Trent, ball game and kiddie ride; Kenneth and Lorraine Trent, basketball; C. C. Dill, short-range gallery; Lee Mize, cork gallery; Lucy Mize, bumper; Bruce Duttlinger, penny pitch, glass pitch and balloon darts, with William and James Duttlinger and Leola Miller as agents.

George Fitz, age, scale and high striker; Frank Matty, buckets; W. L. Dill, trap pitch; Leona Mitchell, palmistry booth; Sam and Teresa Miller, photo gallery.

Bruce Duttlinger is ride superintendent, with James McPherson as his assistant; Woody Lewis, Boat Ride, and James Dunn, Chairplane. The writer is mailman and The Billboard sales agent.—CHARLES W. ASHLEY.

W. G. Wade

PONTIAC, Mich., June 4.—Many new faces may be seen along joy lane. Richard W. Jessup joined his father on popcorn and candy, starting the fourth generation of Jessups in the field. A. M. Ray joined with a ball game.

Herman Weiner added four, and George Barclay came in with six. Dean Spooner, along with managing the King Amusement interests, added two concessions of his own.

Joe Pecnel joined the office staff as assistant to Mrs. Mildred Miller, general secretary. Irene Crossland took over the front gate, with Ruth Vittalle as assistant.

Mike Miller plans to spend his summer vacation with his parents. Art Mix joined with his Monkey Circus. Delbert Irons added his Mexican Burro Ride, and R. C. Herbers joined with his Life Show. Bill Gardner is on the show with Bozo.

Loretta Thumberg and Mrs. Lula Deggeller joined the Thumberg ride unit when Fred Thumberg was on leave from the San Diego naval base. Dick Eberhardt also joined the ride division.

Dave Gray is back on the Ferris Wheel. Sam Hansen has everything freshly painted. Buster Crossland has all rides and rolling stock in first-class shape. General Representative D. Wade visited and then left for his uranium strike in Western Ontario. Florence Schafer left for a short vacation in Rochester, N. Y.—WALTER A. SCHAFER.

W. S. Curl

SOUTH ZANESVILLE, O., June 4.—Short jump in here Sunday (28) was made in rain which continued all day. Engagement was played on the streets under Volunteer Fire Department auspices. Chairplane was not set up because of lack of space. Rain and cold weather prevailed all week. The crowds which did come out spent freely, however.

Members exchanged visits with personnel of F. E. Gooding Amusement Company, which played Zanesville proper. Shows gave away a bicycle at Saturday's matinee but it didn't help business much. Among visitors were Tim and Fred Nolan, of Moxahala Park; Russ Simmons, Buck Saunders, Frank (Dutch) Layne and Harry A. Moore.—W. T. (BILL) HOPKINS.

PRANCING HORSE LAMP
NO. 5310C
2.10 ea.
In gross lots
per dozen, \$28.80
No less sold

Semi-porcelain horse. Assorted colors. 12" satin-sheen collar shade. Height 16".

New 1949 "LIVE MERCHANDISE" CATALOG
SEND FOR YOUR COPY TODAY. Contains hundreds of new items including Lamps, Clocks, Appliances, Aluminumware, Glassware, Blankets, Smokers, Slum, Canes, Imported Merchandise, NOVELTIES, etc.
IMPORTANT: NATURE OF BUSINESS MUST BE STATED.

CONTINENTAL DISTRIBUTING COMPANY
822 NORTH THIRD ST. MILWAUKEE 3, WIS.

WOLFE amusement co.
HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

Rowlesburg, W. Va., This Week

WANT AT ONCE—Merry-Go-Round and Wheel Foremen who drive semis. Living quarters and top salaries to reliable help. Have complete Girl Show Outfit. Want Manager with 2 girls and wardrobe. This is good Girl Show territory (mining towns). Will place any Grind Show. CONCESSIONS OPEN—X on Custard, Photos. Will place Mitt Camps and will work every week. Sam Hausener wants Count Store, Skillo Agents—only Count Stores on the show. Also Cook House Help. Wire—don't write.

BEN WOLFE
ROWLESBURG, W. VA., THIS WEEK.

JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS

DON'T MISS THE BIG ONE
JULY 4-AT YPSILANTI, MICH.

Seven big days starting June 28. Over 30,000 people on day of 4th. Huge Parade with Elaborate Floats—15 Bands—Fireworks—Special Contests—Free Acts.

WANT INDEPENDENT SHOWS

To join now for balance of season, including choice Michigan Fairs to follow Ypsilanti. Can place Motordrome, Fat Girl, Fun House, Class House, Mechanical Show, Monkey Show & others. All Address HAPPYLAND SHOW, Battle Creek, Mich., this week; Benton Harbor, and Kalamazoo to follow.

The Best in Kentucky—25,000 People
BIG 4TH OF JULY CELEBRATION
FALMOUTH, KENTUCKY, FAIRGROUNDS
THREE DAYS AND NITES—JULY 2-3-4TH

Harness Racing July 2 and 4th, wit hAuto Races on Sunday, July 3rd. Outstanding Free Acts and good Entertainment.

WANTED—For an Independent Midway, all kinds of Slum and Stock Stores. Everything open except Bingo and Bottle Drinks. (No flats or gypsies) Don't miss this one. Come down, we will place you. Write or wire

F. C. McCARTY
After June 15th at Phoenix Hotel, Falmouth, Kentucky.

Want—TIP-TOP SHOWS—Want

For Firemen's Celebration on streets downtown WATERLOO, N. Y., JUNE 6-11, and downtown UTICA, N. Y., to follow: Ice Cream, Novelties, Hoop-La, Cork and Lead Galleries, Basket Ball, Bumper, Add-'Em-Darts, American Palmistry, Striker or Penny Arcade. Will book Ferris Wheel to complete 5-Ride Show, 25% Wheel will have red season here. Need Agents for office-owned Stores. Want sober Ride Help for Chairplane and Super Roll-o-Plane who will appreciate good treatment. No drunks or chasers.

En Route
DICK NEUGENT
128 HURON ST. Phone 48255 SYRACUSE, N. Y.

WANTS JACK GALLUPPO WANTS

Girls for 2 Girl Shows, Piano Accordion and one more Electric Guitar Player, Cookhouse Help of all kinds. Lu Lu Galluppo wants Help for her Grab Stands. Now completing large, modern wagon front for Girl Revue. Get where they're all "red ones." Largest Fourth of July Celebration in Illinois, 14 of the best Fairs in the Middle West, including Minot, North Dakota, State Fair. Can also place Percentage Dealers and Bingo Counter Help.

ALL REPLY TO
JACK GALLUPPO
c/o Sunset Amusement Co., Ames, Iowa, June 6-11; then Iowa City.

AGENTS WANTED AGENTS

Milk Bottle Ball Game, Fish Pond and P.C. Dealers. Agents for Raxzio who can work quarter and half with point chart. Also Agents for Wheel who can deal stock and percentage. The only two outfits on a 14-ride show. Long route of choice Fairs.

EARL TAUBER, SUNSET AMUSEMENT CO.
Ames, Iowa, June 6th to 11th; Iowa City, Iowa, June 13th to 18th.

BIGGEST JULY 4TH SPOT IN MIDWEST
Seven Big Days
June 28-29-30-July 1-2-3-4
YPSILANTI, MICH.

WANT SHOWS—Motordrome, Hillbilly, Minstrel, Fat Girl, Midgets, Wax or Crime Show, Funhouse, Glasshouse, Monkey Show, Mechanical Show. Nothing too big for this date. Free gate, over 75,000 attendance, with 30,000 on day of Fourth. Big parade on day of Fourth, with elaborate floats, 15 bands, special contests, fireworks, free acts.

All address:
FLOYD LEIB
208 Elm St. Ypsilanti, Mich.

WANT CARNIVAL
For Week—Open Date to Sept. 1, 1949
LOYAL OAK POST 4466 VFW
R. E. Schneider, Comdr.
R. D. #1, Barberton, Ohio

RIDES

Michigan Committees, have open dates in June, July and August, write. Ride Help needed.

LUCKY CARSON
BOX 1044 SAGINAW, MICH.

WANT CARNIVAL
For "Hot" July 4th spot in Illinois.
Write or wire
EDGAR BURNETT
BOX 8 BOSWELL, IND.

BUNKER HILL WEEK

JUNE 13 TO 17—FREE GATE—BOSTON, MASS.
Want Legitimate Merchandise Concessions That Work Strictly for Stock
Can Place Two Real Grind Shows of Merit for This Spot

JAMES E. STRATES SHOWS
AMERICA'S BEST MIDWAY

PLAYING THE MOST OUTSTANDING ROUTE OF CELEBRATIONS AND FAIR DATES
ON THE ATLANTIC COAST INCLUDING

NEW YORK STATE FAIR

SYRACUSE, N. Y.—OCT. 5 TO 10—FIRST FAIR SINCE 1941

AND THE FOLLOWING:

CLEARFIELD CO. FAIR

Clearfield, Penna.

NIAGARA CO. FAIR

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SOUTHERN STATES FAIR

Charlotte, N. C.

ORANGE CO. FAIR

Orangeburg, S. C.

ERIE CO. FAIR

Hamburg, N. Y.

CORTLAND CO. FAIR

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GREAT DANVILLE FAIR

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CHARLESTON AGR. FAIR

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CENTRAL FLORIDA EXPOSITION, Orlando, Fla. and other outstanding Celebrations and Fairs in Florida

Correspondence invited from outstanding attractions—nothing too big, but entertainment value must be in keeping with our standards. Can always place legitimate Merchandise Concessions that work strictly for stock.

NEW BRITAIN, CONN.

June 6 to 11

BOSTON, MASS.

June 13 to 18

MAGIC EMPIRE SHOWS

15 FAIRS AND CELEBRATIONS

WANT capable RIDE HELP; must be sober, reliable and be able to drive Semis. WHEEL, CATERPILLAR and FLY-o-PLANE FOREMEN. If you are a man who can take care of ride and can be relied on, will pay you top salary or percentage. Will book MOTOR DROME, TEN-IN-ONE, PENNY ARCADE, FUN HOUSE or any other SHOW with own equipment.

CONCESSIONS: WILL GIVE EXCLUSIVE ON SNOW-CONES, FROZEN CUSTARD. Will book any legitimate concessions except Pop-Corn, Candy Apples, Bingo and Flats.

Have For Sale—JONES CHAIRPLANE

Good condition, practically new Air-Cooled Wisconsin Motor. Will take \$750.00 for same. Reason for selling, we have plenty other rides.

Address all to A. SPHEERIS, MAGIC EMPIRE SHOWS
HUNTINGTON, IND., JUNE 6-11; then VAN WERT, OHIO, JUNE 13-19.

WANTED JACK'S GREATER SHOWS WANTED

20,000 SOLDIERS IN THIS AREA, WARRENTON, VA., THIS WEEK
WITH FREDERICK AND HAGERSTOWN, MD., TO FOLLOW.

CONCESSION: can place Popcorn and Candy Apples, Custard, Candy Floss, French Fries, Long and Short Range Gallery, all Hanky-Panks and Slum Concessions open. Will book percentage if you have two or more concessions. **RIDES:** Can place any Ride not conflicting. **SHOWS:** Want Girls and Manager for No. 2 Girl Show, beautiful front built on semi-trailer. **WANT** Manager and Acts for Side Show, 130 ft. Banner line with Banners and all complete on the inside. Will book any worthwhile attraction or Grind Show. **AGENTS:** Want Agents for Skillo and one Wheel Agent. Also Six Cat Agents; all replies: Warrenton, Va., this week.

FRANK HARRISON, Owner-Mgr.; A. R. WHITESIDE, Concession Mgr.; MAX SHARP, Business Mgr.

WANT NESSLER SHOWS WANT

For the biggest 4th of July Celebration in the South, Martin, Tenn., June 28 to July 4th inclusive. Concessions of all kinds. Will sell EX on Custard. Sorry, no Flat Stores. **RIDES**—Will book one more Major Ride, Spit Fire or Octopus, two Kid Rides, Rides not conflicting with cars. Girl Shows, Athletic, or any Show capable of getting money. This is positively the biggest 4th in the South. I hold the exclusive contract. Those wishing to book, wire or phone. Space limited. Can use 2 PC Outfits after the 4th if you have 2 or more Hanky Panky.

NESSLER SHOWS, GIBSON CITY, ILL., THIS WEEK, THEN PER ROUTE

Farmland Lions Club Jubilee, June 13-18

WANT

Jewelry, Balloon Dart, Cigarette Gallery, Fish Pond and any Stock Concession; only two of a kind. Can use Monkey or any Grind Show. American Legion 23rd Annual Homecoming, Antwerp, Ohio; Bass Lake, Ind., 4th of July to follow. All replies to Chick Wagner, Manager.

DRAGO AMUSEMENTS
UNION CITY, IND.

FROM THE LOTS

Johnny T. Tinsley

ATLANTA, June 4.—Spotted on the Pyror Street lot, org was hit by rain Decoration Day, but weather the rest of the week was okay and business satisfactory.

Speedy Mullins added two more riders to his Congress of Motorcycle riders and enjoyed one of his best week's of the season. Additions along concession row include Mr. and Mrs. W. B. Barnett, custard. Leon Spain added another concession. Mr. and Mrs. Bob Everling took delivery on new canvas.

Henry Tinsley, Evansville, Ind., brother of Owner John T. Tinsley, visited here. Other visitors included Joe Redding, concession manager for the Southeastern Fair and ride owner; Mr. and Mrs. Sam Holman, Tampa, manufacturers of the Sunshine Choo Choo; Mr. Johnson, Miami, manufacturer of the Comet, and Mac (Pretty Boy) McClain, formerly on our legal staff, who now is in business in Atlanta.

Mrs. Tommy Thompson and daughter, Myra Ann, are expected next week. Mrs. Carl Kalansky, wife of the cookhouse operator, is expected any day. Mr. and Mrs. Gordon Crandall went to New Brunswick, N. J., to attend graduation exercises of their son, Ralph.

Tommy Thompson reports closing contracts for the Thomaston, Ga., County Fair.

William R. (Red) Hicks, of the concession department, has a new car.—**H. SAWYER.**

Lawrence Carr

SALEM, Mass., June 4.—Mansfield, Mass., opened good but Wednesday night weather became cold and rainy. Monday morning, the tops were covered with snow in Salem. Parade went thru okay and matinee was a success. Bridgeport Johnny received his new flash of fuzzy wuzzies. In Salem org played for St. Johns Church. Lot is small but Bill Damon did a good job and everything was on lot except kiddie train. Committee gave television sets away. Mrs. Lawrence Carr took over the office duties Tuesday night but had to return to her own show Wednesday. Mrs. Shiner and two daughters visited, also John Terry. George Tate is doing well with clock wheel, also Bob's French fries.—**TEDDY RAYMOND.**

Great Sutton

STERLING, Ill., June 4.—The shows have had a spotty season but always come under the wire on the profit side. The weather man has been against us.

Org has 10 major and two kiddie rides. The midway has the Broadway Brevities, Bill Rawlins, manager, also the Nudist Colony under his management. Jim Powers has the 10-in-1, featuring Kitty Kelly in the annex. He also manages the Magic Auditorium, Illusion Show and the Reptile Gardens. Cuck Gordon has a Fur-house; Don Lewis, Mickey Mouse. Mr. and Mrs. Nolan joined with their Penny Arcade. Col. Bill E. Green joined as 24-hour agent and publicity representative.

Recent visitors: Mr. and Mrs. Spot Mason, of the Mason Trailer Sales of Moline, Ill.; Mrs. Phama Smith and Mr. Larson, the Home States Shows. Mr. and Mrs. Pat Brown placed an order for a new 33-foot new Moon custom built trailer. Mr. and Mrs. Tommy Corcoran took delivery on a new 26-foot house trailer. Mr. Jessop, of U. S. Tent and Awning Company, was a recent visitor.

Don Lewis handles the billposting and Clyde Shubert has charge of car No. 1.

The engagement at Sterling is the first carnival to appear in this city for over 15 years. Opening day was Decoration Day and over 4,000 were in attendance; auspices Veterans of Foreign Wars.—**COL. BILL E. GREEN.**

American Midway Shows

WANT

Side Show Acts, Working Acts, also Freaks to feature. Wire

DON BRASHEAR

AMERICAN MIDWAY SHOWS

Frederick, Okla., this week

CHARLEY ELDER

WANTS

CAPABLE AGENTS

to take head of Basketball. No drunks. Wire

c/o TIVOLI EXPOSITION SHOWS

Dixon, Ill., this week

ALLEGHANY EXPOSITION SHOWS
ONE OF THE BEST

LEWISTOWN, PA., FIREMEN'S CELEBRATION
WEEK JUNE 13

Will book Octopus, Rolloplane or Spiffire. Liberal percentage. **CONCESSIONS**—Can place Hanky Panks of all kinds. Get with show that has a solid route of proven money spots in Pennsylvania until Labor Day, then south. **SHOWS**—Carl Alzora can place Magician who can lecture on inside. Also Tattoo Artist. Good proposition. Can always place useful People and Semi Drivers. No drunks. Address all wires and communications to

L. C. HECK, General Manager
JOHNSTOWN, PA., THIS WEEK

JOHN R. WARD SHOWS

Want capable Concession Manager with Concessions for front end. Experienced Man and Wife to manage Cook House. Ride Foremen for Rocket and Fly-o-Plane, also other Ride Help. Will book Side Show, Snake Show, Unborn and Grind Shows of all kinds. Manager and Riders for Motordrome. Can place capable Office Secretary. Address:

JOHN R. WARD, Owner and Manager
BESSEMER, ALA., THIS WEEK

CONCESSION AGENTS WANTED
GEORGE H. HARMS WANTS

Skillo Agent, Alley Agent, Wheel Man, Man or Woman for Knife Rack, Woman for Bear Hoop-La. Show has 12 good Fairs that start in July. Fourth July date, Clearfield, Pa. Contact me at once; c/o JACK J. PERRY SHOWS, Girardville, Pa., all this week; then Wilkes-Barre, Pa., Sterling Hotel, till June 17th. We work every week. P.S.: Ray Kelly, contact me.

Peck Amusements

PLAINFIELD, Ind., June 4.—Shows which opened at Vevay, Ind., May 2 under Veterans of Foreign Wars auspices to good business, followed with a bang-up stand at Greenfield, Ind. Knightstown, Ind., following, got bad weather.

This spot, under American Legion sponsorship, is proving okay, altho weather has been rainy and cold. Shows have been held over an extra day at the last three spots.

Org carries five rides and 20 concessions. Paul T. Robertson is manager, with Owner C. S. Peck dividing his time between this unit and the Illinois unit. Owner Peck is using two extra rides, augmenting each unit with them as needed.

Shows were due to play Shelburn, Ind., this week, but the recent tornado caused cancellation. Plainfield Legion volunteered to co-operate with the Shelburn Legion and sponsor shows here for an added week for the benefit of the tornado victims at Shelburn.

Newspaper and radio co-operation has been good here. Owner Peck brought in the Aerial Snyders as an added attraction.

Familiar sight around the midway is Lou Dale and his son, Charles, Indianapolis concessionaires, who have six concessions. Clint Hill is sporting a new bingo and balloon dart in royal blue. Tilt-a-Whirl is topping the rides. Shows move into Stonington, Ill., from here.

World of Today

KANSAS CITY, Mo., June 4.—Biz here on the lot at 18th and Erie streets is okay, altho weather has not been too good.

Ralph Clawson has a full crew painting and repairing rides and shows for the celebration in Des Moines, org's next date. Added lighting also has been installed. Clawson's assistants are Buster Glenn and Dogo Chiodo.

Art Frazier reports good biz in the concession department. Frenchy La Doux, ham and bacon, took delivery on a new house trailer. The Side Show received two trailers this week. Frank Harrison joined with two joints.

Visitors: Ralph Wilkerson and family, Al Haas and family, Mr. and Mrs. Harold (Whitey) Elliott, Mr. and Mrs. Curley Clark, and C. E. Fritts, the clothing man, who presented Art Signor, secretary, with a new office coat.

Mrs. June Reynolds celebrated a birthday and is sporting a new dress and purse.

Louis Ingelheim heads the bill-posters. Manager L. C. Reynolds sees that all equipment is kept in shape despite plenty of rain and mud. —AL C. WILSON.

Bee's Old Reliable

CAMPBELLSVILLE, Ky., June 4.—Stand at Danville, Ky., week May 16, ended okay after a slow start. Org had a poor Saturday matinee there. Shows then moved to Frankfort, Ky., where biz was slow all week. Weather was cold. A bicycle was given away in the afternoon, attendance being good. The org then went to Campbellsville, where biz was fair. H. F. Wright has joined with rat game; Russell Green and William Cowgill with concessions; Ernie Collins, diggers and six-cat. First fair will be at Springfield, Ky., June 20-25. —RAYMOND C. HULS.

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Be safe . . . be sure . . .

WRITE FOR DETAILS TODAY! TOMORROW MAY BE TOO LATE!

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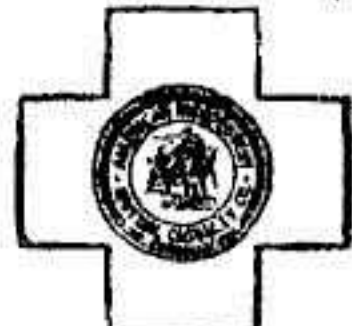
Please send me details of your amazing Hospital, Medical, Surgical protection!

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Address

City..... State.....
8-6-11

The American Way



THE WHITE CROSS PLAN

WANT TO BOOK COOKHOUSE AND GRAB OUTFIT

Must be neat, clean, also enter to Show Folks. Have a very good route of Fairs, Re-Unions, Celebrations in Missouri, Arkansas and Louisiana. Show stays out until Armistice Week. Write or wire:

SOUTHERN VALLEY SHOWS

Poplar Bluff, Mo., this week; then per route.

HELLER'S ACME SHOWS

Want Candy Floss, Guess Your Age and Weight, Coca-Cola Bottles, Bumpers. Want Whip, Spitfire and Merry-Go-Round Foremen and Second Men. Also Dart Balloons and P.C. Agents. Shows—What have you? For Sale—Two 75 Kw. Transformers on Reo Truck. Kiddie Auto Ride and Kiddie Rocket, priced to sell.

Haverstraw, New York, Big Home Week, on the streets, June 27th to July 2nd, Monday night, soap box derby; Tuesday night, fireworks; Wednesday, firemen's parade; Thursday, hillbilly contest night; Friday night, fireworks; Saturday night all prizes awarded. Then Suffern, New York, July 4th to July 9th. Fireworks, field day, parades. First carnival in 28 years, in heart of town on city athletic field. Then Our Lady of Mount Carmel Celebration, 8 big days, including Sunday, July 25th to August 1st, the biggest in Pennsylvania. Then Cambridge, Maryland, August 8th to the 13th, big home week, you all know about this one. Then Tasley, Virginia, Fair. All good Still Dates between these bona fide Celebrations. Their list will be announced later. Alpha, New Jersey, this week. Mike Roman, Iselin Paxton, Scottie of Harlem, Broadcasters, write.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

CAN PLACE NOW AND FOR BALANCE OF SEASON

A few legitimate concessions. Second Men on all rides. Shows with own outfit. Those joining now given preference for July 4th Celebration, and Fairs. We have seven bonafide Louisiana Fairs. All replies

ED GROVES

Alexandria, La., June 6-18.

BAKER United SHOWS

CAN PLACE FOR MANITOU LAKE JUBILEE, WEEK OF JUNE 13, ROCHESTER, IND., AND FOR REST OF SEASON.

A few legitimate Concessions. Want flashy Photograph Gallery and Short Range Lead Gallery. Can place Arcade and Funhouse. Flash Williams wants Dome Riders. Also booking for Warsaw, Ind., 4th of July Celebration. No exclusives. Get our route of bona fide Fairs and Celebrations. RIDE HELP—Need Octopus Foreman. Other Useful Help. Morris Clinea, let me hear from you. Address all communications to

BAKER UNITED SHOWS, Greencastle, Ind., this week; then as per route.

JOHN FRANCIS SHOWS

WANT CONCESSIONS OF ALL KINDS

For Chicago Heights, Ill.; Gary, Ind. (this is a big one) to follow, and for the Big July 4th Celebration in Crown Point, Ind.

NEED RIDE HELP THAT CAN DRIVE SEMI TRAILERS. (No Boozers Wanted.)

HAVE FOR SALE — A BARGAIN
40 & 8 ENGINE, BUILT ON PACKARD CHASSIS

Address: John Francis, Mgr., Chicago Heights, Ill., this week; then Gary, Ind.

WANT RIDES

Biggest 4th July Spot in New York State

Real Deal With a Guarantee

ALLIED PREMIUM, 7 Martha St., Binghamton, N. Y.

GARDEN STATE SHOWS

52ND ANNIVERSARY—4 COUNTY FIREMEN'S CONVENTION AND PARADE

Wilson Boro, Easton, Pa., June 13th to 18th. WANT Concessions and Shows of all kinds. No exclusives. Will place Girl Show with own outfit. FIRST SHOW IN FIFTEEN YEARS. TOWN DECORATED. FREE GATE—FREE ACTS—CASH AWARDS. We have the entire street privileges for Novelties, Balloons, etc. All address

GARDEN STATE SHOWS

WEST CHESTER, PA., This Week.



"HONESTY IS OUR POLICY"

Playing North Vernon, Ind. June 13-18; Paoli on the streets, June 20-25. Join now for the good ones. SELL X: Photo, Custard, Jewelry, Novelty, Ice Cream, Short Range. STOCK STORES: Slum Spindle, Bumper, Cat Rack, String Game, Balloon Dart, Add-'em-Up-Dart, Fish Pond, Hoop-La, Clothes Pin Pitch, Cork Gallery. All line-up stores \$15.50. SHOWS: Mechanical, Fat, Illusion, Glass House, Penny Arcade or Ten-in-One. RIDES: Have seven office owned. HELP: Octopus and Wheel Foreman. Wire before joining. All replies:
JOHN PORTEMONT, Rushville, Ind.

BEE'S OLD RELIABLE SHOWS, INC.

WANT

WANT

WANT

For Washington County Fair, Springfield, Ky., June 20-25; With all Fairs and Celebrations to Follow.

CONCESSIONS — Custard, Snow Ball, Cotton Candy, Candy Apples, Photos, Novelties, Ball Games, Short-Long Range Galleries, String, Bowling Alley, Clothes Pin, Huckley Buck, Hoop-La, Watch-La, Hanky Panks of all kinds. Also want Agents for office-owned Outfits. RIDES: Want to book one or two more Rides that don't conflict. Low percentage.

Route: Richmond, Ky., this week; Winchester, Ky., next week; then Springfield, Ky., FAIR.

CONTINENTAL SHOWS

NOT THE LARGEST - BUT POSITIVELY THE FINEST THIS WEEK

8 RIDES - PLATTSBURG, N. Y. - 3 SHOWS

RIDES: Want Tilt-a-Whirl, Rocket, Caterpillar or Rides not conflicting; own transportation.

SHOWS: Want Motor Drome, Excellent Territory; Snake Show, Fun House, Glass House, Illusion Show, Monkey Show, Wild Life or any other worthwhile Show.

CONCESSIONS: Want Attractive and Clean Custard; Want Capable and Reliable Grindstore Agents and Wheelies—Wire Ralph Jacobs. Want Percentage Games with Hanky Panks, Photo Gallery, Slum Bowling Alley, Snow Cone, Basket Ball, Hanky Panks of all kinds. "Beautiful Spots!"

PLATTSBURG, N. Y., THIS WEEK—NEXT WEEK: "FORT EDWARD, N. Y., FIREMEN'S CONVENTION"

ROLAND E. CHAMPAGNE
Owner-Operator

RALPH JACOBS
General Manager & Business Agent

CLIFFORD'S UNITED SHOWS

WANT FOR EUREKA FAIR

JUNE 22; FORT BRAGG, 4TH CELEBRATION, AND FOR BALANCE OF SEASON

Concessions—Fish Pond, Cork Gallery, Long Range, Pitch-Till-U-Win and any Stock Stores.

Shows—Snake, Animal, Illusion and Grind or Walk-Thru.

CLIFFORD'S UNITED SHOWS, Susanville, Calif.

Morris Hannum Shows

One of the Great Eastern Shows

COPLAY, PENN., JUNE 6TH TO 11TH

SHOWS—Outstanding route for Motor Drome, Arcade, Monkeys, Snakes. RIDES—Can place one Flat Ride. CONCESSIONS—Hanky Panks of all kinds. HELP—Capable Ride Men who drive semis. All replies

MORRIS HANNUM
COPLAY, PENN.

FOR SALE

One 1947 eight-tub Flying Scooter, same as new, with 1947 twenty-eight foot Superior Semi built for Ride. Two-ton Diamond T Tractor, perfect. This outfit cost \$17,000.00 in 1947, now for cash \$8,500.00 complete. Operating here on Show. Come and get it.

W. C. BRINKMAN
MIGHTY HOOSIER STATE SHOWS

Lawrenceburg, Ind., June 6-11

TURNER BROS.

WANT FOR NORTH CHICAGO, ILL., JUNE 17-26; ROCK FALLS, ILL., BIG JULY 4TH CELEBRATION ON THE STREETS, and other choice spots to follow

MAJOR RIDES: Flying Scooter, Caterpillar, or any Ride not conflicting. CONCESSIONS: Any Concessions that work for Stock. (No Mitt Camps.) CURLEY McCANN WANTS GIRLS. All Girls that have worked for me before, please contact me. Kay Underhill, get in touch with me. Curley McCann.

Address: Belvidere, Ill., June 6-16; Call Mobile Phone Z A 5-2637

FROM THE LOTS

Eddie's All-American

BROWNSVILLE, Pa., June 4.—Org did well in Ford City, Pa., but was hit by wind, rain and cold in Scottsdale, Pa. Tommy Schriver's two ball games were destroyed by fire, but he was back on the line with last year's canvas and had a big Saturday matinee. Line-up includes:

Rides

All major rides are office-owned. E. M. Dietz is operator and Carl Staley foreman. Merry-Go-Round, James Wieland, Jack Conley; Ferris Wheel, Jack Staley, Gene Shields; Loop-o-Plane, Bill Bowser; Chairplane, Johnny Bortz, Bob Ribel; Funhouse, Foots Bortz; kiddie train and boat ride, owned and operated by Dominick Tumlin; Monkey Circus, Margaret Tumlin.

Shows

James Gibson's Girl Show, Jane Gibson, June Yarkovich, dancers.

Concessionaires

Charles Boper, guess-your-age; Bill Scott, Jack Hale, huckley buck; Joanne Duane, Mrs. Marion Scott, ball games; Ralph Van and son, swinger; W. J. Vance, spindle; Mrs. Irene Staley, Virginia Staley, duck pond; Patty Staley, fish pond; Mrs. Staley, string game; George Wentz, Milly DuFree, cork gallery; Mildred Wentz, darts; Silm Harris, Dolores Harris, Hazel Corbin, coke bottles; Mr. and Mrs. Earl Brotherton, pan game, beat the dealer, pea pool; George Selyo, novelties; Mel Clark, candy and cigars; Mrs. Ruth Mathews, candy apples; Frank O'Lea, cookhouse; Mr. and Mrs. Hatchie, grab; Tommy Shriver, Ann Shriver, Virginia Palmer, ball game; Mrs. Charles Lovell, palmistry; Edgar Spodgrass, popcorn; Mrs. Borland, French fries; Happy Eppinger, jungle board; Iris Hanna, high striker; Mr. and Mrs. Ed Ozman, jewelry; McGeary and Harned, custard, floss; Mr. and Mrs. Dick Crowley, balloon pitch; Pete Mohr, long-range gallery; Mr. and Mrs. Gene Shields, Mickey Mouse pitch; Bob Williams, short-range gallery; Roger Brown, novelty pitch; Crawford, pony ride; Mr. and Mrs. Tomie Winstein, Robert Welsh, Beta Staley, Red McClure, Pappy Culberson, bingo.—BETTY BEIL.

Ontario Enterprises

CARTHAGE, N. Y., June 4.—Show opened here Wednesday (1) sponsored by the VFW. Weather was good and spending free.

Co-Owners Harold and Raymond Morley returned from a booking trip. Mrs. Harriet Battles took over the cookhouse. Curley Morley replaced Charles Kehoe, as legal adjuster, the latter leaving because of ill health.

Barbara Craig spent a week-end with her parents, Mr. and Mrs. Elis Craig, who have bingo and the Chairplane.—FRANCES MORLEY.

Lawrence Carr No. 2

NEEDHAM, Mass., June 4.—Org was here this week, auspices VFW, playing to good biz. Committee gave away a television set every night. Jimmy Bowken has added two more stores; Tom Hannon is putting on penny pitch; Jimmy Dawson is bill-posting for both shows. Personnel went to Haverhill, Mass., for Eli Lagasse's wake. The writer visited Playtime Amusements in Quincy and the John Carney org in Lowell. John Burr visited Tom Robinson in East Weymouth.—ZIGGY V. BOTHAS.

20th Century

JUNCTION CITY, Kan., June 4.—Due to weather biz is below last year. The Little Dipper leads the rides, and the Motordrome and Midget Show top the shows. Mr. Brunk reports good business with his mid-way cafe and three grab joints.

Co-Owner Albert Martin went to Ottawa, Kan., to attend the graduation of his son, Leonard. Mr. and Mrs. Larry Nolan, of the shows bearing their name, visited.—FRANK GASKINS.

B. & C. Exposition

LANCASTER, N. Y., June 4.—The week opened with a bang when Decoration Day crowds began coming to the lot at 10 a.m. Spending was brisk. Hilda Colegrove's new popcorn machine got a workout, as did all other concessions. Ned Bevin's *Glitter Gal's Revue* took top money in the back end, followed closely by Monkeyland and the Wild Life Exhibit. Bill Morie, has added new machines to his Arcade. The Great Carmita, free act, is holding the crowds with her sway pole and slide-for-life. Org has 10 rides and six shows. Ray Sanford is superintendent; Red Wright, electrician, and the writer, mail and The Billboard sales agent — MRS. RAYMOND SANFORD.

D. S. Dudley

FLOYDADA, Tex., June 4.—Local stand gave shows better-than-average business. Weather has been against the org for the past three weeks. Stand in Plainview, Tex., was fair, with Saturday's matinee and night biz good. Personnel was saddened over the death of Dennis Lee Penwell, advertising man, whose body was shipped to his home in Oklahoma for burial.

A card and handkerchief shower was held for Mrs. Dixie Stafford, who has been a patient in Glen Rose Hospital here. She advises that she is recuperating.—MRS. MICKEY MCOY.

WANT
FAST GENERAL AGENT
Also
BANNER MAN
and
BILKER
AMERICAN MIDWAY SHOWS
Frederick, Okla., this week

WANTED
FOR CHICAGO LOTS & SUBURBS
Foreman and Second Man for Parker Baby 'Q' Merry-Go-Round. Foreman for new Eli 5. Will book Concessions that work for stock. Can place Pan or Mouse Game, Refreshment Stands. Can use small Bingo.
JOHN HANSEN
4701 N Spaulding Chicago, Ill.

WANT WANT WANT WANT HARRISON, ARK., JULY 4th

Largest 4th July Celebration in South.

Parades, Bands, Fireworks. City Park Established 4th Celebration.

CAN PLACE one more Major Ride, Spitfire, Fly-o-Plane, Roll-o-Plane, Loop-o-Plane, Chairplane with own transportation. Kiddie Rides, Boat, Live Ponies, Miniature Train. CONCESSIONS: Derby Race, Hi-Striker, Novelties, Jewelry. Some Hanky Panks open, Custard. SHOWS: Monkey, Wild Life, Animal, Snake, Unborn any Pit or Platform Show than can get money. We have contracts for 12 Southern Fairs starting in August. Will buy-or lease No. 5 Wheel to dual with ours; must join July 1st. No junk. Address

L. C. McHenry, Mgr., Crescent Amusement Co.

Ft. Smith, Ark., this week; then per route.

LONE STAR SHOWS

Louisville, Ky.—Floyd & Burnett Sts. Want Hanky Panks of all kinds. No flats or gypsies. Want Rolloplane and Octopus Foremen, Second Men on all Rides; prefer semi drivers. Drunks, save your stamps. Can place Shows of merit with own transportation. Our Fairs start July 5 and close December 1. Address all mail and wires to

MYRTLE MacSPADDEN

2605 PRITTENDEN DRIVE

LOUISVILLE, KY.

COMPLETE 6 RIDE SHOW FOR SALE

Including 4 Major Rides, 3 Shows and plenty of Trucks, Trailers and Equipment. This Show is organized and booked with good route. Will invoice at \$35,000.00. IF SOLD AT ONCE WILL TAKE \$25,000.00. Am operating every week, making money. Other business is reason for selling.

Wire: **SHOW MANAGER**
Liberal, Kansas

STEBLAR GREATER SHOWS WANT FOR FOURTH OF JULY CELEBRATION

Terra Alta, West Va.

Legitimate Concessions of all kinds. Penny Pitch, Mitt Camp, etc. Also want Merry-Go-Round, Roll-o-Plane or Octopus. Shows with own outfits. Have Cookhouse Trailer for sale, \$1,200.00; or will trade for Living Trailer, Monterey, Va., this week; Newburg, West Va., next week.

Address all mail: Monterey, Va.

Graceland Greater Shows WANT

Photo Gallery, Jewelry, American Mitt Camp, Concessions of all kinds. Ride Foremen for Merry-Go-Round, Ferris Wheel and Chair-o-Plane. Help on all Rides. Address:

HARRY ALKON, Mgr.
Mason City, Ill., this week

ATTENTION JULY 4TH CELEBRATION COMMITTEES

On account of floods here, have July 4th open. Prefer one in Missouri or Illinois. Have 10 Rides, 5 Shows, 40 Concessions and a Rodeo carrying 30 head of stock for a free attraction.

Moore's Modern Shows
Ft. Scott, Kans., this week

BOGLE & REESE SHOWS, INC.

NO GATE — 6 RIDES — 2 SHOWS — NO RACKET

Wants legitimate Concessions not conflicting. Good opening for Coke Bottles, Add Darts, High Striker, Ball Games, Hoop-La, Novelties, Long Range Gallery, String Game, Basket Ball, Pan Game, Huckleby Buck, Ice Cream, Clothes Pins, etc.

Want sober Merry-Go-Round Foreman. Salary, bonus, unemployed insurance.

Want Agent for Arcade built on truck.

Will book Shows and Rides with own transportation not conflicting.

We hold contracts for following Fairs, Celebrations: Boonville, Mo., July 2-4; Weaubleau, Mo., Picnic, July 7-9; Liberal, Mo., Fair, July 13-16; Pomona, Kan., Picnic, July 20-23; California, Mo., Fair, Aug. 3-6; Girard, Kan., Fair, Aug. 10-12; Arma, Kan., Homecoming, Aug. 13-15; Osage City, Kan., Fair, Aug. 17-20; Mound City, Kansas, Fair, Aug. 23-27; Oswego, Kan., Fair, Aug. 29-31; Fort Scott, Kan., Fair, Sept. 1-3; West Mineral, Kan., Fair, Sept. 7-10; Butler, Mo., Fair, Sept. 14-17; Jasper, Mo., Fair, Sept. 20-24; Aurora, Mo., Fair, Sept. 26-Oct. 1; more pending.

Pete Mathewson, Earl Hubble, wire at once your present address.

WIRE—WRITE NO PHONE CALLS, PLEASE

F. C. BOGLE, Mgr.

VERSAILLES, MO., THIS WEEK; SALISBURY, MO., JUNE 13-18. FIRST SHOW IN 9 YEARS.

D.S. DUDLEY SHOWS

Want Concessions—Man to take head of Roll Down Concession. Agents for Roll Downs and Razzle Dazzles. Sonnie Stafford wants Skillo Agents. Jessie Lloyd wants Agent for Clothes Pin. Want Agents for Stock Stores, Cigarette Shooting Gallery, Fish Pond, Jingle Board. Shows—Want Man to take Monkey Show, have complete show. Rides—Need Second Men for nine Rides.

Hereford, Texas, June 6-11; Lubbock, Texas, June 13-18. Contact D. S. DUDLEY.

VETERANS' EXPOSITION SHOWS

"PLAYING THE CREAM OF THE SOUTH"

This week playing Decatur, Georgia. First show in 22 years.

Want Watch-La, String Game, Basket Ball, Darts, Mug Joint, Long and Short Range Galleries, etc. Will sell ex. on 2 Ball Games. Book, buy or lease Kiddie Rides. Can use 5-in-1, Big Snake, Fun House. Have good proposition for Show Painter and Builder. Can always use reliable Ride Men. All replies:

O. O. "BUD" POINT, Decatur, Ga.

FOR SALE KIDDIE PLAYLAND

Must sell on account of sickness. Has 7 Kiddie Rides, 2 Major Rides on percentage. Merry-Go-Round and Scooter, 22 beautiful Shetland Ponies, 7 Concessions, \$10,000.00 in neon signs and lightings. Will sell at sacrifice. Terms or trade.

DAN COTTON, 5021 El Paso Drive, El Paso, Texas

WANTED CATERPILLAR & OCTOPUS FOREMEN

No Drunks—Must Know Business—Salary \$50 to Start. HANKY PANKS—Such as Glass Outfit, Hi Striker, Huckleby Buck, Basketball Game, etc.
Address Drayton Plains, Mich., week of June 6; Owosso, Mich., week of June 13; Garden City, Mich., week of June 20; then THE BIGGEST 4TH OF JULY CELEBRATION IN MICHIGAN—LAKE CITY.

PLAYLAND SHOWS—John Gallagher, Mgr.

Lee United Biz Far Under 1948

(Continued from page 67)
stands yielded light play because of cold weather.

Port Huron was satisfactory despite low temperatures. Excellent co-operation by the sponsoring Lions Club was credited with the good business scored there.

Two days were lost at Yale and other nights were cold.

Personnel line-up follows:

STAFF: Charles H. Lee, owner-manager; Harry G. Taylor, general manager; John Bowden, ride superintendent; John Payne, electrician; Arthur J. Frayne, advance man.

RIDES: J. Crawford, foreman, Don Wagner, Tilt-a-White; Jay Smith, foreman, Merry-Go-Round; Billie Porter, owner, two kiddie rides; Dick Ayotte, kiddie rides; Freddie Schroepfel, foreman, Ferris Wheel; John Woolsey, foreman, Robert Blankster, Spitfire; Mr. and Mrs. William Roswell, miniature train.

CONCESSIONAIRES: Jack and May Halsted, cookhouse; Tommy (Puddles) Relsner, swinger ball, short and long range shooting galleries; Harry Lewis, buckets and balloon darts; Harry Adams, ball game, duckpond and string game; William Porter, toy wheel, bingo, guess your age and scales; Paul Henschell and family, cork shooting gallery, country store and novelties; Mr. and Mrs. Charles Martin, fishpond and balloon darts; Arthur Frayne, blower; Charles Morgan and family, palmistry, ball game, hi-striker and clothes pin pitch; Shorly Carl, popcorn; Bob and Peggy Lewis, pan game; Mr. and Mrs. John Boyle, Wee World Wonder Show; George Nichols, photo gallery; Mildred Slangster, candy floss.

CONCESSION AGENTS: Buck Cain, blower; John (Society Red) McKernan, swinger ball; Frank Daniels, long range shooting gallery; Charles Johnson, bucket store; Lee Spangler, scales; Louis Lubinski, guess your age; Paye Lubinski, toy wheel; Bob Braddock, caller; Alice Porter and Esther Schroepfel, counter girls, and Leslie Vought, counterman, bingo; Maloney Morgan, clothes pins; Downey Morgan, ball game; Gus Morgan, hi-striker; Julia Morgan, pianist; Sunshine Lewis, balloon darts; Earl Martindale, Penny Arcade; Ernie Henschell, cork gallery; Curley and Adele Rivers, cookhouse; Ginger Hyne, cookhouse and canes.

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT PRESENTING NIGHTLY

"FEARLESS GREGG"

The Human Cannonball Shot Over Ferris Wheels

WANTED: FOR 18 FAIRS AND CELEBRATIONS

Legitimate Concessions of all kinds, Basketball, Age-Scale, Novelties, Jewelry, Ball Games, Bumper, Country Store, Cane Rack, Legitimate Wheel such as Grocery, Dolls and Bears or any stock or Hanky Panks.

SHOWS—Special consideration to Sideshow with own outfit and transportation; Iron Lung, Glass House, Snake, Motordrome or any other first class Grind or Bally Show with own outfits. Helen Golden, get in touch with us, have good proposition for you. We play Brazil, Ind. The largest July 4th celebration in Central Indiana with Fireworks, Free Acts and Special Events. Free admission in City Park and sponsored by all civic clubs, followed by continued route of bonafied fairs and celebrations commencing July 11, at West Kentucky Fair at Paducah. Get on the band wagon now.

All Address **C. C. GROSCURTH, Peru, Ind.**

GEORGE CLYDE SMITH SHOWS

WANT WANT WANT

Ball Games, Fish Pond, Duck Pond, Hoop-La, Balloon Pitch, Bowling Alley, Six Cats, Buckets, Photos, String Game, Side Show, Monkey Show, Half and Half, Mechanical City, Tilt and Pony Ride. All replies to

GEORGE CLYDE SMITH SHOWS

Tyrone, Pa., this week; South Fork, Pa., next week.

FOR SALE—FOR SALE

King Pony Kart Ride, used seven weeks, like new, with or without transportation, 1947 Studebaker stake. Pretzel Dark Ride, factory built, used 16 weeks, good as new, with a lot of extras and improvements, 32 foot Gramm Trailer and 1945 International Tractor. Flyoplane, very good condition, new Wings, Ticket Box, all safeties, 30 foot Nabors Trailer 1947 International K. G. 7 25 ton Power Winch, plenty of extra parts, Allis-Chalmers Engine. With W. C. Wade Shows #2 Unit, Pontiac, Mich., until June 5th. Will take half down to reliable parties.

B. H. BRITT

Happyland Shows, Battle Creek, Mich., this week; Benton Harbor, Mich., next week.

TWIN CITY SHOWS

Want Stock Concessions of all kinds. RIDE HELP—Ferris Wheel Foreman, Second Man, Merry-Go-Round Second Man, Octopus Second Man. Manager for Athletic Show. Will book nice Kid Rides for committee per cent. Want Agent for Candy Floss, two spots a week. All replies:

SAM WELLS or GEORGE CRABLE

WYNDMERE, NO. DAK., JUNE 8-11

WANT HIAWATHA SHOWS WANT

Playing Downtown South Haven, Mich., this week, with Grand Rapids to follow. Will book, buy or lease Merry-Go-Round or 1 Flat Ride. Want few more Concessions such as Fish Pond, Bumper, Darts, Cork Gallery or any 10/ Grind Stores. Will give exclusive on 2 Ball Games. Will book Girl Show, Monkey, Snake, Fat Show or any worthwhile Shows of merit. Homer, Mich., Street Celebration follows Grand Rapids. Our Fourth of July is a 3-county-wide program at Mancelona, Mich., with giveaway prizes of Chevrolet car, television set and merchants' drawing, etc. Should be a red one. All replies to

GLENN D. WYBLE

PAT KENNEDY—WANTS—PAT KENNEDY

Counter Man and Cook. Useful Cook House People in all departments. No drunks or chasers.

J. S. "WHITEY" ROGERS—WANTS—J. S. "WHITEY" ROGERS

Girls for Girl Show, Posing Show, useful Show People in all departments. Will frame Shows if I know you. Salary guaranteed. No drunks or chasers. Wire, don't write.

GRANITE STATE SHOWS

WATERVILLE, MAINE

LAWRENCE GREATER SHOWS

SHOWS—Can place Man and Wife to handle complete Snake Show. Will book Unborn Show or any meritorious Grind Shows. Want first-class Girl Show Operator with five or more girls or small Revue for an elaborately framed Sit-Down Show. RIDE HELP—Want Ferris Wheel and Roll-o-Plane Foremen, Help or Caterpillar and Second Men who can drive. Workmen in all departments, Ticket Sellers, Grinders and Talkers. CONCESSIONS—Can place Long or Short Range Shooting Gallery, Studio, High Striker, Jewelry, French Fries, Candy Floss. Can use reliable Man to handle office-owned Hanky Panks. Want Agents for Balloon Darts and Ball Game. Charlie Allen can place one Skillo Man. Joe Lewis can use good Man for Blower. Frenchy Richeby can place a Man for Blocks. Edgar G. Hart wants Man for Rattle Dazzle. Johnny O'Connors wants Man for Bowling Alley. Want Head Agent for real elaborate Six Cat Outfit, contact Fitzie Brown, concession manager. This show has an excellent route of Still Dates, Celebrations and Fairs. FOR SALE—Two 400 Amp. Switch Boxes, complete with Fuse Holder, \$50.00 takes both.

WM. M. BREESE, General Manager
LANSING, MICH., THIS WEEK

DICK'S Greater Shows Inc.

JUNCTION PARK, NEW BRIGHTON, PA.

SHOWS: Side Show Manager and Acts. Have complete Show. Liberal percentage. Fun House. Walk-Thru. CONCESSIONS: Pitch-Till-You-Win, Duck or Fish Pond, Penny Arcade. COOK-HOUSE HELP: Cooks, Waiters. J. Gilmore, Chuck, Eddie, come on, Corlie Zimmerman wants you. Dallas Duncan wants Coupon Agents.

Address RICHARD E. GILSDORF

WANTED **WANTED**

PHOTO GALLEY—PENNY ARCADE

Any worthwhile Grind Show. Also can use 1 or 2 Feature RIDES. Tecumseh, Mich., this week; Monroe, Mich., follows — then MICHIGAN'S BIGGEST 4TH JULY — ECORSE.

Wire or write

DOWN RIVER AMUSEMENT CO.

10738 W. JEFFERSON RIVER ROUGE 18, MICH.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

BURLINGTON, N. J., THIS WEEK; EDGEWOOD, MD., NEXT

Want Age and Scales, Ball Games, Balloon Darts, Frozen Custard, all Hanky Panks open. Show Open—Wild Life. Dick Killinger wants two Girls, wagon front, office paid. Have new tops and fronts up ready to operate. What have you? Will book Fun House or Glass House. Penny Arcade open.

C. R. SWAN'S NATIONALLY FAMOUS RIDES OF THE GAY NINETIES

WANT TO BOOK RIDES: Eil Ferris Wheel and any other Rides not conflicting. Must have own transportation. SHOWS: What do you have? CONCESSIONS: Bingo, Fish Pond, Guess Your Age and Weight, High Striker, Arcade, Diggers, Pitch-Till-You-Win, Shooting Gallery, Blankets, Ball Games and any other Hanky Panks not conflicting. NEED MERRY-CO-ROUND FOREMAN AND OTHER RIDE HELP. Have one of the best July 4th spots in the country and other Fairs and Celebrations to follow. Equipment must be first class and flashy. Drunks, agitators, women chasers, don't waste my time.

C. R. SWAN, 903 North Washington, Junction City, Kansas

SALINEVILLE, OHIO ANNUAL FIREMEN'S CELEBRATION, JUNE 20-25

Downtown—Parades—Fireworks. Concessions and Shows wanted.

NOLAN AMUSEMENT CO.

Amsterdam, Ohio, week June 13-18.

Wm. Pwozz, Schottler, Heavy Caswell, get in touch with Frank Johnson. Curly, Andy, call me.

FRED NOLAN

MEXAHALA PARK SOUTH ZANESVILLE, OHIO

INTERNATIONAL SHOWS

Want Girl Show Operator. Must have two girls and wardrobe and P.A. set. Want Annex for Side Shows. Shows—Crime, Mechanical, any Show not conflicting. Will book two Kid Rides, Need Ride Help of all kinds. Semi-drivers preferred. Will book Stock Stores of all kinds, \$18.50. Charlie Griggs needs Count Store Agents. Going into our Fairs and Celebrations in two weeks. All replies to

COLEMAN LEE or CHARLIE GRIGGS, Hays, Kan.

FIDLER UNITED SHOWS

WANT FOR ENTIRE SEASON STARTING NOW

Electrician who can handle searchlights. Ride Foremen and Second Men on our 15 Rides. Shows with or without own equipment and transportation. Legitimate Concessions of all kinds. Some Hanky Panks open. Address:

SOUTH BELOIT ILL., THIS WEEK; THEN PER ROUTE.

CLUB ACTIVITIES

Showmen's League of America 400 S. State St., Chicago

CHICAGO, June 4.—Richard S. Levy is first to send in returns on the Buick award.

Announcement of the death of Eddie Hollinger received. Burial was in Elmira, Ont.

Secreta Joe Streibich visited the Gen City Shows at 63d and Cicero Harry Simonds, Lou Keller, Jack Hawthorne, Leonard Singer and Streibich visited Dodson Imperial Shows in Kankakee, Ill.

Congratulations to Father Lucian J. Arrell, Fargo, N. D., member of the league, who recently was elevated to Right Reverend Monsignor in his church.

W. C. Deneke and Tom Vollmer are still confined to their homes. Rudy Singer is showing improvement.

Walter F. Driver reported good results on his Al Sopena American Legion Post poppy drive. Workers included Pat Seery, Mrs. Sam H. Glickman, Rose Jarbo, Pearl McGlynn, Earl Shipley, Max Brantman, Claire Sopenar, Carmelita Horan, Isaac Chapple and Harry Simonds.

Visitors: Charles Owens, Harry Simonds, Leonard Singer, R. E. McPeak, Jess Jordan, George Raner and Hy Neitlich.

Ladies' Auxiliary

Mrs. A. L. Filograsso, Rose Jarboe, Pat Seery, Isabell Brantman, Claire Sopenar and Carmelita Horan assisted the Al Sopena American Legion Post in selling poppies. Mae Sopenar is at her home with a leg injury.

Mrs. Frances Keller, past president, returned from a vacation in Hot Springs and California. Rose Jarboe visited King Bros.' Circus in Joliet, Ill.

Mrs. Filograsso reports progress on the bazaar books.

Mrs. Viola Fairly, past president and membership drive chairman, reports good results on the summer drive. The \$2 initiation fee is suspended during the drive, which runs from May 1 thru September 1.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, June 4.—During the summer the club meets every two weeks. The May 26 meeting was held in the home of President C. H. Allton in Sunland, Calif. A dinner was served by members of the American Legion Auxiliary who had spent the day selling poppies.

A box of cosmetics, donated by Martha Levine, was won by Lilabelle Williams.

Donna Day, chairman of the sick and relief committee, reports Spot Ragland improved. Sam Brown is still on the sick list. Ragland and Brown both celebrated birthdays recently.

Mabelle Bennett, bazaar chairman, left for Yakima, Wash., to visit Harry and Marge Chipman.

The president's birthday was celebrated at the meeting. He received a wrist watch from his wife. Guests were Mr. and Mrs. Bob Snyder, Los Angeles police commissioner; Mr. and Mrs. Dan Addison, Mr. and Mrs. William Ralser, Mr. and Mrs. Blake, Tom Barnes, Jack and Helen Shell, Florence Hamilton, Gertrude Dugger, Mary Songers, Edith Klatt, Jerry and Ella Sullivan, Curly and Sue Cummings and Charles Zabo.

Members attending included Jennie Reigal, Nancy Myer, Rose Fitzgerald, Martha Levine, Mora Bagby, Tillie Palmateer, Emily Bailey, Marie Bailey, Lucille King, Harold and Nell Robideau, Fred and Helen Smith, Joe and Marie Mead, Pete Steinkellner, Eva Scott, Donna Day, Jimmy Dunn, Ray and Bernice Allton, Lilabelle Williams, Zoe Wick and Richard and Lynn Alexander.

Show Folks of America San Francisco

SAN FRANCISCO, June 4.—President Eddie Burke presided at the regular session. Tony DeFabros replaced Harry G. Seber, on the road with the Meeker Shows, on the rostrum.

Past President Sammy Corenson, recovering from injuries received in an auto accident, attended the meeting.

Letters were read from Mr. and Mrs. W. Rex Jewell, Portland, Ore., and Arden and Lois Baker, Nacogdoches, Tex.

Hazel Boyd won \$25 pot of gold. A moment of silence was observed in honor of Thomas Beck, who died May 20 in Portland, Ore. Burial was May 27 in Show Folks Rest, Olivet Memorial Park.

Pat Treanor, Elmer Boris, Mr. and Mrs. Wallace St. Martin, Mardwell May, Lillian Gibbons, Euna Mack Hanna, Charles and Dora Fagin, Mr. and Mrs. Louis Feuchter, Joan Bauer, Teddy and Mary Texeira, Ray McCord and Whitey Monette were introduced.

Marie Burke was emcee for the show following the meeting. Mae Jackson was at the piano. Performers were Rose LaValle, Paul Vincent, Harry Leslie, Marie Burke and LaVera Dale.

Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, June 4.—Harry Meyers, recently on the sick list, is okay again and ready to leave for the East. Tex Sherman will stay in Miami until the fair season, then head for New York State.

Bill Ketrow went East. It will surprise nobody if his new marquee reads Kay Bros.' Circus.

Recent deaths: Joe Liberty, Endy Bros. Shows, in Jackson Memorial Hospital, with burial in Southern Memorial Cemetery; William (Bucky) Jerryman May 22 in Miami Beach; Eddie Hollinger, secretary of the H. B. Rosen Shows, May 27 in Norton, Va., and Eli N. LaGasse, May 26, in Haverhill, Mass.

Carl Hanson, ill for more than a year, returned from a trip North. Charles (Frenchy) Schwacha left for Ohio.

Letters were received from J. C. Weer, Harry Modele, C. P. Henery, Ralph N. Endy, Danny Dell, Eddie Hackett, Louis (Stretch) Rice and George Sleeman.

SAMMY LANE SHOWS CAN PLACE

Sno Cone, Custard, Candy Floss, Root Beer, Candy Apples, Hoop-La, Jewelry, American Mitt. (No gypsies.)
New London, Mo., this week; St. James, Mo., next week.
Committees in Southern Missouri, have a few open dates in July and September.
Can use a Couple good Grind Shows. FOR SALE—Trail True Dollys with Safety Pin, like new, \$75.00.

FOR SALE MODERN COOKHOUSE

16x24

All new equipment 6 weeks ago, butane gas. Can be booked on Show with or without transportation. Price without transportation, \$1000.00 cash. Transportation Ford Tractor, Trailer, mobile Van Semi, \$1000.00. Some terms to reliable parties. Selling account health. Address

CHRIS CHRISTAKOS
C/O CRESCENT AMUSEMENT CO.

Ft. Smith, Ark., this week; then per route. This Show has Harrison, Ark., July 4th. Outfit will pay for itself at this date.

WANT

Grab, Ice Cream, Drinks, etc. Can use a few more legitimate Concessions, privilege \$16.50. Need one more Show. What have you? Will book one Flat Ride with own transportation. We have one of the best 4th of July Celebrations hooked.

C & B AMUSEMENT CO.
W. T. BROXTON C. A. CAVE
Ironton, Missouri

WANTED
CARNIVAL
RIDES
WEEK OF
AUGUST 18-19-20
Or state open dates in August.
American Legion
 Middleton, Wis.

RIDES WANTED
(Reason for this ad—Disappointment)
MERRY-GO-ROUND
FERRIS WHEEL
 and other Major Rides. Will rent Bingo Stand for biggest July 1, 2, 3, 4 Celebration.
HIGHLAND, INDIANA
 On U. S. Highways #6 and #41
 Sponsor: Highland Business Men and Highland Community Center for Community Center Building Fund.
Concessions of All Kinds
WRITE, WIRE, PHONE
TOMMY SACCO
 203 N. Wabash Chicago, Ill.
 Phone: Andover 3-6112

SIDE SHOW
WANTED
CIRCUS SIDE SHOW
 Want complete Show. Have 80 ft. top and front. Few Stock Banners. What do you have? A-1 Girl Show Operator. Must have at least two Girls. No boozers. Will book complete Athletic Show. Have good opening for Banner Man who will post cards. Can place a few Hanky Panks. Biggest July 4th Celebration in Iowa. 6 Fairs in Iowa, 2 in Kansas, 5 in Texas.
Wire: C. A. VERNON
 UNITED EXPOSITION SHOWS
 Hutchinson, Kansas, this week.

WANTED
MAN and WIFE
With Car
 to operate Lunch Stand on Trailer (factory built). Must be neat and clean and keep it clean. No drunks. Also 2 Counter Men and Relief Caller on Bingo. If neat and clean, come on.
CHARLES CHANEY
 c/o Mound City Shows, Sparta, Ill., this week; Roodhouse, Ill., next week.

SMITH AMUSEMENT CO.
 Wants experienced Merry-Go-Round Foreman. Sammy Amber, contact Glen Edwards. Shows that don't conflict. Concessions—Nail Store, Swinger, Buckets, Cook House, Count Store, Pin Store Agents. Legal Adjuster. Electrician for Transformer. Address
ROLAND SMITH
 ELK CITY, OKLA.

FOR SALE
 Allan Herschell Little Beauty 32-ft Merry-Go-Round with 125 Wurlitzer Organ, complete, Metal Fence and Ticket Box, condition excellent, price \$4,500.00; 1947 G.M.C. Tractor, Model CC450, 900 tires, mileage 3,500, cost \$2,700.00; take \$1,600.00.
FRANCIS J. KELLY
 87 Washington Ave., North Haven, Conn.
 Tel.: 2-5004

L. B. LAMB SHOWS
Want for Side Show
 Side Show Acts. Freak to Feature. Talker for front. (Must stay sober.) Working Acts. Will place Annex Attraction.
 Address: BUSHNELL, ILL., This Week.

FLOYD O. KILE SHOWS
 Can place now: Ell Wheel, 250¢; also Kiddie Ride, Autos or Buggys; exceptionally good opportunity. All first in, and virgin spots. 30 weeks to go. Agents for office Stores. Will book Bumper, Blower, Bowling Alley, Age, Scales, Diggers, Photos. One of a kind. What have you? No gift. 7 Fairs, 2 Celebrations. Write or wire, space is limited here. Marksville, La., June 6-12; Simpsport, La., June 13-19.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$10.00 Alaska Dog Hide, Fine condition.
 \$25.00 Set 3 Brass Swiss Hand Musical Bells.
 \$25.00 All Wool American Flag, 14x28 Ft.
 \$25.00 Piano-Accordion, 36 Basses, Work'g Order.
 \$10.50 Ball Game Back Stop Net, 12x24 Ft. Fine.
WELL'S CURIOSITY SHOP
 30 So. 2nd St., Philadelphia 6, Pa.

4TH OF JULY CELEBRATION
Beckley, West Virginia
 June 29th to July 9th. Fireworks, Parades, Band Concerts, Free Acts.
 John L. Lewis, Pres. United Mine Workers, backed by 8 locals will positively speak on the 4th. 75,000 paid admissions are expected that day. Backed by all Civic Organizations of Beckley. This will be the biggest event in years.
WANTED—Foreman and Second man for Caterpillar, men for Ferris Wheels and ride men. Can place experienced Carnival men in all departments.
WANTED—FIRST CLASS SIDE SHOW, NO sex features. Will furnish wagons for transportation.
WANTED—Legitimate Merchandising Concessions of all kinds.
WILL PLACE—Worthwhile Grind Shows that don't conflict. What have you?
FOR SALE—Rock-o-Plane. Write William Hartzman, will book on show.
 ADDRESS THIS WEEK
CETLIN & WILSON SHOWS
 WASHINGTON, PA.

WANTED DIESEL MAN EXPERIENCED
 And can handle our Light Plants—Caterpillar Engines.
 DAN FAST, contact us immediately.
 ELECTRICIAN—That can handle 50-car show.
 Can use two more Tractor Drivers and two more Mule Skinners—must be men that do not drink—if so, save both our and your time answering this ad.
CAVALCADE OF AMUSEMENTS
 EAST PEORIA, ILL.

FLORIDA AMUSEMENT CO.
 Wants Hanky Panks all kinds, \$15 privilege. Want Side Show. Snake or any Grind Shows. Bingo, good proposition, can work Jack Pots every week. Diggers. Going to Iowa, Nebraska and Kansas. Want small Cookhouse. Wire Marshall, Ill. Now. Jacksonville, Ill. Follows. Wire.

SUNSET AMUSEMENT CO.
 Want Foreman for 2-Abreast Little Beauty; must drive semi. Also Octopus Foreman who drives. Opening for Concessions and Ball Games. Can place Fun House and Arcade.
 Ames, Iowa, this week; Iowa City, Iowa, June 13-18.

W H E E L S
 Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.
WILLIAM ROTT, Inc., Manufacturers
 142 W. 24th Street New York 11, N. Y.

T-E-N-T-S
 CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
 Beautiful Colors—Individually Designed
JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
 300 N. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO.

OCTOPUS AND ROLL-O-PLANE WANTED
 Will book for entire season. Show booked sold at Fairs and Celebrations in Michigan and Indiana until October 9.
W. GLENN WADE JR.
 19728 ROWE, DETROIT 5, MICH. Phone: Venice 9-6371

WANTED IMMEDIATELY
 Talker for Hawaiian Show who can take full charge and get money with new, modern Hula Show. Also Girls with experience; must be young and attractive. Wire
JOHNNY ORNEALLAS
 e/o MARKS SHOWS EAST LIVERPOOL, OHIO

Wanted **Wanted**
Big (Firemen's)
Fourth of July
Celebration
Deferiet, N. Y.
June 30-July 4th
 Ferris Wheel, Merry-Go-Round, French Fries, Candy Floss, Apples, Scales, Weight, Shows with own tops, Stock Concessions not conflicting.
 Wire or Write
Harold "Spike" Morley
Ray "Nick" Morley
 This week, Gouverneur, N. Y., next week, Pottsdam
ONTARIO ENTERPRISES
 Pride of the North Country

FOR SALE—SACRIFICE
KIDDIE ELECTRIC TRAIN
 SEATS 22
 CAN BE SEEN OPERATING NEAR
 NEW YORK CITY
 BOX 427, THE BILLBOARD
 1564 Broadway, New York 19, N. Y.

WANTED
 For one week stand during July, a Carnival. We have eight acre Park outside city line. Contact
SECRETARY, 3RD WARD MEN'S CLUB
 OF SALINA, INC.
 319 Brookfield Rd. Syracuse 3, N. Y.

WANTED
A CARNIVAL OR RIDES & CONCESSIONS
 For the 4th of July Picnic and week of the 4th to be held at Eminence, Ky., Monday, July 4th
 Write
CARL WADE
 Eminence, Ky.

WANTED
A SMALL CARNIVAL
 To play a 4th of July Celebration sponsored by the Lions Club. One to six-day stand may be had, set up in City Park in a town of 4000. Contact
O. L. HEBBLER
 Higginsville, Mo.

AT LIBERTY—SECRETARY
 Many years' experience, handle all phases of office work, will co-operate in any other department. Reason for this advertisement: Show splitting up. Address
DAVID A. WISE
 Western Union, Myrtle Beach, S. C.

PARK TYPE WHIP
 With or without electric motor and controls. Prefer to trade on Octopus, Tilt, Dodgem or what? Also Kid Boat Ride and Kid Ferris Wheel and 30 ft. Flying Jenny, sell or trade for Arcade Equipment. Need Tractors and Trailers.
E. SHAFER
 Mesker Park Phone 45753 Evansville, Ind.

WANTED
 Nice Grab Outfit, High Striker, Penny Pitch, Hoop-La, String Game and other Concessions.
MOUND CITY SHOWS
 Sparta, Ill., this week; Roodhouse, Ill., next week.
SWING-AROO FOR SALE OR TRADE
 For Number 5 Ell Wheel or Split Fire
CLARENCE ALDRICH
 PLAYLAND SHOWS
 Drayton Plains, Mich., June 6 to 11

Want Carnival
29th Annual Celebration
July 4th
 Large city park. One block from city. Largest celebration in south-west. Average crowd 20,000.
 Reply to
HENRY GLOVER, Chairman
 Wamego, Kansas

RIDES NEEDED

Will rent Bingo Stand for biggest 4th July Celebration in State of Indiana. Highland, Indiana, on U. S. Highways #6 and #41. Write, wire, phone

TOMMY SACCO
 203 N. Wabash Ave. Chicago, Ill.
 Phone: Andover 3-6112

TRUCK AND TRAILER FOR SALE

Trailer opens up three ways, approximately 10 feet by 8, suitable for Grab or Frozen Custard. No reasonable offer will be refused. For information write

GUS AVROS
 114 G St., N. W. Washington, D. C.

WANTED

Merry Go-Round and two Rides for the Perrinton Annual Homecoming, July 29 & 30. Write:

WAYNE ANDREWS
 PERRINTON, MICH.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Mired Down, Kan.,
 June 4, 1949

Dear Editor:

On this show the object of a spring tour is to gross, score or scuffle the nut. Call it the nut or the burr, it doesn't matter as spring is spring until June 21. When lots get drier the grass greener and the crowds larger, we chase the nut and burr scufflers because we don't need them. They are always welcomed back by Pete Ballyhoo when the sledding gets tough. One part of the season it's "Hanky-panks wanted," the other part of the season it's, "Boys come on and get your winter b. r." It's a fair break. They work seven months out of the year when the show stays out all winter, which is laying the odds seven to five. Our legal adjuster came from high society and stayed high ever since.

This is a biz of ups and downs and ins and outs. They work hand in hand and we never know which we are living. Last season we had a concession agent who had good breaks from start to finish. However, the dice were wrong for him, the clubs high and the town gals too smart. He wound up as a porter in a second-rate hotel. He slept in the basement

along side of the coal. Nightly he joined other agents of the down-and-out fraternity in jackpot sessions in the lobby. And nightly the clerk would yell; "George, when you finish telling 'em how smart you were last summer, grab the mop and start cleaning up. That convinces us that the wise guy flops in a rustic's barn."

Take the case of the manager of the Middle of the Road Shows, who started out with a suitcase, 100 letter-heads and 50 one-sheets. He struck paydirt from the start by assaying and selling real estate to concessionaires to the tune of "Little suitcase, don't you fret; you'll be a carnival company yet." He wound up belly-sticking for an agent who used to bellystick for him. That verifies the advice: "Never laugh at a beginner. Later in life you may be working for him."

A geek, who managed his own show, had three big weeks in a row. He sprung for a jalopy, joined out a helpmate and went for mustard-colored spats. It rained during the following three weeks causing him to blow his car to a finance company. The helpmate blew to seek security on a Posing Show and the rain ruined his spats. He had enough reps left to keep him glomming out of the cookhouse.

That old saw, "There is nothing wrong with you that a good week won't cure," is more of a duke-in than a fact. We've seen 'em cured one week and suffer a relapse the next five, causing them to either hunt for awnings to mush-fake or an education in writing sheet. We are certain to gross a lot of scenery that is supposed to be for free. But like a tourist the touring is high. It's a sure bet that if you can't take it thru the winter—you can't take it with you. To wind up with something to leave to the next of kin, one has to die suddenly when he gets a break. If it doesn't rain, the towners are working and there hasn't been a show in town this season—next week should be a big one.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., June 4.—Visitation program is well under way. Over the holiday week-end the following were visited: Gaiety Shows in nearby Chili, where Sam Brockler and V. L. Peck did the greeting; Genesee Valley Shows at Avon, where it was reported that the org will apply for membership, and the Jones Concessions at Sea Breeze and Charlotte.

Wisconsin De Luxe Company, Chicago, has applied for membership, and its admission raises membership to 241. Standings in the membership drive follow: Andy Bros., 301; Lee United, 6; W. G. Wade, 5; Gooding Greater Shows, 2, and J. J. Kirkwood, B. & C. Exposition and Jermain Amusement Company, one each.

Weekly indicator of business activity shows a decline in production, prices and personal income, with prospect that personal income will continue to decline thru the balance of '49. However, encouraging note is that experts do not expect this decline to exceed 7 or 8 per cent from last year's high income.

Railway Progress for May, published by the Federation for Railway Progress, has included a detailed study on bills pending in Congress in relation to reduction or elimination of excise taxes on transportation and other items. Included in this report is a favorable listing of H. R. 3245, being Congressman Keating's bill, which the association favors and which would reduce admission taxes to the prewar rate.

Gregg Cannon Act Joins Blue Grass

MARTINSVILLE, Ind., June 4.—Fearless Gregg, cannon act, signed by Owner C. C. Groscurth of the Blue Grass Shows, joined that org here this week as the free attraction.

His first appearance on the shows drew a huge crowd and sparked high praise from the press.

It was said to be the first time a cannon act had been presented here.

HERMAN WEINER

WANTS 2 COUNT STORE AGENTS

at once. Wire

c/o W. G. WADE SHOWS, LIMA, OHIO

CARNIVAL WANTED

Aug. 20-21 for our Heart O' Hills Celebration. At least 4 or 5 Rides, 10 or 12 Concessions. Can run 2 1/2 days.

J. P. EISENTRAUT, Mgr.

HILL CITY, SOUTH DAKOTA

FOR SALE

MINIATURE TRAIN

3 Coaches and Engine, complete with Trailer. Like new, ready to go. Write, wire, phone

C. HESOTIAN

3345 North Marshfield Chicago 13, Illinois

SHORTER SHOWS

Want Concessions, no flinties. Also Agents for office-owned Stores. Shows with own outfit. On account of disappointment want Wheel or Jenny; good proposition. Playing Minnesota, South and North Dakota, two-a-week. Elysian, Minn., June 4-9; Waldorf, 10-12.

FOR SALE

Mills 2 1/2 Gallon Automatic Electric Freezer, makes Custard, Malt or Ice Cream, used three times, cost \$1,600, take \$600.00 quick sale. Will ship. Bumper Game, almost new, green top, portable frame, nice bumper and board, some stock, cheap. Nice Penny Pitch Portable Frame, 12x12, nice board and stand.

WEBER CROUCH
 R.R. 10, Box 333 Indianapolis 44, Ind.

WANTED

For July 2-3-4 Annual Celebration, to operate FIVE of privilege, Merry-Go-Round, Ferris Wheel, Hit-Up and Kiddie Rides.

CHAS. C. SWINEY

Eminence, Mo.

WANT

TICKET SELLER, TALKER, GRINDER

For Eskimo Show. Steady salary.

Write **DAVE IRWIN**

Riverview Park, Chicago, Ill.

AGENTS WANTED

Ted Corey wants one Roll Down Agent and Cookhouse Help. Joe Clayton wants Scale Man and Hanky Panik Agents.

Hale's Shows of Tomorrow

Clarinda, Iowa, now; then per route.

WHITEY HAMILTON

SMILEY SHORES

HARRY (WRESK) WHITE

Wire or phone me at once

W. F. (DUTCH) SIMMONS

Amdroy Hotel, Hibbing, Minn.

"STRING GAME" MURPHY

WANTS AGENT

ROYAL AMERICAN SHOWS

Davenport, Iowa, now.

SACRIFICE ★ FOR SALE

Two Tents, one 16x10, other 8x10. Only 5 weeks old. 30-number Wheel. Mike, Loudspeaker System, Set Joint, Flash Boards, Junction Box and Cable. \$250 takes all.

BERNARD EHRlich

1546 McCombs Road Bronx, N. Y.

WANT

Tilt Man, Second Man on Ferris Wheel, Concession Men. Can use all Stock Concessions for Unit No. 2 starting June 8th. Ambury, Ill., this week; Glasford, Ill., next. All Homecomings and Celebrations. No phone calls.

BURKHART SHOWS

GIVE TO THE RUNYON CANCER FUND

WANT

For following top still dates—Kansas City, Kan., week of June 13; St. Joseph, Mo., June 20-28; Midwest's Big Rodeo, Red Oak, Ia., July 4, then downtown Omaha for 11 days—to be followed by an outstanding route of 18 Fairs and Celebrations including Adams County Fair, Hastings, Nebr.; Iowa's Big Rodeo, Sidney, Ia.; Northwest State Fair of Missouri, Bethany, Mo., and North Central Kansas Free Fair, Belleville, Kan.

Want Shows with own outfits that do not conflict. Can place to advantage Wild Life (none in this territory for several years), Fun House, Mechanical Show, Glass Palace.

WIRE — DON'T PHONE

20th CENTURY SHOWS

GREAT BEND, KAN.

WALTER KARNES AND WHITEY LUTZ WANT DROME RIDERS

MODERNISTIC SHOWS

WANTED—Fish Pond, Photos, High Striker, Scales and Age, American Palmist Gypsy, Class Pitch, Hoop-La or any Grind Store, Show with own equipment, Ride Help who drive. Harry Edwards wants Slum Store Agents. Replies to

JOHN KEELER

Exmore, Virginia, this week; Pocomoke City, Md., June 13-18.

ROLL-O-PLANE FOREMAN WANTED

MUST BE CAPABLE AND SOBER.

Wire **C. D. MURRAY, Mgr.**

W. G. WADE SHOWS #2, HOLT, MICH., JUNE 6-11

ARKANSAS CELEBRATION

PARK ATTRACTION SHOWS

All Colored—19th June, Huttig, Ark. Operate 10th to 19th.

Want Minstrel and Hillbilly Shows. Stock Concessions, Percentage; Mitt Camp and Ball Games. Contact **CURLY MCCRATHY** or come on.

ROYAL EMPIRE SHOWS

Want Concessions of all kinds. Also want Tilt, Octopus and Spitfire. Low percentage. 10 bonafide celebrations. Write or wire Grass Lake, Mich. Sportsman Celebration this week; Trilby, Ohio, next week.

— KRAUSE AMUSEMENTS —

— WANT FOR —

Barren Hill Fireman's Fair, 10 Big Days—June 15th to 25th. Car Giveaway on last nite. Candy Floss, all kinds of 10¢ Grind Games, also Mitt Camps. Everybody contact

SIMON KRAUSE

Taft Hotel, 208 So. 8th St., Philadelphia 7, Pa.

WANTED
Tilt-a-Whirl Foreman

Must know what it is all about.
Top salary.

SAM MENCHIN

11 West Division St., Chicago, Illinois
Phone: Superior 7-7243

Golden Opportunity

One No. 5 Eli Ferris Wheel; one Smith & Smith Chairplane, 24 seats; one special design Pinto Merry-Go-Round, 24 horses, 3-breast, 2 cars. This is a beauty and cost \$6500.00. Plenty of music by Amplifier. Booked solid for all season through New England. All good spots. Three trucks go with rides. Equipment and trucks are in top shape. Can be seen in operation. Rides all insured and trucks all registered. Price \$12,000.00. Cash required. Investment can be made back in one season. First come, first served. Reason for selling—illness.

INTERSTATE
COIN MACHINE CO., INC.
1883 Columbus Ave. Springfield 3, Mass.
Telephones 3-9088 or 4-0958

AGENTS WANTED

Six Cats, Buckets, Pitch-Tilt-U-Win and Spindle. Want capable People. No drunks.

ROY T. DUFFY
c/o BLUE GRASS SHOWS
Peru, Ind., next week.

"Best on Earth"

Fredericktown, Mo., now, 1st in city in 19 years; Festus, Mo., Sunset Park, next; then the big one. Want Eli Operator, must be capable, sober. Don't misrepresent. Join on wire. Want Shows—Big Snakes, Mechanical. What have you? Entire season booked excepting three still dates. Get with an organization that knows why and where. High Striker, Basket Ball, Hoop-La, Watch-La open. Contact

Dyer's Greater Shows

WANT
TWO SKILLO AGENTS

Join on Wire
LUCKY ANKRUM
GRANITE STATE SHOWS
Waterville, Maine

W. E. ATTRACTIONS

Playing Cabbage Fields.
Want Agent only for Slum Stores, Ball Game, P.C. Medina, Tenn., this week; McEwen, Tenn., to follow,
P.S.: Will book or buy Kiddie Ride.

FOR SALE

Miniature Train—Gas Engine, 1000 ft. Track, three Coaches, hauls children, adults; Baby Ferris Wheel—eight Cages, capacity 32; Airplane Ride, capacity of 10. All Rides run only five months in park. Practically new. Rides cost me \$7,800. Any reasonable offer takes all.

BERT WATSON
1936 Fairmount Ft. Worth, Texas

FOR SALE
COMPLETE MAGIC SHOW

Ready for Carnival. All big Illusions and four beautiful Banners. Cheap.
CATHERINE FINCH
820 8th St. Oshkosh, Wis.

TELEPHONE SALESMEN-2

World War I & II Veteran Paper. Year 'round deal. Drunks, save your stamps! Write
BOX 285, KANSAS CITY, MISSOURI

SIMS BROS.' SHOWS WANT

Mix-Up Foreman. Agents for office Concessions and Bingo Manager. Will book Wheel or Merry-Go-Round, Concessions, Grind Shows. Good proposition.
ROANOKE, TEXAS, JUNE 6-11

KIDDIE CAR RIDE
FOR SALE

30 Cars, perfect condition. A dandy portable Ride.
R. TINSLEY
3036 Waco St. Louis 21, Mo.
(Phone: Evergreen 9022)

WALLACE BROS. SHOWS
"America's Most Spectacular Midway"
WANT
PRETZEL, FUN HOUSE, MOTOR DROME
WANT SIX CAT AND BUCKET AGENTS
Place all Stock Concessions; some percentage open.
Chicago Heights, Illinois, week June 6th; Phoenix to follow.
E. E. FARROW, Mgr.

ALAMO EXPOSITION SHOWS
John Hutchins can use Ticket Seller and one Working Act for Side Show. Can place Derby Concession for balance of season. Can place Frozen Custard for balance of season, also Penny Arcade. Can place all Hunky Pank Concessions. Can place Second Men on Rides who can drive semi trucks. Can place Mickey Mouse, Snake Show or any other Shows that we do not have for 15 Fairs and Celebrations, commencing next week with the Canon City Rodeo, June 6-11; then to Pueblo, Colo., June 13-18. All contact JACK RUBACK, Mgr.
ALAMO EXPOSITION SHOWS, CANON CITY, COLO.
JUNE 6-11; THEN AS PER ROUTE

STATE FAIR SHOWS
WANT FOR 10 FAIRS AND CELEBRATIONS, ALSO THE LARGEST FOURTH OF JULY CELEBRATION IN OKLAHOMA, WITH A PROVEN ROUTE UNTIL NOVEMBER 15.
WANT CONCESSIONS OF ALL KINDS. Hunky Panks, come on; will book you. Lead Gallery, Glass Pitch, Photos, High Striker, Jingle Board. In fact, will place any legitimate Concessions, as we have none. Am letting all Flat Stores go. This will not be a racket show. We do not have gate. WILL BOOK ANY SHOW NOT CONFLICTING WITH SIDE SHOW AND MONKEY SHOW. All others open, including Girl Show. I have equipment. WANT SPECIAL AGENT (Red Bishop, wire). This show playing Oklahoma, Kansas, Colorado, Nebraska, and Texas in the fall.
Wire: C. A. GOREE, Mgr., Gypsum, Okla., this week

PEERLESS CELEBRATION AMUSEMENTS
Clean, Dependable, Modern. Fair and Celebration Committees, pay us a visit or contact. Want for Kingwood, W. Va., June 13 to 18, Shows with own equipment, Monkey, Snake, Illusion, Fun House, Ten-in-One Act or Manager with Acts. We have top and banner also tops for reliable people only. CONCESSIONS WANTED—Custard, Floss, French Fries, High Striker, Age or Weight, Hoop-La, Watch-La, or what have you? Want good sober Merry-Co-Round Foreman; some percentage if you have Line Concessions. Want Octopus, Rolloplane, Tilt or new Ride. Now booking for Broad Top Coal Miners Seven Day Picnic, Sunday included, June 27 to July 4th. All wire and mail to
WM. J. MESPELT
COWEN, W. VA., Now; KINGWOOD Next.

CRYSTAL EXPOSITION SHOWS
CAN PLACE FOR BALANCE OF SEASON
Hanky Panks of all kinds. Will sell X on Photos, Custard, Novelties, Jewelry, Guess-Your-Age and Long Range Gallery. Want Piano and Drummer for Minstrel Show. Jack and Annabelle Bates, get in touch. Will book Side Show with own outfit or will frame same for reliable party.
W. E. BUNTS, Rogersville, Tennessee

Want-WALLACE & MURRAY SHOWS-Want
SHOWS—Have complete Girl Revue Frame-Up with 30x60 top, 80-ft. panel front. Want Manager to take complete charge. Must have girls and wardrobe. Will book Fun House and Monkey Show.
RIDES—Will give good proposition for Roll-o-Plane and Octopus for balance of season. Also Train Ride.
CONCESSIONS—Frozen Custard, Short and Long Range Galleries, Jewelry, Darts, Pitch-Tilt-You-Win, Cigarette Shooting Gallery and Hunky Panks of all kinds. Will book Swinger, Six Cats and Bucket Stores exclusive.
OUR FAIRS START IN AUGUST AND END ARMISTICE WEEK.
Address: AL WALLACE, Mgr., Bellaire, Ohio, this week.

WANT SOUTHERN VALLEY SHOWS WANT
FOR OUTSTANDING ROUTE OF FAIRS, CELEBRATIONS, REUNIONS AND ONE OF THE BEST JULY 4TH SPOTS IN THE MIDWEST
CONCESSIONS: Scales, Age, High Striker, Bumper, String, Whiskey Bottles, Darts, Novelties, Candy Apples, Watch-La, Basket Ball, Jingle Board, Ping Pong or others not conflicting. SHOWS: Ten-in-One, Wax, What Is It?, Animal, with own outfits. Want to book Fun House. RIDES: Want to book Spitfire and Chairplane. Write or wire:
SOUTHERN VALLEY SHOWS, Poplar Bluff, Mo., this week; then per route.

EDDIE MILLER'S GIRL REVUE
Can use two more Girls; one Dancer, one for Posing. Inexperienced girls with youth and looks considered. Top salary sure, everything furnished. Kitty Kay, Myrna Connors, Nickey and others who worked with me, wire. Peaches Mason here.
c/o HAPPYLAND SHOWS, Battle Creek, Mich., this week; Benton Harbor, Mich., next.

HARRY'S GREATER SHOWS
WANT WANT WANT
Can place Long or Short Range Gallery, Scales and Age, Balloon Darts, Basket Ball, Cork Gallery, Heart Pitch, Bumper, or any Concession not conflicting as we carry ONE of a kind only. Can place one neat framed Grind Show except Monkeys. Harry Boyles wants Agents for Penny Pitch, also Man and Wife or 2 Agents for only Milk Bottles on Show. All reply
HARRY BOYLES
Keystone, W. Va., this week; Gilbert, W. Va., next week.

BINGO WANTED
Want to buy a bingo immediately, 16x32 preferred (no larger), complete ready to operate. State lowest price, also when and where I could see it. All answers,
TED COLE
W. S. Carl Shows
Franklin, Ohio, this week, Hamilton, Ohio, next week.

RIDE HELP WANTED
All departments, come on. Holland, Ohio, this week, Waterville next.
For sale, Double Loop, Merry-Go-Round organ. Want to buy Tilt or Octopus.
NORTHWESTERN AMUSEMENT CO.

FOR SALE
COMBINATION FUN AND GLASS HOUSE
Built on 20-ft. American Semi Trailer, new June, 1947. Built by Norman Smith, North Little Rock, Ark. All newly painted front, over \$2000.00 worth of glass, P.A. set, now in operation. Cost \$6500.00, will sell for \$3000.00 without tractor. Good International Tractor, \$500.00. Will book on Show balance of season, or can be taken away. Come and look it over. Would trade on No. 5 Wheel or late model Tilt. Address
L. C. McHENRY, Mgr.
CRESCENT AMUSEMENT CO.
Ft. Smith, Ark., this week; or per route.

Wanted To Buy
ARCADE
Give details and list of machines. With or without top.
BOX NY-110
c/o The Billboard, 1564 Broadway
New York 19, N. Y.

FOR SALE
Mound City Shows, complete. Finest equipment in Rides and Rolling Stock. Best Celebrations and Fairs in the Middle West. Booked solid until the first of October. Everything must go. Nothing but a cash deal considered. Come and see for yourself. At Sparta, Ill., week of June 6th; Roodhouse, Ill. week of June 13th.
CHARLES M. OLIVER

WANTED
RIDES, SHOWS AND CONCESSIONS
Everything open for the big Molalla, Oregon, Buckaroo, July 1-4.
One of the biggest 4th of July spots in the Northwest. Also for Brownsville Pioneer Days, June 16-18. Wire or write
REDWOOD EMPIRE SHOWS
Anthony Masseth, Mgr. & Owner
General Delivery Dunsmuir, California

WANTED
Two Clothes Pin Store Agents, three Cover the Spot Agents. Full season's work with R. R. Show. No drunks. Wire, write or phone:
FRANK ROSS
2043 McClellan St. Philadelphia, Pa.
Phone No.: Stevenson 7-3107

RANDY ALAN STALY
get in touch with
Mack Cook House
PENN PREMIER SHOWS
Stroudsburg, Pa., this week

DIESEL ELECTRICIAN
WANTED
Must Drive Semi
DON FRANKLIN SHOW
Stamford, Texas, this week

—WANTED—
RIDES, SHOWS, CONCESSIONS or CLEAN CARNIVAL for South Whitley, Ind., week June 20, on the streets. First in years. Alexandria, Ind., week June 27, on the streets. Walton, Ind., Annual Big 3-Day Celebration, July 2-3-4. Biggest celebration in Northwestern Indiana. Address: E. B. BLESSINGER, c/o Center Township, Assessor's Office, Muncie, Ind. Office Phone 6112. Res. Phone 29219.

AOW Blad'sburg Spot Scheduled For Fall Debut

ELIZABETH, N. J., May 4.—Progress being made in construction of Bladensburg (Md.) Arena, newest link in the America on Wheels chain of rinks, indicates an early fall opening. General Manager William Schmitz announced this week from AOW headquarters here. Structural steel for the new rink has been erected and work is now under way on interior partitions.

Opening of the Bladensburg Arena will give AOW a trio of rinks in the metropolitan area of Washington. Already in operation are the National Arena in Washington and the near by Alexandria (Va.) Arena, both of which are noted for their size and beauty, but Schmitz said the newest rink will outstrip anything yet constructed by the chain.

The new rink is rising in the center of a large and newly developed residential area. Since the end of the war this area has seen a huge amount of building activity, said Schmitz. The University of Maryland is located near by.

With completion of the Bladensburg rink, AOW's Southern division will emphasize inter-rink speed and artistic competition, and has mapped plans for contests with AOW's Northern division.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.

★ ALL ALUMINUM CASE — "The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$4.50. NOW \$37.00 Doz. Sample \$3.15.

L. & L. PRODUCTS
1019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.

Write for Price List

THE PHANTOM MASKED SKATER

Will appear at any recognized Rink, entirely gratis free, doing a 1949 Rhythmic Trick Skating Act, en route to New York in July, for possible booking in Vaudeville and Television.

CURLEY RICHIE
3402 Park Blvd. Hotel, San Diego, Calif.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS
1317 S. Wall, Tyler, Texas Phone 6033-J

MAPLE AND FIBRE WHEELS

No. 87 Racing — No. 87D Dance — No. 87F Figure
All With Improved Steel Bushings

No. 34 N Long Neck Racing Cones
No. 79 and No. 79GB Fibre
No. 87GBD and No. 87GBF
Rock Hard Maple — Steel Sleeves
Precision Bearings

"Hold-Fast" Non-Slip Powder

CHICAGO ROLLER SKATE CO.
WINNER OF WORLD'S RECORDS FOR OVER 40 YEARS
4427 W. LAKE ST. CHICAGO 24, ILL.

ENROLL NOW FOR 1949-'50 COURSE NATIONAL ACADEMY FOR ROLLER SKATING TEACHERS

23500 W. Seven Mile Road Detroit 19, Mich.
Phone KENwood 1-2660

Park Circle Kids Take Honors At RSROA Northeast Regional

WORCESTER, Mass., June 4.—Enthusiastic nightly crowds of approximately 1,000 jammed Leo Doyle's spacious Webster Square Arena here for the Northeastern regional championship meet of the Roller Skating Rink Operators' Association, skated Monday, May 30, thru Wednesday, June 1. Daytime attendance was also above par.

The talent-loaded Park Circle Club, Brooklyn, winding up its final season under coaches Roland and Margaret Cioni, far outdistanced the field in total points scored. Almost 20 teams, however, shared in the points and every metropolitan New York City area club competing corralled at least one first place.

Officials Attend

Among prominent RSROA officers present were President Edward Laventure, Whalom Park Rink, Fitchburg, Mass.; Fourth Vice-President Ben Morey, Ely Rink, New Haven, Conn., and Fred Martin, secretary-treasurer. Also present were the following board of control members: Vic Brown, New Dreamland Arena, Newark; Fred H. Freeman, Bal-a-Roue, Medford, Mass.; Joseph Seifert, Bay Ridge Rink, Brooklyn, and H. D. Ruhlman, Lexington Park, Pittsburgh.

Manufacturers' representatives on hand included Max Hyde, Hyde Athletic Shoe Company; George Gillis and Larry Bissinger, Gilash Shoes; Wally Kiefer, Skatin' Toons; Ernest

Young, Riverside Rink, Natick, R. I., who demonstrated a new coin-operated wheel grinding machine; artist Margaret J. Sanders, and Dance-Tone organist Phil Reed, who also played for the dance events.

On hand for the skating press was Bill Love, *The Billboard* and *New York Journal American*, and Irwin Rosee and Max Zera, of the Roller Skating Institute of America. Good local newspaper coverage was obtained thru the Institute's efforts.

The meet included contests for skaters of both sexes in all divisions of artistic and speed skating. Among meet surprises were several places snared by New England contestants, formerly noted only for their dance prowess, in various figure events. The New York City area, strong in all departments of dance and figures, was represented by only one racer, Henry Goldberg of Gay Blades.

Gilbert Squawk Over Cup Award At Calif. Meet

MONTEREY, Calif., June 4.—Paul J. Gilbert, manager of Del Monte Gardens here and host to the May 28 and 29 California championships of the United States Amateur Roller Skating Association (USARSA), has lodged a protest with the USARSA over alleged irregularities at the contests in awarding points for the challenge trophy offered by Stoddard Gumaer of Moonlight Rollerway, Pasadena.

Heretofore, the cup was awarded the club having the greatest number of points derived from competition in all divisions, said Gilbert. Last year, when speed skating counted, Pasadena's Moonlight Rollerway won the award. This year, however, Pasadena refused to count speed skating because, said Gilbert, the local Del Monte Skating Club had too many good racers.

Barbara Ziem, Monterey, gave a standout performance in winning free style skating and then teamed with Rose Marinello to win the artistic trophy for a pairs skating routine. Senior ladies' pair skating competition was stiff this year and produced some of the best skating in the meet, said Gilbert.

Results:

Figure skating, juvenile boys, Gary Bradley, Monterey; juvenile girls, Avis Cook, Pasadena; Marjorie Tomasini, Monterey; Barbara Huckabee, Buena Park. Novice boys, Ronald Holland, Pasadena; Boyd Hamlin, Monterey; Robert Wood, Sonoma. Novice girls, Kathryn Althouse, Pasadena; Claudette Colbert, Dolores Cummings, Monterey. Intermediate men, Alva Cooper, Pete Richard, Pasadena. Intermediate ladies, June Mathieu, Pasadena; Rose Marinello, Monterey; Jan Crowley, Hollywood. Junior ladies, Barbara Ziem, Monterey.

Dancing, intermediate, A. and J. Mollica, Buena Park; B. Giles and P. Miller, Pasadena; R. Murray and R. Marinello, Monterey. Juvenile, G. Bradley and M. Tomasini, Monterey; H. and R. Bass, Irvington. Novice, R. Holland and J. Lemmon, Pasadena; T. and D. Monterey. Junior, A. Cooper and W. Bushong, Chrisop, Pomona; D. Earl and D. Cummings, Pasadena.

Novice mixed pairs, B. Hamlin and M. Espy, Monterey. Senior ladies' pairs, R. Marinello and B. Ziem, Monterey; K. Althouse and J. Mathieu, Pasadena; B. Brown and C. Smith, Pasadena. Intermediate mixed pairs, P. Richards and E. Althouse, Pasadena; A. and J. Mollica, Pomona. Juvenile girls' pairs, D. Cummings and B. Marshall, Monterey; C. Colbert and V. Spencer, Monterey; M. Martin and D. Wagner, Watsonville.

Racing, midgets, boys, Gary Bradley, Monterey; Tommie Heelan, Watsonville; Benny Brown, Monterey. Girls, Claudette Colbert, Myrtle Espy, Evelyn Spencer, Monterey. Juvenile, Barbara Marshall, Virginia Spencer, Dolores Cummings, Monterey. Junior, boys, Dennis Wagner, Watsonville; Robert Espinoza, Irvington; Dennis Earl, Monterey. Girls, Norma Hartsock, Monterey; Janice Brooks, Irvington; Barbara Ziem, Monterey. Intermediate, Marvel Fields, Pasadena; Rixford Murray, Monterey; Johnny Thomas, Costa Mesa. Senior, William Conover, James Hobash, James Skelley, Pasadena.

Neptune Rollery Debut Attracts Turnout of 750

NEPTUNE, N. J., June 4.—Shore Rollerdrome, new \$100,000 rink located on Asbury Avenue Circle and Route 35 here, opened Friday (27) evening as scheduled. An estimated capacity crowd of 750 skaters and spectators attended and the highway was jammed for blocks in either direction with overflow from the sizeable parking area.

Debut show, announced by Vic Brown, consisted entirely of artistic exhibitions by members of his New Dreamland Club. Added debut gimmick was free distribution to each patron of a souvenir envelope containing a book of skating instruction, a roller skate pin, and a pencil with the rink's name on it.

Shore Rollerdrome had joined the Roller Skating Rink Operators' Association prior to its opening.

Among guests introduced from the floor by operators William Junda, Asbury school teacher, and business man Tom Livingston were Vic Brown, columnist Bill Love; Joe Shevelson, Chicago Skate Company; Max and Dick Hyde, Hyde Athletic Shoe Company; Irwin Rosee, director of the Roller Skating Institute of America; Perry Rawson, amateur roller enthusiast and author, and Jack Adams, Eastern representative of Chicago Skate Company.

The Asbury Park Evening Press carried a three-page advertising-editorial section Wednesday (25) to commemorate the debut.

Fox Opening in Eagle Grove

EAGLE GROVE, Ia., June 4.—Kenneth R. Fox, of Missouri Valley, Ia., is opening a new roller rink here. The rink will be located near Greenwood Park. Fox has been associated with his father in operating a skating rink at Missouri Valley the last three years.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity. Also Best Price.

JOHNNY JONES JR.
Agents for Chicago Roller Skates
51 Chatham St. PITTSBURGH, PA.

ROLLER RINK AND 2 APARTMENTS

Located in Omaha, Neb. 114x150 (17,000 sq. ft.) Good paying rink in constant operation for 20 years. Good face brick building. Hammond organ, wonderful newly sanded maple floor, hot air automatic heat, skates and all equipment included. Write AL MORFORD, Witkie & Beck with Co., 515 So. 20 St., Omaha, Neb.

PORTABLE SKATING RINK FOR SALE

Now operating, completely equipped on choice location, 40x100 Maple Floor, 200 pr. Chicago Skates, 10 case Electric Beverage Cooler, large Popcorn Machine and 48" Fan.

Reason for selling, permanent rink.

JAS. S. SMITH
Fairgrounds, Phone 7631, Box 3371
West Monroe, La.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres. Muskegon, Mich.
Curvcrest, Inc. Originator and Sole Distributor

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All Classified Advertisements must be accompanied by remittance in full

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

EARLIER CLOSING DATE

FOR

THE BIG SUMMER SPECIAL ISSUE DATED JULY 9

Special Features

Valuable Lists

Inspiring Reader Interest

Wider Distribution

ALL for the same rate of only 12c a word, minimum \$2.00, cash with order

Classified forms for this issue only will close

WEDNESDAY, JUNE 29

ACTS, SONGS & PARODIES

ACTS, SONGS, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. au8

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed issues. Emcee, 1508-B S. Homan, Chicago 23. ju2

JIMMIE MUIR LAUGH LINES #2 AND #3—M. C., Comedy Bits, Radio Patter, Heckler Gags, Party Material; mail dollar for each one to Jimmie "M.C." Muir, 6185 Buena Vista Ave., Oakland 18, Calif. ju2

MUSIC PRINTED—200 PROFESSIONAL COPIES, \$20; 1000 copies in color, \$70; recordings made. Urab BB, 245 West 34 St., New York. Stamp (Booklet). je18

SENSATIONAL SONG PARODIES — DIFFERENT situations, original material, socko endings; lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 5, Wis. ju16

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY—Italian Branch Sea Coral and Inlaid Mosaic Jewelry; genuine. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ju18

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas Cards, also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different de luxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 657 White Plains, N. Y. je25

ABSOLUTELY NEW AND DISTINCTIVE LINE of luxurious hand-crafted Costume Jewelry direct from manufacturer; original items that are different for you and your customers; illustrated price list. Treasure Chest, 903 S. Second St., Millville, N. J. ju18

AMERICAN MADE BEACH BALL—INFLATES 15 inches, \$4.20 dozen; send 50¢ for sample. Shir-Lee Creation, 44 Killyth Rd., Brookline, Mass. je11

ATTENTION—CONCESSIONAIRES, PREMIUM Handlers, Bingo Operators who work carnivals and fairs, get our proposition on three fast moving household items. Perfect Products Co., Dept. B, Beloit, Wis. je26

ATTENTION, NOTIONS JOBBERS—WE CARRY a full line of Notions and School Supplies; competitive prices; write for free catalog. K & K Sales Co., 441 K St., N. W., Washington 1, D. C.

ATTENTION, CARNIVAL MEN! — MEN'S Bulova Wristwatches, 17J, \$9.75; Men's Waterproof, shockproof Wristwatches, 17J, \$6.75; Waltham Pocket Watches, 17J, \$9.75; watches in good condition. Sydney Eisenberg, 1009 Stockton, Jacksonville 4, Fla.

BEAUTIFUL MEXICAN RESURRECTION Plants (the miracle Plant), with very big demand, \$18 thousand; 5,000 lots, \$16 thousand; send order now; all selected good size plants. National Products Co., Laredo, Tex.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Consumers Assn., 218-D Investment Bldg., Pittsburgh, Pa. ju11

DUPONT NYLONS, READY TO MAIL — (1) Clear Sheer, in the better grades; individually packed in new colorful envelopes, three pairs, in new boxes; (2) sorted colors, sizes 8½ to 10½, \$6.50 dozen; (3) The same except in lower grade rejects, \$2 dozen; order from this ad. C.O.D. Sibert Jobbing House, Box 1242, Chattanooga, Tenn.

DUPONT NYLONS, FULL FASHION; 51 Gauge, in any quantity or size, for stores, salesboard dealers, pitchmen, carnivals, etc.; in flashy packages, 3 pair to box; our No. ones, \$7.50 doz.; two's, \$6; three's, \$3.50; all orders promptly shipped. McDonald Mfg. Co., Colte-wah, Tenn. ju2

EASY TIRE CHANGER! WANTED—DEMONSTRATORS, men and small women, new device, makes tire changing easy. Write C. J. Orment, Arcade Bldg., St. Louis, Mo.

EXTRA MONEY QUICK! TAKE EASY ORDERS, low cost, high profit Christmas Cards; wonderful new type Plastic, Metallic assortments; send at once for free 48-page catalog; features samples on approval and free Name Imprinted Christmas Card sample portfolios; special offers. New England Art Publishers, North Abington 51, Mass.

EXTRA CASH! SELL PLASTIC CHRISTMAS Card, everyday assortments; new, different personalized money-makers. Profits to 100%; free samples, Name Imprinted, 25 and 50 for \$1; Christmas Cards, Stationery, Napkins, Guest Towels, Matches, Keepsake Notes. Senrab Co., 129 N. Warren St., Syracuse, N. Y.

FIRST OFFERING—INDIAN SYMBOL BRACE-lets, highly polished aluminum, slave type band, 12 designs, 100% hand made; two year spot tryout before offering; an excellent side-line article; sample and price list \$1; postpaid in U. S.; returnable. Henry H. Cokefair Mfr., 2816 Chestnut St., Erie, Pa.

FULL FASHIONED NYLON HOSE, 51 AND 54 gauge, packed 3 pairs to box; new summer shades, standard sizes; our best number, \$6 dozen; lower grade, \$3.50 dozen, prepaid; sample box of each number, \$2.50; full satisfaction guaranteed; 1/3 deposit on C. O. D. orders. Nylon Sales, 2501 Broad St., Chattanooga, Tenn.

GIRL PHOTOS—300% PROFIT; SELL ON sight; 24 different and wholesale price list, \$1. M. Kleeman 2433 N. Mascher St., Philadelphia 33, Pa. je11

GIVEAWAYS—LADIES' ASSORTED PURSES, \$25 hundred; Ornaments made from steer horns; birds and sharks, \$25 hundred; Rubber Wall Plaques, fruit designs, stick anywhere, \$5 hundred; Mexican Featherbird Pictures, size 7x9, all framed, \$7.20 dozen; send \$2 for all samples. Liberty Novelty Co., 2624 S. Central Park Ave., Chicago, Ill. No catalogs. je25

HAVE SHAVED 50 YEARS—FOUND EASY, comfortable way, good for women; blades last longer, yours. \$1. Dr. Roberts, Cross City, Fla. je18

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post Box 35D, Pawnee, Okla. ju2

IS MONEY SCARCE? THEN "RUN MENDERS" are good! Run Mender Factory, 413 N. Craig St., Pittsburgh, Pa. je25

JET PROPELLED BALLOON—FLIES BY ITS own power; the newest sensation, \$3 15 gross. Shir-Lee Creation, 44 Killyth Rd., Brookline, Mass. je11

LOW AND BEHOLD NEIGHBORS, IF IT ISN'T Uncle Israel blossoming up a daddurn monkey shine (souvenir browsers and race horse fiends scramble for their share), one green back will nip off eight, but a five spot, brother, herds in a doosie, whata big crop one hundred. Ken Miller, Box 1257, Louisville, Ky.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 555 W. Jackson, Chicago 5. ju30

MEXICAN DESERT CACTUS PLANTS, MORE large, blooming size, 125 assorted (special) \$5; express collect. General Mercantile Co., Laredo, Texas.

MEXICAN JUMPING BEANS—NEW CROP just arrived, all live ones, good jumpers, the best crop in years, \$5 thousand; 10,000 lots, \$4 thousand; 20,000 lots, \$3 thousand; send order immediately, limited quantity on hand. National Products Co., Laredo, Tex.

MEXICAN DESERT CACTUS PLANTS—BLOOMING size, 30 assorted in beautiful Mexican picnic basket \$3; adding 5 Resurrection Plants free prepaid. General Mercantile Co., Laredo, Texas.

MEXICAN DESERT RESURRECTION PLANTS for make money, \$20 thousand; \$3 hundred; 10 samples 60¢. General Mercantile Co., Laredo, Texas.

MUSICAL BALLOON—\$10, ALWAYS A SURE seller; \$3 gross. Shir-Lee Creation, 44 Killyth Rd., Brookline, Mass. je11

(Continued on page 82)



into the summer market

WITH A RESULT-PRODUCING AD

The Billboard

summer special

Dated July 9—

advertising forms close

WEDNESDAY, JUNE 29

**JOBBER!
DISTRIBUTORS!**

Our Regular **\$720**
PER DOZ.

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PORTFOLIO
NOW ONLY**

\$4.50
PER
DOZ. SETS
100 SETS \$35.00
SAMPLE SET \$1.00
Actual 4" x 5"

**Glossy Photos of
Gorgeous Strippers!**

- 12 Photos to a set
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- Complete Strip—Nothing held Back!
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**HOTTEST ART PHOTOS
EVER OFFERED!**

**ART PHOTO
KNIVES**



Gorgeous selection of Hollywood lovelies in daring poses. Actual photos preserved under the plastic handle. Bead chain, keyholder attached. Attractive display card included with each dozen.
Per Doz **\$3.00**
GROSS \$33.00

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PEEK-A-BOO
KEY CHAIN**



This sensational novelty at a NEW low price! Most glamorous models in America in blazing full color! Telescoping viewing piece on bead key chain.
\$9.00 GROSS
10 Gross Lots—Gross \$8.50

**NEW!
Hotter Than King Tull!
Mysterious, Magnetic Trick!**



**BLONDE
IN THE
BATHTUB!**
Per Dozen **\$3.00**
\$42.00 Per Gross
All Prices F.O.B. Detroit

GEM SALES CO.
533 WOODWARD AVENUE
DETROIT 26, MICHIGAN
One of America's Leading Wholesale Distributors
50% Deposit with Order, Balance C.O.D.

AGENTS & DISTRIBUTORS

(Continued from page 81)

MEXICAN NOVELTIES AND CURIOS—BLACK Spiders, Tarantulas, wire long legs, wiggly, \$12 gross; lots 5 to 10 grs., \$10 grs.; 25 to 50, \$9 gross; Mechanical Clay Devils and Skeletons, \$7.20; Drum Monkeys, \$12; Fur Monkeys, \$7.20; Clay Witches, \$12; Small Curio Saddles, \$4; Fun Snakes, \$18, each gross. General Mercantile Co., Laredo, Texas.

MEXICAN PALMITO CHIARRO VILLA Sombreros (hats) big size, beautiful finish, \$10 doz.; Mexican picnic beautiful basket, \$6 doz.; Mexican Children's Chairs, oil flowers paint, Tulle seat, \$12 doz.; Aztec Walking Cane, \$12 doz. General Mercantile Co., Laredo, Tex.

NEW INDUSTRIAL HAND CLEANER; FREE manufacturing distributing plans; unusual money-making proposition. "Acro-Sol-Ex," 623-J West 14th Ave., Denver 4, Colo. je18

NEW PLAN BRINGS YOU EXTRA MONEY. Make up to 100% profit without experience showing new Christmas, Everyday card assortments, Plasties, Glean and Glo, Kiddies Cards, Wrappings; unusual, attractive Gift Items; Bonus; Special offers; send today for free samples 28 different Personal Christmas Cards, 50 for \$1 up; Stationery, Coasters. Thomas Terry Studios, 98 Union Ave., Westfield, Mass. je18

NOVELTIES FOR "REGULAR FELLOWS"—Real money-making fast sellers; 20 samples and price list, \$1. "Action Novelties," 12-B Churchlane, Philadelphia. je25

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc. \$4 per 100; free catalog. Koehler, 335 Goetz Lemay 25, Mo. je25

OUTSTANDING NOVELTY—PENNY AND names embedded in transparent plastic with key chain; 25¢ brings sample, prices. Libo Plastic Co., 1132 N. 24th Street, Milwaukee 3, Wis.

QUICK PROFITS—EASY SALES; SELLING Viking Jewelry Cleaner; every lady a prospect; sell direct to jewelry, dept. stores, chains; good demonstration product; retails for 59¢; your cost, 20¢. Write Viking Sales, P. O. Box 182, Canal St. Station, New York.

RAZOR BLADES OF THE FUTURE—FIVE TO a pack, 20 packs to carton, 100 blades, double edge only; made for the hard to shave; outcuts the highest advertised blade on the market today; dozen cartons, \$10; case of 100 cartons, \$75; sample carton, \$1; this is a message for you; order COD this ad. Sibert Jobbing House, 79 Shallowford, Chattanooga 4, Tenn.

RURAL ROUTE MEN—MAKE BIG PROFITS with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune Box 100 Mount Morris, Ill. je25

SELL, BIG PROFIT, 5x8 1/2-INCH STOCK SIGNS. Write for jobbers introductory offer. Al Hawkins Sign Co., Sioux City 7, Iowa. je25

WANTED—SALESMEN, DISTRIBUTORS, JOB- bers; handle outstanding, fast selling jewelry item direct from factory. Write: John W. Pickering Co., 160 N. Main, Attleboro, Mass. je25

YEAR'S SALARY IN 120 DAYS—DETAILS. N. Cassis, 1326 B Grant St., Charleston, W. Va. je11

\$3 DOZEN PLASTIC APRONS—OTHER QUICK- selling quality buys, including matching Tablecloth-Apron Sets, \$12 dozen; sample set, \$1.25; free catalog. Jole Fashions, 2511 E. 119 St., New York, N. Y. je25

\$6 HOURLY SHOWING FIRESTONE VELON Handbag, opens into large shopping bag, fastest seller in America; women buy several for gifts; commissions advanced daily; sample furnished. Leonard, 179-M, W. Washington, Chicago 2 np

51 & 54 GAUGE NYLONS—SUMMER SHADES now ready; packed 3 pairs to embossed box; buy and sell merchandise that will repeat; we guarantee satisfaction or money refunded; our best grade, \$6.50 dozen; mill-run, \$3.50; sample box each, \$2.75 prepaid. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

500 DOZEN DUPONT NYLONS, SHEER IN assorted colors, sizes 8 1/2 to 10 1/4; individually packed with three pairs to box, \$3.50 dozen; this is a new low price; we guarantee it; order COD from this ad. Tennessee Nylon Division, 79 Shallowford Warehouse, Chattanooga 4, Tenn.

3,000 DOZEN DUPONT RAYON PANTIES ON hand; newest fitting and color design; sizes large, medium, small, \$5.50 dozen; these are exactly the same quality and stock number that retail for \$2 per pair; we guarantee it; order C. O. D. Dupont Nylons in the \$6 number for \$5. Order C. O. D. Tennessee Rayon Division, 79 Shallowford Warehouse, Chattanooga, 4, Tenn.

ANIMALS, BIRDS, PETS

ATTENTION, SHOWMEN—NOW YOU CAN GET Healthy Rattlers, Boas, Racers, Dragons, Glis, others; dens or singles; lowest prices, prompt shipment. Reptile Gardens, El Paso, Tex. j2

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. je11

FREAK CALF, 9 MONTHS OLD, GOOD health, with Bull Dog Head; photo. Jns. B. McLaughlin, Shiloh, Wis. je18

LIVE ARMADILLOS—HEALTHY, TRAINED to feed, \$5, \$9 pair; Armadillo Novelties. Apelt Armadillo Farm, "The original, world's only," Salado, Tex. np

MEXICAN YOUNG TAME BURROS—SPECIAL for children to ride on, \$45 each or \$65 prepaid. General Mercantile Co., Laredo, Tex.

MONKEYS—RINGTAILS, TAME PETS. \$50; Giant Spider Monkeys, \$35; Jungle Rats, \$35; Large South American King Vultures, \$50; immediate shipment; terms cash with order or half cash, balance C. O. D. Don Compton, Box 93, Mt. Vernon, Ill.

PLENTY SNAKES ALL KINDS—ALSO BOAS, Horned Toads, Armadillos, Alligators, Prairie Dogs, Monkeys, Badgers, Peafowl, Owls, Gila Monsters, Mice, Rats, Giant Jungle Rats, Agoutis, Opossums, Raccoons, Ringtail Cats, Guinea Pigs, Hamsters, Deodorized Skunks, Bantams, Pigeons, White Doves, Coat Mounds, Squirrels; wire Western Union. Otto Martin Locke, New Braunfels, Tex. Phone: 141. je25

SHOW AND CARNIVAL MEN—A MIRACLE calf, born without eyeballs, short crooked tail, 3 weeks old, healthy; will sell cow with calf. Kurt von Quintus, R. 1, Creedmoor, Tex. Near Austin, Texas.

WANT TO BUY—PAIR OF PIGMY MAR- moset Monkeys. Richard Skobel, 5454 Easton, St. Louis, Mo.

**BUSINESS
OPPORTUNITIES**

ANALYZE HANDWRITING FOR PROFITS!—Complete Outfit, \$1; profits, \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. je25

COUNTER FREEZER OPERATORS—MAKE your own ice cream bars the profitable way; inexpensively complete deal includes molds, stick holders, sticks, bags and coatings; nominal expenditure gives you practically same production line operation as wholesalers who have spent thousands. For free information, write Fountain Specialties, Dept. B-6, 1736 W. 25th St., Cleveland 13, O., giving size and make of your freezer. je18

FIRST STEPS IN MAIL ORDER TELLS HOW to start a mail order business the right way; will save you hundreds of dollars in costly mistakes; send 25¢ for this 35-page book now. Ralph A. Long 208 W. Broad St., Tamaqua 6, Pa. je11

FREE WHERE-TO-BUY-IT INFORMATION— Most products, materials or equipment; state wants. Donald Kelly, AW-9544 Whitecomb, Detroit 27, Mich. j23

HAVE 50 CASES CHINESE FIRECRACKERS left, 8 bundles per case, first \$825 takes them. H. Tauton, 1825 Shattlesbury, Dayton, O.

NEW ELECTRIC MACHINE BAKES GREASE- less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3605 South 15th, Minneapolis 7, Minn. au27

PUSH CARD OPERATORS WHO WANT TO make \$200 a week without investing a penny. Contact Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa. je11

ROLLER RINK, 40 BY 110 CLEAR; FOUR LIV- ing Rooms, Skates, Sound; good summer business; closest rink fifty miles. E. D. McNally, Manistique, Mich.

SELL DELICIOUS SNOWBALLS—TREMEN- dous profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 3, Dept. B-23, Jacksonville, Fla. je25

SHUFFLEBOARD MANUFACTURER, LONG established, desires representative or organization to supervise Western business; commission, profit-sharing or partnership arrangement. West Virginia Shuffleboard Co., Caldwell, N. J.

SILVER PLATING LIQUID—SILVERPLATES copper, brass, bronze, silverware, etc.; simply rub on or dip; free details; trial size, 35¢; 3 oz. bottle, \$1; pint, \$5, postpaid. Reb Industries, 265-JD, Elmhurst, Ill.

SUREFIRE PROFIT MAKERS—FREE DETAILS. Rennelet, 1022B 9th St., Rock Island, Ill. je11

TESTED MONEY-MAKERS—68 PAGE BOOK. 25 cents, postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. je11

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Mokena, Ill.

WOULD YOU PAY 3% FIRST \$350 MADE? Illustrated book "505 Odd Successful Enterprises" Free! Work home; expect something odd! Pacific L. Oceanwide, Calif.

WOULD UP TO \$1,500 YEARLY IN SPARE time by mail interest you? Send name, postal. Lawson Company, Box 1302-13, Detroit 31, Mich. je18

X-RAY MIRRORS—YOU CAN SEE THRU them from the back, they can't see you; person on mirror side unaware he is being looked at; sold by mail to stores, offices, banks, police departments; material and instructions for making over 800 worth of X-Ray Mirrors, \$4 postpaid. Satisfaction guaranteed; we sell an 8"x10" Mirror for \$2.50 postpaid. Gateway System, Waynesville 1, Mo.

67 TESTED MONEY MAKERS, NEW BOOK, 40,000 words, 25¢ postpaid; no strings, no catches; money back if dissatisfied; write. Rex Norred, Box 921, Lynn, Mass.

**COIN-OPERATED
MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 95 in this issue.

**COSTUMES, UNIFORMS,
WARDROBES**

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75¢; Satin Belly Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 346 W. 45th St., New York 19. Tel.: Circle 6-4137.

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories; free list (assortments), \$5. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. je25

HEADQUARTERS FOR CLOWNS AND MIN- strel Goods; circulars free. The Costumer, 238 State St., Schenectady, N. Y. au13

SINCE 1869—COSTUME BARGAINS, CHORUS. Dollar up; principals, three up; no catalog; state wants. Gutenberg, 9 W. 15th St., New York 11, N. Y. au6

FORMULAS & PLANS

FORMULAS—ENGLISH GINGER BEER, DELI- cious Soft Drink made British firm millionaires. Formula, dollar. Mrs. Nutman, Rt. #1, San Luis Obispo, California.

**FOR SALE
SECONDHAND GOODS**

BELL-HOWELL 16MM. SOUND PROJECTOR complete, extras, screen, films; everything \$230. Pelkin, 2903 Holt Rd., Indianapolis, Ind. (Continued on page 84)

**Biggest Profit Makers
in WATCH History**



**Rhinestone
DIAL WATCH**
in 14K
Gold Plated
Case
\$4.25

- Brand New—Not Reconditioned
- Written 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap



**Genuine Swiss
2 PUSH-BUTTON
CHRONOGRAPH**
\$4.00 WITH
A
JEWELLED
MOVEMENT!

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt
- (With waterproof strap and gift box, 20¢ additional).

Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

**SLUM
GIVEAWAYS**

**ALL USABLE ITEMS
TOYS—GIFTS—NOVELTIES
FOR CHILDREN, ADULTS**
Some items retail up to 25¢ ea.

**3000 PCS. \$25.00
LOT**

**LUCKY
NOVELTY PRIZE BOXES**

- Assorted Novelties of All Kinds
- 5¢ Items \$ 4.50 Gr.
- 10¢ Items 7.00 Gr.
- 25¢ Items 12.50 Gr.
- 50¢ Items 24.00 Gr.
- \$1.00 Items 40.00 Gr.

**JEWELRY 100,000 Pcs.
(Mostly Boxed)**

- PINS • NECKLACES • BRACELETS
EARRING • IDENT'S • ETC.
Retail Value Up to \$5.00 Ea.
- 1,000 Pcs. Ass't. 15¢ Ea.
- 500 Pcs. Ass't. 20¢ Ea.
- 100 Pcs. Ass't. 25¢ Ea.

Satisfaction guaranteed or money refunded.
25% deposit, balance C. O. D.
MOUSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

MORRIS MANDELL

announces
that the

**BIG 6
WHEEL**

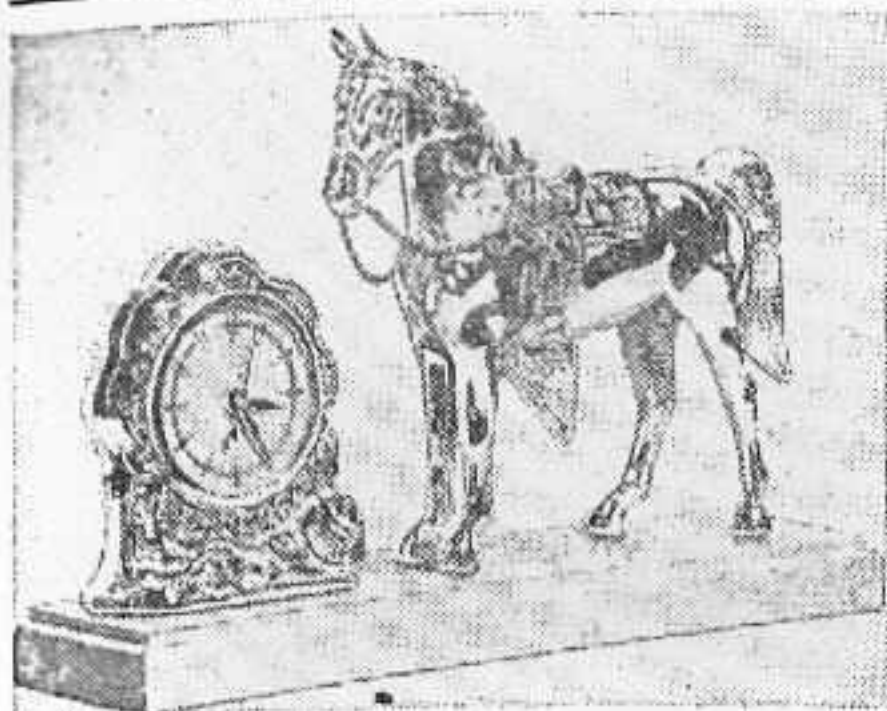
AND OTHER CARNIVAL WHEELS
are ready
for delivery

SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone OREGON 3-5912

**TRICKS
and
JOKES**

At Wholesale
D. ROBBINS & CO.
152-B W. 42nd St. New York City 18

ATTENTION! PITCHMEN AND
NOVELTY STORES
Rush \$1.00 (Refundable)
for 10 Different Samples
of FAST SELLING Tricks,
Jokes and Wholesale Price
List. You'll receive \$3.50
Retail Value. Please Men-
tion Line of Business.
D. ROBBINS & CO.
New York City 18



**The New Golden Horse Clock
Pride of the West!**

#115-G

17" LONG, 12" TALL

Lacquered Gold-Plated Horse with lustrous Silver Head, Tail, Hoofs and Bridle Reins. Will not tarnish. Hand-rubbed Base with felt bottom in beautiful, modern blond wood or rich mahogany finish.

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

\$7.50 Ea. in Doz. Lots

Samples, \$8.50 Ea.
25% Deposit, Balance C. O. D.
Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

**FIREWORKS
PITCHMEN—RETAILERS—PICNICS
OVER 500% PROFIT**

SHIPPED R.R. EXPRESS.

ENCLOSE CHECK OR M. O.

THE LARGEST SELECTION
EVER OFFERED
AT THIS PRICE!

\$10⁰⁰

ACTUAL
RETAIL VALUE
\$55.00

24 pkgs. firecrackers (over 550 pieces), 6 pkgs. are the famous ZEBRA brand . . . 36 electro-cannon salutes (bulldogs) . . . comet . . . whistling bomb . . . 2-shot repeaters . . . roman candles . . . whistle devil . . . humdinger . . . fountains . . . fireworks cones . . . sparklers . . . flower pot . . . aerial bombs . . . snakes . . . 150 2" & 3" salutes . . . and 12 special imported skyrockets! FREE PUNK.

AMERICAN FIREWORKS COMPANY

401 EAST HENNEPIN AVENUE
DEPT. 164
MINNEAPOLIS 14, MINNESOTA

GET BIG 1949 CATALOG

WRITE FOR COPY AND INCLUDE PERMANENT ADDRESS
OR ROUTE FOR WEEK OF JUNE 13. STATE BUSINESS.

SPECIALS IN THE MEANTIME

MA 1 White Metal Band Rings, Gro. \$.60	MA 16 Plastic Thimbles, Gro. \$.73
MA 2 Gilt Band Rings, Gro. 1.65	MA 17 Plastic Crosses, Gro.60
MA 3 Cigarette Holders, bulk, Gro. 1.95	MA 18 Stone Set Rings Checko, Gro.90
MA 4 Men's Pocket Combs, Gro. 1.00	MA 19 Imported Fur Monkeys, Small Gro. 9.00
MA 5 Plastic Spoons, Gro. 2.75	MA 20 Imported Fur Monkeys, Large, Gro. 18.00
MA 6 Finger Traps, 6 in. Gro. 1.25	MA 21 Min. Charm Knives, Gro.75
MA 7 Finger Traps, 3 in. Gro.90	MA 22 "Polly Peel" Strip Tease Cards, Gro. 6.00
MA 8 Dart Balloons #4, Gro.85	MA 23 Peek-a-Boo Telescopes (no chains), Gro. 9.00
MA 9 Weighted Darts (Jap), 7 in. Gro. 4.75	MA 24 Peek-a-Boo Telescopes (w/chains), Gro. 10.50
MA 10 Weighted Darts (US), 7 in. Doz. 1.25	MA 25 Crazy Cleo Mystifying (won't stay put), 2 doz. in display box, Box 7.20
MA 11 Swiss Bird Warblers, Gro. 1.00	
MA 12 Comic Hat Bands, Per 1000. 10.00	
MA 13 Comic Buttons, 56 Lbs. Per 1000 12.50	
MA 14 Jap Lies, Gro. 2.25	
MA 15 Small Coolie Hats, Gro. 22.50	

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

Notice—Engravers & Demonstrators

NOW OCCUPYING OUR NEW BUILDING WITH LARGER MANUFACTURING SPACE
NEW CATALOG WITH PRICES REDUCED NOW READY



These Ident. Bracelets 8 1/2 Inches Long, 10c each

Dexter Engraving Jewelry Company

191 SOUTH STREET

PROVIDENCE 3, R. I.

ARE WE NUTS???

CARNIVAL MEN say yes.
PITCHMEN say yes.
JOBBERS say yes.

O. K. we're nuts. But we always deliver the merchandise (in good order) at the low price quoted. Been at it since 1919. Reference: Any Kansas City Bank. On some of these items our supply is limited.

BALLOONS—Asst. colors in boxes of 1 gross. Only 100 gross left. Per gross **78¢**

PIPES! PIPES! PIPES!
All shapes and sizes. Most have filters. Some individually boxed. None retailed for less than \$1.00. Three doz. to box. Per doz. **\$2.00**

METAL CIGARETTE PACK HOLDER—Easy slide top. Baked enamel finish in flashy black and white. It's a honey. Retail for 25¢. Only 4 gross left. Price to you, per doz. **\$1.00**

BOBBY PINS—Smith Victory Purse Pack, Handy carrying case (plastic) holding 12 pins. Color: Black & Brown. 3 doz. to display box. 20 boxes to s/case. Sells for 10¢ the world over. While 100 boxes last. Per gross packs **\$3.00**

BALL POINT PENS—Nationally advertised WINDSOR Gold Finish that takes refills. It's a beautiful pen that retails everywhere for \$1.00. Supply is limited. Just look at this price. Per dozen **\$4.20**

BALLOON PIPE TOY—Squawkers, Squealers, Cats "meows." Kids go for 'em and so do grown-ups. 60 gross left. Per gross only **\$7.20**

CIGARETTE HOLDERS—Asst. colors and lengths. The kind that retail everywhere for 25¢ and more. While supply lasts, per gross **\$3.00**

GOGGLES—Now's the season. Here's one that sells for 25¢, and it's a good one. Only 100 dozen left. How's this for price. Per dozen pair **60¢**

MEN'S POCKET COMBS—5" STYLENE. First quality. All fresh stock. Regular 10¢ retailer. One gross of solid colors to box. 6 colors available. We are certainly nuts to sell these for this low price. Per gross **\$1.44**

FLY SWATTERS—Now is the time to sell 'em. We have just 200 doz. left. They're dandies. Long wire handle—fine mesh head. Kills 'em every swat. While they last, per doz. **40¢**

HERE'S WHAT WE HAVE IN THE FAST SELLING NOVELTIES

Some are very new

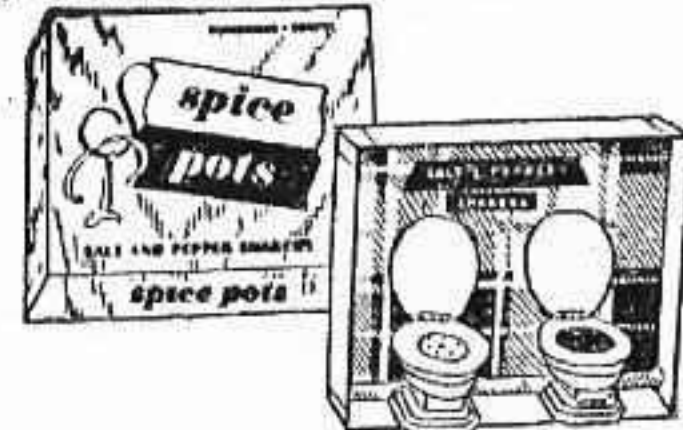


No. 612 VENUS Salt & Pepper Shakers

Still in big demand. Each plastic figure 4" tall. Color: White for salt, black for pepper. You should see where the salt or pepper shakes out. Oh, boy! 1 set to attractive display box. Price per dozen sets **\$4.50**

No. 610 SPICE POTS

Humorous and useful. It's still another clever salt and pepper shaker. Carnival and Pitchmen, this and the Venus item above and the soap items below are all "red hot." Spice Pots are individually boxed. Price per dozen sets **\$4.50**



No. 609 REAL TOILET WATER

You'll "bowl" 'em over when they see this clever novelty. The modern toilet shaped glass container with rod elastic seat and cover that raises and lowers, holds wonderfully scented toilet water. Real stuff. Sells on sight. Buy while it's hot. Each one individually boxed. Per dozen **\$4.50**

No. 786—BABY TOILET SOAP

Carnival men, the crowds will grab this on sight. Baby on pottie molded in soap. Very clever. Individually boxed. Priced per dozen **\$1.40**

OTHER SOAP ITEMS IN STOCK BUT NOT ILLUSTRATED HERE
ORDER BY NUMBER

No. 764—Original Toilet Soap. Soap in shape of toilet. Individually boxed. Per dozen **\$1.40**

No. 789—VENUS BODY SOAP. It's Venus molded into soap. A big seller. Individually boxed. Per doz. **\$1.40**

No. 787—OLD FASHIONED TUB SOAP. A beautiful gal molded into soap sitting in old fashioned tub blowing bubbles. Individually boxed. Price per dozen **\$1.40**

No. 788—MODERN BATH SOAP—Another beauty in tub sculptured in soap. Individually boxed. Price per dozen **\$1.40**

TELESCOPE TYPE VIEWERS—The one with the removable head that comes with 5 extra film. All new, daring Hollywood beauties. Incorrectly priced in last ad, but we'll deliver while they last and include 5 extra film with every viewer. Price per gross **\$12.00**

REAL LIFE VIEWERS—Original 3 dimensional Viewer with 10 gorgeous Hollywood pictures. Could easily sell for \$2.00 retail. Just look at this close-out price. Per dozen **\$4.50**

FRENCH TOY CAR—Has stop and go clutch. Car stops, hood raises, man steps out—stops, goes and turns around automatically. \$4.95 retailer. While 12 dozen last, each **\$1.00**

LEKTROLITE Flameless Cigarette Kit. Kit includes lighter and fluid. It's a nationally advertised item. Retail for \$1.65. Our close-out price to you, per doz. **\$7.80**

DUNKING BIRDS—Various types. Tick-tox and others with frills and feathers. Many sold as high as \$1.50. Only 300 in stock. Price to you, per dozen **\$3.00**

COSMIC—Fully automatic windproof, chromium plated lighter. \$1.50 retailer. One dozen to display box, only 24 doz. on hand. Price to you, per doz. **\$7.20**

All above quotations are F. O. B., Kansas City. 25% deposit must accompany order, balance C. O. D. You'll expedite delivery by remembering to include postage with full cash remittance.

PLATTNER COMPANY, Inc.

Estb. 1919
2406 McGee St.
Kansas City 8, Mo.

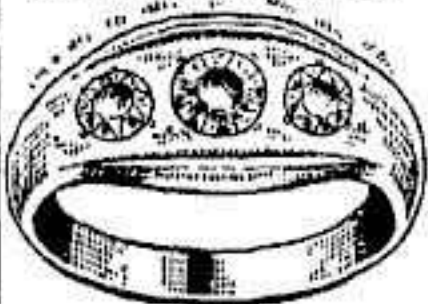


STYLED TO SELL!

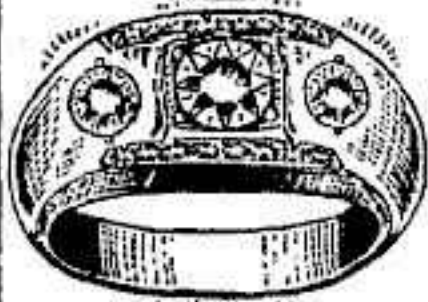
Terrific Buy
Sparkling, brand new case. A fast mover—Expansion Band included — Works rebuilt with precision accuracy.

- 7 JEWELS — \$11.95
- 15 JEWELS — \$12.95
- 17 JEWELS — \$13.95

Gold Filled Rings—all beautiful workmanship—Be sure to order sizes you need.



#100A
Per Doz \$12.00
1/20 14K R. G. P. Heavy, large Ruby color center — or all white.



#101A
Per Doz \$24.00
1/20 12K Gold Filled, extra large white center Ruby color sides—or all white.



#630
Per Doz \$9.00
1/20 12K G. F. Ladies Brilliant Cluster. Assorted color center (large) stones.



#102A
Per Doz \$17.90
1/20 14K R. G. P. Ladies Sensation Dinner Ring. Five "live" stones.



#103
Per Doz \$16.90
1/30 14K R. G. F. Extra heavy with over 2K stone — designed mounting.

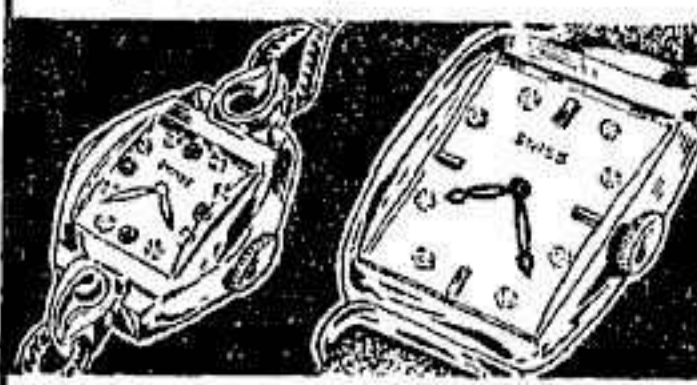
ORIGINAL WATCHES

REFINISHED LIKE NEW



FAMOUS MAKES
*ELGIN *WALTHAM
GRUEN BENRUS
BULOVA

EACH WATCH IN EXCELLENT CONDITION
*7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.



Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.



IMPORTERS • EXPORTERS
1222 G. MAIN STREET MEMPHIS, TENN.

FOR SALE SECONDHAND GOODS

(Continued from page 82)

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set. 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ju25

SUNPUFF POPCORN VENDORS \$57.50; LONG-EAKINS Rotary, chromium plated, Roaster Drum, \$175; Peanut Blower, \$35; Copper Kettles, Popping Kettles, Gasoline Burners, Bottled Gas Equipment Peanut Roasters, Northside Co., Indianola, Iowa. ju2

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Ares, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., N. Y. 19. ju25

BARGAIN—2 PIECES, 150" EACH, EXCELLENT heavy blue Side Wall Canvas, practically new, used 60 days, \$390 f. o. b. Modern Theatre Equipment Co., 214 S. St. Paul St., Dallas, Tex. ju2

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ju18

DIESEL GENERATORS, MOTORS, TRANSFORMERS; rebuilt and guaranteed like new. M. R. Levy, 910 Penn Ave., Pittsburgh, Pa.

FOR SALE—CUSTOM BUILT 10 PASSENGER Sleeper Bus; Semitrailer and Tractor; excellent condition thruout. Contact: Jimmy Caton, Hastings, Neb. ju11

FROZEN CUSTARD MACHINE MOUNTED ON 1947 Ford 1 1/2 ton truck; steel body, fluorescent and neon; low mileage on truck; large capacity; \$4800 complete. Clarence Dodds, 558-A Middle Ave., Wilmerding, Pa.

KING CONCESSION TRAILER, 23 FT., ALUMINUM body, complete living quarters, electric brakes, tandem wheels, automatic donut machine, electric mixer, coffee urns, drink dispenser, steam table and all other equipment ready to go in business; no reasonable offer refused. Contact: Clarence Wagner, Triangle Trailer Sales, 2936 W. Chapman, Orange, Calif.

PHOTO BOOTH—DOUBLE CAMERA 1 1/2x2, 2 1/2x3 1/2; Enlarger; 2.9 and 4.5 Lenses, also Ice Shaver. Lucky, Hoppe Island, Foster, Ohio.

PITCH BOARDS, SNOWBALL MACHINES, complete with dispensers, Milk Bottles, Baseballs, other equipment. Box C-352, Billboard, Cincinnati, Ohio.

POPCORN, CANDY APPLE CONCESSION Trailer, living quarters, gas, neon, \$2,000; Root Beer Trailer, \$700; stock, photos. Mrs. George Michael, Fremont, O. R. D. 4.

STAR POPCORN MACHINES—ALL MODELS; Popcorn Supplies, Central Popcorn Supply Co., 45 Arch St., New Britain, Conn. ju25

STILL TIME TO BUILD FOR THE FOURTH—Tested Plans for Rides, Concessions, Illusions; Free Circular. Brill, 228-B North University, Peoria, Illinois.

THEATER SEATS—MANY RECONDITIONED, 1500 Folding Chairs, Tents, Blues, Film Projectors. Lone Star Film Company, Dallas, Tex. ju11

TWO MINIATURE TRAINS, ADDISON MAKE. Standard G-12 Units, \$2250 each; both in good condition. Deardorff Miniature Railways, 2537 East Sixteenth, Tulsa, Oklahoma.

12 FT. LONG RANGE GALLERY ON FORD 1 1/2 Ton Truck; new motor, all aluminum alloy panels; booked in Michigan for season with Lee United Shows; come and see it in Bay City, Mich., this week, then per route; also Super Short Range for sale; any reasonable offer accepted. Paddles.

15 TRAINED DONKEYS, SOFTBALL OR BASKETBALL. Indoor or outdoor playing; 44 Model Dodge Tractor, 27 ft. Van Trailer, with sleeping quarters, public address system; other necessary equipment. Cropel's Donkey Ball, Rt. 5, Dalton, Ga.

16MM. SOUND FILMS PRICED TO SELL, quickly in annual summer clearance sale; send for lists. Film Classic Exchange, Fredonia, N. Y. np

16 FOOT TRAILER POPCORN, CANDY APPLES, Candy Floss, with truck; booked. Boris Chakroff, 1690 Maple, Route 9, Pontiac, Mich., phone 34-7145.

105 PR. CLAMP-ONS, "CHICAGO"; 18 PR. SHOE Skates. Masco P. A. & Mike. All other Rink Equip. and Repairs, \$600. Clyde R. Le Gate, Homestead, Okla.

INSTRUCTIONS BOOKS & CARTOONS

TRUMAN'S CHALK TALK IDEAS—PROFESSORIAL, clever, surprising, entertaining ideas; only \$1; satisfaction guaranteed. Truman, Perryville 2, O. ju11

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. ju11

15 MINUTES MASTERS ADVERTISING AND Sign Lettering—Complete System; Sign Painter's Secrets; Cartooning Book; all three, \$1; Free Circular. ABEEnterprises, Box 875-B, Peoria, Illinois.

MAGICAL APPARATUS

AAAAA—MAGICIANS: 2 HEADED NICKELS, \$1 each, heads or tails; discount to Jobbers and dealers. Jet Motivation, 13 Harrison Place, Clifton, N. J. ju11

AAAAA WHOLESALE TRICK CATALOG, 10c—"World's Largest Line." (Pitchmen's Headquarters); fast-selling specialties. Airplane Mfg. Co., 4462-B Germantown, Philadelphia. ju25

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure specifications, price. Nelson Enterprises, 330 S. High St., Columbus, Ohio. ju2

NEW 1949 CATALOG—MIND-READING, Mentalism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books, 164-page Illustrated catalog, 30c; wholesale. Nelson Enterprises, 330 S. High St., Columbus, Ohio. ju2

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400-PAGE CATALOG OF 2,000 TRICKS—Pocket, parlor, stage; world's finest magic. send \$1 for catalog (refunded first \$5 order). Kanter's, B-1311 Walnut, Philadelphia 7. ju25

MISCELLANEOUS

A HOLLYWOOD ADDRESS FOR PRESTIGE and Privacy; mail forwarded daily; low rates; confidential; reliable; free details. D. Kellogg, 6711 Sunset Blvd., Hollywood 28, Calif. ju11

ATTENTION, ALL CLOWNS—CLOWN SHOES made and repaired. C. Arthur Quimby, R.F.D. 1, Box 203, Suncook, N. H.

COLORED BULBS—RED, BLUE, GREEN, Ivory, Yellow, and Amber-Orange; Insert Repellent Bulbs; \$1.50 per doz., Fed. Tax included. Prepaid anywhere in the United States; no order is too small. K & K Sales Co., 441 K St., N. W., Wash., D. C.

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"TIRES"—SAVE 1/3; NEW, RUGGED ALL purpose airplane tires; 10 inches to 56 inches high; complete wheel assemblies attach easily to your axles; free details; write card today. Airplane Tire Co., Box 1201-K, Tulare 20, Calif. ju11

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HAMMOND NOVACHORD, STYLED IN CHINESE black lacquer and white leatherette, made especially for show purposes; excellent condition; picture upon request. Royal Miller, Metamora, O.

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PERSONALS

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AUTO BUMPER STRIPS, 28x5"; BLACK ON Orange, 100, \$10; 250, \$20 cash; tie-wires included. Fast Service. Solldays Colorprint, since 1897, Knox, Indiana.

ELMER (LUCKY) WALLS WANTED HOME immediately. Mother's Ill. Charlotte Lathan, Peoria, Ill.

JOB SEEKERS, INVESTORS, AVOID DISAPPOINTMENT! Subscribe to reliable reports from associates at Idaho atomic project site; trial \$2; four week coverage \$5 cash. Questions answered with order. News Associates, 2116 So. 12th St., Tacoma, Wash. ju18

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COMIC FOREGROUNDS, BACKGROUNDS IN stock; quick service; photo novelties, photo supplies. Miller Supplies, 1535 Franklin, St. Louis, Mo. ju9

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES; write for price list. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ju25

DIME PHOTO OUTFITS, CHEAP—ALL SIZES, drop in and see them; latest improvements; real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np ju25

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backdrops; Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np ju25

DIRECT POSITIVE OPERATORS—IT IS here, a foolproof, Light Weight Camera that can be used on the street, beach, fairgrounds, carnival or in a studio day or night; write for photo of machine and sample of photos made with it; also catalog on Eastman Direct Positive paper, chemicals, backgrounds and comic foregrounds; get on the band wagon and finish in the money. Hanley Photo Supply Company, 1414 McGee, Kansas City, Mo. ju25

FOR ROADSHOW MEN! NOW AVAILABLE—10 minute short "New York," 35 and 16mm., highly entertaining; eloquently narrated. Important scenes of greatest city, and its many wonders. Phenomenal out of town; write: Metropolitan Film Distributors, 630 Ninth Ave., N. Y. C.

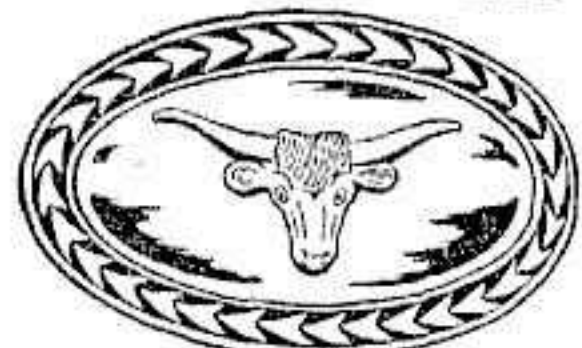
NEW 1949 COMBINATION BLACK BACK AND Direct Positive Street Cameras. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

PHOTOMOUNTS SAVE MONEY, BUY DIRECT from manufacturer; prices lowest; 2x3 Folders, \$2 100 or \$17 1,000; good quality; other sizes, free samples; manufacturers since 1925. Penn Photomounts, 335 Woodland Ave., Glen Olden, Pa. ju18

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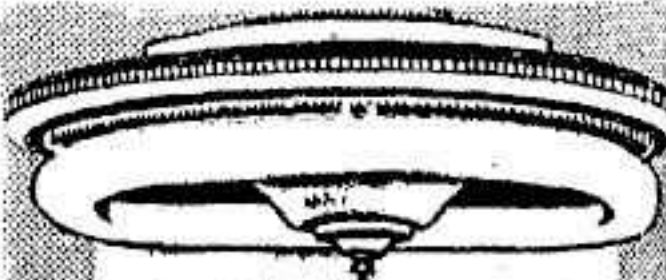
(Continued on page 86)

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ZINC-ALUMINUM ALLOY
CHROME & GOLD PLATED
FITS ANY BELT
UP TO 1 INCH
\$4.80 in Dozen Lots.
\$4.20 in Dozen Gross Lots.
Sample 50c.

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NEW!
Hand cast metal in Two-Tone Bronze, Silver and Gold Finishes. Features a Self-Starting SESSIONS Electric Clock. Looks like a million — priced unbelievably low! Size: 14" high — base 12" long.
\$9.00 E.A. IN DOZ. LOTS
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3-3 1/2-4 Oz. Crystal Wine or Juice

Glass, Gross \$ 2.50
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Plastic Beaded Key Chains, 10
Styles, Assl. Gross 3.00
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#524 Long Airship Balloons	2.75 Gr.	American Large Lies	6.00 Gr.
#14K Mottled Cat Balloons	7.50 Gr.	Comic Felt Hat Bands	1.25 H.
#10 Oak Mottled Nose Balloon	9.00 Gr.	Worth 83-1 Baseballs	2.25 Dz.
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24" Balloon Reed Sticks	.75 Gr.	Ball Top Swaggers	9.00 Gr.
36" Balloon Sticks	1.00 H.	Bamboo Parade Canes, Crook Hdl.	24.00 Gr.
Whistling Flying Birds	9.00 Gr.	Chesterfield Canes, Crook Handle	24.00 Gr.
Chinese Paper Snakes	6.00 Gr.	28" Plush Bear	2.75 Ea.
Red, White, Blue Bell Balloons	14.40 Gr.	Large Plush Fawn	3.00 Ea.
Slide Trombones	1.80 Dz.	Gibson Girl Boudoir Doll	3.00 Ea.
Cowboy Lash Whips	12.00 Gr.	Stuffed Cuddly Dolls	4.50 Dz.
Imported Fur Monkeys	9.00 and 18.00 Gr.	Beacon Blankets	2.60 Ea.
Jingle Bell Fur Tail Monkey	27.00 Gr.	Ass't Color Pocket Combs	1.25 Gr.
Feather Plume Dresses	9.00 Gr.	Cigarette Holders	2.00 Gr.
Feather Dolls, 7" \$21.00 Gr., 9"	30.00 Gr.	Wedding Rings	.75 Gr.
Mexican Challo Hats	2.00 Dz.	Metal Whistles	1.00 Gr.
Cowboy Hats	3.00 Dz.	Jocko Monkeys	9.00 Dz.
Spanish Hats with Tassels	2.50 Dz.	Spotted Circus Clowns	15.00 Dz.
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Sun Glasses	Gross \$.30	Crickets	Gross \$.98	Tube Whistles	Gross \$.98
Comic Masks	.35	Spring Clothes Pins	.89	Finger Traps	1.35
Wedding Rings	.65	Warblers	.85	Lead Pencils	1.95
Plastic Thimbles	.75	Pocket Combs	98	Bangle Bracelets	2.25
Plastic Crosses	.75			Blow-Outs	2.75

NOVELTIES

12 In. Paper Parasols	Gross Dox. \$2.00	\$22.50	18 In. Paper Parasols	Gross Dox. \$8.40	\$96.00	Paper Snakes	Gross \$ 5.95
15 In. Paper Parasols	Dox. \$4.00	45.00	6 In. Fur Monks	Dox. 80¢	9.00	Min. Straw Hats	9.00
17 In. Paper Parasols	Dox. \$6.50	75.00	Fur Monks	Dox. \$1.65	18.60	Stapled Fly Birds	7.95

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Miniature Mugs	Gross \$3.25	S & P Shakers	Gross \$4.50	Decorated Pitchers	Dox. \$3.75
Ash Trays	3.75	Nappies	4.50	Colored Vases	2.00
Juice Glasses	2.95	Ruby Tumblers	9.00	Pink Trays	1.90
Whiskey Glasses	2.95	Decorated Tumblers	8.00	Ruby Pitchers	3.75
12 Oz. Tumbler	3.75				

CONCESSION SUPPLIES

Daisy Cork Guns, Ea.	\$5.50	Hoop-La Rings, 4 in. to 7 in. Dox.	\$.70	Weighted Darts, Dox.	\$1.20
Cork Gun Corks, 1000	2.75	Worth Base Ball, Dox.	2.25	Dart Balloons, Gr.	.90
Aluminum Bottles, Ea.	1.10	Latex Base Ball, Dox.	2.40	Knife & Cane Rack Rings, 100	4.50
Wood Bottles, Ea.	.65				

25% deposit with C. O. D. orders. Add transportation charges to prices. Free Apron with \$25.00 order.

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Wholesalers Since 1880
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- COMPACTS ● PINS
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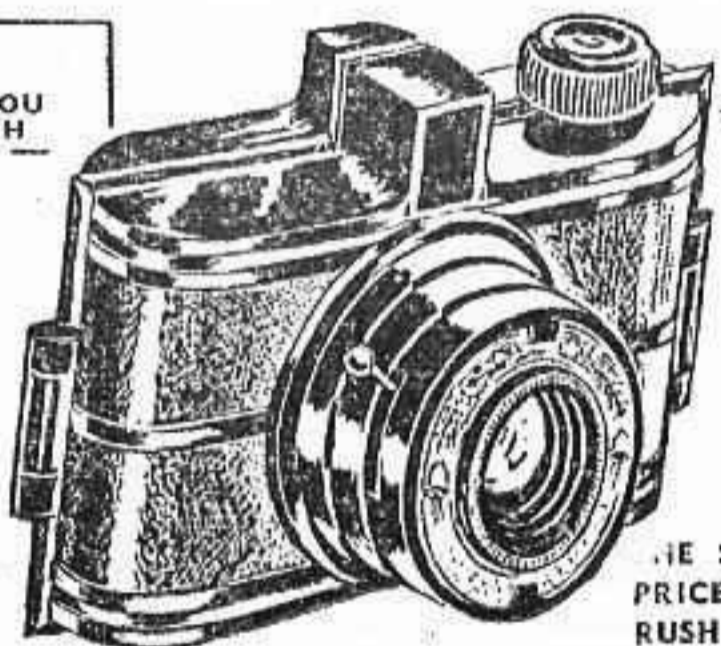
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MEN: CLICK With This New \$1 CAMERA!

\$1 SELLER COSTS YOU 60¢ EACH

COST \$7.20 Dx.
 SELL 12.00 Dx.
 PROFIT 4.80 Dx.

F. O. B. NEW YORK, 25% With Order — Balance C.O.D. Sample \$1.00



HERE'S A SCOOP FOR YOU. No camera on the market at this low price! No competition for you. Exceptional mark-up allows you a fully 66% profit on each sale. Takes standard size 127 film. Film can be bought everywhere, or make money on film, too — Film available for you at \$2.00 per dozen — sell for \$3.00 to \$4.00 per dozen!

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14 KT. R.G.P. RINGS

FR-12 \$12 doz.
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 FR-5 \$15 doz.
 AR-76 \$15 doz.

SUPERIOR JEWELRY CO.
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Gorgeous massive rings with detailed beauty that makes them sell on sight every time! While quantities last! FR-12; 3670 and AR-76 have ruby center stone with two white side stones. FR-5 has white center stone with 6 ruby side stones.
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We would like to contact demonstrators who are interested in advertising and selling our brand-new item.

It is a crochet loom that can be demonstrated at fairs, department stores, and is an all-year item. We are manufacturers and are in a position to give you an attractive offer.

Write us for additional information or send one dollar for a Mo-Derne Loom, with crochet hook and instructions.

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Rhinestone Dials, \$2 additional, 10 Kt. Yellow R.G.P. cases, modern new designs. Reconditioned & rebuilt, guaranteed like new.

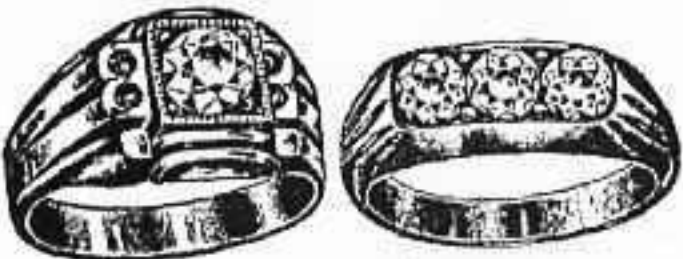
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Ladies' Rhinestone Case Swiss Watches



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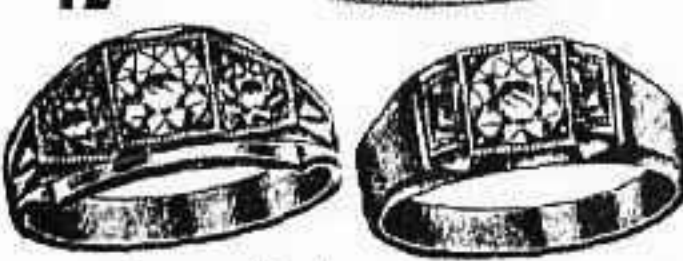
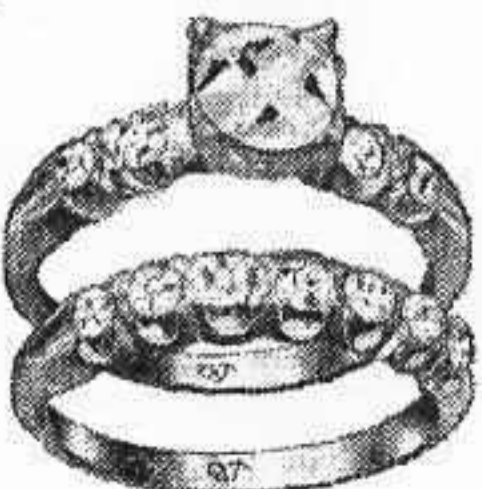
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3,000 series - Available in 4 different colors. Also Bingo Specials, Baby Bingo, Featherweights, Electric Flash Boards, etc.

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- Direct From Factory Retail Ea.
- 2 Doz. Sheriff Repeater Guns \$1.00
 - 3 Doz. Peacemaker Repeater Guns 1.00
 - 3 Doz. Bangor Repeater Guns .79
 - 5 Gross Roll Caps, 5c retail, value \$124.44; your cost, \$62.00. Chinese Crackers, 80 20's, \$3.00 Bld.; 80 16's, \$2.50; Case Lots 8 Bld's, 10% off. 2 in. Safes, per M \$6.90; 3 in., \$8.60; 5 in., \$21.60. Silvertube, \$2.00 Gr. #8 Sparklers, \$6.00 Gr. #10, \$12.00 Gr. Cash with order.

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1925 Shaftesbury Dayton, Ohio

Chinese Firecrackers

- 1 Bundle 1280 1/2 Crackers \$3.00
 - 1 Bundle 1600 1/2 Crackers 3.50
 - 1 Bundle 2000 1/2 Crackers 4.00
 - 1 Bundle 9600 1/2 Lady Crackers 5.00
- 100% Profit - Cash With Order.

BUCK BROTHERS
Columbia, Tenn.

PRINTING

ATTRACTIVE 100 8 1/2 X 11 LETTERHEADS AND 6 1/2 ENVELOPES, Hammermill Bond, four lines copy \$2 postpaid; samples Diecover Printing, 5233 Cleveland Kansas City 4 Mo. je30

BEST MIMEOGRAPHING! SONGS, SCRIPTS Diagrams; any copy super reasonable; free data Topical Empire 1527 Highland Bldg, Louisville 4 Ky. je25

AMUSE AND CONFUSE YOUR FRIENDS - 20 assorted Zany Letterheads for \$1 postpaid. Advance Printing Jellico, Tennessee.

JULY 4 CELEBRATION SPECIAL DESIGN Red, White and Blue Window Cards, 14x22, nonbonding; first 100 \$6.50; additional hundreds, \$6. Tribune Showprint, Fowler, Ind. je25

NOW! LOWER PRICES! FLASHY 14x22 WINDOW CARDS \$6.50 hundred; write for illustrated folder Tribune Showprint, Fowler, Ind. je25

PERSONALIZED MESSAGES PULL NEW BUSINESS for you; try our Mimeo-graphing of your Circulars, Leaflets, Pamphlets, Booklets, etc.; neatly typed, hand lettered, and if you wish dressed with touch of color, illustrations, border decorations; satisfied customers coast to coast. Trial job: 125 copies, 8 1/2 x 11", up to 100 words, decorated, delivered, \$1; rate table and samples will be mailed to you Mechem Lettershop Station "C," Box 146-B, Pasadena, Calif.

POSTERS WITH BRIGHT GLOW COLORS, Attractive outstanding; prompt service. J. P. Burger & Co. 1813 Columbus Road, Cleveland 13, O. je11

RUBBER STAMPS 3 OR 4 LINE, \$1 POSTPAID; Pads, 50c Smallwood, 2715 Vine, Cincinnati 19, O. je11

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind.

5,000 NO. 10, WHITE WOVE ENVELOPES, \$24.50; 6 3/4, 24lb, \$18.65. Gibbs' Press, 1500 W. 141, New York 31.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best not the cheapest; no disappointments. Nieman Studios 1236 S. Halsted St., Chicago, CA 6-2544. ju11

HELP WANTED-ADVERTISEMENTS

RATE-12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column
No charge accounts

Forms Close Thursday for the Following Week's Issue

ANIMAL TRAINER WANTED - ELEPHANT! Man who can break, also Chimpanzee and Cat Trainers; permanent work. World Jungle Compound, Thousand Oaks, Calif. je11

COMMERCIAL DANCE ORCHESTRA Musicians working finest ballrooms, one nighters and location. VSA, 848 Insurance Bldg., Omaha, Nebraska. je19

GIRLS FOR WESTERN SWING BAND PLAYING theatres; state experience, instrument, age and salary expected; send photo; steady work. Jack Gillette, 2236 Commonwealth Ave., Charlotte, N. C.

HAMMOND ORGANIST-EXPERIENCED, Year round position in large R. L. roller rink. Shoes Hills Grove Country Club, 2100 Post Rd., Hills Grove, R. I. ju11

MECHANIC AND SERVICE MAN FOR PHONOGRAPH and Pin Ball route; central Florida; prefer middle age, state experience and salary expected. Box C-347, Billboard, Cincinnati, O.

MED SHOW LECTURER AND PERFORMER, also Blackface Comedian; all on percentage; I have complete outfit. Van De Luxe Shows, P. O. Box 15L, Gainesville, Tex.

ORGANIST FOR HAMMOND ELECTRIC Instrument furnished, with established and prominent dance band. Box C-344, c/o The Billboard, Cincinnati, O. ju11

RIDE HELP-FOREMEN FOR MERRY-GO-ROUND, Ferris Wheel, Tilt-a-Whirl; must be sober and reliable; top salaries weekly. McLaughlin Amusements, Inc., 8636 South Union Avenue, Chicago, Ill., Hudson 3-0206. je2

TROMBONE, ALTO, DOUBLING TENOR and clarinet; lead trumpet; all chairs for select commercial band; all location; cut or no notice; no transportation; one week paid rehearsal, starts July 20, \$50; job starts July 27; \$75 week, tax paid. Write Al Gaffney, 114 Bruce St., Billings, Montana. je18

WANT DANCE MUSICIANS FOR COMMERCIAL territory bands, no drunks or characters. Collins Booking Service, Grand Island, Neb. je25

WANT - GIRLS, STRIP DANCERS, SIDE Show Work. Ray Lynches, Circus, Coatesville, Pennsylvania, R. D. #2.

WANTED-MANUFACTURER AND SALES Force for automobile, airplane and household simple gadgets; patent pending. Dr. Roberts, Cross City Fla. je25

SIDE SHOW BANNERS-8x10 FEET, \$37.75; artistic, painted on good cloth; complete with leather straps and rings; quick service; also other banners made; banners for rent W Courtney, Barboursville, W. Va. Phone 4301 je11

SALESMEN WANTED

A-1 MEN OVER 40-MAKE A FORTUNE; NO investment; sell sales-promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission \$5; extra bonuses, \$25 to \$100 monthly; over rides 50c to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7 N. Y. (Mention Billboard) ju25

ADVERTISING BOOK MATCHES-WORLD'S largest direct selling manufacturer of Advertising Book Matches offers opportunity for profitable year round selling; liberal spot cash commissions; every business a prospect; no experience needed to start; men or women; full, part time; factory service; low prices for high quality; repeats; sales kit furnished. Match Corp. of America, 3433 West 48th Place, Dept. D-26, Chicago.

WANTED SALESMEN-TO SELL SLOT MACHINE dice game; gives all the fun and thrills and pays off of the most expensive slot machines; retail value \$1; your cost \$6 per doz., sample \$1. United Sales, P. O. Box 509, Riverdale Station, Dayton, Ohio.

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING-Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free Mitt Zeis, 728 Lesley Rockford, Ill. je25

GENUINE PELICAN BLACK \$3; 9 OZ. BOTTLE prepaid; this ink sells itself to those who know; money back guarantee if not; Genuine Gunther Waroners from Hanover, Germany, in original bottles; also few Pints, Quarts, Joe Darpel, Suite 222, Hotel Victoria, Norfolk 10, Va. je2

TATTOOING MACHINES, DESIGNS, COLORS Needles, Outfits; free catalog; fast service Owen Jensen, 120 W. 83d St., Los Angeles 3, Calif. ly16

JOBBER DISTRIBUTORS BUY DIRECT FROM MANUFACTURER



LOWEST PRICES EVER OFFERED BY ANY MANUFACTURER

Stuffed Toys as low as \$7.20 dozen

- #244 29" Rayon Plush Bear, cotton stuffed, hand embroidered mouth, leather nose, movable eyes. Panda or other ass't'd colored Bears. Limited amount! \$24.00 Dz.
- #245X 32" High Grade Plush Bear, cotton stuffed, Panda or ass't'd colored Bears \$33.00 Dz.
- #246X 30" Rayon Plush Bear, ass't'd colors \$30.00 Dz.
- #252 30" REAL FUR Grizzly Bear (illus.), ass't'd colors, only \$36.00 Dz.

NEW JUMBO NUMBERS

Cowboys, Dutch Girls, Elephants, Horses, Giant Fawns and others. We specialize in Fur Toys.

Special set-up for jobbers and salesmen. Write for details. Write for catalog "R" of over 150 year 'round sellers in Stuffed Fur and Plush Toys.

ACE TOY MFG. CO.
122 West 27 Street New York 1, N. Y.

FIREWORKS

JULY 4th SPECIAL OFFER ONLY \$3.60

Chinese Flash Firecrackers Extra Samples and complete Wholesale Catalog. \$6.00

1280 PLUS \$1.20

APPROX. RETAIL VAL. \$7.20

YOUR COST ONLY... \$3.60

TERMS: CASH.

Send P. O. Money Order or Bank Draft. No C. O. D. Dolls, etc.-Liquidation Sale

WRITE FOR LIST. NO CATALOG.

STANDARD SPECIALTY COMPANY
Oostburg, Wisconsin

"SUN"-SATIONAL NEW PRICES ON MEN'S AND LADIES' SUN GLASSES

\$1.25 Ea. in Doz. Lots
1.20 Ea. in 3 Doz. Lots
1.15 Ea. in 6 Doz. Lots
1.05 Ea. in Gr. Lots

LIFETIME GUARANTEE

Rugged construction. Feature new 20/20 safety lenses. In 22K plate gold or chrome finish with Mother of Pearl brow rest. Send \$1.75 for sample.

25% deposit on all orders, balance C. O. D. Credit to satisfactory rated accounts.

D. VIDRA
716 New Jersey Ave. Brooklyn 7, N. Y.

THREE HEAVY IDENTITS THAT SELL
Thick Airplane Metal Plates, Heavy and Extra-Heavy Chains, Beautiful Polished White Finish

No.	'HEAVY WEIGHT'	Doz.	Gross
No. 309	'GIANT'	4.65	54.00
No. 311	'COLOSSUS'	5.40	63.00
No. 312		6.90	81.00

Individually Carded - Boxes 10¢ ea Extra

HARRY PAKULA and CO.
5 N. WABASH AVE., CHICAGO 2, ILL.

STATE YOUR BUSINESS 25% Deposit Required With Every C. O. D. Order

Tempting Values FOR BARGAIN HUNTERS

Just Out! New Novelty! "BRIDE & GROOM"
New low prices-effective now! Don't buy until you get our latest prices.

Also Air Corps Type Sunglasses in Plastic Case. \$8.75 Doz.

LEATHER GOODS • GIFTS • JOKERS ITEMS • TOYS
PREMIUMS • NOVELTIES • BALL PENS • TRICK GOODS
COMBS • POCKET KNIVES • LATEX • CARDED GOODS
RAZOR BLADES • KITCHEN GADGETS • NOTIONS

O. FAUST & CO.
221 N. 8th St. Dept. B-6 Phila. 6, Pa.

MILLS SALES CO
Cut-Rate WHOLESALEERS Since 1916
901 BROADWAY, New York 3, N. Y.

UP NORTH IT'S
CONCESSIONAIRES
SALESMEN — AUCTIONEERS
LARGE BUYERS

WHAT ARE WE BID!
Visit either of our establishments
We have over
\$100,000.00
worth of goods that we want to
CLOSE OUT. Come prepared to
buy quantities and we assure you
that YOUR VISIT WILL BE
WORTH WHILE. . . .
No catalogs or lists. . . . If you
cannot call, send payments \$100
and up stating kinds of goods de-
sired, such as . . . Toys, Gifts,
Novelties, Hosiery, Notions, Sun-
dries, etc. . . . and we will give
you an assortment accordingly.

DOWN SOUTH IT'S

GLOBE TRADING CO., Inc
Cut-Rate Wholesale Distributors
109 West FLAGLER St., Miami 32, Florida

**ALWAYS TOPS
with LEADERS!**

NO. 191-H
MEN'S IMIT.
HEMATITE
With Gold
Flash Slides



\$3.25 per doz.
\$36.00 per gr.

NO. 153
MEN'S
GOLD-FILLED
SOLITAIRE
ONLY
\$9.75 per doz.

MINIMUM ORDER, ONE DOZEN. Send for
catalog. Over 500 styles \$1 and up per doz.
Sample asst. for \$20. On regular orders send
25% with order, balance, C. O. D.

STERLING JEWELERS
44 E. LONG ST. COLUMBUS 15, OHIO

**ART MODEL
PHOTO KNIFE**

Two Blades Highly Pol-
ished Carbon Steel. Un-
breakable Plastic Handle
with Beautiful Art Photo

1584BB \$3.95
Per Doz.

10 Doz.
or More—\$3.50
Per Doz.



ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

**QUICK PHOTO
INVENTION!
PDQ CHAMPION
PHOTOMASTER**

takes and finishes 30 to 40
everlasting black and
white or sepia photos an
hour. No dark room
Guaranteed not to fade
Photos taken on "SUPER
SPEED" direct positive
paper. Picture size 2 1/2 by
1 1/2 in. Complete, easy-to-
operate portable photo
studio 700% PROFIT.
Write quick, get details
about the great PHOTO
MASTER

PDQ CAMERA CO.
Dept. BH
1161 N. Cleveland Ave., Chicago 10, Ill.

AT LIBERTY—ADVERTISEMENTS
5c a Word, Minimum \$1
Remittance in full must accompany all ads for publication in this column
No charge accounts
Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

AVAILABLE NOW—FINE SIX MAN SOCIETY
Band; sweetest and most elaborately equipped
small band in business today; tops in novelties
and vocals; band has been together three years
and can furnish fine references as to ability
and character, we will increase your business;
write, phone, wire: Ray Leach, 414 9th Ave.,
Greeley, Colo., phone 2594W.

ROY SANDERS SOCIETEERS—9 TO 11 MEN
union, commercial style band desires reliable
agent. 1017 N. 9th St., Reading, Pa.

MISCELLANEOUS

EXPERIENCED COIN MACHINE MECHANIC—
over ten years; 5 & 1 ball, music, etc; furnish
good references, go anywhere. T. Blake, 2686
West Pico Blvd., Los Angeles 6, Calif.

JAN LEE, FEMALE IMPERSONATOR, OPEN
May 20, at Pelican Nite Club, Stockton, Calif.;
billed "Belle of the South." Singer and dance
of sophistication, beautiful wardrobe, nice
personality; photos on request; booking currently.
Contact Jan Lee, Pelican Nite Club, Stockton,
Calif.

SOBER, RELIABLE BOSS MECHANIC WITH
own tools, transportation, Acetylene Welder,
Spray Painter; long season desired; best re-
ference; like to hear from reliable show owners
who can pay mechanics wages. Frank Madden,
c/o West Side Garage, 2403 W. Mich. St.,
Indianapolis, Ind.

VERNON HOFF—FEMALE IMPERSONATOR;
"Still today's top singing and dancing star
in female attire!" Vernon Hoff, Suite 511,
606 Vine St., Cincinnati, Ohio.

MAGICIANS

MIND READING ACT—TWO MEN, SEVEN
years experience; Lecture, Fast Psychic De-
monstrations; any question answered; dress tails
and turban; send for folder. Box 108, Bill-
board, New York City.

MUSICIANS

A-1 TRUMPET AND SAX MEN; BOTH DOUBLE
vocals; sax man plays excellent alto and
clarinet; trp. man also plays bass; both mu-
sicians widely experienced in all types of music;
will work separately. Robert Campbell, 297
W. College St., Oberlin, O.

ACE PSYCHO-VERBO-TONALIST!!! — AVAIL-
able, tours, engagements! Permanent patron
sought; Descriptive Souvenir Cards; Dime.
Lewis Slavin Studio, 650 Ocean Ave., B'klyn,
26, N. Y.

AT LIBERTY—PIANO-SOLOVOX; AVAILABLE
after June 6; troupe or locate; play alone or
with orchestra; all offers considered. Arthur
Craig, 30 Rowley Street, Greenville, S. C.

AVAILABLE JUNE 30—TRUMPET, PREFER
resort location; cut or no notice. Milton
Abramson, 23 W. Knapp, Rice Lake, Wis. je11

BASS MAN AVAILABLE FOR COMMERCIAL
band or combo playing summer job on loca-
tions only; experienced, neat, dependable; write
or wire. Harry Floyd, Clarkston Hotel, Nash-
ville, Tenn.

DRUMMER, ALSO GIRL VOCALIST; DRUMMER
cut anything or no notice; Girl is tops.
Buddy Del Mar, Winship Gardens, Macon, Ga.
Ph: Ivy-907-R. jull

DRUMMER—DOUBLE VIBES; SEMI-NAME EX-
perience; strictly commercial hotel band or
cocktail unit; cut or no notice. Don Mitchell,
724 W. Division St., Springfield, Mo.

DRUMMER—SOBER, RELIABLE, SOME VO-
cals, combo, micky or jump, travel any-
where, available now. Don Bowersox, RR 5,
Fremont, Ohio.

DRUMMER, TROMBONE FOR CIRCUS BIG
Show band; both sober, experienced, reliable,
and union; prefer job together but will con-
sider individual offers. Contact Ed Holeman,
R. J. R. 1, Greenwood, Indiana.

DRUMMER, DOUBLING MARIMBA—UNION,
desires location in hotel or night club, pre-
fer combos. Musician, 102 Rauber St., Roches-
ter, N. Y.

ELECTRIC GUITAR, EXPERIENCED POPULAR
orchestrations; prefer small group work;
40 yrs., non-union; will travel. Warren Allen,
175-48 89th Ave., Jamaica, L. I., N. Y.

ELECTRIC SPANISH GUITARIST—WESTERN
Entertainer; vocals, experienced MC, solo and
trio work, also twin with other instruments;
desire permanent connection with A1 group,
radio and personals only; recently featured
top Miami Beach station; state all in first. Hal
Clark, 2445 NW 38 St., Miami, Fla. Phone
785744.

GIRL BASSIST AVAILABLE—EXPERIENCED
large, small units; double vocals. Contact
Elaine Bravis, 4072 Stinson Blvd. N. E., Minne-
apolis 21, Minn. Sterling 2403.

GUITARIST (DOUBLE ON TRUMPET) SINGLE,
sober, experienced, read and play anything,
good jazz, commercially minded; prefer loca-
tion; will travel; cut or no notice. Write: Musi-
cian, 215 Brehl Ave., Columbus 8, Ohio.

AMMOND ORGANIST WITH ORGAN,
Chimes; exp male; photo.; "tops" for your
tavern, grille. 4342 N. Western, Chicago. jull

LEAD ALTO AND PIANO MAN—IMMEDI-
ately; cut or no notice; excellent combo work.
Fred Burgl, c/o Beaver Beach, Utica, S. Dak.
je18

LEAD ALTO, CLARINET, FAST ONLY; TWO
weeks notice. Box C-353, Billboard, Cincin-
nati, Ohio.

LEAD ALTO, TENOR (JAZZ) CLARINET,
flute, name band experience, any chair in
section; available after June 10. John Hutter,
702 Schurz Ave., Madison, Wis.

ORGANIST — RINK EXPERIENCED, EXCEL-
lent references, available, or will negotiate
for good future opening; write details
Organist, Box C-345, Billboard, Cincinnati, O.
jull

PIANIST — AVAILABLE IMMEDIATELY,
young, sober, reliable, union; all around; fast
butterfly style; prefer society or tenor bands;
experienced. Joe DeGregory, 534 Linden Ave.,
Steubenville, Ohio. je18

PIANO, ALSO VOCALS—AVAILABLE IMMEDI-
ately for midwest location job as single
or with combo; prefer single position in A-1
club or hotel; male, neat appearance, reliable;
no bad habits, picture on request, union, phone
6611. Write Marvin Hinton, Morrill, Kansas.

PIANO—READ, FAKE, ETC.; UNION, DE-
pendable; shows. Box C-341, Billboard, Cin-
cinnati, O. je18

RINK ORGANIST—LAST TEN YEARS THREE
city rinks; good library; all RSROA dances;
available now or fall; state all. Uelitzen,
Teresita, Mo.

STRING BASS—EXPERIENCED, READ, FAKE,
played with combos and hotel bands; reliable,
appearance, available now, can leave imm-
ediately. Rudy Bandy, 1770 Fulton Rd., Cleve-
land, O.

TENOR CLARINET, SOME VOCALS, READ,
take off, good ear, memory for oldies; no
habits; prefer hotel band or small unit. Geo.
Dodds, 2206 Oakland, Mpls., Minn.

TENOR, ALTO, CLARINET, VOCALS; NEAT,
dependable; prefer organized commercial
band; locations. Musician, 3222 West St.,
Ames, Iowa.

TROMBONIST—ARRANGER WANTS STEADY
work; college man, age 24; read, fake; wide
experience in all styles; will travel. Al Chase,
5629 Belmont, Cincinnati 24, O. Kirby 0571.

TROMBONE DOUBLING TRUMPET—AVAIL-
able on short notice; name band experience,
also combos; cut or no notice. Sandy Brandt,
905 Belmont Rd., Grand Forks, N. Dak.

TRUMPET — EXPERIENCED, COMMERCIAL,
jazz, fake, shows, rumbas, will travel; state
details in first letter. S. Sayers, Chelsea Hotel,
Chicago, Ill.

TRUMPET—READ ANYTHING, FAKE, GOOD
tone, high range; radio and name experience;
fine section man; prefer resort or location job;
will consider all. Write Musician, 249 E. Front
St., Logan, Ohio.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMP-
ing; modern equipment for fairs, parks, cele-
brations; always reliable. Claude L. Shafer 1041
S. Dennison, Indianapolis 21, Ind. je25

COMEDY TRICK HOUSE ACROBATIC ACT;
ring and trapeze act, also clowns for your
celebrations, fairs, parks, etc; address: The
La Zellas, General Delivery, St. Louis, Mo.

OUTSTANDING PLATFORM TRAPEZE ACT—
Available for celebrations, fairs, etc; flashy
act; for literature, particulars, address Charles
La Croix, 1304 South Anthony, Fort Wayne 4,
Indiana.

SENSATIONAL HIGH FIRE DIVE—OLD ES-
tablished standard attraction; never fails to
please Capt Earl MacDonald 456 Lamphier Pl.,
Warren, O. je25

THE GREAT KELLY—"RIDE OF DEATH";
world's only bicycle riding down chute thru
flames, crashing glass walls, jumping cars,
using fireworks. Mike Kelly, Goshen, Ind. je2

THE LEHMBECK SISTERS AND CO.—A
creation of acrobats and balancers; parks,
celebrations; 4 people act. 2015 Oliver St., Fort
Wayne 5, Ind.

VAUDEVILLE ARTISTS

AFTER JUNE 12TH—5 OR 6 GIRL LINE WITH
wardrobe and routines suitable for most
anything; what have you? Would like location
summer spot. Thelma Carmen, 252 East Lake-
view Avenue, Columbus 2, Ohio. Phone La.
3758. No burlesque.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware Aluminum Ware, Decorated Tinware Toys
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum Flying Birds Whips
Balloons, Hats, Canes Ball Game Specials Bingo Merchandise

Catalog Now Ready—Write for Copy Today
IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type
of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

**AMAZING! MYSTIFYING!
SALES SENSATION! NEW
DISAPPEARING COIN TRICK**



This trick is amazing, yet anyone can do it
after reading the instructions enclosed with
each individually boxed unit. You've been
wanting something different in novelties.
Well, here it is!
Price per dozen individually boxed trick.
\$5.40
Send \$1.00 for sample order of one trick.
Jobbers' confidential prices on request.
Sales representatives wanted to sell the item
exclusively in various territories.

**FASCINATING
"BUSY BIDDY" TOY CHICKEN**
Lays 5 eggs when pressed. **\$2.75**
Must be seen to be appreci-
ated. Hottest seller today. per doz.
We can deliver NOW. No one Packed 2
else can back up that state- doz. per
ment. box.

Write us for other Specialties
25% Dep. with Order, Bal. C.O.D.
KEYSTONE SALES 720 W. Madison St.
Chicago, Ill.

FIREWORKS

Chinese Firecrackers
1 Bundle or 1280 1 1/2" Crackers \$3.50
1 Bundle or 1600 1 1/2" Crackers 4.35


BALLOONS

Latex Rubber
NO. K10—PER GROSS \$1.25
NO. K20—PER GROSS 2.50

Cash With Order

**United Fireworks Mfg.
Company, Inc.**
DAYTON 7, OHIO

**IMPORTED SWISS STOP
CHRONOGRAPH**
with 2 Push Buttons



In Lots \$3.85
of 100

In lots of 6 \$3.95
Samples \$5.45 ea.
Handsome Ventilated
Plastic

Band, 10¢ extra. Assorted attractive Dials,
Large Sweep Hand, Radium Hands
and Numbers.
C. O. D. orders from non-ratee concerns
10% with order.
JEWELBO 1674 Broadway, N. Y. 19, N. Y.

CARNIVAL PLASTER

LARGE — 23c
SMALL — 11c

TOLEDO STATUARY MFG.
114 Euclid Avenue East Toledo, Ohio

**CHOCOLATES
OR SUMMER CANDY**
Direct From the Factory
Gorgeous, Big, Beautiful, Flashy 1-Lb. Boxes—
With or Without Bathing Beauties—60¢ Each.
(Retail Value, \$2.) 24 to Case (Case Lots Only).
1/2 Cash on C. O. D.'s. Sample—\$1.
Barbara Fritchie Chocolates, Frederick, Md.

ADVERTISING BALLOONS
Write TODAY for our new 1949 REDUCED
Prices and Samples on Advertising Balloons
for Carnivals, Circuses, Fairs, Sales Promo-
tion, Premiums, etc.
NATIONAL SALES CO.
2805 E. 79th Street Chicago 49, Illinois

BUY WHOLESALE FOR MORE PROFIT
NEW LOWILL WATCHES
DIRECT FROM THE SOL. DISTRIBUTOR.
ELIMINATE MIDDLE MAN'S PROFIT!



Priced for easy selling. Quality and style compares with the best in nationally advertised brands.

7 JEWEL ... \$12.95
17 JEWEL ... 15.50
B27 - Gorgeous 10K RGP Case, Steel Back, Rhinestone Dial.

LOUIS PERLOFF
WHOLESALE JEWELERS
DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

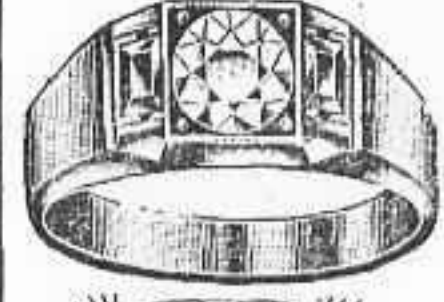
MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Jameson, Edw. Cincinnati, Mrs.
Stuart, Oscar Wilcox 160n
Zarlington, Bonnie 8e

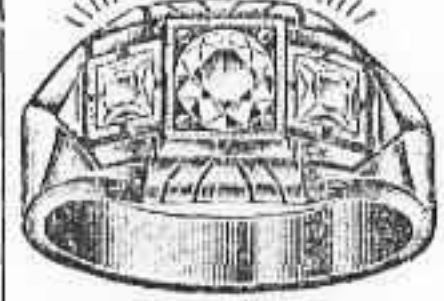
- Large list of names and addresses for letter forwarding, including: Hill, Will; Hines, James R.; Hinkle, Mill; Hitt, Blaise; Hoggland, R. W.; Hoffman, John N.; Hoffman, Ronald; Home, Mrs. Roland; Holden, Edw.; Holmes, Pete; Horner, Wm. M.; Huffle, Mrs. Thon; Hubbard, Harley D.; Huches, Mrs. B.; Hunt, Art; Hunt, Robert C.; Hunter, Chas.; Hunter, Wilburn; Hurley, Joe; Hyde, Mrs. Iva; Hyland, Dick; Isaacs, Chas.; Iv, Ray; Jackson, Wilson P.; Jarvis, Howard; Jenkins, Benl; Jenkins, Brownie; Jenkins, Exposition; Jenkins, (Henry Jenkins); Jensen, Ede; Jensen, Lois & Jess; Jeter, Chris; John, Nido; Johnson, Everitt; Johnson, Larry; Johnson, Willie; Jones, Mrs. Howard; Jones, Rose; Joy, Harold H.; Kadin, Max; Keegan, Ralph; Keller, H. G.; Keller, Harry; Kelly, E. A.; Kelly, Hap; Kelly, Mrs. Mable; Kelly, Toby; Kenner, Bud; Kennedy, D. H.; Kendall, Chas. L.; Kerns, Mary E.; Kirby, Edith; Kirk, Edwin DeWitt; Kiser, Tubby; Kleider, Paul; Knight, Joseph P.; Kozler, Emma; Kotterman, Ralph; Kowalski, Paul H.; Kuba, Jim; LaBounty, Paul; LaBregue, Harry; LaRouch, Dauton; LaRue, Al Lewis; LaRue, Mrs. Lona; Luckey, Mrs. Vivian; Lamson, Harry W.; Lauke, Raulce; Lanning, Mrs. Donna; Lanning, Mrs. Geo.; Lantz, Donald; Laskowski, Capt. Jack; Laurelio, Martia; Lauther, Carl; Lawrence, John H.; Lay, Bill; Leahy, Burt; Leatherman, Fred; Lee, Francis; LeNard, Frank; Lewellyn; LeRoy, Burt; Leopold, Hugh; Levitt, Morris; Levy, Stanley; Lewellyn, Mrs. John; Lewis, Prethles; Lewis, Kenneth; Lewis, Samuy; Lewis, Kid; Lezette, N.; Little, Carl; Little, C. T.; Little, Mrs. David; Litvin, A.; Lugman, Mrs. Maurice; Long, Harry K.; Long, Paul C.; Lonax, Mrs. Helen B.; Lorow, Mabel; Louis, Miss Jo Lee; Luckey, James M.; MacDonald, Capt. Earl; McAllister, Norman; McCullon, Bill; McCrary, Blanton W.; McDonald, Mrs. Catherine; McDonald, R. B.; McGill, Frank; McClone, Ken; McKenney, Bill; McMahon, Joe; McNeal, Mrs. J.; McNeil, Boots; McSwadden, J. R.; Mack, Robt. L.; Macolly, P. N.; MacLachlan, David; Maddox, Myrtle; Mahler, Jack Red; Malcomb, Geo.; Malman, M.; Maloon, Bill; Mancuso, Sam; Manley, Dr. J. T.; Mann, Roy M.; Mannesvitch, Jay; Manson, Mickey; Marks, Joseph M.; Martenev, Hensley; Martin, Albert; Martin, June Cramer; Mastland, Harg; Mathies, Ernest; Mayfield, James; Mayer, Buster; Mayer, W. B.; Meyer, Andrew; Middleton, (Ozell); Middleton, Betty; Middleton, Spot; Miller, Cule; Miller, Mrs. D. B.; Miller, Ephraim; Miller, Jim; Miller, Junius C.; Minus, Minnie; Mintz, Jesse D.; Mitchell, Bob G.; Mitchell, Kaiser W.; Mitchell, Louis; Mitchell, Wilkey; Moberly, G. H.; Montfort, Stanley; Montgomery, Trevor; Moore, Edward; Moore, Lonia B.; Moore, Marie; Moore, Paul; Moore, Russell D.; Morrison, Hugh H.; Morrissey, D. T.; Mosher, L. C.; Moyer, Edward; Mullins, Everett; Mullins, Cleo Jr.; Murphy, Larry; Murphy, Patrick; Murrell, Ed.; Myers, Wm. Simon; Neal, Loyd; Neese, H. C.; Neighbor, Mrs. Elmer L.; Nelson, Edith; Nelson, John; Nelson, M. E.; Nicholas, John; Nixon, James Carly; Nugent, James E.; Nushind, Louis; Norman, Pete; Novak, Mrs. Marjoe; O'Brien, James E.; O'Brien, Paul; O'Day, Mrs. Pat; Orr, Jack; Orin, James; Osborn, Martin L.; Osborne, Glenn; Pace, J. C.; Palmer, Mrs. Teddy; Palmy, Frank; Palmy, Mrs. Walter; Parker, Chas.; Parker, Billie; Parry, Mrs. Betty; Parsons, G. A.; Patterson, Harry R.; Paul, Bob (Coney); Paul, Walter D.; Pencil, Verie; Penny, Geo. M.; Perry, Frank; Perry, Robt. M. Sr.; Phillips, Ralph; Phillips, Sidney H.; Pilgrim, Estance; Polver, Ed. Slim; Pool, Sally; Poole, Robt. D.; Poyce, B. D.; Price, Wm. G.; Queer, Clark; Ramadehl, Lon; Randall, Harry; Ray, L. W.; Reaver, Vern; Reckless, Fred; Reid, Ferris Wheel; Reese, Delbert Elmer; Reegan, Pat; Reid, Ferris Wheel; Renner, Corley; Renner, Dorothy; Rezell, Paul; Rhodes, S. R.; Rice, Tom; Richardson, Earl; Richardson, Bill; Robbins, Clarence; Roberts, Waco; Robinson, Bob; Robinson, (Painter); Robinson, R. A.; Roehman, Mrs. Ethel; Roehon, Ralph Tex; Rode, Tony; Rodgers, James; Rody, H. E.; Rogers, Eddie; Rogers, Mervin S.; Rogers, Thomas; Rollis, Mrs. Nettie; Rollins, Jack; Rollins, Tex; Rooney, Harold J.; Rose, Dave; Rosenberg, Mrs. Henry; Rucker, F. H.; Rulter, Mrs. Bud; Sabatier, Maria; Saltobie, Jas.; Salzer, Raymond C.; Sandlin, Luther; Saunders, Roy S.; Sassano, Joseph; Sawyer, Fred; Selneckloth, Harry; Selunker, Claude; Schwartz, Joe; Scott, Bernard; Scott, Bill & Dot; Scott, Lewis; Scruggs, Emmott; Self, Charlie Dew; Sherry, Mrs. Max; Sheldon, Mrs. Pat; Sherwood, Richard; Short, Tommy; Shulock, Jerry; Shuman, Jimmie; Siegrist, Chas.; Simmons, A. 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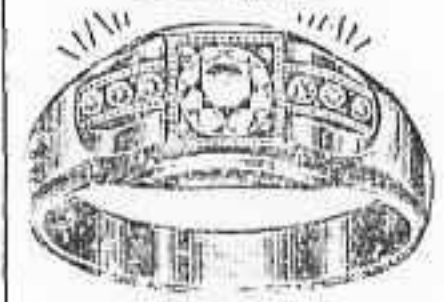
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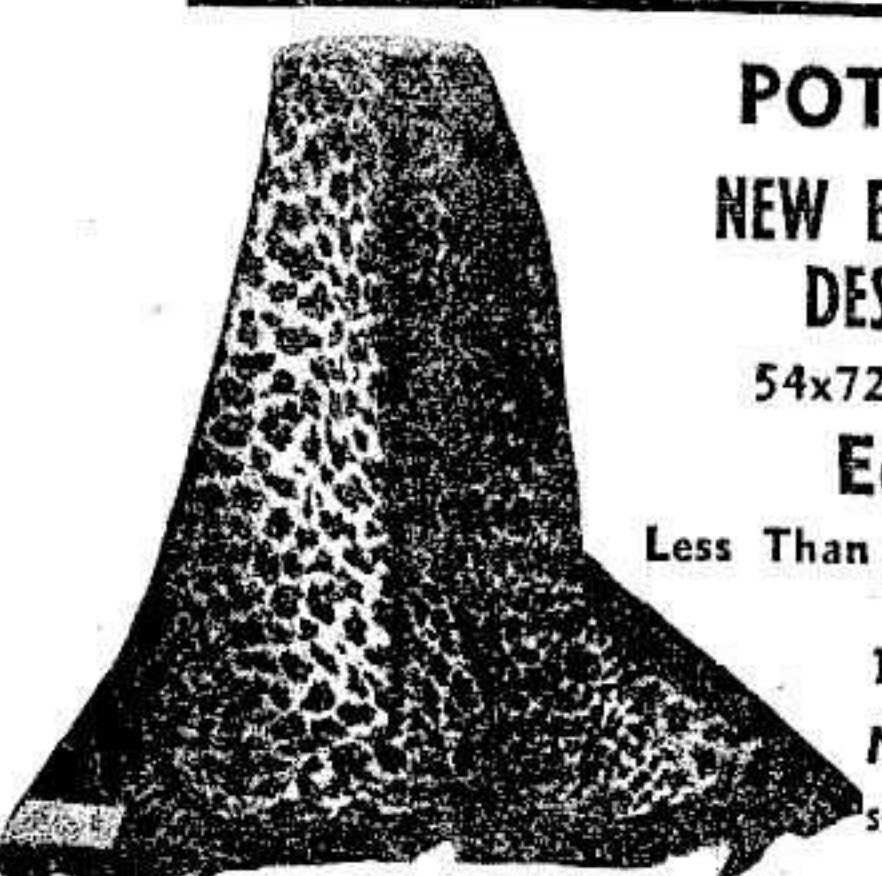
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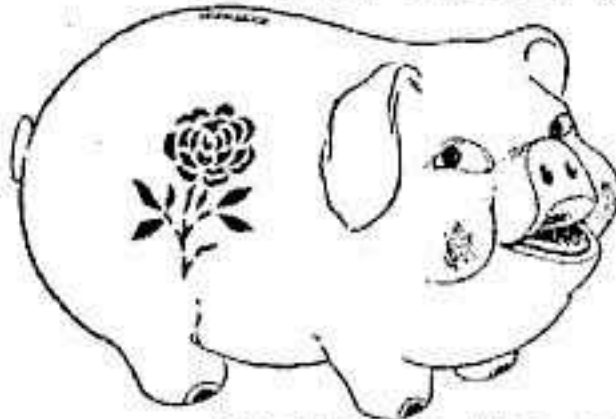
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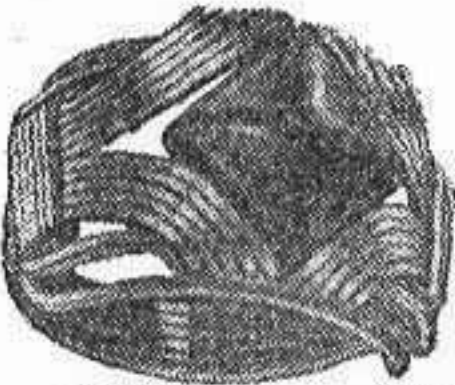
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Pipes for Pitchmen

By Bill Baker

Take your vacation next winter.

RAY C. HERBERS . . . and Madaline E. Ragan have joined the W. G. Wade Shows with their Life Show.

Some pitchmen who threaten what they are going to do with their competitors more often do it to themselves.

LET'S HAVE . . . some pipes from Harry Maiers, Charlie Kasher, Cowboy Williams, Kid Carrigan, George Haney, Art Nelson, Henry H. Varner, Tumble-Block Slim, Tom Harmon, Lil and Tip Hallstrom, Curley Warwick, Joe Miller, Larry Friedman, Eddie Curran, Jack Males, Joe (Odie Doddie) Colby, Paul Hauck, Speedy Hascal, Mary and Madaline Ragan, Tom Kennedy and Max Marstrom.

Fear is the poison of progress among many pitchmen.

Do your job right and you won't have to explain why it was done incorrectly.

SOL ADDIS . . . comes thru from New York with the following documentary on a concessionaire who is widely known in pitch circles. "This success story," pens Sol, "was told to me by my good friend, Louis Glass, who formerly operated a guess-your-weight scale at Long Beach, Long Island. During his many years there he guessed the weights of many prominents, including Charlie Chaplin, Jack Dempsey, Gene Tunney and Paul Berlenbach. Louis is currently celebrating his 20th year at 19th Street and the Boardwalk, Coney Island. He's operating his juice and milk bar and the stand is one of the cleanest and most attractive spots on the island. He built the spot into a big success. His two assistants, Smiling Bob and Young Stanley, also are well liked by all who patronize the stands."

No matter how good a season is, crying towels never will be a thing of the past.

THEY TELL US . . . that novelty workers have been getting a goodly share of geedus working lots in and around Corpus Christi, Tex.

If you lack confidence in the future and the development of your business, get out of the profession and make room for someone who has.

SPRING BUSINESS . . . is usually spotty and subject to weather hazards. This year has been no exception, but pitchmen feel there is nothing to be discouraged about.

Little things accomplished in a big way is what makes a pitchman really BIG.

IS SGT. JAMES DOUGLAS . . . former pitcher, still on recruiting duty for the army in the Plankinton Arcade, Milwaukee?

Pity the pitchman whose tips spend nothing more than their presence.

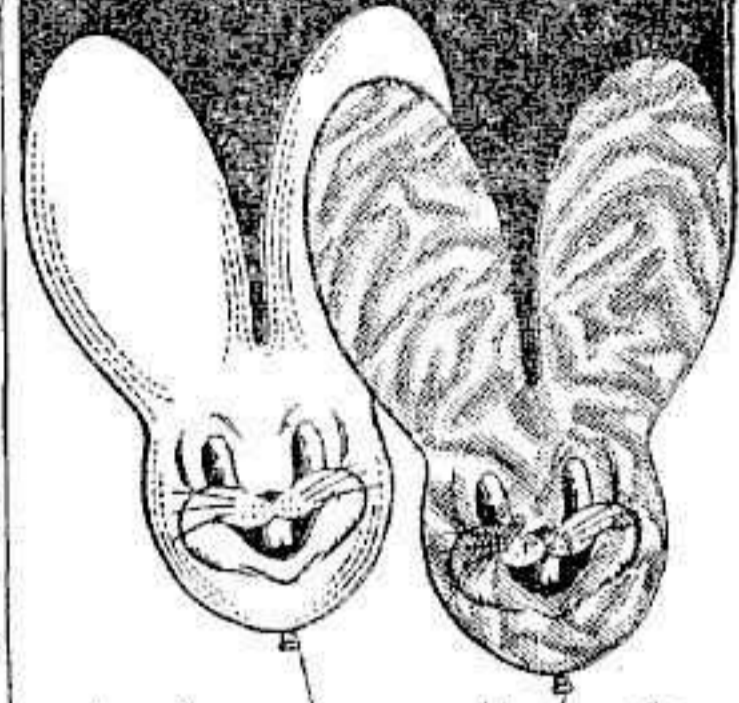
IT'S BEEN A LONG . . . time since this corner had pipes from such pitch stalwarts as Harry Greenfield, Bill Boyce, Jack Dillim, Sammy Friedman, Doc Hunt, Ed Ross, Al Siegel, Jack White, Henry Summers, Murray Kramer, Tisha Buddha, Jack Lamalle, Jack David, Carl Ragna, Sailor White, Frank Poulus, Sam Kramer, Bob Brandt, Louis Weitz, Pat Dana, Bill Vreeland, Harry Lattana, Milton Botwin, Doc Foster, Doc Harry Balken, Bill Schultz, Jerry

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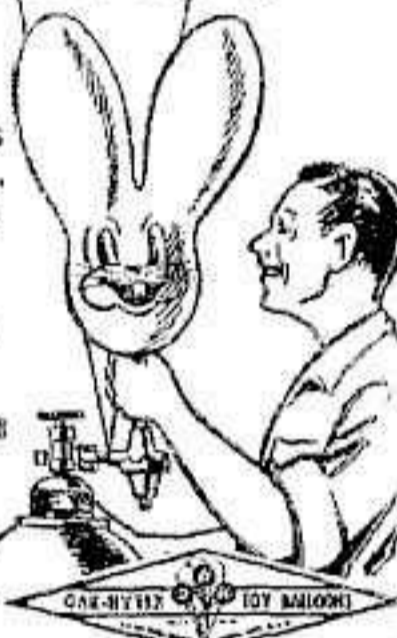
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Drinking Bird in Case	8.40 Dz.
Sweet "14" Viewer	6.00 Dz.
Shmee Key Chain Puzzle	1.50 Dz.
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Mexican Flash Rings	7.50 Dz.
Peek-a-Boo Viewer	8.50 Gr.
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Best way to kill a spot is do some heeling after receiving permission to work the location.

MANY OF THE BOYS . . . of the tripes and keister fraternity are anxiously awaiting the opening of the fair season. Those lads who make it an annual affair, covering State, county and district annuals, generally find the field a fertile one, especially if they have what the public wants.

He's successful because he makes his lips want him back.

Get in line with the trend of the times.

GEORGE HESS . . . and Frenchy worked the annual Decoration Day 500-mile Speedway Race at Indianapolis with kitchen gadgets to reported good turns.

Uncork those smiles and pleasantries. It's your ticket to success.

"I'M STILL . . . working the downtown W. T. Grant store here with mechanical toys to fair results," letters Richard Arcand from Los Angeles. "Believe me, this every day grind in front of a big department store is no pleasure. Since I'm the only pitchman working the

main stem, numerous passersby come up with some unusual questions. One home guard stopped me in the middle of a pitch to inquire how to become a JCL. If anyone thinks it's not rough out here, come on in but be certain to purchase a return ticket. It's hard to get money and most of the pitchmen working for others are finding it difficult to make ends meet. Those 100-a-day days are gone forever. Fair space in California is bringing real estate prices and trying to work for the association is something else again. Few even make the nut."

It's all right for a pitchman to think that he's important but when he begins to believe that he's indispensable that's when he's riding for a fall.

LURA CHAPIN . . . is vacationing at her home in Davenport, Ia., following a successful year's demonstration on rug braiders for Fred Cummings.

This year's July 4 celebrations again will present numerous opportunities for novelty and specialty workers.

FAIR DATES

(Continued from page 63)
Presque Isle—Northern Maine Fair, Aug. 1-6
Albert C. Brewer.

MICHIGAN
Alpena—Alpena Co. Agr. Soc. Sept. 5-10.
C. N. Standen, Lachine, Mich.
Goodells—St. Clair Co. 4-H Fair, Aug. 25-27
C. S. Parsons, Port Huron, Mich.
Hart—Oceana Co. Fair, Sept. 7-9. George W. Powers.
North Branch—North Branch Fair, Sept. 1-5. R. L. Akers.

NEW MEXICO
Clayton—Union Co. Fair, Second week-end in Sept. John Wheatley.

OKLAHOMA
Buffalo—Harper Co. Fair, Sept. 7-9. Max Barth.
Chandler—Lincoln Co. Fair Assn. Sept. 14-17. W. N. Cook.
Fairview—Major Co. Free Fair, Sept. 20-22
Harold Miller.
Hugo—Choctaw Co. Fair, Sept. 15-18. Robert Massengale.
Hydro—Hydro District Fair, Sept. 8-10. Grace R. Felton.
Nowata—Nowata Co. Fair, Sept. 14-18. Mrs. O. W. Matley.
Pryor—Mayes Co. Fair Assn. Sept. 7-10. Ellsworth Hammer.
Purcell—McCain Co. Free Fair, Sept. 16-17. L. J. James.
Sulphur—Murray Co. Fair, Sept. 18-20. Charles W. Phelps Jr.
Tahlequah—Cherokee Co. Fair, Sept. 14-16
Walter H. Beckham.

OREGON
Fossil—Wheeler Co. Fair, Sept. 16-17. L. J. Marks.

SOUTH CAROLINA
Greenwood—Greenwood Co. Fair Assn. Oct. 24-29. John L. Wash.

TENNESSEE
Elizabethton—Carter Co. 4-H Fair, Sept. 7-9. Fannie Sharp.
Pikeville—Bledsoe Co. Fair Assn. Sept. 15-17. R. C. Smith.
Sparta—White Co. Fair Assn. Sept. 14-17. T. Stanton Hale.

TEXAS
Bridgeport—Wise Co. Fair, Aug. 31-Sept. 3. Mrs. Cecil Bullard.
Childress—Childress State Fair Assn. Sept. 28-Oct. 1. O. B. O'Dell.
Tomball—Harris Co. Fair Assn. Sept. 14-17. R. D. Spell.

VIRGINIA
Pincastle—Botetourt Co. Fair Assn. Sept. 20-24. Mrs. F. D. Thomas.

WASHINGTON
Republic—Ferry Co. Grange Fair Assn. Sept. 10-12. G. M. Wilcox, Malo, Wash.

WEST VIRGINIA
Clay—Clay Co. Fair, Aug. 22-27. R. L. Taubert
Moundsville—Marshall Co. Fair, Aug. 24-27
C. B. Allman.

WISCONSIN
Ashland—Chequamegon Regional Fair Assn. Aug. 18-20. Watter W. Wilcox.

Magic Pros Will Kill Art

(Continued from page 48)

the love of it to others, however immature the effort involved! To anyone interested here is food for thought. Some few years ago there appeared on the market—within the buying range of any school kid—a corruption of that all-time magical classic, the Floating Lady illusion. Simultaneously with its appearance began a marked evolution in magic, for no longer was the power or ability to float ladies alone in the hands of the big boys of magic, but every place there popped up magicians who were wont to float ladies with a great amount of success on school stages, sans scenery, special lights, or fly-rigging and, of course outdoors. We all know that this version of the number unquestionably cannot compare in any way to the more elaborate levitation effects which for years have been featured by our greats. But can an uninitiated public discriminate? Would we want them to? To the lay audience when a lady floats it matters naught to them which method is exercised in its execution. The fact remains that she floated! Not one in a hundred could tell you one month later whether this miracle was visibly accomplished or if the subject, while covered, actually raised into space or vanished in mid-air afterward!

"So it might be said to the seasoned performer, who as an actor plays the part of a magician, and likewise to the novice who, in learning sacrifices his art to an extent by exposing: Don't blame the dealer for any existing bad condition in magicdom. Remember, he made it possible for you to have your act and all that beautiful equipment, unless of course, you are a Cardini or Frakkson, and in that case then you won't be beefing about the issue at hand.

Don't Blame Amateurs

"The amateur cannot be blamed, for he has as much right to be clumsy in his work as you did when you started. The old sandy about gaining proficiency before attempting a public appearance is more hog-wash. That's like learning to swim before going near the water. If too many 'locals' in your town have a \$50 version of the Floating-Lady and are cramping your style, be smart and frame something original and new. Put yours in the barn for your great grandchildren. It will be new again by that time. There's one in every block in Washington and about 30 to my knowledge in Knoxville.

"Essentially the difference between classical and mechanical magic can be compared to the difference someone peddling a player piano and a Paderewski in concert. So if the player piano couldn't jeopardize the careers of our great musical masters, it is to be conceded that its parallel in magic could never interfere with the careers of our Dantes and Blackstones.

"Surely the efforts of these junior magicians in Denver, which unfortunately resulted in fiasco, looked no worse on the show in question than did the initial public appearance of Mr. Sharpe."

playing to good business until a series of twisters knocked it sky high for business.

EVERETT D. SHAW has a 16mm. pic circuit in Coos County, New Hampshire. He plans to move into Canada and operate his pic show in the Valleyfield, Quebec, sector during the summer. . . . Welland's museum and pic show has been operating around Laramie, Wyo., following a winter of school dates. . . . Gilland's vaude-pic show is playing towns in Hunt County, Texas, to reported good returns. . . . Carl's Tent Show is playing Central Texas territory. . . . Mallard Family Show is playing two-day stands in Utah. It's a three-person trick.

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Gift Box \$7.20 Dz.

CHARACTER DOLLS
Each in box, Miniature . . . \$7.80 Dz.

AVIATOR GOGGLES
Gold Plated Frames,
With Case, \$7.80 Dz.

MIDGET CHAIN FLASHLIGHT, GE
Bulb, Battery \$2.40 Dz.

LANTERNS

Gross
Melon 9" \$16.99
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PAPER FANS

Gross
6 1/2" x 20 Rib \$3.75
7" x 13 Rib 4.50
Kiddie Silk Hdks. . . . 9.00
Kiddie Rings, Celluloid .90

NEEDLE BOOKS

Gross
Army-Navy \$ 4.00
Manhattan, Big Flash, 40 Needles and Threader, Large Book 12.00

Gross
Itterbug Elephant . . \$36.00
Crawling Baby 64.80
Hula Dancer 36.00
Feather Dolls, 4" . . . 7.20
Feather Dolls, 7" . . . 17.50
Feather Dolls, 9" . . . 27.00
Rubber Dagger & Sheath 7.20
Jewelry Set (Ring, Bracelet, Brooch). All Plastic 12.00

Gross
Balancing Seal . . . \$30.00
Duck & Frog 36.00
Carousel 15" 54.00
Football, Rubber, Laced, 12" 36.00
Rubber Water Pistol 7.20
Decals—35 Views on Sheet—Cr. Sheets .72
Water Flowers—Equal Asst. 2 1/2", 3 1/2", 4 1/2", 5" . . 7.20

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7-piece sets of 3 folders for light material and 3 folders for heavy material, lacer and instructions 16c
10-piece sets of 3 folders for silk, 3 folders for cotton, 3 folders for wool, lacer and instructions 24c
Our large size rug braiding manual, formerly 18¢, NOW 9c
Beautiful 3x5 Braided Rugs for flash \$18

1/2 Deposit, Balance C. O. D.
Send \$1.00 for sample small, medium and large sets and book.

NU-FLEX CORPORATION 1133 Broadway New York 10, N. Y. Watkins 4-1409

REP RIPPLES

(Continued from page 48)

Streeter is playing Montana territory with his hypnotic show. . . . Strickland's Minstrels have given up on the tent idea and will have a platform show in Pennsylvania and Northern New York. . . . Charles Herman has 16mm. pix around Clark, Mo. . . . G. H. Pearson is showing 16mm. pix in Orleans County, Vermont. He will add flesh for the summer. . . . Hawley's Family Show is reported to be working to good business around Ogden, Utah. . . . Dave G. Doble has a museum and flesh show in Hooker County, Oklahoma. Doble says the show was

playing to good business until a series of twisters knocked it sky high for business.

Memories of Rep Trouping

(Continued from page 48)

mal, heart-breaking week. It was there that I met for the first time Guy Kaufman, Leo Blondin and Charley Shoemaker, actors who lived there. They were in the audience nightly and tried to plug the applause, but it was futile.

At the end of the week Josh didn't have enough money to meet the hotel bill.

The landlord was a good fellow and let Josh hold back enough to cover the jump to the next town, and sent his clerk along to collect the balance. The clerk was a neat young chap, stage struck and delighted with the adventure. Our next town was Everest, and it was a bloomer. They told us we should have come when the creamery had a payday.

Blind Tiger

We were playing the old Western, *Nugget Nell* and, not having men enough, Mellie Barrett had to play the Chinaman who has a rough-and-tumble fight with the Irish comedian. I felt sorry for the little old lady and coached the hotel clerk in the part. He played it well and was so enthused over being an actor that he stalled the hotel bill off for two months. When the landlord himself came on to collect, Josh steered him to a Blind Tiger, filled him with Kansas booze, got him on the train and sent him back home. The clerk stayed on a few weeks longer, finally got part of the balance and went home insisting that he was going to be an actor. I often wonder if his dreams came true.

Our next stand was Severance, a short jump by buggies and wagon. It is a strange, perhaps occult, fact that actors upon arriving in a town often sense that it's a dead one. We opened to a rush of cold air. One day I walked into the little hotel office, started to sit down and saw a tobacco pouch on the chair. Picking it up and opening it, I saw it was stuffed with greenbacks. In my surprise I exclaimed:

"Gee whiz! Somebody is careless with money!" Several old fellows were playing dominos. One of them jumped up and shouted: "That's mine!" rushed over and snatched the pouch from my hand.

The next day I had to borrow a pistol to use on the stage and was asking the landlord about one. The old fellow heard me, came over and said: "I've got one all right!" Pulling a new 32 caliber pistol from his hip pocket he displayed it, and with a significant wink, stuck it back into his pocket and sat down. The landlord whispered to me that the other old fellows told him that he had better look out, now that the show people knew he had that money. So he bought a pistol. I immediately got friendly with the old boy, gave him a pass to the show, introduced him to

the folks—especially the ladies—and borrowed his pistol.

Fairs Good

Fair dates in those days were always good. So Josh booked the county fair at Pawnee, Neb., and jumped ahead to get the town billed. To get there we had to change trains at Holton, Kan. We arrived about midnight and found that the Sunday train to Pawnee had been taken off and we would have to lay over until Monday morning. There we sat on those hard, wooden benches in that dreary waiting room contemplating our frustrations in a decadent world. Ed Mills, our old character man, sitting bolt upright and dignified in a corner, cleared his throat and in his deep, mellow voice soliloquized: "The public must be entertained! So away with self—the show must go on!"

We had not eaten since supper the night before, and the lunch room with its stacks of sandwiches, cuts of pie, doughnuts and the fragrant odor of coffee, smote the cavernous voids in our stomachs. A train came in and the passengers rushed in to eat. We watched them gulp sandwiches and coffee. The conductor looked at his watch and called: "All 'board!" The passengers scrambled onto the train, the engine bell rang and gradually the rumble of the train died away in the distance, and it seemed more lonely than ever. Presently a skinny, scrawny little kitten came in, looked around, it's pink mouth open in feeble "meows." Our old actor rose, with measured step walked around the cat, folded his arms, struck a dramatic pose and spouted:

"Poor, sad, hungry little beast! 'By the rood; as Hamlet says, thy little, little belly, even like ours, is an empty, flatulent vacuum!" And picking up the kitten he caressed it lovingly. Mellie fished out a handkerchief, untied a knot in the corner that held a nickel, went to the lunch stand, bought a glass of milk, borrowed a dish, set it on the floor, dipped the kitten's nose into it and ravenously it went for the milk. We all circled around and watched the kitten fill up until it had licked the dish clean and its belly full. It strolled around and finally climbed up into Mellie's lap and purred contentedly.

I took the glass and dish to the counter and went upstairs to chat with the night operator. I knew a little about Morse code and we found something in common. Presently, the sounder clicked the office call. The operator turned to the key and a message came too fast for me to catch, but I knew that it was a "conversation" between two operators. He closed the key, took \$5 from his pocket, handed it to me and said our manager at Pawnee had given the operator there the money for us, and the operators made it a personal matter to get the money to us.

Taking the bill, I rushed down and waved it under the noses of the others, and said: "Come on, we are going to eat!" Lining up on the high stools at the counter, we ate \$5 worth of lunch. We arrived at Pawnee the next noon and, going out on the street, the first man I met was the old fellow of the pistol and tobacco pouch. He greeted me like a long lost son, introduced me and told everybody that I was the boy who found his money, and boosted our show. He proved to be a wealthy and prominent citizen.

The fair was a great success and we played to big business nightly. At the end of the week all were paid in full. Some of the folks said the hungry little kitten brought us luck. Maybe it did. Who knows?

Stafford Switches Dates

STAFFORD SPRINGS, Conn., June 4.—Clarence D. Benton, owner-manager of the Speedway here, is switching his stock car programs from Friday nights to Sunday afternoons in a bid for top drivers and bigger crowds.

Weather Cuts Eastern Play

(Continued from page 50)

per cent as the result of cold weather and rain. An estimated 28,000 attended over the week-end, with Saturday drawing only 2,000, Sunday 10,000, and Monday 16,000. Features presented included Reenie and Jim, revolving ladder act, and band concerts on the last two days. The park's new miniature train was dedicated. A tie-in with the Pennsylvania Railroad resulted in considerable publicity. Dancery biz was also off about 25 per cent.

Spangler Biz Okay

Spangler said that attendance at his funspot, which was open week-ends thru May, was very good, considering the weather. To date it is only slightly under that of last year, even tho the weather has not been so good.

Altho the cool weather and threatening skies stemmed the exodus from Philadelphia to nearby South Jersey shore resorts, the same climatic factors kept crowds down to a minimum at the many amusement parks in the Eastern Pennsylvania and Southern New Jersey area.

Woodside Park, Philadelphia, opened its Crystal Pool for the holiday, but few bathers were on deck. With television replacing free acts, holiday attractions included only Jack Steck's regular weekly *Kiddie's Hour* and the Friday night fireworks display. The holiday also marked the opening of Somerton Springs Park at suburban Somerton.

Pools Hit Hard

Other pools in the area which opened with the holiday only to be hit hard by the weather were the Highway and Boulevard pools here; Mar-

ble Hall Pool, Roxborough; Springfield Pool, Springfield, and Fischer's Pool, Lansdale. Menlo Park, Perkassie, Pa., also opened its pool and lit up the park units, including a roller rink.

Willow Grove Park, Philadelphia, presented a strong holiday bill with Frankie Schluth emceeding the stage revue and Clarence Fuhrman's ork in the Casino Ballroom. Forest Park, Chalfont, Pa., had Pamahasika's Society Circus as the free attraction.

Clementon Lake Park, Clementon, N. J., featured Robert Cimse and Company, aerial thrill act. Sunset Beach Park, Almonesson, N. J., opened its beach and picnic groves, and featured fireworks and Johnny Austin's band in the ballroom. Riverview Beach Park, Riverview, N. J., was in full operation, as was Lake Lenape Park, Mays Landing, N. J.

NEW NOVELTIES FOR CARNIVAL AND CIRCUS

- No. 14 Mottled Cat Balloons \$ 7.00 Gr.
- No. 640 Giant Mottled Cat Balloons 12.00 Gr.
- No. 9 New Look Marble Style Balloon 5.00 Gr.
- No. 15 New Look Cathed Balloons 7.00 Gr.
- Special Dart Balloons75 Gr.
- Imported Feather Dolls, 4" \$9.00 Gr.
- Maple Walking Canes 21.00 Gr.
- Imported Fur Monkeys w/High Hat 6.40 Gr.
- Large Size Imported Monkeys 21.00 Gr.
- Large Cowboy Hats With Stars, \$3.10 Doz. 36.00 Gr.
- China Paper Snakes 5.50 Gr.

SLUM

- Wedding Rings \$.65 Gr.
- Finger Traps 1.00 Gr.
- Trick Fans 1.00 Gr.
- Asstd. Color Combs90 Gr.
- Bangle Bracelets 2.25 Gr.
- Rattail Combs 1.00 Gr.
- Asstd. Charms With Springs 1.00 Gr.

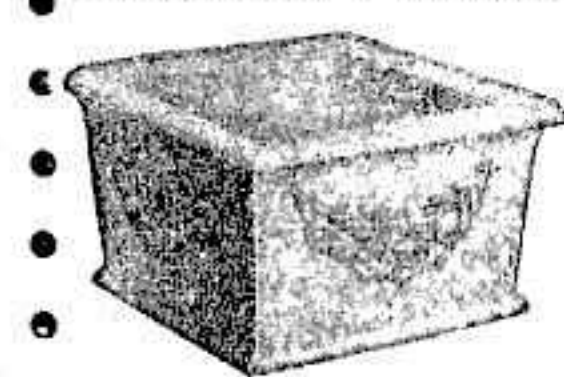
CONCESSION SUPPLIES

- Daisy Cork Guns \$ 4.95 Ea.
 - Corks for Daisy Cork Guns 2.75 M.
 - Hoop-La Rings From 4" to 7"70 Dz.
 - Worth Special Baseballs 2.25 Dz.
 - Imported Darts 1.25 Dz.
- 25% deposit required on all orders, balance C. O. D.
SEND FOR OUR NEW 1949 CATALOG FREE UPON REQUEST.

M. K. BRODY

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MAKE! SELL! PROFIT! CONCRETE PRODUCTS . . .



BECOME A MANUFACTURER IN A FASCINATING BUSINESS.

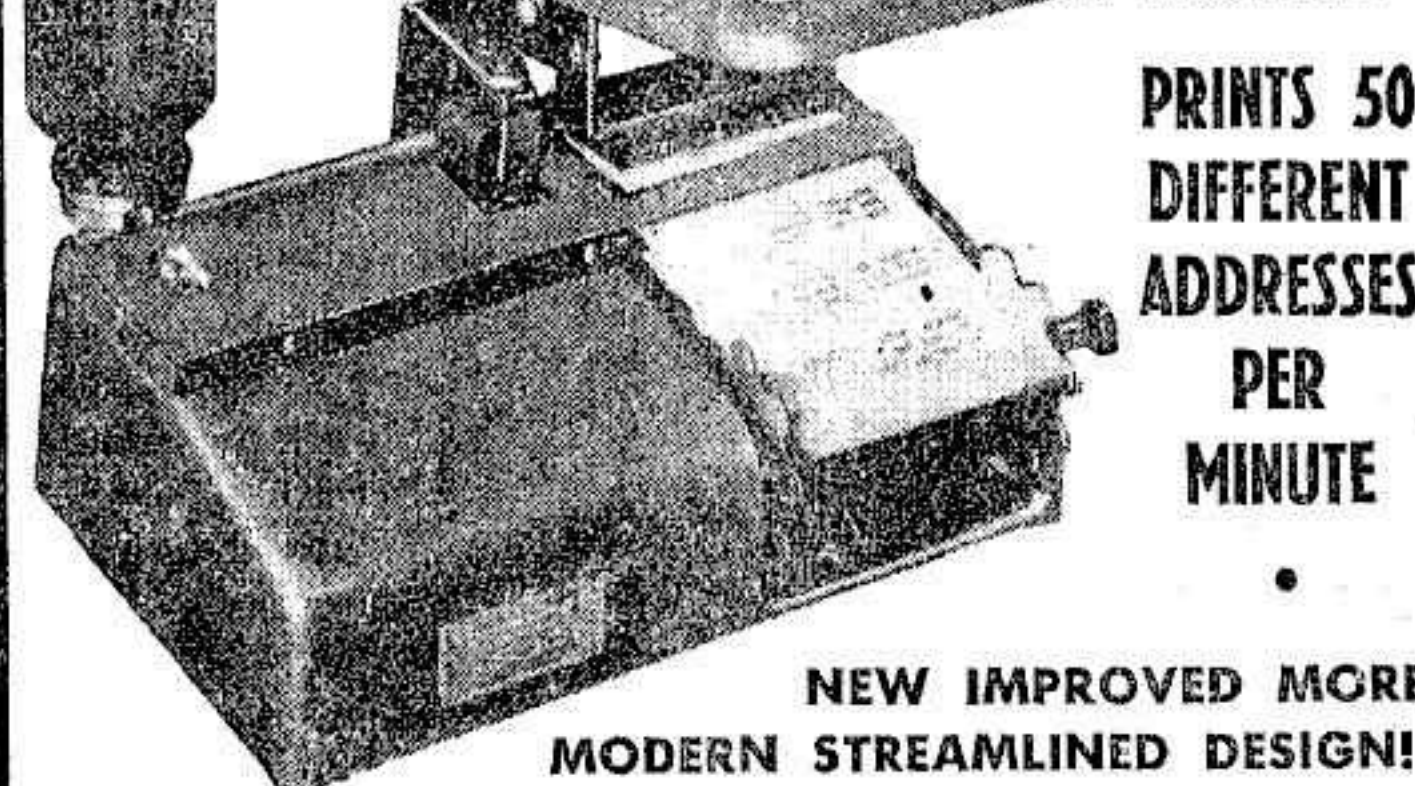
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- The perfect business for folks with limited capital. Start with just one or two sturdy cast aluminum molds. Build as you grow.
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Send 3c stamp for full details.

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WHY EVERY BUSINESS NEEDS ADDRESSOPRINT ADDRESSING MACHINE



PRINTS 50 DIFFERENT ADDRESSES PER MINUTE

NEW IMPROVED MORE MODERN STREAMLINED DESIGN!

Now every business that sends out mail repeatedly to the same list . . . and most of them do . . . can address mail mechanically. Now any kind of mailing piece—catalogs, post cards, envelopes, newspapers, etc.—can be speeded on its way many times faster. Saves time. Saves money. In fact, it makes money for every business that uses it, because they get out far more mail every day. ADDRESSOPRINT, the streamlined modern now addressing machine, may be regulated so it imprints up to 50 DIFFERENT ADDRESSES PER MINUTE. It's the lowest-priced, most practical addressing machine on the market today . . . sells for only \$34.95 plus Fed. Tax . . . yet actually gives the same efficiency found only in machines costing upwards of \$250.00.

2 SALES A DAY PUTS YOU IN \$110 A WEEK CLASS

10-Day Money-Back Guarantee Protects You . . . Your Customer

You know a product is only as good as its guarantee. If it doesn't perform satisfactorily you'll make few sales . . . even fewer repeats. We've sold hundreds of the new ADDRESSOPRINT addressing machines and so far we've yet to hear of a single dissatisfied customer. But to protect you . . . and your customer . . . we make this unqualified guarantee: IF YOU OR YOUR CUSTOMER ARE NOT 100% SATISFIED WITH AN ADDRESSOPRINT ORDERED IT MAY BE RETURNED ANYTIME WITHIN 10 DAYS AFTER RECEIPT OF MACHINE — AND WE'LL MAKE A PROMPT REFUND. No one can lose.

4,869,500 READY PROSPECTS

Each sale you make . . . to a grocer, drug, novelty, variety, hardware or dry goods store; to a doctor or dentist; to a school, resort, hotel, night club, tavern, theatre, church, amusement place, bank, insurance company, dozens of other businesses in town . . . pays you a whopping profit. Think of it—just 2 sales a day nets you \$110 a week. Many of our men have no trouble knocking down between \$175 and \$225 weekly. 4 sales a day does it. Remember! ADDRESSOPRINT is a virtual business necessity that pays for itself after only two or three mailings. What's more it actually sells itself—you don't need any fancy sales talk. Let ADDRESSOPRINT do your "talking" for you. A 30-second demonstration sells 7 out of 10 on the spot. We'll be glad to send you a demonstrator, complete with all supplies, for only \$19.95 on our positive money-back guarantee. Tell us how you sell and what territory you serve. But to be first we suggest you write now for the exciting sales details. See if ADDRESSOPRINT doesn't put you in the BIG MONEY CLASS . . . take you out of the door-to-door class.

Salesvertising Associates, Inc. BOARD OF TRADE BLDG., CHICAGO 4, ILL.

SALESBOARD SIDELIGHTS

With the baseball season in full swing, demand for baseball items is keeping the production activities at Werts Novelty Company, Inc., Muncie, Ind., at peak levels, according to General Manager Robert G. McNabb. Present orders indicate operator and player demand will surpass that of last year, he said. Other Werts items, including jack pot books, jar games, carded games and series of various kinds, are also proving to be in the upper bracket sales patterns this year.

Jack Morley, vice-president of the recently organized Consolidated-Container Corporation, St. Louis, has some good things to say about the staff of representatives who are working harder than ever under the new banner. Marion Coffman, who began as Indiana-Michigan sales manager in March for Container prior to the merger continues to show special aptitude for this type of work, Jack says, and West Coast Sales Manager Frank Showalter is also turning in good news from his territory. Firm's Jim Ruben, contacting the trade in the Intermountain area, repeats Showalter's tidings with more cheerful earfuls: "Increasing numbers of friends and customers and a steady flow of business," he tells Jack. Winding up the news of the sales personnel is Jack's comment that Ernie Marley is doing a first-rate job in his Missouri, Kansas and Nebraska territory. "Ernie is considered one of the foremost salesboard representatives in the country," Morley declares.

With merchandise numbers hitting high favor these days, Gardner & Company, Chicago, is right in line with its new merchandise boards of the die-cut type, officials report. Firm's sales managers, Charles Leedy and Maurie Kaye, back up the statement.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., relays word firm's 1949 line of girl boards has outdone previous series in obtaining operator interest. Guy states that as the first manufacturer to bring out a line of complete calendar girl board tops, Gay Games has managed to better its original presentations and current production on the new designs speaks for itself. Formed in 1933, the company pushed thru the "dark '30s" with accelerating momentum and places the credit for its success on operator-location designed items as featured in its tally cards, top games and E-Z Pickin' jar games, Noel reminisces.

The newly formed Best Manufacturing Company, Philadelphia, will be minus the presence of its president, Alvin Borkin, while he stages a country-wide tour prior to the introduction of its line of new type salesboards. The numbers should give the lie to the old saw, "Nothing new under the sun," Borkin believes. A series of distributors are in the process of being set up, and all sales will be handled via these outlets rather than by traveling representatives.

Irwin Secore, Secore & Secore, Chicago, left Monday (30) on a trip thru Illinois with firm's representative, Gene Stacy. Mort is also out covering ground. He's doing a single, however, and driving thru Kansas. Secore's new pellets, featuring dime play, are continuing to hit the high spots in orders, Irwin relates. The Zingo pellet board is corralling its share of attention, while the Put N' Take pellet is also on the order-list of many operators, the brothers Secore state.

CONEY ISLAND

(Continued from page 64)
larged their arcade on Surf another 50 feet in depth to make a total of 125 feet. Interior has been remodeled to walk-thru space and many more arcade machines, plus 12 Skeeball alleys have been added. They also increased their land holdings thru the inclusion of the entire block area to the Bowery along which their own concessions take in a 14-unit Greyhound Racer and a 12-unit fishing game. Other new Star enterprises around the Bowery corner consist of shoot-til-u-win rifle range, penny pitch and bat-em, the last named having been acquired last season.

Lou Daiell has moved his penny pitch across Surf to be alongside his brother Sid's Ro-Lo game, which has been shortened from eight to five units. Featured on Ro-Lo are Sid's twins, Michael and Stewart, now two years old. . . . Chamber of Commerce will meet the first Thursday of each month to discuss improvements. Initial director's gathering is to be held at the Clam Bar eatery. The mid-months talks will be held at headquarters, 1017 Surf. Contract for fireworks was let last week to Unexcelled Chemical Corporation. Displays start the first Tuesday, 8:45 p.m., in July and extend thru August. . . . Johnny King's new silhouette stand is located on the Boardwalk and West 15th.

George C. McCullough, Tom Te-sauro and Monroe Ehrman are slated to talk about Coney over Station WPIX preceding the broadcast of Velodrome fights every Monday night. . . . A new Ehrman slogan for Coney is "The Number 1 Fun-land of the Nation." . . . Steeplechase Pier will be closed for three months when strengthening repairs are ex-

pected to be completed by the park department which has appropriated 190G for the job. . . . Park Commissioner Robert Moses has been urged by the Chamber of Commerce to obtain an additional appropriation to further fit the pier for steamboat service from Manhattan.

NO! WE ARE NOT CRAZY

When we told people we were setting-up to manufacture a complete new line of punch boards they said we were crazy.

But we knew BEST. We have 350 years of manufacturing, designing, operating and selling experience behind the creation of BEST BOARDS and we know we have the MOST REMARKABLE LINE OF MONEY-MAKING BOARDS EVER OFFERED.

Place Your First Order Today
For BEST BOARDS

with one of our 20 Exclusive Distributors. We're positive you'll agree with us you've never seen anything like these New, Revolutionary BEST PUNCH BOARDS

THE BEST MFG. CO.

1027 RACE STREET
PHILADELPHIA 7, PA.

NEW MONEY MAKING BOARDS COMING IN EVERY DAY STOP IN TO SEE US

We Have a Complete Line of Boards, Tickets, etc.
WE ARE OVERSTOCKED ON CERTAIN ITEMS. SEND FOR CONFIDENTIAL OPERATOR and JOBBER PRICE LIST #5.
We Sell to Operators and Jobbers Only. When Ordering State Your Business.
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Def.	Profit	Price
1000 25¢	Charley	10.00	\$ 1.35	
1440 5¢	Barrel Board	10.00	1.35	
1440 10¢	Barrel, X Tk.	36.00	1.59	
1800 5¢	LULU Board, X Tk.	18.00	1.69	
1000 25¢	J.P. Charley	Avr. \$52.08	\$.95	
1000 25¢	J.P. Charley, X Tk.	Avr. 52.08	1.29	
1200 25¢	Texas Charley—Seal	102.28	1.69	
1000 10¢	Jumbo Ready Money	50.70	1.98	
1000 5¢	Jumbo Big Forty	Avr. 24.25	1.98	
2170 5¢	Red, Wh., Bl. Tkts.	Def. \$36.50	\$1.39	
2170 5¢	Red, White, Blue, 5 Fold	36.50	1.49	
120	Tip Ticket Bks.	Gr. \$18.75	Doz. 1.89	
1000 25¢	Pad Deals	24.80	1.44	

Cig. Bds.—Tip & Grand Prize Boards, etc.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

GIVE TO THE
RUNYON CANCER FUND

Two More Hits!!

• LOW COST! • LARGE PROFITS! •

POSITIVE TWENTIES

ALL SEALS GO

THREE \$20

25¢

6 NOS. ON A TICKET

DEF. PROFIT \$71.00

SIX NOS. ON EACH TICKET

HIT THOSE TENS

THREE \$100

10¢

6 NOS. ON A TICKET

DEF. PROFIT \$59.00

ORDER AS:
NO. 720
POSITIVE TWENTIES
6 NOS. ON A TICKET --- 25¢ PLAY
EXTRA THICK
DEF. PROFIT \$71.00

ORDER AS:
NO. 720 HIT THOSE TENS
6 NOS. ON A TICKET --- 10¢ PLAY
EXTRA THICK
AV. PROFIT \$33.73
MAX. PROFIT 59.00

LEADING PUNCHBOARD MFR. OVER 40 YEARS
GARDNER & CO. 2222 S. MICHIGAN AVE.
CHICAGO, 16 ILL.
WRITE FOR LATEST "NEW BOARD" CIRCULAR

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	7.00	\$.75	
1000	25¢	J.P. Charley, Thick	51.95	1.40	
1200	25¢	Texas Charley, Thick	102.98	1.75	
960	5¢	Fully Packed Thick Girl Board	26.25	2.75	
960	5¢	It's the Knot Thick Girl Board	26.25	2.75	
1000	5¢	Barely Speaking Thick Girl Board	26.60	2.75	
1000	5¢	Glovely Lady Thick Girl Board	28.60	2.75	
1200	5¢	Pick a Cherry Thick Seal Board	30.04	2.50	
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	33.15	2.85	
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	28.75	2.50	

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
1000-1200-
1260

IF?
You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES
Write
GALENTINE NOVELTY CO.
322 E. Colfax Ave., South Bend 24, Ind.

PUSH
PUSH
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PUSH
CARDS
All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.
FREE CATALOG—Write
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WISC.

BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO TICKETS
We specialize in selling to
OPERATORS AND CLUBS
AT WHOLESALE PRICES
RWB — LUCKY 7 — BINGO REFILLS
MATCH PAKS — MERRY-GO-ROUNDS
CLUB BELL PELLET INSERTS
WINDY CITY WITH INSERTS
IMMEDIATE DELIVERY
Write for illustrated circular
NEW YORK STATE BUYERS
Visit our showroom and warehouse and see the best in boards and tickets.
CAROL SALES COMPANY
312 E. Market St. ELMIRA, N. Y.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines: all makes, models; lowest prices; what have you to sell? Mac Postel, 6418 N. Newgard Ave., Chicago. j23

A-1 BARGAINS—150 SANITARY MACHINES, \$7 each; Popcorn, Gum, Peanut, Stamp Machines. U. S. P., 100 Grand, Waterbury, Conn.

ATTENTION—FORD GUM MACHINES, 30, AT \$7.50 each; no C.O.D.'s. N. H. DISTRIBUTING, 141 Gilmer St., South Bend, Ind.

CIGARETTE MACHINES NOW CAN BE CONVERTED to vend king size with our complete kits of parts; further details on request; all necessary parts supplied in one complete unit; no special tools required; installation time within one hour; some can be done on location; machines bought, sold, repaired, all makes and models. Central Vending, 3967 Parrish St., Philadelphia 4, Pa.

COIN OPERATED HOSPITAL RADIOS WITH pillow speakers; 30, only six months old, regular \$59.50, cheapest, \$25 each. Western Music Company, Rochester, Minn. jell

FOR SALE—ONE BALLY BOWLER, LIKE new, \$225; Wurl-a-Ball, made by Lyneo Mfg. Co., like new, \$299.50; 10, 12, 14-Foot Bang-a-Pittys, \$75 each; Flash Bowlers, \$125 each; other good used Skee Balls, \$25 and up. King-Pln Equipment Co., 826 Mills St., Kalamazoo 21, Mich. jull

FOR SALE—BUCKLEY TRACK ODDS, \$175; Long Shots, \$295; Free Play Games, Smoky, Kilroy, Rio Super Score, Gold Ball, Havana, Dynamite, \$14.50. The Music Machine Co., Brunswick, Ga.

FOR SALE—75 PENNY-NICKEL COMBINATION Northwestern (plastic globe), \$6.95 each; 5¢ Jennings in a Bag Vendors, \$12.50. Al Hoff, 1918 Rose, Baltimore 13, Md.

LIKE NEW—40 ALL-AMERICAN ELECTRIC Shoe Shine Machines, were \$295, now \$199 each, f.o.b. entire lot or individually, 5 and 10 cent coin chutes. Record Music Co., 6121 E. Washington St., Indianapolis, Ind. jull

NEW IMPROVED ACE FEATHER LITE COIN Counter, with Carrying Case, \$75; actual meter reading 4,776; 10¢ Master Vend Churns, Ball Gum, etc., \$5 each; 1/2 deposit. Box 1189, Aransas Pass, Texas.

ONE BALLS—CLEANED, CHECKED, READY for location; 2 Gold Cups, \$225 each; 5 Special Entries, \$125 each; 2 Victory Specials, \$60 each. King-Pln Equipment Company, 826 Mills Street, Kalamazoo, Michigan. jell

COLE BROS.

(Continued from page 60)

his birthday by climbing a near-by mountain with Bob Mason.

Al Bruce, formerly on the Ringling show, and off the road for 20 years, is getting laughs with his Old Maid clown routine. Mr. Russell's son, Bobby, and mother-in-law, Mrs. Wood, are visiting on the show. Fred (Nanipo) Harris joined the Side Show, and is going over big.

Visitors: Mr. and Mrs. Gene Gallagher and family, Mr. and Mrs. Walter Schroepe, Mr. and Mrs. Ebby Brennan, Mr. and Mrs. Tex Rose and family, Mildred Walbert, Danny Cunningham, Chief Halftown, Lon Meyers, Ralph Moser, the Joe Nemo troupe, Danny and Coral O'Donnell's sons, Danny Jr. and Con; James Harshman, Eastern vice-president of CFA, and Sam Murray, past president of the Emmet Kelly Tent, CFA.

Zahra Kader's visiting relatives included Mrs. London Miller, Mrs. Pearl Stoneman, Keith and Jack Stoneman and June Miller. Johnny Wyatt visited in Wheeling, W. Va., and after the show entertained Jack Crippen, Horace Laird, Lee Virtue and Eddie Dullum in his home.—SALLIE MARLOWE.

CLYDE BEATTY

(Continued from page 60)

correl colt with a black mane and a pure white tail.

Marvin Smith received two large rock pythons for his snake act. Dorothy Herbert must be getting forgetful. After completing manage the other day, she found she had worked the whole act in her bath robe.

Don Marcks spent a week-end in clown alley. Marcie Randel rejoined in Reno after a convalescence trip East. Bobby Kay and Peggy Sylvester celebrated birthdays.

Yolanda Escalante was a week-end visitor. Mrs. Al Moss, Mrs. Abe Goldstein and Mrs. Pat Graham visited their husbands. Mrs. Johnny Jordan caught the show.—LAURENCE CROSS.

PANORAM FILMS, PROJECTORS, AMPLIFIERS, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N. J. jell

PHONOGRAPH ROUTE FOR SALE IN MONTANA, excellent possibilities for expansion in vicinity of Hungry Horse Dam area. Collier Music, 669 2d Ave., E. N., Kalispell, Mont.

REAL BARGAIN—FORCED TO SELL ACCOUNT of other business interests; (15) slightly used Hot Popcorn 5 and 10¢ Vendors, these are real money makers; will sell for one-third original cost; act quickly. W. H. Bicket, 54 Hawthorne Ave., Pittsburgh 5, Pa. jell

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SELLING OUT—3 DIME OPERATED MINT Pop Popcorn Poppers, plus 50 lbs. Popcorn; 50 lbs. Coconut Oil; 3 Carton Sacks; 3 Air-Conditioned Candy Vendors, 500 bar capacity; 20 Cases 200 count Hershey Bars; lot \$1,150 or make offer on machines you need; machines like new. Box 271, The Billboard, Chicago, Ill.

SLOTS FOR SALE—ONE 5¢ JENNINGS CHIEF \$85; one 10¢ rebuilt never out of packing crate) \$100; one 25¢ Roll-a-Top, \$75; one 5¢ Roll-a-Top, \$50. Write or phone Maumee Service Station, Maumee, O., phone LU 33302.

STAMP MACHINE OPERATORS! SPECIAL offer on Stamp Folders with advertising. Write U. Flatto, 17 W. 60th St., New York 23, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

2 REVCO ICE CREAM CUP MACHINES—\$150 each; Advance 5¢ Selectoria candy bar machines, \$15 each; Advance Model D ball gum machines, just off location, \$4 each; Columbus ball gum machines filled with gum, porcelain finish, \$6 each; Victory postage stamp machines, like new, \$12.50 each; 1¢ Jergens Lotion machines, \$7.50 each; Grootchen Camera Chief picture machines, \$12.50 each. Devices Novelty Sales Co., 467 Milwaukee Ave., Chicago 10, Ill. Monroe 6-7533. jell

16 4-COLUMN MASON MINT MACHINES, \$5 each; \$50 for the lot. Rake, 609 Spring Garden Street, Philadelphia 23, Pa.

50 ONE-CENT NUT MACHINES — HARDLY used, will sacrifice for \$2.50 apiece. G. Johnson, Box 12CS, Pullman, Wash. jell

STEVENS BROS.

(Continued from page 60)

monkeys and one bear. Manager Robert Stevens may add a hippopotamus.

Claude Garner and his crew are doing a good job on getting the show down and loaded. Edwin Linneger keeps the programs going at a fast pace. Jimmy Bagwell, former owner of the Bradley Benson Circus, now on this show with his Hillbilly Jamboree, reports good biz.

Mrs. Laura Stevens is the busiest person on the show. She handles mail, does the buying and looks after the 16 cages of animals. Ted and Alice Wilson have concessions, and George Kilpatrick has floss. Doug Riggs of clown alley visited in Minnesota.

Visitors: Lyle Putman, Al Barnard and Dick Knight, with their pilot, Vernon Link, and George Wilcox.—JOHN GRADY.

POLACK WESTERN

(Continued from page 60)

Weather in California is ideal and hotels are reasonable. Mr. and Mrs. Barton showed the Freemans some of their Swedish hospitality in Stockton. Bobby Kellogg has changed his make-up and is now doing Silly Kid.

Bobo Barnett is now doing white. When he comes out of that little car he looks much bigger than he is, and he's no midget. That monkey Eddie and Naida Roberta have in their dog act is making the clowns a little envious with all the laughs he gets.

Alex Konyot got himself a horse trailer that has everything but an alarm clock to wake up the horse. Papa Berosini sprained his ankle, but carries on.

Visitors: Mr. and Mrs. Albert Gileno, London, Ont.; Bert Martin, CFA, San Francisco; Fred Cevene, who trouped with the writer for many years on the Wirth Show in Australia; Mamie Ward, Dave Canagnaro, Carol Davis, Mrs. Finocchio, night club owner; Nicki Galucci, Francis Stillman, Joe Preist and Chic Norton.—FREDDIE FREEMAN.

POLACK EASTERN

(Continued from page 60)

tions are requested from the various shows. Dave Murphy and Dick Lewis contact Henry Kyes, club secretary.

Members of Henry Busse's band visited Henry Kyes in Galveston, and Jimmy Isle Greenfield sat in. Bill Webster, formerly with the Detroit Symphony, visited in San Angelo.

Fragments: Charley Borza caught a 14-pounder in Galveston, making him the champ fisherman to date. Connie Wilson returned from the hospital with her new son. During Connie's absence Clara Delbosq and Jean Moore took care of the Wilson tribe.

Vivian Nelson Randow joined her husband, Gene, on the show. Marsha Lewis celebrated her birthday. Frieda Wiswell takes plenty of ribbing about her new hat. Phoebe Raymond is a camera enthusiast. Thea Borza is making French bathing suits for the kids. Art Barrett, brother of Henry, is vacationing in Hollywood. Irene Lafferty has a sensational cerise bathing suit. All the muscle men on the beaches gaze in awe at Pepi Borza doing a perfect one and a half. Dwight

Moore's son ties himself to every piece of rope that looks like a cloud swing, while his daughter works on web. Dwight just tears his hair. When the block ticket disappeared on a recent train movement, it finally was located down Dennis Stevens' neck. Mrs. Dave Kind is always in a hurry. Heavy Kines, ace carpenter on the show, is always on call.—BILLY BARTON.

SALESBOARD

For Immediate Delivery

1000 BINGOS ON STICKS \$.60
1260 BINGOS ON STICKS75
74 SEAL DIE CUT BINGO CARDS31
300 HOLE FIN & SAWBUCK 2.35
400 HOLE DOUBLE SAWBUCK 2.50
1000 HOLE PLAIN BOARDS60
120 HOLE B-Z PICKIN' JR.70
1¢ OR 5¢ CIGARETTE BOARDS65
1200 HOLE TEXAS CHARLEY 1.45
1000 GRAB A FIN PADS 1.40

We have a large assortment of good fast-moving 5¢ boards, girlie or otherwise, double jackpot with 325 top. These are all 1000 to 1200 hole boards in 35 different numbers from all leading manufacturers. Order now while assortment is complete at \$2.25 each. We carry a complete line of boards. Write for our Special Price List for Jobbers and Operators.

T. & C. SALES COMPANY
207 North Sandy St., Jacksonville, Illinois
Write — Wire — Phone

A Winner...



READY TO GO!

No. 11572

1050 GL HOLES

5c PLAY

SPECIAL THICK

Takes In . . . \$52.50

Pays Out . . . 25.67

AV. PROFIT \$26.83

HARLICH

MFG. CO.

1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

\$24.00

SPECIAL OFFER

\$24.00

BOARD TAKES IN - \$100.00

PAYS OUT - 34.00



YOUR PROFIT \$66.00

Here's a ready made deal for the summer season. Everybody wants a camera, especially in vacation and resort locations.

YOU GET 5 CAMERAS—ATTRACTIVE BOARD—YOUR COST ONLY \$24.00 (YOU PAY OUT \$10.00).

10% Deposit—Balance C.O.D.

188 W. Randolph—Suite 1401
Chicago 1, Illinois

RANDOLPH SALES

SALESBOARDS

Prompt Shipments

Holes	Play	Description	Profit	Price
320	10¢	SPORTSMAN	\$10.00	60¢
360		TIP BOARDS		50¢
1000	25¢	J. P. CHARLEY THICK	51.98	\$1.15
240	4 FOR 25¢	KWIK-FIN	33.75	2.50
1000	5¢	FIN AND TWO BITS	30.50	2.50
1000	25¢	WIN-A-FIN PAD	24.30	1.25
1000	5¢	SHOW-TIME GIRLIE	27.70	2.50
360	25¢	FIN AND SAW-BUCK PELLET	37.62	2.98

Write for our latest illustrated catalog. We carry a complete stock of all type boards. 25% deposit with orders, balance C.O.D.

WANTED! Will buy any type, any quantity salesboards you are unable to use. Write full details in first letter.

BELL SALES CO.

500 WEST ST. CLAIR AVENUE CLEVELAND, OHIO

Industry Nears Summer Hiatus

Mfrs. Prepare To Close Factories July 1 for Two Weeks; Distribs Alert Ops

Several Music Firms Begin Planning New Models for '50

By Norman Weiser

CHICAGO, June 4.—Manufacturing firms in the coin machine business this week were making plans to call a hiatus on output during the first two weeks in July, to allow mass vacations for all employees. With production plans on new games, venders, arcade pieces and even music machines geared to the vacation period, manufacturers are advising all distributors of their plans so that they, in turn, may contact their accounts to determine deliveries prior to the July 1 shutdown. Because most plants, especially those in the amusement machine field, have been gearing their production to meet the lessening demand during the past six months, distributors are advising accounts the shutdown means more than just a two-week loss of output. Actually, while the factories, in some cases, will retain skeleton crews during the vacation period, it will take several weeks before full-scale production will get under way. Hence, opera- (See MFRS. PREPARE on page 113)

Tax Speed-Up Program May Hit Industry

Plan New Deadlines

WASHINGTON, June 4. — Coin machine operators and manufacturers subject to the corporation tax would be affected under the terms of a tax speed-up now receiving serious attention in Congress as a means of balancing the budget for the coming fiscal year.

Sponsored by Rep. Wilbur Hills (D., Ark.), a member of the House Ways and Means Committee, the measure would reduce to six months the present 12-month lag permitted in paying the corporation levy.

Firms paying taxes on a calendar year basis would have to pay the full amount of tax due for 1949 by June 15, 1950, with one-half the amount due March 15. Firms operating under a fiscal year plan would be required to pay half the tax due within three months of the close of their fiscal year and the remainder three months later.

4 Billion Extra

Mills figures that under the speed-up, some \$4,000,000,000 extra would be poured into the Treasury before the end of the 1950 fiscal year. Ordinarily that amount would not be paid in until the 1951 fiscal year. The four-billion kitty would send receipts up to a point just about equal to expenditures in the 1950 year, resulting in a balanced budget.

GOP-ers say the bill represents nothing but a juggling of Uncle Sam's books to provide a balancing of income and expenditures.

Sponsors claim that a balanced budget justifies any means and that higher revenues and a hoped-for lessening of over-seas expenditures in the coming years will cover what (See TAX SPEED-UP on page 130)

N. Y. License Department Okays Chicago Coin's New Bango Game

NEW YORK, June 4.—Bango, the Chicago Coin Machine Company's new, high-score skill game, was unveiled here this week by Al Simon, factory agent, simultaneously with the announcement that it is the first coin-operated unit of its type to gain New York City License Department approval. The eight-foot game, combining the elements of shuffleboard with novelty-game scoring, lists at \$350. Deliveries are already being made in this area.

Sturdily constructed, Bango features an illuminated back glass over its scoring mechanism, offering tallies

as high as 950,000 for player skill. The player slides a standard shuffleboard puck toward contact pins suspended over the rear of the playing field. Seven of the contact pins, under numbered lights on the back glass, must be struck if high scores are to be won. At the base of the playing field, flush with its surface, are lighted triangles of plastic in front of the contact pins. These triangles are the guides for aiming at the pins.

One or more of these illuminated windows are visible after each glide. When the corresponding pin is struck, 50,000 points are added to the score. Occasionally, the Bango design on the back glass is lit and, if the player then hits the proper contact, a bonus of 150,000 is won.

The puck rebounds to the player after each glide; thus only one is needed to complete a game. The play is fast, with many games completed in 30 seconds, according to Simon. Fifteen glides are offered for a nickel, with steel rods descending in front of the contacts after the last glide to prevent further play.

Bally Begins Shipments on Two New One-Ball Games

CHICAGO, June 4.—Bally Manufacturing Company, in full production on its new one-ball game, started volume deliveries this week, George Jenkins, general sales manager, reported. Replay model of the new game is called Champion, while the automatic model is tagged Kentucky. Champion succeeds Citation, which has been in continuous production since September, 1948, one of the longest runs chalked up for a one-ball game.

Basic play principle of Champion is the "match-selection" idea. From 1 to 7 selections light on the back-glass, and a ball shot into a hole corresponding with the lighted selection scores the indicated odds, depending on the section of the playfield—win, place, show or purse, in which the selection is matched. A player may deposit as many coins as desired to obtain the desired selections and odds before playing the ball.

Champion retains the so-called "Citation Odds" first introduced in Citation, whereby odds advance on a mystery basis, either one step or several steps per coin. Odds either advance or remain as high as on previous coin and never drop back to a lower bracket. Therefore, without fear of losing favorable odds, players may deposit additional coins for additional selections and to advance odds.

Horse-Shoe Buttons

Champion is equipped with two Horse-Shoe Buttons, instead of one. After lighting desired Selections and Odds, player may press No. 1 Button to hold Selections and Odds and then play additional coins for one or more of several No. 1 Horse-Shoe advantages: (1) From 7 to 28 holes are possible wild holes; (2) Purse scores Win Odds; (3) Show scores Win Odds; (4) 3, 4, 5 added to lighted Selections; (5) all seven Selections light. After playing coins for No. 1 Horse-Shoe (See BALLY BEGINS on page 129)

Maine Ops' Assn. Protests Prices At Monthly Meet

CAPE ELIZABETH, Me., June 4.—Maine Coin Machine Operators' Association (MCMOA) held its May meeting at the Crescent Hotel, Waterville, Wednesday (25). Membership voted to suspend monthly meetings until September as the summer months are among the best operating periods in this area, and most operators are unable to leave their routes. The board of directors will select the site and date of the next meeting, and will make the announcement in the monthly bulletin which will be sent all members thru the summer by (See MAINE OPS' ASSN., page 129)

Pin Games Upping Grosses For S. Carolina Arcade Ops

COLUMBIA, S. C., June 4.—Local arcades have gone back to pinballs to raise their profits, and grosses are showing an upward trend. The three uptown units are using the devices, as well as dime movie machines.

Playland, the city's largest arcade, has over 25 game machines to attract customers.

Soda Arcade, which operates longer hours than either of the others, has seven panorams and seven pin games vying for interest. In the movie line, only girls are featured, usually on the strip theme. Operators in other cities

have frowned on the sports subjects, and local ops refused to switch from the girl pitch.

Movies

All movies are black and white, tho Playland has an entire section devoted to art stills, some of which are in natural color.

Amusement Arcade, open evenings only, is still using mostly movies with several games, but the three pin games on the floor are getting biggest play. Tennessee is proving most popular at all stands.

Target Master In Production; Name Distribs

SPRINGFIELD, Mass., June 4.—Appointment of two new distributors to handle sales of Target Master, the coin-operated ray pistol game recently placed in full production by Automatic Devices, Inc., was announced here this week by Fred Hunter, president. Southern Automatic Music Company, with offices in Louisville, Cincinnati and Indianapolis, will cover Indiana and Southern Ohio for the manufacturer, while Blendow & Meyers, of New York, will handle sales in that city's metropolitan area and the eastern part of New York State.

Target Master, using a replica of a standard army .45 pistol, occupies only one square foot of floor space on location. The illuminated target is hung on a wall. Flexible cables attach both target and pistol to the coin box. Plug-in connections are featured thruout, eliminating termi- (See TARGET MASTER, page 129)

Spokane Ops Win Reprieve in Pin Game Controversy

SPOKANE, June 4.—Coin Machine interests here have temporarily enjoined city officials from enforcing a ban on pinballs.

Machines were to have been abolished last week. But ops won a reprieve by filing an injunction suit in Superior Court and obtaining a temporary restraining order. Hearing of the suit will be held later.

Suit was filed against city officials by Gerald Miller and David Caudill, president and secretary of the Eastern Washington Amusement Association. It followed a council vote to seize the machines and arrest operators if the (See Spokane Ops Win on page 128)

Popcorn Venders Begin Poppin'

Air Insurance Plans During WVMOA Meet

Agents Give Figures

LOS ANGELES, June 4.—Insurance problems of bulk merchandisers occupied the major part of the monthly meeting (31) of the Western Vending Machine Operators' Association (WVMOA). In opening the meeting, President M. I. Slater pointed out members had received insurance coverage on machines some years back but company handling the policies canceled out after 90 days, following too many thefts of equipment. As a result of this, it was generally agreed theft policies would not be practical as premiums would be too high.

At the last meeting it was suggested by Slater members get their own insurance figures so they could be compared. Between meetings Slater contacted his insurance agent who presented the following figures: Public liability, \$5,000 to \$10,000, minimum premium \$9 per year; property damage in \$1,000 limits, minimum premium \$4.50. Rate of charge per machine was figured at .018 cents. This insurance agent claimed he could offer a 10 per cent reduction to members of the association.

Agent for another firm, Bob Luskin, was brought to the meeting by (See *Air Insurance Plans*, page 100)

Guardian Sets 30-Day Changer Purchase Plan

CHICAGO, June 4. — Guardian Electric Manufacturing Company set up a trial offer arrangement for prospective purchasers of its coin changer this week. Plan entails payment of a deposit, which is refundable. Changers will be sent postpaid and may be used for a period of 30 days, at the end of which time the operator has the prerogative of keeping the unit and paying the balance due or returning it and receiving an immediate refund of his deposit.

J. J. Rowell, secretary, stated that the company decided to use the trial offer plan to make it "easy for operators to try the Guardian changer without committing themselves to an outright purchase."

Changer Design

Explaining the functional design of the changer, Rowell said it plugs into and is operable in any vending circuit. Nickels, dimes and quarters pass over a three-way roll-over switch, making nickel change for a dime or a quarter in less than a second. Coins inserted during the vending cycle are held in the rejector and will make the next sale automatically unless the patron presses the manual coin return button. Faulty or spurious coins are rejected automatically. Unit is furnished with any standard make slug rejector specified by the operator.

Changer mechanism is solenoid powered, spring reset, with double-action slide that pays out single nickels one at a time, down to a minimum of seven nickels in the change tube. Each component has (See *GUARDIAN SETS*, page 105)

The 14 manufacturers making up the vender-warmer field, in reporting their total production to date to *The Billboard* this week, indicate that an approximate total of 73,100 units are now in operation over the country. The 10 firms which have turned out venders report a cumulative total of 57,400 units now in the field, with individual companies contributing from 500 to 6,000 machines (nine firms) and one other company (Auto-Vend) leading with 32,000 units. Manual units in the field number approximately 20,700, and were made by six firms. Latter figure their individual contributions range from 700 to 11,000 units.

9 Firms Plan 13,000 Unit Production for June and July; Manual Equipment Leading

Price Range From \$45 to \$485 for Coin, Non-Coin Models

By Fred Amann

CHICAGO, June 4.—Popcorn vending equipment, coin and manual dispensing types, is now becoming available in greater variety and at lower lists than offered at any time during recent months, a 14-firm survey by

The Billboard revealed this week. With the American public becoming more "popcorn conscious," and with such heretofore restricted locations as theaters now opening their doors to popcorn and inviting profit levels, operators are evidencing active interest in both types of equipment.

Taken as a whole, combining coin and non-coin units, it would appear from manufacturers' statements that for the months of June and July, at least, a total of 6,565 units per month will be produced. Broken down to each field, this would mean that about 2,025 coin-operated venders will be produced each month, and about 4,540 manual, warmer type units will be turned out. Since the non-coin equipment will be manufactured by four firms (there are six in the field) and the venders by seven companies (out of the 11 making coin units), the over 50 per cent lead in the warmer type equipment is seen as indicating a trend toward the manual unit.

Hype Production

But with production being stepped up by several vender makers, and with resumption of production by others, the coin-operated unit should not lag to any greater extent behind the manual type. Too, popcorn vender manufacturers, unlike firms in several other vender lines, are holding price lines and in two instances have announced price reductions. In the warmer field, one firm has reported a price cut.

Most of the vender sales are made thru distributors. Manual units, on the other hand, are made available in three different ways; direct, thru distributors, and by a lease arrangement. (See *POPCORN MFRS.* on page 99)

Movie Houses Selling Ice Cream Prove Top Locations

CHICAGO, June 4. — Ice cream sales in the nation's theaters are on the increase and offer a major vending machine outlet and a "source of tremendous new gallonage for the ice cream manufacturer," according to a feature article in the May issue of *The Ice Cream Trade Journal*. Written by T. E. Heidenreich Jr., it stresses gallonage sales in movie houses (9,000 gallons during 1948 by one New York house) and offers some basic "location facts" for operators if such sales are transposed into bar, cup and sandwich sales.

Quoting Wilbur B. England, vice-president of the ABC Vending Corporation, the article states "the best outlets (for vender and counter sold ice cream) are the small neighborhood theaters." This is due, England believes, to the fact that young people, who are the heaviest buyers in these outlets, do not patronize the larger movie houses in metropolitan centers.

Fit Theaters

Automatic vending machines for ice cream fit very well in the movie location pattern, the story stresses. (See *MOVIE HOUSES* on page 104)

PHILADELPHIA, June 4. — Advent of warm weather finds the movie houses opening up in substantial numbers for the first time as lobby locations for ice cream vending machines. Until now, theaters have warded off the introduction of ice cream machines. Altho candy, soft drink and popcorn machines have been prominently displayed in the theater lobbies for several years, theater managers passed up the ice cream machines for the most part, largely because they were afraid patrons would litter floors and rugs with ice cream wrappers, cups or sticks.

However, the prospect of extra profits from ice cream machines has dispelled all previous objections raised by theater managers. It is no trade secret movie business is down—in fact, way down. In many theaters, it is the extra profits coming from the vending machines and candy counter in the lobby that spells the difference between the week's profit or loss. As a result, the ice cream vending machine represents a real profit-making possibility. (See *PHILLY HOUSES* on page 104)

NAMA Plugs Sales Methods

Launch Sunstan Venders in N. J. Resort Locations

ATLANTIC CITY, June 4.—Decoration Day holiday week-end marked the introduction of the Sunstan vending machines at this resort. Machines, manufactured by Automatic Industries, Inc., King of Prussia, Pa., dispense suntan lotion, and were placed on location here by William Semple, who holds the Atlantic County franchise.

For the holiday week-end, Semple had five machines operating, including two at private Boardwalk bath-houses, one in the Ritz-Carlton Hotel, another on Steel Pier and the fifth on Million Dollar Pier. Altho the cool week-end kept the crowds off the beach, much interest was shown by visitors who crowded around the machines continually. Other locations (See *Launch Sunstan* on page 121)

Hero Memorialized

NEW YORK, June 4. — A policeman, killed last year while in pursuit of a thief who had burglarized coin-operated laundry machines, was honored here posthumously this week as Mayor William O'Dwyer awarded the police department's medal of honor to Mrs. Anne Mirell, the man's wife.

Auto-Vend Sets Texas Distrib

DALLAS, June 4.—Auto-Vend, Inc. thru President Roy F. Kresswell, this week announced the appointment of the Kinwood Company as distributor for Texas.

Officials of the firm are G. D. Kincannon and T. D. Hazelwood.

Region Meets Attract 200 to Atlantic City

Paul I. Berkley Re-Elected

ATLANTIC CITY, June 4.—With the emphasis on selling techniques and legislation, nearly 200 operators, manufacturers and suppliers to the automatic merchandising industry met at the Ritz Carlton Hotel here yesterday and today (3-4) for the third annual joint meeting of regions A and III of the National Automatic Merchandising Association (NAMA).

In the business sessions this morning, members of Region A re-elected Paul I. Berkley as chairman, while members of Region III picked Joe (See *NAMA Regions* on page 105)

Northwestern

MODEL 49

\$17.55 EACH

ALSO IN STOCK

Dual Nut ...	\$45.00
DeLuxe ...	27.00
Model 31 ...	12.60
Model 39 ...	14.40
Model 40 ...	11.00
33 Ball Gum	11.55

Write for Quantity Prices

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

NCA CONVENTION UNDERWAY

Methods for Boosting Sales Theme; Operators Are Invited

CHICAGO, June 4.—With "how to boost sales" as its theme, the 66th annual convention of the National Confectioners' Association (NCA) at the Stevens Hotel here (5-9) is featuring speakers from the candy industry, suppliers, government and army research bureaus in addition to staging the largest trade show in the association's history. Candy operators are invited to attend. Lead-off speakers opening the first business session Tuesday (7) will be Philip P. Gott, NCA president, and Theodore

A candy trade practice conference called by the Federal Trade Commission (FTC) will be held Thursday (9) at 11 a.m. in the Stevens Hotel. Meeting will survey trade conditions before drawing up a code for the industry. Special conference will be held in conjunction with, but not as a part of, the NCA convention.

Stempfel, vice-president of E. J. Brach & Sons and general chairman of the convention.

Speakers at the NCA Tuesday morning session will include Robert Welch Jr., James O. Welch Company vice-president, talking on *Candy and National Affairs*; Claude Miller, attorney, *Making the Anti-Trust Laws Work for You*; Irvin Shaffer, vice-president of Just-Born, Inc., *Today's Report on Consumer and Professional Attitudes Toward Candy*, and W. P. Lillard, General Foods Corporation sales promotion manager, *Sales Promotion at Retail Level*.

During the afternoon meeting, speakers will include Dr. L. Martin, head of the agricultural chemical research division, Department of Agriculture, who will speak on *Possible New Ingredients for Candy*, and James King, vice-president of the Nulomoline Company, *Developments in Production Techniques*.

Wednesday Agenda

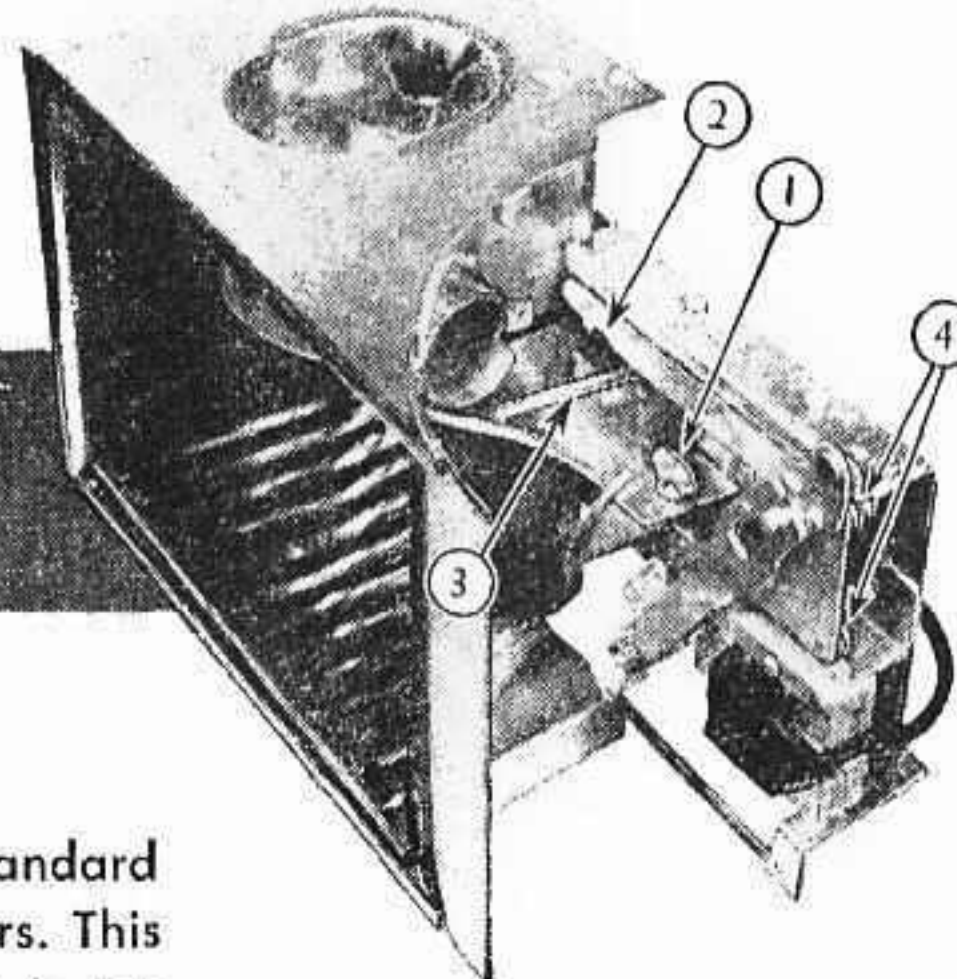
Opening the Wednesday (8) session will be George Dudik, acting chief of the food division, Office of Domestic Commerce, talking on *Candy; Where It's Made, Where It's Distributed, Where It's Consumed*. Following will be Henry Howlett, Container Laboratories' president, *Merchandising the Product*; John Garrow, vice-president, Chapman & Smith Company, *Sales Management and Distribution*, and C. La Roche, president, C. J. La Roche Company, *Advertising*. There will be no afternoon session, but a three-speaker panel has been scheduled for Wednesday evening.

For the final day, Thursday (9), the first speaker at the morning session will be Benedict Sayre, of the Benedict Sayre Company, talking on *Today's Pricing Problem*. Then will follow a session on association affairs, with President Gott, Secretary-Treasurer Arthur Stang and Harry Chapman, resolutions chairman, as the speakers. Official session close at 12:30 p.m. and the candy ball Thursday will conclude convention activities.

NEW VENDING STAGE MECHANISM FOR MILLS CUP TYPE DISPENSERS



1. Thumbscrew for easy removal of gate.
2. Safety-Lock keeps gate shut tight and prevents forcing gate open when not vending.
3. Embossing on gate prevents syrup from getting into mechanism.
4. Rollers on delivery mechanism reduce friction, assure easy operation.

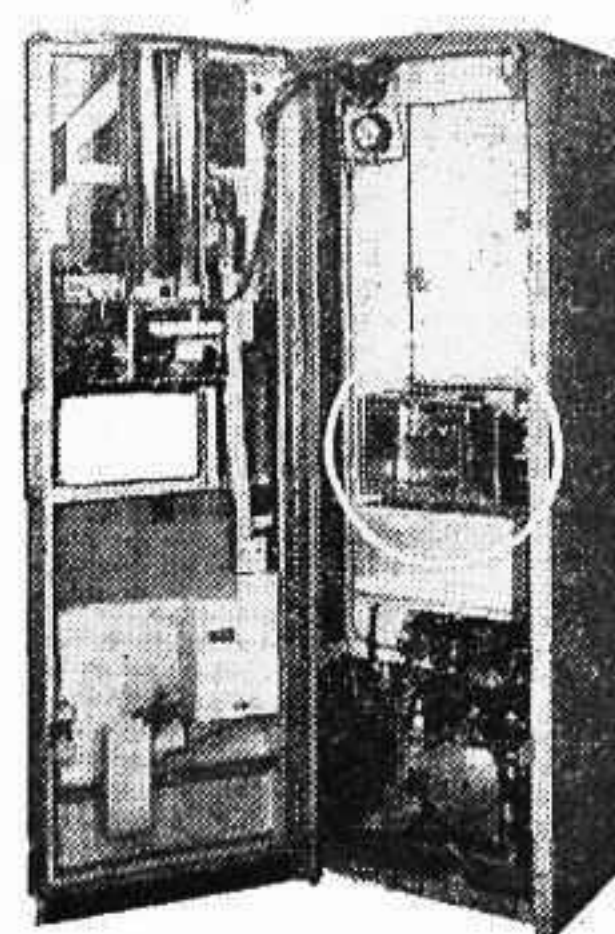


TAMPER-PROOF

The Mills safety Vending Stage mechanism is standard equipment on all new cup type beverage dispensers. This new Stage prevents forcing of gate when Fountain is not vending and is absolutely tamper-proof. In addition, the new Vending Stage has a special embossing on gate which prevents syrup from getting into mechanism. Easy operation is assured by rollers on delivery mechanism which are spaced far enough apart to avoid sticking. Unnecessary servicing is eliminated by this improved stage. Unexcelled sanitary conditions and greater Automatic Fountain satisfaction are realized.

MILLS INDUSTRIES, Incorporated
4100 Fullerton Avenue • Chicago 39, Illinois

MILLS
AUTOMATIC FOUNTAIN
Fully Automatic with Coin Changer



Interior view of Mills Automatic Fountain showing location of new Vending Stage mechanism. NOTE: No CO₂ tank is shown since the dispenser illustrated is for non-carbonated beverages. Standard model is equipped for CO₂ tanks.

ATTENTION POPCORN MACHINE DISTRIBUTORS AND OPERATORS

SupRpop specially made hybrid POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN 5EZ Machines.

Wire or Write for Prices.
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ALPHABETO
CHARMS
SELL MORE
CANDY, GUM, NUTS!

Complete alphabet and 10 numerals available in bulk in bright colors and metal plated. Popular for initialing baseball caps, beanies, etc. Exceptionally low prices. Write for samples.

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"SILVER KINGS"

Nut and Ball Gum, Candy—Charms Vendors, 1¢-5¢, U. S. and Foreign Coins. "Hot Nut" Vendors . . .



Bigger Profits from locations are a natural with the all new Silver King Hot Nut or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal. Flashing ruby red jeweled top.

\$29.95

OTHERS LOW AS \$10.55 in Quantities

At All the Best Dealers—or Write

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ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

ROY TORR
Lansdowne, Pa.

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Cuts Service Time in Half
\$17.55

SAMPLE Write for Quantity Discount.

Other Popular Northwestern Vendors, \$10.35 and Up.

BADGER BULK VENDOR CONFECTIONS
Finest Quality—Lowest Price Prompt Attention Given All Mail Orders

Minimum Order Shipped—25 Pounds
Almonds (Teaney) Vacuum Packed—5 lb. Tins, 600 ct.80¢ lb.
Almonds (Vacuum Packed)—5 lb. Tins, 400 ct.65¢ lb.
Blanched—Virginias—roasted and salted32¢ lb.
Boston Baked Beans (BBBs)24¢ lb.
Parched Corn (Cornnuts)—Delicious25¢ lb.
Pistachio Nuts—Red65¢ and 88¢ lb.
Rainbow Mix (Candy Coated Peanuts)25¢ lb.
Spanish—New Crop, Salted—GOOD25¢ lb.
Gum—Bubble Base, 140 count27¢ lb.

Write for Circulars and Price List.
BADGER SALES CO., Inc.
2251 W. Pico Blvd. Los Angeles 6, Calif.

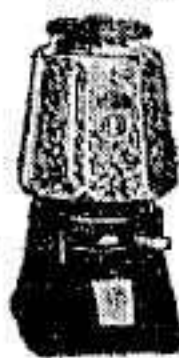
ACORN BULK MERCHANDISING VENDOR
THE MECHANISM IS THE HEART OF THE VENDOR... THIS ONE IS AMAZINGLY FOOL-PROOF AND DURABLE. SIMPLY SLIDE IN OR 5¢ MECHANISM OUT—NO SCREWS!



THE BEST MACHINE TODAY
THE BETTER MACHINE TOMORROW
WRITE FOR DETAILS AND PRICES

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

BRAND NEW LUCKY BOY VENDORS



\$9.75 Lots of 5, \$8.75
EACH Lots of 25, \$7.75
1¢ or 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed, 1/9 Deposit, Balance C. O. D.

BLOYD MFG. CO.
VALLEY STATION, KY.

Popcorn Mfrs. Begin Poppin'; 9 Firms Plan 13,000 Units

(Continued from page 37)
with latter requiring purchase of corn popped by the manufacturer.

Currently, production of venders is underway at seven companies, and varies from a low of 100 to 500 machines a month. Prices range from \$119.50 to \$249.50 for the pre-pop type units and up to \$485 for the single automatic popping vender available. Dime operation leads, with seven of the 11 manufacturers stressing this price. The 5-cent operation is favored by only one firm, while the remaining three report interest in both prices.

Production of manual, counter units is now underway at four firms, out of the six in the field, and varies from 200 to 2,000 units per month. Price range from \$45 to \$144.10. Three of these firms also manufacture coin-operated popcorn venders. A seventh company, also making a coin unit, is readying a counter warmer.

Firm Activity

Reports on activity by individual firms, in both the vender and non-coin equipment fields, follow:

A. B. C. Popcorn Company, Chicago: Firm's Little Giant counter non-coin dispenser was reduced from \$57.50 to \$45 this week. Sales manager T. P. Brady states 2,000 units a month are now being produced with an anticipated total of 20,000 units this year. Firm reports over 11,000 units have been manufactured to date. In addition to making the warmer available by direct sales, it is also offered on a lease basis. On lease arrangement, however, operator must use firm's own trade-marked popcorn, available in 2½-peck containers.

Automatic Specialty Company Ludlow, Ky., announcing development of a coin-operated vender last year, has not as yet placed same in production. Officials report the unit, Oh, Boy, Popcorn Vender, will sell for or under \$200 and that production is set to start in late summer or fall. Machine will be dime-operated.

Auto-Vend Report

Auto-Vend, Inc., Dallas, has resumed production on its "Pop" Corn Sez vender (*The Billboard*, May 14) at the rate of 500 per month, for June and July. Price is \$249.50, f. o. b. Dallas, in single units with special price schedules to operators and distributors, according to J. W. Murphy, advertising manager. Firm reports over 32,000 of its coin units have been placed on location thruout the country. A conversion unit is now offered for change to either nickel or dime operation, but officials state that dime operation is the rule. Firm's counter non-coin unit, priced at \$59.50, is not in production at this time, deliveries being made from inventory. About 2,500 are in the field.

Bonanza, Inc., Los Angeles: Firm's Nuggett Vender, priced at \$149.50, is currently in production at 300 units a month. Edward C. Lorman, official, says 900 machines have been produced to date. Both 5 and 10-cent operation is offered, with the latter most in demand. Firm plans increased sales representation during coming months.

Electro-Serv, Inc., Peoria, Ill., offers two coin unit models; a counter type at \$134.50 and a floor model at \$154.50. General Manager C. B. Bobenmyer reports no production at present, due to a heavy inventory. Production of 200 units per month has been the maximum output. Resumption of production is now in the offing, he states. Approximately 3,000 machines have been produced to date by this firm. With both nickel and dime operation offered, nickel operation has taken the lead in recent months, Bobenmyer declares. All sales are made thru representatives handling firm's equip-

ment. Firm is bringing a non-coin counter warmer on the market, featuring a new type rotor dispenser. Price and construction details will be announced shortly.

Change Models

Emerson Brothers' Manufacturing Company, Los Angeles, now operating under name of International Vending Machine Corporation Manufacturers, firm is currently changing models on its coin unit, according to Frank P. Emerson, president. Former model, at \$229, offered both nickel and dime operation. Details of new unit not yet available. Firm's counter warmer, Flipper, introduced in 1939, is not sold outright, but is offered under a lease arrangement to operators. Reports 5,000 warmers have been produced.

Hawkeye Novelty Company, Des Moines, producing the Hawkeye Pop-Corn Vender at \$179.50, is turning out an average of 300 units a month. F. A. Wittern, president, reports 6,000 units in the field. Five-cent and 10-cent operation is optional; former is favored in the New York, South and North Carolina and Pennsylvania areas, Wittern reports. Sales are handled thru distributors. Firm's counter warmer, Hawkeye, priced at \$69.50, is in production at between 300 and 300 units a month, about 2,000 are in operation. Both vender and counter warmer are adaptable to dispense salted-in-shell peanuts, with different rotors and decals available for such operation.

Hume, Hagensen Manufacturing, Inc., Chicago: Firm's Pop'n' Hot vender, priced at \$189.50, is not in production currently. About 500 have been produced to date. Unit offers dime operation only.

Kunkel Cuts Price

Kunkel Metal Products Company, Los Angeles: Price has been reduced on firm's vender from \$198.50 to \$119.50. Unit is not in production at this time. Plans for future output not set. Robert H. Hamilton, manager, reports that 5,000 units have been produced. Both 5-10-cent operation offered. Sales handled thru distributors.

Landis Manufacturing Company, Santa Monica, Calif.: Firm's Aristocrat vender is priced at \$225. T. V. May, secretary-treasurer, states firm is now in production on the last 600 of a 1,000 machine run. Another 1,000 unit run will be started in July. Firm claims 4,000 machines are now in the field. Both price operations are offered. All sales made thru a national distributor, J. R. Giesler & Associates, Los Angeles.

Pronto Popcorn Sales Corporation, Boston, in production on its large capacity (2 bushels) counter warmer, priced at \$144.10, at 200 units a month. Merton Ladge, president, states that about 2,000 units are in operation. Sales are made direct and thru distributors.

Sell Direct

Stylon Corporation, Los Angeles: Firm's Popmaster vender is now priced at \$198 (formerly was \$250) and is in 100 unit a month production. C. T. Perrin, sales manager, reporting from his Long Beach headquarters, states over 1,000 machines have been produced to date. With both 5-10-cent mechanisms offered, latter is favored. Perrin announced that all sales are now direct, with distributors being eliminated.

Victor Pie

Victor Vending Machine Company, Chicago, in production on its Hot-Pop counter dispenser (\$47.50) at over 2,000 units a month, starting this month. About 700 or 800 units have been produced to date, according to H. M. Schaefer, president. Units will now handle shoestring potatoes in addition to popcorn. Viking Tool & Machine Corpora-

tion, Belleville, N. J.: Firm's automatic popping machine, Minit-Pop, priced at \$485, is in production, with Clarence Lommerin, secretary-treasurer, reporting 150 units built during May. Approximately 5,000 units have been produced, he states. Operating on dime only, machine is sold thru H. A. Brutjen, Minneapolis, national distributor.

Earn BIG Profits

ALKUNO

5¢ GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 500

Metal Cabinet and Base. Ht. on Base, 40"x18" Wt. on Base, 64 Lbs.

Price **\$69.50**
Base **15 00**

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
NEW YORK 54, N. Y.
Molrore 5-7757

Build a SOLID Operation With

ACORN

1¢ or 5¢ All Purpose Bulk Merchandisers

Only Acorn gives you the flexibility of vending anything you want—Ball Gum, Charms, Candies, all types of Nuts, etc. Only Acorn is completely die cast for precision vending. Only Acorn is available in a rainbow of colors to fit any location. Order a little Acorn today and watch a mighty income grow!

\$13.95 Ea. Quantity Discounts Available

READING NOVELTY CO.
117 PENN STREET READING, PA.

KOFFEE KING

by Futuramic machines, inc.
20 E. 35th St., New York 16, N. Y.

FREE

ILLUSTRATED BROCHURE

"THE KEY TO YOUR FUTURE IN HOT COFFEE VENDING"

Simply send in this coupon

Futuramic Machines, Inc.
20 E. 35th St., New York 16, N. Y.

Gentlemen:
I am interested in hot coffee vending. Please send me without cost or obligation your illustrated brochure, "The Key to Your Future in Coffee Vending."

NAME

COMPANY

ADDRESS

CITY, STATE

Northwestern (USED)

DELUXES\$17.50
 MODEL 40 & 33 BALL GUM 5.95
CIGARETTE MACHINES
 NATIONAL 9-30's\$59.50
 PX's, 10 COLS. 99.50

MERCHANDISE
 Plated, Autographed Baseballs.
 Per M\$8.00
 New Series Plated, Large Ass't.
 Charms, Per M 6.50
 Silver Mix Charms, Per M 6.50
 Small Color Plated Charms, Per M. 4.75
 Leaf Bubble Gum at Factory Prices.
 3 1/2" Ball Bubble Gum, 170 Count. 26¢ Lb.
 2 1/2" Count Ball Bubble Gum27¢ Lb.

WRITE—WIRE—PHONE
 DEPOSIT WITH ALL ORDERS
AMERICAN DISTRIBUTORS
 1349 5th Ave. 111 W. Columbus Dr.
 Pittsburgh, Pa. Tampa, Fla.

Hires Shows Profits; Report Venders Help

PHILADELPHIA, June 4.—Profits and sales of Charles E. Hires Company in April and May were substantially above the corresponding months of last year, according to Charles E. Hires Jr., president. He reported April sales were between 15 and 18 per cent above last year while May sales were about 30 per cent higher. The company's fountain sirup sales, bottle sales and sales of sirup to licensed bottlers and vending machine operators all showed increases, he said.

Increased sales are generally reflected in increased earnings, Hires pointed out, and he estimated earnings in the first eight months of the company's current fiscal year, ended May 31, were substantially above the corresponding period last year. In the four and a half months of the company's fiscal year, up to September 30, Hires usually makes 80 per cent of its profits. However, he pointed out it was too early to make any prediction as to sales trend. He said the April and May increases were due largely to the warm weather.

Hires believes even tho the 6-cent bottle has now been generally accepted by the public, the position of the bottler has not greatly improved. The bottlers are now entering their busiest season, he explained, and they are not likely to complain now, but their labor and other costs are still high and in the fall they may again be faced with their old problems.

Supplies in Brief

Peanut Stocks

WASHINGTON, June 4.—With the use of peanuts in candy continuing to decline, stocks of peanuts are setting new highs, Agriculture Department reported. April 30 farmer stocks amounted to 490,000,000 pounds, the highest in history for that date. The supply in commercial positions was 641,000,000 pounds as compared with 579,000,000 pounds April 30, 1948.

Total amount of shelled peanuts used for candy for the season thru April 30 was 58,677,000 pounds. This represents a decline from the 75,735,000 pounds used for that purpose in the comparable period last year.

During the complete 1947-48 season (Sept. 1-August 31), candy makers used 94,166,000 pounds as compared with 118,983,000 pounds in the 1946-47 season.

Cocoa Price Drops

WASHINGTON, June 4.—Another drop in the wholesale price of cocoa was registered in March, marking the eighth successive monthly decline, Commerce Department reported. Average price per pound was 18.5 cents, a drop of 1.8 cents from the preceding month and of 26.1 cents from the high of 44.6 cents reached in July, 1948.

Smoke—Smoke—Smoke

WASHINGTON, June 4. — Consumption of cigarettes and cigars climbed sharply in March, according to Commerce Department. Cigarette consumption totaled 31,177,000,000 as compared with 25,024,000,000 in February and 29,252,000,000 in March, 1948. March, 1949, cigar sales amounted to 457,149,000 as compared with 410,170,000 in February and 450,099,000 the previous March.

New Ice Cream Flavors

WASHINGTON, June 4.—New and improved lemon and orange ice cream flavors developed by the Bureau of Agricultural and Industrial Chemistry (BAIC) are now on the market, Agriculture Department announced.

Development of a new process for making frozen orange and lemon purees with a natural flavor and extra smoothness took two years of research by BAIC's Pasadena, Calif., laboratory. The distinctive flavor of navel oranges has yet to be captured in a puree, BAIC said, but experiments to that end are now being carried on.

Large-scale production of citrus purees, which are useful for cakes, pies, jams and beverages as well as (See Supplies in Brief on page 114)

IT'S GOOD BUSINESS

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped express prepaid anywhere. It costs nothing to ask — means profits for you. Ask about our automatic venders, too!



Write, wire or phone

"POP" CORN SEZ, INC.

of Pennsylvania

Montrose & Delaware Aves.
 UPPER DARBY, PENN.
 Phone: Allegheny 4-1019

50 USED

ADVANCE MODEL "D"

Ball Gum Vendors, \$3.50 Ea.

JACK NELSON & CO.

2320 Milwaukee Ave. Chicago 47, Ill.

Air Insurance Plans During WVMOA Los Angeles Meeting

(Continued from page 97)
 Elton Sallee. A comprehensive picture of insurance as it pertains to the vender was offered by Luskin. The possibilities of insuring against the product handled in the machine was stressed by Luskin, who pointed out that one vender discovered one of his globes was cracked and that broken glass could have become mixed in with the merchandise. Luckily, nothing happened, but the operator could have been sued had a customer been hospitalized as a result of the broken glass.

More Rates

Insurance rates for Luskin's firm for bodily injury were quoted at 12 cents per machine per year, with a \$10 minimum premium. This applies to all types of machines with the exception of ice venders. Added to this minimum premium is 20 per cent which is called a membership fee. The vender pays this only the first year. Limits are \$5,000 for each person injured, \$10,000 for each accident and \$5,000 for each property damage.

In the event of suit the company pays court and legal fees, Luskin pointed out.

Rates for product liability were quoted at approximately 34 cents per \$1,000 gross business in a calendar year, with a minimum premium of \$18, plus 20 per cent membership fee. This applies to all types of venders with the exception of tobacco machines. Here the rate is approximately 10 per cent lower with a minimum premium of \$10 per year. It was explained that this lower rate for cigarette machines was due to the negligible risk of a customer becoming ill from tobacco.

These rates were on \$5,000 to \$10,000 limits.

It was pointed out the membership plan to have blanket insurance would be hard to work out due to the fact that each member would be an individual problem to the agent.

It was agreed that one to five machines on a pedestal would be classed as a single machine so far as insurance was concerned.

New Unit Shown

A new Kleenex vending machine was then shown the members by J. S. Smythe, representing the Mutual Aid

Association. The machine, approximately 30 inches high and six inches wide of metal construction, is manufactured by Siebolt Industries, Inc.

Tie-in with the Crippled Children's Society was explained by Smythe. Machines will be sold outright for \$39.50. Capacity is 33 to 35 five-cent packages of Kleenex. Cost per case for the Kleenex is \$14.84.

Firm estimates an average sale of 10 packs per day from 10 machines would give the vender \$10.20 weekly on a six-day week.

It was voted to postpone the June meeting.

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE
 SOLICITES INQUIRIES FROM
 QUANTITY BUYERS ONLY
BARKER BRANDS, Inc.
 SEA BRIGHT, N. J.

TOPPER
 Vends Ball Gum and Charms like magic. Also vends all other kinds of bulk merchandise. Packed 4 to the case.
\$43.00 PER CASE
 Contact us for Quantity Prices—Get on our mailing list.
ART GRAEFF CO.
 1232 Broadway
 Toledo 9, Ohio

Headquarters for
Advance 21-F Machines
 Factory Distributor
J. SCHOENBACH
 1647 Bedford Ave. Brooklyn 25, N. Y.



UNIVERSAL
MODEL V
TOPPER
HOT-POP

VICTOR'S 4 BIG WINNERS

The popularity of these venders is amply demonstrated by their total absence on the used-machine market.

Victor Venders have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still on location and rendering satisfactory service.

Never before have the operators of bulk vending equipment come to the stark realization that their machines must embody **STABILITY** . . . **ENDURANCE** . . . **APPEARANCE** . . . the prime factors in a successful and profitable operation.

It's Victor's Exclusively With Successful Operators

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

ALL VICTOR MACHINES

Recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 20 weekly payments. Write for details.

ROY TORR

Lansdowne, Pa.

You'll Save Dough With **DANCO**

LICORICE LOSENGES 21¢ lb.
Fine quality—30 lb. ctn.

M & M CANDIES \$4.50
13 1/2 lb. vend pack

EASTERN HEADQUARTERS
for the sensational
ACORN VENDOR

U. S. POSTAGE VENDORS 11.95
(2 col. folder type) ea.

MASTER 1c BULK VENDORS 6.50

METAL PLATED CHARMS 4.50
New Deluxe Assf.—Per 1000



DANCO
Coin Machine Co.
1302-1304
E. Baltimore St.
Baltimore 31, Md.

Here's a SIMPLE Story!

ACORN

1/4 or 1/2 All Purpose Bulk Merchandiser Simply Makes Money!

It's a dream to operate because it's the only completely die cast, precision bulk vendor built today... Vends all bulk merchandise perfectly... Ball Gum, Charms, Candies, all types of Nuts. It's factory guaranteed mechanically perfect and costs only—

\$13.95 Ea. Quantity Discounts Available

SEACOAST DISTRIBUTORS, INC.
415 Hielinghuysen Ave., Newark 5, N. J.

Popcorn Sales Increase; Location Benefits Cited

CHICAGO, June 4.—The national appetite for popcorn, now at the 2,-400,000,000 bags-per-year level, has steadily increased since the early 30s until today it is a major business which in many instances keeps other forms of business solvent. Based on machine and counter merchandising of popcorn, a feature article in a recent issue of *The Saturday Evening Post*, by Arthur Bartlett, presents a blue-print picture of the industry, and by presenting factual data offers the operator some sales material that can stimulate popcorn placements.

While centering on the experiences and growth of a non-coin machine manufacturer (Manley, Inc.) the story details general popcorn information applicable to every type of selling. It leads off with the statement that during 1948 American farmers grew approximately 300,000,000 pounds of popcorn, enough to fill almost 2,500,-000,000 dime bags totaling \$240,000,-000. In 1922, in contrast, the nation's entire commercial popcorn crop was grown on only 14,000 acres (against 149,000 in 1948) and amounted to less than 15,000,000 pounds.

Theater Sales

Turning to the sale of popcorn in theaters, the article pointed out that its presence in such spots is now "thoroly taken for granted." Reason: movie managers were convinced of the common sense of having popcorn available in their lobbies after years of watching patrons coming in with bags of corn purchased outside. In one small Texas house, popcorn brought in a gross of \$530 during the first week it was made available to patrons. Another theater man, in Oklahoma City, revealed that the sale of popcorn over a six-year period in his houses netted \$80,000.

Still another movie executive, B.

J. McKenna, revealed that at the time he was general manager of 66 Western theaters in 1938 they lost money at the box office but made almost \$200,000 on popcorn.

Citing a non-movie outlet, the article spotlighted Chicago's Randolph Street station, of the Illinois Central Railroad, where "some 3,000 passing commuters obey the impulse on an average day to buy a bag of popcorn." And at the Union Station in Kansas City, Mo., popcorn sales vary from 500 to 1,200 bags a day. Still another type of popcorn location mentioned was the thousands of "5 and 10" stores in the country. In one Detroit store, management reported a recent monthly sales total of 66,000 bags.

NO PEANUT-SIZE THESE! **5/8** in diameter



Big Beautiful BASEBALLS! per M
White plastic \$6.00
Metal-plated 10.00

SAMUEL EPPY & CO., INC.
113-08 101st Ave., Richmond Hill 19,
Long Island, N. Y.

America's Largest Charm Manufacturer



SILVER KINGS
Either 1c or 5c Candy and Nut Also **CHARM KINGS**

Sample \$13.95
2 to 8, \$12.50
4 to 11, \$11.55
12 to 49, \$11.05
50 or more, \$10.55

COLUMBUS VENDORS

Size Performer LOCATION PROVED for PROFIT DEPENDABILITY
MODEL 46Z—1c Sample, \$13.00 Lots Under 12, \$12.00 Lots 12 to 47, \$11.50
MODEL 46ZB—5c Sample, \$13.75 Lots Under 12, \$12.75 Lots 12 to 47, \$12.25



WE TAKE TRADE-INS—LIBERAL ALLOWANCE

LEAF BUBBLE GUM (The Original) SOLD AT FACTORY PRICES.
3/8", 26c Lb., 170 Cts., or 210 Cts., 27c Lb. IMMEDIATE DELIVERY.

New ABT All Electric SKILL GUN

\$57.00 Ea.
10 or more, \$54.00 ea. Stands, \$7.50 ea.
Write for Jobbers Prices

USED COUNTER GAMES

Marvel 1c Token \$22.50
American Eagle, 1c 19.50
Vest Pocket, 5c 44.50
Imp, 1c 10.00
Yankee, 1c 14.50
Windmills, 1c 4.95
Pikes Peak 24.50
Kicker & Catcher 24.50
A.B.T. Challenger, 1c 19.50

USED SLOTS SPECIALS!

Mills Orig. Golden Falls, 5c-25c \$119.50
Mills Q T 5c 49.50
Mills Q T. 25c 59.50

MILLS VEST POCKET BELL



Size: 8"x8"x8"
A 5c Pocket Size Slot with Automatic Payout System. Awards from 3 to 20 nickels. Operators' price \$65.00
Reconditioned, \$44.50

Send for our Complete List and Quantity Prices of Coin-Operated Machines and Supplies. 1/3 Dep., C.O.D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

California Vending Almonds

Per Lb. Case Lots 65¢ F.O.B. Los Angeles 80¢ Per Lb. 5 L.B. vacuum tins. 80¢ 800 Count to a case, 400 count.

We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices... Samples

Southern California Operators, order your **ACORN BULK VENDORS** from...
Operator Vending Machine Supply Co.
1023 S. Grand Ave. Los Angeles 15, Calif.

REAL LOW PRICES U-SELECT-IT CANDY MACHINES

72-Bar Capacity, Each \$27.50
Needs 5 Column with Base 50.00

Cigarette Machines
DU GRENIER 7 COL. 5 \$40.00
DU GRENIER VD, 7 Col. 45.00
DU GRENIER W, 9 Col. 45.00
DU GRENIER CHAMPION 50.00
UNEEDA MONARCH, 8 Col., Like New 70.00
UNEEDA 8 Col. 40.00
NATIONAL 9-30 50.00
ROWE ARISTOCRAT, 4 Col. 22.50
Half Deposit.

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

CHARMS

NEW BEAUTIFUL COLOR PLATING
GOLD FINISH ALPHABET CHARMS
AMAZING LOW PRICES

PENNY KING CO.
415 Neptune St. Pittsburgh 20, Pa.

President Okays 2% Washington, D. C., Sales Tax

WASHINGTON, June 4.—President Truman's signature this week made official the new 2 per cent sales tax to go into effect in "the nation's capital" August 1. Combined with the sales tax is a new cigarette levy of 1 cent per pack. Cigarettes, however, will not be subject to the 2 per cent sales tax.

Candy, soft drinks, food, restaurant meals under \$1.25, personal services, and medicine are specifically exempted. For other items, the tax begins at 1 cent for commodities retailing under 14 cents, advances to 2 cents for commodities retailing between 50 cents and \$1.

Eastern Electric Names New Rep

NEW YORK, June 4.—Lew Jaffa, vice-president of Eastern Electric Vending Machine Corporation, announced this week the appointment of State Electro Distributors, of Cleveland, to handle the C-Eight Electro cigarette vander.

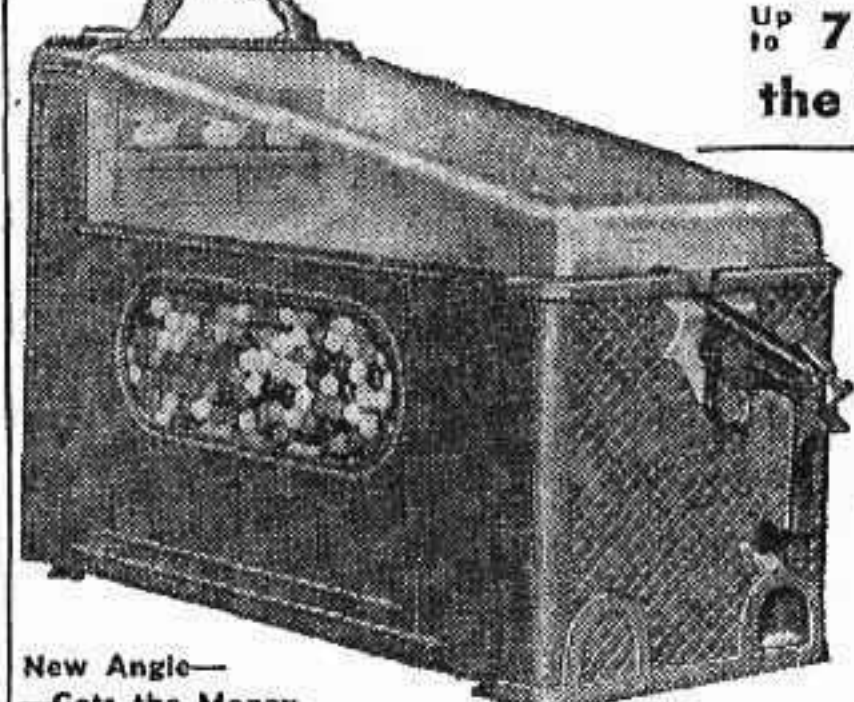
State Electro, located at 710 Ninth Chester Building, 1845 East Ninth Street, will handle sales of the console merchandiser in Ohio, Indiana and Kentucky.

New Okla. Cig Bill

OKLAHOMA CITY, June 4.—Senate passed Bill 474, an act to prevent unfair competition and unfair trade practices in the sale of cigarettes. The bill was authored by Senator Russell.

No other Ball Gum Vendor like it!

Operator usually nets up to 75c out of every \$1 the "Hunter" takes in!



New Angle—Gets the Money

It's A "Gold Mine"
It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do... when they're playing a game of skill... which the "Hunter" is.
So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

SILVER KING CORP. 622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

ALL SILVER KING MODELS

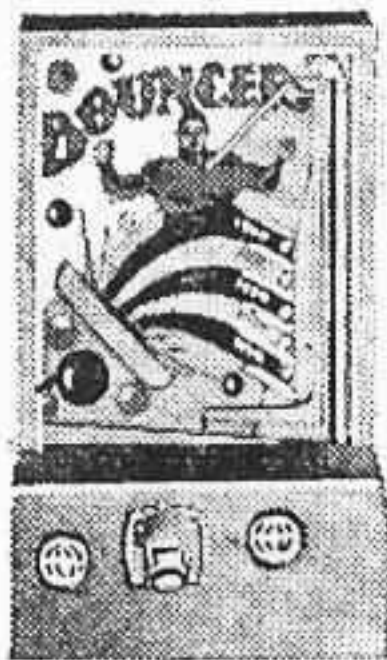
Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.
ROY TORR, Lansdowne, Pa.

CLOSING OUT! BOUNCER

THE CATCHIEST 5-BALL COUNTER
GAME IN YEARS

Heavyweight
Punch in Light-
weight Size

Can't go out of
order—Double
Score Balls—5
Color Playing
Field—Penny
or Nickel Chute



SPECIAL
\$34.50
EA.

1/3 Dep., Bal. C. O. D.

J. SCHOENBACH

1647 BEDFORD AVE., B'KLYN 25, N. Y.

Venders Alone To Do Selling In Test Store

NEW YORK, June 4.—A store devoted entirely to the automatic merchandising of a variety of products thru specially designed equipment is now in the planning stages, it was learned here this week. Altho no early date has been set for the start of the new venture, development on the venders has already been started by an established manufacturer in the field.

Novelty Automatic Corporation, of 263 Broome Street, is underwriting the project, with initial design and later production being undertaken by Alkuno & Company, manufacturer of hard candy and biscuit venders. David Insler, of Novelty Automatic, said it was his firm's intention to have about 50 vending units in each store. Novelties, toys, candy and other suitable products will be sold.

Machine Set-Up

The machines are to be one-column units, with the vending compartments built to hold containers 4 1/2 by 2 1/2 by 1 inches in size. Delivery mechanism will be of the push-pull type, with gravity feed. Each unit will stock about 75 packages.

All machines will be built into the store wall. Front panels, finished in chrome, will be flush against the wall and all servicing is to be done from the rear. The panel front to be seen by patrons, will be 15 inches high and 10 inches wide. But that portion of the mechanism that will be behind the wall may occupy more space, it was pointed out.

Insler indicated that equipment for fitting out the automatic stores may be made available for export following the trial here.

First Kenro Ice Cream Unit Will Be Shown June 7

PHILADELPHIA, June 4.—Eastern Engineering & Sales, Inc., manufacturers of the Kenro ice cream bar vending machine, will unveil the unit Tuesday (7). Turbo Machine Company plant at suburban Lansdale, Pa., on that day will roll out the first 25 machines, it was announced by James R. Kendig, president.

Eastern Engineering, which has been two years in the making and testing of the ice cream vending machine is a subsidiary of the Dextdale Hosiery Mill, also in Lansdale. The machine division, Turbo Machine Company, gives Eastern Engineering 200,000 square feet of production capacity to help fill the heavy backlog of orders.

The first machine will have a regular Hollywood intro, with ceremonies starting at 4 p.m. and continuing thru a buffet dinner. Samuel Rogove, secretary-treasurer of Eastern Engineering, has arranged the inaugural program. The mayor of Lansdale, city officials, theatrical celebrities and Miss Philadelphia (Betty Jane Bruce) will launch the first machine as it rolls off the assembly line.

Among those who will attend the inaugural party will be representatives of the dairy industry and distributors and jobbers identified with the vending machine industry thru-out the country.

Nu-Way Corn Sales Moves to New Plant

DETROIT, June 4.—Nu-Way Popcorn Sales, local operating firm, has moved into its new popping plant in the Northwest Section. Company's offices were formerly on West Forest Avenue.

Firm's new plant is designed "for the convenience and benefit of all operators of popcorn venders in the State of Michigan," Nicholas B. Porsky, firm head, said. Nu-Way sells general vender supplies in addition to popcorn, and also services, repairs and reconditions automatic popcorn venders.

New Sales Dept. For Wilbur-Suchard

LITITZ, Pa., June 4.—Wilbur-Suchard Chocolate Company, Inc., has set up a new sales department, headed by David Rauch, to handle chain-store sales. Rauch, who will work under F. Baehr, sales manager confectionery sales, has been in the candy business for 20 years, and was formerly connected with M & M, Ltd., Newark, N. J., as sales promotion director.

Baehr said that the new department will in no way change the firm's sales policy.

LOWEST PRICE EVER for a really good SHOESHINE VENDOR

\$100.00 COMPLETE
in any quantity
F.O.B. New York

- Gloss-shine in black or tan
- Finest Polisher and Buffer Brushes
- Mechanically fool-proof
- Fast, sure operation
- Dimensions: 21" wide, 19" deep, 34" high



You Can't Lose on a Sure Thing!
WRITE • WIRE • PHONE
LYCEUM MFG., INC.

Murray Hill 5-3359
20 E. 35th St. New York 16, N. Y.

So Much for So Little! ACORN



1c or 5c All Purpose
Bulk Merchandiser
Holds 5 to 6 lbs. of any
type of bulk merchandise — Ball Gum (any
size), Candies, Charms,
Almonds, Peanuts, Pistachios, etc. Complete
precision operation. Baked
enamel finish in Gray
Hammerloid, Red, Yellow,
Blue, Green or any two of these colors.

\$13.95 Quantity
Discounts
Ea. Available

HANKIN DISTRIBUTORS, INC.
708 Spring St. N. W. Atlanta, Ga.

RHINESTONE EYES in Funny-Face Charms!

They attract kids like bees to
honey! And they'll empty your
machines in a hurry!

Cannibal, Pirate, Clown, Devil and
Indian . . . all with rhinestone eyes!

Plastic—6 ass't colors . . . \$ 8.50 per M.
Metal-Plated . . . \$12.50

SAMUEL EPPY & CO., INC.
113-08 101st Ave., Richmond Hill 19,
Long Island, N. Y.

America's Largest Charm Manufacturer

Nat'l Distribution Of Summer Bars Set By Melster Candies

CAMBRIDGE, Wis., June 4.—Melster Candies, Inc., has announced the reintroduction of its two summer bars on a national scale. They were sold last season in limited areas.

Two bars are Club House, cocoanut center bar, and Fruit Whip, with a crushed pineapple, cherry and cocoanut center. Both have dark coatings said to stand up and retain flavor in high temperatures.

CAMEO RIDES AGAIN!!!!

With June Specials on Reconditioned
Vending Machines

- 15 1/2 Col. Sugar Bowl Vendors . . . \$10.00 ea.
- 100 1/2 Col. Adams Gum Vendors 8.00 ea.
- 100 1/2 Col. Model N Vendors . . . 10.00 ea.
- 15 1/2 Masters, like new . . . 7.00 ea.
- 15 1/2 Columbus Nut Vendors,
like new . . . 6.95 ea.
- 15 1/2 Columbus Ball Gum Vendors 6.95 ea.
- 15 1/2 Asco Nut Vendors . . . 8.00 ea.
- 10 1/2 Col. Post Card Vendors . . . 8.00 ea.

Brand new Silver King, Columbus and Acorn
Vendors in stock for immediate delivery.
Also Nuts, Ball Gum, Candy and Charms
sold at lowest prices.

1/3 Dep., Bal. C.O.D.
CAMEO VENDING SERVICE
422 W. 42nd St. New York 18, N. Y.
Phone: LOnacre 3-1334

THE "CHALLENGER"

THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on
Location!

TROPICAL TRADING CO.
549 W. Washington St., Chicago 6, Illinois



ATTENTION—25c & 30c CONVERSIONS
Silver, Quarter or combination Nickel-
Dime conversions. Guaranteed Parts.
Expert Workmanship.
ALSO 30c CONVERSIONS FOR ALL
MODELS

CIGARETTE MACHINES

- NATIONAL ELECTRIC, 9 Col. \$250.00
- ROWE CRUSADER, 8 & 10 Col. 149.50
- UNEEDA, 8 Cols., 510 Pack Cap. 139.50
- National 9-50, 350 Pack Cap. 97.50
- National 7-50, 270 Pack Cap. 82.50
- National 9-30, 270 Pack Cap. 75.00
- National, 6 Col., 150 Pack Cap. 32.50
- Rowe President, 10 Col., 475 Pack Cap. 119.50
- Rowe Royal, 10 Col., 400 Pack Cap. 100.00
- Uneeda Model 500, 15 Col. 85.00
- DuGrenier, 9 Cols., Model W, 270
Pack Cap. 62.50
- Special! 4 Col. VENDOR, 80 Pack Cap. 20.00

SPECIAL
\$75.00
Uneeda Candy
Vendor
102 bar ca-
pacity. Floor
model.

CANDY MACHINES

- National 9-18
ROWE, 8 COL. \$100.00
- U-Select-It 85.00
- Advance Candy Machines 35.00
- Shjoman Candy Vendor 27.50
- ROWE 5 COL. 1c GUM VENDOR 15.00



SPECIAL
UNEEDA MODEL A
CIGARETTE MACHINE
9 Col., 270
Pack Cap.. \$75.00
8 Col., 240
Pack Cap.. 67.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERgreen 7-4568 BROOKLYN 11, NEW YORK



THOUSANDS OF SATISFIED USERS! THE NEW, RELIABLE ACORN VENDOR

1c OR 5c ALL PURPOSE MACHINE
CANDY, NUTS, BALL GUM, CHARMS
SAMPLE, \$13.95 • 100 OR MORE, \$13.45 EA.

IMMEDIATE DELIVERY!
1/3 DEP., BAL. C. O. D.
VEEDCO SALES CO. 2124 MARKET STREET
PHILADELPHIA 3, PA.

Expert Repair Service and Refinishing on any kind of Coin Operated Scales
SCALES FOR SALE
LOWEST PRICES
Rock-Ola Lo-Boys, Watling Tom Thumbs, Fortunes, etc.
A FEW WATLINGS MODEL "200," USED 2 MONTHS—BARGAINS.
—Everything Guaranteed to Please—
HYLES SCALE SERVICE DALLAS 1, TEXAS
P.O. BOX 5913



VICTOR'S AMAZING NEW TOPPER

4 Toppers to a case. \$43.00 Per Case (\$10.75 Per Mach.)

5/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB. 170 & 210 27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER

PISTACHIOS 25 Lb. Carton Large, 72c lb. Small, 49c lb. Full Cash With Order.

Plastic Charms \$2.50 Per 1000

SPECIAL INTRODUCTORY OFFER
4 Toppers PLUS 25# 170 Ball Gum PLUS 1000 Charms, all for ONLY \$51.25

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00. Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

Meter Muddle

HELENA, Ark., June 4.—Coin chute regardless, a local motorist found the operation of a parking meter too complicated. Parking his car in the allotted space, he placed a nickel in a tobacco sack tied to the meter post. A note left with the coin stated: "Here is my nickel. . . I do not know how to work this hear contrapshun. . ."

Book-o-Mat Co. Sets Production Plans for Units

NEW YORK, June 4.—Automatic Book Vending Machine Corporation has completed arrangements for early quantity production of its 16-title book merchandiser, according to Irving Goldstein, vice-president, and is currently setting up its distributor organization. Sample units are being delivered to outlets this week, he said.

Goldstein reported machines would start moving to operators August 1. For four months following that date, the company will produce 260 venders a month, with the output schedule then to double. The vender, named Book-o-Mat, lists at \$225. It has been shown to the trade at several industry meetings. Capacity is 200-225 books, depending on the thickness of the volumes stocked. Storage space in Book-o-Mat's base is sufficient for an additional 350 books.

Vends Pocket Books

Thru an arrangement with Pocket Books, Inc., publishers of popular pocket-size reprints, operators may purchase their books for 16 1/2 cents, drop-delivered by local distributors. This price is said to be less than most retailers pay. Full credit is given on returns.

Book-o-Mat has been field tested for the past six months, Goldstein declared. Locations included hospitals, small hotels and gas stations, among others. While few of the stops required commission payments, looking on the vender as an added service, some were paid 2 cents per volume, he said. Books sell for 25 cents thru the machine.

NCA Exhibit Helps Health Authorities Learn Candy Facts

CHICAGO, June 4.—National Confectioners' Association (NCA) reported this week over 1,500 physicians, nurses, dietitians and other professional public health personnel from 11 Western States received "candy-goodness" facts during a two-day NCA exhibit in Los Angeles May 31-June 1. Occasion was the Western Branch Meeting of the American Public Health Association (APHA).

The nutritional value of candy was the theme of the exhibit.

Conn. Okays Cig Premiums

HARTFORD, Conn., June 4.—The Connecticut State Legislature has passed House Bill 1691, which permits premium coupons to be issued with cigarettes. Bill has been sent to Governor Bowles for his signature. Senate Bill 727, which would make technical changes in the State cigarette tax law, passed the Senate and was sent to the House.

Vender Firm Incorporated

LITTLE ROCK, June 4.—Secretary of State has issued a charter to the Sales & Service Corporation here to operate vending machines. Authorized capital is \$10,000. Incorporators were Mr. and Mrs. James Turner Ross and Robert L. Lamberson.

NDC Sets Program For 13th June Dairy Drive; Milk Sales Up

CHICAGO, June 4.—The National Dairy Council (NDC), launching its annual promotional activities to stress June as Dairy Month from coast to coast, announced milk consumption today is 14 per cent higher than before the war.

Accent is being placed on sales of all types of dairy foods, such as milk, ice cream, etc., thru all mediums. Vender operators are expected to take advantage of the 13th annual campaign to increase sales during the four-week period.

BOOST PROFITS TO NEW HIGHS

With the NEW NORTHWESTERN MODEL 49

Cuts Costs and Servicing Time in Half Less Than 25

\$17.55

Less Than 100

\$17.25

Specify 1c or 5c. Write for Circulars and Price List on Complete North western Line.

RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Philadelphia 23, Pa.



"GREATEST FORWARD STEP.."

in the BULK VENDING MACHINE BUSINESS"

Northwestern

MODEL 49



CUTS SERVICING TIME AND COSTS in Half

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lbs. to Carton
5/8th 170c
140c 210c
25 to 475 lbs. 27c lb. 29c lb.
500 lbs. or over 26c lb. 28c lb.
Freight paid on 150 lbs. or over
FULL CASH WITH ORDER

NEW CHARMS

President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S. — Washington to Truman . . . \$7.50 Per M
Metal Jingle Bells, 1/2" — in brilliant colors — red, blue, green, gold & silver. \$7.50 Per M

ROY TORR, Lansdowne, Pa.

NEW! REVOLUTIONARY!

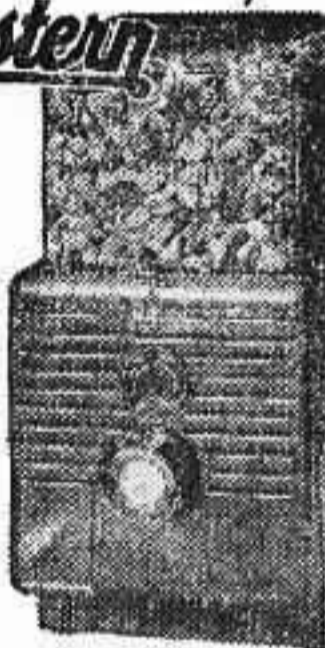
Northwestern

MODEL 49

1c OR 5c LESS THAN 25 \$17.55
LESS THAN 100 \$17.25
100 OR MORE \$16.95

Write — Wire Phone

NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
4105 16th Ave. Brooklyn 4, N. Y. Phone: Gedney 8-3600



NOW HI-HO'S 3-PURPOSE TRAYS



1. Use on Counter or Bar (rubber feet)
2. Use on Wall Bracket (fit any standard wall bracket)
3. Use on Stand (1" threads fit any standard stand—no flange or crossbar needed)

Fussy location owners welcome new style trays because they keep merchandise off the floor!

Write E. LA RUE, Sales Mgr. 540-542 Hayes St. San Francisco, Cal.
LEON "HI-HO" SILVER

OUR NYLON PROMOTION!

- 1 THE MACHINE—guaranteed the best conversion.
- 2 THE HOSE—no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
- 3 THE PRICE—the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION

STEINER MANUFACTURING CO.
322 Atlantic Avenue Brooklyn, N. Y. Phone: Triangle 5-0835

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS.
Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMBO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKILLS, ETC.
BECKER VENDING SERVICE - BRILLIANT WISCONSIN

Free Trial OFFER!

30 DAYS TO PROVE!

for operators who vend a 5c or 10c drink or sell an article for a nickel or dime thru vending machines

Make your own test

OF THE
GUARDIAN CHANGER
ON THIS GENEROUS
NO-RISK FREE TRIAL OFFER!

Let Us Send This Utterly Simple, Hi-Efficiency Unit on

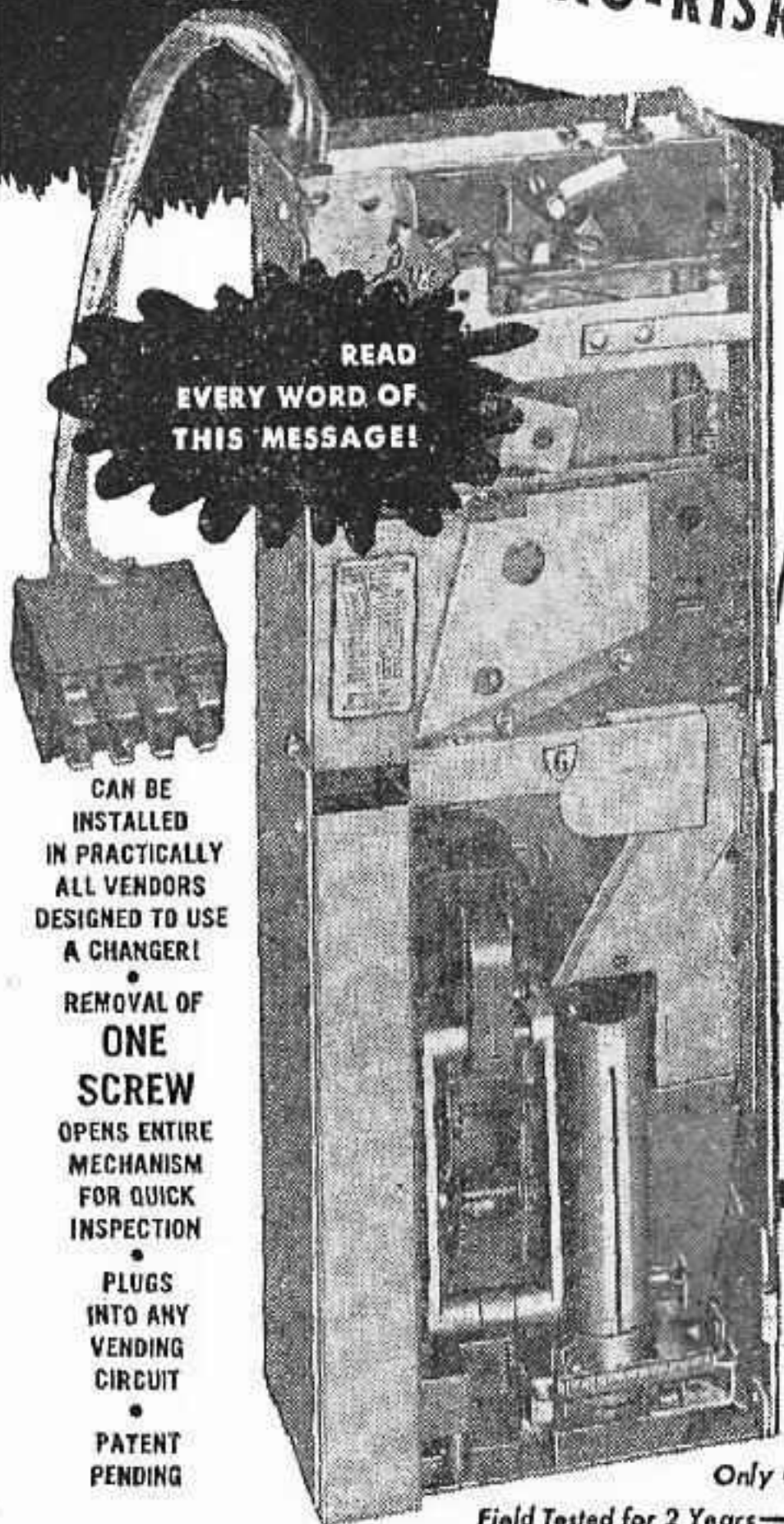
30 DAYS APPROVAL
Try Before You Buy!

Any recognized operator of vending equipment can install and try this simple, trouble-free, hi-speed, errorless multiple coin changer without risking one penny of investment. Tear out and fill-in the coupon below. Enclose a refundable deposit of \$49.50 and mail to us. We will send the Guardian Changer postpaid. **TRY IT for 30 DAYS.** See for yourself how it speeds up change making, increases sales, reduces servicing to an absolute minimum. If you wish, return it in 30 Days for a refund of your deposit in full. **YOU Save \$25.50 WHEN YOU RETAIN YOUR TRIAL UNIT AFTER 30 DAYS OF USE!**

LIST PRICE **\$75.00**

Deposit required under terms of this offer only **\$49.50**

Only One Unit to Each Operator with Coupon.
Field Tested for 2 Years—Proved Successful by Leading Vendors.



READ EVERY WORD OF THIS MESSAGE!

CAN BE INSTALLED IN PRACTICALLY ALL VENDORS DESIGNED TO USE A CHANGER!

REMOVAL OF ONE SCREW OPENS ENTIRE MECHANISM FOR QUICK INSPECTION

PLUGS INTO ANY VENDING CIRCUIT

PATENT PENDING

Check THESE UNIQUE FEATURES... THEN ACT!

- Nickels, dimes and quarters are accepted thru a single coin opening. The Guardian Changer returns nickel change for a quarter or dime automatically in less than one second.
 - Coins inserted during vending cycle are held in the rejector*, will make the next sale automatically unless the manual button is pressed to return the coin. Only faulty or spurious coins are rejected automatically.
- *The Guardian Changer comes equipped with any standard Slug Rejector you may specify.
- NOTICE: The Guardian Changer is totally UNIQUE in principle. It does NOT encroach any existing patents. Easy to buy—no royalties—no license fees—no tie-ins—no confusion!
- Coins (nickels, dimes and quarters) are routed over a 3-way Guardian Roll-Over blade switch. Practically no chance for coins to hang up. Always smooth, dependable operation.
 - Changer Mechanism is solenoid powered, spring reset with double action slide that pays out nickels singly in rapid succession.

Each component of the Guardian Changer has been proven throughout years of successful operation!

GUARANTEE AND WARRANTY The Guardian Changer is fully guaranteed against defects in material and workmanship. Furthermore—all Guardian Changers carry a Service Replacement Warranty good for 5 YEARS from date of original purchase. Should any Guardian Changer become inoperative under ordinary vending conditions, return it postpaid plus \$7.00 for a factory replacement.

GUARDIAN ELECTRIC MFG. CO., Inc.
1621 W. Walnut St.
Chicago 12, Ill.

Serial No. 61149
THIS OFFER EXPIRES
AUG. 15, 1949

Gentlemen: Rush postpaid our Guardian Changer on 30 DAYS TRIAL. I enclose \$49.50 Deposit, refundable upon return of changer within 30 days from date.

Name _____
Address _____
City _____ Zone _____ State _____

I/We operate _____ machines made by _____

TEAR OFF FILL-IN MAIL THIS COUPON Today!

GUARDIAN ELECTRIC
1621 W. WALNUT STREET CHICAGO 12, ILLINOIS

Take Advantage of Above Offer NOW! You Don't Risk Any Investment!

Movie Houses Selling Ice Cream Prove Top Locations

(Continued from page 97)

Going further into the automatic merchandising end of such sales, it states: "The vending operator is in a better position than the theater owner to conduct the selling program. He is generally a seasoned and well-schooled merchandising operator and also has the resources plus the time-tested technique to conduct an efficient and profitable operation."

A prime advantage of movie locations is the year-round high sales level of ice cream. Winter gallonage remains as high as that in summer, and often goes even higher, sales checks at various houses revealed, the author declares. He cautions: "There are, however, two dull periods during the year; these occur in the two-month periods of April-May and September-October, and are due to the fact that during these periods (when the seasons are changing) theater owners are confronted with a heating problem." Explaining further, the article states that in an effort to keep heating costs down and with widely fluctuating temperatures, heat is turned on and off several times a day.

Sales Picture

The over-all ice cream sales picture in movie houses over the country is very favorable as emphasized by the following: During 1948 theaters recorded steady increases in such sales, and so far this year, when "most outlets are wrestling with the problem of how to hold their last year's gallonage, movie stops are showing substantial increases again."

Going to individual houses for sales facts these figures were revealed: A Manhattan movie, during one cold-weather month early this

year, sold 1,175 gallons. This figure represents a greater volume than many of the straight retail outlets dispose of during an entire year. Citing sales in another Uptown New York house, the author said that 2,500 gallons were sold during 1948, and "1949 gallonage, according to figures available for the first three months, will be much greater."

Selecting other New York theaters at random, the author examined their sales records and discovered that a Third Avenue house had a 500-gallon business during one recent month; a Lenox Avenue theater had a 100-gallon total, and two Harlem houses had 300 and 185-gallons per month totals.

Writing off the objection of some theater owners to sale of ice cream in their houses, the author states their claim that ice cream detracts from candy sales has little basis in fact. "It has been proven that the addition of ice cream has a minor effect, if any, on the sale of candy. Ice cream represents added profit, and in the summer when candy sales naturally fall off, ice cream sales are especially welcome," the article states.

PHILLY HOUSES

(Continued from page 97)

bility for the theater owner. And with movie business being what it is today, the theater owner isn't passing up any possibility.

Mass introduction of ice cream vending machines has not been limited to the independent theater owners in the neighborhoods. The Warner Bros. Theater Circuit and other chains here have displayed interest in the ice cream vending machines in recent weeks.

A Proven Money Maker

DUAL IMPERIAL SHOE SHINER



- Shines Brown Shoes With Brown Polish
- Shines Black Shoes With Black Polish
- Newly Developed Formula Wax-Polish—leaves a High Lustre
- Miser Color Polish Applicator
- Pump Action Applies Correct Amount of Polish
- Dual Brushes—1 Set for Brown, 1 Set for Black
- Trouble Free Operation
- Holds Locations

\$129.50

F. O. B. IN LOTS OF 5 OR MORE

Pat. Pending

SAMPLE, \$139.50 F.O.B.

MANUFACTURED BY

SOUTHERN COIN-O-MAT DIST. CO.

943 N. W. 7 AVE.

MIAMI 36, FLA.

PHONE 36908

Guardian Sets Up New Buying Plan

(Continued from page 97)

but a single function, enabling the vender to function despite the inoperativeness of any single part. Changer's anti-jackpot unit will not trip if either a dime or quarter should hang up on a switch; in such an instance, dimes and quarters are not accepted and the "5-cent only" light comes on. If the circuit is cleared without opening the vender, the two circuits are reset automatically and the machine resumes normal three-coin operation.

According to the manufacturer, the changer carries a service replacement warranty extending for five years from date of original purchase. Any unit that may become inoperative, under ordinary vending conditions, is replaceable thru an exchange of the unit plus a \$7 charge.

Another in the great family of Electro Distributors...

STATE ELECTRO DISTRIBUTORS

710 Ninth Chester Bldg.
1845 East 9th St.
Cleveland 14, Ohio

Distributors of Electro in Ohio, Indiana & Kentucky



America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
A PRODUCT OF C-B LABORATORIES



HOT-POP POPCORN VENDOR (NON-COIN OPERATED)

\$47.50

Vends 44 10¢ portions each filling. Big profit maker at low cost. Write for colored circular.

JACK NELSON & CO.
2320 Milwaukee Ave.
Chicago 47, Ill.

200 MASTER VENDERS

Used 30 to 60 days, cannot be told from new. \$10.00 each. 1¢ Gum or Peanuts. 1/3 deposit.

G. N. VENDING CO.
443 W. Broad St. COLUMBUS 8, OHIO

NAMA Regions A, III Meets Emphasize Sales Techniques

(Continued from page 97)

Eckford, of Coca-Cola in Baltimore, to succeed Aaron Goldman as chairman. Goldman and Berkley planned the two-day joint meeting.

Discussing the legislative outlook, and NAMA's work in the national legislative scene, the association's counsel, Fred Brandstrader, told the opening business session that thus far in 1949 no unfair, discriminatory taxes have been enacted at the State level.

But, Brandstrader continued, the association will continue its fight to keep law-making bodies from imposing per-machine taxes and will work to have per-machine taxes removed in those 13 States where they are still on the books. The per-machine tax, Brandstrader said, is "unsound, unfair, unreasonable, discriminatory and often confiscatory."

No. 1 Growth Biz

Egmont Arens, New York industrial design consultant, characterized vending as "America's fastest growing industry," and likened automatic merchandising's current status to the position of super markets 15 years ago.

Five factors, Arens said, contributed to the industry's growth; novelty, vanity, convenience, speed of service and sales economy. Of these, Arens continued, novelty appeal and vanity appeal are wearing thin and the industry must concentrate its efforts on stimulating sales by more aggressive promotion. Each machine must get in there and fight for attention, Arens said.

Among the merchandising techniques Arens suggested the industry study more thoroly were the use of lighting, eye-catching colors and point-of-sale promotion material such as lithographs. Stop the traffic and glamorize the product, Arens declared, and you will sell more merchandise.

Concluding the afternoon session, NAMA's director of public relations, Tom Hungerford, urged members to be more conscious of the need for grass-roots public relations. It is most important, Hungerford said, to do a good public relations job for your own individual firm, because good public relations starts at home.

Award Plaques

At the annual regional banquet Friday night, NAMA President Ford S. Mason outlined the need for a national association. Vice-President George M. Seedman presented two special plaques to ex-directors, I. H. Houston, Spacarb, and W. G. Fitzgerald, International Ticket Scales. The plaques were in recognition of "outstanding service" to the industry and to the association.

Principal speaker at the banquet was Dr. Willard Atkins, chairman of the department of economics at New York University. Dr. Atkins sketched in broad, general terms the economic outlook and forecast "no great depression in sight."

Saturday morning's business session began with a quiz program in which the answers to operator problems were supplied by six automatic merchants. Chairman was John Collins, New York, and the panel included George Duckett, Washington; D. P. Drewyer, Washington; J. P. Delbridge, Richmond, Va.; Sidney Coplin, Harrisburg, Pa., and R. P. Hatfield, Maplewood, N. J.

Dick Schreiber, coin machine editor of *The Billboard* and editor of

Vend, told the morning business session that operators have two large problems to worry about, one involving the relationship of the industry with its locations and the other involving intra-industry relationships.

Constant Sales Job

The operator, Schreiber said, has a constant sales job on his hand, and a most important part of that job, he continued, is to make certain that existing accounts are properly and solidly sold. "Make the location aware of the importance of vending," Schreiber said. "Make (plant) management aware of the value of a vending concession so that it is not something which they give away lightly."

"Within the industry," Schreiber said, "less time should be spent worrying about such competitive practices as high commission rates and the loss of single stops. More time," he added, "should be spent on the larger problems of sales promotion and merchandising."

George Seedman, reporting on the progress of the 1949 national convention, told the regional groups that of 260 booths, 100 have already been sold. The annual convention is (See NAMA Regions on page 112)

From Little Acorns Mighty Incomes Grow!

ACORN

1¢ or 5¢ All Purpose Bulk Merchandiser
You'll gather plenty of "Cocoanuts" with this mighty little Acorn Bulk Merchandiser because it vends any type of merchandise from Ball Gum to Charms to Nuts and holds 5 to 6 lbs. at one filling. Many features including highly polished, easy to clean merchandise chute plus a choice of color to fit any location!

\$13.95 Ea. Quantity Discounts Available

MORT SIMON
1470 N. W. 36th St. Miami, Fla.

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000 54.50
Series #2, 1,000 5.75
Gold Plated "Georgie" Pins, 1 Gross 3.95
Gold Plated Bracelets in Capsules 100 5.95
Silver Wedding Rings, 1,000 5.50
Gold Wedding Rings, 1,000 8.95
Cameo Rings, 1 Gross 2.50
Sassy Wise Crack Buttons, 1,000 6.50
Gold Plated Basket Balls, 1 Gross 3.75

We are factory distributors for all leading makes of VENDING MACHINES.

PARKWAY MACHINE CORPORATION
423 West North Ave. Baltimore 17, Md.

Get Better Charms—Better Values from America's Largest Charm Manufacturer!

FAMOUS CHARM SERIES #1	PER M	1/4" BASEBALLS	PER M
Metal Color-Plated	\$4.75	White Plastic	\$6.00
Plastic—6 ass't colors	2.50	Metal-Plated	10.00
Metal-Plated	4.75	FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)	
24K gold or silver-plated	5.75	Plastic	4.00
		With Rhinestone Eyes	8.50
BIG CHARM SERIES #2		Metal-Plated (copper)	7.50
Metal Color-Plated	5.75	With Rhinestone Eyes	12.50
Plastic—6 ass't colors	3.00	A-T-O-Z ALPHABET CHARMS	
Metal-Plated	5.75	Plastic—6 ass't colors	2.00
24K gold or silver-plated	7.00	1/4" FORTUNE BALLS FILLED WITH PRIZE	
SKULLS		With Precious Jewels	10.00
Plastic—6 ass't colors	4.00	With 1 Dice	12.50
With Rhinestone Eyes	8.50	With Key Chains	18.50
Metal-Plated	7.50	With Bracelets (per Gr.)	6.00
With Rhinestone Eyes	12.50	With Pearls	10.00
RINGS		With Balloons	14.00
Plastic—6 ass't colors	2.50	Empty	4.50
Metal-Plated	6.00		

Order Today — Empty Your Machines Faster

SAMUEL EPPY & CO., INC.
113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL. Vireinia 7-4281.

WRITE FOR OUR FREE ILLUSTRATED CATALOG

Rush Your Order Today
VICTOR'S AMAZING NEW **TOPPER**

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)
Prompt Delivery.

VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE
Non-Coin Operated

OPERATOR MAKES \$4.20 Per Week
On Sale of 2 Lbs.

WRITE FOR DETAILS
YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOCust 7-1448) PHILADELPHIA 3, PA.

VEEDCO SALES COMPANY FINANCES

ALL MACHINES FOR RESPONSIBLE OPERATORS
LIBERAL ALLOWANCES ON TRADE-INS

GIVE TO THE DAMON RUNYON CANCER FUND

And Still Growing:

Pop Played Shuffleboard Too!

Players Trace History Back Twenty Years

Champion Is Interviewed

NEWARK, N. J., June 4.—There are those who believe shuffleboard is a new game, one that caught the players' fancy only in the past six months to a year. But actually the history of location shuffleboards goes back to World War I, and probably, with just a little research, it would be possible to dig up a tavern or club that had a board on its premises at the turn of the century.

The saga of Arthur Schwartz, one of the best known shufflers the game has ever produced, was relayed to Easterners by Joe Donovan, a columnist, in *The Newark Ledger* Tuesday, October 25, 1938.

Because Donovan covered his subject so thoroly, the column was kept by many shuffle fans who were amateur historians of the game. Charles Harris, Caldwell, N. J., sent his copy along. It is herewith reproduced.

"Fifteen minutes with Arthur Schwartz, of North Arlington, who is regarded as one of the country's leading shuffleboard players and has few, very few, dissenters when he is announced as the State champion.

"The Man—Schwartz has been (See PLAYERS OF on page 109)

Coast Firm To Market Shuffle Trophy, Scorer

LOS ANGELES, June 4.—A new shuffleboard trophy is being put on the market here by National Select Sales. The trophy is a scale model board, six inches long, three and one-half inches high and one inch wide, with a player at one end of the board sliding a puck.

One of the features are the two separate caps which will fit any one of 5,000 bases such as ash trays, bon bon dishes, humidors and a complete list of gift items. These are in addition to the regular trophy base which is bakelite with a gold finish. The trophy is designed so that a new base can be attached simply by removing one screw.

Prices vary according to the type of base chosen, but the trophy with the firm's regulation base sells for under \$5.

The trophy was developed by Val and Otto Dente and designed by sculptor Carlo Romanelli.

Electric Scorer

In addition to the trophy National Select Sales is also marketing an electric scoring unit for shuffleboards built to wholesale for under \$50. The unit is 20 inches high and 15 inches wide and built of hard wood. A coin chute is on the lower right hand. Three glass windows at the top of the face show the number of players and "game over." Below are larger windows which show the scores and the two control buttons. The unit is a wall type and comes in a choice of colors.

Cheap price is possible because numbers have been placed on wheels, thus eliminating many lights, Dente said. The unit will be called Nassco.

National Select Sales is distributor for National Shuffleboards.

Corpus Christi Shuffle Casino Uses League-Player Promotions

CORPUS CHRISTI, Tex., June 4.—Player-promotion has been a valuable aid in building play at the Olympic Shuffleboard Casino here, according to Jim Hutson, manager. With six Olympic boards on location, the Casino has promoted play with special cards which have been liberally distributed thru-out the area, and thru the formation of leagues which hold meets at the Casino.

The promotion cards are as follows:

This card will entitle you to play one FREE Game of Shuffleboard
OLYMPIC SHUFFLEBOARD CASINO
Jim Hutson, Mgr.
1802-04 Ayres Street Phone 2-0011
Six Olympic True Surface Shuffleboards for Your
Enjoyment and Pleasure
BEER • SOFT DRINKS • SNACKS

League Play

League play here is conducted thru the South Texas Shuffleboard Association, and is known locally as the Corpus Christi City Shuffleboard League. Following the lines of the league set-up as covered in a special series in *The Billboard* last month, regular rules and regulations govern the competitions.

Special player-identification cards have been issued to all competitors. Simple in design, these cards are of the type that are rapidly being recognized as standard operating procedure in shuffleboard leagues thruout the country.

The card used in Corpus Christi is as follows:

SOUTH TEXAS SHUFFLEBOARD ASSOCIATION
Corpus Christi City Shuffleboard League

The Bearer _____

Is a Member of _____ Team

Secretary _____ Player Signature _____

Date of Eligibility _____ To _____

Shuffleboard an Old Story In Many Jersey Locations

By Is Horowitz

NEWARK, N. J., June 4.—Shuffleboard may be booming in the Midwest and the West Coast, claiming new playing converts, opening up new sources of revenue for operators and provoking a tumult of activity as it spreads to new areas. But here, a city in which the game has been a recreational staple for many years, the current shuffleboard craze inland leaves board owners and players unmoved, except perhaps for wonderment at what took the Westerners so long.

Shuffleboard is old hat to tavern patrons in this area. More than 50 years ago the game, played with large brass weights, was a common sight in public drinking places. And around the turn of the century league play and tournaments flourished. In out-of-the-way places boards can still be found that have stood up under 20 to 25 years of service.

Promotion

Perhaps because shuffleboard is so well established in New Jersey, it offers little today in the way of operator promotion. Long made available to tavern patrons as a free game, paid play would have little chance of catching on, say old-timers in the business. Experts who should know,

also say that along this section of the Eastern Seaboard, sales of new boards are largely a matter of replacement. Except for new locations which open from time to time, the saturation point in new placements has just about been reached, they say.

Board Owners

Manufacturers estimate that of New Jersey's 9,500 locations licensed to sell liquor for on-premises consumption, 60 to 70 per cent are board owners. With some 1,500 taverns in this city and within a 10-mile radius, as many as 85 per cent house the long games, says one board producer. Many locations have more than one board, with three or four in a single spot not uncommon. A few taverns may be found with as many as six boards.

But location owners offer mixed opinions on the effectiveness of shuffleboards as a drawing power and as a stimulator of bar business. Said Milford Schoellhamer, secretary of the Newark Tavern Association: "Some swear by them (shuffleboards), and some swear at them."

There is little doubt that competition from television and the general drop in tavern business has had its (See SHUFFLEBOARDS, page 110)

New Markets

CHICAGO, June 4.—Interest in shuffleboards is spreading beyond the borders of the 48 States, according to inquiries being received by Herb Perkins, Purveyor exec. Perkins reports the firm has shipped standard shuffleboards and all necessary accessories to Anchorage, Alaska, and has had visitors from several Canadian markets in the past week. The embargo in Canada is holding up shipments to that area, but it is hoped this situation will be cleared up in a short while. In order to assure prompt delivery when the market opens, Canadian distributors are now making arrangements, subject to confirmation when the boards can be shipped.

Philly Cafe in Industrial Area Okays Shuffle

PHILADELPHIA, June 4.—More than casual interest is being shown by the trade locally in the establishment of a "shuffleboard and television room" at Sak's Cafe. Since State liquor laws allow the location of pinball machines in all licensed taprooms and restaurants—in contrast to neighboring New Jersey where they are forbidden where liquor is sold—the shuffleboards have made little progress to date. For the most part, shuffleboard activity has been concentrated across the river on the Jersey side.

Management of Sak's Cafe provided the necessary space on the premises for both shuffleboard and television because "it made possible offering patrons two items of amusement which were brand new." The restaurant is located near several industrial plants and caters largely to the workers there. Since there are bowling teams at the factories, the competitive play spirit was immediately carried over to the shuffleboard and the management reports that the new device has "caught on" with patrons who have banded together to form "shuffleboard teams" of their own. Shuffleboard also provides "good entertainment" during the staggered lunch periods at the various plants. In fact, it is the only form of amusement available to those on lunch hour.

Play is heavy thruout the entire day because of the many drivers coming to the factories who have to wait to load or unload their trucks.

Shuf-L-Bowl To Set Up Distrib Net; Cuts List

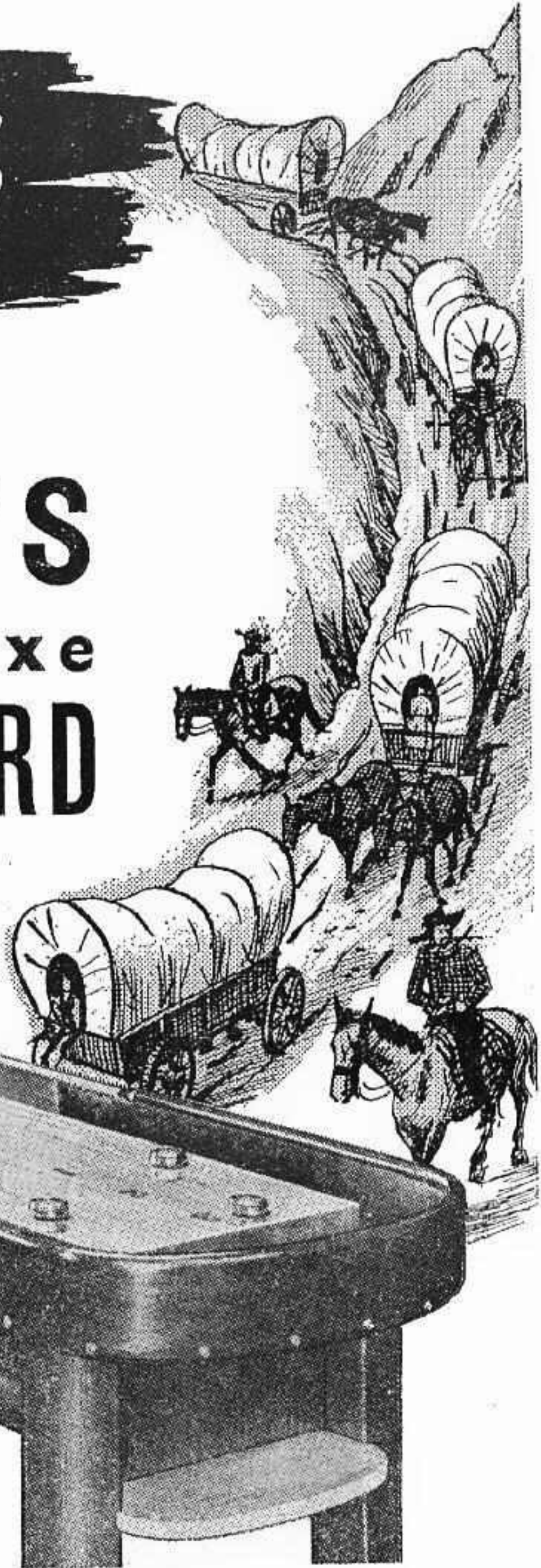
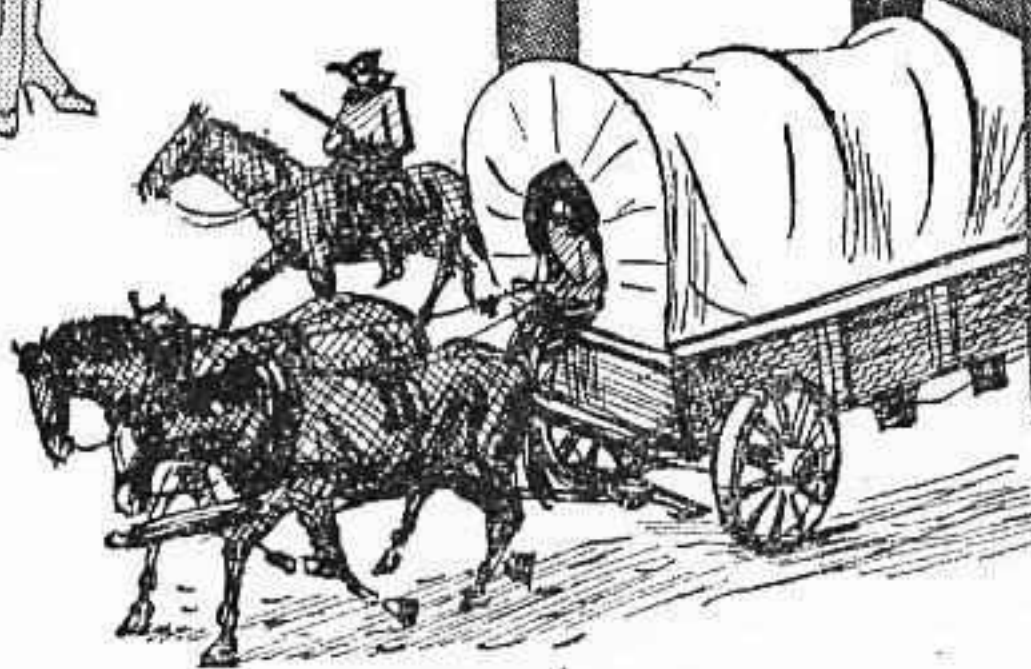
HEMPSTEAD, N. Y., June 4.—In a policy switch aimed at achieving wider sales in scattered shuffleboard territories, the Shuf-L-Bowl Corporation has abandoned the sole representation approach and, beginning this week, will enter into negotiations with distributors for non-exclusive sales deals. Meanwhile Frank Lynn, president, announced that the price of Shuf-L-Bowl has been reduced.

The company manufactures miniature weighted bowling pins, racks and accessories for use as accurately reproduced bowling play on standard shuffleboards. The package offered includes special score sheets, decals and promotional material.

To date the firm has been represented exclusively by the U. S. Shuffleboard Exchange, of New York City. But Lynn emphasized that the (See SHUF-L-BOWL on page 109)

NEW ROAD TO PROFITS

FOR OPERATORS . . . NATIONAL'S new 49er deluxe SHUFFLEBOARD



The keenest operators like to do business with National Shuffleboard because:

1. National's eye appeal leads to new profits, especially the New 49er DeLuxe.
2. National's boards average from \$50 to \$100 per week per board.
3. National's promotional plan builds greater interest in Shuffleboard thru Local, State-wide and National tournaments.

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Please send details.
I am operating in

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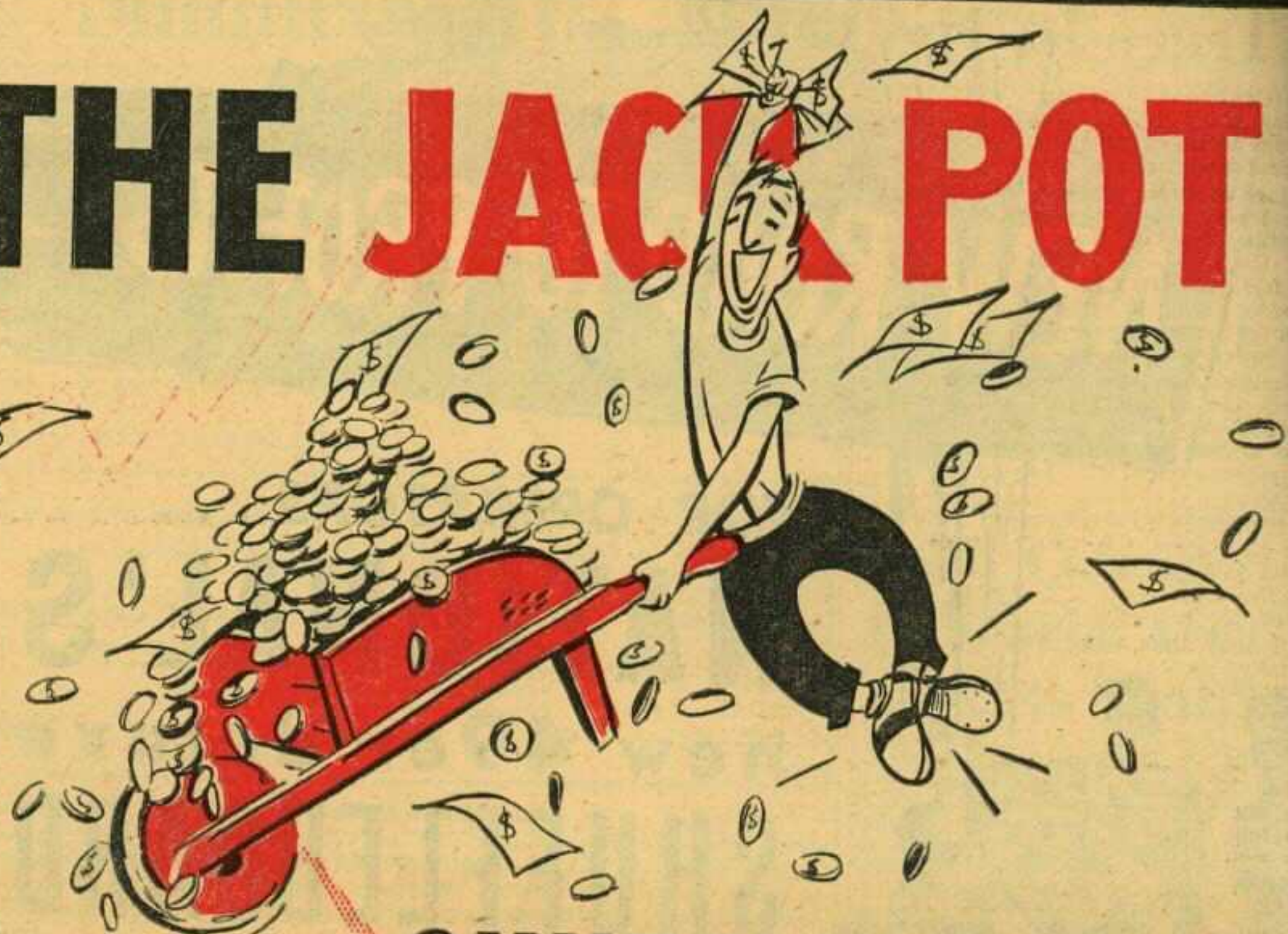
city.....

state.....

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 ORANGE  NEW JERSEY
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THE NEW VALLEY *DeLuxe* SHUFFLEBOARD

Operators say,
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"THE NATION'S FAVORITE"

A family game ... VALLEY SHUFFLEBOARD appeals to men and women of all ages. Pays big ... sells for you ... keeps your crowds ... there's nothing like it!

Choice Maple Field
FULL 3"

Climatically Sealed



Unsurpassed Beauty

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STANDARD EQUIPMENT

Perfection in Precision Craftsmanship

Here's a chance for you. Operators and distributors are getting well with the VALLEY deal. There's nothing like it ... It's the wonder shuffleboard of the century. All over the country operators report sensational earnings. Crowds stay ..and play.

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Players of Shuffleboards Trace Its History 20 Years

(Continued from page 106)

playing shuffleboard, which is now the rage in taverns all over the Eastern Seaboard, some 40 years.

"I have been playing this game since I was a boy 12 years of age," says the Jerseyan, who is 52 years old. He is a short, stocky man of five feet six inches and weighs 200 pounds. He has a shock of gray thru his spare brown hair and can play as well with his right or left hand.

"Neither my size nor my weight retards me in this game, which requires a deft touch and skill. Yes, there are tricks in this game as in any other contest.

"Altho I have little or no time for practice, since I am employed nights with Mrs. Mack Cruller Company. I do get the most out of competition," says the man who will challenge any player 'for fun or money.'

"I play best when something is at stake," says Schwartz, whose sales territory is in Staten Island.

"I played shuffleboard on sand boards but the game has progressed with the advance of years. Only waxed boards are in use now and they are more popular. The regulation table is 28 to 30 feet. Yet the iron weights are the same. They are one pound.

"There is lots of difference playing on sand and waxed boards. There is a difference in sliding the weights to gain points. However, neither board makes any difference to me. I prefer to play on the new waxed boards. You've got to have skill, however, to contest on either type," says Schwartz.

Find Grooves

"Today the waxed boards have grooves. A good player can find the groove quickly. Beginners can't and won't master the game unless they know the board," sounds off Arthur.

"There are more boards in operation today than ever and the more they are used the more the groove is laid. When you find it you can trick your opponent. If you can't he's apt to trick you. I've been very fortunate. I've found 'em on every board I have played.

"Yes, I like to play on certain shuffleboards. I won't mention those, however. That would be giving a trade secret away. Yet I will play anyone a home and home series at 300 points," says Schwartz, who will be remembered by old-timers as having played and managed the old Knickerbockers of Newark, a semi-pro baseball club. Arthur, in those days, used to play right field.

"I never played anything else, but I had a boy who once was an amateur boxer. I never could see that game, banging another fellow around. That isn't sport," he added.

"Better Players Today—"The field

is clogged with good players these days because of the many boards erected and in use. Almost every business today has one. It's part of the tavern trade. The result is that the players are pretty good.

Best Players

"In my opinion the best players I have seen around are Jimmie Van Orden, of Paterson; Jack Schlenk, of Newark (he's a fireman); Lou Lutz, of Harrison; Eddie Klebauer, of Maplewood, and Tony Bungalow, of Newark. I'm not listing them in order of their superiority, however. They are all my friends. So why create an enemy? Yet I'll play any of these men in a 300 point match any time, any place," says Schwartz.

"Smart Record—Schwartz claims that he hasn't lost a home and home series in 20 years. "The last man to beat me in that type of match was Jimmie Van Orden. But I have beaten him often since. I might lose in a 50 pointer, but not a 300 pointer," he remarked confidently.

"In fact, I have beaten Jimmie in about 15 or 20 matches last year. The matches I played with Van Orden were on five different boards. After beating Jimmie I received a trophy from John Lydon.

"Yes, I have played Tony Bungalow. We engaged in a close match. The final score was 300 to 284. During that match Bungalow led me once, 68 to 30, in the first 75 games, but I caught up to him and won out," says Schwartz, whose right-hand man in shuffleboard is Tom Vesey, of Orange Street.

"Vesey seems to be Arthur's Boswell and manager. Tom thinks Schwartz is outstanding 'and to prove it I'll back him against any man in this State or country,' says Vesey."

Top Board Play

"Outlawed—'One of the styles of play in which Arthur is supreme is what is known as the top board play,' says Vesey. 'He's better than any other player I know at that style. In fact, he's tricky at it. You might say it's uncanny. I say it's tricky. Do you know that on certain shuffleboards the top play is outlawed. Just because of the grooves in the boards. Once Arthur finds 'em it's just too bad for his opponent,' says Tom, who is the major domo behind the Newark City Shuffleboard League, which, by the way, meets today at the Eagles' Home to complete the formation of the league for the season.

"Will I have him on my team? Well, I might. You see, Arthur hasn't much time to play or practice. However, I will have him on my team if any week-end matches arise," says Vesey.

"Only recently in a tournament at Vesey's, which was played during his vacation, Schwartz defeated some 25 men in successive nights."

SHUF-L-BOWL

(Continued from page 106)

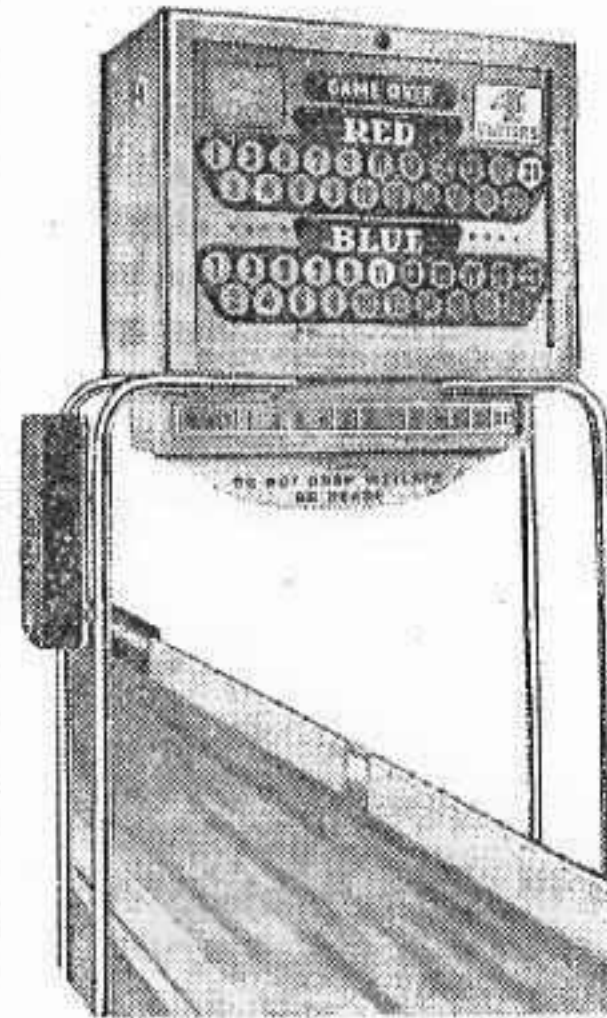
New York company will still handle the Shuf-L-Bowl package. He said that manufacturers of boards will be approached to offer the game as optional equipment with shuffleboard sales.

WE HAVE THE ANSWER
to warped maple tops. Pull them right back on location. Our special irons at \$4.00 per set are absolutely guaranteed to correct cupped or raised maple tops. Requires from 1 to 4 sets per board. Complete instructions furnished with each set. Cash with order. Satisfaction guaranteed or money refunded if returned within 10 days. Precision made Pucks at \$10 per set. Quantity users, write
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MONARCH
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- STANDARD POINT SCORING—15 or 21 Points

When ordering, specify model and coin play desired.

FRAME SCORING CONVERSION UNIT

Available at slight additional cost. Makes Frame Scoring Board of any Monarch Score Board. Write for Special Price!

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Pedestal Stand of Chrome Steel Tubing. Only \$10.00 Extra.

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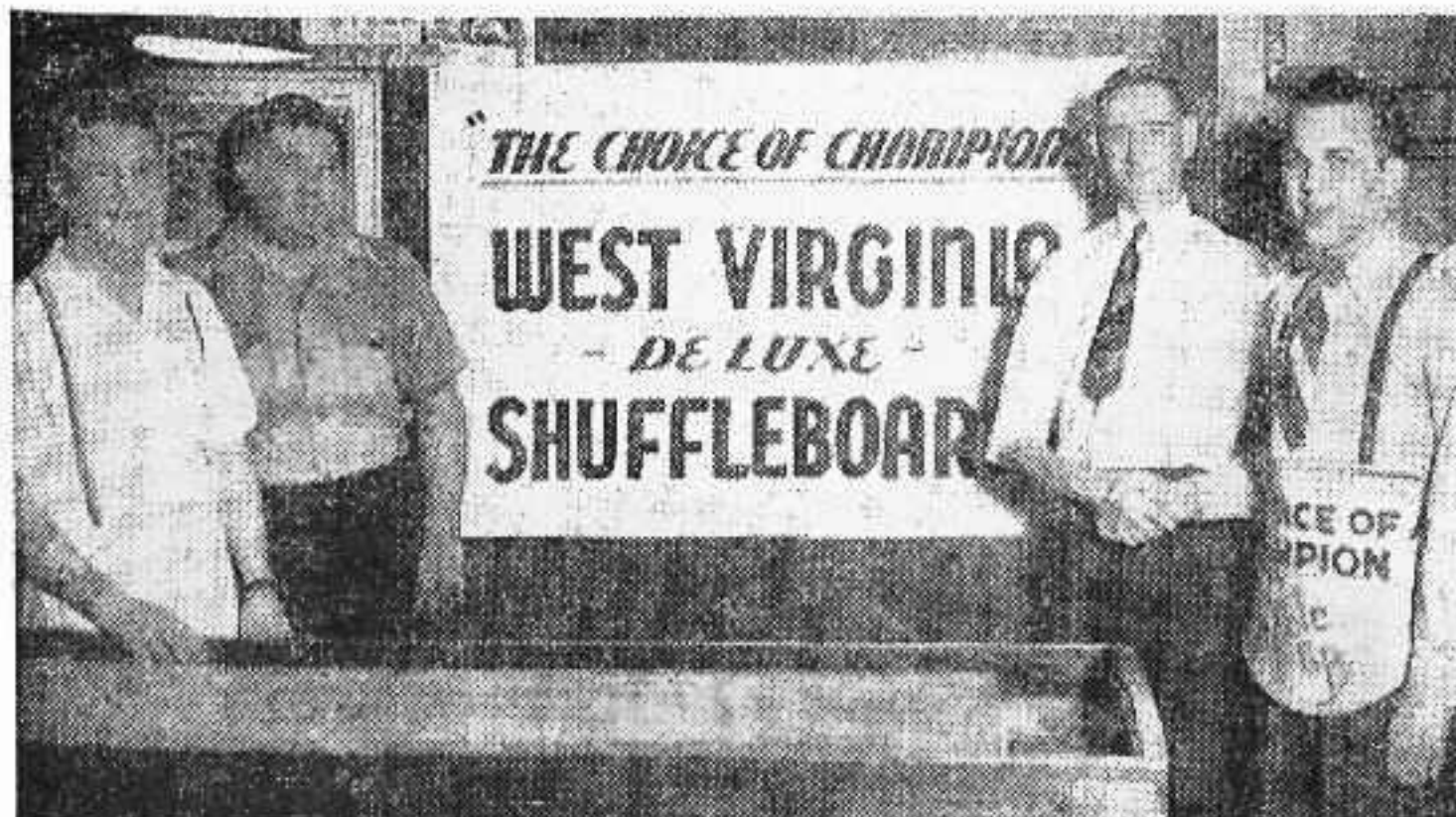
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WITH COLORED PLAYING FIELD OF DIE STOCK MASONITE



SHUFFLERS FROM ALL parts of the country gathered at Andy Shortman's Club in Hawthorne, N. J., in July, 1941, when the World's Championship Shuffleboard Tournament was held. Kid Spooks (right), one of the favorites, shakes hands with Jimmie Van Orden, one of the best players in the country at that time, before starting their match. Two men at left are spectators.

Shuffleboard an Old Story In Many Jersey Locations

(Continued from page 106)

effect on board use. A few taverns have had their boards removed, not as it might be suspected, to make more room for paying customers, but for sale to help meet a rent payment and eliminate upkeep.

Standard Use

Taverns may be the most popular locations for shuffleboard installation, but they are far from the only ones. The long-run popularity of the game in this State has caused many large industrial firms to install them for employee recreation. Also most fraternal and veteran-group clubhouses keep the boards as a demanded facility for member use.

Sol Lipkin, field man for National Shuffleboard, reported that his firm has sold boards to many large commercial companies. Among these he listed at random, Prudential Insurance, Westinghouse and General Electric. The Public Service Transportation Company, with bus terminals and garages throught the State, now has 46 National boards for staff play, according to Lipkin.

League Set-Ups

The league set-ups largely follow the pattern of diversification in board

locations. American Legion posts, in many cases, run their own tournaments or inter-post leagues, industrial firms compete among themselves and the well-known tavern league is a well-established factor. A conservative estimate reports that at least 100 leagues of all types are active during the winter months here in New Jersey.

Contrary to the custom being established in new shuffleboard territories, which seem to prefer boards 22 feet in length or smaller, the practically universal choice here is a board 28 feet long. Players are used to that size and claim that it requires greater skill than shorter units. They look with mild disdain on boards with playing surfaces shorter than their preferred 28 feet.

While modern scoring units have not yet penetrated into Jersey shuffleboard locations, it is known that several companies are planning their introduction soon. But it is unlikely that they will be used to promote paid play. They will most probably be sold as accessories, to add flash and new player appeal to an already well-established game.

PUCK PATTER

Chicago:

Art Weinand, vice-president in charge of sales at Rock-Ola, returned from a West Coast business jaunt last week, the first trip he's taken since his recovery after an operation. Art reports shuffleboard interest is still strong in California. Meanwhile Dean Douglass, head of the Standard Shuffleboard Congress of America, relays word that all final details are now worked out for the Four-State Tourney which gets under way at the Coliseum here Thursday, June 16. Shufflers from Illinois, Indiana, Wisconsin and Michigan will compete for the more than \$15,000 in prizes.

Herb Perkins, Purveyor shuffleboard exec, says initial operator reaction to the firm's new sportsman model has been above expectations, and that as a result of the orders that have been set on this unit, the firm's plant in Michigan will continue on its stepped-up production program. Purveyor is also finding the demand for shuffleboard lights and scorers growing, a healthy sign as the industry enters into the slow summer months.

Ted Rubenstein, Marvel, didn't have time to eat lunch during the holiday-shortened workweek. He

says shipments have been going out at an accelerated pace in order to make up for the loss of time last week. Incidentally, Marvel scorers were used in the championship play-offs in St. Louis recently, and Rubenstein says the players were all enthusiastic about the device.

Roy Bazelon, head of Monarch, is another busy shuffleboard executive these days. Bazelon has been, in a large measure, responsible for much of the interest recently displayed in shuffle parlors in this area. A model parlor, complete with various types of coin machines, is set up at Monarch headquarters here for operators to study. Monarch will supply all units necessary to set up a parlor; all the operator does is select his items, place his orders, and get ready to open for business.

More and more shuffleboard activity has been reported from St. Louis, where the game is growing daily. Olympic recently set up new offices there to supplement its West Coast headquarters, and Perma Top has also opened offices in that city. Jim Guichard, with the masonite situation getting critical because of a strike, has been practically commuting between his Chi headquarter- (See PUCK PATTER on page 112)

NATION-WIDE SHUFFLEBOARD . . . THE NATION'S CHOICE



NATION-WIDE SHUFFLEBOARD BOWLING SETS
Complete with Wall Rack—list price \$11.50 per set
Large Discount to Distributors
Pins, 5 inches high, made of finest hard Maple, smoothly finished, weigh 1/4 lb. each. Pins will not lump the table. Set includes 10 pins, smartly finished wall rack and rack-up form.

NATION-WIDE Electric SCORE BOARDS

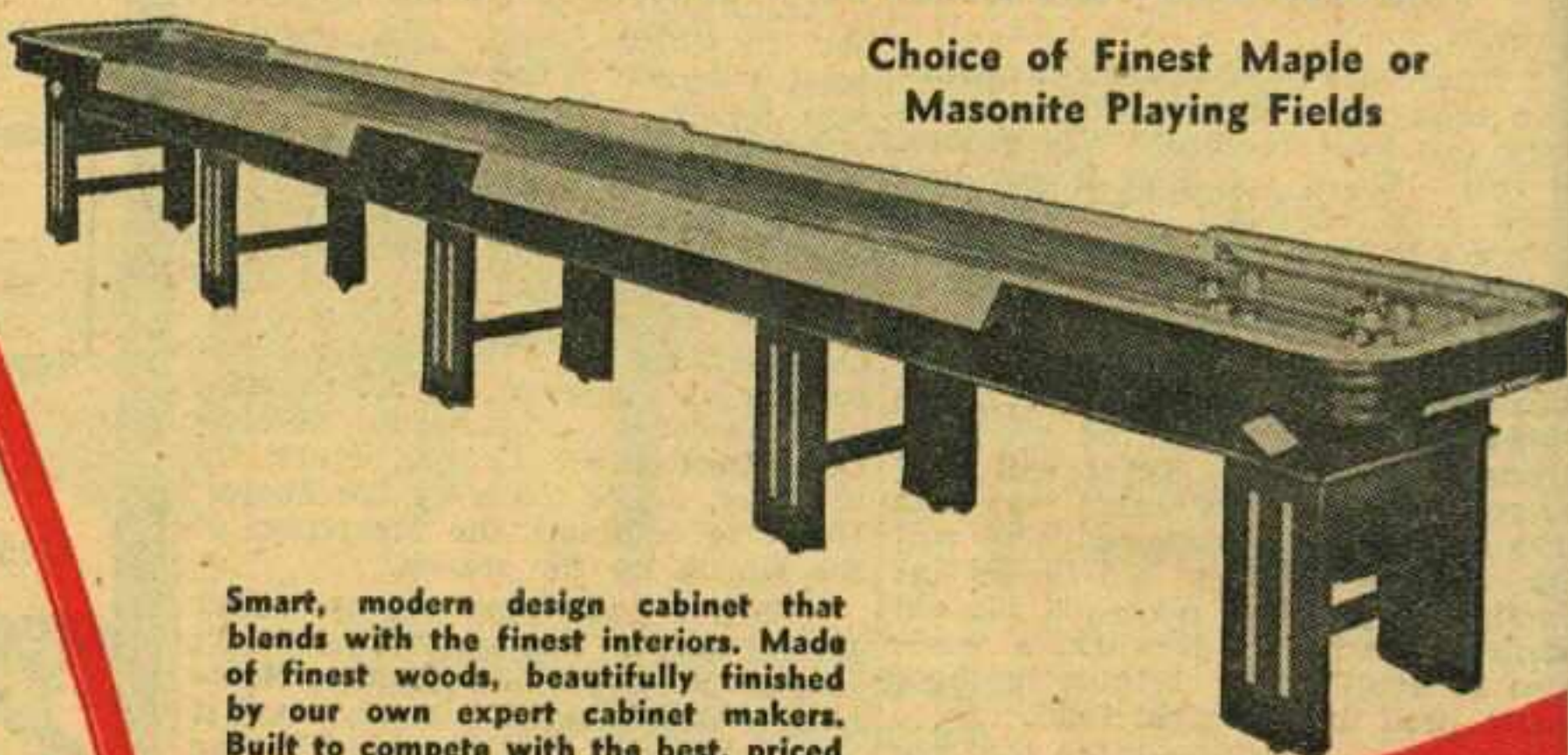
The secret to a profitable Shuffleboard Operation is a guaranteed accurate scoreboard. Here is a product of America's foremost coin-operated device manufacturer made specifically for Shuffleboard operators.



Getting Big Play Everywhere!
Standard and DeLuxe Models

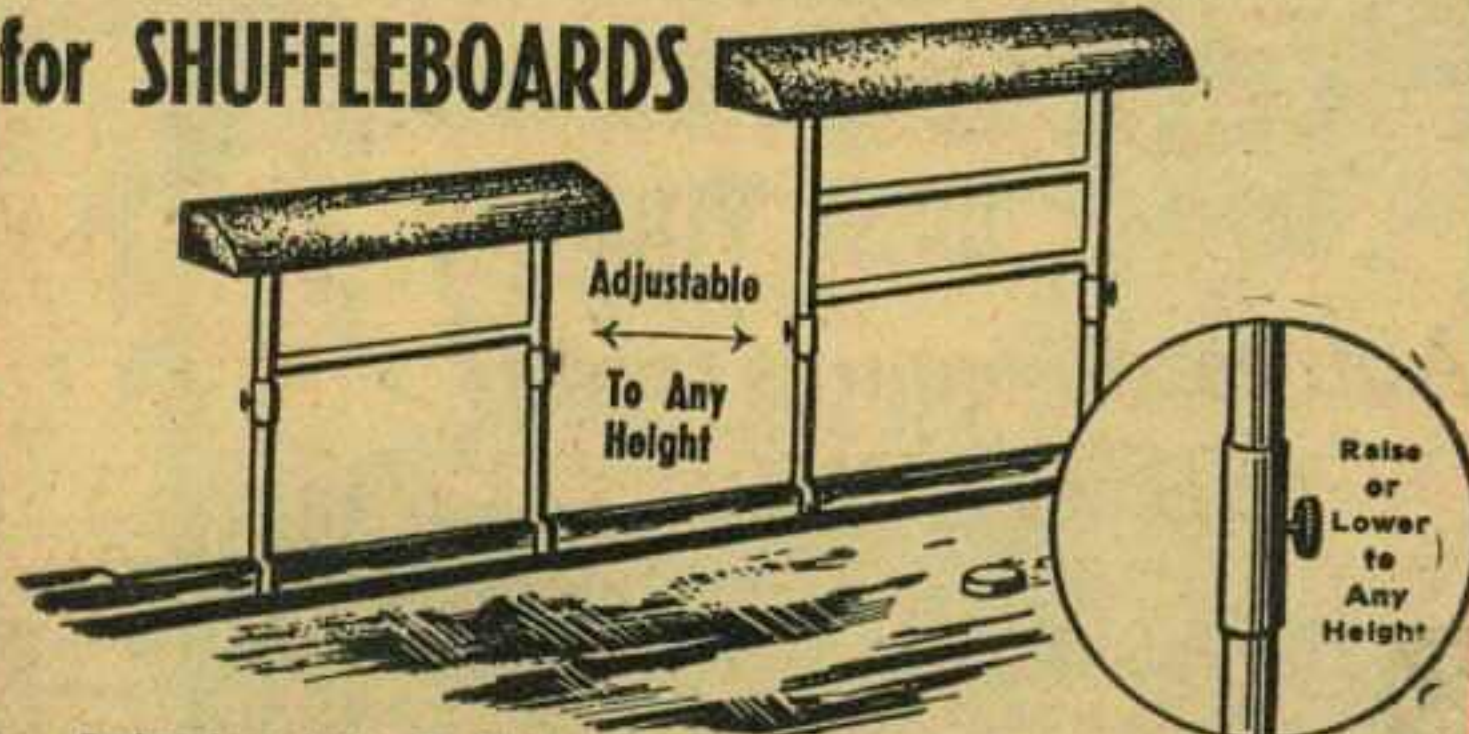
NATION-WIDE SHUFFLEBOARD

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Smart, modern design cabinet that blends with the finest interiors. Made of finest woods, beautifully finished by our own expert cabinet makers. Built to compete with the best, priced to sell for less. Get our deal!

ADJUSTABLE FLUORESCENT LIGHTS for SHUFFLEBOARDS



Designed special for Shuffleboards, not a rehash of an ordinary fluorescent light. Check these advantages: Bulb is guaranteed NOT to throw heat . . . chrome uprights are adjustable to any height . . . modern fixtures add to the beauty and flash of your board. Priced exceptionally low in comparison to ordinary so-called Shuffleboard lights. Write or wire for details.

Note: Adjusting unit will not slip—absolutely safe.

EVERYTHING YOU NEED FOR YOUR SHUFFLEBOARD OPERATION
★ WAX ★ WEIGHTS ★ LIGHTS ★ SCORE PADS ★ T-SQUARES ★ SIGNS

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... and it feels good!

It's going to take time, but the point is... he's taken that all-important *first step*... he's found a way to make saving a sure, automatic proposition...

He's buying Savings Bonds through the Payroll Savings Plan!

This makes saving an absolute certainty! You don't handle the money to be invested... there's no chance for it to slip through your fingers and... U. S. Savings Bonds pay you 4 dollars for every 3 invested, in ten years!

Think it over! We believe you'll agree that bonds are the smartest, surest way there is to save.

Then—sign up for the Payroll Savings Plan yourself, today! Regardless of your age, there's no better time to start retiring than *right now!*

P. S. If you are not eligible for the Payroll Savings Plan, sign up for the Bond-A-Month Plan at your bank.

Automatic saving is sure saving
U. S. SAVINGS BONDS



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MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP
Slicker-Faster than any other playing field!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.



MERO MANUAL or COIN OPERATED ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collection. **\$119.50** To Operators

- Instant acting scoring at both ends of board.
- Automatic counter registers accurate number of plays.
- Mirror front—multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.



ABT COIN BOX

\$30.00 additional

Complete with remote control buttons.

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- .. is the **FIRST**
- .. is the **ORIGINAL**
- .. is the **BEST BY FAR**

Shuf-L-Bowl guarantees a quality product that will outlast any imitation... completely foolproof... pins stay put on the table... will not chip or crack.

Shuf-L-Bowl is dependable... will make **MORE MONEY** out of your SHUFFLEBOARD installation... Increase patronage at every location.

PLAYED AND SCORED LIKE BOWLING

- 5 1/2 oz. weighted pins cannot fly off the table
- Set-Up Rack eliminates need of painted spots
- Padded pin bottoms for added protection of maple beds.

THE COMPLETE GUARANTEED KIT INCLUDES

- 10 weighted maple pins
- Rack for setting up pins
- Wallrack for storing pins
- Advertising Decalcomania
- 2 advertising posters
- 100 scoring sheets (800 lines)
- 1 black crayon

IMMEDIATE DELIVERY

through your local distributor or write for information and new low price.

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ONLY PURVEYOR'S SPORTSMAN HAS THESE OUTSTANDING FEATURES:

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DISTRIBUTORS:

Write or Wire



A deluxe Shuffleboard at a down-to-earth low price. In a class by itself, the "Sportsman" attracts greater play, adds to the beauty of your better locations, yet is priced low enough to install in all locations. Choice of MAPLE or MASONITE playing fields.

'CLAMP-ON' LIGHTS

\$19.50 Ea. \$35.00 Set

A deluxe Fluorescent fixture designed for better locations. Highly polished chrome uprights. Clamps on side of board.

SCOREBOARDS

We have high scoring and Shuffleboard scoreboards. Write us before you buy, satisfaction guaranteed.

BOWLING PIN SETS.....\$15.00

PUCKS 12.00

SCORE SHEETS 5.00

1,000 Sheets, 10 Pads
WAX-T SQUARES, POLISHES, ETC.

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NAMA Regions A, III Meets Emphasize Sales Techniques

(Continued from page 105) scheduled for the last four days in November, 1949, at Atlantic City.

To conclude the morning session, operators from the two regions competed for possession of a prize public relations plaque won last year by Region A. After the contestants had answered a variety of pointed questions about the industry, the plaque was awarded to Region III.

Review Activities

Clint Darling, NAMA executive director, reviewed the activities of the association nationally at the luncheon which concluded the two-day session. Darling urged every operator present to help the association by (1) getting to know their local lawmakers; (2) becoming members of NAMA, and (3) doing a more aggressive merchandising job.

To conclude the meeting, Zenn Kaufman, merchandising director of Philip Morris & Company, addressed the operators on selling and sales promotion. Author of the most widely sold book on sales ever published (*Showmanship in Business*, Prentice-Hall), Kaufman used some of his own company's promotion activities to illustrate the importance of suspense and dramatics in selling.

Kaufman pointed particularly to Philip Morris creation of Johnnie and his value in bringing Philip Morris to a position in the five leading brands. These same techniques—

suspense, dramatics and conflict—Kaufman concluded, have practical applications on every automatic merchandising route.

Between business sessions, the Austin Packing Company played host to the entire group at a cocktail party in the hotel's Palm Court.

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polishing wax
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Sportsmaster, 22 ft.\$425.00

Sportsmaster, 2 tone formica,
22 ft. 375.00

2—Schrader, 16 ft., used. Ea... 325.00

1—Chicago Coin Rebound, 9 ft... 269.50

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1—Rock-Ola, 22 ft. (refinished) 525.00

Complete line of supplies and accessories.

ST. LOUIS SHUFFLEBOARD SALES CO.

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PUCK PATTERN

(Continued from page 110)

ters and the new St. Louis office these past weeks.

FACTORY PRICED!

SAVE \$150.00

"Deluxe" Shuffleboards



PHONE
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TODAY!

100% top grade hard wood cabinets with finest air and kiln dried maple wood tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Glued, screwed and braced throughout. 16 to 22 ft.

IMMEDIATE DELIVERY!

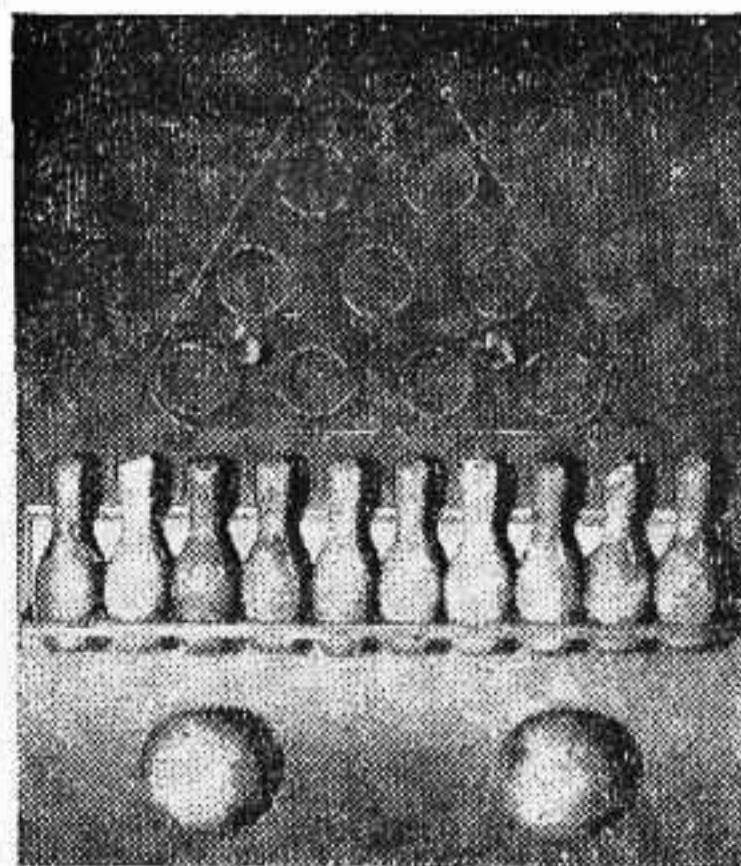
PUCKS, WAX, SCORE SHEETS AT LOWEST PRICES.
WE CAN'T BE BEAT FOR PRICE AND QUALITY. BE SURE TO SEE US BEFORE BUYING.

ELECTRIC SCOREBOARD

- Double faced — center mount
- Guaranteed — trouble-proof
- Scores at both ends

Wall mount model also available

SHUFFLEBOARD BOWLING GAME BOWL-'EM DOWN



MODEL B

- Set Consists of:
- 10 5" Pins of Fine Finish
 - Maple
 - 1 Plastic Rack
 - 2 Bowling Balls
 - 1 Pad Holder
 - 1 Score Pad
 - 2 Signs
 - 1 Wall Rack

Per Complete Set

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MODEL A

- Set Consists of:
- 10 5" Pins
 - 1 Rack
 - 1 Pad Holder
 - 1 Score Pad
 - 1 Wall Rack
 - 2 Signs

Complete Set

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Pin bottoms weighted and padded, will not fly off table.

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SHUFFLEBOARDS

20-FOOT MAPLE TOP SHUFFLEBOARD with DELUXE cabinet

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COMPLETE WITH ACCESSORIES

22-FOOT SHUFFLEBOARD. BLACK MASONITE, DIE STOCK with DELUXE cabinet

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COMPLETE WITH ACCESSORIES

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YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Ops Discuss Buying Preferences

Operators' Buying Habits

The 561 music operators participating in *The Billboard* survey (see accompanying article) of the music machine business were asked to write in the percentage of equipment which they believe should be replaced each year to keep routes in A-1 condition. A breakdown of response to this question follows. The figure on the left indicates the replacements operators believe necessary; the second figure is the percentage of the 561 operators who agree on each of the replacement classifications.

(Percentage of Equipment Which Should Be Replaced Annually)	(Percentage of Operators)
1-9 per cent	8.4 per cent
10-15 per cent	36.3 per cent
16-25 per cent	46.9 per cent
16-20 per cent	6.9 per cent
Over 30 per cent	4.5 per cent

Operators were then asked to check which of three methods of buying new equipment they favored.

- 13.0 per cent favor direct selling from factory to operator.
- 41.6 per cent favor selling thru distributors, with parts and shop department.
- 45.4 per cent favor direct selling from factory, with parts supply house and repair shop in the territory.

561 Air Views on Replacing Equipment; Majority Favor Deals With Manufacturers

Many Agree Distribs Can Offer Operator Vital Service

By Dick Schreiber

CHICAGO, June 4.—To maintain their routes in top-notch condition, nearly half of the nation's music operators agree that they should replace 16 to 25 per cent of their equipment every year. Of the 561 operators participating in *The Billboard's* survey of phonograph operators, 46.9 per cent said they felt they should buy this percentage of new equipment every 12 months. When they buy those replacements, most of the 561 operators said they would prefer to deal direct with the manufacturer rather than thru a distributor—a preference which can be traced largely to strong operator

No Sunday Music

COLUMBIA, S. C., June 4.—Lee County may be reminding proprietors of rural public places soon that the law don't 'low no piccolo playing 'round there on Sundays.

Lee County House of Representatives delegation is sponsoring a bill to this effect.

It would "prohibit the operation of nicolodeons, piccolos, phonographs and other mechanical and automatic music machines" outside of incorporated towns from midnight Saturdays to 7 a.m. Mondays.

Bishopville, Lynchburg and Elliott are the only incorporated towns in the county.

Mfrs. Prepare To Close Factories July 1 for Two Weeks; Distribs Alert Ops

Several Music Firms Begin Planning New Models for '50

(Continued from page 96)

tors who will need replacements during July will have to get their orders in before the end of the current month.

Music Machine Activity

While vacation periods will also be the rule generally thruout the music machine field, it has been learned that most of these firms will continue in operation, even the production may be curtailed. Sales staffs, and executive personnel will stagger their vacations to assure that business is conducted "as usual" thruout the summer.

Meanwhile, it has been learned here that a number of the phonograph manufacturers are now at work developing 1950 models. With the Coin Machine Institute (CMI) show pushed back to June, 1950, firms will probably bring out their new boxes this winter.

Interest continues at most plants in the 45-r.p.m. players, but most manufacturers are waiting to see what kind of response this record will get from the public. Until all types of records are available in quantity, and with top artists on all hits, the juke box people feel they cannot build

a new machine using the 45 speed. However, they are keeping it in mind as designers and experimental engineers work on the new models.

Census Shows 99,000 Jukes Made in 1947

Valued at \$49,819,000

WASHINGTON, June 4.—Total juke box production in 1947 totaled 99,000, census bureau reported this week, after compiling statistics in the recent manufacturers census. Shipments and interplant transfers totaled 98,000 with a combined value of \$49,819,000.

A juke box breakdown was not made in 1939, but total value of shipments of both coin and non-coin electrical phonographs in that year was only \$19,055,000.

Third in a Series

This is the third in a series of articles based on a survey of 561 juke box operators. The first two articles dealt with the size of routes, diversification of equipment and operator attitudes on location commissions. This article deals with replacement of equipment and with operators' preferred buying methods. The fourth article will appear next week.

sentiment against distributor-owned routes.

On the question of replacements, the great majority of operators (83.2 per cent) put their annual requirements somewhere between 10 and 25 per cent. Evenly divided (8.4 per cent) were those operators who believed they should replace more than one-fourth or less than 10 per cent each year.

Prewar Replacements

Prior to the war, when equipment prices and operating expenses were considerably less than they are today, the average juke box operator set up schedules which enabled him to replace 25 to 33 1/3 per cent of his equipment annually. Reductions in the replacement rate began to be noticeable as long as two years ago when high costs began to squeeze profits from the nickel.

(A complete tabulation of operator response to the question of replacing equipment accompanies this article.)

After being asked to indicate what percentage of their equipment should be replaced annually to keep routes in A-1 condition, operators were requested to check which of three methods they would prefer to use when buying new machines.

Buying Methods

The three methods listed in the questionnaire were: (1) Direct selling from factory to operator; (2) selling thru distributors with parts and shop department; (3) direct selling from factory with parts and supply house and repair shop in the territory.

Of the total group 58.4 per cent said they would prefer to buy direct from the manufacturer, while the remaining 41.6 per cent said they preferred to deal thru distributors.

Since all but one of the manufacturers now in the phonograph field market their production thru established distributors, the question on buying preferences is important only as an indication of operator feeling. Two companies—Packard and Aireon—revamped their selling set-ups two years ago to sell direct to operators. Packard has since discontinued production of its phonograph model, and (See 561 OPERATORS on page 114)

Council Bluffs Sets New Juke, Game Licenses

COUNCIL BLUFFS, Ia., June 4.—Juke boxes and coin amusement games, inoperative here under the mayor's edict until they were licensed under a new city ordinance, resumed operation Tuesday (31) as distributors and operators applied at the city clerk's office for licenses.

Under the new ordinance, distributors pay a \$100 license fee, while operators of phonographs pay a \$10 annual tax on each machine. Pinball operators pay a \$50 fee per unit. In addition, a receipt showing personal taxes have been paid must accompany every application, with each one to be approved by the police chief and city electrician before the license is issued.

Coven Holds Classes To Help Servicemen; Opens Parts Dept.

CHICAGO, June 4.—Coven Distributing Company, local Wurlitzer representative, this week held a special school for operators and their service personnel at its headquarters here. In attendance to instruct operators and servicemen in the workings of the Wurlitzer line was H. Turner, factory engineer. Ben Coven, president, reported capacity classes at each session of the school.

At the same time the firm officially opened its new parts department, carrying a complete line for Wurlitzer products. Joe Schuman, who has been associated with the coin machine industry in this area for many years, has been placed in charge of the new department, Coven announced.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

COLLEGIANS PICK FAVORITES FOR THE YEAR. Crosby, Doris Day, Monroe selected as top-flight music entertainment for 1949.

RCA SALES STIR TRADE RUMBLINGS. Diskery's clearance sales make for volume biz for biggies, but small firm cries "pushed out."

PETRILLO PREPARES AFM CONVENSH BIZ. Among the questions for consideration will be the reduction of the 20 per cent amusement tax.

COURT GRANTS NEW STANDING FOR SIGNATURE. Order removes the firm from its debtor-in-possession status under Chandler Act terms.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

561 Operators Air Views On Replacing Equipment

(Continued from page 113)
Aireon has gradually appointed new distributors in key areas to supplement its direct selling.

Op Explains

The key to operator preference for direct dealing with manufacturers might be summed up in this comment

made by an operator participating in the survey: "One big problem we have in our territory," this operator wrote, "is competition from distributors who are able to buy machines for their routes at a better price. This price advantage enables them to offer locations a more attractive commis-

Next Week: What do the 561 music operators say they gross per machine per week? What is the average weekly per machine operating expense?

sion which the rest of us have to meet."

From operator comments which accompanied questionnaires returned, this attitude toward distributor-owned routes may largely explain why the majority say they would prefer to buy direct from manufacturers. The only other explanation which could be gleaned from the comments was the fact that operators believe direct purchasing would mean a lower

list price on new equipment.

Pro Distrib

Altho they were outnumbered, percentage-wise, the 41.6 per cent who prefer to deal with distributors pointed out that the distributing company fills a vital service with its parts and repair shop. "Speed in getting parts and in handling repairs which we cannot handle in our own shop mean dollars and cents saved because we never have a machine out of order for any long period of time," a typical comment pointed out.

New Record Distrib Set-Up in Houston

HOUSTON, June 4.—Capitol Records Distributing Company, Inc., of Texas, has been established here, with Carl Hutchings as manager. Territory includes the South Texas area. Hutchings was sales representative in the territory for two years prior to opening the branch. Bill Daughterty has joined the sales force as traveling representative.

Houston Capitol branch carries a complete stock of 7 inch 45 r.p.m. records and a European classical library, the Teleflunken. Firm also stocks a complete line of standard records, needles and other operators' equipment.

Alva, Okla., Okays Tax On Jukes, Pins, Radios

ALVA, Okla., June 4.—City council here this week passed a new ordinance licensing juke boxes and pin games. Annual license for machines operating on more than 1 cent is \$20, while penny machines will be taxed \$3 yearly.

Also included in the ordinance is a \$1.50 annual tax on coin-operated radios in tourist cabins or hotel rooms.

Supplies In Brief

(Continued from page 100)
ice cream and sherbets, is virtually just beginning, according to bureau scientists. They anticipate that the process, now confined to California, will soon spread to other citrus centers such as Florida and Texas.

Candy Conference

BETHLEHEM, Pa., June 4.—Confectionery manufacturers here were advised to caution people not to eat candy before meals. At the opening of the third annual production conference of the Pennsylvania Manufacturing Confectioners' Association, Dr. George R. Cowgill, Yale University professor of nutrition, urged the promotion of "a sensible attitude regarding the eating of candy." He said candy is properly a dessert.

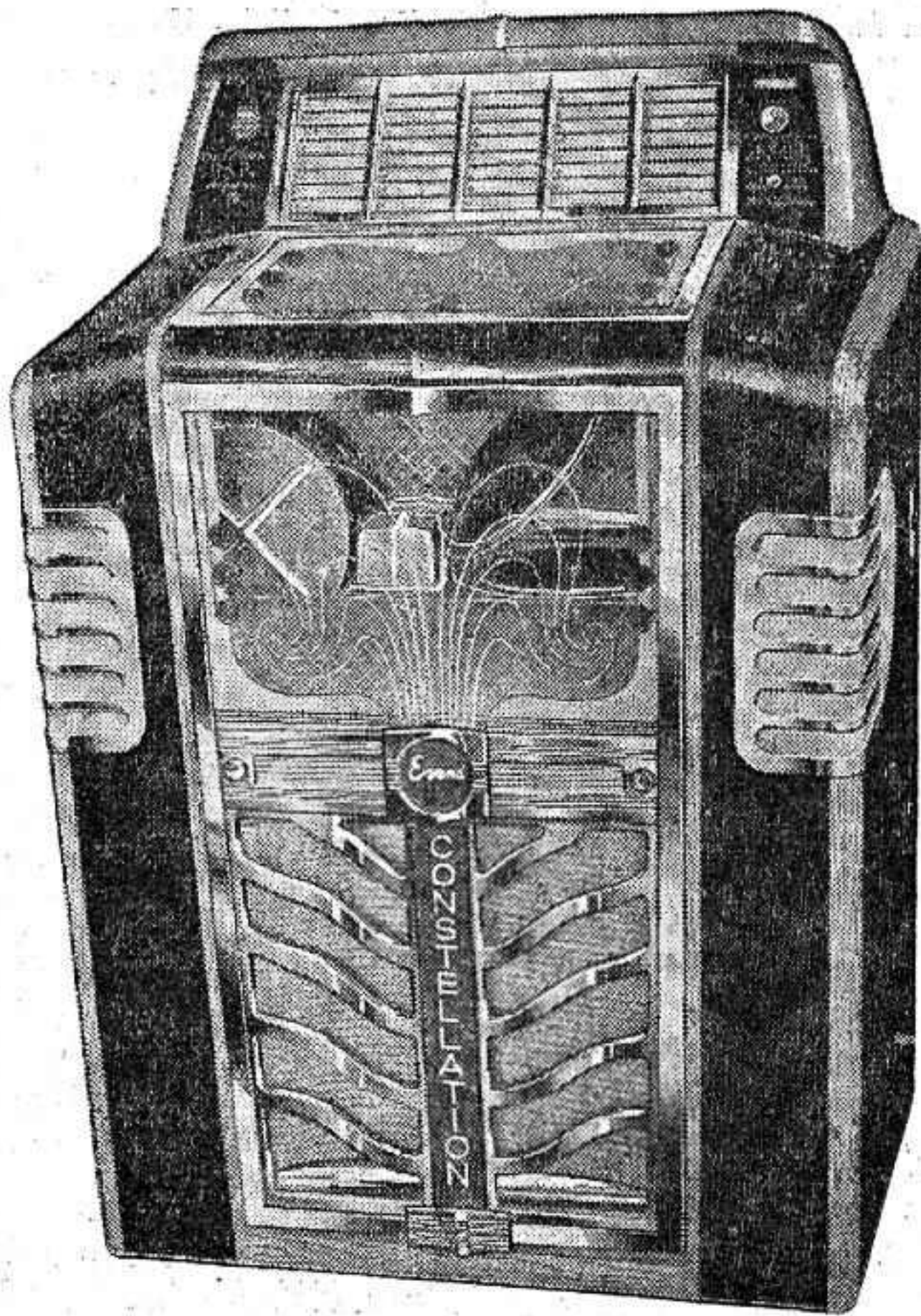
Dr. Cowgill explained the reason candy has a poor reputation with nutritionists is too much sugar-rich candy may mean too little of other important nutrients in the diet. He called for increased research aimed at adding new food value, including vitamins, minerals and proteins, to candy.

C. Rudolph Kroekel, president of Kroekel-Cellinger, Inc., Philadelphia, assailed price-cutting in the industry. He maintained confectioners should be able to do business profitably without resorting to unfair or unbusiness-like methods. Kroekel predicted a general rise in confectionery sales next fall.

More than 200 delegates attended the two-day conference at Lehigh University. Hans F. Dresel, of the Felton Chemical Company, Philadelphia, was chairman of the conference committee.

TONE...

The "Voice of Experience" in EVANS' CONSTELLATION



Though Evans is a comparatively new name in Automatic Phonographs, 57 years of Evans experience with quality construction and the experience of the music industry's keenest engineering minds stand back of every Constellation. This experience is translated in the rich and mellow true-to-life Tone that speaks so dramatically of detailed perfection in electronics, acoustics and mechanics. It is an assurance of more than adequate Tone Reproduction under all location conditions.

Visit your Evans Distributor now . . . let Constellation Tone—an authentic "voice of experience"—guide your future phonograph investments.

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 131

UP

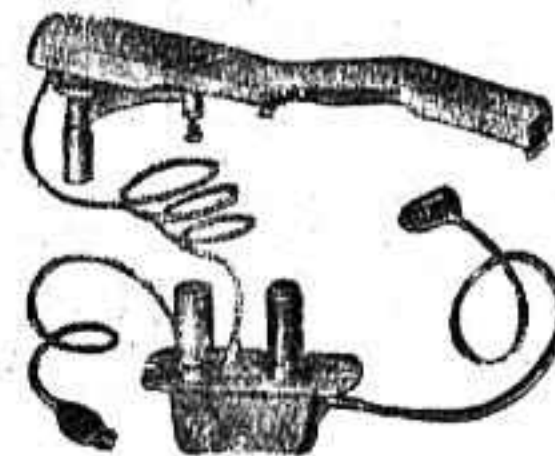
And up goes the take of operators installing TRADIO and TRADIO-ETTE, famous, pioneer coin-operated radios, in public locations. Our factory is humming with the activity of their success. GET YOUR SHARE OF THE HEAVY SUMMER BUSINESS.

No experience needed. Write a quick penny postcard to us for full details. Do it . . . NOW . . . before you forget.

TRADIO ASBURY PARK NEW JERSEY

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



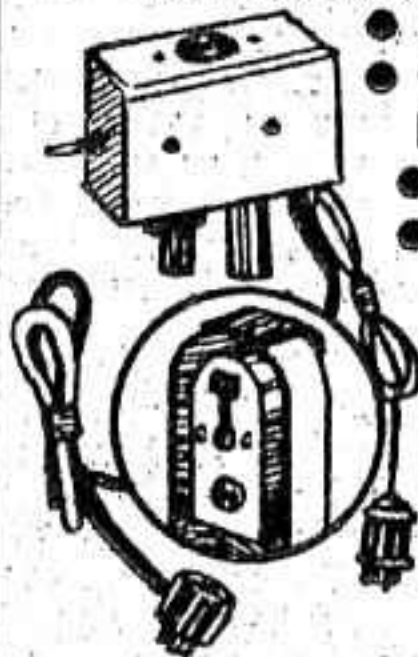
Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

For the Finest in Record Reproduction

Use the New G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



Wurlitzers
Seeburg
Rock-Ola
AMI
Elec. Cancel \$4 extra
Also other makes.
ADVANCE MUSIC CO.
1606 Grand
Kansas City, Mo.

West Side Novelty Company

547 Swallow St. Edwardsville, Pa.
Phone: Kingston 7-3041

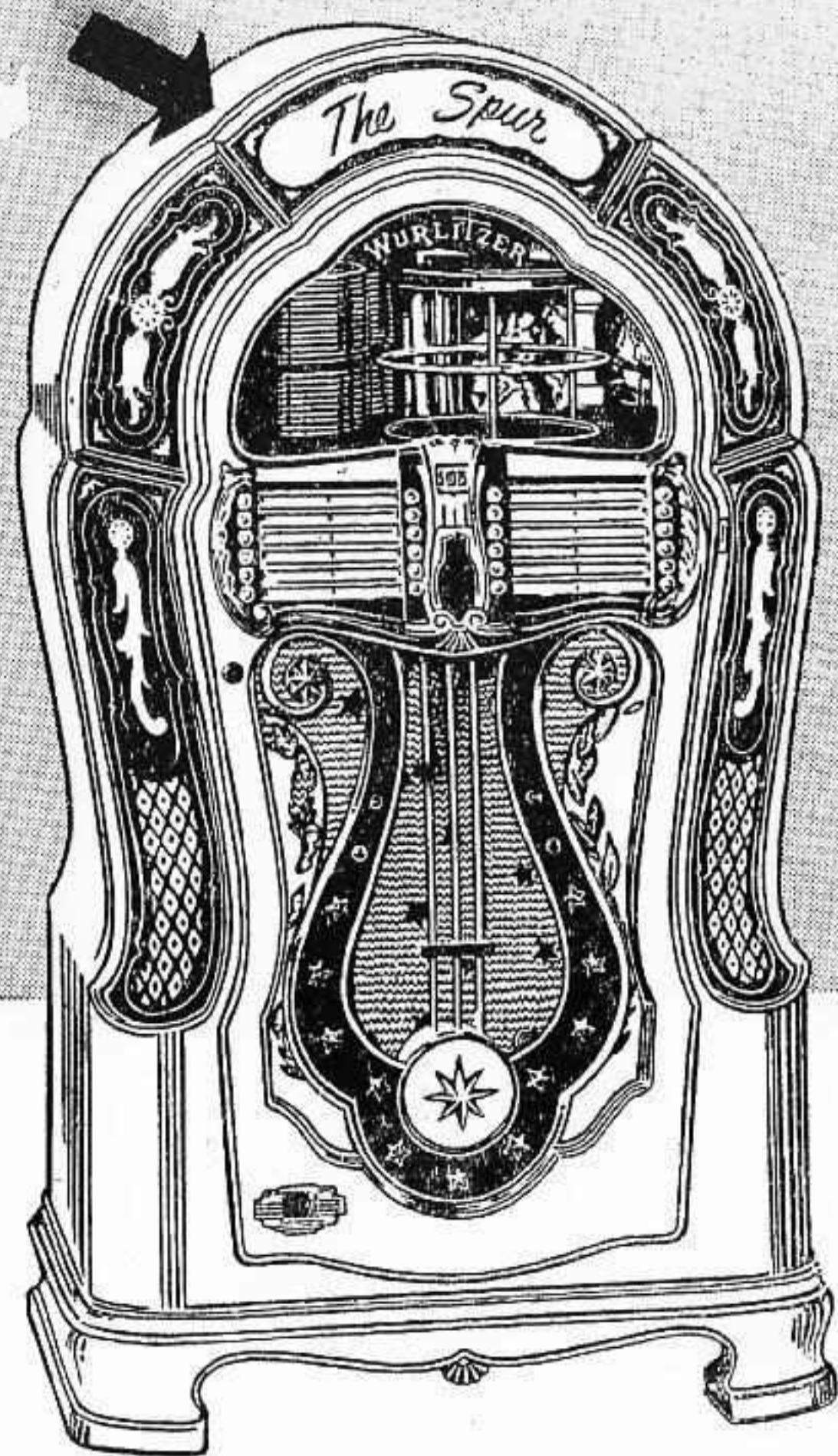
Cordially invites all operators of Northeastern Pennsylvania to attend the showing of the New Evans' Constellation Phonograph.

Time: June 13, 1949

Place: Lakeway Hotel

443 Union Street
Luxerne, Pennsylvania
Please Respond

The WURLITZER 1080 PERSONALIZED with the location name



WOWS THE LOCATION OWNERS

WINS THE LOCATIONS

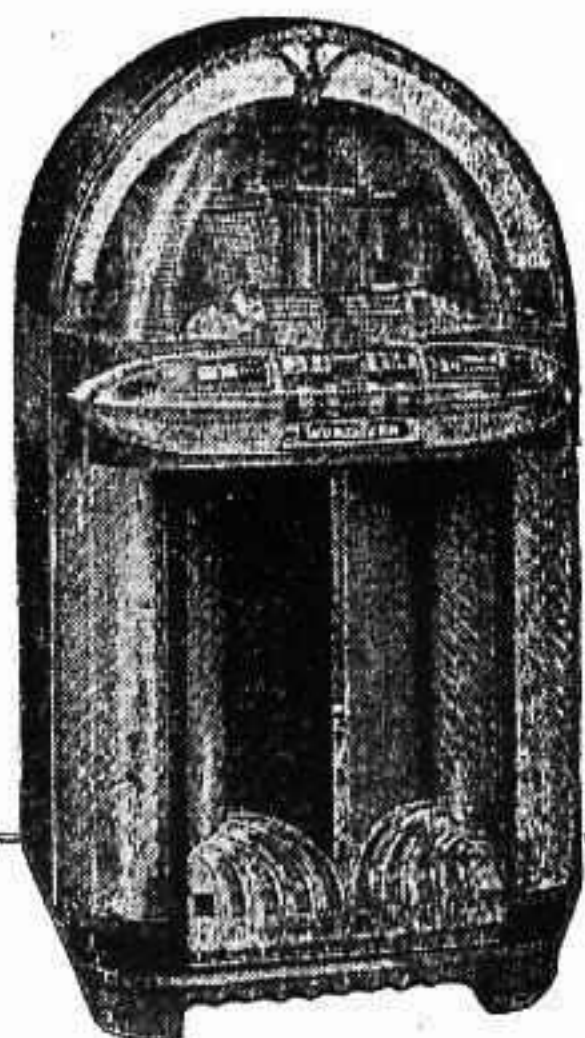
COSTS YOU NOTHING

Take today's top phonograph value... a new Wurlitzer 1080... PERSONALIZE IT with the LOCATION NAME... at NO COST TO YOU... and you've got an edge on competition with a wedge that will WIN and HOLD locations.

See your Wurlitzer Distributor. Let him show you how he will supply a plastic crest with every new 1080, with the location name in any style of lettering FREE. Note also that the PERSONALIZED 1080 has *brighter*

overall illumination PLUS a new gleaming gold record-changer compartment background—TWO MORE FEATURES that mean MORE EYE APPEAL... MORE PLAY APPEAL... MORE EARNING POWER.

The Wurlitzer 1080 carries 24 records—the *right* number for top-profit operation. It's the *lowest priced quality phonograph on the market*. A SURE FIRE MONEY-MAKER FOR YOU! The Rudolph Wurlitzer Company, North Tonawanda, New York.



MODEL 1100 has everything leading operators asked for in a deluxe phonograph.

SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING, TRADE-IN ALLOWANCE AND DELIVERY DETAILS

Active Amusement Machines Co.
666 N. Broad St., Philadelphia 30, Penna.

Alfred Sales, Inc.
881 Main St., Buffalo 3, N. Y.

Angott Distributing Co., Inc.
2616 Puritan Ave., Detroit 21, Mich.

Brady Distributing Co.
522 E. Trade St., Charlotte, N. C.

Brandt Distributing Co., Inc.
1809 Olive St., St. Louis 3, Mo.

Bush Distributing Co.
286 N. W. 29th St., Miami, Fla.
508 Delwood, Jacksonville, Fla.

Cain-Cailhouette Motors, Inc.
1502 Broadway, Nashville, Tenn.

Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562 Horney St., Omaha 2, Nebr.

Cleveland Coin Mach. Exchange, Inc.
2021 Prospect Ave., Cleveland, Ohio

Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas
901 E. Houston St., San Antonio, Texas
1004 N. Walnut St., Oklahoma City, Okla.

Cowan Distributing Co., Inc.
3181 N. Elston Ave., Chicago, Ill.

Cruze Distributing Co., Inc.
105 Virginia St., W., Charleston, W. Va.
122 S. Seventh St., Louisville, Ky.

Emarcy Distributing Co.
348 Sixth St., San Francisco, Calif.

F.A.B. Distributing Co., Inc.
1019 Baronne St., New Orleans 13, La.
304 Ivy St., N. E., Atlanta 3, Ga.

Hart Distributing Co.
906 Elliott Ave., W., Seattle 99, Wash.

The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N. Y.

Iowa Music Distributors, Inc.
764 Ninth St., Des Moines 14, Iowa

Lieberman Music Co.
1124 Hennepin Ave., Minneapolis, Minn.

O'Connor Vending Machine
2320 W. Main St., Richmond, Va.
400 Water St., Portsmouth, Va.

Redd Distributing Co.
298 Lincoln St., Alliston 34, Mass.

Sicking, Inc.
1401 Central Parkway, Cincinnati 14, Ohio

Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont., Can.
40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que., Can.

Smith & Fields Distributing Co.
420 N. Craig St., Pittsburgh 13, Penna.

Southland Distributing Co.
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.

Steele Distributing Co.
3300 Louisiana St., Houston, Texas

Sterling Service
Rocky Glen Park, Moosic, Penna.

United Coin Machine Co., Inc.
3724 W. Vliet St., Milwaukee, Wis.

Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.

The Winters Distributing Co.
1713 Harford Ave., Baltimore 13, Md.

Wolf Sales Co.
1932 Broadway, Denver 2, Colo.
117 E. Broadway, Tucson, Ariz.
2401 E. Alameda, El Paso, Texas
276 W. First S., Salt Lake City, Utah

Young Distributing, Inc.
525 W. 43rd St., New York 18, N. Y.



ADOLPH RAYMOND, head man at A & M Music, Chicago, helped make Roberta Mason's life brighter this week with a gift of a Seeburg phonograph, free servicing and a free record service. The girl won a nation's plaudits several months ago when she was badly burned saving the lives of her brothers and sisters.

Brady's Guaranteed Reconditioned Phonographs

Wurlitzer 1100	\$575.00	Wurlitzer 700	\$175.00
Wurlitzer 1015	360.00	Wurlitzer 850	150.00
Wurlitzer 1080	350.00	Wurlitzer 800	150.00
Wurlitzer 750	195.00	Seeburg 1485	475.00

Seeburg W-O-M, Wireless, Model WS10Z, 5-10-25c, Used Wall Boxes. Each \$15.00
 Solotone 5-10c, Used Wall Boxes. Each 6.00
 Wurlitzer 4007, Used Speakers. Each 67.50
 Wurlitzer 4008, Used Speakers. Each 95.00

WURLITZER DISTRIBUTOR FOR NORTH CAROLINA TERRITORY. Terms: 1/3 with order, balance C. O. D.

BRADY DISTRIBUTING COMPANY

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COIN RADIO KITS

ASSEMBLE YOUR OWN DETAILED INSTRUCTIONS FOR COMPLETE UNITS



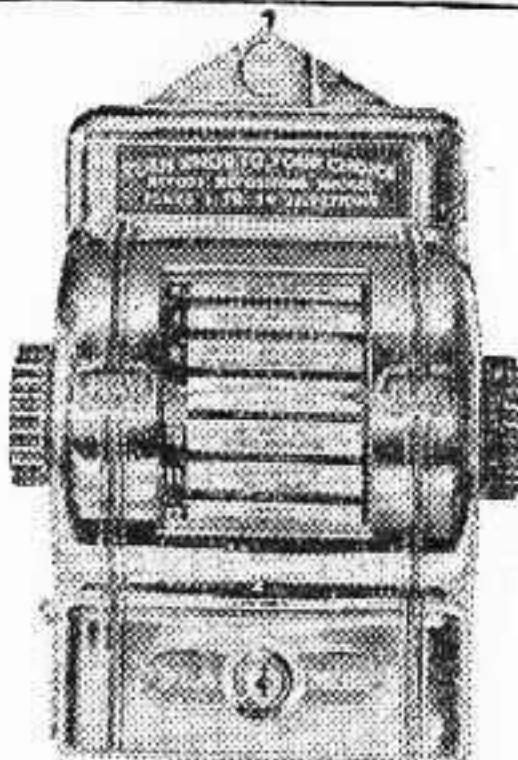
Deluxe Table Model Kit
 Can Be Screwed Down or Hooked to Table with "C" Clamp.
 Complete Kit \$31.00

Enter this Highly Profitable Business with a Small Cash Outlay. Easily Assembled with Ordinary Tools found in any Home Workshop. Beautiful Cabinet—No stains—no burns—no refinishing. Exceptional acoustics only equaled by this type of Cabinet.
 PLASTIC CABINETS, Extra Heavy, Grill attached for TABLE, or top half of Console Model \$ 5.75
 TIMERS (25c up) for 1 or 2 hr. OR (5c up) for 10 min. 4.95
 METAL HINGED BASE BACK—No-Cheat Coin Box and Brackets 3.45
 2 Locks, Wing Nuts, Name Plates, etc. 1.80
 A.C. RADIO CHASSIS RCA 5-Tube Super-Het Completely Wired, (U L Approval) 15.35
 PLASTIC BASE, Extra Heavy, to complete CONSOLE MODEL 4.25
 BEAUTY PARLOR DRYER HEAD SETS AND HOLDER (extra) 1.80
 Fed. Tax Included.
 Delivered Free, Any Place in U. S. A.



Deluxe Console Model Kit
 No Stand Needed—Can be Fastened to Floor.
 Complete Kit \$35.00

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 1114 S. Normandie Ave., Los Angeles 6, Calif.



PACKARD (PLA-MOR)
Yesterday's Today's Tomorrow's
FINEST WALL BOX
 Engineered RIGHT!
 Styled RIGHT!
 Priced RIGHT!
 See Your Nearest Coin Machine Distributor or Send Your Orders Direct to—
PACKARD MANUFACTURING CORP.
 Noble at Market St. Indianapolis, Indiana

ADVANCE RECORD RELEASES

CLASSICAL

(Continued from page 36)
 Rimsky-Korsakov: Antar, Op. 9 & Brahms: Chorale-Prelude: "O God Thou Holiest!" Album—E. Leinsdorf, Con.—The Cleveland Ork (4-12") (78) Col MM-834, (LP) ML-2044
 Sleep Now—M. Collow (10") (At the) V 10-1467
 Stravinsky: Concerto for Two Pianos Album—V. Vronsky-V. Babin (3-12") (78) Col MM-837, (LP) ML-4157
 Richard Strauss: Don Juan, IP. 20 Album—Boston Symphony Ork—S. Koussevitzky, Cond. (2-12") V DM 1289
 Vienna in the Springtime—E. Steber-A. Templeton (10") (Roses in) V 10-1473
 Wagner: Magic Fire Music—The First Piano Quartet (12") (Mozart: Rondo) V 12-0766
 Vaughan Williams: Symphony No. 6 in E Minor & Fantasia on "Greensleeves" Album—L. Stokowski, Con.—The Philharmonic Symphony Ork of N. Y. (4-12") Col MM-838
 Yours Is My Heart Alone—J. Melton-RCA Victor Ork (10") (I Hear) V 20-1472

The Royal Blackbird
 M. Coleman (Lord McDonald's Reel) Col 33507
 The Sky Is Clear and Bright
 Skerlich Bros. Tamburica Ork (Rem-nie Polka) Col 1262
 The Tinker's Song
 P. Yankovic Ork (The Whistling) Continental C-1234
 The Whistling Sweethearts Polka
 P. Yankovic Ork (The Tinker's) Continental C-1254
 Ti Sou Efer I Kopella
 Io. Georgakopoulou & G. Mitsakis (Fovame Mi) Victor 26-8215
 Mia Trata Koulouriotisa
 S. & Io. Georgakopoulou (Klan Horisame) V 26-8216
 Morning Star Polka
 R. Gosz Ork (Romy's Laendler) Coral 60069
 Where Are You, Blue Eyes? Waltz
 P. Wojnarowski Ork (Oh Boy! Polka) Dana 2043

CHILDREN

Animal Songs—Pts. I & II
 J. Arthur and The Song Spinners (1-7") Peter Pan 118
 Funny Bunny
 The Teddy Bear Players (Our Birthday) (1-11) Teddy Bear 252
 Goldilocks and the Three Bears, Pts. I & II
 J. Arthur (1-7") Peter Pan PL-A 119
 Hobbledy Horse
 R. White & R. Halee (What Can) (1-7") Teddy Bear 254
 Katie the Kangaroo
 The Teddy Bear Players (Three Little) (1-7") Teddy Bear 253
 Kiddie Cowboy Songs, Pts. I & II
 B. Williams & His Cowboy Rangers Peter Pan 2227
 Little Orley-Uncle Lumpy Album-Little Orley-Uncle Lumpy-Fred Waring & His Pennsylvanians (1-10") Dec CUS 13
 Little Orley and the Little Engine... DU 88018
 Little Orley and the Happy Bird... DU 88018
 Little Red Hen
 The Teddy Bear Players (Old King) (1-7") Teddy Bear 251
 Little Red Riding Hood, Pts. I & II
 J. Arthur (1-7") Peter Pan PL-A 120
 Mother Goose Party, Pts. I & II
 J. Arthur & the Song Spinners Peter Pan 2115
 Mother Goose Songs, Pts. I & II
 Peter Pan Players Peter Pan 2122
 Mother Goose Songs & the Alphabet Song Pts. I & II
 The Fairyland Players (1-7") Peter Pan PL-A 112
 Musical Nursery Rhymes, Pts. I & II
 J. Arthur & the Song Spinners (1-7") Peter Pan PL-A 115
 Nursery Rhymes, Pts. I & II
 J. Arthur & the Song Spinners Peter Pan 2117
 Nursery Rhymes & Lullaby and Goodnight, Pts. I & II
 The Fairyland Players (1-7") Peter Pan PL-A 102
 Nursery Rhymes on Eating, Pts. I & II
 J. Arthur (1-7") Peter Pan PL-A 114
 Oh! Susanna
 B. Williams (Old MacDonald Had a Farm) Peter Pan 2226
 Old King Cole
 The Teddy Bear Players (Little Red) (1-7") Teddy Bear 251
 Old MacDonald Had a Farm
 B. Williams (Oh! Susanna) Peter Pan 2226
 Our Birthday Party
 The Teddy Bear Players (Funny Bunny) (1-7") Teddy Bear 252
 Parade of the Wooden Soldiers
 H. Babbitt (The Teddy) Col 90042-V
 Songs on Being Careful, Pts. I & II
 J. Arthur & Song Spinners (1-7") Peter Pan PL-A 116
 The Little Ginger Bread Man, Pts. I & II
 A. Cores Ork & D. Weist... MGM 50022
 The Sleepy Town Train, Pts. I & II
 The Fairyland Players (1-7") Peter Pan PL-A 104
 The Teddy Bears' Picnic
 H. Babbitt (Parade of) Col 90042-V
 There Were Three Indians, Pts. I & II
 D. Weist & Indian Singers Ish-Ti-Ope... MGM 50024
 Three Little Pigs
 Teddy Bear Players (Katie the) (1-7") Teddy Bear 253
 What Can the Matter Be?
 R. White & R. Halee (Hobbledy Horse) (1-7") Teddy Bear 254

HOT JAZZ

Baby, It's Cold Outside
 C. Calloway & His Cab Jivers (Hucklebuck) HI-Tone 135
 Bedlam
 B. Goodman Sextet (Oo-Bla-Dee) Cap 57-621
 Black Eyed Peas
 R. Barnes Sextette (Robbin' at Barbee's) Fortune 113
 Bobbin' at Barbee's
 R. Barnes Sextette (Black Eyed Peas) Fortune 113
 Hucklebuck
 C. Calloway & His Cab Jivers (Baby, It's Cold Outside) HI-Tone 135
 Oo-Bla-Dee
 B. Goodman Sextet (Bedlam) Cap 57-621

POST WAR MACHINES
 10 WURLITZER 1015 \$345.00 Ea.
 1 WURLITZER 1100 335.00
 8 WURLITZER MODEL 3020, 5-10-25c 3-WIRE BOXES 50.00 Ea.
 30 5c SILVER KING VENDORS 8.00 Ea.
 Will deliver two or more phonographs within 300 mile radius.
MATHIAS MUSIC COMPANY
 1214 LINCOLN ST. COLUMBIA, S. C.

ADVANCE RECORD RELEASES

LATIN-AMERICAN

- A. Pelle
N. Taranto Ork (Toto Linguabella) Col 15200
- A. Donde Has Ido
Conjunto Matamoros (La Pena) V 23-1260
- Annabelle
B. Gale's Ragtime Band (I Love) Col 12402-F
- Aventurera
Los Dorados (Piensalo Bien) V 23-1257
- Ay Que Chino!
Duo Orizaba (Te Vengo) Col 6334-X
- Ballando
Duo Columbia (Morenita Mia) Col 6342-X
- Benito Sea Dios
Duo Mexico (Caray Que Malita) Col 6331
- Benito Canales
Trio Los Aguilillas (La Guerra Chabela) Col 6348
- Boca Bella
F. Ricci (Sturnelliatella) Col 15197-F
- Canita Suerte
Graciela y Marcela (Un Jacalito Que Tenes) Col 6348
- Caray Que Malita
Duo Mexico (Benito Sea Dios) Col 6331
- Candy Polka
K. Krolkowski Ork (Love 'Em) Col 12403-F
- Cuando Escuches Este Val's
S. Golwarz Ork (Tesoro Mio) Col 6344
- Cuando Seras Mi Amor?
M. Candelaria (Desenganate Mujer) Col 6350
- Desenganate Mujer
M. Candelaria (Cuando Seras Me Amor?) Col 6350
- El Cantal
I. Diaz Ork (Pancho El) Col 6339-X
- El Prisionero De San Jaun De Ula
Ramon y Paquita (El Viajero De Guaymas) Col 6346
- El Viajero De Guaymas
Ramon y Paquita (El Prisionero De San Jaun De Ula) Col 6346
- En Movimiento Siempre
J. Cueva Ork (Zapatero Remendon) V 23-1259
- Empieza El Beguine
D. Simon (Metele Duro) Col 6337-X
- En E Mundo
Hermanos Bellisario Ork (La Vieja) V 23-1261
- Eulalia
Trio Los Aguilillas (Haz Recuerdos) Col 6345
- Haz Recuerdos
Trio Los Aguilillas (Eulalia) Col 6345
- Huracon
Hermanos Martinez Gil (Lucero) V 23-1262
- I Love Corn
B. Gale's Ragtime Band (Annabella) Col 12402-F
- La Piedra
Duo Orizaba (Paloms De San Jaun Del Rio) Col 6347
- La Pena De Mi Tierra
Conjunto Matamoros (A Donde) V 23-1260
- La Ultima Palabra
C. Martinez Gil (Presentimiento) Col 6346-X
- La Vieja Enamora
Hermanos Bellisario Ork (En Er) V 23-1261
- La Guerra Chabela
Trio Los Aguilillas (Benito Canales) Col 6349
- Love 'Em and Leave 'Em Polka
E. Krolkowski Ork (Comedy Polka) Col 12403-F
- Lucero
Hermanos Martinez Gil (Huracon) V 23-1263
- Metele Duro Al Bongo
D. Simon (Empieza El) Col 6337-X
- Minnesota Polka
E. Gronet Polka-Time Ork (Whose Girl) Col 12405-F
- Morenita Mia
Duo Columbia (Ballando) Col 6342-X
- Paloma De San Jaun Del Rio
Duo Orizaba (La Piedra) Col 6347
- Pancho El Maton
I. Diaz Ork (El Cantal) Col 6339
- Pense Que No
Trio Los Panchos (Un Siglo) Col 6336
- Piensalo Bien
Los Dorados (Aventurera) V 23-1257
- Po Pa Po
F. Fernandez (Tanila) Discos Caramo 505
- Presentimiento
C. Martinez Gil (La Ultima) Col 3340-X
- Rosa Negra
P. Vargas (Ten Corazon) V 23-1256
- Rummambo
Parudo y Sus "Cubaniches" (Yo No) V 23-1258
- Andres Segovia Guitar Solos Album (Vol 11)
A. Segovia (4-10")
Dec Du 710
Arada . . . Dec Du 40076
Burrree y Minueto . . . Dec Du 40078
Burgalesa y Albada . . . Dec Du 40076
Canzone E Saltraello . . . Dec Du 40076
Danza Mora y Minueto . . . Dec Du 40077
Dos Canciones Catalanas . . . Dec Du 40077
Entrada y Giga . . . Dec Du 40078
Tres Pavaas . . . Dec Du 40075

- Sturnelliatella
F. Ricci (Bocca Bella) Bocca Bella Col 15197-F
- Tanila
F. Fernandez (Po Pa) Discos Caramo 505
- Te Vengo a Decir
Duo Orizaba (Ay Que) Col 6334-X
- Ten Corazon
P. Vargas (Rosa Negra) V 23-1256
- Tesoro Mio
S. Golwarz Ork (Cuando Escuches Este Val's) Col 6344
- Toto Linguabella
N. Taranto Ork (A Pelle) Col 15200
- Un Jacalito Que Tengo
Graciela y Marcela (Canija Suerte) Col 6348
- Un Siglo De Ausencia
Trio Los Panchos (Pense Que)

RELIGIOUS

- After White
Selah Singers (I'll Be) Cap 57-70018
- Don't Let Nobody Turn You Around
The Five Trumpets (O Lord) V 23-0030-50-0014
- Don't Sell Him Another Drink
J. & M. Carson (Budded on) Cap 57-40175
- Faith of Our Fathers
Cam Sharpe & The Old Hickory Singers (The Church) (78) Col 20588 (LP) 2-246
- Glory, Glory, Hallelujah
Rev. (Gatemouth) Moore (The Bible's Being Fulfilled Every Day) Aristocrat 905
- Going Home
Homeland Harmony Quartet (Lead Me) Bibletone 6011
- Happy and Free
Johnson Gospel Singers (I'm Hiding) Cap 37-40176
- Heaven Is My Home
The Red Teague Trio (Community Church) Bibletone 5011
- Holy Baby
Golden Wing Quintet (My Lord) Cap 37-70020
- I Don't Know Why I Have To Cry
J. Haynes (Sometimes) World Record 2512
- I Want To Be Ready
Price Bros. Quartet (Beautiful Home) Cap 37-40177
- I'll Be Satisfied
Selah Singers (After White) Cap 57-70018
- I'm Hiding
Johnson Gospel Singers (Happy and) Cap 37-40176
- I'm on the Battlefield
V. B. Ellis (The Round) Bibletone 9011
- It's a Blessing
The Pilgrim Travelers (Jesus Met the Woman at the Well) Specialty SP 329
- I've Got a Wonderful Feeling
The Le Fevre Trio (The Lord) Bibletone 7018
- Jesus Is the One
The Red Teague Trio (Led by) Bibletone 5010
- Jesus Met the Woman at the Well
The Pilgrim Travelers (It's a Blessing) Specialty SP 329
- Lead Me to That Rock
Homeland Harmony Quartet (Going Home) Bibletone 6011
- Led by the Master's Hand
The Red Teague Trio (Jesus Is) Bibletone 5010
- Looking for a City
Chuck Wagon Gang (I'll Have) Col 20587
- Me 'n Pap 'n Mother
V. B. Ellis (A Great) Bibletone 9010
- My Lord, What a Morning
Golden Wing Quintet (Holy Baby) Cap 37-70020
- O Lord
The Five Trumpets (Don't Let) V 23-0030-50-0014
- Old Camp Meeting Days
The Le Fevre Trio (Go Right) Bibletone 7017
- Sometimes
J. Haynes (I Don't Know Why I Have To Cry) World Record 2512
- The Bible's Being Fulfilled Every Day
Rev. (Gatemouth) Moore (Glory, Glory, Hallelujah) Aristocrat 905
- The Church in the Wilderness
Cam Sharpe & The Old Hickory Singers (Faith of) Col 20588 (LP) 2-246
- The Glory Road
Catawba Valley Boys (Why Do You Weep?) World Record 1518
- The Round Up in Glory
V. B. Ellis (I'm on) Bibletone 9011
- Waiting for His Return
Homeland Harmony Quartet (When God) Bibletone 6010
- When God Dipped His Love in My Heart
Homeland Harmony Quartet (Waiting for) Bibletone 6010
- When God Dipped His Love in My Heart
Maddox Bros. & Rose (Who at) 4 Star 1301
- When I Laid My Burden Down
The Golden Echoes (When the Saints Go Marchin' In) Specialty SP 331
- When the Saints Go Marchin' In
The Golden Echoes (When I Laid My Burden Down) Specialty SP 331
- Who at My Door Is Standing
Maddox Bros. & Rose (When God) 4 Star 1301
- Why Do You Weep?
Catawba Valley Boys (The Glory Road) World Record 1518

High Production Seen Ending Steel Shortages

WASHINGTON, June 4.—Discontinuation of the voluntary steel allocations system, which once appeared to be a serious threat to coin machine manufacturers, is now virtually assured. Present authority for the President to negotiate agreements for steel priorities expires September 30. There has been no move in Congress to extend it.

Continuing high production of steel and a falling off in demand has convinced most Commerce Department experts in charge of allocations that there is more danger of a steel surplus by the end of the year than a shortage.

It is now considered doubtful that the administration will ask for continued authority over steel in view of an almost certain congressional refusal. Even staunch administration Democrats served warning early in the present session when the temporary extension of authority was granted that they would resist a continuation, unless steel supplies dwindled rapidly.

Commerce Department, finding more steel available in the open market, has been quietly cutting back on the amount of allocated steel. Recent ending of agreements for diverting the commodity to several types of users previously considered essential returned to the free steel market several thousand tons weekly.

About the only major diversion of steel at the present time is to makers of freight cars. Construction of cars is still far behind schedule, but the delay is being attributed by Commerce to factors other than difficulty of getting steel.

New Improved South Wind TONE ARM



PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs Except Counter Models and P-12. When ordering 616 or earlier, please specify.

FULLY GUARANTEED—ORDER TODAY

\$11.95

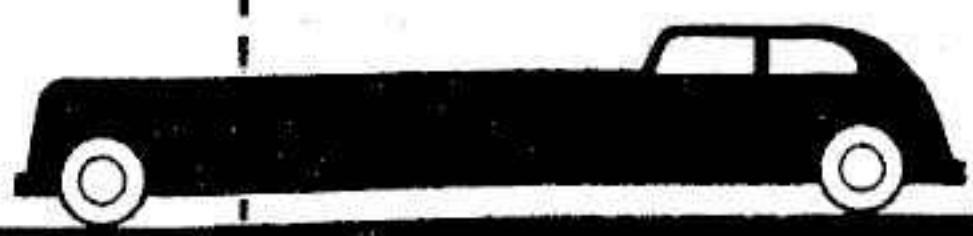
COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

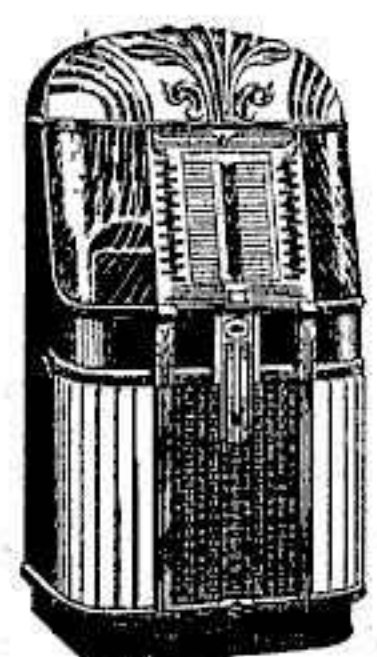
JOBBERS' INQUIRIES INVITED

Phillips Distributing Co. 2816 Aldrich Avenue South Minneapolis 8, Minn.

Who Wants 16 Cylinders?



(Everyone agrees that 6 or 8 cylinders is enough!)



AMI

Model "B"

20 RECORDS 40 SELECTIONS

Modern Music Operators universally agree 40 selections from 20 records are just right!

AMI Incorporated

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PANORAMS NOW DOING BETTER THAN EVER IN ARCADES
 Reconditioned By Experts, Clean, With New Screens, Viewing Fronts, Lamps and Tubes \$189.50 F.O.B. Brooklyn
 WE CARRY ALL PARTS AND FILM. SEND FOR CATALOG.
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 551 SURF AVENUE Esplanade 2-8526 BROOKLYN 24, N. Y.

COINMEN YOU KNOW

Chicago:

John Haddock, president of AMI, in town last week to confer with the firm's sales manager, Lindy Force. Lindy reports sales for last month were excellent, and, according to advance orders, June will keep the line on the sales chart moving upward. Joe Caldron, assistant to Force, is also in town, and clearing away the pile of work that accumulated while he was on the road recently. Firm's new offices here are shaping up nicely, and the last traces of moving have disappeared.

Lyn Durant, president of United Manufacturing, getting some excellent reports on the firm's new five-ball game, Pinch Hitter. Billy DeSelm, sales manager, played host recently to Harry Jacobs Sr., United Distributing, Milwaukee, and his two sons, Harry Jr. and Donald. Latter will go to school here in the fall. Bill Summers, engineering, took a few days off to vacation downstate. Also visiting the United factory were Leo Weinberg, Southern Automatic, Louisville, and Howie Freer, of Empire Coin here.

R. A. Hoagland, vice-president of Mills Industries, Inc., reports the firm is now mailing out its new eight-page chart illustrating the firm's complete line of compressors and condensing units. . . . Ray Moloney, Bally president, is enthused with the firm's new game, Champion, which will be announced this week. Initial reports indicate the unit will be one of the best to roll off the production lines. Herb Jones was kept on the go all week getting last minute details on the game ironed out.

Ed Hall, factory representative for Rock-Ola, Chicago, was in the Twin Cities recently talking shuffleboard with Kenny Glenn at LaBeau Novelty Sales Company. . . . Oscar Schaeffer, of Midwest Coin Machine, reports that Shuffle-back is doing a good job and getting considerable operator attention. . . . Harold Lieberman, of Lieberman Music Company, Rock-Ola distrib in Minneapolis, flew to Chicago recently to discuss the shuffleboard situation with factory officials.

Gil Kitt reports that he has added a new road man to the firm's staff. Newcomer is Jerry Bremner, who is already on a trip thru Wisconsin. Howie Freer says that while business has dropped off, there is still plenty of work to keep Empire's staff going strong all day. The new parts department is now just about finished, Howie reports, and will be one of the most complete departments of its kind around.

E. J. Novak, president of Crown Implement Company, is readying a refined, simplified model of the Big Four bottle-carton vender for test operation within the next week or two. Competitive price peg and package unit design will be stressed.

H. M. Schaefer, Victor Vending Machine Company president, reports a constantly rising sales curve for the Hot-Pop counter unit. With production at 100 units a day, as of June 1, orders will be filled on schedule. Output was increased to service distributors who were reporting a growing waiting list, Schaefer states.

Ray Raymond, A & M Music Company head, boasts a top two-man juke rejuvenating crew who maintain his machines in easy-on-the-eyes and play-inviting appearance. Firm's new secretary, Miss R. Featch, joined the staff last week. . . . William Beaudol, head of A. B. C. Popcorn Company, announces plans for increased production of his Little Giant counter unit.

Los Angeles:

Norman Liberman was in from his San Fernando headquarters. . . . Another recent visitor was J. H. Roody, Inglewood coinman. . . . Walter (Solly) Solomon, local manager of the E. T. Mape Company, is still out of town on a business trip. . . . Perry Irwin was down from his Ventura route last week.

Art Crane, Genco's local rep, returned from Portland, Ore., where he's been pushing Black Gold. . . . S. L. Griffin, of the Valley Coin Company, Pomona, and Ernie Bryant, Glendale coinman, were making the rounds on Pico Street.

Ben Korte, Glendale music operator, is still talking about that world cruise he made last year. He'd probably like to be doing a repeat. . . . Jerry Cooper, one of the real old-timers in the coin machine business, was in from his Riverside headquarters. . . . Lloyd Barrett, Pomona coin operator, was also in for a few business huddles.

William R. Happel, Badger Sales, had George Koch, Lake Arrowhead operator, as a visitor recently. Jack Gilbert, of Big Bear Lake was also in to look over new equipment at Badger.

Paul and Lucille Laymon planed out for Chicago to attend a meeting of Bally distributors. They'll combine business with pleasure while they're in the Midwest. Ed Wilkes and Charlie Daniels will keep the customers happy at the Paul A. Laymon Company while they're gone. . . . M. V. Connor, Downey coinman, was in town for a looksee at the latest games. Ditto for Harold Sharkey, Huntington Park operator.

Russ Gibson was in from his Manhattan Beach headquarters. . . . M. Sterns, of the Valley Amusement Company, visited Pico Street from his Marysville bailiwick. . . . A. L. Miller was in from Blythe. . . . Another recent visitor was K. W. McIntire, of Tujunga. . . . E. Gaffo was in from Rialto.

W. E. Bolen, Northwestern Company, trained out for San Francisco. . . . J. H. Roody was up from Inglewood recently. . . . William Black, Bakersfield coinman, visited friends last week. . . . W. O. Adkins and Clyde Truss in town from Oceanside.

Norman Christ has recovered from a pneumonia attack. . . . Stewart Trimble, Huntington Park operator, was looking over some new games.

Ed Lyons, Long Beach operator, renewed acquaintances on Pico Street. . . . Nels Nelson, Ray Powers Company, is getting good play with his custom-built tele sets. Aside from being good receivers they also have plenty of eye appeal. . . . Charlie Cahoon was in from Long (See LOS ANGELES on page 121)

Twin Cities:

Bob Ahearn, coinman from LaMaure, N. D., was in the Twin Cities buying music and amusement games. . . . Pershing Gulden, of Enderlin, N. D., concentrated on pins and target guns during his trek to this market. . . . Milt Cayo, of Chippewa Falls, Wis., wanted shuffleboards on his visit to Minneapolis and St. Paul distributors. . . . For Ben Jahnke, of Hutchinson, Minn., it was music that held the most interest. . . . Don Arden and Walt Schmidt, of Red Wing Novelty Company, Red Wing, Minn., were in the Twin Cities shopping. . . . Ray Kieffer, of Wausau, Wis., was looking for shuffleboards. . . . Ed Ahlborn, of Zumbrota, Minn., and Walter Thorne, of Staples, Minn., also were shopping. . . . Duke Zilber, of Orange, N. J., representing the National Shuffleboard factory, visited at Mayflower Novelty Company the past week seeking to build interest in shuffleboard tournament play.

Hy Greenstein, of Hy-G Music Company, reports business holding up in fair shape, with the demand more for used equipment these days than for new. . . . Hy Sandler has returned to Lieberman Music Company to cover Northern Minnesota and North and South Dakota. He had left the Lieberman staff to join his brother, Irv Sandler, of Sandler Distributing Company, Des Moines, Ia., but now has decided to switch back. . . . Bill Hattestad, of Cottonwood, Minn., in the Twin Cities recently said he plans to go back into the coin machine business with a full-scale operation before long. He has been working only at a part- (See TWIN CITIES on page 121)

Cincinnati:

Sam Chester, past-president of the Automatic Phonograph Owners' Association (APOA) and Mrs. Chester drove to Nashville to spend a week with Mr. Chester's parents. . . . Mrs. Charles Kanter and Mr. and Mrs. Leonard Kanter, wife, son and daughter-in-law of Charles Kanter, APOA president, motored to Miami Beach where they will spend three weeks at the Shelborne Hotel.

Nat Bartfield, member of the association's board of directors, is entertaining his parents, Mr. and Mrs. Nat Bartfield, Brooklyn. . . . Charles Kanter is making a flying trip to Detroit over the week-end to attend a meeting of promotional advertising for associations.

Regular monthly meeting of the association will be held Thursday evening, June 16. This promises to be an important meeting, with many matters scheduled to be covered. . . . Bill Strout, who operates the Automatic Music Company, and who recently was married, has moved into his new home at 1273 Quebec Road.

New York:

Julius Malich, Delsex Music Company, sold his route of phonographs to Ermil Levine and Ernie Gochman. They are operating under the name of the Pacific Music Corporation. . . . Harry Berger, head of West Side Distributing, returned recently from a successful biz trip in Central and South America. He was gone four weeks.

Charlie Gondolfo, Futuramic president, was away on a business trip to Detroit. Frank Doyle, sales manager of the manufacturing firm, reports Malcolm Graham has been named production manager for Futuramic's Koffee King, Graham was formerly associated with Jim Stewart.

Lou Brown, Coradio chief, has returned from a two-week junket to Texas, Louisiana and Florida. E. J. Dunning, of Bridgeport, Conn., who visited here recently, purchased a route of coin radios and popcorn machines in that city from Fred Suchi. . . . Harry Pearl, of Bert Lane, Inc., leaves soon on a Midwestern sales tour.

Al Bloom, of Speedway Products, now considering operator offers to buy the combo television-juke boxes he manufactures. To date, Bloom has absorbed most of his tele-juke production for use in his own route. He says televised baseball is now increasing take on the sets. Most of them are located in Brooklyn.

Stanley Gersh, of the Races Manufacturing Company, Coney Island, is manufacturing a coin-operated, sun-tan lotion machine and ticket units for Poker-Roll tables and group games. The latter are to keep a tight inventory control over valuable premium tabs. Both were developed by Bob Way, Races' engineer. . . . Al Schlesinger, of Square Amusement, Poughkeepsie, was in town recently visiting coin row cronies.

Sam Kresberg, Automatic Products, plans soon to announce a list of distributors appointed to handle the firm's Smoke Shop and Refresh-o-Mat. The sales network is now being completed, he says, with new distributors scheduling regional showings. Meanwhile, delivery of the low-priced drink vender is being made two weeks after receipt of orders.

Mrs. Martin Sonin, whose husband operates a phonograph route in Brooklyn, is being given a testimonial luncheon Wednesday (8) by the Flatbush Ivriah. She is retiring as chairman of the charitable organization. . . . Irv (Kempy) Kempner, Runyon Sales, and Artie Dadda, of AMI sales service, left last week with the AMI trailer to cover up State New York and Connecticut. They will be gone about four weeks.

Irv Goldstein, vice-president of the Automatic Book Vending Machine Corporation, reports that 19 of his Book-o-Mats are going on location in Macy's department store. They will be operated by the store's book department. Also as a promotion gimmick the book venders will be placed in theaters around town and stocked with books upon which current plays have been based.

Tony (Rex) DiRenzo and Leo Knebel, of Rex-Lee Enterprises, looking forward to moving their headquarters farther down coinrow. With all the phono conversion work they are now doing, their present space is inadequate. But the move may not take place until midsummer. . . . Jimmy Fitzpatrick, who operates a large juke route in Bridgeport, Conn., was a visitor here last week. (See NEW YORK on opposite page)

Vital Statistics

Births

Mike Rittenhouse, promotion manager, Berlo Vending Company, Philadelphia, and Mrs. Marlyn Rittenhouse, a son.
Al Grodzicki, Detroit coin machine operator, a son.
Mr. and Mrs. Charles Streicher, a daughter, born May 31. Streicher is associated with the Diamond Vending Machine Company, Cincinnati.

Marriages

Harry Bortnick, promotion-exploitation manager, Victor Records, Philadelphia, and Carol Bloom, May 30.

Deaths

E. L. Willard, Paso Robles, Calif., coin machine operator.
W. H. Colson, traffic manager, Chitty & Company, Jacksonville, Fla.

Calendar for Coinmen

June 5-9—National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.
 June 8—Arkansas Music Operators' Association (AMOA), meeting and banquet, Marion Hotel, Little Rock.
 June 16—Automatic Phonograph Owners' Association (APOA), Cincinnati, board of directors and membership meeting, 8 p.m., Hotel Gibson, Cincinnati.
 June 19-24—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.
 June 26-29—National Candy Wholesalers' Association (NCWA), annual convention and exposition, Stevens Hotel, Chicago.
 July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.
 (Association officials are invited to submit convention information to *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

Hartford, Conn.:

Hartford Veterans Council has asked the Connecticut Legislature to protest release of Ilse Koch, of Buchenwald. Council has further asked the Legislature to urge the War Department to make available its full facilities in prosecuting her for her crimes. Among members of the council committee is **Nathan Weil**, Cigarette Vending Service Company.

Three major management appointments have been announced for the Stamford division of Yale & Towne Manufacturing Company, hardware concern, which makes a number of products for coin machine industry. They are: **Richard H. Diesel**, director of systems and procedures; **James H. Lear**, assistant production manager, and **Frank S. Hanewich**, systems engineer. Diesel fills a new position as a staff function to the general manager.

W. Watson Woodford, employment manager and assistant personnel director of Veeder-Root, Inc., Hartford, manufacturers of counting and computing devices for coin machines, has been promoted to personnel director, succeeding **Glenn Rowell**, who resigned to become a personnel consultant.

Ralph Colucci, owner, State Music Distributing Corporation, local Aireon juke box distributors, and **Mrs. Colucci** are talking of vacation in Mexico this summer. . . . **Izzy Goldman**, general manager of the State Music organization, is back in town following a New York business trip. . . . **Glenn O. Rowell**, who recently resigned as personnel director of Veeder-Root, Inc., will be featured on a daily two-hour variety program on Station WHAY, New Britain, Conn., starting in mid-June. He says the program will be broadcast Monday thru Friday from 7 to 9 a.m. Rowell has been in radio over 25 years. At one time he was musical director of WLS, Chicago.

Brookie LeWitt, of Star Popcorn Machine Company, New Britain, Conn., was in Chicago for a few days on business.

Bridgeport, Conn.

Records show that \$421,788.95 in pennies and nickels from approximately 1,626 parking meters were collected here in the past six years. The least amount received from the meters was during the fiscal year of 1944-'45, when \$36,731.31 was collected, while the highest amount was recorded during the year starting April 1, 1948—a total of \$91,064.05. With the installation of more meters in the northern section of the city, collection figures for the next fiscal year ending March 31, 1950, are expected to exceed \$100,000.

Altho records are not available for the sums taken in by the meters in the early '40s when the coin devices were installed, it was reported that from 1943 to 1944, a total of \$61,019.64 was collected. Collections made in other years were: 1945-'46, \$51,142.94; 1946-'47, \$75,540.27, and 1947-'48, \$76,280.74.

Detroit:

Max Marston, Marston Distributing, and **Al Curtis**, Curtis Coin Machine Company, joint distributors for the Exhibit Dale Target Gun, made a trip to Chicago. . . . **Carl Angott**, Angott Distributing Company, has named **Al Ackerman**, attorney specializing in the coin machine field, to act as public relations counsel for the firm. . . . **James T. Monzie**, formerly a toolmaker, and also in the cleaning business, has joined **L. V. Harris** as a partner in Excel Music Company. Firm is adding a number of juke boxes and planning expansion of the route in the city.

Hugh C. Howes, head of the Howes-Shoemaker cigarette vending operation, is back from a business trip to New York. . . . **Carl Angott**, Angott Distributing Company, has established a complete parts and accessories department for Wurlitzer phonographs. . . . **Frank Alluvot**, Frank's Music, added new Wurlitzers to his route.

Joseph J. Cipriano, Detroit grocer, and **Robert R. Crapotta**, formerly a truck driver, have gone into the penny vending field here, under the firm name of Candy Caters Vending Company, with headquarters on Anderson Avenue. They are operating a diversified route of candy, gum, peanut, and pistachio venders, and are making plans to add scales to their route. . . . **Max Lipin**, Allied Music Sales, reports a flood of local operator interest in plastic records, now that Mercury's line is available in plastic.

Edward Grodzicki, vice-president of the Michigan Automatic Phonograph Owners' Association, believes the music machine business is staging a comeback as bar customers become tired of repetition on television. . . . **Joseph Godell**, who operates Music, Inc., has sold the music machines on his route to **Roy Hatch**, of Wayne, Mich., who will operate them on a part-time basis. Godell will continue to operate his route of gun amusement equipment. . . . **Henry Lemke**, Lemke Coin Machine Company, who recently added new model gun machines to his route, spent the last three weeks repainting his home. . . . **Harry Levin**, Cadet Record Company, has returned from a trip thru Northern Michigan calling on the trade.

William Kus, popcorn machine and supply specialist, has moved his headquarters to East Grand Boulevard. He was formerly located on Grandy Avenue. . . . **Harry R. Bagdade**, **Erwin B. Moss**, and **Harry Riche** are forming the H. & M. Amusement Company, with headquarters on Joy Road in the North-west section.

Erwin B. Moss, Hudson Automatic Music Company, is recovering from an attack of neuritis. . . . **Leo Jance** and **Stanley Prawda**, of the J & P Music Company, have moved their headquarters to East Grand Boulevard. . . . **Jance**, who formerly lived in Pontiac, has moved to Detroit. **Prawda** is leaving for a visit with relatives in Florida. The J & P firm is currently expanding operations with the addition of guns and jukeboxes.

Peter C. Nyvall has sold his interest in the Metered Radio Company, operating a route of coin radios here, to **Jean M. Bernard**, brother of his partner, **Ferd R. Bernard**. The Bernard brothers now have the entire route, while Nyvall retains an interest in the Maskell Music Company, operating a juke box route.

Harry Lewiston, operator of the Playland Arcade, has closed the Monroe Theater, which he has owned for several years. . . . **Steve Pavlekovich**, Wolverine Sales Company, who was formerly an orchestra leader, is heading up the new Blue Danube Recording Company, which is bringing out a new line of Jugoslav folk songs. . . . **Al Broder**, theatrical distributor for the Quizer, has been on the sick list.

Washington:

The Meter Wash Company, Hyattsville, Md., has 300 coin-operated washing machines on location in apartment houses in Washington, Maryland, and Virginia, according to Manager **Paul Robertson**. The local outfit, which is connected with similar companies in New York and Boston, has been in business about a year. Returns have been fairly good, Robertson said.

The Coin Machine Association expects to hold one more meeting in June before discontinuing for the summer. . . . **Hirsh de la Vies**, president of Washington Music Guild, was surprised on his return from a month in Los Angeles and San Francisco to find a general spring house cleaning had taken place at Hirsh Coin Machine Company, which he heads. The rooms had been repainted and overhauled. His lieutenant, **Bill Schwartz**, proclaimed the headquarters now "the cleanest in the city." Hirsh also found a new welcome door mat with his monogram as a gift from the staff. In return, he presented the boys with a new electric water cooker.

As a result of "confusion surrounding the present involved and conflicting laws on inspection and licensing" the Montgomery County (Maryland) Council during its May legislative session repealed the existing measures and enacted a new (See WASHINGTON on page 120)

Houston:

S. H. Lynch, president and owner of S. H. Lynch Company, visited the Houston branch office of his company and attended the Texas beer distributors convention in Galveston recently. Firm is Seeburg distributor for most of the Southern and Southwest States.

Floyd Bettaker, Capitol Records vice-president in charge of sales, was a recent visitor at Houston branch of Capitol Record Distributing Company. The purpose of his visit was to meet the personnel of the new branch and make a business survey of the territory.

Early in May **Conklin & Williams Amusement Company** bought the large two story building next to their present location. Second floor of the newly acquired building will be used for living quarters and the first floor for expansion of the firm's business. The back of the building, shaded by large oak trees, will have a barbecue pit, tables and benches.

Dave Stern, of Seacoast, Newark, newly appointed distributor for Automatic Products' Refresh-o-Mat, held a showing last week to acquaint ops with the drink vender. Stern's territory is New Jersey. . . . **Ben Horowitz**, of Albena Sales, boosting his export of used phonographs to South and Central America.

Indianapolis:

Betty Lewis resigned as sales clerk in the Janes Music Company record department, and was succeeded by **Norma Shaffer**, who formerly was with the W. T. Grant Record Shop. . . . The Hoosier Simplex Music Company, 2064 North Illinois Street, has been named distributor for Mercury Records. **Henry Windt**, head of the concern, also distributes Aireon phonographs. . . . **San Weinberger**, head of the Southern Automatic Music Company, reports sales of the Select-o-Matic steadily increasing.

Clarence (Dutch) Hohman, a member of the Kay Jewelry bowling team, won the city and State championship game, played at Gary, Ind. . . . **J. I. McClelland**, district manager for J. B. Seeburg, visited the office of the Southern Automatic Music Company. McClelland, who recently covered his extensive territory in the Midwest, reports business in good condition. . . . **George Burch**, accountant at Southern Automatic Music Company, returned to his desk after an illness.

Peter Stone, Indiana Automatic Sales Company, announces he will take it easy for several months. After a strenuous winter and spring, and the continual struggle for business, Pete has decided to devote more time to his garden and lawn. . . . The Music Operators of Indiana, Chapter 2, will meet June 7 in the Indianapolis Athletic Club.

New York:

(Continued from opposite page)
Ed Barnett, of Cameo Vending, has rearranged the interior of his jobbing outlet. Penny venders are now neatly stacked on steel shelves along the walls. He reports biz on the upswing. . . . **Sal Trella**, of Elkay Amusement, is back in charge of his operation after many months in Florida. . . . **Dave Lowy**, of Dave Lowy & Company, and his family spent the holiday week-end in Asbury Park.

Look To The GENERAL For LEADERSHIP

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Expertly Reconditioned, Ready For Location - Lowest Prices!

DAILY RACES \$50.00	CITATION \$425.00	GOLD CUP \$235.00
VICTORY SPECIAL \$45.00	SPECIAL ENTRY \$120.00	JOCKEY SPECIAL \$150.00



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Write for our complete bulletin

GENERAL Vending Sales Corp.
 BIDDLE & HOWARD STS. Phone: Vernon 3119 BALTIMORE 1, MD

COINMEN YOU KNOW

Washington:

(Continued from page 119)

ordinance. The new ruling sets up a Department of Inspection and Licenses under a director to be appointed by the county manager. He will administer and enforce local laws relating to licensing and inspection, including those of coin machines. The department will also be provided with an assistant to aid the State's attorney in prosecution of violations.

Considerable interest has been shown in the new Quizzer games recently installed at the Bethesda Bowling Center. The Training Devices, Inc., of Detroit, machine asks five questions for a nickel. A score of 100 gives the player a free game. Besides the instructions on the machine, a large cardboard placard reads, "Just like a radio quiz. Press the buttons—1, 2, or 3—quick for big score and free play." . . . While many bowling alleys are idle or relatively slack in the summer, causing an appreciable drop in income for coinmen, the air-conditioned Bethesda is organizing summer leagues.

Truck No. 13 proved to be plenty unlucky for the Hirsh Coin Machine Company recently. Two days after it was repaired following a minor accident, it was demolished in a smash-up. Two employees in the vehicle were hospitalized. Theodore Chick is back at work after recovering from a slight concussion, but John Raines will probably miss about six weeks with a dislocated collar bone.

Phillips Novelty Company has bought a route of 15 pinball ma-

chines from Bill Enfante and Jack Robinson. They have gone into the carnival business. With the outdoor season opening, they were too busy to operate the route. Owner John H. Phillips has distributed the new stops among his present roulemen.

Terminal Refrigeration & Warehouse Corporation can attest to the importance of a good location. The firm recently moved one of its ice venders from Hard's Texaco Station to Pearson's Liquor Annex parking lot. Result—customers coming out of Pearson's see the machine, realize they will need ice for their drinks, and drop in a quarter.

Leader Distributing Company in Silver Spring, Md., is disposing of its pinball machines to become a cigarette vending concern exclusively. The reason, according to Walter Bricker, is that cigarette machines are a more permanent investment.

Hirsh Coin Machine Company has distributed wall thermometers around town with the inscription, "For coin-operated machines call Hobart 3170. The Hirsh Coin Machine Company."

Anthony J. Cicala, of Atlas Amusement Company, has purchased a new home in Lewisdale, Md. He formerly lived in the District. . . . Brothers Harry and Sam Cisenfeld have given up their coin machine operations. They were with General Amusement Company until C. Walter Hendrix bought out the biz. . . . Ben Rodin, of Marlin Amusement Company, is back in Washington after a winter in Florida recuperating from a heart attack.

Todd Rhodes' "Pot Likker" on King platter is chalking up plenty of sales at Day Service Music Company, according to Mrs. Alberta Kencn. Louis Jordan's "Cole Slaw," Perry Como's "A" You're Adorable," and Sarah Vaughan's "Black Coffee" are also high on the company's request list. Both the Margaret Whiting-Johnny Mercer and the Louis Jordan-Ella Fitzgerald disks of "Baby, It's Cold Outside" are doing well. "Riders in the Sky," with Vaughn Monroe, and "A New Shade of Blue," with Billie Eckstine, are also popular.

In the hot pre-election campaigning before the Prince Georges County June referendum on console machines, Ira T. Byram Jr., of Silent Sales System, was one of the chief spokesmen for the measure. As publicity chairman for the Hotel and Restaurant Association, he spearheaded the drive for approval with newspaper ads, store placards, radio broadcasts, and sound truck announcements.

An earlier move by C. Walter Hendrix, of General Amusement Company, to forestall the referendum by court action was unsuccessful. He claimed the proposed law would deprive him of his right to do business in the county since he was not a resident, property holder, nor registered voter there.

Twin Cities:

(Continued from page 118)
time basis but the urge to get into the thick of things is too strong.

Mike Young, of Soldiers' Grove, Wis., was in the Twin Cities on a shopping tour. . . . Dick Henderson, of Willmar, Minn., came in to pick up some new equipment. . . . Les Rogstad, salesman for Lieberman Music Company, opened the Minnesota fishing season recently and sent back a sizable mess of crappies to the office staff. . . . Jack Harrison, of Crosby, Minn., bought pin games on his visit to the Twin Cities. . . . Used phonographs were the principal subject of interest for Don Kringland, of Milaca, Minn., on his stop in this market.



into the summer market

WITH A RESULT-PRODUCING AD IN

The
Billboard

summer special

Dated July 9—

advertising forms close

WEDNESDAY, JUNE 29

PLASTICS

For Late Model
PHONOS

WURLITZER 1015

SIDE PLASTICS . . . \$5.95

UPPER PLASTICS . . . \$4.95

SEEBURG '46, '47, '48

WHITE DOMES . . . \$18.95

AMI MODEL A-B

UPPER . . . \$15.60	DOVE . . . \$19.60
CENTER . . . 8.80	CENTER . . . 10.60
LOWER . . . 11.20	LOWER . . . 10.60

14 PHOTOMATICS . . . Special Price

3 VOICE-O-GRAPHS . . . Write

1/3 With Order, Bal. C. O. D.

Write, Wire, Phone Today!

RUNYON SALES COMPANY

Exclusive AMI Distributors in N.Y., N.J. & Conn.

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Extra clean, perfect condition, \$99.50 each. Send one-half deposit and shipping instructions.

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243 Third St. Macon, Georgia

100 A. B. T. Challengers

\$15.00 Each

Write for complete list of Arcade Equipment

CLIFF WILSON DIST. CO.

1121 S. Main St. Tulsa 3, Okla.

Los Angeles:

(Continued from page 118) Beach... John Mallett and his wife visited their old friends recently. They operate in near-by Claremont.

Bud Parr is working overtime these days at System Amusement Exchange, handling deals on his new Olympic Shufflin... Glenn C. Hall deserted his old stamping grounds at Redlands to pay the boys on coin machine row a visit... Ditto for Harold Smith, Gardena operator.

Tod C. Faulkner, who used to box under the name of Kid Mexico, is currently trying to get his kenoz quiz game okayed by Signal Hill city officials. The game is already operating in several Southern California communities... E. E. Peterson was up from San Diego last week. Another recent visitor was Cliff Ellison who operates in the Antelope Valley sector in Lancaster.

Lucille and Paul Laymon planed

in from Chicago, bringing enthusiastic stories about Bally's new Champion. Looks like a winner, they say... Thomas Boddy was up from Lomita, looking over some new machines... Perry Irwin made a trip down from Ventura... S. L. Griffin, another regular, was in from Pomona.

Art Winand, Rock-Ola official, was in town huddling with William R. Happel Jr., of Badger Sales. Jack Leonard, head of Badger parts department, is going to break in a new man to take over. Jack will be supervisor of the parts as well as the new vending departments.

Jack Simon, local Sicking Distributors rep, returned from Cincinnati where the firm recently celebrated its Golden Jubilee. While in the East he visited Chicago where he saw many of his old friends in the coin machine business. Jack Ryan, of Sicking Distributors, is out of town on business.

Phil Robinson, Chicago Coin's Western rep, is busy pushing the firm's Super Hockey. It's going very well, he says... L. G. Leonard was in from Santa Monica... Calexico operator, A. Verdugo, was in town for a business huddle... G. F. Cooper, Riverside coinman, made the rounds on coin machine row... Al Cicero was in from Santa Maria to pick up some new equipment.

Dannie Jackson, of Automatic Games, is on another Northern California trip. George Warner and Sammy Donin are taking care of local business while he's gone... Alex Koleopulos, Bakersfield operator, was in town... Ditto for Jack Gilbert, who operates in the Big Bear Lake country above San Bernardino.

Norman Christ made one of his frequent trips down from Lompoc... Other recent visitors were Johnny Lantz, South Gate; Bob Frazier, San Diego; Bill Bradley, Covina; Ed Lyons, Long Beach; L. N. Anderson, Shafter; T. Address, Phoenix, Ariz.; Ernest Bryant, Glendale; Stewart Ashurst, Long Beach, and Ken Ferrier, Oxnard.

WASHINGTON, June 4.—Travel in the early months of the current year was off according to Department of Commerce indices. Average occupancy of hotel rooms was 85 per cent in March as compared with 89 per cent the previous March.

Visitors to national parks in March totaled 243,000 as compared with 258,000 for the same month last year. Passenger miles for the Pullman Company amounted to 943,000,000 in February as compared with 1,187,000,000 in January and 993,000,000 in February, 1948. Passenger miles for scheduled airlines amounted to 420,133 in February, while the previous February figure was 431,156.

Launch Sunstan Venders in N. J.

(Continued from page 97)

in hotels and Boardwalk spots have already been opened, according to Semple, and by the time the July 4 holiday week-end rolls around, there will be at least 19 machines on location.

Wildwood Promotion

At nearby Wildwood, five Sunstan machines were placed on location for the Decoration Day holiday by Walter Mooney, who holds the franchise for that resort, neighboring Ocean City, and Cape May County which includes several seashore resorts. In Wildwood, the Sunstan machine was officially launched by Mayor Harry W. Steele Jr. in a tie with the resort's campaign to keep the beach clean. The mayor officially dedicated the machine placed in the Casino Arcade Park on the Boardwalk and indicated the vending machine will go a long way in helping to keep the beach neat and tidy by eliminating lotion bottles.

Mooney also has other locations lined up in Wildwood and shortly will have machines prominently placed at all the Southern New Jersey resorts in his franchise area.

FREE!! STEEL BALL ROLL DOWNS BUY ONE CHOICE OF ONE FREE!

Each, \$44.50... Two for the price of one!

HAWAII—Solid Base

MIMI—Legs

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Phone or Wire Now! Supply Limited!

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GENCO BANK ROLL ALLEY, 12 ft... \$39.50

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BALLY HY ROLL... 115.00

BATTING PRACTICE, Good Order... 39.50

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ROUTE FOR SALE

Here is golden opportunity to buy the most modern, up-to-date music and pintable route in the State of Florida. Route consists of 206 pieces, mostly late model music Seeburg, Wurlitzer and AMI, and late model pintables, all on location and making money. Complete shop and late records, panel truck and pickup. Guaranteed money maker and going at a price to sell. Interested parties wire, phone, write or come on and check on this.

VOLUSIA VENDING CO.

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CORRECTION

WILLIAMS ALL STARS

Like New \$199.50

Quotation of \$119.50 in last week's issue was an error.

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K. C. NOVELTY CO.

419 Market St. Philadelphia 6, Pa. Market 7-4391 or 7-4641

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 25)

Table with columns: Song, Publisher, Heard in N. Y., Heard in Chi., Heard in Calif., Sur. Tot. Legend: SI—Sustaining Instrumental, SV—Sustaining Vocal, CV—Commercial Vocal, CI—Commercial Instrumental.

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Table with columns: POSITION, Weeks Last, This, Last, This, Today, Week, Lic. By. Lists records like 'BABY, IT'S COLD OUTSIDE', 'FOREVER AND EVER', etc.

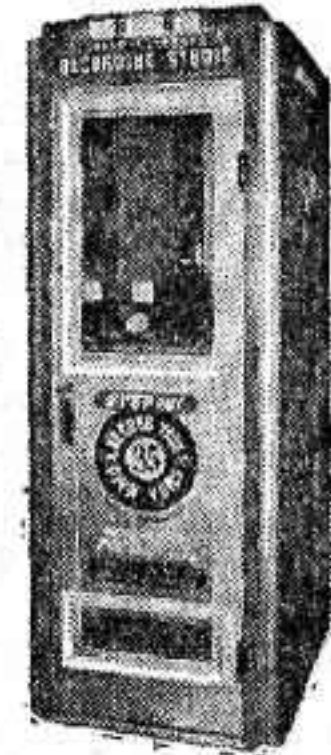
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NEW DELUXE VOICE-O-GRAPH (TRADE MARK)

A star performer with new features added. Records one or more voices in 65 seconds, plays back and delivers record automatically. Has irresistible appeal and money making possibilities.

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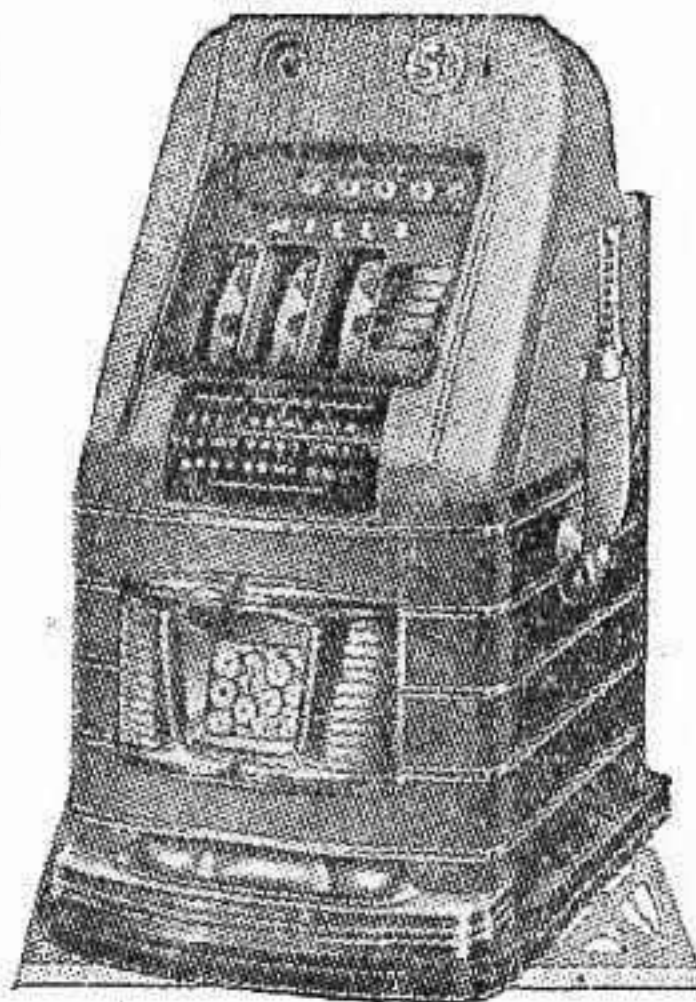
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FITS ALL COUNTER MODELS OF BELL MACHINES

LOW IN PRICE . . .

. . . STRONG AS A BULL

- Install it right on location in a few minutes.
- Locks in forward position for play.
- Turn the machine around when it is out of order. It locks automatically.
- Holds the machine down tight so players cannot shake, move or abuse it.
- Machine can be removed in two seconds, by owner or manager, by using a simple key furnished with each table.
- Simple—foolproof—positive.
- Nothing to get out of order.
- Will last a lifetime.
- All machines and tables interchangeable.
- Nothing to wear out.
- Made from cast iron half-inch thick.
- Shipping weight 10½ lbs.



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Big Top	\$174.50	Paradise	\$117.50
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Carolins	169.50	Screw Ball	115.00
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Crazy Ball	99.50	Sunny	69.50
Humpty Dumpty	69.50	Thrill	110.00
Jack & Jill	104.50	Virginia	89.50
Jamboree	92.50	Wisconsin	79.50
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Majors, 1949	179.50	Trinidad	77.50
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Pinch Hitter, Black Gold, Super Hockey, Maryland, Sharpshooter and Champion. Keeney's Electric Cigarette Vendor, Wilcox-Gay Coin Recordio, Keeney's Twin Bonus Super Bell, Mills Bonus Bell, Mills Jewel Bell, Mills Q.T. Bell, Mills Vest Pocket Bell, Mills Blue Bell, Mills Black Beauty, Mills New Duplex Console.

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

Name \$10 enclosed

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Record Reviews

(Continued from page 32)

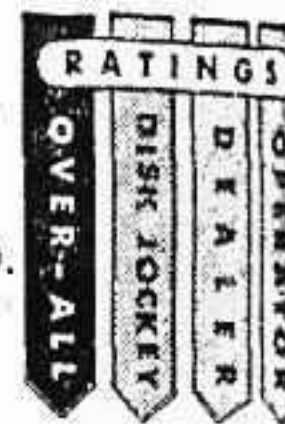
RATINGS (100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT



ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR

DICK JURGENS ORK
(Columbia 38502)
Weddin' Day 84--85--83--84
Jimmy Castles' vocal on this fine treatment of a cute new novelty ballad is supplemented by some un-billed shenanigans. Jurgens' best postwar wax effort.
Dreamy Old New England Moon 78--78--77--80
Ork sets a fine mood for this new waltz but disk-ing is bogged down by some mediocre lyricizing.

GORDON MacRAE
(Paul Weston Ork)
(Capitol 57-628)
Lover's Gold 88--87--88--88
MacRae continues to make excellent wax with this promising successor to "Nature Boy."
Ting-a-Ling 81--82--80--82
The warbler sings well again on this revived waltz and Weston's orking is fine, but the tempo is a bit draggy.

ELLA FITZGERALD-LOUIS JORDAN
(Decca 24664)
Baby, It's Cold Outside 88--88--88--89
Ella and Louis team for the fast-moving Frank Loesser pic novelty. Should grab a good share of the loot headed for this tune.
Don't Cry, Cry Baby 84--85--83--85
Each take a relaxed chorus of the plug ballad and the two join for the ending to make a real pleasant deal of the whole thing.

EVELYN KNIGHT
(Decca 24649)
A Wonderful Guy 82--84--82--80
The "sleeper" from the "South Pacific" score draws another top drawer reading to go alongside the Whiting, Shore and Warren etchings in the money battle.
A Cock-Eyed Optimist 75--80--75--70
The thrush sings another "Pacific" item with much zest and understanding. Pairing is included in the Decca "Pacific" songs album.

EDDIE OLIVER ORK-Gordon Clark
(Jewel GN 19-006)
Song of the Cock and the Bull 55--55--55--55
Ridiculous sort of novelty with sound effects and Clark vocal in English and French not helping the basic material very much.
Oh, My Darling 44--43--43--46
Fair dance band waltz treatment of a tune which is slight. Girl duet is poor.

SIX HOT PRETZELS
(Pla-Mor 500)
When the Band Plays on the Corner 70--69--69--73
Well done, bouncy polka item.
I Ain't Happy Pappy 65--64--60--68
Rather silly novelty about a horse-faced maiden vocalized with a poor German dialect.

TEDDY PHILLIPS ORK
(Tower 1460)
Now, Now, Now 79--80--77--80
Nice little production built around a waltz with the ensemble vocal well integrated with the thrashing of Lynn Hoyt.
Weddin' Day 70--70--68--72
Cute new plug ditty draws a bit too much production to be effective but should catch some coin in spite of it.

FRANKIE LAINE
(Mercury 5301)
Nevertheless 78--78--77--78
Laine does an excellent job with this Ruby-Kalmer ballad.
Be-Bop Spoken Here 84--84--83--84
Laine teams with accompanist Carl Fischer for this gag excursion into bop scat-land for first-rate results.

LARRY FOTINE ORK
(Decca 24647)
Open the Door Polka 77--76--74--80
The infectious and clever polka item draws another rousing etching.
St. Bernard Waltz 81--82--80--81
The Fotine ork, vocal ensemble and hand clappers do an attractive job with a melodic new waltz.

JEANNIE AKERS-AL WINTER TRIO
(Highway 3456)
Boogie Barn Dance 52--52--50--51
Side opens with a pretty barrelhouse 88 chorus—then the bottom drops out when thrush enters, piping a dull lyric in weak manner.
Boogie 88 61--61--60--61
Piano shines in an otherwise routine instrumental trio performance.

SHERMAN WILLIAMS ORK
(Leonard Anderson)
(Plymouth 1050)
Ooie Baby Gee 54--56--54--54
Indifferent boogie blues vocal and instrumental.
Dancin' the Bop 63--63--61--63
Band shows improvement on this instrumental riffer, playing tighter and cleaner.

CLIFFORD BLIVENS
(Exclusive 105X)
Achin' Heart Boogie 65--62--63--64
Blivens chants an up-tempo blues, backed by the Edgar Hayes ork. Nothing special here.
Unhappy Woman Blues 63--63--61--63
Slower tempo blues chant; still nothing to write home about.

LYNN CHARNEY-EDDIE BEAL QUIN-TET
(Spinet 1001)
Magical Moments 57--59--57--57
Dull piping of a modern-chorded ballad.
I Get a Little Older Every Day 57--59--57--57
More yawny stuff.

MARY KAYE SONG
(Columbia 38495)
The Monkey Song 66--68--64--66
Novelty with a Woody Woodpecker type sound effect—here, the repeated chatter of a demented simian. Warbling and orking well done, but tune doesn't have the immediate appeal needed.
I'm in the Mood for Love 79--82--76--71
Burlesque in the manner of Red Ingle and Hawthorne has a positively inspired set of comic lyrics. Rendered with rowdy zest and insouciance.

PAT MICHELS
(Castle 1403)
I Oughta Know Better 68--67--68--68
Thrush pipes a pleasant novelty ballad pleasantly, with okay organ backing.
Don't Save Your Kisses for Tomorrow 65--62--65--64
Shuffle rhythm organ backing a la Francis Craig behind Miss Michels' piping. Nothing sensational.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, June 2, 1934.—A new coin machine organization, the Alabama Coin Machine Operators' Association (ACMOA), completed setting up of its by-laws. Membership, which included "practically every operator in the Birmingham territory," was confined to operators and jobbers. Max Hurvich, secretary, reported dues were \$5 per month, and commission was limited to "50 per cent or less."

A new location for pin games was unearthed as a result of a current fad . . . walkathons. The marathon halls grew in importance as a top spot for pin play, and patrons of the "walkies" were avid pin players. An outstanding example was the Walk-a-Show at the Duquesne Gardens, Pittsburgh, where the lobby was "decorated with pin games." Over 5,000 persons attending these shows each night spent a good deal of time operating the games during the relaxation periods. It was deemed an opportune development by operators, especially with the favorable local ruling on pin operation.

Continuing the growing demand for "jumbo size" games, D. Gottlieb & Company added its bid with a new senior model of its Relay machine. Dave Gottlieb stated the new model was 49 inches long. The cabinet, in opalescent colors, featured a natural wood playfield. Special jumbo size balls were used. . . . Phil Fischer, Chicago game operator, reported one of the big office buildings in the Loop district was a "real proving ground for new coin games." He said he had more than 30 games of various types on the ground floor alone in the building.

Texas manufacturers drew attention with the introduction of coin-operated pool tables. However, these same firms were said to be unable to maintain their pool-table standards when they tried to turn out pin games. . . . Sam Gensburg, Chicago Coin Machine Company, announced firm's new game, Showboat. Using a 42-inch cabinet, it featured a new type of progressive scoring system.

The 1934 Chicago World's Fair—a Century of Progress—opened (May 26) with amusement games absent but candy bar venders spotted about in large numbers. Operated by Automatic Canteen, units gave the fair a decidedly "automatic selling" aspect. Absence of the coin amusement games was due to the fact that the restrooms at the fair in 1934 were managed by the fair itself. During 1933, the first year of the exposition, they were operated as private concessions. Fair officials asked prohibitive fees for placement, discouraging installation of the units.

10 Years Ago This Week

CHICAGO, June 3, 1939.—Music operators, evidencing much interest in news items of the day concerning costs of operating their equipment, were given some interesting details when the Associated Phonograph Owners, Inc. (APO) of St. Louis tabulated a report of the operating cost, per machine, as taken from one of the largest firms in the city. Results, based on firm's 430 jukeboxes, were released by Martin C. Balensiefer, association's secretary-manager. The operation, which had 270, 12-record, 130, 16-record and 30, 24-record machines, figured the per-machine operation cost per week was \$2.70. This did not include servicemen's commissions.

To reach this per unit cost, the following expenses were detailed; depreciation, \$1.56 per week; record cost, 29-cents; parts, tubes, bulbs, needles, etc., 11½-cents; office, shop salaries, 37-cents; rent, 5-cents; interest, 5-cents; taxes, 5-cents; advertising, postage, stationery, 1-cent; sales, traveling expenses, 5½-cents; dues and subscriptions, 3-cents; legal and auditing, 2-cents; phone, telegrams, 2-cents; truck operation, 2-cents; freight, 1-cent; light, heat, insurance, 1½-cents, and other expenses, 3-cents. This meant that the firm's 430 machines required an outlay of \$1,161 per week as essential maintenance and operating expenses.

With the Beer Barrel Polka at the top of the juke hit parade, newcomers showing promise included *I Never Knew Heaven Could Speak*, *A New Moon and an Old Serenade*, and *The Tinkle Song*. Another up-coming tune was *Chew, Chew, Chew Your Bubble Gum*.

One operator in Detroit went on record airing his opinion as to what caused many operators to complain of declining play. He said "The trouble is that he does not supply enough records for his machines." He went on to state that he often put 10 to 12 records on a machine in a week, and that he had the location owners give him a list of the tunes his patrons requested. This same operator declared that he found restaurants top locations because of the 2 a.m. closing hour. Hot-dog "parlors," especially, drew heavy early morning play.

Western Products, Inc., Chicago, introduced its \$18.75 counter game, Jitterbug Ball. Based on the pellet salesboard idea, the game had an angled punch area on the top, with colored balls dropping into one of 19 pockets for awards. Balls "trickled" down the face of the game, depicting a number of jitter bugs in action. Firm's sales manager, Don Anderson, stressed the game's simplicity.

A cow-girl operator in Fort Worth, serviced her 35 juke boxes in full cow-puncher regalia. She was Jimmie Jones, wife of H. M. Jones, owner and manager of the Jones Novelty Company, Stephenville, Tex.

CLOSEOUT BARGAIN

BAT-A-BALL

FLOOR STAND MACHINES

All Brand New

A whale of a sale! Pays for itself in a hurry. Legal everywhere. Entirely mechanical. Fool-proof. Stands 6 feet high—good to look at. Gets heavy play in any location. Hurry! Quantity limited. F. O. B. Chicago.

REGULAR \$249.50

Lots of Five, Ea.

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Sample, \$32.50
1/3 dep. with order,
bal. C. O. D., F. O. B.
Chicago.

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5¢ Blue or Brown Fronts	\$ 75.00
10¢ Blue or Brown Fronts	80.00
25¢ Blue or Brown Fronts	85.00
5¢ Black Cherrys	125.00
10¢ Black Cherrys	130.00
25¢ Black Cherrys	135.00
5¢ Jewel Bells—Like New	165.00
25¢ Jewel Bells—Like New	175.00
50¢ Jewel Bell—Rebuilt	245.00
50¢ Pace	195.00
25¢ Bonus Bells	95.00
5-10-25¢ Melon Bells	95.00
5¢ New Vest Pockets	69.50
5¢ Mills Q. T.	65.00
10¢ Mills Q. T.	69.50

New Mills and Jennings Slots—New Safes—Single, Double and Triple Revolvers

Write—Wire—Phone

Adams 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

825 S. High St. Columbus, Ohio

Record Reviews

(Continued from page 123)

RATINGS (100 Point Maximum)

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

ARTIST	RATINGS
TUNES	OVER-ALL
LABEL AND NO.	
COMMENT	

POPULAR

JACK TEAGARDEN ORK (Regent 159) If I Could Be With You	72--72--70--74
Pressing of a Teagarden waxing of some years back shows the trummer-warbler in typical lazy, appealing style on the standard. Should interest Dixie collectors.	
My Melancholy Baby	73--72--70--77
More of Big T's patented sleepy trombone and warbling, set in a lively ork background.	
"WINGY" MANONE & HIS GO-GROUP (Kern 3700) Riders in the Sky	80--80--80--80
Winston croaks out one of his inimitable vocals, complete with a Capri on the Isle riff. Abetted by a first-rank bunch of Dixie sidemen, he gets off a gay but not patronizing jazz treatment of the apocalyptic Western smash.	
The Round Square Dance	71--71--70--73
The irrepressible one does the calls in a jazzed-up square dance, with the cats blowing instrumental solos between calls.	

RACE

BOB CALL ORK (Coral 65009) Talking Baby Blues	62--62--62--63
A mild blues offering.	
Call's Jump	61--62--60--60
Instrumental jump blues is taken at a moderate pace. Falls to excite.	
"STICK" MCGHEE (Decca 48104) Drinking Wine, Spo-Dee-O--Dee	75--72--75--80
McGhee cut this side with guitar some time before he cut his click Atlantic version. Decca bought the master, and should realize some coin from it.	
Baby, Baby Blues	55--55--64--66
Deep-South blues is projected with down-to-earth feeling by McGhee, accompanied by his guitar and a bass.	

ADDIE WILLIAMS (Capitol 57-70010) Yesterday	56--56--56--56
Thrush displays a thin and occasionally shrill voice in a gospel sort of style on this race pop. Not especially effective.	
Maybe Someday	65--65--65--65
Gal gets more with it here, relaxing and singing easier on an attractive torcher.	

CHRIS POWELL-THE FIVE BLUE FLAMES (Columbia 30162) Last Saturday Night	68--66--68--70
Beautiful recitation of a Louis Jordan type comedy tune, backed by an able jump combo.	
Hot Dog	64--62--64--66
Material—one of those food-type novelty tunes popular some years ago—seems archaic, the group gives it a good lively go.	

DOOKY DANIEL'S ORK (Superior 702) Applejack Boogie	59--59--58--60
Just another ordinary boogie etching spotlighting much piano and some tenor.	
AUSTIN MCCOY The Real McCoy Blues	68--68--66--70
Nothing exceptional about this slow blues which builds nicely to some tenor horn squeaks.	

ARTIST	RATINGS
TUNES	OVER-ALL
LABEL AND NO.	
COMMENT	

RACE

VON STREETER & HIS WIG POPPERS (Scoop S-9000) A Tenor Plays the Blues	63--60--65--65
Tenorman blows his guts out on this one, but it never takes shape.	
Landslide	82--82--82--81
Coarse-grained instrumental honker should send the jitterbugs into a frenzy.	

VON STREETER & HIS WIG POPPERS (Scoop S-9001) Hog's Knuckles	84--84--84--84
Man knows his tempos, rocks up an overpowering beat. Tenor honks and screams thruout. Plenty of excitement here.	
Chit'lins	84--84--84--81
Honkin', squealin' instrumental features tenor and baritone, and lays down an overwhelming beat at a near-perfect tempo. Figures to hit heavy pay dirt.	

FOUR KNIGHTS (Coral 60072) The Crystal Gazer	61--62--60--64
Tune is a sequel to "The Gypsy," but side doesn't have much impact.	
Fantastic	62--62--62--61
Mellow styling by the group, but little likelihood of this side kicking up excitement.	

JOHNNY MOORE'S THREE BLAZERS (Exclusive 101X) Tomorrow	66--66--65--65
Chaz Brown warbles a slight ballad in his special manner, total effect is slow for the Blazers.	
Tonight I'm Alone	64--64--63--65
Another dull one here.	

PEE WEE CRAYTON (4 Star 1304) After Hours' Boogie	62--62--60--65
Rocking toupee-twister with driving beat, honking tenor, etc. Falls to build to climax as this groove of dinking should, and is further hampered by murky ensemble blowing.	
Why Did You Go?	67--65--68--69
Pee Wee sings an okay blues in conventional style.	

JOE LIGGINS & HIS HONEYDRIPPERS (Exclusive 102X) Big Baritone	82--82--82--81
Excellent jazz dinking here, featuring baritone and tenor goes over an infectious, tight riff and compelling rhythm.	
Miss You	74--72--72--71
The pleasant pop is done at a very slow tempo, with relaxed, easy vocal and orking. Okay juke box after-hours fare.	

EDGAR HAYES & HIS STARDUSTERS (Exclusive 106X) Sunday Mornin' Blues	83--83--82--81
Mean and evil blues, with solo and harmony warbling, and indigo guttaring and piano. Far-marked for heavy play.	
Edgar's Blues	71--71--70--71
Conventional and not especially inspired boogie-woogie instrumental.	

ROSETTA HOWARD (Columbia 30161) It Was You	60--60--60--60
The veteran blues and ballad thrush pipes a Big Bill tune in mediocre fashion. Ork backing isn't in tune.	
Sweep Your Blues	55--55--55--55
Novelty job isn't much	

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

RACE ROY MILTON & HIS SOLID SENDERS (Specialty SP 330) There Is Something Missing 72--72--70--74

HAL SINGER SEXTET (Savoy 697) Happy Days 77--77--75--79 Swanee River 79--79--78--80

DEACON McNEELEY & HIS BLUE JAYS (Savoy 698) California Hop 86--86--85--86 Sunday Dinner 78--78--76--80

DAN MICHAEL ORK (Manor 1184) Nite-Spot 71-70--68--74 Silly Boy 49--49--47--51

JOE ALEXANDER-ARNIE HABER & HIS JAZZMEN (Milltone 5261) More Than Anything 64--66--61--66 One in Three 59--60--58--58

FOLK KENNY ROBERTS (Coral 64013) Wedding Bells 67--67--67--67 I Never See Maggie Alone 80--80--80--80

JESSE ROGERS & HIS FORTY NINERS (Apollo 209) The Drunkard's Child 61--61--63--65 It's Nobody's Fault But Your Own 61--61--63--65

PETE CASSELL (Coral 64010) I Know What It Means To Be Lonesome 74--74--74--74 Why Don't You Come Back to Me? 65--63--65--67

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

FOLK MOLLY O'DAY (The Cumberland Mountain Folks) (Columbia 20584) Teardrops Falling in the Snow 83--83--82--84

Coming Down From God 78--76--80--NS Close-harmony projection of a sacred ditty to a rousing hoe-down instrumental.

JIMMIE SKINNER (Radio Artist 246) On the Wrong Side of the Track 56--54--56--58 You've Been a Little Careless 54--52--54--56

JIMMIE WAKELY (Coral 64011) A Broken Heart 66--66--63--69 Go Your Way and I'll Go Mine 76--76--75--77

MOON MULLICAN (King 783) There's a Chill on the Hill Tonight 78-78--77--79 Sweeter Than the Flowers No. 2 85--85--85--85

BILLY STRICKLAND & HIS HILLBILLY KINGS (Sylvan 354) Hillbilly Wolf 55--52--55--58 When You Know 61--61--60--62

BOBBY GREGORY & HIS CACTUS COWBOYS (Manor 1183) I Miss You All the Time 30--30--30--30 Cowgirl Ann 30--30--30--30

CLYDE MOODY (King 782) Over the Hill 80--80--80--80 Blue Mexico Skies 65--65--64--66

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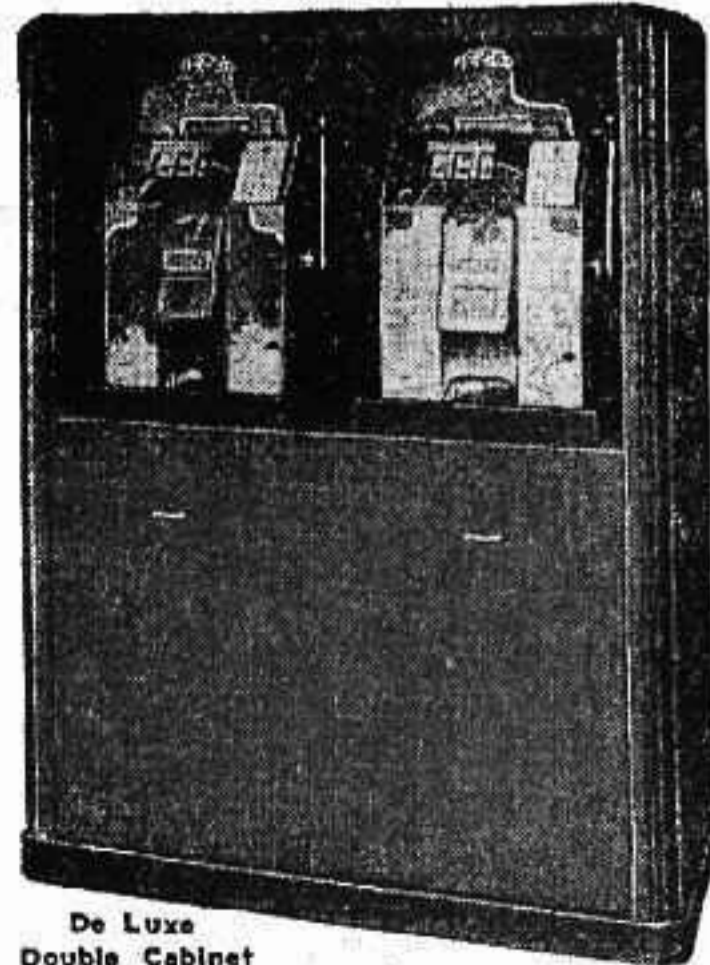
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(Continued on page 126)

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Record Reviews

(Continued from page 125)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
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ARTIST
TUNES
LABEL AND NO
COMMENT



FOLK
JENKS "TEX" CARMAN
(4 Star 1303)
Hawaiian Hotel 54--51--54--57
Steel guitar solo of no special import.
There's a New Moon Over My Shoulder 62--60--62--64
Satisfactory back-country warbling, fiddling and guitaring on the oldie, but not sensational enough to hold hopes of reviving the song at this time.
"T" TEXAS TYLER
(4 Star 1321)
Please Believe in Me 77--77--76--78
Nice beat for a rhythm ballad — country — style. Tyler sings it well with excellent guitar passages.
Soft Lips 63--63--63--64
Tyler warbles a rather inept love song.

HANK THOMPSON
(His Brazos Valley Boys)
(Capitol 57-40169)
My Front Door Is Open 67--67--68--69
Good performance by Thompson and His Boys of a rhythm item of only slight merit.
Tomorrow Night 79-79--78--80
Thompson warbles his own ballad effectively.

HOWINGTON BROTHERS-THE TENNESSEE HAYMAKERS
(DC 4114)
Easy Pickin' 67--67--64--70
Country blues instrumental with fine guitar plucking.
Our Shotgun Wedding Day 58--58--56--60
Rowdy-dow comedy novelty doesn't come thru.

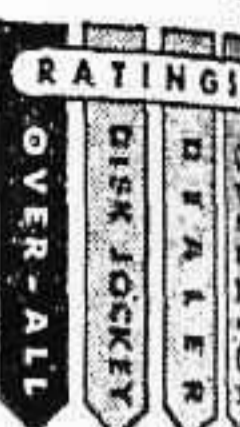
TEXAS JIM LEWIS
(Exclusive 104)
A Package of Lies Tied in Blue 60--60--60--60
Indifferent rendition of a country tune that's been getting recent attention.
I Didn't Raise My Boy To Be a Billy 68--70--66--68
Rootin' — Tootin' hillbilly burlesque may interest the city mountaineers.

RODY ERICKSON
(& His Dude Ranch Boys)
(Jewel T-7003)
Promise Me (You'll Be Mine) 65--65--63--67
Pretty, old-style ditty receives a sweet vocal—the effect is more pop than Western.
I'll Be Yours 62--62--60--65
About like flip, the tune doesn't have quite as much distinction.

DAVEY BRANAM
(The Brandy Mountain Boys)
(Superior 126)
Maple on the Hill 66--66--64--68
Weeper well warbled in back hill style.
Be Careful 65--66--64--68
One of those didactic tales of woe—this one about a drunk driver who runs down an innocent child. Sincerity and pathos in the delivery.

RED KIRK
(Mercury 6189)
A Package Tied in Blue 82--82--82--82
Warbler shows sincerity and lyrical feeling in an attractive hill torcher.
Lovesick Blues 74--74--74--74
First-rate coverage on the yodeling blues that's riding via a Hank Williams etching. Kirk sells strong.

ARTIST
TUNES
LABEL AND NO
COMMENT



FOLK
TEXAS RUBY AND CURLY FOX
(King 786)
Those Dreams Are Gone 65--65--63--61
Routine hill ballad gets a good-enough warble.
The Code of the Mountains 82--82--81--81
Strong ballad in the old mountain style tells a tale of death and the hill code. Appealingly warbled and backed in the authentic manner.

THE GEORGIA CRACKERS
(Victor 31-0058)
Gone Down the Drain 55--55--55--51
Cited tune and cited performance won't do this side much good in country location.
In One Ear and Out the Other 58--59--57--51
Good rhythm ditty from the pop field done up country fashion with city polish.

CHILDREN
THE TEDDY BEAR PLAYERS (8")
(Teddy Bear 253)
Three Little Pigs 80--80--80--80
Standard is set to original music, and has the wolf putting the first two pigs in a cage instead of eating 'em up. Disk itself, and special label are the display factors. Good clarity. Runs nearly as long as a 10" disk.
Katie the Kangaroo 74--78--70--80
Original tune, while very cute and catchy, is for older kids and pop buyers. Production is full and clear, label is vivid illustration.

JACK ARTHUR-THE SONG SPINNERS
(7")
(Peter Pan 118)
Animal Songs, Parts I & II 84--84--84--84
"Three Little Kittens," "Pussy-Cat Pussy-Cat," "I Love a Little Pussy," "Old Mother Hubbard," "Oh, Where Has My Little Dog Gone," "Hark, Hark, the Dogs Do Bark."
Cute, attractive cover and labels here. Kiddie favorites are linked by pleasant continuity, with vocal variety.

THE FAIRYLAND PLAYERS (7")
(Peter Pan 112)
Mother Goose Songs 75--74--76--80
"Three Blind Mice," "There Was a Crooked Man," "Little Bo Bop."
Adequate label coverage of kiddie standards, with a little dialog thrown in. Good orchestral support.
Alphabet Song 78--78--78--80
Cover and labels make sock display. "Learning" song is clearly projected.

ROGER WHITE-ROY HALEE (8")
(Teddy Bear 254)
Hobbledy Horse 80--80--80--80
Original horse tale takes in a trip to the blacksmith. All the usual horse effects are well-projected, and full orchestral sounds fine. Attractive disk.
What Can the Matter Be? 82--82--82--82
Clear, bouncy rendition of the folk song, with a little dramatization thrown in. Infectious quality should hit the target.

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ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

CHILDREN

JACK ARTHUR-THE SONG SPINNERS
(7")
(Peter Pan 116)

Songs on Being Careful 74--75--73--NS

Included here are "Humpty Dumpty," "A Tisket, a Tasket," and "Jack and Jill." Each is introduced by a little talk on safety and takes some of the fun out of the songs.

Sleep, Baby, Sleep 70--70--70--NS
Bed-time tunes are done adequately, but with no special charm.

THE TEDDY BEAR PLAYERS (8")
(Teddy Bear 252)

Our Birthday Party 78--78--78--NS
Birthday production should prove a welcome addition to the limited amount of material available. Requires listening, however, without much chance for participation.

Funny Bunny 81--82--80--NS
Charming nonsense song is sung and played with relish.

THE TEDDY BEAR PLAYERS (8")
(Teddy Bear 251)

Old King Cole 80--80--80--NS
Full production is built around the standard. Good, big ork is used, and vocal clarity maintained. Disk and label, seen thru cellophane sleeve, are attractive. Long length of slide makes for a good value.

Little Red Hen 78--78--77--NS
Original music here is pleasant, but some of the simplicity of the ancient moralizer tale is lost because of it. Label is a strong selling factor.

INTERNATIONAL

DANNY MAJEWSKI ORK
(Harmonia H-1215)

Cruising Down the River 84--85--84--84
Live, swiny rendition of the hit is with vocal in Polish. Should do it all over again in Polish neighborhoods.

The Green Meadow 82--82--82--82
Zo. Wejchert gives the popular Polish standard a virtile vocal rendition. Polka band keeps things hopping.

RUSS BINERT ORK
(De Luxe 9155)

Girl Friend Polka 71--70--70--72
Powerful polka beat and typical Polish orking here. Vocal is in Polish, when you can hear it.

Sunshine Polka 72--71--72--73
Very similar tune, but this time it's an instrumental.

EDDIE TERLIKOWSKI
(Columbia 18753-P)

Lucky Stop Waltz 77--78--76--76
(L'il Wally)
Melodious Polish waltz is sung in that tongue by the composer, who puts plenty of heart into it.

Ludzie Moje Ludzie 77--78--76--77
Polish-language polka has a hearty flavor. It's another original by the spirited warbler, Walter Jagtello.

JOE PETRAK
(Swingmaster 1000)

Barbara Polka 81--82--80--80
The accordion king turns in a top-notch polka for dancing. Accordion fans will go for this virtuoso.

Lady of Spain 76--76--74--77
Snappy two-step treatment by the flashy accordionist should earn fair juke and jock play.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

INTERNATIONAL

FLANAGAN BROTHERS
(Columbia 33506-F)

Let Ye All Be Irish Tonight 64--60--64--70
Old-time American-Irish novelty has good-natured humor, but sounds a bit self-conscious today.

Flanagan the Lodger 65--60--66--68
Recording shows its age, but novelty reissue should get some play where the only requirement is that it be Irish.

ERWARD KROLIKOW-SKI ORK
(Columbia 12403-F)

Comedy Polka 75--75--74--75
Jolly instrumental is in the Polish style, doesn't get very wild, but has a firm beat.

Love 'Em and Leave 'Em 79--78--78--80
Polka (Jack Edwards)
Sock polka has a light English lyric Pine dance side.

EDDIE GRONET POLKA-TIME ORK
(Columbia 12405-F)

Whose Girl Are You? 82--83--81--83
Popular Polish - type waltz with Al Gamsie lyric gets one of its best renditions. Boy-girl harmony and sweet, lilting orking figure strongly.

Minnesota Polka 82--82--82--82
George Smith warbles this one with a beat. Brassy orking should register with mid-Western buyers.

FRANK YANKOVIC ORK

The Tinker's Song 78--78--78--78
A warm, charming lyric by Leo Paris has been added to an older Yankovic instrumental polka.

The Whistling Sweethearts Polka 61--60--60--62
Good singing, uneven recording and overdone whistling. Polka beat is barely heard.

JOE TARTO
(Mercury 2085)

Pyramid Polka 69--70--68--70
Banjo, organ, accordion and drum are prominent in a lively instrumental with a march-like trio.

Love Will Find a Way 63--62--62--68
Schottische has vocal by a gal billed simply as "Betty." Number is fly-weight, but rhythm is very danceable.

ROMY GOSZ
(Coral 60069)

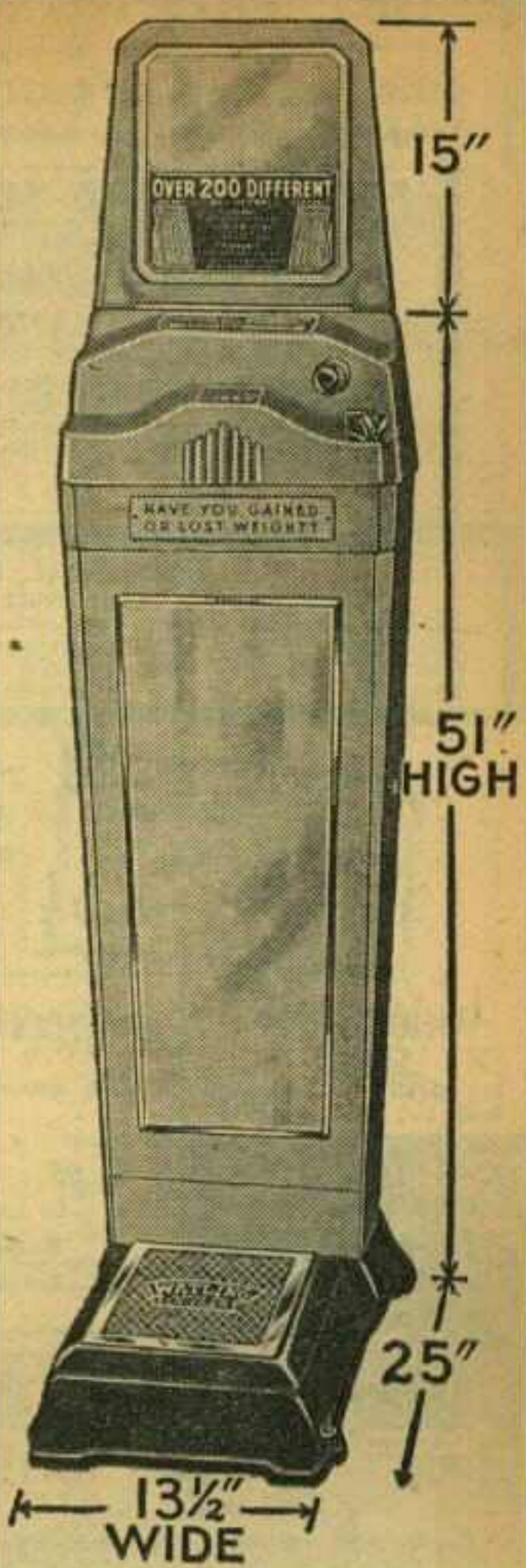
Morning Star Polka 75--74--74--76
Melodious brass band instrumental, with emphasis on oom-pah. Beat is strong, tempo is moderate. Strong bet for German-Scandinavian locations.

Romy's Laendler 76--76--75--78
Lelsurely, waltzy instrumental should get plenty of spins where dancing is allowed.

JOE PRINCIE ORK
(Decca 45073)

Bye, Bye My Baby 73--74--72--74
Marian Bailey and Al Knapp do the vocal on a polka originally waxed by Frank Yankovic. New lyric isn't very exciting, but catchy instrumental portions register.

Harbor Waltz 77--77--77--78
Another Yankovic tune gets a bubbly interpretation by one of the better international-style bands.



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 — Telephone: Columbus 1-2773
Cable Address: WATLINGITE, Chicago

- SLOT BARGAINS**
- 1 1/2 Blue Front \$50.00
 - 1 1/2 Melon Bell 50.00
 - 1 1/2 Brown Front 35.00
 - 2 25¢ Brown Front 60.00
 - 2 5¢ Original Silver Chromes 60.00
 - 3 5¢ Original Gold Chromes 60.00
 - 1 25¢ Original Gold Chrome 65.00
 - 1 5¢ Copper Chrome 60.00
 - 1 5¢ Blue Q.T. 25.00
 - 1 25¢ Blue Q.T. 25.00
 - 1 5¢ Golden Falls 75.00
 - 1 25¢ Golden Falls 80.00
 - 2 5¢ Jumbo C.P.O. 30.00
- 1/2 Cash, Balance C. O. D.
JOHN BURKE
South Down Shores Edgewater, Md.

Bag-a-Bunny Ray Guns
Completely Reconditioned and Repainted—\$99.00 Ea.
Seeburg Ray Guns, Amplifiers and Repairs.
5 Chicoin Basketballs, used \$225.00 Ea.
1/3 Deposit, Balance C. O. D.
Coin Amusement Games
1127 E. 55th St. Chicago 15, Ill.

**THE MIGHTY SENSATIONAL
NEW COUNTER GAME . . .**

ATOM 10c Play



WRITE FOR PRICES

SMALL AS A MITE . . . PROFITS BIG AS A GIANT!
Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it—try it yourself.
• Available in 1¢ or combination 1-5.
• Cigarette or Fruit Reels. Weight: 6 lbs.
• Size: 5 1/2" x 5 1/2" x 6".

GROETCHEN TOOL & MFG. CO.
126 N. Union Ave. CHICAGO 6, ILL.
Phone: RAndolph 6-2807

ONE BALLS

- CITATIONS \$459.50
 - JOCKEY SPECIALS 149.50
 - SPECIAL ENTRY 119.50
 - EVANS 1947 RACES, Cash Payout 249.50
- Deposit Required.

H. G. PAYNE CO.
312 Broadway, Nashville 3, Tenn.

WORLDLY WISE says:

A sense of humor is what makes you laugh at something that would make you mad if it happened to you



SHUFFLEBOARD SCOREBOARDS

Keeney 2 Wall Models POPULAR STANDARD SCORER Plastic numerals. Coin Operated \$149 DELUXE MODEL Regular play or combination Regular and Horse-Collar Play. Cabinet colors in burbundy, cobalt blue or green finish. 5¢ or 10¢ coin chutes. Slug rejector. \$199

GENCO ALL PURPOSE SCOREBOARD Electric coin-operated. Double-faced. Center overhead mounting. Scores 1 to 50 points or frame. Dux everything. Frame scoring, point scoring, horse-collar scoring, baseball scoring, standard scoring. \$199.50

ORIGINAL FLIPPER GAMES

Table with 3 columns of game names and prices: BIG TOP, SARATOGA, PHOENIX, RAINBOW, DEW-WA-DITTY, CARNIVAL, GIZMO, SCREWBALL, SPEEDWAY, LADY ROBIN HOOD, WISCONSIN, MAJOR LEAGUE.

CHICAGO COIN REBOUND SHUFFLEBOARD These are the cleanest on the market. Beautiful condition. Like New. Coin-Operated \$2.00

TERMS: 1/3 Down Balance Sight Draft

NEW FIVE BALLS Williams MARYLAND Exhibit GONDOLA GENCO THREE FEATHERS United PINCH HITTER Chicago Coin SUPER HOCKEY

VICTORY DERBY \$69.50 Lot of 10 Only \$500

WANTED TO BUY Advise quantity and condition

DAVAL FREE PLAY COUNTER GAMES New, in original cartons \$29.50

Terms: 1/3 Down Balance Sight Draft or C.O.D.

Draw Bell Multi Ball Double Up Spot Ball De Luxe Draw Bell Keeney Wild Bell Lexington Trophy

For real buys call the House of Values



WORLD WIDE DISTRIBUTORS, INC.

7330 N. WESTERN AVE. CHICAGO 47 EYerglade 4-2300 CABLE ADDRESS "GAMES"

RECONDITIONED 1-BALLS

Table of 1-ball games and prices: Bally Citation, Gold Cup, Jockey Special, Special Entry, Daily Races, Vict. Special.

NEW GAMES

Gottlieb SHARPSHOOTER United PINCH HITTER GENCO THREE FEATHERS Chicago Coin SUPER HOCKEY Exhibit GONDOLA

RECONDITIONED 5-BALLS

Table of 5-ball games and prices: Floating Power, Round Up, I-2-3, Serenade, Buccaneer, Barnacle Bill, Puddin' Head, All Baba, Saratoga, Phoenix, Screwbail, Rainbow, King Cole, Morocco, Jack & Jill, Sally, Summertime, Carnival.

PHONOGRAPHS

Table of phonographs and prices: Rock-Ola 1422, Rock-Ola Standard, Rock-Ola DeLuxe, Wurl. 500, Wurl. 750-E, Wurl. 850, Wurl. 1015.

EXHIBIT DALE GUN Call Us for Prices

75 DuGrenier 9-Col. Cig. Machines, Model W. \$85.00 EACH

RECONDITIONED 5-BALLS

Table of 5-ball games and prices: Merry Widow, Trade Wind, Shanghai, Triple Action, Blue Skies, Cinderella, Virginia, Ron-Dee-Voo, Crazy Ball, Trinidad, Spinball, Bermuda, Catalina, Banjo, Robin Hood, Wisconsin, Yanks, Humpty Dumpty.

NATIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

Immediate Delivery on the Following New Games Gottlieb SHARPSHOOTER Exhibit GONDOLA GENCO THREE FEATHERS Williams MARYLAND Chicago SUPER HOCKEY Exhibit DALE GUN Universal PHOTO FINISH (1 BALL FREE PLAY)

USED 1-BALL FREE PLAY GAMES

Table of used 1-ball games and prices: CITATION, GOLD CUP, JOCKEY SPECIAL, SPECIAL ENTRY, VICTORY SPECIAL, DAILY RACES.

SEND FOR OUR COMPLETE PRICE LIST OF GOOD USED GAMES



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO. (Phone: Franklin 3620)



Trade Directory

New Equipment

Atom (ball gum counter game)—Groecken Tool & Manufacturing Company, Chicago. Corner Shuffleboard — Standard Stairworks, Chicago. Luxor (shuffleboard) — Standard Stairworks, Chicago. Pinch Hitter (five-ball)—United Manufacturing Company Chicago. Pool-ette (Belgian type pool game) —Michigan Games Manufacturing Company, The Heights, Mich. Robot-Cashier (coin receiving unit) —Money Meters, Inc., Providence. Shuffpins (coin-operated bowling game) —System Amusement Exchange, Los Angeles. Sportsman (shuffleboard) —Purveyor Shuffleboard Company, Chicago. Tan Today (sun tan lotion vender) —Races Manufacturing Company, Brooklyn. Tailgate loading platform —Ven Corporation, Los Angeles. Ticket vender for amusement games —Races Manufacturing Company, Brooklyn. Trophy (for shuffleboard toursneys) —American Shuffleboard Sales Company, Los Angeles. Univendor (candy vender) —Stoner Manufacturing Corporation, Aurora, Ill. Winter Book (console)—H. C. Evans & Company, Chicago.

Change Address

Cole Products Corporation moved to 39 South La Salle Street, Chicago.

New Firm

M. R. Johnson opened his own distributing firm at 83 Fairfield Avenue, Bridgeport, Conn.

Purchases

Eagle Lock Company, Terryville, Conn., acquired the complete Bell Lock line. Empire Coin Machine Exchange, Chicago, purchased the complete parts department of Bell Products.

Name Change

Stan Manufacturing Company, King of Prussia, Pa., changed its name to Automatic Industries, Inc.

Personals

Laurie L. Cavanaugh, Chicago, appointed to the NAMA staff as legislative relations representative. James E. Mack named manager of the Washington office of the National Confectioners' Association. C. Bruce McConnell elected president of Hamilton, Harris & Company, Indianapolis. Bernard N. Osmond appointed director of special activities, NAMA, Chicago. Clyde Port joined the sales staff of the R. F. Jones Company, Salt Lake City. David C. Rockola, president of the Rock-Ola Manufacturing Corporation, announced the following new board members and vice-presidents: New directors, J. Raymond Bacon and Sidney R. Zatz; vice-presidents, J. Raymond Bacon, James J. Sears, and J. A. Weinand. Paul Steichen joined the sales staff of Stoner Manufacturing Corporation, Aurora, Ill. P. Trent, director of sales and advertising, Leaf Gum Company, Chicago, announced his resignation, effective the first week of July. William Tucker named production director at Purveyor Shuffleboard Company, Chicago.

Distributors

AMI, Inc., Grand Rapids, Mich., appointed Kertman Sales Company, Rochester, N. Y., sub-distributor in

Monroe County, New York. Auto-Vend, Inc., Dallas, appointed two foreign distributors: The Royal Importing Company, Havana, for Cuba and Cancel Brothers, Santurce, Puerto Rico, for Porto Rico, Haiti and the Dominican Republic. Eastern Electric Vending Machine Corporation, New York, named the F. A. B. Distributing Company, Atlanta, to cover Alabama and Central and Eastern Tennessee territory in addition to Georgia, North Carolina, South Carolina and Florida, west of Tallahassee. J. H. Keeney & Company, Chicago, appointed W. B. Enterprises, Kansas City, Mo., to cover the Western half of Missouri and the Eastern half of Kansas. The Oak Manufacturing Company, Los Angeles, named Dave Stern, of Seacoast Distributors, Newark, N. J., to handle the New Jersey area. Trans-Vue Corporation, Chicago, named the Hall-Jones Company, New Haven, Conn., to cover Connecticut. Firm will also handle distribution in Springfield, Mass. Universal Industries, Inc., Chicago, appointed Consolidated Distributing Company, 1910 Grand Avenue, Kansas City, Mo., to cover Kansas; Atlas Music Company, 221 Ninth Street, Des Moines, for the Iowa territory.

New Offices

Cole Products Corporation, 39 South La Salle Street, Chicago, set up the following divisional offices: 475 Fifth Avenue, New York, under the direction of Melville B. Rapp; 701-02 Book Building, Detroit, with William J. Smith in charge; 310 Broadway, Kansas City, Mo., Edward L. Granger in charge, and Transamerica Building, Los Angeles, under the management of Frank I. Kirk.

SPOKANE OPS WIN

(Continued from page 96) devices were not withdrawn. Suit claimed council's action was illegal in that it was an attempt to avoid giving Spokane residents an opportunity to vote on the city ordinance banning the machines. City officials passed the ordinance making the pinballs illegal after a majority vote was cast against the machines on an advisory proposition on the ballot during the municipal election in March. Association contends that pinballs are not illegal; that they are games of chance. They had operated in Spokane by sanction of city ordinances and a State law, the suit set forth.

Mills Issues New Chart

CHICAGO, June 4.—A comprehensive eight-page chart illustrating its complete line of compressors and condensing units is now being mailed by Mills Industries, Inc., it was announced by R. A. Hoagland, vice-president. Bulletin, No. 204-5, includes detailed specifications and essential data on air-cooled units one-quarter to three horse power, water-cooled, one-third to 10 horse power, and combination air and water-cooled one-half to three horse power.

Robinhood Converted to Coney Island \$99.50 Coney Island Glass 15.00 Crown Jewels Glass 15.00 and for Humpty Dumpty LEHIGH SPECIALTY CO. 826 N Broad St. Philadelphia 30, Pa. Phone: POplar 5-3299

Wanted HOLLYCRANES

Used or New. Write. ARCADIAN AMUSEMENT CO. 1208 Carondelet St. New Orleans, La.

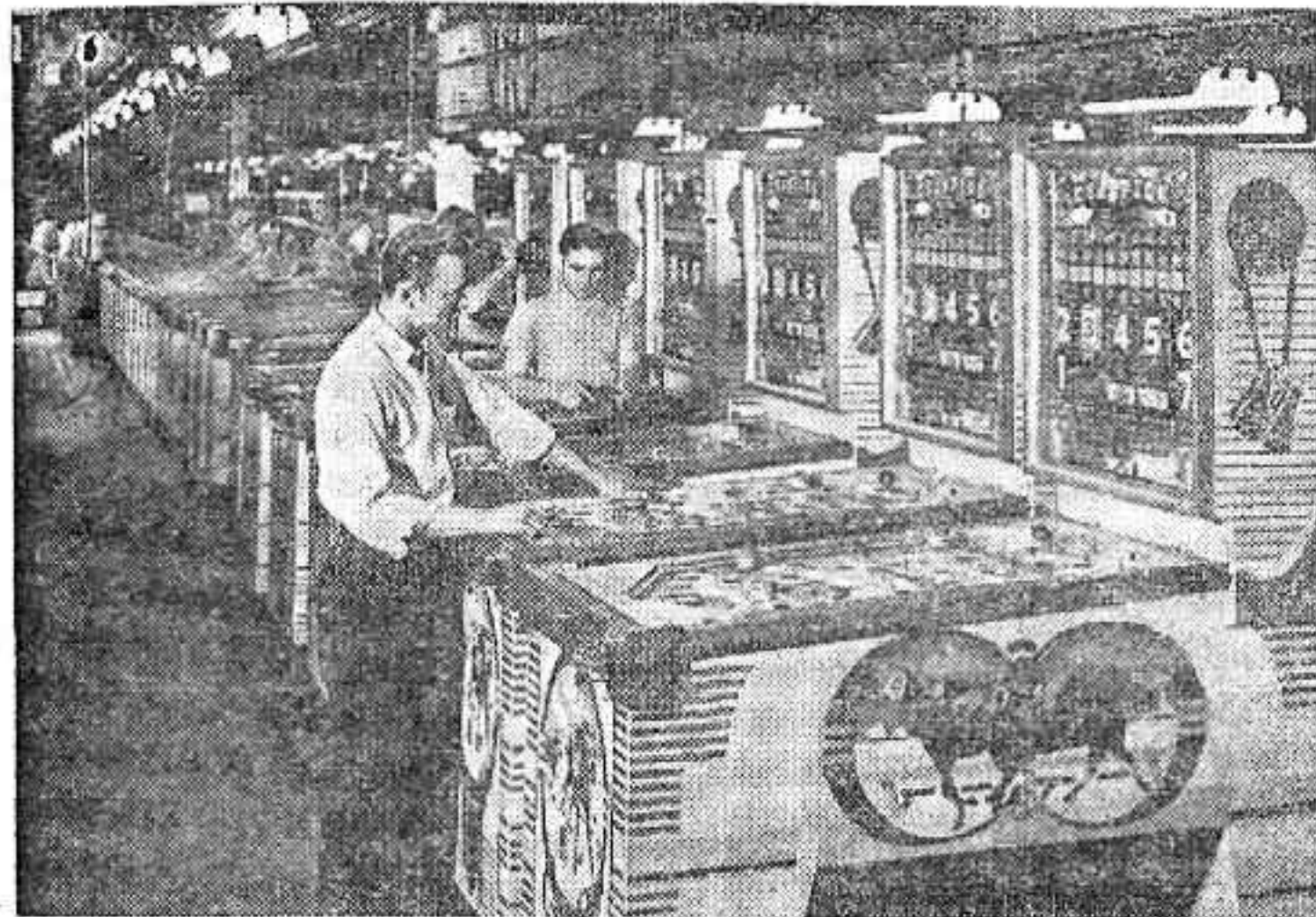
Bally Begins Shipments on Two New One-Ball Games

(Continued from page 96)

Advantages, player may press No. 2 Horse-Shoe Button to hold Selections, Odds and No. 1 Advantages and then play coins for No. 2 Advantages: (1) Winning ball in Purse scores double; (2) winning ball in Show scores double; (3) additional holes become wild holes; (4) Odds advance. Coins played, after No. 1 Horse-Shoe Button is pressed, progressively

idea, A-B-C-D bumpers and build-up Feature.

Mechanical improvements introduced in Champion include hardened steel armor protecting all vital mechanism and a new type triple-wheel Replay Recorder that eliminates projector-lamp burn-outs. Jenkins pointed out the new features incorporated in Champion are provided without increasing over-all size of



BALLY'S PRODUCTION LINE hums as the firm's new entries, Champion and Kentucky, begin moving out to distributors. Games succeed Citation, which had been in continuous production at Bally since September, 1948.

light letters of legend "Wild-Purse-Show-Place-Win" on back-glass. Letters may light one letter per coin or several letters per coin. Each coin either advances the letter-light or holds at letter lit on previous coin. When "Wild-Purse" is lit, all 7 holes in Purse section are winners. When "Wild-Purse-Show" is lit, Purse and Show sections are wild. All 28 holes on board are wild when complete line is lit.

Champion retains the Spell-Name

game and with no increase in price. He said location tests, ranging from 30 to 60 days, indicate Champion earning power exceeds that of Citation.

Target Master In Production

(Continued from page 96)

nal strips and screw-type connectors. Hunter said that replacement bulb assemblies are furnished as complete units, prefocused at the factory. A free-play attachment is available as optional equipment.

Price of the game is competitive, according to Hunter. Under development for two years, it has been field-tested in this area for six months. Lavoie Laboratories, of Matawan, N. J., is manufacturing Target Master under contract with Automatic. The firm is now experimenting with other coin-operated games.

With the company's distributor program now being set up on exclusive territorial bases, Hunter listed outlets already appointed as S. H. Lynch, for the Southwest; Minthorn Music, Los Angeles; Televisco, San Francisco; Kirg & Company, Chicago; Hy-G Music, Minneapolis; Eastern Sales, Rochester, and Craftsman's Piano Shop, Morris Plains, N. J. Bill Schetter, former president of the Jack R. Moore Company, has been named general agent for the Pacific Coast.

MAINE OPS' ASSN.

(Continued from page 96)

Mrs. Donald I. McNeil, secretary. Major business on the agenda was a discussion on the high price of equipment. Representatives from various coin machine manufacturers were invited to attend the session and give their views on the subject. At the conclusion of the meeting Mrs. McNeil was instructed to write to all manufacturers protesting the current prices on equipment.

Report to the membership on the increasing number of operators who are joining the MCMOA said it has become increasingly evident the operators were agreed an association could be a worth-while undertaking in the State.

SPRING CLEARANCE...PRICES SLASHED! THOROUGHLY RECONDITIONED ALL PRICES INCLUDE CRATING...NO EXTRA CHARGE

RECONDITIONED CITATIONS

\$429.50 ea.

Other Bally One Balls:
GOLD CUPS\$229.50 ea.
JOCKEY SPECIALS 179.50 ea.
SPECIAL ENTRIES 119.50 ea.
VICTORY SPECIALS 49.50 ea.

For Quantity Prices—
Write, Wire or Phone.

RECONDITIONED MUSIC

SEEBURG:

1 MAYFAIR\$ 59.50
1 146M 344.50
1 146S CON. TO '47 324.50
1 147M 439.50

ROCK-OLA:

1 1422\$239.50

WURLITZER:

500 and 600\$89.50 ea.
750E and 780E 189.50 ea.
850 and 950 129.50 ea.
1015 WRITE

ROLLOWS & ARCADE

WOODEN BALL:

1 PRO SCORE\$109.50
8 TOTAL ROLLS 39.50 ea.
7 ADVANCE ROLLS 69.50 ea.
9 BALLY HY ROLLS 139.50 ea.
5 BALLY HY ROLLS (25 cycle) 159.50 ea.
1 GENCO PLAY BALL (Prewar) 29.50
1 BUCCANEER 49.50
3 BING-A-ROLLS 234.50 ea.

METAL BALL:

All types at close-out prices. \$24.50 and up. Let us know your needs.

PREMIER BARREL ROLLS:

2-7'\$89.50 ea.
7-10 1/2', 2-12 1/2' and
1-14' 79.50 ea.

ARCADE EQUIPMENT:

1 12' American Shuffleboard, Floor Sample, Never Used. WRITE
1 Undersea Raider and 1 Sky-fighter\$69.50 ea.

25 SUPER DELUXE

AIREONS

New coin conversion on door, new accumulator, up-to-date mechanism, discs repainted. These machines perform and appear in better condition than when originally shipped from the factory. \$199.50 ea. Lots of 5 —\$184.50

T and C POPCORN VENDORS

\$99.50 ea.

Lots of Five \$89.50 ea.

ORIGINAL FLIPPER FIVE BALL

We always carry a large stock of original flipper games. Let us know your requirements. We will furnish slashed prices on tip-top equipment.

AIREON

BLONDE BOMBSHELLS AND FIESTAS
Latest mechanisms and all improvements. Machines almost like new. \$299.50 Ea.

Lots of 5 \$284.50 ea.

'48 AIREON CORONET

Practically New

\$319.50

Alfred Sales has a reputation for satisfied customers who know that all the reconditioned equipment sold by this firm is as represented. This used equipment is all thoroughly reconditioned, in some cases in better shape than when it came off the assembly line.

1/3 Deposit, Balance C. O. D.

WRITE, WIRE OR PHONE



381 MAIN ST. Lincoln 9106 BUFFALO 3, N. Y.

ALFRED SALES IS THE EXCLUSIVE DISTRIBUTOR IN THIS TERRITORY FOR WURLITZER, BALLY, GOTTLIEB, WILLIAMS, EXHIBIT AND OTHER LEADING MANUFACTURERS. WE HAVE COMPLETE LINE OF PARTS, PLASTICS AND AUXILIARY EQUIPMENT.

THERE'S PLENTY of kick LEFT IN OLD GAMES when you install

THUMPER BUMPERS

- New 16 Point Daisy Cap • Adjustable kicker stroke
- Easily-quickly installed • Kicks ball from any angle
- Bumper lights up—bulb and socket furnished.

No. 18 For Genco
No. 20 For Williams and Bally
No. 21 For Gottlieb, United, Exhibit and Chicago

COMPLETE THUMPER BUMPER KIT\$3.95
Complete with assembly bracket

Relay Assembly for accurate scoring. \$1.95

SPECIAL: Complete kit consisting of 2 thumper bumpers 1 relay assembly and 1 simplified wiring diagram ONLY \$8.95



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MILLS—All Models •
CRISS CROSS • TIC-TAC-TOE
OVER AND UNDER

Complete Machines and Conversion Kits
Used Machines Taken in Trade.

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BAKER NOVELTY CO.

1700 W. WASHINGTON BLVD.
CHICAGO 12, ILL.

NEW LOW PRICES MUSIC GAMES

WURLITZER	All-Baba \$125.00
1015\$310.00	Monterrey. 80.00
1080 310.00	Yanks ... 65.00
1100 500.00	Wisconsin. 70.00
SEEBURG	Ballerina . 65.00
46M\$300.00	Humpty
ROCK-OLA	Dumpty 65.00
'48\$500.00	1/2 Deposit—
AMI	Balance C. O. D.
A Model. \$450.00	
(Crating add \$5.00 each.)	

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2015 MARYLAND AVENUE
BALTIMORE 18, MARYLAND

WANT TO TRADE—

Brand New Regulation 22 Ft. Shuffleboards with the finest wood tops, for very late Bally Equipment: DeLuxe Draw Bells, Triple Bells, 1-Ball Free Plays or Payouts, etc. Also Mills Slots. Must be first class condition. Write complete details in first letter.

BOX 272, The Billboard
188 W. Randolph St. Chicago 1, Ill.

SHUFFLEBOARDS — The finest Black Tops, 18, 20 and 22 foot, guaranteed against warping, complete with all accessories. \$425.00.

TWO FACED ELECTRIC SCORING UNITS, complete with coin box and chrome uprite supports, \$175.00.

Set of 2 lifes for Shuffleboard, \$10.00. We carry a complete line of Pucks and Wax.

- USED SHUFFLEBOARDS**
- 4 20 ft. all Maple F.S. \$275.00
 - 3 Chicago Coin 10¢ Coin Operated Rebounds 195.00
 - 3 Cleveland Coin 10¢ Coin Operated Rebounds 150.00
 - 3 California Non-Coin Operated Rebounds 150.00

- USED CONSOLES**
- 6 Keeney 4-Coin Super Bells \$95.00
 - 2 Deluxe Draw Bells 225.00
 - 2 Regular Draw Bells 170.00
 - 4 Baker Pacers 125.00
 - 2 Mills 1948 Three Bells 275.00
 - 2 High Hand 5¢ Comb. 59.00
 - 3 Silver Moon 5¢ F.P. 49.00
 - 1 Bally Big Top 5¢ F.P. 49.00
 - 2 Saratoga 5¢ F.P. 49.00
 - 1 Bally 5-5-5 Triple Bells 395.00
 - 2 Jennings 5¢-10¢ Challengers 295.00
 - 4 Keeney 5¢ Super Bonus Bells 235.00
 - 1 Double Up 250.00

- NEW VENDORS**
- Atlas Deluxe Nut and B.G. \$14.50
 - Victor V Nut and B.G. 12.75
 - Northwestern '49 17.55
 - Silver King Nut and B.G. 13.95
 - Master 1-5¢ Comb. 16.95
 - Bubble Ball Gum in all sizes, Pound .30
 - Victor Toppers, \$10.00 each in lots of 100 or more.

- 2 VIDEOGRAPHS**
- Television Phonographs, fully selective music box with Emerson's 15-inch Television built in—excellent shape, originally \$1700.00 each. Special \$850.00 each.

- USED CIGARETTE VENDORS**
- 25 PX-8 \$125.00
 - 3 C-8 Electrics 185.00
 - 3 National 950 85.00
 - 6 Uneda-Pak 500, 15 Col. 75.00
 - 6 Uneda-Pak 500, 9 Col. 68.00

- SLOTS AND BELLS**
- 10¢ Walling Treasury \$50.00
 - 25¢ Walling Roll-a-Top Blue Fronts, 5¢, \$75.00/10¢, \$85.00/25¢ 95.00
 - Brown Fronts, 5¢, \$75.00/10¢, \$85.00/25¢ 95.00
 - 10¢ Jennings Silver Chief 85.00
 - 10¢ Jennings Bronze Chief 85.00
 - 25¢ Jennings Bronze Chief 85.00
 - 1 Ser of Mills 5¢-10¢-25¢ Club Bells 450.00
 - 2 5¢ Jennings Luxury Life Ups, 1 P.O. 135.00
 - 2 10¢ Jennings Luxury Life Ups, 1 P.O. 145.00
 - 2 25¢ Jennings Luxury Life Ups, 1 P.O. 155.00
 - 2 5¢ Original Black Cherry 100.00
 - 2 10¢ Original Black Cherry 110.00
 - 2 25¢ Original Black Cherry 120.00
 - 2 10¢ Original Golden Falls 135.00
 - 2 25¢ Original Golden Falls 135.00

- ARCADE EQUIPMENT**
- 15 Exhibit Merchants \$95.00
 - 2 Strikes & Spares 275.00
 - 1 Super Bomber 125.00
 - 1 Pitchem & Katchem 75.00
 - 1 Scientific Baseball 75.00
 - 2 Baiting Practices 75.00
 - 3 Chicken Sams 95.00
 - 3 Keeney Air Raiders 95.00
 - 3 Bowl-a-Scores 95.00
 - Keeney Submarine 95.00
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 - 8 Boomerangs 50.00
 - Jack Rabbit 135.00
 - Hoot Mon Golf 75.00
 - 2 Exhibit Vitalizer 95.00
 - 2 Bat-a-Ball Srs. 39.50
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 - Heavy Hitters 65.00
 - Quizzers 225.00
 - Goales 100.00
 - 6 Scientific Latest X Ray Pokers 125.00
 - 5 Exhibit Knot Holes 49.00

- PIN GAMES**
- Humpty Dumpty \$94.50
 - Robin Hood 99.50
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 - Montorrey 114.50
 - Wisconsin 110.00
 - Trinidad 104.50
 - Catalina 95.00
 - Ramona 150.00
 - Manhattan 45.00
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4 EXHIBIT ROTARIES, PUSHER TYPE \$275.00

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For Advance 21F Vendors and Sanitary Napkin Vendors

- 10 POP CORN SEZ**
- 10¢ Pop Corn Vendors \$89.50
- 20 WURLITZER SKEE BALLS**, as is \$100.00, refinished, ready to operate \$150.00
- NEW**
- Exhibit's Dale Gun \$289.50
 - Chicago Coin Pistol 325.00
 - Seven-Hi Coin Operated Pool Table WRITE
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 - Wheel of Romance 245.00
 - Tunnel of Love 245.00
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- NEW COUNTER GAMES**
- Penny Target \$39.50
 - A.B.T. Challenger 42.50
 - A.B.T. Model F 44.50
 - A.B.T. Skill Gun 57.50
 - Acme Electric Shocker 19.50
 - Duck Hunter 45.00
 - Target King 45.00
 - Whirl-a-Ball 19.50
- Special prices for 10 or more

TERMS: 1/2 Deposit. Balance C. O. D.



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BADGER'S Bargains "Often a few dollars less — Seldom a penny more"

- GUARANTEED RECONDITIONED CONSOLES**
- KEENEY BONUS 3-WAY, 5-5-5 \$550.00
 - KEENEY BONUS 3-WAY, 5-10-25 595.00
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 - BALLY TRIPLE BELLS, 5-5-25 375.00
 - JENNINGS CHALLENGERS, 5-25 275.00
 - KEENEY TWINS, 5-25, F.P., P.O. 89.50
 - KEENEY SINGLE SUPER F.P., P.O. 49.50
 - BALLY DELUXE DRAW BELLS 195.00
 - NEW BALLY HI BOY Write
 - NEW BALLY RESERVE BELL Write
 - NEW BALLY MULTI-BELL Write
 - NEW BALLY SPOT BELL Write
 - KEENEY BONUS 1-WAY, 5¢ \$195.00
 - KEENEY BONUS 2-WAY, 5-25 375.00
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 - BALLY DRAW BELLS (R. B.) 175.00
 - BALLY DRAW BELLS (M. B.) 165.00
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 - NEW BALLY TRIPLE BELLS Write
- GUARANTEED RECONDITIONED PHONOGRAPHS**
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 - NEW WURLITZER MODEL 1080 Write
 - WURLITZER MODEL 1015 \$349.50
 - A.M.I. MODEL B Write
 - A.M.I. MODEL A 550.00
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 - SEEBURG MODEL 1-47 \$395.00
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 - ROCK-OLA MODEL 1456 (1947) 295.00
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ALL PHONE KIL 3030

Introduce Bill Legalizing Base Point Practices

WASHINGTON, June 4.—A bill legalizing most basing point practices was voted by the Senate this week in place of a measure simply calling for a one-year moratorium on basing point prosecutions.

Approved by voice vote Wednesday (1), the bill permits freight absorption and quoted delivered prices if manufacturers are acting independently. If such practices are started after consultation among a group of manufacturers then they are still subject to prosecution under anti-trust laws.

If enacted into law, the measure, which was sponsored by Sen. Joseph O'Mahoney (D., Wyo.), will upset current policies of Federal Trade Commission (FTC) which has been insisting that the use of any basing point system is, in itself, illegal.

Hartford Suburb Prohibits Pin Game Playing by Youths

HARTFORD, Conn., June 4.—Suburban Wethersfield, Conn., has passed an ordinance prohibiting youths under 18 from playing pinball machines and requiring the licensing of all such machines.

The ordinance also makes parents equally responsible with the operators of pinball machines for minors found using such amusement devices. The law specifies a fine of \$25 for violations.

During a town meeting called to consider the measure, there was disagreement voiced by two former town judges, David R. Woodhouse and William H. Tribou, over the interpretation of the ordinance, particularly the phrase stating that "no operator of any mechanical device should harbor in his business establishment persons under 18 years of age."

Tribou declared that the word harbor means to "entertain, shelter or receive" and that the section would make operators, as well as parents, responsible if minors entered their business establishments. Woodhouse said that the section did not prohibit minors from entering such places but from loitering there. He added that obligation should be placed on the operator, just as obligation is fixed by the Connecticut Liquor Control Commission prohibiting the serving of liquor to minors.

Those who object to pinball machines, Tribou, pointed out, nevertheless "allow their children in places of open gambling where the games are condoned only because of the charitable proceeds derived from them." He said that "open gambling" rather than pinball machines is contributing to delinquency.

Woodhouse moved that the meeting pass the ordinance as "it is patterned after the best in the State regardless of the piffle-pooffe we hear about it."

In answer to a question as to whether enforcement of the ordinance would require additional policemen, Walter A. Macristy, police commission chairman, said that it would not. An amendment which would remove the power of revoking licenses from the police chief was defeated.

TAX SPEED-UP

(Continued from page 96) amounts are borrowed from the future. According to financial experts the speed-up in tax payments would hit hardest those firms which customarily pay taxes out of current earnings. Those with a large cash reserve for taxes would be virtually unaffected, it is asserted.

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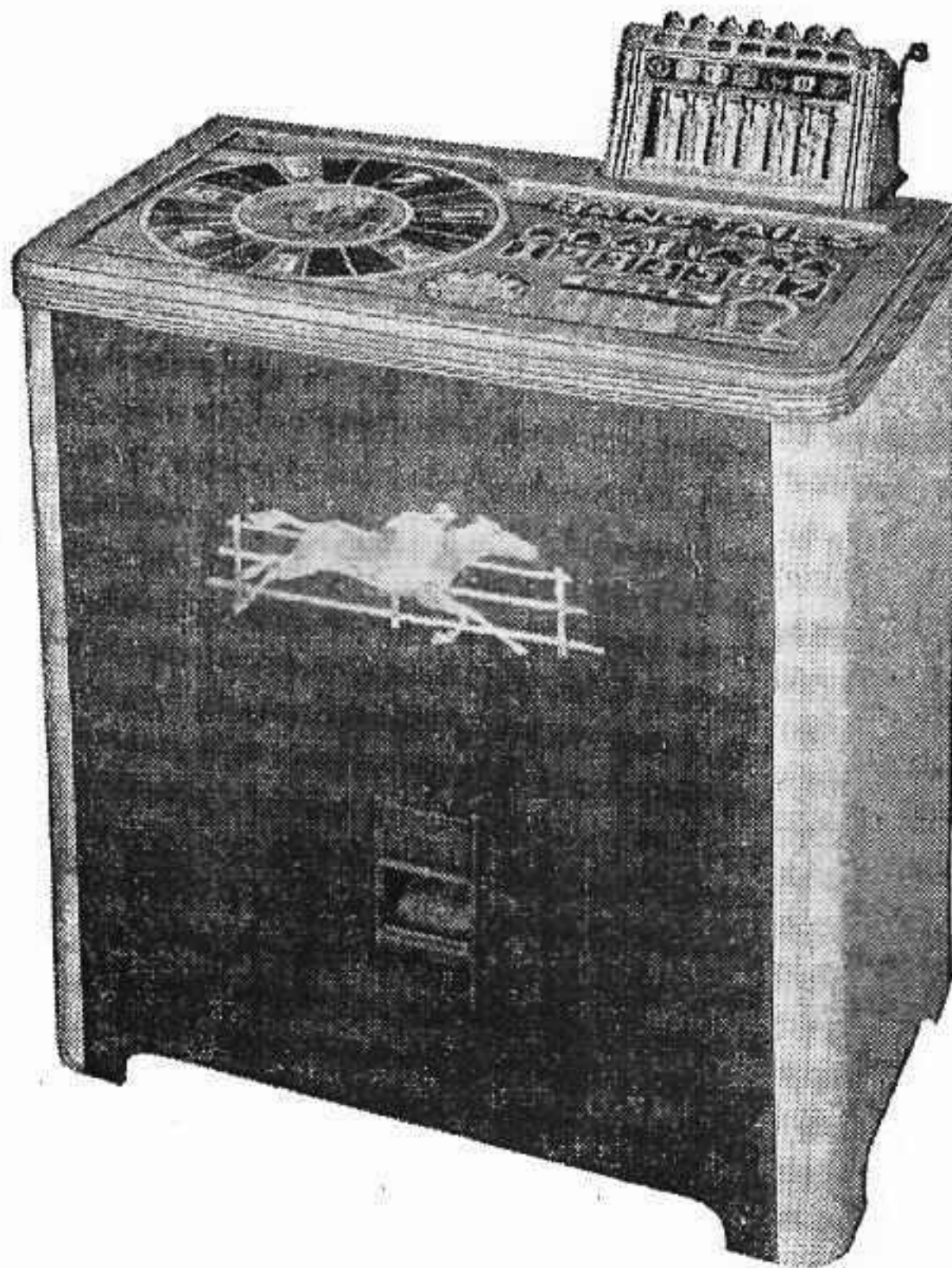
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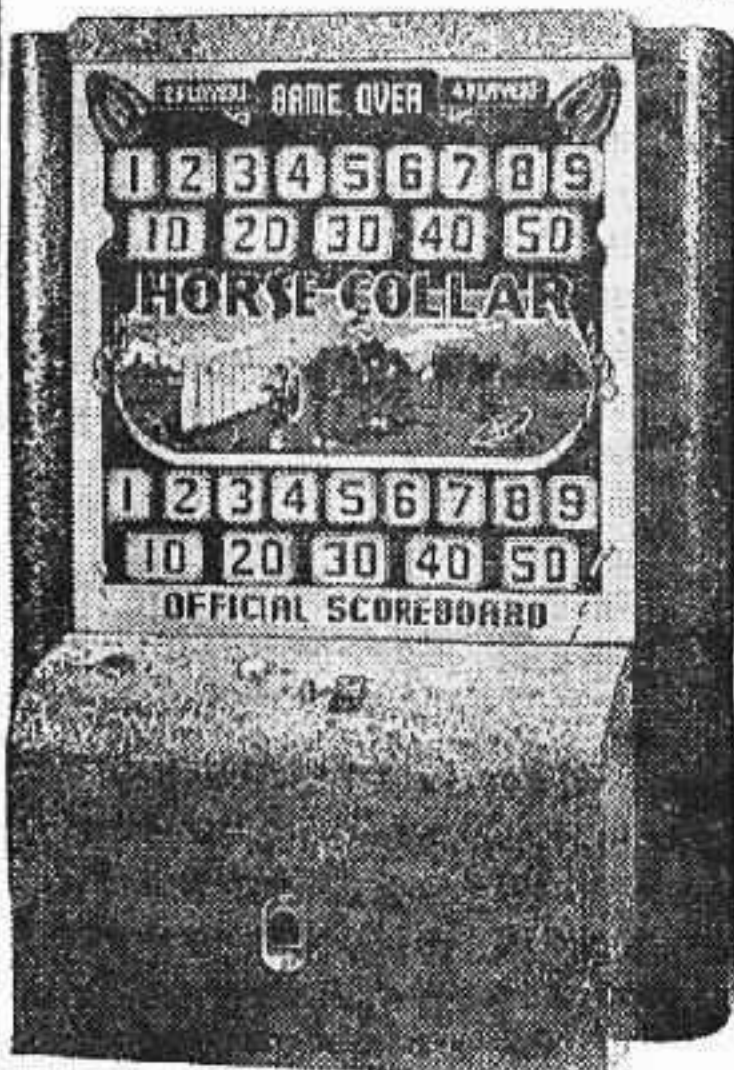
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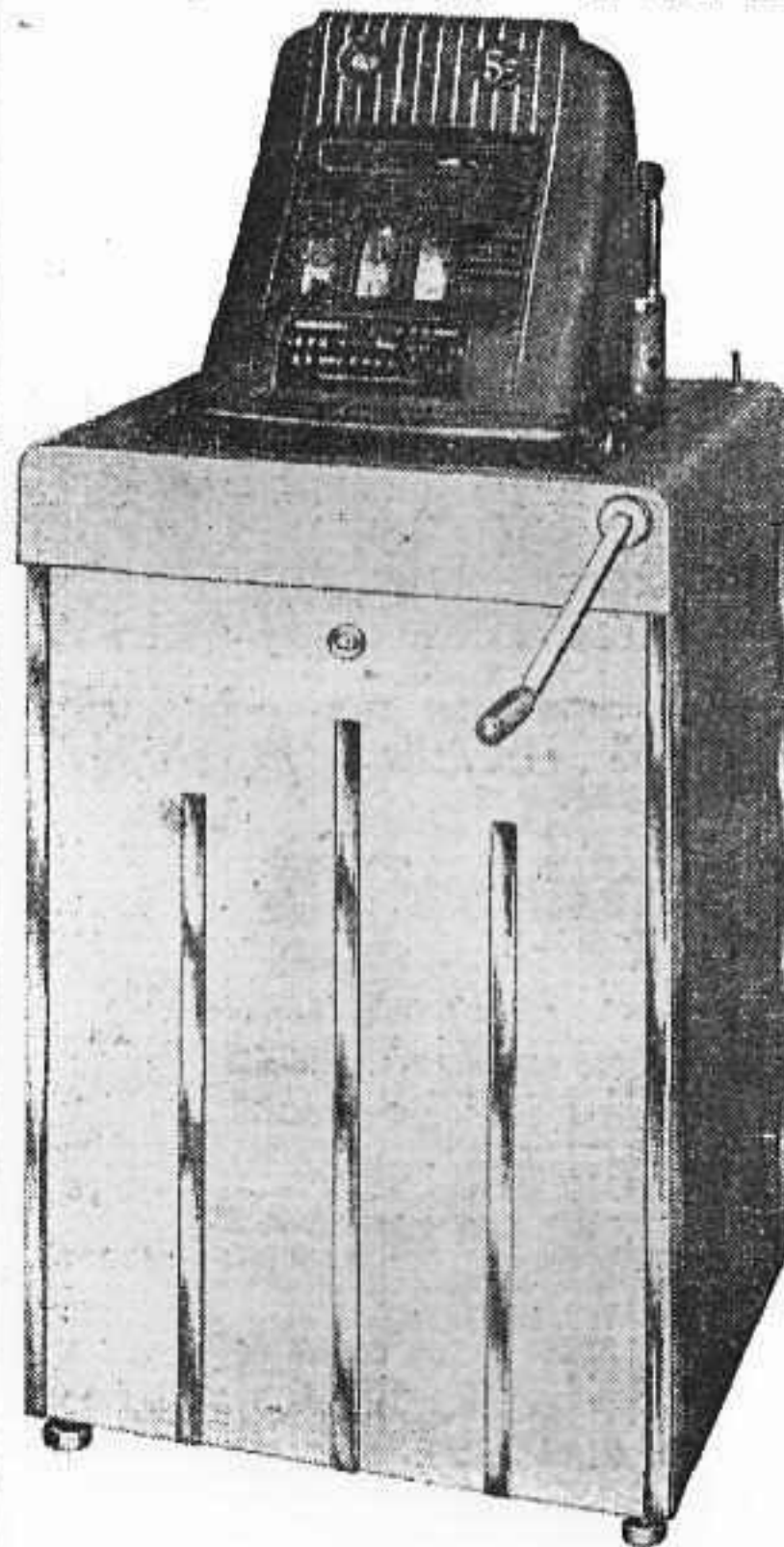
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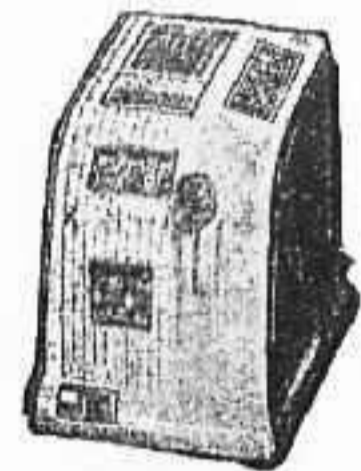
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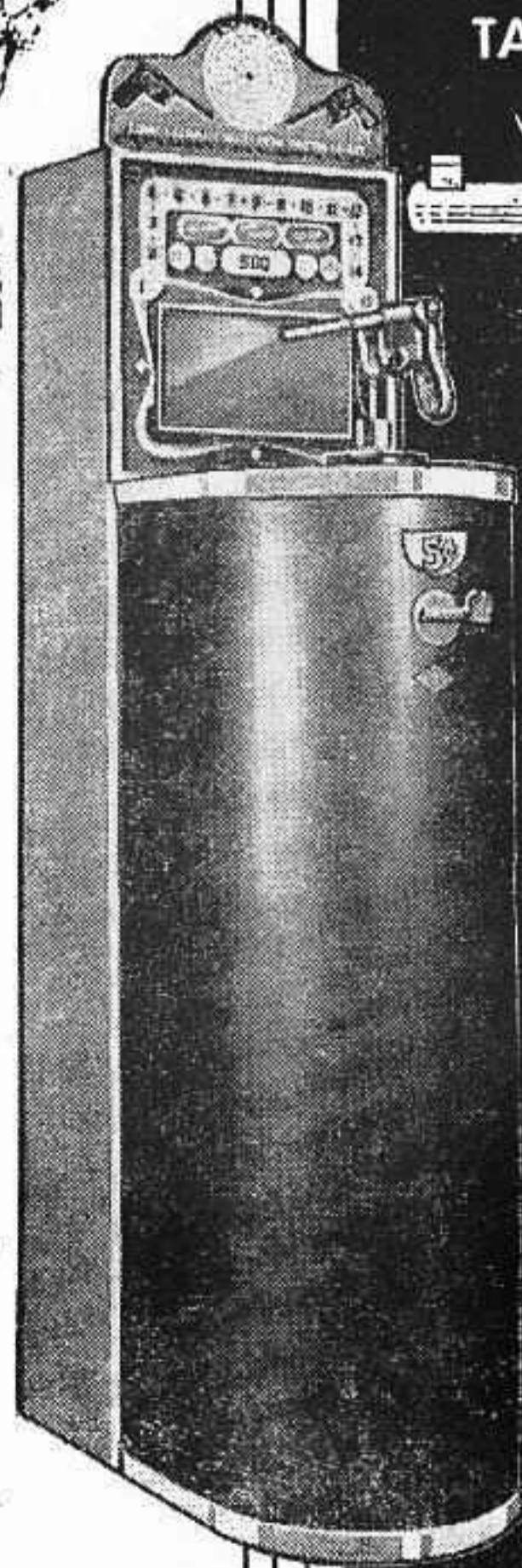
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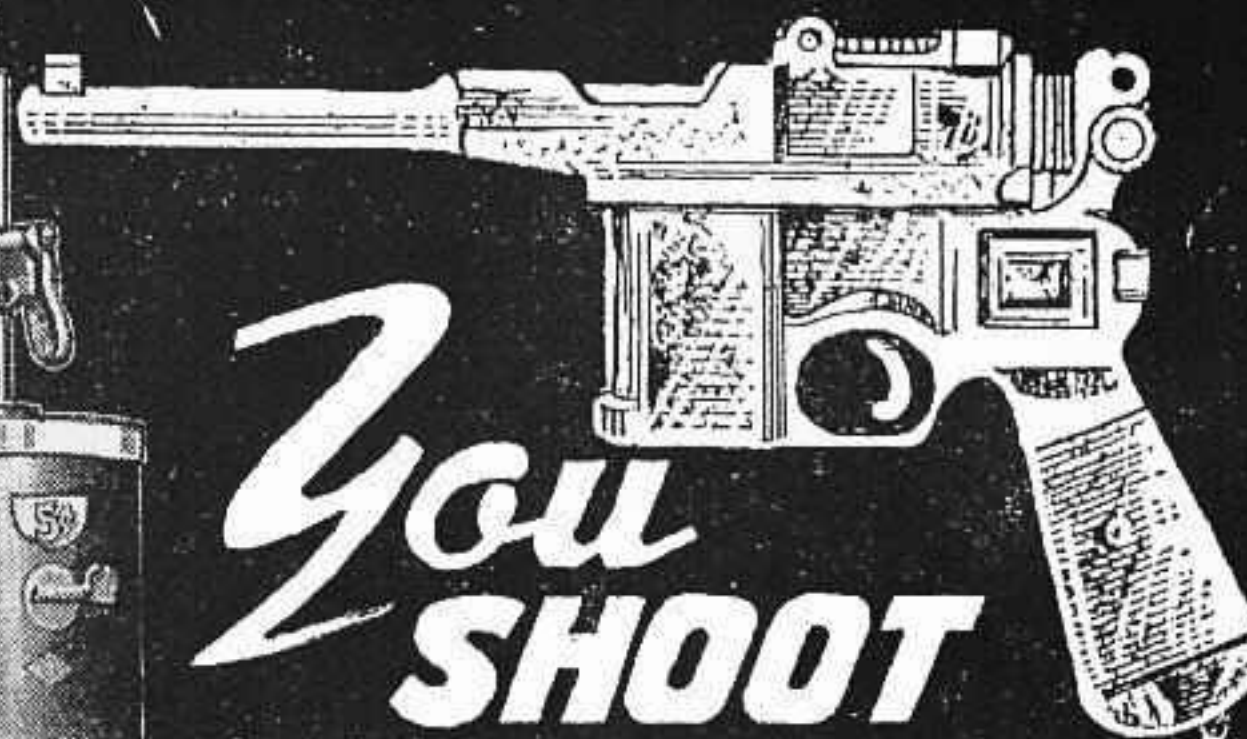
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You experience the real sensation of the recoil and gun kick with each 'DALE' PISTOL Shot. Your aim at the wild game targets which appear 50 feet away, must be true as in actual target practice to record a hit.

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VIRGINIA	79.00	VICTORY SPECIAL	60.00
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NEVADA	42.00	EVANS RACES	\$390.00
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		Tropicana	44.50
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A Quality Bell

With Double Visible Jackpot Automatic Payout

A Pony-Size Bell weighing only 35 pounds

For years the Q T with Automatic Payout has been appreciated by operators everywhere. The new Q T shines out bright and cheerful in any type of location. The new Q T is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish, it is made to give unlimited service.

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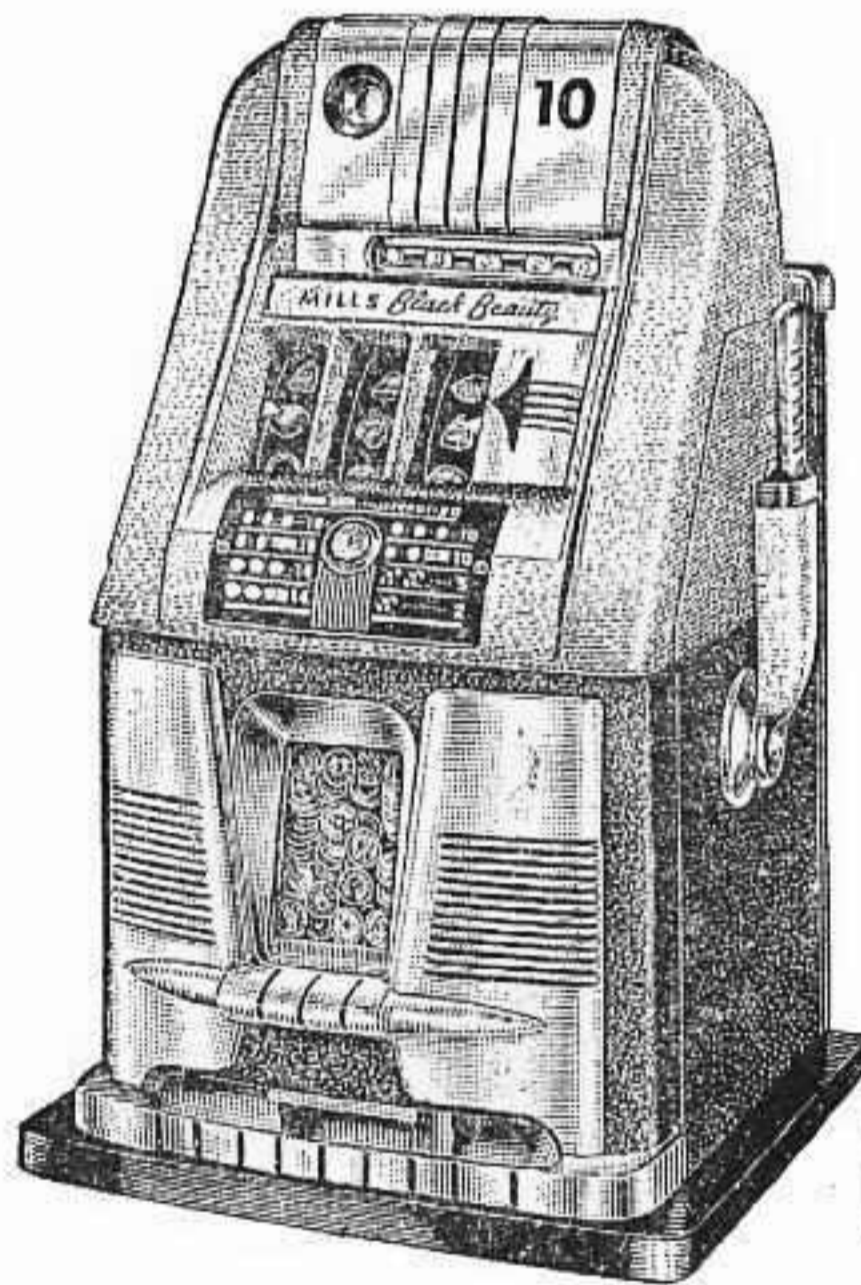
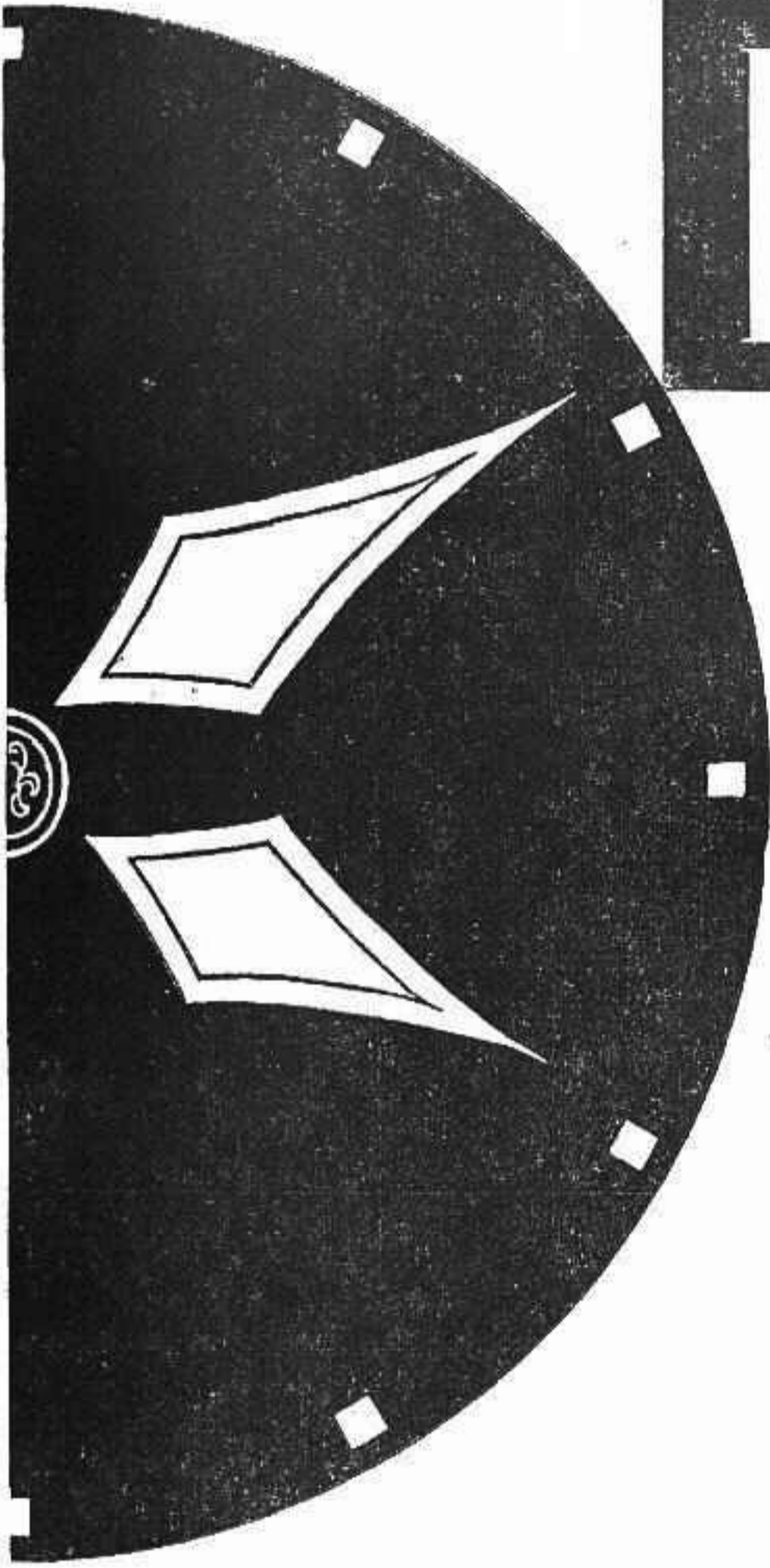
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Time!



Black Beauty • a handload Bell

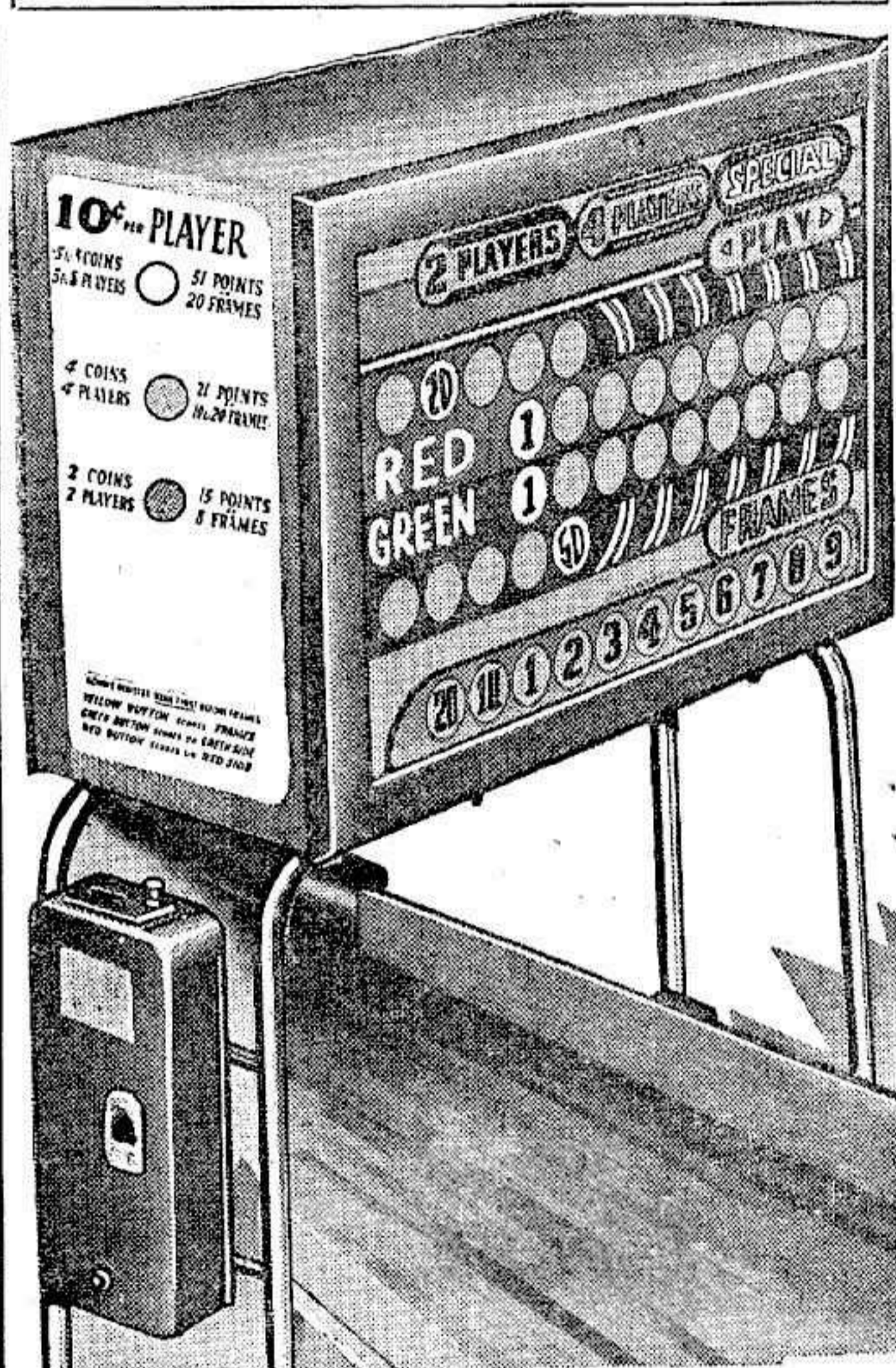
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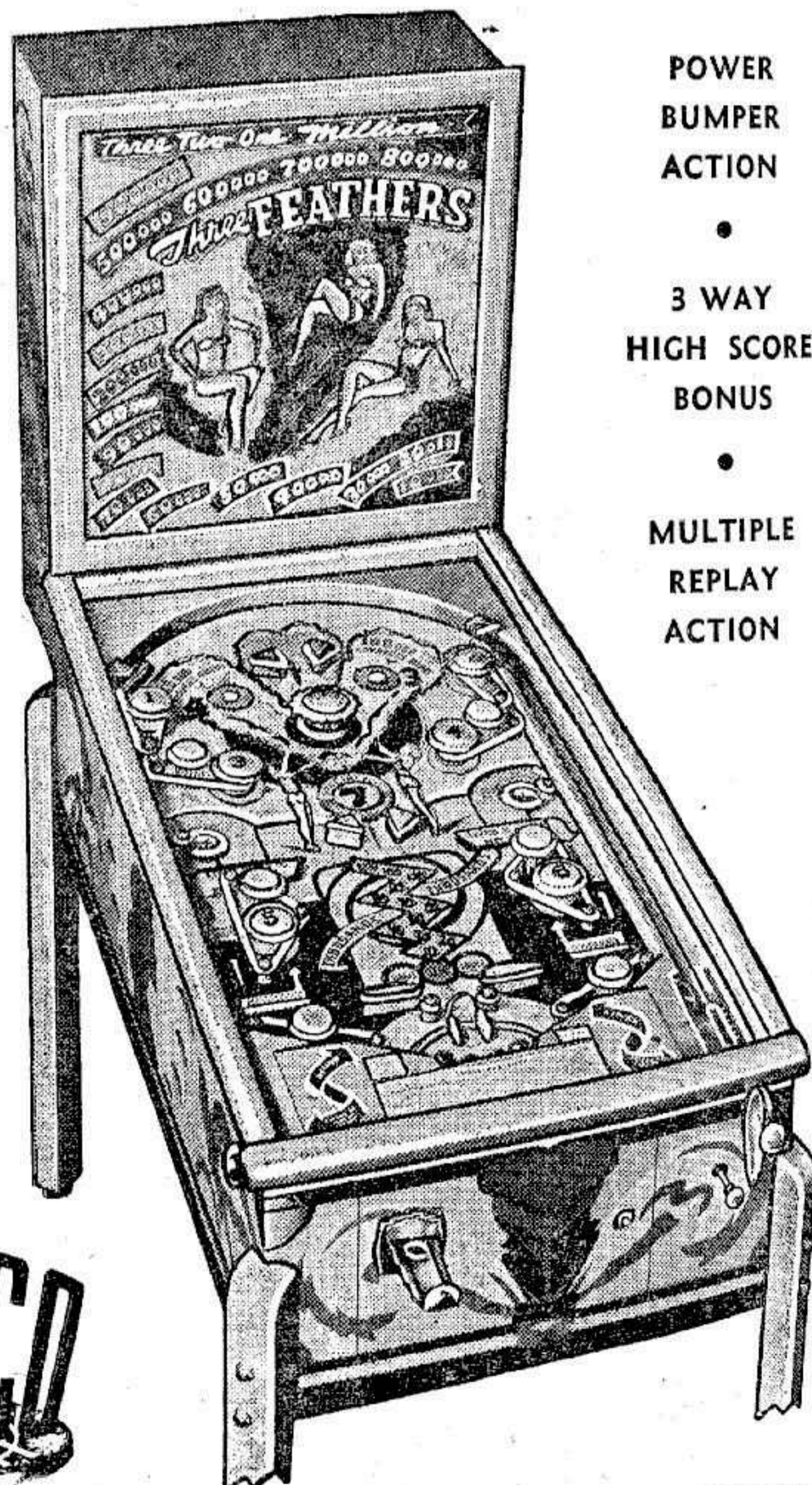
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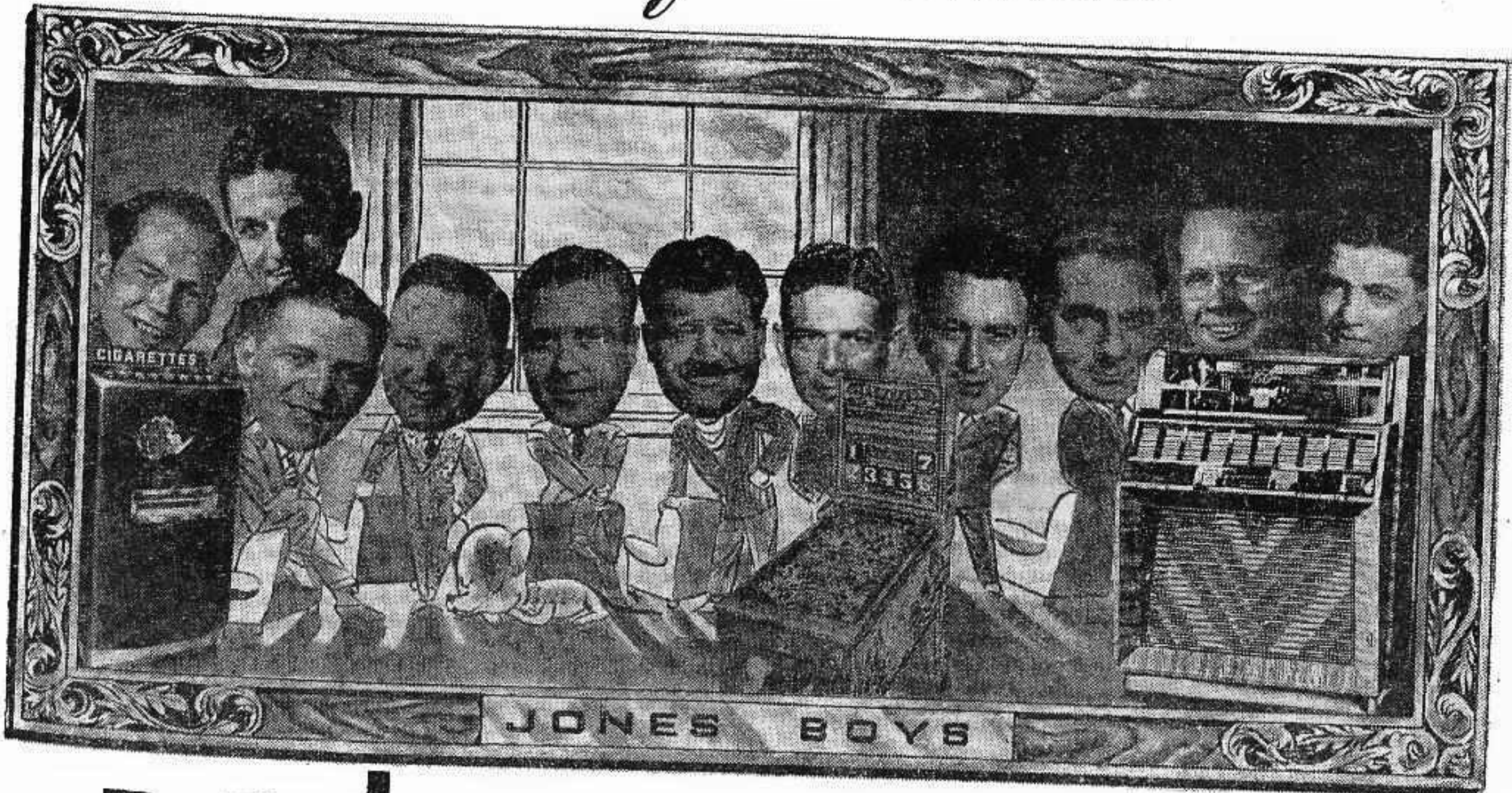
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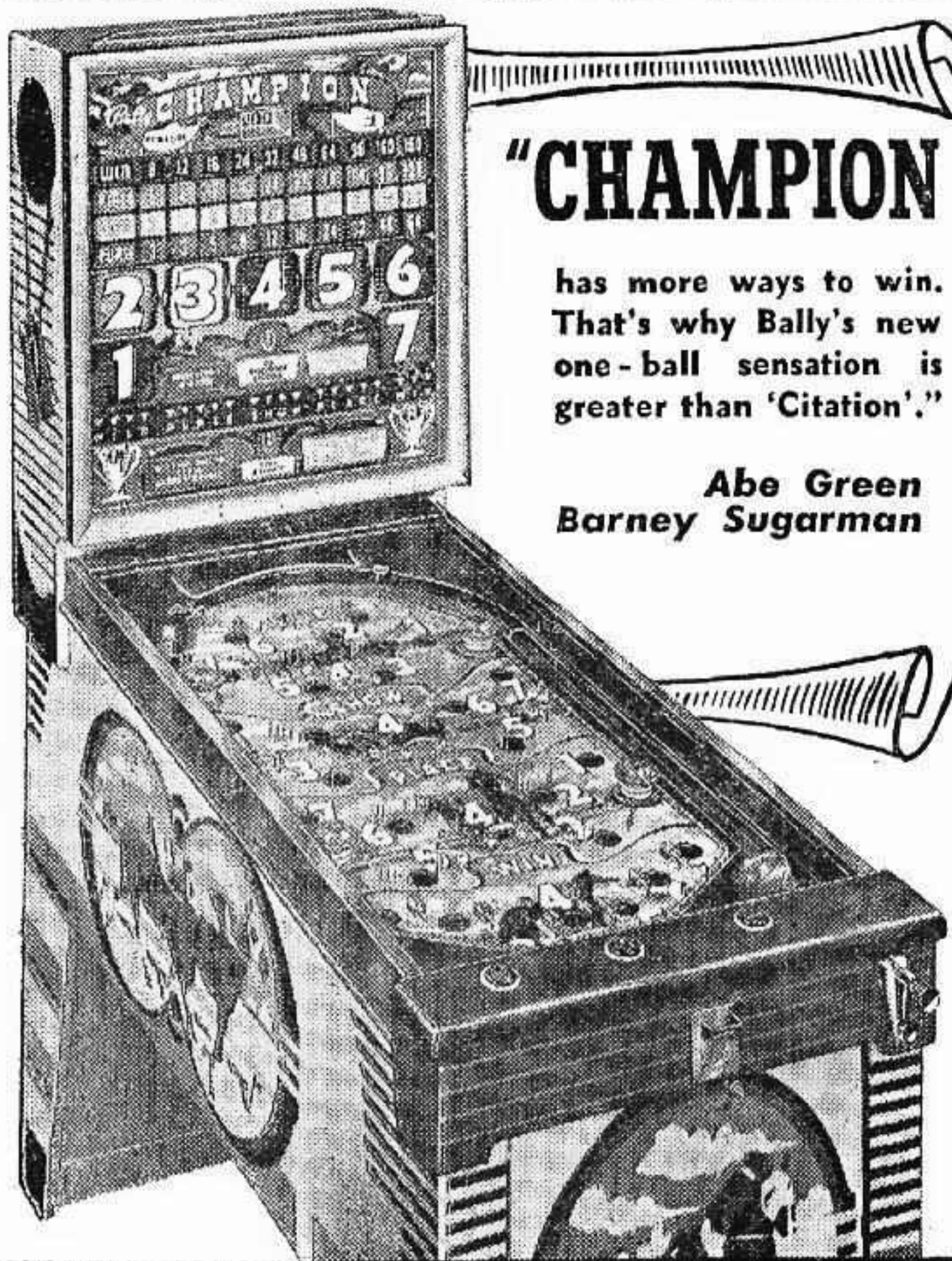
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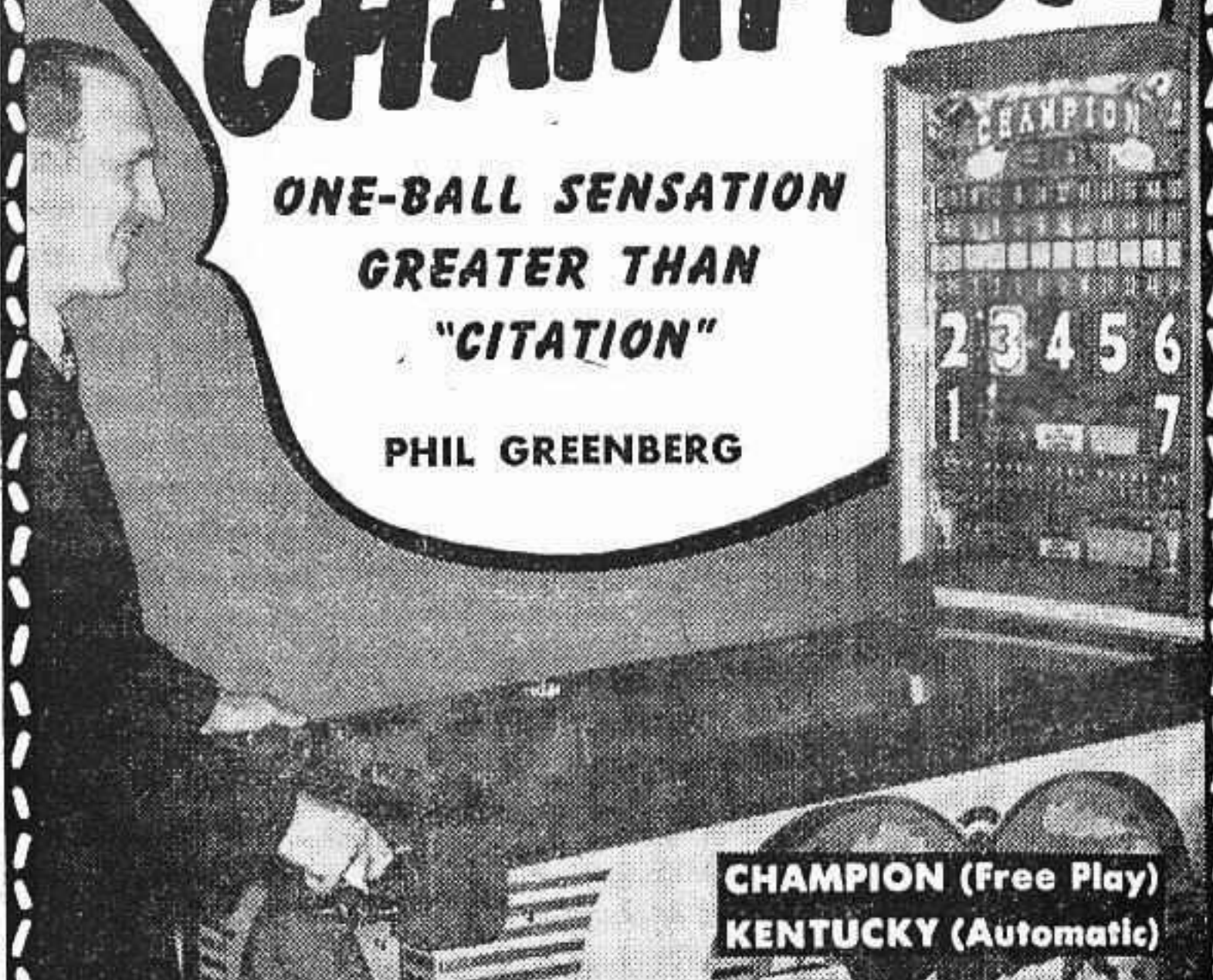
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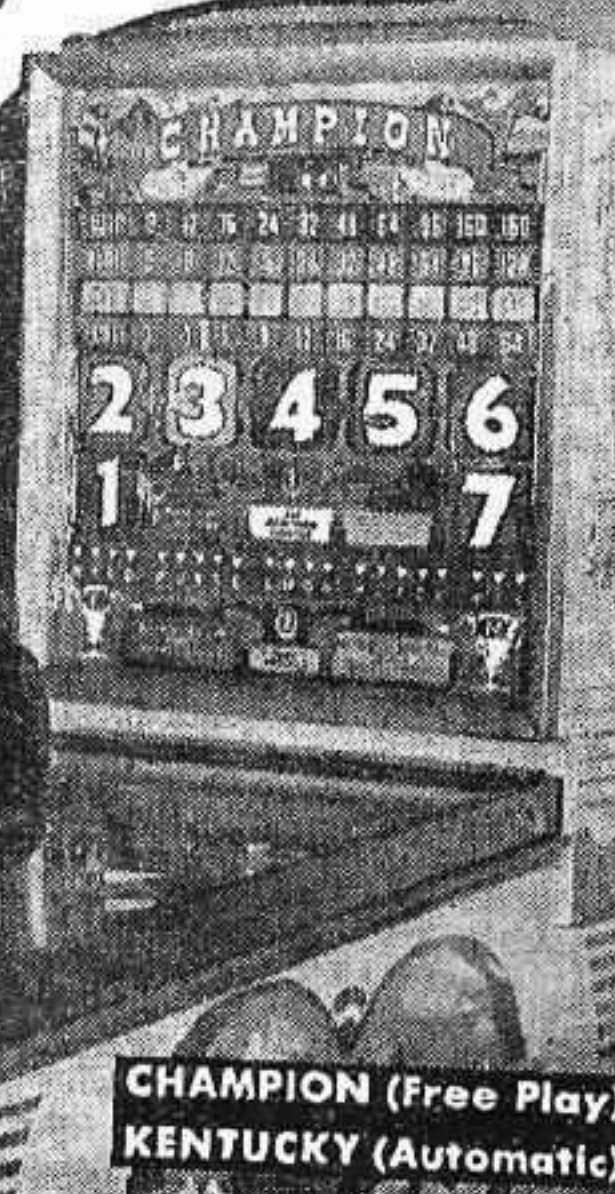
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B. D. LAZAR CO.
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**GREATER THAN "CITATION"
THAT'S BALLY'S NEW ONE-BALL
"CHAMPION"**

RALPH PERRIN

DICK ROBINSON



JACK R. MOORE CO.

1615 S.W. 14th Ave., Portland, Ore.
100 Elliott, West, Seattle, Wash.
E. 237 Sprague Ave., Spokane, Wash.



**BALLY'S NEW ONE-BALL
"CHAMPION"**

**HAS 2 HORSE-SHOE BUTTONS
ONE OF MANY REASONS WHY IT'S
GREATER THAN "CITATION"**

"CHRIS" CHRISTOPHER

CHAMPION (Free Play)
KENTUCKY (Automatic)

CHRIS NOVELTY COMPANY

806 ST. PAUL ST.
Baltimore, Md.

"CHAMPION"

**DOUBLE HORSE-SHOE ALONE
MEANS 25% TO 50% MORE PROFIT**

**BALLY'S NEW ONE-BALL
IS DEFINITELY GREATER
THAN "CITATION"**

RON PEPPLE

CHAMPION (Free Play)
KENTUCKY (Automatic)



NORTHWEST SALES COMPANY

906 ELLIOTT AVE., WEST SEATTLE, WASH.

I'LL TELL THE WORLD "CHAMPION"

**BALLY'S
NEW ONE-BALL
IS GREATER
THAN**

- "CITATION" ODDS
- 2 HORSE-SHOE BUTTONS
- WILD HOLES
- DOUBLE SCORE

"CITATION"

JACK ROSENFELD



CHAMPION (Free Play)
KENTUCKY (Automatic)

J. ROSENFELD CO.

3218 OLIVE ST.
ST. LOUIS, MO.

"CHAMPION"

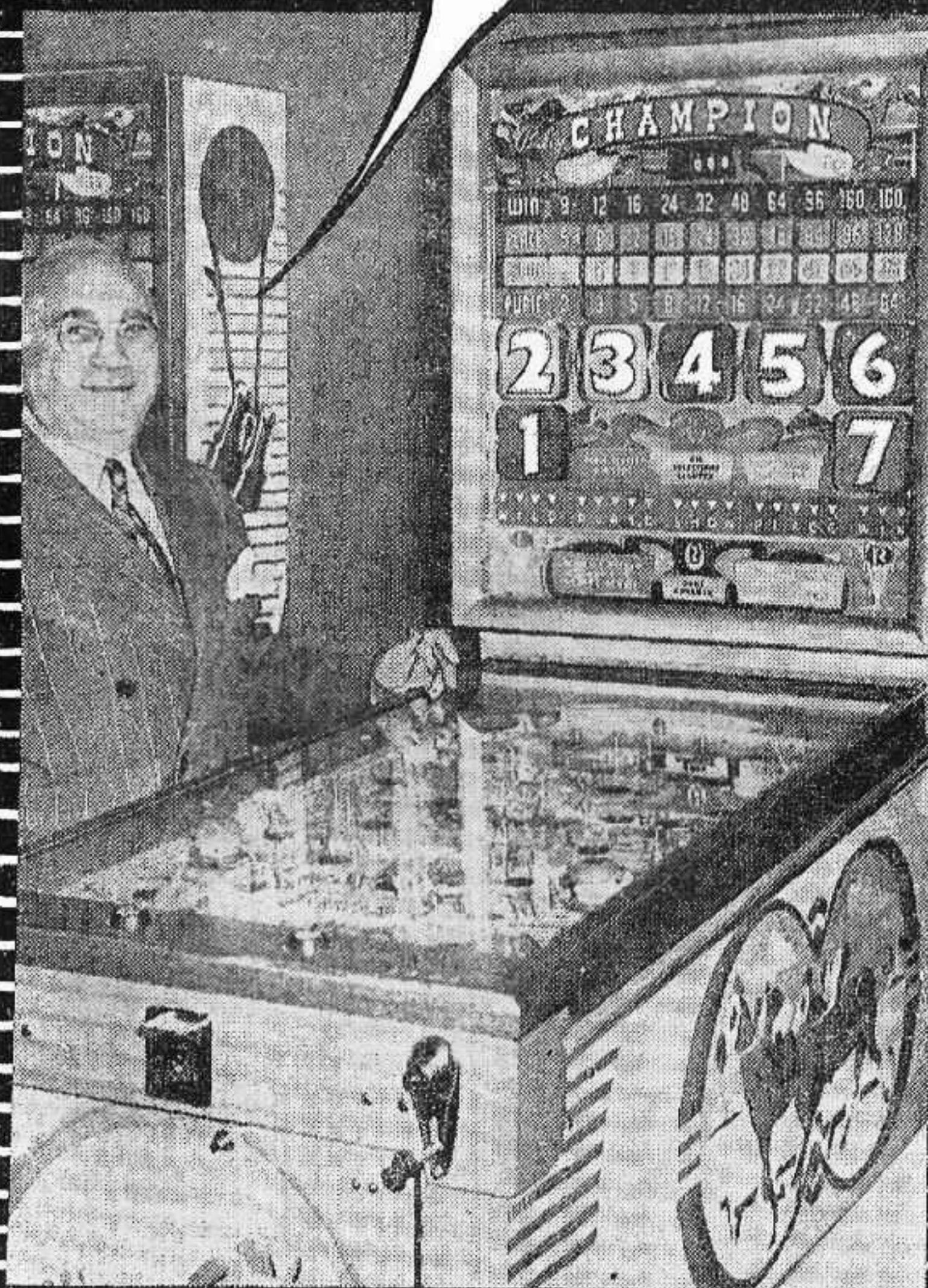
**BALLY'S NEW ONE-BALL
WILL EARN MORE MONEY
THAN "CITATION"**

I KNOW... I SAW IT!

**ORDER FROM SICKING
FOR QUICK DELIVERY**

BILL MARMER

**CHAMPION (Free Play)
KENTUCKY (Automatic)**



SICKING, Inc.

1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

BALLY'S NEW ONE-BALL "CHAMPION"

DEFINITELY GREATER THAN "CITATION"

GIL BRAWNER



**CHAMPION (Free Play)
KENTUCKY (Automatic)**

H. M. BRANSON DIST. CO.
514 S. Second St. Louisville, Ky.



FORT WORTH AMUSEMENT CO.
110 S. JENNINGS, FT. WORTH, TEXAS

**I SAW
BALLY'S NEW
"CHAMPION"
ONE-BALL SENSATION
IT'S GREATER
THAN "CITATION"**

AL BERGMAN

CHAMPION (Free Play)
KENTUCKY (Automatic)



ALFRED SALES, Inc.

881 MAIN ST.
BUFFALO 3, N. Y.

**"CHAMPION"
HAS MORE WAYS TO WIN
THAT'S WHY BALLY'S
NEW ONE-BALL SENSATION
IS GREATER
THAN "CITATION"**

LOU DUNIS

CHAMPION (Free Play)
KENTUCKY (Automatic)



LOU DUNIS

217 NORTHWEST DAVIS ST.
PORTLAND, OREGON

Now...the Champion

Bally

Bally CHAMPION

FEATURE

WIN	8	12	16	24	32	48	64	96	160	160
PLACE	5	8	12	16	24	32	48	64	96	128
SHOW	3	5	8	12	16	24	32	48	64	96
PURSE	3	5	8	12	16	24	32	48	64	96

2 3 4 5 6
1 7

WILD PURSE SHOW PLACE WIN
WINNING BALL IN PURSE SCORES DOUBLE
ODDS ADVANCE

TWO HORSE-SHOE BUTTONS

INSURE 25% TO 100% INCREASE
IN COINS PLAYED
PER GAME

SEE
CHAMPION
and KENTUCKY
at your distributors and

SEE WHY

CHAMPION and KENTUCKY
are the greatest one-balls
in all pin-game
history



of all One-Balls!

CHAMPION

FREE PLAY ONE-BALL

KENTUCKY

AUTOMATIC ONE-BALL

**NEW
"WILD"
SECTIONS**

28 WINNING HOLES

**NEW
DOUBLE
SCORE**

**320 REPLAY
TOP SCORE**

**FAMOUS
"CITATION" ODDS**

ALWAYS ADVANCE... NEVER DROP BACK

**NEW
50-TOP FEATURE**

**MAY BE OPERATED WITH
10-TOP, 20-TOP, 30-TOP, 45-TOP**

**NEW
FREE PLAY REGISTER**

**TRIPLE-DIAL TYPE
NO PROJECTOR—NO LAMP BURNOUTS
400 OR 500 TOP—ADJUSTABLE**

**NEW
100% ARMOR
HARDENED STEEL
POSITIVE PROTECTION**

**GREATER
THAN CITATION**

**GREATER PLAY-APPEAL
GREATER EARNING POWER**

**More Ways to Win
ACTUALLY 3 GAMES IN ONE**

How can Bally build a better one-ball than Citation? The answer is . . . Bally has actually done it! Location tests . . . 30 to 60 days in typical one-ball spots . . . prove that CHAMPION earns more money than Citation. Why? Because CHAMPION has the famous ever-advancing Citation-Odds . . . in fact, all the sensational, profit-proved Citation features . . . PLUS PLENTY OF NEW IDEAS that give players MORE WAYS TO WIN . . . ideas that attract EXTRA COINS and result in GREATER NET PROFIT to operators. NEW "WILD" HOLES idea alone boosts income 25 per cent. NEW DOUBLE SCORE idea actually doubles play in live locations. You can be a "Doubting Thomas" and miss the biggest profit-opportunity of your life. Or you can ride the CHAMPION to profits you never dreamed possible. Decide today . . . order CHAMPION now!

**BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO**

ADVERTISEMENT

Celebrate 15 Years of One-Balls

Bally Distributors Hail New Bally One-Ball as Greatest Game in History

"Will Top 'Citation' Earnings," Is Comment

By Dale Harrison

CHICAGO, June 4—Celebrating 15 successive years of Bally one-ball games, 100 leading distributors from all sections of the country gathered in the West Ball Room, of the Stevens Hotel in this city to pre-view Bally Mfg. Company's new one-ball game. The name of the new game is "Champion", and distributors present agreed that the game is definitely the champion of all one-balls, topping even "Citation" in play-appeal and earning-power. "Champion" retains all the features of "Citation"—the one-ball that broke all previous records with a continuous 9-month run of big volume production—and introduces new features that give players more ways to win, more incentives for playing extra coins. Included in the new features is a clever "Wild" Holes idea and a new Double-Score idea that permits player to score up to 320 free plays. The game is equipped with two Horse-Shoe Buttons, instead of only one and is, therefore, actually three games in one—the first game played for odds and selections, the second game played for No. 1 Horse-Shoe advantages, the third game played for No. 2 Horse-Shoe advantages. "Champion" is the Free Play model, while the automatic model is called "Kentucky."

Heavy Orders Booked

Reporting results of the two-day meeting, George Jenkins, vice president and general sales manager of the Bally firm, stated that his sales staff had booked the largest volume of orders ever lined up at a factory showing. "Distributors," Jenkins said, "remembered the scramble to get 'Citation' when the terrific earning power of that game became known. They know now that the demand for 'Champion' will far exceed even the demand for 'Citation' and they are acting accordingly by ordering in volume that will tax the capacity of the Bally plant."

Step Up Production

Jenkins emphasized, however, that distributors and their operators will get quick delivery of "Champion" and "Kentucky." Visiting distributors were reassured by seeing production lines at the Bally plant already turning out a steady stream of "Champion" and "Kentucky" games. "This product," Jenkins pointed out, "stepped up 'Bally' and 'Citation'."

Attending the convention were: George Wilson, Tulsa; Carl Co., Kansas; Inc., Cincinnati; Pan American, St. Louis; Lou B. Elty Co., New York; B. D. Lazar, Chicago; Al Shannon, Coin Machine Sales Co., Inc., Houston; V. Christopher, Chris Novelty Co., Baltimore.

Discuss Bally Inventions in One-Balls

CHICAGO, June 4—Distributors attending Bally "15-Year Jubilee" here, discussing the question of Bally's undisputed leadership in the one-ball field, concluded that Bally's aggressive development policy is the reason. "From time to time," one western distributor remarked, "Bally has had competition in the one-ball field, but it hasn't lasted long. Bally has always been one step ahead and operators finally figured they better stick to Bally for one-ball profit insurance."

Multiple Coin Play

Distributors at the meeting recalled the many Bally developments since the days of the first changing Odds and Mystery Selections. The Multiple-Coin idea, introduced by Bally in 1936, was conceded to be the greatest single advance in one-ball design. Other Bally contributions to one-ball play appeal, during the years are the Build-Up Feature, the popular ABCD and Spell-Name ideas.

Horse-Shoe Flash

Coming down to the post-war era, the Horse-Shoe Flash idea was another great step, particularly with the features of the Purse and Show holes are score Wins. The Horse-Shoe Flash was called the Entry introduced in "Bally" as a powerful extra-

Moloney Policy Planned to Protect Used Market

CHICAGO, June 4—Questioned as to his reasons for discontinuing production of "Citation" when distributors still have thousands of unfilled orders on their books, Ray Moloney, president of Bally Mfg. Company, reminded distributors at the two-day "15-year Jubilee" that the Bally policy of cutting off a game while still in big demand is designed to protect operators' trade-in values.

"Sure," Moloney said, "we could probably go on making and selling 'Citation' till September and thus be able to brag about a solid year of production. But we know from experience that a saturated market upsets the economy of the industry. The operators now waiting for more 'Citation' games will be glad to get 'Champion' instead. And they'll get top prices on 'Citations' traded-in—for the simple reason that a big demand still exists for 'Citation'. And that big demand exists because, in spite of the terrific earning power of 'Citation' and the fact that operators are clamoring for 'Citation', we at Bally have the foresight to cut off at the three-quarter mark and bring out a new and better game."

"Smart operators always think of future trade-in value when they buy equip-



RAY MOLONEY

ment. Look at the used prices of Bally one-balls—the way they hold up month after month. There must be a reason and there is—the policy we're talking about and the fact that WHEN YOU THINK OF ONE-BALLS YOU THINK OF BALLY."

Bally "CHAMPION" Called "3 Great Games in One"

CHICAGO, June 4—Because Bally Mfg. Company's new "Champion" one-ball has two Horse-Shoe Buttons instead of only one, distributors say the game is really three games in one, as far as play appeal and earning power is concerned. Yes, actually three games in one—the first game played for odds and selections, the second game played for No. 1 Horse-Shoe advantages, the third game played

for No. 2 Horse-Shoe advantages. And, with the clever new "Wild" Holes idea and new Double-Score feature, together with all the sensational profit-making features of "Citation," plus more ways to win, distributors agree that Bally's new "Champion" offers an even greater profit opportunity than "Citation," known throughout the industry for its big record-smashing earning-power.

SEE CHAMPION and KENTUCKY at your distributors and SEE WHY CHAMPION and KENTUCKY are the greatest one-balls in all pin-game history



CHAMPION ONE-BALL GAMES roll off production line at Bally Mfg. Company plant, Chicago. Increased production assures quick delivery of new Bally one-ball.



UNITED'S
PINCH HITTER

FIVE BALL NOVELTY REPLAY

FLIPPER CONTROL BUTTON EACH SIDE

REPLAY BUTTON

- 3 KICKER BUMPERS with EXTRA SCORE FEATURES**
- TERRIFIC BASEBALL ANIMATION**
- REPLAY SCORING POSSIBILITIES EACH BALL**

See Your Distributor

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SO

OPERATORS COMPARE COLLECTIONS

and **REPLACE** with

THE CONSOLE THAT EARNS MUCH MORE!

Check THESE BIG MONEY-MAKING FEATURES:

- SCORING**
On Big Jumbo Motor-Driven Reels
- POSITIVE ADVANCING ODDS**
that multiply with each coin inserted.
- JACKPOT THAT MULTIPLIES** with each coin played—a real come-on!
- BIG EXTRA JACKPOT AWARD** of 500 extra points with "WILD ARROW" lighted and 4 coins played.



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"Arrow Bell"
 TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

Price tags don't determine the true value of any console. Cheaper new and used consoles have already had their day in all locations and now hundreds have been replaced by Universal's "ARROW BELL". We urge you not to buy any other console than Universal's ARROW BELL... the one console that will PAY YOU THE DIFFERENCE IN PRICE almost at once... the console that will EARN BIGGER MONEY for years to come!

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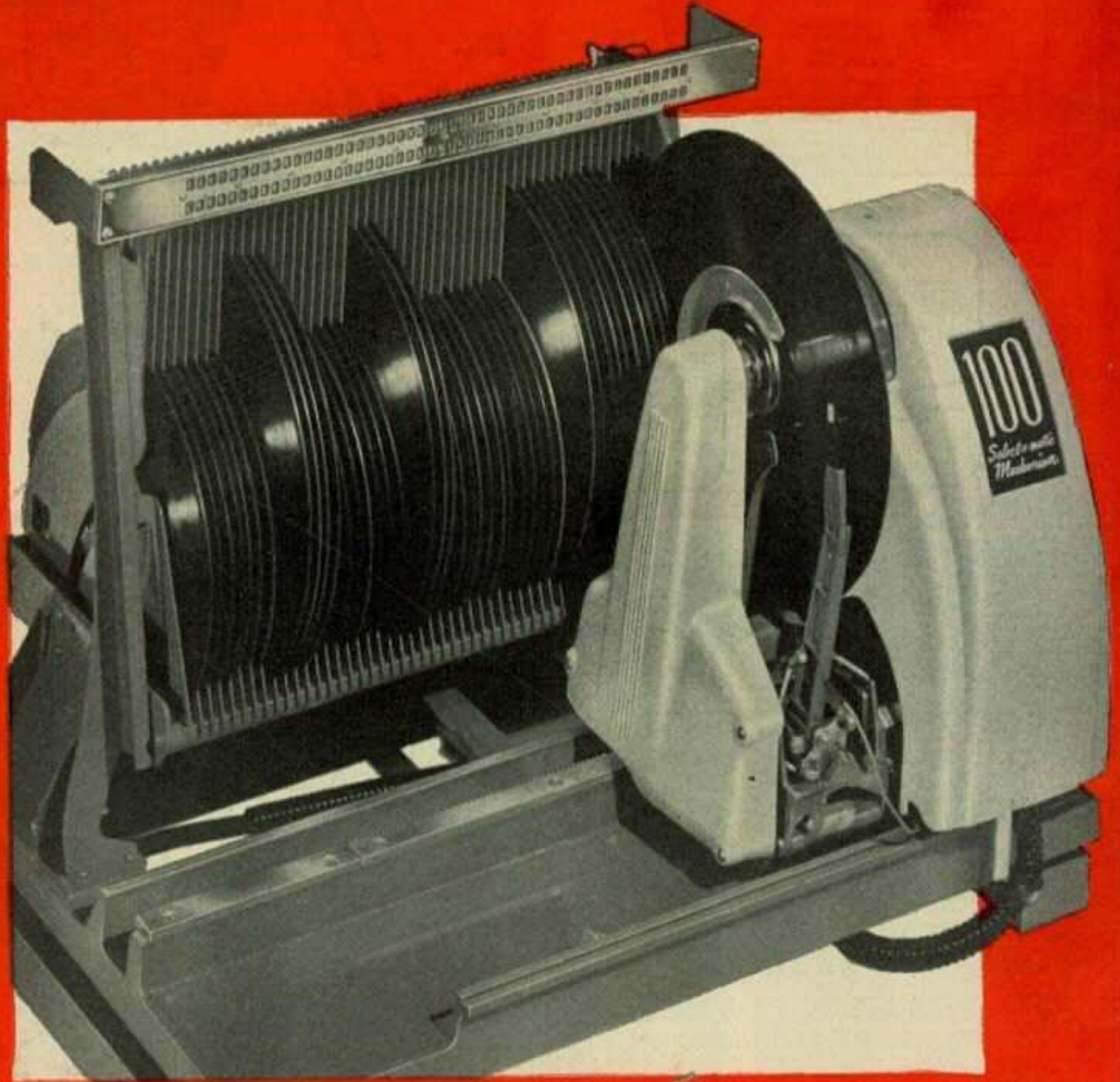
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ASK YOUR SEEBURG DISTRIBUTOR ABOUT THE SOUND MERCHANDISING PLAN THAT SUPPORTS SELECT-O-MATIC "100" MUSIC SYSTEMS.