

Key item in Columbia Records' king-sized drive to sell its baby-sized (7-inch) 33 1/3d disk (along with the already solidly established 10 and 12-inch 33 1/3d LP) is the new Columbia LP changer attachment (Model 104) over which Frank Sinatra and Columbia's associate director of popular artists and repertoire, Joe Higgins, are here waging ecstatic. The changer, manufactured for Columbia by the V-M Corporation, Benton Harbor, Mich., will retail for \$16.95. It can play up to four hours of music at a single loading, changing automatically either 12 7-inch 33 1/3d platters, 10 12-inch 33 1/3d disks, or a mixture of 10 10-inch and 12-inch 33 1/3d LPs. Changer is equipped with a new astatic Model CAC-J crystal cartridge. Attachment may be hooked up to any radio, radio-phono or TV set.



THE OF 1950

AND HIS CHARLESTON REVUE

Latest Capitol Releases "Last Night on the Back Porch" "Tessie, Stop Teasin' Me" (on 78) 1003 (on 45) F1003

> "Let's Have A Party" "About That Girl" (on 78) 1064 (on 45) F1069

"If I Knew You Were Coming Id've Baked A Cake"

"Does the Spearmint Lose Its Flavor on the Bedpost Over Night'

(on 78) 916 (on 45) F916

The singing maestro doing his numbers that started the "Charleston Revival" on the West Coast in San Francisco

Score for the first half

MARK HOPKINS HOTEL San Francisco

COCOANUT GROVE

Opens June 20 ARAGON BALLROOM Chicago

Direction MCA

www.americanradiohistory.com

Vol. 62. No. 24

Y III



June 17, 1950

The World's Foremost Amusement Weekly

Vs. Copyright Legislation

Deputizes Diskers

HOUSTON, June 10 .--- Convening elegates of the American Federation ederation take vigorous steps to ause the introduction in Congress f amendments to the copyright law thich would grant performing rights musicians, in a second move to protect the membership against the proads of mechanical music. First as the establishment of the royalty rinciple, which now exists in the isk big and is being pitched for TV see other story, page 12).

The resolution calling for legislave action, introduced by John Teroen, Paul Fischer and Ray Meennick, all of Local 47, Hollywood, and Charles lucci and Max Arons, of Local 802, New York, was solidly nacked by AFM Prexy James C. Peillo, who told this reporter that "if he record companies would help me et such a law which would tax or liense the commercial use of records ver radio stations and juke boxes. Atma at All on page 171

Renews War Round Up Liberal Lawmakers Or Die, Says Boss Petrillo

sire to protect the membership never been before. against the inroads of mechanical Pelds.

dium of TV films, and in the long-

HOUSTON, June 10 .- The 53d an- | established fields il records and thenual convention of the American ater films, has been explained in other Federation of Musicians (AFM) stories in this issue. The Federation s which wound up at the Coliseum tactics with regard to national and here Thursday (8), was marked by a State politics is simple and straightpreoccupation with national and forward: The AFM, its locals and its State-wide politics and an intense de- members, are in politics as they have

Every session of the convention (Musicians (AFM) asked that the music in the different show business bounded this point home, with President James C. Petrilio setting the The AFM's actions, its strategy and pattern the opening day with the its point of view regarding mech- statement: "Get into politics and keep anization in the relatively new me- out of courts." With reference to (See Get Better Linus on page 13)



THXA

By Paul Ackerman

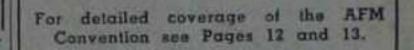
HOUSTON, June 10 - American Federation of Musicians' (AFM) chief, James C. Petrillo, heads for New York tollowing the wind-up of convention proceedings here, in order to mastermind the negotiation of additional TV-film pacts. The stakes



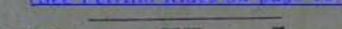
Wynnewood, Pa., with industry associates and friends from all over the country, led by Gen. David Sarnoff and Radio Corporation President Frank Folsom, in attendance. The services were marked by a dignity and a stoicism which Joe would have admired. A fine good-bye to a truly fine man.

They buried Joe Wilson Monday in tion. But don't ever be kidded by the ranting and raving. Out of Mr. Petrillo's rather wild words often come industry-shaking show business changes. You'll enjoy Paul's Houston reports on Page 3 and in the Music Department this week, and maybe you'll even find a tip on things to While Paul was lending ear to the Hilton Hotels come.

enchanting oratory of the AFM-ers, Unspoken, but plain as it always is Night Club-Vaude Editor Willie on such occasions, was the thought Smith was in Philadelphia keeping score on the hits, runs and errors being racked up by the American end scores of those who must have Guild of Variety Artists at their convention. Along with a solid report on the business attempted and done at the shindig. Wee Willie has thrown chucklesome anecdotes you'll ever read. Most of those actors are on Our guys were doing a little flying all the time and play the convention and railroading themselves. Music floor like it was opening night at the



are very large, for they encompass not only the establishment of the royalty philosophy in TV, but also the acceptance of this philosophy thruout the entire field of mechanical music (See Petrillo Ridos on page 12)





NEW YORK, June 10 .- Ringling lros. circus and Madison Square larden execs ironed out their diferences here Wednesday (7) with he result that the Big Show will gain open its season here next spring the city's only adequate arena. Vhile a spokesman for the Garden cknowledged only the signing of an creement, John Ringling North, cirus prexy, who returned here from he West Coast to conclude the negoations which have been going on for he past six weeks, said that the pact overed "several years."

Altho the financial terms were not nnounced, it is a matter of record hat the Garden, backed by the real See R-B, Garden Sign on page 54

AGVA Rep Pinned By Rassler Union

HOLLYWOOD, June 10. - In atempting to snare wrestlers into its old, American Guild of Variety artists (AGVA) apparently has quite n educational problem on its hands. Grunters are far from hep on showiz and the complexities of union epresentation. One wrestler, when tched to join AGVA and benefit om union's lower, declared. "Huh? Why should I join AGVA?

already belong to a union." "You do?" asked the AGVA rep.

Which union?" "MCA," the grappier said in the minds of many that the killing pace makes little sense. But at week's pondered the question were reboarding the Merry-Go-Round, flying and railroading to conventions and meetings, striving and driving to do the job that had to be done. Maybe that's the way it's got to be.

Editor Paul Ackerman hustled off to Copa. All for the same two-bits you Houston to cover the American Fed- can read Smith's AGVA tattling on eration of Musicians' convention. Al- page 4 and in the NC-V Department ways a great show. Paul's dispatches this week. indicate that this year's brannigan

I did a little flying myself, visiting was no exception. Little Jimmy P our Chicago and Cincinnati offices. put on his usual slam-bang exhibi- (See Billboard Backstage on page 18)

Nosing 'Round Legit-in-Round

NEW YORK, June 10 .-- The Derrick Lynn-Thomas and David Heiltogether some of the choicest, most well legiter, The Show-Off, which teed off at the Edison Hotel May 31, may become the nucleus for a similar format-theater-in-the-round -for the Hilton hotel chain.

> Hilton execs caught the show in the newly tagged arena and have since been in huddles with Erwin Kramer, vice-president of the Edison. Kramer admitted that talks were progressing but refused to give (See Hilton Hotels Nosing on pa

Super Season Ahead for Video as Webs Line Up **Top Names and Packages**

Fall-Spring Shows Read Like Showbiz Who's Who

programs on the home screen than agency on a sponsorship deal. even the wildest TV enthusiast would have imagined a year ago. Actually, deals are reaching landslide proporrific talent fight between CBS and NBC.

uation:

NBC yesterday (Friday) set a deal with Kate Smith-herself built to stardom solely via CBS and Columbia Records-whereby the moon-moun-

NEW YORK, June 10 .- If develop- tain gal will do an hour-long dayments now in the works materialize time video show. Frank Sinatra is a to even a small degree, the approach- virtual certainty for TV and curing fall-spring television season will rently is negotiating not only with see more top names and top package CBS and NBC both, but with an

Garry Moore has been set for a daytime strip on CBS, as pointed what is happening is that TV talent out elsewhere in this issue, and CBS this week also signed video deals with tions, largely as a result of the ter- Marie Wilson (My Friend, Irma) and J. Carroll Naish (Life With Luigi). Another possible CBS entry is a half-Here's a partial listing of the sit- hour version of Lux Radio Theater. CBS is also slated to get the Horace Heidt video show this fall. Thru an unusual switch, tho, CBS may lose the star of one of its own packages,

(See Super Season on page 8)

Road to Life

NEW YORK, June 10 .- Today is the skedded nuptial date for Teri Keane and John Larkin, radio thesps. Their friends feel the marriage is a natural, since the duo has been prepping for it via their roles for some time. Teri plays "Chi-Chi," a fem lead, on Lift Can Be Beautiful, an NBC soaper. John has the male lead on Right to Happiness, another NBC soaper. Reported name picked for their first male offspring is "Just Plain Bill."



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The Billboard

AGVA CONFAB PUTS ON

June 17, 195

Quits Agents, 13 Grid Stars Carry the Ball Taxes Buyers, **Boosts Dues** experts at hustling a pigskin are now hustling television sets for DuMont.

GENERAL NEWS

Van's Speech Stirs Fuss

By Bill Smith

PHILADELPHIA, June 10.- A tax on talent buyers, a break with all agents' orgs and an increase in all dues were the highlights of the third annual convention of the American Guild of Variety Artists (AGVA),

Topping list of football flingers are All-American Sid Luckman and Kyle Rote, Luckman is Chicago distributor, and Rote sells TV for the Dallas wholesaler.

DuMont's national sales manager, Walter L. Stickel, is ex-U.C.L.A The rest of the "team" includes Bill Scales, Southwestern regional manager (Kansas State); Jack Herbst, Western regional manager (L.S.U.);

NEW YORK, June 10 .- Thirteen gional manager (Georgia); Jim Tait, Western regional manager (North Carolina); J. K. Bradley, assistant central regional manager (Purdue); Walter Stickel, Philadelphia salesman (Penn State and Chicago Bears); C. H. Pike, West Virginia salesnan (Mississippi); Al Allen (William and Mary) and John Hunt (Brown), New York salesman,

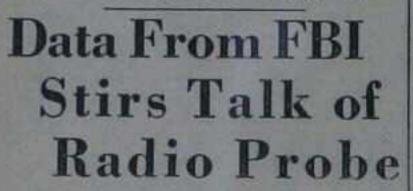
Spot for manager of the team is reserved for Cleveland Indians' exec. Bob Hope, DuMont's California dis- gathered by a single bankroller tributor, who is also employed in Willis O. Jackson, Southeastern re- various entertainment fields.

For AFM Convention coverage see Pages 3, 12 and 13

which started here June 5 and ended in the small hours June 8.

The talent tax (see separate story) set off a series of fireworks, with charges of "lack of guts" being freely exchanged. The levy will go to AGVA's welfare fund and will take effect in October, 1950.

The breaking off of all relations with agent orgs first came to the (See AGVA Confab on Page 45)



Showbiz Looks Up as Jobs, **Incomes Take Sharp Spurt**

For Touchdown With DuMont

WASHINGTON, June 10. - With amusement spending figured by Commerce Department to be closely tied to employment and income levels, the agency's latest economic report issued this week indicates good showbiz prospects for the immediate future. Employment in May jumped a full million over April, Personal income for the first quarter of 1950 also exceeded the last 1949 quarter by over \$2,000,000,000.

Total employment in May averaged 59,731,000-topping the May, 1949, mark by some 800,000. The jobless rolls in May were smaller than for any month in a year, averaging 3,057,-000 for the month. There were approximately 1,000,000 more unemployed, however, than in May, 1948.

Commenting upon the employment figures, Commerce Secretary Charles Sawyer stated that the level of business activity indicated is "highly en- Radio-TV, Amuse couraging." He added that "altho the absorption of new workers into the economy is still a problem, it is significant that we are again close to the record job total of 1948."

Most of the gain in personal income during January-March, 1950, was attributed by Commerce to the highest for any industry group. distribution of veterans' life insurance Securities and Exchange Commis dividends. The agency said, however, that only a fraction of the disbursement had been spent during that

Chesterfield Adds B. Hop To Star Li

Como May Do 3-a-Weck

NEW YORK, June 10 .- Ches fields' pacting this week of Bob I for radio gives the tobacco firm p ably the biggest roster of stars addition to Hope, the Liggett & M firm bankrolls Bing Crosby, P Como, Arthur Godfrey, sponsors eral major league baseball club ga and a whodunit, Dragnet, for timas. Hope was signed by Ches fields almost immediately after release by Lever Bros. Exclu pacting for AM and TV by NBC negotiated by web Prexy Joe Mct nell and board chairman Niles Tr (See Chesterfields Add on page

Stocks Move

WASHINGTON, June 10 .--- H buying in stocks of radio-TV m facturers in late March sent the dex for the industry to 229-1 (SEC) reported this week. Am ment stocks advanced slightly to 2

WASHINGTON, June 10.- A congressional probe of radio broadcasting is being strongly hinted on Capitol Hill as the result of a Senate Appropriations Committee's release this week of secret testimony by Federal Bureau of Investigation (FBI) Director J. Edgar Hoover that Communistic influences have been detected. The subcommittee made public for the first time testimony given by Hoover last February charging that Communists have been active behind the scenes in seeking power in radio.

It is conjectured that the House **Un-American** Activities Committee will make the investigation. A committee spokesman, however, said yesterday (9) that the committee has not formulated plans for such an inquiry. The committee has a heavy agenda, and it is believed that it would not be able to turn its atten-

(See Data From FBI on page 8)

Ore. Judge Thumps "Bicycle" -Censors

PORTLAND, Ore., June 10.-Censorship got a sizable setback here this week, setting a precedent in this State and possibly in the country, when the flicker, The Bicycle Thief was permitted to open at the local Guild Theater minus cuts previously ordered by the Municipal Board of Review and the city council.

The film, in its full version-including the Bordello scene, to which the Review Board as well as the council had objected-went on "as is" after Circuit Judge James R. Bain issued an injunction Wednesday (7) which reversed the censors. Joseph and Mayer Burstin, of New York, the film's distribs, had refused to allow the showing of the picture if it were to be cut in any way.

injunction, that the council, in backing the Review Board, had acted in "arbitrary and capricious manner."

Gale Inks Hedy; **Expanding** Into egit, Radio-TV

NEW YORK, June 10. - Gale Agency, Inc., this week signed Hedy Lamarr, keynoting its expansion into the motion picture, legit theater, radio and TV fields. The outfit has always specialized in musical talent, Staff additions include Ropert

Lantz, to head the new flick-legit department, and Robert K. Adams to organize and direct the radio-TV division. Lantz has represented such artists as Madeline Carroll, Claude Dauphin and Designer Rolf Gerard. Adams resigned recently as national production manager of NBC.

Mnie Dauphin also signed with Gale this week.

Gale has also acquired the rights to the Chamber Music of Lower Basin Street air show, and has sold the package to NBC for an eight-week summer seg, starting July 8. Show will run in the 10-10:30 p.m. spot and will feature Jane Pickens and Her Six Escortiers group, along with Henry (Hot Lips) Levine and his Dixieland crew.

Gene Hamilton will resume in the "Dr. Geno" role he filled till the original show was discontinued three years back. The original writer, Webb Kelly, is also back.

Gale's deal is with the Jergens Company, owner of the format, and calls for payment of royal'ies which may be applied against the purchase price The original show, aired in 000,000 as compared with \$97,000,000 Judge Bain declared, in issuing the the early '40s, introduce 1 Dinah for the comparable 1949 period. Shore to the national audience, and also provided material for several **RCA** Victor disk albums.

period.

Amusement spending in March was figured as being at an annual rate of \$3,800.000,000 - approximately equal to the December rate, but about \$200. 000,000 below the annual rate reached in March of last year.

during March, to nail down to place among the 26 groups r Amusement stock movements spotty during March, as late-me gains overcame early weakne During the five-week period, amusement stock gained 2.4 p from the late February mark of 2





NEW YORK, June 10 .- Broadcast Music, Inc., (BMI), is preparing a series of folk song folios in collaboration with Carl Sandburg. The poet, renowned as a repository of American folk lore, works at the BMI offices here with BMI Prexy Carl Haverlin and director of writers relations Bob Sour several hours each day,

In addition to his written source material-old manuscripts, song books and jotted notes-Sandburg taperecords tunes which have never been written down, accompanying himself on the guitar.

New Amuse. Building Lags Behind Last Yr.

WASHINGTON, June 10.-New construction starts in the amusement field in May picked up 13 per cent in value over April, but continued to lag behind 1949, the Bureau of Labor Statistics (BLS) reported this week, New amusement buildings ran behind the previous May by 10 per cent in valuation, with the first five months of 1950 off 11 per cent from the same 1949 period.

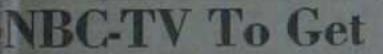
Total value of amusement buildings started in May was estimated at \$18,-000,000, as compared with \$16,000,-000 in April and \$20,000,000 in May 1949. Cumulative total for the January-May stretch this year was \$86,-

For all types of new construction, valuation was up 21 per cent for the first five months of the year.

The Billboard

HOLLYWOOD, June 10 .--- Columia Pictures is out to prove that the notion picture industry can harness ele's terriffic selling power in boostng theater turnouts, rather than alow video to keep patrons at home. saturation campaign, beaming pic olugs on all seven local stations. Film makers have used video before on behalf of its product, using only film trailers similar to "coming events" material projected in theaters. However, Columbia's tele campaign will to beyond the usual trailers, embracommercials.

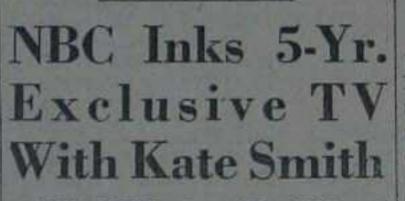
Columbia's ad veepee, Nate Spinold, conferred with area's seven top elemen in laying the groundwork for the campaign. Studio eyes the loal venture as an experiment which, f successful, may well key its approach to national advertising. Spetial budget has been put aside by Columbia for the L. A. experiment, altho studio remains mum on how much coin it expects to shell out. Tele toppers were given a choice of 71 Ocean Drive or Rogues of Sherwood Forest for the film they think canbest be sold via video. Results of this ad experiment can revolutionize movie industry's advertising methods and media.



Columbia To Use What's My Line' Tele as Flicker Almost Closes House Ad Medium CBS Tele Time

NEW YORK, June 10.-CBS-TV this week was virtually sold out. This week's purchase by Stopette of the Sunday evening 10:30-11 slot for What's My Line beginning next fall locks up all but marginal time periods. Studio will become the first to launch Stopette is now alternating with Toni Twin Time in the Wednesday evening 9-9:30 period on CBS-TV but will move when Toni takes over on a weekly basis next fall.

Now available from 7:30 thru 11 p.m. Mondays thru Fridays is the Tuesday evening 8-9 slot opposite ing integrated plugs and out-and-out Milton Berle and the Thursday night 7:45-8 period, under option to Chesterfield, but certain to be sold. Saturday night's 7:30-8 is for sale and perhaps 9-9:30 before sports from Madison Square Garden, Sunday evening is completely sold out.



NEW YORK, June 10 .- NEC and Kate Smith Friday (9) set a five- top bid for remainder of Don Lee year deal giving the web exclusive holdings. Only other bidder was Ed tele rights on the singing star. Re- Pauley, whose offer was considered portedly, some discussions are going "too low." on insofar as Miss Smith and radio. are concerned, but she now has other commitments which preclude an immediate AM deal with NBC. years, is to star in an "at home" type and several claimants to the estate. of daytime video show on NEC. It'll Liberty owners, Gordon and B. R. be an hour show. The deal was set McLendon, were reported to have with Joseph H. McConnel, NBC pres- made a deal with CBS to package ident, and by Ted Collins, Miss bids, since McLendons had no in-Smith's partner-manager. shows, an hour-long Friday night skein. Millionaire Lloyd Odlum, stanza on WOR, New York, and Kate head of Atlas Corporation, was also Smith Speaks, her Mutual noontime reportedly eyeing the properties but co-op show.

Limp Waltz

RADIO-TELEVISION Communications to 1584 Broadway, New York 19, N. Y.

PEABODY POST IN BEEF

The Billboard last week (June 10) got itself caught in the shifting sands of the various TV deals for the Shubert operetta properties, when it mentioned that Howard Hoyt was packaging such a program. The fact is that the rights to lease the operettas belongs to Paul Specht. Ray Nelson also has a deal on with John Shubert to co-produce these musicals for TV, if and when a sponsor arrives. Howard Hoyt is somewhere in the balcony dancing with the Merry Widow. Hoyt, however, does have rights to certain Shubert revues.

Don Lee Assets Reported Sold To CBS, Liberty

HOLLYWOOD, June 10 .- Sale of the Don Lee radio empire to Liberty Broadcasting System and CBS was reliably reported to have been negotiated. Sources close to bidders claimed that CBS's bid for KTSL, the Don Lee video station here, was highest, while Liberty entered the Details of the bids were being listening posts. It is said some comguarded by Ben Brown, who was plaints were made to various New appointed by the courts to administer York listening post members on the the estate pending settlement of The songstress, a CBS fixture for litigation between heir R. D. Merrill capricious and irresponsible. terest in acquiring the video outlet The warbler now has two AM and CBS wanted no part of the radio had submitted no bid at presstime.

Squawk Stirs **Call To Revise** Award Rules

Benny's "Drama" Blasted

NEW YORK, June 10 .- The New York listing post of the George Foster Peabody Awards Committee is urging the national committee to revise its procedures so as to facilitate the choice of winners and at the same time enhance the stature of the awards, The Billboard learned this week. The New York group, which met Monday (5), proposed a number of specific suggestions, and a letter containing the recommendations is to be sent to Dean John E. Drewry this week-end. Drewry is dean of the Henry Grady School of Journalism, University of Georgia, under whose aegis the annual Peabody Awards are made.

Altho the awards are the most sought-after in radio, those handed out this year drew sharp criticism from broadcasters. If the Peabody Awards are supposed to honor the best in radio, they asked, how can those made to Harold Ross, editor of The New Yorker, and cartoonist H. T. Webster be justified? Or how can awards for "drama" to Ed Wynn and Jack Benny be justified?

Peabody Awards are dealt out upon the recommendations from regional

L. Ball in Dec.

NEW YORK, June 10 --- Lucille Ball s expected to be on NBC-TV in December for the Jello division of General Foods. This will not upset her current CBS radio stint for the same sponsor, but a new format will have to be developed. My Favorite Hushand, in which she now appears, is CBS-AM package.

Miss Ball will make a kine of her new TV show next month. Young & Rubicam is the agency.

Sinatra Dickers With CBS. NBC for AM-TV

NEW YORK, June 10. - Frank Sinatra is negotiating with both CBS and NBC, reportedly for a combination AM-TV deal. Meanwhile, it is aid that the singer has a hot sponsorship prospect.

Sinatra flew out to the Coast Friday (9) to be with his daughter, Nancy, on her birthday. He is due back in New York late this week, and chances are he will set on one of the pending deals then.

CBS Crime Show **To Give Clues 5G**

NEW YORK, June 10 .- CBS has a new radio program slated for a sustaining run this summer which will offer \$5,000 in cash to listeners providing clues leading to the arrest of criminals. The show is tagged Somebody Knows.

The program is based on a feature current in The Chicago Sun-Times and will dramatize incidents leading to unsolved murders. The newspaper feature already has apprehended several criminals.

Cash award for the radio airer will he paid by Jimmy Saphier, who owns the package.

Non-Communist Affidavits **Pitched at KFI Employees**

Anthony, owner of KFI and KFI-TV, sands of private homes and we owe this week asked all members of his it to the government, no less than staff to sign non-Communist affi- to the citizens of these homes, to stand davits, marking what is believed to clear of any affiliation, either directly be first instance of a broadcaster or indirectly, with any subverdemanding loyalty statements from sive group whatsoever and particuemployees. Anthony's request was larly, of the Communist Party. accompanied by a statement which read in part:

to be in a position to assure my fellow organization, there is not a single men that all the facilities of our adherent to the Communist Party broadcasting operations are com- or any subversive group. pletely free of any Communistic or other subversive influence."

So far as is known, all KFI em- enclosed ployees willingly co-operated with declaration in your own behalf." Anthony's demands and process was expected to be buttoned up by end being duly sworn says: I am not now of this week. Policy will apply not only to staff members but to KFI supporter of the Communist Party, and KFI-TV artists as well. Anthony's request in part, was as follows:

test of your loyalty to both the United party stands. I agree that if at any States of America and KFI, AM, FM, time during my service with Earle and TV.

the government of the United States, promptly notify you of such fact."

HOLLYWOOD, June 10 .- Earle C. | with the privilege of entering thou-

know and at all times hereafter, "I desire to be myself assured and truthfully assert that in our entire

"To that end, I request that you promptly execute under oath, the formal non-Communist Affidavit: "The undersigned first and never have been a member or or to my knowledge, of any organization or group advocating the prin-"This will be a call upon and a ciples and objectives for which that C. Anthony, Inc., my present position "We are in a business licensed by in these matters is changed, to

ground that the 1950 awards were

Among recommendations being sent to Atlanta are the following; That qualifications for the awards be made more specific, and that these specifications be given listening post members much further in advance to enable them to serve more efficiently; that a religious category be established; that the present single category of drama-variety he split into two units.

New York Peabody staffers are Mrs. Harold V. Milligan, chairman; Mrs. William D. Sporberg, news programs; Charles R. Bell, drama; Henriette K. Harrison, education; Betty McStea, youth: Dr. Arno Huth, international; Ruth Sokoloff, music.

NBC Program Accent Aimed at \$ Market

NEW YORK, June 10 .- NBC's AM program department will place an increasing emphasis on developing and selling commercial programs, Charles (Bud) Barry, the web's newly-"I must be placed in a position to named program veepee told his staff this week. Barry held a get together Wednesday (7) to meet his crew and to outline policy.

After praising the line-up set these past months by Tom McCray who yielded his program post to become head of NBC's AM operation on the Coast, Barry declared one of his principal missions will be to collaborate with the NBC sales staff in selling shows. Wherever possible, he said, new NBC packages will get sales department approval before being accepted Barry also declared there would be no program department staff changes.

For coverage of AFM Convention see Pages 3, 12 and 13-For coverage of AGVA Convention see Pages 4 and 45.

The Billboard

ABC GETS IN' Net Joins NBC, **CBS** in Scrap **To Ink Talent** Grabs "Guild" From NBC

RADIO-SELEVISION

NEW YORK, June 10,-The current money-slinging spree being staged by CBS and NBC for control of packages and personalities, this week was juiced up when another precinct was heard from-ABC. After several seasons of developing some strong shows, only to have them swiped by the other two webs, ABC has decided to prevent repetition by nailing down top properties of its own. The radio facet of this campaign calls for the web to spend upward of \$2,000,000 in the next few weeks to buy up shows and stars, with the first \$500,000 spent this week in a deal for Screen Guild Theater, and another bundle put out for Inner Sanctum.

Screen Guild, currently bankrolled on NBC by Camels, will be finalized some time next week, with Music Corporation of America (MCA) setting the contract. The star-studded dramas, tied in with the motion picture industry, will be expanded into a 60-minute airer in the fall and probably will get a Thursday night time. The web will sell Screen Guild as two separate half-hours if it can't snag a single sponsor for the show. Camels is not expected to keep the show. Inner Sanctum, also secured thru MCA from Hy Brown, starts July 13 (Thursday) at 8:30 p.m., replacing Blondie, an acquisition last season which has not paid off. A video version of Sanctum will be prepared shortly also. The veteran show originally got its start on the old Blue. From four to six more radio shows and personalities of various degrees of renown are almost certain to be bought by ABC between now and the fall. The web finally has decided to fight CBS and NBC on their own terms-buying shows and signing exclusive contracts-after being staggered by loss of such shows in recent seasons as Theater Guild, Groucho Marx and Bing Crosby. A top web exec told The Billboard that "real money is now forthcoming for top-flight ideas, stars and programs." This means TV as well as AM. Possibly accounting for the sudden bullish attitude of ABC toppers is the brightening TV outlook. With CBS and NBC all but sold out, a considerable amount of the sponsor overflow is expected to be inherited by ABC. As a result, absolutely no TV commitments for sustainers are being made for the fall, with ABC expecting that it, too, may very well sell out the majority of its time, However, fully a dozen new shows have been signed for one-shot auditions on TV in the next few weeks, Up to now the web has given out options to sponsors for at least eight 30-minute TV time periods. Signatures start falling due the latter part of next week. Two sales registered this week were the firm pacting of Gruen for Blind Date, and with Sun Oil for professional football this fall. The football deal, covering 15 games of the National League pro gridsters, like last year's pact, calls for the games to be aired in nonleague TV cities and in League cities when the local team is not at home. Sun Oil also is buying a weekly 30minute period, probably on Wednesday nights, to air film highlights of all the previous week's League contests. (See ABC in the Act on page 9)

Amoco Facing Whole Talent Tab on Ed Murrow

Amoco Gas will have to pick up the entire talent tab on Ed Murrow if it wishes to buy the commentator on CBS. A deal for Amoco to split talent costs with Standard Oil of Indiana folded last week when Standard Oil bowed out. Amocc only wants to buy Murrow in the East, but the CBS concession to the sponsor is to offer to prorate talent costs if and when other bankrollers enter the picture. A decision is expected shortly.

AND IMPORTANT

Norge Gets Hot on TV, Switches Agencies for Splurge

The Norge division of the Borg-Warner Company last week shifted agency affiliations, from Duane Jones to J. Walter Thompson. The account is expected to splurge in TV advertising especially in view of TV activity by its competitors-Admiral, Crosley, Philco and others.

Schlitz Weighs TV Bow With Summer Pic Series

Schlitz Beer last week was considering its first venture into TV with a summer film program to be offered on a New York station. The prospective sponsor was looking at various movie properties thru its agency, Young & Hubicam.

Ruthrauff & Ryan Pitches 21/2-Million ANTA Show at Dodge

The Ruthrauff & Ryan Agency last week pitched its giant American National Theater and Academy (ANTA) variety TV stanza at Dodge for fall sponsorship, with a decision due at the end of this week. The show would be among the costliest in the medium, a weekly hourlong revue running about \$2,500,000 annually. Dodge is reportedly debating the possibility of sponsoring the show on alternate weeks because of the costs. The show would use the top-name stars of legit, appearing under the ANTA banner.

Kroger Grocers Ogle Alan Young for Midwest

The Kroger Grocery Company last week was showing interest in sponsoring Alan Young in Midwest markets. The TV revue is bankrolled in the East by Esso on CBS-TV, Thursday nights 9-9:30. Kroger would move in next fall.

Menkin, Speer Make Peace With DuMont

NAB Scouting New Blood To Swell Coffers

AH

June 17, 1950

Petty Out; Economy Reigns

WASHINGTON, June 10,-Pointed up by the resignation yesterday (9) of Don Petty from his \$15,000-a-year job as general counsel of the National Association of Broadcasters (NAB), the trade organization's twin drive for economics and membership moved further into the limelight as the prime topic for the NAB board's three-day meeting here, starting June 20.

The board, it was learned, is likely to consider some streamlining economies for the legal departmental setup as well as for other parts of the organizational structure. With Petty's resignation effective July 1, NAB Prexy Justin Miller is in no rush to deliberate on a possible successor until after the board meets.

With retrenchment the watchword of the board meeting, General Manager William B. Ryan is preparing to give the board a report on a membership recruitment drive and on a crusade already under way for economies to make up for revenue losses caused by the recent withdrawals of ABC, CBS and their owned-andoperated stations from NAB. Since Ryan took over the general managership, NAB headquarters here has had a belt-tightening policy. Departments are held down to strictly frugal spending for travel, long-distance phones and the like. Personnel cuts are in the wind, but an effort will be made to avoid major slashes by means of the vigorous membership recruitment drive which Ryan hopes will get fully under way as soon as his blueprint is okayed by the board, which has already authorized newly hired B. Walter Huffington to do the job in the capacity of field membership secretary. Altho NAB's bigwigs are making no secret of their concern over the Association's fiscal condition, the general view among the Association's brass is that the abnormal pace of withdrawals is ended. The Association is now figured to be running at about 10 per cent below its income-revenue level of 1948, its peak year. Increase in dues has made up for some of the loss due to withdrawals, According to NAB officials, this situation is "far from critical" and "the worst is over," but Ryan, nevertheless, is blueprinting a vigorous "grass-roots" campaign for members. In re-examining the organization's structure for possible streamlining, the board is expected to look further into the question of divorcing the Broadcast Advertising Bureau (BAB) from NAB.

A DuMont network exec said last week that the contract conflict with the Larry Menkin-Charles Speer writing team had been resolved, and the duo will return to scripting the "Hands of Destiny" series this week. Menkin and Speer bowed off the show about a month ago when their negotiations for a new free-lance writing pact blew up, with outside scripts used during this period. The web exec said the team is developing a number of new shows for DuMont's use this fall, in addition to scripting "Hands."

Wendy Barrie Show Moves to NBC Net Spot

Wendy Barrie, who has been airing a local show on WNBT, New York, was set last week for a network stanza on NBC, sponsored by Alco, manufacturer of aluminum storm windows. The show will get the 8:15 p.m. Wednesday slot for four to six weeks, then will be shifted to another temporary time before settling permanently in a Saturday afternoon period in the fall.

Schubert Preps "Quick as Flash" for TV Peddle

Bernard Schubert, last week was readying a video version of "Quick as a Flash" for peddling, with NBC reported interested in slotting the show. "Flash" had an AM run on MBS recently. Schubert also finalized details on sale of the "Blind Date" video show to Gruen, which will bankroll the show on ABC Thursdays starting September 28 in the 9:30 to 10 p.m. slot, 30 minutes earlier than its current location. The new "Ruth and Eileen" video show, based on "My Sister Eileen," has been set by Schubert for a one-shot on ABC July 13, with sales pitches to be made from a kine.

Coast Pinky Lee TV Stanza May Hit NBC Web

The Pinky Lee comedy stanza developed by Coast NBC-TV programers has caught the eye of New York execs and may be moved east for live origination over the full coaxial network. Sponsored in Hollywood by Leo J. Myerberg Company (with same bankroller set to pick up the tab in San Francisco), show has been a kine sustainer in the East for some weeks. Stanza was developed by NBC and the William Morris Agency as a web package and is the top-rated local live airer on NBC-KNBH, Hollywood. Another KNBH offering, "Lights, Camera, Action," was set for summer kine duty on the full Eastern network beginning in July. "Lights" and Pinky Lee are the only Coast originations to rate kine showings elsewhere.

Video Claims Interest of Coast Ad Agencies

Coast ad agencies have taken to tele with gusto, according to resuits of a recent survey made by Elmer Shreve. Survey showed that 46 per cent of the 305 local and national ad houses are currently using video, with an additional 23 per cent planning to move into video within the next six months.

Roach Studio Space to David Hire Productions

David Hire Productions, firm producing the "Wild Bill Hickok" tele segs for a group of kid merchandise manufacturers, has leased one third of the Hal Roach studios in Hollywood. Deal embraces both space and equipment for the 52 30-minute telepix series. Films feature Guy Madison and Andy Devine, and are part of an extensive multimillion dollar program to create a new Western kid hero (The Billboard, June 10). First reel has been completed, with Hire starting this week on the second.

Goodrich, Toni Hunt New Video Shows

NEW YORK, June 10 .- Two sponsors on CBS-TV this week were said to be shopping for new shows. They are Goodrich, the bankroller of Celebrity Time, Sundays 10-10:30 p.m., and Toni, paymaster on Twin Time, Wednesdays 9-9:30. Both have renewed their time slots on CBS-TV. but are looking over program availabilities.

Whether they buy new shows, however, is dependent upon acquiring new video programs which promise to be stronger than the two now being programed, Batten, Barton, Durstine & Osborn is the Goodrich agency, Foote, Cone and Belding handles the Toni account.

The Billboard

RAID OF UDI DAVISTON

AFRA's "Blacklist" Stance To Be Aired at Org Meet

egular membership meeting of the accusation, is contrary to democracy. New York Chapter of the American Federation of Radio Artists (AFRA). not only against radio-TV people but on the "blacklist" to a head. also against other artists believed to adhere to progressive doctrines.

with one meeting held this week and another to be held next week in advance of the AFRA meeting. Participants are the Radio Writers' Guild (RWG), the Radio and Television Directors' Guild (RTDG) and AFRA.

So far, AFRA is holding up the works in setting up the proposed united union front. AFRA's stance has been that an employer has the right to hire whom he pleases and not to hire those he feels may hold beliefs inimical to his interests.

Unions to Defense?

The other unions, on the other hand, argue that in or out of show business unions must protect their members; that hiring or not hiring because of alleged political beliefs is not democratic; that the "blacklist" has been an undercover operation and those accused have never been con-

CBS a Cropper On Tele Time Spot for Pepsi

NEW YORK, June 10.-Two reso- fronted directly and given a chance utions designed to fight the growing to defend themselves, and that deblacklist" practice in radio-TV will priving anyone of a chance to earn e introduced Thursday (15) at the a livelihood, because of unverified

Meanwhile the pending resolutions -both of which already have been The "blacklist," it is claimed, is aimed filed-may bring the AFRA stance

One resolution openly calls for AFRA's participation in a drive on Meanwhile attempts to establish a united radio talent union front to tight the "blacklist" are continuing, network contract prohibiting any form of blacklisting."

Balk!

CLEVELAND, June 10 .- The TV baseball coverage round-up done by The Billboard (May 20), incorrectly stated that WXEL, Cleveland, had found no means of placing a camera behind home plate. Fact is the station had a camera stationed at that spot from the onset of the season and recently even improved its location.

During a recent road trip by the Cleveland Indians, WXEL built a new balcony behind the plate, permitting placement of its cover-shot Zoomar-equipped camera lower and closer to the field. Two other cameras continue to be used.

Nash Wants TV **Ride But CBS Can't Find Road**

NEW YORK, June 10 .- CBS this week was in the position of having a firm order for an hour's time from Nash Motors, but being unable to come up with an acceptable time slot. It was thought Nash might be able to go into the 10-11 period Thursday nights, but the orders came in so fast that the 9:30-10 time has already been purchased by Lever Bros. and 10-10:30 by Phillip Morris.

The Nash show, if and when it does go on, probably will be either The Trap, with a different title, or an hour big-name dramatic package.

RADIO or TV

which will it be?

WHY BOTH?

Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an increase in the total number of radio homes.* And when TV enters a radio home, the total viewing-listening activity is more than ever before ... thus increasing the advertiser's opportunity to sell!

The smart buy is 3(0)11 in WLW-Land!

lower cost than five combinations of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.

NEW YORK, June 10 .- The Chesterfield buy of the 7:45-8 p.m. slot on CBS-TV, Mondays, Tuesdays and Fridays next season is preventing the web from selling Pepsi-Cola the other time periods in the strip because the cigarette sponsor wants an option to go across the board. The Masland Rugs is on CBS-TV Wednesday nights 7:45-8 its contract with the net is not for over 26 weeks and it may be moved after that time, thus giving Chesterfield the full strip.

Pepsi-Cola, however, has lined up a 15-minute show starring Tony Martin, which would fit into the 7:45 time. At the moment, CBS-TV has been unable to change the tobacco company's mind. Negotiations are proceeding in the hope that if Chesterfield doesn't reverse its stand, the web will come up with another time slot.

Bud Rogers May Double on WOR

NEW YORK, June 10. - Buddy Rogers, who winds up his ABC radio show Friday (16), is slated to shift to WOR, New York, on a combination AM-video deal now in the works. Pending deal will give WOR exclusive rights to Rogers's daytime services for both media. Tentative plans call for him to start his AM show July 3.

WOR, which has clicked with its Rudy Vallee morning AM show, has been looking for an afternoon counterpart. Rogers will fill that bill, probably airing across the board at 5 p.m. This will mean a shift in emphasis by WOR, aiming at hausfraus rather than kids.

PRB Production outfit, which handles Rogers's show, figures on syndicating it, as Charles King is doing with the Vallee show. Program is produced by Mal Boyd, directed by Nat Rudich, and written by Dave Harp.

WHY WLW?

The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties ... 13,404,000 people ... nearly 1/10 of the United States. Yes, WLW is still far ahead in ...

COVERAGE-In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land-an increase of 25% in coverage since 1946.

DOMINANCE-WLW enjoys 16.6% of all radio listening in its Merchandise-Able area . . . competing with 257 other stations.

PENETRATION-The average radio home in WLW-Land listens to WLW 5 hours and 27 minutes per week ... more than the four leading competitors combined.

And when you put coverage, dominance and penetration together . . . THAT'S IM-PACT!

Further, on a cost-per-thousand basis, WLW delivers advertising impressions as

WHY WLW-TELEVISION?

The three micro-wave-linked Crosley Stations -WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus-have an average share of Audience of 52.5% from 11 A.M. to 11 P.M. seven days a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.**

And look at the market. It's the 2ND LARGEST TV MARKET IN THE MID-WEST ... 6TH LARGEST TV MARKET IN THE NATION.

As for costs, WLW-Television has the second lowest cost in the midwest-as low as 16c per-thousand-set owners.

SPECIAL SUMMER "BONUS TIME PLAN"

Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.

For complete information, contact any of the WLW Sales Offices In New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus



*All WLW data based on Nielsen Radio Index, Feb.-Mar., 1949 ** All WLW-Television data based on Videodex Reports, April, 1950

RADIO-TELEVISION

The Billboard

June 17, 1950

Super Season Ahead for TV Get Away From That Set, Brat, As Webs Set Names, Packages

(Continued from page 3) Lucille Ball, to NBC. Present plans call for Miss Ball to serve the same sponsor (Jello) on NBC next fall in a new show. She can't use her radio vehicle, My Favorite Husband, on NBC-it's a CBS package.

8

Big Names Register

One deal alone, which is to be decided either way within two weeks, will make available to video the greatest names of legit includingjust as a sample-Helen Hayes, the Lunts, Maurice Evans and many others. The program is based on the American National Theater and Academy (ANTA) and the sponsor who has it under consideration is Chrysler Corporation.

Another similar show, involving night club acts, is also in the works, as reported in this issue. This program will use member-acts of the American Guild of Variety Artists (AGVA), which this week signed a TV contract with packager Lou Goldberg.

Still another major show hanging fire involves Cecil B. DeMille as producer of an hour-long dramatic show starring top Hollywood names. Prospective sponsor is Nash Kelvinator. And another candidate is the radio veteran, Truth or Consequences, recently acquired for both radio and TV by Philip Morris.

More To Come

These are just a sprinkling of what's in line for TV programing come late '50 or '51. Plus these, previously reported as slated for TV: Jack Benny, who's to do four or five hour-long shows for American Tobacco Company; Amos 'n' Andy, Burns and Allen, Eddie Cantor; Edgar Bergen, for Coca-Cola; Bob Hope, Al Jolson and, possibly, Fred Allen. And don't forget, Milton Berle, Arthur Godfrey, Sid Caesar and all the

current TV toppers are due back come fall.

The growing star list carries with it, however, a number of problems. For one thing, the amount of network time available is diminishing rapidly -NBC and CBS are at virtual s.r.o. status for fall, and there isn't enough cable to accommodate very many full-web programs elsewhere. For another, mounting TV costs may start squeezing out some present bankrollers or else force 'em into spot TV rather than network TV.

SAG on TV Pie Mini, Sez Heller

that the Television Authority (TVA) had no intention of undercutting the present Screen Actors' Guild (SAG) minimum scale for theater films, George Heller, the head of TVA, yesterday (9) charged there was a fallacy to SAG's thinking about TV film production. "Half hour film TV show now is being produced within one or two days of production," he said. This means that the take-home pay of the performer in film TV will have to be geared to this very concentrated period of employment. "On this basis," Heller continued, "anyone can see that the TVA demands are substantially higher. But," he closed, "we know that performers will not permit their organizations to be a party to the establishment of any contracts which would enable take place. employers to pit one group of entertainers against another."

Pop Wants To See That Kid Show

NEW YORK, June 10 .- If mommy | cent of viewers on WNBT's Children's and daddy have begun elbowing junior out of the comfortable chair in front of the video set when a socalled kiddies' TV show is on, it's strictly okay with the bankrollers of such shows. And, to the delight of these sponsors, nearly 40 per cent of the viewers of the top 10 strictly kid shows are adults in New York. This is in good measure due to a deliberate campaign on the part of such sponsors to lure the grown-ups to the receivers, on the theory that while kid viewers may exert considerable influence on No Undercutting family buying habits, it's the parents who actually shell out at the stores. who actually shell out at the stores.

Three of the 10 top-rated moppet stanzas, including the first and second shows, actually drew more adult than kid viewers under 16, according to James W. Seiler's American Research Bureau's studies in a typical NEW YORK, June 10 .- Stating spring month, March. Thus, 53 per



NEW YORK, June 10 .- The International Brotherhood of Electrical portedly furnishing equipment, with Workers (IBEW) this week was con- engineers developing a special superducting its own version of the "cold powered transmitter. war" against CBS. The union has put the network on notice of a strike its programs and sales especially at since 2 p.m. Thursday, with CBS the U. S. market, while complying execs standing by constantly to man with Mexican regulations of devoting the cameras, if the walk-out should at least 40 per cent of its air time to The IBEW has three chief gripes station will compete with U. S. staagainst the new contract offered to tions by coverage only, and not by it by the network. Members want nate cutting. Plans are for outlet a meal period that cannot be inter- to be on from 6 p.m. to midnight, on rupted by emergencies; they want a seven-day-per week sked. Prothree weeks vacation written into the contract instead of two weeks duced in Mexico, with English sound plus seven holidays which may be taken as a third week, and they want to eliminate the possibility of 10-day work weeks now possible after the two days off, which is the basis of the IEEW gripe. The old contract with CBS expired May 28. Tho negotiations have been going on since then, and both parties Angeles market as its management have agreed to a 5 per cent wage increase. The inability to reach an agreement on what is considered minor points by insiders has resulted in the strike threat. If the walk-out should occur, it would involve 360 men here and probably IBEW members working for other CBS stations outside New Hope will retain his current 9 p.m. York. Not only would the radio en-Tuesday radio slot, with no definite gineers walk, but also many TV TV time period set. Chesterfields cameramen, who are members of the

Hour were adults, according to Seiler, while 56 per cent of the Hopalong Cassidy WNBT viewers were chronologically mature. These shows ranked one-two, according to a composite rating study of New York kid show viewing, including Seller's March report, The Pulse's March report and the Hooper February-March study. Similarly, WJZ-TV's Super Circus ranked 10th, had a 56 per cent adult audience.

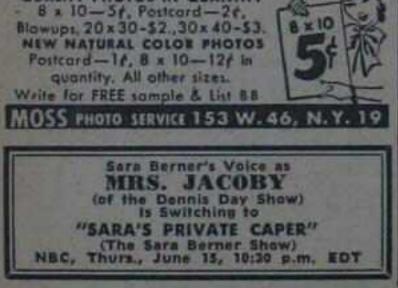
Super Mexican TV Outlet Set **For Fall Debut**

HOLLYWOOD, June 10. - Construction will soon start on XEAC-TV, Tijuana, super-powered bordertown Mexican tele station which will reportedly beam a signal twice as strong as any U. S. outlet, Station is skedded to take to the air sometime in October. Outlet will be the TV sister of Gorge Rovera's 50kw. XEAC, will take Channel 6 and, according to its reps, will blast its signal northward beyond Los Angeles into Central California. Radio Corporation of America (RCA) is re-

Station, according to reps will aim Mexican language fare. Claim is grams will use musical films protrack. Station will also employ south-of-the-border talent, thereby skirting U. S. talent unions, Programs will be 20 to 25 per cent live, remainder canned fare. XEAC's management promises to oberve U. S. code of ethics. If station's signal hits the Los expects, area will be blanketed by eight video outlets. San Diego will particularly suffer, inasmuch as it tunes in L. A.'s seven outlets, has its own station (KFMB-TV), with a ninth outlet south of the border.







The Heller statement was a reply to a SAG statement which said that "conditions proposed by TVA for televised motion pictures would cut the take-home pay of many motion picture actors."

Meanwhile, a meeting has been scheduled here by the National Labor Relations Board (NLRB) with SAG, TVA and television management for Thursday (15).

Chesterfields Add Bob Hope

(Continued from page 4)

mell with Hope's personal rep, Jimmy Saphier,

has first refusal on his video serv- IBEW at CBS-TV. ices, but have made no decision as yet. Should they turn down the tele show, a major auto firm, believed to be Buick, has entered a bid.

Chesterfields, in signing Hope, has cut in half its sponsorship of the hour-long Godfrey show on CBS Wednesday. The first 30 minutes of Godfrey, thrown on the market, has both Pillsbury and Pontiac bidding for the time. CBS may give each 15 minutes.

Chesterfields to let him retain his current once weekly 30-minute format as per his play-or-pay contract which still has another year to run, but probably will yield to the bankroller's request that he go multiweekly in a 15-minute format. Chesterfields has contracted for the Monday, Tuesday and Friday 7:45 to 8 likely to fill in place of his canceled 8 to 8:30 p.m. Sunday slot on NBC.

The Dragnet show is reported show. a cancellation of the web package.

Philly 'Inq.' Falls **On Face Trying Sale Of Competish Listing**

PHILADELPHIA, June 10 .- Stations and sponsors have resisted alcompletely the efforts of The most Philadelphia Inquirer to sell space in Como has been trying to convince its daily radio and television program lots. Newspaper not only gives generous space to TV listings each day, but spread out with a four-page Sunquirer log columns were thrown open

newspaper has a circulation better over, advertisers state they resent the p.m. periods on CBS, which Como is than 1,000,000, there is only a single "small-time" attitude of both The Inadvertiser, Hillcrest Cigars, for its quirer and Bulletin in reserving their giveaway Friday night Name the Star news coverage of local radio and shaky on NBC, and the new commit- erates WFIL and WFIL-TV, and in complete exclusion of the others. Even ments by the sponsor may bring on keeping with local tradition, almost "program highlights" are reserved for the only way other call letters can their own stations.

DATA FROM FBI

(Continued from page 4) tion to the radio industry until late summer if a formal decision is made to undertake the investigation.

There is some talk, too, that a request may be made on the Senate side for creation of a special committee to make the investigation of charges of attempted Communistic infiltration in radio have been raised by several individual congressmen in recent months, and on one occasion a law-maker urged that a study be made of broadcast licenses and applicants before the Federal Communications Commission.

get into the newspaper is by buying the space. But nobody is buying.

Ad agency execs queried said they day section for AM and TV. The In- resent the implications of a commercialized television log, pointing out to advertisers two months ago but how they resisted the earlier attempts there are hardly any takers as yet. of The Evening Bulletin here to sell In the Sunday TV logs, when the listings in its daily radio lots. More-The Inquirer owns and op- television to their own stations, to the

The Billboard

U. S. Invites 6 Nations to **NARBAParley** Meeting Set for Sept. 6

WASHINGTON, June 10. - State Department is mailing out invitations to North American countries to attend another meeting of the North American Regional Broadcasting Agreement (NARBA) in Washington, beginning September 6. The agency expects all member-nations to attend, including Cuba, whose differ-ences with the U.S. broke up the last meeting in Montreal, Mexico, which ABC IN THE ACT was represented only by an observer last year, is expected to send an of- In addition, WJZ-TV, New York weeks. The show will be a nighttime in-use ratio. ficial delegation to the NARBA contab.

State officials are highly optimistic that a new NARBA can be drafted, figuring that the election in Cuba this | Mather. week will put the islanders in a more receptive mood to compromise over Cuban demands for rights on frequencies to which the U.S. had priority under terms of the expired in Hollywood within the next three whodunit titled I Was a Juror. NARBA.

It is pointed out that Cuba and this country reached virtual agreement at bilateral conferences in Havana a few months ago, with the Cubans backing out at the last moment. State officials feel the Cuban Government was unwilling to give up any of its claims at a time when the politicians were on the hustings. "The atmosphere is more favorable now for U. S.-Cuban accord," a State Department spokesman said.

Once the broad frequency dispute is ironed out, the chief controversy is expected to come over the use of the 540-kc. band for AM broadcasting. With the U.S. military now making use of bands around 540, State Department feels there is little opportunity for U. S. broadcasters to use the frequency. U. S. delegates will try to hold down the power of foreign use of the band in order to prevent interference with military installations. It was indicated that the State Department would prefer no AM use of the band. However, the Atlantic City conference three years ago authorized utilization of 540-kc. for standard broadcasting. The Washington NARBA confab had been tentatively slated for August 1, but both Canada and Mexico wanted a postponement. Even the later date forces Mexico to divide its delegation between the NARBA meeting and a Sao Paulo, Brazil, confab of the Inter-American Association of Broadcasters. Nations slated to attend the NARBA meeting are the United States, Cuba, Mexico, Canada, the Bahamas, Haiti and Dominican Republic,

Bus Tele

HOLLYWOOD, June 10 .--Short Line Bus Company is installing tele receivers in all busses making the Los Angeles-San Francisco run, thereby becoming the nation's first transportation system to treat its passengers to TV's pleasures. Good tele reception is reportedly available for 40 per cent of the route, going as far as 100 miles from each of the two cities. Lines fleet of eight busses are being furnished with RCA Vic-tor 12½-inch table models. So that safety-minded passengers won't worry, receivers are placed above the driver's head and out of his sight.

(Continued from page 6)

flagship, will have another 30-minute weekly airer, aimed at the adult audifilm show on the New York Giants ence. team. Sun Oil business was placed thru Hewitt, Ogilvie, Benson & will get one-shot displays on ABC, 44,300 TV sets in operation, as com-

of the Dick Tracy video airer, which Eileen series, based on My Sister Ei- 1949, period. For the State, TV will go into production for the web leen; comic George O'Hanlon, and a home ownership went from 19,500

Twin Cities Show Fast TV Set Rise, Tho Not on Coax

MINNEAPOLIS, June 10. - Two | pared with last October. indices showed remarkable growth of television in homes in the Twin Sundays thru Saturdays, read 22.1 Cities area, despite the fact that the last month, with 7,003 homes called coaxial cable still is six months and 40.7 index of homes using radio away, and only two channels are in and TV sets. Compared with this are

The Hooper share-of-audience index for April indicated almost phenomenal growth during evening and Sunday afternoon segs, as compared with the same month in 1949.

At the same time, the Minnesota Poll of Public Opinion, a feature of The Minneapolis Sunday Tribune, carried results showing nearly 300 per cent growth in the number of video sets in the homes today, as com-

with peddling done from the kines pared with 43,100 in the February

RADIO-TELEVISION

The Hooper index for evenings, operation on a daily part-time basis. the April, 1949, figures of 4.1 for TV when 7,131 homes were called and the sets-in-use index was 34.9.

Hooper's Sunday afternoon rating in April was 14.1 for TV, in 1,522 totaled 29.6. This is compared with 1.8 for video in April, 1949, when 1,546 homes were called for a 21.7 sets-in-use index. Hooper's weekday afternoon index in April was 6.9 for 4,493 homes called, and a 26.4 sets-in-use figure-as against only 2.9 for TV in April, 1949, when 4,542 homes were sampled for a 21.6 sets-

The Tribune poll reported that its interviews, conducted March 29-April Among the dozen packages which 2 in the Twin Cities area, disclosed ABC this week also finalized a deal thereof, are Chance of a Lifetime, 22-March 1 interview period, and to acquire 13 30-minute film stanzas Betty Furness show; the Ruth and only 18,000 in the October 26-30, last October, to 57,000 in April.



TV Pkg., "Limpy" NEW YORK, June 10.—A new method of peddling a TV show is being used here by Wilbur Stark and Jerry Layton, local packagers, acting

Pic Peddles New

as Eastern reps for the Scrappy Lam-bert AM film series, Limpy. A 30minute film has been prepped as a pitch to sponsors and agencies, containing a brief statement on the aims and intents of the series, excerpts from some of the first shows and the ending of the fifth installment. This enables the pitchees to get a glimpse of the series as well as some sales

talk in a single viewing. The series is a Western-type yarn without the gun play and crooks of other series, and will detail family life on a ranch. The weekly 30-minute shows will be produced and written by Hobe Donovan, and shot at Donovan's Western ranch, which has a stable of about 100 horses. The price will be about \$6,500 weekly.

dm The Air September, 1950

WSM celebrates its 25th Anniversary by bringing television to the Central South

SCHEDULE, WSM-TV-

SEPTEMBER, 1950 . . . On the air

OCTOBER, 1950 ... Network TV through microwave relay from Louisville

Television's newest market ready in September

through



NASHVILLE, TENN.

HARRY STONE General Manager IRVING WAUGH Commercial Manager EDWARD PETRY & CO. National Representative

RADIO-TURENVISION 10

The Billboard

Quick on the Draw

Reviewed Saturday (3), 9 to 9:30 p.m. Sponsored by Vim Electric Company In co-operation with Westinghouse, over WNBT. Producer, Kermit Shafer; director, Bill Warwick; emsee, Eloise Mc-Elhone; featured cartoonist, Bob Dunn; panel this show, Sir Cedric Hardwicke, Earl Wrightson, Vivian Donnet, Bob Trout,

Panel shows seem to be video's latest craze, being economical in terms of cast, writing, rehearsal and set



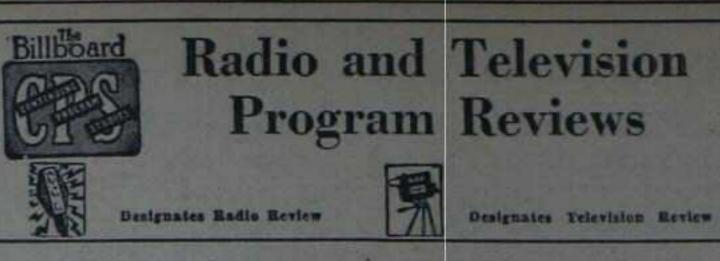
costs. This one is a twist on the old charades game, using cartoons instead of miming. The regular cartoonist is Bob Dunn, who turns out his drawings with speed and authority.

Each guest panelist also takes a turn with the crayon.

Basic trouble is the problems are too easily solved, with the panelists miles ahead of the last clues. Result is there is no element of suspense or surprise, Camerawise, the long shot used before virtually every problem is a most annoying one, since it enables the viewer to see none of the participants clearly, with emsee Eloise McElhone too distant, and with the panelists visible only from a rearside angle,

Miss McElhone is the only real strong point on the show. Lush to look at and quick of manner and speech, she is always an interesting and capable performer, and deserves a better showcase, Commercials for Vim, as males outlet for Westinghouse washing machines and refrigerators, were routinely done by Betty Furness. Sam Chase.





Dixieland Story

Reviewed Saturday (3), 5-5:30 p.m. EDT. Sustaining via WNEW, New York, Producer, Dick Pack. Director, Jack Grogan. Writer, Harry Olesker, Vocalist-narrator, Jean Bargy, Music, Roy Ross and His Ork. (Cy Mann, piano; Walt Yost, bass; Nat Brown, clarinet; Bob Hackman, trombone; Billy Muir, guitar; Phil Kraus, drums,)

Dizeland Story is a smoothly paced relaxed little musical airer, featuring TV canary Jean Bargy and designed

to cash in on the public's new yen for the old two-beat R. rhythm. Dixie-cultists of the perfection school won't find anything particularly distinctive to shout about, but for the

average Dixieland fan and any dialer who "likes to recognize the melody" the show is an agreeable half hour of jazz with a good beat and sincere, albeit none too imaginative, musicanship. Audience-wise it would probably build a better following if it were put on a 15-minute-acrossthe-board basis and programed, via requests from Dixie-loving listeners themselves.

Vocalist-narrator Jean Bargy has the throaty, Dinah Shore-type voice necessary for such an airer. However, right now she's carrying too heavy a load, and could use an assist on the narration. On the preem broadcast she opened the show with a moodsetting monolog; sang a couple of blues; read a credit list at the finish; and tied the whole show together with a lengthy yarn about Dixie's journey from the Deep South to Chicago. The telegenic Miss Bargy's sultry delivery comes over fine on Happy. video, but she's inclined to slur some of her words on radio, which makes for difficult listening at times. The copy itself was well written and wisely eschewed too much "hep" phraseology. have played with Goodman, Whiteman and Dorsey, wisely stuck to the more commercial Dixie favorites for the first broadcast, including the familiar Basin Street Blues, Muskrat Ramble, Wish I Could Shimmy Like My Sister Kate, Balling the Jack, Naughty Baby Blues, and Way Down Yonder in New Orleans.

Live Like a Millionaire

Reviewed Monday (5), 2:30-3 p.m., EDT, Mon. thru Fri, Sponsored by Gen-eral Mills via NBC, Hollywood, Producers, Mastersion, Nelson & Reddy, Writers, John Reddy, Don Ross, Emsee, Jack Mc-Coy, Announcer, John Nelson, Musical director, Van Ditmars, Guests, Bob Hope, others,

Live Like a Millionaire is a switch in the old "stage mother" routine, with the small fry entering their



precocious parents in a talent contest. Junior's take on the across - the - board show is pretty small time (minature airplanes and such), but mamma and papa fare better.

with a daily grand award and what a chance to compete in the weekly finals for seven day's cash interest on \$1,000,000, which sounds bigger than it is. The grand winner of the series will snag a vacation in New York for self and offspring.

It's an ingenious idea with interesting video possibilities. However, the youngsters' drum beating was a bit apathetic on the preem broadcast, particularly when contrasted with the eager beaver attitude of their performing parents and the determined gaiety of emsee Jack McCoy. One dour-voiced little boy brought on his trumpet-tooting papa and another lad introduced his Metminded mamma in equally flat tones. The sole enthusiastic send-off was sparked by a middle-aged moppet 8 per cent of the cases it was Jews for her 82-year-old mother, who walked off with the prize, via some snappy harmonica-playing, yodeling and a hep vocal on I Want To Be

Opportunity Unlimited

Reviewed Saturday (3). Sustaining via the ABC network, Producer, Michael Roshkind. Director, Martin Andrews. Script, Lillian Schoen, Announcer, Gordon Frazier,

AEC is to be commended for airing a series on discrimination. Titled Opportunity Unlimited, the show

caught was in two sections; a dramatization of an actual case and a panel discussion by representatives of the State, management and the

script dealt with the refusal of a theater chain to hire a Negro boy as an usher. Spurred on by a white friend who felt the injustice keenly, the Negro took the case to the New York State Commission Against Discrimination (NYSCAD). A talk had with the employer brought forth the comment that hiring Negros "wasn't the thing to do. None of my competitors do it," but a threatened public hearing with its concomitant unfavorable publicity brought the balking management around.

The well-written script got its points across, but not at the expense of making out management to be black hearted villains. The theater head's reasons for discrimination were what he believed sound, if in error. The wind-up of the case showed that more Negroes were hired, after the experiment had turned out successfully.

The panel discussion was highly illuminating. One participant was R. E. Gilmore, a veepee at the Sperry Gyroscope Corporation, against which a case had been brought in the early days of the NYSCAD. He gave ample testimony that there were no grounds for fear that Negroes would not fit into industry, if given the chance. Statistics were given which showed that in 85 per cent of the cases Negroes were discriminated against, in and that in the remaining 7 per cent

June Bundy.

Allan Kent

Reviewed Saturday (3). Sustaining via WOR, New York. Engineer, Cy Gettes. Disk jockey, Allan Kent.

tuneful and their chatter at a minimum, Allan Kent is the disk jockey.

He has a manner that's easy to take as he breezes thru the mike to become truly a "friend of the family," as he titles himself. Kent's talk, what there was of it on his show, concerned dogs. He took a novel, slightly fantastic slant as he chatted about a canine who owned a master whose drinking was giving him trouble. Talk about dogfights, Kent said, was also making two intermingling of amateur and prodogs he knew, Mr. Chips and John Barleycorn, mad due to the alleged slander.

During the hour program, the disk jockey devoted half of it to the best recordings of Claude Thornhill and his ork, a superior purveyor of the best in pops. Tony Martin, Frank Sinatra on an old Tommy Dorsey disk and four different units doing Sweet Lorraine polished off the rest of the Leon Morse. musical portion.

Hope Is Guest

The guest was Bob Hope, who was introduced by his son and daughter and who made a gracious plug for Saint Ann's Adoption Home, his frau's pet project. His children, Tony Roy Ross' Sextet, some of whom and Linda, were bright, poised and refreshingly un-show-wise.

The General Mills commercials for Bisquick and Wheaties utilized the condescending copy pitch of most daytime airers. (i.e. "Be a good mamma. Eat Wheaties girls, so you'll have energy for your housework, etc.) June Bundy.

Al Benson's Talent Spotlight

Reviewed Saturday (3), 9:30-10:30 p.m. CDT over WBKB, Sponsor Ber-Tals Apparel Shop and A. & D. Motors, e Agency, Commercial Broadcasters, Inc. Director, Scott Young, Regular cast, Delores Bell, Sax Mallard's Ork, Lurline For those who like their music Hunter, Joe Williams, Dozier Boys, Bernadine Carrickett, Emsee, Al Benson,

> Al Benson, disk jockey heard 10 hours a week on Chi radio, has assembled a conglomeration of amateur,

semi-pro, and professional talent, Negro and white, which parades before the cameras with a minimum of production and a maximum of flourishing introduction by Benson.

Viewer is pretty well baffled by fessional acts, with little explanation other than pleas to vote for the favorite performer. The show got off to a good start with some crisp jazz en-George Shearing, but then bogged into a procession of singers, dancers, and comics, ranging from average to extremely flat.

Show is topheavy with commercialis. Second half hour had a commercial between every act, plus four

people whose "national origins" were "not acceptable."

The panelist finished with a plea to listeners to "examine their own prejudices."

Martin Andrews direction was slick, polished and professional. Leon Morse.

spots tossed in at the beginning and end.

Benson himself is stilted, but he at least avoids the high pressure. The show is pitched toward installment buyer viewers, but because competition is sports and old movies, it might catch a fair general audience, particularly from Saturday night Jack Mabley. parties.



The Billboard

11

BRIEF AND IMPORTANT

World Video's "Comedy Theater" To Bow on CBS-TV A new World Video package, "Comedy Theater," begins its career on CBS-TV, July 7 between 9-10 p.m. The show will replace "The Play's the Thing," another World Video package. "Comedy Theater" will be two different half-hour shows.

Red Benson To Emsee New WOR-TV Premium Show

A new video show, sponsored by TV Premium Stores Company, has been set for the 8:30 to 9 p.m. slot Wednesdays on WOR-TV, New York. Red Benson will handle the emsee chores. The bankroller has a premium deal with a group of retail outlets and will feature a premium auction on the show. Customers of the stores involved may use their sales checks to bid for merchandise shown on the program.

Interstate Bakeries Buys "Cisco" for 10 Yrs. in 16 Markets

Interstate Bakeries, one of the sponsors of the radio version of the "Cisco Kid" on the Coast and in the Midwest, last week purchased the TV edition for 10 years in 16 markets in the same area. The buy will mean that the show will be seen in such cities as Los Angeles, Kansas City and San Diego. The co-owner of the TV version of the horse opera, Frederic Ziv, is peddling the show to all the bankrollers of the radio facsimile. Th radio show is being aired in over 300 markets.

Don Lee Sells News Strips Featuring Hayes

Don Lee Network snagged a juicy news strip plum with exclusive inking of Sam Hayes in a daily news show, to be bankrolled by Studebaker Motor Company over 55 Don Lee stations. Hayes, veteran Coast newsman, was last heard over NBC's Western network. Studebaker will pick up the tab three days weekly in two time segments each day, with remainder of open time to be peddled elsewhere.

Wally Kline Doing TV "Three Musketeers" Seg

Wally Kline Enterprises, Hollywood, last week (7) started shooting on a series of 52 TV films tagged "Adventures of the Three Musketeers" at Nassour Studios, KTTV's new home lot. The final video script was developed by Betty Sinclair, a Kline staffer, from an adaptation by Dean Reisner, of the Dumas classic. First release rights on the Dumas dramas will go to KTTV.

"Cavalcade" for DuMont Saturday, 9 P.M., Summer Sked

Altho "Cavalcade of Stars" has just been renewed for the summer on the DuMont network for the 9 to 10 p.m. Saturday slot, reports persist that it may switch networks in the fall. The sponsor, Drugstore TV Productions, Inc., is said to feel that the NBC "Saturday Night Revue" is too tough as competition, but with the NBC stanza off for the summer it is felt that "Cavalcade" can do well during the hot months. ABC is known to be pitching for the "Cavalcade" business, with the 10 p.m. time Friday said to be the period offered. Execs connected with the show say no plans are set yet for fall, but admit considering other webs.

Screen Gems Makes Carson, Miss Sullavan TV Trailers

A series of TV trailers plugging the still unreleased Columbia feature film, "The Good Humor Man," has just been finished by Screen Gems, Inc., Columbia's TV auxiliary. "Good Humor" features Jack Carson. Screen Gems also recently wrapped up some TV trailers for Columbia's "No Sad Songs for Me," the Margaret Sullavan feature.

CBS-TV To Extend "Homemakers," "Vanity Fair" Net CBS-TV this fall will extend its network on "Homemakers Exchange" and "Vanity Fair" from 18 to 25 stations. Both programs are daytime shows which fill the 4-5 p.m. slot across the board on the web. Shows have been sold on a patricipation basis, and sponsors will have to up their coverage if they wish to remain aboard.

Tripp, Carter To Wax "Mr. I" for Columbia

Columbia Records last week signed Paul Tripp and Ray Carter to a contract to do a wax series of "Mr. I. Magination," the CBS-TV show. The program will be waxed in Hollywood this summer.

WCPO-TV Is First To Air 100 Hours Weekly

WCPO-TV, Cincinnati, last week became the first TV outlet in America to broadcast 100 hours a week, via the addition of one half hour each morning. Under the new schedule, WCPO tees off at 10:30 a.m., Monday thru Friday: 8 a.m. Saturday, and 11 a.m. Sunday with live local programing until 5 p.m., followed by a combination line-up of local, ABC, DuMont and Columbia packages. WCPO-TV preemed last summer (July 26) with a 75 to 80-hour-a-week schedule.

H-M Cirk May Fill Up CBS-TV's Saturday Sked

CBS-TV last week just about wrapped up its Saturday night schedule for fall. The web's programing brass have decided to slot the Hamid-Morton Circus in the Saturday 7 to 8 p.m. spot to catch the kid audience. The program will be done remote from Philadelphia. Ken Murray will follow in the 8-9 slot each week in line with his new TV schedule. The comic is sponsored by Anheuser-Busch. He will either be followed by programing directly from Madison Square Garden to wrap up the evening, or CBS will sell 9-9:30 to a sponsor, and then follow from the Garden.

Ford Flicks To Fill Entire WOR-TV Eve

For the first time in New York TV history, a sponsor and an agency will have an entire evening on which to peddle a product. The buy was made by the local Ford dealers last week when they purchased three hours of time, 7:30-10:30, Monday evenings, starting June 26, on WOR-TV. This will be the first time that the station will program Mondays and will mark its expansion into seven-day programing. Titled "Ford Movie Night," the program of films will include a cowboy picture, shorts, news and another feature film.

CBS-TV Nears Signing of Ritt to Director Pact

CBS-TV last week was on the verge of signing Martin Ritt to a director's contract. Ritt has had numerous Broadway directorial assignments, the last of which was the ill-fated "Cry of the Peacock."

Wallace Ross Quits as World Video Sales Chief

Wallace Ross, sales chief of World Video, last week stepped down from that post to devote more time to his own research enterprise, Ross Reports. He will remain associated with World Video in another capacity, however, probably as publicity and advertising manager. No replacement for Ross has been chosen.

Two Chi Bookers Form Radio-TV Departments

Two indie booking agencies in Chicago set up radio-TV departments last week. Jack Brown, formerly with Mutual Entertainment Agency, joined the James A. Roberts Agency, heading its newly created radio-TV department, while Bill Vidas, assistant to Jack Russell, Mutual's radio-TV chief, ankled the office to join McConkey Artists Corporation to head its new segment. McConkey has taken over the production of one-hour TV films of gal grapplers thru a Yuma, Ariz., wrestling promoter. Russell will appoint a replacement for Vidas next week.

"Hawkins Falls" Replaces Carter NBC Show

NBC summer replacement for the Jack Carter show out of Chicago is "Hawkins Falls," dramatic-variety show mirroring a typical Mid-western town. Background films, with cast, were taken in suburban Woodstock, Ill. Ben Park will produce, Dan Petrie direct, with scripts by Doug Johnson. First show is Saturday, June 17, 8-9 (EDT).

Trio Pictures for TV Kicks Off in Hollywood

Trio Pictures, Inc., new Hollywood video film company, was formed last week by Axel Gruenberg, Jack Hively and Carl Wester. Firm began shooting the first series of 26 half-hour shows at Hal Roach studios for an undisclosed sponsor. Gruenberg is directing radio's "This Is Your Life" for Ralph Edwards, while Wester has series of radio packaged shows to his credit. Hively, motion pic director, was most recently a megger at Universal-International studios.

NBC-TV Sets Comedy Strip for Fall Day Sked

NEC has set one show for its fall daytime TV schedule, the network planning to start service at 3 p.m. some time in September. Show set will be tagged the NBC comedy strip and will feature a new type of video animation.

Saphier Reopens New York Office

James L. Saphier, Bob Hope's manager and radio-TV agent, is reopening the New York office he closed just over 10 years ago. It will be headed by Steve Hatos, now in Chicago for Saphier, who headquarters in Hollywood. Hatos's first job will be to produce the TV version of "Corliss Archer," due on CBS this summer.

Band Remote Idea Gets NBC Facelift

NBC is taking steps to lift some of its remote band pick-ups out of the programing rut such shows have fallen into over the years. Thursday night (8), for example, network program operations head Jim Kovacs put on over NBC a special 25-minute show from the Hotel Roosevelt, New York, celebrating the 10th anniversary of the Three Suns (appearing at the hostelry). Ben Grauer, top web staff announcer, did a special commentary. Tom McCray, formerly web national program director and now in charge of the AM operation on the West Coast, read a tribute to the Suns.

FCC To Clear Way for Richards Case

The Federal Communications Commission (FCC) is preparing to issue a ruling shortly to clear the way for resumption of the Los Angeles hearings in the G. A. Richards case. Meanwhile, Richards, charged by some ex-employes with having ordered slanting of news broadcasts on his three stations (KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit), has been subpoenaed to appear on the witness stand.

"T. or C." May Hit Fall CBS-TV Monday Sked

Philip Morris last week made final plans for its CBS-TV time next fall. Indications are that "Truth or Consequences" will go into the Monday night 9-9:30 slot now occupied by "Candid Camera." Horace Heidt show will either go into the Thursday night 10:10:30 slot or Wednesday 9:30-10 p.m. Ralph Edwards will bow out as emsee of his own package, "This Is Your Life," when the show returns to the airwaves next fall. Edwards will devote full performing talents to video and radio versions of "Truth or Consequences," following sale of the veteran quiz airer to Philip Morris last week. "Life," currently bankrolled by ciggie maker, is to be dropped in favor the dual version of "Truth."

Copyright Office Pic Catalog Has Info of TV Value

A film source list which may prove of value to TV stations is available at the U.S. Copyright Office. It is the latest issue of the motion picture catalog. The catalog, is published twice a year, covers all motion pictures copyrighted during the last half of 1949. For the first time it contains a comprehensive index to the subject matter of non-theatrical films. Filmstrips are also included for the first time. More than 1,000 films from 1949 are listed by title, with each entry giving contents, running time, size, release date, cast and similar data.

SHORT SCANNINGS

Stanton M. Osgood, co-ordinator of film and production services at CBS, last week left Madison Avenue for Radio City, where he will join NBC. Osgood will have virtually the same job, heading web's film operation, but his new title has not yet been set. . . . Alan Rhone, former director of film programing for WBKB, Chicago, and ex-Billboard staffer, moved into the newly created post of film department manager for WOR-TV, New York, last week. . . . Robert F. Kliment, former general manager of WJJL, Nisgara Falls, N. Y., has joined Richard H. Ullman, Inc., radio packagers, Buffalo, as the firm's Midwest sales rep.

Shoots for Millions in Pic Royalty **TV** Deals Open Fire

PRTRILL

(Continued from page 2)

-including sound track for theater films.

Petrillo did not state the latter explicitly, when queried. However, conversations with members of the Federation's executive committee indicated that, in the Federation's longrange planning, Hollywood films are slated for inclusion in the over-all royalty scheme. The AFM is bitter about missing the boat in 1928 when sound pictures took over and the union had spent \$1,100,000 in a futile advertising campaign.

The feeling of union execs is that, if and when the union chief establishes the royalty principle in film-TV-as he has already done in the disk industry-he will then use every strategem to incorporate such a clause in the Hollywood contract. How soon this could happen is dependent to a large degree upon two elements: (1) Petrillo's relative success in lining up the TV industry, and (2) the economic condition of the film business.

AFM's First Round

In New York a troubled and angry

Weber, Mellow, Optimistic, Sez Pact Details TV Is Key to Showbiz Balance Note Way New

MUSIC

Communications to 1564 Broadway, New York 19, N. Y.

HOUSTON, June 10 .- Show busi- | as paralleling the early days of radio ness will reach a state of equilibrium when the United States is completely televised and all important areas are connected by coaxial cable or other means of TV transmission, according to Joseph N. Weber, honorary president and general advisor of the American Federation of Musicians (AFM).

Weber, for 43 years president of the Federation until his retirement in 1940, told The Billboard that none of the three major entertainment forms-radio, motion pictures or television-would destroy the other. The relative position of each, however, must await TV's full growth, he insisted.

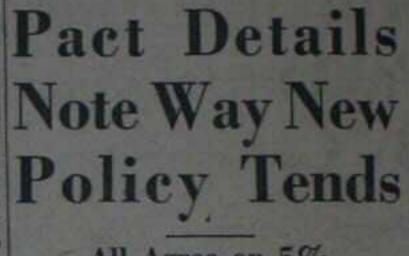
Weber does not regard the royalty principle as the Federation's chief weapon in its adjustment to the inroads of mechanical music. He holds to the belief that the country is and will become increasingly musicminded, resulting in a demand for more live music. Despite the Federation's tribulations, he points to a trend in this direction. For instance, the lesser symphonies-that is, musical groups not on a plane with the Boston, Philadelphia and other noted organizations economically or promotionally-have increased from 50 to 200 in the last 20 years.

in trying to improve its programing. The rash of Wild West, bank robber, coach hold-up and murder-mystery shows, he belives, will give way to sounder and more educational fare which will include a good modicum of music. Films for TV, he believes, will be produced in much greater quantities than are now produced in Hollywood,

Historical View

at its second session Tuesday (6), since its founding in 1896. With regard to present-day conditions, he tempered pessimism with an optimistic note. Tho the inequities of the Taft-Hartley Act are obvious, T-H did film packaging. not injure the AFM as much as could be expected, he said. He reasoned that the employer, in many instances, is dependent upon the band leader and, therefore, doesn't bring up the matter of a closed shop or non-union musicians. "The employer can't form a band," Weber said, adding that the musicians' strength lies in organization.

Weber followed thru on a convention keynote-urging the dele-The ex-president sees television gates to help elect a liberal Congress.



TRXAS

June 17, 1950

All Agree on 5%

HOUSTON, June 10 .- Initial pacts between the American Federation of Musicians (AFM) and Hollywood producers total four, and cover wages, hours and working conditions. Companies are Gene Autry's Flying A Pic-Weber addressed the convention jures, Inc.; Louis D. Snader, who plans a library of several hundred shorts; outlining the union's development Hollywood Imperial Pictures Corporation, which intends to produce halfhour shows, and Horace Heidt, whose Philip Morris TV show will be distributed next fall to TV outlets via

Scale is based on Hollywood pic scale-\$39.90 per sideman, for three hours or less. Details of the different deals vary altho they all provide for payment of 5 per cent of the gross revenues on such films to Samuel R. Rosenbaum, trustee. All pacts are for one year.

In the case of jingles, there is no restriction on the number of performances permitted a station. As for the work schedule, producers are allowed to make five three-and-one-half-minute short subjects in one-half hour, with two-and-one-half hours' rehearsal.

group awants the AFM president. This group is the industry-wide TV committee which, for months, has been planning to submit a set of proposals to Petrillo covering scales for film-TV. Comprising packagers, networks and indie film companies, this committee would appear to have already lost the first round, inasmuch as the AFM has already negotiated four TVfilm contracts with indie companies. These pacts all include the royalty clause. The industry committee, when queried last week, expressed

(See Boss Petrillo on page 44)

Trustee of Fund Gets More TV Pay

HOUSTON, June 10. - Samuel Rosenbaum, trustee and administrator of the record and transcription fund, gets an additional \$5,200 annually for administering the fund which will accrue from TV film royalties.

Rosenbaum's salary as the ret trustee is \$25,000. He will administer the TV fund as he does the ret fund, i.e., via suggestions from the locals as to how the money can best be spent.

Bottled Up

HOUSTON, June 10 .- Federation President James C. Petrillo tried to allow all delegates a chance at the mike if they cared to speak. One delegate, anxious to get his story off his chest, seemed to have difficulty in maintaining an even level of speech. His voice quavered, alternately hitting high and low ranges. After some minutes it was obvious that the man was loaded. The convention listened patiently to the unintelligible harangue.

In the convention minutes, printed the next day, it was stated that the delegate discussed "local problems."

Resolutions Ask Pay Boosts To Fit Varied Types of Jobs

resolutions affecting prices and con- emanate from New York or Los Anditions for different types of engage- geles. ments in films, radio, vaude and ballet were referred to the executive travelling orks playing transcontiboard for consideration. James C. Petrillo, American Federation of Musicians (AFM) president, pointed out including rehearsal of three hours or the convention no longer sets scales but must negotiate same. Here are per cent for the first double; 10 per the resolutions:

The executive board took under advisement the working out of additional compensation for "side line musicians" in motion picture studios. Resolution, introduced by delegates of Local 47, Los Angeles, pointed out such musicians are sometimes required to perform in a fashion other than the normal playing of their instrument-such as registering emotion in close-ups and other silent business.

of work are involved, it was stated. The resolution asks an adjustment of pay similar to that set by the Screen Extras' Guild for similar work, Pay Raises Voted namely \$35 for silent bits, Also, clothing other than black tuxedo be subject to a \$10 adjustment.

Other clauses specify that first meal period be not later than five and onehalf hours from time of reporting, otherwise an adjustment to time and one-half be made. Finally, only a musician who actually leads the band or, in cases where none is required, then the one who is so designated shall receive leader money.

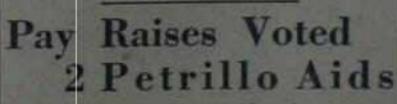
Standard Scale Asked

a resolution designed to spike the additional expense to the AFM. practice of certain orchestra leaders who avoid having their commercial network broadcasts emanate from any cities which have a high transcontinental radio scale. This technique, members of bands often getting as little as one-sixth of the scale they

HOUSTON, June 10 .- Number of would receive were the broadcast to

Resolution asks that members of nental radio broadcasts be paid as follows: For a one-half hour show, less, \$37.50; doubles at the rate of 25 cent for each double thereafter; leader and /or contractor 50 per cent in addition to sideman's scale. One-hour show including rehearsal of five hours or less, \$62.50; doubles at the rate of 25 per cent for first double; 10 per cent for each double thereafter, Leader and/or contractor 50 per cent in addition to sideman's scale, or the scale of the local where broadcast takes place, whichever is highest.

Higher Ballet Scale Sought Move to increase musicians' ballet Special clothing and special hours scale was introduced by Charles Iucci (See Resolutions Ask on page 44)



HOUSTON, June 10 .- A recommendation by Federation President Petrillo that his second and third assistants, George Gibbs and Claire Meeder, be given salary raises, was adopted. Gibbs gets hiked from \$8,000 to \$10,000 and Meeder from \$10,000 to \$12,500.

Petrillo explained that he has not had a fourth assistant for a year Local 47, Los Angeles, set in motion and therefore the raises entail no

Ed Canavan, formerly an assistant to Petrillo, for the last year was attached to the recording and transcription fund office headed by Samuel Rosenbaum, but recently reaccording to the resolution, results in signed. Rex Ricclardi, first assistant, remains at his present salary level, \$15,000.

In the case of full-scale nim programs, one-half hour may be used for recording, with two and one-half hours' rehearsal. On such programs, (See Pact Details on page 44)

Officers Stay, **Ballard Named To Exec Board**

HOUSTON, June 10. - President James C. Petrillo and all officers of the Federation, including Vice-President Charles L. Bagley, Local 47, Los Angeles; Secretary Leo Cluesman, Local 16, Newark, and Harry J. Steper, Local 526, Jersey City, were re-elected without opposition.

Vigorouts campaigning was done for positions on the executive board, particularly in view of a vacancy caused by the death last April of Oscar F. Hild, Local 1, Cincinnati. The fight here was primarily a fourcornered one, the winner being Stanley Ballard, Local 73, Minneapolis, with 831 votes. Opposing him were Lee Repp, Local 4, Cleveland, who scored 474 votes; Robert L. Sidell, Local 1. Cincinnati, 403 votes and Roy W. Singer, Local 655, Miami, who polled 386.

All incumbents on the board were re-elected as follows: John W. Parks, Local 147, Dallas, 783 votes; Herman D. Kenin, Local 99, Portland, Ore., 1,107 votes, and George V. Clancy, Local 5, Detroit, 1,260.

Runners-up for the board were Oscar Apple, Local 40, Baltimore, 156; Paul J. Schwarz, Local 161, Washington, D. C., 128; Charles Bufalino, Local 43, Buffalo, 107; Herman Guile, Local 516, Hillsboro, Ill., 101; Richard McCann, Local 802, New York, 89, and Moses E. Wright, Local 378, Newburyport, Mass., 57. Officiers Stay, page

For coverage of AGVA Convention see Pages 4, 45.

Multiple Use Masterful Epithets Fly Thick **PayDemanded** By Composers

Stress Threat in Disks

HOUSTON, June 10 .- Hollywood omposers have aligned themselves ith instrumentalists as endorsing e principle of "payment for reuse nd/or multiple usage" of their mucal work.

A resolution to this effect was inoduced by Local 47, Hollywood, inting out that composers recognize a dangers of "self-destruction" as emonstrated in the disk and sound ack fields. The resolution, agreed oon by members of the Screen Comership meeting May 31, asks the ederation to establish minimum ales for (1) re-use and copying, ornestrating and arranging; (2) re-use copying, orchestrating and arrangg in any other medium than that r which originally done.

The federation is asked to incorprate such protective measures in forthcoming negotiations with dio, TV and film companies and I other users of music in the eleconic-mechanical fields.

The AFM law committee referred e resolution to the executive board ith the request it be given proper onsideration during next negotiaons.

unions. His delivery was at times among themselves." comic, sarcastic and bitter.

The Dillocard

As Jimmy Flays in Fine Fettle

The situation, he told The Billboard, was a sad reflection on the lack of common cause among the different performer and craft unions within the American Federation of Labor show business orbit. "The guy with the biggest muscle," he said, "grabs the jurisdictions." He quoted Joe Weber, honorary AFM president, to the effect that jurisdictional struggles within the AFL "will not be settled within our time."

First to get a going over-in a cavalier way-was the American Guild of Variety Artists (AGVA), with which Petrillo recently concluded an agreement (The Billboard, June 10) relative to jurisdictional disputes. Tracing the history of his AGVA negotiations. Petrillo said: "I Paul. . . . Shall I say I 'excoriated' them? . . . The president of AGVA is Gus Van, a 'nice man'. . . . He found out he had some power when he read the by-laws for the first time. . . . He said he would make a deal with AFM. . . . I told him I wouldn't do business with Barto. . . . He's been replaced by Dunn, a nice person up to now. . . . I'm surprised they should think I would take a bluff."

Apropos the Associated Actors and Artistes of America, Four A's international covering all performers and

HOUSTON, June 10 .- Federation | parent of AGVA, Petrillo said: "The chief James C. Petrillo highlighted Four A's membership is not even the convention proceedings with 25,000. They make a lot of noise . . . barbed epithets aimed at various like four million . . . always fight

Then There's IATSE

More bitter attacks, however, were leveled at the International Association of Theatrical Stage Employees (IATSE) and the International Brotherhood of Electrical Workers (IBEW), both of which Petrillo accused of obstructing the AFM's attempts to organize pancake turners at stations and in legit shows using records. Claiming that AFL chief William Green gave the AFM jurisdiction. over pancake turners, Petrillo said Dick Walsh, IATSE International president, "double-crossed" him after

(See Epithets Fly on page 44)

Get Better Laws wired Green in convention at St. Or Fold Tents, **Petrillo Warns**

(Continued from page 8)

the Taft-Hartley Act, he added: "We are in the courts more than ever and not in politics as we should be."

Rising to an emotional pitch, Petrillo urged the necessity of electing a liberal Congress. Then he added: "Unless we get liberals in Congress

Renews War **Vs.** Copyright Legislation

MUSIC

JUKE

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Deputizes Diskers

(Continued from mage 3)

I would be willing to forget a royalty levy on the records used in homes." Petrillo estimated that 80 per cent of disks manufactured are used in homes.

The suggested copyright law amendment would establish the principle that the musician has a performing right and should therefore be reimbursed for the commercial use of his work on records, tape recordings, transcriptions and sound tracks. Sound tracks were not specifically mentioned in the resolution but were added following discussion.

A second resolution, apropos the performing right legislation pitch, was introduced by Dick McCann and Charles Iucci, of Local 802. It asked that "contracts with recording companies in the future be revised to provide that musicians performing thereunder do so with the understanding that such recordings will be licensed for home use only." Secondly, this resolution states that, in the event diskeries permit the use of disks for other purposes, contracts shall provide for additional reimbursement for each performance.

This latter resolution, should it be

Another resolution, allied to the pove but varying in some points, as submitted by delegates of both e New York and Hollywood locals nd referred to the executive board r special consideration.

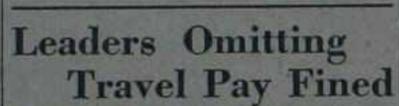
It requested the federation to (1) t up minimum scales and working anditions for arrangers, orchestraors and copyists; (2) to require each cal to purchase an arranger's stamp order to stamp every sheet of muc arranged, and that (3) federation rohibit the re-use of arrangements ithout payment (with the exception dance orchestra or theater orhestra where the arrangements were pecifically made for that purpose).

Saratoga Springs **Chosen** as Site

HOUSTON, June 10 .- Next conention of the AFM will be held in une, 1951, in Saratoga Springs, N. . This was decided only after a emarkable display of oratory and ivic pride. The locations commitee first awarded the convention to os Angeles, but John Tegroen, Loal 47 delegate, graciously declined he honor when a number of deleates favored the East. For a while santa Barbara was in the running, ielegates from that local carefully inumerating its climatic and other idvantages over L.A.

What seemed to swing the deal for Saratoga, however, was the delegates recounting of what this area offered n the way of entertainment for the women

Houston convention provided no entertainment Many men, they pointed out from the floor, liked to bring "their wives, their sweethearts . . . and so on."



HOUSTON, June 10 .- Band leaders who play traveling or miscellaneous out-of-town engagements and fail to pay the 10 per cent surcharge shall be subject to a penalty not exceeding \$50 for each offense, according to a recommendation of federation's law committee, the adopted on the convention floor.

Penalty shall be levied at the discretion of the international treasurer. Leader, in event he has been notified and fails to pay, shall be considered as having resigned from the federation. Reinstatement will entail payment of all taxes and fines in addition to a national reinstatement fee.

we're dead." He stated "The lawyers don't know where they're at. Some never did know. I'm shackled. I'm afraid of rotting up there (in the international office). I'll go to jail if I can accomplish something. But it's no use going to jail if you can accomplish nothing. This is too serious for shaking hands and drinking beer. I'm eating my heart out. You must help me defeat these laws."

Hits at High Judge

The president's harangue included a violent attack against Supreme Court Justice Felix Frankfurter (whom he described in gutter terms), who voted against labor on the Lea bill and "cost my people millions in wages."

The tenor of the president's talkduring which he took a number of bows for his trials and tribulations before Senate committees and for his fight to establish the royalty prin-(See Get Better Laws on page 44)

acted upon under current disk bit structures, could cost the diskeries hundreds of thousands of dollars. But should the diskeries rally to the support of the AFM in promotion of the proposed musicians' performing rights amendment to the copyright law, such action could save the diskers in the vicinity of \$1,200,000 annually.

Petrillo, in stating his position on the performing rights legislative suggestion, harked back to the attempt by the National Association of Performing Artists (NAPA), spearheaded by Fred Waring and the late Maurice J. Speiser, to establish the principle of a musician's right to collect a fee for profitable use of his recordings. NAPA tried to establish such a principle thru legislation in the different States but ultimately failed.

Move To Lift Cirk Band Curbs Beaten

HOUSTON, June 10 .- The convention defeated a resolution introduced by Everett Henne, Local 224, Mattoon, III., asking that no local scale or minimum law be permitted to interfere with contracted circus bands except when a circus plays its entire season within the jurisdiction of such local.

Henne argued that locals forced circuses to hire additional men and sometimes allowed only the leader of the circus band to play, insisting that other men be local members.

The federation, in defeating the resolution, held that circuses under tents are not interfered with but stated that local regulations prevail when circuses are indoors,

rest of their lives in slavish dependence on the employer."

In the Akron case, Local 24 insisted that any agreement must include a provision for the employment of an

Of Next Conclave Featherbed "Easing" Seen By Legalite as Tough Rule

ton attorneys for the American Federation of Musicians (AFM), told the convention this week that a recent recommendation by a National Labor Relations Board (NLRB) examiner "strikes at the very foundation of the labor movement." Kaiser had reference to the first test of the application of Taft-Hartley feather-bedding restrictions to vaude musicians, The case involved Akron Local 24, which was construed to have a legal right to try to persuade the Palace Theater to Many delegates grumbled that the board, June 3). The case was precipitated when Petrillo notified the Palace Theater that Roy Acuff's ork would not appear unless the Palace and Local 24 reached an agreement. First considered a signal victory

HOUSTON, June 10 .- Henry Kai-| against the T-H Act, Kaiser pointed ser, of Van Arkel & Kaiser, Washing- out that NLRB Examiner William Spencer, in his findings, made it clear that his report would have been adverse to the union if its international president, James C. Petrillo, and the AFM itself had been included in the complaint. Spencer, using the philosophy of Senator Taft, said that "services not performed" in the words of the law means the same thing as 'services not wanted" by the employers. In other words, Kaiser told the convention, no demands by any union can be achieved if the employer does not want them.

"Slave to Employer"

Should the NLRB adopt this view, Kaiser said, "he could only advise unions everywhere to turn their assets over to their members and go for the (See Featherbed "Easing" on page 44)

The Billboard

Publisher Tabulation Set-Up

June 17, 1950

RACE FOR SUMMER DISK Victor Drafts ASCAP Writers Hope To Use Swap System For Distribs NEW YORK, June 10.—Because is then placed in the new numerical the new writer classification system classification of his group in accord-

MUSIC

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Aims To Cut Overstock

NEW YORK, June 10 .- RCA Victor will set in motion a new record exchange plan next week in a series of distributor meetings in the company's six distributing regions. While of the Society. the Camden, N. J., diskery has drawn up a "recommended" new exchange system for its distributors, and thru them, for its dealers, company execs were loathe to discuss details for several reasons: (1) in the course of the card file cannot be used for writers the new system goes into effect. distributor meetings, it is possible as it now stands. A joint committee Raises will benefit recipients to the some of the basics of the factory plan meeting between pubber and writer tune of only one check before the shellac for every \$3 in LP stock purmay be altered, and (2) the company wants to hold to a minimum the confusion a premature and incorrect interpretation of the plan may cause.

It is known, however, that on both the distributor and dealer levels the new exchange policy will take care of a substantial portion of distrib and dealer overstock, tho it will not cover complete overstocks.

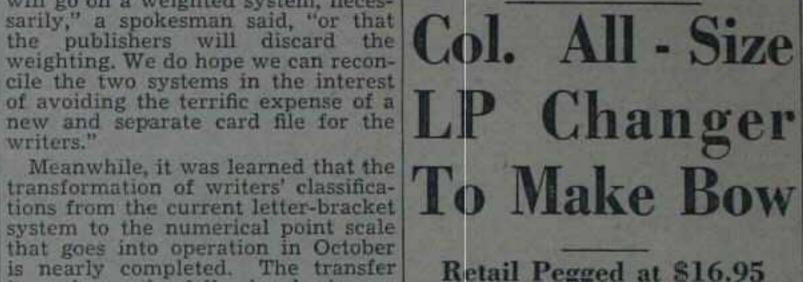
Along with the new exchange plan, the Camden firm also is preparing a new and intensified drive on the quarters of a million dollars have been added to the existing advertis-

NEW YORK, June 10 .- Because | is then placed in the new numerical in the American Society of Composers, Authors and Publishers However, he cannot be downgraded (ASCAP) will require a logging and more than 100 points if he is in a tabulating system for a performance count for all writers, the writer sive, 50 between C and B inclusive, classification board is considering the and 25 from C-1A down, possibility of utilizing the machine and bookkeeping set-up already in operation for the publisher members

Since, however, the writer pay-off will be made on a straight point-perstation basis, and the pubbers weigh the missed sessions, and the board performances according to commercial or sustaining origin, the pubber board members is in the offing, to new plan takes hold, but upgrading chased by the retailer, with the \$1 consider ways of resolving the prob- now will also improve their status in return in 78 merchandise being credlem, "That doesn't mean that writers the new system. will go on a weighted system, necessarily," a spokesman said, "or that weighting. We do hope we can reconcile the two systems in the interest of avoiding the terrific expense of a of avoiding the terrific expense of a new and separate card file for the writers."

Meanwhile, it was learned that the transformation of writers' classifica-45 r.p.m. system. Close to three tions from the current letter-bracket system to the numerical point scale that goes into operation in October ing and promotion budget for the is nearly completed. The transfer is made on the following basis: The AA class will be the equivalent of the 900-1,000 class; A will be awaited Columbia LP changer atof the new RCA Victor releases thru 750 to 899; BB, 500 to 749; B, 375 to 499; CC, 250 to 374; from C down to Class 4 will grade off from 188 to 25. (13). The new changer, to be known dealer will mail to him each month. Averages are made for the five-year as the Columbia LP changer attachperformances of each of the letter ment, Model 104, will retail at \$16.95. brackets. The five-year performance average of each member is compared study extensively Columbia's merwith the average of his class. His chandising program for the new

ance with his standing in the group. bracket between BB and AA inclu-



Given Dealers

Mercury Plan

For Exchange

Needles New LP Line

CHICAGO, June 10 .- Mercury Rec-Because the consent decree, TV ords here this week announced a and other business had precluded merchandising plan designed to stim-scheduled classification meetings, the ulate biz during the summer lull and writer board has been holding all- which should carry wide repercussions day sessions. Applicants have been in the trade. In a letter sent to all getting liberal treatment because of Mercury distribbers, Irv Green, waxery prexy, okayed a radical merplans to review as many cases as chandise exchange plan to stimulate possible to make adjustments before the marketing of Mercury's LP line.

Under the plan, Mercury distribbers will take back \$1 in its 78-r.p.m. ited against the \$3 purchase of 33 platters. The Mercury innovation is a result of a study completed during the past three months by Irwin Steinberg, Mercury treasurer, working in co-operation with the firm's 35 distributors. Distribbers' salesmen were given several projected Mercury merchandising plans to discuss with retailers. The Mercury plan, as it now stands, is a variation of one of the original plans, with modification coming from the disk dealers themselves. Green emplasized that the Mercury LP-for-78 merchandise plan will not alter a dealer's 5 per cent return plan. Green said that Mercury is not discontinuing its 78-r.p.m. line with the introduction of the exchange plan, but rather is trying to rid some retailers' shelves of an overstock of 78 wax, occasioned by community acceptance of the LP playing equipment, Mercury definitely intends to scrap all 78 merchandise which is returned during the LP drive. The Chi diskery will offer the dealers the new program from June 15 thru July 30. In order to further interest retailers in the LP-for-78 merchandise plan, Green said that Mercury is adding 50 10 and 12-inch items to its list of 110 LP items already on the market before July 1. While some of the items may not be on the market before July 1, distribbers will supply retailers with the information about the new LP releases within the next week. Included will be 16 LP disks composed of material secured from Sears-Roebuck when Mercury took over the Silvertone catalog from the mail order house. Other items will be by leading Mercury pop and classical artists and some new Jazz at the Philharmonic items. Green said that Mercury decided to initiate some merchandising plan for the summer of 1950, following the summer success achieved by the firm in 1949 when, as the first firm to intro a regular-priced disk on a nonthat ops had received letters breakable platter in the spring of that year, Mercury chalked up its biggest sales year in its then three-year history.

balance of 1950 and a number of new gimmicks have been developed.

Consumer will be kept informed the medium of the RCA Victor magazine, Picture Review, which the

The plan supplements another, in effect for some time, whereby a consumer purchasing the complete selfcontained 45 phono (\$29.95) gets an album of \$10 worth of disks free.

Regional distrib meets start Monday (12) and run thru Wednesday with veepee in charge of consumer products, Joe Elliott, handling New York, veepee and general manager of the record division, Paul Barkcago, and sales and merchandising Settling Up Suit BMI Campaigns meier, making Cleveland and Chimanager, Larry Kanaga, presenting the pitch in Atlanta, Dallas and Los Angeles.

The home instrument division in the meantime set its portion of the push in motion at a confab starting Friday (9) in Atlantic City.

Atlantic H. B. Bally Adds 24 Masters

NEW YORK, June 10 .- Atlantic Records has acquired 24 new masters to spearhead its new drive in the terms of the deal, retains an interest hillbilly field. Four sides by warbler in the song and says that he will four States thru the Midwest indi-Billy Bell were taken over from pub- participate in both copy and mechanilisher Mickey Stoner.

Twenty masters, including several by the Howington Brothers, were obtained from Lillian Claiborne's DC diskery.

Smith Slices Col. **Duets With D. Shore**

NEW YORK, June 10. - Warbler Jack Smith, former Capitol Records deliberate hit tune piracies. But the artist and featured on the Oxydol deal on hand was made on the Blon five-days-a-week 15-minute radio ditty co-incidentally with the blosseg, has sliced a pair of duet sides for Columbia Records with Dinah Franklin disking. Agreement could Shore, who also is a part-time feature have been made simply to forego of the air show. The thrush shares courtroom expenditure in favor of the femme vocal spotlight with Mar-garet Whiting. making a maximum of profit from also union tax, transportation expense BMI pacts with nitery ops several incurred and agency fees. He said that years ago.

"Slipping" Pubs Skip Battle in

NEW YORK, June 10 .- Infringement suit involving the song, Slipping Around With Joli Blon, was settled out of court this week when plaintiff, Southern Music pubbery, made a deal Music, Inc. (BMI), took the first posito take over the copyright from Peter Dorraine Music while writer Floyd cense ballroom ops across the coun-Tillman, whose Slipping Around was try last week, following its notice to claimed to have been infringed, was the National Ballroom Operators' Ascut in as co-writer of the newer ditty. Blon was written and recorded by Bill Franklin for Dorraine's Abbey Records. Dorraine, according to the cal income.

Deal is somewhat unusual, since the plaintiff's charge was that new lyrics were written to the exact melody of the Tillman original. Since Southern, the pubber, and Tillman, the writer, both apparently were willing to forego infringement proceedings in lieu of the profit-sharing deal, it is considered not unlikely that this deal may spark a series of soming into folk disk hitdom of the

NEW YORK, June 10 .- The longtachment to play all sizes of 331/31 records will make its debut Tuesday

Trade observers are expected to changer. The outcome of the sales drive on the changer, tradesmen believe, should forecast the margin of success for the seven-inch LP record in the industry picture. It is generally agreed that RCA Victor's push behind (See Columbia All-Size on page 42)

For Terperies

CHICAGO, June 10 .- Broadcast tive step to continue its drive to lisociation (NEOA) that it was terminating its negotiation for a blanket contract for terpery ops with the dancery group (The Billboard, May 13). A cursory survey of operators in cated BMI during the past 10 days, from containing an explanatory story of BMI and its history, plus an application blank.

All operators contacted told The Billboard that they are not returning he finds ops are agreeable to the 12 of 1 however, said that talks with other promoters in his vicinity have indi- cent over \$50,000 if the term "music that they would sign if BMI cost" were so limited. cated lowered the licensing fee. He said that term to include not only basic scale, but campaign they conducted in inking

the signed application blanks. One op, per cent assessment on music cost up to \$50,000 per year and 44 of 1 per

Ops pointed out that BMI can save he felt that the term "music cost," as plenty of moo if they could work out outlined in the BMI pact, covered too some blanket agreement, attractive to much territory. He said he had found ops. Otherwise, the ops pointed out, were to include only the basic the country will run up a terrific expaid the musicians. Currently, pense if each op is to be contacted BMI legalists are defining that term personally by a BMI rep, such as the

SPA Doctors Suggest Cures

of drooping sheet music sales, held pubbers? Wednesday (7) at the Songwriters' Protective Association (SPA) offices, yielded a raft of suggested cures which ran the gamut from "have better songs written" to the sponsoring of piano player demonstrators in music stores.

Altho few of the first-rank publishers invited showed up, there was fairly solid representation on their behalf by their sales managers and commercial men. Spokesmen appeared for such firms as Chappell, Warner's, Shapiro-Bernstein, BVC, Bourne, Leeds and Paxton. The Music Dealers' Service (MDS), was represented by Walter Douglas; the Music Publishers' Contact Employees (MPCE) by Bob Miller, the SPA by attorneys John Schulman and William Klein, and tunesmiths Jack Yellen, Paul Cunningham, Stanley Adams and Charles Tobias, with Tobias acting as chairman.

The discussion and analysis centered around three general themes: The basic consumer question, the dealer question, and the long-range question of institutional promotion and advertising.

Finger on TV

The consensus on the consumer's reluctance to buy copies put the finger on TV, the usual warm weather slump, the general deferment in soft-goods purchasing in favor of hard-goods installment buying, the flooding of the market with disk releases and the dearth of solid tunes. There were few panaceas suggested. Various people expressed the hope that the publishers would regain control of their business from the record companies. But, except in the most general way, nobody volunteered to lead the way in banning exclusives, multiple submission of tunes for recording, returning to the planned plug treatment, honoring release dates or restricting the widespread practice of songwriters selling their wares direct to the waxeries. It was generally conceded that these practices were regrettable, and one publisher said that he had certain reasons to believe that the record companies would co-operate in stopping them, but this aspect of the discussion died out in abstracted murmurs.

NEW YORK, June 10 .- Altho no | carried on by Music Publishers' Asdefinite proposals were reached, the sociation (the standard pubbers industry confab on the revitalization group), as well as individual standard

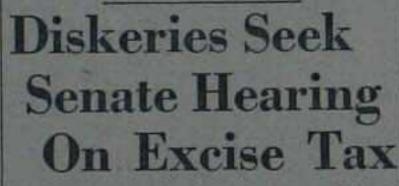
> Other ideas given wing were to have songwriters make junkets of chain and department stores, demonstrating songs not necessarily their own; to raise a fund to help pay for professional demonstrators in the stores; to raise a fund to help department and chain stores defray the overhead of expanded music departments. The first suggestion, free of pecuniary undertones, got a hearty welcome, with Tobias, Yellen and Cunningham volunteering to be the first to contribute their services. The money ideas, everybody thought, could wait for some future date.

Cheap Piano Idea

On the institutional level, it was suggested that the industry co-operate with organizations like the American Music Conference, subsidize the piano manufacturers in the production of a \$99, \$199 or \$299 piano, advertise the industry in national media, sponsor TV programs on piano instructions, take radio spots and so on. The cheap piano idea, a Lou Levy pet, met with mixed reaction as to feasibility.

Suggestions were also made to exploit music teachers, to subsidize young singers to demonstrate on tours of stores, to stop giving reprint rights to lyrics.

It was finally decided to appoint a committee of tunesmiths and one pubber to explore the possibilities of the ideas aired at the meeting. The meeting ended on a note of vague optimism and mutual assurances that "we are on the right road."



Victor Streamlines Selling For Ailing Sheet Music Sales With 3-Point Plan; 2 Catalogs To Speed Consumer Service

from an exhaustive six-month survey impossible. of the disk industry by the Amos Parrish organization, merchandising consultants, RCA Victor's record division has formulated a streamlined merchandising program designed to alleviate dealer and distributor inventory problems and speed up consumer service. Altho the Parrish survey was confined to the classical field, many facets of the new plan will eventually be employed in merchandising of all Victor disks.

The plan is skedded to roll in September, but diskery execs, distribs and field men were to start nationwide confabs Monday (12), preparatory to an immediate shellac housecleaning to be accomplished by a new exchange plan (see story elsewhere in this section). The idea, in effect, would eliminate slow-moving classical and pop titles from the market, and enable dealers and distribs to concentrate on proved bestsellers. It calls for the issuance of two catalogs-one containing the sure-fire standards and the other listing more esoteric material, to be delivered four times annually on an : inounced schedule.

The breakdown of the catalogs is based on information that 45 per cent of the items in the current standard catalog accounted for over 80 per cent of the Victor volume in that field. Thirty-four per cent of the titles accounted for 17 per cent of the volume, and 21 per cent of the items accounted for less than 3 per cent of the take.

Three-Point Program

NEW YORK, June 10 .- Stemming | the catalogs made mass distribution

The catalogs themselves are concerned primarily with repertoire, and titles and performances have been selected for salability, regardless of disk speed. Some sets will be available in all three speeds, some on 78 and 45, some on 78 only.

Four-Star Plan Out

The program replaces Victor's four-star plan of last year, which made specific stock requirements of certain subscribing dealers. Under that plan the catalog wasn't cut, but certain items were highlighted for promotion. The diskery's new plan is designed to include all dealer.

Regarding the recording of new works, George Marek, Red Seal artists and repertoire chief, told The Billboard that these would be waxed on an eight-to-two-ratio-eight bread-and-butter items to two modern or esoteric specials. Extensive recording will continue since dozens of old masters must be replaced by new versions to meet 45 and LP quality standards. The total amount of classical disking will increase within the next three years. according to Marek.



Merchandising Question

The merchandising question produced several concrete suggestions. It was agreed that the music stores had lost interest in selling sheet music. The reasons: Not enough margin for the dealer, the high price, the competition of the racks, the poor quality of the retail clerk. Each time the conversation veered toward industry action on price, Schulman cut it short, explaining several times that price fixing or discussions which might lead thereto might have severe legal consequences. It was elicited, however, that an MDS spokesman had said that if the dealer's mark-up could be hiked to, say, 40 per cent, it might be arranged for popular music to be sold on a 50 to 75 per cent non-returnable basis.

This proposition was greeted with fervor, and led to a comparison of the pop and standard businesses. It was brought out that standard sales, on a solid merchandising footing, are in excellent shape, in contrast to pop sales. Standard music is 100 per cent non-returnable. Standard publishers spend heavy money on promotional and educational brochures, aimed largely at the clerk. They provide him with catalogs and supplements, enabling him to be a real salesman instead of a bored order-taker. One tradester posed the question, which proved strictly rhetorical, why couldn't the popular music business make up an industry fund to do this type of missionary work, which is slack season anyway.

NEW YORK, June 10. - Milton Rackmil, president of Decca Records, has written to Sen. Walter F. George requesting hearing on behalf of the record industry before the U. S. Senate Finance Committee, of which George is chairman. Rackmil wants to put the industry on record concerning the proposed slicing or dropping of the 10 per cent disk excise tax.

The decision for Rackmil to request the hearing was made at a meeting of the industry excise tax committee earlier this week. The industry committee also decided to try to put its case before the House Ways and Means Committee, tho this committee virtually has ignored the platteries in its recommended excise tax slicings.

A Freeze Is On, Due to the Heat

NEW YORK, June 10. - Current somewhat-heavier-than-usual summer slump in sheet music and record sales is creating a hold-back policy on the part of writers and publishers to an intensified degree. At least a half-dozen of the top publishers are sitting on tunes which they would normally be plugging, in the belief that it is foolish to waste a potential hit on the present soft market. A number of top writers are adopting the same stance.

Natural result of the practice, of course, is to make it tougher for the record companies to find strong potential material from the diskery viewpoint. However, the situation has not reached anything remotely resembling alarming proportions, because most of them are cutting and releasing fewer records during this

Consequently, the diskery has formulated a three-point program which, according to Paul A. Barkmeier, vice-president and general manager of the record division, will permit the dealer to maintain an inventory only of those records that have proved their salability and are in constant demand by the consumer."

First, it calls for issuance of a basic catalog of the Music America Loves Best, (MALB), composed of the 600 to 800 items composing the 80 per cent bracket. These are the only disks the average dealer and distrib is expected to carry stock, the Victor spokesmen emphasize that no stock list is compulsory.

Second, a "request" catalog, listing limited but consistent sellers, not carried regularly by the average dealer or distrib which the factory will press four times a year, at p: :announced intervals. Customers wanting these titles are to be informed that they may place special orders, and may be given specific delivery dates. "At best," Barkmeier states, "this catalog will represent no more than 20 per cent of the potential Red Seal sales."

Third, records failing to hit the minimum requirements sales-wise will be retired from a catalog.

Bi-Annual Catalogs

New, revised MALB and request catalogs will be issued every lix months. In the interim, monthly supplements will be issued, each containing all titles released since the last complete catalog. Actually, each new record is to be given at least Rose pubberies filed a combined aca six-month trial period, wherein it may sell its way into the MALB catalog. All classics and pop standards, in addition to these new releases, will be kept under continuous three firms, Broadcast Music, Inc. sales study to determine their future (BMI), licensees, are represented by status. In this way, it is felt that Rosenman, Goldmark, Colin & Kaye, the catalog can be maintained as "A living thing." Barkmeier pointed out that these streamlined listings Roses, Cool Water and Tennessee in the past the bulk and expense of each cause of action are asked.

vitalized concept in the recording and merchandising of records is now in effect at Decca. Plattery a, and r. chieftain Dave Kapp told The Billboard that Decca henceforth is restricting and reducing the number of diskings and will stress "quality rather than quantity." In cutting down on rampant recordings, Kapp stated that pubbers will have "to return to the music business and work at making a tune." No longer will hits be made by freak diskings and no longer will diskers carry the pubbers' burdens of making a hit via platters alone, claims Kapp, Records plus exploitation must be the new formula, according to the Decca exec.

According to Kapp, Decca has recorded furiously during the past six months as a "protective measure," but cannot afford to wax indiscriminately in the future. The multitude of releases which diskeries have been forced to issue have found disk jockeys and dealers unable to keep up with demands. A platter spinner receives as high as 100 new releases weekly and cannot possibly play them all. Many die for lack of playing time and likewise gather dust on dealers' shelves. Decca in Hollywood alone has waxed as high as 25 sides weekly with as many as three fourhour sessions held in one day. Material came from the avalanche of tunes thrust at diskers by music men.

BMI Pubs File Suit Vs. Sawdust Nitery

NEW YORK, June 10 .- The Hill & Range, American Music and Acuff tion against the Sawdust Trail nitery here for publicly performing for profit various of the plaintiffs' tunes without permission or payment. The counsel for BMI.

The complaint names Room Full of will be available to dealers at all Waltz as the tunes infringed upon. times for their customers, whereas Damages of not less than \$250 for

MUSIC 16

Chi Judge's Rule, Making Law Out of Obiter Dictum, **May Affect All Tune Rights**

Wax Nixes Certain | Case To Be Taken Claims, Sez Igoe ToU.S. Supreme Crt.

CHICAGO, June 10 .- That the legal battle between Miracle Records, rhythm and blues diskery here, and word on the S-B vs. Miracle case Shapiro-Bernstein (S-B), which has was that the issue of dedication by caused considerable turmell in the recording will not be resolved short music industry, would be reopened of the United States Supreme Court, was revealed here this week when Mort Schaeffer, legal rep for S-B, told The Billboard that his client would definitely appeal the decision of Federal District Judge Michael L. Igoe.

Judge Igoe, in a decision dated May 29, overruled an S-B petition for a new trial. Schaeffer, when contacted, said that the pubbery definitely plans. to file a petition in the Circuit Court. of Appeals. The appeal will be heard in a Chicago Circuit Court of Appeals, with no current information as to when the hearing would begin.

Originally, S-B claimed that its tune, Yancey Special, had been infringed by Miracle's waxing of Long Gone. Judge Igoe, ruling there was no infringement, went further into his obiter dictum-a statement supposedly incidental to the main case. In this obiter dictum, he set forth his ideas about unpublished copyrights being tossed into the public domain once they had been put on wax. Now, by reinforcing the obiter dictum, he has made the copyright issue the most important aspect of the case,

In his decision, which overruled a motion for a new trial, Igoe reiter- argument on plaintiff's motion for ated his stand on the obiter dictum in his original decision. Igoe originally ruled that the release of a platter constituted publication and, therefore, if the tune has not been copyrighted, it becomes public domain by virtue of "dedication" upon release of the record. Igoe, in arguing against the brief filed by S-B, but prepared jointly by legal reps for Music Publishers' Protective Association and Songwriters' Protective Association, stated: "It seems to me that publication is a practical question and does not rest on any technical definition of the word 'copy.' Nor does the notice and registration provisions of the Copyright Act determine the issue here. Modern recording has made possible the preservation and reproduction of sound which therefore had disappeared immediately upon its creation. When phonograph records of a musical composition are available for Columbia Records. Neu will superpurchase in every city, town and hamlet, certainly the dissemination of tive departments with the exception the composition to the public is complete, and is as complete as by sale of placed under the control of Robert of a sheet music reproduction of the Velde. William Greer has been composition. The Copyright Act grants placed in charge of production under a monopoly only under limited condi- Neu. Neu and Velde will operate tions. If plaintiff's argument is to succeed here, then a perpetual McAllister, director of promotion and monopoly is granted without necessity of compliance with the Copyright Act. "It has been held," Judge Igoe stated, "that the 'common law property' in a particular rendition of a to continue his studies in painting. musical composition ended with the Neu formerly was in charge of prosale of the records-RCA Manufacturing Company vs. Whiteman (114 F (2) 86, 88 (1940)). This is very close to our case, and the reasoning of the halled the Igoe decision as a victory opinion applies with equal force to for the small diskery. Norton said that the case at the bar. Lux) Lewis permitted his composi- of unpubbed ditties submitted to the tion to be produced on phonograph major firms. Because the Igoe derecords and permitted these records to clsion makes it imperative that all be sold to the general public, the com- tunes, waxed by firms, be copyrighted, mon law property in the musical com- Norton said that "Judge Igoe has position did not survive the sale of maintained a spirit of competition bethe phonograph records, and the pub-lic sale of those records was a dedi- the smallest." When informed that cation of the musical composition to S-B would appeal the case, the the public. It is unnecessary to dis- Miracle attorneys said they would cuss other points raised in the oral defend their position before whatever argument on plaintiff's motion for a higher courts the matter would be new trial," Judge Igoe said in closing. heard, for "we have absolute confi-

NEW YORK, June 10 .- The legalist reaction here to Judge Igoe's final

The Billboard

Top

Hope.

An SPA spokesman said that if Shapiro-Bernstein carries the case to the Circuit Court of Appeals level. which their counsel states they definitely will do (see adjoining story), then the SPA-MPPA view will certainly be presented along with the S-B's claim of infringement. It has not yet been decided whether SPA-MPPA will again enter a brief amicus, or whether they will seek to enter the case directly. In any case, SPA-MPPA proposes to carry thru as far as will be necessary, which will probably mean the Supreme Court, according to trade legalists.

The impact of the "dedication" clause, observers say, is much stronger now that it was in Judge Igoe's original decision, in which it appeared as an obiter dictum-a purely gratuitous finding. In the May 29 decision, Judge Igoe replies to the arguments of the amicus brief not as an obiter dictum, but as a basis for his original decision against the plaintiffs, Shapiro-Bernstein. His closing words, "It is unnecessary to discuss other points raised in the oral a new trial," go into the record as a full-fledged and unqualified finding from the bench, a finding which clearly places thousands of tunes in teopardy of being thrown into the public domain." "By incorporating his replies to the joint brief as an integral part of the decision, Judge Igoe has touched off the most vital music copyright case since the Copyright Act of 1909," is how one well known copyright attorney summed up the situation.

RRAC Meet Gets Brush

HOLLYWOOD, June 10 .-

Capitol is mapping plans for a

national contest on behalf of Blind Date, Margaret Whiting-Bop Hope disk. Contest will be

funneled thru disk jockeys whose listeners will send in their experiences on blind dates.

to Capitol with Miss Whiting

and the comic serving as judges. Winner will get a free trip to

Hollywood and have a blind date

with either the songstress or

entries will be forwarded

CHICAGO, June 10 .- The Record Victoria yesterday (9). Retailers' Association of Chicago (RRAC), an org made up of disk scene was predicted in an exclusive dealers in Cook County, may hold story in The Billboard May 13, said meetings at the same time as the National Association of Music Merchants' (NAMM) convention here July 10-13 at the Palmer House, but these meetings will receive no official sponsorship from NAMM. The pronouncement came from Bill Gard, NAMM's executive secretary, following the projection of such a plan by Ted Ray-Billboard, May 27).

even been contacted by Raynor or Chodash, as was erroneously reported previously. The NAMM exec said financed health insurance, sick leave, that RRAC is perfectly free to hold holiday and vacation benefits, and to any meetings it cares to, but due to NAMM policy, cannot expect assistance from the music retailers' national org. Gard said that NAMM policy calls for inclusion into its official program of only those matters of interest to all segments of the retail music field. He pointed out that because of for the musician in the phonograph the short three-day convention period records he makes. (Feinberg's pro it is impossible to properly cover individual problems of music merchants during the program which seeks this week along similar lines. This to satisfy the general needs of all the resolution was jointly offered by sevimpossible to hold the projected afternoon record sessions, as proposed rate story). by RRAC, at the Palmer House, Gard added, because hotel execs have informed Gard that all meeting hall space has been taken. Gard said that NAMM policy to withhold official sponsorship of meetings such as the one being contemplated by RRAC is the result of a was enforced. Chodash, when told that NAMM would not sponsor the record sessions, said that he and Raynor were still planning to hold the meetings. He said that as yet no meeting hall had been selected. He said that Raynor had been trying to make a 12,000 retailer mailing on the proposed meeting, but that a local record retaller service, thru which he attempted to make the mailing, had balked at the

June 17, 1950

Date Data Wanted Feinberg 1s UnityNominee For President

Aims at "Health for 802"

NEW YORK, June 10 .- Excoriating the present Blue ticket adminintration in Local 802 American Federation of Musicians (AFM), with "incompetent leadership," "drifting with the tide," and "hiding behind the skirts of the Taft-Hartley Act," William Feinberg formally accepted the nomination of the Unity party for presidency of the local before an audience of 802 members at the Hotel

Feinberg, whose return to the 802 that his program would be oriented toward restoration of the local to the healthy condition in which he left it when he resigned four years ago. His aim will be, he said, to put local finances in order, to undertake a job promotion plan thru government subsidy, to work for decentralization of the entertainment industry in order nor and Ben Chodash, of RRAC (The to provide job opportunities for musicians outside of New York, Chicago Gard said that as yet he had not and Hollywood, to fight unemployment of musicians caused by mechanized music, to obtain employerfight the Taft-Hartley and Lea acts thru militant trade activity.

Record Security

His plan for fighting technological unemployment was centered on a proposal to secure a property right posal here echos a resolution submitted at the AFM convention earlier membership. It probably would be eral delegates, including Charles Iucci, a Blue ticket leader (see sepa-Feinberg leveled the following bill of complaint against the current version of the Blue ticket, which, he pointed out, he and the late Jack Rosenberg steered into office in 1935, alleging: Incompetent negotiations with the Class B radio stations, costing members jobs at New York watseries of such situations as the one teries to a total income loss of \$250,which occurred when NAMM okayed 000 a year. Signing a three-year conthe suggestion of reps of the National tract with the networks in 1948 with Association of Record Dealers to hold no provisions for wage reopeners. conclaves in conjunction with the Mishandling of the 1946 hotel strike, NAMM convention of 1949. Gard said in which a 20 per cent raise was that he was notified shortly before won but no provisions made for a the NAMM confab last year that the subsequent wholesale job lay-off. projected record meetings had fallen Losing stand-by pay from the presthru. It caused a good deal of con- entation houses in 1947 and settling fusion among NAMM members, who recently for 25 per cent of the back had looked forward to a record sales money, in contrast with the small clinic, and NAMM now wishes to Akron local which won an important avoid any similar situations, so the stand-by decision last week despite blanket rule against side conclaves Taft-Hartley. (Contrary opinions re this decision were the subject of another convention talk by attorney Henry Kalser. See separate story.)

Tab, legal reps for Miracle disks, this decision."

Neu Heads Col Sales Promosh, **Prod**'tion

NEW YORK, June 10 .- William C. Neu last week was placed in charge of sales promotion and production at vise the work of the diskery's creaof the art department, which has been under the direct supervision of Ken advertising for the diskery.

Nep replaces Jim Flora, who has taken a leave of absence from the diskery to spend a year in Mexico duction for sales promotion.

from now on, the larger waxerles will suggestion. "It is my opinion that when (Meade not get first crack at the wide range Edward H. Norton and Seymour dence in the justice and legality of

Det. Gives Taxis New Life

DETROIT, June 10 .- A new ordinance passed by City Common Council will provide a new lease on life for taxi dance spots here. Terperies were nearly exterminated as the result of a police and press drive during the nance provides minute-control de-An essential clause is one protails hibiting a hostess from returning to the ballroom after she has once been party was "making deals" with the "excused" during the same evening. left-wing faction,

Former Gains

Feinberg listed the gains he and Jack Rosenberg won for the unionsecurity, financial stability, good scales, municipal support, minimums, good contracts-all, he reiterated, being rapidly dissipated by the current administration.

Administration spokesman, appraised of Feinberg's blast at the current Blue ticket, said he had no comment to make.

NEW YORK, June 10 .- The Coalition committee, known in Local 802, American Federation of Musicians (AFM) as the left-wing opposition to the Blue ticket, announced this week that David Freed would run as Coalipast year. The lengthy ordi- tion candidate for president of the local

By naming Freed, the Coalition spiked allegations that the Unity



GOKDON JENAND

with His Orchestra and Chorus and THE WEAVERS

DECCA 27077

America's **Fastest Selling Records!**



THE 3RD MAN THEME THE CAFE MOZART WALTZ

SENTIMENTAL ME **COPPER CANYON**

ANDREWS SISTERS I WANNA BE LOVED and GORDON JENKINS **I'VE JUST GOT TO** GET OUT OF THE NABIT

BEWITCHED WHERE IN THE WORLD

MY FOOLISH HEART DON'T DO SOMETHING TO GORDON JENKINS Decca 24830 SOMEONE ELSE (That You Wouldn't Want Done To You)

GUY LOMBARDO Decca 24839

RUSS MORGAN

Decca 24904

Decca 27007

Decca 24983

GORDON JENKINS

10 OECCA Best Sellers

CHOC'LATE ICE CREAM CONE **BIRMINGHAM BOUNCE**

HOME COOKIN'

RED FOLEY Decca 46234

BING CROSBY Decca 27019 WHEN THE SUN GOES DOWN

WHERE ARE YOU GONNA BE WHEN THE MOON SHINES OUY LOMBARDO **TIDDLEY WINKIE WOO**

Decca 27005

RED FOLEY OLD KENTUCKY FOX CHASE Decca 46241

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

M-1-S-S-1-S-S-1-P-P-1

BING CROSBY Decca 27018

BILLBOARD BACKSTAGE

(Continued from page 3)

Things were in such good shape on both fronts that I couldn't find posited same in a safe deposit box. enough to do to keep me out of New Now there! York past Wednesday. In Chi, General Manager Maynard Reuter still eral Manager Maynard Reuter still Sen. Fred Moritt unfrantic way, and Prexy E. Walter Evans does likewise with the home plant in Cincy. It was a real treat seeing the fellow-zekes in those two towns again. And in Chi, Johnny Sippel, the pride of the hill country and the love of the Loop, came up counsel for the Music Publishers with the nucleus of an idea which Contact Employees (MPCE), effecyou'll hear more anon. New staffer tive July 1. in Chi is Daily News columnist Jack Mabley, who's covering the Radio-TV beat which had been so well handled previously by Cy Wagner,

In Cincy, News Editor Bill Sachs, it turns out, is now a TV star, having done a number of shots on WLW-TV and WKRC-TV, and good, too, which comes as no surprise to me.

And when I got back here, among other events, an advertiser threatened to yank his advertising if we ran a certain story. When I told him, regretfully, we'd have to run it anyway, he made threats like a B movie hood. Naturally I wrote a fast letter, put it in an envelope marked

"To be opened in the event of my sudden and violent demise," and de-

Counse

NEW YORK, June 10 .- State Senator Fred G. Moritt has been named

Senator Moritt, who has been a member of the State Legislature 13 years, seven as assemblyman and is brother RCA recording division. now in his sixth year senator, has ties of long standing with show business, and has been a sponsor of legislation favorable to entertainment world interests. In the early 1930s he sang on the Lucky Strike network show as baritone soloist, and appeared at front-rank theaters and night spots. He was recently accepted in the American Society of Composers, Authors and Publishers (ASCAP) as a writer-member.

Senator Moritt replaces Attorney Dave Freedman as MPCE counsel.



Decca - Merman Pact May Snafu **NBC** Legit Deal

YORK, June 10 .- Decca Rec-NEW ords may throw a snafu into the deal which NBC made this week to back the forthcoming Irving Berlin-Howard Lindsay-Russell Crouse-Leland Hayward Call Me Madam production. The deal, calling for a \$200,000 investment in the show, was made in order to insure NBC of the TV and radio rights to the show as well as for the recording rights for the web's

But Decca Prexy Milton Rackmil this week indicated that, at the moment, Decca has no intention of allowing Ethel Merman, who is set to star in the Berlin musical, to breach her three-year exclusive disking contract with the Decca firm. Since the show undoubtedly will focus strongly on Miss Merman, Rackmil's decision will certainly throw a wrench into the NBC plans, at least with regard to the recording of the show. The problem will have to Brown will gross a guaranteed be solved by the show's producer, Hayward, who assured NBC of delivery of the original cast, which also includes Paul Lukas, for the threecornered deal.

Decca this week also completed a term disking contract with Gertrude Lawrence. She previously has recorded for the firm, but only on a date-to-date basis. Miss Lawrence is slated to play the lead in the fall production of Anna and the King of Siam, which is being prepared by Richard Rodgers and Oscar Hammerstein.

Lemon Vs. Sleep

NEW YORK, July 10 .- Cleveland deejay Ol' Doc Lemon (not to be confused with the Cleveland Indians' star pitcher) is in there pitching for some new kind of record himself. Several weeks ago he started a new seg on TV Station WEWS, which runs for a solid hour, six nights weekly. Following this he runs over to WDOK, where he conducts a jazz disk show from 2 to 5 a.m. Then at 6 a.m. he shows up at WJMO, where he holds forth until 9:30. The latter shows are also on six days. The grand total is 45 hours per week.

Lemon's avowed aim on his WDOK all-night show is to keep listeners awake. This is assuming he can do the same for himself.

Brown 1-Niters To Roll Up 85G

HOLLYWOOD, June 10. - Les minimum of more than \$85,000 on a three-month national one-nighter tour. Brown's tour of 68 one-nighters kicks-off Friday (16) at Salt Lake's Rainbow Rendevu Ballroom and winds up August 26 at the New Casino in Fort Worth, Brown is getting minimum guarantees ranging from \$1,250 to \$1,500 per appearance. The tour was set by Associated Booking Corporation, with Don Kramer, Brown's personal manager, accompanying band.

Songstress Lucy Ann Polk will accompany band on its tour. Originally, she planned to bow from the Brown aggregation, inasmuch as her Bluebird waxing pact blocked her from participating in Brown's Columbia recordings. When her husband, tramman Dick Noel, joined the Brown band for the tour, she changed her mind. Unique situation will result in disk jockey promotion of tour, with flack Gene Howard sending out Miss Polk's Bluebird disks to spinners (in addition to Brown's Columbia platters) to help push the Six two-record sets will constitute Columbia band's road results. Also accompanying the band will be Butch Stone and Stumpy Brown.

London Preps Kidisk Debut

NEW YORK, June 10. - London Records will open up in the Children's record field within the next few weeks and has already acquired the exclusive disk rights to Borden Milk's Elsie the Cow character.

the first major release, which will include the reissuance on unbreakable disks of two titles previously issued on shellac. The entire line will Powell Ork for N. Y. be issued simultaneously on 78 and 45 r.p.m. disks, with all packaged in four colors. The price for the 78's has been Roosevelt Grill Soon set at \$1.05 per disk. All of the disks are being pressed in England, tho

tributing Company, London's Phila-delphia distrib. Music and lyrics were the Roosevelt's nitery. penned by Phil Kraus. The title of the Powell last worked New York with cago Fair, around the end of June.

Decca Platters awrence Band

NEW YORK, June 10 .- Elliot Lawrence and his ork have been inked to a Decca recording contract. The young planist-maestro-arranger formerly recorded for Columbia Records. His crew sliced their first Decca wax this week after his Paramount Theater stint here ended.

The diskery's addition of Lawrence is in line with the firm's dance band music drive, which began some months ago with the creation of the Jerry Gray and Sonny Burke bands.

NEW YORK, June 10. - Teddy some of the productions were recorded Powell, veteran orkster and tunein this country. According to London's smith, will bring his 10-piece society general manager, D. H. Toller-Bond, styled ork to the Grill of the Hotel a fairly extensive kidisk catalog will Roosevelt July 5 to fill the summer be ready in time for the fall season. period in the room. Powell's crew, The deal with Borden's was pro- which has played winter stands at moted by Hal Davis, of Kenyon & the La Boheme nitery in Miami for Eckhardt, Inc., agency handling the the past two years, is holding down Borden account. Davis wrote the the bandstand at the Blackhawk Resscript and co-produced the set with taurant in Chicago. Powell will fol-Elliott Wexler, head of Kayler Dis- low the Three Suns and Nat Brand-

first set is Elsie and Elmer Out West. his big-sized swing band more than The release will be timed to coincide half a dozen years ago. He was with Elsie's appearance at the Chi- booked into the hotel by the Willard Alexander Agency.

A-RAZZ-A-N	NA-TAZZ
Kay Brown Jimmy Durante	
Georgia Gibbs Margarel Whiling	Coral

J. J. ROBBINS & SONS, Inc. N. Y. C

topynakana insata ut

A Rocket summer A your summer or your a Sales or Record Sales Columbias new DANCE DATES

RECORDED FOR 331/2 LP RECORDS ... AND ESPECIALLY DESIGNED FOR DANCING









THE FIRST EXCITING RELEASES: HERE ARE











XAVIER CUGAT

I Am A Bum Night Must Fall Cariberia SI Si Si Senor Para Quel Un Poquito De Tu Amor You Can In Yucatan Rio La Yagua CL 6121

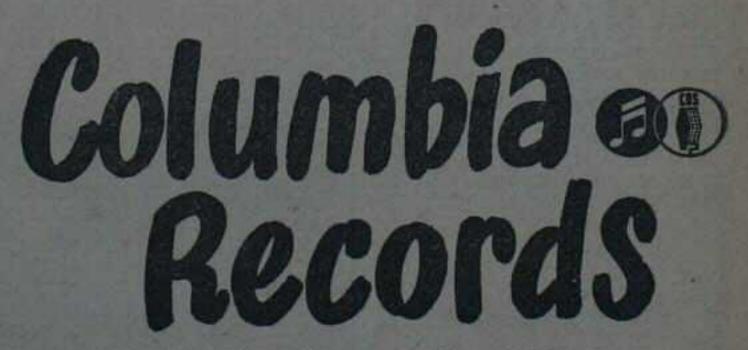
A Foggy Day Easy To Love **Drifting and Dreaming** Ebony Rhapsody 'S Wonderful I Could Write A Book Cabin In The Sky Tico Tico CL 6123

Exactly Like You Beyond The Blue Horizon Time On My Hands You're Driving Me Crazy Little White Lies It Happened In Monterey On The Sunny Side Of The Street You Brought A New Kind Of Love To Me CL 6122

Dancing In The Dark I Get A Kick Out Of You That Old Black Magic The Way You Look Tonight Body And Soul Indian Summer Love For Sale Deep Purple CL 6124

Nothing like it on the market! Two complete dance sets on each record-exactly as played in famous dance spots and smart supper clubs!

All packaged in colorful, eye-catching covers! DISPLAY 'EM FOR STEPPED-UP SUMMER RECORD SALES **ORDER TODAY!**



First, Finest, Foremost in Recorded Music Originator of 331/2 LP Records for Uninterrupted Listening Pleasure

20 MUSIC

MUSIC-AS WRITTEN

Al Goodman Takes Over on CBS's "Music in the Air"

Radio maestro Al Goodman, who last week cut his 25th album for RCA Victor, takes over the full-hour weekly seg on CBS this summer, "There's Music in the Air," exploiting much of the same material he's committed to wax. Earl Wrightson, warbler, featured in most of Goodman's Victor operetta packages, will guest on the first show June 13. Eileen Farrell and Gordon Hayes will be regularly featured vocalists.

Cap Bally's "Feet" With Top 10 Order Blanks

Howie Richmond has a unique exploitation at the retail level on the Capitol disking of his tune, "Happy Feet." His staff reps in New York, in Hollywood and Chicago are hitting the record shops with printed Capitol order blanks listing the diskery's "Top 10," in which, natch, "Feet" is included.

Regent Branches Out With More LP Longhair

Herman Lubinsky's Regent diskery, which issued its first classical LP waxing last month, broadens out in the longhair field July 1 with the release of three additional LP disks. These include the first wax version of Paganini's "Grand Quartet," the Schubert "Quartet No. 15" and two Bach "Viola Sonatas." The Schubert work is performed by a string quartet that includes Mischel Piastro and Joseph Schuster. The diskery's first longhair issue was excerpts from Verdi's opera, "Ernani."

London Takes Over Cleffer Stenger Masters

London Records has taken over several masters from Baltimore cleffer Charles Stenger, including warbler Lee Shearin's etching of "Give a Broken Heart a Chance to Cry." The side originally appeared on the Summit label. The diskery has also released Kenny Roberts's disking of "She Taught Me To Yodel," originally cut for Bill Putnam's Universal label, to whose product London has first option rights.

Big Nickel Diskery Formed for Pops, Blues

A new diskery, Big Nickel Records, has been formed in New York and will specialize in pop and rhythm-blues wax. The owners are Jack Sloves and C. T. Ford. The outfit has pacted 15-year-old warbler Lucille Linden and several r. and b. artists (see R. and B. Blue Notes).

Rogers, Tuttle Sign Term Papers With Coral

Coral Records' artists and rep chief, Jimmy Hilliard, inked Smokey Rogers and Wesley Tuttle to term pacts for the Decca subsid last week, Both hoedowners start waxing this week, with Hilliard on the Coast to supervise. Rogers is currently featured on Tex Williams's video show.

New York:

Former Music Corporation of America (MCA) exec, Billy Goodheart, is bringing together the old MCA bunch for his daughter's wedding Saturday (24). Included in the New York entourage to the marriage will be Willard Alexander, Manie Sacks, Maurie Schrier, Johnny Dugan, Sonny Weblin and many other agents and ex-percenters. A BB record review of "I Still Get a Thrill" on Columbia 38837 was incorrectly credited to Dinah Washington. Should have been Dinah Shore. . . Decca Records handed the new Gordon Jenkins disking of "Tzena, Tzena," a coast-tocoast co-ordinated round-the-clock disk jockey pitch Friday (9).

Capitol Prexy Lenn Wallichs returned from his European trip last week and left New York immediately for Detroit, where he will pick up a car to motor to the diskery's Los Angeles headquarters. . . Artie Shaw will disband for the summer. His agency, General Artists Corporation, will cancel out whatever remaining bookings the orkster had for the season. Shaw will definitely return to active baton-waving in the fall. . . . Harry James left the Astor Roof Saturday (10) for a series of one-nighters which will lead to a Convention Hall, Asbury Park, N. J., engagement in July. This date will be followed by a plane trip back to the West Coast, where the James crew will work week-end one-nighters thru September, at which time the maestro reports for a 20th Century-Fox flicker.

All efforts to create a record manufacturers' trade association have been stopped following the decision of one of the key majors not to participate in such an organization. . . Charlie Grean, of Victor; Mitch Miller, of Columbia, and Walter Rivers, of Capitol Records, conferred fast week to plot a plan with which to confront the American Federation of Musicians (AFM) with regard to putting a halt to the pre-recording ban which was initiated a couple of weeks ago by the Federation. . . . Coral Records' assistant sales manager, Joe Delaney, last week presented Gov. Fielding L. Wright, of Mississippi, with the 100,000th pressing of Bill Darnel's disking of "M-i-s-s-i-s-s-i-p-p-i" in Jackson, Miss.

"Round-Up Time on Lullaby Lane" is the new monicker for the Leeds ditty formerly known as "Little Buffalo Bill." The change was made to avoid conflict with Valando's "Buffalo Billy." . . . Mannie Greenfield is handling Arthur Godfrey winner Billy Albert for management and publicity. . . . BMI is publishing a uke book by Don Ball, program manager at CBS. Book has Arthur Godfrey's endorsement that Ball is "the best uke player in the United States."

Hill & Range is giving its Thanksgiving tune, "Little Johnny Pilgrim," the same long-range build-up as its "Frosty, the Snow Man," spotting ads now and continuing until the numbers come out in the fall and winter ... "Oh, You Sweet One," General Music tune which came out of a Russ Morgan-Andrews Sisters' platter last summer and made no noise, is a current top seller in England, with six British records and strong sheet

The Sensational MUGGSY SPANIER

REPRINTED FROM DOWN BEAT

Muggsy Spanier

J11 Dixie Flyer J12 Lazy Piano Man
A very fine side by the Spaniering on Truck Parham's bass, Big Sid oatlett's drumming spark a band feel you very seldom find these wind the feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find the seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find these seldom find these feel you very seldom find

MELROSE MUSIC

Smashes Through the Dixieland Field with Two SPECTACULAR SIDES "DIXIE FLYER" and

Lazy Piano Man'

"All Time Jazz Great"

The Billboard

MUSIC

ales. Southern Music has the tune abroad. . . . Capitol is promoting the derle Travis "Cane Bottom Chair," a Johnny Mark's tune, with a booklet n the origin of the chair, signed by Travis. Piece goes out to 1,650 declays, nd Travis distributes them on his current p.-a. tour.

Jerry Blaine, Cosnat distribbery topper, is convalescing at home after minor throat operation at Kew Gardens Hospital. . . . Don Cornell opens at the Olympia Theater in Miami Wednesday (21). ... Mel Torme does two weeks at the Mocambo in Hollywood on July 11 followed by the King Cole Frie for two more. ... Sidney Mills has inked the cleffing team of Frank disk business abroad shows general during the rehearsals for the festi-Reardon and Ernest Schweikert to an exclusive three-year songwriter contract with Mills Music. ... Dana Records signed the John Bomba polka Columbia diskery has no immediate were being made. ork of Chicago. . . . Billy Eckstine collapsed Wednesday night (7) at Bop plans for the introduction of the LP City and was unable to go on. He recovered sufficiently to make the platter, according to Edward Walleropening at the Click in Philadelphia the following night. ... Cathy Mastice cut her first sides for Admiral Records last week, backed by Mitch Ayres's orking.

Steinberg, noted cartoonist, has drawn his first album cover. It will Records, Inc. (CRI), told The Billadorn the Griffon diskery's LP package of the complete Czerny "School of Velocity," cut by pianist Alexander Dickstein. . . . The Hayden Society is disk in Europe is a matter for the releasing the first complete LP waxing of a Mozart opera. The work is European diskeries to decide for the rarely performed "Idomeneo," performed by soloists and chorus of the themselves as they see fit. Altho CRI Vienna State Opera, with the Vienna Symphony ork. It will occupy four 12-inch LP disks. . . . Ralph J. Roberts, director of advertising and sales ish Columbia, the Electrical Musical promotion, was elected veepee of Muzak Corporation last week. The Industries (EMI) subsid, for exchange Muzak board also includes Sen. William Benton, Beardsley Ruml and of masters, the two Columbias are Herbert C. Freeman. . . . Duke Ellington and Billy Strayhorn are doing the score for a musical which Orson Wells will present in Paris this summuer. . . Terry Shand, a former Decca orkster-vocalist, has signed with cisions for the British firm, Waller-King Records' pop department.

Cece Blake, ex-Vaughn Monroe chirp, has been signed by Riviera Records. . . . Orkster Gene Krupa is booked into the Palomar Theater, Seattle, for the week of June 19. . . . Pavilon Record Company has been formed here to specialize in Polish and American polkas. . . . Geoffrey B. Bennett bias. With the LP impetus toward exhas been named Chicago sales rep for RCA Victor's custom record sales ploitation of previously untapped repdivision. . . . Robert T. Conner is the new plant manager of Muzak's ertory, the two companies must of Elizabethtown, Ky., plant. He was formerly with Decca. . . . Tiny Hill has necessity work in close rapport, both dropped his ork for the summer. . . . Shep Fields opens July 27 at the to avoid duplication and to work out Shalimar, Fort Walton, Fla., for a month. . . . Accordionist Joe Mooney has formed a duo with bassist Bob Carter.

Denise Darcel, French actress-singer featured in "Battleground," has been signed by London Records and cut her first four sides last week. The thrush will be featured in both French and English ballads. . . . MGM warbler Bill Farrell plays the Apollo Theater for a week beginning Friday (16). He's an expectant father.... Orkster Gene Williams has been booked into the Glen Island Casino starting June 15 and may stay all summer. Joe Glaser's Associated Booking Corporation (ABC) set the deal. . . Donald Chandler, son of Irving Berlin's business manager, Al Chandler, marries Margaret Blake Saturday (17). . . . Jerry Blaine, Cosnat Distributing topper, went to the hospital for a minor operation last week. ... Cliff (Ukulele Ike) Edwards has signed an exclusive disk deal with Admiral Records. . . . Nino Ossani, pop tenor star of RCA Victor's Italian disk series, was flown here by Music Corporation of America (MCA) for the June 11 Coca-Cola show. Alex Bard, Victor's international artists-repertoire chief, is speeding up domestic releases of Italian-cut Ossani wax, and MCA intends to extend his stay via local club bookings.

Wallerstein, British Columbia Work Out Schedule for Classics

signs of improvement, the British val, at which time the recordings stein, just back from a six-week sojourn in England and on the Continent,

Wallerstein, president of Columbia board that adoption of the 33-r.p.m. has a working agreement with Britseparate entities, and American Columbia can take no part in policy destein pointed out.

topper's trip, however, was to coordinate classical recording schedules five years. of the American and British Columoptimum artist and repertory combinations.

Wallerstein said that the release of Columbia LP's here is now being stabilized at approximately eight per month, or 100 a year. The waxery will continue to press the so-called For Summer Session "prestige" items along with the standard, mass-market LP's, the CRI top-Bach Festival in Prades, France, Wal-



NEW YORK, June 10 .- Altho the appeal, Wallerstein visited Prades

21

"I found Casals extremely gracious and co-operative in the recording studio, performing and directing for four and five hours at a stretch with a vigor that belies his years," Wallerstein said.

Janet Tremaine To Manage J. D.

NEW YORK, June 10 .- Janet Tremaine, boss of the contract department for General Artists Corporation (GAC), will leave the agency to take over the business management of Jimmy Dorsey and his ork. She will The essential reason for the CRI replace the retiring Gil Koerner, who has served with J. D. for the past

> The revamp of the Dorsey management picture also includes the addition of a new road manager, John Hall, who formerly performed the same stint for Sammy Kaye's band.

Detroit Ballroom **To Get Name Bands**

DETROIT, June 10. - Jefferson per said. The forthcoming Pablo Beach Ballroom on Lake St. Clair Casals records, waxed at the recent will have top name bands this summer for the first time in several lerstein notes, are a unique example years as the result of agreement of combined prestige and mass sales made by Don Ridler, athletic director at Lawrence Institute of Technology, with the management of the park.

Chicago:

Due to the terrific biz being done by "The Roaring Twenties," miniature legit revue at the Blackhawk, Don Roth, bistro owner, has decided to drop plans to utilize name orks and has canceled Blue Barron's band. Teddy Powell, currently at the bistro, closes in 10 days, with another seminame following. . . . New 4 Star distributors, appointed by the Coast diskery's sales chief, Don Pierce, are Robins', Cleveland and Columbus; West Coast, Tampa: Coastline, Nashville, and Griffin, Jackson, Miss. . . Irv Marcus, prexy; Gabe Goldberg, v.-p. and treasurer, and Gwen Kesler, secretary, head the new Mercury Distributors, 421 Edgewood, Atlanta. ... A. G. Tomlinson, owner of a Delavan, Wis., summer dance spot, died last week. . . . King Records has added Terry Shand, the ex-Decca singer and composer, and Al Dexter, H.B. artist last with Columbia. . . . Bill Weems, GAC Coast office ork booker, became father of a son, Timothy Patrick, May 31. Grandfather is Art Weems, head of GAC's radio-TV department. ... Bill (Bewitched) Snyder closes the College Inn of the Hotel Sherman July 2 when the room halts its live talent policy to convert to a steak house. Snyder was accepted for ASCAP membership last week. . . . Polo label, the Newark, N. J., international diskery, is going into the pop field. Alice McMahon, op of the Indiana Roof, Indianapolis, denies that she has filed a claim against Russ Morgan on a recent date, at which he failed to appear personally, but the band showed en masse. She reports that she is working out a satisfactory price adjustment with his office, Associated Booking.

Philadelphia:

Elmer Snowden, the guitarist who was once Duke Ellington's boss, remains with his combo at the Princeton Lounge until a June 19 starting for the summer at Ciro's in Montreal. . . . Mills Music has picked up the Mystery Quartet's new composition, "Go Tell Your Trouble to Someone Else," and warbler Danny Sullivan's "Two-Time Heart." . . . Sam Alexander, guitarist-leader of the Fix Barons, now at the Club Del Rio, will open an eatery in Atlantic City this summer. . . . Joe Frasetto, who started out in front of the band at the one-time Hotel Philadelphian, celebrating his 20th anniversary as a maestro this month at the Click.

Walter Miller will lead the Meyer Davis unit at Mackinac Island, Mich. this summer. . . . Charles McConnell III, nephew of the newly elected president of the local American Federation of Musicians (AFM), was dropped from his post as assistant to Assistant Secretary Harry Kammerer. He opposed his uncle in the recent union election. Charles J. McConnell Jr., missed his own installation as president of Local 77 here, being in Houston to attend the national American Federation of Musicians' (AFM) convention. . . . Jack Verna is set to summer at the Hialeah Club, Atlantic City. ... Danny Kessler, local exploiteer for Columbia Records and manager of warbler Chris Scott placed the thrush on the MGM label with the Tommy Ferguson Trio, at Big Bill's here, for the backing. . . . Earl Van Dyke is set for the music making at the newly opened Davis Ballroom. . . Johnny Austin gets the call for the evening dance cruises via the Wilson Line. . . . Sunny Gale, canary with Joe Frasetto here, is setting out as a solo single at the Club Del Rio Billy Dove will baton the Clarence Fuhrman orchestra at Cape May (N. J.) pier this summer, while the local Tickets To Broadway."

Sullivan, BMI Settle Infringement Suit

NEW YORK, June 10 .- A two-anda-half-year-old infringement suit involving the tune. Laughing on the Outside, was discontinued and settled in New York Federal Court recently plaintiff Dan J. Sullivan, The had charged Broadcast Music, Inc. (BMI), and songwriters Ben Raleigh and Bernie Wayne with infringing composition of Laughing.

Catalina before 1919 and to have re-Catalina composition.

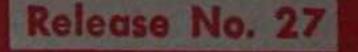
Ridler, who has sporadically promoted name band dances at the State fair coliseum for several years, originally dickered for Eastwood Gardens, but differences with the municipal authorities in East Detroit made the fate of this spot uncertain. Result was to shift the dances-and the business-to Jefferson Beach, which has an enclosed ballroom overlooking the lake. Admission will be \$1.25 weekdays and \$1.50 Saturdays.

Skitch Henderson was set to open on his song, Santa Catalina, in the June 9 - 11, with other bands, mostly on a week-stand basis, fol-Sullivan claimed to have written lowing, including Al Trace, June 16-18; Sonny Dunham, June 23-29; newed his copyright with BMI in Charlie Spivak, June 30-July 13; Russ 1946. He claimed that BMI published Carlyle, July 14-21. Other bands Laughing on the Outside with the full pencilled in without confirmation of knowledge that he owned the Santa final dates include Gene Krupa and Les Brown.

radio maestro will front his own unit at the Ocean City (N. J.) music pier. . . . Rainbow Records inked Cathy Graves, singer at the Embassy Club, for a set of French songs. . . . Jon Arthur, retired maestro, was named to head the new board of directors of the AFM, ... Stan Lee Broza, personal manager for Elliot Lawrence, will produce and emsee the "Yellow Cab Review" television show, alternating over WCA-TV and WFIL-TV here.

On the Sound Track:

In these days of multi-million dollar screen musicals, Lippert Productions has accomplished the seemingly impossible by bringing in a musical in three days' shooting at a cost of a mere \$45,000. . . . After the boys in the cutting room got thru with "Duchess of Idaho" (Metro-Goldwyn-Mayer), Mel Torme's part in the film evaporated to that of a mere bell-hop sans vocals. Before the shearing, soundtrack had Torme trilling "Warm Hands, Cold Heart" (Al Rinker-Floyd Huddleston tune). Metro explains the film was too long, hence the Velvet Fog was lifted to bring it down to 98 minutes. . . . Harry Ruby, of the Kalmar and Ruby tunesmithing team, will tour the U. S. on behalf of "Three Little Words" (Metro-Goldwyn-Mayer), film based on the lives and songs of the pair. Tour starts early in July, with Ruby hitting country's key towns as part of the pic's promotion. On the screen, Ruby is portrayed by Red Skelton with Fred Astaire as Bert Kalmar. . . . Connie Boswell inked for a musical featurette at Universal-International, produced-directed by Will Cowan. ... Doris Day and Gordon MacRae are cutting the tunes for the soundtrack of the forthcoming Warner Bros.' production, "The West Point Story." . . . "Cinderella" cleffers Mack David and Jerry Livingston have been signed by producers Abby Greshler and Fred Finklehoffe to score the ... The Red Norvo Trio is in 20th Century-Fox's "I'll Get By." ... Benny Carter is arranging background music for the same flickery's documentary. "Panic in the Streets." . . . Xavier Cugat has been pacted for RKO's "Three



RECORDS

POPULAR - 10" Blue Label - 75c plus tax

696 - TERESA BREWER, SNOOKY LANSON, SO124"- CLAIRE "SHANTY" HOGAN and BOBBY WAYNE "LET'S HAVE A PARTY" "THE PICNIC SONG" Tereso Brewer, Snooky Lanson, Claire "Shanty" Hogan and Bobby Wayne with Jack Pleis and His Orchestra

- 652 CHARLIE SPIVAK "LET'S CHOO CHOO CHOO TO IDAHO" Charlie Spivak and His Orchestra vocal by Johnny Parker and The Stardreamers "APRIL IN PARIS" Charlie Spivak and His Orchestra vocal by Tommy Lynn
- 718 DICK JAMES "LET'S DO IT AGAIN" "SOMEWHERE AT THE END OF THE RAINBOW" Dick James with The Stargazers and Malcolm Lockver's Barnstormers
- 750 AL MORGAN "YOU'RE A WONDERFUL SWEETHEART" "I DREAMED OF AN ANGEL" Al Morgan, vocal and plane with orchestral accompaniment

POPULAR - 10" Blue Label - 75c plus tax 699 - JIMMY LYTELL 30176*- "FAREWELL BLUES" "SUGAR FOOT STOMP" Jimmy Lytell and The Disieland All Stors 725 - ANNE SHELTON "SEEMS LIKE YESTERDAY" Anne Shelton with Roy Robertson and His Orchestre Anne Shelton with Paul Fenhoulet and His Orchestra 726 - TED HEATH "DIDN'T WE" Ted Heath and His Music vocal Lita Rosa and Jack Parnell "BIRMINGHAM BOUNCE" Ted Heath and His Music 698 - THE KEYS 30177*- "STAIRWAY TO THE STARS" "FOUR BROTHERS" The Keys with thythm accomponiment 695 - LEE SHEARIN 30123*- "GIVE A BROKEN HEART A CHANCE TO CRY" Lee Shearin with orchestral accompaniment HILLBILLY - 10" Green Label - 75c plus tax 16029 - LULU BELLE & SCOTTY "BEYOND THE STARRY SKY" Lulu Belle and Scotty with instrumental accompaniment 16030 - SALTY HOLMES

697 - EDDIE HEYWOOD

30175*- "CARIOCA" "YOU GO TO MY HEAD" Eddie Heywood, piono with orchestral accompaniment

686 - TEDDY PHILLIPS

30118*- "CIRCUS RAG" Teddy Phillips and His Orchestra vocal by Lynn and Ernle "OU-LA-LA SOME MORE" Teddy Phillips and His Orchestra vocal by Lynn Hayt

655 - ROY STEVENS "THE GRASS IS GREEN" Roy Stevens and His Orchestra vocal by Patricia Laird "YOU CAN'T DO WRONG DOIN' RIGHT" Roy Stevens and His Orchestra vocal by Roy Stevens

724 - VERA LYNN "HOW CAN I TELL" "SAY IT ISN'T THE NIGHT" Vera Lynn with Bab Farnon and His Orchestra

670 - BILLY BUTTERFIELD "I GOTTA RIGHT TO SING THE BLUES" (instr.) "ANY PLACE I HANG MY HAT IS HOME" Billy Butterfield and His Orchestra vocal by Jack Palmer

- 722 EDMUNDO ROS "MEXICAN MERRY GO ROUND" "LITTLE JUG" Edmundo Ros and His Orchestra vocal by Edmundo Ros
- 683 HUGO MALAN "RED LIPS KISS MY BLUES AWAY" "ZAZA" Hugo Malan and His Quintet vocal by Liza Pierson and Group.
- 689 JACK TETER 30117*- "KANSAS CITY KITTY" "JUST A LITTLE NIGHTCAP" Jack Teter Trio vocal by Jack Teter
- 693 CLAIRE "SHANTY" HOGAN and BOBBY WAYNE 30121*- "M-I-S-S-I-S-S-I-P-P-I" "SAM'S SONG" Claire "Shanty" Hogan and Bobby Wayne accompanied by Jack Piels
- 692 EVE YOUNG & STUART FOSTER 30122*- "SOMETIME"

Eve Young and Stuart Faster with charus and arch, conducted by Jock Flats

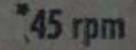
"SUGAR BLUES" "ECHOING THE BLUES"

- Salty Holmes with instrumental accompaniment 16031 - ROY KING "FREIGHT TRAIN BLUES" "EVERYBODY KNEW"
- Roy King with Hot Fuller and the Tennessee Ho-Downers 16032 - HANK DALTON "LITTLE GIRL YOU'RE MEAN TO ME" "HUMMINGBIRD SPECIAL" Hank Dalton and The Brokemen
- 16033 DUSTY ELLISON "YOU CAN ALWAYS FIND A SWEETHEART" "HURRY HURRY HURRY" Dusty Ellison with instrumental accompaniment
- 16028 KENNY ROBERTS "SHE TAUGHT ME TO YODEL" Kenny Roberts with The Hillroppers "HONEY DARLIN"" Nancy Lee and The Hilltoppers
 - RHYTHM & BLUES 10 Green Label 75c plus tox
- 17014 -- RUDY RENDER "JUST THINKIN'" "ROCK ME TO SLEEP" Rudy Render with Maxwell Davis and His Orchestre

17013 - JOE LUTCHER

"JUMPIN' AT THE MARDI GRAS" "COOL DOWN" Joe Lutcher and His Orchestra vocal by Joe Lutcher

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LONG PLAYING

a 1P5-193 - 54.95 - 10" Red Label Record "L'APPRENTI SORCIER" (Dukas) "RUSSIAN AND LUDMILLA" Overture "LE ROI MALGRE LUI" Danse Slave L'Orchestre De La Soclete Des Concerts Du Censervatoire De Paris conducted by Enrique Jorda LLP-179 - 55.95 - 12" Red Label Recards SUITE FROM "L'ARLESIENNE" (Bizet) The Landon Philharmonic Orchestra conducted by Edward Van Beinum SUITE FROM "CARMEN" (Bizet) The London Philharmonic Orchestra conducted by Anthony Collins LPS-184 - 54.95 - 10" Red Label Record BALLET MUSIC FROM "SYLVIA" (Delibes) L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris conducted by Rager Desarmiere LPS-183 - \$4.95 - 10" Red Label Record BALLET MUSIC FROM "COPPELIA" (Delibes) L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris conducted by Roger Desormiere LLP-191 - 55.95 -12" Red Label Records

331/3 R. P. M.



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The Billbourd

THE OTHER DESIGNATION.

MUSIC

24

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REATINE.

Last Week

By Anton Karas

Published by Chappell (ASCAP)

Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419; G.Wisnlewski-Harmony Bells Drk, Dana 698, Electrical transcription librariest Bob Eberty, World; George Wright, Thesaurus; Claude Gordon .*

By Jim Morehead and Jimmy Cassin 5 Published by Knickerbocker (ASCAP)

S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vats, Dec 48141; B.- Mayo Quintet, Dano 2074; R. Vallee, V(78)20-3793, (45)47-3793). Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capital.

By John W. Green, Billy Rose and Edward Heyman 10 Published by Supreme (ASCAP)

Records available: 1. Bennett-M. Manning, Col (78)38825, (33)1 646; Andrews Sistera-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V (78)20-3772, (45)47-3772; D. D'Brien, J. Garber, Drv., Cap 17812044, (45)F1044; B. Cox-C. Hobbs, Col 20229; R. McKinky Ork, V (78)20-3436,

By Cy Coben Published by Leeds (ASCAP)

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

By Sylvester Sprigato, Frank Warshauer and Richard Himber & Published by Words & Mutic (ASCAP)

Records available: B. Goodman Ork: Cap 860; B. Harrington-3 Beaus and a Paep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kayn, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Jory Math, Happiness 105;

Electrical transcription obvariest Dick Jurgers, Associated; Lawrence Welk Ork, Standard.

IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE

By Al Hoffman, Bob g Merrill and Clem Watts

Published by Robert: (ASCAP)

Records available: E. Barton, Mer 5392 & National 9103; G. Elabs-M Kaminasy's Disislanders, Coral 60169; E. Merman-R. Bolger, Dec 24984; B. Strong, Cap 916; A. Trace Ork, Col(78138707, 13311-493; Fontane Sisters-M. Ayres Ork, VI78120-3713, 145347-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30-0027, (45)54-0027; E. Young-The Homesteaders, London 656; T. Cartyn Ork, Room 5005; H. Aphley-

Electrical transcription libraries: Al Trace, Lang-Worth; Lawrence Welk Drs. Standard

By Jay Livingston and Ray Evans Published by Famous (ASCAF)

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of the rest of the party of the

. . . indicates records which. according to actual sales, are recognized hits. The trade is

urged to keep ample stocks of these records on hand, or to reorder promptly when



WESTERN

going Strong. current stocks begin to approach the "sold-out" stage. . . . designates that record is one of RCA Victor's "Certain Seven" - among the leading numbers on the trade paper best selling retail sale charts (week of June 10). Obviously, sure things! Bewitched 5 **Count Every Star** Hoop Dee Doo On the Outgoing Tide Isn't Fair Joshua Little Angel With the Dirty Face Why Should I Cry My Foolish Heart

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

20 2754 (47 2754) 0 1 10

Here come the DANCE BANDS again!

SPADE COOLEY Longing

Little Lisa Lou

COUNTRY

JESSE ROCERS

Great Big Needle 21-0350-(48-0350)* I've Got Five Dollars and It's Saturday Night

21-0348-(48-0348)*

BILL BOYD

Why Don't You Love Me? 21-0351-(48-0351)* Red Lips Kiss My Blues Away

RHYTHM-BLUES

LUCKY MILLINDER Sweet Slumber 22-0088-(50-0088)° Let It Be

POP-SPECIALTY

LAWRENCE DUCHOW Laughing Trombone Polka 25-1164-(51-1164)* Black Bird-Waltz

NEW ALBUM

AL GOODMAN and his ORCHESTRA Selections from Naughty Marietta" K-22-45-0078 thru 45-0080 (78 rpm) WK-22-52-0090 thru 52-0092 (45 rpm)

#45 r.p.m. catalog numbers

The stars who make the hits

IAN FEB MAR

are on

Sons	of the I	Pioneers	 	 21-0306-	(48-0306)*
Valencia					
			 	 	-(47-3755)

Vanderin

Koses

\$

Bonaparte's Retreat

Billboard June 10.

Third Man Theme

Billboard June 10.

An Ordinary Broom

Tony Martin & Fran Warren

Gene Krupa

Coming Up.

No. 25 Most Played Disc Jockey Records

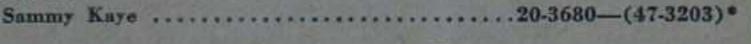
Freddy Martin 20-3797-(47-3797)*

No. 28 Most Played Disc Jockey Records

No. 1 Billboard Pick May 27. . . No. 10 Retailers Pick Billboard June 3. . . No. 3 Disc Jocksy Pick Billboard June 10.

20-3766-(47-3768)*

20-3777-(47-3777)*



. . . indicates records which have enjoyed better than average initial consumer acceptance

and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

I Still Get a Thrill Tony Martin 20-3799-(47-3799)* No. 1 Billboard Pick June 10. Thanks, Mr. Florist Vaughn Monroe 20-3773-(47-3773)* No. 1 Operators Pick Billboard June 3 and 10. . . . No. 2 Disc Jockey Pick Bill-board May 27. . . . No. 3 Retailers Pick June 3. I Surrender Dear Don Cornell 20-3776-(47-3776)* No. 4 Operators Pick Billboard June 10. What, Where and When Pee Wee King 21-0332-(48-0332)* No. 4 Country & Western Disc Jockey Pick Billboard June 10. When a Dream Is Broken in Two Dolph Hewitt 21-0311-(48-0311)* No. 1 Country & Western Diso Jockey

Pick Billiboard June 10.

THREE LITTLE RINGS (Fontane Sisters) . . . THREE LITTLE RINGS (Fontane Sisters) . . . THREE LITTLE RINGS (Fontane Sisters) . . . THREE LITTLE RINGS (Fontane Sisters).

CO OCT NOV.



APRIL MAY JUNE SWINGS JULY AUG. SEPT



ORDER A BOX FULL NOW! DON'T W

Only Appending has the Hits on NON BREAKABLE RECORDS MERCURY RECORDS OF CANADA, TORONTO, CANADA

MERCURY RECORDS, CHICAGO, ILLINOIS

*

Last summer the nation's biggest hit was "YOUR BREAKING MY HEART"

and now THIS summer

another smash by the sensational

VIC DAMONE "VAGABOND SHOES"

Billboard Pick says:

Warbler unveils a winning rhythm style in a superior rendition of a highly fetching new novelty ditty. SIDE COULD BE A VERY BIG ITEM.

Flip side is one of Damone's standout ballad offerings

'I Hadn't Anyone 'Till You'

MERCURY 5429 MERCURY 5429X45

VIC DAMONE CURRENTLY APPEARING AT WALDORF ASTORIA, STARLIGHT ROOF, NEW YORK CITY

WATCH THESE COME UP FAST!



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BEST-SELLING SHEET MUSIC

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

PUS	TION	1.00		
Weeks		1000		Publishers
			THIRD MAN THEME, THE (F) (R)	Chappell
8	2	2.	BEWITCHED (R)	Chappell
15			MY FOOLISH HEART (F) (R)	
7		4.	HDOP-DEE-DOO (R)E.	H. Merris
9	5	5.	OLD PIANO ROLL BLUES, THE (R)	Letds
10			SENTIMENTAL ME (R)	
4	11		WANNA BE LOVED (R)	
1	_		I DON'T CARE IF THE SUN DON'T SHINE (R)	
15	10		DEARIE (R)	
19	10.000		DADDY'S LITTLE GIRL (R)	
14			IF I KNEW YOU WERE COMING I'D'VE BAKED & CAKE TRO	
16	Constant of the local division of the local		IT ISN'T FAIR (R)	
3			STARS ARE THE WINDOWS OF HEAVEN (R)	
1	A DESCRIPTION OF		MONA LISA (R)	
2			ROSES (R)	
-	No. of Concession, Name	Contraction of the		

ENGLAND'S TOP TWENTY

PU	SITION	200			
date.	Last Week	We	ek.	FINISH	American
9	1	1.	MY FOOLISH HEART	.Sun	Santly-Joy
4	2	2	DEARIE	. Campbell-Connelly	Laurel
5	5	3.	OH, YOU SWEET ONE	.Southern	General Music
1	4	4	JEALOUS HEART	.E. H. Morris	Acuff-Rose
3	3	5.	CHATTANOOGIE SHOE SHINE BOY	_Pic, Ltd	Acuff-Rose
9	6	6.	C'EST SI BON	. Peter Maurice	Leeds
5	9	7.	LET'S DO IT AGAIN		
6	6	8.	THAT OLD PIANO ROLL BLUES	. Leeds	Leeds
8	7	8.	ENJOY YOURSELF	. Morris	Morris
8		10.	CHERRY STONES	John Fields	Rebbins Music
13	Contract of	11.	FRENCH CANCAN POLKA	Coonelly	Blossom Music
21	11	12.	DOWN IN THE GLEN	L. Wright	Millis Music
4	10000	12.	ME AND MY SHADOW	. Francis Day	Bourne
8	No. of Concession, Name	14.	IF I KNEW YOU WERE COMING	. Chappell	Robert
5	15	15.	QUICKSILVER	E. H. Marra	E. H. Martin
19	19	16.	WE ALL HAVE A SONG IN OUR HEARTS		· 10-12.07
2	18	17.	internet water	Chappell	Bregmas-Vocco- Conn
1	-	17.	DADDY'S LITTLE GIRL		Beacon
1	-	17.	I REMEMBER THE CORNFIELDS	Arcasia	BALLING ADJUSTS
1	-	20.	LOVELY LAKE IN LOVELAND	Cincphonia	Marrie
20	17	20.	DEAR HEARTS AND GENTLE PEOPL	E. Morris	and the second
	-	1102-	at available as The Billboard open to p	ress.	

-	20			-
	To remin You of the	TM.	ER	1
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	T		-	
6	1	眉	2	City
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SUBSCRIPTION ORDER FORM

The Billboard 2160 Patterson Street Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10. I understand that this will include the BIG SUMMER SPECIAL.

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RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone"952	F952
TENNESSEE ERNIE "My Hobby"	F985
TEX WILLIAMS "Birmingham Bounce"1006	F1006
LEON CHAPPEL "True Blue Papa"1008	F1008
HANK THOMPSON "Take A Look At This Broken Heart Of Mine"	F1016
JIMMY WAKELY "Under The Anheuser Bush"1024	F1024
JIMMIE DAVIS "You Are My Sunshine"1025	F1025
MERLE TRAVIS "Cane Bottom Chair"	F1029
EDDIE KIRK "Sugar Baby" 1048	F1048
OLE RASMUSSEN "Sleepy Eyed John"1049	F1049





PART

Billboard

TRADE

SERVICE

FEATURE

June 17, 1950

Radio Popularity

Billboard

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

POSITION

		st T sk W	
8	2	1.	H00P-DEE-D00 P. Como-The Fontane Sisters
7	3	2.	H00P-DEE-D00 K. Starr Cap(78)980, (45)F-980ASCAP
17	1	3.	SENTIMENTAL ME Ames Brothers Coral 60140, Coral 60173-ASCAP
12	6	4.	THIRD MAN THEME, THE. A. Karas
8	15	5.	BEWITCHED B. Snyder Ork Tower 1473-ASCAP
11	4	6.	MY FOOLISH HEART G. Jenkins Ork
6	19	7.	I WANNA BE LOVED Andrews Sisters-G. Jenkins Ork Dec 27007-ASCAR
20	5	8.	IT ISN'T FAIR S. Kaye Ork-D. Cornell V(78)20-3609, (45)47-3115-ASCAP
11	7	9.	THIRD MAN THEME, THE. G. Lombardo Ork Dec 24839-ASCAP

Based on reports received last + three days of Week Ending June 9

MUSIC POPULARITY CHARTS.

PREEMS . . . Howie Lund and Walt Kay, both ex-WJW staffers, Cleveland, have joined forces as the town's "first two-man radio-TV combo." They'll air a three-hour weekly stanza over WDOK and have a live talent TV show in the works. . . . Harry Birrell, WBVP, Beaver Falls, Pa., writes, "I'm changing my 'peanut whis-tle' to a brand new station, WEIR, Weirton, W. Va." . . . Professor George Kahl, WMAJ, State College, Pa., graduates from "Groovology 54" this week, and leaves the station. . . . Mac McGarry moves over from -WBEC, Pittsfield, Mass., to WRC, Washington. . . Milo Boulton, WPAT, Paterson, N. J., Dick Linke and Gone Schneider are packaging a trained animal show for TV, tagged "The Original Animal Hour" , . . Gil Brooks, WKNA, Charleston, W. Va., has expanded his daily disker to a full hour. . . . Rex Dale, WCKY, Cincinnati, has given up his "soft ball career" to collaborate on a series of transcribed programs. ... Starting this week John Slagle, WXYZ, Detroit, is booked for 13 weeks on the Leonard Stanley Show, via the station's video outlet.

Vox Jox

CONGRATS . . . Ray Perkins, KFEL, Denver, celebrated the fourth anniversary of his 17hour-per-week platter show last month (27). . . Bruce Fleming's "1240 Club," KSON, San Diego, Calif., has the highest Hooper of the town's four networks and two indies. . . . Jay Giles, WCNT, Centralia, Ill., rated a Red Cross certificate of merit for his big drive on the air last month.

GIMMIX . . . Art Scanlon, WINS, New ork, finally found his "Miss fieldo." Winner of he search for "the most popular switchboard perator in New York," was Gladys Burman. Plaza Information. Scanlon pulled some 300,000 otes from his listeners during the contest. . . Bill Bullington, KJFJ, Webster City, Ia., is buildng his listening audience on "County Party line," via a telephone recorder. He calls farm ems and chats with them on the air, closing each conversation by playing their javorite disk. Both ides of the call are heard on the air. . . . Kid d. j. David P. Mohr, WTWN, St. Johnsbury, Vt., reently earned local good will by acting as judge for the town's annual pet parade, . . . Now that tree disks are getting scarcer, Larry Shields, WFRP, Savannah, Ga., has contrived a new trade leal. He gives local dealers a list of the "top 10 of the week" in return for 25 free platters of his promotion for his program. . . . John Himes, WRZE, York, Pa., pilots a special request show, 'Calling Cards," for tubercular patients of Mont Alto Sanatorium, South Mountain, Pa. The wards' current favorite is "My Foolish Heart. . . Perry Brown. WNDR, Syracuse, is giving away a Capehart TV set to the winner of his 'Annie Get Your Gun" contest. . . . Tom Sawyer, WHOO, Orlando, Fla., will gift some lucky lisener with an all-expense-week in the Bahamas. That's the prize bait offered for the best letter on "Why I think I deserve a vacation." . . . Bob and Joyce Martin, WPOR, Portland, Me., are staging jazz quizzer, with record silbums as awards. The husband-wife team spin a chorus by a topnotch jazz musician, and ask listeners to identify the soloist by phone. TIPS ON PROGRAMING . . . D. J.'s from all over are sending kudos on Billboard's "Honor Roll of Hits" as an aid to better programing. . . . Dave Naber, WKAI, Macomb, Ill., even reads our record reviews on the air, as part of a weekly survey of new disks. . . . Martin A. Culpepper, WGAI, Elizabeth City, N. C., spins the "Honor Roll" every Sunday, plus his own hit predictions. . . . Tommy Moore, WFRC, Reidsville, N. C., writes, "Your Rhythm and Blues guide helps marvelously on my "Ebony Rhapsody" show. . . Hoydt White, WENK, Union City, logs of recording artists, then plays one of the when he hears it!"

SONGS WITH GREATEST RADIO AUDIENCES (ACD

Tunes listed nove the greatest addiences 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 radid logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

(F) indicates tune from a film; (M) indicates tune is from a inglimate musical; IRI indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is Indicated.

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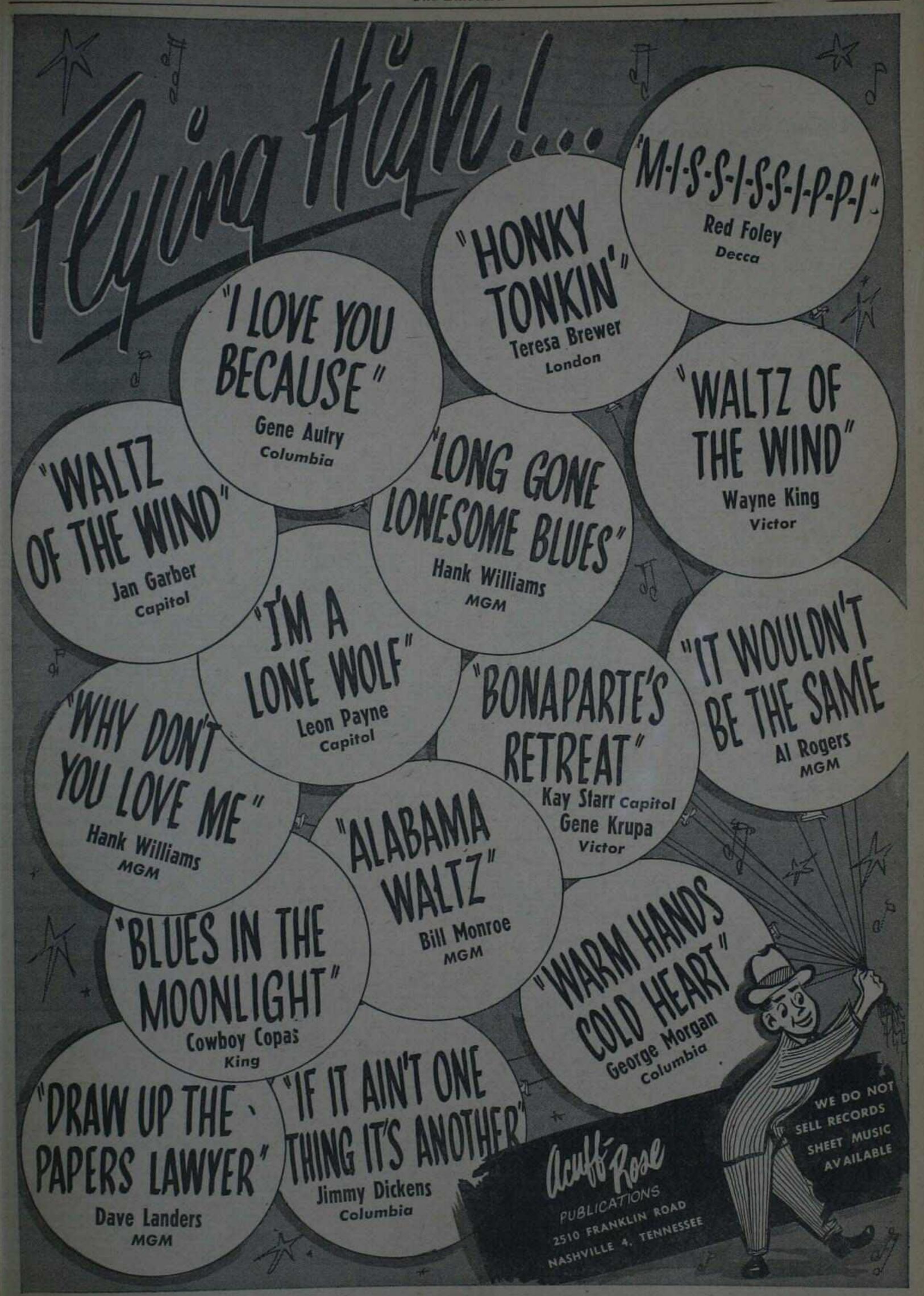
(Beginning Friday, June 2, B a.m., and ending Friday, June 9, 8 a.m.)

A-Rarz-a-Ma-Tazz (R)J. J. Robbin	-ASCAP
Bewitched (R)Chappe	II-ASCAP
Ruffale Billy (R)	-ASCAP
Count Every Star (R) Pasta	-ASCAP
Car Car Car (B)	-ASCAP
Darn Ht Saby, That's Love (h)	
Down the Lang (R)	BMI-BMI
Enjoy Yourself (R)E. H. Morr	n-ASCAP
Gone Fishin' (R)Fei	IT-ASCAP
Home Cookin' (R)Famo	-ASCAP
Hoop-Dee-Doo (R)E. H. Morr	IS-ASLAP
I Don't Care If the Sun Don't Shine (R)	II-ASLAP
1 Still Get a Thrill (R)	ASCAP
1 Wanna Re Loved (R)	
If I Knew You Were Coming I'd ve Balled a Lake Int, Mook	-ASLAP
If You Were Only Mine (R)Robbi	ASCAP
It Isn't Fair (R)	ACCAP
La Vie en Rose (R)	ASCAP
Musici Musici Musici (R)	ASCAP
My Foolish Heart (F) (R)	ASCAP
No Other Love (R)	ASTAR
Ald Plana Roll Blues The (R)	OI-AJCAN
Play a Simple Melody (R)Ber	ASCAP
Rain (R)	Comme Phil
Roses (R)	ASCAD
Sentimental Me (R)	ASCAP
Stars Are the Windows of Heaven (R) Pickw	ASCAP
Stay With the Happy People (R)E. H. Mor	IL ASCAD
They Say It's Wonderful (F) (R) Ber	ASCAR
Third Man Theme, The (R) Chapp	all-Marker

star's old disks for comparison with a new one. ... Barney Frick, WMGW, Meadville, Pa., features a "Meadville Hit Parade" on his Saturday broadcast, "compiled from juke box dealers and requests." . . . Ted McKay, WKNA, Charleston, W. Va., recently skedded an "all Bing Crosby Show" on his "Hit Tune Party," teeing off with the Groaner's early 1929 records and playing his best platters of the past 20 years. . . . Gene Fischer, WLRP, New Albany, Ind., emphasizes the audience participation angle on his "Toast and Coffee Time" airer, by reading poetry contributions from listeners over the air and asking for "definitions of love." . . . WOKO, Albany, N. Y., is airing a "spook d. j." show now, featuring Count Midnight. The Count, who evidently believes the mike has eyes, wears a regulation "ghost outfit, complete with ghastly voice, chain clangings, wolf cries and loud wind noises." PLATTER PALAVER . . . Johnny Williams, WSFT, Thomaston, Ga., writes, "Orchids own choice, plus window displays and direct mail to King and Mercury, but onions to Decca. What do you have to do to get a few d. j. records from them?" . . . In line with this, Bruce Mitchell, WTXL, West Springfield, Mass., says, "I'd like to answer the plaintive cry of Fred Caldwell, KNOW, Austin, Tex. Decca has been one of the best companies around here and Fred might take a look at page 89 of Billboard, March 4. A little conniving with one of these distributors might well bring him the disks he's after." . . . Hugh (Smoky) Ward Jr., WALD, Walterboro, S. C., wants to know "what's holding up Sammy Kaye's platter 'Roses.' It's a swell tune, but it's sure rising slow." . . . Pedro Albani, WMID, Atlantic City, has penned "The Atlantic City Rhumba." Miguelito Valdez and Alfredo Mendez's ork will record it.

8 11. MY FOOLISH HEART	0	13	10.	Dec 24983-ASCAP	Y
9 10 12. MY FOULISH HEART	8	8	11.	MY FOOLISH HEART M. Carson	ojP
b 12 13. BEWITCHED Interpret Auguoto classe 0rk Cap(rts)1000, (as)F-1000-ASCAP 10. (as)F-1000-ASCAP 2 23 14. MONA LISAs	9	10	12.		B
2 25 14. mother Elser-protection and construction and constructi	6	12	13.	Ork Cap(78)1000,	L
willeCap1781923, (4517-823-A5CAP ft 4 14 16. BEWITCHED	2	23	14.	TrioCap(78)1010,	Si
(33)1-480-ASCAP (3)1-480-ASCAP 7 24 17. MY FOOLISH HEARTM. Whiting Cap(78)934, (45)F-934-ASCAP 4 20 18. BEWITCHED Mercury (78)5399, 45-ASCAP 7 16 19. SENTIMENTAL ME Dec 24.094ASCAP 2 28 20. THIRD MAN THEME, THE, F. Martin Ork	8	9	15.	ville Cap(78)923,	fo
7 24 17. MY FOOLISH HEART, M. Whiting	4	14	16.		
R. Quinlan Mercury (72)/5399, (45)/5399, (45)/5399, (45)/5399, (45)/5399, (45)/5399, (45)/5399, (45)/5399, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/53979, (45)/5397, (45)/5397, (45)/539,	7	24	17.	Cap(78)934,	0
7 16 19. SENTIMENTAL ME R. Morgan Ork	4	20	18.	R. Quintan Mercury (78)5399,	ii A
2 28 20. THIRD MAN THEME, THE. F. Martin Ork	7	16	19.		
4 30 21. COUNT EVERY STARR. Anthony	2	28	20.	V(78)3797,	V
Winterhalter Ork and Cherus I Winterhalter Ork and Cherus I V(78)20-3773; (45147-3772ASCAP I 1 - 23. SAM'S SONG	4	30	21.	Cap(78)979, (45)F-979; Cap(78)859,	I. Ja
Capi7781962, (451F-962ASCAP II 15 11 24. IF 1 KNEW YOU WERE E. Barton. COMING I'D'VE BAKED National 9103, A CAKE	2	1	21.	Winterhalter Ork and Chorus V(78)20-3773;	nt
15 11 24. IF 1 KNEW YOU WERE E. Barton. Image: Common String Str	1	-	23.	Cap(78)962,	-
1 — 25. STARS AND STRIPES F. Laine	15	11	24.	COMING I'D'VE BAKED National 9103,	R
3 18 26. BEWITCHED Honeydreamers-L. Green OrkV(78)20-3726, (45)47-3726-ASCAP N 1 - 27. BLIND DATE M. Whiting-B. Hope Cap(78)1042, (45)F-1042 N 1 - 28. BEWITCHED D. Rose Ork MGM 30120-ASCAP N 4 - 29. THIRD MAN THEME, THE. H. Winterhalter Ork Cap(78)38706, (33)1-492-ASCAP N 2 - 29. I'M CRAZY TO LOVE YOU.S. Vaughan Col(78)38701, Col(78)38701, N	1	-	25.	STARS AND STRIPES F. Laine	
1 — 27. BLIND DATEM. Whiting-B. Hope Cap17811042, (45)F-1042 7 (45)F-1042 1 — 28. BEWITCHEDD. Rose Ork MGM 30120—ASCAP 8 (45)F-1042 4 — 29. THIRD MAN THEME, THE. H. Winterhalter Ork Cap(78138706, (33)1-492—ASCAP 9 (10) (10) (10) (10) (10) (10) (10) (10)	3	18	26.	BEWITCHED Honeydreamers-L. Green Ork V(78)20-3726,	Nh
1 - 28. BEWITCHED D. Rose Ork. MGM 30120-ASCAP 4 - 29. THIRD MAN THEME, THE. H. Winterhalter Ork. Cap(78/38706, 13311-492-ASCAP 2 - 29. I'M CRAZY TO LOVE YOU. S. Vaughan. Con(78/38701, Con	1	-	27.	BLIND DATE M. Whiting-B. Hope Cap(78)1042,	1
2 - 29. I'M CRAZY TO LOVE YOU. S. Vaughan	1	-	28.	BEWITCHED D. Rose Ork	
2 - 29. I'M CRAZY TO LOVE YOU. S. Vaughan	4	-	29.	THIRD MAN THEME, THE. H. Winterhalter Ork Cap(78138706,	T
	2	1	29.	I'M CRAZY TO LOVE YOU. S. Vaughan CoX78338701,	

AD LIB CUTTINGS . . . Cuz'n Larry, WHBO, Tampa, will "go along with the d. j. who suggested letting listeners pick the most popular spinner in each area. If it's a hillbilly man, he should get an all-expense trip to 'Grand Ol' Opry.' Otherwise, the winner should appear on a poptype net show. Votes should be mailed to Billboard." . . . Roy Carr, WLOL, Minneapolis, needs "personal data on the more popular stars and the up and coming youngsters. It's an almost invaluable source of yuk for the d. j." . . . Jerry Kirby, WDBQ-WKBB, Dubuque, Ia., all-time rooter for Guy Lombardo, missed out on an inter-Fenn., uses The Billboard's list on his "Best On view with him last month, due to a smashed Wax" program, "starting with the 10th place song knee. "I'm doing very limited duty now on and working up like a local hit parade, plus some crutches" says Jerry, "usual luck of those who atwax extras'." . . . Hal Moore. WCAU, Philadel- tempt physical activity." . . . Ty Mack, KWOA, phia, ask listeners to predict how long it will Worthington, Minn., is receiving lots of requests take before new records get to the top of the hit for the Fontane Sisters-Hugo Winterhalter diskheap on his "Pick a Hit" session. He uses the ing of the oldie "I Didn't Know What Time It "Honor Roll" as an index for winners. . . . Roger Was." His favorite fan note reads, "I can't re-Clark, WFGN, Gaffney, S. C., leatures thumbnail sist that song; nor can my boy friend resist me



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32 MUSIC

IV

Billboard

TRADS SERVICE FEATURE June 17, 1950

Retail Record Sales

llboard

BEST-SELLING POP SINGLES

Records Heted are these selling best in the nation's top volume retail record stores. List is based upon The Billiboard's weekly survey among the 3,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records Hated numerically, according to greatest sales. The "B" side of each record is also listed.

Weck		ON st T ek W		
15	1	L	THIRD MAN THEME, THE. A. Cafe Mozari Waltz	London 536-ASGAP
14	2	L	THIRD MAN THEME, THE. G. Cafe Mozart Waltz	. Lombardo
•	6	3.	BEWITCHED	. Smyder Ork
8	4	4	HOOP-DEE-DOOP. On the Outgoing Tide	Como-The Fontane Sisters
18	5	3.	Ray Mop and/or Silve	
15	3	6	MY FOOLISH HEARTG Don't Do Something To Someone Else	Dec 24830-ASCAP
6	10	6.	Out of the Habit	Jenkins Ork Dec 27007-ASCAP
8	7	8.	BEWITCHEDG	. Jenkins Ork Dec 24983-ASCAP
12	8	9.	MY FOOLISH HEART B Sure Thing	MGM 10623-ASCAP
19	•	30.	IT ISN'T FAIR	
8	12	31.	SENTIMENTAL MER Copper Canyon	Dec 24904-ASCAP
6	11	12.	BEWITCHED	. Day

Dealer Doings

Based on reports received last

Week Ending June 9

three days of

MUSIC POPULARITY CHARTS

BIG BEEF . . . "This isn't a beef," writes Sylvia Reible, Reible Record & Appliance Company, Beaver Dam, Wis., "but a darned right complaint. Some of my record distributors play favorites when it comes to sending the dealer his record order. I know for a fact that the shipping clerks are notified that when the order is for less than 25 records the order can wait-for as long as three or four weeks. By then we have no use for the records. I have made long-distance calls to place orders, I've always paid my bills on time and I'm not on any black list-so I'm at a loss to understand why a distributor will jeopardize his chances for future business from me and other small dealers. Small dealers should band themslves together and demand their rights to good service.'

DISKS-CAMERAS . . . The M-R Shop, Wayne, Pa., reports that the addition of a photographic supply department to the record shop has been an excellent tie-in and quite profitable. In little over two months and on an inventory of less than \$500, the shop reports netting a profit of from \$30 to \$40—before the summer camera season really gets started. The M-R Shop claims that the addition of the new department has been a great traffic-builder. Regular record customers now purchase their photographic supplies from M-R, while the occasional record customers are now seen in the shop much more frequently. "Besides that," claims the disk dealer, "we see dozens of new faces each week, which gives us a chance to acquaint many more people with our

		01	ILDREN'S RECORDS
			are those records selling best in the nation's retail
			ers), according to The Siliboard's weekly dealer sur-
	OSITIO		listed according to greatest sales.
	Las	Contraction of the local division of the loc	
	e Wee		
18	1	1.	CINDERELLA (Two Records) 1. Woods and OthersV(78)Y-399; (45)WY-399
14	2	2.	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks
7	3	3.	ME AND MY TEDDY BEAR (One Record) R. Clooney-P. Faith Ork
24	5	4	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records) Bob Smith-H. Rent Ork. V(78)Y-397; (45)WY-397
105	6	5.	BOZO AT THE CIRCUS (Two Records) Atan Livingston-Vance "Pinto" Colvig
4	13	6.	TOM AND JERRY AT THE CIRCUS (Two Records) F. DeSales and C. Blever
12	4	7.	PETER COTTONTAIL (One Record) G. AutryCol MJV-68
34		8.	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) M. Blanc-B. May Ork.
40	8	9.	BUGS BUNNY IN STORYLAND (Two Records) Mel Blanc-A. Livingston
48	7	10.	BOZO AND HIS ROCKET SHIP (Two Records) Alan Livingston-Vance "Plato" Colvig Cop BBX-65; DBX-118
4	32	10.	STORY OF THE GOLDEN PALOMINO, THE (One Record) B. BensonDec K-2
92	-	12.	BUGS BUNNY (Three Records) Mel BlancCap(78)CC-64; 645)CCF-3004
104			LITTLE TOOT (One Record) Don Wilson-The Stariighters
2	13		FRANCIS THE TALKING MULE (One Record) Chill Wills, Narrator. Cap(78)CAS-3071; (45)CASF-3071
5	-	14.	TEDDY BEAR'S PICNIC (One Record)
-		34	CHAMPION (Two Records)

100				Imagination	Col(78)38698, (33)1-480-ASCAP	stock of records."	10.57	and and	
	6	19	15.	ROSES	Kaye Ork V(78)20-3754, (45)47-3754-BMI	DEEJAY DISPLAYS Disk sales were measurably increased by the record department			
	2	M	34.	Greatest Investor of Them All, The	t "King" Cole & The Trio Cap(78)1010, (45)F-1010—ASCAP	of the H. & S. Pogue Company, Cincinnati, with a new type of interior display. Photos of three of Cincinnati's leading disk jockeys were promi- nently displayed in the department, along with			
	•	14	15.	Flying Dutchman, The	Winterhalter V(78)20-3697, (45)47-3221-ASCAP	stacks of records of the type of music featured by each of the spinners. Both the store and jockeys		2	
	4	22	16.	HOOP-DEE-DOO K. Woman Likes To Be Told, A	Starr-F. DeVol Ork Cap(78)980, (45)F-980-ASCAP	were happy with the display, the results and the additional interest created in pecorded music.	16	3	
	1	25	17.	MY FOOLISH HEARTM. Candy and Cake	Carson	EVEN NOW? "How about setting the public straight on the three speeds?" writes Her- man's Radio, Newark, N. J. Feople still ask me		10	
	2	-	28.	BEWITCHED	Ork V(78)20-3726,	for those little records that play 45 minutes! We			
	4	20	19.		Carmichael & C. Daley	hour to explain the differences to some people. We also try to tell them something about the composition of records. But the consumers are		7	
	1	-	19.	People SAM'S SONG	Dec 24977—ASCAP (Fingers) Carr Cap(78)962,	still so mixed up on the speeds that it isn't funny. Some of them never even heard of LPs. There should be some sort of national campaign to clear	18	-	
	15	22		IF I KNEW YOU WERE COMING I'D'VE BAKED E A CAKE	National 0103	up the confusion once and for all." NEWS AND CHATTER "New, differ- ent and better songs on records would help sales		•	
	*	n	22.	BEWITCHEDJ. Blue Prelude	August & The Har- monicals	right now."-S. H. Kress Company, New Orleans, 	-	•	
	5	27	25.	OLD PIANO ROLL BLUES, THEL Why Do They Ahwaya Say No?	. Cook	plied recorded music and got plugs The 45-	que plat goo	sted tters d, w	ait
	3	29	23.	SENTIMENTAL MER Spaghetti Rag	L Anthony Ork Cap(78)923, (45)F-923-ASCAP	pany, Providence "The public is asking con-	P.A	1. C	0
13	1	-	23.	I WANNA BE LOVED B	MGM 10716-ASCAP	company will wake up to the fact that it is essen- tial for them to swing to 45-and soon."-Ruppel	sho	uld in artic	ni st
	4	18	26.	HOOP-DEE-DOOD Marriage Ties	eris Day	"The new Capitol 45-r.p.m. display rack has	we	ly w just es us	N
	1	1	26.	BONAPARTE'S RETREAT		-Alex A. Gettlin, Philadelphia "We appre- ciate your 'Tips on Coming Tops' and 'Honor Roll of Hits.' They are a Monday must with us.	sic,	Stoc	k
	1	IST	26.	OLD PIANO ROLL BLUES, THE	Cap(787845,	Woolworth, Dallas.	to pho que	keep nogr ries	日日
		T		ARE YOU LONESOME TONIGHT?	MGM 10628-ASCAP	plug in a local children's record program has paid off for Herb Fitzgerald, who operates a disk shop	they	e. " ords y'll d lition	allo
	5	-	29.	CHOO'N GUM	T. Brewer-J. Lytell Dixleland All Stars 	Kay's Korner" show over WJMO, but not for in- stitutional advertising. The sales pitch is geared to sell kidisks via direct mail. Listeners are re-		Please Bronds	att

G. Autry...... POP ALBUMS SOUTH PACIFIC (Seven Records) Mary Martin-Erio Pinza..... YOUNG MAN WITH A HORN, A (Four Records) Doris Day-H. James Ork CINDERELLA (Two Records) I. Woods and Others V(78)Y-399; (45)WY-399 RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records) GUY LOMBARDO TWIN PIANO, YOL H (Four Records) G. Lombardo Dec (78)A-753; (53)0L-5193 JOLSON SINGS AGAIN (Four Records) A. Joison Dec(78)716; (35)DLP-5006 ANNIE GET YOUR GUN (Four Records) B. Hutton-H. Keel MGM (78)50; (33)E-509 GENTLEMEN PREFER BLONDES (Seven Records) INNOVATIONS IN MODERN MUSIC (Four Records) DIXIE BY DORSEY (Four Records) J. Dorsey Ork Col(78)C-196; (33)CL-6095

quested to place phone orders for the specific platters aired on each show. Results have been good, with the novelty kid items drawing the most interest.

P.A. COMPLAINT . . . "Retail record stores should insist on better co-operation from recording artists making personal appearances—especially when the artist is playing in the vicinity. We just won't push the records of any artist that gives us a 'hard' time that way"—House of Music. Stockton, Calif.

WARP NO BREAK . . . "What do you do to keep these so-called non-breakable, plastic phonograph records from excessive warping?" queries the Hermitage Music Company. Nashville. "Now that summer weather is here, these records are warping overnight. I wonder what they'll do on coin-operated phonos that generate additional heat of their own?"

Please address all communications to Dealer Doings, The Billboard, 1564 Broadway, New York 19.

CLASSICAL RECORD BUYING GUIDE

The Billboard

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

Best Selling LP Classical Titles

Last This Week Week

- 1. Beethoven: Symphony Number Three in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V(33)LM-1042.
- 2. Bach: Well-Tempered Clavicord, W. Landowska, V(33)LM-1017. 2
- 3. Gilbert and Sullivan: The Gondollers, D'Oyly Carte Opera Company, New Promenade Ork, L. Godfrey, conductor, London (33) LLP 189/90.
- 3. Chopin: Les Sylphides New York Philharmonic Symphony Ork, E. Kurtz, conductor, Col(33)ML-4255.
- 5. Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork, Col(33)ML-4308.
- 5. Rachmaninoif Concerto for Plano & Ork No. Two in C Minor, NBC Symphony Ork, A. Rubinstein, V. Golschmann, V(33)LM-1006.

Best Selling 45 RPM Classical Titles

Last This Week Week

- 1. Bach: Well-Tempered Clavicord, W. Landowska, V(45) WDM-1338.
- 2 2. Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor, V(45)WDM-920.
- 3. Rachmaninoff: Concerto Number Two in C Minor Opus 18, A. Rubinstein, NBC Symphony 3. Ork, V. Golschmann, conductor, V(45)WDM-1075.
- 3. Puccini: Highlights from Madame Butterfly, L. Albanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor, V(45)WDM-1068.
- 5. That Midnight Kiss: Mario Lanza, RCA Victor Ork, V(45)WDM-1330.

Advance Classical Record Releases (Includes Semi-Classics)

Bach: Overture In the French Manner and Chromatic | Oliver Messiaen: Visions de L'Amen Album-Y. Loriod-Fantasia and Fugue In D Minor and Fantasia in C 0. Messiaen (1-12") Dial(33)18 Minor Album-G. Sandor (1-12") Col (33) ML 1304 Milhaud: Cantate de L'Enfant et de la Mere Albumservice in D Major for Flute, Violin and Milhaud-Julliard String Quartet-D, Milhaud, Cond.

Each and every feature of The Billboard 1950 NAMM Convention Supplement will be packed with information and data of genuine dollar - sign value to America's music-record dealers.

"Sell players "Sell players to Sell the Speed records New speed records

- Viola Album-, Wummer-A. Schneider-M. Katims e (1-10") Col(33)M12124
- Alban Berg: Chamber Concerto for Violin, Piano and 13 Wind Instruments Album--R. Charay-J. Monod-Paris Chamber Ork-R. Leibowitz, Cond. (1-12") Schoenberg: Third Quartet Album-R. Kolisch-A. Diai(33)9
- Alban Berg: Lyric Suite Album-R. Kolisch-A. Rahier-B. Milofsky-E. Friedlander (1-12") Dial (33)5 Chopin: Sonata for Cello and Piano in G Minor Album -E. Kurtz-A. Balsam (1-10") V(33)LM-19; (78)-DM1322
- A Howhaness: Plano Concerto Album-M. Ajemian-A. Alemian-P. Kaplan-S. Goodman-F. Gullino-New York Philliarmonic Symphony-A. Hovhaness, Con. Dial (33)6

tala; Le Rui D'ys Overture Album-Minneapolis Symphuny Ork-D. Mitropoulus, Cond. (E. Siegmeister: Ozark Set) (1-10") Col(33)ML2123 Mendelisohn: Concerto in E Minor, Op. 64-J. Heifetz-Royal Philisarmonic Ork-Sir T. Beecham, Cond. (1-10") V(33)LM-18; (78)DM1356

(2-10") Col(78)MX-341

Sessions: Symphony No. 2 Album-Philharmonic Symphony Ork of New York-D, Mitropoulos, Cond. (4-12") Col(78)MM-920

- Rahier-B. Milofsky-E. Friendlander (1-12") Dial (3314
- E. Siegmeister: Ozark Set Album-Minneapolis Symphony Ork-D. Mitropoulas, Cond. (Lalo: Le Rol D'ys) (1-10") Col(33)ML2123
- Stravinsky: Mass Album-I. Stravinsky, Cond. (1-10") ¥ (33HLM17
- Anton Webern: Symphony Opus 21 Album-French Orchestre National-R. Leibowitz, Cond. (1-12") Dial (33)7
- Work Songs and Spirituals Album-De Paur's Infantry Chorus-L. De Paur, Cond. (1-10") Col(33)ML2119 Great Gawd A'Mighty; His Name So Sweet; Honor, Honor; Jerry; Listen to the Lambs; Sweet Little Jesus Boy; Take My Mother Home; Tol' My Cap'n; Water Boy

Classical Record Reviews

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

BACH: SONATA NO. 5 IN C MAJOR FOR 75 VIOLIN UNACCOMPAINED AND CON-CERTO NO. 1 IN D MINOR-Joseph Szigeti-The New Friends of Music Ork-Fritz Stiedry, Dir. (1-12") Columbia (33) ML 4286 here is an exceptionally fine addition to the growing list of Bach anniversary releases. Not unig does it contain some of the composer's most virtuosic writing, but it also bocits of the technical violinistic brilliance of Joseph Szigeti, **PHOENIX** - presents THE FIRST COMPLETE RECORDING OF . S. BACH THE WELL TEMPERED CLAVIER 48 PRELUDES AND FUGUES Isabelle Nef-Harpstchord FOL 2-L'OISEAU LYRE 8 Longplaying Records. \$47.60 FOL 1-H. PURCELL-12 TRIO SONATAS-3 Longplaying Records \$17.85 **Regular Dealer Discount** Exclusive - PHOENIX DISC DISTRIBUTING CORP.

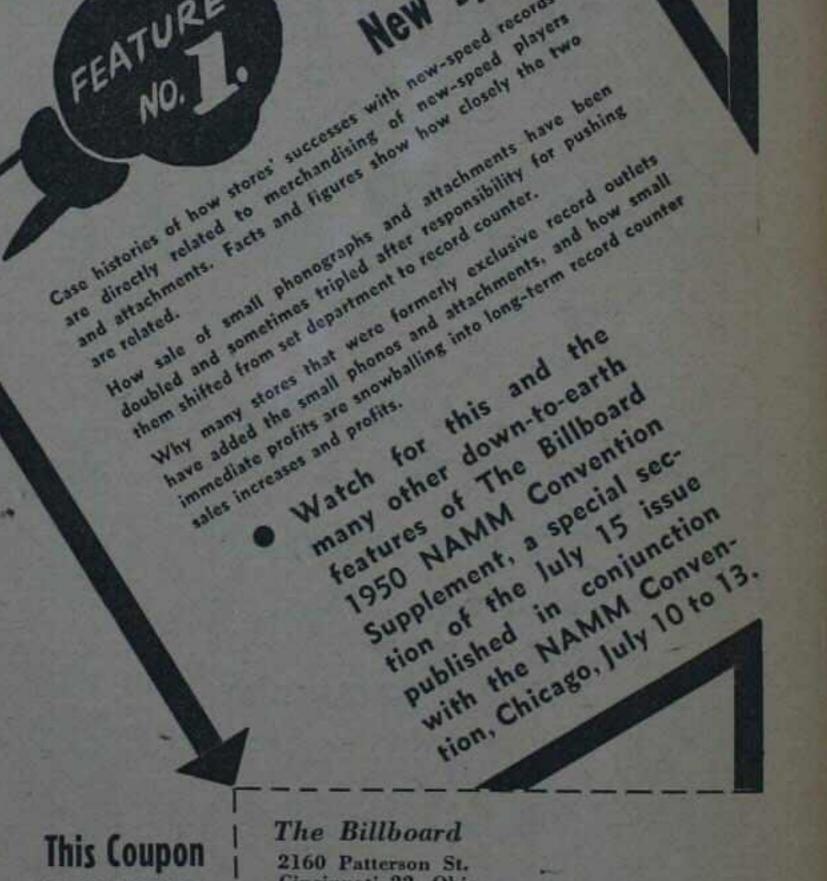
778 10th Ave.

New York 19, N. Y.

one of the few who are capable of coping on a high level with Bach. He plays with absolute brilliance on the C Major Sonata, which perhaps is the most exciting music of all the unaccompanied violin sonatas. This is a new recording of majesty. The D Minor concerto, which is a reconstruction for violin from the clavier for which it was written, it a worthy transfer from the original shellacs. The recording has been enhanced in the transfer and the performance remains an exciting listening experience. Certain to be a collector's favorite.

BEETHDVEN: MASS IN C MAJOR, OPUS 76 86-Akademie Kammerchor-Vienna Symphony Ork-Prof. R. Morall, conductor (1-12") Vox-Polyder PL-6300 Vox has gutten a good measure of playing time on this single LP disk, affering one of Beethoven's two masses complete. And it's a monumental work, brilliantly performed. The pacing and singing leave nothing to be desired. There are four "solo" voices, but they actually sing as a quartet against the choir and ork. This version has no LP competition.

HAYON: SYMPHONY NO. 99 IN E-FLAT 73 MAJOR - London Sympthony Ork-A Royalton Kisch, conductor (1-10") London (33) LPS-171 Kisch has succeeded in putting into microgroover (Continued on page 108)



Cincinnati 22, Ohio

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AND AND		10
"DON'T BE AFRAID"	8	28
DAVI. PERSONA	6	1
Columbia 38860 or 7-inch LP 1-679	5	22
Columbia 38800 or /-Inch LF 1-0/7	1	-
	15	7
"YOU TAUGHT ME TO	6	22
LOVE AGAIN"	1	-
AND	7	17
"JUST FRIENDS"	13	15
E.		
Columbia 38810 or 7-inch LP 1-627		
and a state	3	20
"I'M CRAZY TO		
LOVE YOU"		
AND		
"SUMMERTIME"	3 2	
Columbia 38701 or 7-inch LP 1-485	3	
CURRENTLY SMASH ENGAGEMENT	1	
CARNIVAL CLUB MINNEAPOLIS	1	
CANTIVAL CLOD MINNEAPOLIS		
OPENING JUNE 26th	12	
BLUE NOTE CHICAGO		
PERSONAL MANAGEMENT PUBLICITY		1
GEORGE TREADWELL IIM McCARTHY		

		V(78)20-3754, (45)47-3754—BMI
		IR. Anthony R. Deauville, Eap 1001; Som of the Pioneers, V 21-0306; S. Lanson-J. Pleis Ork, London 682; D. Haymes-4 Hits & a Miss, Dec 27008; E. Howard, Mer 5419; B. Eckstice, MGM 10681; K. Griffin, Col(78)38826, (33)1-647; G. Cates, Coral 60235)
28	17.	OLD PIANO ROLL BLUES, THE L. Cook & Jim Dandies Abbey 15003-ASCAP.
		(L. Holmes Ork, MGM 10685; D. Martin-P. Weston, Cap 981; T. Martin-
1	18	H. Rene Ork, V 20-3755; G. Gibbs, Coral 60210) WANDERIN'
	10.	
		I DON'T CARE IF THE SUN DON'T P. Page. SHINE
=	19.	MONA LISA Nat "King" Cole & Trio Captraliolo, (45)F-1010-A5CAP
7		IF I KNEW YOU WERE COMING E. Barton
22	21.	OLD PIANO ROLL BLUES, THE H. Carmichael & C. Daley Dec 24977-ASCAP
-	21.	T'LL SAIL MY SHIP ALONE M. Mullican
		(C. "Peanut" Faircloth, Dec 46236; J. Dolan, Cap952, (451F-952)
17	24.	HOOP-DEE-DOD Doris Day-Mellomen-G. Wyle Ork Col(78)38771, (33)1-591-ASCAP
15	25.	DEARIE
		(H. Heidt, Horace Heidt MM-122; M. Ellen Quartet-B Scott, MGM
		10654; R. Bolger-E. Merman, Dec 24873; M. Hughes-H. Zimmerman, Col(78)38718, (33)1-543; H. Ashley-Four Churds, Varsity 263; L. Kirk-
		F. Warren, V(78)20-3696, (45)47-3220; J. Stafford-G. MacRae, Cap(78)858, (45)F-858; G. Towne Ork, London 60%)
20	25.	BEWITCHED
	25.	BONAPARTE'S RETREAT
		(L. McAullife, Col(78)20706, [33)2-664; G. Krupa, V(78)20-3766, (45)47-3766)
-	25.	COUNT EVERY STAR
		(H. Jeffries, Col(78)38732, (33)1-555; R. Anthony, Cap 859; R. Anthony Ork, Cap 979; Blenders, Dec 48158; D. Haymes-A. Shaw Dec 27042; H. Babbitt, Caral 60214)
-	25.	OLD PIANO ROLL BLUES, THE C. Steward Coral 60177-ASCAP
-	30.	HOOP-DEE-DOD
-	30.	RAIN
		(T. Arden, Col 38739; G. Williams Ork, Mer 5407; Honeydreamers, V(78)20-3761, (45)47-3761; L. Fotine Ork, Dec 24950, D. Martin-P. Weston Ork, Cap 937)
	30.	THANKS, MR. FLORIST
		L. Dwens, Dec 270553
-	30.	I WANNA BE LOVED D. Washington Mercury \$181-ASCAP
	_	WARNING!
		autore there charts for puytos purposes, readers are
-	u	ged to pay particular attention to information listed which ows the length of time a record has been on the chart and actner a record's popularity has increased or decreased This
		The state of the second st
	br	adirent "Weeks to Date," Last week and right weeks.
	10000	station within Manky, Astatis
	rea	aders should buy with caution.

The Billboard

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EATURE

35 MUSIC

board MUSIC POPULARITY CHARTS PART Folk (Country & Western) VII **Record Section**

Based on reports received last three days of Week Ending June 9

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

P	OSITI	ON	
Week	a La	st 1	This .
to dai	te We	sek W	/eek
11	30	1.	I'LL SAIL MY SHIP ALONE
6	1	2.	BIRMINGHAM BOUNCE R. Foley Des 46234-BMI
11	2	3.	LONG GONE LONESOME BLUES H. WIIIiams
2	4	4.	M-I-5-5-1-5-5-I-P-P-1R. FoleyDec 46241-BMI
9	6	5.	WHY SHOULD I CRYTE. Arnold
7	9	6	LET'S GO TO CHURCH NEXT SUNDAY M. Whiting-J. Wakely
14	4	7	I LOVE YOU BECAUSE
3	7	8.	WHY DON'T YOU LOVE ME?
2	-	9.	SLIPPING AROUND WITH JOLE BLON B. Franklin-B. Messner
2	10	10.	CHOC'LATE ICE CREAM CONE R. Foley Dec 46234-BMI
5	-	10.	LITTLE ANGEL WITH THE DIRTY E. Arnold

BEST-SELLING RETAIL FOLK (COUNTRY &

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

P	OSITIO	N													
Weeks to date								2 9. 3							
to date				DONT	YOU	LOVE	ME?	······	H. W	Illiams		M.	MC	10696-B	w.
			Hou	ise With	HOUL	Love,	A.				1000		-		
6	1	2.	BIRM	INGHAN	1 80	UNCE		**************************************	R. Fo	ley		Sec. 1	2bic 1	46234-B)	M

Choc'late Ice Cream Cone

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played must by the nation's leading country and Western disk jocknys. List is maked un replies from weekly survey among a select list of over 400 disk jocknys specializing in country and Western tunes,

POSITION

Weeks | Last | This

to date	e Wes	ek W	tek
12	1	1.	LONG GONE LONESOME BLUES H. WIIIIams
-4	3	- 7	WHY DON'T YOU LOVE MET H WILLIAMS
14	2	100	THE CALL MY CHID ALONE MOON MULLICAL
8	4	1	UILIBULY EFUED J Dickens, Col(78)20677; CS312-303-0001
5	4	100	RIGALUCHAM ROUNCE RECOVERANT
7	9	ô.	I LOVE YOU BECAUSE E. Tubb Dec 46213-BMI
28	6	77.0	T LOVE VOIL REPAILSE
7	7	B:	WHY SHOULD I CRY7
16	-	9	ETTERS HAVE NO ARMS
2	-	9.	M-1-S-S-1-S-S-1-P-P-IR. FoleyDec 46241-BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Ray Melton, of Morner Robins, Ga., has inked with Bullet. . . . Terry Saint, WIBB, Macon, Ga., was married recently. . . . Everett Griner is now spinning country music at WKTG, Thomasville, Ga. ... Fred Cook, KSFB, Joplin, Mo., reports that Lonnie Glosson, formerly with Mercury, has joined KWTO, Springfield, Mo. . . . Don Larkin, WAAT, Newark, N. J., is the author of "Playmate Polka" on Polo label. . . . Gene Bollinger, WEGO, Concord, N. C., reports that he and the station's Pinehill Ramblers have worked their first drivein theater date.

Frank Page, the KWKH d.j., has inked with 4-Star records. . . . Tennessee Ernie and Hank Thompson do two weeks of one-nighters thru the Southwest, starting June 27. . . . Homer and Jethro (Victor) are set for the Flame Room, St. Paul, until June 8; the Venetian Room, Des Moines, June 15-23, and the Lookout House, Covington, Ky., July 3-11. . . . The Downhomers, WTIC, Hartford, Conn., have a steady Sunday summer date, working at the amusement park at Lake Compounce, Bristol, Conn. They have also started a show on an NBC regional web early in June. . . . The Beaver Valley Sweethearts, Colleen and Donna Wilson, along with their hubbies, Johnnie Silvers and Wayne Troxell, respectively, have formed the Westward Ho Cowboys, working at KNEB, Scottsbluff, Neb. Their sister, Thelma Wilson, is now working with them, in addition to Jimmy Wells, Bobbie McCoy and Bob Stafford, . . . Jack Pation, owner of Gold Tone diskery, has just released a country music side, "Gun Totin' Cowboy," written by Eden Ahbez, writer of "Nature Boy."

Artists' Activities: Al Dexter, for years with Columbia, has

14	2	3.	I'LL SAIL MY SHIP ALONE M. Mullican
5	5	4.	Moon's Tune M-I-S-S-I-S-S-I-P-P-IR. Foley
	1000		Old Kentucky Fox Chase, The
12	3	5.	LONG GONE LONESOME BLUES H. Williams
8	1	6.	Little Angel With the Dirty Face
8	5	7.	LET'S GD TO CHURCH NEXT SUNDAY MORNING Why Do You Say Those Things?
8	8	8.	HILLBILLY FEVERJ. DickensCol(78)20677; (33)2-563-BMI Then I Had To Turn Around and Get Married
2	10	9.	SLIPPING AROUND WITH JOLE BLON. 6. Franklin-B. Messner
16	9	10.	I LOVE YOU BECAUSE

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

thes of Roses-E. Britt-R. Allen-Skytoppers (Cotton | Last Straw, The-G. Autry (I Love) Col 20709 Candy) V(78)21-0346; (45)48-0346

ad Deal All Around, A .- J. Wills (Tom Cat) Bullet 717.

lue Yodel-B. Rodgers (Driftin') Macy's 125 lottle and a Blonde, A .- S. Long-Sante Fe Rangers (Walls of) V(78)21-0347; (45)48-0347

alendar Giri-M, Wills (I Remember) Macy's 128 andy Man, The-D. O'Dell (That's Just) Mer 6259 Catawba River Blues-C. Cambell's Tennessee Rambler's (Steel Guitar) V 21-0340

theclate Ice Gream Cone-Famous (When Papa) FM 486

inuckawalla Swing-Sons of the Pioneers (Song of) V(78)21+0345; (45)48-0345

Cotton Candy and a Toy Ballon-R. Allen-E. Britt-Skytoppers (Athes of) V(78)21-0346; (45)48-0346 Luddle Buggin' Baby-E. Arnold (Enclosed, One) V 21-0342

Down in Yebo City-T. Dowdy (Silver Springs) Mer 6263 Driftin'-B. Rodgers (Blue Yode)) Macy's 125

Enclosed, One Broken Heart-E. Arnold (Cuddle Buggin') ¥ 21-0342

Fisherman's Blues-C. Ham (Wby Do) Star 1420 Gra Mamou-M. Shiner-The Sunshine Trio (Little Liza) Dec 46244

Green as Grass-R. Allen (I Wanna) V 21-0343

Remember, Do You?-M. Mills (Catendar Girl) Macy's 128

Love You Because-G. Autry (Last Straw) Col 20709 Wanna Sit-R. Allen (Green as) V 21-0343

I You Only Knew-L. Morse (Lonesome Darlin') Dec 27066

46248

I'm a Lonesome Man-E. Les Southerners (Tormented) Why Do I Love You?-C. Ham (Fisherman's Blues) V 21-0341

Last Straw, The-E. Britt-Skytoppers (Stars and)

V 21-0339 Little Liza Lou-M. Shiner-The Dixie Dons (Gra Mamou Dec 46244

Lose Your Blues-R. Kirk (Over an) Mer 6257

Nothin' But the Best for My Baby-B, Wills (Rock-A-Bye Baby) MGM 10731

Over an Ocean of Golden Dreams-R. Kirk (Lose Your) Mer 6257

Red Hat Boogle-D. Whitney (Triflin' Love) 4 Star 1471

Rock-A-Bye Baby Blues-B. Wills (Nothin' But) MGM 10731

Silver Springs-T. Dowdy (Down in) Mer 6263.

Song of the Wagonmaster-Sons of the Pioneers (Chuckawalla Swing) V(78)21-0345; (45)48-0345

Stars and Stripes Forever-E. Britt-Skytoppers (Last Straw) ¥ 21-0339

Steel Guitar Swing-C. Campbell's Tennessee Ramblers (Catawpa River) V 21-0340

That Horse Named Pete-C. Robison and His Pleasant Valley Boys (Trail Drive) MGM 10732

That's Just My Hand You're Holding-D. O'Dell (Candy Man) Mer 6359

Those Blues Skies in Your Eyes-T. Stroud (I'll Forget). Bec 46248

Tem Cat Boogle-J. Wills (Bad Deal) Bullet 717 Tormented-E. Lee Southerners (I'm a) V 21-0341

Trail Drive-C. Robison (That Horse) MGM 10732

Triffin' Love-D, Whitney (Red Hot) 4 Star 1471 Wattr of Colorado-S. Long-Santa Fe Rangers (Bottle

and) v(78)21-0347; (45)48-0347 I'll Forget By and By-T. Stroud (Those Blues) Des When Papa Popped the Popcorn-Famous (Choc'late

Ice) FM 486

4 5tar 1420

switched to King records. He has already inked eight sides for Sid Nathan's firm. . . . Max Raney, WHAM, Rochester, N. Y., opened his Bar M Ranch, East Bloomfield, N. J., May 30 with the 101 Ranch Boys. Raney is now operating his own cafe on the grounds. He uses shows Sundays and holidays and square dancing Saturday night. ... Jimmie Davis (Capitol) has shuttered his nitery, the Stables, Palm Springs, Calif., and is doing one-nighters. . . . Red Foley's frau, Judy Martin, vacationing on the Coast. Her sister, Jenny Lou Carson, the songspinner, joined her there last week. . . . Ole Rasmussen, who heads the band at the Corral, Los Angeles, has inked with Capitol. ... Eddie Kirk (Capitol) is now d. j.-ing at KXLA, Los Angeles. ... Charley Adams, Vanguard Music chief, reports that Stewart Hamblen (Capitol) and Andy Parker and the Plainsmen (Capitol) auditioned a TV seg for ABC web last week.

Disk Jockey Doings: Harry O'Connor, KMAC, San Antonio, is marrying Joyce Burney, non-pro, June 9 in that city. . . . Cowboy Dallas Turner, formerly at KBKO, Portland, Ore., has switched to KWJJ in that city. . . . Ken Davis, KRNO, San Bernardino, Calif. is doing emseeing and judging at local horse shows. . . . Wally Fowler and the Oak Ridge Quartet have started their own diskery, according to Warren Roberts, WEAS, Decatur, Ga. . . . Peanut Faircloth, WNEX, Macon, Ga., reports that during Tennessee Ernie's stay there. the Capitol disker spent considerable time with Jim Lee, the Decca rep. Ernie and Lee were old schoolmates.

Bud Messner and the Skyline Boys (Abbey) worked a big date with Johnny Mack Brown, Cecil Campbell and the Tennessee Ramblers, Charlie King and the Virginia Ramblers to 4,300 admishes at Hockey's Park, Chambersburg, Va., May 21. . . . Slim Lay and the Cross Road Follies Gang, WFMH, Cullman, Ala.; Joe Rumore, WVOK, Birmingham, d. j., and Rebe and Rabe, of Rumore's station. played the annual Strawberry Festival at Cullman recently to 2,000. Lay is doing five hours of h. b. spinning per day at the station. . . . Rocky Rauch, leader of the Western Serenaders, who work the Denver area, is opening his own record shop, the Record Corral, in that city, with bass-player, Ace Harmon, as partner. . . . Smiley Burnette (Capitol) features Ken Houchins, the Yodelling Drifter, WBAP, Fort Worth, in his latest flicker. Houchins was the fellow who originally got Burnette his first job with Gene Autry back in 1928. Burnette auditioned a new radio show, "The Burnette Gazette," for ABC last week.

Hank Harral, who cut some sides for Modern, has inked with Star Talent label. He is now a h. b. disk jockey at KSEL, Lubbock, Tex. . . . Ann Jones (Capitol) is touring three weeks on the Coast and thru the Northwest. Laura Lee Owens, Tex Owens's daughter, is subbing for her as d.j. at KFOX, Long Beach, Calif, . . . Donn Reynolds, the Australian yodeler now on the Coast, has inked a three-year pact with MCA and is cutting for ABC-Eagle diskery.

. . . Bill Roberts, the ex-band leader is now working with Clyde Moody and Smiley Wilson. Wilson has recently gone with Bullet. . . . Ted Rains and Sammy Barnhart and the Union County Boys are leaving KWKH, Shreveport.

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

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

The Billboard RHYTHM AND BLUES RECORD BUYING GUIDE

June 17, 1950

	THE R. P. LEWIS CO., LANSING, MICH.	The		
Grab the Mi	ckels with	Billboa	MUSIC POPULARIT	PART
IMPERIAL I	RECORDS!	Rhythm &	& Blues Records	VIII
HERE'S A H			e tass three days as Week Ending June 9	TTATI TAVIE TAVIE
ARCHI RECORD NO	The second s	the second se	RETAIL RHYTHM & BLUE	
"STACK A LE	and the second state of th		they and blues records that sold best in stores accord a selected group of retail stores, the majority of who	
FATE D		Weeks Last This to date Week Week	HAMPAGNE	. Specialty 355-BMI
FATS DO		2 9 2. CUPID'S Jurt	Can't Get Free OH WELL	
"HIDEAWAY		8 3 4. 1 NEED Leave	te You YOU SO	
"SHE'S MY	BABY"	Rocki	DAY I HAVE THE BLUESL. Fulson in' Alter Midnight JSTIN' BLUESLittle Esther-J. Otis	
T-BONE V	VALKER	17 7 8. WKY D	'T FAIRD. Washington wy's End 10 THINGS HAPPEN TO METR. Hawking	
Strikes		11 7 9, CRY, C Blues 1 - 9, 1 WAND	After Blues NA BE LOVEDD. Washington	
RECORD NO			With Misery	
"THE HUST			ong a selected group of Juke box operators whose	
"BABY BROKE	MY HEART"	and blues records. POSITION Weeks Last This	ong a serected group of just ber optioners month	
Order Now From Your	I want the stand of the stand of the	2 10 2. CUPID'	CHAMPAGNE	
IMPERIAL RECO		3 6 4. EVERY 20 6 5. DOUBL	D YOU SO	r and the Robins
137 N. WESTERN AVE.	LOS ANGELES 4, CALIF.	23 6 7. 1 ALM 5 4 7. 17 ISM	OH WELL	
THE HUCKLEBUCK MAN DOES IT AGAIN!	RECORD DEALERS!	13 10 10. THREE TWENT	E TIMES SEVEN EQUALS	
PAUL	Make Extra Dollars		CRY BABYEd Wilty	
WILLIAMS		AL HIBBLER (Billy Kyle Ork)	HM & BLUES RECORD REV Danny Boy Hibbler's trick phrasing and odd, raspy bary may	8281828
WITH THE GREATEST RECORD HE EVER MADE	in Record Sales	Atlantic 911	another "Trees" in this rendition of the everyreen. Song of the Wanderer The oldie is treated as a rhythm tune by Hibbler is	7170707
Weasel Swing	at Only 25c a Week!	JOE LIGGINS Specialty SP 338	fly Kyle ork support. I've Got a Right To Cry Bouncey, medium temps ballad job features ango	ging 7776777
Rye Boogie	1052 retail record stores from const to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for	California Partie	warbling by Liggins and stylish combo work. The Honcydripper A remake of the famous instrumental smash paral the original closely in spirit and form, might co	8282808 Itels atch
ON SAVOY 751	extra record sales and profite-and at a low 'ow cost of only 25e a week fou get an eye-catching, stiention-get ting, full-color 14"x22" display card, plus	COUSIN JOE	some coin again. Poor Man's Blues Cousin Joe, one of the best of contemporary b	6664666
* OTHER SAVOY HITS *	an attractively printed list of America's top ten songs as published in The Bill board Honor Roll of Hits for each week that you subscribe All you do, once s week is to slip the top-ten sons list		shouters, doesn't have his customary big voice, the warbles with his assal feeling on this conventional b material, Chicken a la Blues	7171707
#743 BLUES NOCTURNE NEW ORLEANS SHUFFLE	and you're ready for steady EXTRA record sales. Simple easy to handle low in cost . a real extra salesman who really sells!	EDDIE WILLIAMS &	Novelty blues on the topic of food is and with d and humar by Cousin Joe, the orking is the loud. Right Now	8383838
By JOHNNY OTIS ORCH.	Try the Honor Roll of Hits Poster E_svice right now! You'll find yourself using them in all your record booths, on your counter and even in your show windows	HIS BROWN BUDDIES Selective S-121	An engaging and original novelty blues conception a a potent tag line gets a next vocal and instrume tris jeb.	Inc.Al
#732 TURKEY HOP	USE THE COUPON TODAY		Unfaithful Woman Warbier Lester Myrat, who does to well on flip, at an engaging, teating style on this slow blues.	-
THE ORIGINALI PARTS 1 & 2 By JOHNNY OTIS ORCH.	YERMIE STERN	THEARD JOHNSON (George Miller's Mid-Driffs)	I Walk in My Sleep Muddy recording, pour tune, undistinguished perfe	3030303 3030303
#747 CC BABY	Please enter my order for your weekly Honor Roll of Hits Poster Service En-	Mercury B179	Lost Love No noticezole improvement on this side, which is d cated to synthetic emotica.	edi- 8383838
Brownies New Worried Life Blues by BROWNIE McGHEE	closed is my \$1 which I understand covers the first four weeks service 1 will be billed thereafter at the rate of 25r per	PAUL WILLIAMS & HIS HUCKLE- BUCKERS	Rye Boogie Driving instrumental boogie based on "Coming T the Rye" builds to a sock climax with plane and soles and background rilling.	lineu aex
ON REGENT RECORDS	week payable monthly for as long as 1 continue to use the service.	Savoy 751	Weasel Swing Another leaping instrumental, this one, a satinglog w on "Pop Goes the Weasel," shauld garner action at	8383838 iong
CRY BABY By MEL (Cupid's Boogie) WALKER	STORE	LATTLE JOE GAINES	to muse the grade because of uneven combo work	110
SAVOY RECORD CO., Inc. 58 MARKET STREET, NEWARK, N. J.	ADDRESSSTATE		incufficiant vocal presence in the recording of abuffic boople.	5050505
	CITY	-1. State to	Comie blues falls flat on a hadly organized record	



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RHYTHM AND BLUES RECORD BUYING GUIDE

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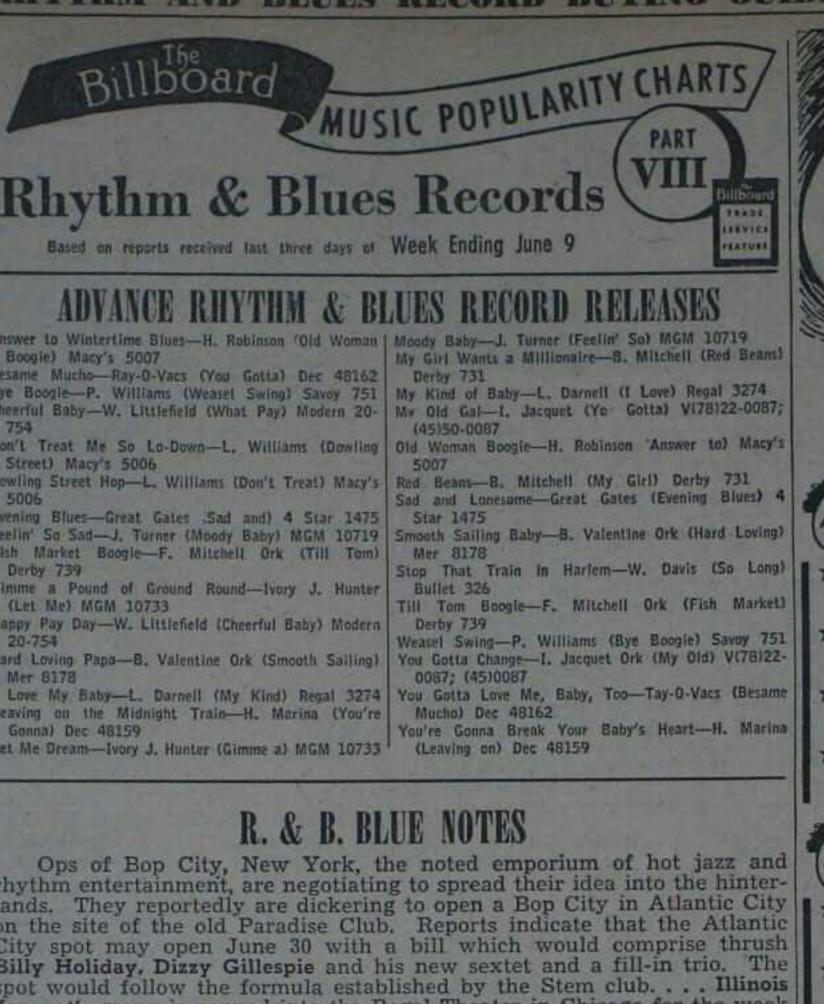


Savoy 750

CUPID'S BOOGIE with MEL WALKER and JUST CAN'T GET FREE Now on the Charts Concurrently! MISTROSTIN' BLUES BY LITTLE ESTHER with MEL WALKER on Savoy 735

with JOHNNY OTIS ORCH.









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		N	Mark
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The Billboard

June 17, 1950

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A MUSI		The Bi	llboard		June 17, 1950
Billbo	ard MUSIC POPULARIT	Y CHARTS	Reco	rd Reviews	C O V O P
Re	cord Reviews	PART IX Buildingst To sate to sate to sate	ARTIST LABEL AND NO.	TUNES COMMENT POPULAR	FR-ALL
RATINGS (100 Point Maximum)	90-100 TOPS • 80-89 EXCELLENT • 70- 40-69 SATISFACTORY • 0-39 POO	79 GOOD	THE HONEY- DREAMERS (Henri Rene Ork) Victor (45) 47-3794	An Arm With a Bow in Its Hand Engaging Hilliard-Sigman ditty in salen-folk style is considerable charm in this woral scoring. I'll Get Myself a Choo-Choo Train Pleasant little woral production of the rightm nove fails to excite.	69696969
mine key categories. Each ca mited. The best possible ra	mined Records are reviewed three times (1) operators, (3) for disk jockeys. Each t stegory is assigned a maximum number of points within uting is 100. Maximums are subject to change arvey of the music now being conducted. N. S.	for retailers, (2) for time on the basis of which new releases are	RUSS MORGAN Decca 27049	Rippy Tippy Tune Morgan, with a small group from his band under tagline of Scranton Seven, delivers a simple, catch happy bit of fluff which could score profitably.	8787878
The Calegories Point list tions, 15; tourface, etc.), 5; music public frecord adv't's-promotion film,	able for approval within the market. lings are maximums. Song caliber, 15: interpreta- ; arrangement, 15; 'name' value, 15; record quality lisher's air performance potential, 10; exploitation legit and other "plug" aids), 10; manufacturer's	D O PER.	NORWOOD SMITH	About That Girl Morgan again does the singling and sells this bright a airy ditty with all of his charm and mastery. You're on the Right Road Resounding, spirited ditty is done by a big-woiced b	- 5760555
ARTIST LABEL AND NO.	facturer's production efficiency, 5. TUNES COMMENT	ATOR		In a muddled production which is recorded with starity. Laugh, Clown, Laugh This old gem is done by Smith with a helef narrat tassed in. Smith's big, legit bary somehow does seem able to fit the simplicity of the tune.	606060
CASS DALEY (Matty Matlock) Becca 27046	POPULAR Mister Honkey Tonk One of those musical tributes to a "Mr. Dixle Plano Man"—like most, forced and contrived. Thrush and Matlock orking try hard, but it doesn't come off.		PHIL HARRIS (Walter Scharf Ork) Victor (45) 47-3781	Simple Melody Harris provides program notes and sings both parts the Berlin oldie in an unimpressive performance. On the Mississippi Another piece of Dixle-lowin' trivial is meted out w	6060606
THE PALMERS Tons - # RA-502	Louisville Lou The brash, brassy Daley pipes are well suited to this fine Yellen-Ager oldie. I'm Forever Blowing Bubbles Male-fem team and rhythm combo take the oldie up-	717073	FRANKIE CARLE ORK	some spirit by Phil.	8585858
	tempo in a brisk, light vaude style with a stuttering effect. Nice and listenable but not significant. Everyone Should Be in Love Passable novelty tune gets similar, tho not as compact and integrated treatment. For full justice, tune re- quires fuller ork and bigger arrangement.	58565860	GEORGIA GIBBS	a fine new old-timey ditty. Maple Leaf Rag The old standard gets a top rhythm job, featur potent planism by the leader. Good pairing for juin A-Raxx-a-Ma-Taxx	\$181808
"RED" NICHOLS G HIS PENNIES North-American NA-500	Blue Jay Dispirited two-beat, especially weak in the rhythm department. Short lyrical solo by leader's horn is only bright spot. Sugar Babe		Coral 60234	Miss Gibbs gets right into the oh-so-Jazzy spirit this neo-two beat rickey-ticker. Red Hot Mama Thrush excels in a really rousing job of the delight old ditty, singing with beat and verve.	a . 8080808
TOMMY REYNOLDS ORK Atlantic 910	Thrush Dottie O'Brien does a bluesy torcher with nice Jazz feeling, backed with apt slow Dixle treatment. Craxy Words, Craxy Tune The old Vo-Do-De-O Charleston ditty is sparked to a fare-thee-well by a sock Dixle-flavored ork, with a	84858483	Decca 27045	More, More, Mambo Burke follows his fine disking of Perez Prado's gr "Mambo Jambo" with another exciting swing-La performance of another Prado mambo Jumper. Happy Pay Day	tin 72747271
	pert and peppy vocal by Eleanor Russell. A goodie for the Charleston-infected Did You Come Back To Say Goodbye Thrush Judy Tremaine and male group do a so-so treat- ment of a so-so novelty ditty to a shuffle orking.	66646668	JACK OWENS Decca 27055	Relaxed, straight swing instrumental on a catchy r Fine precision and color in the ork's work. Thanks, Mister Florist Simple, clear and sympathetic rendition sells the "F Roses for a Blue Lady" sequel attractively.	8282828
PETER LIND HAYES Decca 27022	Lackluster alongside of flip. Sing Me a Happy Song Novelty ditty with a switch is delivered in a spark- less forced fashion by the noted comic. Thing-a-Ma-Jig	61626061		I'm in Love With the Mother of the Gin I Love Another engaging Owens vocal on a bouncey new nove bailed with likely commercial content. Say When	80808080
	Clever material novelty doesn't come off primarily due to another mediocre Hayes' effort. The Picnic Song Forthright, bright presentation of this material ditty with the infectious catch-phrases. If tune clicks, this	80807982	(Raymond Scott Ork) Mercury 5441	The young warbler turns on a candid, straightforwa job on a fine new ballad. Handsomely mounted Scott's ork-chorus setting, wocal has a simple, lis appeal. Our Very Own	In pht 84858483
Cavaliers) Decca 27060	one will be a juke coin contender. Txin Txun Txan Neat bit of Cavallaro's keyboarding highlights this unspectacular but sound disking of a new rumba styled ditty.	77787676	FRANKIE LAINE- PATTI PAGE	New Victor Young pic title ditty of solid ear appr gets another pleasing job from Hayes. If tune takes ho this disk should cop a good slice. If I Were You, Baby, I'd Love Mo The awaited teaming of these singers is a disappoint	nd,
	I Don't Want the World (With a Fence Around It) Ella enhances a new ballad of some merit with her wonderfully relaxed vocalizing with a somewhat un- inspired backing.	78787878		ment owing to the slight, contrived character of the rhythm novelty, the both self professionally. I Love You for That Flip is another case of the performers being mu superior to indifferent material. Tune here is a side moving, guite ordinary ballad.	ch 747474
ROSEMARY	M-i-s-s-i-s-s-i-p-p-i Ella does the fast-stepping, letter-twisting novelty in a straightforward manner. Should catch a moderate share of the action on the song. Little Johnny Chickadee	81828080	ETHEL SMITH Decca 27031	Steamboat Rag With guitar and rhythm support, Miss Smith knocks a a tasty, beautiful hunk of organ ragtime. Tune is of timey and catchy, with an interpolated chorus "That's A-Plenty" spicing.	d-
CLOONEY (Percy Faith Ork) Columbia 38851	Rosemary tries in her ingratiating manner for a follow-up to "Me and My Teddy Bear" and may have it in this delightful little kiditty. Pop potential okay but strong for kids. Peterkin Pillowby		BRADFORD &	Maple Leaf Rag A short, punchy side in same treatment as fli Length should attract opsIt's 2:16. The Picnic Song	80827880
HODY HOWARD Mercury 5433	Performance and material, of the kiditty type, are several notches below the topside's efforts. Seems Like Yesterday Howard turns in one of his typical ballad warbles on a pleasant turne.	70707070	Victor 20-3800	The Van-Scherk type twosome is surrounded with handsome production for an effective slicing of the airy material ditty. Should catch some action tune happens. M-i-s-s-i-s-s-j-p-p-i Sturdy mounting again helps the due sock home	82828282
	American Beauty Rose Howard, his trio and ork team for a satisfying slicing of this bright, promising rhythm item. Certainly, this is a couple of notches better than this guy's recent output.	85858585	WAYNE KING ORK (Harry Hall) Victor 20-3796	ratisfying coverage of a fast-stepping rhythm novelty You Are My Love Pieasant and tasteful rendition of an Italian-flavors waitz, which has been kicking around for several months.	72757270
Simeone Ork) Decca 27021	The Shade Went Up Long-winded story-serenade is warbled beautifully by Marine.) (If We Could Be) A-I-o-n-e) Tune has been around for some months without showing much life. Another fine rendition by the promising	69726866 72747270		Sometime (Harry Hall-Nancy Evans) Excellent mood rendition of this lovely oldie while is showing strong signs of breaking thru. If it does this slicing should grab a large share of the lost.	
	vocalist, however.			(Continued on page 108)	

PART

X

----LINVIEL STATUES YOU played the game YOU'LL love ...

masterpiece of

NATIONAL 9112

backed by

GREAT MR. B

BILLY ECKSTINE

NATIONAL 9115

backed by

URRENDER DEAR"

BOTH RECORDS AVAILABLE ON 78 AND 45 RPM

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO

Coast-to Coas

Singing the latest rage

TWO GIAN

SAW WHAT

IN NASSAU BY THE SEA "

EEN BARTON'S

board MUSIC POPULARITY CHARTS **Record Possibilities**

THE BILLBOARD PICKS:

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

An Inspirational performance of a refreshingly original and unusual piece of material, this platter should soar fast. The melody is a Hebrew folk song, the lyric a Jenkins original. Tune, from the repertory of the exciting Weavers folk quartet, is done with vigor and sincerity to an Irresistible rhythm. Flipover, using the same talent, is a haunting, warm rendition of a Negro folk tune by Hudie Ledbetter and Alan Lomax-should get good action.

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 weakly survey among them on what tune disk jockeys think tomorrow's hits will be: 6. I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVE Decca 27055 7. I DIDN'T SLIP, I WASN'T PUSHED, 1 FELL. Bing Crosby Decca 24018 B. NOLACapitol 1014 10. HOME COOKIN' Decca 27019

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:

42
77
39
20
86
19
97
18
22

IE OPERATORS PICK:

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

1. HOME COOKIN'
2. COUNT EVERY STAR Dick Haymes-Artie Shaw Decca 27042
"3. BLIND DATE
4. STARS ARE THE WINDOWS OF HEAVEN Ames Brothers
5. M-1-S-5-I-S-S-I-P-P-1
6. I CROSS MY FINGERS
7. VAGABOND SHOES
8. THE ANSWER SHE IS YES, NO? Guy Lombardo Decca 24999

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

1. CUDDLE BUGGIN' BABYEddy Arnold
2. THE LAST STRAW
3. IT WOULDN'T BE THE SAME WITHOUT YOU A. Rogers
4. GIVE ME & LITTLE OLD-FASHIONED LOVE Ernest Tubb
5. T'M MOVIN' ON
5 BULY AND MANNY COAT
7 DIVIE BOOTIE
B. ENCLOSED, ONE BROKEN HEART Eddy Arnold

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

1841 BROADWAY NEW YORK 23, N.Y. It's Back! **HOTTER than Ever!** CLYDE McCOY'S DIXIELAND RECORDING wn Yonder New Orleans" Beautiful VOCUE PICTURE **RECORD** comes with full color backed by AT SUNDOWN illustrations right on the record. INSTRUMENTALS BY CLYDE McCOY Now! PLAY and SELL AND HIS ORCHESTRA the best version of BEYOND THE SUNSET ON THE With poem "If You Go First" **VOGUE PICTURE RECORD** Narrated by Erwin Victor (WGN) OF UNBREAKABLE VINYLITE Vocal by Danny Parker (The record that never wears out) backed by DADDY'S LITTLE GIRL LIMITED SUPPLY EACH Vocal by Danny Parker 10 M Formariy \$1.05 List Price 79¢ F.O.B. While quantities last, CHICAGO SPECIAL 39C EACH C. O. D. only GALGANO DISTRIBUTING CO. 4142 W. Armitage Ave. Chicago 39, Ill. **BUSINESS IS ALWAYS GOOD** WHEN YOU BUY AND SELL QUALITY: In less than two years we must again double our capacity in a new plant HEDSIDA HOH OR 1037 N. SYCAMORE ST. LOS LOS ANCELES 38, CALIF. FINEST QUALITY RECORD PRESSING IN THE U. S. 78, 33, 45 r.p.m. All New Materials: Rigid, Flex, Vinylite.

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

Billboard

The Billboard

PART

XI

HIISale TAABE LERWICS

TATURE

June 17, 1950

PART

MI

Advance Information

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 list-d.

POPULAR I'm Forever Blowing Bubbles-The Palmers (Everyone

Should) Tone-E 502

- A-Razz-a-Ma-Tazz-J. Durante (I'm a) MGM 30238
- Alligator Crawl-J. Guarhieri (By the) Admiral 1013
- (If We Could Be) A-L-D-N-E-J. Marine-H. Simeone Ork (Shade Went) Dec 27021
- American Beauty Rose-E. Howard (Seems Like) Mer 5433
- Arm With a Bow on Its Hand, An-The Honeydreamers-Henri Rene Ork (I'll Get) V(45) 47-3794
- Ashes of Roses-J. Haskell-C. Russell (Tell Her) Dec. 27-62
- Ashes of Roses-A. Morton-E. Bell Nightingales (Troubled Heart) MGM 10715
- Ask Any Daisy-J. Greet & E. DeMarco (Shy Little) Orbit R-2000018
- At Sundown-F. Pretty Trio (Bless Your) MGM 10735
- Babes in the Wood-H. Winterhalter's Ork (Here
- Comes) V(78)20-3807, (45)47-3807
- Baby, Obey Me!-D. Martin (I'll Always) Cap 1028
- Black and White Rag-Q. Bradley (Sit Down) Coral 60235
- Bless Your Heart-F. Pretty Trip (At Sundown) MGM 10735
- Blue Jay-R. Nichols and His Pennles (Sugar Babe) North-American 500
- Bucket Song, The-D. Alvin's Kings of Dixieland (Red Pepper) Rondo R-235
- (Aligator Crawl) Admiral 1013
- Bye Bye Blackbird-D, Martin-P, Weston (Happy Feet) Cap 5920
- Calico Sal-Don and Lou Robertson (Boom Town) Coral 60238
- Chanticleer-R. Kemper-R. McEvoy (Ya-Hoo) Kem 2706 Clap Hands! Here Comes Charley!-C. Webb Ork (Liza)
- Brunswick 80152 Charleston-J. Guarnieri (Gone Fishin') Admiral 1012
- Daddy From Georgia Way-B. Cherter Or' (Early,

- It's the Little Things-K. Kyser Ork (Let's Choo) Col 38849 I've Got the Sun in the Morning-A. Shaw Ork (There's No Business) MGM 10730 Kinda' Blue and Low-N. Lutcher (Lovable) Cap 1026 Laugh, Clown, Laugh-N. Smith (You're on) Mastertone D-100 Let's Choo Choo to Idaho-P. Harris (You Can't) 20-3815 Let's Choo Choo Choo to Idaho-V. Johnson (You Can't) MGM 10727 Let's Choo Choo Choo to Idaho-K, Kyter Ork (It's the) Col 38849 At the Jarz Band Ball-G. Krup: (I Want) V 20-3816 Little Foolish Pride, A-R. Goff-The Velvet-Ones (Prairie Schooner) London 715
 - Little Johnny Chickadee-R. Clooney (Peterkin Pillowby) Col 38851
 - Little Liza Lou-S. Skylar (1'll Be) Kem 2707

MUSIC POPULARITY CHARTS

- Little Bit Independent, A-King Cole Trio (I'll Never) Cap 1068
- Liza-C. Webb Ork (Glap Hands) Brunswick 80152 Lonesomest Whistle, The-J. Gray Ork (Sound Off) Dec 27054
- Boom Town-Don and Lou Robertson Calico Sal) Coral Lost Love-T. Johnson-G. Miller's Mid-Driffs (I Walk) Mer 8179
 - Louisville Lou-C. Daley (Mister Honkey) Dec 27046
- Lopin' Along-A. Burrows (Sweet Memories) Col 38830 By the Light of the Silvery Moon-J. Guarnieri Lovable-N. Lutcher (Kinda' Blue) Cap 1026
 - Love Is a Song-Mantovani (Hejre Kate) London 711 Mahalo Nui-H. Babbitt (Ukulele Lady) Coral 60238
 - Madam Is Out of Town-D. James-The Keynoles (Are You) London 714
 - Mambo Jambo-F. Martin Ork (Sam's Song) V (45)47-3798
 - Maple Leaf Rag-F. Carle Ork (Where Are) V(78)20-3805, (45)47-3805
 - Marianne-Three Suns (When the) V 20-3817
 - Melody-J. Moore's Three Blazers (Rain-Chick) V 22-

MUSIC POPULARITY CHAI Album and LP **Record Reviews**

The large boldface number in each re-view 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 re-sults of a survey of the music trade now being conducted. Suitability for luke box operators or disk lockeys is indicated in boldface comment under the separate headings within each review.

Billboard

THE RATES

10000	(100 points-the maximum)
90-100 .	tops
80-89	excellent
	bood
	satisfactory
STORES AND	**************************************

SIDNEY BECHET-BOB WILBER & HIS JAZZ BAND (3-10") Circle S-27

Box Car Shorty; The Broken Windmill; Without a Home; I'm Through, Goodbye; Waste No Tears; Love Me With a Feeling.

Except to the most died-in-the-wool Bechet collectors, this set will come as a big disappointment. It presents the great jazz clarinet-tex artist as a composer, and he boos himself down in his own undistinguished creations. As a vocalist he also falls short. This one will have trouble finding a market. The cover is artistic in the manner of a Calder mobile.

JUKES JOCKS Not suitable. Little here.

- SCHUBERT MELODIES-Marek Weber Ork (1-10")
- Columbia (33) CL-6108

The Eralking; Serenade; Marche Militaire; Rozamunde Overture; The Linden Tree; Moment Musical; The Trout; By the Sea; Cradle Song; Whither?; Hedge Roses; Death of the Malden; Hark! Hark! The Lark; Waltz Medley; "Unfinished" Symphony; Impatience Sicherzo.

Plunging remorselessly from one Schubert fragment to the next, Marek Weber crams 21 shorthand extractions from the works of the master melodist. onto one 10-inch LP. The melodies are, of course, superb, timeless things, and no amount of condensation and compression really damages them so long as the actual line is followed. Mr. Weber follows the line, albeit with little grace or concern for expression, shadings or dynamics. No doubt his intentions were a bread-and-butter production of important Schubert melodies for mass consumption. He has been successful.

THE CATEGORIES

	Max. Pts.
Production Idea isrouping of selection contin	ulty)
2. "Name Value"	
. Caliber of Material	
. Manufacturers' Distribution Per	wer 10
Record company and other tising promotion, film, les other plugs)	adver
. Interpretation	
Record Quality	and and a second
. Manufacturers' Production Effi	clency., 5
A Packaging Lart work, binding, wrapping	

LITTLE PRAYERS FOR LITTLE PEOPLE 68 -Ken Griffin-St. Nicholas Boys' Choir (1-10")

Rondo R-1050

The popular organist composed the settings for these children's prayers and plays them with the pleasant, clearly enunciating boys' group. Stuff tends to get monotonous, but it's unlikely that adult boyers will investigate thoroly enough to find out, Parkage, with one non-breakable 78 r.p.m. disk, also includes a prayer book by Eveline Amstutz with 17 full-color reproductions of famous religious paintings.

JOCKS Difficult to use, since

there are no spirals between prayers.

SONGS FROM THE HEART-Frankie Laine 84 (3-10")

Mercury A-81

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PIA

JUKES

Not suitabe.

Mood for Lave; Cherl, I Love You; You're Wanderful; Exactly Like You; Rockin' Chair; Till We Meet Again.

With hardly an exception, Laine is offered at his best on these sides. There are ballads and rhythm tunes, and the super song-salesman bangs them home with equal assurance. "Mood" is the only weak spot, with a loonely conceived production. Most of the others could enjoy a healthy life on the boxes, and they also can serve to round out

Early) Col 38850 0086 Down Home Rag-Fontane Sisters-M. Ayers Ork (Three Mine, Mine All Mine-A. Russell (Tell Me) Cap 1023 M-1-S-S-I-S-S-I-P-P-I-E. Fitzgerald-4 Hits and a Dreamin' Is My Business-T. Beneke Ork (Tzin-Tzun-Miss (I Don't) Dec 27061 Tzan) V 20-3813 Mister Honkey Tonk-C. Daley (Louisville Lou) Dec Early, Early, Early in the Morning-B. Chester Ork 27046 (Daddy From) Col 38850 Mondy Baby-J. Turner (Fellin' So) MGM 10719 Egyptian Ella-J. August & Bay Rum Boys (Day at) More Than 1 Should-J. Hutton (My Sweetie) Dec. Mer 5423 27064 Everyone Should Be in Love-The Palmers (I'm For- My Dream-L. Keller Ork (Don't Stop) London 694 ever) Tone-E 502 My Precious Baby Girl-T. Preston (Say When) 4 Star Fancy Free-T. Straeter (I Could) MGM 10725 1464 Feelin' So Bad-J. Turner (Moody Baby) MGM 10719 My Sweetie Went Away-J. Hutton (More Than) Dec Flatbush Flanagan-H. James (I'll Get) Col 36698 27064 Four of Five Times-S. Oliver (For Dancers) Dec 27065 No Clothes On-J. Nelson & Her Virgin Islanders (Why For Dancers Only-S. Oliver Ork (Four or) Dec 27065 I) Jubilee 5029 Francie-R. Bolger (You Can't) Dec 27063 No Other Love-J. Stafford-P. Weston Drk (Sometime) Francis Polka-E. Habat Polka Ork (If I) Dec 45104 Cap 1053 Girl, a Boy and a Dream, A-T. Herbert Ork (Sing Nobody Wins on a Merry-Go-Round-T. Steele & His Until) London 690 Novatones (Picnic in) Col 38839 Handout Song, The-D. Kaye (Wreck of) Dec 27050 Oh, Little Fish-B. Barron Ork (I Ain't) MGM 10729 Happy Feet-D. Martin-P. Weston (Bye Bye) Cap 5920 On the Mall-B. Williams (Spring Made) Rainbow Hawaii-T. Richards (Wha' D'Ya Say?) MGM 10728 A0088 I Ain't Gonna Take It Sittin' Down-B. Barron Ork On the Mississippi-P. Harris-W. Scharf Ork (Simple (Oh Little) MGM 10729 Melody V(45)47-3781 I Gan't Make a Hit With You-A. Gerard-Elton-Tones On the Outgoing Tide-R. Case (Tonight) MGM 10723 Trio (Ukulele-Luke) Neptune 1002 Our Very Own-R. Hayes-R. Scott Ork (Say When) I Didn't Know What Time It Was-D. Shore (I'l Mer 5441 Always) Col 38848 Peachtree Street-F. Sinatra-R. Clooney (This Is) Col I Don't Want the World (With a Fence Around It) 38853 -E. Fitzgerald-4 Hits and a Miss (M-I-S-S-I-S-Peterkin Pillowboy-R. Clooney (Little Johnny) Col S-1-P-P-I) Dec 27061 38851 I Love You for That-F. Laine-Patti Page (If I) Mer Picnic Song, The-C. Cavallaro Ork (Tzin Tzum) Dec 5442 27060 I Remember-L. Raine-C. Parman (We've Met) Uni-Pigalle-J. Desmond (Stars Are) MGM 10736 versal U-191 Prisoner of Love-G. MacRae (They Say) MGM 10734 I Surrender Dear-B. Eckstine (Our Love) National 9115 Prairie Schooner Trail-R. Goff-The Plainsmen (Little I Walk in My Sleep-T, Johnson-G, Miller's Mid-Foolish) London 715 Driffs (Lost Love) Mer 8179 Rain-Chick-J. Moore's Three Blazers (Melody) V 22-I Want Gold in M Pocket-L, Krupa (At the) V 20-0086 3816 Red Hot Mama-G. Gibbs (A-Razz-a-Ma-Tazz) Coral If I Could Be With You-B. Boylan (If I) National 9071. 60324 If I Had Only Known-B. Boylan (If I) National 9071 Red Pepper Rag-D, Alvin's Kings of Disleland (Bucket If I Were in Love With You-E. Habat Polka Ork Song) Rondo R-235 (Francis Polka) Dec 45104 Rippy Tippy Tune-R. Morgan (About That) Dec 27049 If I Were You Baby, I'd Love Me-F. Laine-Patti Roll Me Over-B. Cotton Ork (Knees Up) London 713 Page (I Love) Mer 5442 Roses-G, Cates (American Beauty) Coral 60235 If You Saw What I Saw-E. Barton (May I) National Sam's Song-F. Martin Ork (Mambo Jambo) V(45)47-9112 3798 I'll Always Love You-D. Martin (Baby, Obey) Cap 1028 Say When-R. Hayes-R. Scott Ork (Our Very) Mer 5441 I'll Always Love You-D. Shore (I Didn't) Col 38848 Say When-T. Preston (My Precious) 4 Star 1464 I'll Be Yours, You'll Be Mine-S, Skylar (Little Liza) Seems Like Yesterday-E. Howard (American Beauty) Kem 2707 Mer 5433 I'll Get By-H. James (Flatbush Flanagan) Col 36698 Shade Went Up, The-J. Marine-H. Simeone Ork 1'll Get By-King Sisters-B, Cole-H, Geller Ork (Some (A-L-0-N-E) Dec 27021 Days) Mer 5431 She Won't Leave No More-J. Gaines (Snuff Dipper) I'll Get By-Z. Elman Ork (Take Me) MGM 10722 Mer 8180 I'll Get Myself a Choo-Choo Train-The Honeydreamers- Sing Me a Happy Song-P. L. Hayes (Thing-a-Ma-Jig) H. Rene Ork (Arm With) V(45)47-3794 Dec 27022 1'll Get Myself a Choo Train-K. Stone Quintet Simple Melody-P. Harris-W. Scharf Ork (On the) (Arithmetic) MGM 10726 V(45)47-3781 1'll Never Say Never Again-King Cole Trio (Little Bit) Sit Down and Tell Me Where I Stand With You-O. Cap 1068 Bradley (Black and) Coral 60233 I'm a Vulture for Horticulture-J. Durante (A-Razz-Slow Train Thru Arkansas-O. Moore Rhythm Aces Sound Off-J. Gray Ork (Lonesomest Whistle) Dec a-Ma-Tazz) MGM 30238 (You're Getting) Col 30207

ARTHUR GODFREY AND HIS FRIENDS-Arthur Godfrey (Archie Bleyer Ork) (1-10") Columbia (33) CL-6113

Too Fat Polka; If I Had You on a Desert Island;

The Thousand Islands Song: I'd Give a Million Tomorrows; Makin' Love Ukulele Style; Candy and Cake; Heap Elig Smoke; Slap 'Er Down Agin, Paw. Godfrey's big hits, and even some of his most recent single releases have been grouped on this single LP. Godfrey fans Undoubtedly have most of these, but new phono buyers and new fans will keep it selling steadily. A fine, informal, bomey program.

JUKES		JOCKS		
Not suitable	on LP.	A	ready-made	pro-
		gra	im.	

OSCAR PETERSON-Oscar Peterson-Ray 79 10 Brown (1-10")

Mercury (33) MG-C-106

Three o'Clock in the Morning; All the Things You Are; Oscar's Blues; Where or When; Lover Come Back To Me; They Didn't Belleve Me.

Peterson, a Canadian import, is the most forceful and imaginative jazz planist to come along in a number of years. His dynamic and graceful Improvisations make this package one of the worthiest hot music enterprises of recent vintage. These diskings should create a fast-following for the guy and should also attain for the LP as sturdy a catalog value as a jazz item can achieve. Peterson sole accompaniment is Ray Brown on bass. This set also is available in album form on 78 r.p.m. JUKES JOCKS

Topnotch jazz fare for Not suitables hot apinners. Change of pace for pop esthules.

Snuff Dipper-J. Gaines (She Won't) Mer 8180 Some Days Three Just Ain't No Fish-King Sisters-8-Cole-H. Geller Ork Mer 5431 Sometime-T, Carlyn Ork (Mariane) Mer 5422 Sometime-W. King Ork (You Are) V(78)20-3796, (45)47-3796 Sometime-J. Stafford-P. Weston Ork (No Other) Cap 1053 Sometime-E. Young-S. Foster (Mariane) London 692 Somewhere at the End of the Rainbow-D. James-The Stargazers (Let's Do) London 718

27054

y a Laine program for JUKES st sides okay.	JOCKS JOCKS Solid program fodder.
Iding March. little package of wed ul for modest home by for churches and hal ed, well-recorded orga	-10") mise Me; Bridal Chorun; iding music is especially weddings, but it's also is. Appeal of the well- n selections, and of the is not limited to wed-
NOLA RAGTIME-(3-)	10") EO

Circle Documentary CD-302 30 Hilarity Rag; Maple Leaf Rag; Weeping Willow Rag; Quality Rag; Excelsion Rag; Sunflower. 5low Drag.

These six rags have been recorded from ancient. plano rolls sliced by such founding fathers of ragtime as Scott Joplin and James Scott. The rolls reproduced here were cut so long app that the planolas for which they were made-65-note affairs-are virtually non-existent. The rolls and the planola on which they were played for this recording are the property of St. Louisian Hub Pruett, ex-Browns pitcher and now a medico who makes a hobby of collecting raptime rolls. It would be nice to report that these waxings are stimulating, live music as well as interesting documentations of ragtime history. Unfortunately, they are only the latter. Dwing no doubt to the age of the rolls and the planola, the tempos are unsteady and the dynamics feeble and wavering. Here and there suggestions of the talent and creative abilities of these long-dead performers drift thru and with them a pleasant. nostalgia for an era most of us never knew. In sum, an interesting documentary, but too many allowances must be made to accept for contemporary listening,

JUKES JOCKS Good hittorical ima-Not likely serial.

Spring Made a Fool of Me-B, Williams (On the) Rainbow 40088 Stars (Are the Windows of Heaven)-J. Desmond (Pigalle) MGM 10736 Steamboat Rag-E. Smith (Maple Leaf) Dec 27051 Strange Mood-X. Gugat (You Never) Col 38659 Sugar Babe-R. Nichols and His Pennies (Blue Jay) North-American 500 Son Valley Polks-L. Salne-C. Parmith Ork (When Duse) Universal 8957 Sweet Memories-A, Burrows (Lopin' Along) Col 38830 (Continued on page 106)

MUSIC 41

JATP Sets Up Film Division

NEW YORK, June 10 .- Jazz at the Philharmonic, Inc. (JATP), jazz concert and disk production outfit hended by Norman Granz, is setting up a separate film division. The first flick, a jazz short, will start shooting at Gjon Mill's studios September 5.

JATP held its annual meeting last week and elected officers. Norman Granz was re-elected president; Michael Shore, veepee in charge of promotion and xploitati n; Irving Granz, also a veepee, and Joel Carhart, secretary. Shore is an exec in the ad agency which handles Muntz TV, and is connected with the big "Madman" build-up. His connection with Grantz has stirred speculation of a possible Granz-Muntz tie-up. Granz leaves for the Coast this

week on a one-month recording trek.

Mickey in Milk

PHILADELPHIA, June 10 .--Maestro Russ Morgan was visiting Murray Arnold, WIP program chief, who bemoaned the fact that he was continually getting mail for another Murray Arnold, former pianist with Freddy Martin's band. This brought Morgan around to the following yarn:

It seems that there is another Russ Morgan in Scranton, Pa., the maestro's birthplace. When the two Morgans met, the maestro told the namesake he was foolish for not capitalizing on the music maker's fame. So the other Morgan started a tiny dairy. Today it is one of the largest dairies in the State, and on the face of the largest building of the plant there is a sign in huge letters which reads:

"Milk in the Morgan Manner."

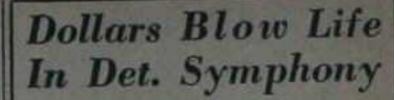
Fox Pix, Hurok Dollars Blow Life Plan Bash Films In Det. Symphony

NEW YORK, June 10 .- A series of full-length longhair concert films has been projected by 20th Century-Fox in conjunction with impresario Sol Jurok. Jurok has secured services of some of the top legit musical artists for the filmed programs, which will feature a well-known commentator. Talent already lined up for these popular-medium presentations includes Arthur Rubenstein, Rise Stevens, Jascha Heifetz, Gregor Piatigorsky, Marian Anderson, Patrice Munsel, Jan Peerce and Dimitri Mitropoulos.

Hurok will also incorporate ballet sequences in many of the films, and will leave shortly for Europe to hunt new talent.

Barry, B'port Ritz

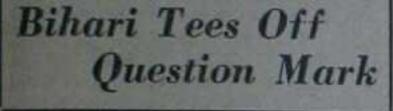
Op, Marks 40 Yrs.



DETROIT, June 10 .- Revival of the Detroit Symphony Orchestra may be in the offing, after a one-year hiatus, as the result of renewed willingness of Henry Reichhold to assist in the financial problem that has plagued the organization. This was aired when Reichhold this week decided to underwrite a series of summer concerts at the State fairgrounds. Basic cost of \$24,000 was offered from the music performance fund, and Reichhold announced he would match this as well as underwrite half the deficit of the children's concert series.

The riove apparently laid a financial foundation for revival of the Symphony if other Detroiters rally to the cause. Numerous disagreements last year resulted in the passing of the orchestra as a permanent organization.

ATTENTION



HOLLYWOOD, June 10 .-- Question Mark Records, temporary tag for a Coast indie to be replaced by the winner in a new name contest, has launched last week by Les Bihari, formerly associated with Modern Records. Bihari has launched the promotional name contest thru dealers and disk jockeys, with the top four winners getting a tele set, radiophono combination, playback and table model radio. Idea is to attract public interest by allowing record buyers a hand in naming the new firm.

Bihari said his label will cover all categories of waxdom. In addition to other top-flight pianists in order to his own artists, Bihari has closed reciprocal deals with foreign diskeries, allowing him a cross-section of overseas jazz as well as longhair items. Foreign labels include France's Vogue, Jazz Selections and Jazz 350G Fire Destroys Discs; Belgium's Hot Recordings label and England's Melodisc, His domestic talent roster lists Betty Hall Jones. formerly with Capitol; Peter Rabbit Trio, of Oakland, Calif.; Al Winter (rhythm and blues artist), Spiritual Kings (6), plus 84 sides cut by the late Al Sack for Black & White.

Col Preps LP 88 Style Series

NEW YORK, June 10.-Columbia Records' pop artists and repertoire chief, Mitch Miller, is preparing a series of LP diskings pegged on recorded demonstrations of the piano styles of star keyboard performers.

The series, similar in character to the diskery's Dance Dates, kicks off with a Bernie Leighton 10-inch LP on the next release and will subsequently include slicings by Buddy Weed, Cy Walters, Teddy Wilson, Stan Freeman, Lawrence Cook (of Piano Roll Blues fame) and Eddy Duchin.

Miller currently is negotiating for

BRIDGEPORT, Conn., June 10 .-Joseph R. Barry op of the Ritz Ballroom here, celebrated his 40th year in the business last week. It was on May 30, 1910, that Barry and his partner, the late George McCormack, opened the old Brooklawn Dancing Academy. They later built the present Ritz Ballroom, which plays name and territorial bands Since Mc-Cormack's death several years ago, his widow, Mary McCormack, has carried on the partnership, assisted by Ray Colonari.

undalla

RECORD COLLECTORS Have wide selection of collectors' items, in-ciuding such records as those of Marian Talley. John McCormack, the Clover Garden Orchestra, Charles Hart, Elliot Shaw, Walter Scanlon, Harry Lauder, Lewis James, Victor Young, Fred Van Eps, the Frank Westphal Orchestra, the Happy Six, Jimmy Rodgers, the Freddy Rich Orchestra, the Frank Westphal Orchestra, the Roy Miller Orchestra, the Fletcher Henderson Orchestra, the Henry Ford Orchestra, and the Broadway Dance Band, Also Ernest Stevens Trio, Zez Con-frey's "Kitten on the Keys," Gladys Rice, and B. A. Rolfs. Most are old Edisons; all are in very food condition. For any or all, write all, write Miss Janet Robertson

Saginaw, Michigan

LOS ANGELES, CALIF.

United Air Lines Cut Disk Rates Sharply

CHICAGO, June 10 .- Air freight rates on phonograph records shipped from Western cities were sharply reduced this week by United Air Lines. According to E. L. Dare, United's manager of air cargo sales, the rates were cut to stimulate the volume of eastbound shipments which has always been much lower than westbound disk traffic. The cuts do not apply on distances of less than 650 miles.

The rate changes are as follows:

A 20 per cent cut from Los Angeles, San Francisco and Oakland, Calif., to Chicago, Milwaukee, South Bend, Ind.; Toledo, Detroit, Akron, Canton, O.; Cleveland, Philadelphia, Newark, N. J.; New York, Hartford, Conn.; Springfield, Mass.; Providence and Boston.

A 40 per cent cut from San Diego, the above cities.

Ore.; Seattle and Tacoma, Wash., to cording to Paul Barkmeier, vice-presi-Chicago, Milwaukee, Detroit, Newark | dent in charge of the RCA Victor recand New York.

make the series as comprehensive a picture of current pop 88 styles as can be presented in the LP catalog.

Alco, Coast Waxery

HOLLYWOOD, June 10 .- Alco Research & Engineering Company, Hollywood record pressing plant, was totally destroyed in a \$350,000 fire Friday afternoon (9). Damage included destruction of 250,000 completed records.

Plant holds pressing contracts with several Coast indie diskeries and is owned by Al Levine,

Toscy Cuts Disks, **Plans Date in Italy**

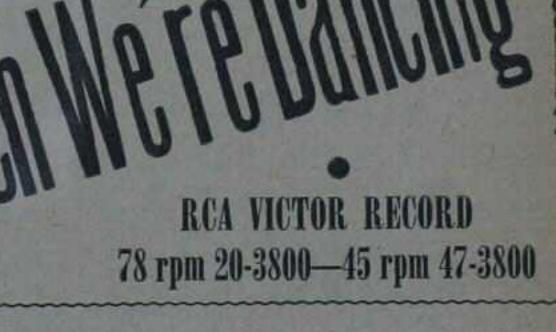
NEW YORK, June 10. - Arturo Toscanini, RCA Victor's 83-year-old conductor, having concluded his highly successful nationwide tour with the NBC symphony, cut a recording date with that unit Thursday (1). He left Monday (5) for Italy.

Toscanini has requested that Victor make arrangements for him to record the Verdi Requiem in Italy when he performs that work with members of La Scala Opera and orchestra in Milan late in June. Plans are to release Calif., and 15 per cent from Denver to the recording here in time to commemorate the 50th anniversary of the

A 14 per cent cut from Portland, composer's death in January, 1951, acord division.

No Space for "Songwriters"

Due to a space shortage created by the complete coverage of the American Federation of Musicians' convention in addition to The Billboard's regular weekly saturation of industry events, Part XIII of The Billboard's Music Popularity Charts, the Honor Roll of Songwriters, was not run this week. Part XIII will run next week as usual, with Louis Alter the subject of the feature.



407% Court St.

BANKRUPT SALE

DURAFLEX COMPANY

1440 SEABRIGHT BLVD., LONG BEACH, CALIF. One of the best arranged, equipped PRESSING PLANTS on the Pacific Coast. Up to the minute-ready to operate. Sale: Courtroom, Hon. BENNO M. BRINK 323 Federal Bldg. (Temple and Spring Sts.) Los Angeles, Calif., June 28, 1950, at 10:00 a.m. C. R. CHEEK, Trustee

337 H. W. HELLMAN BLDG. Phone MUtual 5877





42 The Billboard RADIO-PHONO-TV MERCHANDISING Communications to 1564 Broadway, New York 19, N. Y.

FCCChairman Dealers' Problem: Light Fingers Audio Debuts Make Easy Haul of Tiny Disks New Low-Cost Sees Success In Dual Sets

HICH FM

RMA "Adopts" Television

Communications Commission (FCC) Chairman Wayne Coy told manu- spot survey taken by The Billboard. facturers that if they will install FM tuners in all TV sets, "FM set production could ride TV piggy-back up the ladder of success." Coy spoke at the closing banquet of the 26th annual convention of Radio Manufacturers' Association (RMA) Thursday (8).

RMA was RTMA by the time Coy Thursday afternoon the talked. members voted to change the name to Radio-Television Manufacturers' Association (RTMA). Other important decision was to hire a paid president, "when we find a good man."

salvation of aural broadcasting remarking, "FM's superiority over AM Goody placed his check-out counter is as unchallenged as ever." Calling for addition of FM to TV receivers, he suggested that at this stage of TV development, when daytime service is limited, "such an arrangement would make it convenient for the ventional record booths, in which ing that the problem is common in set owner to snap on the FM when most of the stealing takes place. Dy- all TV areas. television is not on the air."

NEW YORK, June 10.—The in- in many stores is not yet known, but reasing public acceptance of the 45 it is expected that inventory time Portable Unit creasing public acceptance of the 45 it is expected that inventory time and 331/2 r.p.m. platters has created will "make my hair stand on end," as a new problem for retail record deal- one dealer stated it. ers. Pilferage of the new disks and albums has been increasing steadily. While some dealers have used various devices to cut down on record-stealing, most retailers have not solved CHICAGO, June 10. - Federal the problem to their complete satisfaction. These are the results of a

The local buying office for one of the largest department store chains reports consistent 6 to 8 per cent disk shortages in the various record departments. A Buffalo dealer stated that pilferage has, in some weeks, reached as high as 10 per cent of the stock.

Among the most popular answers to the problem was, "watch 'em more closely." Many dealers have eliminated open racks in favor of keeping LP platters behind the counter. Haynes-Griffin, here, extended the sales counter to the wall of the large Coy boosted FM as one possible store - cutting off the shelves on which album stock is kept. Sam and cash register right at the store entrance in order to check everyone | York group stated. Spokesmen for leaving the shop.

> Some dealers have eliminated or are planning to eliminate the con- about the same for their cities, addnamic Stores no longer have such booths, from which the flexible LP platters have been removed and stuffed under jackets or coats. Opera disks are the current favorites. The problem with seven-inch singles and albums is the greatest. Most dealers realize that the disks must be displayed to create sales, but the best method of displaying is still unsolved in most cases. Several dealers keep all 45 singles in green stock envelopes set up in a box placed on the counter. Only one of each number is in the box. Actual sales are made from stock kept behind the counter. Other dealers use counter merchandisers to good advantage. Demonstrations are made from record players right on top or under the sales counters.

TV STAR--CO

TV Gyps Keep Watchdogs of **Business** Alert Retailers, Servicers Blamed

WASHINGTON, June 10. - Complaints about TV sales and servicing are the top problem for the country's Better Bureaus, representatives of various local groups indicated this week at the conference of the Association of Better Business Bureaus (ABBB).

The New York Better Business Bureau finds such complaints totaling more than 18 per cent of all inquiries, Hugh Jackson, president of the New Washington and Chicago Better Business Bureaus said the situation is

Automatic Phono \$50-\$60

June 17, 1950

CHICAGO, June 10 .- Audio Industries, Michigan City, Ind., manufacturer of phono-changers and radic-phono combinations, will deput around July 1 a self-contained portable automatic record player to retail from \$50 to \$60, it was announced this week by Paul W. Dolembo, prexy of the firm. Dolembo said that the new record player will be made available to affiliated retailers, the A'bed Stores, Mercantile Stores and Assa ciated Merchandising Corporation

Audio Industries, according 1 Dolembo, has spent thousands of dollars to retool, so that several new factors, such as a new tone arm, using a single needle for both microgrocve and 78-r.p.m. play, may be used. The machine will have an automatic intermixer and an automatic snut-off after the last disk play,] will be a portable changer, encased in leatherette, containing a three-tube anuplifier.

NFW YORK, June 10. - While spokesmen for the retail syndicates would not reveal the list price to be placed on the new Audio portable player, one buyer stated that it would probably be marketed at 359.9% or \$10 less than three-speed portables now being sold with V-M changers and \$20 less than similar portables equipped with Webster - Chicago changers. Admitting that the Audio unit could be sold for "about \$50," most syndicate buyers feel that the expected shortage of three-speed record players eliminates the necessity of drastic price reductions.

Aims Criticisms

The FCC boss took some blunt raps at the manufacturers. Some of his specific criticisms were:

Lack of study and research by the industry in ultra high frequency.

Difficulty of the FCC in getting information from the industry on interference problems in color TV.

In a report to members, outgoing President R. C. Cosgrove predicted close to 9,500,000 television receivers in the U.S. by the end of 1950.

Cosgrove denied the industry had held back color TV, but deplored "political pressure on the industry to bring out color television before it was developed."

Sprague Prez

Robert C. Sprague, president, Sprague Electric Company, North Adams, Mass., was elected president and chairman of the board. The reorganization committee was ordered to look for a suitable man to become a paid president. When and if such a man is found, Sprague will become chairman of the board

RTMA would pay as high as \$50,000 salary for a president; maximum dues

Great Scott!

CHICAGO, June 10 .- An exception in the trend toward combination radio - phono - TV units is reported by Scott Radio Laboratories. Music lovers and consistent record buyers show marked preference for radio-phonos separate from TV sets, the Scott check of music stores shows.

"Television is not replacing music in the lives of these people," John S. Meck, president of Scott, said. "It is supplementing music."

Several dealers reported that people buying radio-phonos are much less price conscious than TV buyers.

Another dealer solution to the display problem is to place empty LP covers on display racks, keeping the actual disks behind the counter.

The extent of the record stealing

will be upped from \$5,000 to \$10,000. Minimum remains at \$100.

James Secrest will become secretary and general manager August 1, succeeding Bond Geddes, who retires as executive vice-president and secretary July 31.

Two new vice-presidents were elected-Glenn W. Thompson, president, Noblitt-Sparks Industries, Columbus, Ind., and Max Balcom, chairman, Sylvania Electric Products.

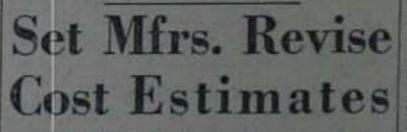
Manufacturers' Tax **On TV Looks Dead**

WASHINGTON, June 10. - Congress appears certain to reject the President's recommendation for a 10 per cent manufacturers' excise on TV sets, following final action by the this week reaffirming an earlier tentation unchanged.

Radio parts on TV receivers would continue to be taxed at 10 per cent on the basis of the committee vote.

Most of the blame was placed on retailers and service contractors by Janies Carmine, Philco veepee. He said, however, that some of the confusion can be attributed to manufacturers of TV sets. Carmine told ABBB that many dealers turn over set servicing to outside contractors "who do not feel the same degree of obligation to the customer as does the retailer." He declared that there is little trouble in cases where the retailer does his own servicing. He warned that it is unwise for purchasers of sets to sign long service contracts, contending that high quality of most sets assures low maintentince costs.

Juckson told the convention that New York is having trouble with shady TV ads, mainly in connection with the offer of premiums with sets. He mentioned one retailer who offered a free trip to Bermuda with the sale of any set in the store. Customers found the store had only a handful of sets available-all at prices above \$1,000.



reductions as high as 50 per cent in supplements and on store hangers. the patent royalty rates of the Radio try trade show.

sets and electrical phonographs was sapphire-tipped needle ground to .001 reduced from 21/4 per cent to 1% per radius. House Ways and Means Committee cent, Rates for receiving tubes and cathcde ray tubes were changed from paign will be a dimensional window tive vote to keep the present situa- 21/2 per cent to 1% per cent, while display piece designed to hold one of the rate for all transmitting and the attachments. The display will power tubes now stands at 1% per permit the self-demonstration of the cent, Commercial apparatus rates unit as it runs thru a stock of LP. were chopped to 2 per cent.

Col'bia All-Size 33¹/₃ Changer **Ready at \$16.95**

the 45 r.p.m. attachment was the greatest single factor in the company's strides in gaining acceptance for 45's.

Changer Promosh

The Columbia changer attachment will be heavily promoted via national and co-op newspaper advertisements. display and point of sale material, the Robert Q. Lewis The Show Goes On video program on the CBS network and the Columbia LP Record Parade show on the CBS radio net. In addi-NEW YORK, June 10 .- Radio, TV tion, all Columbia national magazine and phono manufacturers were re- and music publication ads will carry vising their cost estimates at the end special information about the attachof this week following the announce- ment. The changer will also be ment by General David Sarnoff of plugged in the company's monthly

The new changer attachment will Corporation of America (RCA). Ef- play 12 seven-inch, 12 10-inch, 10 fective on sales and shipments made 12-inch or a mixture of 10 10- and by ECA licensees on and after July 12-inch LP disks. Manufactured for 1, the rate reductions are expected Columbia by the V-M Corporation, to be reflected in price of sets to be the attachment is comparable in size shown at the Chicago music indus- to a telephone book. The tone arm will contain an Astatic Model CAC-J The rate for sound radio receiving crystal cartridge and a replacable

> Kicking off the promotional camplatters,

The Billboard

43

People, Products and Prices

Aim To Debut Records, Accessories at NAMM Confab

In addition to a line of 25 children's electric automatic and handwind phonographs, Aim Industries will introduce a complete new line of record albums and accessories, according to George H. Fass, sales manager. The Aim products will make their debut at the July convention and show of the National Association of Music Merchants (NAMM).

TV Wholesalers Get Heavy High-Income Trade

While the average low-income family buys its television set from neighborhood retail stores, nearly 25 per cent of the high-income families are able to buy their sets at wholesale prices from factories and other wholesale outlets. These findings are based on a spot survey made in the Chicago area by John Meck Industries. Downtown stores drew only 5.6 per cent of the low-income group and 14 per cent of the higher earning families, as against neighborhood dealers drawing 68.4 per cent of the low-wage earners and 35.1 per cent of the high-income group. Radio and appliance stores got almost 40 per cent of all purchases, furniture stores receiving 31.5 per cent of the low-income and less than 1 per cent of the high-income business. Department stores attracted only 3.5 per cent of the high-income families and 3.7 per cent of the low-income families.

Ruling Lays Union Bias to Stewart-Warner

A National Labor Relations Board (NLRB) trial examiner ruled this week that the Stewart-Warner Corporation engaged in "unfair labor practices" in allegedly favoring the International Brotherhood of Electrical Workers (IBEW) over the United Electrical, Radio and Machine Workers (UE). The examiner recommended that NLRB order the firm to stop interfering with the rights of employees to join a union of their own choosing.

DuMont Skeds Heavy Bally To Boost "Hanover"

A large-scale and heavily budgeted promotion campaign was announced last week by DuMont to up sales of the company's new 19inch "Hanover" model video set. All DuMont dealers are eligible to enter a contest based on "resourceful, and resultful" promotions rather than actual sales. Sixty-three prizes are being offered to dealers, including a new Cadillac and a new Plymouth. Backing up the dealer promotions, DuMont announced a schedule of full-page ads in national magazines, newspaper ads, TV station spot announcements, co-op ads, window displays and point-of-sale material.

Storage Album To Hold LP Envelopes Designed

Merchandising Pays Off: Theater Disk Club Sees New LP Market as Dealer Aid

By Joe Martin

record dealers can take valuable the retail dealer. TDC, which takes merchandising lessons from the fiveweek-old Theater Disk Club (TDC), organized here as a rental service for lang-playing, original cast albums. Tho TDC is not a retail outlet, six dealers in different States have already benefited in sales made thru the club. TDC rents albums to theater fans at \$2.20 for a three-day period and reports receiving orders from 18 States on a small ad headlined "Bring the theater into your living room."

According to Leland Merrick, promotion manager of TDC, over 65 per cent of the club members also purchase long-playing record attachments. The organization feels that this percentage means that the TDC customers have probably never purchased record albums before or have never been introduced to LP's. OI the rental orders thus far received, over half have also asked for information or placed orders for other LP recordings. It is in the latter instance that TDC works with local retail outlets.

Thus far arrangements have been made with dealers in Oklahoma, tons in which the LP's are returned Texas, Kansas, North Carolina, Wash- at the end of the rental period. No ington and New Mexico whereby return postage is necessary and all orders for disks (other than theater shipments are made via parcel post,

NEW YORK, June 10. - Retail | rental albums) are turned over to a 15 per cent commission on such orders, does not sell at retail. Shipping charges on such orders would be too high for a profitable operation. The organization is also planning further tie-ins with local dealers to up disk sales and bring new customers into record shops.

"Almost 40 per cent of our orders," reports Merrick, "are from people who specify delivery dates which span the entire summer season. People like our "play parties" and "evening's entertainment" ideas. With such great theater items as The Consul and Death of a Salesman being made available, this may even be the answer to the summer lull in disk activity. The problem is to get to the customer-and not wait for the customer to come to the record counter. That's what the TDC is doing in a previously untapped market. It's a brand new record public and big enough to demand thinking which serves the best interests of the industry as a whole. Hence, our present dealer co-op policy."

The disks shipped by TDC are packaged in "easy-to-repack" car-

FTC Sticks Another Needle Maker With Bad Ad Charges

A record storage album, specifically designed to store 12-inch long-playing disks in their original envelopes, has been introduced by the Globe Album Company, New York. The albums were the brainchild of Alma Kaye, record department manager of the Haynes-Griffin Music Shop, New York At present only the 12-inch size, with 10 pockets, is being manufactured, but the company plans to introduce a 10-inch album in the near future. Priced at \$5.50, the album features heavy, transparent pockets, and vinylite covers in blue or ma-100n.

Steelman To Unveil Combos at Chi Show

The Steelman Radio & Phonograph Company, New York, will debut its first line of portable and table model radio-phono combinations and children's phonos at the July music industry trade show in Chicago. Morris Steelman, president of the firm, would not reveal prices of the radio-phono sets. The company this week introduced a new three-speed manual phono in portable carrying case. The unit will list at \$49,95 and features simulated alligator case, dual channel input and 612-inch speaker. Beetem & Brody, a new distributorship in Philadelphia was named to handle the Steelman line in Southern New Jersey and Eastern Pennsylvania.

News Notes on Manufacturers and Distributors

A new 18-inch table model video set to retail at \$269.95 was introduced last week by Philco. The company will show its complete 1951 line to distributors assembled in Atlantic City June 20-21. . . . Bendix announced construction of an addition to the company's Baltimore plant that will provide facilities to quadruple production. . . Majestic Radio & Television announced that sales Veepee Louis Silver has been named executive vice-president and general manager. At the same time, Milton R. Benjamin, New England district manager, was named to replace Silver as national sales manager. . . . John Meck Industries appointed Statewide Radio & Television Company, Seattle, as distributor. . . . General Electric disclosed that it will spend more than \$7,000,000 this year to increase production of radio-TV, cabinets and tubes . . . Jewel Radio named Irving B. Shurack as exclusive factory representative in the Metropolitan New York area. Shurack will handle distributor sales and sales to central buying offices in the area. . . . Radio-phono prices listed in the new Sears, Roebuck & Company catalog are from \$5 to \$10 lower than previous prices. . . . Tele-Tone named Potomac Distributors, Washington, to handle the line. . . . Mars Television introduced a 16-inch de luxe TV console to retail at \$595. . . Olympic Radio & Television announced that it will increase production 100 per cent for the last half of 1950. . . . The Webster-Chicago Corporation named General Sales Manager W. S. Hartford and research director G D, Dale as vice-presidents. . . . DuMont named American Wholesalers, Washington, as distributors. . . . Pan-American Distributors held a three-day showing of Kaye-Halbert TV sets in the Pan-American Room of the Book Cadillac Hotel in Detroit. . . . Philadelphia's Lit Bros. department store appointed Charles Boyer Jr., as buyer of phono records and accessories. . . . The H. G. Bogart Company, Toledo, has been named to distribute the Stewart-Warner line. . . . Brand & Millen, Ltd., Long Branch, Ont., last week signed a 10year contract to manufacture Crosley television and radio receivers for distribution thruout Canada. Crosley receivers with be marketed in Canada by Cross Country Television, Ltd., a wholly owned sub-

Federal Trade Commission (FTC) is mal use, none of the respondent's intensifying its probe of phono-needle (Electrovox) can be used with satisads. The agency this week filed a new faction for anything like the number charge of "misleading" ads against of times represented." the Electrovox Company (Walco needles) and accepted a stipulation sented its various Walco needles as in a complaint against Columbia Records. The actions followed closely firm has 20 days to answer or accept stipulations entered with two firms a stipulation as did the others. last week (The Billboard, June 10).

The wave of complaints have concerned advertising that the various needles are good for specific thousands of plays. In all but the Columbia case, the manufacturers were also charged with failing to reveal that ruby and saphire tips were made from synthetic materials.

The stipulations involving Columbia, Jensen Industries, and the Bonto Company agreed that plugging 1,000 or any other number of plays is okay if a qualification is added to the effect that needles may break or wear, causing sound distortion. It was also agreed that the firms in the future will mention that the "precious stone" tips are synthetic. In the three stipulation cases, the FTC announced that there was no intention on the part of the companies to defraud or mislead.

The complaint against Electrovox alleges the same type of advertising that the other firms agreed to qualify. Representations as to the plays and the needle tip "have the capacity and tendency to mislead the purchasing public, as well as retail dealers," FTC said.

Variable Factors

ported: "The number of times any provided considerable more lighting phonograph needle may be used with and eliminated much of the picture satisfaction in playing is variable, de- flare and "noise." The orthogam ampending upon the various factors, in- plifier, a device hooked up with the cluding the material of which the picture amplifier, was credited with needle point is made, the amount of reducing the washed out appearance pressure on the needle, angle of the of kine pix and increasing shading needle in relation to the record, and and contrast in black and white color size, quality condition and composi- tones. tion of the record."

"It is therefore impossible to forecast in four metropolitan dailies, plugging with any degree of accuracy the num- the first public airing on the Berle ber of times any phonograph needle show. Equipment will become stand-

WASHINGTON, June 10. - The ing records, Under conditions of nor-

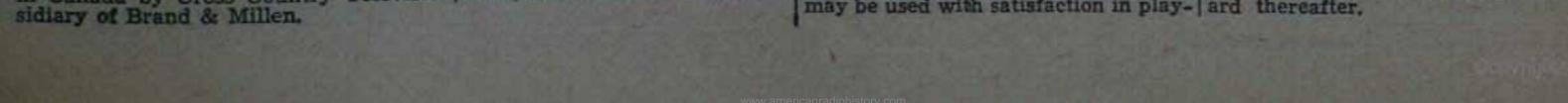
FTC said Electrovox had repreplaying 4,000 to 10,000 times. The

2 New Kine Devices Get H'wood Showing

HOLLYWOOD, June 10 .- NBC-TV Station KNBH will unveil two new kinescope developments for the first time at a special trade showing Monday (12). Following prevue, the kine devices go into public use with the beaming of the Milton Berle-Texaco show Tuesday evening (13). The two highly-touted kine improvements are a new high pressure mercury vapor lamp developed by KNBH engineers and an orthogam amplifier, perfected by the NBC-TV engineering department in New York, KNBH Manager Tom McFadden and Coast tele execs are counting heavily on both trade and public acceptance of the new gimmicks in the hope that improved transmission will create wider acceptance for kine both here and in the East,

New devices were demonstrated for The Billboard this week by closed circuit beaming of two identical kinescopes, to highlight the contrast between standard transmission and On the matter of plays, FTC re- new gimmicks. The new type lamp

To herald the new improvements, For these reasons, FTC continued, KNBH will splurge on half-page ads





CORVO

14 Hillside Avenue

New York 34, New York

LOrraine 7-7252

SERENA

on Clipper Record #1001

Mfd. by



Get Better Laws Resolutions Ask Or Fold Tents, Petrillo-Warns

The Billboard

ciple with record companies--was matched by Secretary of Labor Maurice Tobin and Joseph Keenan, head of the American Federation of Lator's League for Political Education.

Tho using politer language than the AFM president, both urged essentially the same thing: Election of a liberal Congress in order to safeguard labor. Keenan is hitting the chief show business unions with the same message, raising money for the AFL's campaign. Last Thursday the AFM board voted \$22,000 for the purpose, and all locals were urged to kick in as heavily as possible. Keenan hopes to address the conventions of the International Alliance of Theatrical Stage Employees (IATSE) and Associated Actors and Artistes of America (Four A's) with the same message. Interviewed, he claimed labor is more apathetic than in 1948; that unions are spending so much money in courts their treasuries are being dapleted.

T-H Influence

The impact of T-H was even felt in the conduct of the business sessions of the convention, where it was noticed that an increasing number of resolutions had to be referred to the executive board or the president's office. In pre-Taft-Hartley days, some of these could have been disposed of at the convention. But not now. A number of resolutions, for instance, called for the establishment of new scales in certain types of vaude, radio and ballet work. Petrillo, on more than one occasion, had to remind the convention that scales and minimums are no longer set at conventions but are done only after painful negotiations. Delegates from those States where crucial elections are coming up were given an additional briefing to the political once-over given on the convention floor by Petrillo, Tobin and Keenan, John L. Sullivan, delegate from Local 440, New Britain, Conn., elected mayor of that city, was pointed to as a model who has taken to heart and acted upon the AFM dictum of getting into politics. Sullivan, who said he has appointed a member of his local to the post of public works commissioner, states he is planning the construction of an outdoor dance pavilion. He stated that "what you can do, or are prohibited from doing stems from political action. Without politics you have nothing." This statement just about mirrors the AFM point of view. The convention, which was supposed to run six days, was telescoped into four, causing a certain amount of grumbling from delegates who claimed their resolutions hadn't received sufficient consideration. It was pointed out, however, that the delegates voted for the telescoping process and decided to do away with the traditional mid-week day off in order to get home earlier. The men were paid for seven days at the rate of \$30 daily. Last year they were paid for six.

Boosts in Salary **To Fit Situations**

and Dick McCann, of Local 802, New York. Resolution asked that the Federation increase ballet scale by 10 per cent in all categories, with provision effect, it shall prevail.

Resolution pointed out that the Federation set ballet scales years ago; that since then the cost of living has increased; that ballet has now become big business, with good public support and increased admissions.

"C" Vaude Hike Asked

the executive board in order that the said. board might clarify the definition of a Class C house. Tenor of debat indicated a probable raise. The resolution was introduced by Hal C. Davis, George Wilkins and Michael Hickly Local 60, Pittsburgh; Guy A. Scola, Local 77, Philadelphia, and Oscar Nutter, Local 17, Erie, Pa.

Pension Plans Offered

Three resolutions advocating that the Federation set up a pension plan created considerable debate on the floor. One plan would pay musicians over 55 years of age \$25 weekly. Another would start at 60 years.

Canada Asks Protection

Delegates of Local 566, Windsor, Ont., introduced a resolution asking the Federation to protect Canadian musicians against the infiltration of American musicians, Resolution pointed out that the United States immigration laws contain contract labor regulations forbidding alien musicians to accept miscellaneous or steady engagements. Canadian law provides no such protection, it was

Boss Petrillo Rides in Texas

its dismay over the Federation's strategy of signing individual companies; stated it regarded the pacts as "unsound"; further stated it was opposed to any royalty payment, and proposed a scale which varies considerably from that achieved by Petrillo that where a higher local scale is in in his initial contracts (The Billboard, June 10).

The signing of the four film-TV pacts was Petrillo's good news to the convention. It was estimated that a trust fund accruing from "V could run into millions. The President stated-to a wildly enthusiastic audience-that such a fund would be used Resolution to raise the scale in for the benefit of the entire member-Class C vaude houses was referred to ship-"share and share alike," he

> Petrillo admitted that he had not yet signed the "big shots," meaning the networks and large packaging and film companies represented by the industry committee. He added, however, that the "big shots" were in agreement with the Federation on the royalty principle, but differ with the Federation as to the amount or percentage. This statement, frankly, is at variance with what unimpeachable sources on the industry committee stated last week (The Billboard, June 10). If the committee had a change of heart in time for Petrillo to make such a gladdening statement to the convention, it did so very rapidly.

Royalties Uppermost

Queried by this reporter as to whether he would sign a film-TV contract which did not include a royalty clause, Petrillo stated: "You've come a long way to ask me that, and I can't answer it." Then he added: "You know the answer." The inference, of course, is that he will do everything in his power to save the royalty principle when the industry committee puts its proposals on the table. In the meantime, the AFM chief will try to buttress his position by signing individual deals as rapidly as possible. He expects to have 30 or 40 in the hopper in a matter of four or five weeks. Republic Pictures, he said, "is itching" to sign one. Should the Federation's strategy prove correct, these pacts will either bring the committee into line or cause its disintegration.

June 17, 1950

RECORD PRESSING AT LOWEST PRICES IN THE UNITED STATES New Material. Custom Quality. Bonded Operation. Send us your recordings, we will do the rest-rigid and flex type records. UNIVERSAL PLASTICS CORP. (formerly Black & White Records) 145 West 37th Place Los Angeles 7, Calif. Owned by Trumpis Collar & Associates Consulting engineers to the record industry

New Haven, Conn.

12 Fountain St.

EVERY SIDE A HIT "The Moon Song" "I Still Get A hTilli Flip "Blue" "Ballin' The Jack" TD-100A #D-101A By FREDDIE WOLF AT THE ORGAN Your Distributor FRUMKIN SALES Chicago DISC-CO RECORD CO. Burlington, lows

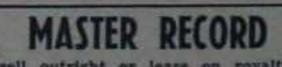
PACT DETAILS (Continued from page 12)

the royalty must be paid for every performance over the station.

Several Limitations

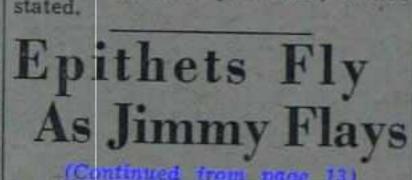
Contracts contain several limitations. These include a ban against the use of canned music in making the film and a ban against lease or sale of such TV films for theater use or home consumption. They are strictly for TV.

Whether the AFM can enforce the



Will sell outright or lease on royalty busis. Sweet swing and beguine, with orchestra and vocalist.

BOX D-380 THE BILLBOARD, CINCINNATI 22, OHIO Clusively; no royalty.



he had promised to help Petrillo in return for the latter's aid in an IATSE election.

After the election, said Petrillo, Walsh backed down. "He's still stealing the little jobs-he's that small . . . every inch they take they steal . . All the tough guys are in the cemetery, Dick. . . . You aren't scaring anybody." Petrillo then accused the stage hands and theater operators of scabbing at the Brooklyn Paramount in New York, and stated that, in Hollywood, the IATSE issues cards to "all kinds of crafts."

"Never mind Taft-Hartley," Petrillo said, "this is depressing. . . I think I better shut up."

Roused to an emotional pitch, the AFM chief could not contain himself, launched into non-showbusiness fields and attacked John L. Lewis and Phil Murray, both of whom he accused of raiding unions and working against the best interests of labor. He accused Lewis of political ambitions and double-crossing the late President Roosevelt.

Wants Labor Unity

Petrillo added that he hoped the CIO and AFL in the near future would consolidate so that labor can do a job. "If labor sticks together, Taft in Ohio won't have a chance." Petrillo also "excoriated" his own Federation. "There's gotta be decency

restrictions is a moot point. Petrillo frankly stated he did not know, owing to the shackling effect of the Taft-Hartley Act and Lea Bill,

among ourselves."

As compared to the above, TV industry's proposals, as given to The Billboard by the committee, are: Holywood scale for films to be used for TV and/or theaters; a 50 per cent cut in scale if films are used for TV ex-

OFFICERS STAY

170m 500e 127 Walter M. Murdoch was re-elected Canadian board member. He was un-

opposed. Elected as delegates to the American Federation of Labor conevntion were Frank B. Field, Local 52, South Norwalk, Conn.; Charles, L. Bagley, Local 47, Los Angeles; Pete Kleinkauf, Local 140, Wilkes-Barre, and Edward P. Ringius, Local 30, St. Paul, and Albert A. Greenbaum, Local 6, San Francisco.

When it was all over good sportsmanship prevailed.

FEATHERBED "EASING"

Akron ork during engagements of name bands. Spencer pointed out the theater's contract with its booking agent specified that AFM regulations be part of the contract. He further pointed out that AFM regulations ban traveling AFM men from appearing at a theater unless a local house ork is employed. Spencer added that since the theater had "voluntarily" signed such a contract, it thereby agreed to the procedure which resulted in the failure of the Roy Acuff band to appear.



The Billboard 45

GVA Socks **Talent Buyers** With 5% Tax

PHILADELPHIA, June 10. - All lent buyers from theaters to cafes d down to club dates will be taxed their shows at the rate of 5 per nt of their show budgets, starting tober 1, according to a new ruling ted upon by the American Guild of ariety Artists (AGVA) at its conntion in Philadelphia last week.

The 5 per cent formula, however, Il have maximum and minimum mitations. The top will be \$25 eekly and bottom will be \$5. The me \$5 charge will apply to all buys whose shows are under \$100. The resolution reads: "Effective tober 1, 1950 . . . all owners, operors and corporations of all places ing the services of AGVA memrs, shall pay to . . . AGVA's . . . elfare relief fund . . . not less than per cent of the total cost of the ow up to \$500. The maximum payent by any owner not to exceed 15 each week the show is working. ayment . . . shall apply to all owners all engagements irrespective of e duration of the engagement."

The plan was proposed by Dick ones, AGVA's Philly rep, in a fiery eech. This set off charges and unter-charges of "lack of guts" by legates.

When the final vote was taken ones charged down the convention oor, accusing Alan Gale, national ard member (who, incidentally, is so a cafe op), with exchanging sig-See AGVA Taxes Buyers on page 48)

Philadelphia Scrapple

NIGHT CLUBS-VAUDEVILARD

Communications to 1564 Broadway, New York 19, N. Y.

AGVA CONFAB PUTS ON HEAT

PHILADELPHIA, June 10 .- A delegate to the American Guild of Varlety Artists' (AGVA) convention: "A lot of people have got up and made motions or spoke on them and got their names in the minutes. Some delegates haven't done so. I think it's only fair that the rest of the delegates also get their names into the minutes, so I move that whatever motions or talks are made be credited in the minutes to those who haven't already spoken."

It was accepted unanimously.

"Ladies and gentlemen, I ask for a vote of thanks for . . ." Everybody got up and roared approval. "Wait a minute, you don't even know who I'm talking about." The noise persisted. It became even louder. Finally order was restored but by this time the maker of the motion was livid and refused to go on. Finally he was coaxed to go on. He asked for a vote of thanks for the stenographer taking the minutes, and it was passed unanimously.

Jackie Bright, chairman, to Joe Smith: "Sit down. You're out of order."

Smith: "Thank you. The feeling is optional."

Some of the delegates carried proxies that called for fractional votes. In one vote count one delegate raised one hand and crooked his other hand. "I can't count that way" said the chairman. "Why do you have your arm bent that way?"

"How else should I hold my hand? I got one and three-quarters vote."

Henry Dunn was bent over trying to rub out a spot on his coat when a motion was made, "Who made that motion?" Dunn demanded of Bright,

Bright: "If you weren't so busy pressing your suit, Henry, you'd know who made it."

After hearing that Henry Dunn signed the "wrong paper" and that Gus Van signed with Petrillo without any legal assistance, one delegate turned to another and said, "I think I ought to make a motion that for the length of their stays in office neither Hepry nor Gus. should be permitted either pen or pencil."

Van's Speech Stirs Fuss

Quits Agents,

Taxes Buyers,

Boosts Dues

(Continued from Page 4)

floor on the first day of the convention. It was sent to the resolutions committee, which brought it back late Wednesday (7), and was accepted unanimously. Under this new rule, to be set in motion by the AGVA national board, all AGVA franchises will, in the future, be issued without charge (see separate story).

Dues Hike Passes

The dues set-up was also radically changed, tho no date was given when it was to be effective. There were objections freely made that the raise would cause havoc, but it passed by a big majority.

For coverage of AFM Convention see Pages 3, 12 and 13.

The convention chairman, Jackie Bright, assisted by Jerry Baker, both of New York, did yeomanlike jobs keeping things running smoothly. The hot weather rumpled tempers, but the confab was by no means the rat race it was in Chicago last year. The major incident at the onset was caused by AGVA Prexy Gus Van's opening address and his defense of the deal he made with James C. Petrillo, AFM's head, in settling the controversy over jurisdiction. Van said he'd been threatened with bodily harm and lashed out offering to resign. Upon being questioned about the 10 per cent traveling tax, he replied that Petrillo had promised it would be taken up at the musicians' convention in Houston. Then getting up steam, announced, "I have more faith in him (Petrillo) than I have (See AGVA Confab on page 48)

Basic AGVA

PHILADELPHIA, June 10,-A hike 100 per cent in basic dues, with her charges based on salaries, was ted on and approved at the third unual convention of the American uild of Variety Artists (AGVA) held Philadelphia last week.

The current dues, in effect for the ist four years, are \$12 annually for orus and \$24 for principals. Under ne new set-up they will be \$24 a 500 a week, \$32 for all acts getting 100 to \$1,000 a week, \$48 for actors the \$1,000 to \$2,000 bracket, and 100 a year for those who get \$2,000 week or more. .

Opponents of the increase claimed ings. at a dues hike would work severe ardships on small performers and norus girls who work for around \$40 week. AGVA officials denied that ny girls got less than \$75 a week.

It was also pointed out that a hike dues based on a weekly pay scale as unjust because performers can't ount on regular vork. Some may ork two weeks and lay off six. Denite the objections, the raise went 111 122

Philly Club Op **Changes Policy**

PHILADELPHIA, June 10.—Harry teinman will convert his Latin Cano to a new show policy starting the nd of June. This will call for the e of small acts and the shuttering I the main room.

Spot plans to use its outside lounge, uild a stage and shut off the main oom, which will undergo redecoraion. The upstairs lounge will be reagged a disk jock spot,

After the dues vote was taken, Joe Smith yelled, "I want to add an appendix to that."

"I'd rather take his (Petrillo's) word than trust 99 per cent of this membership," roared Gus Van in his president's report. The convention stood up and cheered.

Dues Up 100% New AGVA Rules Signpost **Battles With Agent Orgs**

PHILADELPHIA, June 10 .- A major We are not going to jeopardize that. battle between agent organizations and the American Guild of Variety Artists (AGVA) was forecast by showbiz authorities as a result of necessary, we will continue doing ar for all performers who get up to AGVA's new rule that, henceforth it would (1) withdraw recognition from all agency orgs; (2) would give franchises to agents for free and, (3) would run its own arbitration hear-

> Under Rule B, which controls relations between agents, agent orgs and extra payment to AGVA, AGVA this week, AGVA; all quarrels between agents and performers are heard before a three-man panel consisting of one agent rep, one AGVA rep and one public member. Under the new set-up such hearings will be held by branch officers in whatever area the complaint arises, the findings to be sent to the national for review. Agents or their reps will not be represented on such boards.

The Artists Representatives Association (ARA), the largest agent org in the business with members all over the country, has denounced the new rule, "They are not going to tell us how to operate," said an ARA spokesman. "We are willing to sit down and renegotiate Rule B on mutual terms. There is no rule in force that will make us do otherwise."

ARA Rolls Sleeves

AGVA wanted a battle, it would have of confusion during the change-over that this ruling might force him to it, "Our members have millions of period but were optimistic as to its close, further limiting places where dollars tied up in valuable properties. future.

We don't know under what terms AGVA will offer its franchises, but we certainly won't go for any arbitrations that leave us out. If it becomes business without AGVA franchises. We will offer performers work as before. We don't think they'll refuse it."

Under the present agreement agents pay \$50 for AGVA franchises. Some agency orgs, like ARA, charge their members dues, and thru their membership get their franchises without spokesmen said that when it is learned that agents can get their franchises direct from AGVA for nothing, they will drop out of agency orgs by the score.

Better AGVA Control

Major reason for the direct issuance of franchises by AGVA was the charge that it would have better control. If violators of the franchise laws were found, AGVA could revoke them. Under the present set-up it deals with the agent orgs, who do the policing of their members.

Under the contract with the ARA both parties may terminate the agreement on 60 days' written notice. Letters revoking the agreement will be sent to the ARA and other agent aimed at Leon and Eddie's, the only orgs in the immediate future.

tion. But all renewals will come di- mitted him to give unknowns a showrectly from AGVA, Talent union of- ing and jobs they wouldn't ordinarily The ARA also indicated that if ficials admitted there will be plenty get and cited names. He also indicated

Benefit Tab Up; **Celeb** Nights Out

PHILADELPHIA, June 10. - An edict affecting the benefit picture and another barring all celebrity nights were passed by the American Guild of Variety Artists (AGVA) delegates and national board in Philadelphia

When AGVA broke with Theater Authority, it took over the clearing of all benefits where its members appeared and originally ruled that all acts were to get one-seventh of their regular weekly salary and AGVA was to get 5 per cent of the gross for its welfare fund. In the future where all acts work on AGVA cleared benefits for free, AGVA is to get 15 per cent of the gross paid admissions. The Associated Actors and Artistes of American (Four A's) were also asked to advise its members, non-AGVA people, not to appear on variety show benefits without AGVA clearance.

The celebrity ukase was frankly known spot in the country with a Whatever franchises are now in fixed celebrity night policy. Eddie force will continue until their expira- Davis claimed that his policy per-AGVA people could work,

NIGHT CLUBS-VAUDEVILLE

Roxy, New York

46

(Friday, June 9)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Show payed by Roxy house ork.

Lucille Ball in a tight green spangled Bowery outfit sparked an uninhibited slapstick pace for the entire bill and delighted the audience with her good-natured clowning from start to finish. Exhibiting supreme self confidence and showmanship she cavorted around in the Charleston; donned a Harpo Marxtype get-up for a zany musician bit; and climaxed the show by making Tommy Lynn, pace the show with an and has added a luscious blonde, like a seal.

Desi Arnaz reflected the same sincere zip in his emsee role, altho his show pieces. wife's exuberance tended to overshadow him. Arnaz handled a group of vocals in a personable manner, and socked over his standard Cuban Pete number at the finale, with a big assist from Miss Ball.

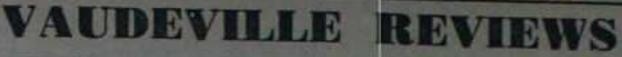
The Honey Brotters looked like three Madison Avenue hucksters, but their comedy acro-terping was strictly in keeping with the bill's over-all slapstick theme. They pulled a big hand and encored with a Milton Berle type trick with Arnaz.

Pretty Karen Tedder, erstwhile canary for Red Ingle's Unnatural Seven, warbled a brace of pops and standards in acceptable fashion, but the house was in a zany mood, and she clicked biggest with her old hillbilly number Timptayshun.

Mary Raye and Naldi, the class of the bill, displayed their usual effortless grace and mastery of slow lifts.

The show's one liability is the set. The pale lavender hangings and trcllises wash out completely under the lights and form a colorless cluttered background, for the acts.

Pic, Night and the City. June Bundy.



Capitol, New York (Thursday, June 8)

Capacity, 4,627. Price policy, 55 cents-\$2. Four shows daily; five, Saturday. Loew chain booker, Sidney Piermont. Producer, Allan Zee, Show played by Charlie Spivak's ork.

The new bill here stacks up as a mildly diverting package comprising a group of Stem vets. Charlie Spivak's sweet trumpetooting, his ork and vocalists, Peggy King and assortment of suitable, tho not extraordinary, typically name band The gal warbles a straight operatic

Veteran Georgie Price holds down the headliner spot with his familiar turn, pegged on the nostalgic values of running down a series of impressions of such evergreen showbiz guys as Eddie Cantor, Al Jolson and the late George M. Cohan. The act is smartly put together with patter that goes with the polished song and softshoe type act which Price creates authentically.

Rose Murphy's chi-chi song squeeking and piano playing scored neatly as she gave out five of her past and present recorded items. Working with rhythm section, she did a straightforward, unadorned turn which scored more for familiarity of the material than for showmanship.

Lane Bros. Score

The Lane Brothers, a standard comic acro-terp act, cut their usual capers, which are hlighted by a series of skip-rope stunts. They scored some yocks and a good mitt. Spivak thrush, Peggy King, followed the band opening Hollywood the entire act a winning personality. or Bust, an amusing material item, would have made a more suitable and Karr, who opened the first second number instead of the rather routine Baby Won't You Please as curtain raisers. They're followed Come Home. The orkster's boy singer, Tommy Lynn, made a strong visual appearance and scored neatly with a pair of ballads which were topped by a solid warbling of If You Were Only Mine. The ork's best received contribution was a smart Sy Oliver arrangement of Stormy Weather, which also served as a trumpet solo spot for maestro Spivak. The crew also dished up a rather uninspired, confused and multi-tempoed version of Carioca. Spivak ran the proceedings in an amiable, matter-of-fact fashion. Pic, The Asphalt Jungle. Hal Webman.

Palace, New York (Thuraday, June 5)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, Saturdays, RKO chain booker, Dan Friendly, Producer, Dave Bents. played by Don Albert's house ork. Show

Vet vaudevillian Will Mahoney is held over to headline the bill which includes a couple of great new acts. Mahoney has changed some of his routines for his second week here Harriet Lorraine, for this stint only. aria, while Mahoney cuts her flowing gown to a revealing fraction. The remainder of his act includes the usual amiable hoofing and the sock xylophone dancing, Most of the patter is handled with a heavy Scottish brogue, with gags and costume to match.

The Impressionaires, a male trio making their Stem debut, kill 'em with a full, fast schedule of imita-The group, composed of a tions. tenor, bary and bass-all with operatic backgrounds-turns in fine reproductions of Ezio Pinza, Jerry Colonna, Morton Downey, Frank Sinatra and the Ink Spots. On the last named, they actually improve on the original.

The Five Amandis, imported Danish teeterboard act, making their first appearance in this country, close the show with their sensational aerial antics. The all-male unit, which joins the Hamid-Morton Circus at the end of this engagement, includes two youngsters whose fresh, handsome, blond appearance, added to the general agility and timing, gives

The attractive tap team of Mage Palace show last year, are back again by comic Al Mardo and comely harmonica-playing Irene Kaye. Mardo's ridiculously ugly bulldog gets laughs with his contrary antics. The gal and Mardo himself turn in some okay harmonica blowing.

June 17, 1950

Paramount, New York Wednesday, June 71

Capacity, 3,655. Prices, 55 cents-\$1.50. First Show played by Al Donahue's ork.

New bill offers additional proc that most movie actors should b seen on the screen and not in the flesh. Film hero John Payne is the headliner and Shelley Winters, who also appears on the Paramount screen this week in Winchester 73, was booked as an extra opening day. Entertainment-wise the show would have been better if they'd both stayed in Hollywood.

Payne was particularly ineffective. In contrast to his rough tough film roles, he projects a pallid and indifferent personality on stage. He did fairly well with some opening chit chat, thanks to a king-sized assist from Jan Murray, but his quavervoiced rendition of I Want To Be Loved and Black Magic were strictly n.g. He used all the right gestures but, unfortunately, they can't dub in a sound track on stage. Shelley Winters, who appeared about 20 pounds heavier than she did in the picture, made a better initial impression, via a sexy entrance and plenty of personal magnetism. Her material, tho, was virtually nonexistent and even Murray's frank lampooning of the situation (i.e., "This is the material they send you East with?") couldn't save it,

Credit to Murray

Murray really worked trying to put some punch in both acts, and it's to his credit that the show finished to mild applause. Unfortunately, tho, his own routine suffered in the process. He was obviously tired, and his timing wasn't as sharp as usual. He drew consistent giggles but yocks were scarce and his best bit, the baby-sitting gag, was cut entirely. Talent-wise and applause-wise, lerit warbler Patricia Morrison was the star of the show. The erstwhile leading lady of Kiss Me, Kate looked beautiful in a star-spanglad black gown and held the crowd all the way. She opened with a Kate number, Wunderbar, and hit her best stride with a vivid Granada. Her encore, another Kate tune, So In Love, sparked the best hand of the evening. Aside from a jazzed-up military march opener, Al Donahue's 14piece band had little to do. However, the ork turned in a competent backing job. Donahue was a personable emsee for Miss Morrison. Pryde and Day, a standard juggling act, rounded out the bill. The man's timing was slick and the flash double-jugg' finish, with his curvaceous fem partner standing on his head, rated a sizable round of ap-June Bundy. plause.

The Billboard



Strand, New York (Friday, June 9)

Capacity, 2,700, Price policy, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer. Show played by Cab Calloway.

His majesty of hi-de-ho, Cab Calloway, is the focal point of an apparently hastily prepared one-week bill which strives for speed but comes home at a trot. Calloway's vocal shouts, hip strutting and body gyrations-the sort of thing which is identified with this master showman-give the bill its strongest selling points. He fronts a 10-piece allstar pick-up crew for the bill, with the nucleus built around the Cabaliers, a rhythm section and trumpeteer Jonah Jones, which group works regularly with the shouting maestro.

Harold King, who does a speedy and standard taps routine-albeit on roller skates-walks off with show and mitt honors, with one of the more exciting turns seen hereabouts in

Apus and Estrellita, has a turn built envelopes and passed them out to of possibility in their first stage turn, around some weak patter comedy each delegate. It wasn't until one which is enhanced considerably by member, Russel Swann, opened his in the words of Apus, "This may be discovered that each envelope carthe new look, but it's built on an ried a summons. old frame."

Hal Webman.

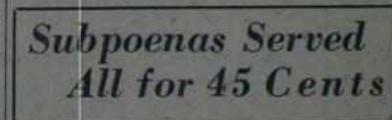
La Chang Sings

Exotic-looking Kathryn Chang proves that she can shape a sultry phrase, but spends most of her time here tossing off rhythm material which fails to register. The gal could more successfully tailor her talents to intimate spots. A piece of special material, her part-Chinese version of I Said No, goes over best.

Dizty, grotesque-mannered acrobats Cass, Owen and Topsy, polished performers, scored heavily with the aid oil zany expressions and welltimed pratfalls.

Comic Dusty Fletcher's Open the Door, Richard continues to stand the test of time.

Pic, Four Days' Leave. Bill Simon.



PHILADELPHIA, June 10. - The Guild of Variety Artists (AGVA) has been in since Matt Shelvey, former administrator, was removed from office, cropped up again at the convention when the officers and delegates were served with subpoenas and complaints by Arthur Cowan, who claims to be national counsel for AGVA.

some months. Petite thrush Dottie method used in serving the delegates. Saulters fills the opener slot with a A bellboy, who got a 45-cent tip, trio of tunes, of which, I Don't Want came up the elevator with a batch of To Be a Good Girl, came off test. envelopes, each addressed to a dele-A comic team new to the Stem, gate. An AGVA employee took the the guy's fine delivery. To put it and saw the summons that it was

Pic, Return of the Frontiersmen. AGVA counsel, Silverstone & Rosenthal, took charge.

Chicago, Chicago (Friday, June 9)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows weekdays, six shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

This is another one-week variety package that's good entertainment all the way, tho lacking headliner punch. While Denise Darcel's chassis is prilegal difficulties that the American marily what pewsitters came to ogle, the Gallic answer to Jane Russell has considerable other talent. The chesty Battleground fem has a coquettish quality that clicks both on her Frenchy talk and in her husky singing.

Wally Brown clicked with new material based on his standard double-What made it amusing was the talk delivery. Several bits won him a return, but he needs two or three minutes of fast gags to open. His wolf bit with la Darcel helped her to a good start.

The Mary Kaye Trio showed lots the they depended too much on their excellent music. If they can find more comedy like their Monkey Song which starred accordionist Frankie Ross, they'll be a top-drawer vaude They were quickly picked up and act. Walked off to big mitt in the finale spot.

Johnny Sippel Pic, Caged,

The Billboard

NIGHT CLUBS-VAUDE GROSSES

NIGHT CLUB REVIEWS

Ruban Bleu, New York (Thursday, June 1)

Capacity, 130. Price policy, \$3.50-\$4 miniim. Continuous entertainment from 10:30 ntil 2:30. Owner-operator, Al and Tony fele, Publicity, Ross Associates. Booking colley, non-exclusive. Estimated budget this now, \$1,500.

The current show at this intimate late spot is a neat combination of upper-brow sophistication and solid entertainment values.

Making his initial night club appearance, legit comedian George Hall showed a magnetic stage presence which almost, but not quite, concealed the fact that his material is under-nourished. His dead pan takeoff on a hell's-fire evangelist reading tremendous import into nursery rhymes was an effective opener, but a pantomime marriage ceremony routine was much funnier when Sid Caesar did it on TV. Hall is strictly an articulate comedian, and he needs words to hit his best laugh potential. His vocal impresh of a vaude act on a Jolson jag was showmanly, and a prief lampooning bit on the English theater might have been sure-fire with the right material. The crowd was with him all the way, reserving its biggest hand for a piously rendered double-entendre encore.

Brown: Saint, Satyr

Michael Brown, playing a return ingagement, looks like a saint, sings like a satyr and writes special material with a macabre Charles Adams twist. Saleswise, he's gained considerable stature since his last appearance in the room. He's extremely adept at the chi-chi type lyric (i.e. "Uncle's in the Pink Since Brink's Put Uncle in the Green), which went over big with the audience. However, his real forte is in the fantasy and fear realm as typified by a fey story about The Son of a Man and a Mermaid: Swamp Boy and a grisly little new Lizzie Borden number tagged You Can't Chop Your Poppa Up in Mass. Comely GiGi Durston looked good in a strapless white gown and a severe chignon hairdo, but vocally the gal's just not equipped to warble a sexy lyric and leer at the patrons. She sparked a much better reaction with a dramatic number from Lost in the Stars, Stay Well, Keeper of My Love. As a determined fem fatale la Durston has too much natural appeal to be offensive, but sometimes she's awfully funny.

Empire Room, Palmer House, Chicago

(Thursday, June 8)

Capacity, 500. Price policy, \$1-\$1.50; cover Saturdays, \$1 other nights, with a \$2 mini-mum. Shows at 8 and 12. Publicity, Fred Townsend; exclusve booker, Merriel Abbott. Estimated budget this show, \$7,500. Estimated budget last show, \$7,500.

This show, Max Liebman's Cross Country Revue, is a lavish job and most of the acts were regulars on Liebman's big New York NBC web TV effort, The Show of Shows. Opening night applause indicated that many TV viewers were on hand.

Being an adaptation of a legit musical, the cast is sublimated to the brilliance of the production. However, two of the performers were extremely strong. Mickey Deems, in a solo spot, did a Sid Caesar-ish skit, based on the rude Sunday morning awakening of a daddy by his moppet son which netted a big laugh. Louise Hoff, a statuesque blond comedienne, got the same response for a duo bit with Deems, in which she did a scathing lampoon of Betty Grable. Baritone Jack Russell showed a versatile set of pipes which should interest a diskery looking for a male chirper.

Only minor mar in the revue is an overload of modern ballet jumping. Insertion of some unusual novelty act would improve this for Midwest showing. Outstanding dance was a reefer addict bit by Jerry Ross, who utilized a stepladder as a prop to show the mental lift and resultant drop of a muggles-user. The Hamilton Trio, two beautiful gals and a handsome guy, fall into the rut created by the many Oriental and Latin groups. They need original dance a pattern in their dancing, especi- sides for MGM Records. ally for such a cavernous room as this. Rainer and Karner, gal dance duo, did okay with a short parody on Begin the Beguine. Eddie O'Neal handled the emsee and baton chores masterfully, and writers Lucille Kallen and Liebman deserve kudos for the special lyrics and skits. Johnny Sippel.

New York:

Peter Lind Hayes and Mary Healy open at the Chicago Theater, Chi, June 23, then return to New York to start their TV show out of the Stork Club. Paramount Pictures has agreed to permit their show to be tagged "Stork Club." . . . Henry Slate will start a picture for 20th Century-Fox. shooting in town while he doubles out of "South Pacific."

IN SHORT

 $\mathbf{47}$

Peter Price, in 20th Century-Fox's "Love That Brute," is Georgie Price's son. . . . Leslie Scott, on the Cugat show at the Strand, has been signed by the Latin maestro for a tour. . . . Myron Cohens leaving for the Coast to celebrate their 25th wedding anniversary June 21. . . . Charlie Lisanby's murals, now being painted at the Friars' new club house, have been insured for \$10,000. . . . Henny Youngman will turn legit producer with Al Goldin, currently company manager for "Peter Pan." Show will be tagged "On the Nose." ... Arturo Sacco, maitre d' at the Blue Angel, recently became a pappa. Baby's name is Roseanna Elaine.

Bob Sydney, comic, learned from Agent Phil Grae that the latter was getting married. Sydney said he knew the girl and she'd make a fine wife. Grae replied, "I've got her penciled in and we'll have to wait for the report. Her pictures are great."

Chicago:

Gene Baylos, Steve Condos and Jerry Brandow mulling a trio act, following Baylos's date at the Capitol, New York. . . . Chuck Suber, GAC comptroller here, will be chairman of the 1950 Play Day of the Entertainment Managers' Association, local chapter of Artists Representatives' Association. The outdoor event will be held July 13 at Chevy Chase Country Club, Wheeling, Ill. . . . Dave O'Malley, chief of his own indie booking office here, has bought into a chain of custard stands in Florida, which are being managed by his son, Dave Jr. Ed Fendt, partner in the O'Malley office, returned last week from five weeks in Hawaii. . . . Joann Skelly, new impressionist-vocalist, carries on the famed showbiz name. Her mother, Mrs. Hildegarde Lau, is a sister of the late Hal Skelly. . . . Al Morgan's new video pact with WGN-TV here calls for a reported \$1,500 per week for a weekly half-hour show.

Hollywood:

The Modernaires will trek eastward for summer bookings following hot weather lay-off of the "Club 15" airshow, and are set to open at Waldorf-Astoria's Starlight Roof June 29. . . June Hutton, currently being groomed by Decca Records, opened as a single June 5 at Portland's Clover Club. . . . Paul Valentine, legit and nitery ballet dancer, has switched to vocalizing, currently at Cafe Gala, Sunset Strip intimate room. . . . Dinah Shore's two-week stint at Ambassador's Coconut Grove netted her a reported \$11,000. . . . The Frank Yankovic combo will make its coast nitery debut June 11, opening at Mocambo as a once-a-week attraction. . . . Twoformats to stand out. Nelle Fisher thirds of the vaude team of Durante Jackson and Clayton were reunited and Jerry Ross utilized too aesthetic on wax when Jimmy Durante and ex-partner, Eddie Jackson, cut two

Canadian Quartet

The Four Lads is a versatile teenage quartet from Canada, equally a clean-cut appearance on the stand and rated a big hand on their bowoff.

The unsung hero of the revue is sparkling new songs and parodies pianist Norman Paris, who backs all which Lee now shows signs of class the acts and provides excellent mu- and charm. All that he lacks is sical interims with his trio (piano, shading and pace, two elements bass and guitar). Paris can appar- which time will bring. ently play anything. He switched his style several times during the left in the Lee catalog, The Pinky evening to fit the individual acts Lee Story, in which the lisping laugh and plays a delicate bop solo as getter pleads with film moguls to Asphalt Jungle. effortlessly as an old-time piano roll make the story of his life a la The blues. June Bundy.

Famous Singing Stars of DECCA RECORDS \mathbf{x} MERVIN SHINER DICK THOMAS And other great recording names for Parks-Fairs-Celebrations Write JOYCE Wire Phane Earle Theater Bldg. WAInut 2-4477 Philadelphia, 7, Pa. WAInut 2-9451

Biltmore Bowl, Biltmore Hotel, Los Angeles (Monday, June 5)

Capacity, 1,000. Price policy, \$1 cover. Shows at \$:45 and 12. Booking policy, nonexclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Foladare. Esti-mated budget this show, \$2,000. Estimated budget last show, \$2,000.

Television has made a new man of Pinky Lee. With a bright TV show to his credit, the diminutive adept at French Canadian folk songs funster has taken a page from his or Negro spirituals. The boys make video success to revamp his standard nitery act. Gone are blue material, burly mannerisms and runof-the mill gags, all replaced by

Only one piece of old material is Jolson Story. His opener, I'm a \$78,000) exited with \$55,000 for its Brand New Pinky Lee, is cleverly third and final week with In a conceived. A switch from comedy Lonely Place, Frankie Laine, Patti

vaude comic unable to make the Payne; Jan Murray, Patricia Morgrade. For a clincher, Lee dances rison, Al Donahue's ork and Winhis feet off and spends an extra 15 chester '73. minutes to answer ringsiders requests

for old faves. (two men an a gal), who dish out show and Caged. Last week's figsome amazing acro terping to earn a hefty hand. Burns and His Birds of \$49,000. New show has Return of delighted all. Rochelle and Beebe, comedy terp team whose forte is ballroom satire, lacked smartness and ing and played the show, delivering subtlety.

Paul Neighbors ork cut for danc-

Heat Blitz, Final Runs Trim **Fat Off Stem Combo Houses**

weather plus the final week of runs band show. in most houses had their affect on Stem grosses of combo houses, Take for last week was \$327,000, against the previous week's \$411,000.

Radio City Music Hall (6,200 seats; average \$123,000) took in \$140,000 for its third session with Father of the Bride plus Ladd Lyon and Martin Brothers, Bill started at \$150,000, followed by \$155,000.

Roxy (6,000 seats; average \$68,-000) fell back to \$52,000 for its second and final stanza with Sid Caesar, Faye Emerson and Love That Brute, against an opener of \$80,000. New bill has Lucille Ball, Desi Arnaz, Raye and Naldi and Night and City.

Capitol (4,627 seats; average \$43,-000) moved down to \$31,000 for its last and second week with Big Hangover, Woody Herman's band, Gene Baylos and Bill Farrell. First week's take was \$43,000. New bill has Georgie Price, Rose Murphy and

Paramount (3,654 seats; average to pathos finds Sap That I Am a Page, Pat Henning and Elliot Lawpoignant parody about a small-time rence's ork. New show has John

Strand (2,700 seats; average \$41,-000) went to \$30,000 for its third and Supporting bill features the Glenns final frame with the Xavier Cugat ure was \$37,000, after an opening

> well in both departments. Alan Fischler.

NEW YORK, June 10. - Hot | the Frontiersman and Cab Calloway's

Palace (1,700 seats; average \$18, 000) went back to its near normal biz with \$19,000 for Will Mahoney, six other acts and Kid From Texas. Previous week was the second of a two-week anniversary show that saw \$26,000. New show has Will Mahoney, held over, seven other acts and Four Days' Leave.



NIGHT CLUBS-VAUDEVILLE



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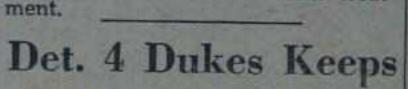
Van's Big Sock In AGVA Confab May End in Suit

PHILADELPHIA, June 10 .- The one punch that Gus Van, president of the American Guild of Variety Artists (AGVA), threw at AGVA member George Ross, may result in a lawsuit, according to the latter. Ross. a harmonica player, said he's been under a doctor's care since his return from Philadelphia, where he went to attend the convention as an observer.

The fracas started at the end of the first night's session when Van, in an impassioned speech, denied he'd made a bad deal for AGVA when he signed an agreement with James C. Petrillo, head of American Federation of Musicians (AFM). Van charged that, as a result of this deal, he'd been threatened. "I don't want their bullets to melt in their pockets. They can start shooting. I'm not afraid of them. Their bark is worse than their bite." Van then looked sharply at Ross, sitting in the rear. At the end of the session Ross, a

short, thin chap, approached Van. Later he explained he had intended to apologize. Van, misunderstanding, as he later explained, let go a roundhouse, hitting Ross on the back of the head.

At the end of the convention Van, in an effort to make amends, nominated Ross for the national board. Ross said the doctors have taken X-rays and want to take more; that he's suffered some broken blood vessels in his head and must enter a hospital for observation and treat-



AGVA Confab Goldberg Wins Out

in 99 per cent of the members of this organization."

Herry Dunn, national administrator, in his report, made a masterly address, a far cry from his treasurer's report of the Chicago convention of 1949. In it he asked for higher dues, no more deals with agent orgs, an approval on no more benefits, the re-signing of the variety clubs deal, the Associated Actors and Artistes of America's (Four A's) barring all members from appearing on benefits not cleared by AGVA and control of burlesque performers and finished with a reading of the union's financial condition, which disclosed that AGVA had \$53,654 in cash. Dunn received an ovation,

Guest speakers during the convention were Matthew Woll, of the American Federation of Labor (AFL); former New York Supreme Court Justice Charles Solomon, who spoke about AGVA's joining in the fight for labor legislation, and George Heller, executive secretary of Television Authority, who spoke about the has-sle butween the Four A's and the Screen Actors' Guild (SAG).

Confab Confusion

Here and there the convention was peppered with ad libbed remarks cent of everything over \$15,000. from delegates with sectional requests. Some were referred to comagain motions were made, voted upon it was handling the show. and passed and then reopened for two or three hours' debates until somebody pointed out that motions were already passed.

A big hassle developed out of AGVA's new TV show. Henry Dunn admitted that he signed "the wrong contract," giving the option to Lou June 17, 1950

Puts On Heat On TV Seg Mix-Up At Philly Convensh

> PHILADELPHIA, June 10. - The American Guild of Variety Artists (AGVA) TV show format was accepted by the convention after flurry of excitement when Eddie Rio, AGVA's West Coast regional administrator, insisted he'd been given an okay for a similar show by Henry Dunn, national administrator.

> After charges and counter charges, during which Dunn admitted he'd signed the "wrong paper," the original contract given Lou Goldberg, producer of Ted Mack's Amateur Hour, was changed and accepted by both sides.

> Contract calls for a weekly payment to AGVA by Goldberg of \$1,000 while the show is on sustaining; \$2,000 weekly so long as show is sponsored. For Goldberg to exercise his option he must give AGVA members 26 weeks actual playing time plus \$52,000 a year to AGVA.

If the show sells for more than \$10,000 Goldberg is obligated to pay the union 25 per cent additional of all sums in excess of \$10,000 up to \$15,000. If the show is sold for more than \$15,000 AGVA is to get 50 per

One clause calls for wide open booking with no single agency having mittees; others were kicked around any exclusive rights. In a recent trade with yells of "I have the floor" and paper advertisement Music Corpora-"point of information." Time and tion of America (MCA) announced



The Billboard



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Biz Pace, Not Closing

DETROIT, June 10 .- The Four Dukes Supper Club (formerly Palm Beach Garden) remains one of the city's most thriving top flight night spots and has definitely not been closed. The spot went into voluntary receivership several weeks ago, with Paul Sanderson named as receiver. while the Four Dukes themselves, the male comedy quartette, remain as the top show attraction at the spot. Two of the team, Daniel G. Giannaris and Neal Patterson were also part owners of the spot.

In a story in The Billboard last week, it was incorrectly inferred that the receivership had caused the place to close. According to observers, it has enjoyed the best business in a details. He said that Hilton execs long time under the receivership. and the closing of the Bowery, as a major competitor, should help to turn more trade toward this other North End Spot.

AGVA TAXES BUYERS Continued from page 45)

nals with Harry Mendoza, Los Angeles (who controlled almost six votes thru proxies), and demanded "Justice." The convention was thrown into confusion and all paid employees were ordered off the floor. A fight threatened to develop, but cooler heads prevailed.

Jack Gwynne, Chicago, spoke against the motion, but there was no doubt how the vote would go. It was finally sent to the resolutions committee, which later brought it back to the floor where it was accepted.

According to Jones, any op who refuses to pay the levy won't have a show and will be placed on the unfair list. AGVA national officials said they will set up policing powers before the operative date.

Some of the objectors charged that such a payment would open the doors to wholesale pay-offs. But others pooh-poohed the idea. In any event, it was claimed that the new fund collected would amount to astronomical figures if run properly.

Goldberg, New York TV producer. Eddie Rio, AGVA's West Coast regional director, who admittedly had a vital interest in his plan for a TV show, objected loudly to the proceedings. He claimed letters of authorization from big name acts and a contract promised from CBS for one year if he could deliver.

Goldberg appeared before the convention and agreed to sign "the right paper" if AGVA would present it. AGVA counsel, Silverstone & Rosenthal, drew up a new agreement and Goldberg signed it (see separate story)

After the three-day confab the national board went into session.

HILTON HOTELS NOSING Continued from: page 21

were optimistic about using an arena type show in hotels outside New York, either between their usual cafe act dates or as a complete replacement. Discussions were now being held about the financial breakdown.

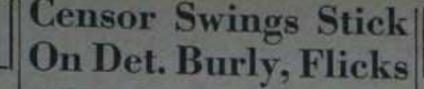
To put The Show-Off into the Edison cost about \$15,000, but this included the ring and other physical changes. Once that is written off, it is estimated that subsequent shows would cost about \$1,500 plus royalties, producers' and technical charges.

According to Thomas, the theaterin-the-round can play any mediumsized show from straight legit to intimate revues. The Show-Off, for example, carries nine people. The next show, Julius Ceasar, will have a cast of 19.

--- And 10%, Too!

NEW YORK, June 3 .- The William Morris office walked away with three door prizes at the opening (1) of the Waldorf's Starlight Roof, Nat Kalcheim took a \$100 bond. His wife drew "luncheon for four at the Waldorf." But it took Lou Weiss's wife to take the plum. She got the gold plate, estimated to be worth a couple of hundred dollars.

TAL B. LIPPINCOTT and wife, Maxine, who conclude a forthight's stand this week at Fontaine Ferry Park, Louisville, the opener of heir outdoor season, invade Michiran soon for a week at Lake Lansing Park, Haslett, Mich., their first visit to the Apple Knocker State in 15 scot free. But six "corrections" were vears. with the Lippincotts on the last houses, four in burlesque show fronts, eight weeks of their indoor season while seven fronts of motion picture which ended May 13 at Crossett, theaters which contained offensive Ark, have outdoor bookings in the advertising were ordered changed. West. . . . Forrest Jarvis (Great Jar- Two fronts were literally torn down vis), working with his wife and an- at one house by the censor squad other assistant, is currently doing an because of their character. Censors hour of vent and magic in West Vir- made 33 visits to burlesque shows ginia houses and is slated to follow with a string of picnics and outdoor celebrations in Pennsylvania. A recent visitor on the Jarvis show and at the Jarvis farm quarters in West Virginia was L. J. Wolfe of Knoxville. . . L. Strock Rupert, youthful emsee magician, is sojourning at his home in Mansfield, O., after winding up on a series of club bookings and is scouting for an assistant's job with a magic or spook opry for the summer. He formerly worked with the late DeGraham thru Ohio, Pennsylvania and West Virginia. . . . L. B. Wilson, mayor of Macon, Ga., and a magician and vent of no mean ability, has resumed his official duties after a jaunt to Chicago to take in the combined IBM-SAM convention. ... Don Wood, of Flora-dale, Silver Lake, Mears, Mich., writes: "Would like to learn the whereabouts of Pooshie-Pooshie, whose real name was either Fitzgerald or Fitzpatrick. The last I heard Pooshie-Pooshie and his wife were residing in Miami." . . . Ralston the Magician, who has been handling the press for the stock car races at the Stadium,

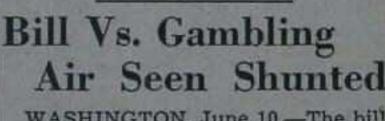


DETROIT, June 10 .- Local censors are warring on theater fronts and shows, with a total of 17 "corrections" ordered during May - the probable all-time high. Only 16 "corrections" have been made in all local theaters during the entire year of 1949.

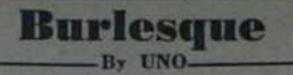
Legit and vaude theaters escaped Freddie and Gale LaRue, ordered in performances in burlesque and 97 to other houses during the month, another record high.

> to show a rapid improvement, Inspector Herbert W. Case, in charge of two weeks thru Milt Schuster. . . of show business, and did not apply thru Ralph Jordan. generally to the field.

Night club operators were about normal, with seven corrections ordered on 261 inspection visits, Other branches of show business received the attention of the censors, Arcades had 15 visits, carnivals, 9; amusement parks, 4; novelty stores, 30, and phonograph record dealers, 32. A total of \$100 worth of novelties considered obscene was confiscated.



WASHINGTON, June 10.—The bill restricting transmission of gambling information may be sidetracked this Park, N. J., under the new managesession because of the stack of must legislation now piling up, it developed this week as an attempt to get the measure passed by unanimous consent was blocked by an objection from Sen. Pat McCarran (D., Nev.) Before the bill was stymied, the Senate agreed to the revision made by the Senate Interstate Commerce "Peep Show" in the last week of re-Committee of the far broader Justice Department bill. In its present form, the bill bans broadcasts or telecasts before start of a horse or dog race of data on the particular race concerning odds, scratches, jockey weights, changes, probable winners, or weights. The failure of the bill to pass on the consent calendar means that it must be scheduled for debate. Mc-Carran, who comes from a State where gambling is legal, can be expected to fight the measure vigorously. If it should pass the Senate it will go to the House Interstate Commerce Committee, which has been ripping apart another gambling bill drafted by the Justic Department, the anti-gambling device measure.



NNUAL meeting of burly house owners and operators of the two circuits takes place June 15 at the Statler Hotel, Buffalo. . . . Ross Va-lore, of Ace-Hollywood Theatrical Arts, Inc., Cleveland, has placed Rence LaRue at the Skyliner Club, Fort Worth, starting June 16. She moves there from O. B. Coate's Ringside Club, Galveston. . . . Nona Carver, strip-talker, opens June 16 at horse opera already has 30 items the Roxy, Cleveland, thru Herbie bearing its name on sale, and has Lynn. . . . With the closing of the made arrangements for 20 more to Hudson, Union City, N. J., Manager go into production shortly. Sam Cohen and family are autoing to California on vacation. . . . Irving Selig, comic, has begun an extended engagement with Linder's new video show, "The Boweries," over WOR, New York, Thurs-Warning that conditions would have day nights, 8-9. . . . Peaches moves into the Rialto, Chicago, June 30 for censorship, said that action may be Irma (Tex Lewis) Stone is now mantaken to revoke a theater license if aging a motel in Tucson, Ariz. . . this were not done. He pointed out Helene Francis, exotic dancer, bowed \$250,000 this year. Among the prodthat the offenses were mostly con- in June 14 for two weeks at the centrated in a fairly small segment Latin Quarter, Virginia Beach, Va.,

> VICKI WELLES has joined Jack Norman's "Broadway to Hollywood" on with the James E. Strates Shows. . . . Joe Emerson, former comic and now a haberdasher, is in New York on a three week's buying tour. . . . Inez Claire, following two weeks at the Casino, Boston, will drive to California for a summer's vacation. . . . Renee Griffin is working clubs out of Hollywood. . . Palmer Cody and Bettsie Lee are with Tirza's Wine Bath Revue at Coney Island, N. Y. ... Freddie Fulton and his group of mixed players are being held over for the summer at the Manhattan Hotel, Asbury ment of Harry Fink and Louis Moskowitz. . . . Phil Seed, comic, opens July 3 for the summer with the St. Louis Municipal Opera House in the play, "Of Thee I Sing," thru Henry Wiese. . . . Mandy Kaye will be a later booking. . . . Red Marshall replaced Loney Lewis in Mike Todd's hearsals. . . . Tom Barrett, Minnie Allen and Bobby Day and Babbs are a new dancing combo traveling under the billing of the Barkley Family and booked thru Al Brooks. . . . Paul Marakoff is producer and director of the Mitzie Brown Girl Show, and Estella Mantilla, dancer with Sally Rand's unit, on Al Wagner's Cavalcade of Amusements. . . . Co-principals with Primrose Semon, playing a return at Young Marquette's Cafe de L'Est, Montreal, are La-Miarka, dancer; Johnny Ward, acro, and Eddy Sandborn and his ork.

"Cisco" Selling Shirts, Pants to Hefty Payoff

GENERAL NEWS

49

NEW YORK, June 10 .- Merchandising tie-ins made by the Cisco Kid are expected to gross between \$5,000,000 and \$6,000,000 for manufacturers in With merchandising only 1950. started last October, the Pancho-type

The radio version of the show is owned by Frederic Ziv, but the TV and movie facsimiles belong to both Jack Ziv and Philip Krasne, who produces them. Cisco Kid Products, Inc., the merchandising subsidiary also owned by the Krasne-Ziv combo, was set up to license merchandising.

The merchandising subsidiary gets a cash guarantee against a 5 per cent royalty and is expected to net around ucts being marketed are shirts, trousers, pajamas, scarves, holsters, belts, lariats, etc.

The merchandisers have set up special Cisco Kid corrals in department stores thruout the nation. There will be a special meeting of merchandisers July 5, 6 and 7 here with Duncan Renaldo, the star of the oater, and Ziv brass to work out personal appearances as a further hypo for the product tie-ins.

Ziv this week also was developing a new exploitation gimmick for its wax show, My Favorite Story. Transcription firm is putting together a sample package of the show containing script, disk, sheet background music and cue and sound effect sheets for distribution to schools, colleges, dramatic societies and women's clubs. Fifty-two such packages will retail at \$10 each.

Westboro, Mass., since closing his theater season early in the spring, left Westboro June 1 to join Sam Preyden's Water Follies for an extended tour.

TAY PALMER AND DOREEN, after a trek thru North Wales, returned last week to London from whence they hopped to Paris. They are skedded to go to Spain in September. They report that Europe offers plenty of work for a good mystery turn. . . . George A. Searls presented his mental turn for the Kellogg Company at Battle Creek, Mich., June 5. . . Bill Neff, following a string of one-nighters out of Denver under auspices of the local Variety Club, began a tour of the Interstate houses in Texas June 6. Still at the helm of the Neff magic spooker is Anton Scibilia, with headquarters in Pittsburgh, who also is handling bookings on Dagmar the Magician, with four people, and Dr. Richard Silvers, mentalist. . . . Two prominent figures in the mystery field are lamenting the fact that others have seen fit to use their

FALSE TEETH DUPLICATED In New Pink Acrylic Low as \$18.50. Send Card for Information. Park Dental Laboratory Dept. 11, Hammond, Indiana WANTED

Exotic Dancers and Strips For Theaters and Clubs from MAINE to CALIFORNIA Be a Booster for DEEPHKON SCOTLUSING B Chicago 7, ILL. 127 North Dearborn St.

WANDED BOOKER, PUBLICITY MAN who can book and route the largest Spook Show on tour. James Theatre, Newport News, Va. RAY-MOND THE MAGICIAN 269 EAST MAIN ST. WESTMINSTER, MD.

names in the show field. One is Joan Brandon, magic lovely current at the Mapes Hotel in Reno. She writes: "I was startled to read in your column that Milo the Magician is going to assume the name of Brandon. This could be harmful and embarrassing to both of us. I hope he will change his mind and keep his own name instead of taking mine." The other complainant is the veteran mentalist, Rajah Raboid, who forwards a letter proving that a performer with a small carnival is using his full billing title. Writing from Miami Beach, Fla., he says: "Been getting reports for two years that some one has been using my full name on small carnivals. Unless this person quits using my name I'll catch up with him soon and make it warm for him, and I'm solvent enough to do something about it." . . . Al Flosso and wife are back at Coney Island, N. Y., for their 20th year with grind show and magic pitch. Flosso was a recent feature on the Ed Sullivan TV show.

Fields 7G in Detroit

DETROIT, June 10 .- One night appearance by Gracie Fields at Masonic Temple Auditorium Monday night (5) gross was about \$7,000. Miss Fields's price scale of \$1.20 to \$3.00, estimated has had here in recent seasons.

ABC Plans Stanza To Detect Lies

NEW YORK, June 10 .- A radio program built around the use of the lie detector was in the works this week at ABC. Titled Lie Detector, the stanza will be auditioned within the next couple of weeks by the web, in conjunction with the Martin Stone office. Gene Rayburn, of the Rayburn & Finch team, will emsee.

The show is an audience participation airer, in which the contestants will be rewarded according to their truthfulness. Web execs, however, are asking themselves whether it is an invasion of privacy to have the detector prove a man is fibbing when he claims never to have gadded about with other females, if his wife is catching the show.

brought a near-capacity first floor appearance, her only date in the crowd of about 3,000, according to United States during her Canadian William Van Lopic, Temple manager, tour, received probably the most en-Balcony was not put on sale. With a thusiastic press reception any artist



The Billboard 50

CONTRACTOR NO Communications to 1564 Broadway, New York 19, N. Y.

Chi Fair Pulls All Stops; **Plans Bolster Job Outlook**

NEW YORK, June 10 .- The Chi- utilize \$300,000,000 worth of equipcago Fair of 1950 should give legit summer employment a substantial boost, according to final entertainment plans outlined here this week by Executive Manager Crosby M. Kelly. The fair, first of a projected series of similar annual events, teesoff Saturday (24) on the 60-acre lakefront site of the Chicago railroad fairs of the past two years. Of particular interest, legit-wise, are a huge pageant, arena musicals under canvas, a showboat and children's theater.

The pageant, Frontiers of Freedom, will be directed by Helen Geraghty and calls for a cast of 250. It will run 63 minutes and give four shows daily on a 450-foot stage. According to the Kelly statistic, it will

Hartf'd Zoning Com. **Okays Legit Theater**

HARTFORD, Conn., June 10 .- The Town Plan and Zoning Commission has approved a change of zone in suburban West Hartford to permit construction of a legitimate theater.

The change of zone from residential to business for land at the intersection of South Main Street and Sedgwick Road, West Hartford, by a three to two vote, was with the stipulation that the theater's proponents comply with certain restrictions and covenants. The approval came after two hearings on several executive sessions on the theater's permit.

Paton Price, of Hartford, has been among those leading the campaign against opponents of the Commission's approval of the project. Price attractions. The juve theater, how- by the House Judiciary Committee's and associates plan to launch con- ever, will have a 25-cent top. Ad- monopoly sub-committee may be put struction of the theater.

erts.

133

556

509

949

56

164

101

159

180

23

85

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228

52

(24)

ment.

Plans for the operetta-in-a-tent venture really put arena-musicals in the big business bracket. Charles Blake will stage the song-and-dancer rep, using New York principals. Tent capacity will be 2,000 and four shows a day will be skedded seven days a week. A completely new departure will be the inclusion of at least two different musicals on the daily bill. Already on the agenda are The Merry Widow, The Mikado, On the Town and a revival of the 1932 Pulitzer prize winner, Of Thee I Sing.

The midway theme this summer will be a Dixieland village, a replicaof an old Southern town circa 1800. Included, naturally, in this set-up is a showboat. Paul Killiam,, impresario of the "Old Knick" melos here, will recruit a similar troupe for the showboat stage chores.

Angled for the juve trade, three companies will combine on a festival of children's theater, offering six half-hour programs daily on a special children's stage. Two New York troupes, the Children's World Theater and the National Youth Theater, and Chicago's Goodman Theater group, will be in the picture. The moppet drama fare will include such items as Red Riding Hood, Marco Polo and Aladdin.

Other show business potential employment items include a onering European type circus, and an ice show featuring "Twinkle Toes" Watts.

The fair management has put a ceiling admission of 60 cents on all scheduled probe of the legit industry operating expenses on the basis of monopoly in the newsprint industry. a 2,000,000 total attendance. Capathe past, peak attendance has hit tion is still on the sub-committee's the afternoons. The new attraction tentative agenda, but may be tional 20,000 evening customers. later soap industry hearings.

Incumbents' Return YORK, June 10 .- The entire NEW regular ticket of officers, executive committee members and council members was elected at the 31st annual meeting of the Chorus Equity Association at the Hotel Astor here vesterclay (9).

Chorus Equity Votes

Paul Dullzell will be chairman of the executive committee for the next year. Recording secretary for the next year will be William Marshall. Elected to the executive committee for three years were Jane Carlyle, Ray Cook, Eleanore Gregory, Mable Hart, Joseph James, Paula Purnell and Eddie Weston. Serving a twoyear term on the executive committee will be William C. Smith, Elected to serve on the executive committee for a one-year term were Leigh Allen and Annabelle Gold.

Three for Council

Three persons were elected to serve on the council for three-year terms-Lynn Alden, Ray Cook and Christine Karner.

The meeting also adopted two resolutions. The first was to endorse the instruction of the Council to the negotiating committee to stand firm on gains in the present contract and to press for additional demands approved by the Council in the forthcoming negotiations with the League of New York Theaters.

The second resolution was to recommend to the Council that the present bonding policy be maintained without change and without addition of any further names to the list of exempt managers.

About 175 persons attended the meeting. Clarence Derwent presided.

Postpone Probe of Legit

WASHINGTON, June 10. - The



KISS ME, KATE (Reviewed Monday, June 5) NEW CENTURY THEATER

Broadway

Follow-Up

Review

A musical, score and lyrics by Cole Porter Book by Samuel and Bella Spewack. Starr by John C. Wilson, Sets and costums by Lemuel Ayres. Dances by Hanya Holm Musical director, Pembroke Davenpor Orchestrations, Robert Russell Bennet General manager, Edwin Enill, Stage man ager, Ward Bishop, Press representative George and Dorothy Ross, Presented Arnold Salt Suber and Lemuel Ayres. Specialty Dancers ... Fred Davis, Eddle Sledg

"Taming of the Shrew" Players Baptista (Harry Trevor) Thomas Hoir Gremio (First Suitor) Edwin Clay Hortensio (Second Suitor) Charles Woo Lucention (Bill Calhoun) Danny Daniel Ratharine (Lilli Vanesal) Anne Jeffrey Petruchio (Fred Graham) Keith Andr Haberdaaher SINGING ENBEMBLE: Peggy Ferris, Chris

tine Matsice, Joan Eibrig, Gay Laurence Ethel Madsen, Helen Rice, Matilda Strazie Tom Bole, George Cassidy, Herb Fields, Not Gordon, Allan Lowell, Stan Ross, Charle

DANCERS: Shirley Eckl, Janet Gaylord Jean Houloose, Darean Oswald, Ingrid Se retan, Gissella Svetlik, Jean Haas, Barr Asmus, Marc Breaux, John Castello, Vicco Duntiere, Tom Hanson, Glen Tetley, Rudy Tone.

June and expiring contracts have their natural corollaries in new faces in the Stem line-ups. Kiss Me, Kate went all out this week with replacements of its four top principals. Anne

BROADWA	v
TRADE SHOWLOC	the second second
HATURE Performances Thr	
June 10, 1950	
and the second	
DRAMA	Perts
Come Back, Littie Sheba 2-15, '50	133
Death of a Salesman 2-10, '49 (Morosco)	556
Detective Story 3-23, '49 (Hudson)	509
Mister Roberts 2-18, '48 (Alvin)	949
Peter Pan 4-24, '50 (Imperial)	56
The Cocktail Party 1-21, '50 (Henry Miller)	164
The Consul	101
The Happy Time 1-24, '50 (Plymouth)	159
The Member of the Wedding, 1- 5, '50 (Empire)	180
The Show-Off 5-31, '50 (Theater-in-the-Round)	13
The Wisteria Trees	85
MUSICAL	
Gentlemen Prefer Blondes, 12- 8, '49 (Ziegfeld)	212
kiss Me, Kate	602
Lost in the Stars 10-30, '49 (Music Box)	256
South Pacific 4- 7, '49 (Majestic)	484
Texas, L'il Darlin' 12-25, '49 (Mark Hellinger)	228
Tickets, Please 4-27, '50 (Coronet)	52
Where's Charley? 10-11, '48 (St. James)	696
CLOSED	
Clutterbuck	(218)

(Closed June 10, 1950)

(Closed June 11, 1950)

COMING UP

(Week of June 12, 1950)

A Streetcar Named Desire ... 5-23, '50

The Madwoman of Challlot. 6-13, '50

(City Center)

(City Center)

mission to the grounds is 50 cents, off for this session, it was indicated with the tariff halved for moppets. this week as the group prepared to The management expects to clear launch public sessions on possible Chairman Emanuel Celler (D. city of fairgrounds is 90,000 and, in N.Y.) stated that the legit investigaset-up is aimed to entice an addi- crowded out by the newsprint, and

Jenreys, Keith Andes, Betty Ann Grove and Danny Daniels took over Monday (5) from the retiring Patricia Morrison, Alfred Drake, Lisa Kirk and Harold Lang.

In three out of the four substitutions, a check-up finds Kate with no. ill effects. Miss Jeffreys and Andes, of course, are old hands with the Spewack book and Cole Porter score, having headed the song-and-dancer's national company since last summer. Miss Jeffreys makes a lovely tolook-at and fiery Lilli Vanessi-into-Katherine. She smashes over the I Hate Men number with even more concentrated viciousness than her predecessor and her So in Love ballad is a wonderful piece of projection. In fact, the lady seems to improve with every new thing that she does and Kate is her best yet. Andes, likewise, does excellently by Fred Graham-into-Petruchio. As was indicated in a revival of The Chocolate Soldier a few seasons back, Andes can act as well as sing in musical comedy, and Kate proves the prediction. In many ways, his' hammy actor-into-Petruchio is very similar to the original Drake portrait-with just the right amount of bravura included to bring out the part's full comedy values.

Little Betty Ann Grove is a happy choice to succeed Lisa Kirk as a young actress-on-the-make. Perhaps her new Lois Lane tops the original. She is engagingly piquant, has a splendid sense of timing and an artful delivery for a porter song. Neither Why Can't You Behave? or Always True to You in My Fashion suffer a whit in her hands. Hers is a fine Broadway debut.

Of the new quartet of principals, Danny Daniels alone doesn't quite come up to expectations. Daniels is as good as most of them come on fast and furious stepping, as he has proved in the past. In Kate he is in top form in the second act low-down, Too Darn Hot. But in ballet, and he is called on primarily for stepping of that type, he seems no better than several members of the ensemble-and a featured dancer would certainly appear outstanding in all departments, However, this is a minor beef. Kate still (See Kiss Me, Kate on opp. page)

Sides and Asides Fox's Plan To Cut Costs Going Into Action Several seasons ago The Billboard published some notions of

Scenic Designer Frederick Fox anent ways and means of reducing the high cost of stage sets. One of his principal remedies was for producers to get together and plan ahead on their productions so that scenic studios could be kept busy during the slack summer and thereby eliminate the lay-off period and higher subsequent construction charges due to unproductive overhead. Apparently Mr. Fox's idea is at last to bloom. Arthur Segal, head of Studio Alliance a major New York construction shop, announces that Gilbert Miller. Rodgers and Hammerstein, Aldrich and Myers, Leland Hayward and Irene Selznick have agreed to pool all future production needs and guarantee his studio all their work. The studio agrees on its part to perform the work at a "reduced price, based on time and material costs." The plan, according to Segal, has the endorsement of the Committee of Theatrical Producers, and he is hopeful that other co-op production groups will be formed for similar service with other studios.

Briggs Elected Fourth V.-P. in Equity's Annual Ballot

Equity announced the results last week of the balloting for new officers at the org's 37th annual meeting at the Hotel Astor Friday (2). Over-all, 1,032 valid ballots were recorded. Matt Briggs was elected fourth vice-president for a replacement term of two years. Councillors elected for the full term of five years are Florida Friebus, Jane Seymour, Maurice Evans, Jack Sheehan, John Effrat, Edwin Clay, David Wayne, Thomas Chalmers, William Prince and Doris Dalton. . . . Beatrice Straight and Hiram Sherman were elected to the council for replacement terms of two years and Philip Coolidge for a one-year term.

"The Consul's" 100 Curtains Ring Out Success Story

"The Consul" hit The Billboard's success mark with the June 10 mat, with a rack-up of 100 performances. It will also hit a highly satisfactory success mark for its backers Thursday (15), when producers Chandler Cowles and Efrem Zimbalist Jr. pay off the last of the production nut of \$100,000-just three months after opening night. In addition the impresarios have established a \$12,000 sinking fund. For subject and treatment, which might be expected to appeal primarily to class audiences, it is a success story which must set some sort of Stem record.

Depinishted material

Inne 17, 1950

The Billboard

OUT-OF-TOWN OPENINGS

TKE TODD'S PEEP SHOW THE LATE CHRISTOPHER FORREST THEATER, PHILADELPHIA

(Opened Monday, June 5)

musical revue in two acts, staged and shied by Hassard Short. Dances by James. Harbuck, Scenery by Howard Bay, Cosumes by Irene Sharaff. Sketches by Bobby Ciark, H. I. Phillips and William Roos. Music by Bhumibol and Chakraband, Harold Rome, Sammy Stept and Dan Shapiro, Sammy Paine and Herb Magidson, Raymond Scott, Jule Styne and Bob Hilliard. Orches-tra directed by Clay Warnick. Music for all dances and production numbers arranged y Mel Pahl. Stage manager, Ted Hammerstein. Press representative, Max Gendel. Presented by Mike Todd.

CAST: Lina Romay, Lilly Christine, Clifford ucat, Peiro Brothers, Corrine and Tito Valoll, Myrtill and Pacaud, Linda Bishop, Les arceurs, "Bozo" Snyder, "Hi Wilberforce" onley, "Peanuts" Mann, "Red" Marshall, Spike" Hamilton, Dick (Gabby) Dana, the ppers (12 girls) and the ladies (24) and entlemen (4) of the ensemble,

Considering how profitable it urned out for Flo Ziegfeld to glorify he feminine form, and even for eorge White to enshrine a bowl t cherries after the scandalized dislay of Ann Pennington's dimpled nee, it's a dashing devotion to keen usiness acumen for Mike Todd to nter into competition with the U.S. lint on the strength of the appendges which made it necessary for ane Russell to keep her talents nder wraps.

While Earl Wilson makes a lot f syndicated conversation plus ewspaper circulation with all his physiological persiflage, and Faye merson is given credit for making elevision stocks zoom because of er daring plunge, it has remained or Mike Todd to leave caution to the psychiatrist's couch and outumbo Billy Rose when it comes to a largantuan parade of pairlets that un the gamut from cupcakes to rapefruit.

s something synthetic. For Mike rodd has enough convincing exlibits on board-and he even swings ne exhibit out over the audience with a bejeweled derrick-to sway he most prejudiced jury of maligned ra manufacturers who would have very reason to picket the playhouse. At the expense of being downright nsulting to that portion of American vomanhood in full bloom, let it be ecorded here that it all, eventually, ets awfully monotonous. Indeed, eep Show would be a far better how if we could only see some of hose girls in a sweater. Altho he calls it a peep show, it's ine provides the exotic bumps, most assel dance. For those who explain their presince at such proceedings because f the comics, there are a quartet of wheel vets in "Red" Marshall, "Hi Wilberforce" Conley, "Bozo" Snyder and "Peanuts" Mann, with Dick (Gabby) Dana and "Spike" lamilton straighting. And while hey have kicked around these falllat blackouts on many a wheel for many a year, and in face of the About the only thing that might lirection of "Mr. Robert Edwin Clark, Esq." (nee Bobby Clark), hey fail to get their antics over the hump. Maybe letting the boys be themselves will overcome the how's yock drought. What it lacks in comedy, Peep Show acks as well in song and dance. There isn't a single whistle in the entire score, and that goes for the efforts of even Bhumibol (H. R. H., the King of Siam). Other songwriters tapped for the opus are from hit parade circles, but you'd never recognize it from their samples here. The mixed choir in the orchestra pit is more effective than Lina Romay-excepting that la Lina is lovely to look at, which is the chief attri- school,

BEAN (Opened Tuesday, June 6) CIRQUE PLAYHOUSE, SEATTLE

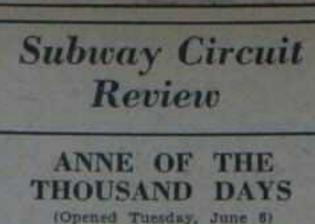
A comedy by Sidney Howard, Staged by Dean Goodman. Setting by Fred Reeve. Stage manager, Wayne Dunlap, Press representative, William Cohen, Presented by Gene Keene.

Susan Haggett Eleanor Potterud Mrs. Haggett Dorothy Lynne Saunders

Those Chris Bean paintings still Shannon Dean, June Allen, Christine and answer the call when the stock season comes around. In the current in-theround production at the Cirque Playhouse here, Zasu Pitts is the perennial maid Abbie, It's a Pittsian version of the role and in some places (including Jane SeymourBernice Marsh the ending) a Pittsian emendation of The Late Christopher Bean, And Zasu Pitts is expectedly hilarious and surprisingly poignant in the part.

Sidney Howard's well-known script tells of the New England country doctor, suddenly besieged by two forgers and an art critic from New York. The critic informs him of the tubercular genius he once housed. Bean is a study of a docile family become avaricious, Intermingled is the usual ingenue-juvenile set-up, And the hub of it all is Abbie, the faithful retainer, to whom both the dead artist and his paintings belong.

Dean Goodman has staged a wellknit circular production, with the emphasis on the blast side. Solid characterizations are furnished by Rollin opening night congregation at the Neibauer as the art critic and Stuart Flatbush Theater received it with Currie as the belabored country medico. Lori Lanegger and Eleanor Potterud are tasty and competent New Hampshire daughters. It is, however, a Zasu show when the chips are down, and deservedly so. She stitches If it does nothing else, Peep Show the pewsitter continually and handles xplodes the widespread canards her two water scenes with a careful hat tag the American maiden-form hand. Fred Reeve's set does the trick. Wil Stevens.



FLATBUSH THEATER, BROOKLYN

A drama by Maxwell Anderson, Staged by Maury Tuckerman, Costumes by Motley. Music by Lehman Engel, Company manager, Maurice Turet, Press representative, Vince McKnight, Presented by George Brandt

HenryJohn Loder Cardinal WolseyWalter Matthau Percy, Earl of Northumberland Bruce Hall Sir Thomas MoreFrank Rowan

There is some doubt in a reporter's mind as to whether a blank-verse, costume piece is exactly bait for Subway Circuit audiences, However, if one is to be included in the circuit's summer rep, no better choice could be made than Maxwell Anderson's turbulent saga of England's marrying king and the wife who bequeathed England her greatest queen. Anne of the Thousand Days was brilliant and exciting theater on Broadway, and it may well be that less sophisticated off-Stem customers will give it equal favor. A moderate considerable enthusiasm.

While somewhat cut down-the current cast numbers 18 as against an original 23-the revival is an extremely creditable replica of the Stem production. There is a good facsimile of Jo Mielziner's original unit setting and the Motley costumes are still magnificent, Maury Tuckerman seems to have generally followed H. C. Potter's original pattern of direction, and while Margaret Garland is the only member of the Broadway troupe included in the roster, the supporting cast has been exceptionally wellchosen. Obviously, the chief interest in the revival stems from the stellar performances of Sylvia Sidney and John Loder in the roles created so superbly by Joyce Redman and Rex Harwith Circuit audiences and can be counted on to turn in a good performance. Her Anne Boleyn lacks Tallying the variety talent that something of the tigerish fire which Joyce Redman brought to the part, cellent. Loder's Henry VIII, considering a limited rehearsal span, is wonderfully effective. The stars get fine support from Walter Matthau as Woolsey, Erik Rhodes as Norfolk, and Frank Rowan as Thomas More. Haskell Coffin is der's sets achieve wonders on the excellently vicious as Thomas Cromwell and Earl Oxford has a stand-out trial scene as the tortured Mark Seven has a hit. There is no doubt Smeaton. In sum, when Maxwell Anderson walks with the Tudors, his with the play's significance to the words still stand up, and they are theater, which is reason enough for getting a good delivery in the cur- the experimental group's doing the rent edition. However, a reporter show. But on a strictly 1950 comstill thinks Anne is heavy fare for the Subway Circuit. Bob Francis.



51

EARTH SPIRIT (Opened Tuesday, June 6) PROVINCETOWN PLAYHOUSE

A drama by Frank Wedekind. Staged by John Stix. Sets by Eldon Elder, Lighting by Lee Watson, Costumes by Warren Har-lan, General manager, Al Hurwitz, Stage manager, Robert Sagalyn, Press representative, Merle Debuskey, Presented by Studio Seven.

Alva (Schon's Son)John Conwell HenrietteGloria Swerdling Countess GeschwitzJulie Bovasso Hugenberg (A Schoolboy) John Fiedler Rodrigo (An Acrobat)John Martone Ferdinand (A Coachman)Thomas Gregorio

Disregarding the historical significance and the symbolic overtones, and viewing it strictly as a piece of entertainment, Frank Wedekind's Earth Spirit stands today a bit threadbare on very wobbly legs. Once a sensational bombshell in the late 19th century, it now says nothing that has not long since been accepted. The strength of the Studio Seven production's draw therefore must necessarily be based on symbolic overtones and historical significance. Bringing to the tiny stage a fine cast and tasteful sets, the group has made of this period piece an interesting and engrossing evening-that is, from an erudite viewpoint.

Wedekind's philosophy that "the flesh has a mind of its own" is elaborated on thru the story of Lulu. She is his symbol of earthinessthe epitome of primitive passion. Similar in pattern to the popular historical novel heroines of today, she combines naivete with animal desires and goes thru a sizable list of husbands and lovers, who comprise the rest of the male cast. The end of all this aroused passion is death for the husbands, tragic sorrow for the lovers and jail for Lulu. Excellent performances from David White, Margaret Feury and John Conwell do much to hold attention to the play. The trio drain whatever moisture is left from this dusty script, and whenever Wedekind's expressionism gets a bit confusing they play as tho they know what they're talking about all the time. Miss Feury's is the tough role and she meets her challenges head on with great success. A moralist and visionary, Wedekind often gets 'way ahead of Director John Stix. Tho he moves his actors well, and at times brings from his cast the meaning of the lines with great clarity, at other moments he seems to be at a loss as to what to say or what to do about it.

bute of the dancing chorus.

For the spotlight dance session, it's the adagio doings of Myrtill and Pacaud as gold-spangled statues coming to life in the Siamese temple that gives sock to the first-act curtain. Also on the credit side is the ballroomology of Corrine and Tito Valdez with choregraphy that makes it completely unnecessary to drew pictures in explanation. The nimble rison. La Sidney is a prime favorite footwork of Jesus Moll, supplemented by snapping fingers, also provides for an effective hoofing interlude.

asically a "peel" show. Lilly Chris- takes in two acts, the most vociferous applause is earned by the hat and but in Anne's quieter moments her effective as the "Cat Girl," while rod juggling team of two Peiro reading of the Anderson verse is exune Allen gets down to her epi- Brothers, with the ventriloguy of lermis to the strains of operatic Clifford Guest, and particularly his callet and resolves it all into a echo casting, also finding wide favor.

> Regardless of what Peep Show hasn't got, it's got almost everything that the visiting firemen would like to find when they get to New York -all of which means that, in face of bad notices and heaps of ridicule, there are enough firemen coming into New York every day to enable Mike Todd to make a million and the large cast to draw weekly paychecks for three years or more. keep Peep Show from replacing Kinsey is the absence of pop-upsunless Mike Todd is already wooing Carrie Finnell to come in.

Maurie Orodenker.

Conn. Gets New Legit Silo

BROOKFIELD, Conn., June 10 .--Arrangements have been completed here to open the Nutmeg Theater, a newcomer to the summer stock drama scene, on July 1, with the first of a series of Broadway productions. Located on the property of the Nutmeg Inn here, the theater was formerly a gymnasium for a college preparatory

KISS ME, KATE

(Continued from opp. page)

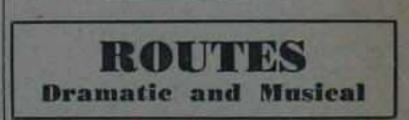
has a marvelous score, some lovely patterns and sufficiently dance amusing book to keep it running indefinitely. Also there are still with it Harry Clark and Jack Diamond to wander in and out as a hilarious pair of stage-struck thugs and give the second act a walloping left with their advice to Brush Up Your Shakespeare. It looks and listens as good as it did on opening night.

Bob Francis.

The costumes and lighting are highly professional, and Eldon Elintimate stage.

Studio Professorially speaking, that the erudite will be enchanted mercial basis, it's an egg.

Dennis McDonald.



Brigadoon: Atlantic City, N. J. Chocolate Soldier (Curran) San Francisco. Death of a Salesman (Geary) San Francisco. Getting Married: Ann Arbor, Mich. Eiss Me, Kate: Pittsburgh. Lend an Ear (Great Northern) Chicago. Mr. Roberts (Colonial) Boston, Oklahoma (Erlanger) Chicago. Peep Show (Forrest) Philadelphia. South Pacific (Philharmonic) Los Angeles. Two Blind Mice (Harris) Chicago.

The Billboard REPERTOIRE-ROADSHOW-FILMS-OUTDOOR THEATERS

Communications to 2160 Patterson St., Cincinnati 22, O.

Good Speech, Smart Tricks Equal Commercialized Act -By Everett Lawson-

SINCE all magicians have much in | man and suave performer and thru mon aim to elevate magic and fur- that might either stamp him as a ther its place in the sun, attention seasoned performer or a hopeless should be given to several kindred First of May-his unguarded casual items that go hand-in-hand with the art in addition to the mere tricks and their commercialization.

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What would be our impression of the family physician who came to our bedside and misused, mispronounced and otherwise murdered the technical phraseology of the medical profession? Or if your lawyer, in making out your will, should misspell words and use slang expressions, you would doubtless conclude that the legality of the document would be seriously impaired. Such an event would lead to your looking for a more reliable attorney.

So the magician, whose calling is among those which are so incredibly difficult to learn, will spend years perfecting his act. He'll spend scads of money on costly apparatus and advertising and take years and meticulous pains in attempts to build up his reputation. He will attire himself in the traditional faultless evening clothes of the perfect gentle-

Mich. Drive-Ins **Grab Spotlight**

DETROIT, June 10. - Drive-in theaters continue to hold the spotlight in expansion moves by the film industry in Michigan, with two new ones reported and transfer of ownership in the case of another.

Jack D. Loeks, owner of the Midtown at Grand Rapids, has taken over the Division Drive-In, previously operated by Ben Wachnansy, now chief of the Goldhar-Zimmer Circuit. This is the second Grand Rapids outdoor theater owned by Loeks, the other being the Beltline Drive-In. The new drive-ins are the Sunset, 288-car plant under construction at Waterliet for Frank Jacobs, former owner of the Sun at Bangor, and the St. Joe Auto Theater at Stevensville, 450-car project being built by M. H. Johnson, a newcomer to show business. The two houses are slated to open June 15.

common and since it is our com- it all neglect the one important item off-stage speech.

It is nauseating when a clever, accomplished and educated performer makes a statement like "I pulled this trick or I pulled that trick." One doesn't pull tricks. One can imagine one's leg being pulled because that is a physical possibility. But can you describe anyone pulling a trick?

Also when one leaves the stage, one Exits! He does not go off. To hear a performer speak of going off is like saying that he is a little off and going more so. "I went off," or "he went off," can be safely used only when one deliberately jumps, or in a drunken stupor falls across the footlight trough into the pit. Certainly not when one Exits!

When a performer is heard to say that he is going to "give" a show, he naturally imparts the impression that he is included among the greats in the latest edition of the local Junior League Follies, or sponsored by the Ladies Aid, or taking part in some atrocity cooked up by the Daydreams Magic Club. One cannot "give" a show. One "does" or "performs" a show. Unless he is the unfortunate possessor of an organized show of some sort who wishes to make someone a present of it. (Which gives me an idea.)

Then there are those who say that they "work" a theater, night club or school. One never "Works" a date. He "Plays" the date. When I hear anyone say they are going to "work" a certain date, I immediately think of him doing his act as a sort of purge. "Are You Playing Now"? "I'm Playing Now." "They're Playing Now," ad infinitum, are all phases that should, for obvious reasons, be avoided. Substitute "working" or "showing" for "playing" and notice how smoothly your ear is caressed! "Did" you play, or "have" you played, or "will" you play the theater, club or school can be safely used without fear of classifying yourself as a cliff-dweller. If you are smart enough to become a magician of sorts, thru even the most feeble application of your intellectual efforts, then your ear surely will advise when you are correct in the above paragraphs. And your off-stage chatter to your agents and friends will DETROIT, June 10 .- The L, Verne take on a more polished and professional style. May the gods grant from our midst, professional jargon, coming from a collective mass of good magicians which sometimes sounds like this: "I played at a theater last night. I worked two shows and pulled the rabbit trick. Then I went off."

N. J. Drive-In **Owners** Sue Pic Distribs, Chains

PHILADELPHIA, June 10 .- The owners of the Starlite Drive-In Theater on Crescent Boulevard at near-by Gloticester, N. J., filed suit in the federal court here last week against the major film distributors and three movie chains which operate 17 theaters in the Camden, N. J., area. The suit, filed by Willis Warren Smith and V. C. Smith, operators of the Starlite, charges violation of the anti-trust laws which forces the drive-in to show stale movies.

Claiming \$30,000 loss in 1948 because of alleged freeze out in getting proper films, and a \$60,000 loss in 1949, the Smiths ask for triple damages, as allowed by law, in the sum of \$270,000. The Smiths started in the drive-in business in 1933 when they built an open-air movie at the Camden Airport. They contend that they are unable to get feature films under for E S. Holland, died this morning six months old, whereas other driveins in the area obtained first-run movies 14 days after being shown in a stroke last fall and had been unde the Camden theaters.

The suit charges that the film distributors and Camden chains conspired when the Starlite was opened in 1948 to deprive the open-airer from getting films. It is charged that a 14day clearance on first-run films are given to all theaters, indoor and outdoor, within a 15-mile radius of Camden, which is located across the river from Philadelphia.

whom the action was filed include Motor Park Drive-In at Clinton,) Paramount, Warner Bros., Columbia. United Artists, Universal and Monogrami. The three movie chains joined as defendants are the Savar. Victor made Monday (12) in the family plo and Gloucester City Amusement cor- Surviving are his widow, Ollie, asso porations, headed by Joseph and clated with him in the operation of Samuel Varbalow. The Varbalows his various theater ventures, and also have extensive outdoor theater sister in Commerce, Ga. interests.

Nostalgia!

June 17, 1956

CINCINNATI, June 10. - H Brown Bobby Burns, former minstrel man and circus agent. now in advance of a rodeo. caught the opening stand of the Madge Kinsey Players at Marion, O., last week and writes that he enjoyed the bills immensely. He was entertained backstage by the Kinsey family and says it reminded him of the days when he was a repster with Norma Ginnivan, Nash. Players, Harley Sadler and others.

Linton DeWolf Dies in

NEW BERN, N. C., June 10 .- Lint DeWolfe, for many years one of the leaders in the tabloid show field an since last March manager of the New bern Drive-In Theater on Route in Kafer's Memorial Hospital here a cerebral hemorrhage. He suffere a doctor's care since. He entered th hospital Friday.

For many years DeWolfe operate his own tabloid shows over the Gu Sun, Joe Spiegelberg and T. D. Kem circuits and also for years had a un show in vaudeville. He was one the best known and most active to operators in the business. After qui ting the road several years ago 1 The distributing firms against took over the management of t C., for "SeaBee" Hayworth.

> Body was shipped to New Bruns wick, N. J., where burial will b

Slout Players To Host

Mich. Historical Society Slout Players will be hosts Wednesday (14) to an informal meeting of the that this article will help eliminate Michigan Historical Society in their evening performance at Albion.

The revived presentation of Uncle Tom's Cabin has been picked by the Society for special study because of its historic significance.

DRIVE-IN THEATRE

Equipment - New - Complete, \$2,950 00. Con-struction and operating instructions furnished. GMM. FILMS RENTED Over 500 Westerns and Features to choose from at \$5.00 each, Advertising loaned free. Write office nearest you.

ACE CAMERA SUPPLY 150 N. Kirby St. Tel.: 8432 Florence, S. C. THEATRE SUPPLIERS So. Green St. Tel.: 7-1780 Henderson, Ky.



To join immediately, Character Men and Characfer Women for one a week stock. Open June 20.

> Wire SID KINGDON ROCKFORD, ILL.

First Within-Limits Spot Opens in Philly

PHILADELPHIA, June 10.-Mayor Bernard Samuel cut the ribbon which Drive-In Theater to make the first to be the largest single unit outdoor movie in the country the new drive-in, pointed out, operated by Charles Goldfine and cars. A kiddieland and small amusement park is being rushed to comple-

Pennsylvania area this week included bursti and bombs, the Cross Keys Drive-In, managed by R. L. McCool at New Oxford; the near-by Delmar, Del.

Vet Perry Ketchum Dies in Sabetha, Kan.

SABETHA, Kan., June 10 .- Frank B. (Perry) Ketchum, 69, veteran rep show performer and agent, died here May 24 following a heart attack.

A native of this city, Ketchum broke into rep with the old Belcher Stock Company. Later he was for many years with the Christy Obrecht Shows in Minnesota and the Dubinsky Bros,' reps out of Kansas City Mo. Last season he was on the advance for the Henry Brunk Tent Show thru for the summer to Northern Michi-Texas, New Mexico and Arizona.

He is survived by his sister, Mrs. Agnes Stokes, with whom he made his home here; a niece, Mrs. M. E. Gjovig, and two nephews, Howard Corwin and Harry Corwin.

Fireworks Attract **Added Patronage**

CHICAGO, June 10 .- Use of fireworks by drive-in theaters as an added lure to patrons is mounting, Art Briese, of Thearle-Duffield Fireworks, Inc., this city, said in reporting record sales to drive-in ops.

More than 15 Midwest plants have officially opened the South City placed orders with the Thearle-Duffield org for packaged shows they will open-airer within the city limits. Said fire themselves, Briese said. This is a sharp increase over last year, he

Briese also reported increased inter-Harry Bolhover, accommodates 1,400 est by drive-in ops in using fireworks shows to hypo biz on weak nights,

Package shows being sold to drivetion in connection with the drive-in. nn ops range in price from \$47 to Other drive-in openings in Eastern \$132, and are confined to aerial-type

CONROE, Tex., June 10 .- July 4 new Midway Drive-In opened by the has been set as the opening date for Berneys near Lewistown; the Mill a 400-car capacity drive-in theater Hall Park Drive-In, accommodating on an 11-acre site here. Owner is 600 cars, newly built near Mill Hall, Charles Tignor, College Station, Tex., along with the Delmar Drive-In at who owns a drive-in in College Station, riear Texas A & M College,



EON TOBEY plans to launch solo show early in July in North ern New York, after which he wil make a Western tour. . . . Corby Family Show has been in Centra Idaho since March and reports Iai business with flesh and pix. . . "Have been doing 16mm. pix date in this area for the past six months to fair returns," L. K. Downing pent from Morrisdale, Pa. "I'm moving gan and will locate at Brimley to try out some towns in that area with a combination pic and vaude show Will work some merchandise in connection with the show altho I understand Michigan is not too good for merchandise shows. If things do not work out well, I'll give Western Canada a try." . . . H. H. Caton's show has been working the El Paso. Tex., sector. Org does some merchandising and works from a platform. . . . Chris Tate's show reports good business around Rock Springs, Wyo. Unit has left halls and is playing from a platform. Tate, who recently sold his tent to a carnival. says the days of the tent are gone. Byron Gosh letters that his By-Gosh Variety Tent Show is doing okay in Ohio playing three-day and week stands under auspices. In addition to the stageshow, the layout includes By-Gosh and his country store, quizz show, and a Hopalong Cassidy movie. Hopalong novelties are sold at performances. Gosh reports that he recently visited Cassidy on the Cole show, Al Dugan on the Pan American Animal Exhibit, and the Bartone Show. Recent visitors on the By-Gosh show included Hoosier State Shows personnel; Fred Martin, the Grawfords and the Dancing Ripleys, of the Queen City Shows, and Mr. and Mrs. Raymond Keith and Bill Dickman, of the Lawrence Greater and Gooding shows.



nne 17, 1950

LLEN-Rosie, 64, of a heart attack ie 6 at Soda Spring, Idaho. Surby Cecil, D. V., Charlie, Roy, kie Hall, Mrs, John Martin and s. Eddie Moran, of the Southern lley Shows. Burial June 9 at Hugo.

BURNS-Alyce Ann, 39, associd with the Wonder Bar and other troit night spots operated by her other - in - law, Samuel Sofferin, ne 1 in Detroit. Survived by her ther and three sisters. Interment Holy Sepulchre Cemetery, De-

IN MEMORY OF SADIE JEAN CARUSO Who Died May 14, 1950

"Gently took her final curtain and softly stole away to peacefully rest nigh the apple blossoms until she rejoins the Combined Shows of All the World at that Greatest of All Great 'Apple Blossom Festivals' for the permanent date."

JUST "MAC"; AND HEART OF TEXAS SHOWS

CLEMONS-James K., 67, veteran ige, screen and radio actor, at Holwood Hospital, June 5. He appeared over 350 films, the last of which was iel in the Sun. Survived by his dow, Eileen; a daughter, Maryellen, d a son, James.

COMPTON - Robert, 54, ownererator of WCAZ, Carthage, IIL, ne 2 in Keokuk, Ia. He at one time med WTAD, Quincy, Ill.

COUGHLIN-Albert G., 79, former vertising agent for the Davidson eater, Milwaukee legit house, June in that city. Coughlin was with the eater for 20 years and had also en advance man for road shows d the Ringling-Barnum circus. urial in Pilgrim's Rest Cemetery, Ilwaukee.

CROTSLEY-Mrs. Lydia, 78, mother Walter Paul, talker on Dr. Zind's Spook Show with the World of rth Shows, May 8 in Washington,

The Billboard

THE FINAL CURTAIN

Warwick, N. Y.

EGAN - Joseph T., 74, comedian, formerly with the team of Joe and Ann Howe, May 31 in Lynn, Mass. His widow, Ann, trapeze performer, survives.

EGGLESTON-Joseph C., commercial manager of Stations WMC and WMCF and tele station WMCT, June 4 in Memphis. He had been commercial manager of WMC since 1936 and was a member of the National Advertising department of The Commercial Appeal since 1935. His widow, two sons, three sisters and a brother survive.

film director, June 6 in Santa Monica. Calif. He was a Shakespearean actor in Ireland before coming to this country and playing opposite Pavlova in 1903. Later he appeared with Mary Pickford and Pauline Frederick. He sent to Charleston, W. Va., for servhad directed for Universal Pictures.

GOLDBERG-A, Martin, 55, part owner of Northville Downs track on May 28 in Stockholm. He started as the Wayne County Fairgrounds, Northville, Mich., suddenly June 5 in gained fame in revues in the Novilla, Detroit. Survived by his widow and two children. Interment in Buffalo.

HAINES-Fred L., 67, concessionaire and sound truck operator, for many years with Fay's Silver Derby and Mighty Hoosier State shows, May 17 in Little Griffin Hospital, Valdosta, Ga. Burial in Sunset Hill Cemetery, Valdosta.

HILL-Mrs. Billy, 49, widow and collaborator of songwriter Billy Hill, June 5 in Glendale, Calif. Among the many songs which she helped write are Heading for the Last Round-Up and Wagon Wheels.

HOSEY-John, 24, Ferris Wheel operator with the G. & B. Rides, June 1 in Glenville, W. Va. (Further details in Carnival Department.)

HUBBARD-Donald G., 35, singer with various Connecticut orchestras, May 31 in Rocky Hill Hospital, Noro-

by his widow, Carolyn, Interment in and a sister, Mrs. J. E. Hall, Burial in Southern Memorial Park, Miami.

LOMBARDI — Carmine, former operator of Club Tip Toe, Bridgeport, Conn., which is now operated by his son, Joseph, June 1 in that city. Survived by his widow, Carmella; two other sons, Frank and Orlando, associated with their brother in the business; a daughter, Mrs. George Pastorok, all of Bridgeport; a brother, Sarasino, of Germany, and a sister, Mary. Burial in St. Michael's Cemetery, Stratford, Conn., June 5.

MIDELBURG - Ferdinand, 73, owner of a chain of Kentucky and GERRARD-Douglas, 62, actor and West Virginia theaters, with headquarters at Logan, W. Va., May 31 in a Miami Beach, Fla., hospital. He had been in poor health the past year. Survivors are his widow, a daughter and a brother. Body was ices and interment.

> MODEEN-Thor, 52, Swedish actor, a dancer in Gothemburg in 1918 but Folkets Hus and the Southern theaters in Stockholm. He entered movies in 1920. After managing a theater in Malmo, Modeen returned to Stockholm in Ado, Mimi. His widow survives.

MOUNTFORD-Harry, 79, former actor and playwright, June 4 in New York. In 1911 and 1912 he edited Vanity Fair and later helped found the Associated Actors and Artists of America. His plays include When the Cat's Away, The Minister's Bride and The Cat and the Kittens.

> IN MEMORIAM No Longer With Us.

organizer in the television division of the International Alliance of Theatrical Stage Employees (IATSE), June 2 in New York. Scoppa drew up the plans for the construction of a "Cinema City" near the New York World's Fair site in Flushing Meadow, Queens, L. I. His widow and three sons survive.

SIDEBOTHAM-William R., 67, motion picture operator for 45 years, June 2 at his home in Philadelphia. He was the first operator of the old Dreamland Theater, Philadelphia, and in recent years was employed at the Warner Bros.' theaters. His widow, Ethel; two daughters and a son survive. Burial in Valley Forge (Pa.) Gardens June 7.

SMITH-Alvin B., 38, co-owner of the Imperial and Skylark theaters, Poncahontas, Ark., June 4 at his home in that city. He had operated theaters at Pocahontas with his brother, J. Henley Smith, for the past 15 years. Survived by his widow, Earlene; a daughter, Diane, and a son, Alvin Jr.

STAMMER-May (Mrs. May Ross), radio coloratura for over 20 years, June 5 in Brooklyn. Her husband, a son, a daughter and a sister survive. SUTHERLAND-George, 72, managing director of Allan & Company, Australian music publishing house, May 27 in Melbourne. He had been with the firm 53 years.

TAIT-Robert B., radio and film singer, May 28 near Hollywood. His widow survives.

TRENTINAGLIA-Erardo Nobile, 61, former director of La Scala Opera in Milan, June 3 in Venice, Italy, He founded the Venetian Symphony Concert Society in 1926 and established the State-aided Teatro La Venice as a first-class opera house.

WADSWORTH-William, 77, veteran character actor who gained recognition in Three's a Family, June 6 in Brooklyn. Prominent in the theater for many years, he appeared with James A. Herne in Shore Acres, with Alice Brady in Zander the Great and in Our Town, The Wisdom Tooth and Abraham Lincoln, among others.

WILSCHKE - Robert, 76, well-

CRYSTALL - Jeanne, specialty ater and vocalist with Ice Follies 1950, killed June 5 near Bend, re., when a car in which she was ling plunged from the highway.

CUMMINGS-Margurete, Bridgeart, Conn., singer for many years, cently in Washington. Survived by St. Michael's Cemetery, Stratford, onn.

DARBY-Mrs. Emma, 82, mother the late musicomedy singer, Grace rinkley, June 2 in New York. She id been an organist for many urches. A daughter and three sons rvive.

DAVIDSON - Charles, ballet incer and featured skater with Ice allies of 1950, killed June 5 near end, Ore., when the car in which he as driving several members of the oupe from Portland to San Fransco plunged from the highway.

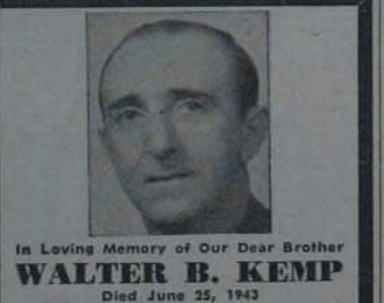
DE WOLFE-Linton, 63, veteran bloid manager and producer who for any years operated his units over e Gus Sun, Joe Spiegelberg and D. Kemp circuits as well as in udeville, of a cerebral hemorrhage Kafer's Memorial Hospital, Newern, N. C., June 10. In recent years ge 52).

nico, Calif., May 28. Services unr auspices of Show Folks of Amer-June 1, with interment in Show ere.

DUPIES-Arlyn, 39, former dance tery May 27. ind drummer. June 1 in Milwaukee of ncer. He had played with Johnnie icat) Davis, Isham Jones and Jan arber. Survived by his widow, Mite; a daughter, Arlynne; two sisters, rs. Gerhard Buege, and Mrs. Howd Johnson, and two brothers, Jack id Donald.

ton, Conn. Survived by his widow, Dolly, Bridgeport, Conn.; a brother, William, and a sister, Mrs. Margery Bosley, both of Johnson City, Conn.

HUMBER-John H., 57, manager of Casino Arcade Park, Wildwood, N. J., June 1 of a heart attack in that city. He had been a Boardwalk inspector for the resort and for many years r sister, Sarah, Washington, Burial managed the Boardwalk amusement enterprises for Carl Ramagosa. His widow, Mary, survives.



KETCHUM-Frank B. (Jerry), 69 old-time rep performer and agent, had managed drive-in theaters in in Sabetha, Kan., May 24 of a heart orth Carolina. Surviving are his attack at the home of his sister, Mrs. idow, Ollie, and a sister in Com- Agnes Stokes, with whom he resided. erce, Ga. (Further details on His first rep show affiliation was with the Belcher Stock Company in Sab-DUNN-George E., outdoor show- etha years ago. He was last on the an and member of Show Folks of road as advance man for Brunk's merica, San Francisco, suddenly in Comedians last season, and prior to that he was on advance for several years with the Christy Obrecht tenter and for some time was with the Duolks' Rest, Olivet Memorial Park binsky Bros.' shows out of Kansas City, Mo. Burial in Sabetha Ceme-

Brother and Sis

concert singer, June 2 in Albany, N. Y. She had been heard on many New York stations, including WOR, WEAF, WMCA and WQXR. Her 24 in Chicago. He toured in a tab husband, three sons and four daughters survive.

LOCKHART-William (Pete), 60, EDWARDS-Evan R., Detroit mu- concessionaire for 35 years, June 3 in peared with him in vaude, survive. cian, in that city June 6. Survived Miami, Survived by his widow, Edna,



O'REAR - John B., 54, outdoor concessionaire for 35 years, June 4 in Miami. He had worked for the Dodson's World's Fair Shows, Cetlin & Wilson and the Gerard-Endy shows and others, before poor health forced retirement about two years ago. He was a member of the National Showmen's Association. His widow and son survive.

PATRIARCA-Joseph, 83, former drama and opera producer, June 4 in Utica, N. Y.

PHELPS-Nellie (Mrs. Nellie Wishman), 73, of the old-time song-anddance team of Higgins and Phelps, suddenly May 28 at the home of her son, Ernest, in Philadelphia, She played a featured role in the 1914 musical production, The Golden Crook, and she and her husband-partner, the late Thomas Higgins (Wishman) were featured regularly on the Keith vaude circuit before their retirement 35 years ago. Another son, Alonzo, also survives. Burial in Holy Cross Ceme-

QUINN-Mrs. Carrie Deming Williams, 62, widow of Harry Williams, composer of In the Shade of the Old Apple Tree, among others, June 8 in Chester, Pa. Early in life she was on the musicomedy stage. After the death KOSTER-Mrs. Helene, 62, radio of Williams she married Martin F. Quinn, who survives. She also leaves a sister and a brother.

> SCHAEFFER-Sam, comedian, May version of Potash and Perlmutter and his own skit, Cloaks and Suits. His widow, a brother and a son, who ap-SCOPPA-Salvatore J., 60, labor burgh.

known booking agent, of a heart attack May 26 in Berlin, He specialized in circus thrill and novelty attractions. (Further details in Circus Department.)

Marriages

ADLER-PARKER - Jerome Elliott Adler, assistant stage manager of the legit revue, Bless You All, and Dolores Parker June 6 in Brooklyn.

CASE-HOUSTON-Michael Case, director and actor, and Grace Houston, costume designer, June 8 in New York.

DAMMANN-BLOCH - Joseph A. Dammann and Barbara Bloch, CBS-TV staffer, June 8 in New York.

HILDEBRANDT-SUSSMAN-Rudy Hildebrandt, associated with his father in the operation of the New Look night club in Philadelphia, and Gloria Sussman June 3 in that city.

KLAISS - HOFFMAN - Wayne Klaiss, organist known as Ken Wayne, and May Hoffman June 3 in Pittsburgh.

MONAHAN-PETRIE-Richard J. Monahan, commercial manager of WAVZ, New Haven, Conn., and Marilyn Alice Petric June 10 in Milford, Conn.

NEELY-MATTA - William Neely, cameraman at Station WPTZ, Philadelphia, and Constance Matta, receptionist at the station, June 10 in Philadelphia.

SCHONCEIT-CARROLL - Louis Schonceit, Broadway theater ticket broker, and Renee Carroll, hatcheck girl at Sardi's, New York, June 5 in Cuernavaca, Mexico.

SHERER-EVANS - Eddie Sherer. television director, and Lynn Evans, model, June 11 in Philadelphia.

SILVERMAN-SHAPIRO - Norman Silverman, branch manager for Republic Pictures in Philadelphia, and Joy Shapiro, on the staff of the Norman Lewis theater circuit, Philadelphia, June 11 in that city.

WALK - ZWEIG - Leonard Walk, announcer at WHOD, Homestead, Pa., and Florence Zweig June 4 in Pitts-

OUTDOOR



June 17, 1950

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

Deal Blocks Competish in Near Future

Big One's Power a Factor

(Continued from page 3)

or pseudo pressure said to result from the bids of other interested parties, asked for a flat \$10,000-a-day rental which would total up to \$330,000 for the usual run. North was quoted as saying that he would not agree to such terms and that, furthermore, there would have to be a reduction in the terms in the expiring pact before he would re-sign.

Tough Percentage Deal

Former contract to which the circus was committed when the late Robert Ringling served as prexy was a percentage deal reportedly scaled up to a top 50 per cent of the gross for the Garden. Show execs groused that this was too much in view of the tremendous production costs involved and because the Garden supplied only a showplace while swallowing the concessions.

Unquestionably, both parties were again anxious to do business. In the postwar years Ringling has consistently bettered its gross to approximate a phenomenal \$2,000,000 handle for this year's 33-day, 65-performance run. Equally amazing is the fact that a \$6 top has been established and maintained, and this year the cheapest ducats were hiked 30 cents to total \$1.50.

Bingo Bunco

R-B, GARDEN SIGN NEW

DANIELSON, Conn., June 10. -Joseph A. Duggan, of Malden, Conn., tried to give Lady Luck considerably more than a helping hand here this week and wound up under arrest for his pains.

Police said they uncovered a plot and arrested Duggan after he tried to collect a \$980 bingo game jackpot by presenting a card with the correct squares filled. Gaff was that the card was a phony which had been printed on a portable press as the winning combination was called.

The operator became suspicious when he smelled fresh ink on Duggan's card. Authorities banned all cash awards until further notice.

Detroit Hears Bookers; Puts Off Closing

Texas Prison **Rodeo Breaks** Dallas Record

Sets New Grandstand Mark

DALLAS, June 10 .- Texas Prison Rodeo at State fairgrounds here opened Saturday (3) to the biggest crowd ever to attend a single event at State Fair Park, with exception of football games. With eight-night run half completed, rodeo grossed approximately \$55,000, with 30.000 attendance for the first four performances.

Hundreds were turned away from fair's pint-sized grandstand on opening night, despite addition of 400 chairs. Crowd was about 9,200, gate \$18,000. The grandstand had been enlarged from original capacity of 6,000.

30G Advance Sale

Threatening weather held attendance to about 7,300 Sunday, and 4,400, Monday, but Tuesday crowd went up Near Last Draf to 7,478.

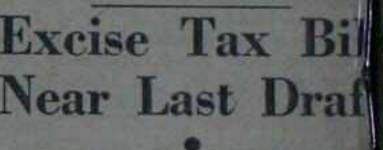
Advance ticket sales for rodeo hit \$30,000, heaviest advance for any event put on by the fair except Annie Get Your Gun, starring Mary Martin. during the 1947 State Fair.

Coast Expo Pays Rose in Tobacco For Consultation

SAN DIEGO, Calif., June 10 .- Bil Rose has agreed to serve as a consul ing director for the San Diego 19 California World Progress Expos tion and, in exchange for his service will receive a pound of tobacco.

The "rate of pay" was set by Ro and readily accepted by the expos tion's management, Ewart W. Goo win, president, said.

At a recent conference in New Yor with Claude Vandenberg, expositio executive vice-president, and Good win, Rose became interested in th event's theme-"A demonstration how the free enterprise system benefitting the average man." chose the token payment in prefe ence to one in the entertainment field that would have paid money.



Would cut admission lev in half, exempt ag fair

Potent Title Sells

Consensus is that the Ringling-Barnum title sells the public, since an advance sale of over \$400,000 was tilled this year without particular reference to the attractions. Conceivably, a current top name such as Cole Bros.' Bill (Hopalong Cassidy) Boyd might approximate the Ringling hiz, but it is inconceivable that Garden execs would willingly gamble a date that has contributed the biggest earnings of any single endeavor staged in the Eighth Avenue arena. At any rate, Garden execs did not tarry to gauge the strength here of the Cole-Hopalong combo, which preems at Yankee Stadium June 21.

Early this week rumors were printed that the Big One would foresake the Garden and open next spring in Kingsbridge Armory, Bronx arena used frequently for the staging of auto races. Also, it was said, the Ringlings would show in Brooklyn, a former canvas date.

New Arena Planned

Since the new pact covers a period of years, it is likely that show and Garden execs took into consideration the proposed new arena to be constructed by the city at Columbus Circle. The Garden management will operate the new structure on a lease basis, according to current plans. In that event the Eighth Avenue building will become a secondary house.

Currently the Big Show is demonstrating that it can register terrific biz under canvas in the metropolitan area, catering principally to folks who might normally be considered prospective Garden patrons. In a threeday stand at Newark, N. J., ended Thursday (8), six top houses were registered. Yesterday and today at (See R-B, Garden Sign on page 61)

Dickstein Renamed Dir.

DETROIT, June 10 .- The Michigan State Fair Board, meeting here Friday (9), failed to close contracts for grandstand and coliseum attractions for this year's fair. Final decision was deferred until next Friday (16). when the board also plans to act on thrill show and auto race contracts.

Indications are that the fair again will offer a name attraction to head the coliseum program. Booking agencies reported to have made pitches at the Friday (9) meeting were the Music Corporation of America, Gus Sun Agency, Barnes-Carruthers Theatrical Enterprises, Ernie Young Agency, Voorhees-Fleckles Fair Booking Association, Associated Fair Productions, United Booking Association, Klein's Attractions, J. Allen Darnaby and the J. E. Ranch Rodeo.

ment of Jack Dickstein as director of shows and attractions was confirmed crowd, mostly out-of-towners, spent by the board.

Fair publicity department went heavy on paper, radio spots and country paper ads, with paper up as far away as Abilene, 300 miles away. Press and radio people have been given liberal treatment on passes, in spite of by latest action of the House Ways an tough pass policy.

195 convicts to Dallas for the rodeo, making its first appearance in 19-year history outside the State prison in from its present 20 per cent to 1 Huntsville, Tex.

Fair picnic pavilion was transformed into miniature prison, with high wire fence topped with barbed wire enclosing area and guard towers from some of the other excise to at corners of the enclosure.

Concessions Boom

Prison set-up has drawn thousands of curious to State Fair Park, making concessionaires happy. Fred Tennant E. Ranch Rodeo. Prior to the meeting the reappoint- charge of concessions, said all were doing excellent biz. Free-spending (See Texas Prison Rodeo on page 61)

Davies Builds Bantam Opry Biz The Hard Way; GI Loan Helped By Tom Parkinson-

DEERFIELD, Ill., June 10 .- It's true what they say about Ayres Davies. He built his circus with a small bank roll and the help of a GI loan, and he wants an elephant in the worst way. Now in its third under-canvas season, the Ayres & Kathryn Davies Circus is playing to steady, satisfactory business. The matinee here recently drew a straw house of 900 children. The banner stand so far this season was Hinsdale, Ill., where 1,000 youngsters jammed the top for the matinee, with the night show nearly as good. McHenry, Ill., gave solid biz altho this was the third successive year there for the org and

the auspices rep didn't know what to do with th advance ticket supply.

trucks-three of them show-ownedplus five house trailer rigs. More significant, it moves on troupers' spirit that develops when the people know they've 5" a good thing that requires some work.

30 People With It

Sparkplugs of the outfit are Mr. and Mrs. Davies, but everyone else (Davies Builds Bantam on page 60)



BAKERSFIELD, Calif., June 10 .-Doug Grove, 32, Los Angeles auto race driver, died here Saturday (3) of injuries suffered at the local speedway when his midget car collided with one driven by Ed Anderson and nounces. Event is held at the Santa turned over three times,

from tax on admishes

WASHINGTON, June 10.-Outdot showbiz provisions in the Excise Ta Bill have been virtually unaffecte Means Committee which is shaping The Texas Prison System brought final bill for submission to the House Under the latest final committee voli the admissions levy would be reduc per cent, and State and county non profit agriculture fairs would be en empted.

> Outdoor shows would also benefit cuts voted. The freight tax would b cut from 3 per cent to 11/2 per cent the tax on passenger travel tickel would drop from 15 per cent to 1 per cent; telegram tax would be re duced to 10 per cent from 25 per cent levy on long-distance phone call would drop from 25 per cent to 20 pe cent; rebuilt and repaired auto an truck parts would be tax-free; new auto and truck parts and accessorie would be taxed at 3% per cent instead of the present 5 per cent, and th nickel-a-pound excise on tires and the 9-cent levy on tubes would b lowered to 3% cents and 6% cents respectively.

The committee is still deliberating on the measure, and hopes to have in shape for a discharge vote late this month. The bill's future, however, I highly uncertain.

Jaynes To Head **Concesh Sales** For '51 L.A. Expo

LOS ANGELES, June 10.-Leasing of concession space at the World Transportation Fair has been placed in the hands of Bill Jaynes, and 3, 200.000 square feet of exhibition space to Management Corporation of America (MCA), Ira W. Curry, exposition's managing director, an-(See Jaynes To Head on page 57)

ed material

GENERAL OUTDOOR

Polack Western Close-Ups: Pars '49 risco

WATSONVILLE, Calif., June 10 .--Jusiness for Polack Bros.' Western Init has held up well the first two nonths of its long Pacific Coast trek. Louis Stern, managing director, said ere this week.

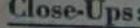
Show played its first outdor dates t the season here Tuesday and Wednesday (6-7). Matinees were apacity and night crowds big, despite ocation of fairgrounds, three-andone half miles from dowtown, and opcoat weather at night. Show's trong array of aerial acts gives outoor set-up an imposing appearance.

Watsonville was a new date for a new Shrine Club under the jurisdiction of Islam Temple, San Francisco, where show concluded its 10th annual engagement Sunday night (4).

Frisco Equals Record

Attendance in San Francisco, aggregating 160,000 in 11 days, surprisingly was on par with last year's record-breaker, in face of an evident ightening of money and general decline in amusements. With the date a week later than usual, Decoration Day fell in the midst of the run. Both week-ends were big and Monday drew overflow crowds because of dismissal of schools for the holiday. Business was also strong on the holiday but took a dive the day after, building up again to capacity crowds for the final three days.

Across the bay in Oakland, attendance also held its own, comparable with the lush years immediately after the war. There the usual 24 performances were given in 11 days, with three matinees, in mornings instead of afternoons, given



Calif. Biz Big; R-B's Babe Boudinot Learned By Mixing Fists With Paste & Bills

-By Tom O'Connell.

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

F. A. (BABE) BOUDINOT has done a lot of pasting and taken numerous pastings since he started circus trouping with the Hagenbeck-Wallace Circus when he was 16. Babe, now traffic manager and assistant general agent with the Ringling Bros. and Barnum & Bailey Circus, received true beginner's pay on that first job-\$30 per month with a \$5 hold-back.

He states that he doesn't know what he would do for a living if he didn't work with the Big One. About all that would be open to him would be a clerk's tasks in a grocery store. The truth is that Babe, after a threeyear hitch with Hagenbeck-Wallace, went with Ringling Bros. in the spring



F. A. (BABE) BOUDINOT

of 1915 and has remained with the org thru the merger in 1919 which produced the present Ringling Bros. and Barnum & Bailey Circus.

Started With Harvey

Born in Pittsburg, Kan., May 31, 1896, Babe joined Hagenbeck-Wallace in St. Louis, obtaining the job from R. M. Harvey, general agent for the circus at that time. In 1912 serious floods struck the Midwest, he recalls, and Hagenbeck-Wallace was hard hit at its winter quarters in Peru, Ind. The brigade with which Babe was working had St. Louis about half-billed when word reached them that the show would not open there but would jump to Coshocton, O. Babe learned early that a billposter's life is not easy.

As a billposter Babe always worked with the opposition brigade. His job was to get his show's paper up, keep it up and keep the opposition's bills

out of sight. In carrying out this action he has taken his lumps. Babe brushes off last year's scrapes between the Ringling-Barnum and Cole Bros.' circuses as insignificant. The two shows' billing brigades clashed only in a few locations.

Babe remembers that one Sunday in May, 1921, the now extinct John Robinson Circus was making ready for a stand at Wilkes-Barre, Pa. Babe and his brigade were touring the countryside by auto, covering Robinson



55

Allan Herschell

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over to school children, and two matinees taking care of the throngs both Sundays.

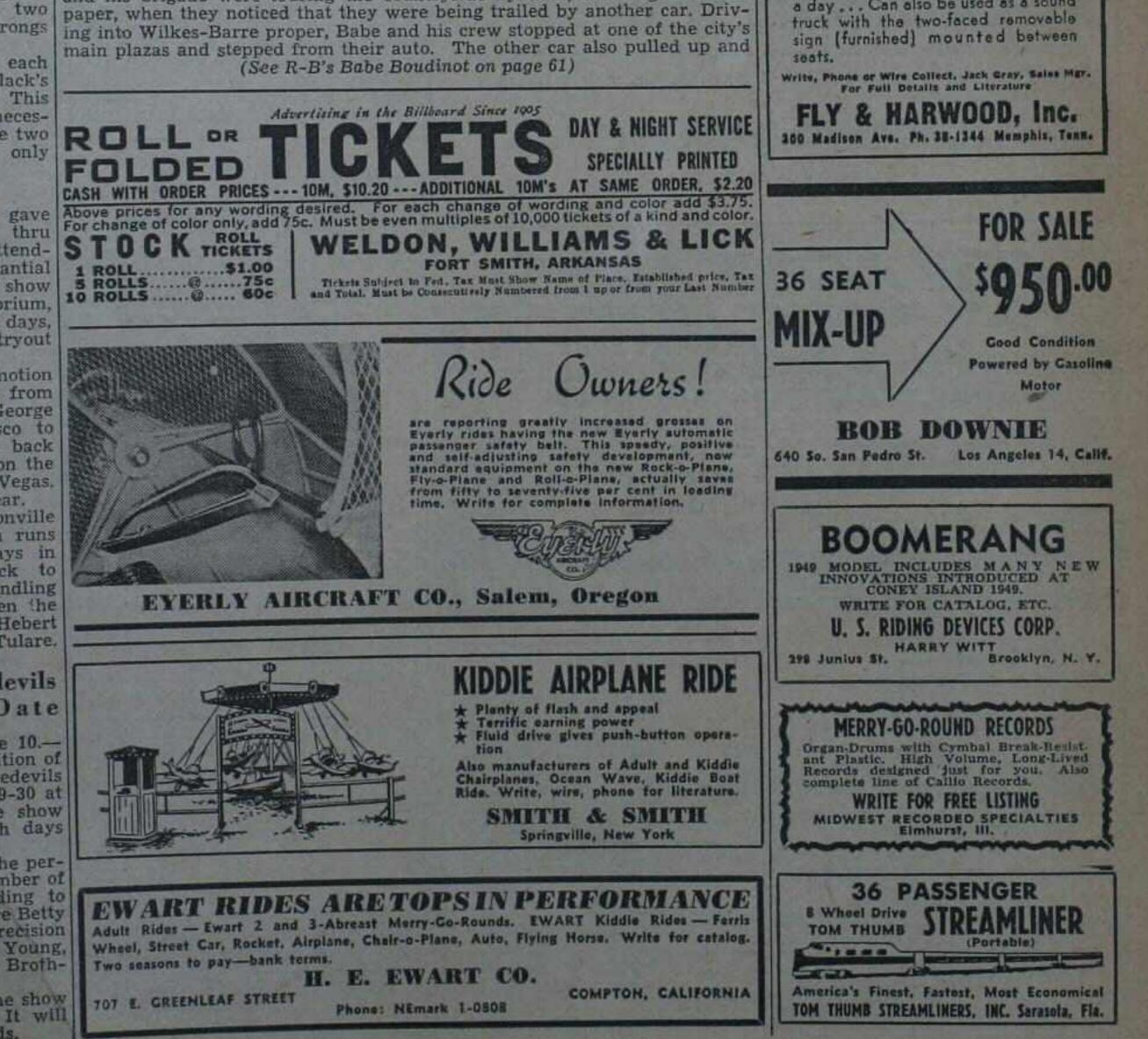
Oakland and San Francisco each year vie with each other as Polack's banner stands on the Coast. This year, a shift in route made it necessary to play Fresno between the two spots, which are separated by only nine miles,

School Promotion Aids

The earlier date in Fresno gave the advantage of promotion thru the schools, upping matinee attendance and producing a substantial gain over last year. There the show was back in Memorial Auditorium, with 13 performances in seven days, after giving the fairgrounds a tryout last year.

Mickey Blue handled promotion Joe O'Donnell went from here, Fresno to Modesto, and George Westerman from San Francisco to San Luis Obispo. Sam Ward, back with Western after two dates on the Eastern Unit, is handling Las Vegas. Nev., another new date this year.

The show moves from Watsonville to Merced for two days, then runs down the valley for four days in Bakersfield and doubles back to Tulare. Jimmy Rison is handling Bakersfield and two of his men the other two spots, E. H. (Dixie) Hebert at Merced, and Art Hansen at Tulare.



OK Bow for Hwd. Daredevils At Woodstock, N. B., Date

FREDERICTON, N. B., June 10 .--Lajoie and Robinson's 1950 edition of the Congress of Hollywood Daredevils got off to a good start May 29-30 at Woodstock, N. B., where the show played to packed stands both days despite overcast skies.

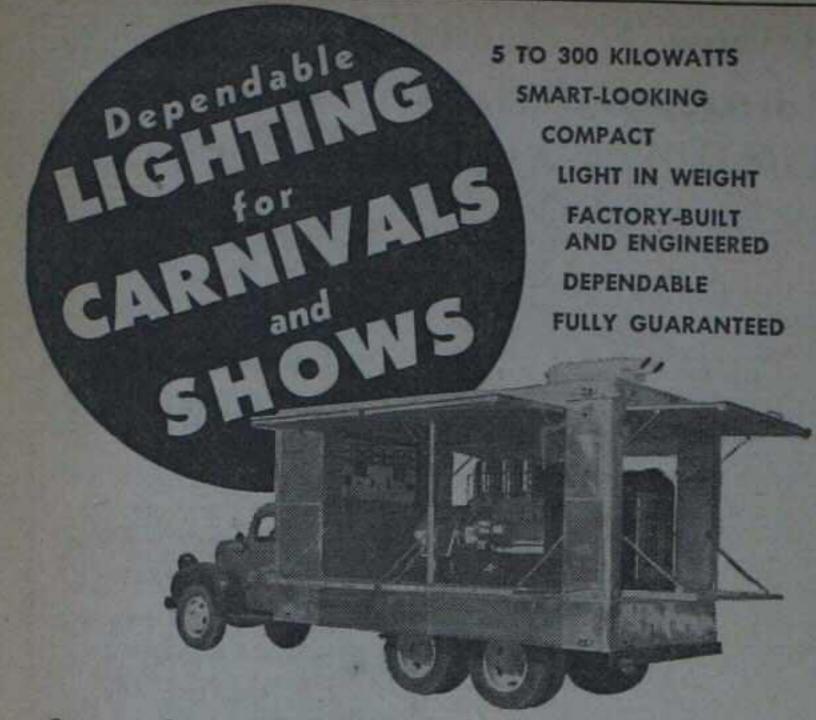
Buttercup Pearce, heading the performing staff, is offering a number of new stunts this year, according to Tommy McClure. With him are Betty Cook and Trudy Munroe in precision driving; Tex Saxon, Buddy Young, Jimmy Curry and the Marina Brothers, comedy,

Following maritime dates the show treks into Western Canada. It will return later for Ontario stands.

GENERAL OUTDOOR 56

The Billboard

June 17, 1950



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7 Out in the Open

Lewis (Lucky) Grimes recently | Venezuela, was due to arrive in New joined Capt. Jack-O-Diamonds' Auto York June 10. Thrill Show as assistant manager and clown stunt man. Org is playing Textas:

after announcing the 500-mile Decoration Day speed classic at Indianapolis. Horan is rounding out plans for his nuto thrill unit. . . . Al Martin, head of the Boston talent agency bearing his name, was in New York recently scouting talent for New England clients.

Americo Cristiani, son of Lucio Cristiani, co-owner of King Bros.' Circus, graduated Friday (9) from Junior Military Academy, Chicago, where he was a member of the band, manager of the football team and active in dramatics. A classmate was John Weer, son of J. C. Weer, of Johnny J. Jones Shows. . . . Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, returned to Chicago Tuesday (6) from Shreveport, La., where he again signed to provide the grandstand revue at this year's Louisiana State Fair.

George and Bess Hamid and Doroagency bearing his name, is planning a cruise up the Hudson River to Lake Champlain at the end of the month. . . . Stanley W. Wathon, New York agent, was a daily visitor at the Ringling show during its Newark, N. J., man.

Cole Bros.' Circus, is pictured on the Little and Al Flint. cover and is the subject of a feature in the June 12 issue of Life maga- Shriners it was pointed out that most zine. . . Clem Butson, director of of the PCSA members are now on the Tom Arnold's Holiday Circus, who spent two weeks in New York and Hollywood scouting talent, returned to London by air last week. . . . Sam Bakerman, partner in the operation of Coney Island, funspot at Caracas,

Dwight Pepple, of the Polack circus organization, has opened offices at the Biltmore Hotel, Los Angeles, Irish Horan is back in New York for the Shrine convention. Polack will contribute a program for the Shriners June 20, with Richards's elephants; Lynn and Linda, high act: Mark Smith's Liberty horses, Peejay Ringens's bike act and three camels from Goebels Lion Farm on the bill.

> Aerial Snyders, high act, was the free attraction at the Riverdale, Ill., American Legion celebration the week ended June 11. Los Aeros, aerialists, the featured free act at St. Joseph's Church carnival, Gary, Ind., the same week. Both acts were booked by Charles Zemater Agency, Chicago. . . . The Amandis, Danish teeterboard act, recently played a week at the Palace Theater, New York.

PSCA Open House For Shrine Confab.

LOS ANGELES, June 10 .- With thy Packtman visited Jack and Irv- Shriners to convene here for their ing Rosenthal's Palisades (N. J.) Park annual seven-day convention begin-Wednesday (7). . . Frank Wirth, ning June 17, a number of them are head of the New York booking expected to visit the Pacific Coast Showmen's Association's clubrooms,

Move to put out the welcome mat was discussed Monday night (5) when it was decided to hang a PCSA banner in the registration tent in Pershing Square. Clarence Allton will be serving on the Shrine committee and will be in charge of the greetings commit-Bill (Hopalong Cassidy) Boyd, of tee. He will be assisted by Curtis

In extending the invitation to

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German Unit Has Wild West Feature

BERLIN, June 10 .- Emil Wacker's Circus Apollo is on tour in Western Germany with a copious program of animal and circus numbers. Second half of the bill is a German conception of a Wild West horse opera, for some reason climaxed by a Hotel Miami scene which includes an elaborate water spec. Aquatic spec is well presented, as Emil Wacker has acquired the equipment and props of the old Busch-Nurnberg Circus, which specialized on portable water productions.

This season's bill is strong on animal numbers. Togare and Taranda present a group of lions, Bela May handles a mixe group of bears, Harry (Philadelphia) Huling puts a mixed group of baby elephants, camels, nebras and other animals thru their paces, and Ernest Bob offers high school and Liberty horse numbers.

In the line-up of circus acts are King Repp, comedy juggler; the Mars Troupe, high perch and ladders; John Cooper, jockey and football dogs; Salem Ben Faradji, tumbling, and Burton and Sohn, acrobats.

road. However, the clubrooms will be open to visitors and they will be welcome to club facilities.

Chitwood Show for Freeport FREEPORT, N. Y., June 10 .- Joie Chitwood's Hell Drivers have contracted for appearances Wednesday (14) and Thursday (15) evenings at Municipal Stadium here, Jake Kedenburg is promoting the event.

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The Billboard

7 Talent Topics

Acts to appear in the open-air cir- cus in Canada with their dog, pony us at the Chicago Fair of 1950 in- and baboon act for their quarters in ude Roland Tiebor's seals; Sing Fostoria, O. En route they visited Lee Sings, acrobats; the Langs, the Lee show in Port Huron, Mich., eeterboard; LaBlonde Troupe, aerial and the Patterson show in Holly, pars, and Roberta's Circus, dog and Mich. Mr. and Mrs. Gil Wilson and oony act. Booked by Barnes-Car- their dog act are also at the Fostoria uthers Theatrical Enterprises, Chi- quarters. The LaRoys will play fairs cago, the circus will be managed by for C. A. Klein. . . . Carl Triska, two Eddie Allen, formerly manager for years old, recently debuted with his Gene Autry . . . Cy Riter's "Dilapi-dated Tailspin" played Gatesville, tize, who comprise the Triska Tex., June 7-10, and is scheduled for Troupe, high wire act recently fea-Gladewater, Tex., June 13-16, before going to Orem, Utah,

Talent for the Detroit Police Field Day, August 4, at University of Detroit will include Sensational Marions, high act; Marchetteers, musical marching unit; LaBlondes, com- Booking was set by Mort Infield, of edy bars; Capt. Jimmy Jamison. fire the O'Mally Agency. . . . Johnny diver; Hanny Gadbin Rex, European Mack Brown, Monogram film star, novelty high act; Three Jewels, jugglers; Zacchalas, jugglers; King Rey nolds, wire act; Maximo, wire act; Four Ervings, teeterboard; the Winslows and Marks and Lucille, bicycle acts; Jordan Due and the Skaters, roller skating acts; Art and Marie phia, using two horses and a donkey. Henry and the Wolcotts, dogs and ponies. Show was booked by Peter J. Iodice, of Amusement Booking Service, and is being supervised by Jack Dickstein, who handles entertainment at the Michigan State Fair

Lee Slade's Sky Princess, cur- publicity. rently at Joyland Park, Lexington, Ky., is skedded to open in Elmira, N. Y., June 20. . . Jimmy (Fearless) Forest, swaypole, is the free act on the Playland Shows, now touring Michigan.

Aerial Solis were contracted for the June 14-17 celebration at Rossville, Ind. . . . Mr. and Mrs. Harry LaRoy recently left the Dales Cir-

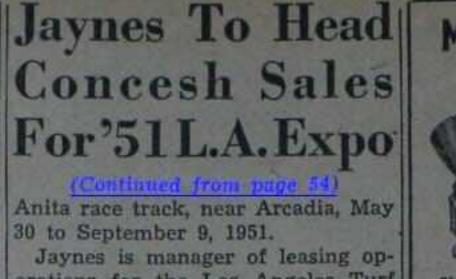
tured at Palisades (N. J.) Park. Troupe scored with a picture in The New York Journal-American.

The Novellos, ladder and traps novelty, open at the Chicago Theater, Chicago, June 16 for two weeks. has been signed to head the fourday Lubbock, Tex., rodeo June 21-24.

Tom Hunt, retired Ringling-Barnum stunt rider, has been staging one-man rodeo shows in Philadel-

Stardusters, two-people high act, opened with Bill Lynch Shows in Halifax, N. S., as a free act. In the troupe are Mike Kent and Hope Frajo. Kent's appearance in a recent movie is accented in show's

Irah Watkins, rounding out his second week with his chimp act at Palisades (N. J.) Amusement Park, is using a new chrome-plated motorcycle in the routine. Watkins will appear at Kennywood Park, Pittsburgh, week of June 19. . . . Roscoe Armstrong's bucking Ford preem's bition facilities. Temporary fair infor the summer June 21 and is stallations, additional landscaping booked into Lubbock and Hender- and roadways will augment the presson, Tex.; Fosston and Walnut Grove, ent permanent buildings. Minn.; Woodsfield and Circleville, O.; Mendon, Ill.; Greenville, S. C.; Fort Madison, Ia.; Medina, O.; Sparta, Tenn.; Lebanon, O., and Shelby, N. C. Earl Armstrong is accompanied by Dane Cox and Bob Boswell.



erations for the Los Angeles Turf Club, Inc., which owns the famed \$15,000,000 racing plant.

In addition to handling the exhibit space with a valuation exceeding \$1,500,000 MCA will also be the sales representatives in negotiations with manufacturers, wholesalers and distributors doing business with the fair's concessionaires, with the exception of souvenirs, toys, novelties, clothing, programs, animals and plants. MCA's operation will be directed from its Beverly Hills office. The fair, planned as the West Coast's first major attraction since the Golden Gate Exposition in San Francisco in 1939-'40, is aiming at attracting 6,500,000 people. It will feature all forms of transportation along with other exhibits normally associated with a world's fair.

Event plans to feature top-name entertainment and specialty acts will be presented at freqent intervals on special stages thruout the exhibit area as well as major shows in front of the 28,000-seat grandstand.

Executive offices, Curry said, will be set up at Santa Anita at the conclusion of the current harness racing season. So that fair activities will not conflict with next winter's regular race meet, 10 months of advance planning on the site will precede actual construction of special exhi-





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Kochman To Play **2** Days at Trenton

TRENTON, N. J., June 10 .- Jack Kochman's Hell Drivers again will be the lead-off attraction at New Jersey State Fair here, September 24-October 1, appearing Sunday (24) and Monday, Children's Day.

Harness racing will start Tuesday (26) and continue Wednesday, Thursday, Friday and Saturday. Big car racing will be offered the final day. Each evening there will be a stage show, and plans are under way for special events. Wednesday will be Grange Day and Thursday will be Governor's Day.

Department superintendents, as announced by George A. Hamid, president, will be: William C. Lynn, grange and flower show; William C. Skelley and William M. Nulton Jr., livestock; George Vander Noot, goats; Rollyn P. Winters, 4-H clubs; Fred G. Poinsett, State exhibits; Harry W. Sterling, poultry, and Mrs. Helen C. Larzelere, domestic arts.

Premium lists have been prepared and will soon be distributed. Norman L. Marshall, secretary-manager, announced that arrangements are being made for new buildings and extensive changes that will provide more room for exhibits.

Lawrence Tops at MacLeod

MacLEOD, Alta., June 10. - Bill Lawrence, Augusta, Mont., was named top cowboy at the MacLeod Rodeo. Dick and Pauline Pickard were tops in trick and fancy roping and the latter also performed on her trick horse, Tiger. Herman Linder was arena director.

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GENERAL OUTDOOR 58

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The Billboard

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] Flashbacks

25 Years Ago

Fred M. Barnes, outdoor booker, completed arrangements with the Shuberts to send the original company of the musical, "Sky High," headed by Willie Howard, to State Fair of Texas, Dallas. . . . Charles W. McCurran, agent, who suffered burns in May, was discharged from a New York hospital and left to re-join the Miller Bros.' 101 Ranch show. . . . Mazie Lunette, physical culturist, was booked into Luna Park, Coney Island, N. Y., for the summer. . . . Beverly White was handling press for the C. A. Wortham board of managers of Upper Penin-Shows. . . . Harry Lamont, who was assistant trainmaster on the Sparks Circus, joined the Christy Bros." Shows as trainmaster. . . . Marvelous Melville, aerialist, returned to New York after playing parks and expositions in South America for eight months. . . J. Alex Sloan signed to stage opening-day auto races at Central Canada Exhibition, Ottawa,

Staff of the Karr & Duffy Shows was announced as Joe Karr and Jack Duffy, owners-managers; Al O'Day, general agent; Tom Murray, special agent; Doc Tasker, electrician; H. L. Frances E. Davis and Marian B. Col-Jones, lot superintendent; S. Wesley, mail man and The Billboard. Line-up of Walker Bros.' Shows included Ben King, high rings; Johnnie Hall, female impersonator; Walker Twins, swinging ladders; Benny King, trapeze; Captain Nickerson's Concert Band, and Kid Byers, wrestler and boxer, concert. J. G. Lombard was the show agent. . . . Idora Park, Youngstown, O., opened Decoration Day with the Fearless Greggs as free attraction.

Harry Meyer left the Fritz & Oliver Shows to join the Greater

Ore., reported a two-day Scandinavian Spring Festival drew 33,000 in cool weather. . . . John T. McCaslin, Baltimore, was named general superintendent of the Timonium (Md.) Fairgrounds. . . . Edward R. King, carnival office executive, joined the Johnny J. Jones Exposition. . . , Ernie Stuert, formerly with the Parker & Watts Circus, was doing contortion traps and rings on Lewis Bros.' Circus. . . . Charles King, owner-operator of King's Park, Norfolk, Neb., announced early opening of a pool there. . . . Harold P. Lindsay was appointed to the sula State Fair, Escanaba, Mich., to succeed Herbert J. Rushton, resigned. . . . Eddie L. Eger was signed as press representative of West's World's Wonder Shows, replacing Roland W. Richards.

Rex M. Ingham, former circus trouper, was the successful candidate for constable in the Democratic primary election at Reidsville, N. C. . . . Deemer Park, Dover, Del., was incorporated with capital of 50 shares of no par vale. Incorporators were David J. Reinhart Jr., lings. . . . St. Francis County Fair Association elected Fred Schramm, president; Henry Nanley, vice-president; H. P. Teal, secretary; J. O. Swink, treasurer, and C. A. Doubet, superintendent. . . . C. W. Franklin. was named press representative of the Goodman Wonder Shows. . . . C. E. Duble, musician, joined Russell (See Flashbacks on page 61)







Sneesley Snows with five concessions. . . , T. W. Ballenger, general agent of the Sparks Circus, arranged for a broadcast of the show's Schenectady, N. Y., stand by Station WGY. . . . Charles Frederickson and Herbert Calvert, Rockford, Ill., were backing the development of "Old Deerfield," summer resort at Manistique, Mich. ... Will White was manager of Norumbega Park, Auburndale, Mass. . . . Charles L. Sasse was sojourning at his summer home in the mountains near Greeley, Pa. . . . Business started off so well at Columbia Park, Bergen, N. J., that Manager Otto Aeschbach found it necessary to increase the personnel.

. . . Thomas Phayre, co-owner of the Tip Top Shows, and General Agent Jack V. Lyles were visiting in New York. . . . Alf T. Wheeler, formerly of the Wheeler-Downie Circus and Belmont's Attractions, was spending the summer as a realtor at Oxford, Pa. . . . The late Claude R. Ellis was handling press for the Greater Sheesley Shows. Later he joined The Hillboard and ultimately became its editor.

Deaths: Alice N. Cotton, carnival woman; Paul Field, carnival man; Mike Lewis, concessionaire; James Lewis, trainmaster, and Virginia Neal, circus woman.

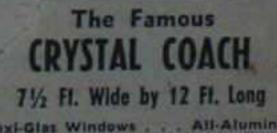
10 Years Ago

Bob Morton, of the Hamid-Morton Circus, announced that the show had leased Wallace Bros.' Circus, motorized, for its string of summer Shrine dates. . . . Paul Huedepohl, managing Jantzen Beach Park, Portland,



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6-17-00

The Billboard

GENERAL OUTDOOR

CONEY ISLAND, N. Y. By UNO_

sunshine during business hours, nan: lunch counter on Surf, a new Individual concessionaires are Ann Whatever rain fell, came during the clam bar on Surf, and a new 75- Morano with a penny pitch on the night or early morning. Recent seat restaurant adjacent to the large Bowery front; Greyhound, Inc., with opening of the Battery-Brooklyn lunch counter on the Boardwalk Greyhound Racers, and Spacarb, tunnel served to reduce auto travel with James Evans in charge. Aaron New York distributors with the lattime considerably and helped build Saul is head barkeep and Bennie est in soda machines. crowds.

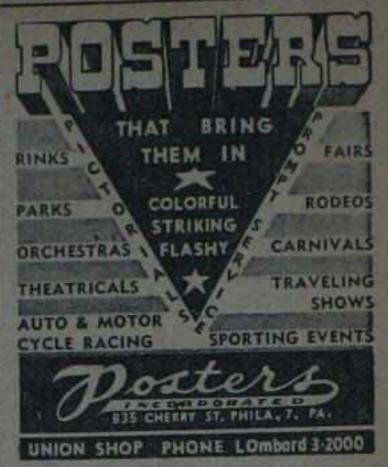
Several changes and additions have been made in Feltman's ery to Surf) housing a wide assort- second son, Kenneth Lawrence, born Amusement Park, operated by ment of games, has new owners and May 21 in Israel Zion Hospital. . . Benno Bechhold, Harry Socoloff and Operators in Sam and Sol Wert- Harry Berk, partnered with Al Shaw Alvin Kallman and managed, for his heimer, who bought out Phil Gould's in two Howard Johnson restaurants, fifth season, by Kenneth Bourke. interests. Gould has succeeded Al is also associated with Al Stein in New is a C-Cruise ride operated by Rapp in a poker roll establishment concessions with I. T. Shows on the Garto Brothers in the spot vacated by the late Jack Stern's open- have two new games, 20 tables of driver, whose brother-in-law is air, silent movies. Gardens replaces Maple Grove. Concessionaires are Morris Joffe and Irving Harrison with a modernized and enlarged candy and popcorn shop; Mr. and Mrs. Alex Silverman with souvenirs, operated last season by Johnny Santos; Michael and Marie Dela Corte, fishpond, another former Santos possession; Benny Herz, who bought out Herbert Weaver, his former partner, in the Arcade, with Weaver leaving to manage a park in Baltimore; Dora Mijurak, fortunetelling birds, handwriting analysis and photo gallery; the Della Cortes, shooting gallery; Mrs. Bea Prostakof, basketball and monogram hats; Mr. and Mrs. Charles Miller, penny pitch and shoot-till-u-win; Joe Schubert, guess-your-age and balloon bust; F. C. O'Keefe, miniature train and Greyhound Racer; Jack Merr, miniature golf; Isadore Rubenstein and Sylvia Schissoff, custard and soft drink stands; Garto Brothers, Kiddieland; George and Rose Jackman, motor boat and Ferris Wheel, partnered with the Gartos; Edward Gerdes, ring toss, and Danny Asuto, funnel ball game. Under the park's supervision are the Carousel, on the Surf front, managed by Neil Mathi-

Finally a week-end (June 3-4) of son: Tilt-a-Whirl, by Charles Cala-Tacouni, hot dog chef.

Television Zingo, played with seven balls, and (See Coney Island, N. Y. on page 69)

six units of an electrically manipulated hoop-la, a Carnival Concessions Company product. Another newcomer is bowl-o. Collection of machines numbers 200. Among these

Murray Handwerker, of Nathan's Pleasureland, a walk-thru (Bow- sidewalk eatery, is the daddy of a on the Boardwalk. The Wertheimers Long Island. . . . Paul Insetta, cab





ASTRO FORECASTS

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Crystal Balls; Imported

NEW DREAM BOOK

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H. W. TERPENING deran Park, Calif

Top performance for tough jobs!

Chevrolet P .L Truck performance consists of many things. There is Chevrolet design - brilliant and functional - design with a purpose. There is Chevrolet construction-sturdy and dependable-for lasting usefulness.

And there is Chevrolet power - power to deliver the goods -more power than Chevrolet trucks ever had before. Two great valve-in-head engines -the Load-Master 105 h.p. and the Thrift-Master 92 h.p. -make these the most powerful Chevrolet trucks ever built.

These new P.L models are far ahead in features, too; yet they cost surprisingly little to buy, to operate, to maintain. And that adds up to value-the kind of outstanding value that year after year makes Chevrolet America's fastest selling truck.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICH.

LEADING WITH ALL THESE PLUS FEATURES:

. TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master-to give you greater power per gallon, lower cost per load . THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response . DIA-PHRAGM SPRING CLUTCH for easy action engagement . SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting . HYPOID REAR AXLES-5 times more durable than spiral bevel type . DOUBLE-ARTICULATED BRAKES-for complete driver control . WIDE-BASE WHEELS for increased tire mileage . ADVANCE-DESIGN STYLING with the "Cab that Breathes" . BALL-TYPE STEERING for easier handling . UNIT-DESIGN BODIES-precision built.

CHEVROLET P*T*

ADVANCE-DESIGN TRUCKS

Topularity Leaders Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other makeproof of the owner satisfaction they have earned throughout the years.

Performance Leaders The new Chevrolet P+L trucks give you high pulling power over a wide range of usable road speeds-and on the straightaway, high acceleration to cut down total trip time.

Tayload Leaders The rugged construction and all-around economy of Chevrolet P+L trucks cut operating and repair costs-let you deliver the goods with real reductions in cost per ton per mile.

Price Leaders From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial costoutstandingly low cost of operation and upkeep-and high trade-in value, all add up to the lowest price for you.

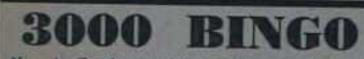


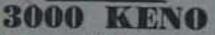
Stockholm Mulls Park Idea To Hyp Summer Business

STOCKHOLM, Sweden, June 10 .-Possibility that the city will buy Grona Lund, "Sweden's Coney Island," was reported here last week altho no negotiations have been announced. Mrs. Nadeschda Nilsson, manager of the spot, has said she will sell if the city offers an acceptable price.

Purchase would be part of Stockholm's effort to improve summer amusement offerings here. Another project being planned is a pai on Langholmen, an island now used as a prison. The prison is to be moved and the city will get title to the land in 1955. An outdoor theater and other facilities will be built there.

Two outdoor amusement centers are under construction in Stockholm suburbs. Rides and rental boats will be installed at one.





Made in 30 sets of 100 cards each. Played in

Size 4x5, M. 1.50 Plastic Markers, Red or Green, Round or square, 44" Diameter, M. 2.50 Scalloped Edge, Green only, M. 2.00 Smaller Size, 4s" Diam., Red or Green Plastics, M. 1.50 Adv. Display Posters, size 24x36, Each 15 Cardboard Strip Markers, 10 M for 75 Rubber Covered Wire Cage, with Chute, Wood Bail Markers, Master Board; 3-piece layout for 15.00 Thin Transparent Plastic Markers, Brown, 44 Inch. Per M. 1.00 Featherweight Thin Bingo Sheets, size 542x8, very large numerals, 7 colors, size 4x5, M. 1.50 J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago 4, Illinois

Davies Builds Bantam Opry Biz The Hard Way; GI Loan Helped

The Billboard

Continued from page 54)

is close behind. That means about 30 people, counting children and all. Old-timers will find similarities here with early days of the Haag, Clark and other orgs that started from scratch. Davies made his own ring curbs and props. He has used ordinary buckets for light reflectors. The trouping has been tough at times. Davies lost Mount Morris, III., when the top blew down after the matinee. High winds continued the next d.y and the show was sidewalled. Last winter the coal strike closed several schools booked by the show.

Except when playing suburban areas such a: this Davies is a heavy user of heralds which are mailed to box holders.

Lion Act Featured

Getting top attention on the show is Capt. Eugene Christy's lion act. He has three sprightly eats and gives erformance valuable weight. the The arena is set up apart from the three rings. Billing also stresses Bob Mason in the Side Show with his as another assistant to Stowell. vent act.

The performance bows with a spec, the show's first. Ten people take way: part. Davies notes that it's no great shakes but he reasons that if you want a spec the best thing to do is give one, not wait until conditions are ideal.

For the pony, dog and monkey number that follows, Ayres takes over in one ring and Elmer Questell in another. This is the routine turn of a pony passing under a and from which the pups or monks jump to its back. The show owner broke these acts as he did several others.

has the floss and popcorn concessions. Harry Rawls, in addition to Side Show and concert assignments, trades off with Davies as announcer and disk jockey for show's mechanized band. Mary Rawls handles showowned concessions in addition to her performing stints. Willie Rawls is kid pusher for the big top work Jack Flant has the lights, and for this Davies has a new generator. Roy Hershberge has the ring stock.

Kathryn Handles Office

The Villeponteaux have the cookhouse and Harry is mail and The Billboard sales agent. Lucy Questell Reform community where theaters, has the front door. Mary Christy handles reserved seats. Kathryn Davies is in charge of tickets and the Rotary Club there and the club office work but her title like those of the others, is all-inclusive so she if the show would pass local also sacks peanuts, ushers, hustles concert tickets and shoos children out of the rings.

In advance are E. C. Stowell, general agent; Clifford Larson, assistant, and Raymond Duke, brigade, with three men. Bill Rodd joins this week

Davies, who's on the short side of 30, sums up the show's policies this

"We stick to the sticks under better-class auspices. This is a real mud show and to move it everybody has to work hard. We pitch for the money but we dra ... a definite "ne And if the auspices doesn't want reserved seats sold, we don't sell them."

With Other Shows

when Ayres was on Vanderberg less there is cash for them. Bros.' four-truck ...nit. The next two years found him on Russell Bros. and in 1939 he was a workman on the Big One. He put in nearly two hitches with the Marines, made the South Facific, and came back to work in a Chicago office with a law school diploma as the goal. That lasted only six weeks but it intr duced him to the future Mrs. Davies He joined the Jame M. Cole Circus and stayed for 19'3 and 1947. All along the line his show experience had been in the working end; he's still working. The couple started its indoor circus late in 1946. He got a pronounced negative from bankers when he sought a loan so he cashed \$1,000 in war bonds and hit the road. In 1948 he bought a semi-trailer truck and Side Show top from the stalled C. W. Montgomery Circus and began the first tent tour. After four weeks the truck's motor went out and Davies needed money The bank again said no so Ayres. got a GI loan. That first year he returned to Illinois with 25 cents. He opened a season with \$15. But he has never owed more than \$2,000 and has been making money. The bank had a change of policy by the time the show's generator went out and Ayres telephoned for quick aid.

June 17, 1950

altho a small one might fit better into his program. Davies will et one that can work on the canvas; it will double like everyone else.

Church Auspices

Novelty is a factor which helps a small circus, Davies figures, so it can neither repeat often nor face much major-show opposition. Towns of less than 3,000 are his best bet and in them the show seeks out auspices such as Parent-Teachers Associations, school band parents clubs, foundling homes and youth orgs. Frequently, he has played his canvas show on school grounds and on occasion has "poked into the school's electric outlets,

Outstanding on Davies' list of auspices have been churches wit the Catholic and . ethodist groups coming in most often. The banner stand of 1949 was Zeeland, Mich., a Dutch roller rinks and other amusements are non-existent. Stowell signed sent an inspection committee to see standards.

"The only thing we had to change was a Punch and Judy line," Davies said. "We changed it from 'I m the devil' to 'I am your conscience.' They packed the show for three performances."

Puts Profits Back

The concert, part of the concessions and other privileges are show-owned. Davies aims at a repertoire of eight acts which he and his wife could put on.

"If the bottom should fall out of these things, we'll stay in show business," he declared.

Davies is doing his share toward reinforcing that bottom. Profits are plowed back to maintain and add equipment. The show is debt-free The Davies story starts in 1936 now and no additions are made un-

CONCESSION **Electric Floss Machines** Bring in Bigger Cash Profits!



Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.

Write for Full Details



Villeponteaux Clowns

Harry Villeponteaux makes his first appearance in a traps-contortion act that pleases the kids. He's followed by Carroll Hodgson's and Mary Rawls's ladder act. Then Harry's back to start his ries of clown numbers-this one a comedy contortion routine. The lion act follows.

Davies and Questell trade rings to present their single-pony turns next, and the equines perform with teeterboards and tubs. Mary Rawls gives a good center-ring wire act. Bob and Caroline Hodgson come on with fast Roman Rings, one of the show's strongest acts.

June Carroll (Hodgson) has the center spot next for her roly-boly act. Villeponteaux does a clown bit with an assortment of fireworks. Davies and Questell come in again, this time with wire-walking dogs. Bozo Villeponteaux winds up with a clown-vest number climaxed by a rock-and-fall from a step-ladder. Caroline Hodgson displays more of that troupe's excellent wardrobe and circus talent with her single traps turn. Then Davies seals the deal with his four-pony drill.

Wild West Concert

There also are concert announcements. The Wild West has Capt. Tom Tell (Questell), riding; the Hodgson, ropes and whips; and Bob Mason, ropes and clowning.

In the Side Show are Mason, vent, punch and magic; Harry Rawls, sword box; Bob Myers, fire eater; an untamable lion (Christy's), and the horses and ponies.

The show moves in the mornings, with reveille coming at 6:30. By about 8:30m. the show is on its new lot and almost everyone is helping Walter Raudenbush, boss canvasman, with the 60 by 150 top that was included in the assortment Davies bought from Mack & Sandy's rep show for \$700. It's reloaded by 11:15 p.m.

Repair Tent in Gyms

Typical of the Davies operation is endless preparation for the future, tomorrow or next season. While playing indoor school dates, they spread out the tent in gymnasiums and repaired it for the next season. 'yres has a horse with him now that he breaks in spare time for menage work.

As for the elephant-well he wants it pretty bad. But he hesitates to over-spend. Besides just as he was set to see the banker about it, newspapers reported a bull had killed two others stampeded and a child: herd was rescued from a another fire.

"I decided "d better let the elephant question wait awhile," he re-Bob Hodgson is responsible for called. But when he does get an

"They ask me how big I'm going to make this thing" Ayres said. "I've got no elaborate dreams. I just want to make it pay and if it doesn't do more than that we'll be 'Ragbag Bros.""

On the offier hand, Ayres and Kathryn Davies have ambition and a loyal, energetic staff. One of these days they'll have that elephant.

Lethbridge, Alta., Awards **Rodeo Pact to Gordon Hall**

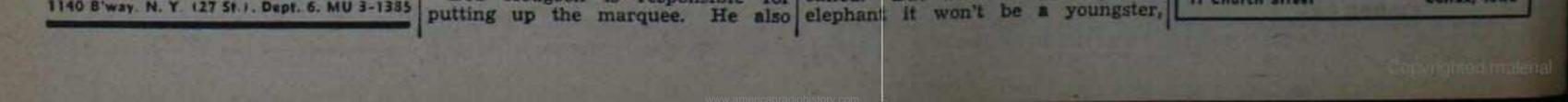
LETHBRIDGE, Alta., June 10. -Lethbridge and District Exhibition and Rodeo here has awarded Gordon Hall, Taber, the contract for the three-day rodeo in conjunction with the June 26-28 fair. Prize money will total \$2,150.

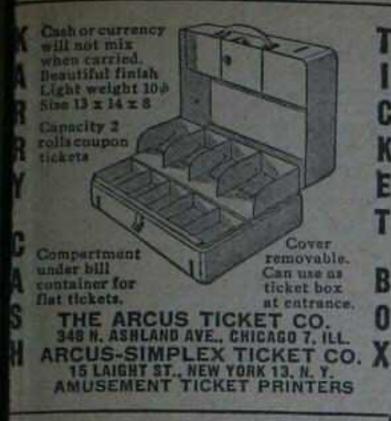
Annual also disclosed plans for the construction of a seven-foot corrugated aluminum fence around the fairgrounds racetrack.

Miller, Blue River Combine

HILTON, Wis., June 10. - Miller Bros.' Circle M Rodeo has formed a partnership with Blue River (Wis.) Rodeo Association, reports Manager H. R. Miller. The show is expected to open in Blue River in early June. Meanwhile, Miller is training horse, dog, goat and bear acts here as fillins.







Kernel Prunty Says: "I can offer you my famous 'RUSH HOUR MAMMOTH YELLOW

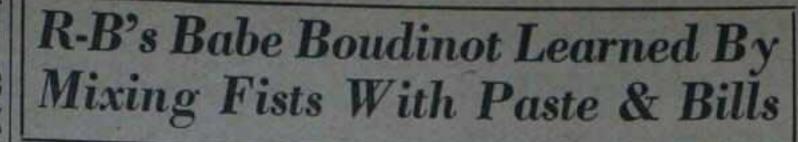
PCORN

@ \$8.95 per 100 pounds. St. Louis. Can also offer SILVER Hulless and Golden Hulless Popcorns. Seasoning Olls, Jumbo Peanuts in shell. Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom Popcorn Cartons and over 25 kinds Popcorn and Peanut Bags."

Write for price list of interested items







The Billboard

Continued from page 55

Jerry Mugivan, part owner of the now retired. John Robinson org, together with a crew of huskies, confronted Babe and his men. Babe says he called for a jack handle after sizing up the situation, but two of the opposition pinned his feet and legs, while several others gave him a going over he still remembers.

Gets Working Over

In 1916, not too long after his switch from Hagenbeck-Wallace to Ringling Bros., the former circus was playing a date at Fall City, Neb. Babe and his brigade were programing the Hagenbeck-Wallace parade-passing out handbills advertising the Ringling show while the Hagenbeck-Wallace org attempted to lure customers with the march thru the streets. When opposition forces got wise they roughed up Babe and his men.

Babe solved the problem of how to program the opposition and stay in one piece by hiring Boy Scouts to distribute the handbills. He claims this scheme worked thruout the rest of Hagenbeck - Wallace's Nebraska stands. Other tactics employed by Babe and his men in this clash with Hagenbeck - Wallace was to visit towns on the opposition's schedule thruout Iowa and bill the Ringling show three months in advance, even tho the org had no intention of playing the dates. Babe says this helped kill much of Hagenbeck-Wallace biz, since many people preferred to wait for the Ringling show.

Winds Up in Hospital The last big billing donnybrook affecting Babe occurred in Great Bend, Kan., in 1936, when the opposition was Cole Bros. Babe and a sevenman brigade were laboring to cover the Cole paper, when Jess Adkins and Floyd King, owner and general agent of Cole Bros., met Babe on the street. Adkins and King pointed out Babe to several bruisers in their company, and one of them used the old what-did-you-do-to-my-sister routine as a pretext for giving Babe a beating. On this occasion he landed in a hospital, but the next day he was up and driving to Denver for more billposting.

fic manager for the Big Show and

Recalls Longest Jump

The longest jump Babe can remember making as a billposter was a hop from Toronto to El Paso with Sells-Floto the opposition in both cities. The Ringling-Barnum show had been slated to play from Seattle down to El Paso, and Babe and his crew covered that territory with warning oneshots, reversing the show's schedule and moving from El Paso to Seattle. When he and his men reached the latter city they began once more their regular billposting duties in advance of the show. He recalls that competition was so keen at this time that auto rentals for billing brigades of the Ringling-Barnum circus at a oneday stand in San Diego, Calif., amounted to \$2,700.

Babe is deluged with requests from schools, clubs and other organizations dealing with children for bills, including those especially made of animals in the Ringling-Barnum menagerie. Babe feels that these bills make topflight advertising, since moppets take home to their parents information on the circus which results in eventual ticket sales.

Norths Choose Posters

John and Henry Ringling North, president and vice-president of Ringling-Barnum, have final say in the choice of bills, according to Babe. The biggest size used by Babe's men at present is a 24-sheet, and he can remember employing 60-sheets, which required specially built frames for mounting. Altho he has no way of telling exactly how many sheets his billing brigades use in a season, 3916 SECOR RD. Babe estimates that 750,000 were used during the show's New York date, which was a 33-day stand. Babe and his wife make their home in Chicago. He belongs to Local 1 of the stagehands' union there, the Showmen's League of America, Miami Showmen's Association and the Masons.



61

GENERAL OUTDOOR

Just add water and freeze for those creamy-smooth frosties with higher over-run. Rich chocolate or delicious vanilla flavor. Conveniently prepackaged quantities: eliminate weighing.

Order special combination trial pkg. now at only \$2. It makes 21/2 gals. of each flavor. Or send for carton of 12 three pound pkgs, of CREMORE @ \$14.40. Enough for nearly 1,000 four-or, servings!

Freight prepaid. Money-back guarantee. Order direct from:

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Go Into Business With LILEY'S Famous ROOT BEER and BARREL SET-UPS. Wr e iley Sales Co., 1122 E. 31st. Kantas City, Mo.



about 25 men, with additions as booked his scales, novelties and pop-FOR SALE needed. The Ringling-Barnum trafcorn on the Pioneer Shows. . . . Ed-X-RAY POKER on West Coast fic manager who ran the advertising die Allen, superintendent of Wallace car from 1938 thru 1943 gives ull Bros.' Circus, was in Houston buy-1949... GROSSED OVER \$32,000.00 credit for his knowledge of railroad ing stock and equipment of the for-R. W. MCDUFF 2001 SHELBY ST.J GA 0001 \$12,000.00 moves to Arthur Hopper, former traf- mer Downie Bros.' Circus, Write BOX A-99, The Billboard

Lest his early days seem nothing but an unending series of contusions, Babe recalls that old-time billposters would battle each other during the day but gather in the local pub for companionship at night.

Elastic Budget

As far as billposting competition is concerned, Babe says that his budget with Ringling-Barnum, as with the other shows he has worked, is elastic, If a rival show is battling Ringling-Barnum for business, Babe says he has a free hand to spend what is necessary to top the opposition.

Babe acquired his first big opposition brigade in 1936-a nineman outfit. At present, his force includes a brigade for original billposting, another to repair bills and catch spots the first crew misses, a third to throw up cloth banners, an inspector to check work done, and a crew to reclaim the costly cloth.

Uses Cloth Banners

Babe has a problem concerning cloth banners. Since the Ringling-Barnum circus is probably the only circus still using them, due to their high cost, the magnetic tack hammers which are used to place the banners against the sides of buildings are hard to find in the righ' size. Eight-ounce hammers seem to be all that are available, and Babe claims they are too small.

R-B, GARDEN SIGN

Continued from page 54)

Westbury, L. I., capacity crowds were assured since all four performances have been sold outright for a reported \$64,000. Added to this revenue will be the lucrative midway and concessions earnings.

The Big One's other usual indoor date at Boston is secure, Garden officials there have said.

TEXAS PRISON RODEO

(Continued from page 54) much time on the adjacent midway after rodeo performane.

Of net proceeds of rodeo, fair gets 20 per cent. Rest goes to prisoners' education and recreation fund. Rodeo was brought to Dallas thru co-operation of R. L. Thornton, fair president, and H. H. Coffield and French Robertson, members of Texas Prison Board.

FLASHBACKS

(Continued from page 58) Bros.' Circus. B. T. and Jingle Carsey and Al Luddig also were late additions to Eddie Woeckener's band

on the show. Dave Winnie and Evelyn Dollie, high wire, were booked in as free act at Eastwood Park, Detroit. . . James W. Sartwelle was re-elected president of Houston Fat Stock Show and Livestock Exposition; G. L. Childress, Henry W. Dew, Russell W. Nix, Julian A. Weslow, J. Howard West, vice-presidents; George W. Strake, treasurer, and W. O. Cox, His crew this season consists of secretary-manager. . . . Sam Bender

GENERAL OUTDOOR 62 The Billboard June 17, 1950 SERVING Buck, O. C.: Watertown, N. T. Burdick's Greater; Gonzales, Tez.; Stockdain Circus Routes Carnival SHOWMEN IS MY Burke, Harry: Maringouin, La. Routes BUSINESS Send to Burkhart: Peru, Ill. 2160 Patterson St. California: Richmond, Calif., 13-18. Cincinnati 22. O. Send to FOR OVER 29 YEARS Capell Bros.: McAlester, Okla.; Blloam Springs, Ark., 19-24. SHOWMEN HAVE CONSULTED 2160 Patterson St. Cincinnati 22, O. Beatty, Ciyde: Tacoma, Wash., 13; Longview | 14; Portland, Ore., 15-18; The Dailes 19; Kennewick, Wash., 20; Yakima 21; Renton ME FOR THEIR INSURANCE Capital City: Danville, Ky.; Lebanon 19-24. Carr, Lawrence: Chelsea, Mass. (Routes are for current week when no dates 22; Seattle 13-25. CHAS. A. LENZ are given. In some instances possibly Cavalcade of Amusements: Racine, Wis. Biller Bros.: North Adams, Mass., 13: Greenmailing points are listed.) field 14; Pitchburg 15; Brattleboro, Vt., 16; Keene, N. H., 17; Montpeller, Vt., 19; Burling Bros.: Dillonvale, O., 13; Smithfield 14; New Athens 15; Triadelphia, W. Va., 16; Celery City: Kalamazoo, Mich. The Showmen's Central States; Salins, Kan. A. & G. Am.; Crescent, Okia. Insurance Man Cetlin de Wilson; New Brighton, Ps. Alamo Expo .: Ardmore, Okla. American Beauty: Fort Madison, Is. Chanos, Cameron 17; Hundred 19; Highridge 29. Jimmie: Wapakoneta, O.; Ansonia American Eagle: Grayville, Ill. Cole Bros.: Pittsburgh, Pa., 14-17; |Yankte 19-24. A1338 Insurance American Midway: Snyder, Tex. American United: Helens, Mont. Stadium) New York 21-25. Cole & Walters: Reeder, N. D., 13; Regent 14; Cherokes Am. Co.: Council Grove, Kan.; Exchange American United, No. 2: Rigby, Idaho. Sabellia 19-24. Chicago, Illinois Mott 15; New Leipnig 16; Carson 17; Flasher Anderson's Rides; Risingsun, O.; Pioneer 19-24. Coleman Bros.: Troy, N. Y. 18. Collins Bros.' United: Holdrege, Neb.; Superior, Anthracite: Kingston, Pa. Dalley Bros.: Joliette, Que., Can., 13; BL, 1492 Fourth St., N. 18-25. Avery's Modern: Livonia, Mich. Jerome 14; Grand'mere 15; Roberval 14; St. Petersburg, Fla. Badger State: Devils Lake, N. D.; Hutchinson, Chicoutimi 17. Collins, Wm. T.: Brainerd, Minn.; Duluth Phone 5914 19-24. Minn., 21-25. Davies, Ayres & Kathryn: Sun Prairie, Wis., 13; Waunakee 14; Lodi 15; Hillsbors 16; Columbia; Milo, Me. Baker United: Crawfordsville, Ind. Continental: Potadam, N. Y. B. & C. Frankfort, N. Y. New Lisbon 17. Cote Ain. Co.; Lake Orion, Mich.; Plymouth Beam's Attra .; Johnstown, Pa.; (Fair) Taren-Flamante: Del Rey, Calif., 13; Guadalupe 14; WANT 19-24. Yuma Ariz., 15; Coachella, Calif., 16; Beautum 19-24. Becht, Lee: Portland, Ind.; Hamilton, O., County Pair; Alliance, Neb. mont 17-19. Ball Game, Fish Pond, Novelties, Long and Short Range Shooting Galleries, Scales, and Crafts Expo.: Shafter, Calif., 12-18. Gainesville Community: Longview, Tex., 16-17, Gould, Jay: Freeport, Ill., 14-15; Anslan, Ia., 16-18; Cresco 19-20; Charles City 21-22; Rake 23-24. 19-24. Crafts 20 Big: Beaumont. Calif., 14-18. Bee's Old Reliable: Campbellsville, Ey.; (Fair) High Striker, Crescent Am .; Moberly, Mo. Springfield 19-24. Rake 23-24. Hagen Bros.: Mishawaka, Ind., 13: Three Rivers, Mich., 14: Sturgis 15: Coldwater 15; Auburn, Ind., 17: Defiance, O., 18: Wauseon IS: Hillsdale, Mich., 20: Jackson 21: Battle Creek 22: Albion 22: Adrian 24. Hamid-Morton: Richmond, Va., 19-24. Kelly, Al G., & Miller Bros.: Carthage. III., 13: Rushville 14: Havana 15: Lincoin 16: Sheibyville 17: Charleston 18. Kelly-Morris: Waukasha, Wis., 14: West Bend 15: Port Washington 18: Sheboygan 17: Plymouth 19: Manitewok 20 King Bros.: Eston, Sask., Can., 13: Kerro-bert 14: Provest, Alta., 15: Camrose 16: Wetaskawin 17: Calgary 19: Olds 20: Hed Deer 21: Stettler 22: Leduc 23: Westlock 24: MoLennan 26: Peace River 27: Fair-view 28. Belle City; Waupun, Wis., 12-18; Madison Crescent Canadian: Camrose, Alta., Can., 12-THEISS UNITED SHOWS 14; Weinskiwin 15-17. 19-25. Crystal: Talico Plaina, Tenn. Bernard & Barry: Val D'Or, Que., Can., 14-21; Cumberland Valley: Cowan, Tenn.; Franklin North Bay, Ont., 23-28. Big Four Am.: Lockport, Ill. Big State: Morton, Tex. 19-24. Cunningham's Expo.: Powhatan Point, O .: Blue Grass: Ft. Wayne, Ind.; Marion 19-24, Bogle, P. C.: Mt. Vernon, Mo.; Pittsburg. Toronto 19-24. NEED ME? Dan-Louis: Montpeller, O.; Miamisburg 19-24. Del-Mar: Garrett, Pa.; Beaver Falls 19-24. DeLuxe: Rockville, Conn.; East Longmeadow, Kan., 19-24. Operations deferred until 1952 makes avail-Bohn & Son's United: Carmen, Okla., 12-14; able my services for 1950. Managerial, pro-motional, advance. Background? Five hun-Mass. 19-24. Seiling 15-17. Denton, Johnny J.: Harriman, 'Tenn. Diamond, J. W., Midway: Carthage, III. Dickson's United: Henryetta, Okia. Dobson's United: North St. Paul, Minn., 16-18; North Branch 23-25. Boone Valley: Belmond, Is., 12-14; Whittemore dred outstanding events . . . expositions, fairs and special events. Salary or percentage. 15-17. Brass City: Carbondale, Pa. Address SHOW BUSINESS Brewer's United: (Colored Fair) Brenham, Box 361, % The Billboard Pub. Co., Tex. Chicago, III. Drew, James H .: Loveland, O. Brodbeck's: Cimarron, Kan. Douglas Greater: Portland, Ore. Down River Am, Co.: Tecumseh, Mich. view 28. Dudley, D. S.: Muleshoe, Tex.; Lubbock 19-24. Mills Bros.: Jefferson City, Mo., 13; Sedalia Dumoni: Meadville, Pa. Dyer's Greater: Madison, Ill.; Flanagan 22-24. 14; Independence 15; Lawrence, Kan., 16; **POPCORN PROFITS** Leavenworth 17; Hiawatha 19; Falls City. Eastern Am.: Westbrook, Me. Neb., 20; Nebraska City 21; Lincoln 22; Fremont 23; Omaha 24. Expo.: Cherry Tree, Pa.; Tyrone Eddle's HIGHEST WITH TOP QUALITY Polack Bros. (Eastern): Albuquerque, N. M. 19-24. Endy Bros.: Lindenhurst, L. I., N. Y .:

Huntington, L. L. 19-24.

Ferris, Carl D.: Eldred, Pa.

Fair Am. Co.: Danville, Va., 12-24.

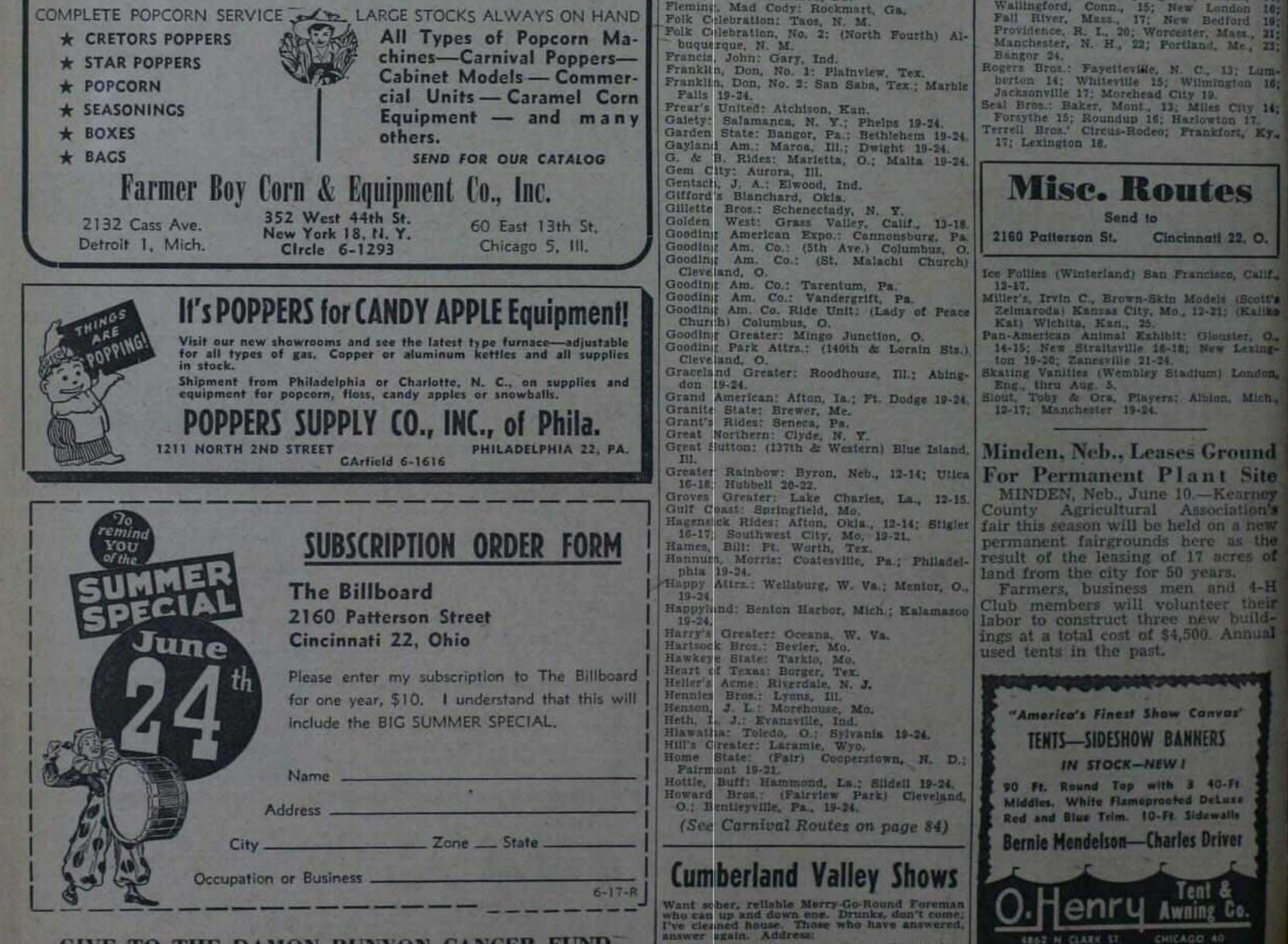
19-24

Evans United: Carrollton, Mo.; Plattaburg

13-15; Pueblo, Colo., 17-19; Grand June-

Polack Bros. (Western): Bakersfield, Calif. 14-17; Tulare-Visalia 19-20; Modesto 33-24, Ringling Bros, and Barnum & Balley: Plain-

ville, Conn., 13; Springfield, Mass., 14; Wallingford, Conn., 15; New London 16;



K KUY N



63

Chambliss Plans Set "Australia Outlook For 3 N. C. Annuals

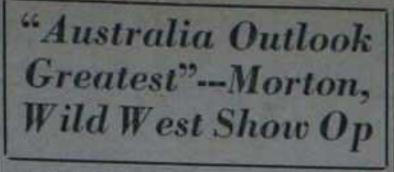
ROCKY MOUNT, N. C., June 10 .-Operations planning is in progress for three Norman Y. Chamblissmanaged fairs in this area-Rocky Mount Fair here, Elizabeth City Seven-County Fair, and Pitt County Fair, Greenville, An office has been opened at each city, with Joe Chambliss, son of the manager, in charge.

Chambliss took over the Elizabeth City fair this year and is making extensive improvements on the grounds. Chambliss said he is receiving 100 per cent co-operation from agricultural interests in the seven counties involved. Construction of an exhibit building will start soon. Inasmuch as the plant has a fine track, he plans four nights of harness racing. S. L. Lowery, Pasquotank County agent, will be general director of men's divisions, Mrs. Vernon James will direct the women's department.

Premium lists will be ready by July 15, providing awards totaling \$4,000 for each fair. In addition, Chambliss has arranged for exhibits at each fair by the counties involved. plus State safety, wildlife, and conservation and development department displays.

Prell's Broadway Shows will play

CANVAS • SHOW *** CARNIVAL**



HOLLYWOOD, June 10 .- With Australia bringing in 250,000 persons a year and 10 jobs awaiting every man, Tex (Ozzie) Morton, operator of Tex Morton's Wild West Shows there, looks for "the greatest future in outdoor show business." Morton arrived in this city recently on what he said was his first real vacation in 18 years.

On his initial trip to the States, the veteran showman found things different in some ways yet closely paralleling his own operation in the country down-under. Like his country, competition among shows here is similar.

Uses All Angles

Prices paid for privilege are vastly different, he said. Fairs and expositions, held in the seven Australian States, charge a ground rental which runs from five shillings to a pound Sterling per foot. This was explained to run from \$1.25 to \$2.70. A four-day event pulling close to 75,000 persons is not over the top figure. The low figure applies to county or shire events.

Man of Many Talents



For fairs, concessions, conventions, side shows, bazaars. Carnival Flags — Guaranteed New — finest guality, complete with rope, snap and ring for quick hanging. Terms: Net F. O. B. Pittsburgh, check with order.

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No. 8

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The Billboard 64

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

TENT-SIZE CROWDS FOR COLE

June 17, 1950

Throngs 'Lost' In Big Stadia

Wirtz-Hopalong org plays one-day stands; rail moves delayed; Akron night poor

ERIE, Pa., June 10 .- Cole Bros.' Circus drew good crowds at both shows here Tuesday (6) after a weekend that included the new management's first one-day stand, some bad weather and a rail delay.

Significant of recent stands is that while seating capacity of major stadiums used by the show is tremendous and the circus crowds in them look small, those turnouts usually would amount to capacity or turnaway trade for a big top circus.

Good business and good weather in Erie are an old story for the Cole title and the show's stand at 12,000seat Erie Stadium had both. Matinee had about 5,000 and night show attracted 7,500. Booking the circus into the stadium was considered a major feat in view of thumbs-down decisions by the stadium board for similar events in the past. Ushers and ticket sellers here were local men.

Rain in Cleveland

Weather marred the Saturday (3) half of the show's two-day stand in Cleveland. Low temperatures were accompanied by the town's heaviest rain of the year. Despite that, 5,000 caught the matinee and 3,000 made the night show. Money was refunded to some out-of-town ticket holders who couldn't make it in the storm. Friday (2) was average! Circus played the 83,000-seat Municipal Stadium. Akron, where the show played Sunday (4), was the org's first 1950 one-day stop and proved a disappointment at night. The matinee drew 7,400 persons, but the night performance was given for a miserable 1,600, who were swallowed up in the 35,000-seat Rubber Bowl. Cole was the first circus to play the bowl since Ringling bowed its open-air season there in 1944.

Stray Corraled

NEWARK, N. J., June 10 .-Leon De Rousseau, who does a back flip from a 50-foot-high platform to a mat below with the Ringling-Barnum circus, started the season attired in semi-cowboy style to fulfill ringmaster Harry Thomas's announcement that De Rousseau was a man "known to millions as Dropalong Placidly," the gimmick being a sly reference to Cole Bros.' Circus featured billing of Bill (Hopalong Cassidy) Boyd.

Of late, De Rousseau has switched to an ornate white satin costume, R-B President John Ringling North, who originated the "Dropalong" twist, caught his show here and spotted the incongruity of the announcement and De Rousseau's costume.

"Dropalong" is once more arrayed in gaucho garb.

Biller's Luck Turns; Houses Packed in Pa.

R-B Bags Big Biz in Jersey With Six Full Ones at Newark; Long Island Stand Brings 64G

Howdy Doody Builds Kid Show Crowds

a two-day, four-performance run have been going well, and sale of here, ending today, purchased out- Howdy hats has been boosted by autoright at a reported \$64,000, the Ring- graphs from a live clown character ling-Barnum circus polished off a week of top grosses marked by six bell. East Coast is one of nation's capacity-houses in Newark, N. J., Tuesday (6) thru Thursday (8).

Weather this week lent virtually the first assist to R-B since the circus began its canvas trek, and midway takes were excellent. Elements allowing, midway grosses should continue at a high level. With the cash for the Big Show already assured, circus seeks to draw on the sizable pool of suburbanites in this area who did not see the show during its opening run at Madison Square Garden.

New Brunswick Okay

First break in the weather came Monday (5) at a two-show, one-day date in New Brunswick, N. J. Advance sale for the stand had been below par, and it had not been expected to be a strong link in the org's chain of brief dates begun in Atlantic City, May 28. However, with a big top Ore. Produces capacity of about 9,000, the New Brunswick matinee was better than three-quarters, and the evening crowd was reported satisfactory. With clear weather, the midway was wellpeopled. Last week, after leaving Atlantic City, Ft-B played Lancaster, Harrisburg, Reading and Allentown, Pa., and Trenton, N. J. While Big Show performances drew fair crowds, despite almost continuous rain, midway concessions and the Side Show were hit, Side Show Manager W. R. (Red) McKitrick reported that weather considered, the best grosses possible were registered. Saving of the Reading date was attributed to purchase of matinee and evening shows by rubber and textile firms.

appearing with the offering, Clarastrongest video territories, and the puppet's drawing power may have its first tough test when R-B hits the hinterlands.

Equipment Holds Up

Despite bad weather and quick jumps, the show's equipment remains in good shape. Plastic costumes worn by personnel in the specs looked as good as when the show opened in New York.

Bill Fields handled flacking chores for the New Brunswick date and the stand here, while Allan Lester took care of Newark. Space in newspapers along the show's route has been plentiful, with the stand here resulting in several plugs in New York sheets.

Arrivals Delayed

Matinee was late at Akron, altho the jump from Cleveland was only 35 miles and the show had no big top or seats to put up. Boys' choir and some other acts were out at Akron. Griffith's Enterprises promoted the date.

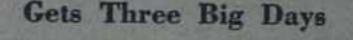
Show train arrived several hours late in Erie but no harm was done because Monday (5) was a free day, and all was in readiness for the Tuesday stand. Train delay was due to derailment of a flatcar en route. Cole Bros. also laid off Wednesday and Thursday (7-8) before opening its two-day stand at Buffalo, Friday (9).

Reports indicated that the circus's open-air policy still was to continue thru the season, with no big top being used anywhere along the line. Side Show continues under canvas.

Robert Wilschke, 76, Succumbs in Berlin

BERLIN, June 10. - Robert Wilschke, 76, well-known agent specializing in circus thrill and novelty attractions, died at his home here May 26 of a heart attack.

Wilschke had booked attractions for the Ringling-Barnum circus for about 30 years. Current Big Show



SCRANTON, Pa., June 10 .- Pennsylvania popped for Biller Bros.' Circus this week. The show played to big business at three spots to break the chain of weak houses which has plagued the show for weeks. There were four capacity houses in the three days.

Here Wednesday (7), Biller packed the kids in for a straw matinee, Aiding was a 35-cent admish for youngsters and the dismissal of schools for the show. Night show here was a good three-quarter house.

Hazleton, Pa., produced two full houses Tuesday (6). Another capacity crowd saw the night show at Williamsport, Pa., Monday (5), where the matinee was a three-quarter turnout. The latter spot is home base for Prince Ki-Gore, whose lion act is with Biller.

Weather was clear and warm at the three towns. The circus earned compliments for its performance and equipment all along the line, Cristiani Family came in for top attention among acts.

Mills Bros.' Biz **Crimped** in Iowa

FORT MADISON, Ia., June 10 .--Mills Bros.' Circus this week found business at Iowa stands somewhat below the level set earlier in the season. What Jack Mills described as the first losing day of the year came at Burlington (3), where less than a half-house turned out for each performance. Failure of advance sale was blamed.

Absence of school children cut attendance at the matinee in Muscatine (1) to a half-house. Night house was three-quarters filled.

Show played here Monday (5) to a half-house at the matinee and less than a half-house at night. Affair would have been a blank for the sponsoring Lions Club but the circus adprogram includes Cilly Feindt, one of justed the contract to provide some

Trenton Matinee Late

Trenton stand, Sunday (4), saw the show late in setting up for a matinee performance for the first time this season. Two railroad changes and heavy rains early Sunday, which turned the lot into a sea of mud, delayed the matinee until early evening. Here again, tho the magic of the Ringling name resulted in a three-quarters afternoon house and a similar night throng. Advance sales for the week of quickies were at least up to last year's standard and ahead in some cases despite rain.

Howey Doody, strong TV draw with the moppets, has been scoring well in appearances with the Side Show, according to McKitrick, Novelties being pitched in conjunction

New England Dates Give Hunt Boff Biz

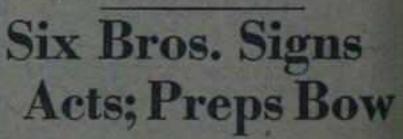
BEVERLY, Mass., June 10 .- Hunt Bros,' Circus, first to invade New England territory, has been garnering good grosses all the way. Dates the last two days at Niantic and Concord, Mass., were both good.

Previously, stands thru Connecticut mostly paid off despite considerable rain. New York dates, including Ossining, Tarrytown and Mamaroneck, regulars on the Hunt route for many years, all contributed near-

For Beatty Org; **Heat Cuts Takes**

McMINNVILLE, Ore., June 10 .-Oregon welcomed the Clyde Beatty Circus with Roseburg and Eugene giving the show capacity houses. In Eugene, the circus played in competition to the Douglas Greater Shows.

Prior to leaving California Friday (2), when the show played Redding, hot weather had cut the takes in Sacramento, Marysville, and Chico. The first spot in this State, Ashland, Saturday (3), also was light because of the heat.



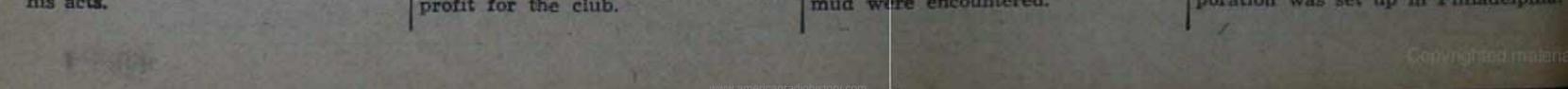
HOLLYWOOD, June 10 .- The new Six Bros.' Circus opens in Altadena June 17. George McCall is handling the booking of acts for the radiotheatrical backers.

Acts pacted include Hap Henry, dogs and ponies; the Elsons, slack wire; Billy Lehr, producing clown; the Twisterettes, acrobats; Virginia Dalton, spin of death; Irene, Alice and Virginia, cloud swings, web; the Bounding Pauls, trampoline; the Three Lanes, sway pole; the Six Bros, Liberty act and ponies.

Show debuts under American Legion auspices and moves from Altadena to Compton for two days under Veterans of Foreign Wars sponsorship. Route includes Oxnard, June 20; Santa Paula, June 21, both under auspices of the police departments.

Cole Seeks Pennsy Charter

PHILADELPHIA, June 10.-Cole Bros.' Circus originally incorporated in Delaware, filed application for corporate charter in Pennsylvania for authority to do business in the State. capacity business, even the rain and Registered office for the circus corporation was set up in Philadelphia.





NEW YORK, June 10 .- Cole Bros.' Circus launched its tub-thumping campaign here this week, with the show set for a flye-day stand, Wednesday (21) thru Sunday (25), at Yankee Stadium, the run to include four matinee and five evening performances. Flacking duties will be handled locally by Tom King and S. J. Brody, and initial scores were in The Times and Herald Tribune for Tuesday (6).

Flack campaign to date has been in a minor key with small newspaper ads and no billposting. Also lacking is a strong pitch to build an advance sale, tho the vast 64,000-seat Stadium offers unlimited opportunities for promotional deals.

Test for Hopalong

Strength of Cole's feature and part owner, Bill (Hopalong Cassidy) Boyd, is considered to be greatest in this video-infested area. A year ago, in a promotion sponsored by The New York Daily News, Boyd drew tremendous crowds and several hundred thousand souvenirs were distributed to fans. However, no phase of the shindig involved a fee and so offers no gauge of what to expect behind a pay gate.

Breaking in with the Cole show for the stand will be Betty and Benny Fox, who do an aerial dance routine on a small platform Addition of the act to the line-up may be construed as a bolstering of talent for the The Billboard

UNDER THE MARQUEE

ish Hospital in the Queen City.

A boss propertyman can tell the differ- how a press agent works. ence between propertymen and those who are only wearing the uniforms.

Ben Thomas, general agent of Biller Bros.' Circus, accompanied by R. M. Harvey, late of Dailey Bros." Circus, has re-entered the Maritime Provinces of Canada as a prelude to the early summer stands the show will make in that region.

Historic circus items and a replica of a circus street parade composed of models were displayed at a Springfield, Mass., department store Jack Rodgers on Mills Bros. at Rochby Francis Lacouline, Henry Pryor. ester, Pa. ... Charlie Robinson cards Charles Davitt, and Joe and Wally that he was forced to leave Cole Beach. Display was presented in Bros. at Columbus, O., because of an connection with the appearance of injured foot. He is in Veterans' George A. Hamid's circus at West Hospital, Dayton, O. Springfield, Mass.

circus titles died because their founders will be in Veterans' Hospital, Dallas, had no kin to carry on.

Gertrude Green, sister of Bill him care of general delivery. Green, press agent with Polack Bros.' Eastern Unit, has come on from the Coast to take care of their tion will be in Chicago August 4-6, mother, Mrs. Ada Green, who is recovering from a stroke at Bill's home man. . . Charles and Edna Kistler, in Detroit. . . . George Churchill recently left Cole Bros.' Circus after Hunt circuses. . . . John M. Kelley, several years as superintendent of former legal adjuster, hopes to have paint shop and advertising painter. his book, "Rain or Shine," completed After a vacation at Camden, O., and this summer. . . . Wisconsin Histori-Warm Springs, Ga., he will begin cal Society plans to erect a monuwork on a paint shop trailer for ment commemorating the founding 1951. . . . Cole & Walters Circus of Ringling Bros.' Circus at Baraboo. missed afternoon and night shows re- ... J. W. Barrett will have his miniacently at Parkston, S. D., because of ture circus at Detroit's Convention a blowdown, reports Mildred Welbes. Hall September 30-October 9.

Charles Tevepaugh, owner of on circus life, signed recently with Charley's Society Circus, has been Houghton-Mifflin publishing firm to visiting on Rogers Bros.' Circus, he include his circus stories in grade reports from North Wilkesboro, N. C. school text books. ... Fred Moulton. ... Joseph Taraska-Kuta, with Cole press man with Ward Bros.' Circus, Bros.' Circus, sustained a fractured has landed much television as well arm while helping the org load at as press and radio publicity for the the conclusion of its Cincinnati show on its Western tour. The San Garden run. He was treated at Jew- Diego Union carried a story of Moulton's career with Hagenbeck-Wallace and 101 Ranch as well as defails of

> When Cole Bros.' Circus played Cleveland Winnie and Tom Gregory, CFA, entertained at their apartment for Rose Behee, Arden Larey, Don Edwards and John Herriot.

> There is nothing unusual about a shapely, well-gammed swinging gal who can bring a house down with her flash. Most any gal can do that.

> Eddie Dennis, deputy at the Beaver Jail, Pittsburgh, visited with

P. H. Murphy, who recently suffered A first-of-May thinks some of the old a broken hip in a fall, reports he for about six months. He requests letters from friends who may write

> Circus Historical Society convenwith Robert King serving as chair-Allentown, Pa., caught the Dales and

CIRCUSES 65

Freeman, bass drum, Rastus Williams is the comic. . . . Biller Bros. play St. John, N. B., under Shrine auspices July 10.

Raymond L. Bickford, of Greenfield, Mass, becomes a part-time member of clown alley whenever a show gets within 100 miles of his home. On occasion he has teamed up with Hunt Bros., Biller Bros., and Mills Bros. His tutors were Bluch Landolf, old-time producing clown for R-B, and Oscar Lowande, now with Clyde Beatty.

Following Cole Bros.' Circus' Sunday night (28) performance at the Cincinnati Garden, the John Robinson-Loyal Repensky Tent of Circus Fans partied members of the show at the Roselawn Tavern, near the garden. Frank Bevier chairmaned the event and tent members took in the circus performance in a body. ... Ronnie Constantine, trapeze performer, is teaching school in Tampa instead of returning to the road. She will attend the University of Florida to study for her master's degree this summer. . . . Mother Hanneford, who makes her home in Glens Falls, N. Y., visited her son, George and family, comedy riding act, during Cole Bros.' Circus' fiveday stand in Cincinnati. Her other son, Poodles, and his family have their riding act with the Orrin Davenport Circus.

J. C. Admire, general agent for Patterson Bros.' Circus, was a recent visitor in Indianapolis in the show's interest after which he returned to org's quarters in Flint, Mich. Before joining Patterson, Admire spent nine weeks as a promoter with King Bros.' Circus.

Orrin Davenport, whose Shrine show at Winnipeg was interrupted by the flood there, forcing the unit to move out of town after the second day, is returning at a later date to fill the engagement. With the show called off at the end of the second day, the Shriners still paid Davenport for a full week. Davenport is completely mended from the major operation which he underwent recently in Dayton, O., following his engagement there for the local Shrine.

show's sortie into what has been primarily Ringling-Barnum territory.

Garden Date Out

Scotching of rumors Thursday (8) that the Ringling circus would bypass its customary Madison Square Garden opening date in favor of a stand at Kingsbridge Armory at the north end of the city killed Cole hopes for securing the Garden. Ringling spokesman said that reps of the Big One and the Garden had reached an agreement that would see R-B back at the arena next year,

Three rings of the Cole circus will be set up on the infield of the ball park. Price scale for the stand will be: \$3, \$2, and \$1.50 for reserved seats and \$1 for general admission tickets. Children under 12 years will be admitted at half-price Wednesday, Thursday and Friday, with full price to be charged for Saturday and Sun-Matinees will day presentations. start at 2:30 and evening shows at 8:30.

WANTED For Shrine Circus deal, Contact ART BARRETT S SHRINE CIRCUS OFFICE LaCrosse, Wisconsin No Collect Calls or Wires. PHONE PROMOTER LABOR DAY EDITION Top commission, NATIONAL LABOR PUBLICATION 241 E. Ohio St., Suite 511, Indianapolis, Ind. PHONEMEN Book, U.P.C., Tickets, Banners ELKS CLRCUS HERE BHRINE CIRCUS, PENSACOLA, FLA. 174 A. ST. FRANCIS Tel. 81659 (Blackstone Bidg.) Concessions Both Dates Open Week July 17th. TELEPHONE SALESMEN

Best deal in S.E. Pa. If you are a Phone Sales-man, then this is the deal you are looking for. Plenty of leads. Gene Marberger, Jack Andrews, others, contact at once.

MACK WITZER SIZ MARKET ST. CHESTER 3-0540 CHESTER, PA.

For sheer majesty, kings not to be compared, were the red-uniformed captains who fought untamable lions in Side Shows.

Mrs. L. D. (Doc) Hall has gone to Boston to be near her son, Phil, who is a patient in Norfolk Hospital, South Braintree, Mass. Her husband and another son, Scott, reson, Robert, is with Dales Circus and spot is owned and operated by C. the other, Paul, is with Biller Bros. Stanley Fulton, with whom Williams

Havana that they recently closed a Wild Animal circuses. Williams adds six-month tour of West Indian is- that Fulton also runs a billposting and are now vacationing before re- Print Company, which has been opturning to the States. Their fair dates erating for 80 years. in the U. S. begin July 1.

Magazine stories by "a man who knows circus business," is meant "one who understands it as far as he has been informed."

Fred Timon, Oswego, N. Y., and Joe Myers, Auburn, N. Y., visited Dailey Bros.' Circus May 29 at St. Catherines, Ont., where the show had straw houses. At both matinee and night shows people were seated at the ring banks.

movie of the Ringling show is ex- former usher on the Ringling-Barpected to start soon. Preparations num circus and more recently an are being made for camera crews to join the show, and revised lot ley Bros. for his annual Canadian contracts will include clearance for camera men to use the land. . . . Joe Louis will remain with Dailey Bros. Circus until August 12, according to a fighter's attorney. Louis is expected to clear \$69,000, after taxes, on his ment to join Pete Hox in the framcircus tour.

Paul Van Pool, Joplin, Mo., circus fan, caught the Kelly-Miller circus recently and snapped a photo of John Narfski with the hippo he leads around the track. . . . Al Priddy, Harvey Langford, trombone; Al Dunformer trouper and now a lecturer can, snare drum, and Billy (Dee)

During the days when a knocker was loud in a cookhouse the other diners liked to think he was enjoying his last supper before the red-lighting.

J. C. Williams, former circus trouper, while on a recent Southern act-booking jaunt, stopped in Nashville at the Fulton Trailer Park for a main with Ringling-Barnum. A third few days and discovered that the trouped some 30 years ago on Howe's for publication of the pieces in a Phil and Bonnie Bonta report from Great London and Van Amberg's lands with Gran Circo Americano service in Nashville, the Hatch Show

> Mr. and Mrs. Herbert A. Douglas, of West Chester, Pa., renewed acquaintances with Sam Dock and the Ray Brisons when Lee Bros. Circus played Unionville recently.

> About the time a ballet gal finds her first gray hair she begins to think about cultivating the acquaintance of one of the bosses. Perhaps that's soon enough.

Frank Kelly, veteran trouper, has joined Mills Bros.' Circus as back Filming of Cecil B. DeMille's door and yard man. . . . Jay Scott, emsee on Cole Bros., has joined Daitour. . . . Red Davis and C. B. Smith traveled from Philippi, W. Va., to Washington, a 500-mile trip, to take in the Ringling-Barnum performance. recent announcement by the Lucky Larabee, formerly of Larabee for Side Show, and Kayne, has come out of retireing of a new double whip act. . . Line-up of the Lockwood Lewis Band and Minstrel on the Side Show with Biller Bros.' Circus includes Lockwood Lewis, leader; Harrison Hall, bass; Druey Bess, trombone;

A. Morton Smith, who conducts the circusiana page in Hobbies magazine, is starting a series on the lives of long-retired circus performers. First subject will be Eddie Silbon and the story will appear in the July issue. Plans call book after enough have been carried in the monthly. Smith is looking for addresses of more former performers. . . . Ward Hall and Harry Leonard were recent visitors on Cole Bros., Dailey Bros. and Kelly-Morris circuses at Michigan stands. . . . John C. Filghum, of Richmond, Va., caught the Ringling show at Washington and visited with Lewis Brown, usher. He reports Hamid-Morton Circus will play Richmond June 19-25.



vasman, Wild West People for concert, Side Show Acts; Billposter with car, wire; Working Men, come on.

Waukesha, 14; West Bend, 15; Port Wash-Ington, 16; Sheboygan, 17; Plymouth, 19; Manitowoc, 20; all Wisconsin,

WANTED AYERS AND KATHRYN DAVIES CIRCUS

Counter Man for Grease Joint. Working Men in all departments. Team doing two or more

Sun Prairie, Wis, June 13; Waunakee, 14; Lodi, 15; Hillsboro, 14; New Lisbon, 17.



The state of the s

The Billboard

June 17, 1950

Polack Bros.' Eastern

Waco., Tex., proved a successful date promoted by Clyde Harrison, assisted by Al Perry and Doug and Opal Harrison. Performers and musicians entertained 3,000 veterans on the hospital grounds. Mr. and Mrs. Les Yates entertained the entire show with a fish fry at their home on the lake. After much persuasion Mrs. I. J. Polack took her first plane trip to the Coast. Jo-Anne Wilson stepped on a broken bottle and was rushed to the hospital. Eight stitches were required.

Montes De Oca is auditioning for the Kyes Cocktail Unit. He plays the accordion, aside from doing an act with his wife, Lola. Ruby Cutshall's sister, Pat, and husband, Earl Lindsay, visited from Houston. First time in the history of the Eastern unit that we have had a set of twins on the show. They are the sevenyear old boys of Mr. and Mrs. Francisco. Francisco drove 200 miles to meet them. Mrs. Polack's sister, Mrs. Howell, and husband surprised Mrs. Polack when they arrived from Cleveland.

Nate and Harriett Lewis threw a watermelon party for all the kids in Pine Bluff, Ark. Walter Ullman promoted Tyler, Tex., and we really battled the elements there. The writer and Bonnie Wiswell celebrated birthdays. Mr. and Mrs. Les Yates drove from Waco to visit us in Tyler. They were accompanied by daughter, Doryse. Pine Bluff, Ark., our next date, was handled by Arthur F. Barrett. Mrs. I. J. Polack gave a dinner for the governor, Sid McMath, and his party. They later attended the evening performance .---IRENE LAFFERTY.

Orrin Davenport

The org is in its fifth week in Canada. Winnipeg was canceled May 6 after three performances to turnaways, due to flood waters and other conditions. We are returning there June 12-17, which will be the end of the trek.

DRESSING ROOM GOSSIP

Dales

Lady Luck took a holiday on our second week in Ontario and dealt the show three quick ones to the chin. In Shelburne, high winds came up during the performance and the top collapsed. Tige Hale and his band were thrown helter-skelter into the center ring as the first center pole fell, pulling with it one section of the back reserves and the bandstand. The web girls narrowly escaped being trapped and your scribe was one scared boy as he was hanging by his feet when it happened.

Outside the big top all hands jumped to the ropes in an endeavor to hold it down but to no avail, and finally we watched it go. The audience escaped via the side wall and for once we were thankful for a light house. Frank Stewart, clown, had his leg broken in two places, rescuing a girl from the seats. After it was all over there were some things

left to laugh about. That small shape moving about under the fallen canvas was only Cotten, trumpet player, retrieving his music, and the woman who went up to boss, Mike Dales, asking about a refund, got this reply: "Lady, the man who owns this show just had a heart attack and died." All who could sew got on the canvas and within an hour's time it was as good as new.

Twenty-four hour man, Johnnie Dales, en route on his job of marking poles, skidded and smashed up his new Ford. He was uninjured and he is now sporting a fenderless 1950 model to the amazement of many a Canadian. In Newmarket, Chester Gregory celebrated his birthday. Leo Dales' Playtime-Parlor on Wheels was really rocking. Sylvia Gregory and Billy Earton introduced their new aerial novelty, a suspension act featuring a series of spins and cradle routines. Mac McCoy is our new equestrian director and announcer. His wife, Janie, is in the cookhouse. Maxine Boulter has introduced a comedy mule to the concert. Jackie Larkin and Teddy Milligan take turns bruising each other up, one with the furniture act, the other with his guillotine. Marie and Maxine Boulter are learning web. Dorothy Race presents a nicely executed threehorse Liberty posing act. - BILLY BARTON.

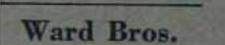
Mills Bros.

Umberto Castaldo is now chief usher. Butch, 18 months old, recently visited his mother, Marjorie Butcher. Clown alley recently met old-timer Richard Williams, 70, of the acrobatic Williams family. Sacha Hanel' new interior in his bus is nearly finished. A surprise visitor was 89year-old Nevada Balmont, who came 90 miles to see Buffalo Ben. She was with the Radcliffe Belmont rifle team 50 years ago and played all over the world. Show played Gary, Ind., home town of Jack LaPearl, clown, who was visited by relatives and friends. Recent visitors included Ab Johnson Edna Curtis and Texas Tommy, and

At Freemont, O., and Elkhart, Ind. several went fishing and swimming Young Jackie Tolliver was the only one who caught anything. She was particularly happy because her rod was a tree limb with a string for a line.

Harry Mills, who has the concession contract, bought a new truck for the candy butchers. The writer did a broadcast at Elkhart, and Chief White Eagle did one at Fort Wayne, Ind. At Elkhart clowns Jack Rogers and Bill Bailey did a hospital show and rated front-page publicity for the stint. Buffalo Ben, Chief White Eagle, Steve Crow and the Juggling Bakers did a hospital show at South Bend. Ind. The new members which orchestra leader Bob Mills is featuring are crowd pleasers.

Visitors have included John (Jonsie) Jones, former clown with Cole Bros. and Russell Bros., who visited at South Bend; the Conley family, Bert and Corinne Dearo, Art McCall, Franklyn Ronk and Gene Russell and Chriton Loop .- WIMPEY.



Rogers Bros.

Lenoir, N. C., gave up the worst lot of the season. Several clowdbursts made the going so tough that the last piece of equipment didn't get off the lot until 10 a.m. the following day, Bill Geines and crew with the half track and winch truck, Swede Johnson's elephant department and Jimmy O'Dell and the baggage horses had a full day's work. Despite the inclement weather both houses were good. Yates Smith former director of Smith's Superba Concert Band, feted Frenchy Lebouf's band with a steak dinner at the New Southern Cafe in Gastonia, N. C. Jingle Ingersoll Carsey, trombone player, recently joined.

Hunky Johnson was the week-end house guest of Baron Novac in Rock Hill, S. C. We visited the old Wallace and Barnett Bros.' winter quarters in York, S. C. Site is now a lumber yard with two old Taylor trunks rotting in the weeds, the only remaining bits from the circus. An hour's performance was put on the lawn of the State Hospital in Anderson, S. C. Acts included Chicky O'Donald's dogs, Frazier's chair balance and juggling, Hubler-Spade-Davis trampoline; Willie Clark, foot juggler; Leon Snyder and Kitty Bell, whips; Hunky Johnson, Jimmy Adams; Leon Snyder, ropes; Pauline Penny, wire; Swede and Hunky Johnson, elephants; teeterboard act of Jimmy O'Donald and clown numbers by Zeke Lamont, Lou Walton, Shorty and Peggy Sylvester, Danny Thomas; Chuck, Skippy, Wa-wick O'Donald and Hallowean Kelly.

The ring stock semi-trailer and horse top caught fire several nights ago but quick action prevented serious damage. Fire Chief Paul Knight suffered hand and arm burns while directing operations from the top of the truck. The Fraziers bus resembled a mixture of Noah's ark and the clown car gag as it carried The show's opening in San Diego, 37 people and animals to town on our Sunday off. Eddie Kuhn Jr. was graduated from Junior High School the show get away to a good start and is on the show for the rest of Monday (29), with about 12,000 people the season. He is working with his present Decoration Day, Advance sale father on the puma group. Senior is very good. The Hanna Rex Trio, an Eddie's mother visited for a few days. Mr. and Mrs. Lou Stone's daughter recently joined. Mrs. George Barton is making wardrobe and fixing hairdo's for the aerial ballet. Hunky Johnson and Myrile Lebout are doing well with the menagerie novelty stand. Visitors: Baron and Joe Novac. Mrs. Ray Emma Rogers, wife of the late Ray Rogers, owner of Wallace and Barnett Bros.' circuses, Ted and Midge Lewis; Kellar and Dianne, pressley formerly with King, Dales, King & Franklin, and now in the construction business near York; Pat Tumbler, Dolores Sandusky, Walter and Mary Rogers, Mrs. Bowline and Harry Miller.-GEORGE HUBLER.

Destinations-Clausen's bears, Sonny Moore's dogs and ponies, Jack LeClair and the writer, clowns, and Jack Cervone, band leader, will play Tom Packs's dates; Whitey Harris, clown, Chicago Fair; Charles Siegrist's flying act will remain in Canada and play fairs for Gus Sun; Yacopi Troupe, New York; Wiedman's elephant, Chicago; Tiebor's seals, Tonawanda, N. Y.; LaBlonde Trio, the Orantos, Claudeen, Francisco and Dolores, Poodles Hanneford Troupe, Chicago; LeBrac and Bernice, New York; Dyer Duo, Minneapolis; Kinko and Mary and Tin Sin Su Troupe, Chicago; Abie Goldstein, clown, Los Angeles; George LaSalle, Hayward, Wis.; Harry Haag, Medora, Ind., and then play fairs and parks; Don Dorsey to play fairs.

Ethel Jennier, aerialist, is convalescing in a Midland, Tex., hospital. Property boys, headed by Chuck Marine, include Clarence Marine, William Fisher, Pat Adams, Paul Schumacher and Doc Haig. Recent visitors were Mrs. Frank Simmons and daughters; Leo Oringer and his ninemen brigade and Ernie White, bannerman, with King Bros.' Circus .-JO JO LEWIS.

Cole & Walters

Mr. and Mrs. Bill Wolfe served ice cream and cake in honor of their 14th wedding anniversary. Mae Porter, cook, had a birthday and served strawberry shortcake. She received many gifts. When the big top was blown down, Mr. Kriel was sleeping on the platform. Mr. Peterson was struck by a pole.

Mr. and Mrs. Green and Mr. Scott have left the org. Prop boys are Buddy Ragland, Paul Williams and Norman Auday, Robert White was recently injured. John Carroll, clowning with the mule, is now with Kelly-Miller. Joe Wright is doing the mechanical work. - MILDRED WELBES.

Polack Bros.' Western

Just finished a good 11 days at the Auditorium in San Francisco, Date was promoted by George Westerman. The Hubert Castle Tent of CFA. Utica, N. Y., presented Hubert Castle some fishing tackle. Artist Howard Brodie, of The San Francisco Chronicle, cartooned Bobby Kellogg, Billy Griffin, Victor Bak, of Otto Griebling. and yours truly. Justus Edwards has been keeping us busy with radio and television shows, I think Rudy Docky can make up quicker than anybody I have ever seen.

Polly Majeski had a birthday and received presents from the bunch. Visitors included Larry Lewis, Count Popo de Bathe, Norma Talmadge, Nicky Gallucci, Bob Hickey and Danny McAvoy, We, on Polack Western, were shocked at the passing of Otto Berosini.-FREDDIE FREEMAN.

Cole Bros.

Eric Erikson built Dolly Dale a trap bar while he was visiting the show. He has been renting his ladder to Benny Fox. The circus fans of Cincinnati, under the leadership of John Robinson IV, gave a party for some of the performers.

Boss rigger Whitey Wilbur's wife and two children visited in Cincinnati and Cleveland.

Ted Lewis and his party were the guests of Count Nicholas the closing day in Cincy. Ted sang When My Baby Smiles at Me on the Side Show bally. Joe Cutor broke his arm in Cincy. Twenty miles out of Erie, hart .-- ZAHRA KADER.

Calif., was very promising. Under auspices of Al Zahr Shrine Temple import from Stuttgart, Germany, joined here. Act is a throwback to the days of Elesparado on the Barnum & Bailey Circus, From a perch 40 feet in the air, the young lady of the trio, Hanna Rex, dives to a chute rigging on the arena floor.

Mr. and Mrs. Al Hubbard and daughter, Catherine, were on hand to greet the show on arrival. The Hubbards entertained many of the showfolks. Al joined clown alley for a few performances and Catherine joined Felix Morales's trampoline display. Word was received that Matilda Robbins, widow of Frank A. Robbins, former circus owner, died recently in Hollywood, Fla. Mrs. Robbins was the grandmother of Mrs. Tom Kennedy, in our concession department. In this department are Tom Kennedy, manager; Mrs. Tom Kennedy, checker; Norman Coper, stockman; Mike Cruki, novelties; Roy Harker, snowballs; Jack Hughes, grab; Ina Hughes, floss; Frank Noll, programs; Al Davis, Leo Broussard, Tom Kennedy Jr., seat butchers.

June 2 marked the 50th anniversary in show business for Cloyd Harrison. Ethel Jennier is recovering rapidly and will soon rejoin. Brownie is in the Veterans Hospital in Sawtelle, Calif., for an operation on his finger. In the aerial ballet are Vivian Ray Donna Harrel, Mary Valentine, Dorothy Pina, Jeanne Vincente, Anita Olvera and Betty Kay. Big Bill Blomberg is equestrian director and announcer.-DICK ALLEY.

Pa., Car 53 was derailed. No one was hurt.

Recent visitors: Mrs. Earl Shipley, Mrs. Lora Peterson, C. E. Elwell, Charles Jones and family, Tom Winnie and Dotty Gregory, Forest Wilson, Don Howland, George Hoffman, Mrs. Dorothy Hader, Arthur Underhill, Cuddles Quinn, Willy and Jack Mine-

Ameri-Congo

Matinee biz has been light since show entered Eastern Kentucky. Org day and dated Page Bros.' Shows at Marion, Ky. Del Forshay, who had the concessions, left because of his wife's ill health. John Allison rejoined to take over the Monkey Show for Leo Cogazzo.

Show soon will head for West Virginia. Superintendent Wingy Sanders has been getting it up early and the writer has been getting good-co-operation from the papers.-M. BAILEY.

West Bros.

Show has moved into Minnesota, biz being good now that school is out. R. W. Brandon is now sole owner of the outdoor org. Julian and Claire West have left for Wichita, Kan., to ready indoor dates, opening October 16. The writer has bought a halfinterest in the indoor show. Monta Knight was out of the wire act for several days due to a fall. On sick list is Vern Coriell with cracked ribs. Wallie Wallace and Sophie left for fairs. Buck Owens visited in Sibley, IA .- FRANK DeRUE

67

Clyde Beatty

The past week has seen the thernometer up to the 100 mark even in he shade. We have been getting ome good grassy lots. Grady Hardin ecently joined to work for Red Larin, Johnny Cline is proud of the ix new sorrels that have been added o the ringstock. Golda and C. T. Grady have returned home after pending a week visiting with Ed rady, Sammy Donisi and Jose De eon renewed friendships with the lolks on the West Coast Shows when re day and dated them. Duke Kamarua and Billy Rutledge celebrated airthdays.

The 185 mile jump thru the mounains to Ashland, Ore., was made in good time, the train arriving at 1 o.m. Show was ready for the one performance scheduled. Hermaline Griggs and Joan Lewis are now doing cop-the-loop in the show. Mrs. Beatty is recovering rapidly and will oon be back in the performance. Albena Beatly was graduated last week and is expected on the show any iay, Charles Hilderra is displaying his ability at magic during the comen. Recent visitors were Si Otis, Merle Sprague, Johnny Jordan and amily, Fred Long, William Clary, Carl and Stella Smith, and Louie and Blanca Caucia and family .--LAURENCE CROSS.

Burling Bros.

Show had light matinee and full hight house at Bessemer, Pa. Charles LaBird was made an honorary memper of the Lowell, O., Volunteer Fire Department. He discovered a fire, went up the ladder and rescued two women. Don Caper has added two new tricks to his juggling turn. Vistors included James M. Quinn, Clyde Olinger and Ray Brison. - BUCK LEAHY.

Sparton Bros.

Ringling-Barnum

Our Newark stand opened with warm weather and a dry, dusty lot, were visitors at Pittsburgh. During but the days previous saw us in rain the stand in Washington, Pa., Victor and mud. Had a new lot in Trenton, Thomas entertained members of the N. J., and the rain all morning on the show with his miniature circus. Mr. day of our arrival made the lot and Mrs. Don DeWees, circus fans, muddy, so we gave our first late visited in Mt. Vernon, O. A party was matinee this season. Had a good given by Edgar N. Kinsey in East house Sunday. A number of the Liverpool, O., for the writer, Gladys Hamid-Morton folks visited in Tren- Fox, Ira Gaskill, Jackie Lynn, Ginny ton, among them Willie and Annie Bayne, Happy Linquist, Tommy Robbins, fliers on the show last year, Bentley and Paul Hudson. Gaskill is who brought their four-month old using a rew clown make-up to go

Next day in New Brunswick, N. J., was nice and sunny with a grassy program but her condition is imlot. Many New York people came over to the Newark stand to visit. tickets and handle the concert. Ernie Burch and Lorraine Russo had pix and write-ups in their hometown Newark papers. Relatives and friends kept them busy, also Willie Krause, Marian Seifert and Frankie ladders due to one of the girls being Saluto, natives of New Jersey.

Visitors were James L. Harshman, Eastern vice-president of the C.F.A.; Sam Murray, Mrs. Vallie Murray, Betty Murray, Joe Menchin, Dick Anderson, Lee and Henry Kimris, Tom O'Connell, of The Billboard; Harry Dube, Pop Hardy and Slick Gillette, of Sarasota; Jeannie Welton, Alice Fitch, Claire Faucett, friends and relatives of Dolly Copeland; Mrs. Charley Bell, Billy Ward, Mickey King, Jimmy Olson, Lisolotte, Judge Snyder, Al Sylvester and son, Elmo; Eddie Feeler; Clement Buston, producer and booker of the Harangay Arena Circus; Stanley Wathon, Tommy Farrar and Miles White .-MARY JANE MILLER.

Siebrand Bros.

Television shows in Salt Lake City drew favorable comments. Show did two, each lasting half an hour. Harry. Ross, Jack and Gracie Fairburn, Helen and Bob Renous, Clara and Eugene Hoffman and Tommy Patine all did part of their numbers on the shows which changed the routine question and answer interview type of thing. Cold weather hurt some in Salt Lake but business on the whole illness of his father. Mrs. Campa, was very good. Extra matinee was done Decoration Day. Idaho Falls, Idaho, to go to Los Angeles for a medical check-up. Harry Howard Menz returned to their re-Ross and Jerry Van Deventer regret spective homes in Worland, Wyo., their "camping out" in Idaho Falls and Detroit before show moved into since a heavy snow hit Wednesday Canada. (7), and the lot was blanketed in white. Tommy Hodgini and Bob program several days due to illness. Renous were busy with their cam- Cousin Rosemary Stock has been eras recording the unusual event. The carrying the brunt of the riding act Hoffmanns are proud of their sink during her absence. Harry Hammill with cabinets purchased in Salt Lake is now doing the big show announcing. City, Captain Clark's menage num- Joan Klein celebrated her birthday ber with the newly added Cake Walk and among her gifts was a Hudson is going over well, bow, Ray Copeland and Sheriff Mrs. Lern was Eva Davenport's nurse Smith. Last named entertained the during her illness several years ago, Hoffmanns, Patines, Renouses and HAZEL KING. Harry Ross at an after show film party .- JOE HODGES HODGINL

Biller Bros.

Prince Ki-Gor's wife and relatives with his new wardrobe.

Lillian Pierce is still out of the proving. Sally and Tex Montana sell Charles Cox , r. is announce in the big show. Bessie and Mickey Dales, of the Dales Circus, were recent visitors. Josephine Ivanoff now is doing out of the show. Betty Biller again is riding menage. Fay Avalon has a ew walk-around costume

Joe Rossi is playing new and popular music for the concert before the big show. Between performances, Rita Biller is working on her single traps; Ramona and Raynosa teachi.g cloud swing; Marion Knowlton breaking in new horses; the writer teaching ballet to six girls, with Cosetta Cristiani assisting; Betty Biller limbering up on a ladder, and Gladys Fox working out with Margie, baby elephant.

Mr. and Mrs. Winn Partello celebrated their fourth wedding anniversary at Butler, Pa, May 29 and entertained guests in their trailer. Circus Fan. Henry A. Van Loon and Edward Feldbayer drove from Rochester, N. Y., to Butler to catch the show. Ira Gaskill and the writer were enter ined by John Christoff in Butler. Dave and Deacon Mc-Intosh are keeping the show rolling, -BOB LORRAINE.



The Pick of the Country. Action-all fence broken, beautiful stock. Brahma Bulls, Mexican Steer, Brones and two School Horses.

For inspection write:

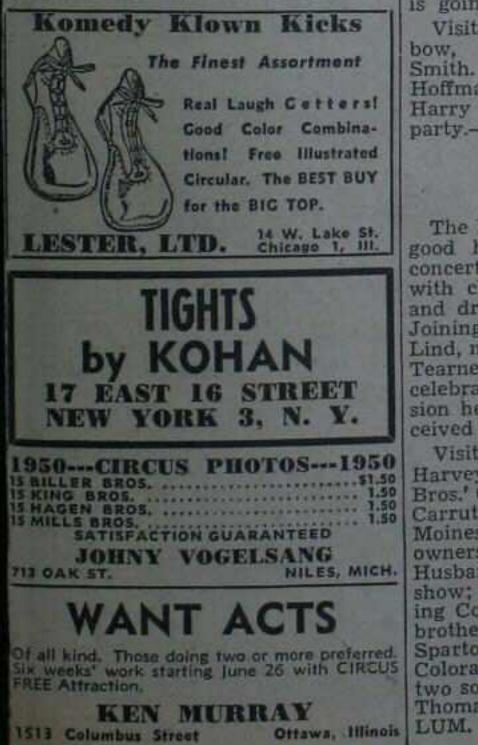
P. O. BOX 82 Keansburg, N. J.



The new big snake gag is getting much applause. Jimmy Alka is learnng the art of sword swallowing. Archie Silverlake left the org in Thornton, Calif. Herbie Weber visted recently. Kenny Burdick fell rom his trapeze but was not injured. Pacific United Shows day and dated is at Williams, Calif.-JOHN TOY.

Hagen Bros.

The ring curbs, poles and props nave been repainted and Larry Carleon is relettering the trucks. Wenester rownsend is practicing head balancng. An open-air show was given at Park Ridge, Ill., due to soft lot. Vistors included Mr. and Mrs. George Cole, Ted DeWayne Troupe, Five Musical Burkes, the Walkmirs, and the Alverados .- FRANK M. CAIN.



Kelly-Miller

Tearney, sword box. Birthdays were illness of his mother. celebrated by Ione Stevens, concession head, and the writer. Both received many gifts and cards.

Visitors included Mr. and Mrs. Harvey. He is general agent of Ward Bros.' Circus; Rube Liebman, Barnes-Carruthers representative in Des Moines; the Orton Family, formerly owners of Orton Bros.' Circus; Mr. Husband, former trouper with Orton show; Mr. Whitehead, of Chief Printing Company, Perry, Ia.; Mr. Senter, brother of Loyd Senter, clown with Sparton Bros.; Mr. Clarke, of Clarke's Colorado Bears; Mrs. Walt Stephen's two sons and daughter; Mr. and Mrs. Thomas B. Campbell.-EDDIE DUL-

Dailey Bros.

Roy Short, trumpet player, was called home to Boston due to serious who suffered broken legs in a fall from her iron-jaw rigging several Jack (Koko) Fairburn left from weeks ago, is convalescing in the cars. Mrs. Oscar Dennis and Mrs.

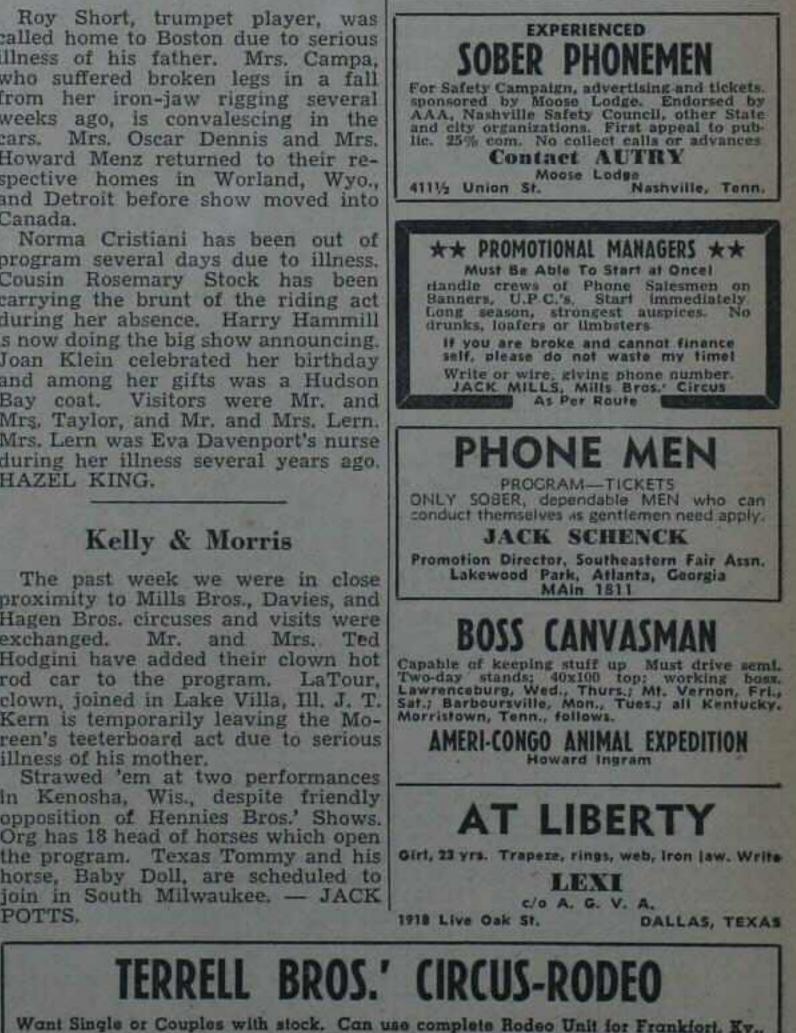
Norma Cristiani has been out of Bay coat. Visitors were Mr. and Visitors have included Keith Turn- Mrs. Taylor, and Mr. and Mrs. Lern.

Kelly & Morris

The past week we were in close proximity to Mills Bros., Davies, and The Eddie Robinson Family garner | Hagen Bros. circuses and visits were good hands with their Wild West exchanged. Mr. and Mrs. Ted concert work. The Crazy Crosley Hodgini have added their clown hot with clowns Lee Virtue, the writer, rod car to the program. LaTour, and driver Phil Enos goes over big. clown, joined in Lake Villa, Ill, J. T. Joining recently were DeForrest and Kern is temporarily leaving the Mo-Lind, magic and mental act, and June reen's teeterboard act due to serious

> Strawed 'em at two performances in Kenosha, Wis., despite friendly opposition of Hennies Bros.' Shows. Org has 18 head of horses which open horse, Baby Doll, are scheduled to join in South Milwaukee. - JACK

Aberdeen, Wash., 12th; Tacoma, Wash., 1 Longview, Wash., 14th; Portland, Ore., 15th to the 18th.



Want Single or Couples with stock. Can use complete Rodeo Unit for Frankfort, Ky., June 17; Lexington, Ky., June 18. Want Hands for rough stock. Morgan, get in touch with me immediately.

TOM TERRELL, DRAKE HOTEL, LEXINGTON, KY.

POTTS.

The Billboard

68

Communications to 188 W. Randolph St., Chicago 1, Ill. Video Set Awards Stimulate First Heat Wave 15% Gate Hike at Palisades

NEW YORK, June 10 .- With a big Pilot also has on display at the park throng on hand last week-end and spending fairly good, Jack and Irving Rosenthal, co-owners of Palisades (N. J.) Park, were highly satisfied with the gross for the two days. Crowds were okay Saturday night (3) despite showers, and the turnout Sunday (4), altho slow in starting, was excellent, with long-awaited summer weather lending a large assist.

Irving Rosenthal said that the 10 to 15 per cent higher attendance figures the park is racking up this season over last year would offset any trend toward light spending. With Phil Smith managing the pool, Rosenthal reported a good crowd Tuesday (6) starting off the swim season.

Free act, booked by the George A. Hamid & Son agency, was Irah Watkins and his trained chimps. Also featured was Tommy Ryan's ork. Thru a tie-up with Pilot Television Corporation, the management Monday (5) began the first of a series of weekly giveaways. Five video sets will be given away each week for 14 weeks.

Dallas Leases Rides to Club For Afternoon

DALLAS, June 10 .- For first time in the history of its operation, State Fair of Texas will lease all midway rides to a private organization for Athletic League group of 2,000 chilan afternoon party.

its first TV model, a 1928 set.

PARKS-RESORTS-POOLS

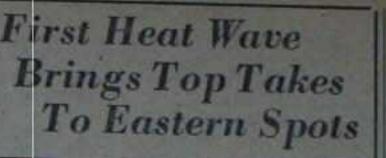
Famous Heart Home, which proved a strong draw last year, has been renamed the Ripley Home and will house a collection of oddities from the late Robert Ripley's estate. Ticket sales for the attraction again will go to the Heart Association Fund.

Rosenthal said that the park's deal with Pepsi-Cola, whereby a ticket good for admission and five rides is distributed with each six-bottle carton of the soft drink sold, is paying off big. WOR, New York, will broadcast band music from Palisades six times weekly. Square dance evenings will start June 16 and last the season.

Giveaways Help **Rock's Playland** Hype Its Gross

NEW YORK, June 10. - Crowds and spending continued big at Rockaways' Playland here over the weekend, reported park Prexy A. Joseph Geist, with Sunday (4) providing the bulk of the gross.

Thru tie-ups with the manufacturers of Columbia bicycles, American dolls, Keystone toy fire engines and Puncho dolls, the management is staging giveaway sessions each Saturday afternoon. Tickets for the prizes are distributed from a different ride each week, and Geist said that when weather permits the gimmick has proved successful. Police dren held an outing at the park Tues-



NEW YORK, June 10 .- With the mercury soaring all along the eastern seabbard this week, amusement park and resort ops were anticipating this to be their banner week. Reports so far this year have indicated good biz mostly, with excellent prospects for a profitable season.

The metropolitan area has felt 90degrees heat. New York proper registered 89; Elizabeth, N. J., came up with 92, and Newark, N. J., sweltered at 93. Second day of the season's first heat wave, Wednesday (7), brought the year's largest weekday throngs to local spots. Coney Island had 50,000. the Rockaways drew over 40,000, and Jones Beach counted 27,000.

In Atlantic City the temperature stood at 81 degrees, Wednesday (7) and the season's first big turnout for the spot seemed in the offing today. First big splash of the season will be the bow of George A. Hamid's Steel Pier, Saturday (17), with name talent in abundance.

At Boston 84 degrees was noted Wednesday, and Thursday (8) saw a rise to 93. Revere and Nantasket Beaches, main Hub funspots, were set to chalk up the season's first big grosses.



season at Carlin's Park here opens

Name Talent **Orks** Set for A. C. Steel Pier 53d Season Starts June 17

June 17, 1950

ATLANTIC CITY, June 10 .- With an array of name bands and star luminaries, George A. Hamid will launch the 53d season of his Ster Pier here Saturday (17), Amuse ment center shifts from week-end t full-time operation with Claud Thornhill and Eddie Karpee on th bandstand for Saturday and Sunda (18), and Karpee continuing three June 21.

In Music Hall, Mindy Carson will headline the stageshow. For wate sports and the outdoor circus at the ocean end of the pier are Russ Dotson and His Diving Collegians, Marion Foster on the high pole, the Plutocrats trained dog act, and the comedy auto act of the Sayers, with Jack Montez emseeing.

General Motors Exhibit

Exhibits will include a General Motors display, Ripley's Believe It o Not Odditorium, Armand Duval's collection of Swiss dancing dolls, and the Submarine Diving Bell. As usual two movies will be offered, along with a variety of exhibits and funhouses, all for one admission, scale, at \$1.25 for adults and 65 cents fe children.

Bands set for Marine Ballroom in clude Ray McKinley, June 23-25 Buddy Williams, June 27-29; Louis Prima, June 30-July 6; Ray Anthony July 7-10; Larry Fotine, July 11-15 Les Brown, July 16; Hal McIntyre July 18-20; Ralph Flanagan, July 21 27; Jimmy Dorsey, July 28-August Johnny Long, August 11-17; Tomm Dorsey, August 18-24; Tex Beneke August 25-27; Elliott Lawrence, August 28-31, with plans to return Vaughn Monroe for Labor Day week end. Acts set include Eileen Barton June 25-July 1; Danny Kaye, July 2-8; Myron Cohen, July 9-15; Buddy Rogers and Denise Darcel, July 16-22; Jerry Colonna, July 23-29; Jean Carroll, July 30-August 5; Fran Warren, August 6-12; Artie Dunn, August 13-19 and the Three Stooger. August 20-26.

\$1,495 for use of 27 rides from noon to 6 p.m. Saturday (17). Midway ordinarily does not open until 6 p.m. Saturdays. Club has approximately 8,000 members.

Altho leasing is common practice at most amusement parks in other by fire. Span carried trains conveyparts of country, State Fair Midway, largest in South, is trying out the tomers, and has not functioned since gimmick for the first time, and if successful will push leases next winter for summer of 1951.

Games and food concessions are expected to profit from the party. Fair will turn over grandstand to club for sports events and picnic pavilion for dancing. Club also will get first crack at tickets for outdoor musical, High Button Shoes.

Dorney To Feature Names Week-Ends

ALLENTOWN, Pa., June 10. -Dorney Park here has instituted a new policy for its Castle Garden Ball- trade include boats, Merry-Go-Round room, where name bands are featured Saturday nights. In addition to the band of the week, a radio, stage or screen personality will be featured on Saturday and Sunday.

Park also will bring in free attractions during July and August. Abe and Joe Feinberg will handle the bookings.

Ride Move Delayed

LONG BEACH, Calif., June 10 .-Installation of the Sky Ride, basket device, at the Nu-Pike will be delayed a week or so while an 80-foot section is straightened out. The 20 tons of steel crashed into the street when a 90-foot boom was moving the section from Virginia Park to its new location. Nu-Pike, the Long Beach Amusement Company operation, recently bought the ride from Franz Stirnimann in Sweden. It had been located in Virginia Park since it was removed there from the Golden Gate Exposition in San Francisco in 1940.

Chance Vought Club, Inc., will pay day (6) that meant solid grosses, Geist said.

> Geist, as legal counsel of the Rockaways Chamber of Commerce, intends to fight the Long Island Railroad's announced intention of abandoning operation of a trestle damaged ing a large part of Rockaways' custhe blaze. Railroad seeks to have the city assume operation of the trestle.

> **New Unit Clicks** At York Beach

YORK BEACH, Me., June 10 .-Funland Park, primarily devoted to televising daily contestants from the kiddie attractions, had a terrific open- pool. Hal Steward is Carlin's pubing here despite considerable rain, licity director. Samuel Spector, treasurer, reports, Patronage on rides and the miniature golf course continued at near-capacity in a downpour on one occasion.

Present units catering to adult and the miniature golf course. Response to the new enterprise has resulted in formulating plans for the addition of other major units, Spector said. Various concessions will also be added.

Business to date indicates that a good season lies ahead, Spector said.

Father Divine May Buy

PHILADELPHIA, June 10 .- Rumors this week had it that Father Divine will purchase Crystal Pool near Woodside Park. Pool, owned and operated by the park, is located on a tract separate from the park. Swim spot has been the subject of picketing and threats of lawsuits by groups alleging that membership cards for admission to the pool are issued only A. C. To Get New Pavilion white persons in violation of the Pennsylvania Equal Rights Act of 1939.

was directed against Woodside Park's Hygeia Swimming Pool. Proposed roller rink. The rink was shuttered structure will hold about 125 benches and a ride replaced it.

today with the Western Electric company's major outing. Owner John J. Carlin reports a full sked of industrial outings thru September 12.

Two weeks of good weather has helped Carlin's garner good turnouts. and the park enjoyed its greatest Decoration Day business in years, according to the management.

A Buggy Ride and Hook and Ladder device are being added to the present line-up of five new kiddle rides. Set for opening later this month is a new Funhouse and a brick and steel administration building.

Spot's Olympic pool bowed Saturday (3). Tie-in with WAAM-TV for selection of a queen during Swim for Health Week, June 19-24, calls for

Huge UAW Picnic Goes to Edgewater

DETROIT, June 10 .- Booking of what is said to be the largest indus- national advertisers as s'rong buyers trial picnic in the nation, that of the He said manufacturers were showing United Automobile Workers Local 600, was completed by Edgewater Park this week. The local has about operator's desire for "shopping" be-80,000 members in the Ford Motor fore buying. plant here.

At Walled Lake, the park proper will be closed Mondays this season and the Casino Ballroom under man-Philly Woodside Swim Pool agement of the Tollettene family will close Mondays and Tuesdays, Benny Strong Orchestra was in last week-Chuck Foster's band comes end. next

Business at local spots showed a spurt during the week but was off over the week-end (3-4) because of cool weather.

ATLANTIC CITY, June 10 .- A new pavilion will be constructed at the Several years ago a similar fight Boardwalk here on the site of the old but will not be roofed.

NAAPPB Selling **Trade Show Space**

CHICAGO, June 10 .- Sale of booth space for the annual trade show of the National Association of Amusement Parks, Pools and Beaches began Friday (2), Paul Hucdepohl, association secretary reported.

hree-quarters of the space already had been reserved, he said, by exhibitors from other years, with a greater desire to display their goods and attributed this to the average

The trade show will be November 26-29 in Chicago.

School, Industrial Groups **Build Olympic Pienic Biz**

IRVINGTON, N. J., June 10 .- Outings ranging from graduating school classes to industrial groups have been making use of picnic facilities at Olympic Park here, according to park officials. Band concerts, daily free acts and reduced rates for rides are lures for them.

Free coffee and cake were provided visitors Tuesday (6) in celebration of the park's 34th anniversary under the management of Henry A. Guenther Sr. Afternoon and evening concerts by Joe Basile's band emphasized selections made popular at the park in the past.

The Billboard

PARKS-RESORTS-POOLS

Hillside Park here gave both barrels for the annual School's Out party. Original date for the event was Friday (2), but weather predictions were for rain so the date was changed to Tuesday (6).

Then Friday dawned clear. On the heory that kids would turn out on the original day, the park put its 5-cent ride rate into effect. Repeat show for the official picnic date (6) was skedded.



PONY TRACK now in operation in the BEST Amusement Park in Los Angeles. Track can be operated 12 months out of the year in California. 15 working Ponies and 4 Colts. This track was with the Royal American Shows for 8 years.

B. A. SLOVER, Manager LINCOLN AMUSEMENT PARK 3800 No. Mission Rd.



IRVINGTON, N. J., June 10. -Olympic Park here drew only fair crowds last week-end, according to park Treasurer Robert Guenther, with rainy and threatening weather holding business down. However, he added that per capita spending continued at a slightly higher level than last year.

Funspot marked its 34th anniversary under the management of Henry A. Guenther Sr., Monday (6), offering free coffee and cake for customers Event drew well despite competition from the Ringling-Barnum circus, which began a three-day run in nearby Newark Monday. Guenther said that without any special push by the management, Olympic continues extensive booking of industrial, school and church outings.

Due to inclement weather, the pool has done little since opening. Pool business is expected to pick up following the close of schools late in June.

Four free circus acts booked into Olympic for the week were: Capt. Johnny Welde and his performing bears; Pietro and Durant, comedy acros; Great Smetona, slack wire, and the Baranak Duo, perch and balancing.

CONEY ISLAND, N. Y. (Continued from page 59)

Rocky Lofaro, traffic cop on Times-Square, has turned song writer. His, latest of three is "Sitting by the



America's Favorite 5c Bowling Game **A Legal Skill Game Everywhere** FOR PARKS_RESORTS_ARCADES EARNINGS FROM \$3 TO \$4 PER HOUR

Our 1950 streamlined Alleys should not be confused with imitations or old type alleys.

A Resort Arcade Operator replaced 12 old alleys with 12 new ones in 1949. Reported doubled receipts over any previous season's operation.

SKEE BALL receipts are increasing year by year while many other games and devices are going down.

Operators report earnings from \$1000 to \$2000 per Alley per Summer Season.

There's still time to get Alleys to replace those old ones for the 1950 Summer Season.

It pays to give your patrons the best!

Phone or Write us about terms and delivery.

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET

PHILADELPHIA 44, PA.

69

AMUSEMENT DEVICE MANUFACTURERS

COASTERS - LAFFING FIGURES - FUN HOUSE STUNTS

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler, Steam Trains are un-excelled for appeal and repeat rides. Hauls from 75 to 80 kids and adults every trip.





Jumps 20% for Auto Race

MILWAUKEE, June 10.-Effectiveness of advance ticket sales, both for fair and non-fair events at the Wisconsin State fairgrounds here, continues to mount.

Total of close to \$25,000 was taken and dances, according to present in thru Friday (9) in advance sales plans. for the 100-mile AAA National Championship race to be held Sunday (11). Sum is 20 per cent higher Ia., is intensifying its publicity this than at the corresponding date last year thru the addition to their staff year, Jack Reynolds, fair manager, of a promotion man to handle all ensaid. tertainment and general news stories

Prices for the meet are the same as and a local farm editor to do the a year ago,, with reserved seats going at \$3.50 and \$2.50 and bleachers and infield standing room at \$1.50. advertising will this year be handled Close to 4,000 infield standing-room by an advertising agency, Frank tickets were sold last year.

5G Advance Sale

Even the the fair is more than two months away, the advance sale for the 200-mile AAA big car event, skedded for the final day of the fair, August 27, already is \$5,000, far ahead of last year.

"We do not anticipate a larger attendance at either of these two events, but believe the unusually heavy attendance is the result of educating our regular race patrons to order their tickets early," Reynolds said. Another factor said to play a big part in the increased advance was the mail solicitation of all past customers.

Park Biz Off

Business at the annual's amusement park has fallen below last year's pace the past two weeks, the drop coming after operations the first two weeks ran 10 per cent ahead of the same period last year. The dropoff was attributed by Reynolds to school-closing activities. The park's new outdoor roller rink began slowly but is picking up steadily. A marked expansion will be made in women's activities at the fair this year, with the \$20,000 revamping of the history building to be used as a woman's center. Completely redecorated, the brick structure has been equipped with indirect lighting, a lattice-work theater and exhibits will be arranged along the lines of a department store. The new theater will be used for the demonstration of home and craft arts by winning exhibitors, an activity which proved popular last year. Roller derby will move into the Coliseum here Monday (12) and remain thru July 1 for its first summer appearance on the grounds. Parts of the contest will be televised on a network hook-up.

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

60G Ag. Bldg. for Abilene, Kan.;

Davenport, Iowa, Ups Publicity

Annuals Set Plans:

PENTRAL KANSAS FREE

new \$60,000 agriculture building

at this year's fair, August 21-25,

Leonard Pike, secretary, an-

nounced. It also will be used

during the off-season for live-

stock sales, community meetings

Mississippi Valley Fair, Davenport,

flackery on livestock, agricultural and

4-H activities. Newspaper and radio

Fairfield County Fair, Lancas-

ter, O., in observance of its cen-

tennial this year, is programing

features which will indicate the

progress of Lancaster during the

past 100 years, Russell W. Alt,

secretary, infos. Restrooms and

speed barns are being remodeled

and the repainting program will

embrace most of the buildings

Morgan County Fair, Versailes, Mo.,

plans to install modern restroom

facilities this year and is building a

new fence around two sides of its

grounds, Charles P. Jamison, secre-

Skowhegan (Me.) State Fair's

and fences.

tary, announced.

Harris, fair manager, advises,

County Fair, Jackson, Mich., with new wiring installed in all the main buildings, Ione Storms, secretary, announced. New restroom facilities also have been added.

Horse pulling, both light and heavyweight, will make its debut at this year's Lewis County Agricultural Society, Lowville, N. Y., Cyral L. Seymour, secretary, advises. Remodeling, activities are being confined to one of the larger buildings.

Franklin County Agricultural Society, Greenfield, Mass., will include among its new features this year a drum corps contest, horse show, oxen and horse drawing, two days of horse racing and a high school track meet, Secretary Richard Campbell reports.

Center of North Carolina Fair, Asheboro, has expanded its show lot for carnivals and circuses, W. C. York, secretary, advises. . . . Vernon County Fair, Viroqua, Wis., will have an enlarged 4-H and junior calf exhibit barn this year, Oren G. Johnson, secretary, announced.

Exhibit Space Sales Soar at Mount Holly; Special Events Set

MOUNT HOLLY, N. J., June 10 .--Garden State Fair here, under management of James A. Winters, has contracted with the Dize Awning & Tent Company for a 50 by 590-foot exhibit tent to house the annual's

Regina Boosts Nut But Looks For Lower Net

REGINA, Sask., June 10,-Reginal Exhibition here expects a lower net profit from its fair this year despite increased expenditures. This was disclosed in the association's recently approved budget which estimates a profit of \$18,132 for the 1950 annual against an actual \$29,247 surplus last year, altho expenditures will be increased \$16,836.

Earnings from year-round operations were estimated at \$54,424 compared wth the actual figure of \$75,-622 from the assocation's varied events in 1949. Total expenditures this year are estimated at \$348,725 wth revenue of \$404,149 expected. Last year the group spent \$212,491 and took in \$288,113.

35G Improvements

Increased expenses on the fair alone reflect increased labor costs. Attraction costs total \$21,300, up \$2,892; fireworks will cost \$4,200, up \$1,600, and advertising costs are up \$2,600. Plant improvements, which include permanent food concession booths and a new grandstand entrance will cost \$35,000.

Latest addition to the annual's attraction schedule is an eight-club baseball tournament to be held daily in the track infield following the running races. To offer \$3,500 in prizes the tourney is expected to bolster fair week attendance and will be operated entirely separate from the main gate and grandstand Bleachers, to accommodate 1,500 to 2,000, will be set up and a diamond will be constructed at a total cost of \$5,000.

Two-Way Plug

The fair, as a special promotion auto show and merchants' and manu- idea, recently purchased a mobile public address system prominently imprinted with the fair dates, and has offered free use of the outfit to sports days, fairs and other events. thruout Southern Saskatchewan. fair are made and pamphlets distributed. Latest major expenditure by the association is the installation of a \$35,000 heating plant in the stadium, the system to be in operation for the coming hockey season. Additional plans call for rebuilding the entire front of the structure and installation of new pipes in the artificial ice plant.

N. Y. State Annual **Mulls Fem Displays**

SYRACUSE, June 10.-Representatives from eight county home bureaus met at the fairgrounds here recently to formulate plans for their exhibits at New York State Fair, September 2-9. Meeting was directed by Mrs. Lynn Perkins, past president of the New York State Federation of Home Bureaus and superintendent of Home Bureau exhibits at the fair.

Counties displaying in booths of the women's building will be Wayne, Albany, Rensselaer, Monroe, Chenango, Chemung, Dutchess and Suffolk. Meeting with Home Bureau representatives were: Mrs. Martha Eddy, director of women's activities for the annual; Harold L. Creal, State fair director, and four specialists from the Cornell University extension service.

top feature will be a Miss Maine contest for two days and an American Horse Show Association-sanctioned show on the final two days, Roy E. Symons, general manager, infos. Annual is building a new agriculture building.

will grant free admission to its grandstand, with a small charge to be days of harness racing. placed on some seats, Mrs. Laura care for an expected increase in exhibits, annual will add several more tents.

Plymouth County 4-H Show, Le Mars, Ia., is increasing its grandstand seating capacity this year by the addition of bleachers, Dan P. Carter, secretary, infos. New special event will be a tractor rodeo for 4-H members.

Morrow County Fair, Mt. Gilead, O. celebrating its 100th anniversary, will give its junior fair a bigger play this year and has several new buildings ready for the youngsters, Glenn Brown, secretary, advises,

Indoor lighting facilities are being improved at the Jackson

Beaumont Fete Set for Added Day

BEAUMONT, Calif., June 10 .- The 33d annual Beaumont Cherry Festival is scheduled to get under way here Thursday (15) for four days, with an additional day being tacked on to the running time this year, Ken Baker, co-ordinator, said. Crafts 20 Big Shows will be featured on the midway.

Spade Cooley and His Western Gang will be featured opening night and Friday will be Kids' Day. A parade is scheduled for Saturday morning, followed by a barbecue and erecting a chain-link "steel fence, gymkhana at the grounds.

Weber Bros.' Circus will give two performances on both Saturday and Sunday.

facturers' exhibits. It will house only commercial displays, and space has been sold out.

Cook & Rose Agency, Lancaster, Pa., will supply the grandstand show. Fireworks will be furnished by Iorio Brief announcements regarding the Fireworks Company, Flemington, North Haven (Conn.) Fair this year N. J. John Richardson, president of the annual, has arranged to stage two

County Agent D. L. Kensler is co-Bartlett, secretary, announced. To operating in preparation of a premium catalog and in readying exhibits. Space is now being allocated for several State and federal displays. Plans are under way to stage a county-wide demonstration of firefighting equipment and the work of firemen, who will compete for prizes. Featured will be an "Avenue of States," display of flags.

Outdoor advertising of the fair will start about July 15 under the direction of C. Eddie Rood. Plans call for ads in a 100-mile area.

Washington, Conn., **Selects Annual Site**

WASHINGTON, Conn., June 10 .-Fifteen acres near here have been selected as the site for revival of Washington Fair, August 31-September 2. Construction work will get under way soon.

The fair board has secured 25 acres for parking next to the grounds, according to William E. Morgan committee chairman. Plans are set for a three-day showing of more than 100 thorobred horses under auspices of the American Horse Show Association. W. L. Johnson Jr., chairman of cattle and livestock exhibits, plans a show including 200 cattle and oxen, in addition to a horse pulling contest.

Weyburn Annual Re-Fences WEYBURN, Sask., June 10 .- Weyburn Agricultural Exhibition here is topped by barbed wire, to replace July 2. Dog owners between the ages the 40-year old wood fence around the grounds. A new fence is also being built around the race track.

Diaper Derby Again Features Baby Show At Del Mar, Calif.

DEL MAR, Calif., June 10 .- Baby, hobby and dog shows will be among the features of the San Diego County Fair here June 30 thru July 9.

In the baby show, the Diaper Derby will again be staged, with the infants participating in a crawling race over a 15-foot course. Children 12 months of age or under are eligible to compete for prizes. Preliminaries will be crawled July 1, 4, 6 and 7, with the finals on closing day. Merchandise awards will be made to the parents.

Individual and club entries are eligible in the hobby show. Individual class includes three main groupscollections, craft and model and art. The club entry division is divided into five groups-no age limit, junior and senior clubs of a general nature and junior and senior clubs with specialized model building activities. Show will be held thruout the fair in a new 260 by 80-foot building now under construction.

The canines will be displayed at the fair's third annual Mutt Show of 6 and 16 may participate. Free admission will be granted for two persons with each entry.

Set Subjects for Ohio Mid-Year Conference

COLUMBUS, O., June 10 .- Ohio Fair Managers' Association will discuss a variety of timely subjects at its annual mid-year conference in the Deshler-Wallick Hotel here June 22. Lawrence P. Lake, association president, will preside.

Topics to be discussed include economies, expansion, 3-heat racing programs, free attractions, special days, publicity, elimination of passes, sanitary conditions and budgets.

Wauseon Stand Started

WAUSEON, O., June 10 .- Fulton County Agricultural Society drove the first stakes here Monday (5) on its new 3,000-seat all-steel grandstand. The new stand, designed by Gaylord R. Lewis and Associates, Finlay, O., will be dedicated Labor Day, the opening day of the four-day fair.



FIREWORKS for all occasions. No display too small or too large. We guarantee to supply you with the best for the least. Attention, American Legions, County and State Fairs and Communifies, contact or write us for our display catalogue, or we can furnish you with one of our expert operators. Complete satisfaction with Arrowhead Brilllant Fireworks.

Arrowhead Fireworks Co. St. Louis Park 1819 W. Superior St. P. O. 84 Duluth 2, Minn. Minneapolis, Minn.



The Billboard

during the week ended June 9. The complete List of Fair Dates Billiboand was published in the issue dated TRACE April 8. A copy of that issue may Mayor he had by mailing 25 cents to the TEATURE Circulation Department, The Billboard, 2160 Patterson Street. Cincinnati 22, O. See each lasue of The Billheard for corrections and additions.

ARKANSAS

Pocahontas-Randolph Co. Fair Asan, Sept. 15-16, A. C. DeClerk,

COLORADO

Akron-Washington Co. Fair, Aug, 14-16. Brandt Wenig.

- Cheyenne Falls-Cheyenne Co. Pair, Sept. 7-9. M. S. Taylor.
- Durango-LaPlain Co. Fair. Oct. 5-8. Mrs. Ella McPheters.
- Greeley-Weld Co. Junior Fair. Aug. 7-9. George James.
- Elowa-Elbert Co. Fair, Aug. 17-18. John W. McNey.

Kremmling-Middle Park Fair Assn. Sept. 22-23. Fred Brown.

Lamar-Prowers Co. Jr. Fair, Aug. 15-20.

Lockett. Ridgway-Ouray Co, Fair, Sept. 3-4. Springfield-Baca Co. Free Fair. Sept. 21-23. Ed Hughes.

Trinidad-Las Animas Co. Fair. Sept. 2-4. Verne Stewart.

FLORIDA

Live Oak-Suwannee Co. Fair. Week of Oct. 2. S. C. Hierce.

GEORGIA Carnesville-Franklin Co. Fair. Oct. 2-7. E. E.

KANSAS

Davis.

- Beloit-Mitchell Co. Fair Asan. Aug. 29-Sept. 1. Lyle Lukens.
- Berryton-Berryton Grange Fair, Sept. 1-2. Louis H. Renyer R. 1, Wakarusa, Kan. Cimarron-Gray Co. Fair Assn. Aug. 30-Sept.
- 1. Chares S. Sturievant.
- Conway Springs-Conway Springs Fair Assn. Sept. 21-22. Floyd S. Drake.
- Effingham-Effingham Fair Asan, Aug. 15-18; R. D. Morgan.
- Eureka-Greenwood Co, Fair Assn, Aug. 22-24 Harrison Brockover.
- Fort Scott-Bourbon Co, Fair Asan, Aug. 30-Sept. 2, W. L. Gench,
- Garden City-Finney Co. Free Fair, Aug. 30-Sept. 1, H. W. Clutter, Holcomb, Kan.
- Mullendore.

Hefty Country Talent Package

extensive use of hillbilly and Western names at New Jersey State Fair here, September 24-October 1, will be introduced as a result of negotiations between George A. Hamid and the New York office of the Jolly Joyce Agency.

Agreement calls for the following, all recording and radio names, to be featured grandstand attractions: Johnny Olsen and his Ladies Be Seated radio show, September 24; Sleepy Hollow show (formerly Hayloft Hoedown), and American Broadcasting Company feature, September 25: Roy Acuff and His Smokey Mountain Boys and Girls and an entire cast from the Grand Ole Opry radio show, Montrose-Montrose Co. Fair. Aug. 15-17. Vern September 26 and 27, and an RCA-Victor Western Jamboree, featuring Elton Britt, Rosalie Allen, Texas Jim Robertson, Homer and Jethro and Jesse Rogers and His 49-ers, September 28 and 29.

Change Name of Detroit's '51 Anniversary Celebration

for the major celebration planned for 1951 here will tentatively be Detroit's 250th Birthday Festival, it was agreed by the sponsoring committee this week.

Detroit's Festival of the Great Lakes, but the name failed to appeal. The project will tie in but be entirely distinct from the projected International Trade Fair, also slated for next year, with probable overlapping dates.

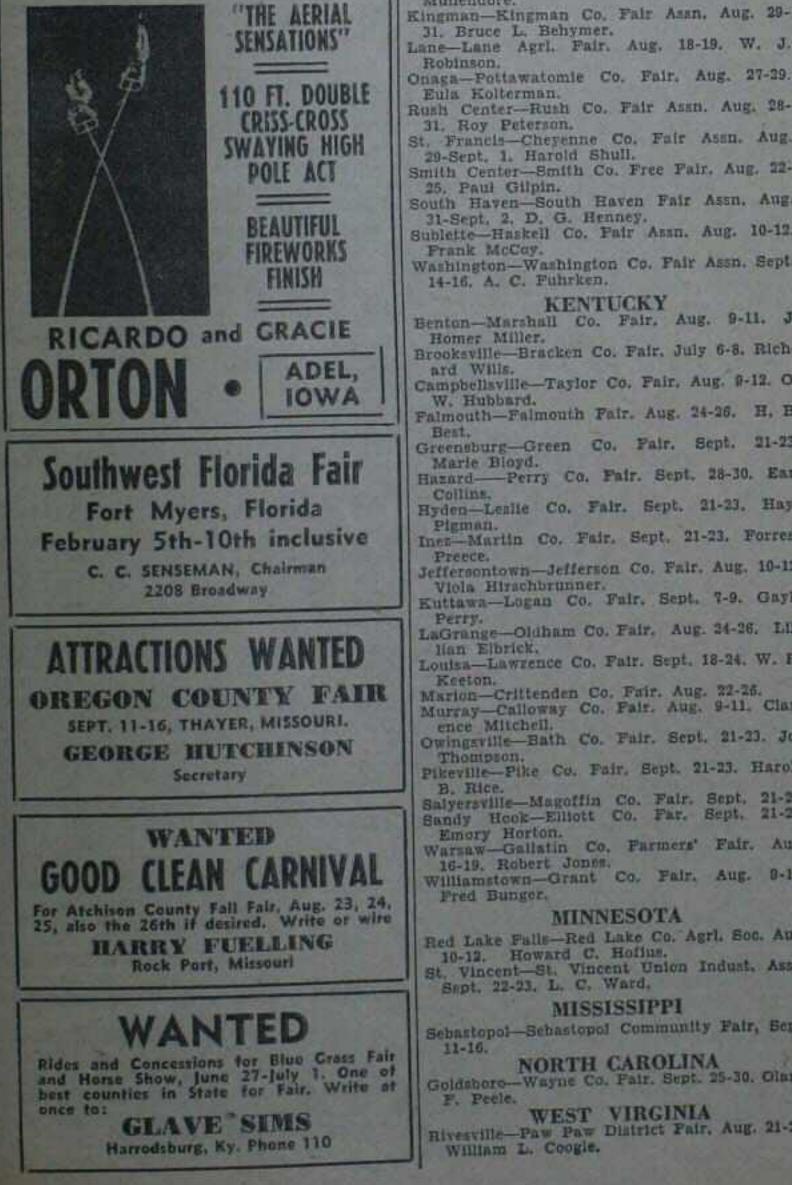
Howard-Elk Co, Fair Asan, Aug. 23-25. Noci Jimmy Wood To Debut New Kingman-Kingman Co. Fair Asan, Aug. 29- Top at San Fernando Fete



FAIRS-EXPOSITIONS

71





Onaga-Foltawatomie Co. Fair, Aug. 27-29. Eula Kolterman. Rush Center-Rush Co. Fair Asan. Aug. 28-31. Roy Peterson. St. Francis-Cheyenne Co. Fair Asan, Aug. 29-Sept. 1. Harold Shull. Smith Center-Smith Co. Free Fair. Aug. 22-25. Paul Gilpin. South Haven-South Haven Fair Assn. Aug. 31-Sept. 2, D. G. Henney. Sublette-Haskell Co. Pair Asan, Aug. 10-12. Prank McCoy. Washington-Washington Co. Fair Assn. Sept. 14-16. A. C. Fuhrken. KENTUCKY Benton-Marshall Co. Fair, Aug. 9-11. J. Homer Miller. Brooksville-Bracken Co. Fair, July 6-8. Richard Wills. Campbellsville-Taylor Co, Fair, Aug. 9-12. O. W. Hubbard. Falmouth-Falmouth Fair, Aug. 24-26. H, B, Best. Greensburg-Green Co. Pair. Sept. 21-23. Marie Bloyd. Hazard-Perry Co. Fair. Sept. 28-30. Earl Collins. Hyden-Lealle Co. Fair. Sept. 21-23. Hays Pigman. Inez-Martin Co. Fair. Sept. 21-23. Forrest Preece. Jeffersontown-Jefferson Co. Fair, Aug. 10-12. Viela Hirschbrunner. Euttawa-Logan Co. Fair, Sept. 7-9. Gayle Perry. LaGrange-Oldham Co. Fair, Aug. 24-26, Lilllian Elbrick. Louisa-Lawrence Co. Fair. Sept. 18-24. W. R. Keeton. Marion-Crittenden Co. Fair. Aug. 22-26. Murray-Calloway Co. Fair. Aug. 9-11. Clarence Mitcheil. Owingsville-Bath Co. Fair. Sept. 21-23. Joe Thompson. Pikeville-Pike Co. Fair, Sept. 21-23. Harold B. Rice. Salversville-Magoffin Co. Fair. Sept. 21-23. Sandy Hook-Elliott Co. Far. Sept. 21-23. Emory Horton. Warsaw-Gallatin Co, Farmers' Fair, Aug. 16-19, Robert Jones. Williamstown-Grant Co. Fair, Aug. 8-12. Fred Bunger, MINNESOTA Red Lake Falls-Red Lake Co. Agrl. Soc. Aug. 10-12, Howard C. Hofius. St. Vincent-St. Vincent Union Indust. Assn. Sept. 22-23. L. C. Ward. MISSISSIPPI Sebastopol-Schastopol Community Fair, Sept. 11-16. NORTH CAROLINA Goldshero-Wayne Co. Fair, Sept. 25-30, Oland F. Peele. WEST VIRGINIA Rivesville-Paw Paw District Pair, Aug. 21-26. William L. Coogle.

SAN FERNANDO, Calif., June 10. -Jimmy Wood, owner of Pan-American Amusement Corporation, will debut his new 80 by 320-foot big top at the annual Fiesta opening here Wednesday (14) for five days.

munity projects and the big top will be used to house exhibits. Local event is being held in the city park.

tral Canvas in Kansas City.

Canada's Prime Minister

gary Exhibition and Stampede will this year be officially opened by Canada's Prime Minister, Louis St. Laurent, who will be here July 10, accompanied by Robert Winters, reconstruction minister.

ander will close the event.

Shawnee County Fair here is using the slogan "A Bull and a Bond for a Buck" in its ticket selling campaign and one ticket buyer will win a purebred bull with a \$500 bond tied to its neck.

a second section on the fair's grand-

GIVE TO THE DAMON RUNYON CANCER FUND

72 The Billboard

CARNIVALS Communications to 188 W. Randolph St., Chicago 1, Ill. = Weather Turns, Biz Booms For Hennies in III., Wis.

Peoria's closing day yields biggest Kids' matinee, night crowd of season-extra day added at Kenosha after show registers its strongest opening day

KENOSHA, Wis., June 10 .- Fresh from a winning week at Peoria, Ill., Hennies Bros.' Shows opened here Monday (5) with a banner day, the best opening of the season. Weather and business continued excellent thru Thursday (8) and the week was expected to finish out strong. Originally skedded for a six-day run here, the brisk pace of business caused the show to add an extra day, with Sunday (11) being tacked on. Kiddle matinees will be featured both today and on the closing day. All departments have shared in the good business here. Among the shows top money-getters in

this city are the circus Side Show. Holiday in Tropicana, and Showboat. The Scooter paced the rides.

Peoria's final day provided the biggest single day of the season. An estimated 8,000 kids and parents thronged the midway for the matinee, the show's biggest since it left quarters. For the matinee, ducats went at 9 cents. The closing night at Peoria also was the best of the year. Heavy publicity in the Peoria papers handled by Bill Naylor, Hennies p. a., was a big factor.

Run here from Kenosha was the best of the year for Trainmaster Jack Morgan, as the show had moved up until then over branch lines. Show arrived at midnight Sunday (4) to find hauling facilities a big problem and for the second successive week agents of Paul Olsen, show's concession manager, were drafted. Eight show tractors and 10 men made the three-mile haul of show equipment in six hours, and everything was up and ready in time Monday night,

City Shows; Milton Cole, press agent for Sally Rand, and Johnny Cotseus, Girls Professional Baseball Club.



PERTH AMBOY, N. J., June 10 .-Aided by the best weather encountered this season, Frank Bergen's World of Mirth Shows chalked up good grosses for the week ending here tonight. The spot had been played by several orgs previously, but bad weather affected their takes.

On Wednesday (7) Bergen and Bernard (Bucky) Allen, concessions Visitors to the show here included manager, and sponsoring committee Bill Snyder, general agent of the Gem members partied several hundred youths from adjacent South Amboy, recently devastated by an explosion former Chicago Blackhawk hockey of barges loaded with munitions. The series of mediocre dates, resulting in and Doris Finn, Mary Turner, Sophie Business has been good for the World of Mirth thruout New Jersey, despite considerable bad weather. The org beat the Ringling-Barnum circus in at New Brunswick and Elizabeth, only two spots offering competition. A new date at Garfield, N. J., next week looms big. The stand is in the midst of the populous Passaic-Clifton-Paterson area which has always been lucrative in the past. It has been several years since the World of Mirth has played the area.

Crafts Launches Third Coast Unit With Eight Rides

NORTH HOLLYWOOD, Calif. June 10 .- With the purchase of eight rides, Orville N. Crafts, head of Crafts 20 Big Shows, is launching his third unit, Crafts Fiesta Shows, in Redding, Calif., today. Five major and three kiddle rides will be featured as part of the Centennial Celebration and Shasta Dam dedictory ceremonies June 10 to 18, inclusive, in the Northern California city.

Rides bought include Merry-Go-Round, Sky Fighter and Little Dipper, from Allan Herschell Company; Kiddie Ferris Wheel, H. E. Ewart Company; Bulgy and racing cars, Eyerly Aircraft, and a new No. 5 Eli Wheel.

Redding is going all out for the combined celebrations. Stores are installing imitation log fronts to give them a rustic appearance.

A new steam train was purchased by Crafts from Hurlburt Manufacturing Company, but it is not being taken on this trip.

Crafts will supply only the rides. Committee is operating the concessions.



PITTSBURGH, June 10 .- After a gesture resulted in considerable pub- part from inclement weather, the Farrell, Margaret Morris, Patricia Johnny J. Jones Exposition hit pay Willard, Marie Musto, Alice Wright dirt here. On Memorial Day paid admissions topped 12,000, according to the management.



June 17, 1950

WORCESTER, Mass., June 10 .--Business here for the James E. Strates Shows proved once again that good weather is all that is needed for big grosses. Biz was only fair for the three days the org was held down by rain, but good when skies cleared.

Show drew a steady stream of customers until 11 p.m., Decoration Day, with all shows grossing heavily. Due to a location adjacent to White City Park, rides had only fair receipts. Friday (2) gave the midway its biggest single-day gross of the season. with Jack Norman's Broadway to Hollywood show, featuring Vicki Welles, topping the midway at a 74cent admission.

Movie Aids Eagle

Playing day-and-date with the movie, It's a Small World, in which one of Nate Eagle's Hollywood Midgets, Ann Sholter, played a leading role, resulted in much publicity for the midget troupe, heavy dough for the payboxes and Eagle's banner week of the season. George Murray, manager of the Lion Thrill Arena, reported his top week, as did Claude Bentley, manager of the Side Show.

Vicki Welles signed for the season with Jack Norman. Because of earlier theater bookings, she will leave for a few weeks. Revue cast also includes Paul Dittman, comedian; Johnny Tone, singer; Rence Baron, specialty dancer; Taffy Castle, dancer; Mary

Davenport Biz, Weather Good For Royal Am.

DAVENPORT, Ia., June 10 .- Royal American Shows drew ideal weather thru Friday (9), the third day of its 12-day still date stand here, and business was good.

Final week-end Saturday and Sunday (6-7) at St. Louis was marred by weather. Up to the closing week-end, the long Mound City engagement had enjoyed generally good weather.

Herb Pickard, org's press agent, rejoined the shows here after a flight to Winnipeg, where he presented the Winnipeg Flood Relief Committee with a check for \$2,000 in behalf of the org and its personnel. Sum was raised during the St. Louis engagement. From here the show will move to Winnipeg for its last still date before starting its tour over the Western Canadian Class A Fair Circuit.

Late Race Crowd Aids Cavalcade's Biz

LA FAYETTE, Ind., June 10 .- Cavalcade of Amusements caught good weather here Thursday (8), the fourth night of its six-night stand. Shows were bucking a promotion sponsored by the Junior Chamber of Commerce, and that didn't help business. Patronage, however, was fair.

Tuesday night (6) yielded a good turnout, most of it late, the customers coming in at the end of the auto races at the adjacent speedway. Race fans were admitted free to the show lot, rain checks for the auto races being honored for cuffo admission. Speed filberts boosted biz of the Motordrome. Other back-end units also benefited by the late throng of race inns.

Joliet Warm, **Clear; Turner Gets Steady Biz**

JOLIET, IIL, June 10. - Turner Bros.' Shows, greeted here by ideal weather, with mercury in the high 80s, did good business the forepart of the week and looked forward to a big week-end play thru Sunday.

Org, in its seventh week since leaving its Petersburg, Ill., winter base, welcomed the heat as a relief from the cold weather that has dogged the show since its opener.

Where weather permitted, business has been on par with last year according to Cecil Turner.

Show has 10 rides and 32 concessions and moves on 25 trucks. Org will add shows for its fair route thru Illinois, Indiana and Missouri. It will provide the midway attractions at the Oregon, Ill., July 4 celebration.

Arturo Free Act

Rudolph Brajdic and family, billed as the Rudolph Arturo Troupe, a combination acrobat-unicycle-contortion act, is the free attraction. Natives of Yugoslavia, they arrived in trailer and a Chevrolet station to haul this country five weeks ago.

Tilley's long-range gallery, has taken (See Joliet Pans Well on page 78)

Org played the Heidelberg Raceway, a new spot for carnivals, about four miles from downtown Pittsburgh. Streetcar and bus service made it easy for patrons to reach the show site:

Pittsburgh papers gave the show maximum co-operation, as did The Carnegie Signal Item. Bob Barnett, associated with the Carnegie paper, ran features daily.

star, playing Bill Green's Terrace Gardens, and Buddy Green, vocalist with the Benny Goodman ork, were visitors.

TV Set Prizes Boost Buck Biz

MENANDS, N. Y., June 10 .- O. C. Buck Shows are using television set giveaways to boost gate attendance at up-State New York spots. Three video sets and three radio units were used last week at Schenectady. Considerable rain, however, nixed full response for the promotional gimmick.

Six video sets will be awarded here. Biz looms in view of the fine weather prevailing - the best the org has encountered since opening. Bad weather has killed the possibility of amassing big grosses at any of the spots played to date. Schenectady was okay, considering the weather, but the week previously at North Tarrytown, N. Y., was washed out.

The move here was made in driving rain and resulted in a minor accident when a truck unit transporting neon towers was involved in a col- Richland County, O., Closed lision. Owner and Mrs. O. C. Buck received delivery on a new Vagabond it. Clayton Campbell Jr., Roy Peugh, Curley Francis, who manages Anna Mr. and Mrs. Luke Seifert and Mr. and Mrs. James Sabia also purchased new trailers.

and Betty Baron, chorus.

E. James, Elizabeth and Theodore, children of Mr. and Mrs. James E. Strates, are vacationing on the show. After spending two weeks with her ill mother at Tulsa, Okla., Mrs. Ernest Dellabate returned to, the midway. Peter Sevich joined here with his Miracle Show, which is well flashed. Walter McCracken, Monkey Show operator, added a pony ride. Spot Pinsonault, concessionaire, joined.

One of the social events of the week was a double wedding held at the Eddy Howard, Mercury recording City Hall with Clerk Russell T. Ober officiating. Janet Guerros, dancer in the Rita Cortes revue, became the wife of Otto L. Stonecipher, of the electrical department. Norma Mc-Donald, also a Cortes dancer, married Ricardo Alvirez, concessionaire.

New McKeown Show To Debut June 22

DETROIT, June 10 .- This area's roster of small carnivals is being increased with the addition of the Mc-Keown Amusement Company, which will make its formal debut June 22 at Roseville, Mich. Owner is Edwin Mc-Keown, who was a concessionaire with the W. G. Wade Shows last year. He is a brother of the late James Mc-Keown, former Detroit coin machine operator, who was killed in the war.

The McKeown org is playing principally a string of celebrations under auspices of some seven Catholic Church organizations in the Michigan territory and has been booked solid for some 14 weeks, McKeown said, He is now signing on additional rides and concessions.

MANSFIELD, O., June 10 .- Richland County was closed to carnivals recently by order of Sheriff E. P. Long and County Auditor Norman L. Wolfe. Shows have been paying a \$60 daily license fee for a lot here.

CARNIVALS 73

Fargo Jubilee Full Operation Gives Wade No. 2 **Gives** Collins **Big First Day** Marks Break in Weather

FARGO, N. D., June 10 .- Cuffed by bad weather the first three weeks out, the William T. Collins Shows opened here Monday (5) at the Fargo Diamond Jubilee to Ideal weather and whopping biz. Prospects loomed for patronage and spending to hold up at high levels thru the remainder of the stand.

City has gone all out in its jubilee programing. Grandstand program at the fairgrounds each day offers a special feature and the night stand program is topped by fireworks.

Collins org, larger than it was on its appearance here last year, presents a flashy, brightly painted lineup.

Show has three more still dates to play before moving into its long fair route.

Personnel follows:

Staff

William T. Collins, owner; Noble C. Fairly, business manager; Mickey Collins, treasurer; Beasle Pappas, secretary; Harry Balley, adtendent; Midge Warwick, lot superinand mail; Charley Cooper, electrician.

Shows

Glass House, Richard Schrier, manager; Nellie Schrier, ticket seller; Arcade, Henry Hingst, with Don Ludwig, James Martin; Hillbilly, Jack Valle, manager, with S. Hust, Roy Stark, Jack Wright, Ray Avalan, Dorrie Race. Pat Meshan; "Pin-Up Revue and Postng Show, Dick Millard, manager, with Big Whitehouse, Bill White, Sharon Pelm, Tonie Beri, Mavis Smith, Polly Meeker, Bertha Artis, Caroline Dutcher, S. Massengale; Side Show, T. J. Hutchens; Wild Life and Butterfly, George

Top Detroit Biz

DETROIT, June 10. - Full-scale opening of the W. G. Wade No. 2 Unit here in the Chene-Ferry Market has been getting excellent business. The 10-day stand, which closes Sunday (11), is sponsored by the Northeast Optimist Club, a potent auspices which has been providing top co-operation.

the city limits only when a carnival had been set for Huntingdon, beginorganization is sponsored by suitable ning Monday (19), and that two to auspices. Bingo game each night is sponsored by a different Catholic contemplated. Tenure on the Island, church, and this has served to hike business, Last Sunday (3) St. Hyacinth Church's band of 80 pieces appeared as an added attraction.

The No. 2 unit has been out since March 16 but until the stand here, operated with only a few rides on lots around town. Show has 13 fair dates set. Confirmed this week was a stand here October 7-17, under auspices of the West Detroit Optimists Club. The stand will be the show's last of the season.

Staff and Personnel

Cameron D. Murray, manager; Mrs. Gladys Schaum, secretary; Mrs. Mona MacDougall, electrician.

James Harris, Tilt-a-Whirl foreman; Jerry Ivery, Frank Koss, Ferris Wheel; Steve Czinki, Merry-Go-Round foreman, with James Sutton, Charles Halloway; James Smith, foreman Rolloplane, with Fred Brown; Rusty Brown, foreman, boat ride; Mr. and Mrs. Richard Almy, Kiddle Airplane and auto; Hazel Busho, manager Funhouse, with Tommy Smith.

Cashiers-Gertrude Black, Rolloplane; Mazie Pence, Tilt-a-Whirl;

Endy Invades Long Island; **First Rail Unit in Territory**

Bros.' Shows will invade Long Island tomorrow for a six-day stand beginning Monday (12) at Lindenhurst and so becomes the first railroad show in modern times to play the lucrative suburban New York housing area which has contributed to the welfare of several truck orgs in the past.

Bobby Kline, org's general agent, City legislation allows rides within also announced that a week's stand three more weeks on the Island were however, will probably be decided by business done at the opening stands.

Costly Rail Move

Rail moves from here to Lindenhurst, involving the Pennsylvania Railroad, ferries and the Long Island Railroad, is similar to the move negotiated by the Ringling Show for their two-day Westbury, L. L. stand, which concludes today. Kline, while admitting that the move was costly, said that Owner Dave Endy hoped the tariff would be more than justified by business.

Original plans called for the Endy Murray, assistant secretary; James org to day and date with Ringling at Westbury, as it did when the Big One played Philadelphia. Affecting the change of plans was the fact that the Big One was booked in for only two days, spotted at the end of the week. The location is new and it would take a heap of selling to rack up appreciable biz prior to the Ringling arrival.

Lucrative Territory

The Island has been a regular stamping ground for many truck orgs Predkove, with Walter Rite, assistant; Fun- Betty Murray, Merry - Go - Round; for years. For most it has paid off

TRENTON, N. J., June 10 .- Endy | and here, the two Jersey stands which followed. At Rahway the weather was bad and the mud kept patrons away. Altho good weather has prevailed here, the location, close to the New Jersey State Fairgrounds, has failed to pay off,



For Peru V.F.W. Celebration, Crete AMVETS Homecoming, Legion Homecoming in Earl-ville, Big 4th Princeton, all Illinois. Photo, small Cookhouse, all Hanky Panks open. Come on. Can use Mechanical or any good Side Show Will buy or book Kiddle Train.

PERU, ILL., This Week,

house, C. H. Schrier; Iron Lung, Mr. and Mrs. Otto Saylor.

Rides

Tilt-a-Whirl-Fred Baker, foreman; Fred Rubbard, Art Kunde; Kiddleland, Charleston Winters; Octopus, Harry Rinker, foreman, Lester Ginal; Bolloplane, Otto C. Curley, foreman; Fiy-o-Plane, David Smith, foreman, James Varnell; Twin Ferris Wheels, William Rhoads, foreman; Raymond Barr; Caterpillar, Charles Novene, foreman, Juddle Diggan. Henry Kentge; Little Dipper, Boat Rides, Lester Yeley, owner; William Horon, P. D. Felt, Robert E. McCauslin; Merry-Go-Round, W. R. (Specks) Smith, foreman; Lewis Doloda.

Concessions

Balloon darts, Doris Hingst; age and scales, Al and Mable Baysinger, with Orin Weir, assistant; refreshment, Mr. and Mrs. Ben Blikas; photo gallery, Stan Reed, Ed Clark; short-range gallery, Stan Reed, Charles Christman, Joe Zeun; balloons, C. Wipples, Harold Mess, Donald Sanderson, Clifford Morne; grab, H. C. (Bud) Windell; buckets, Clyde Brown, John Beisane, Morris Franco; six cats, Gus Pappa, Bob Anderson, Bob Townsend, Vern Pelon; Bob Parker's diggers, Walter and Nick Warchol; Hon Parker's diggers, Walter and Nica Warchol; lead gallery, Jess Waddell; popcorn and candy apples, Bobble, Lucille and little Bobble Copper, Dave Hay; pan game, Mary and Woodie Galther; long-range gallery, F. Hyzon; slum spindle, Midge Warwick; hoopla, Pay Hellesen; palmistry, Viola Fairly, Ruth Spallo, Peggy Townsend, Edith Kelly, Charley Hutchingon; cookhouse, Mr. and Mrs. Maryin Hutchinson; cookhouse, Mr. and Mrs. Marvin Tucker, Mr. and Mrs. Will Carter, Nig and Irene Williams, Charles Tucker, Leslie Graner; glass pitch, Luther and Edna Thursby; cus-Mr. and Mrs. George Way, Irma Predrickson, Dean McLaughlin; mouse game, Dora and Alton Pierson; noveliles, Tony Cancilla.

Mary Millard, Ferris Wheel; Beverly Fuller, boat ride; Hazel Busho, Funhouse.

Concessionaires-Herbert Pence, over 12; V. H. Merritt, cigarette gallery and fish pond; Ralph Baugham, diggers; Fred Goldberg, jewelry; John Viznis, popcorn; Charles Stewart, popcorn; Al Clothier, over 12; W. O. King, shooting gallery; Pete Johnson, mitt camp and short-range gallery; G. M. Addison, Bobo; Charles Service, milk bottles and cat rack; Finley Clark, 7 games; Eddie Bennett, guess - your - weight; George Bartlett, 5 games: Ben Gibson, ice cream; Richard Swain, cookhouse,

Agents - Homer Ferguson, doll wheel; Earl Paquette and Helen Harrison, Coca-Cola; Charles Coard, balloon darts; John Langford, clothespins; Charles Whittington, long-range gallery; Richard and Virginia Swain, Roy Claywell, and James Owens, cookhouse: Frank Bokorney, doll wheel: Rickey Johnson, shortrange gallery; Tommy (Paddles) Reisner, stuffed toys; Ruby Bartlett and John Cummins, pitch-till-youwin: Jack Johnson and Jim Flanigan, fish pond: Jerry Schimmel, Charles Rafal and John Kotula, over 12; Michael Cefrey, groceries; Richard Rizick, plaster wheel; Gene Williams, glass pitch; Donald Ertman, milk bottles; Norbert Dominick and Robert Zombirt, cat rack, and Bill Jewell, blower.

WANTED FIRST-CLASS CARNIVAL SEPT. 4-9, Clearfield Co. Fair Grounds. Contact at once. R. E. WISE

Am. Legion, Clearfield, Pa.

For Cota-Cola Bottle Concession and Agent for Arkanzas Cat Rack. Must qualify for big time, playing only name auspices. All reply by Western Union

JOHN P. CIABURRI Hotel Paramount 15 Beylston St. Boston, Mass. **Gem City Shows Contracts** Columbus, Miss., Midway

COLUMBUS, Miss., June 10.-Gem City Shows will provide the midway attractions at this year's Columbus Fair.

Contract was signed here Thursday (8) by Dave Lavender and F. E. Wiggins, annual's secretary and president, respectively.

Small or Medium-Size Carnival for County Fair, August 15, 16, 17 and 18, Confact RD ESTES -Callaway County Fair Assn. Fulton, Missouri

handsomely and it is logical to assume that Endy will score. Prell's Broadway Shows, an Island regular, also routes in next week for a date on Queens Boulevard, main artery within the limits of New York City.

After a good start in Philadelphia, where the org stayed on lots for several weeks and saved considerable dough by eliminating rail moves for the period, biz was poor at Rahway





BLUE GRASS FAIR AND HORSE SHOW, HARRODSBURG, KENTUCKY, June 26th Ihru July 1st., followed by the BIG 4TH OF JULY PICNIC CELEBRATION at EMINENCE, KENTUCKY. July 3rd thru 8th and for balance of season.

CONCESSIONS-Want Stock Concessions of all kinds, Novelties, Pitch-Till-U-Win, Jewelry, Lead Gallery, Snow Balls, Ball Games, High Striker, Fish Pond, Bowling Alley, Dart Games, Hoop-La.

SHOWS-Will book or buy Motor Drome; also want Snake Show or any Grind Show with own equipment.

HELP-Sam Housner wants Griddle Man for Cook House, and Agents for Clothes Pins, Swinger, Bucket Store and Count Stores. Theodore Meadows wants Agent for Pan Game. WANT TO BUY set of Girl Show Banners, set of 5-in-1 Banners and a set of Athletic Show Hanners; must be in good shape.

All wires and replies to

WILLIAM O. HAMMONTREE, General Manager Mt. Sterling, Kentucky, this week; then as per route.

LEE UNITED SHOWS

Will book Hanky Panks not conflicting, \$18.50. No Flat Stores or Mitt Camps. Want Photo-Gallery, Novelties, Jeweiry, "X" on same. . Want Shows with own equipment. Committee money and tax. Motordrome, Mechanical City and Side Show, RIDES-Dark Hide and Roll-o-Whirl, All Fairs and Celebrations, 2 a week.

CHARLES H. LEE, Mgr.

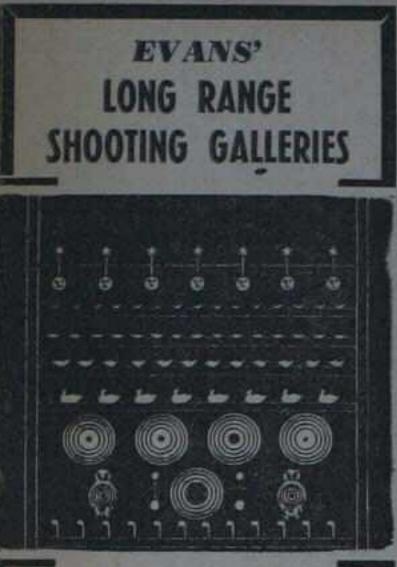
Jackson, Mich. (Vander Cook Lake Firemen's Celebration), June 13-18; Grand Ledge (V.F.W. Jamboree), June 20-21; Coleman (Lion's Club and American Legion Street Festival), June 22-25; with Sand Lake, Michigan's Greatest July 4 Celebration.

SUNSET AMUSEMENT CAN PLACE

Foreman who drives on Dodgem, Caterpillar, Spitfire and Octopus. Also 2nd Men on Rides, Drinks cause of this ad. Can place for Sioux Falls, South Dakota, 7 days starting June 19, Ball Games and Hanky Panks. Can book Arcade, Mechanical and Side Show. Newton, Iowa, this week; Sloux Falls, S. Dakota, to follow.

The Billboard

June 17, 1950



1528 W. Adams St.



MIDWAY CONFAB

on the bally.



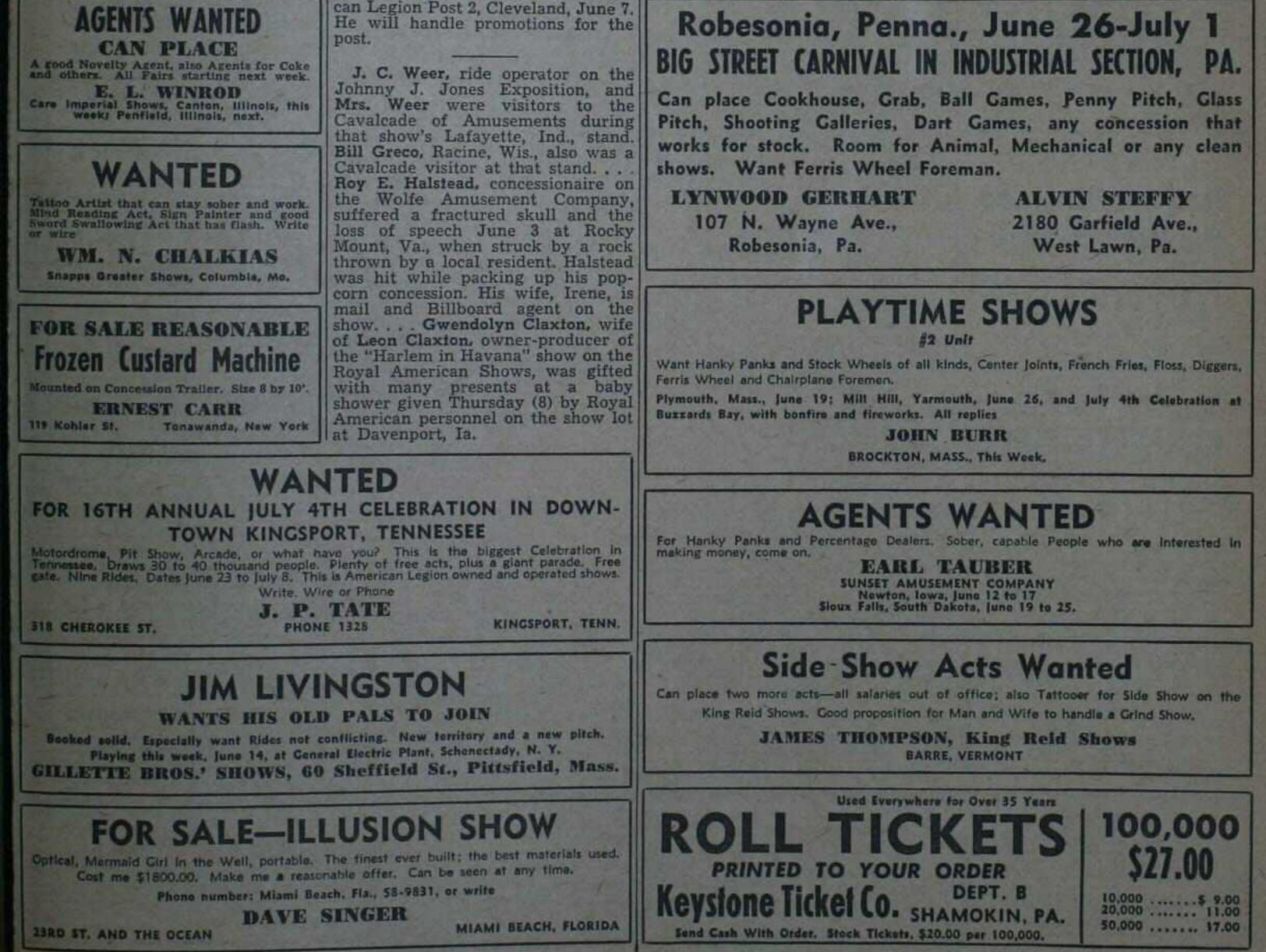
be with him. . . . Mr. and Mrs. Larry | She would like to hear from friends. Buck Shows after a week's absence, during which they attended the funeral of Narcassio's father in Massachusetts. . . O. C. Buck personnel partied Ralph (Shoriy) Robinson on the occasion of his 74th birthday recently, Sid Goodwalt, cookhouse op, provided a special cake. Robert Tiny) Tryon was emsce.

J. L. (Jack) Hollowell and wife, Nancy, last year with the Dodson Imperial Shows, joined the Cetlin & Wilson Shows June 1 in New Castle, Pa.,., Mrs. Stanley Jacques (Yvette, exotic dancer) reports she is doing fair business on the Volunteer Shows with her Miss America show. She also has the cork gallery. . Jean and Eugene Mercer, annex attraction with Bill Kennedy's Side Show, and Zora Blaire, Girl Show operator for Kennedy. George De-Bard is general manager and front man for the Blaire show.

"I always draw big on this route." advised a midway actor. "Yeah! Yeah." mused a manager. "out of the office on Saturday night to spring yourself out of a botel."

G. O. Case and Jack Rooney, playing San Antonio lots, report poor business, Mrs. Cleo Rooney, suffering from heart trouble, is under the doctor's care at Rolling Home Trailer Court, 519 Roosevelt Avenue there.

Want To Buy Crime Show Give full description E. D. KERKHOVEN P. O. Box 83, Fruitvale Station **Oakland 1, California**



Bill and Bee Nation are working in San Antone. Melvin and Ann Easley are working for the city and will not go on the road.

Mrs. Cecilia Rosenberg (Murphy). whose husband has been a Lawrence Greater Shows' concessionaire for many years, is convalescing at Mercy Hospital, Hamilton, O., and would appreciate a line from friends. . . Bob Hallock, agent with various carnivals in the past and now ahead of Larry Sunbrock's Wild West and Rodeo, was a visitor at the home office of The Billboard in Cincinnati last Thursday (8) while in the area in the interest of the Sunbrock opry. ... Billy Logsdon and Company, of the Hammond Shows, were guests Jimmie Hillyard recently visited recently at a barbecue jamboree given by Karol Taylor at the Sportsmen's Club, Galveston, Tex. . . Carl E. (Pop) Ratliff, with Dehnert's Exposition Shows and Joe Galler's Buckeye Shows a number of years ago, stopped off at The Billboard's Cincinnati office last week en route back home to Woodbine, Ga., from the National Sheriff's Convention in Chicago. He was accompanied by his charming daughter, Arlene. For the last 12 years Ratliff has been operating a cafe and gas station in Woodbine.

> So many showmen claim that their neighbors steal part of their alloted locations that it might be a good idea to have a few surveyors on hand in a deep freeze to settle the matter.

Alice Burns, formerly with Carl Lauther's Side Show, is ill in Georgetown Hospital, Washington, and would like to hear from friends. In the past two weeks she has had 10 blood transfusions. . . . Jack Lydick, concessionaire and member of the Showmen's League of America, was elected vice-commander of American Legion Post 2, Cleveland, June 7.

GRIGGS GREATER SHOWS

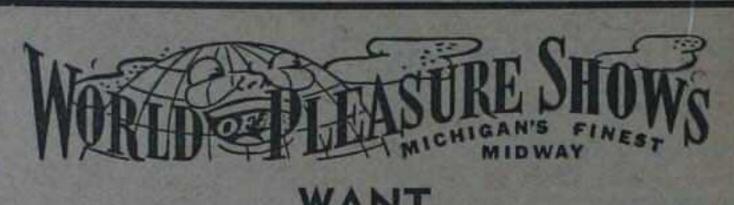
Nine Rides-Free Gate-Four Shows-Nine Rides

Opening Sherman, Texas, Monday, June 19th, Two Still Dates and then Fairs. I just purchased this show and need a complete Front End. Will sell X on Cookhouse. \$36.00; Bingo, \$36.00; Popcorn, Candy Apples, High Striker, Jewelry, Long or Short Gallery, Diggers, Scales, Age. X on one clean Mitt Camp. Concessions. all Hankys open. \$14.00 per week. All P.C. open, must have one Hanky Pank. Count Stores, one Skillo, one Wheel, Line Up Store, Broad Mob. Pat Shelden, wire. SHOWS: Girl Show. I have the Show, you bring the Girls; all other Shows except Monkey and Snake. HELP: Second Men on all rides, good salary and treatments need good mechanic. Harry Smiley, come on, Electrician that can handle my Diesel plant. Special Agent and good Banner Man. Experienced Man for Monkey Show that can handle twenty trained monkeys. 14 Fair contracts when with this show, every one joining now will be given preference at the Fairs. Everybody wire

CHARLIE GRIGGS

CARE WESTERN UNION, SHERMAN, TEXAS.

P.S.: I AM NO LONGER CONNECTED WITH PEPPERS ALL STATES SHOWS. GRADY FORD AND JIMMY GATTIS WANTS TO HEAR FROM SAMMY REESE, PEG TASKER, SMOKY BENCH.



WANT

Snake, Unborn, Glass House, Mechanical City, etc. Especially want Side Show, Illusion or large Animal Show to feature. Can place Ice Cream, Custard, Hanky Panks, Ball Games and Merchandise Stands of all kinds. Opening for Penny Arcade. Ride Help that drive semis.

> Grand Rapids, Mich., until June 18. Fort Wayne, Ind., follows Grand Rapids. Crown Point, Ind., July 1-4.

CARNIVALS

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The Billboard

June 17, 1950

WANT CONCESSIONS MICHIGAN'S LARGEST ANNUAL **4TH OF JULY** CELEBRATION HILLSDALE, MICH.

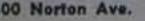
Can place legitimate Concessions of all kinds except Bingo and Novelties.

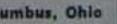
Also **BIG KAPPA KAPPA** GAMMA CARNIVAL NORTH HIGH ST., COLUMBUS, OHIO, JUNE 26-JULY 1

All legitimate Concessions open on this event except Bingo. Maiden location. Should be great date.

Address all inquiries to

GOODING AMUSEMENT CO., INC. Columbus, Ohio 1300 Norton Ave.







CLUB ACTIVITIES

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, June 10 .- Meeting of July 3 was suspended and Al Flint, secretary, was given a twoweek vacation at the regular semimonthly meeting Monday night (5). President Joe Krug was on the rostrum along with Al Weber and Lou Manly, secretary.

Because the first July meeting falls on the day before July 4, members voted to cancel the session. As there will be no meeting from June 19 until July 17. Secretary Flint made arrangements for his vacation. He and Mrs. Flint will fly to Boston.

With only a small representation on hand, meeting was adjourned after a quick run-thru of committee reports.

Ladies' Auxiliary

First Vice-President Opal Manley called the regular meeting to order, with 24 members and one guest, Clara Delbosg, present.

Lila Amthor, Mayme Buters and Eddie Brown were reported on the sick list. Estelle Wampler related that Emily and Dave Friedenheim were uninjured when their trailer turned over near Phoenix, Ariz.

Correspondence included letters from the All Nations Boys Club, Infantile Paralysis Association, Emily and Dave Friedenheim and Tommy and G. Clement,

Rose Rosard and Charlotte Cohen won the two door prizes donated by President Lillian Schue and Stella Linton, Jennie Rawlings took the bank award.

Rose Rosard displayed the bazaar articles donated by Norma Burke, Lone Star Showwomen's Club Dorothy Enfield, Mary Taylor and

National Showmen's Association 1564 Broadway, New York

YORK, June 10 .- Member NEW John B. O'Rear died Sunday (4) at his home in Miami after a long illness. Funeral services were held Thursday (8) in Miami and burial was in the family plot. Issy Cetlin has been discharged from the hospital after his recent accident and is recovering quickly.

President Emeritus George A. Hamid is busy commuting between his Steel Pier at Atlantic City and his New York office. John McCormick advises that he is no longer connected with the Mount Holly (N. J.) Fair. Phil Cook, who has been appointed as steward on the World of Mirth Shows by President Jack Perry, paid a recent visit.

Frank Carlton, who wintered in Miami and spent his honeymoon there, has returned home. Among recent visitors were William Lish, Morris Finklestein; William Glick, from Baltimore; Frank Blatsky, Al Burt, Max Sharp, Sam Walker, Jules Lasures, Jack Agree, Lou Victor, Jack Allen, Sam and Irving Berk, Harry Meyers, Harry Kaplan, Harry Miller and Al Keating.

Secretary Ethel Weinberg visited Vivona Bros.' Amusements of America at Jersey City and saw John Vivona, Max Sharp, Louis Light, Harry Sandler and Joseph Agule. Fiscal year starts July 15, so be sure to let us hear from you. Year book advertisements are already being received and President Perry expects a big surprise on this year's book and banquet. Building bond drive going over well.

JAMES E. STRATES SHOWS WANT RIDE HELP

Octopus, Looper and Roll-o-Plane Help.

Can Use Good Ride Men Anytime.

Poughkeepsie, N. Y., this week; New Britain, Conn. · week of June 19.

BUCKS COUNTY FAIR DOYLESTOWN, PA.

September 11 to 14, inclusive Mammoth Grand Stand Show, Harness Bac-ing, Fireworks, Special Events and Parades have already been contracted. Automobile and other prizes to be given away. Old established Fairgrounds located in heart of the city. Permanent buildings, with State, County and Government Exhibits. Have space for Sales Concessions, Pitchmen and Demonstrators in Exhibit Buildings. Can use on Midway: Rides, Shows of all kinds, legitimate Game Concessions, Novel-ties, Scales, Photos, Custard, Eat and Drink Concessions, Pop Corn, Candy Apples, French Fries, etc. Address: September 11 to 16, inclusive

S. BURGDORF, Secv.

Concessions booking here can be placed at Mount Holly Garden State Fair, Mt. Holly, N. J., week of Sept. 4 to 7.

BING GAMES 75-Player Bingo, Complete \$6.00 100-Player Bingo, Complete 8.00 1/3 Deposit on All Orders. SLACK MFG. CO. 114-122 W. Illineis St. CHICAGO, ILL.



For Fourth of July Celebration, All Day and Evening.

Contact

LIONS' CLUB Camp Point, Illinois

HAGENSICK RIDES WILL PLACE

For Afton, Okla., June 12-14; Stigler, Okla., Picnic, June 16-17; Southwest City, Mo., June 19-21; 16th Annual Picnic, Locust Grove, Okia., june 22-24; Stella, Mo., Strawberry Festival, June 28-July 1; Grandby, Mo., Centennial Celebration, July 2-4.

> RIDES—SHOWS—CONCESSIONS C. E. HAGENSICK

CATERPILLAR FOREMAN TICK NO NO D Also Second Men. No drunks. Ride in top shape. Best pay and percentage. H. C. WARD Neanah, Wis., this week; Menomines, Mich., next week. WANNED Wheel Man Number 5, \$50.00 per week. Also Parker Marry-Go-Round Man. Must be able to drive semi trailer.

Report CLOVIS, NEW MEXICO, 9th and Main. LONE STAR AMUSEMENT

S. B. RHODES

nersen,

Lucille Dolman, third vice-presi-Mary Taylor, past president, ar dent, wi. sponsor a party the latter part of July. Ida Delno, Charlotte Cohen, May Allman, June Hargis and Mary Taylor spoke briefly.

Meetings are being held first and third Mondays of each month. Vice-President Manly reminded the members that the next meeting, June 19, will be towel night for the bazaar.

Michigan Showmen's Association 3153 Cass Ave., Detroit

DETROIT, June 10 .- A special meeting was held June 5. Meeting was called to order by Robert Morrison, president, who occupied the chair. Also on the rostrum were Louis Rosenthal and Past President Morrison appointed Leo Lippa. George Harris, third vice-president, to fill the vacancy caused by the death of Ora (Pop) Baker. The membership was saddened by the sudden deaths of Abraham Mandell, Ora (Pop) Baker and Fred (Frenchy) Williams. Nat Golden has returned from Texas and will establish himself in the merchandise business in Detroit.

Recent visitors were Sam Stone, Vic Horwitz, Philip Cohen, Eddie Parker, Mickey Golde, Sam Fine, Edgar McMillen, Jack Gallagher, Roscoe Wade, Marvin Keyes, Pete Phosti and John Mulder. It is requested that members contact the secretary, as he is holding mail for lack of a forwarding address.

Heart of America Showmen's Club 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., June 10 .- The Hale Shows of Tomorrow held over for a second week in the Fairmont section due to wet grounds and rain, also the Snapp Shows, which were located in Independence, Mo. Gene Berni, secretary of the Tampa Club, and his wife were in Kansas City the past week to attend the funeral of of Hennies Bros.' Shows. Mrs. Hen-

3105 Forest Ave., Dallas

of Texas

DALLAS, June 10 .- We moved to our new location and permanent home at the above address May 20. Friends are invited to drop in and inspect the new clubrooms, located near Fair Park. Rooms are open daily. First meeting in the new location was held May 22, with Louise Hickman presiding. A rummage sale is planned in the near future. A new ice box and stove were purchased. Herb Crangle is reported to be ill, and Jim Panther is improving at his home.

A dinner was held in the rooms night of June 1. Floral pieces were received from Goldman Baking Company, Earl Malone and Martha Moss. As usual, Grace Tinder had charge of the arrangements, with help from her committee. Prizes were won by Mrs. Fred Clark and Herb Moore. Riley Hickman donated a Coca-Cola box to the club. Earl Malone, Joe Wilson and Herman Palmer gave valuable help during the move, including minor alterations to the clubrooms.

Hot Springs Showmen's Association

31012 Central Ave., Hot Springs

SPRINGS, June 10 .- Altho HOT clubrooms have been closed for some time, a number of show people held Decoration Day services at Showmen's Rest in Memorial Cemetery. The group was headed by Charles Weaver and Vivian Zimdars, chairmen of the cemetery committee.

Those attending were Mr. and Mrs. Charles Weaver, who operates jewelry stores in this city; Mr. and Mrs. Roy Goldstein, now operating a bingo here; Mr. and Mrs. Harry Zimdars, former carnival owners, who now operate rides and concessions in a park here; Jessie Howe, Violet Howe and daughter, who now operate the Strand Theater here; Mrs. Joe Kagel, Mrs. Alice Watson, and Mrs. Daisy Hennies, auxiliary mother and mother of Harry W. Hennies, owner nies will leave soon to join the shows.

GARDEN STATE FAIR MOUNT HOLLY, N. J.

September 4-9, Inc. 6-Big Days and Nights-6 Sensational Grand Stand Show, Fireworks, Harness Racing already contracted. Parades, Special Events, Automobile and 100 other prizes to be given away. Fairgrounds lo-cated in heart of the city. Permanent Build-ings. State, County and Government Ex-hibits. Have space for Sales Concessions, Pitchmen and Demonstrators in Exhibit Buildings. Bulldings.

Can use on Midway: Rides, Shows of all kinds, Legitimate Game Concessions, Novel-ties, Scales, Photos, Custard, Eat and Drink Concessions, Popcorn, Candy Apples, French Fries, etc. Address:

JAMES A. WINTERS, Mgr. Concessions booking here can be placed at Bucks County Fair, Doylestown, Pa., week of Sept. 11-16.

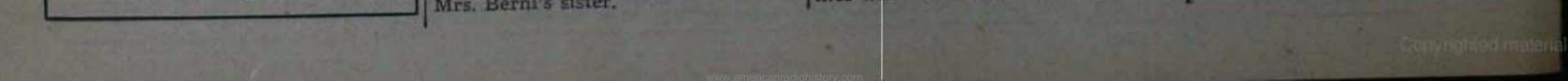
UNITED LIBERTY SHOWS AND CIRCUS UNIT WANT WANT WANT Opening June 26 at Clarksville, lows. Concessions of all kinds, especially Stock Concessions, Long and Short Range Gallery. Can place those that have been with me. Osborn, let me hear from you again. WILL BOOK MERRY-GO-ROUND ON THIS UNIT.

For space, wire, write or phone KEN MURRAY Ottawa, Illinois 1513 Columbus Street Phone 2417-R

WANTED Couple to take full charge of Mug Joint playing Celebrations rest of season. 50-50 proposition. Athans, III., this week; Lewistown, III., next week; then per route. Loretta Lanningham, answer.



W. R. DORSETT MACON, GA. ROUTE 4



CARNIVALS 77

Thourd CARNING CARNING THOROUGHBRED ENTER

WANTED FOR BIG SUMMER FESTIVAL

MARION, INDIANA, WEEK JUNE 19th

FOLLOWED BY

ANNUAL FIREMEN CELEBRATION—COUNTY WIDE

ROCHESTER, INDIANA, WEEK JUNE 26th

THEN THE MAMMOTH FOURTH OF JULY CELEBRATION, MT. VERNON, ILLINOIS, IN CITY PARK, WITH FIREWORKS, PARADES, FREE ACTS AND FOLLOWED BY 18 BONA FIDE FAIRS STARTING JULY 9

LEGITIMATE CONCESSIONS OF ALL KINDS: Fish and Duck Pond, Pitch Till You Win, High Striker, Ball Games, Coke Bottle, Short Range, Glass Pitch, Wonder Bar, Jewelry, Slum Spindle, Balloon Dart and any other Hanky Panks.

NOTE: --- Special Proposition to Fun or Glass House.

ADDRESS

C. C. GROSCURTH, Ft. Wayne, Indiana

GRACELAND GREATER SHOWS

FOR SALE LATE MODEL 18-CAR CATERPILLAR Best cash offer only. Can be seen and operated in Chicago. In excellent condition. JOSEPH DISPENSA 19 W. Chicago Ave. Hinsdale, III.

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

Ticket Sellers who make openings, Novelty Working Acts, Long season with winter work, Prefer attractions now on West Coast.

A. J. BUDD 116 Willow Road Palo Alto, Calif.

WANT GOOD

Showmen's League of America 400 S. State St., Chicago

CHICAGO, June 10.—Ways and means committee plans are progressing, with this years' award a Buick. Ned Torti reports many requests for tin can banks being distributed for benefit of the cemetery fund.

Membership application of W. E. Page received from Joe Fontana and one for Virgil Sells sent in by Charles Owens. Secretary Joe Streibich announced 1951 membership cards are ready.

Ep and Bn Gloser are working Chicago lots. Chick Bohdan infos he has joined the Curley Vernon Shows. Charles H. Hall is in Alexian Bros.' Hospital, reported in a serious condition.

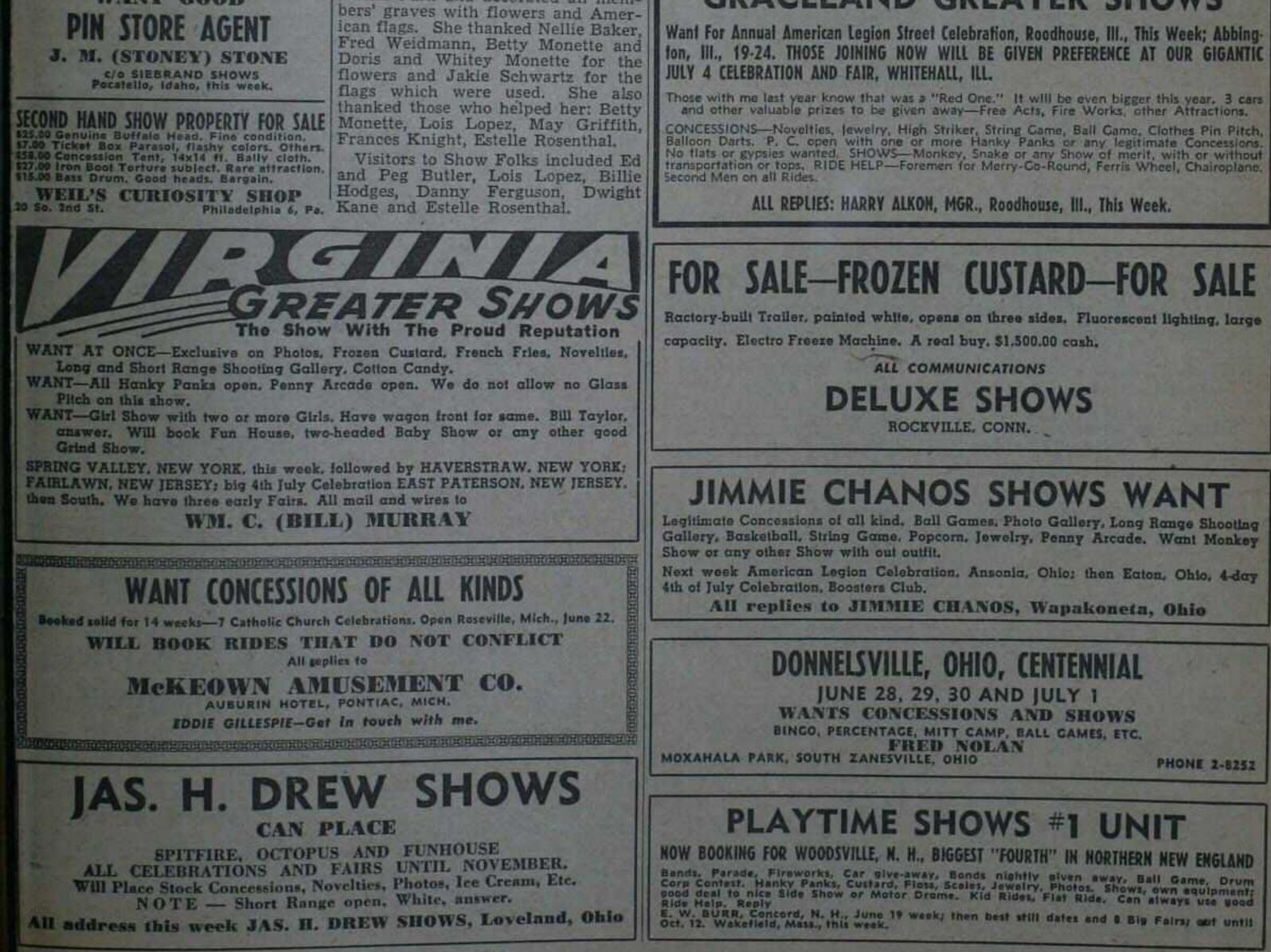
Bill Hetlich a frequent visitor as is Walter F. Driver, the latter busy with affairs of the Al Sopenaar American Legion post. J. C. Weer visited en route to his son's graduation from military school, John F. Courtney in town conferring with Chicago fair execs. Arthur Hockwald, advance for the Hitler auto, a recent visitor. Other visitors included James Campbell, Jack Kaplan, Ell Rudick, Max Brantman, Harry Simonds, Virgil Sells, Andre Dumont, Jimmie Stanton, R. T. Riley and Lolis J. Berger.

Show Folks of America, Inc. 145 Turk Street, San Francisco

SAN FRANCISCO, June 10.-Brother George E. Dunn passed away suddenly in Chico, Calif., May 28.

Treasurer Dwight W. Kane reported that the club is in good financial position.

Frances Scott, chairman of the committee for decorating the graves at Show Folks' Rest Decoration Day; reported that all of her committee members were on hand at Olivet Memorial Park and decorated all mem-



The Billboard

CARNIVALS 78



ELKLAND, PA., CENTENNIAL, JUNE 19 TO 24

Want Legitimate Concessions: Ball Games, Pop Corn. Apples, Rat Game, Jewelry, Novelties, Will book PC with Hanky Panks.

SHOWS: Penny Arcade, Fun House, Ten-in-One, Motordrome, Shows of meril. Want Bingo Caller, 2nd Man on Octopus, Useful Show People.

FOR SALE: High Striker. can be booked: 20x20 Marquee, Double Loop-o-Plane, Kiddie Atrplane Ride. John Lash wants one more good Agent. Lew Farrel wants Pea Pool Agent and Nail Store Agent, Finest route of Fairs and Celebrations follow.

Answer this week, BINGHAMTON, N. Y.



10G B&B Loss In Train Wreck

CALLENDER, Ont., June 10 .- The Bernard & Barry Shows, of Toronto, sustained an estimated damage loss of \$10,000 to equipment, and one member of the show was hurt in a train derailment here June 4 as the cars were passing thru town en route to Timmons, Ont., reports Bernard B. Arent, show general manager. The injured man was Arthur Gagne, 22, of Sudbury, Ont., who was hurled out the door of one of the cars. He was t ken to St. Joseph Hospital, North Bay, suffering from shock and bruises.

Of the 13 cars in the 25-car train leaving the track five overturned, tying up traffic on the main street for hours while railroad crews worked to remove the wreckage. Show equipment was strewn all about the intersection and had to be reloaded in seven other cars supplied by the railroad.

Aren: said the show's opening be delayed about three days. w It was estimated that it would be two weeks before all equipment is in working condition.

Joliet Pans Well For Turner Shows

(Continued from page 72) delivery on a new Travel Home house trailer, and Mr. and Mrs. J. G. Jackson are sporting a new 33-foot Travelo house trailer. Anna Tilley has added a new Chevrolet panel truck and Travel-Master house trailer.

Mr. and Mrs. Carl Pugh joined here with their high striker; Mr. and Mrs. John Mack, with basketball, and Mr. and Mrs. Frank Cibull, jewelry.

Mrs. Cecil Turner and Mrs. Ray



CAN PLACE FOR LONG SEASON

Side Show, Wild Life, Minstrel or any Show not conflicting. Can place Hanky Panks of all kinds. Good opening for Bingo. Want percentage Agents.

W. E. BUNTS

Tellico Plains, Tenn., this week.



Dahlonega, Ga., now/ Gainesville next week.



117 Roberts Ave. Obana 407

June 17, 1950

Playing uptown spot in Indianapolis under auspices—right where the money is. Opening 10th & Belmont on the 14th. CONCESSIONS: Want Hanky Pank, Stock Concession, Fish Pond, String Game, Country Store, Jewelry, Short Range, Cigarette Gallery, Age and Scale, Hoopla. SHOWS: Want Grind Shows, no girls, RIDES: Good, sober Ferris Wheel Foreman, contact and Men for Spitfire and Tilt. Will book Merry-Go-Round for the rest of the season. Also booking for July 1 to 4 at Geiser Park, Seymour. Indiana, Legion Celebration. Big fireworks display. All replies to

PAUL T. ROBERTSON, Mgr., 329 N. Oxford St., Indianapolis, Indiana Phone CA 5720

WANTS-STAR AMUSEMENT CO.-WANTS

(Nice Grab Joint at once) Stock Concessions—Fish Pond, Bumper, Cork Gallery, Glass Pitch, Hoop-La, Watch-La, and any new game working stock. Athletic Show Talent. Any Show of marit, Monkey Show. Louie Selzer, call or wire at once; will protect your show. Our route starts in cotton chopping now, and all the big picnics and celebrations in Arkansas start July 3-4 at Portia, Ark. Attendance last year, 30,000 people. Also will produce best fall route in Arkansas. Those joining now reasonable privilege and preference. Wire at once.

B. E. MILLER, MANAGER, HAZEN, ARK., JUNE 12-17; EARLE, ARK., JUNE 19-24.

WANT-GREATER RAINBOW SHOWS-

CONCESSIONS: Photos, Coke, Watch La, Cork Guns, Grab, Candy Floss, Apples, Scales, Ping Pong, Bumper, Glass Pitch, Snow Cone, Ice Cream, Ball Games. SHOWS: Girl Showwe have equipment. (Party who answered last ail, wire at once.) HELP-Ferris Wheel Foreman. Second Men on other Bides that drive. All address as follows-all Street Celebrations. Byron, Nebr., June 12-14; Utica, Nebr., 16-18; Hubbell, Nebr., 20-21.

Turner held a baby shower in Ottawa, Ill., for Mrs. Robert Deffendall, with 35 women present. Mr. Deffendall is foreman of the Rolloplane.

Recent visitors included Mr. and Mrs. M. J. Lan, Pete Sutton and Sheik Lempart.

Show moves from here to Dixmoor, Ill., southwest of Chicago, and is skedded for North Chicago the following week.

Personnel includes:

Staff

Cecil and Ray Turner, co-owners; Marle Turner, necretary; Dorothy Turner, treasurer; (Whitey) Richards, general agent; J. T. Beulah Frice, mail and The Billboard agent; Prieda Jackson, front gate; R. V. Collins, master mechanic, assisted by Donald Coll and Butch Fingar, and Harry (Pop) Winters, night watchman.

Rides

Merry-Go-Round, James Crafton, foreman, Alvin Lowery. Ferris Wheel, Paul Campbell, foreman, Houston Heaton. Tilt-a-Whirl, Wililam Palmer, foreman, James Harper. Octopus, Jaines Fulton, foreman. Rolloplane, Robert Deffendall, foreman. Spitfire, Carl Jones, foreman, Leslie Penderorak. Eiddie rides, Terry Austin, foreman. Miniature train. and pontes, Albert Quillman, owner and manager.

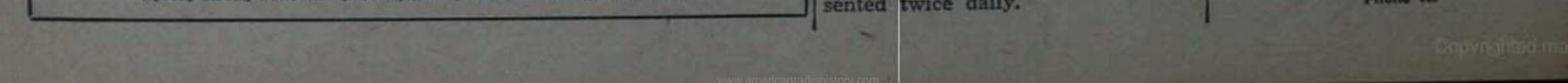
Concessions

Marie Turner, custard; Mr. and Mrs. H. L. Archer and Jo Ann, photos and pitch-tillyou-win; Mr. and Mrs. Robert Lewis, fish pond; J. G. Jackson, scales, ball game, six cat, bucket, hit-and miss, watches and milk bottles; Anna Tilley, Mr. and Mrs. H. G. Stevens, Harvey Stevens, John Rolando, bingo; Anna Tilley, owner, and Curley Prancis, man-ager, long-range gallery; Alma Richards, popcorn and penny pitch.

Marie Turner and Mrs. Walter Fellis, pan Marie Turner and Mrs. Walter Fellis, pan game; Mr. and Mrs Boger Fingar and Marcia, cookhouse. E. H. McMeen, taffy; Jack Ed-wards, novelties; Mr. and Mrs. George Peter-son, balloon darts, six cat, buckets, ball games, cigarette gallery; Carl Pugh, high-striker; Mr. and Mrs. Frank Cibull, jewelry; Mr. and Mrs. John Mack, baaket ball; Andy Allen, Penny Arcade and diggers; Frank. Tom and Bohby Barry, fish pond and pitch-till-yeu-win; Walter Feills, blower; James Smith, penny pitch. penny pitch.

Lynch in Halifax for 10 days

HALIFAX, N. S., June 10 .- Bill Lynch Shows opened on the Common here May 31 for a stand thru Tuesday (13). Org this year has 14 rides, including a Sky Fighter and twin Ferris Wheels. Mike Kent's aerial act, with the show in 1946, is pre-



CARNIVALS 79

INLAND SHOWS WANT FOR BELLE, MO., UNITED

NATIONS CELEBRATION

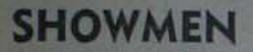
JUNE 21, 22, 23, 24

Also Licking, Mo., July 4, and rest of season, all Picnics and Celebrations, one and two

Coke Bottles, Scales & Age, Clothes Pin Pitch, Fish Pond, Shooting Gallery, Grab, High Striker, Novelties, Agents for office-owned Hanky Panks. Man to take charge Monkey Show. Want any Show except Mon-kers, with own equipment. Will book Merry-Go-Round or any Flat Ride, except Kid Rides. Bingo, \$25.00. Also want Mitt Camp.

N. E. DAVIS Camdenton, Mo., June 12-17 Belle, Mo., June 19-24

FOR SALE ALLAN HERSCHELL LOOPER RIDE Like new-can be seen in operation W. G. WADE SHOWS, Contact: BIDIDI DI HINGANALAS BATTLE CREEK, MICH., All This Week. TITITITITITITI



I have a cleanup for State Fairs. Freak Cow, three sex organs, \$1,500.00.

> L. M. HAUSER R. 1. Smiths Grove, Ky.

FOR SALE Long Range Lead Gallery, V-belt driven, 8 revolving targets, birds, spinners each side. Two rows small bird stationary targets; 10 angle from frames, 4x8; 1 covered with from; 8 sheets of aluminum, 4x6; \$275.00. Also 1934 Ford V-8, new motor, good tires, moving van, baby masonite, 8' wide, 8' high, 18' long, out over-cab. Price \$250.00. Need Agents. No wires, C. J. HOWE, SUNSET AMUSEMENT Newton, lowa, this week; Sioux Falls, South Dakota, week following.

Foremen for new I-tub Octopus, Also can use Nite Watchman who lives on lot. Best of wages to sober, reliable men. Can place Cork Gallery, Balloon Darts, Hoopla and Clothes Pin Pitch. Showing Chicago lots until Labor Day then long scason South. Contact JOHN HANSEN

448 Milwaukee Ave. Chicago, III. NE 1.5750

John Francis Gets Spring Nut, Altho Hurt by Cold Spells NOT

PHOENIX, Ill., June 10 .- "Despite cold weather, we've kept our heads above water," John Francis, owner of the shows bearing his name, said here this week as the outfit played under auspices of the fire department.

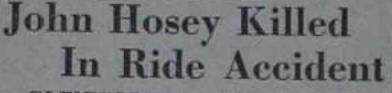
Since the show left St. Louis quarters in late April it has been dogged by cold weather, Francis said, but enough business has been done to make the nut each week. He admitted, however, that money is tighter than last year.

At its stand here org had hot, dry weather and looked for big business tonight and Sunday before moving to Gary, Ind.

In addition to Francis and Mrs. Francis, who is secretary-treasurer, their son, Crawford, has returned to show business after an absence of three years. He is manager.

Show carries eight major and two kiddie rides, having added a Dangler this year. Rides include a Ferris Wheel, Merry-Go-Round, Scooter, Fly-o-Plane, Roll-o-Whirl, Caterpillar, Octopus and Kiddie Autos and Planes. From 20 to 25 concessions are carried.

Following fair dates in Wisconsin and Minnesota, org's route will carry it back into Illinois for celebrations.



GLENVILLE, W. Va., June 10 .-John Hosey, 24, Ferris Wheel operator with the G. & B. Rides, was killed here June 1 when he was crushed in the driving gears of the Ferris Wheel.

According to George Broas, ownermanager of the G. & B. Rides, Hosey joined the staff in Ripley, W. Va., four weeks ago, Broas was making ef-



PHILADELPHIA, PA., JUNE 19-24, LA MOTTE FIRE COMPANY CELEBRATION, 19TH AND CHELTENHAM AVES., PHILADELPHIA, PA., AT THE END OF NORTH BROAD. FREE GATE. FREE CIRCUS THRILL ACTS. CAR GIVEAWAY. RIDES: ROLL-O-PLANE AND ONE FLAT RIDE, CAT OR TILT.

SHOWS: Any Show except Girls and Side Show. Carl Thompson and Dick Dillon, this is for you.

CONCESSIONS: Hanky Panks and all stock concessions and straight sales. No flats or P. C.

HELP: Good Wheel man and Second Man on all rides. Bingo Help for Mack's Bingo.

Phoenixville and Spring Mill, free gate, fairs to follow. All celebrations and fairs from now on include Flourtown and Cahill Field, 29th and Allegheny, biggest Catholic date in Philadelphia. All replies:

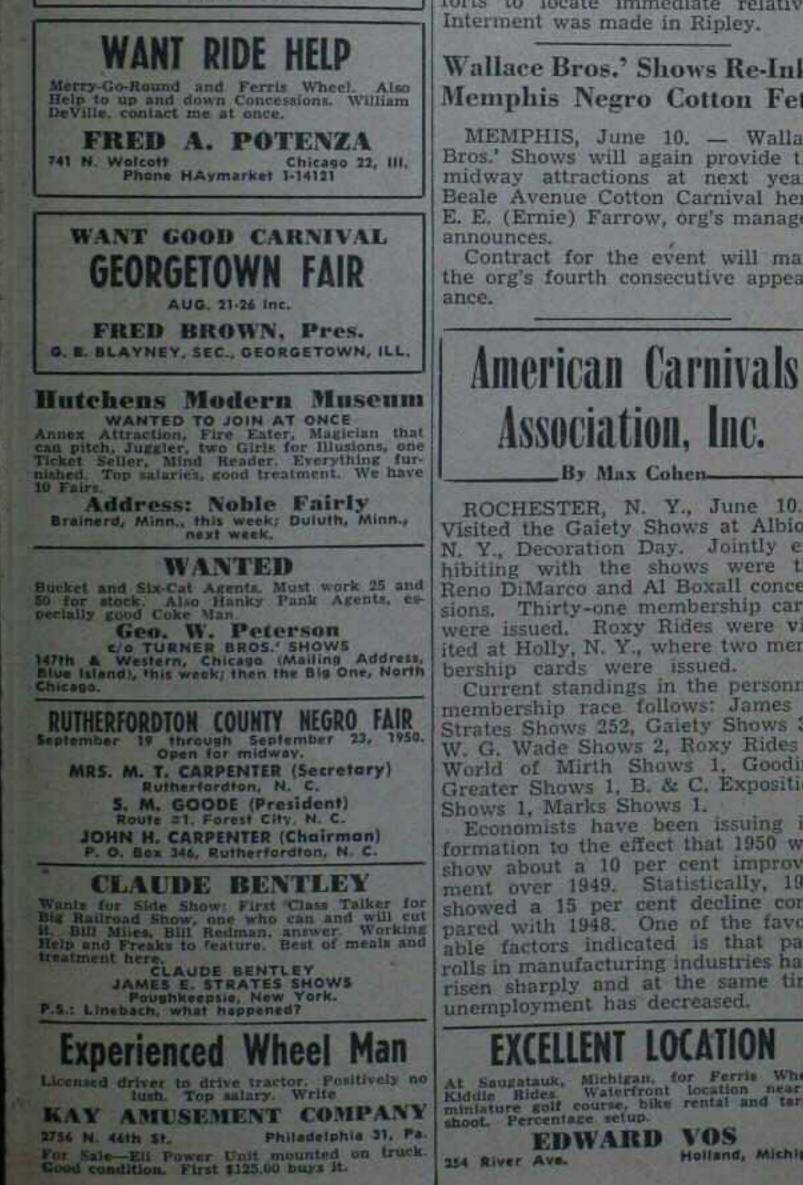
MORRIS HANNUM

Coach and Four Hotel, Coatesville, Pa., this week;

Then Philadelphia.

Philadelphia Telephone: Livingstone 8-7793





forts to locate immediate relatives Interment was made in Ripley.

Wallace Bros.' Shows Re-Inks **Memphis Negro Cotton Fete**

MEMPHIS, June 10. - Wallace Bros.' Shows will again provide the midway attractions at next year's Beale Avenue Cotton Carnival here, E. E. (Ernie) Farrow, org's manager, announces.

Contract for the event will mark the org's fourth consecutive appear-

By Max Cohen-ROCHESTER, N. Y., June 10 .-Visited the Galety Shows at Albion, N. Y., Decoration Day. Jointly exhibiting with the shows were the Reno DiMarco and Al Boxall concessions. Thirty-one membership cards were issued. Roxy Rides were visited at Holly, N. Y., where two mem-

membership race follows: James E. Strates Shows 252, Galety Shows 31, W. G. Wade Shows 2, Roxy Rides 2, World of Mirth Shows 1, Gooding Greater Shows 1, B. & C. Exposition Shows 1, Marks Shows 1.

Economists have been issuing information to the effect that 1950 will show about a 10 per cent improvement over 1949. Statistically, 1949 showed a 15 per cent decline compared with 1948. One of the favorable factors indicated is that payrolls in manufacturing industries have risen sharply and at the same time unemployment has decreased.





DIVATED NOS Holland, Michigan C U U U U THE SHOW BEAUTIFUL

BODART SHOWS WANT

One or Two Shows. A Few More Clean Legitimate Concessions. Can Use Foremen on Several New Rides. Iron Mountain, Michigan, this week. Crosby, North Dakota, Thru June 24. Then All Fairs Starting at Crosby. Finishing September in Wisconsin.



MOUNTED 1947 GMC, NEW MOTOR. Contact

A. J. STEWART

Care WORLD OF MIRTH SHOWS, Garfield, N. J., This Week.

DAN LOUIS SHOWS

Want Concessions of all kinds except Hingo, Pop Corn, Lead Gallery, High Striker, and Cook House. We operate with free gate and get people on the midway. Want Shows except GAL, Opening for Fun House. Bobby Sickels, write me.

Montpelier, Ohio, Centennial, on the street, this week; Mlamisburg, Ohio, on the street, week June 19th; Xenia, Ohio, week June 26th; Brooksville, Ky., Fair, on the street, week July 2nd and July 4th Celebration.

LOUIS T. RILEY, Gan. Mar. DAN C. STRATMAN, Asst. Mgr.-Concession Mgr.



AGAIN PLAYING THE BEST FAIRS IN TEXAS

Including Amarillo, Abilene, Lubbock, and the Cream of the Fairs in West East and South Texas.

ALL TOP FAIRS AND CELEBRATIONS FROM NOW UNTIL SEASON CLOSES WANT SHOWS WITH OWN OUTFITS THAT DO NOT CONFLICT.

Especially want Organized Minstrel Show and Monkey Show (Tex Crawford, answer)

WANT FOREMEN FOR DIPPER, OCTOPUS, and TILT-A-WHIRL. Four Men for Kiddie Rides. Second Men on all Rides. WANT BILL-POSTER, ALSO GLASS HOUSE MAN (Kenneth Cummins, write).

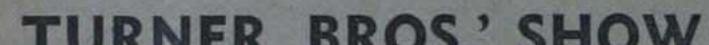
All address: BILL HAMES

P.O. BOX 1377

(Phone: N-05512)

FORT WORTH, TEXAS





FROM THE LOTS

Johnny's United

TELL CITY, Ind., June 10 .- Opening was made on schedule despite the muddy lot at Madison, Ind., where the trucks and trailers had to be pulled off by caterpillar. Decora-tion Day and Saturday were a loss in Madison, Ind. Marie Hamill turned her trailer over on the trip to Madison, but after Frank rebuilds, it will be as good as new. Shin Songer has added a ball game.

Mrs. Harley Devine has purchased a jewelry outfit. Harry Trent has his pony ride on the midway. Steve Smith Amusements Fox purchased a new Luxor trailer in Madison. Mrs. Earl Bayles has a new snowball concession. Mr. and Mrs. John Mack have left for Chicago, where they will visit their family for a week or so. Mr. and Mrs. Bill Portemont and Mr. and Mrs. Jack Harper and son, Tony, visited the family in Madison and Mrs. J. Portemont Sr., has gone back with them. Johnny and Marilyn have gone to her mother's home for three days .- M. PORTEMONT.

Monarch Imperial

DALLAS, Ore., June 10. - After weeks of cold and wind, Cottage Grove, Ore., gave the org its first good weather, with crowds building thru the week from the Decoration Day opening. Shows were erected in the heart of the city and played under auspices of the fire department. Members of the department and city officials were nightly guests of Manager Howard Clifford.

Among show folk visiting were Mr. and Mrs. Ted Leavite and Charles Kemp, Imperial Exposition Shows, and Tom Plank, Clyde Beatty Circus. Daily trips were made into Eugene. Ore., by J. Freeman, Charles C. Smith, Emery Clifford, Mulligan Kaplan, Milton Nichols and Del Glass. Clyde McCann joined one of W. Willis's concessions. Busiest man on the lot is Cleve Clifford, superintendent of transportation and repairs. The miniature train returned to the shows with excellent results. Ina Cook, operator of Emery Clifford's confection stand, reported a banner week .--- WALTON DE PELLATON.

Lawrence Carr

NORWOOD, Mass., June 10 .- The org, out nine weeks, has been getting good weather. Shows are operated by the Concord Twins, Edna and May. Concessions include Jean's shooting gallery; Lajoise, candy; Cookie Friedman, pitch-till-you-win; Sad Sam, egg sandwich; Hy-low Hartford Kid, the Hawk cookhouse. Marion Lou, wife of Lawrence Carr, visited. The writer handles the midway .--HARRY J. TROCK.

CUSHING, Okla., June 10 .- Show closed its first celebration May 30 at the Kingfisher (Okla.) Track Meet to large crowds and fair spending, Adkins and his educated love birds is a new attraction on the midway. Leon Bennett and Jack Sweeney recently joined with bingo. Blen Edwards is show transportation manager .-- MRS. LAWRENCE SMITH.

Motor State

LAPEER, Mich., June 10 .- Shows opened here on schedule Tuesday night. Org did better than average biz in Trenton, Mich., last week despite much rain. Mr. and Mrs. Bahner have joined with their cookhouse and Mr. and Mrs. Smith with jewelry concession. J. C. Snell has taken over as Tilt-a-Whirl foreman. Shows are playing host to boys and girls of Lapeer State Home.



IUNNEN DNOJ. 144 WANT

For the BIG DATE, opening in No. Chicago Wednesday, June 21st for 11 days: ATHLETIC SHOW-GIRL SHOWS-SIDE SHOW-GRIND SHOWS

Will book for committee money. Will book a few more stock concessions. Wire or Call (Mobile phone ZA-S2637) DIXMOOR, ILL, 147th & Western Ave. P.O. Blue Island

AMERICAN LEGION CELEBRATION

Lake Orion, Mich., June 13-18, in the heart of town

Plymouth, Mich., American Legion Celebration, in the heart of town to follow, June 19-24, then street celebrations for balance of season

WANTED-Ball Games, High Striker, Ice Gream, French Fries, Novelties, Hanky Panks that work for stock. Positively no grift, as we do not tolerate it.

COTE AMUSEMENT CO., as per above route

JOHNNY J. DENTON SHOWS HARRIMAN, TENN., THIS WEEK

WANT

WANT

WANT

CONCESSIONS-Will sell exclusive on P. C., Candy Apples, Sno Cone, Diggers, Bingo, Hi-Striker, Guess Your Age, Ball Games, Long and Short Range Shooting Gallery. Have opening for small Cookhouse. SHOWS-Have top for Girl Show, Snake Show, Monkey Show, Need Side Show People. Will book one Flat Ride for our Fairs starting July 4. Want Legal Adjustor with own outfits. Johnny Green wants Agents for Skillo, Razzle and Line-Up Store.

All replies to BOB ROBERTSON or EARL DENTON

SIDE SHOW ACTS

Outstanding Freaks and Novelty Acts to join immediately. State all first communication. Address

SIDE SHOW MANAGER, Cavalcade of Amusement Racine, Wisconsin.

PERIENCED SECRETARY

who understand tax records, for immediate engagement with large carnival company. Address Box D 382, care Billboard, Cincinnati 22, Ohio.

Keystone Attractions

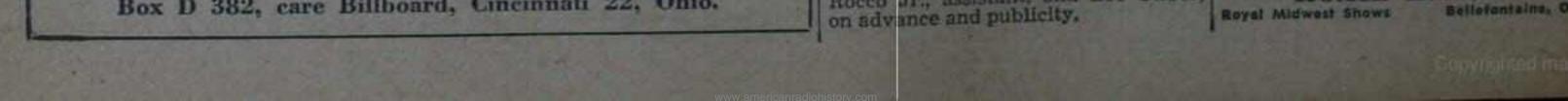
BURNHAM, Pa., June 10.-After weeks of rain, the weather and business are beginning to show improvement. Celebration and fair dates start at Shamokin, Pa.

Among visitors here were the Alliformer concessionaires; Bob sons, theatrical agent, Lewistown, Derr. Pa., and Doc Hauck, concessionaire and theater operator of Lewistown. Whitey Hinkle joined this week to work in the cookhouse. Nellie Schumacher is to join her husband next week on the ice cream stand. Concessionaires joining here were Al Stafford, age and weight, and William Soles, string game, ballroom dart, big six and cigarette pltch. Kader Barnhill is framing a new stock spindle .- MEL SOBER.

Rocco

ST. PAUL, June 10 .- Org is in its fifth week and has encountered some cold weather. Shows operate on 18office owned trucks. Personnel includes Kay Schiavone, candy floss; Rodney and Janet Johnson, photos; William Singleton, cookhouse; John Hanzley, grab; Milly Ctibor, ice cream; L. W. and Junior Ray, diggers; Sig Signor, long range; D. R. Mounts, rosettes and French fries; Leo Ctibor, novelties, popcorn, bingo and kiddleland; Leo Magel, watch-la, buckets, cigarette gallery, balloon darts; Paul Tyilmany, short range, balloon darts, bottles and pan; William Leath, palmistry and whiskey bottles; Paul and Mabel Dudansky, ball game and fish pond. Rocco Sr., is owner-manager; Rocco Jr., assistant, and Leo Ctibor,

Royal Midwest Shows Bellefantains, Ohle



The Billboard

CARNIVALS

81

FOLK CELEBRATION TAOS, NEW MEXICO

WANT GOOD SIGN AND SCENERY PAINTER. CAN PLACE GOOD BUILDER

SHOWS-Can place man with good 10 in 1 Show. 1 will furnish complete outfit and transportation for same. Can place Monkey Show, Working World, Wild Life, Motordrome, Hawaiian Show or any other

CONCESSIONS-Can place legitimate Concessions of all kinds. Can place Merchandise Wheels that work for stock. Positively no grift. CAN PLACE FIRST CLASS PENNY ARCADE. CAN PLACE DIGGERS, SCALES, GUESS YOUR AGE.

RIDES-Can place Little Dipper and Dark Ride, Miniature Train,

RIDE HELP-Can place Wheel Foreman, Merry-Go-Round Foreman, Octopus Foreman and good Second Men on all rides. Wire or write Box 1005, Albuquerque, New Mexico.



This Week SALAMANCA, N. Y.; Next PHELPS, N. Y., NORTH CENTRAL FIREMEN'S CONVENTION

WANTED

FOREMAN FOR CATERPILLAR FOREMAN FOR 2 KIDDLE RIDES FOREMAN FOR OCTOPUS SECOND MAN FOR CATERPILLAR

SECOND MAN FOR WHIP HELPERS ON ALL RIDES ALL AROUND HANDY MAN

LONG SEASON WITH FAIRS BEGINNING IN AUGUST

APPLY AT ONCE

PHIL ISSER, Manager

I T SHOWS, INC.

1539 E. 29TH ST., BROOKLYN, N. Y.

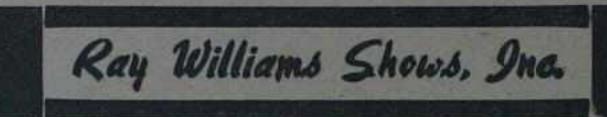
PHONE: CLOVERDALE 8-1061



WANTED

General Agent, G. C. Mitchell, contact Russell Owens. Long and Short Range Gallery, Hanky Panks of all kinds, Fun House, Penny Arcade, Animal Show. Willie Lewis can place Buckets, Swinger, Razzle, Nail Joint and Rolldown. Free Acts for 4th of July Week. Sam Pallitz wants capable Skillo Men.

Wire W. C. KAUS SHOWS, Richmond, Va.



Can place for the following BONA FIDE CELEBRATIONS GLENDALE, OHIO, JUNE 12 TO 19 (LOCATION: WEST 117 ST. AND BELLAIRE ROAD), FOLLOWED BY THE BIG RED ONE ON THE STREETS, BRIGHTON, MICH., JULY 1 TO 4 INC. Photos, Frozen Custard, Short Range Gallery, Fish and Duck Ponds, Pitch Till You Win, Basket Ball, Glass Pitch, HANKY PANKS OF ALL KINDS, MUST WORK FOR STOCK Good proposition Penny Arcade, Side Show, Midget and Fat Girl Show, Monkey Show, Mechanical Show, Uncle Errs, contact. Place Ride Help on all Rides, must be sober and drive semis, ALL WRITE OR WIRE (NO PHONE CALLS). RAY WILLIAMS SHOWS, INC. All this week Glendale, Ohio; then as per route.



IGHTY IDWAY STATES SHOWS OSER'S

17 of the Best Fairs and Celebra	ations in the Midwest, including
NELIEGH, NEB., JULY 3.4	HASTINGS, NEB., ADAMS CO. FAIR
SOUTH SIOUX CITY, NEB., TRI STATE RODEO	NORTON, KAN., NORTON CO. FAIR
LINN, KAN., CELEBRATION	ABILENE, KAN., CENTRAL KANSAS FREE FAIR
JEWELL, KAN., CELEBRATION	BELOIT, KAN., MITCHELL CO. FAIR
LINCOLN, KAN., CELEBRATION	HOISINGTON, KAN., LABOR DAY
HANOVER, KAN., '49er CELEBRATION	HILLSBORO, KAN., MARION CO. FAIR
PHILLIPSBURG, KAN., KAN. BIGGEST RODEO	PAWHUSKA, OKLA., OSAGE CO. FAIR
BURWELL, NEB., NEBRASKA'S BIG RODEO	OTHER SOUTHERN FAIRS TO FOLLOW
JEWELL, KAN., CELEBRATION LINCOLN, KAN., CELEBRATION HANOVER, KAN., '49er CELEBRATION PHILLIPSBURG, KAN., KAN. BIGGEST RODEO	BELOIT, KAN., MITCHELL CO. FAIR HOISINGTON, KAN., LABOR DAY HILLSBORO, KAN., MARION CO. FAIR PAWHUSKA, OKLA., OSAGE CO. FAIR

Can place Skill Concessions; Darts, Fish Bowl, Buckets, Knife Rack, Huckly Buck, Six Cats, Ball Games, Novelties, Custard, etc. Want Grind Shows, Mechanical, Midgets, Mickey Mouse, Fun House. Can place Miniature Train, Airplane Ride, Roto Whirl. Want Bingo Counter Men and Stock Concession Agents.

> Wire W. W. MOSER, MGR. SALINA, KANSAS, THIS WEEK



IT'S NOT THE BIGGEST BUT ONE OF THE BEST

Can use all kinds of Hanky Panks for this spot and rest of season; those joining now will have our long list of Fairs. We will positively play 8 weeks on the West Coast of Florida, so you

better hurry and get with it. Want Duck Pond, Fish Pond, Hoopla, Mug Outfit, lewelry, Hi Striker, Pitch-Till-You-Win, Huckly Buck, Nail Outfit, Swinger, Watch-La, Ball Games, Cigarette Shooting Gallery. Will book Custard, French Fries, Snow Cones. Will book first class flashy Bingo on straight nut or P.C. Must be able to flash outfit with plenty of stock. Want set of Diggers, must be clean and neat. SHOWS: Motordrome, Animal Snow, Fun House, Jig Show, Posing Show, with own transportation. You can come on for a low pc. Good spot for Penny Arcade. RIDES: Will book any Ride not conflicting with the 10 we own. Can place Ride Help, must be drivers. Helen Watts wants Cirls for Girl Show; top salary, pay every night. Ruth Beavers, Tony, Helen Watts wants Girls for Girl Show; top salary, pay every night. Ruth Beavers, Tony, Candy, Cheri, contact. Will give Fair route to interested parties.

All this week SIDNEY, OHIO

FROM THE LOTS

Blue Grass Shows

NEW CASTLE, Ind., June 10 .-After four satisfactory weeks shows ran into a blank at Jeffersonville, Ind., and the following week at Hamilton, O., was rained out. Business here started off with a bang on Ladies' Night.

New No. 5 Ferris Wheel and Bulgy, the Whale, went into operation here and have proved popular. Mrs. M. G. Stokes, called home because of her mother's illness, has returned to the Mrs. John Ristick and her daughters, shows.

Manager C. C. Groscurth called the first meeting of the Blue Grass Social Club this week and the following officers were elected: Mrs. Margaret Davis, secretary; M. G. Stokes, treasurer; Edwin Clair, ride representative, and Harry Starbuck and Dave Picard, concessions. Club will take up welfare activities.

Visitors included Robert King, Coe Printing Company; Dutch Wilson, Bill Sterling and several people from with husband, Ralph, who plans an Cavalcade of Amusements at nearby Dayton, O .- M. G. STOKES.

Modernistic

EKMORE, Va., June 10 .- This is a 10-day spot and weather and business have been holding up. I. Mendelson joined here with one concession. Alberta Mack and her trained selling hot baked apples in place of chimpanzee entertained at the ball the candied variety because of cold park Wednesday (7).

Visitors have included Mr. and Mrs. William Miller, Philadelphia, the departed for a West Coast brief vaformer a nephew of Mrs. Elsie cation. Keeler; Mr. and Mrs. Frank Bee and Mr. and Mrs. James Garl Jr., of meeting of the Showmen's League of Ocean View Park, Norfolk, relatives America in Chicago, Mrs. Harry Ross of Mrs. Albert Mack. Mr. and Mrs. Keeler entertained org's personnel jamen returned to Chicago because of Sunday (4) with their television set. illness, Eddie Coe has been re-elected

Redwood Empire

CRESCENT CITY, Calif., June 10. -All the women turned out for a baby shower May 25 for Mrs. Elaine Hjulberg. The party was given by her sister, Lorraine Kaufman, and her mother, Mrs. Anthony Masseth, with her sister-in-law, Rene Masseth, doing the decorations, Mrs. Barbara Bitts furnished refreshments and assisted with entertainment, which featured gypsy songs and dances by of the mitt camp.

The birth of Mrs. Hjulberg's baby will make the fifth grandchild of the shows' owner, Anthony Masseth .--F. C. FARRAR.

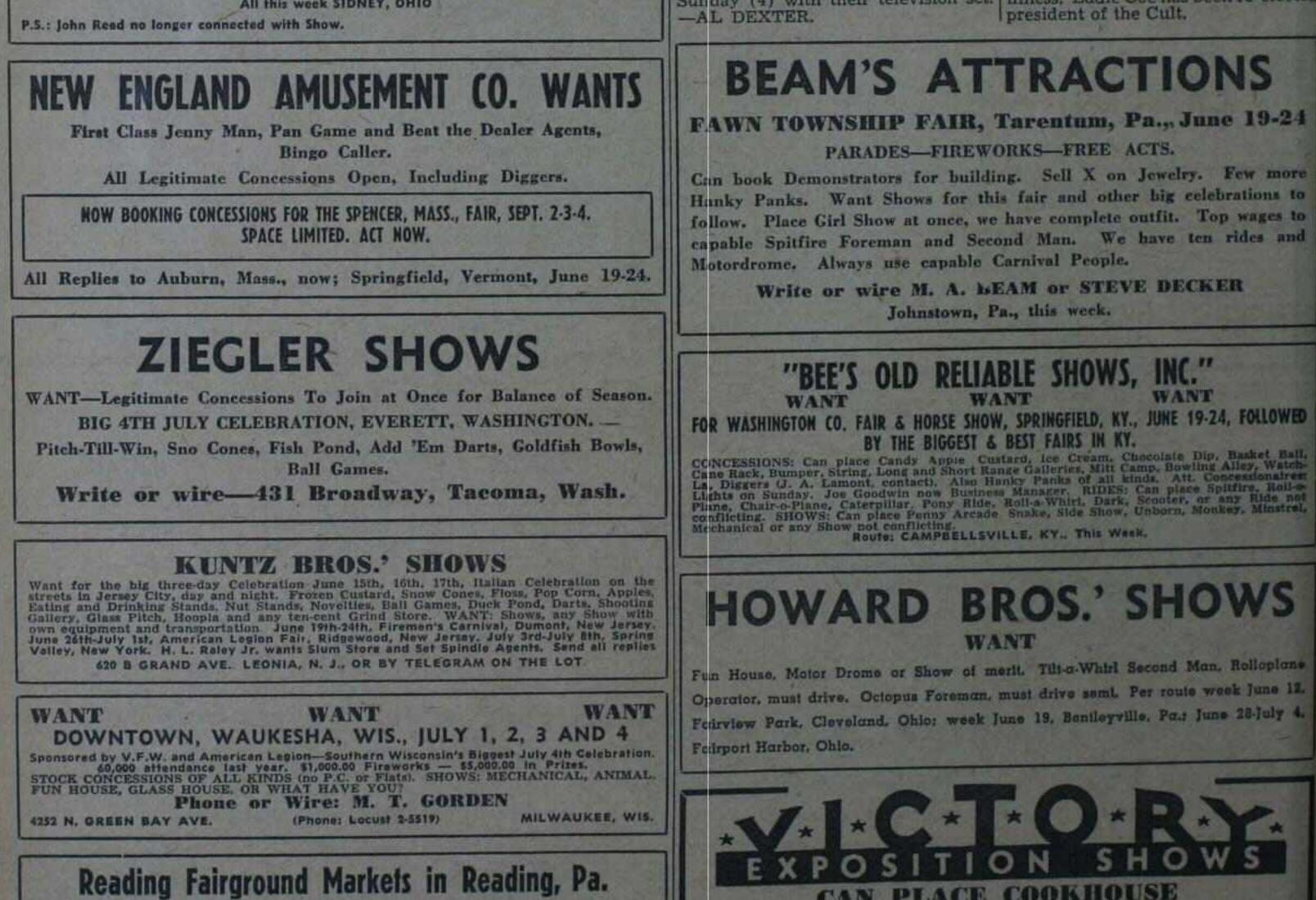
Johnny J. Jones

BRADFORD, Pa., June 10. - Mrs. Ralph Lockett and daughter, Laura, have returned to the show to be early vacation at West Baden, Ind. Recent birthdays have been celebrated by Gyp McDaniels and Eddie Coe, with a big party in the cookhouse and a cake supplied by George Reinhardt.

Crawford Dorege is doing a fine job in putting up show paper. Mark and Lillian Rielly have been considering weather. Mrs. A. C. Lockett, mother of Ralph, visited in Pittsburgh, then

Morris Lipsky returned from has joined her husband. Jack Benpresident of the Cult.

TO ALC: U



Desires Bides, Concessions, Carnivais, small Circuses, pitchmen, etc., for either full summer set-up or else for week-end stops during tour. We operate Fridays and Saturdays and draw a minimum of 12,000 people weekly. No amusement parks operating near by.

FAIRGROUND MARKETS, INC.

921 PENN AVE.

READING, PA.

COOKHOUSE CAN ALSO PLACE RIDE HELP THAT DRIVE. J. L. (Tex) Chambers can place Countermen for Bingo. Also Agents for Hanky Panks. Address: RAWLINS, WYO., This Week.

lopyrighted malerial

The Billboard

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WS sition to Joint, s Pond. filcting Answer:

Kingston, Pennsylvania

TIVOLI EXPOSITION SHOWS

WANT

HELP ON ALL RIDES (must drive semis). F. W. PAULI WANTS AGENTS for Slum

Beloit, Wis., this week.

WANT GENERAL AGENT

That knows Illinois and Indiana territory. All replies to

BOX #171

c/o Billhoard Publishing Co.

St. Louis 1. Mo.

Stores, Address:

	DEL-MAR SHOWS	(Continued from more 62)	field, VI. 19-24	The state of the s
	Rides-Tilt, Spitfire, Rolloplane	Illiana Expo.: La Porte, Ind.; Clermont 21-24. Imperial: Canton, Ill.; Penfield 19-24.	19-24.	Awin City; Oscedia, Md., 11-15.
	Concessions-French Fries, Cus-	Imperial Expo.: Neenah, Wis.; Menominee, Mich., 19-24.	Nessler's: Chilligothe, III. Nolan, Larry: San Luis, Colo.	United Expo.: Decatur, Ill. United States: Mullens, W. Va.
	tard, Glass Pitch, Scale, Penny Arcade, Penny Pitch. (BINGO)	Imperial Expo.; Eugene, Ore. Inland: Camdenton, Mo.; Belle 19-24.	Palmetto Expo.: Spartanburg, S. C. Page Bros.: Glasgow, Ky.; Madison, Tenn.,	Utah Expo.: St. George, Utah. Veterans United: Marshall, Minn.;
	Shows - With own equipment,	Interstate: Mt. Vernon, O.	19-24. Paul's Am. Co.: Monett, Mo.	ville 19-21. Virginia Greater: Spring Valley, N. Y
a. /6)	Funhouse, Monkey Show, or any show of merit.	Jan Am.: Hilbert, Wis., 16-18; Trevor 23-25.	Peck Am. Co.: Greenfield, Ind.; Thornton 19-24.	Vivona Bros.; Hoboken, N. J.
	WRITE-WIRE	J. & B.: Stanley, Va. Johnny's United: Mt. Vernon, Ind.	Penn Preinier: Tamaqua, Pa. Pine State: Aberdeen, N., C.; Jacksonville	Wade, W. G., No. 1: Battle Creek,
Tele	Manager, Del-Mar Shows	Jollytime: Throop, Pa. Jones, Johnny J. Expo.: DuBois, Pa.	19-24. Pioneer: Binghamion, N. Y.; Eikland, Pa.,	water 20-24. Mic water 20-24.
	Garrett, Pa., this week; Beaver Falls to follow.	Jones United: Hettinger, N. D. Karras, Gust, Greater: Hiawatha, Kan.; Oregon, Mo., 19-24.	19-24. Playtime, No. 1: Wakefield, Mass : Concord.	Regina, Sask., 19-24.
and the	A BIIS TO TOHOW.	Kaus, W. C.: Richmond, Va.	N. H., 19-24. Playtime, No. 2; Brockton, Mass.; Plymouth	WHATHOF DIGHT LIFECHILEID, III
24		Keystone Attra.; Middleburg, Pa.; Shamokin 19-24.	19-24. Powelson Expo.: Port Washington, O.; Dalton	
5 100	WANTED	Kile, Floyd D.: Marksville, La. Einland Am.: Dahlonega, Ga.; Gainesville 19-24.		Ward Count Twenty Manhh Street
100	Elephant Man or Woman to handle	19-24. La Cosst St. Johnsbury, Vt.	19-29.	TE BERTERINE REAL PERMINA, TE BELL
	Big Babe, very gentle; travel with car- nival. Week stands. Must be sober.	Lagasse Am. Co., No. 1: Lawrence, Mass. Lagasse Am. Co., No. 2: Blackstope, R. I.	Definer City, successing O. 19-23.	Williams, Ray: Glendale, O.
14	Exchange references. Wire price	Lagasse Am. Co., No. 3: North Reading, Mass.	Raftery: Columbia, N. C.; Jacksonville 19-24. Raines Am., No. 1: Smithville, Okia.	Wolf Greater: New Uim, Minn., 12-2 Falls 16-18; Columba Heights 20-2
	expected.	Lane, Sammy: Greenfield, Mo.; Warsaw 19-24. Lawrence Greater: Youngstown, O.	treasters mainters waiting 13-10.	Wolfe Am.: Moorefield, W. Va. World of Mirth: Garfield, N. J.
14.6	C. A. VERNON, Mgr.	Lee United: Jackson, Mich., 13-18; Grand Ledge 20-21; Coleman 22-25.	Reid, King: Barre, Vt. Rocco: Rockford, Minn., 13-15; Howard Lake	World of Pleasure: Grand Rapids, 18; Ft. Wayne, Ind., 19-24.
	United Exposition Shows	Lone Star Am; Clovis, N. M. Lone Star: Bidney, O.; Hartford City, Ind., 20,24	16-18. Rockwell: Rapid City, S. D.	World of Today: Chillicothe Mo
8.2	Decatur, Ill., June 12-17; then as per	20-24. Magic City: Monterey, Tenn.	Colo.	a ages warren, werning his
	roule.	Magic Empire: Ft. Wayne, Ind.; Lima, O., 19-24.	stollers an ours method are build antel could the st	
		Maine Am.: Caribou, Me. Manning, Ross: Bayonne, N. J.	Rose City; Lindale, Tex. Royal American: Davenport, Is., 12-18; Winni-	WANT TO BU
	Illiana Exposition Shows	Marion Greater: Clinton, S. C.; Orangeburg	peg, Man., Can., 22-July 1. Royal Blue; Clay, W. Va.	
100	Want Shows, Rides and Concessions. Free	19-24. Marks, John H.: Newburgh, N. Y.	Royal Crown: Marion, O. Royal Midwest: Bellefontaine, O.	Monkey Speedway or will
2.3	Acts. One of Indiana's biggest celebrations, sponsored by Leglon and all civic organiza- tions, Rensselaer, Indiana, June 30, July 1,	Marvel: Amboy, Ill., 15-17. McKee, John: Macon, Mo.: Marshall 19-24.	Provide the present of the second s	for season. Good loca
100	2, 3, 4; Clermont, Indiana, Redmen's Street Fair, June 21, 22, 23, 24, Want 3 or 4 Rides	Meeker's: Pendleton, Ore.; Lewiston, Idaho, 19-24.	Shorter: Madison Lake, Minn.	D and C Amuraman
100	and Concessions for Freetown, Indiana, July I, 2, 3, 4. Will give good proposition to small	Menerden Am.; Greshem, Wis., 13-15; Mat- toon 16-18; Two Rivers 23-25.	Silver Silpher: Mt. Sterling Kr.	D and S Amusemen
1	Show playing Freetown. Same Show can play good Indiana Fair in August. All replies	Merriam's Midway: Manilla, Is., 12-14; Panora 15-17; Fredericksburg 19-20; New Hampton	Smith Arn.: Ada, Okis. Smith, Geo. Ciyde: Coalport, Pa.; Houtsdale	Old Orchard Beach, M
	and wires to T. J. Smith, Illiana Exposition Shows, now showing Kingsford Hts., High- way 35, across from Kingsbury Ordnance	22-24. Merryland: Nashville, Mich., 14-17; Frank-	19-24. Smith's Greater: Yancyville, N. C.	
	Plant. Send all telegrams to T. J. SMITH	fort 22-25. Midway: Snyder, Tex.; Amarillo 19-24.	Southern Valley: West Memphis, Ark. Srader, M. A.; Great Bend, Kan,	
	La Porte, Indiana	Midway of Mirth: Percy, Ill. Midwestern Expo.: Nevada, Mo.; Pleasant	Standard: Bridger, Mont., 12-24; Hysham 15-18.	Want Rides. Will give a good prop
		Hill 19-24, Mighty Hoosier State: Paris, Ky.: Corydon,	Star Am. Co.: Hazen, Ark.; Earle 19-24. State Fair: Hugo, Colo.	Ferris Wheel or Merry-Go-Bound,
	HELP WANTED	Ind., 19-24. Mighty Hoosier State, No. 2: (10th & Bel-	Stephen's: Brunswick, Mo.	sions-Mitt Camp, Ball Games, M Stock Wheel, Guess Your Are, Fi Cigarette Gallery, Lead Gallery,
681	Two Girls to work Stage Illusions, preferably	mont) Indianapolis, Ind., 14-24. Mighty Page: Lynchburg, Va.	Stipe's: Osseo, Minn., 15-18; Lake Johans 22-24.	High Striker or any other not co Only one of each and carried. Sho Low privilege under good auspices.
	5' 4" or under; one Girl for Fish Bowl. Also	Model: Burlington, Ia.	Strates, James E.: Poughksepsie, N. Y.; New	C W DAVIS

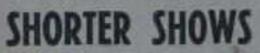
run show. Call, wire or air mail (no collects accepted):

> D. R. KETTWIG Worthing, S. D.

WANTED

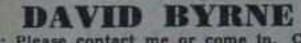
For Stockdale, Texas, Watermeion Jubilee, June 19 to 24th, Hanky Pank Concessions of all kinds: Peanuts, Popcorn, Snow Cones, Candy Floss, Lead Gallery, Cookhouse or Grab Photos, Independent Shows, Any Ride not conflicting, Octopus, Tilt, Spitfire, Have seven straight Celebrations, 8 Fairs, For Sale Smith & Smith Airplane Ride, six Sale-Smith & Smith Airplane Ride, six hundred cash.

Burdick's Greater Shows GONZALES, TEX., 12-17



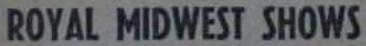
Want Rides, Shows, Concessions not conflicting. A long line of Celebrations and Fairs to follow. Want A-1 Ferris Wheel Foreman. Will be at Madison Lake, Minn., the 11th and 12th; Claremont, 13th, 14th and 15th.

WANTED AT ONCE for the



condition.

MADISON, ILL., 12-17



Bellefontaine, Ohio

Model Shows of Canada; Quebec City, Que., Britain, Conn., 19-24. Sunset Am. Co.: Newton, In.; Blour Falls, S. | 43 Eley St. Can., 12-25. Moderniatic: Parksley, Va.; Pittaville, Md., D., 19-25. 19-24. Tatham Bros.: Athens, III.; Lewistown 21-24. Moore's Modern: Pleasanton, Kan. Texas: Mercedes, Tex. Mosher's: Mayville, Mich., 13-15. Theiss United: Sheridan, III. Motor State: Reynolds Corner, O.; (8 Mile Thomas Joyland: Cambridge, O. & Grand River) Detroit, Mich., 19-24. Tidwell, T. J.: Powell, Wyo. Mound City: Collinsville, III.; Belleville 19-24. Tinaley, Johnny T.: Decatur, Gs. Tip Top: Merrill, Wis, Mound City, No. 2: New Florence, Mo.



For Huntington, Long Island, N. Y., Week of June 19-24, Inclusive. CONCESSIONS: Arcade, Photos, Novelties, Age and Scale, Penny Pitch, and all kinds of Hanky Panks open. Want two Count Store Agents, one Pin Store Agent, and one Wheel open. All answer this week to

LOUIS A. RICE, ENDY BROS.' SHOWS, LINDENHURST, LONG ISLAND, N. Y.



DETROIT, June 10 .- Taking over of Arena Gardens Roller Rink here by Martin's Amusement Enterprises, Inc., marks the return of Earl King, former operator of the skate store there, to the rink, King, who bought Flint Park Rollercade at Flint, Mich., three years ago, is secretary-treasurer of Roller Skating Teachers of Amerwill be closely associated with Fred A. Martin, president.

It is understood that the move to take over the Arena resulted from a chance interview in April between King and Martin.

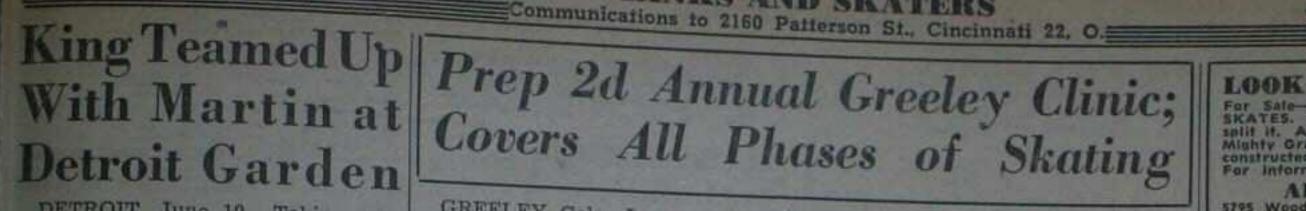
Arena closed June 1 for refurbishing, but it will be used for private lessons, club practice and skaters qualifying for competitive events during the summer, King said.

Skating clubs are now being organized, King said. Mondays have been set aside for wrestling and Tuesday nights for boxing. Club skating nights will be Wednesday, Thursday and Sunday, with jubilee nights on Friday and Saturday. There will also be matinees on Saturday and Sunday.

Sefferino Gets 4 Nibbles

CINCINNATI, June 10 .-- C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here, said this week that four area manufacturers have made inquiries regarding the possibility of manufacturing a skate Sefferino has invented, as a result of a picture of Sefferino and a story on his skate in the June 2 edition of The Cincinnati Post.





RINKS AND SKATERS

Communications to 2160 Patterson St., Cincinnati 22, O.

GREELEY, Colo., June 10 .- Two of to teach, and the pro in refresher skating's leading instructors have courses offered in skating techniques been secured to handle the second annual Greeley Skaters' School and clinic, which will be held at Warnoco Skating Rink here, July 19-29.

Fred Bergin, who for the past 11 ica (SRSTA), and Arthur Russell, former U. S. senior men's champion and a member of the board of representatives of the SRSTA, will instruct. Russell is currently the professional at the Greeley rink. The pair will be assisted by Bergin's son, George.

Every phase of roller skating, from teaching to rink operation, will be covered during the clinic. Any amateur skater, rink operator or pro may attend. Curriculum for the school has been divided into elementary and advanced groups. Elementary meetings will take up such matters as junior bar and bronze medal dances and figures, music, class organization and promotion, rink programing, and elementary spins, jumps, free skat- South. ing, program building and show production. Silver and gold medal dances and the more advanced stages of skating performance will be handled in the advanced school.

Amateur skaters will be interested in the tests and competition skating, the operator in skating techniques and methods even tho he may not intend

350 RSROA Kids

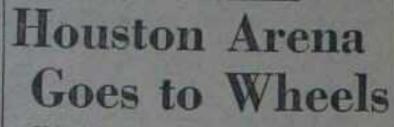
Turn N. Y. Meet

Into a Marathon

and methods.

Warnoco's double rink provides excellent facilities for the clinic, which means that both schools can be held concurrently.

This year's clinic is planned conveniently for those who will be attending the American skating championships in Denver, July 10-15.



HOUSTON, June 10 .- On June 1 the new \$500,000 Olympiad Arena went to roller rink operation on a fivenight-a-week schedule, Professional and amateur boxing will continue on Tuesday and Wednesday nights respectively. Olympiad is being billed as the largest and finest rink in the

Hugh Benbow, owner-manager, said the floor is of hard maple twice the average thickness of rink floors. A loud-speaker system, air conditioning and live musicians are some of the features offered. The rink opened with 1,000 pairs of new Chicago skates.

Admission prices are 35 cents for Curvecrest, Inc. (See Houston Arena on page 98)



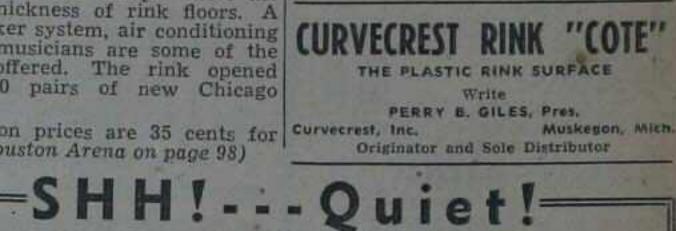
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LADDE

We build any size sectional floor or complete Portable Rink. New, complete 40x100 ft. flame proof tent with trim, music, skates, with steel center poles with the new revolutionary adjustment improvement, etc., for \$5495.00 for immediate delivery. We build the best for less Largest manufacturers of portable floors and rinks. GOLD'S PORTABLE RINKS CO., 409 N. 5th St., Longview, Texas. Phone 2443-W.





NEW YORK, June 10 .- With approximately 350 skaters entered, the RSROA Northeastern Regional roller skating championships at Queens Rink, Elmhurst, ran thru Monday (5) and Tuesday (6) and didn't wind up until almost 3 a.m., Wednesday. Six States, New York, New Jersey, Connecticut, Massachusetts, Rhode Island and New Hampshire, sent contestants. Dance, figure, free style, pair, four and speed skating events for both sexes were on the program. Winning team, as generally predicted was the Roland and Margaret Cionicoached Eastern Parkway Club,

Crowds, according to operators Ben Glass and Nat Steinberg, ranged from fair in the morning to heavy during evening hours when more interesting events were contested. Best box office was on Tuesday evening (See 350 RSROA Kids on page 98)

Flint Holds Benefit For RSROA Skaters

FLINT, Mich., June 10 .- Flint Park Rollercade scheduled a benefit night for Thursday (8) to finance the expense involved in sending its skaters to the Great Lakes regional championships of the Roller Skating Rink Operators' Association at the Rollercade, Toledo, June 12-14, Exhibitions by Mickey Berry, Jill Belleville, Irma Lillie and Mary and Janice Jancar were slated for the program, said Manager Earl King.

Two of the skaters have been given special awards, Berry, who was 1949 men's novice figure champ of Michigan, was awarded a trophy by the senior figure and dance club for making the greatest advancement, Miss Belleville's trophy came from the intermediate skating club,

Members of the Roller Dome Club, Chicago, scheduled a chartered bus trip to Muffler's Roller Rink, Morris, Ill., for May 31, reports Joseph Wolak, of the Roller Dome Rink,



As quiet as Precision but Free Rolling. One piece bushing mounted in rubber reduces noise and vibration for rentals or private use.

Try Them.

No. 86 R.S. Pat. App. for CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST. CHICAGO 24, ILL.

At Last a Maple Wheel

HYDE **43 YEARS OF SHOE MANUFACTURING**

15 years concentrated on the manufacturing of Roller Skating Shocs has developed the know-how of producing the most durable, best-fitting **RENTAL** shoes obtainable.

· Your investment in HYDE RENTAL SHOES is returned many fimes through steady, satisfied customers and increased profits.

Buy HYDE shoes bearing the HYDE label and the HYDE guarantee.

HYDE ATHLETIC SHOE COMPANY Combridge 41, Massachusetts

SKATERS REQUIRED

For "Skating Sensations of 1951," opening on or about September 5th.

Make applications to

NATIONAL SPORTS ENTERPRISE

The Auditorium, Ottawa, Ont.

MERCHANDISE The Billboard June 17, 1950 86 STERLING WE POSITIVELY DELIVER THE SAME DAY AT THIS NEW PRICE-NO "IF'S LASSIFIED ADVERT mean GREATER SA OR AND'S" No. 191-H The newest sensation A Market Place for Buyers and Sellers MEN'S IMIT of the year RATE: 12¢ A WORD - MINIMUM \$2 HEMATITE All Classified Advertisements must be accompanied by remittance in full. with Gold The new FORMS CLOSE Flash Sides THURSDAY NOON IN CINCINNATI SELLING HOLLYWOOD FOR THE FOLLOWING WEIK'S ISSUE

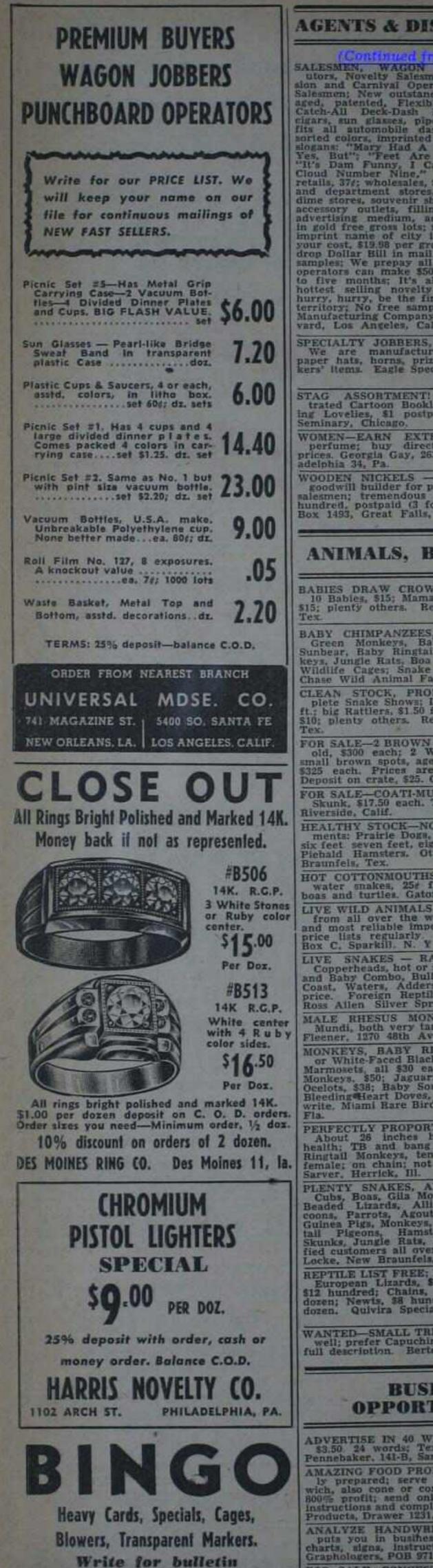






MERCHANDISE 88

BIG PROFI



AGENTS & DISTRIBUTORS

(Continued from Prop. 86) SALESMEN, WAGON JOBBERS, DISTRIB-utors, Novelty Salesmen, Pitchmen, Conces-sing and Carnival Operators, and Advertising Salesmen; New outstanding, attractively pack-aged, patented, Flexible Plastic Automotive Catch-All Deck-Dash Pence for cigarettes, distant automobile dash-decks; beautiful as-arted colors, imprinted in gold with humorous bogans. "Mary Had A Little", "I Wanna Say "I's Dam Funny, I Can't Fird", "Sitting On Cloud Number Nine," and dozens of others retails, 374; wholesales, \$25.64 per gross to drug and department stores, variety, novelty and dime stores, souvenir shops and all automy and dime stores, souvenir shops and all automy and advertising medium, advertisement imprinted in gold free gross lots; for souvenir novelty we imprint name of city in gold free gross lots; or drop Dollar Bill in mail for haif-dozen assorted samples; We prepay all shipping charges; Live operators can make \$50 per day for next four to five months; It's absolutely new and the murry, hurry, be the first to introduce in your to five months; It's absoluted pathew and the murry, hurry, be the first to introduce in your to five months; It's absolutely new and boule-vard, Los Angeles, Calif. SPECIALTY JOBBERS, WAGON JOBBERS -

SPECIALTY JOBBERS, WAGON JOBBERS -We are manufacturing balloon novelties, paper hats, horns, prize package displays, jo-kers' items. Eagle Specialty Co., Akron 14, O. 1e24 STAG ASSORTMENT! FOR MEN! ILLUS-trated Cartoon Booklets, Photos Breath-Tak-ing Lovelies, \$1 postpaid. Marshall, 3116-K, Seminary, Chicago. WOMEN-EARN EXTRA MONEY SELLING perfume; buy direct at lowest wholesale prices. Georgia Gay, 2632 E. Cambria St., Phil-2y1 WOODEN NICKELS - CLEAN, POWERFUL, goodwill builder for plichmen and advertising salesmen; tremendous prafits; cost \$1.50 per hundred, postpaid (3 for 25#). Wm. Callaghan, Box 1493, Great Falls, Mont. ANIMALS, BIRDS, PETS BABIES DRAW CROWDS-MAMA BOA AND 10 Babies, \$15; Mama Rattler and 10 Babies, \$15; plenty others, Reptile Gardens, El Paso, 3024 BABY CHIMPANZEES, TAME MANGABEYS, Green Monkeys, Baboons, Giant Anteater, Sunbear, Baby Ringtail Monkey, Rhesus Monkeys, Jungle Rats, Boa Constrictors, Pheasants, Wildlife Cages; Snake Dens at \$15, \$25, \$35. Chase Wild Animal Farm, Egypt, Mass. je17 je17 CLEAN STOCK, PROMPT SHIPMENT-COM-plete Snake Shows; Dens or singles; Boas, \$1 ft.; big Rattlers, \$1.50 ft.; Dragons, \$7.50; Gilas, \$10; plenty others. Reptile Gardens. El Paso, je24 FOR SALE-2 BROWN MALE LLAMAS, 2 YRS, old, \$300 each; 2 White Male Llamas with small brown spots, age 11/2 years and 3 years.

EARN EXTER MONEY-SELL STOCK ALPHA-bets, numerals and custom made Decals; up to 50% commission; free sales kit. Badiant Decal Co., 5i West Washington, Chicago 2, 111., Dept. 469.

FOUR PHO COMATICS, ONE VOICE-O-GRAPH in operation; 100% locations; experience un-necessary; \$2,500 cash. John Cavallaro. Casino Arcade, Wildwood, N. J. je24

NEW HOUSE TRAILERS FOR SALE-BUY DI-rect from factory outlet: save \$200 to \$1,000; priced \$894 and up; all sizes: write or see us. Manufacturers & Dealers Outlet. Inc., 211 Equity Bidg., Eikhart, Ind.

PERFUME-WHOLESALE BIG PROFIT. TRIAL ounce, Florida Boquet, \$1; we have a large selection of modern French odours, Fischborn, 350 Lincoln Road, Miami Beach, Fla. je24

PERMANENT SKATING RINK-BY OWNER: year around business; for quick sale, \$15,500, building and all. W. H. Burk, Box 141, Long-view, Tex Phone: 9533 or 18433.

QUICK SIGN PAINTING-USE LETTER PAT-terns; avoid sloppy work and wasted time; write for sample; John Rahn, A-1332 Central Ave., Chicago 51. jel7

NORT	100	1.11	ILD 1	OUR	12	X LING	201.55	111
order	DUS	line	551 OUF	deals	are	good.	A	S.
Spencer	200	20	Mokena	A. IIL				
Contraction of the second		100000	Constantine and provide	Children and Chi	-			-

SELL DELICIOUS SNOWBALLS - TREMEN-dous profits; make them yourself: Ice Shaver with four flavors and instructions; enough for 500 snowballs, \$2 plus four pounds postage; free folder; supplies and equipment. Snowball Co., 9534L Lemturner, Jacksonville 8. Fla. jyl

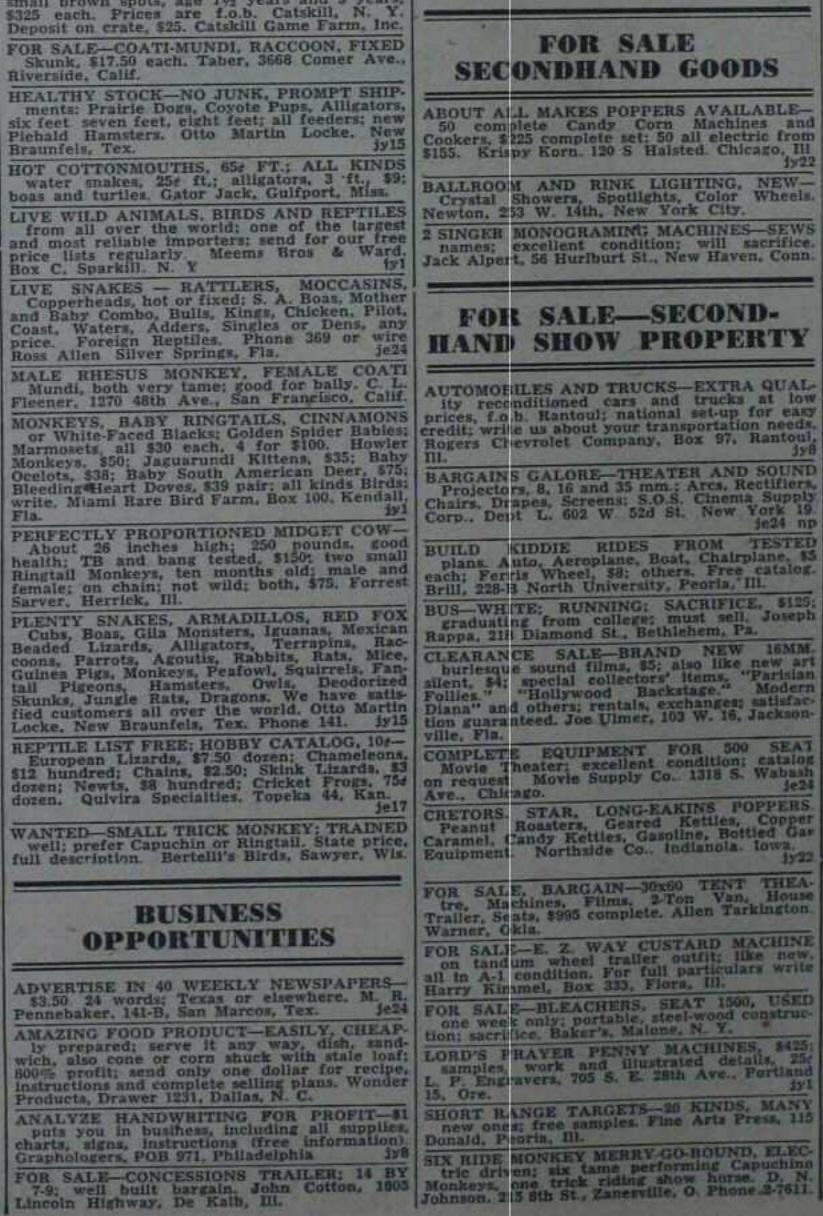
SPECIAL EDITION MEN ATTENTION-FRAN-chises open to top producers selling ads monthly to merchants, veterans' organizations, politicians for regional editions conservative national news-magazine, Vterans Report; fifty per cent commission; start soliciting now for fall editions; answer in detail including experi-ence, references. Veterans Report, Suite 509, 1025 Vermont Ave., N.W., Washington 5, D. C

TRADE AND CLASS MAGAZINES HELP YOU ret ahead: latest copies: nearly 1,200 covering every business, trade, profession, sport, hobby or other interest available through our Easy-to-Get-Acquainted Service; particulars and price list free, Commercial Engraving Publish-ing Co., 34H North Ritter, Indianapolis 19, Ind

WARDROBES



AMUSEMENT INDUSTRIES, Box 2, Dayton 1, 0.





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90 MERCHANDISE

The Billboard

June 17, 1950



MERCHANDISE

91



MERCHANDISE



8x30 Prism Binocular The lenses are scientifically ground Made in occupied Japan and released and polished. Guaranteed full power for sale through the command of the Allied Powers. The unanimous choice and the 30mm. objective lense assures a full clear view. Pupillary adjustof the Armed Forces. Bright, clear ment and individually focusing guarand precise field of vision. Individual eye focusing, adjustable for antee satisfactory results. Black pupilary distances. Black japanned trim on light weight aluminum body. leather body with polished enamel trimming. Height closed 41/4 inches, extended 41/2 inches.



Popular Styled LIGHTERS LAMP LIGHTER PISTOL LIGHTER

An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 21/4 x 21/4 inches with 1% inch diameter base. Individually boxed.

No. X831832 \$8.50 Per Dozen

A replica of a small table lamp. Pulling chain operates mechanism Chrome finished base with coloredenamel shade. Cverall dimensions 4 inches high, 21/2 inches in diameter.

Fine Quality

IMPORTED

BINOCULARS

7x50 Prism Binocular

Individually boxed. No. X83|839 \$16.50 Per Dozen

No. X831822

Dozen

\$14.40

Per Gr.

Per Gr.

Per Gr.

NOVELTY HATS

X45N13 12 Inch Coolie Hat\$21.00

X45N14 16 Inch Coolie Hat 27.00

X46N88 Spanish Hat 33,00

X46N87 Cholo Hat 25.50

X46N104 Flat Top Ten Gallon Hat 48.00

CANES, WHIPS AND

BATONS

X15N2 Extra Heavy Bamboo Cane \$22.50

X17N8 Baton With Bell 13.50 X17N7 Swagger Cane 8.00

X17N10 Lash Whip 12.00

SLUM

Per Thousand 18.00

Description

Description

X15N1 Pennant Cane, HEAVY.

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

AGENTS AND MANAGERS

CIRCUS-MINSTREL AGENT, CONTRACTOR, publicity director; handle radio-schools; long experience; have car; state salary; join on wire. Robert Saul, care 153 E. Maumee St., Adrian. Mich. je24

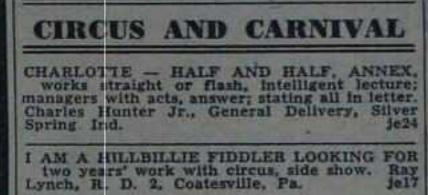
THEATRE MANAGER AT LIBERTY-TAKE job in Virginia, North Carolina, South Caro-lina or Georgia: 10 years experience; reference furnish. Write Theatre Manager, Box 226. Piedmont, South Carolina.

BANDS AND ORCHESTRAS

AVAILABLE FOR THE SUMMER-COMMERcial nine-piece orchestra and attractive vocal-ist, organized three years; complete up to date library; foxtrot, rhumbas, waltzes; records and pictures on request. Studio A, 4 East Ohio SL, Chicago III.

SMALL SOCIETY ORCH-JOBBING 150-MILE radius Cincinnati; union; dances, banquets, picnics. Ken White, P. O. Box 52, Sta. E. Cincinnati, O. jy15

"THAT BIG LITTLE DANCE BAND" Charlie Walters-Four Moods; available for steady week-end summer location; last engage-ment 3 years; union; past performances upon request. Write 119 Audubon Ave., New York City 32.



LADY CYCLIST-WHEELS AND WARDROBE; former member of standard act; unicycle and giraffe car. Box 5551, Indianapolis, Ind.

MUSIC COPVIST - UNION, KNOWLEDGE orchestration, transposition, wants connection music firm, band N. Y. vicinity; good work, Henry Sushansky, 658 Wyona St., Brooklyn, N. Y. Ch. 7-4343.

ORGANIST-EXPERIENCED HAMMOND, DE-sires position. Write M. Ekedahl, 14% Cowing St., Jamestown, N. Y.

PLANIST - YOUNG MALE ENTERTAINER, available soon; vocals, novelties, car. Planist Box 42, Foulke Station, Richmond, Ind. jeld

PIANIST-VOCALIST-CLASSICAL, POPULAR, Boogle: unusual variety; six years solo, combo experience, read, fake, union, college graduate: interested summer resort. Chuck Richter Botany Lane, Oberlin, O.

PIANO MAN-BIG BAND, COMBO, RADIO EX-perience; modern; big chord style. Bob Peter-son, 135 East Vine, Owstonna, Minn.

PIANO MAN DESIRES CHANGE-INTERESTED small commercial unit: South or Southwest only; union; give details. Jimmie Moore, Roose-velt Hotel, Montgomery, Ala.

POPULAR PIANIST - DOUBLE HAMMOND, Ist class; young appearance; good jam or legitimate music; solo, combo, 140 California, Manchester, N. H.

STRING BASS MAN FORMERLY WITH RED Nichols and Gus Arnheim; also Wife Vocalist who plays good rhythm guitar, formerly with Wayne Greggi combos only. Jack Haggerty, Box 774, Fairmont, Minn. jezt

TRUMPET - DOUBLE VALVE TROMBONE, read, ride, fake: union; have car; go any-where. Address "Trumpet," 3100 Viny Ridge Ave., Norfolk, Va. Phone 38358.

TRUMPET-215 YEARS NAME BAND EXPERI-ence: good lead, jazz, shows; excellent reader; location preferred but will travel; own car; single, aged 24; combo or larger band; no panics. Phone 3-8430, 144 East Herndon, Shreve-port, La.

WESTERN SWING FIDDLE - PLAY ANY style; best of references and wardrobe; young, married, union, sober, travel anywhere; salary guarantee; state all in first; wire or write Freddle A. Stone, c/o Gen. Del., Water-town, N. Y.

With Compass

Best Quality

CAMERA LIGHTER

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

CARNIVAL NOVELTIES

No.

No.

CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND

CANE

No.	Size	Per Gr.
X34N7	4 Inch	\$ 8.00
X34N3	7 Inch	18.00
	71/2 Inch	
	8 Inch	
	9 Inch	

DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
X38N71	2% Inch Donald Duck	\$ 3.75
X38N72	21/2 Inch Frog	3.75
	2 Inch Spider	and the second se
X38N75	2% Inch Spider	6.75
	41/2 Inch Devil	
	41/2 Inch Skeleton	
	8 Inch High Hat Monkey	

PAPER PARASOLS

No.	S	ize	Par Gr.
X26N26	18	Inch	
	1000	Contraction of the local division of the loc	21.00

LARGE SIZE INSIDE HUMMER FLYING BIRD Per Gr. No.

X38N68\$ 8.00

Description No. KIN12 6 Inch Finger Trap \$.95 Shiss Matal Cricket

121427	meral cricker	
13N17	Swiss Warbler	.85
BN9	Celluloid Rose Pin	.75
8N7	Celluloid R., W., Blue Pin	.95
BNT	Miniature Parasol	1.65
33N804	Plastic Novelties	.72
INJ	Magic Novelty Fan	3.25
51N9	Bow Flag	.65

CARNIVAL SUPPLIES

No.	Description
X21R16	Cork Gun. Each
X21R26	Corks. Per Thousand 2.5
	Baseballs (Special), Dozen 1.5
	WHILE STOCK LASTS!!

NEW CARNIVAL NOVELTIES DAILY WRITE FOR INFORMATION !! WATCH FOR OUR ADS!!

25% deposit required on all orders



PROF. E. SPIES, THE HOLY MAN AND GHEAT Divine Healer at leisure. 202 Lycll Ave., Rochester, N. Y. Rochester, N. Y. PARKS AND FAIRS MISCELLANEOUS AT LIBERTY-YOUNG LADY, SINGLE TRAP-eze, indder, platform, rolling globe. E. H. Gray, 671 Sweetser Ave., Evansville, Ind. jyl BEAUTIFUL HULA AND RHUMBA DANCER seeks show where she can show she has what it takes; state salary. Billboard, Box #C-139, Cincinnati, O. AT LIBERTY-CHARACTERS, HEAVIES OR general business; singing specialties; good wardrobe; throughly capable and experienced; top merchant and banner man, James W. Lawler, Richmond, Ill. HALF AND HALF OR GIRL SHOW DESIRES to hear from reliable managers. Jean Nadja, 1917 S. 18 St., Philadelphia, Pa. je17 je17 SITUATION WANTED AS PARTNER TO LADY in whip acts, such as handkerchief, cigarette, etc.; also for new Amaion slave act; subject to ideas of lady partner. T. Phillips, 3311 Broad-way, Apl. 4, New York City. je24 np BALLOON ASCENSIONS, PARACHUTE JUMP-ing; modern equipment for parks, cele-brations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. jy15 "BOOK" CHARLES LA CROIX, FLASHY PLAT-form trapeze act for all types of outdoor events. For all particulars, address Charles La Croiz, 1304 South Anthony, Fort Wayne 4. MUSICIANS Indiana. HIGH SWAYING POLE ACT, FEATURING trapeze routine and symmastic feats. Time open. Box C-84. c/o The Billboard. Cincinnati 22. O. ALTO, TENOR, CLARINET; ANY CHAIR, NO "ad lib"; locations only; no wires. Musician, 200 Lant: Ave., Punxsutawney, Pa. AVAILABLE EARLY JUNE-TENOR (LEAD) HIGH POLE ACT WITH TRAPS-AMERICA'S youngest serialist; nicely wardrobed, with lighting effects; open time. Contact your agent or Lee Slade, 2646 Park Ave., Detroit, Mich. je24 clarinet, flute, piccolo, show, combo, band: rhumba, legitimate; transposition, no hassle; age 24. Irvin Gilman, Botany Lane, Oberlin, O. AVAILABLE IMMEDIATELY-ALTO, TENOR clarinet; experienced, reliable, sober; will travel asymhere. G. A. Borgman, 14 Litz-singer Lane, St. Louis 17, Mo. REpublic 5305. LEHMBECK SISTERS AND COMPANY-FIVE People Novelty Act; beautiful stage display; literature on request, 2015 Oliver St., Ford Wayne 5, Ind. AVAILA BLE AT ONCE-TRUMPET; UNION; fake; hillbilly or Western swing; radio ex-perience. Wire Joe Watkins, 618 E. Chester, MAGICIAN VENTRILOQUIST-CARTOONIST-and other specialties; also sound car with clown act; Midwestern spots preferred. Walter Banks, 623 South Hobberson, Springfield, Mo. Jackson Tenn. BASS MAN-DOUBLE ON SWEET VIOLIN; read, fake anything; experienced, reliable, sober, genial; union, 22. Sam Feinstein, 253-5 Norfolk St., Newark, N. J. je17 SENSATIONAL HIGH FIRE DIVE-25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. jy15 BASS MAN DOUBLING VOCALS, BALLADS-Age 30, married, sober, reliable: combo pre-ferred; will travel. Write Larry Calvert, Gen. Del., Eau Claire, Wis. VAUDEVILLE ARTISTS BOOKER S. CLUBS, CAFES, SHOWS-SOME-ihling new! One man marimba hand; marimba and special drum set working together; ad lib or swing; ballada, modern. light classic, Latin and Western; 8 different effects and types of rhythm: fine for dancing, singing, radio, tele-vision. fairs; old timer at music game; also plays fieldle: good worker, congenial, cooper-ative, white, single; no bad habits; on location now; big marimba set, so prefer location; go anywhere, Write: Marimbast, 2372, Encanto Station, San Diego 14, Calif. FEMALE IMPERSONATOR-OPEN FOR NIGHT club booking: singer, strip: send photos; salary, \$125 net; best in wardrobe: transports-tion one way Wesley Davis 411 S. Wabash, Chicago, III, WA 2-4664. je24 THE SHRIMPLINS-FOR MED. TENT. FAIRS, homecomings, parks; man, magic; lady, plane, up in acts and bits; change two weeks. Box 415, Alliance, G. Imported Miniature 'COLT' DRUMMER - UNION, RELIABLE AND EX-perienced; desires connection with respon-sible leader; all offers considered. Musician, 102 Rauber St., Rochester, N. Y. Automatic Pistol Lighter Can be used as a Table or Pocket Lighter. Actual size of Lighter, 11/2"x2". Comes complete with detachable base. Individually boxed, chromium plated. Limited Quantities. EXCELL ENT, EXPERIENCED PIANIST, DOU-bling vocals, accordion, organ; desires good job, solo or orchestra, Nat Bader, 530 Park-side Ave., Brooklyn, N. Y.

GOOD BAND CLARINET, THOROUGH EX-perience and routine: double good tenor sax; for fairs, etc. Frank J. Sullivan, Box 462, Pinellas Park, Fia,



MERCHANDISE 94

#B397

1/30 14K

Cenuine

R.G.P. White

Center. 6

Ruby Color

Side Stones.

\$15.00

Per Doz.

#B2245/5

Genuine 1/30 14K

R.G.P. Simulated

Hematite Intaglio

With 6 White

Stones. \$22.50

#B5177

Sterling Silver.

11 White Stones.

\$17.00

Per Dox.

Des Moines, Iowa

DOL

TERLING -

1155 26th Street

NEW Catalog Listing Complete Line. Sample Assortment-\$7.50-\$15.00-\$25.00. \$1 Per

DES MOINES RING CO.

TELEVISION GLASSES

GLARE FREE

Dox. Deposit on All C. O. D. Orders.

NEW

All Extra Heavy Mountings 10 days' money-back guarantee if rings not as represented. Merchandise for resale only.

Only Genuine Rolled Gold Plate Sold

MERCHANDISE TOPICS

The Billboard

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

Parksmith Corporation is anxious to have all Billboard readers know that its 3½-inch Western horses sell for \$2.50 a dozen instead of the higher price shown in Parksmith's last ad. . . . Distinctive Creations is introducing gold plated bracelets with dangling letter charms. As \$1 sellers, they can be made up with any name wanted (resort, team, etc.) . . . Ring focusing flashlights, made in Hong Kong, are offered the trade by Rene D. Lyon Company, Inc., to retail at about 90 cents. The nickel plated, two-cell flashlight has a variable beam and a light range of 300 Detroit: feet. . . . Don't neglect drive-in theaters as potential outlets for your products. Beauty contests, dancing, golf driving exhibitions, etc., are customary events prior to the movie feature. Knowing that they must compete with the comfort of indoor theaters, many outdoor cinema managers strive to create a holiday atmosphere for patrons. . . . As a closeout, Varbury Mills has on hand a large quantity of queen's lace stockings (lisle fabric). . . . Carded for handy display, a miniature aluminum cigarette lighter on a key chain is offered by Irving Sacks, Inc. . . Speaking of cigarette lighters, Macy's-the large department store -is running full-page ads on Brown & Bigelow's new butane gas cartridge lighter, mentioned in the May 20 issue of The Billboard. . . . These days the Norco Kid swings and sways in many a store window. It's a plastic doll with feather hair, clown face and spring legs. The item is obtainable either with a clamp for bicycles or a suction cup for autos. store windows, etc. . . . Cronow Watch Company has introduced their Holy Year watch which carries religious symbols appropriate to the 1950 holy year. The Anno Sancto wrist watch is packaged in a plastic jewel box in the shape of St. Peter's Cathedral in Rome. John H. Burton is now assistant to Harold Rubin, general sales manager of the Galter Products Company, manufacturers of "Hoppy" cameras and field glasses. . . . Graham Devices is looking for promotional buyers of their pocket television flip books. As a sales aid, a movie scenario will be made depicting your product in action. . . . To retail at \$2, Monte Carlo Games is delivering a roulette game complete with wheel, felt layout and instructions in a packaged kit. . . . Corncob pipes seem to be a consistent seller. As a quarter retailer, Buescher turns them out in either the regular or miniature size. . . . Following up the current interest in metal utility tools, G. M. Company is offering a metallic combination tool (ice pick, cork-

screw, nut cracker) to sell for 69 cents. . . . Earl Products is exhibiting its Handyman as a 49-cent item. The Handyman, with an aluminum or brass handle, combines a ball peen hammer, bottle opener, punch and two screw drivers. . . . Pioneer Scientific Corporation has announced variable-light sun glasses to eliminate glare. It's reported the light intensity now can be regulated to please the eyes of the wearer. . . . As a 10-cent retailer, there's the Wannatoy Open Hauler for kids. The plastic trailer truck toy measures 11% inches wide and 5 inches long. ... Joseph Burten, of Burten Book & Distributing Company, has returned from an extensive business trip to the West Coast..., According to preliminary data from the 1948 census of business, in the last 10 years American gift, novelty and souvenir stores have increased in number by 5,093, jewelry stores by 6,709 and variety stores by 3,304.

H & W Manufacturing Company is launching a promotional campaign for "Mr, H. W. Dodad," a new tissue dispenser, designed to be pasted onto a wall and hold a box of tissues. . . Walter Anielske is preparing a fall campaign for Gem-Lite Products, who put out luminous paints designed for specialty workers. . . . E. F. Emrich, of Artist Color Company, reports the new process for painting figurines an important newcomer in the novelty field. Item is adapted for specialty stores and has proved a top demonstration item. . . William R. Larkin and Ralph Chapman are establishing Lar-O-Nee Pad, Inc., to turn out a knee pad for use by housewives doing housecleaning. . . Peter B. Solmes is incorporating the Solmes Novelty Company to manufacture a new-type novelty night lamp, featuring floral or other designs imbedded in clear plastic to appear translucent.



June 17, 1950

NOVELTIES

styles. Each in cellophane display box \$36.00 dozen. Half dozen, \$19.09. Sam ples, \$3.25 each. COMBINATION PEARL and RHINE STONE SET-Pin, necklace and ear-rings perfectly matched in gorgeous satin lined box. \$35.00 price tag. SPE CIAL PRICE DOZEN SETS, \$21.00 Sample set. \$2.25

Sample set, \$2

25% deposit on C.O.D. orders. 5% cash discount if your orders total 575.00 or more. F.O.B. Pittsbursh, Pa. Minimum order, \$10.00.

S. R. CANTERMAN 1115 OGLETHORPE ST. PITTSBURGH 1, PA.



Outsells all other LIVING PICTURES. This 1 u s c i o u s dish shows oodles of move-ment. \$7.20 doz., NEW POPE PIUS PICTURE, giving blessing, u ncanny accuracy. MA DONNA WITH MOV-ING HANDS IN THIRD DIMENSION. Both 58,60 per dor. Add 25s postage per doren. Two samples. two dollars. JOBBERS. write for large guantiwrite for large quanti-

for "Fussy Fido, the almost human pup. Carton of two doz., \$10.00 postpaid. Retails

EASTERN SALES CO. (Founded 1933)



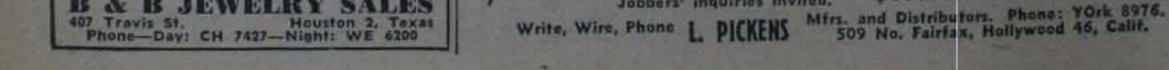
Here and There:

Arlen Trophy Company, New York, announces that it has been licensed to handle a multiple line of items bearing the signature and lifelike reproduction of Jackie Robinson, Dodger second baseman. The items include statuettes, rabbit foot key chains, "television" clocks, plaques, pen sets, bookends, bust banks, statuette "Oscars" and automatic dime register banks.



COMPACT, POCKET SIZE





OVOR All Size 3"x4"x1"" FITS IN PALM OF YOUR HAND COMPLETE with Bult

AND Reel of 40 Full-Color Art Stills

40 of Hollywood's Loveliest Figure Models. PROJECTS CLEARLY over 500 Square Inches. Uses ordinary Flashlight Cells; nothing to plug in. Can be used everywhere. A BIG SELLER AT \$3.95—Sells on Sight Everywhere!

Special Dart Balloons \$.65 Gr. | Imported Hawailan Leis \$ 1.75 Gr.

The Billboard THE REPORT OF THE PARTY OF THE MERCHANDISE 95 What's the Difference? "TEMPO" is the sole manufacturer of the Tempo 177 BIG SIX DICE "Peepshow" Pencil. None genuine without the "Tempo" This new Big Six Dice Wheel is made of 11/2" marine plywood. The size of the wheel is 60" in diameter, and it is mounted on a steel stand which can be dismantied in trademark. No other manufacturer makes this model. two parts. PRICE All hardware used is brass and 7 50.00 chromium. Nobody but "Tempo" can give you: The wheel is decorated with En. (1) Two! Yes, 2 extra size photos in each pencil. plastic sheets, chromium mold-FOB Brooklyn. ings and beautiful pictures. Crating is in-cluded in the (No tiny, cramped figures.) A sure money maker!! (2) Twenty-four! Yes, 24 assorted poses to each dozen price. Two lackpots with red light. All other winners white light. For every winner it lights up and ELECTRIC (3) Loveliest gals, finest true life color quality, almost three dimensional. (No washed-out bags!) Write PENNY PITCH the burrer rings. GOOD MONEY MAKER. Board Size 38" by 48". Electric Penny Pitch With (4) New improved construction, (No Jap pencil acfor tion.) Streamlined. Can't fall apart. catalog Lights and Price A stationary wheel on top for the Burzer. (5) Lowest price in the country. We meet and beat \$100.00 competition. Keep posted on latest price changes. Ea. lights. (6) Immediate shipment. The unau-Immediate thorized use of this illustration delivery Sold only through jobbers. Send 25% deposit without Write now for newest price! permission constitutes with order mail order fraud, Like trying to pass PEN AND PENCIL CO., INC. TONORROW'S FEH 21 West 19th St., New York 11, N. Y. off a cheap Jap camera with a kodak illustration. CARDINAL MFG. CORP., 430 Keap St., Brooklyn, N. Y. EVergreen 7-5027 ORegon 5-3624-5 NOVELTY MEN-CIRCUS AND PARK SPECIALS GET TOP MONEY-WITH MYCO NOVELTIES Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison. Our set is the original and the real McCoy. SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price-

.00 Per Dozen Gross

SAMPLE SET, \$1.00 **IMMEDIATE SHIPMENT** 25% Deposit-Balance C. O. D. Send cash pr



MERCHANDISE

BALLGONS

OAK-HYTEX

The Billboard

Pipes for Pitchmen

By Bill Baker

CHARLIE McGAIR . . .

is back East after a Florida vacation

and said to be in the proverbial pink.

BOB POSEY . . .

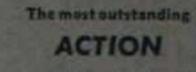
writes that he is still working auction

sales along with a touch of the carni-

June 17, 1950

MACK SCORES AGAIN! NEW, DIFFERENT, AMAZINGI

FUSSY FIDO



toy in years!

Feed Him the MAGIC HOT DOG and Watch Him Perform1

He eats one end refuses the other -Opens his mouth and

bogs - Turns head away-Balances Hot-

Dog-Hops to you

\$54.00 gr.

Sample 75: postpald 2 Doz. to display box-Minimum order 2 doz. ORDER HOW-ORDERS BEING FILLED

IN ROTATION-DON'T MISS THISI

doz.

MR. HOOZ-IT, \$ 3.75 Doz. \$42.00 Gr.

Mechanical M et al Rollover Cats, Colorful, individually boxed \$4.80 Doz. Mechanical Mickey Mouse on Horse, Horse canters, Mickey Bounces, Individually boxed... \$6.50 Doz. Mechanical G ay Caballeros. Colorful rider moves on don-dey that walks \$7.20 Doz. SAMPLES OF ALL 3 MECHANICAL

ITEMS_S2.00 Famous Milking Cow. Drinks S8.40 Doz. -Gives Milk. Complete with Sample \$1

25% with order - balance C. O. D. Add 5% for Postage

1st with the novelty hits



Large and small. Assorted colors. Still selling BIG.

SNAKE LIZARDS The BIG 13" Alligator Lizard.

SMALL LIZARDS The best of the small 6" lizards.

Fools people repeatedly, he looks so real. MICE

FROGS Squirts water . . . steady favorite.

THE LOWEST PRICES IN THE COUNTRY Mephisto The Devil Buy direct from the largest manufacturers of Soft Plastics and

SAVE -- SAVE

The Famous Nickels to Dimes Trick

AGATE COLOR DESIGN For EXTRA FLASH!

No. 10K-AG... \$6.25 Gro. No. 15K-AG... 7.50 Gro. Plus Shipping Charges WORKERS AVAILABLE ORDER FROM YOUR

JOBBER TODAY! The OAK RUBBER CO.





SALESBOARDS

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

FINEST IN THE COUNTRY

SAVE YOUR MONEY

WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE



EMPIRE PRESS, Inc. 466 W. Superior Chicago 10

MOhawk 4-4118



SALESBOARD SIDELIGHTS

Riding a rising wave of order vol- | ticipating ume, Gardner & Company, Chicago, these days as the order pads fill up it. It included the pitch case I had attributes the upturn to the series of more rapidly. Along with the for 28 years, licenses from all parts new boards released during the big board field in general, boys believe of the U.S. and a number of fair conthree-day open house spree two that it's the coin and merchandise weeks ago. Firm's Joe Robinson numbers that are leading the way lists the new order-winners as Bubbles, 5-cent play 14,400 hole single jackpot board; Golden Gloves, 5 and merchandise boards at its Morrison 10-punch with 1,200 holes, definite Hotel showing in Chicago May 22-24. jackpot style; two nickel play jackpot numbers, Cabaret Girl and Fancy Figure; In Your Mitt, 5-10 play, with 1,400 holes and definite jackpot, and the new Bingo deal series.

Universal Manufacturing Company, Kansas City, reports renewed activity on the order front following its presentation of new series of tickets at the Sheraton Hotel showing. Among the releases were the new pad deals, Double Baseball and Giant Grab-a-Fin; pot type deals, Double Pot and Triple Pot; coin pads, Cash In and Nickel-o-Dian; double spindle Lots o' Pots; cutouts Muggin, Hot Dogs, Hee Haw, and a board-type deal, Ten and Fives. Also, new plastic jar deals Paddy the Pig, Oscar Boy, Majorette and the Pigs.

Sam Feldman, sales manager for Harlich Corporation, Chicago, thinks the leading board types for many coming months are coin, money and merchandise numbers. . . . Jay Goldman, Triangle Manufacturing Company, Minneapolis, tells of the good operator acceptance of firm's new Kite and several other representapremium offering, Ro-Pac. It's a tives. plastic, zipper cover for an all-wool blanket which can be used as a pillow when the blanket is stowed inside. It is available with college letters for ops with locations in college towns.

core, Chicago, have taken off on a and "evenings out" entertainment at held. three-week trip. Irv is covering city night spots conducted by Ben. Pennsylvania and New York, while Mort will concentrate on Pennsylvania. Both boys are putting forth chine Exchange, returned to Philastrong plugs for the new They're Off animated board introduced during the Chicago show.

back up the sales ladder. Firm presented a number of new coin and

The McNamara Company, Chicago, reports hyped demand for its pellet insert boards as the new concession operation plan takes hold in more areas. Walter McNamara states the line of pellet insert numbers will be kept play-fresh and player-inviting with new releases for the Color-Ado and Color-Ex frames.

Most talked up number in the Bee Jay Products, Inc., line was the new Marble Derby, Firm's A. C. Bindner enthused over play possibilities of the dual field number, available in two types for conventional operator use (with a punch out section on top) and in straight marble play for carnivals. Bee Jay also presented seven new girl boards, new cut-outs and merchandise numbers. One board, Break the Bank, featured 12 keys which, upon winning, players fitted to three locks on the upper face. Right fit unlocks awards. Giving the glad-hand to stoppers-in were Joseph and Reuben Berkowitz, Henry Gutentag, Bernie

Ben and Marshall Maltz, Peerless Products, Inc., Chicago, got together to chorus a report of good tidings, business-wise, last week. The "blame" for the upped outgo of boards was given to the influx of Irv and Mort Secore, Secore & Se- customers during the plant showing as well as the five-mile race, were

Festival and it was a blank. Then I connected in Twin City Park and accumulated, enough stock to give a good start only to have the main better things saleswise building burn, and my stock go with tracts which left me in bad shape. From there I jumped into Atlanta, Athens, Gainesville and then back to Atlanta. Now I'm on my way to Mt. Alto Hospital here, where I'm to undergo an operation. I'd like to hear from friends like Mickey Sax, Dave Rose, N. Golden, Bernie Gross, Horseback Myers, Ned House, I. Hightower, L. N. Smith, Speedy Haskell, Charles Kasher, Doc Wilder, Jack Anthony, Pat Hale, Joe Hall, Doc Duncan, Frank Miller, Sam Jones, Harry Corry and Joe H. Perkins. Celebrated my 67th birthday March 27. I was sorry to learn of the recent death of Harry Maiers. I never met a finer man than Harry. He alv ays had a smile and he was a gentleman."

June 17, 1950

from Johnson City, N. Y. "It looks like there are only a few of us oldtimers left in the game. I read with regret the news of the passing of Harry Maiers. He was a good fellow and a good worker. He and I worked together in 1918. He pitched tie forms, while I had pens, X-rays, slum jewelry and gyroscopes. I have been out every week since April 1. Plan to plays fairs in Bridgeport, Conn., Hamburg, N. Y., Essex and Rutland, Vt., Springfield, Mass., Bloomtburg, Pa., and Spartanburg and Columbia, S. C."

350 RSROA KIDS

when all senior artistic competitions,

Joe Zimmerman and J. J. Kaiz, of Empire Press, Chicago, are an-



SUPERIOR PRODUCTS, INC.

2133-59 W. FULTON STREET

CHICAGO, ILLINOIS

SALESBOARDS. Write "NEW WHOLESALE 'NET' PRICE BULLETIN" FRE I NEW LOW PRICES - GIGANTIC ASSORTMENT - FASTEST SELLERS 10th year giving immediate delivery on finest boards. LEGALSHARE SALES P. O. Box 86-R Ph.: Laxington 4-3218 HUNTINGTON BEACH, CALIF.

Nate Rake, of the Rake Coin Madelphia last week after a 10-day stay in Chicago during which he took in the salesboards' show. He completed several new deals, lining up new boards which have already been placed on display in his showrooms. Scanlon Little Giant games are attracting high op interest, says Nate.

PIPES

Continued from name 96)

pens and combs. Another K. C. worker, according to Wilson, is Frances Knowles, working gas savers.

Sitting around cutting jackies about poor business won't put food in your stomach.

FRANK SCANLON . . .

is reported to be out of the hospital and was last seen in Cedar Rapids, Ia.

PHIL GREEN . . .

is said to be going strong with the Morris Metric Slicer and attachments in the W. T. Grant Store in Houston.

FRED LANGER . . .

is working McCrory stores in the East with kitchen gadgets to reported big takes.

WHAT'S HAPPENED . . . to Raymond Frederick, needle worker?," queries Linda Ficquett.

R. B. CUNNINGHAM . . . better known as Texas Slim, postals that he is still holding down his signpainting spot in Beeville, Tex., but that biz has quieted down considerably.

Jerry the Jammer says: "Success never turned his head. It rung his neck."

MORRIS KAHNTROFF . . . letters from Washington that ever since he was robbed last month in Milton, Fla., he's been having a bout with hard luck. "From the way things are going," he writes, "I may never see another birthday. After the stand at Mobile, Ala., I played the St. Petersburg, Fla., All-State

A major upset came in senior men s free style when Jerry Nista, of Gay Blades, gave a near-perfect performance to win. Other places went to Bob Cawley, unattached, and Al Poisson, a dark horse from Connecticut, with favorites Rudy Goldmann and Peter Gullo out of the money. Senior ladies, too, was something of a surprise. Here, a Natick, R. I., girl, Margaret McAleer, skated wonderfully to finish ahead of veteran performers Jean Kuester and Joan Westenberg, both of the Queens Club.

Results of other senior contests: Dance: Robert and Joan LaBriols, Eastern Parkway; Roy and Eleanor Reynolds, Wal-Chiffe; Robert Fitzgerald and Geraldine Badyna, Bay Ridge. Pairs: Peter Gullo and Edna Grasso, Eastern Parkway; John Helshuh and Joan Westenberg; Jack Crichton and Merry Ann McSweeney, unattached. Fours: Charles Dunn, Lillian Bury, John Holshun and Joan Westenberg, Queens; Peter Gallo, Edna Grasso, Robert LaBriola and Barbara Trayer, Eastern Parkway, Men's Speed: Charles Brown, Eastern Parkway; Edward Ennis, Bay Ridge; John Yack, New Dream-land, Ladies' Speed: Janie McQuage, Eastern Reader of Company, Bar Fider, File Parkway: Peggy O'Connell, Bay Ridge; Rita Murphy, Empire.

HOUSTON ARENA GOES

(Continued from page 85)

matinees and 50 cents at night. Only promotion has been newspaper advertising and several thousand student tickets good for 10 cents at matinees and 25 cents on specified nights, They have been distributed to senior and junior high school students, Business has been good to date.

Benbow operated roller rinks in the late '30s but gave it up for full-time boxing promotion.



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Mahaena, Tom Mairoy, Doctor Mann, Jenre Manzion, Francis J. Marcus, Robert Markham, Harold Marshfield, Mrs. Jeane Mariin, Arthur Lee Martin, Benny Martin, Bull Martin, Carl G. (Laymans Shows) Martin, Joseph C. Martin, Mrs. Paul Martin, Mrs. R. M. Martins United Matthews, Sport Marwell, Ike Maye, Jr., Dannie Meeks, Danny & Mehaffie, David Mentz, Jeme Mercy, Mrs. Mespelt, John H. Meyer, Mrs. R. Meyer, Robert & Meyers, Mrs. Jackie Meyers, Robt. Mickles, Henry Miklaiche, Mrs. Alber Miller, Austin Miller, Bill J. Miller, Dolnes Miller, Dolnes Miller, Ephren Miller, Joe Miller, Walter Miller, W. E. Miller, W. E. Miller, Wilbur Millen, Wilbur Millen, Wilbur Millen, Johnny Mitchell, Johnny Mitchell, Mrn.

Morgan, Willard Harlasch, Carmen Ourtis Munlock Robert H. Marphy, Mrs. Maggie Irscin, Flo & Murray, George Ed & Pony Shows)

Starr, Zero Starr, Hattle Jo Steffens, Mrs. Lincoln J. Swenson, Aut Walsh, Earl B, White, Theodore

 Holes
 Play
 Description

 306
 35¢
 KWARTER KOLORS, THICK
 Def.

 406
 5¢
 LUCKY BUCKS, THICK
 Def.

 1000
 5¢
 5¢
 CHARLEY, THIN
 Def.

 1000
 5¢
 5¢
 CHARLEY, THIN
 Def.

 1000
 5¢
 5¢
 CHARLEY, THIN
 Avg.

 1000
 5¢
 SOUTH PACIFIC, GIRL BOARD
 Avg.

 1000
 5¢
 SOUTH PACIFIC, GIRL BOARD
 Avg.

 1000
 5¢
 FLAMING GIRL, GIRL BOARD
 Avg.

 1000
 5¢
 FLAMING GIRL, GIRL BOARD
 Avg.

 1000
 5¢
 FLAMING BITS
 Avg.

 .60 RED, WHITE 17.00 52.00 AND BLUE 1.50 102.98 26.89 27.20 LUCKY SEVEN 27.00 1.75 BINGO TICKETS 1.75 SIX TWO BITS AVO. 114.28 On Sticks-Sizes 1000-1200 1260-1600 WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST Stating your requirements. Large stock. Plain Tip Definite, Jackpot 1260-1600 Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders-balance C. O. D. MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

COIN MACHINES



June 17, 1950

Communications to 188 W. Randolph St., Chicago I, III.

PLANTS SKED VACASH PLANS Optimism Keynotes Biz as House Comm. Plans Johnson Some Firms Drop Shutdown Plan To Continue Output

All Manufacturers To Maintain Sales, Service Staffs

vacation measure, wherein over-all months; Chicago Coin is now in its mittee will meet behind closed doors plant shutdowns were effected during third production run on its current on the legislation, but it is anticipated a one or two-week period in the summer, will partially go by the boards this year, a survey of local manufacturers revealed. While plants have, in recent years, looked forward to the drop-off in business during the warm months, at least seven firms and possibly more, this year will stagger vaproduction.

Among those firms with established closing periods, dates have been varied this year, rather than held to the usual early July period. Plans have been set so as to assure that even the the production lines are stopped, or manned only by skeleton staffs, sales orgs will continue to function, and service and parts departments will also be available.

CHICAGO, June 10 .- A war-born lines steadily increased thru the warm game, Rock-Ola Manufacturing will that several sessions will be neces-

Bill Study Within 2 Weeks

WASHINGTON, June 10. - The dicated the definition of "gambling deecutive consideration of the Johnsonwithin two weeks a committee spokesman told The Billboard this week.

It is uncertain how long the com-(See Plants Schedule on page 123) |sary. Committee members have in-

House Interstate Commerce Commit- vice" in the bill will be narrowed so tee is tentatively slated to start ex- that it restricts only interstate shipments of cash pay-out machines. The Preston anti-gambling device bills section dealing with certification of legal machines by State governors is also likely to be revised.

A minor change expected to be made by the committee is a modification of penalties on common carriers for transporting illegal machines. Committee members have indicated that either carriers will be exempted from liability or that a provision will be added making them liable only for "knowingly" transporting gambling devices into States where they are illegal.

The packed condition of the committee schedule is shown in an announcement by the group this week of subcommittee hearings. The labor (See House Committee on page 122)

UAL Effects



ment machine levy.

WASHINGTON, June 10.-In one omnibus excise tax measure before of its few excise boosting moves the summer adjournment. If the bill House Ways and Means Committee should be sped thru both houses in this week voted to raise the federal its present form, it is likely to be tax on gaming devices to \$150. At vetoed by President Truman, who the same time the group reaffirmed has stated on two occasions that he an earlier tentative vote to exempt penny games from the \$10 amuse-not made up by additional revenue. In the House Committee version all Rate Cuts to In the House Committee version all The 50 per cent hike in the bell excises would be reduced a total of about \$1,100,000,000 annually. The only possibility for increased revenue is thru a hike in the corporation tax, which would bring at most about a half billion dollars.

Optimistic Note

The consensus among manufacturers was that the industry approached the summer with more optimism than had been the case in a good many years. Cited were such examples as the fact that Cole Products Corporation has added a night production shift which will work thru the summer; Alco-Deree is going into ful. Leading senators said this week a completely new manufacturing program which will find its production for the Senate to get around to the

machine tax was by far the largest excise increase voted by the committee. The only other excise to be raised was the occupational tax on medicinal liquor.

Whether either coin machine tax change will go into effect this session is growing increasingly doubtthat it will be almost impossible of the first month following enact-

Possible Effective Dates

If the bill should survive all the pitfalls, the exemption for penny games would begin on the first day (See Plug for Bell on page 122)



Canada a Factor

WASHINGTON, June 10.—With all phases of the trade showing marked improvement, coin machine exports in March totaled \$186,799 for 1,192 units, according to latest figures released by the Department of Commerce. The dollar total was not only high for the year but dwarfed January and February sales of \$123,916 and \$120,333 respectively. The export gains were attributable to a sharp improvement in both game and vender sales.

Belgium, one of the few European nations which has been redeveloped as a coin machine center, was the largest volume buyer in March. Belgian operators accounted for 50 music machines worth \$27,035 and 232 games valued at \$25,295. The sole on the basis of its 1868 Colorado Ter- been received. They expressed satisother quantity purchase for jukes ritorial Charter. He added that the faction in the loyalty shown by the originated in Venezuela and amounted charter question was upheld 15 years firm's distributors and dealers during

(See Game, Vender on page 104)

Colorado was in existence - and, under the rights claimed granted in that "charter" passed an ordinance Saturday (3) legalizing operation of bell machines.

over by Mayor H. W. Luedde, set a licensing fee of \$25 per machine per month and limited to five the number of machines any one establishment may operate.

The owners of two establishments immediately obtained temporary county court orders restraining interference with their operation. A hearing will be held later to determine whether the temporary orders should Jennings sales executives, said that be made temporary injunctions,

district attorney, explained that the months and that all orders would be city apparently passed its ordinance ago by the State Supreme Court,

Output, Shipments Resumed

CHICAGO, June 10 .- The 10-weekold strike of production line workers The Georgetown board, presided at the O. D. Jennings & Company plant ended Wednesday afternoon (8) when the bargaining representatives for labor and management agreed to a new contract. Firm founder O. D. Jennings stated that production and shipments on both the Sweepstakes Chief and Export Chief would be resumed immediately,

Hugh Burris and Henry Strong a large backlog of orders had ac-Clement R. Hackethal, first judicial cumulated in the past two and a half filled in the order in which they had the long work stoppage.



To Boost Eastern Biz

CHICAGO, June 10.-Substantially lower air freight rates on coin operated amusement and vending equipment have been put in effect on eastbound shipments from eight Western cities to major Midwest and Eastern centers serviced by United Air Lines, it was announced this week. E. L. Dare, manager of air cargo sales, said the new rates are designed to stimulate volume of eastbound shipments which have always been lower than that of the westbound traffic, Reductions apply only to shipments of 650 or more miles.

With much of the coin machine manufacturing being done in the Midwest, the new rates are expected to not only boost air shipments to the East, but to cut down costs considerably.

New schedule includes the following reductions:

A 25 per cent rate cut on eastbound shipments from San Diego, Calif., and a 15 per cent cut on shipments from Denver to Chicago, Milwaukee; South Bend, Ind.; Toledo, Detroit; Akron-(See UAL Freight on page 122)

Gotham Arcade Case Readied For Court Test

NEW YORK, June 10. - Arcade owners will have their day in court July 18, when one of two pending cases to affirm the legality of standard arcade games within city limits reaches the trial stage. Peter P. Smith, official referee of the Brooklyn Supreme Court, will preside. Joseph Goldstein, attorney for Coney Island arcades, will request that the city be ordered to issue licenses for locations housing equipment that has (See Prep N.Y. Arcade on page 122)

The Billboard

MUSIC MACHINES HOH

Jukes at Credit Buying Record

Public Relations Pays Off:

Wis. Music Ops Help Charity, Promote Biz Via Radio, Papers And Find Both Build Good Will Industry Regains Stability

MADISON, Wis., June 10 .- An ef- Basketball Tournament in Madison. fective public relations program for In addition to helping underwrite the the coin machine operator today cost of the tourney, along with other doesn't have to be planned by high- merchants, the Irv Goff Company priced publicity specialists. Lasting sponsors a radio broadcast of the good will of the public can be ob- games over Station WKOW. During fained in any area by using the meth- the football season the Big 8 High owners of the Irv Goff Music Company here.

Irv Goff has an enviable reputation as one of the most charitable and community-minded persons in town. If Irv had not landed in the coin machine business 23 years ago he most likely would have made an equally successful career in social work. As it is, "doing good" for others is almost a full-time proposition with him.

Red Cross, tuberculosis and cancer fund drives, the East Side Business Men's Association, the Salvation Army, or work in behalf of deaf persons-all of these any many more find Irv Goff in there pitching, Whenever a drive is on for any worthy cause you can rest assured that the gathering place for the workers will be at Irv Goff's Music Shop on Madison's East Side, Irv's able partner, Wally Hoffman, is a former banker and is usually just a step or two behind Irv in all of these activities.

School League games are also sponsored by them over the same station.

Commercial announcements stress only advertising copy for their record shop run in conjunction with their coin machine operation, but Irv and Wally are convinced that the advertising value of the broadcasts extend plenty of benefits to both phases of their business,

They feel that the money spent for these radio programs is well directed, because it encourages healthy activities for youngsters and advertises the "biggest little record shop on the East Side."

"We coin machine people have nothing to hide," emphasizes Irv. "We are legitimate people just as our neigh- graph business. One manufacturer bors are. That is why I feel that if more of us took an active interest in our community affairs our type of operation would benefit and the public would get to know us better."

80-85 Per Cent of All New Machine Deals Financed

Financing Agencies Remain

Cautious; Terms Shorter as

By Dick Schreiber

CHICAGO, June 10 .- With between | stitutions agree the present outlook 80 and 85 per cent of all new phono- offers plentiful signs for optimism. graph purchases on time-payment plans, juke boxes have emerged as an installment business. The "big three" manufacturers - Seeburg, Wurlitzer and AMI-reported this week such was the case and their reports were seconded by financing institutions there are few of them. Most phonohandling juke box paper.

All three, contacted by The Billboard to determine the music machine credit outlook, further agree that local and national finance companies remain cautious in their approach to phonograph paper.

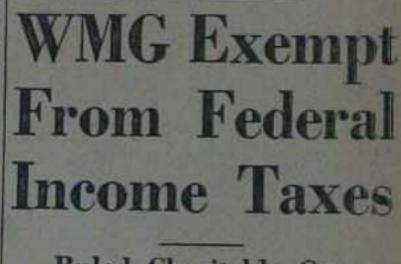
Deals are being scrutinized closely. While this tends to be a limiting factor in sales, it is a factor with some advantage: Caution has brought stability to every phase of the phonosummed up the situation this way, "1949 was better than 1948. This year is better than 1949."

Compared with a year or two years ago, manufacturers and financing in-

Altho credit is not easily obtainable as it was in 1946 and 1947, payments are prompt, reflecting increased or at least stable per-machine grosses

Paper is paying out faster. Twoyear terms are maximum now and graph paper pays out between 15 and

(See Juke Credit on page 104)



Ruled Charitable Org

WASHINGTON, June 10. - The Washington Music Guild (WMG) is exempt from paying income taxes, according to a decision of the Bureau of Internal Revenue, WMG is considered a charitable institution, which is defined by Internal Revenue as one giving 75 per cent of its income to charity. - WMG voted, at its June 1 meeting, to contribute to the campaign being waged by the Washington Star to send needy children to a camp.

Tangible Results

Both Irv Goff and Wally Hoffman have found that their work for charitable causes has paid off many times in tangible benefits for the firm. Many of the music and game locations in the extensive and profitable string of equipment that they operate have been obtained thru calls by location owners asking for their service. Their members at a special meeting last reputation in the community for Thursday (1). honesty, fair dealing and integrity is a valuable asset.

Goff's community work gained its initial impetus years ago when, as a youngster, he had to learn the sign language because his parents were deaf. In later years he found many occasions to aid deaf mutes by acting as interpreter for them in various affairs. He constantly receives letters of gratitude and commendation from individuals he has aided and hardof-hearing clubs and associations for his generous and time-consuming work in their behalf.

Promotion-minded as well, the two partners have had excellent advertising and public relations results the past two years thru their sponsorship of the Wisconsin State High School

Conn. Ops Told To Take Pride In Industry; Add New Members

HARTFORD, Conn., June 10. - in the smaller towns." "Take pride in your industry," the president of the Connecticut State ing held on Thursday nights at the Coin Association urged 45 association

Abe Fish, owner of General Amusement Game Company, Hartford, and State association president, told the special meeting, held at Barnum Hotel, Bridgeport, Conn.: "You are coin machine operators and should conduct yourselves as business men at all times. Never let it be said that the coin machine industry is something to be looked down upon."

The special meeting was the second State-wide organization. get-together of the membership in a location outside of Hartford in recent last week's meeting by Fish, are Vinmonths. "We've holding occasional meetings in other towns," Fish explained, "to get the primary objec- Amusements, and Vincent Girgenti, tives of the Connecticut State Coin Danbury Automatic Amusement

Regular weekly meetings are be-Hotel Bond, Hartford. "Anyone connected with the coin machine industry is welcome to attend," said Fish. He announced that monthly Juke Ops Plan Fish. He announced that monthly meetings are being slated for July and August, but weekly get-togethers will be resumed in September.

Guest speaker at last week's special meeting was Joe Friedman, of Crystal Amusements, Bridgeport. He praised the efforts of Fish and fellow executive officers to explain to the men in the field the purposes of the

Three new members, announced at cent DeFlumeri, Automatic Amusements; Edward Czajka, Eddie's Association before the coin operators Company, all of Danbury, Conn.



WHITE PLAINS, N. Y., June 10 .-More than 20 phonograph operators are expected to attend a meeting tonight (10) to organize a new music association covering all of Westchester County and adjacent parts of Connecticut. The meeting will be held at the Roger Smith Hotel here,

The conference is expected to result in the first formal trade grouping of juke box operators in this area. Temporary officers are to be elected and a tentative program discussed.

Tech. Publication Features Wurlitzer

NORTH TONAWANDA, N. June 10 .- The Wurlitzer 1250 received top billing in the Modern Designs section of the May issue of Design News. The publication stressed the design of the phonograph and the adaptation of the designs to the production. of the unit. Also featured was the simplicity and functional operations of the chassis which is incorporated in the 1250.

In addition to showing a full and profile view of the 1250, the article featured four photos of various parts of the phonograph as well as a like amount of line drawings of the record tray, the main cam, a changer drive motor and the record spindle.

Band Box Preview

CHICAGO, June 10 .- Chicago Coin's new play stimulator, the Band Box, featuring seven animated figures which appear to be playing live music, was previewed by the teevee public May 28 on the Garroway at Large show over a national netnetwork.

Garroway introduced the unit, then Bette Chapell sang a number, with the musicians supposedly playing the accompaniment. At the conclusion of the pop tune, Garroway had the live band in the studio do a few bars of a classical number to show how the miniature band could keep time with that tempo as well as with the be-bob stuff.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

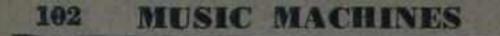
AFM RENEWS WAR VS. COPYRIGHT LEGISLATION. Petrillo seeks tax on juke box disk use (General Department).

COMPLETE COVERAGE OF AFM CONVENTION. Confabbers draft new music tactics (AFM Section-See pages 3, 4, 12, 13).

DECCA TO REDUCE NUMBER OF DISKINGS. New policy will stress "quality rather than quantity" (Music Department),

QUESTION MARK INDIE DISKERY BOWS ON COAST. The new plattery launches a contest for a name, closes deals for disks (Music Department.)

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special Billboard feature-two pages devoted to new merchandising and mechanical developments in the business -the Radio-Phono-Tv Section.



The Billboard

BE 100% WITH SEEBURG ONLY SEEBURG HAS 100

SELECTIONS

"MUSIC FOR EVERYONE."... for tots, for teen-agers, for old-timers ... by the artists of their choice.

PROPER PROGRAMMING. Music on proper display . . . makes it easy to select . . . easy to buy.

THE FIVE BASIC MUSICAL CLASSIFI-CATIONS assure fast reference and easy selection.

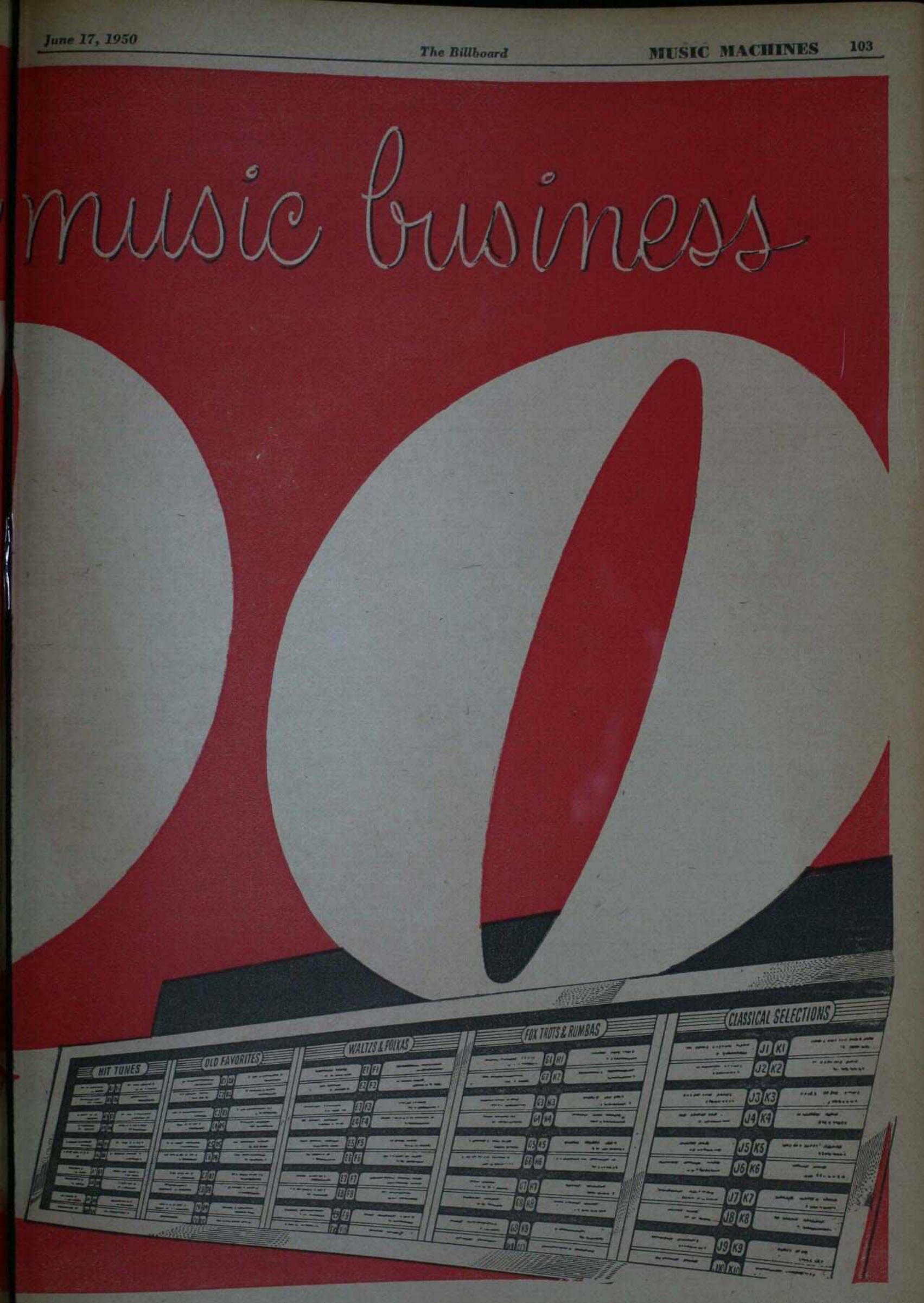
ONLY SEEBURG provides this kind of music system with more selections ...more sales appeal ...more public interest ...more opportunity for maximum earnings in every location.

COMPARE...THERE IS NO COMPARISON! SEE YOUR SEEBURG DISTRIBUTOR TODAY





FOR FAST REFERENCE AND EASY SELECTION



www.americanradiobistory.com

MUSIC MACHINES 104

June 17, 1950

			Coin	Me	uchine	Ea	po	orts					Game, Ve
	1-12-21-27-21-22-				Iarch, 195		Ten?						Sales Ref
	Country Belgium Canada Philippine Republic Venezuela Panama Cuba Cuba Switzerland Japan Mexico Iran Mexico Iran Salvador Canal Zone Honduras Dominican Republic Neth'ds Antilles Australia Dominican Republic Neth'ds Antilles Australia Bahamas Guatemala Haiti Azores Other Countries	Nn. 282 557 70 35 43 33	Value Va		inographs	Av. \$541 306 542 465 250 741 510 122 388 431 457 602 121 585 264 100 \$406	Ve. 32705292 16170 6 1 9 211 219	endertalue \$ 1,013 25,745 4,922 6,247 694 3,564 2,537 4,100 510 1,765 568 806 \$52,471	Av. Price \$312 367 327 215 347 222 149 410 85 	A No. 232 520 3 12 8 775	Sames Value \$25,295 24,426 	35 273 213 100	Big \$\$ G Continued transformed to \$10,855 for 20 units, music boxes, worth \$80 shipped to overseas of March compared with 17 for \$75,449 the previous market were more noticeable when 219 merchandisers, gregate value of \$52,471, we abroad. In February amounted to \$17,829 for The leading importer in 4 ment was the Philipping whose operating firms acc 70 units worth \$25,745. Oth buyers included Panama, and Iran. The strong comeback in field was influenced by Ca amusement machines for There were but two other
100						1		Analy I'V	4200	115	\$53,893	\$ 69	the game list in Mar

Juke Credit - Buying Record: Finance Men Still Cautious

(Continued from page 101)

18 months after average down payments of 20 per cent.

problems.

profitably absorbed.

In their financing arrangements, the firms now use three different The general tightening of credit, methods. The J. P. Seeburg Corporafirst felt two years ago, tended to tion works closely with the Walter E. make operators and distributors con- Heller Company, the only financing scious of the need for better business institution now doing business in practices. And the drop in sales vol- phonographs on a national basis. Seeume, traceable at least in part to burg and Heller's association goes tighter credit, served to make manu- back five years. This arrangement facturers more aware of operating does not prevent Seeburg distributors from handling their own financing or Behind the current cautious atti- making arrangements in their own localities but the majority take advantage of Heller's experience and service. Much of the Rudolph Wurlitzer Company's financing is handled by the distributors on a local basis. However, where the distributor prefers not to handle the financing locally, Wuriltzer offers factory financing. AMI distributors make all their own financing arrangements. Some of the larger distributors carry their own paper, some have arranged for local bank or finance company assistance while others deal with a group of small, regional finance firms such as New York's Standard Factors, Minneapolis Securities and Fnnance Company of America, in Baitimore. Under these various programs, operators are offered terms ranging from 12 to a maximum of 24 months, with from 20 to 33 1/3 per cent down (the down payment increases proportionately to the length of time). Interestingly, all factors concerned with the financing of juke boxes report most down payments currently are made in the form of trade-ins. The used machine market in postwar phonographs is brisk, altho pricescompared to original lists-are low. Distributors are finding a ready market for used equipment both at home and in the export trade and some areas have actually reported the supply of available used machines drews Manufacturing Company, Inc., under demand.

Financing Story

HARTFORD, Conn., June 10. -Ralph Colucci, owner of Seaboard Distributors, was telling some coin machine distributors about "a perpetual debtor" the other day.

"Seems that this fellow," Colucci's yarn went, "was extrennely fond of his creditors.

"He wrote in his will that these same creditors should act as his pallbearers and carry him to his grave!"

nder flect ains

In all 19 0,435, wer perators 7 machine onth.

ding export ble in March with an agvere shipper total sale 77 venders this departie Republic counted for her quantity . Venezuela

in the game anadian in-520 used for \$24,426. r nations on Switzerland and the Canal Zone, plus Belgium.

First Quarter

March figures brought the first quarter of 1950 to \$431,048, slightly below the \$478,318 worth of coin shipments for the same period a year ago. Probably the only reason why current shipments are not running ahead of last year is that American manufacturers of music machines now are hard pressed to meet domestic commitments whereas last spring if was possible to set aside some production for overseas consumption. With Canada already reopened as a game market and soon to re-enter the music field, there is a growing optimism among export firms that 1950 will prove a banner year and overshadow the over-all 1949 record of 8,530 machines worth \$2,008,064.

tude finance companies and banks show toward juke boxes is the heavy plunge Coin Machine Acceptance Corporation (CMAC) took in the business during the first two postwar years. After heavily financing both routes and promotional sales, CMAC was forced to retire from the field in 1949 and has now disposed of its last portfolio,

Hand in hand with free and easy financing during 1946 and 1947 went over-production on the part of manufacturers. Industry sources estimate between 200,000 and 250,000 new, high-priced phonographs were produced in those rosy two years. Obviously, not all could be absorbed by top locations and just as obviously only top locations were profitable in the face of high costs.

Competition between operators and between operators and distributorowned routes forced impractical comeven some top locations losing propositions.

The multi-million dollar losses sustained by operators, distributors, manufacturers, banks and finance companies left money-lenders cold toward phonographs. Much of that coldness has since been dispelled as credit agencies, running down the causes of the boom and bust, found the objectionable practices had largely disappeared and the phonograph industry as a whole was working to put itself on a sound footing.

The three manufacturers currently delivering new production are agreed today that: (1) A factory is no stronger than its distributors and operators; (2) adequate down payments, to insure an operator's equity in equipment, are vital to the success of any sales program, and (3) the market must be carefully gauged to avoid producing more than can be

WANTED for cash PACKARD MANHATTAN & AIREON FIESTA PHONOGRAPHS STATE BEST PRICE IN FIRST LETTER. C&W MUSIC CO. ASHEVILLE, N. C.

New Compressor, Condenser Catalog Readied by Mills

CHICAGO, June 10 .- Mills Industries, Inc., announced a new edition of its compressor and condensing unit Catalog 204-1 this week. The revised 60-page catalog illustrates the firm's complete line of such equipment.

R. A. Hoagland, vice-president, stated full up-to-date data on air and water-cooled and combination air-and-water-cooled units, is presented. The catalog contains detailed specifications, dimensions and revised data needed for proper selection of units.

Trade Directory

New Equipment

Atom-Jet-remote control pin game -Purveyor Shuffleboard Company, Chicago.

APWB-scale-Hamilton Scale Company, Toledo.

ASPW - scale - Hamilton Scale Company, Toledo.

Bank-A-Ball-five ball-D. Gottlieb & Company, Chicago.

Baseball-two player shuffle game -Nation Wide Novelties, Chicago,

Card vender-International Mutoscope Corporation, New York.

Coin sorting machine-Globe Distributing Company, Chicago.

Cue Champ-novelty game-Scientific Machines, Inc., New York.

Flying Saucers-Arcade game-International Mutoscope Corporation, New York.

Jeanie-five ball-Exhibit Supply Company, Chicago.

Lucky Inning-five ball-Williams | Mich. Manufacturing Company, Chicago.

Mercury-ball gum vender-First Distributors, Chicago.

Natural - dice console - Citation Novelty Products, Inc., Baltimore.

Non-selective bulk vender-An-Clawson, Mich.

Play-Write-reel counter game-Play-Write Sales, Inc., Wadsworth, O.

Pool game rack-Fischer Sales & Manufacturing Company, Tipton, Mo.

Pure Nap No. 5-sanitary vender-Twin Tex Vendors Manufacturing Company, Blue Island, Ill.

Quiz Bank-question and answer game-Telequiz Sales, Chicago. Rocket - five ball - Genco, Inc.,

Chicago. Rocket 50-phonograph-Rock-Ola

Manufacturing Company, Chicago.

Rotiss-o-Mat-coin-operated barbecue machine-Rotiss-o-Mat Royale appointed Charles J. Pieri sales man-Distributing Company, New York.

Scoopy-ball gum vender-Gaylord Manufacturing Company, Clawson, Mich.

Shine-a-Matic-shoe shine machine -Atlas Tool & Manufacturing Company, St. Louis.

Shuffle Slugger-baseball game-United Manufacturing Company, Chicago;

Skil Grip-shuffleboard weight-Rock-Ola Manufacturing Company, Chicago.

Super Market - vending stand bulker-Victor Vending Corporation, Chicago.

10-column selective tab gum vender-Northwestern Corporation, Morris, Ill.

3 In Line-five ball-Scientific Machines, Inc., New York.

Twin Venders-candy bar and gum venders-Shipman Manufacturing Company, Los Angeles.

Twosome Penny Merchandiserselective bulk vender - Andrews Manufacturing Company, Clawson,

Winner-one ball-Universal Industries, Inc., Chicago.

Change of Name

Century Milk Dispensing Company, Los Angeles, changed firm name to Century Vendors, Inc.

Personals

Abco Novelty Company, Chicago, named Ed Hanson as sales manager.

Nick Angelus resigned as sales manager of Alco-Derec, Chicago, and will make a new connection shortly.

Auto-Photo Company, Los Angeles, appointed Fred McKee and Bryant Herren to handle sales of the Auto-Photo machine.

Exhibit Supply Company, Chicago, appointed Frank Mencuri sales manager of amusement game line.

J. H. Keeney & Company, Chicago, ager.

Herman Milner, of Milner Mechanical Merchandising, Austin, Tex., was (See Trade Directory on page 105)



JAM-PACKED WITH OTHER MONEY-MAKING FEATURES, TOO

48 SELECTIONS ON 24 RECORDS

Enough tunes to satisfy everyone yet no increase in your record costs. PLAYS ANY SPEED RECORD

An \$8.75 kit and less than 30 minutes time adapts it to play 33-1/3 or 45 RPM records. You can play all top sides by using two 7-inch records in each tray. OBSOLETE PRESENT REMOTE UNITS

WURL

Your investment in current Wurlitzer Wall and Bar Boxes is safe. All can be used with the Wurlitzer 1250.

AMAZING DYNATONE SOUND SYSTEM

Simple turn of a tone control knob brings out best musical quality of any speed record. You get the new high fidelity of the new speed records.

ZENITH COBRA RECORD ECONOMY

50% saving in record and needle wear plus finest tone through twin tone arms with Zenith Cobra Stylus.

NEW SERVICE ACCESSIBILITY

Amazing savings in service time and costs. All service units instantly accessible, readily replaceable.

PRICED FOR TODAY'S MARKET

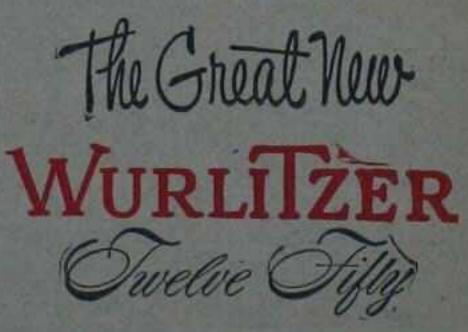
THE RUDOLPH

Priced to pay operators a real profit -- designed to stimulate play.



The Wurlitzer 1250 is a triumph of all-over eye appeal with emphasis at the upper level . . . the eye level . . . where, over tables and chairs and the heads of the people that occupy them, ALL can see its ACTION and ILLUMINATION.

Add top-side beauty and visibility to the galaxy of other great coincoaxing features of this phonograph and you'll see why it deserved the one word most heard from operators ... TERRIFIC!



ZER COMPANY . NORTH TONAWANDA. NEW YORK

106 MUSIC MACHINES

The Billboard

		June 17, 1950
and the second second	Around the House There Con the Mande Miler	
and a state of the second	Sambe, The	Jaulana O Hilo Hanakahi-G. Kalnapau-The Royal
X. Cugal (Strange Mood)	Songs From the Heart-F. Laine (3-10") Mer A.91	Hawailan Serenaders (Lei of) Bei LKS 525
	Cherle I Love You 1178; Exactly Like You; I'm in	(Pas Darzelli Stardard F-19001
tter With the Sweet-L.	the Mood for Love 1178; Hockin' Cha'r 1180; Till	Lei of Stars-G. Kilnapay-The Royal Hawallan Court
ec 27052	We Meet Again 1160; You're Wonderful 1179	makers (Kaulana U) Bill LKS KSK
oore Rhythm Aces (Slow	RELIGIOUS	Let's Dance Polka-J. Lasicky Drk (Rabers Juliana)
	Ain't No Room in Church for Liars-Sister Rosetta	mar zvyz
N. Smith (Laugh Clown)	Tharpe-S, Price Tris (Cale't No) Decta 48154	Mani Waimes-R. Kauhi "uartette (Sometime's 1'm) Bell LKS 521
	All Hail the Power-B. Grosby-K. Darby Choir (Rock	Marurka Siciliana-S. Cusenza Dup (Fiamma) Standard
ALBUMS	o!) Dec 14517	F+6058
	Army Hymn-Sportsmen Glee Club (In God) Dec 14519	Muss I Denn-G. Lanner-M. Helmut Wessels (Weinner
rrman Ork (3-10") Coral 189; Blue Prelude 60189;	Bruquet in Heaven-Armstrong Twins-Patsy (He Can) 4 Star 1445	Financrical Standard F-11030
Calliope Blues 60191;	Cain't No Grave Hold My Body Down-Sister Rosetta	My Stephanie Polka-W. Dombowski (Annazette Polka) Dec 45107
well Blues 60190	Inarpe-S, Price Trio (Ain't So) Decca 48154	Nadzwyezna Polka-J. Bednarek Ork (W. Karzzmie)
-B. Leighton (1-10") Col	Do You Know Him?-R. Shaw (Ship of) Coral 65033	Standard F-306
e Me, Gypsy in My Soul,	Farther Along-R. Allen and P. Page (Solly and) Mer 6258	Nar Manen Holder Vakt-S. Kleven (Sultan Er)
et a Song Ge Out of My Fog, Mean to Me, Nice	He Can Save Your Soul-Armstrong Twins-Patsy	Standard F-5046
Please, Soft Lights and	(Bouquet In) 4 Star 1445	Once in Warsam-S, Sotnowski (Full Gallon) Pavilos 775
arlight, They All Laughed	He Knows Mty Heart-M. Anderson and Choir II'm	Rosy Cheeks-S. Soznowski (Concert Hall) Pavilon 776
m-1. Fields-Campos Trio	Sol Bullet 325	Panorama di liapoli-N, Ostani (S'Ultima Symmatic)
ick Eyes 47-3291; Donkey	I Cried, and I Cried to the Lord-O. L. McCoy &	V 23-7138
r Mine 47-3292; Miami Sizzling Rumba 47-3292;	Daniel Sisters (Over in) Col 20705 I Need Thre Exery Hour-Ward Singers (Surely God)	Sultan er Klar-S. Kleven (Nar Marien) Standard 5046
starting futures arearyr;	Savoy 4017	Pas Darzell Trys Mergelis-A. Vyniene-O. Milau-
m-C. Thibault-G. Carter	If You Gain the Whole World-J, Daniel Quartet.	skatte (Kalp GJ) Standard E-19001
al Chorus 40163; I Love	(Land Acruss) Bama 44	Sayr Lahtiq-N. Simon (Parts 1 & II) Standard
mise Me 40164; Wedding	I'm So Glas-Rev. E. T. Winston and Choir (He	F+17906
C. Inene City Clicker	Knows) Bullet 325	Sometimes I'm Happy-R. Kauhi Quartette (Nan) Waimea) Bell LKS 521
I-S. Jones City Slickers ss Your Hand, Madame 47-	In God We Trust-Sportsmen Glee Club (Army Hyron) Dec 14519	S'Ultima Serenata-M. Ossani (Panorama Di) V 25-
87; Love in Bloom 47-	In the Garden-G. Autry-D. Shore (Old Rugged) Col-	7136
288; That Old Black Magic	38828	Tony Has a Date-R. Sampieri (Tony Wants) Standard
verture 47-3289	In the Ganden-R. Rogers-D. Evans (Old Rogged)	F-5057
Canadians Silver Jubilee	V 21-0344 Land Across the Sea-J. Danlet Quantant (17 You)	Tony Wants a Wife-R. Sampleri (Tony Has) Standard F-6057
1-10") Dec (33) DL 5235; he Dutch Mill, Moonlight	Land Across the Sea-J. Daniel Quartet (If You) Bama 44	W. Karczmie Polka-J. Bednarek Ork (Hadzqyezna
the Moonlight, St. Louis	Lord's Prayer, The-D. Haymes-L. Gordon Quartet-	Polka) Standard F-3064
mmock, When the Organ	V. Young Ork (Now 1) Dec 14518	Weiner Flakerlind -M. Helmut Wessel (Muss 1)
e Drivig Me Crazy	Now I Lay Me Down To Sleep-D. Haymes-V. Young	Standard F-11039
eibert (3-&") V (45) SP	Ork (Lord's Prayer) Dec 14518	Yareit Ma' Riftha-N. Simon (Parts 1 & 11) Standard
Indian Love Call, Smoke tr Dust, When I Grow	Old Rugged Cross-D. Shore-G. Autry (In the) Cal 38828	
Were a Dream	Old Rugged Cross-R. Rogers-D. Exang (In the) V 21-	
eterson (1-10") Mer (33)	0344	Trade Directory
ou Are, Lover Come Back	Over in the Glory Land-O. L. McCoy & Daniel Sisters	Trade Directory
Didn't Believe Me, Three	(I Cried) Col 20705	
Vhere or When	Rock of Ages-B. Crosby-K. Darby Choir (All Hail) Dec 14517	(Continued from the second
Pollack and His Pick-A- wick BP-105 Alice Blue	Ship of Zion-R. Shaw (Do You) Coral 65033	(Continued from page 104)
ie 80148; California Here	Softly and Tenderly-R. Allen-P. Page (Farther Along)	elected chairman of Region IX, Na-
p a Little Closer, Lovey	Mer 6258	sional Automatic Merchandising As-
h Rose B0121; You Made	Surely God Is Able-Ward Singers (I Need) Savoy 4017	sociation.
Marine Hills	LATIN AMERICAN	George Seedman was elected vice- president of the Rowe Service Com-
Sinatra-X, Cunat-D, Shore-	LATIN-AMERICAN	Diesident of the Rowe Service Lama

ADVANCE RECORD RELEASES (Continued from page 40)

- Tell Her You Love Her-G. Russell-J. Haskell (Ashes of) Dec 27062
- Tell Me Why-A. Russell (Mine, Mine) Cap 1023 There Stands the Glass-B. Smith-N. Wheeler (What-
- Cha-Ma-Call-It Song) Dome 1019 There's No Business Like Show Business-A. Shar "-k
- (I've Got) MGM 10730 They Say It's Wooderful-G. MacRae (Prisoner of) MGM 10734
- Thing-A-Ma-Jig-P. L. Hayes (Sing Me) Dec 27022
- This Is the Night-F. Sinatra-R. Clooney (Peachtree Street) Col 38853
- Three Little Rings-Fontane Sisters-M. Ayers Ork (Down Home) V 20-3814
- Tonight-R. Case Ork (On the) MGM 10723 -Troubled Heart, Troubled Mind-A. Morton-E. Bell Nightingales (Ashes of) MGM 10715
- Two Hearts Are Better Than Anytime-J. Allison & His-Nashville Boys (Roses I) Cap 1067
- Tzin-Tzun-Tzan-T. Beneke Ork (Dreamin' Is) V 20-3813
- Tzin-Tzun-Tzan-C. Cavallaro (Picnic Song) Dec 27060 Utulele Lady-H, Babbitt (Mahalo Nui) Coral 60238 Ukulele-Luke-A. Gerard-Elton-Tones Trio (I Can't) Neptune 1002
- Wha'D' Ya Say? Wha'D' Ya Say?-T. Richards (Hawaii) MGM 10728
- Violins From Nowhere-V. Monroe Ork (Our Very) V(78)20-3806, (45)47-3806
- Warm Kisses in the Cool of Night-J. Fina Ork (That Spike Jones Favoriest Albur Honky) MGM 10724
- We've Met Before-L. Raine-C. Parman (I Remember) Universal U-191
- What-Cha-Ma-Call-It Song-B. Smith-N, Wheeler (There Stands) Dome 1019
- When Does That Ship Come In?-L. Raine-C. Parman (Sun Valley) Universal 8957
- When the Saints Go Marching In-Three Suns (Marianne) V 20-3817
- When We're Dancing-F. Warren-H. Rene (Cloudy Morning) V(78)20-3800, (45)47-3800
- Where Are You Gonna Be When the Moon Shines-F. Carle Ork-A. Simms (Maple Leaf) V(78)20-3805, (45)47-3805
- Who Threw the Ring Around Rosie?-A. Wayne (Laugh! Clown!) Coral 60233
- Woman Is the Strangest Thing, A-C. Murphy (Boogle Jackson) Bama 300
- Wreck of the Old 97-D. Kaye (Handout Song) Dec 27050
- Ya-Hoo-R. Kemper-R. McEvoy (Chanticleer) Kem 2706 You Are My Love-W. King Ork (Sometime) V(78)20-3796, (45)47-3796
- You Can't Do Wro Doin' Right-P. Harris-J. Benny's Quartet (Let's Choo) V 20-3815
- You Can't Do Wrong Doin' Right-V. Johnson (Let's Choo) MGM 10727

OPERATE with

INVEST IN

EVANS' 1950

Your stake in operating is sale

with Eyans' years ahead styling

-trouble-free performance-real.

Istic tone reproduction. These tun:

damental Constellation qualities

assure cordial acceptance

able response from players.

by locations + . . Insure low operating

expense . . . guarantee consistently profit-

Distributor can show you proof. See him soon.

Your Evans

20 RECORD

40 SELECTION

CONSTELLATION

CONFIDENCE

IN YOUR

FUTURE ...

- You Never Had It So Good-Col 38859
- You've Got To Take the T Fotine Ork (Angel Lips)
- You're Getting Tired-0. Train) Col 30207
- You're on the Right Road-Masterione D-103

POPULAR

- Blue Prelude Album-W. 1 CP-509 Bishop's Blues 6 Blues on Parade 60190 Dupree Blues 60191; Far
- East Side Rendervous Album (33) CL 6112 Don't Blan The: Jone in January, I Heart, Laura, Lost in a Work If You Can Get It Sweet Music, Stella by S Irving Fields Favorites Albi (3-7") V(45) WP-290 81 Serenade 47-3291; Fores Beach Rumba 47-3290; Tico-Tico 47-3290
- Here Comes the Bride Albi (2-10") Dec DU-765 Bri You Truly 40164; Oh, Pr March 40163
- (3-7") V(45) WP-288 1 K 3289; Liebestraum 47-32 3288; My Old Flame 47-3 47-3287; William Tell
- Guy Lombardo and His Roy Album-G. Lombardo Ork (78) A-762 :30-Hoo, Lit Saving Time, Sailboat In Blues, Swingin' in a Ha Played at Twilight, You'r
- Organ Encores Album-D. L 284 Home on the Range, Gets in Your Eyes, St Too Old To Dream, You
- Oscar Peterson Album-O. I MG-C106 All the Things to Me, Oscar's Blues, The O'Clock in the Morning,
- Pick-A-Rib Jazz Album-B. Rib Boys (3-10") Bruns Gown 80121; Boogie Woo I Come 80148; Cuddle Mine 80149; My Wild Irl Me Love You 80149
- Popular Favorites Album-F. H. James-D. Day-H. Jeffries-A. Godfrey-L. Brown Amor y Mas Amor-8. Capo (Incomnic) Seeco 7041 (10-10") Col (33) CL 6119 American Beauty Rose; Arisanara-T. Purate (Lagrimas Negrast V 23-15117 president of the Rowe Manufacturing

pany, Inc., Los Angeles, and vice-

You Can't Take It With You-R. Bolger (Francie) Dec 27063

Candy and Cake, Doncha Go 'Way Mad, Hoop-Dee Doo, It Isn't Fair, It's So Nice To Have a Man

Antipatico-B. Capo (Besame Ia) Seeco 7053

Ayudame Cubano-D. Santos Ork (Me Voy) Seeco 7014 Besame la Bimbita-B. Capo (Antipatico) Seeco 7053 Boquita Azucarada-Los Romanceros (Solo Ruinas) V23-15126

Chiquita Basana-Marcha-E, Ros Ork (My Faxourite) London 709

Communicate Conmigo-E. Negrito Chevalizz (El Relojito) V23-1608

El Relojito-E. Negrito Chevalies (Comunicate Conmigo) V23-1608

El Vueltabajero-Grupo Tropical de R. Diaz (Mi Rumbita) 1/23-1607

Felicidad-R. Gama (Ojos de) V23-1612

Insomnio-B. Capo (Amor y) Seeco 7041 Lagramas Negras-T. Puente (Arinanara) V23-5117 Lluvia o Sol-D. Santos-S. Matancera (Rumbero

Vames) Selico7056 Mambo No, 5-Orguesta Tropical (Que Rico) Seeco 864 Me Voy Bala Luna-D, Santos Ork (Ayudame Cubana)

Seeco 7014 Mi Pecado-F. Fernandez (Por Siempre) V23-5118

Mi Rumhita-Gropo Tropical de R. Diaz (El Vueltabajero) V23-1607

My Favourite Samba-E. Ros Ork (Chiquita Bacana) London 709

Naufragio-A, Lara (Solamente Una) V23-15120

Ojos de Aguila-R. Gama (Felicidad) V23-1612

Pierdete-P. Campo Ork (Que te) Seeco 4121

Por Slempre te he de Querer-F. Fernandez (Mi Pecado) V23-5118

Que Rico el Mambo-Orguesta Tropical (Mambo No. 5) Seeco 864

Que te Parece, Cholito-P. Campo Ork (Pierdete) Seeco 4121

Rumbero Vamos a la Rumba-D. Santos-S. Matancera Liuvia o) Seeco7056

Solamente Una Vez-A. Lara (Naufragio) V 23-15120 Solo Ruinas-Los Romanceros (Boquita Azucarada) ¥23-15126

INTERNATIONAL

45107

Auf der Lahmigrub'n Und Auf der Wieden-P. Hoerbiger-O. Kartweis (Huerigen Potpourri) V(78)25-4124; (45)53-1506

Baby's Lullaby-J. Lasicky Ork (Let's Dance) Mer 2092 Barnyard Blues Polka-Whooper J. Willahrt (Greet the) Dec 45105

Beautiful Dreamer-R. Wilson (My Love) V 26-9502 Bleib Bei-G. Lanner (I Hab) Standard F-11038 Bo Ja Kochart Cie-W, Ossowski Ork (Jedzie Marys) V(78)25-9224; (45)53-4506

Concert Hall-S, Sosnowski (Rosy Checks) Pavilon 776 Das Lied Der Drie Zunen-G, Fichtel (Hoch Oben) Standard F-11040

Fiamma-S. F-6058

Full Gallon-Ft. Hott Ork (Once in) Pavilon 775 Greet the Folks at Home Waltz-W. John Wilfahrt (Barnyard Blues) Dec 45105

Heurigen Potpourri-P. Hoerbiger-O. Kartweis G.ut

Corporation, New York.

Washington Music Guild, Washington, D. C., announced the following officers for 1950: Hirsh de La Viez, head of WMG; Leonard Abrams, vice-president (music); Ira Byram, vice-president (amusement); John D. Cokinos, secretary; Evan Griffith, treasurer, and Teddy Crawford, sergeant-at-arms, Directors: John H. Phillips, Walter Hendrix, Horace H. Smith, Charles W. Bowles, David M. Hirsch, John N. Deoudes, Simon Davis, Don Epstein, Myron Loewinger, Edward B. MacManus and Kenneth Keefe.

Purchases

Spacarb of Washington, Inc., Washington, D. C., purchased beverage cup vending operation of Automatic Fountains, Inc.

Distributors

H. C. Evans & Company, Chicago, named Badger Sales Company, Inc., Los Angeles, for Southern California, Southern Nevada and Arizona; Central Distributors, St. Louis, for Southern Illinois and Eastern Missouri and Lief Music Distributing Company, Cleveland, for Northern Ohio.

Gaylord Manufacturing Company, Clawson, Mich., named Empire Coin Machine Exchange and Logan Distributing Company, Chicago, for the Chicago area; Service Sales, Pitts-Annazette Polka-W. Dombkowski (My Stephanie) Det burgh, for that area; Badger Sales, Los Angeles, and Ray Coin Machine, Philadelphia, for their respective cities and Master Sales & Service, Dallas, for Texas area,

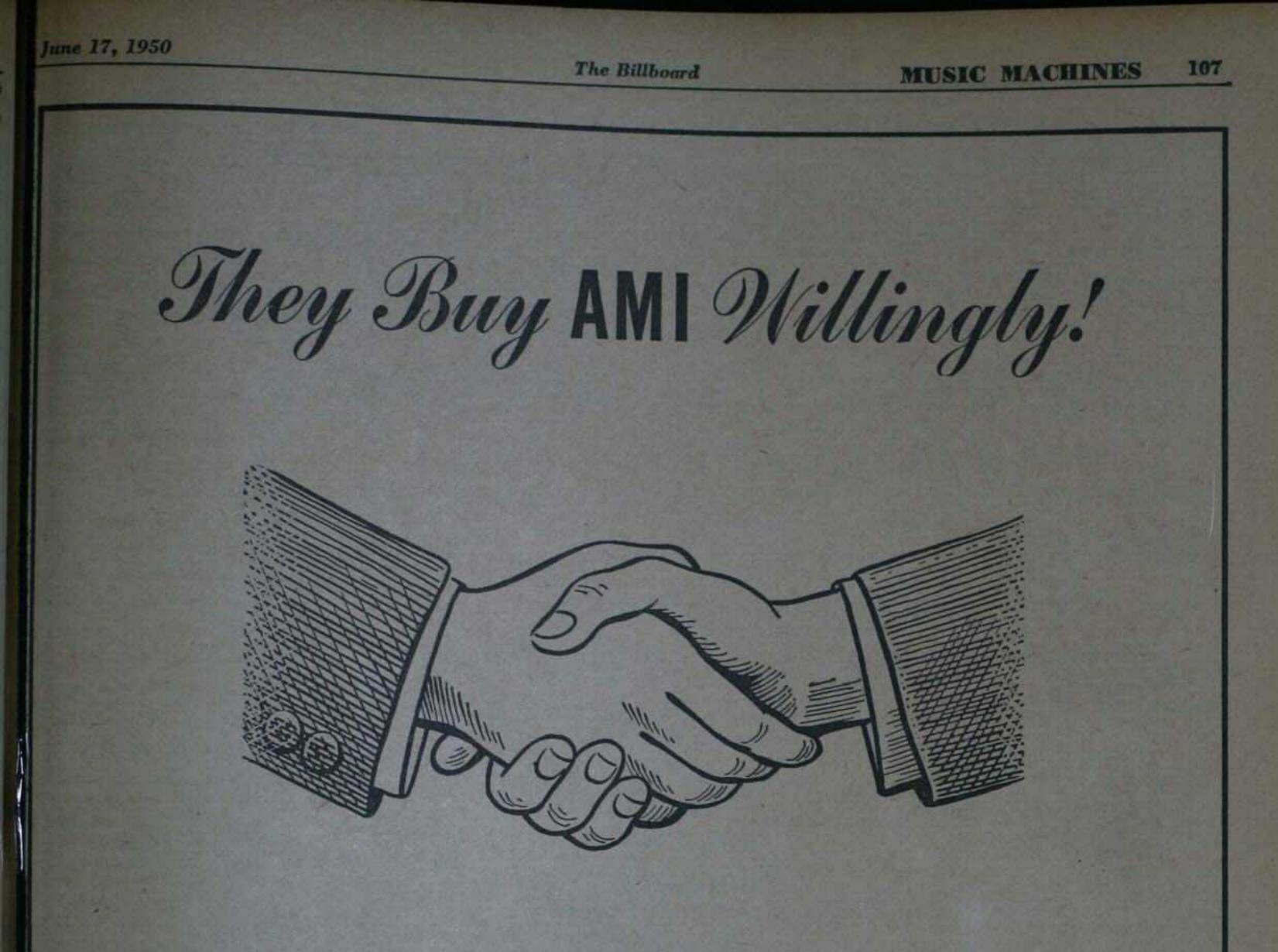
The Gillespie Games Company, Long Beach, Calif., named Breeze Associates, New York, to cover four eastern States and the District of Columbia, and David Rosen, Inc., of Philadelphia, to cover Pennsylvania, Delaware and Southern New Jersey.

Kool-Sleep, Inc., Cambridge, O., Cuienza (Mazurka Skillana) Standard named J & R Distributing Company, Pittsburgh; New York Distributing Corporation, New York; Kelley Music Store, Chattanooga, and Birmingham Music Company, Birmingham.

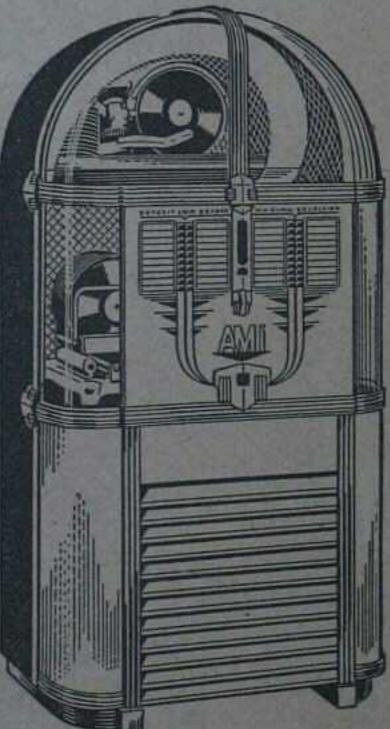
AVAILABLE NOW-Evans Record Play Meter for Original Constellations GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation Lyon Industries, Inc., New York, 1528 W. ADAMS ST. der Lahmigrub'n1 V(78)25-4124; (45)5301506 named Automatic Enterprises, Los CHICAGO 7, ILLINOIS Hoch Oben-G Fichtel (Das Lied) Standard F-11040 I Hab' Rote Haar-G. Launer (Bleib Bei) Standard Angeles, to cover territory south of SEE OUR COIN MACHINE AD ON PAGE 130 Fresno, Calif., and Arizona. F-11038

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108 **MUSIC MACHINES**

The Billboard

June 17, 1950

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					June 17, 1950
	rd Reviews	RATER OPE		Classical Rec	ord Reviews
ARTIST	TUNES	R- JO	(##/SONAL	rendition of this 10th of Haydn's Lon- honies, known as the "Imperial." Rich	WAGNER: LOHENGRIN PRELUDES TO ACTS I AND III-TANNHAUSER OVER-
LABEL AND NO.	COMMENT	ALL	bet to c	apture the current market for this work Beecham recording, which as fine as	TURE-Bavarian State Opera Ork- Heinrich Holtrester, Dir. (2-10") Mercury (33) MG-15008 Britliant high level and full acdied recording of
HUGO WINTERHAL- TER ORK & CHORUS	Lovely old Jerome Kern melody is mounted tastefully in a rich Winterhalter choral and ork production.		a dated this disk work is i GILBERT	AND SULLIVAN: THE GON-	tinguish this coupling of Wagnerian excerpts. "Tannhauter" overture is handed a dynamic terpretation which is landed with power and sensity. Likewise, the "Lohengrin" preludes handled intensely. The Bavarian State Opera plays, these pieces with a relish and fire ror
VILLOF 20-300V	Here Comes the Bride on a Pinto Pony Clever Winterhalter cleffing makes a lively compact rhythm slicing of a new novelty.	80808080	DOLTE	ade Orchestra-1. Godfrey, Cond.	displayed on was. The these pieces fall inte warhouse category and there are "e me" reco logs available, these slicings will provide full sa
FRAN WARREN (Henri Rene Ork) Victor 20-3800	When We're Dancing Lovely waltz is well chirped by Fran with a Illting assist from a Hugo Winterhalter cleffing, which is	72757270	"The Go and Sulli tion that	and officers, sung with the spirit of Gilbert an and the great precision an enuncla- tionly the D'Oyly Carte company can	HAYDN: "IVERTIMENTO #82 IN C
	well executed in the Rene orking. Cloudy Morning The thrush dips into esoterica for a beautiful but too rich ballad. She sings it superbly and is aided sturdily by a Charlie Naylor score, again interpreted solidly by Rene.		production ment of excellent spective audible,	should meet with the same enthusiastic as London's other G & S offerings. The is lavish and rich, with a full comple- singers and musicians, the recording in clarity and balance, with the per- lust close enough to make every syllable just far enough away to create the	MAJOR: DIVERTIMENTO =6 II D MAJOR-David Shuman Trio (Shuman, trombone; Makine Johnson, viola; Bernard Gre house, cello.) (1-10" LP.) Parados PL-10002 Both of the clumming works recorded here a cleffed originally for the baryton, a now-exti
(Vic Schoen Ork) Decca 27044	Cry, Cry, Cry This wonderful singer returns to wax with a sterling performance of an appealing ditty, which has been around for several months.	72757270	in a hand to comp libretto contain	e of theater. The two LP disks are some folder cover, which has, in addition rehensive general notes, the complete in a compartment specially designed to t. In all, a notable sample of LP	string ed instrument. Shuman, who is proba the world's leading trombone virtueso, has adap the part for his own instrument, with satisfy results. It's Shuman's own high-order music ship that carries off the stunt, for are he is a
	Blue Prelude Miss Balley pours warmth and soul into this feelingful slicing of this haunting evergreen, currently in the throes of a revival effort.	73757570	JL.	production and merchandising. IKES JOCKS Suitable Longish for airing, single scenes might be essayed.	to project pure classical style and serve the ne of this particular ensemble. His colleagues also accomplished performers. More brilliant cording would have helped their efforts, howe
CEORGE CATES ORK (Ralph Blane-The Buccaneers) Coral 60235	American Beauty Rose Excellent danceable, tasteful reading of a promising, clever and infectious new rhythm ditty. Blane turns in a sturdy vocal chorus.	82828282	Krauss, suleac-	THE FLYING DUTCHMAN- 66 n State Opera Ork-Clemens 66 DirBans Hotter-Viorica Ur- George Hann-Karl Ostertag-Franz Klar- lise Willer. (4-12")	BRAHM5: CLARINET SONATAS OP. 120 Reginald Kell-Mieczyslaw Horszowski 7 (1-12") Mercury (33) MG-10016 These are the same lovely, autumnal sonatas o
	Roses Another fine dance side which sells the fast-stepping balad strongly all the way. Late issue on tune won't help the etching.	75757575	Mercur Outside length (or lowers, th	(33) MGL-2 (4-12" LPs) of schools, libraries indiscriminate full- LP) opera buyers, and avid Wagner fot- ere's unlikely to be much of a continuing r this huge package. The work is actually	visually recorded for Victor by violist Will Primrose. They were written originally for clinet, however, and in the hands of an interpri- like Kell, is the perfect medium to recreate mood Brahms intended. Unlike most wood-m
(Elton-Tones Trio) Neptune 1002	I Can't Make a Hit With You Inadequate performance of a far-fetched and silly tune. Ukulele-Luke This side's got even less to offer.	25252525 202020 -20	Wagner's huge port chestra, that he is music dra	first significant one, in that it gives a on of the dramatic chores over to the or- and introduces the "leit motif" system iter built to great importance in his great, mas. The plot is films, and Wapper's	players, Kell overcomes the technical difficulties the clarinet, without letting the listener beca awa. of their existence. He can then exert hir o musical personality, and devote his efforts to terpretation. Brahmians, including these who the viola versions, will find this set irresisting
KINGS OF DIXIE-	The Bucket Song A two-beat novelty of some infection which employs the "buck-buck-bucket" catch-phrase made famous via "Old Man Mose." Could score primarily in Jukes.		melodious but you o is pretty	moments, as in Senta's "Spinning Song," can't see the music for the singin', which bad. Conductor Krauss acquits himself in managing to keep the orchestral	Each sonata is complete on a side. BRAHMS: QUARTET NO. 1 IN G MINOR FOR PIANO AND TRINGS, OP. 25- Rudolf Serkin-The Busch Quartet

	Red Pepper Rag Two-beat instrumental, well done, but no particular distinction.	666764 67	portions exciting. The recording is uneven too, tho that's to be expected in a full-length opera taped during a continuous performance.	(1-12") Columbia (33) ML-4295 Serkin and the Busch string players are not un- familiar collaborators in this medium, having done
KAY KYSER ORK (Sus Bennett - The Campus Kids) Columbia 38849	Let's Choo Choo Choo to Idaho Clean cut, competent production of the "Duchess of Idaho" flick ditty has no special distinction among a raft of similar recordings.	707070	Capitol-Telefunken (33) P8078 Brahma: Tragic Overture, Op. 81; Schubert:	a topnotch recording of the "Minor plano quartet for Victor some years ago. They achieve here an artistic blend in the best chamber music tradition, performing as a team with no personal obtruster- ness. The string sound is delightfully integrated,
	It's the Little Things (Harry Babbitt) A tender, appealing ballad that's been around for some time gets a superb Job. Babbitt sings a storm, with dreamy mood orking in back.	79807979	Overture to Rosamunde: Beethouse: Overture	and Serkin's plano is wowen beautifully into the texture. The work, melodic, affecting and emo- tional, is justly regarded as an excellent introduc- tion to appreciation of chamber music for new- comers to the nedium.
LORRY RAINE (Cliff Parman Ork) Universal 8952	Sun Valley Polka Thrush gives an indifferent pop-polka a fair try, but chugging, wooden beat dampens her efforts.	464646	Brahms' Trapic Overture and it is played bril- liantly by the Concertgebouw. Low point is a rather listless reading of the Schubert Rosemunde Overture. But the flock of Mengelberg of-	GREAT BARITONE ARIAS FROM ITALIAN OPERAS—Frank Guarrera, Orchestra of the Metropolitan Opera Association of New York—Fausto Cleva, Dir. (1-10")
	When Does That Ship Come In Passable ballad is weakly piped.	53535353	lectors and admirers should cotton to this collection. These prewar recordings were done in full range fashion and bear up well the the distant woodwinds may disturb the connoisseurs.	Columbia (33) ML-2114 Verdi: E. Sognor Verdi: Credo; Verdi: Eri Tu che Macchiavi; Leoncavallo: Prologue; Giortano: Nenti- codella patria; Rossini: Large al factolum
LORRY RAINE (Cliff Parman Ork) Universal U-8928	We've Met Before Stilted male recitation preceding Miss Raine's not- inspired vocal gets side off on wrong foot.	50505050	and the second	The youthiful additions a recent winner of the Met Opera Auditions of the Air, essays a bunch of operatic chestnuts, and acquits filmsell nobly. In the group, it's Guarrera's dramatic projection
	I Remember Thrush is so-so with a pretty fair ballad,	606060	baud, Dir. (1-12") Mercury (33) MG-10038 Here's an LP bargain—two Mozart symphonies	that first impresses. The voice is a fine full one, but his feeling for the drama in his material is his outstanding virtue. Altho the singer's name is not
FREDDY MARTIN (Merv Criffin) Victor (45) 47-3798	Sam's Song Song, stirring via the Joe Carr sleeper on Capitol, gets a topnotch Job from ork, Griffin and ensemble. Could click.	87878787	and recorded quite well. The 41st is Mazart's crowning indirevement in the symphonic form and one of the foremost pieces of writing in the music literature. The 39th is a lyrical, melodic work,	yet a big one, the pop-opera program of this LP platter should attract casual opera bayers. MOZART: SYMPHONY ND. 25 IN G MINOR AND SYMPHONY NO. 36 IN 76
	Mambo Jambo Tight, hard-hitting pop-Latin job of the Prado number.	76767676	in Mozart's secondary class in popularity-certain- ly not in composition; it boasts a highly effective slow movement and altogether imparts the influ- ence of the Viennese dances of day on the com-	C MAJOR ("LINZ")-Pro Musica Ork- Otto Klemperer, Con. (1-12") Vox Polydor PL 6280 A handsome buy for the growing legion of purveyors of Mocartiana is this coupling of two
SUNNY SKYLAR Kem 2707	Little Liza Lou Skylar sings a lively little ditty of his own cleffing. His chanting is brisk and pleasant, but backing, organ-rhythm-male-group is spotty and poorly waxed. Well, it's a demonstration.	40404040	poser. Both works are treated vigorously, perhaps too much so, and are played with a matching energy by the Bavarian State Radio ork. Record- ings are high level. Not the best available per- formances, but the pairing is a buy for the less discriminating and this represents the majority of the people.	of competer's best know symphonies, the tyrical "Linz" which is in the spirit of Hayda and the Viennese style, and the interse, almost turbulent "Little G Minor." Both are played spiritedly and with vitality by the Pro Musica, are recorded wide range at high levels and are treated some-
	I'll Be Yours, You'll Be Mine Like flip, except that the tune, another Skylar original, Isn't as strong,	37373737		what heavy-handedly, albeit effectively by Klem- perer. Neither of these symphonies have been issued to our knowledge on LP until now- certainly not backed up-and as firsts of a
RONNIE KEMPER- RENNY MaEVOY Kem 2706	Ya-Hoo Synthetic Broadway Western gets an ordinary rendi- tion from warbler and group. Slide whistle in arking doesn't belp matters.	39393939	Deveny III. Delwarde-Fernand Dubradous Cham-	vienna Choir Boys (1-12") 60
	Chanticleer Nonsense ditty set in exaggerated comball orking a la Hoosier Hot Shots adds up to nothing much.	33313335	Beethoven, never recorded pre-LP and rarely heard early and Haydn-Influenced work, here has its	Capitol-Telefunken (33) P-8085 Gott Meine Zuversicht; Standchen "Zogernd Leise;" Der Gondelfahrer; Junge Schaferin; Die Nachtligall; Folks Songs. The the Schubert songs get top billing, the fails
Brundwick BOLAR	Clap Hands! Here Comes Charley! A memorable swing side of the '30s should pick up good jock and some juke play on reissue here.	72737072	second recording is the space of two months. The other on EMS by members of the Little Orchestra Society is more classic in concept than this one, which is more rigorously and dynamically.	sangs occupying the second side are more suc- cessfully rendered by the routhful group. The ultra-romantic Schubert places require a maturity these singers tack. Moreover, the entemble a
	Liza More of the same. (Continued on page 120)	72737072	played by the French group. A pair of unutual chamber works, recorded well with wide range, should rate high with collectors as with students and admirers of the composers involved.	The fails some soarse, but attractive signs,

Serving all Alabama except light areas

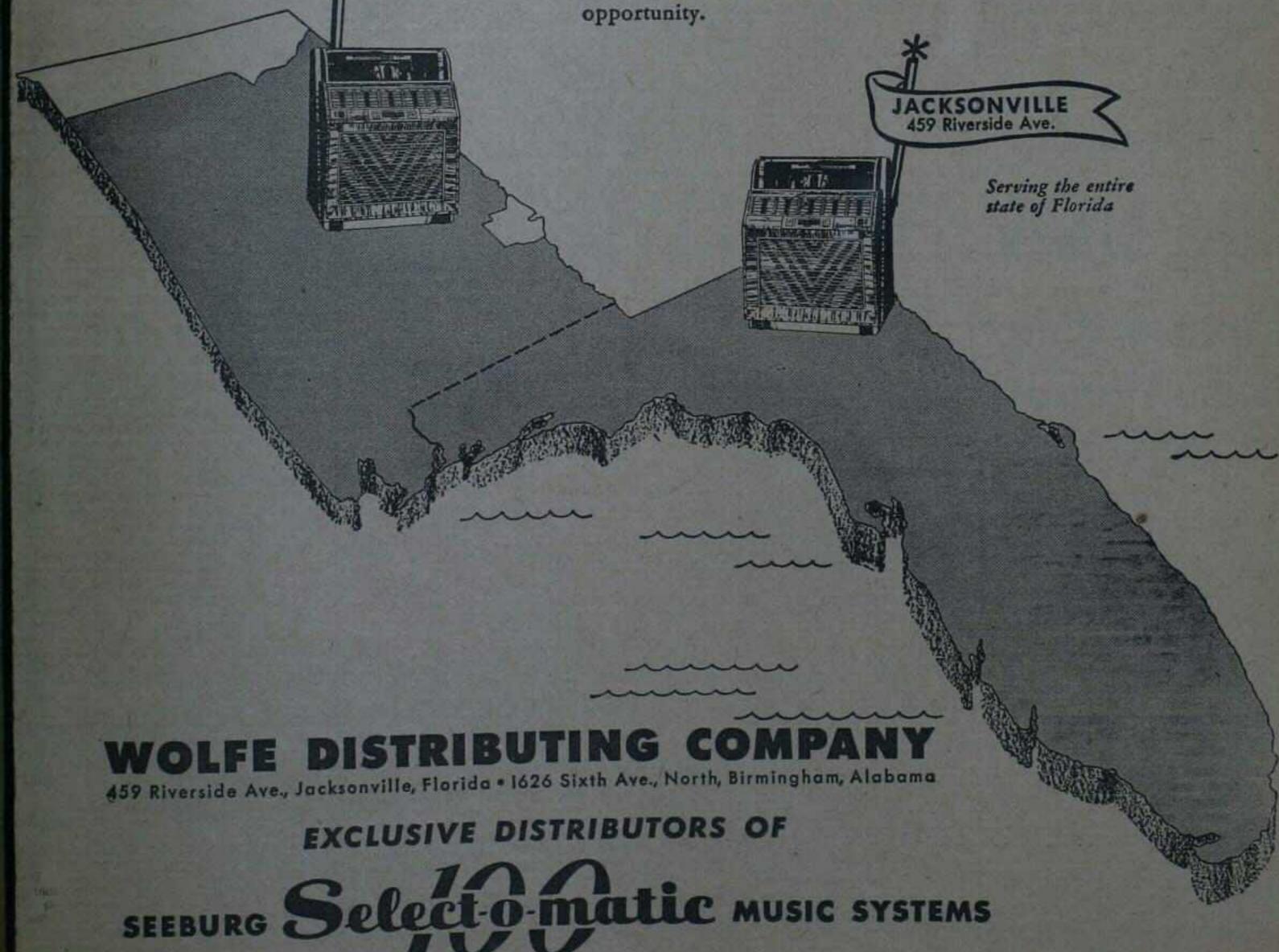
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The Billboard

General Mills in Mechanical Division Works Cig Operator Inaugurates New **Out Bugs in Acosta Unit;** Plan Further Field Tests washington, June 10.-Excel-Int response from location owners vending operator in the area to launch

VENDING MACHINES

110

Minneapolis Department Store Used as Proving Ground

By Jack Weinberg

MINNEAPOLIS, June 10 .- The mechanical division of General Mills, Inc., has just about worked out the bugs of Tracy Acosta's Fountain o' Health fresh orange juice vending machine and is looking ahead to eventual production of the unit, it was disclosed here this week. Arthur Hyde, president of GM's mechanical division, said the first customer reaction to the unit has been "amazingly good" but that its inventor, Acosta, should make one more attempt at customer reaction. Then, according to Hyde, it is up to Acosta to set up a distributive or franchise organization for the purpose McDonald.

of putting the units on location. Hyde estimated that may take at least a year.

The machine slices, squeezes and disposes rinds of fresh oranges and fills paper cups with exactly six ounces of orange juice for 10 cents. On location since April 10 in the basement store of the Dayton Company, largest Northwest department store in Minneapolis, the unit sold the amazing number of 12,292 six-ounce cups of fresh orange juice in the first 21 working days of operation, according to Acosta.

Stops Traffic

The machine, on location in front of the store's bank of elevators and across the aisle from the stairway leading from the first floor to the basement, has all but stopped traffic at Dayton's. Several times the machine has run into mechanical difficulties while on location but they have been of such minor nature that these "bugs" have been fixed on the spot.

Washington Nat'l Airport Now Has 150 Vending Units

WASHINGTON, June 10 .- The ad- | Airport) reporting none. dition of several new machines recently brought the total number of location picture than other types of coin-operated vending machines at the Washington National Airport to house virtually no coin machines, 150. This figure is in line with the while Union Station has 9 beverage, report, relating to the Civil Aeronautics Administration's construction for a total of 17. plans, that Class 3-and-up fields make good coin machine locations (The Billboard, June 3.) Smaller airfields in the area, on the other hand, feature few, if any, machines, a survey showed. The Philadelphia company, announced Congressional Airport, Rockville, the appointment of James G. S. Md., has four machines, while the Maines as sales manager of the local Falls Church Airpark, Falls Church, Va., plans to install a few machines Bireley's several years ago for a in the near future. The remaining period of five years. The company's one location (Washington-Virginia | vending machines in this area.

and increased operating efficiency for this type of operation, altho similar the firm has followed introduction of plans have been adopted by tobacco a new lease-rental cigarette vending jobbers. policy by the Joe McDonald Enterprises.

Vending

Lease - Rental Vending Policy

In effect less than three weeks, the plan works as follows: McDonald installs cigarette vending machines, but instead of servicing them as previously, the firm sells the cigarettes at wholesale prices to location owners. The new set-up allows the location owner to set the retail price anywhere from 17 cents to 25 cents and gives him the long profit, according to

June 17, 1950

Saves Servicing

The program eliminates frequent servicing trips for McDonald men, who now only make weekly visits to locations, inasmuch as each location owner fills his own machines. This time saving has enabled the same size staff to handle many more locations, says McDonald.

He also points out that many small location owners who previously had hesitated to put in machines, usually because of some objection to the retail price, are greeting the new plan with enthusiasm. It is getting wide acceptance from service station owners, many of whom are reporting zooming sales as a result of keeping the machine out in the open during the day.



The time cycle of the machine is 14 seconds. It comes with three sets of fields have one or two machines, with canned juices are widely used in (See Gen. Mills on page 113)

PHILADELPHIA, June 10.-Hersh M. Surkin, president of Bireley's company. Maines had been with

Maines Joins Bireley's

Mull Distrib Net

NEW YORK, June 10 .- Juice Bar Corporation, manufacturer of a 546capacity, canned beverage vender, has started production on the Juice Bar "Junior," a compact machine holding 248 individual-size cans and selling for \$398.

The first public showing of the new model will be held at the Hotel Bedford here Wednesday and Thursday (14-15). Jack Cross, president, said deliveries would begin on or before July 1.

At the same time, Cross disclosed that plans are being set to line up a distributor network to speed penetration of both models in all vender markets. Until recently, most Juice Bar sales have been handled directly by the main office here at 270 Madison Avenue. Machines sold to date have been located largely in (See Juice Bar on page 114)

Wrigley Vender Acquires Voice

CHICAGO, June 10,-In a move to test audible as well as visual pointof-sale merchandising aids on a vending machine, the William Wrigley Jr. Company last week (29) installed one of its electric five-column gum venders, equipped with a Powell Announcer unit, in Wrigley Field here, home of the Chicago Cubs baseball team.

The machine "vocalizes" six "thank you" and sales messages, in both male and female voices. A different message is delivered with each six sales before the series repeats. After each purchase of a nickel pack of gum, a "thank you" is heard, followed by a simple "buy more" message tailored to Wrigley brands.

The Powell Announcer unit, manufactured by the Powell Announcer Corporation, Chicago, is installed inside the console cabinet. Operation of evcle for post-sale plugs.

10c BAR STILL LIVE ISSU Shine Machine Ops Calif. Cig Ops **Canteen Prez** Talks Vending Announce Earnings At NCA Meet

Cites High Op Costs

NEW YORK, June 10.-Rising costs of operation may yet force route owners to convert for dime bar sales, candy manufacturers were told this week by E. F. Hinkle, president of the Automatic Canteen Company, who disclosed such a move was still under active consideration by his company. But the switch could not be made unless the co-operation of candy producers was obtained and operators generally followed along, he emphasized.

Hinkle was a featured speaker at the annual convention of the National Confectioners' Association (NCA), which convened at the Waldorf-Astoria Hotel here Sunday (4) and closed Thursday (8). His address to the manufacturers Wednesday (7) was part of a series aimed at detailing the special problems of

(See 10c Bar on page 115)

CHICAGO, June 10 .- Shoeshine machine operators surveyed recently ings per unit range from \$3 to \$7 on dime and \$3 to \$5 on nickel operation. Other interesting operational facts turned up by the sample survey revealed methods of location approach and types of installations "most likely to succeed." Operators appeared to be about evenly divided on the use of dime versus nickel price for both vice, Pasadena, and Ed Stanton, Genshoes.

Tell Route Facts;

A few of the typical operator reports follow: Perry Tolby, operating 75 shiners for the past year in the territory around Dania, Fla., has his units set for 11/2-minute operation (enough for both shoes) at a nickel and averages \$5 per week per machine. Top locations are various types of 24-hour spots, he says. His location approach, which he claims has proved successful 90 per cent of the time, consists of carrying a sample unit in his truck, showing the location owner a photo of the machine and then giving him a demonstration on the sample shiner.

(See Shine Machine on page 114)

OAFLAND, Calif., June 10 .- Formation of Cigarette Vendors Institute reported average weekly gross earn- of California (CVIC) moved toward reality here Saturday (3) when incorporation papers were ordered filed.

File Papers To

Form Institute

Jack Gordon, of Glenn-Rowe Vending Machine Company, San Francisco, and C. B. Brandon, Brandon Cigarette Service here, were named as incorporators for Northern California. Arch C. Riddell, of Harmony Cigarette Ser-Vendors, Los Angeles, were eral named last month as incorporators from Southern California. Stanton and Brandon will serve as co-chairmen of the organization, which is dedicated to the improvement of the automatic merchandising of cigarettes.

Modeled similar to the Cigar Institute of America, the prime objective of the institute is public and press relations. A bulletin, California Cigarette Vendors Letter, will be issued from time to time to a selected list. This list will include people who are interested in the particular phase of the industry covered in that letter.

All operators in the State will be Servicing problems are written off solicited for membership and the dues the vender starts the tape-recording will be nominal,

VENDING MACHINES

Tests Show Controlled Humidity Vital in Cold Storage of Candy

NEW YORK, June 10. - While | freezing temperatures are best for of marshmallows and gum drops, a storing candy, it may be kept satis- relative humidity in the storage room factorily at higher temperatures if of 63-65 per cent was found best. the humidity is carefully controlled. Creams and cocoanut items fared This was brought out in a report by best at a relative humidity of 53-55 J. G. Woodruff, food technologist, at the National Confectioners' Associa- ideal for hard candies, chocolate bars

A storage temperature of 50 degrees was found critical in tests at the a fluctuation of several per cent rela-Georgia Agriculture Experiment Sta- tive humidity was not objectionable," tion, Woodruff said. Above this fig- Woodruff asserted, "but with temure, insects are active, rancidity and peratures above 50 degrees the relastaleness develop rapidly, flavors deteriorate and colors fade, tests showed.

Schilling & Fischer on candy texture and firmness was Adds Juice Venders; retention of flavor, the rate of staling. Tries 3 New Flavors

CHICAGO, June 10 .- Expansion of its canned juice vending activities was announced by Schilling & Fischer this week, with the addition of seven ciation and are open to examination. new special-purpose canned juice units and new types of juices. Robert Fischer said the dual move was made following firm's successful introduction of canned juices in its carton milk vending equipment late last year.

With the new juice machines (Juice Bars' handling juice sales in highvolume stops, and the combination juice-milk venders carrying the bulk of "balanced" incentive program for of the sales in industrial plants, offices and in larger retail and mail order houses (for employees), Fischer stated the juice orperation is now firm, reported the idea was worked considered a permanent part of the up by the firm's manager, C. P. firm's business.

Originally tomato, orange and phases of operation. grapefruit juice was used. These flavors, which will be continued due to a higher level, thru carefully figured their high demand (comparable to percentage commissions instead of a the cola drinks in the soft drink field) regular salary, is expected to boost are now offered along with apricot, over-all sales gross annually, Alex grape and banana juices. These, and said. Thus, while candy sales drop other flavors to be added later, are off during the summer, firm's ice being stocked on an experimental cream and soft drink volume inbasis, however, with the sales figures to determine eventual rentention. Fischer said.

WE'VE GOT

To maintain the moisture content. per cent, with 40 per cent found the and glazed nuts.

"It was found that at 32 degrees tive humidity must be controlled to within two degrees, and at 68 and 86 degrees the relative humidity should be controlled within one degree."

The importance of proper humidity stressed, as well as on weight change, mustiness and hardness of the surface when handled.

Eighteen different kinds of candy were tested at varying temperatures and humidity. Detailed reports on each have been filed with the Asso-

Vendall Service Sets New Incentive Pay **Plan** for Routemen

CHICAGO, June 10 .- A new type routemen was inaugurated by the Vendall Service Corporation this week. A. Garrick Alex, head of the Kelly, and himself to cover all five COUPON



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TOPPER Victor's Terrific Vender Amazing new oper ating features and a low price that en ables you to clear cost of machine in a matter of a lew weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc, on orders of more than 5 cases. Contact us for full details. Birmingham Vending Co.

NUT VENDOR OPERATORS For Top Quality Use NUTS BRAND KING O' Salted Nut Meats

540 2ND AVE., N.

BIRMINGHAM 4, ALABAMA

Complete Assortment. Packed Bulk and in Tins

PRINCESS PECANS, INC. Camilla, Georgia

Keeping servicemen's earnings on creases. This means that the routeman will be assured of steady highlevel percentage earnings thru all seasons, something that would not be possible using the same system on a non-deversified route, Alex pointed out.

Different percentages, with varying amounts of increase for different volume brackets, are figured for each of Vendall's five types of equipmentcandy, penny bulk, cigarette, cup soft drink and ice cream venders.

Under the new servicing system each routeman handles all five types of machines and is responsible as an individual for his diversified route's profitable operation, Alex stressed that while a serviceman, under this plan, was always assured of a steady income due to the normal sales from each of his units, he could increase his earnings to a marked degree by more efficient, personalized servicing of his equipment,

New Type Carton for Ice Cream Machines

MENASHA, Wis., June 10 .- A new "spoon in pack" ice cream carton ranging from 3.2 to 6-ounce size is being market-tested by the Marathon Corporation here, carton manufacturer, and Ex-Cell-O Corporation, Detroit, designer of the special automatic packaging machine for the carton. It is also available in take-home style without spoon, but the "eat from package" version is particularly adapted to venders, according to Marathon.

The package is rectangular, can be opened by raising the tear flap and removing the cover. Ex-Cell-O's new equipment will automatically package the entire range of sizes from 3.2 to 6 ounces, on one machine. Delivery of the new machines will start in a few months, according to Ex-Cell-O.

TODAY	NAME	E
rther details	ADDRESS.	
for immediate	CITYZONESTATE	a n n n



112 VENDING MACHINES

The Billboard

June 17, 1950

BIG PROFITS, NO SELLING \$28.95 returns you \$105.00

Every \$10.00 invested there-after returns \$52.50. Here's how. Rush your order for one Bilver-King Hall Gum Vendor and 10,500 balls of Gum. Place in any store, gas station, restaurant.

PROFITS START AT ONCE Vending Machines Take in CASH DAY-NIGHT

Send \$10.00 deposit, machine and 50 Ibs. gum will be shipped AT ONCE, pay \$18.95 balance on de-livery plus express charges, or write today for "FREE" details on starting a route of these FAST MONEY MARERS.

SILVER-KING CORP., Depl. 000 622 Diversey Pkwy. CHICAGO



Find out about the original "Pop" Corn Sex PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask —means profits for you.



Sunstan Giving Suntan in More Areas as Production Increases

KING OF PRUSSIA, Pa., June 10. | nia for the first time this year. The -With production stepped up to 35 units a day, Harry Avrigan Jr., president of Automatic Industries, Inc., coin-operated suntan lotion vending machine manufactured by the local company,

Among the new locations installing the machines in time for the summer season are the Olympic Swimming Pool, Maplewood, N. J.; Coney Island, Cincinnati; Summit Beach Park, Akron, and Lagoon Resort, Farmington, Utah. Swope Park, Kansas City, Mo., this week approved the installation of a second Sunstan dispenser at the pool, Avrigan said, and dispensers were returned for the coming season at Coney Island, New York, and the New Jersey seashore resorts including Atlantic City, Wildwood, Asbury Park, Belmar and Ocean City.

Intro in Calif.

The Sunstan dispenser, added Avrigan, which was first introduced three years ago, will be located in Califor-

CALIFORNIA CONTRACTOR

-250 & 300

90.00

62.50

Silver, Quarter or combination Nickel-

CIGARETTE MACHINES

UNEEDA, 8 Cols.\$100.00

Pack Cap. 100.00 8 Col., Model E, 240 Pack Cap. 62.50 DuGrenier Model W, 9 Col., 308

UNEEDA, 6 Cols. Uneeda Model 500, 9 Col., 350

Dime. Guaranteed Parts.

Pack Cap.

unit has been approved by the Department of Safety Testing Laboratory in Los Angeles, as required by announced widespread use of the law before it could be sold, leased or distributed in that State. Twenty units have been shipped to Sunstan of California, Los Angeles, which will handle the distribution of the machines on the West Coast, with arrangements for 150 additional units.

Another new distributing firm set up is Sunstan of Ohio in Akron, operated by Dale Simms and Robert Mervine, who already have 10 units in operation.

3 Models

Three Sunstan Lotion Spraying Machines are being produced by Automatic Industries, Inc. One machine holds one to 29 gallons and another from 30 to 49 gallons of the Sunstan lotion, also manufactured by the machine company. A new machine introduced this season is a 28-pound coin-operated portable model, holding an ample supply to allow for at least 200 sprays at a dime a spray.

The machines, according to Avrigan, are offered to the trade for purchase, lease or rental.

Scull To Boost **Production** of Liquid Coffee

CAMDEN, N. J., June 10. - The William S. Scull Company, producer of Boscul Coffee, has added new facilities for the manufacture of liquid coffee and has set plans for intensive marketing of the concentrate to operators east of the Mississippi. The concentrate has been sold to operators in this area on a limited scale for over two years. W. Graham Stacy, executive in charge of the vending program, said Scull had been producing liquid coffee for about eight years. The present product, however, was developed specially for venders and is said to be sediment-free. It is a pure product with no preservative added. The concentrate is shipped frozen in quart jars, 12 quarts to the carton. It will be delivered to operator pickup points in refrigerated trucks, Current list price is \$7.30 a gallon. Stacy said operators may use the Boscul trade name on venders if recommended service standards are maintained. He said 51/2 to 6 c.c.'s of concentrate should be dispensed per serving for proper strength. The firm may issue display material for use by operators, it was indicated. Stacy asserted Scull is gearing its vending program to produce 6,000 to 8,000 gallons of concentrate monthly by the middle of 1951. He predicted many new coffee venders would be set up during the coming year. Scull also produces a special pack of the preparation for Indevco, Inc., to be sold under the Koffee King trademark.





VEND-TEX SALES CO.

Many other models-Please write, 1/3 deposit with order, balance C.O.D.

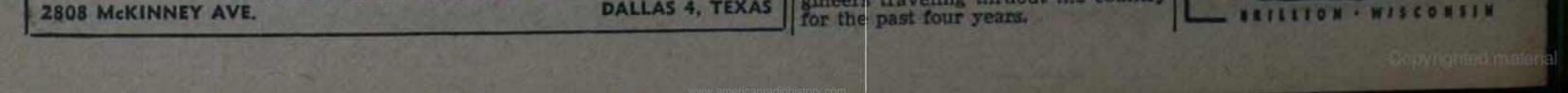
Post War DuGrenier Challengers, 8 col. (25c only)

DALLAS 4, TEXAS

Five Nat'l Rejector **Engineers** Assigned E. Coast To Aid Ops

ST. LOUIS, June 10 .- National Rejectors, Inc., reported recently that five field engineers have been assigned to cover the East Coast to assist operators with schooling, service and suggestions on operation and maintenance of coin control devices.

Gottfried, sales department, R. stated that over 206 operators on the Atlant cocoast have been assisted in this manner during recent months. Firm has had factory-trained engineers traveling thruout the country



Dixie Cup Co. Dividends

EASTON, Pa., June 10 .- Dixie Cup Company declared a regular quarterly dividend on its Class A stock of 6242 sents per share, payable July 1 to to-kholders of record June 9, 1950. Company also declared a 373/2-cent quarterly dividend on its common toek, payable June 26 to holders of ecord June 9, 1950.

Doscher Heads Sales Club

NEW YORK, June 10. - Fen K. Doscher, vice-president in charge of cales of Lily-Tulip Cup Corporation, was recently elected president of the Sales Executives' Club of New York. He also was elected to the board of directors of the Advertising Club.



DeLuxe Single, \$12.95 **Topper Standard** with Plastic Globes, \$11.25 IIIIAADA

\$13.95

Los Angeles 6, Calif.

WEST COAST DISTRIBUTOR

VENDING

2702 W. Pico Blvd.



The Billboard

(Continued from page 110) portable mechanical hands to handle Orawampum Street, White Plains. the various sizes of oranges. Acosta, Managed by William Green, the new who has been experimenting with store will handle the full Cameo line an orange-vending unit for years, said of ball gum and nut machines and this machine is set so that it-will cut supplies. and squeeze enough fresh oranges until the customer's cup is filled with Street continues under the manageexactly six ounces. Any left-over ment of Edward Barnett and Reuben juice is retained in a valve which Faust. Firm is exclusive distributor

Hyde said that he would like to Jersey and Connecticut. Cameo also have Acosta now set up a sample jobs used games, phonographs, cigaroute of 10 or 12 machines on location rette and popcorn venders. to determine the operation from that angle. Acosta said it is his hope to turn the machine out at a price of approximately \$1,000 per unit, but Hyde indicated that figure was too low at least until production is in swing.

According to Acosta, more than \$300,000 already has been spent in perfecting the unit. He said the Florida Citrus Exchange is interested in the project, altho the units will use California and Texas products as well as Florida.

One of the biggest problems encountered was the coin mechanism used for the unit. An ABT cigarette machine mechanism was installed. but General Mills' engineers had to all but rebuild it to conform to the orange juice vender.

The test run at the Dayton Company will continue for another month. Acosta said that the machine averages 500 drinks a day on Tuesdays, Wednesdays, Thursdays and Fridays; 700 on Mondays, and on Saturday, April 29, sold 1,013 drinks at the Dayton location. Since going into the Dayton store the machine has been out of service for two days because of mechanical difficulties, Acosta said. He pays the Dayton Com-

113 VENDING MACHINES

Branch

NEW YORK, June 10 .- The Cameo

Vending Service, distributors special-

izing in bulk merchandisers, opened

a branch outlet Monday (5) at 8

The main office at 432 West 42d

for Silver King in New York, New

BALL-GUM, INC. UPHOLDING THE INTEGRITY OF ITS SLOGAN

"Specialists in the Manufacture of Ball Confections"

is going "all-out" to help increase your sales and profits by supplying you with superior products. We are now manufacturing and shipping ball gum of a quality never before available; all standard sizes in any quantity.

ALSO-15/16'S AT A NEW COUNT OF 70 TO THE POUND WRITE for SAMPLES & QUOTATIONS

BALL-GUM inc. TAID WEST 19TH STREET . CHICAGO &, ILLINOIS



1950 iT's TOPP So Round So Firm So Good A high, high quality product priced no higher than ordinary gum. Nine differant, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Avoilable in all sizes.

write for FREE samples

Incorporated

237 - 37th Street, Brooklyn 32, New York

SOuth 8-8900

GUM

pany 25 per cent of the gross take for the test run. 1-inch Balt Gum Vender opens a new field. You can locate as fast as you fill.

Pitney-Bowes Dividend HARTFORD, Conn., June 10 .- Directors of Pitney-Bowes, Inc., Stamford, Conn., postage stamp vending machine manufacturers, have declared a regular quarterly dividend of 20 cents per share on common stock of record May 29, payable June 12, and a regular dividend on the 41/4 per cent convertible preferred stock of \$50 par value payable July 1, 1950, to holders of record June 20.

The cash dividend is the 66th consecutive one o., the common stock. The board also voted its 18th straight quarterly "wage-and-salary dividend," a payment amounting to 6 per cent of the quarterly 1 se pay for most employees. In addition, directors voted a regular quarterly payment into the trust fund of the employee' retirement income plan. The total quarterly profit-sharing payments amount to approximately \$243,000.



ALKUNO & CO.

405 Concord Ave. New York 45, N. Y



Melrose 3-7757

VENDING MACHINES 114

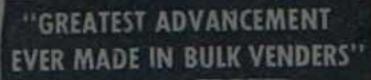
The Billboard

June 17, 1950

EMPTIES

MACHINES

FASTERI





Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwesterner . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

829 E. Armstrong St.

Tell Route Facts; **Report Earnings**

(Continued from page 110)

by Tolby with "most service calls are due to accidental removal of the wall plug." He intends to expand his present operation, using Southern Coin-o-Mat Distributing Company's Imperial shiners, along with his penny scale and ball gum equipment,

Nite Club Locations

Jorgen Burke, Robbinsdale, Minn., operates his shoe shiners primarily in night club rest rooms. For the past six months he has found average weekly gross to vary from \$3 to \$5, using nickel-per-shoe price. Burke uses a two-point sales argument soliciting new stops; he sells on the basis of accommodation for club customers and as a means of helping defray rest-room expenses. Also planning to expand his shiner route, he operates Northwest Engineering's Shinemaster unit.

A test operation of 37 units by Acme Sales Company, New York, uses 30 dime-operated machines and seven (brush-up type without polish) at a nickel. Firm operates Uneeda Shine Machine Company's equipment, for which it is national distributor. Sam Sacks, Acme head, reports most units are placed in bowling alleys, garages, locker and rest rooms, bus terminals and hotels, with one machine in a points such as by the cash register, dance hall.

While hotels proved to be the hard- large unit in a central location. est locations to sell, they have proved to be the most co-operative, promotionally, after the equipment was in and working, and show signs of be- Cola exhibit. coming the best paying installations. All installations are made on a 20 per cent commission basis, Sacks said. Morris, Illinois

Shine Machine Ops Bottle Venders Shown at Retail Grocers Confab

CHICAGO, June 10. -- Coin-operated bottle vending equipment was featured in three displays at the National Association of Retail Grocers of the United States (NARGUS) convention at the Navy Pier here this week (4-8). Ideal Dispensers Company, Inc., Pepsi-Cola Company and The Coca-Cola Company exhibited representative lines of venders currently being sold and on location.

William M. Kelley, sales manager of Ideal Dispensers, reported active interest by independent grocers in the firm's three models, 300-B, 700-B and 55-B. Interest in vender operation also was indicated by a leading cooperative grocery association.

Pepsi-Cola, showing two vender models (Vendorlator's Model 220 and the counter unit, Model 27), reported high grocer interest in the small machine. According to Bert M. Knighton, sales promotion department of Pepsi-Cola, over 5,000 of the counter units are now in use over the country, mainly in doctors' offices, beauty parlors, small grocery stores, service stations, etc. The larger floor model is being used mainly by the supermart type of store, he said. However, the counter machine is also seeing increased use in the large stores, with many spotting two or three in vantage checking counter, etc., instead of one

Models of the latest coin-vending equipment used to sell its bottled product were featured in the Coca-



Copyright 195

SILVED

KING

CHARM

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fastselling vending candies.

LEAF GUM CO.

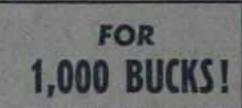
Div. of Leaf Brands, Inc.

Chicago, U.S.A.

New Low Price

BALL BUBBLE

GDR



CORPORATION

We will ship you 100 Brand New "Topper" 1s vendors set for either merchandise or ball gum vending F. O. B. Chicago. Smaller quan-titles of vendors start at \$10.75 per machine.

Send for free descrip-tive leafleti

R.H. ADAIR COMPANY 6926 W. Roosevelt Rd. Oak Park, Illinois Phone: EUclid 6-9219

Lawson Elected New Hupp V.-P.

CLEVELAND, June 10. - D. E. Lawson, director of research, Hupp Corporation, has been elected a vicepresident of that firm R. S. Geddes, president, announced this week. Lawson joined Hupp in 1941 as works manager, and for the past three years has headed the research and product development program.

Prior to joining Hupp, Lawson was, for 11 years, associated with the Chase Brass Company.

SANDY MAC TIGHT Says . . . It makes my Scottish blood boil to see some operators pay high prices for machines when they can secure a TOPPER for as low as \$10.00 in lots of 100 and on time payment THANK too from . . . LANSDOWNE, PA. **ROY TORR**

ATTENTION: VENDING MACHINE SALES ORGANIZAT

Can furnish new electrically illuminated ball-gum machines on drop shipment basis. Cum contains "fortunes"--- this feature optional. Large selling areas granted permitting exclusive territorial selling. Civic Club sponsorship plan. 100% mark-up. Only legitimate, established organizations considered. Write:

BOX D-375

CINCINNATI 22, OHIO

Low-Cost Model

Continued from page 110)

Eastern and Southern territories, but greater stress will now be made on spreading use of the venders in Western States, he indicated.

Produced in Juice Bar's own plant at Matawan, N. J., the new unit is modeled functionally after its larger predecessor. Four flavors are carried, with an illuminated display tray in the front panel providing space for a can of each. Micarta plywood construction, in highly glazed red, is featured in the front panel, with the sides of plywood topped with Masonite. Cans are punctured by consumers by lifting a sliding panel behind which the container is inserted.

Servicing is said to be eased thru use of Jones plugs and interchangeable assemblies. The machine occupies 24 by 24 inches of floor space and stands five feet high. Weight is approximately 325 pounds. It is trimmed in chrome. Fitted-with a coin changer, list price is \$420.

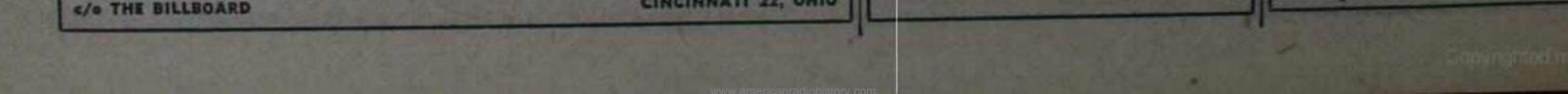
Production of the larger unit will be continued, Cross said.

His Honor

RIALTO, Calif., June 10 .- Location owners here can now have the honor of dealing with their mayor on matters pertaining to automatic merchandising. Recently, R. N. Buchwalter, head of Buchwalter Vending Machines here, was elected mayor. He will continue his operation.

A member of NAMA, Buchwalter's election was brought to the attention of Clinton Darling, association's executive director, who Ripleyed: "This is the first case of an operator becoming a mayor, but it reversed the picture of a mayor becoming an operator." It was George Leach, Minneapolis, who was mayor of that city 16 years before he took up vending.





YOU

The Billboard

VENDING MACHINES 115

Special June Offers 1 Case (4) Toppers PLUS 25= 210 Ball Gum or 25= Candy PLUS 1000 Charma. All for \$50.00

VICTOR'S AMAZING NEW

anily S50.00 (with plastic globes) \$52.00 1 Double Unit Topper with Plastic Globes PLUS 25= 210 Ball Gum PLUS 25= Candy PLUS 1000 Charms All for S36.00 All for S36.00 I Triple Unit Topper with stand, plastic slobes, PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms, All S51.25 Samp Tenner S14.25 Samp. Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. RITE FOR INTRODUCTORY OFFER

RAIN-BLO GUM PISTACHIOS 140, 170 or 210 count, in 25= cartons, 27¢ 1b. 1 In lots of 150# or 1 25 lb. carton Large 55¢ lb. Small 50¢ lb. more with freight prepaid. 25¢ lb, less 2% Full Cash With Order. Plastic Auto-sraphed Base-balls, \$5.00 per M Metal plated, \$8.00 per M. COLORED BALL GUM-All Sizes 35: or 40# car-ten, 25¢ lb. 160: lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER Write for our | FREE Complete WITH ORDER Charm List. 1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 161 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992 **NEW LOW PRICES** COMIC-STRIP CHARMS, Price per M

FIGINC AND	
Metal-Plated	6.75
GROCERY STORE CHARMS	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR,	
That Actually Cuts	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
ANIMAL HEADS, Metal-Plated	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPPY SUPER-CHARM MIX	
400 Ass'td in Bog	2.00
EPPY FORTUNE BALL MIX	
1 Gross Ass'td in Bog	1.75
FAMOUS #1 CHARMS	
Plastic	2.50
Metal-Plated	4.25
BIG FAMOUS #2 CHARMS	
Plastic	3.00
Metal-Plated	5.00

10c Bar Still Live Issue; Hinkle Talks at NCA Meet

the various channels of candy dis- business is your business." tribution.

years ago, after 15 years at Hershey, the jump to 10-cent merchandise was people would not buy 10-cent goods, definitely in the works, he revealed. The 6-cent step was quickly overruled and little hope was given promotion for an intermediate coin to meet increased costs.

The step to a dime was not made at that time, he said since "the expenditure for conversion of our mechanisms alone would entail more than a million dollars cash outlay. The 71/2-cent coin, if issued, would only have met a temporary need, he declared, and would have had to be followed by subsequent conversion, either up or down.

With Canteen machines still using the nickel slot, the problem of covering added costs of operation still awaits solution, he pointed out. He noted that such costs have "practically doubled," citing higher wages paid the "several thousand service personnel in our organization" and upped costs for trucks, tires and gasoline. He asserted candy manufacturers, wedded to prewar sales prices and postwar costs, have a similar problem to solve.

"Sure, we can say that there will always be a 5-cent candy bar and it's got to be that," the Canteen presi-dent declared. "In the meantime, some of our supplier friends will be placed in a position where they just can't make the grade."

He said checks on consumer acceptance had shown resentment to "small 5-cent bars," but little resistance to dime sellers where adequate value was given.

ness such as ours? Remember, our

When he joined Canteen three told that the resale price of bars would always be 5 cents, that the and a dozen other reasons.

"After digesting all these comments, I found myself approaching the matter in the wrong way. When I returned to these same manufacturers, or when they visited our of-fices in Chicago, I said to them: 'We are definitely going into a 10-cent program on a test basis. What do you think?"

"Without exception, everyone said, We have just the 10-cent bar for you.

Delineating other vender problems for the manufacturers, Hinkle blasted the practice where a few operators offer uneconomic commissions to solicit away locations.

He revealed that Canteen now pays out an average of less than 10 per cent commission on candy sales. But in some cases competition has sought to wean away stops by upping the rate to 20 per cent. "This is just not in the cards," he charged.

He said such rates could be paid only if inferior products, "not fit for human consumption," were stocked, or by lower service standards and keeping inaccurate records of sales.

Stressing that the vending business is based on service, he said that abuses were gradually being eliminated. The practice of selling equipment indiscriminately to people unequipped for the business was a falling source of revenue for promoters. Hinkle credited the National Automatic Merchandising Association Featuring the new "bay-view" display com-(NAMA) and the National Better partment, plus side display windows. Also Business Bureau with "making great progress in cleaning up that situation.' Turning to Canteen merchandising programs, Hinkle claimed the company had developed new techniques which had increased sales tremendously in certain areas. He refused to disclose details of the system, but asserted that in many instances in recent months it had Canteen servicemen bring in "as high as \$200 a week additional from the same route, the same number of Canteens and the same locations." During his address he referred in detail to a study by Vend magazine showing the relationship between profits and volume in soft drink vending.





Unequalled for beauty and performance.

EPPY Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 2, L.I., N.Y.



RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

"I can currently think of one item," he said, "of which we were probably selling over 50,000,000 pieces a year, the sales of which have decreased about 65 per cent. I have kept the item in Canteens in order to force the sale, even tho our general merchandising procedure is to remove the two lowest sellers at each service. It didn't take very long to find out the reason people weren't buying this product was strictly because of the size. When replaced with a larger size, sales immediately shot upward."

He pointed out that other industries, notably telephone service and transportation, were abandoning earlier nickel standards wholesale without ill effects. He admitted, tho, that if candy manufacturers eliminated 5-cent bars in favor of larger units "there would be competition coming along making a product cheaper, to sell for less, to try to compete with that market on a 5cent bar goods item. That is something we must face regardless," he told the producers.

Hinkle illustrated manufacturer the following anecdote:

"During the past six months I believe I have talked with every major manufacturer of bar goods in the United States along these lines:

"What do you think of the 10cent field? What do you think the possibility of the elimination of 5cent merchandise would be in a busi-

Two weeks' FREE TRAINING In servic-

Lowest prices on

ball gum, nuts,

candies & charms.

BERNARD K.

BITTERMAN

1002 Truman Road

Kansas City 1, Mo.

Hinkle concluded by inviting the candy manufacturers to attend the NAMA convention in Chicago, November 12-15.

5c Raisin Pack by Ferrara

CHICAGO, June 10 .- A new nickel carton of chocolate covered raisins, in flexibility in following markets with 24 and 100 counts, was recently announced by the Ferrara Candy Company. Cartons feature a cellophane window thru which contents may be viewed when placed in vender display panels.

available in 1¢ model for vending Ball Gum and Charms and all other bulk merchandise . . . with or without side-display windows, Packed and sold 4 to the case only. See it today at your VICTOR distributor,

AMERICA'S FINEST VENDERS . . . THE INDUSTRY'S GREATEST VALUES!





VENDING MACHINES 116

The Billboard



RAKE COIN MACHINE EXCH.

House, November 12-15.

Exhibiting firms used over 100,000 entirety at Eastern's New Bedford,

SZ.50 per m 6.00 per m

N. Y. 19, N. Y.



The Billboard

Sales Vs. Scales

board field man, reported casting for customers, and for fish, can both be successful if the right bait is used, a lesson he learned this week on a business trip here.

With shuffleboard play picking up in this area, and ops voicing optimism over plans for fall league play, Lipkin spent most of the week selling National's 1950 model, and sent a thick packet of orders to the home office back East after combing the territory.

Just before leaving for his next stop, Lipkin was talked into a fishing trip by a local op. Armed with borrowed gear which included all the fancy lures thought necessary, Lipkin spent several hours on the lake without a bite. Rowing to shore, he and his partner dug a can of worms and returned to their fishing. One hour later they had the maximum catch and were on their way home.

new Sportsman as a door prize at the show.

Nels Malmgren, Precision Puck exec, left for a brief business and pleasure trip in New York. Mean-(See PUCK PATTER on page 124)

Distrib Org, Key Staffers **To Set Policy**

SHUFFLEBOARDS

117

Convene in Chi June 22-23

UNION CITY, N. J., June 10 .-Distributors and top staffers of the American Shuffleboard Company will meet in Chicago Thursday and Friday (22-23) to formulate plans for the 1950-'51 season as well as longrange company policy. The main points expected to be resolved at the sessions are an effective sales campaign for American products and a comprehensive set-up for future organized play.

All of American's 35 territory distributors are due to attend the twoday conclave. Factory officials and key sales and promotional heads scheduled to lead the discussions include Paul Cusano, Howard James, Ken Poulsen, William McKinley, Don Freeburg and Frederick Jordan.

Round-Table Session

High on the agenda of the meeting will be a round-table discussion of distributors and officials designed to bring up to date industry happen-See American Schedules, pi

Detroit Org Again Changes Name; Negotiates Union Pact

DETROIT, June 10 .- The name of General membership meeting of the the official trade group here is being Shuffleboard Association resulted in switched back to Detroit Shuffle- a move to negotiate a contract with board Association, by action of the the service Drivers and Helpers' board of directors. While this was Division, Local 985, of the Teamsters' the name originally chosen some Union, covering service employees of months ago, it was recently changed to the Michigan Shuffleboard As- has established jurisdiction over a sociation. It has since been disclosed, substantial part of the coin machine however, thru the records of the operating field in music and vending Michigan Securities Commission, that lines in this city. Under the prothe Statewide name was pre-empted cedure, the contract submitted by the 20 years ago by an association located at Traverse City, Mich., and by the general membership at a forthpresumably interested in the old-style of outdoor shuffleboard popular at summer resorts.

been set at \$1 per board per month.

troit Police Department under the new licensing ordinance was okayed by the association, and the printing of 1,500 special stickers was authorized. These are to be for identification purposes and will show the name, address, telephone and license number of each operator.

Universal Sets cations for shuffleboards have in-**New Conversion** In Production One of the major factors involved

shuffleboard operators. This group union is to be ratified and approved coming meeting.

AMERICAN SKEDS SALES

Dues in the Detroit association have Resort Areas Move of co-operation with the De-Move of co-operation with the De-Heavy for

Conversions a Factor

CHICAGO, June 10 .- Outdoor locreased 200 to 300 per cent in resort areas, and the play on these boards after only a few weeks of operation has been above expectations, it was reported this week.

Industries' Vice-President Bill Ryan announced this week that Shuffle Tournament, a conversion for long matter of minutes. Then, when shufboards, is in production. A handmade model of the unit was shown conversion can be removed rapidly. at the ACMMA All-Industry Show here in May.

tached to the center of a 22-foot shuffleboard, converts the unit into two shuffle games with disappearing pins. Included in the unit is automatic scoring for one or two players at each end of the board. Play on one end in no way interferes with action on the other. It can be set up for play or removed on location within a few minutes and does not mar the playfield for further shuffleboard play.



in the heavily increased placements CHICAGO, June 10. - Universal this summer is the conversion, which has made it possible to turn a long board into a shuffle game within a fleboard matches are scheduled, the

With shuffle games still riding the crest in many parts of the country Shuffle Tournament, when at- and holding their own in others, the resort operators have found regular shuffleboard play benefitting.

Puck Patter

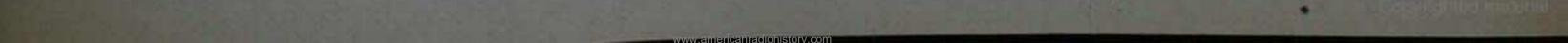
Chicago:

Shipments of new Rock-Ola weights are going out to the firm's distributors thruout the country, Art Weinand, vice-president and director of sales, reports. The weights are the first product to be introduced in Rock-Ola's long-range program in the shuffleboard field. The Standard boards manufactured by the firm continue in demand, and shipments are being made despite the usual slack-off during the summer months.

The conversion unit introduced by M. & T. Sales during the recent ACMMA Show is in production and shipments are being made Ted Rubenstein, firm head, announced Unit, called Speed this week. Bowler, now has the strike zones marked on the cabinet and features additional animation on the back-Unit, which has regular board. bowling scoring, is proving popular with shuffleboard ops who are converting their boards for summer.

Another manufacturer reporting continued interest in shuffleboard despite the summer slack is Herb Perkins, president of Purveyor Shuffleboard. Despite the refurbishing going on at the firm's headquarters on Western Avenue, Herb reports shipments being made on the Sportsman 1950 model which received much praise during the ACMMA Show here. Firm gave a





COIN MACHINES 118

The Billboard

June 17, 1950

COINMEN YOU KNOW

New York:

The local coin machine division of the United Jewish Appeal met Tuesday (6) at the offices of the Automatic Music Operators' Association (AMOA) to lay fund-raising plans. Under the chairmanship of Al Denver, AMOA prexy, they divided up responsibility for the different industry segments. Wind-up of the campaign will be a dinner at the New Yorker Hotel September 19 at which new Seeburg, AMI and Wurlitzer jukes will be raffled off.

Those on hand at Tuesday's meet included Sid Levine, AMOA attorney; Harry Rosen, of Atlantic, New York; Max Weiss, of M. W. Vending; Bert Lane, of the American Q-Ball Corporation; Lou Price, of County Enterprises; Al (Senator) Bodkin, of Forest Hills, and Nash Gordon, AMOA business manager.

Teddy (Champ) Seidel is back on coin row after a short fling as an auto salesman. He is now associated with Milty Green, of American Vending. . . . Dave Lowy, Keeney distrib, reports turnover continues high with two salesmen combing "Peg," he gets a request from a locaoutlying areas. Dave Wallach is currently traveling thru Northern New Jersey for Lowy, while Abe Gilbert is visiting ops in Westchester County.

Harold V. Dayton, who as director of store planning for the Associated a-half old firm is doing well. The Merchandising Corporation was in location picture in schools, offices, at the birth of the new department store venders, leaves soon for a top post with a major carpet producer. He will be style director. . . . Lou London, Philly operator, was a visitor to coin row last week.

Washington:

The sound of hammering heard at the Hirsh Coin Machine Company Kenosha, topper Bob McLean is selsignifies that the current remodeling dom to be found in his office these program going on there is making days. Bob is spending much of his good progress. The firm is install- time traveling Indiana, Kentucky ing a new parts department, a com- and Wisconsin, selling shuffleboards. plete motor rewinding shop, and a Best results of late have been with complete amplifier shop. Whereas shuffle conversion units which Bob formerly much of the repair work reports have been upping operators had to be sent out, Hirsh will now grosses in all locations. Meanwhile be equipped to give service "while in the M. & C. front office, Barbara you wait," Bill Schwartz announced.

Bayne Phipps, president of Spacarb of Washington, took his employees and their families for a Decoration Day outing on Chesapeake sha's Embassy Club shuffleboard Bay. About 37 enjoyed the fun. Other team won the State championship Spacarb news was the recent marriage of service salesman Joseph Pomperi.

Jack J. Sapienza, of Takoma Park. Md., is reviving the Harmonicats' waxing of "Peg o' My Heart" on his music machines. Sapienza reintroduces oldies whenever he feels there's a lull in the field-usually when there is no real hot seller. Most frequently, he selects his own revivals; sometimes, as in the case of tion owner. Other recent Sapienza revivals include Art Mooney's "Four Leaf Clover" and Artie Shaw's "Begin the Beguine."

Jack Rice, of Banner Vending Company, reports that the year-andand gasoline stations is excellent for the firm's candy and cigarette machines, he adds.

Washington speechmakers at yesterday's (9) regional meeting in Baltimore of the National Automatic Merchandising Association (NAMA) included Sidney Lotenberg, of Westaway Vending, and Aaron Goldman, Meyer Gelfand, and George Duckett, of the G. B. Macke Company, Other Washingtonians attending the Region III meeting included Bayne Phipps, of Spacarb of Washington, F. W. Kampf and Robert Jackson, of the Canteen Company, and Frank V. Connelly, of the Vend Mart Corporation.

Milwankee:

M. & C. Amusements Company, Iverson is looking ahead to her July vacation at Devil's Lake, Wis.

A hotbed of shuffleboard activity since the advent of the game, Kenotwo years in a row. The club also placed second in Peoria recently at the ASLI meet, edging out La Crosse for the honor.

Nathan Victor, of the S. L. London Seeburg distrib, is another vacation minded coinman these days. Victor usually spends his vacation with rod and reel in Canada.

Recently released tax collection figures from Wisconsin, covering liquor and cigarette levies for May, show total payments of \$1,953,043. In general, receipts from both sources were over a million dollars higher than the previous year.

In an attempt to aid motorists who don't have nickels to satisfy parking meters, the Schwanke-Kasten Jewelry Store on Milwaukee's Wisconsin Avenue has installed a coin changer in front of the building.

head men at the P. & P. Distributors plays but half as much revenue. He on St. Paul Avenue are making plans says the games have definitely to revamp their plant. Plans call pointed out that patrons will gladly for fixing up the upstairs section into go for dime play if the player cona record catalog room. Meanwhile trol features are cleverly worked most of their spare time is being spent working about the homes both boys recently purchased.

Chicago:

George Noble and J. L. Howey, Noble Electric Company, Kirkland Lake, Ont., returned to their nome after a visit to the ACMMA Show and trips to manufacturing plants thruout the city. Both reported business in their area holding up. They expect to line up equipment which will be brought in under the next quarter's import quota.

Al Stern, World Wide Distributors, reports the flock of visitors to the firm's headquarters during the past two weeks was so heavy that the spring cleaning and painting program was delayed. But, Al reports, it will be finished in a few days now. Monte West, sales manager, says the visitors were not just saying hello, that they came prepared to buy, and many orders were written.

Ben Coven, Coven Distributing, took time off from his Bally and Wurlitzer customers to appear on a local FM station, WMOR, and later told Mac Brier and Paul Christianson he had discovered the meaning of the word "ulp." Seems when the announcer pushed the mike in front of Coven and sat down the first thing to pop out was "ulp." Operators, hearing Coven on the air, flooded the switchboard at the distrib headquarters for several days to rib the usually glib Coven.

Empire Coin's Gil Kitt says operators who do the majority of game shopping at his establishment report that cutting shuffle games to nickel play, even for experimental purposes, is a mistake. Only result thus Joe Pellegrino and Tom Puccio, far has been the same number of out. . . Abco Novelty's Bill Olsher and Ed Hanson have worked out a busy schedule for themselves made necessary by the interest stirred up in its Hit-a-Homer and Tilt Test counter games at the ACMMA show.

E. F. (Barney) Hinkle, president of Automatic Canteen, was a featured speaker at the National Confectioners' Association confab Wednesday He detailed current vending (7).problems for the candy manufacturers and said that conversion to dimebar operation is still under active consideration by his company.

Hartford, Conn.:

Ralph Colucci, owner of Seaboard Distributors, Inc., Hartford coin machine distributors, is planning a trip to the West Coast with Mrs. Colucci. ... Ozzie Cavallo, general manager of Seaboard Distributors, has moved his family to Hartford from New Jersey. . . . Edward Sarnoff, son of Gen. David Sarnoff, Radio Corporation of America, has been elected a director for three years of the Symphony Society of Greater Hartford. The younger Sarnoff is associated with Radio & Appliance Distributors of East Hartford. . . . Francis Stern, president of Stern & Company, Hartford, was among those in attendance at a meeting of the Symphony Society's board of directors at the Bond Hotel, Hartford.

Vital Statistics

Deaths

H. G. Payne, of the Nashville shuffleboard distributing company bearing his name, in Nashville June 3.

Marriages

Grace M. Garramone, daughter of Michael Garramone, Albany, N. Y., Seeburg phono operator, and Ralph G. Shaver Jr., band leader and son of the booking agent and ballroom operator, in Albany June 4.

Births

A daughter to Mr. and Mrs. George Mahlun in Los Angeles last week. Father is a salesman with Minthorne Music.

Los Angeles:

Charles E. Washburn, of Coast Records, has signed the Latinaires, a group that has been at the Mocombo on the Sunset Strip for 17 months. Four sides were recently cut with "El Volcan" and "Que Rico El Mambo" already released. Coming up soon are "Barbarabartari" and "La Jicara." Sides feature Chuy Hernandos, who handles composing, arranging and leading chores. He is the pianist with the group. . . . Bill Evangeloff back in town after making a quick trip thru his Southern California territory for the Victor vending machine line. Evangeloff has the Ace Vending Machine Company. His salesman, O. S. North, recently returned from San Diego. . . . Jack Simon, of Sicking Distributors, back from the Middle West, which included the show in Chicago and a visit to Cincinnati. Upon his return here, he was busy shipping Penny Pitches to the George Whitney Playland in San Francisco. Cele Padwa, Sicking secretary, is reading travel booklets in view of her coming vacation. . . Paul Cohen, who handles folk music recordings for Decca, has recuperated from a recent attack of virus. Cohen formerly contacted music machine operators in Chicago and Cincinnati, where he has a host of friends.

Visitors to Bill Leuenhagen's record bar included Melba and Orville Kindig, of Long Beach; Frank Lamb, Long Beach; Al Miller, Blythe; Harry Perrin, Oceanside; Morey Pierce, Pasadena; Ray Ressell, Crestline; Happy Clark, Downey, and Ray Smith, Madera.

When Stanley Stacy, of Stacy Tobacco Company, visits Greece this summer he will take along with him a book of pictures of Milwaukee for the library in Athens. Stacy will be acting as a semi-official representative of the community in this gesture of friendship.

Windy Gale, Matt Schaefer Music routeman, reports recent installation of new music boxes. One of the new boxes on location in the route is being used in one of the town's most beautiful cocktail lounges at Farwell and North Avenue.

Indianapolis:

All branch managers and salesmen of Southern Automatic Music will meet June 17 at the Cincinnati office of the company. Sam Weinberger and his brothers, Joe and Leo, will be the speakers at the meeting. Approximately 25 officials of the company will be present. Products the concern handles and distributes will be discussed.

Al Blankenbaker, Richmond, Ind., operator, is preparing theater to Penny Arcade adjacent to open a his Pastime Theater. . . . The Shaffer Music Company, distributors of the Seeburg phonograph, report business good. . . . Southern Automatic Company, distributors for the AMI phonograph, Williams, Gottlieb, and Chicago Coin games, is enjoying a steady call for these items.

Irving Schwartz and Richard Wagner, Midland Music Distributors, Inc., are calling on operators in Southern Indiana and Kentucky, with good results. . . . Roberta Hunt. of the record department, Janes Music Company, is spending her vacation in Hammond, visiting friends there. . . . Paul Sharts, manager of Jensen & Jensen Music Company, Muncie, Ind., was a coin row visitor, buying parts. . . . Earl Craig, Anderson, Ind., was visiting distributors. months.

Bally's Jack Nelson received several out-of-town firemen at the plant last week, in for a first look at Turi King, the new jumbo-sized pinball which can be used as a one or fiveball game. . . . Nelson's son, Jack Jr., will be married soon.

United Manufacturing production lines are continuing to turn out the current Shuffle Alley Express and Nevada, a pinball unit. Billy De-Selm, sales manager, reports both units moving well in all parts of the country. On hand at the plant to keep the orders moving thru the mill are Ray Riehl and Herb Oettinger, comptroller, all of whom look rested after their stint at the ACMMA Show recently, United's plant was a gathering point for many of the outof-towners who came for the show, and stayed in the city for a few days after it ended.

Requests for the series of institutional ads prepared by Grant Shay, Bell-o-Matic vice-president and director of advertising, continue to pile up. The special brochure prepared by the firm, which includes a folder with the seven ads, has been in special demand by fraternal orgs thruout the country Terry Morris, along with her other duties at the plant, has been keeping up with the requests, mailing out the brochures daily.

Cole Products last week hit a new all-time high for one-day shipments Tuesday (6) when the plant moved 33 Cole-Spa cup venders. Dick Cole, vice-president reports the plant now has a night shift and production is expected to increase steadily. With new division sales offices being opened (nine are already functioning) and the new Canadian subsidiary due to start producing units later this year, the firm is looking to a banner six



Cincinnati:

T. & L. Distributing, recently announced Wurlitzer distributor, has added two men to its staff, Morry Gorret, who will head the sales organization, and Bob Fogel. Both have been associated with the coin machine field in this area over a period of years,

Sam Chester, who operates the Diamond Vending Company and served as president of the association for seven years, has returned from a trip to Nashville where he visited his parents and members of his family. They had a reunion on Decoration Day.

Nat Bartfield and M. Lieberman, B-W Novelty Company, have returned from Chicago. Lieberman spent a week after the show visiting relatives. The Automatic Phonograph Owners' Association will hold its regular monthly meeting Tuesday, June 13, at the Hotel Gibson at 9 p.m. The executive board members will meet at 8 p.m.

BOOST YOUR PLAY OF SHUFFLE-ALLEY BOWLING GAMES

Completely Legal Stimulator

TEST LOCATIONS SHOW IT DOUBLES OR TRIPLES PLAY!

Card contains 150 tickets, numbered from 100 to 250. Jackpot is advanced \$1.00 each day until hit. A proved business booster and money maker!

Detroit:

Erry Loewenthal, head of Marlo Distributors, is moving the com-pany's office, formerly in the Penobscot Building, to Richton Avenue. Firm is planning to manufacture the Nickel Golf game invented by Ted Tunstill in England. . . . Frank Staffe is taking over sole ownership of the Lincoln Park Amusement Company.

John Kaplan and Bernard Besman, of Panamerican Distributors, were hosts to the coin machine trade last week, with a three-day open house showing of the new Kaye-Halbert television. . . J. M. Hannan, who was in charge of vending machine operations for the Standard Products Company, reports the company has plans for future production, but will not resume for at least a year with new models, ... Louis Nemesh, manager of Music Systems, Inc., Seehurg distributors, has an announcement coming up on the Grand Rapids opening.

George Hester, of Co-Operative Sales, has added another Evans Constellation to his route. . . . Harvey Johnson, Port Huron, made several visits to Detroit to buy shuffle and pin games. The Nichols Brothers of Port Huron, who operate as the N and N Novelty, also have been adding extensively to their route, . . . Michael Benson and Norman La-Fleur, Michigan Nickel Company, are buying a diversified number of new machines, including shuffle and pin games. . . . Arthur P. Sauve is back in harness at his store after several weeks in Florida.

ment Company, Bay City, reports come to the Twin Cities for the fes-shuffle games going well in the up- tivities. . . . Gordon Wornson, coin-State area around Saginaw Bay. . . . man from Kasota, Minn., has moved Dale Sauve, of A. P. Sauve & Com- to his new home at Mankato, Minn., pany, has returned from a vacation and came to the Twin Cities last trip to New York.

Jerry Gillespie, Ace Amusement games for his operation. Company, Flint, who operates a mixed music and game route, was outdoor park locations.

Twin Cities:

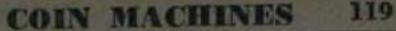
The Billboard

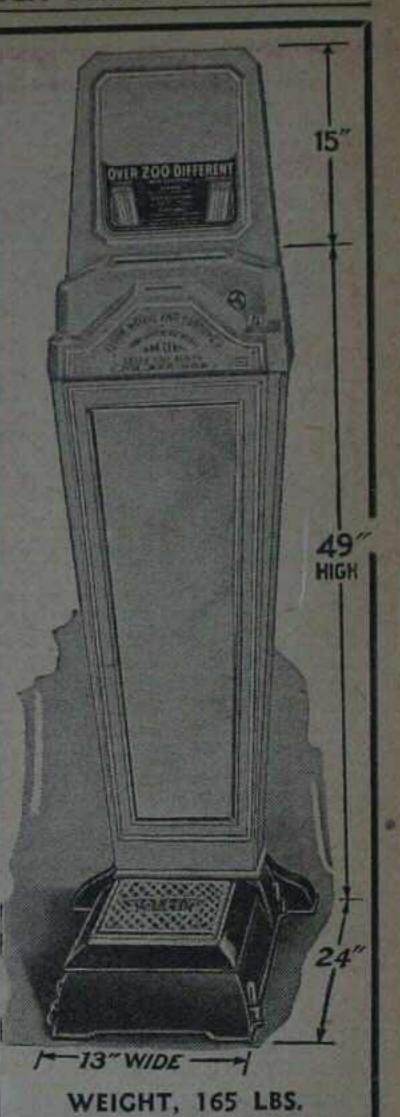
Solly Rose, of the Hy-G Music Company staff, is receiving congratulations on the Bar Mitzvah (confirmation) Saturday (27) of his son, Fred, at Beth El Synagogue, Minneapolis. . . . Operators in this area continue to sing high praise for the shuffle game which all agree has been the "real life saver" of the coin machine industry this past year. More and more coinmen keep adding the units to their routes

George Cossetti, Brainerd, Minn., operator, is enlarging his route and adding quite a number of summer locations now that the weather appears to be opening up somewhat. T. J. Fischer, Waconia, Minn., operator, took time out from his constant fishing which already has given him a heavy coat of tan, to come to the Twin Cities to buy Twin Bowlers for his route.

Jack Karler, Midwest Coin Machine Company, St. Paul, has taken on the distribution in this territory of the new baseball shuffle game made by Nationwide Manufacturing Company, Chicago. He reports that several test runs on the new unit proved entirely satisfactory and that operators are ordering the game in increasing numbers. Karter also is enthusiastic with the sudden spurt in business for Encore music boxes in this area. Another new product at Midwest is Shuffle Shoes for the large shuffle boards.

Hy Greenstein, of Hy-G Music Company, plans an open house Wednesday (14) for Universal's new one-ball game, Winner. Bill Ryan, Harry Niedzinski, Harry's Amuse- of Universal Industries, Chicago, will week with his wife to buy furniture. While here he picked up several pin





DISTRIBUTORS: WRITE FOR LITERATURE AND QUANTITY PRICES.

MUNCIE NOVELTY COMPANY, INC. 311 N. JEFFERSON ST., MUNCIE, IND.

NEED ROOM OUT THEY GO SHUFFLE GAMES

PHONOGRAPHS

WRITE FOR PRICE ON ALL NEW GAMES WE SAVE YOU MONEY ON ALL NEW GAMES

WANT TO BUY and Good Used Consoles, Late Models. Send Your List in at Once. We Are Now Delivering Brand New! The Hit of the Show! Universal's Winner -- What a Game.

FRANK SWARTZ SALES CO. 515-A Fourth Ave., S. Nashville 10, Tenn. Phone: 4-8571

WE WILL TAKE MUSIC IN TRADE FOR ALL LATE MODEL SHUFFLE TYPE GAMES Come in to see the new **KEENEY DOUBLE BOWLER** and DUCK PINS Dave Lowy & Co.

Exclusive Distributor for Keeney Products In the Metropolitan Area New York, N. Y. 594 Tenth Ave. Phone: CHickering 4-5100

Jack Harrison, Crosby, Minn., was in town to buy a new Genco Rocket in shopping for machines and bought from Sauve. Harold Paige, who has a new outboard motor for a fishing a mixed route in the same area, ac- trip he is planning. . . . Dave Sizkin, companied him on his Detroit trip. of Dave's Distributing Company, Paul Heaton, of the Monroe Coin played informal host last week to Machine Company, Monroe, has been coinmen who dropped in at his new a frequent visitor, buying new pin firm headquarters. He has several and shuffle games. . . . Hazel Reich- shuffle alley games and phonographs lin, of the Sauve office, reports a lot on display and reports he is writing of sales for games, especially for a few orders despite the fact he isn't yet formally open for business.



NEW ORLEANS NOVELTY CO. legazine St. New Orleans 12, La. Phone: CAnal 5306

115 Magazine St.



Protect your money in coin machine cash boxes with HERCULOCKS for dependable

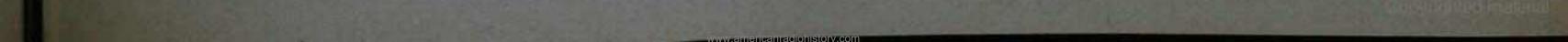
rotectio

Your key number is registered in our files under your name. This code system will protect your individual key . . . keeps it reserved for your use.

Only Herculock has the Ilco Gear-Tooth keyway - virtually pick-proof because only the Herculock key will fit. Investigate Herculocks right now for complete cash box security! *T.M. Reg. U. S.

LOCK COMPANY

BURG . MASSACHUSETTS



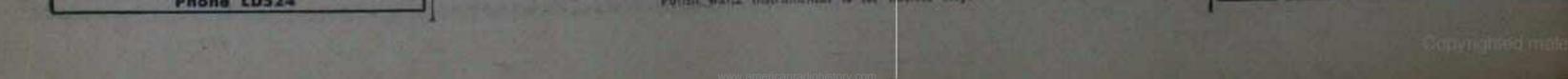
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The Billboard

June 17, 1950



		The Bullooara	A CONTRACTOR OF THE	June 17, 1950
P.J		rd Reviews	< G m P	When you buy from Runyon
Numzeu	ARTIST LABEL AND NO.	TUNES COMMENT	ERATOP TAILEI K JOCKE	YOU BUY THE BEST
PUSHBACK WIRE 18 OR 20 STRANDED	ROSALIE ALLEN Victor 21-0343	COUNTRY & WESTERN Green as Grass Thrush and male group do a perfunctory job on rhythm ballad of routine Interest. I Wanna Sit Hunk of special comedy material is sung pertly, with	62626262	BALLT SCORES AGAIN With The Newest, Most Sensational, and Fastest Rebound Alley
NOW AVAILABLE IN 90	ERNIE LEE & HIS SOUTHERNERS Victor 21-0341	a swing string backing. No strong general appent here. Tormented Relaxed, feelingful warbling of an unexceptional and typical country torcher. I'm a Lonesome Man Lee gets as much zeal as he can into a dull blues ditty.	68686868	Bally SHUFFLE CHAMP Immediate Delivery
COLOR COMBINATIONS	DON WHITNEY 4 Star 1471	Red Hot Boogie Little life or drive in this country boogle in medium tempo, warbled by Whitney with chorus response. Triflin' Love	46464448	ORDER TODAY!
This wide variety of color combinations meets any requirement of wiring horness known to the coin and vending machine industry. Cuts production costs Simplifies wiring dia- grams Facilitates field repairs In- sures positive accuracy Saves time.	CECIL CAMPBELL'S TENNESSEE RAMBLERS Victor 21-0340	So-so warbling of a fair country ballad. Steel Guitar Swing Beat-full, brightly recorded instrumental is a heavy- duty dance disk. Catawba River Blues So-so hillbilly blues is most attractive in its ork por- tions, but side is unlikely to make a dent.	59605858	SALES COMPANY Exclusive AMT Distributors in N.Y. N.L.& Conn. 593 10th Avenue 123 W. Runyon Street
Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.	EDDY ARNOLD Victor 21-0342	Cuddle Buggin' Baby Catchy title phrase and a splid country blues warblin effort by Mr. A. add up to what should be a smath Enclosed, One Broken Heart Plaintive torcher is sung from the heart by the warbler.	82838282	ARCADE AND LOCATION EQUIPMENT New 1950 Money Makers
Immediate delivery from stock MANUFACTURERS our facilities for build- ing wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an ex-	ELTON BRITT-THE SKYTOPPERS Victor 21-0339	Sweet string orking is most appealing. Stars and Stripes Forever With intro and interpretation reminiscent o. Britt's big "Star-Spangled Banner Waving Somewhere," the Sousa standard-with lyric becomes more a song that a march. Could score over a big area.	85868584	Hockey, 2 Player, Fascinating, Competitive Flipper Game, Beautifully LightedOnly \$149.50 Electric Card Vendor, 2500 Cards FreeOnly 49.50 Jungle Joe, Ray Gun
pert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.	CENE AUTRY Columbia 20709	The Last Straw Somewhat unconventional Floyd Tillman tune gets it top rendition here. Highly effective sobbing by Britt. The Last Straw The Western king takes the Tillman song at a brighter	- 79788080	Used-Look and Work Like New
RUNZEL		tempo than Elton Britt, and doesn't get as much ou of it. Name magic should account for a lively spin however. I Love You Because Autry is fate with the country hit, but this is un likely to deter his regular fan support.	76747777	IUNE, 1950, LARCE ILLUSTRATED
Cord and Wire Co. 4723 W. MONTROSE AVE. CHICAGO 41, ILL.	RED KIRK Marcury 6257	Over an Ocean of Golden Dreams Warm-bearted warbling effort is enhanced by Jerr Byrd's Hawailan guitar work. Good dreamy dance side Lose Your Blues	71727070	577 10th Ave. at 42nd N. Y. 10, N. Y. (Bryant 9-6677)
On the beam for the BIG MONEY!	DOYE O'DELL Mercury 6259	This one too seems primarily for dancing, It's a toe-tapping yodel blues in the 'Lovesick'' style. The Candy Man Twisted-word nonsense song could have some kid appeal O'Dell does it with a beat, tho the idea is labored. That's just My Hand You're Holding Romance-shy lyric fails to excite, and orking i	68686868	4 Rock-Ola Shuffle Lanes, 8 Ft. @ \$ 75.00 3 Rock-Ola Shuffle Lanes, @ 100.00
BEAM JET SAUCERS	MERVIN SHINER (The Sunshine Trlo) Decca 46244	Ear-arresting phrases and tonky plans make for highy contagious bunk of wax. Little Liza Lou Lightweight pop-ditty with traditional folk leanings i	69706969	1 Chicago Coin Shuffle Baseball, New 3 Chicago Coin Bowling Classic, New 1 Keeney Ten Pin 1 Citation 1 Dale Gun, Late Model 1 Red Button Draw Bell 1 Citation 1 Citati
FLYING SAUCERS	TERRY PRESTON	handed a lively whiri by the talented warbler and - girl group. Say When The latest left-field pop sleeper proves attractive in thi country styling. It's done with a strong Western dance	75757576	I Columbia Cig, Rear Pay
Sensational New Different Geared-for-Profit Gamel Costs Less Than \$200 Compact-Jet-Designed		beat. My Precious Baby Girl Daddy wants to come home and tear-jerking tones. Rendition is wincing.		One-Third Certified Deposit Required- Batance C. O. D. or Sight Draft. H. G. PAYNE CO. Nashville 3, Tenn.
• Speedy Play—Sure-Fire Thriller ACT NOWI Send for information INTERNATIONAL MUTOSCOPE 44-02 Eleventh St. Long Island City, N. Y.	JOHNNY BOND Columbia 20704	Mean Mama Boogie Rocking country boogie combo with sock harmonica strings and rhythm jumps hard in back of male vocal o a neat country blues. Cherokee Walts A litting Oklahoma walts is done with fine nostalgia and	81818082	"ORIGINAL" SHUFFLE ALLEY WAX
SAVE AT SOUTHERN Bally Shuffle Bowler	"T" TEXAS TYLER	spirit—could latch on. I'll Hate Myself Tomorrow "T" comes up with his usual topnotch job, gowl and all on an up ballad with guitars driving hard in back Tune is catchy.	82828182	CASE OF 12 @ \$3.00
Gottlieb Bowlette139.50United Shuffle Alley139.50Exhibit Silver Bullet149.50Williams Quarter Back99.50Gottlieb Just 21159.50	EDDIE HABAT POLKA ORK	Goodnight Waltz "T" warbles a simple little love waltz with conviction and feeling. INTERNATIONAL If I Were in Love With Accordion orking and good vocal group turn out a	75747576	PHILADELPHIA COIN MACHINE EXCH. 844 N. BROAD ST.
Gottlieb Select-A-Card	(McCormick Quartet) Decca 45104	sweet, danceable waitz side that could invade the pop baxes at well as international. Francis Polka Slick Slovenion-style polks is beautifully orked and	75757576	WILL DUT
Parker Henderson Southern Amusement Co. 628 Madison Ave. Memphis, Tenn. Phone LD524	STANLEY J. SOSNOWSKI Pavilian 776	Rosy Checks (polka) A not-unattractive Polish instrumental is cut by a large spirited agaregation. Concert Hall (waltz) Polish waltz instrumental is for natives only.	the second s	Sectors Raycilite Shoot the Bear Rifle Ranges. State lowest price and quantity of guns. Must be in perfect condition. AUSTIN AMUSE., INC. 510 W. 6th St. Austin, Texas

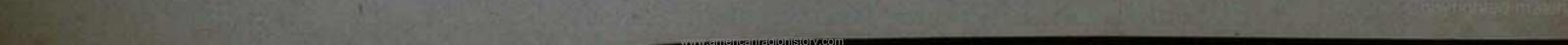


The Billboard

COIN MACHINES 121

		The Billboard	COIN MACHINES 121
Reco	rd Reviews		MODE FOR VOUR MONEVI
ARTIST	TUNES		MORE FOR YOUR MUNEY!
LABEL AND NO.	COMMENT	ATOR	WURLITZER WALL BOXES
THE BARTON BROS. (Irv Carroll Ork) Apollo 226 (Viddlat)	INTERNATIONAL Cleaned and Pressed One of the best Yiddish comedy aldes by this team along their "Joe and Paul" alices. Funny stuff built around faitles of all types is somewhat blue for the alice. What Do I Care Another bright alde by the team with some furny punches. Again, too blue for radio. Carroll's orking alds both sides immeasurably.	80NS80 75NS75	1100
DANIEL SANTOS- SONORA MATANCERA Seeco 7054	LATIN-AMERICAN Liuvia o Sol (bolero-beguine) Tune is the Yankee pop, "Rain or Shine." It makes a strong, moderato rumba, with rhythmic Santos vocal in Spanish and good English. Rumbero Vamos a La Rumba (guaracha-rumba) More typical Guban rumba is a lively, uninhibited affair with trumpets, rhythm, and chantlog by Santos and group.	767775	SEEBURG WURLITZER ROCK-OLA 1941 R.C. Special \$119 750E \$119 Hightone, R.C. 99 Hightone, E.S. 79 Solo 89 Major 69 Solo 89 Colonel 69 Solo 89 Gadet 69 Goor 69 Solo 89 Commander 69 Solo 69
GRUDO TROPICAL DE RICOBERTO DIAZ Victor 23-1607	El Vueltabajero (son guarjiro) Yankee rumbabugs could be sold on this easy-poing native effort, with group vocal, trumpet, and guitars. Mi Rumbita (motivo oriental) Brighter rumba is even more danceable.	676866 696968	THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDI- TIONAL \$35.00.
LOS UNIVERSI- TARIOS-JOSE RAUL RAMIREZ	El Cebucan (cancion Venexolana) Unique waxing, okay for rumba porro dancers, features an organ with the vocal group. Colorful side.	75767475	THREE-WIRE CABLE, 7 CENTS; 500 FT., 61/2 CENTS PER FOOT. 147M DOME, \$17.50. NEEDLES, LOW QUANTITY. PRICES, WRITE. FUSES, 50% OFF LIST. FUSETATS, 33 1/2% OFF LIST.
Calamo 519	Mi Loca Fantasia (bolero) Lovely ballad waxing, at a slow dance pace, is beautifully warbled by tenor and group. Organ is most effective.	76777576	TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE
JAMES MOODY QUINTET Dial 1042	HOT JAZZ Oh, Well Spiritedly executed bopper spots Moody blowing some fly moden tenor sax and Melba Liston doing a fair tram turn.	656565	DAVIS of Annahar
	Sweet and Lovely (Dexter Gordon) Gordon makes a rich and feelingful tenor sox solo of the standard.	707070	DISTRIBUTING CORP. Albany Rochester Buffalo
ERROLL GARNER	Love Is the Strangest Game	666666	SYRACUSE, N.YPHONE 5-5194

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Current Price Material Constraints Materi		-	Loose Nut An infectious Garner original, bearing a swinging bounce, figures to be the side which will provoke the action.	77807775		
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Mercury 6258 Farther Along Perfect vocal blending on a similar, attractive Southern		String Dusters)	Farther Along Perfect vocal blending on a similar, attractive Southern	777876NS	HUML	I STA SCOTT STREET, JOLIET, ILLINOIS



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Plug for Bell **Excise Tax Hike**

(Continued from page 100) ment, provided that month begins more than 10 days after enactment. Should the bill be enacted August 21 for example, the exemption would not be effective until October 1. The increased tax on gaming machines would be in effect on the enactment date.

The effect of final committee votes on excises indirectly affecting the coin machine industry would be mainly beneficial if enacted. Committee action in proposing to lower the cabaret tax to 15 per cent rather than 10 per cent, as first voted, makes it unlikely that many taverns will switch from the juke box to live talent. The main argument of the American Federation of Musicians (AFM) in urging a substantial reduction in the present 20 per cent bit was that bands and small combos would get more employment. However, it is doubtful that a reduction of only 5 per cent will make much difference.

The proposed cut of the 20 per cent admissions tax to 10 per cent would probably increase movie attendance and so boost grosses of machines in movie locations. A slight reduction in freight charges on machines would result from enactment of the proposed lowering of the freight tax to 11/2 per cent from the present 3 per cent. Business machines would be taxed at 5 per cent rather than 10 per cent under the committee bill which is slated to the past few years, will contact opreach the House floor in about two weeks.

Whether the proposed tax cut on economy cigarettes will affect vending operations is doubtful. The committee proposes to keep the 7-cent levy on standard brands and to cut that on smokes retailing at 12 cents or less, exclusive of State taxes, to 4.9 cents. Ecopomy brands, however, account for less than 5 per cent of total ciggie sales and it is questionable whether it would be worthwhile for operators to switch one dispensing chamber to a cheap cigarette.

Bowl for Supper

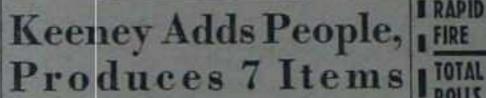
CHICAGO, June 10.-J. H. Keeney & Company's Ten Pins, bowling game, was the chief vis-itor target in the Wilson & Company exhibit at the National Association of Retail Grocers of the United States (NARGUS) convention at the Navy Pier here this week (4-8). The game, set for non-coin play, occupied a spotlighted position in the booth, and was used as a means of awarding food prizes to highscore players. Anyone bowling a 150-point score or better received various types and quantities of Wilson packed foods.

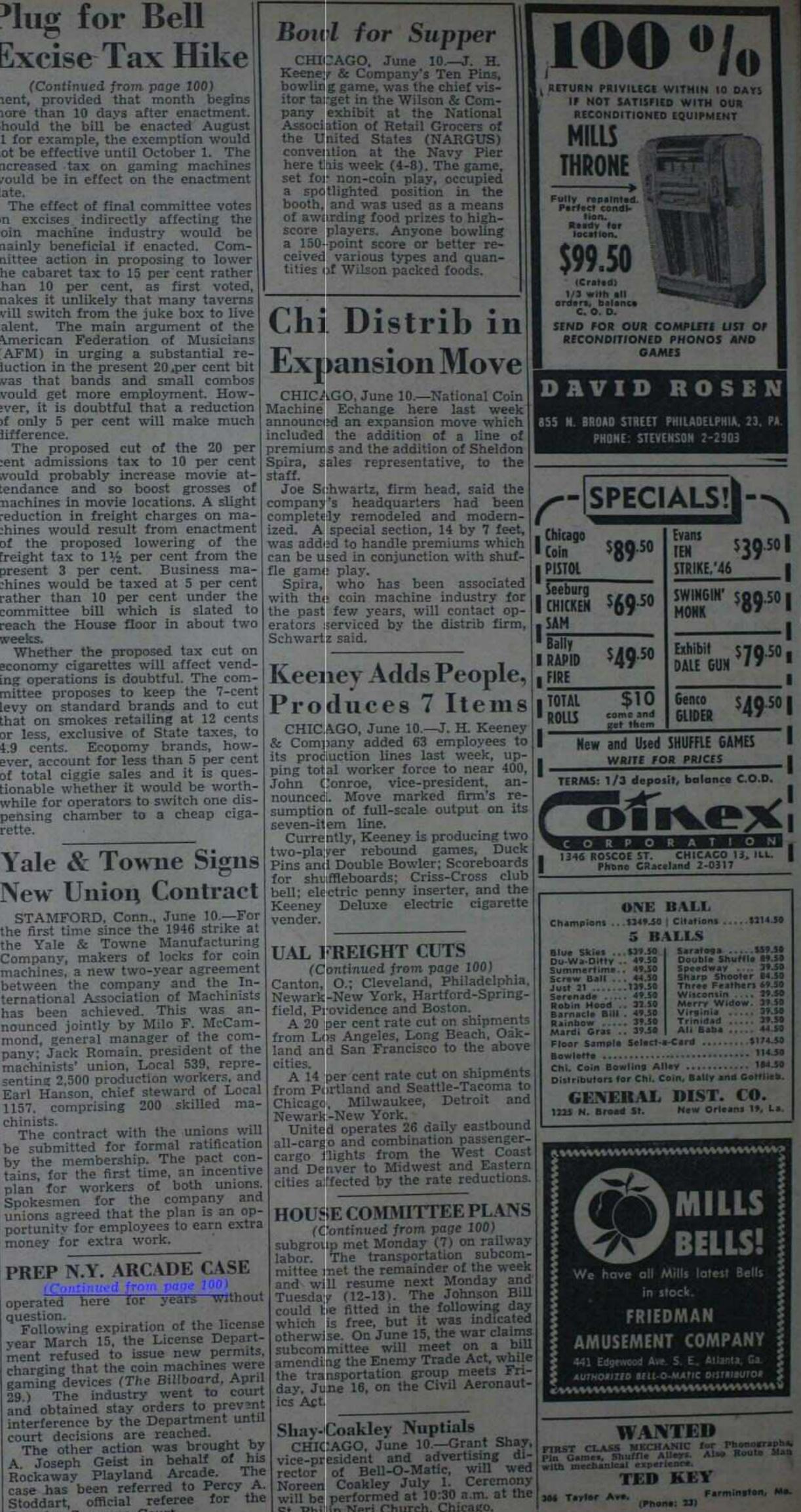
Chi Distrib in **Expansion** Move

CHICAGO, June 10.-National Coin Machine Echange here last week announced an expansion move which 855 N. BROAD STREET PHILADELPHIA, 23, PA included the addition of a line of premiums and the addition of Sheldon Spira, sales representative, to the staff.

Joe Schwartz, firm head, said the company's headquarters had been completely remodeled and modernized. A special section, 14 by 7 feet, was added to handle premiums which can be used in conjunction with shuffle game play.

Spira, who has been associated with the coin machine industry for erators serviced by the distrib firm, Schwartz said.





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St. Louis 3, Mo. 210 N. Ewin

Yale & Towne Signs New Union Contract

STAMFORD, Conn., June 10 .- For the first time since the 1946 strike at the Yale & Towne Manufacturing Company, makers of locks for coin machines, a new two-year agreement between the company and the International Association of Machinists has been achieved. This was announced jointly by Milo F. McCammond, general manager of the company; Jack Romain, president of the land and San Francisco to the above machinists' union, Local 539, representing 2,500 production workers, and Earl Hanson, chief steward of Local 1157, comprising 200 skilled machinists.

The contract with the unions will be submitted for formal ratification by the membership. The pact contains, for the first time, an incentive plan for workers of both unions. Spokesmen for the company and unions agreed that the plan is an opportunity for employees to earn extra money for extra work.

PREP N.Y. ARCADE CASE

operated here for years without question.

Following expiration of the license year March 15, the License Department refused to issue new permits, charging that the coin machines were gaming devices (The Billboard, April The industry went to court 29.) and obtained stay orders to prevent interference by the Department until court decisions are reached.

CHICAGO, June 10 .- J. H. Keeney & Company added 63 employees to its production lines last week, upping total worker force to near 400, John Conroe, vice-president, announced. Move marked firm's resumption of full-scale output on its seven-item line.

Currently, Keeney is producing two two-player rebound games, Duck Pins and Double Bowler; Scoreboards for shuffleboards; Criss-Cross club bell; electric penny inserter, and the Keeney Deluxe electric cigarette vender.

UAL FREIGHT CUTS

(Continued from page 100) Canton, O.; Cleveland, Philadelphia, Newark-New York, Hartford-Springfield, Providence and Boston.

A 20 per cent rate cut on shipments from Los Angeles, Long Beach, Oakcities.

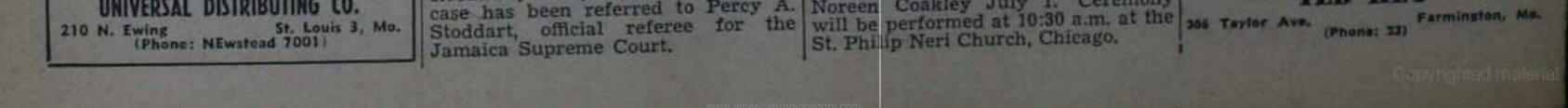
A 14 per cent rate cut on shipments from Portland and Seattle-Tacoma to Chicago, Milwaukee, Detroit and Newark-New York.

United operates 26 daily eastbound all-cargo and combination passengercargo flights from the West Coast and Denver to Midwest and Eastern cities alfected by the rate reductions.

HOUSE COMMITTEE PLANS

(Continued from page 100) subgroup met Monday (7) on railway labor. The transportation subcommittee met the remainder of the week and will resume next Monday and Tuesday (12-13). The Johnson Bill could be fitted in the following day which is free, but it was indicated otherwise. On June 15, the war claims subcommittee will meet on a bill amending the Enemy Trade Act, while the transportation group meets Friday, June 16, on the Civil Aeronautics Act.

Shay-Coakley Nuptials



COIN MACHINES 123

WEIGHT

88 POUNDS

CLUB

HANDLE



10 Years Ago This Week even further impetus.

Contact Your Distributor or Write, Phone or Wire Us. MANUFACTURED BY ABCO NOVELTY CO. 2009 W. Iowa St. Chicago 22, III. EVerglado 4-3823

BARGAINS

Turning Back the Clock

CHICAGO, June 10, 1940 .-- Coinoperated beverage vending machines National Bottled Carbonated Beverage Week (May 12-18, 1940), stressvenders in over-all plans for increasing beverage consumption. With a their appearance, or scheduled for early introduction, the trend received

Florida citrus interests also were interested in vending equipment, primarily for dispensing orange juice. One vender, which was in the test stage, sliced the oranges and then pressed out the juice for delivery in a cup. Dairy trade associations in- Plants Schedule dicated interest in venders for bottled and bulk milk and some made arrangements for financing the establishment of routes.

Some of the current drink vender makers were: Bally Manufacturing Company, Chicago, with a pre-carbonated cup unit, single flavor, vending Coca-Cola; Kalva Venders, Inc., Chicago, making a 300-bottle twoflavor model; Beverage Dispensers, inc., New York, offering a non-selective bulk unit, Thirst Quencher; O. D. Jennings & Company, Chicago, twoflavor bottle machine with modernisic chrome trim.

Shoe shining machines were on the market, with one made by Ainslie Machine Company, Brooklyn. The unit 6 feet high, occupied a 21/2-foot utes." It listed for \$100. . . . Exportation of 1,848 coin machines to over 13 foreign countries during April was seen as heralding a growing closings, as follows: market for the industry. The machines exported were valued at \$108,- July 10-24; Mills Industries, last two 798. Music operators were beginning to eport that the European war had negative effect on juke play. They laimed that many locations were making it a habit to stop the jukes to urn on the radio for war news. . . . Remote selector equipment was being eatured by Wurlitzer and Rock-Ola Manufacturing Corporation. The latter made the Dial-a-Tune unit, working on the principle of the dial phone. Wurlitzer stressed its three special bar box models, featuring illuminated dials and 24 record selection. One model had a coin chute at each end.

"flashy colors" and measured 42 by 82 inches.

The best publicity given pin games received top attention during the in the country (in the press) was said by operators to be the article which appeared in The New York American ing the growing importance of such May 25, stating, in part: "Pinball wins favor. What we need is a good 5-cent game, and we've got it. It's number of new drink venders making Bagatelle. It has taken the entire country by storm. . . . There are now 50 factories manufacturing the games in 500 varieties." The story wound up: "Even John A. Summer, wellknow crusader, has blessed the pinball with 'It's a harmless game of skill," n

Vacation Plans

(Continued from page 100)

start production on its new phonograph, the Rocket 50, in mid-summer (tentative date is July 15), and practically every manufacturer has a production program completed thru what are ordinarily the slowest months of the year in the industry.

Staggered Skeds

These firms will continue production thru the summer, staggering employee vacations.

Keeney, Alco-Deree, Cole Products, Exhibit Supply, O. D. Jennings, Bert Mills Corporation, Chicago Coin, Bell-O-Matic, the selling org for Mills Insquare of floor space and was said dustries, will stagger vacations this to give a "perfect shine in two min- year, altho the manufacturing firm will shut down for a two-week period in August.

These firms have scheduled regular

United Manufacturing, June 22-28,



1 Cherry Pay 2-1 Cherry Pay 3 -Mystery 3-5 Payout; Standard-Mystery 3-5 Payout, Club-No Lemon on First Reel,

Above Prices F. O. B. Chicago

WATLING MFG. CO. 4650 W. Fulton St. CHICAGO 44. ILL. Est. 1889-Tel.: COlumbus 1-2772 Cable Address: "WATLINGITE," Chicago

15 Years Ago This Week

the 1935 Pacific Coin Machine Exposition, scheduled for September at the Ambassador Hotel in Los Angeles, were complete. The hotel's 30,000 square foot exhibit hall was held Exhibit's Jeanie ample for "under one roof" display of the industry's newest equipment. As of June 1, booth reservations exceeded 50.

for player popularity was the Genco, Inc., all electric Baseball. Listed for \$49.50, the game recorded all plays and scores by lights and registered runs via a new type register. Another seasonal winner was Chicago Coin Machine Company's Base Hit. A \$54.50 game, it featured 10-ball play, batters running bases in flashing colored lights, with a special button recording the score. Still another home-run play getter was Stoner Corporation's Ball Fan. This one, at \$39.50, had an automatic replay and electric scoreboard, and featured imulated batting.

Merchandisers Association of Iowa free plays when energized, held their first annual meeting and 275 billboard posters, which were in area.

weeks in August; AMI, August 12-28; J. P. Seeburg (plant only), June 30-July 17; Searles Welding & Manufacturing Company, July 24-August 5; Stoner Manufacturing Company, July 3-15; Victor Vending Corporation, July 1-15; Advance Machine, July 10-22; D. Gottlieb, first two weeks in July; Genco, June 30-July 15; Universal Industries, July 22-28; Buckley, first two weeks in August, and Pace, same period.

Williams, Bally and H. C. Evans had not reached a decision as to vacations as of yesterday (9).

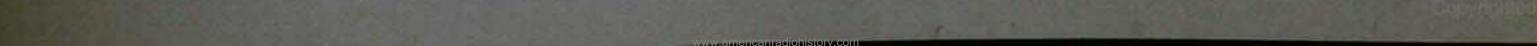
Practically all manufacturers stressed that the shutdowns would affect the production lines, that in most CHICAGO, June 10, 1935 .- Plans for cases the business offices (sales, service, parts, etc.) would continue to function without a break thru the summer.

CHICAGO, June 10 .- Exhibit Supply Company started production this week on Jeanie, a new five-ball game. One of the leading game contenders Designed with a wide open playfield and several control features. Jeanie has progressive scoring and registers over 8,000,000 points.

Players strive to make the A-B-C bumper series more than three times which sets up the principal scoring pockets and roll-over switches for replays. This series is located at the top of the playfield and does not need to be contacted in alphabetical order. After each of the three lettered bumpers have been hit, they reset for further scoring action. When this cycle is completed the first time it jumps side roll-over switches from their normal 10,000 point value to 100,000 points. When the series is made the The 175 members of the Automatic second time, the roll-overs register

Other features on the playfield inbanquet at the Hotel Savery, Des clude a progressive bonus wheel Moines. . . Music operator Bill which advances as high as 100,000 Frey, of Miami, adopted a new type points but also decreases in value after of business promotion. He used bill- the high point has been reached. The board advertising to acquire new lo- bonus points are collected by dropping cations, promote play in general, and a ball in either of two kickout pockets. kept his firm name before the public Flippers near the bottom of the playand potential location owners. Frey, field help skilled players keep balls in who operated 100 jukes, put out about play for extra runs thru the scoring





COIN MACHINES 124

June 17, 1950

YOU CAN'T GO WRONG WITH VICTOR'S SENSATIONAL NEW Victory BASKETBALL PENNY PLAY COUNTER GAME

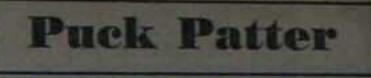


American Schedules **Chicago Sales Meet**

ings of the past several months and also to crystallize current trade trends. This will be handled on both a sectional and country-wide basis.

Another anticipated development is a detailed discussion on the growth and future of American Shuffleboard Leagues, Inc. (ASLI), sponsor of the recent 14 State and U. S. shuffleboard team championship tourna-ments. Tho the future of ASLI has been adequately planned, it seems likely that the general structure of the organization, formed to promote the game as a whole, will be altered. Toward this end a preliminary meeting of ASLI officials will be held in Unior City June 17.

groundwork for the U. S. meet in for summer standards. . . . Buckley Peoria, Ill., May 27-28, disclosed that Manufacturing is getting steady re-American is now at work on an edu-cational program designed to increase Haley reports. ... Howie Freer, Emthe knowledge of sports editors all pire Coin Machine Exchange, says over the country on competitive the firm's new merchandise departshuffleboard. This will take the ment is making a hit with operators. form of regular bulletins to sports departments as well as putting hundreds of dailies on the mailing list Phil Cohen says the new conversion of Shuffleboard World, American's unit with the baseball theme is provplayer publication.



while his partner, Herb Smedberg, is concentrating on boosting produc-tion on Precision's varied puck line. Orders resulting from the ACMMA show last month continue to arrive with the mailman. . . . The women's team representing Chuck Cavallini's Tiny Lodge, Midlothian, Ill., in American's suburban cushion league practices every day under the watchful eyes of Capt. Bobby Cavallini, . . . Arthur Marcus, who helped develop the Cleveland Shuffleboard Congress, was a Chicago visitor. . . . Charlie Pieri, Keeney sales manager, reports interest in the firm's Bowling Champ is growing steadily.

Clayton Nemeroff, Monarch, says operator Tom Calkins, La Porte, Ind., James, who with Poulsen laid the is readying a new league designed

> Over at Shuffleboard Specialists ing a timely item.

ATTENTION !!! ONE BALL OPERATORS

We Have a Good Selection of USED CHAMPIONS, PHOTO FINISHES, CITATIONS, GOLD CUPS, JOCKEY SPECIALS, SPECIAL ENTRIES, ETC.

WE WON'T BE UNDERSOLD

All of Our Equipment Is Fully Guaranteed or Money Back.

"Get On The Winner"

Used Shuffle Games From \$39.50 Up

Write, Call or Wire

CENTRAL DISTRIBUTORS, INC.

2339 Pine St.

(CHestnut 8403)

St. Louis 3, Mo.

III KEENEY'S IIII New 3 Purpose Mystery FAST! DIFFERENT! INNOCENT!

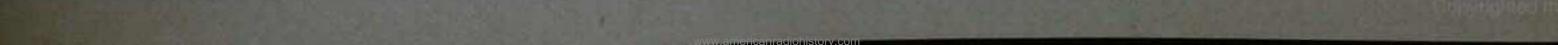
Sold direct and only to bona fide operators, Only a week's test will convince. Don't be SECOND in your territory.

Se counter size, Enormous earnings, Operator's dream for closed territory. Ideal for a DEAL. Nothing like it to compete with County exclusive on quantity. FIRST ORDER LIMITED TO ONE SAM-PLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND.

5818 WENTWORTH AVE. CHICAGO (21), ILL.







126 COIN MACHINES	The Billboard	June 17, 1950
DIRECT FACTORY DISTRIBUTORS GOTTLIEB—CHICAGO COIN—KEENEY— UNITED—UNIVERSAL—EXHIBIT UNIVERSAL'S newest one ball, The WINNER. The finest one ball ever produced must for one-ball territory. Orders now taken for preferred delivery in Nor	\$550.00 800.00	OPERATORS are getting REFOR THEIR MONEY
ARCADE EQUIPMENT FIVE BALLS (used) COUNTER GALLS (used) Becomerang \$ 50.00 Batting Practice 75.00 Chi Coin Basket Ball 175.00 Chi Coin Midget Skee Ball Ball 135.00 Chi Coin Pistol 135.00 Chi Coin Pistol 135.00 Chi Coin Pistol 135.00 Chicken Sam (conv.). 95.00 Exhibit Dale Gun 100.00 Exhibit Silver Bullets 185.00 Gcalee 100.00 Heavy Hifter 50.00 Jack Rabbit 100.00 Lite-A-League 100.00	W518.50 5kill new	with this great, fast action game THAT'S WHY NASCO HITS
Mother-In-Law Gun 95.00 Mutoscope Football 225.00 Panorams 185.00 Pitchem and Battem 165.00 Scientific X-Ray 85.00 Poker 85.00 Solar Horoscope with 85.00 Score 75.00 Telequiz 150.00 Victor's Basketba Wurlitzer 71 95.00 Victor's Basketba Score 75.00 Telequiz 150.00 Vializer 95.00 Vitalizer 95.00 Wurlitzer 71 95.00 Wurlitzer 750E 150.00 Wurlitzer 750E 150.00 Wurlitzer 800 165.00 Wurlitzer 750E 150.00 Wurlitzer 800 165.00 Wurlitzer 750E 150.00 Vurlitzer 800 165.00 Wurlitzer 750E 150.00 Wurlitzer 750E 100 Blue Front 100 Blue Front 100 Pace 100 Pace 100 Golden Falls	Elec- h 32.50 all . 32.50 	THE BIG LEAGUES with FIGHTIN
Latest Photomatic., 650.00 Latest Voice Recorder	75.00 75.00 50.00 45.00 45.00 45.00 75.00 75.00 75.00 40.00	PHILS made from your YANKS
DuGrenier Challenger, 7 col. \$5,00 DuGrenier, 7 col. \$5,00 DuGrenier, 7 col. \$5,00 Rowe Imperial, 6 col. \$5,00 DuGrenier, 7 col. \$5,00 Rowe Imperial, 6 col. \$5,00 DuGrenier, 7 col. \$5,00 Rowe Royal, 10 col. \$5,00 Rowe President, 75,00 10 col. 75,00 NORTHERN OHIO AMI DISTRIBUTORS balance C. O. D. C. O. D.	action- rounde ters the Flippe ting	Bang ers in an i-packed diamond, sur- led by Rebound Coun- hat score hits and runs. ers are moved to a bat- position that lends in to the actual play STA50



THE STRIKE IS OVER!

Production was resumed June 10th

EVERYONE HAS BEEN MOST PATIENT AND COOPERATIVE. TO ALL OF YOU WE EXTEND OUR HEARTFELT THANKS AND APPRECIATION

ONCE AGAIN The Jennings Organization will welcome the opportunity of doing business with you

RESUEEDSTA

One of the greatest money makers Jennings has ever made!

States in which machines are licensed . . . where most of the machines of this type are sold... have found out "SWEEPSTAKES" is the machine you need to beat competition.

Request your shipments

via AIR CARGO

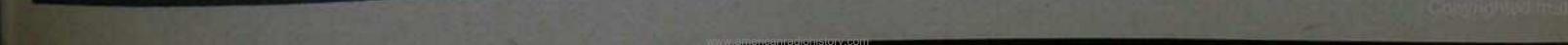
CHIEF CONSOLE

AVAILABLE IN ALL DENOMINATIONS The Sweepstakes machine is also available in the counter

model.

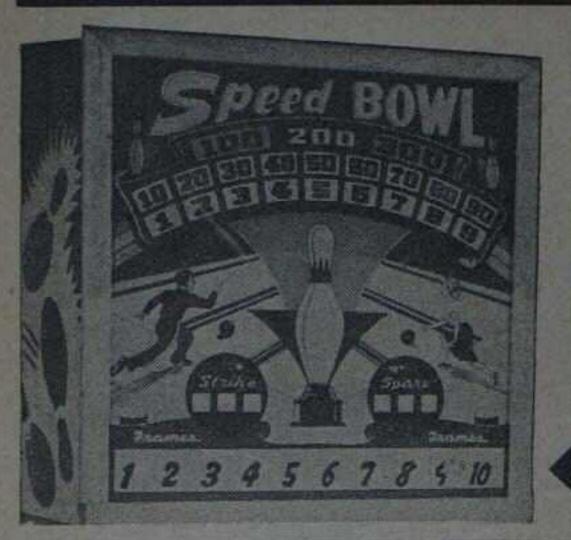
to insure delivery by July 1st See your Jennings' Distributor or write direct for prices and full details

4307-39 WEST LAKE ST. JENNINGS & CO. CHICAGO 24, ILLINOIS



The Billboard

June 17, 1950





STRIKE ZONES MEW BACKBOARD GLASS MEW DISAPPEARING PINS-FAST ACTION INDIVIDUALLY NUMBERED QUIET OPERATION

SPEED BOWL is absolutely the newest and linest conversion for United Shuffle Alley. It has been designed to bring in the MAXIMUM PROFIT for United Shuffle Alley Operators. SPEED BOWL conversion comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield. READY FOR QUICK INSTALLATION. SPEED BOWL is the answer to lagging profits. Now you can hold those locations with this sensational conversion.

2845 W. FULLERTON AVENUE

M. & T. SALES COM

WIRE—PHONE—WRITE

DISTRIBUTORS...WRITE

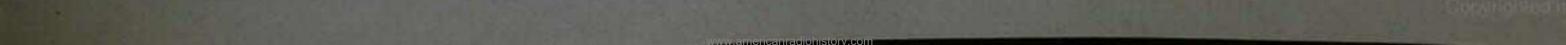






Cleaned!	Check	ed! F	leady	for	Loca	tion!
Filben FP-300	(30 Sel	ection				.\$229.50
Mills Throne						
Mills Empress Seeburg Colon	el					29.50
Seeburg 8200,	8800,	9800				. 69.50
Wurlitzer Twir	112		1.11			49.50
Seeburg Hidea WS2Z Wireles	s Boxes	Раска	rd Ada	prer		49.50
DS20Z Wired	Boxes .					. 9.50
Packard Boxes				····	WE AN	. 17.50
3 Complete H	osless Jys	tems (u	nuis ol 1	0;—m	INE AN	UTTER !

Williams All Star Baseball \$6	9.50 Puddinhead				
Chicago Coin Goalee 4					
Genco Glider 4					
Genco Total Roll [Crat'g] 2	4.50 Virginia 20.50				
Genco Advance Roll S5 per 2 Sportsman Roll mach. 2	4.50 Carnival 49.50				
Genco Bing a Roll 8	9.50 misculatin + + + + + + + + + + + + + + + + + + +				
Bally Hy Roll	9 50 Dermuda 29.50 \$				
Triple Action	o co spinuali				
Frade Winds 3	Containing 1111111111111111111111111111111111				
Mardi Gras 3					
Merry Widow 4					
Screwball	Contraction of the second seco				
SPECIFY SECOND CHOICE					





SEE EVANS' CONSTELLATION AD ON PAGE 108



BY ACTUAL LOCATION TESTS EARNINGS that TOP 'EM ALL! **GOTTLIEB'S UNIQUE SENSATION** ... BANK-A-BALL

The Billboard

Non-Rotation Numbers, 1 to 15 plus FREE PLAY Awards on 8-Ball . TOP CORNER KICKOUT POCKETS for EXTRA Numbers and Additional Play . MYSTERY SIDE KICKOUT POCKETS Light Up for FREE PLAYS . SPECIAL NUMBER COMBINATIONS for Added Scoring and FREE PLAYS . STRAIGHT SHOTS . BANK SHOTS . FLIPPERS!

ORDER FROM YOUR DISTRIBUTOR TODAY

"There is no substitute for Quality!"

140-50 N. KOSTNER AVE.

CHICAGO 51, ILLINOIS

131

COIN MACHINES

1 BALLS	-	MISCELLANEOUS
NEW CHAMPIONS	Write	NEW SPEEDBOWLERS Write
CITATIONS		USED SPEEDBOWLERS \$275.00
GOLD CUPS	95.00	BALLY SHUFFLE BOWLER 200.00
JOCKEY SPECIALS	75.00	DELUXE DRAW BELL 200.00
		GOLD NUGGET 225.00
5 BALLS	\$ 99.50	COLUMBIA TWIN FALLS 145.00
BIG TOP	75.00	BOWLETTE, FLOOR SAMPLE 179.50
TUCSON	80.00	CHICAGO COIN DISTOL 74.50
JUST 21	149.50	JACK RABBIT 74.50
K. C. JONES	149.50	LITE-LEAGUE
BUTTONS & BOWS	99.50	
SELECT.A.CADD	1/9.50	WIRLITZER 1015
HOT ROD	125.00	WURLITZER 750 125.00
GOLDEN GLOVES	109.50	AMI MODEL "A" 395.00
		IN TEXAS ONLY

Turf King - - - - - Hollycrane Speed Champ - - - AMI Model C

Phone 3-9427

110 So. Jennings Avenue

FORT WORTH AMUSEMENT COMPANY Fort Worth, Texas

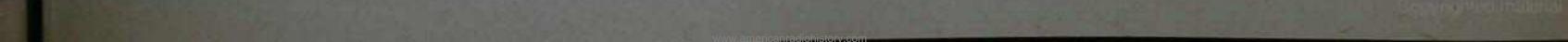
ATTENTION **REPAIR. AND SERVICE MEN!** WRITE TODAY

> FOR OUR SPECIAL PROPOSITION TO BELL MACHINE SERVICE MEN

FOR THOSE WHO CAN QUALIFY-HERE'S A CHANCE TO MAKE SOME REAL MONEY

WRITE TODAY

BUCKLEY MANUFACTURING CO. CHICAGO 24, ILL. 4223 W. LAKE ST.



The Billboard

132 COIN MACHINES

TO TO

TO REALLY RATE WITH A LOCATION-DATE IT UP WITH THIS SENSATION!





She's Got What It Takes! ENTIRELY NEW PLAYFIELD LAYOUT • TILT RESET THUMPER BUMPERS • 10 KICKOUT HOLES and REPLAY SCORING with Special Bumpers—Special Rollovers—Special Rollover Button.

SEE IT-BUY IT AT YOUR DISTRIBUTOR NOW I Milliams MANUFACTURING COMPANY

June 17, 1950

4242 W. FILLMORE ST., CHICAGO 24, ILLINOIS

CREATORS OF DEPENDABLE PLAY APPEAL!

AMI is trouble freed?

The HIT Tune of Operators Everywhere



AMI is the juke box built for the operator.

AMI saves money on records and service.

AMI is economical to operate.

AMI has a low depreciation rate. Small wonder that operators sing this song, for AMI IS the buy. Down-to-earth low price, proved popularity on location, freedom from service difficulties—all permit operators to provide AMI music and be home, free, in a hurry. There's no need to finance for two or three years with this juke box that pays off so quickly. For bigger music profits, buy the new AMI Model "C" and join the chorus of moneymaking AMI Operators.



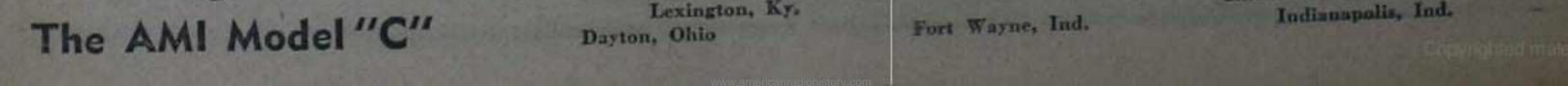
-IT'S A FACT!

Trade journal prices prove that the 1946 AMI Model "A" consistently brings higher prices on the used market than any other music machine. And the 1948 AMI Model "B" consistently sells for higher prices than any other 1948 make.

If You Are in Our Territory, Visit Any One of Our Six Offices Most Convenient to You. Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio.

624 S. THIRD STREET, LOUISVILLE 2, KY.

Cincinnati, Ohio







Hotd on to your Hats, Men! Here Comes

June 17, 1950

EXHIBIT'S FASCINATING

A 5-Ball Game Loaded With Action Where You Want It ... On the Play Field—New, Exciting Scoring Features—Plus "Special" Build-Up...

- BOBBLE BUMPERS • JITTER ACTION
- PLAYER CONTROLLED FLIPPERS • HIGH SCORE

Regular Bonus Plus Surprise Bonus and Other New Play Appealing Features











new

Least

KEENEY'S Sensationally fast UTS PATS

FASTEST 2-PLAYER BOWLER OF TODAY!

ACCOMPANYA DUCK PINS MARKANA M

1.4 1.1

THE OUTSTANDING BOWLER FOR FAST REBOUND ACTION

* LESS THAN 45 SECONDS PER GAME!

* 2 PLAYERS OR ONE!

* DISAPPEARING PINS!

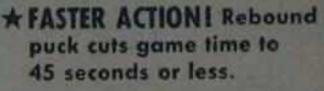
* SCORES ALL SPLIT SHOTS!

See the magical action of keeney's DUCK PINS! its big profit performance JUSTIFIES YOUR IMMEDIATE ACTION!

KEENEY'S DOUTE DOUTED

DOUB /

PA



- * HI-SPEED TOTALIZER registers score for 2 players or one.
- ***** SCORES ALL SPLIT SHOTS!
- * IMPROVED DESIGN and GREATLY SIMPLIFIED MECHANISM!

* QUIET PLAY! FASTEST 2-PLAYER BOWLER OF





w Jumbo Pinball Game Caller than Child HONS **URF KI** Greater than Stilley AMAZINGNEW PURE 16 24 ------PLAYER'S CHOICE IDEA

CITATION was great . . . CHAMPION was greater . . . but TURF KING is, by all standards, the greatest pinball game ever built. Exhaustive location-tests in all sections of the country prove that the new



The Billboard

June 17, 1950

and revolutionary PLAYER'S CHOICE IDEA is the strongest repeat-play stimulator ever created . . . resulting in earnings far ahead of all previous profit-records. TURF KING includes all the famous time-tested and profit-proved play-principles of CITATION and CHAMPION ... now presented to the pinball public in a new and fascinating way ... permitting the player to exercise his own judgment before the final skill-test of shooting the ball . . . offering attractions to every type of player. Rush your order for TURF KING today!

PLAYER'S

Write for details!

CHOICE

BUTTONS

Famous "Citation" Advancing Odds **Mystery Skill-Shot Selections** Win, Place, Show, Purse Winners **Build-up FEATURE Bonus** CAN BE OPERATED AS 168 OF 328 BONUS Popular "Wild" Field Feature ALL 28 SELECTION HOLES MAY BE WINNERS

Purse and Show may score Win Odds Purse and Show may score double

New L and R Feature LIGHTS ALL 7 SELECTIONS FOR NEXT GAME

New A, B, C, D Bumpers WHEN LIT IN ROTATION, NEXT WINNER DOUBLED

NUFACTURING COMPANY MANUFACTURING CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



SPELL NAME

A-B-C-D BUMPERS

FEATURE RACE

AUTOMATIC BALL-LIFT

ILLUMINATED PLAYFIELD

ARMOR PLATE

FEATURE BELL

LATEST

GREATEST

Console

TRY IT!

and

Check these ENTRY FLASH ADVANTAGES:

- * DAILY DOUBLE...Returns ball after a winner, with odds remaining at same level for start of next game!!!
- EXTRA NEW SELECTIONS ... Boot Saddle No. 4's, etc., advance for better advantages and STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!
- * LITES FEATURE RACE...Gives player an additional method of "buying" Feature Race!
- * ADVANCES ODDS... One of the greatest incentives for additional play!
- * PURSE AND SHOW SECTIONS SCORE WIN ODDS... the familiar feature that players try for after obtaining other advantages!
- * ADDITIONAL SELECTIONS: 3, 4, 5, singly or in combination.

Order FROM YOUR UNIVERSAL DISTRIBUTORI

UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY . Telephone UPtown 8-2345 . CHICAGO 40, ILLINOIS

www.americapradiobistory.com

new!

KICK PLATE

ON FRONT DOOR

only Seeburg has 100 selections!

The Select-O-Matic "100" Mechanism. The most revolutionary development in the history of the coin-operated music industry.

FOX TROTS & RUMBAS

VALITZS & POLKAS

noper frogramming

ILD FAVORITES

An attractive, well-organized menu permits fast, accurate selection of a splendid meal. The Selector Panel of the Select-O-Matic "100" does the same for your business. For here are 100 tunes — all visible at one time — grouped under the five basic musical classifications, making it easy and convenient for the public to select the music of its choice . . . played by favorite artists.

No other music system offers this greater music service because no other music system has 100 selections. 100 selections are essential to proper programming.



The Wall-O-Matic "100." 100 selections right at the finger tips of the public. All cataloged under the 5 basic musical classifications.

ABCDEFGH

anywhere in the location

> The Select-O-Matic "100" is the most economical, service-free phonograph ever built. Today, it is helping operators realize maximum revenue in thoubody/ighted material sands of locations.

