

# The Billboard

AUGUST 11, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## TV Shoots Coast to Coast, Sat., Sept. 29, 9 p.m., E.D.T.

### Theater Interest in Video Varies, BB Survey Shows

(First of a Series)

NEW YORK, Aug. 4. — Interest in installing theater television equipment varies, city by city, in direct proportion with the number of TV stations on the air and the accessibility of live network programs. Exhibitors in cities with several TV stations, interconnected via American Telephone & Telegraph coaxial cable or microwave relay facilities, are the most aggressive and eager to equip their houses. This is one of the major conclusions drawn by *The Billboard's* theater TV survey, first nationwide study in the field.

Three major developments are under way, concerning coaxial

cable and microwave relay interconnection, which are apt to play a significant role in stimulating theater TV installations. AT&T is readying new facilities to link together considerably more film houses for the next big events to air via theater TV—and this cable time will not be taken from broadcasters. Also, the onset of transcontinental TV now is definitely set for September 29 (see separate story, this issue). Finally, representatives of theater TV-interests are now sitting in with the networks on AT&T meetings devoted to setting up division of cable time (*The Billboard*, August 4).

New York, Chicago and Hollywood TV broadcasting activity is solidly entrenched, are likewise certain to be in the forefront with theater TV. Eight New York and nine Chicago theaters already are equipped or have equipment on order. In Los Angeles only one house, the Orpheum, currently has equipment installed, but opening of the microwave relay link to the Coast is expected to send activity soaring.

On the other hand, exhibitors scattered all over the nation in localities where TV is comparatively weak or non-existent, or where relay facilities are insufficient, have indicated a reluctance to invest for equipment at this time. It is known that some distributors of Radio Corporation of America equipment have had to insert escape clauses in contracts

signed by exhibitors, permitting the theater men to cancel should there be insufficient transmission facilities to bring in shows.

Obviously, exhibitors whose box office take has shown no decline traceable directly to home TV are less concerned with video than those who feel they have been badly hurt. In Buffalo, for example, where WBBM-TV is the only station, Western New Yorkers are not as sold on the medium as they might be if more outlets

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### COOL WATER, HOT HASSLE

ATLANTIC CITY, Aug. 4.—It was hot last week—even here — where Stump and Stumpy were on the same bill in a club with Divena, the little lady who does a strip under water. So when Divena climbed out of the tank and looked so-o-o cool, Stump and Stumpy looked at each other, then at the water, and without further ado hopped into the tank. The boss of the club fired the boys on the spot. Divena's manager started suit against Stump and Stumpy, claiming that in their aquatic maneuvers, they damaged a couple of gadgets that cost lots of money. Stump and Stumpy looked stumped.

### Gala Program Mapped to Tie N. Y., Hollywood

AT&T Preparing Big Shindig; Sponsors Must Okay Switches

By SAM CHASE

NEW YORK, Aug. 4.—Transcontinental network television service will begin at 9 p.m., E.D.T., Saturday, September 29, according to present plans, it was learned this week by *The Billboard*. At that time, a gala one-hour dedicatory program is to be sponsored on all four video networks by the American Telephone & Telegraph Company, whose facilities will be utilized to transmit the show from coast to coast. Elaborate plans are being mapped for use of foremost names from show business and public life to appear on the show, which also will have pick-ups from various cities along the coaxial cable and microwave relay route.

Already, network toppers are mapping out plans for their own subsequent use of the system for their top commercial shows. Target date all along has been the beginning of October to permit sending the World Series to the Coast. But most interesting centers on the possible eastbound shows originating in Hollywood. First one believed ready will be the premiere edition of Procter & Gamble's new Red Skelton show September 30, the night after the

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### ASCAP Hits BMI in New Court Action

Complaint Points to Stations Owning Rival Outfit Wanting Per-Program Rate

By JERRY WEXLER

NEW YORK, Aug. 4.—The American Society of Composers, Authors and Publishers this week opened fire on Broadcast Music, Inc., in an application filed in Southern District Court here, asking that ASCAP's consent decree with the government be amended so that the Society no longer be required to offer BMI-licensed radio and TV stations per-program licenses.

The decade-old cold war between ASCAP and BMI thus entered a new and decidedly hot phase, as ASCAP, in an affidavit

submitted by its president, Otto Harbach, developed the following thesis:

(1) That BMI, being wholly owned by broadcasting companies (some 700 of them), is in competition with ASCAP and licenses virtually every station in the United States.

(2) That the BMI licenses are blanket licenses, and that the 56 stations which petitioned the gov-

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### World Copyright Steps Unveiled

WASHINGTON, Aug. 4.—Text of the first draft of a proposed model world copyright treaty shaped by the recent Paris general conference of United Nations Educational, Scientific and Cultural Organization was made public here this week for the first time. Spelling out a policy of blanket protection of copyrights in music, disks, TV, drama, radio and films, the proposed pact expounds the principle that all nations subscribing to the treaty will give copyrights on foreign works treatment equal to domestic works.

Because of wide disagreement on several major issues, the proposed pact contains a number of alternative provisions from which final selection must be made at future treaty confabs. A preliminary

(Continued on page 14)

### U. S. Unfreezes Amuse Building

WASHINGTON, Aug. 4.—The National Production Authority yesterday (3) announced its anticipated new construction control order relaxing the freeze on amusement construction (*The Billboard*, July 21 and 28). Altho the new order imposes heavy new restrictions on numerous types of major general construction, it lifts for the first time NPA's outright freeze on amusement construction. Under the new order, amusement construction can now be undertaken without NPA authorization if each project needs no more than two tons of carbon steel, 200 pounds of copper and the materials are already in stock for the builder. Heretofore, amusement construction was completely frozen except for hardship cases processed by NPA.

FROM REAL, SALINA, KANSAS. "YOUR special edition is extra colossal" will come as programmed for the next three weeks. See "It's Made to Order for Disk Jockeys" announcement, page 37.

### Ballroom Ops Plead Against Cabaret Taxes

By BEN ATLAS

WASHINGTON, Aug. 4.—The Senate Finance Committee, nearing the wind-up of public hearings on a new tax bill, heard a formal plea by the National Ballroom Operators' Association on Thursday (2) urging the Senate to go along with the House-passed tax measure exempting ballrooms from paying the cabaret admissions excise. Chances are figured highly favorable for Senate concurrence in this provision.

J. A. Osherman, Washington counsel for NBOA, made the formal plea, accompanied by Thomas B. Roberts, of Des Moines, legal counsel for the association. Osherman told the committee that the House's approval of the cabaret admission tax exemption for ballrooms is, in effect, a confirmation "of the fact that Congress had never intended to tax ballrooms as cabarets." Osherman said that this had always been the situation before the famous Avalon case "and was so recognized by the Bureau of

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### RIDE 'EM!

Will Rogers May Live on Radio Again

HOLLYWOOD, Aug. 4.—For the first time in the history of radio, a personality who died two decades ago may return to the airwaves and stand a chance of rekindling his old popularity. Mitch Hamillburg this week headed for New York huddles with American Broadcasting Company programming Veepee Leonard Reeg to discuss a 26-week across-the-board five-minute transcribed series featuring Will Rogers.

Series was compiled by Arnold Marquis, who edited diskings of the late humorist's shows. Show will include announcer Jimmy Wallington who was associated with Rogers' show in the past and will have *Home on the Range* as its theme. Hamillburg is representing the Roger estate in agenting the show.

506 RADIO STATIONS REQUESTED—AND have been granted—permission to use, for broadcast purposes, copyrighted material published weekly in *The Billboard*. See "It's Made to Order for Disk Jockeys" announcement, page 37.

### GOLD IN THE HILLS

There's Work in 500 Small Spots in U. S. A.

By BILL SMITH

NEW YORK, Aug. 4.—There is more work for cafe acts thruout the country than is generally realized, even if many theaters have dropped flesh and some cafes have folded. There are now an estimated 500 spots which are active buyers of talent, of which only a few are generally known in the trade, according to a *Billboard* survey just completed.

The list covers mostly the so-called small clubs where the minor-league acts might be expected to find work, develop their routines and become ready for the big chance in the major cities once the opportunity comes.

Some of the rooms use bands only, some week-ends, some full; others use musical acts. But the great majority listed here are unknown to the average agent unless he lives right in the territory. The list is not complete, and some of the better-known spots with national reps are eliminated because they're familiar to the trade.

Starting in the Deep South, the MIAMI area has about 80 clubs using acts, tho many are limited to strips. KEY WEST has two. Club

Tropics and Mardi Gras, both booked by Sammy Clark out of Miami. Tropics spends about \$700; Mardi Gras about \$500. Miami proper has about 15 spots—Club Gables, Club 36, Gaiety Inn, Harem Club, Jewel Box, Leon and Eddie's.

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### Theater-TV on Unions' Agenda

NEW YORK, Aug. 4.—Closed-circuit theater television will become a major problem with the American Guild of Variety Artists, American Federation of Musicians and International Alliance of Theatrical Stage Employees.

AGVA has already scheduled talks with AFM and the stagehands and plans to devote all of its executive committee meeting

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FROM WCVB, CHARLOTTESVILLE, VA.—"The *Billboard* has become our sole guide in the purchasing of new records." See "It's Made to Order for Disk Jockeys" announcement, page 37.



# Billboard Backstage

By JOE CSIDA

The kind of records people are hearing today and are likely to hear for years to come—the type of radio programs heard in these many years, and to be heard in the foreseeable future—the form of television fare at present and in the years ahead should be determined largely by the decisions of two men: Gen. David Sarnoff, chairman of the board of Radio Corporation of America, and William Paley, of like position with Columbia Broadcasting System.

Here in the pages of *The Billboard* we report, blow by blow, their decisions, and the effect of same from day to day and week to week. We detail such matters in straight simple terms and never relate them to any but past, present or future business motivations. Which, indeed, is the full scope of our editorial function, and is as it should be.

It has often been said, however, and truly, that much of how a man behaves in his adulthood is determined by the experiences of his early youth. This is obviously true to a greater or lesser degree of Paley and Sarnoff, as it is of every human being. It occurred to me a couple of weeks ago, then, when *Business Week* ran a story about Paley and the CBS reorganization, and *Time*, a cover yarn on Sarnoff and RCA, that a most interesting phase of these simultaneously published pieces was the reference in each case to the gentlemen's early years. For readers who may have missed one or another of the stories, I take the liberty of lifting from *Time* and *Business Week* those portions of their reports. (It should, of course, be remembered that *Time*, particularly on cover

subjects, goes into considerable personal detail, while *Business Week* chooses to run far less such material. More, therefore, is said of Sarnoff's youth than of Paley's, but the comparative picture is, nevertheless, quite fascinating.)

### Paley's Portrait

*Business Week* said of CBS's Paley: "Tall, dapper Paley was a man-about-town in his younger days at CBS. Programing has always been a first love. He liked show people, knew most of them, kept a flashy bachelor's penthouse apartment to entertain them. The son of a wealthy Philadelphia family, Paley was the good-looking young advertising manager of his family's Congress Cigar Company (LaPalina) during the early 1920's. He got to know CBS as a sponsor, liked the selling job radio did for his cigars. So he bought into the struggling young network and took it over in 1928 when he was 27."

### Sarnoff's Sketch

*Time* said of RCA's Sarnoff: "Sarnoff was born in 1891, eldest son of a poverty-stricken family in the tiny (pop. 200) Jewish community of Ueljan, in Russia's province of Minsk. His father, who came of a trading family, wanted him to become a trader. His mother, who came of a long line of rabbis, insisted that he become a scholar. When David was four, the dispute over his future ended; his father departed alone for America. His mother, a strong-willed woman, promptly packed David off to her uncle, a rabbi who lived in a hermitage in Korma, about 150 miles east of Minsk.

For about five years David stayed there, the only boy in the hermitage, up at 6 to begin his studies of the Talmud that lasted until 9 at night. This tutelage ended when David was 9½. When the Sarnoffs arrived in New York, they found the father broken in health. Ten-year-old David became the chief breadwinner. At 4 in the morning he left the family room on the lower East Side to deliver the *Jewish Morning Journal*, ran errands for a butcher before going to school."

From here on *Time* details Sarnoff's years of hard work and intensive study; his job with American Marconi; his skill as a wireless operator; his wide recognition as the operator who flashed to the world the news of the Titanic disaster; the absorption of American Marconi by the RCA combine; brilliant rise to the top of RCA.

### Top Aids

Both men, it is made abundantly clear are brilliant businessmen, administrators and organizers. Both have surrounded themselves with the most able executive personnel: Frank Stanton, president of CBS; Frank Folsom, president of RCA; Joe Ream, exec veepee of CBS; Joe McConnell, president of NBC and others. There is no question that many a Paley or Sarnoff decision in the days ahead will be largely influenced by these top aids. But there is little doubt that some important decisions will, if only subconsciously, be influenced by the widely divergent backgrounds of Sarnoff and Paley. It will be interesting to watch future developments with these in mind.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 4. — The new controls law which went on the books this week keeps intact showbiz exemptions and gently relaxes the old law's credit restrictions. Chiefly benefited by relaxed credit are retail sales of TV, radio and phonograph sets. Concert and theater admissions stay exempt from controls. So do radio and TV ads. Also continuing exempted are talent fees. Why these exemptions? Here's one unofficial explanation: "Anything that influences public opinion shouldn't be under government control."

### BBC Experiments With Color TV Systems . . .

Color TV is getting a heavy going-over in Great Britain. But the art is still in the laboratory stage there. Tests are far behind U. S. That's the latest word from Commerce Department's observation post abroad. The Britishers are looking at systems resembling both of the major rivals in U. S. right now. Tests are being made on a device using spinning disks, like Columbia Broadcasting System's. Soon to be tested will be an all-electronic system like Radio Corporation of America's. In both cases, there are wide departures from the U. S. types. Tests are under way at British Broadcasting Corporation's Surrey research sta-

tion. BBC's present disk system uses spinning wheels both in front of the camera lens and receiving screen. Within the last year, the camera disk has been reduced from three feet to four inches in diameter. But, said a Commerce observer: "Looks like color TV is still a distant rainbow in England."

### Controls May Be Weak, But Stick Is Bigger . . .

Look for an immediate strong-arm crusade enforcing defense controls, now that a new law is on the statutes for another year. Although the new law is weaker, enforcement becomes tougher for the first time since the Korean outbreak. As a starter, National Production Authority is probing the nation's industrial users of steel, copper and aluminum to check compliance with the controlled materials plan. The agency has set up a "compliance court" to hear and act on charges of violations of NPA orders. Also, the Wage Stabilization Board's new three-member national enforcement commission has ordered its investigators to get going on several thousand cases which have been in the pending files for months. The board will take over the job from field offices of Labor Department's wage and hour division.

### Cuba Open for Video; Weiss in New Job . . .

Congressional leaders are hoping for a wind-up of the current session by October. Mass of showbiz bills are untouched in the hopper. Tax and appropriation bills are among the jumbos awaiting final action. Cuba will open up as a good market for TV program packages and receivers, according to Commerce Department's foreign trade experts. Some 18,000 TV receivers have been put in operation there in less than a year, most of them in Havana. Thriving business and early completion of a proposed TV network will stir the boom. Lewis Allen Weiss, NPA's director of Office of Civilian Requirements and former chairman of the board of Mutual Broadcasting System, has been named head of a subcommittee on civilian requirements in the policy-making Defense Production Administration. Re-examination of the TV and radio spectrum is on the first order of business for Haraden Pratt, of New York, veepee of American Cable & Radio Corporation, who this week was named by President Truman to the newly created post of telecommunications adviser to the President. Pratt will consult with the Federal Communications Commission on existing and proposed allocations

# Hope, Romero Join Biggest Hadacol Line

CHICAGO, Aug. 4. — Bob Hope and Caesar Romero this week were added to the cast of this year's Hadacol All-Star Caravan (*The Billboard*, August 4), and ex-heavyweight champ Jack Dempsey was set to play the entire 47 dates, along with the big house cast previously announced.

Definite itinerary of the tour is: Lafayette, La., August 14; New Iberia, La., 15; Thibodaux, La., 16; New Orleans, 17; Hammond, La., 18; Biloxi, Miss., 19; Mobile, Ala., 20; Montgomery, Ala., 21; Columbus, Ga., 22; Atlanta, 23; Macon, Ga., 24; Augusta, Ga., 25; Columbia, S. C., 26; Greenville, S. C., 27; Charlotte, N. C., 28; Greensboro, N. C., 29; Richmond, Va., 30; Roanoke, Va., 31; Charleston, W. Va., September 1; Huntington, W. Va., 2; Louisville, 3; Cincinnati, 4; Columbus, O., 5; Indianapolis, 6; Terre Haute, Ind., 7; St. Louis, 8; Peoria, Ill., 9; Dayton, Ia., 10; Des Moines, 11; Omaha, 12; Kansas City, Mo., 13; Wichita, Kan., 14; Tulsa, Okla., 15; Oklahoma City, 16; Dallas, 17; Tyler, Tex., 18; Waco, Tex., 19; Austin, Tex., 20; San Antonio, 21; Corpus Christi, Tex., 22; Houston, 23; Galveston, Tex., 24; Beaumont, Tex., 25; Port Arthur, Tex., 26; Lake Charles, La., 27; Leesville, La., 28; Shreveport, La., 29; Monroe, La., 30; Alexandria, La., October 1, and Baton Rouge, La., 2. Hope will work the Louisville and Cincinnati dates; Milton Berle, St. Louis; Jimmy Durante, Kansas City, and Romero will appear on the first seven dates of the tour. George Dupuis, of Hadacol, has also inked the "English Giant," British freak said to be nine feet, three inches tall, for the house cast.

This year's tour will carry its biggest musical budget. Hank Williams' five-piece rustic crew, a 14-piece house band led by agent Tony Martin, and Sharkey Bonano's Dixieland sextet will provide music.

# Stars to Shine For Air Force

HOLLYWOOD, Aug. 4.—Entertainment personalities are being rounded up for the Air Force's "Wing-Ding" celebration at Hollywood Bowl August 25 in connection with the fifth annual Air Force Association's convention and reunion. AFA will headquarter in the Ambassador Hotel for the annual confab, August 24-26. Eleven other hostilities will be utilized for the event.

Already promised for the Bowl fete are Jimmy Stewart, Bob Hope, Ava Gardner and Cary Grant, with at least 50 additional name artists to participate in the festivities. Mervyn LeRoy tops the entertainment committee and Lloyd Mitchell will produce the Bowl program. Louis B. Mayer is chairman of the host committee, whose theme this year is "Air Power and Preparedness." Military brass from Washington are expected to add to the glamour of the convention, which usually draws upward of 7,000.

# Paris Peek

By ANNE MICHAELS

PARIS, Aug. 4.—The Mars Club is reflecting pretty much the general slack in the Paris night club season. The Mars, which during the winter is usually filled past its capacity, is now getting less than half that amount of customers. While the slack season continues, its entertainers are leaving town for various other places. Sandra, Jamaican singer and pianist who doubled between the Mars and Bolte de Sardines, has left Paris and is appearing at one of the main hotels in St. Tropez. Quention Foster and his new partner, Ray Taylor—one of the best intimate revue acts around—beginning a tour in the south of France. They return to Paris and the Mars for the month of September, then off to Cairo, Alexandria and the Near East, leaving newest addition to the Paris scene of English speaking entertainers, Irish singer Doreen Lundy, to hold down the fort.

### Newsy Personalities, Comings & Goings . . .

The Lido, still packing them in, mostly drawing on the American tourist crowd has gotten itself into a movie. Star of the show, Dick Smart, tells us the finale train act was filmed for an Italian movie called *Four Italians in Paris*. In Norway for a picture about five Americans in a submarine are actor-singer Lee Payant of the Abbaye; radio actor Lee Zimmer, who has been emceeing a Parisian broadcast to America during the winter; Jack Kennedy and David Stuart.

Traveling thru Paris on his way to Brussels and Berlin was playwright John Van Drutan. He returns to New York in September where he is writing a stage adaptation of a Christopher Isherwood short story, for the fall season. Co-producer on the show is Gertrude Macy.

In from London after starring in *Sauce Piquante* and *Sauce Tartre* along with recording for HMV is singer Muriel Smith. She returns to London in September after a vacation here and in the south of France where she expects to open as Bloody Mary in the

(Continued on page 4)

# Tokyo Mushi Mushi

By RALPH KRZYZAK

(This column appears in the second issue of each month)

TOKYO, Aug. 4.—Tokyo has had a star-studded month. The last few weeks have seen a real carnival spirit here in Tokyo. The American Fourth of July carnival at Meiji Park had a daily attendance of over 100,000 for its two-day run. There was a total of 20 exhibits from various Army and American commercial firms, 40 booths with games of chance and 20 various rides for the children. Bad Man Kenn Durican, Western movie star, was featured at the Wild West show and gave a good account of himself with his trick shooting act.

Stopping in Tokyo on their way to the Korean war front was the Jack Benny show with Errol Flynn, Marjorie Reynolds, Benay Venuta, Harry Kahne, Frank Remly and June Brune. Flynn carried a cane because of a back injury he suffered eight months ago. In the show Flynn plays straight man for Benny.

From England arrived Jack Warner, British movie star of "The Blue Lamp." With Warner were Jack Roberts, ventriloquist, and Bobby Addison, pianist. This is the first British troupe to play the Korean war circuit. Back from Korea came Lieut. Lucien Courtain, Belgian baritone and director of the Liege Academy of Music in Belgium, to sing at the Belgian Arts Festival in Tokyo.

### Film Importations

Boom in Japan . . . Foreign importation of motion pictures to Japan was announced by MITI, the quota set for 1952 was as follows: 150 feature films from the U. S. A., 7 from Britain. (Continued on page 4)

# Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 4. — If there's an American industry that finds itself plagued with Communist infiltration, it need only call upon Hollywood for help to get its house cleaned. So promised Ronald Reagan, Screer Actors' Guild prexy, who said any American industry would get the notion picture industry's all-out support in helping it rid itself of Red influences. Reagan, in a public forum broadcast on Hollywood's KLAC, pointed to the job the film industry had done in driving out Red infiltrators. Inasmuch as this industry has had so much experience in handling Reds, it feels it should share the lessons it has learned in combating the Commies.

Reagan contended that Hollywood has succeeded in repelling all Red attempts to take over the in-

dustry. This, he said, was accomplished in the face of the fact that the Reds assigned their top organizers to the job of delivering the movie industry. Reagan said other fields have been invaded by Red infiltrators, including radio, TV, schools, press and even heavy industry. However, only Hollywood got the screaming headlines across the country while Communist influences to some extent are still allowed to exist in the other fields.

### It's Kings vs. Fox, "Alice" vs. Dillo . . .

Realart Pictures, releasing firm specializing in reissues, closed a deal with Jack Broder to release the latter's new product. Deal calls for *Reapers to Handle* 10 Broder

pix per year. . . King Bros. and 20th Century-Fox are in a title hassle. Earlier this week, Fox notified King that the latter's *Black Lash*, story of Louisiana prison farm conditions, was too similar to Fox's *Backlash*, released in 1947. King, in turn, informed Fox they will retain their title on the grounds that story types were different and releasing dates sufficiently far apart to avoid confusion. . . Columbia's national sales convention opens next week at Chicago's Drake Hotel. . . Battle of the two Alice in *Wonderlands* will soon hit the Coast. This week Lou Bunin's Alice opened at two houses (Mareal and Hard's Adams). Walt Disney's Alice will move into the Pantages and RKO Hillstreet August 15.

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# UP, 20th-Fox Set New TV Service for News

NEW YORK, Aug. 4. — The United Press and 20th Century-Fox this week completed plans to join forces for a new type of news service which will be sold to TV stations and networks. Plan calls for complete, high-speed news coverage and high-speed delivery of news films shot especially for video. Service is called United Press Movietone News.

Plan, film-wise, is to rush UP reporters and Movietone camera crews to the scene of news breaks. As stories are filed over the special UP videonews wire to subscribers, the film is processed, edited and air-expressed immediately to stations. If the story continues, the

film is to be sent in takes, as it is finished.

Stations can immediately put the film on the air as received, or can put parts together in one over-all news show. Subscribers get, with the film and special UP-TV wire, the full UP radio news service as well.

The two firms have been hatching the deal for close to three years, and have only now completed all arrangements. Initial pitches are now getting under way to stations, with prices understood to vary on a market to market basis. UP and Fox are equal partners in the undertaking.

# Strong Line-Up Hits Amuse Tax Hike Idea at Capitol

WASHINGTON, Aug. 4. — The Senate Finance Committee moved closer to executive deliberations on a tax bill after hearing strong opposition this week to the Treasury Department's proposed hikes in amusement excises (*The Billboard*, August 4). A big array of witnesses threw strong support behind House-adopted slashes in Treasury's proposals. Particularly strong forces rallied behind exemptions for ballrooms from cabaret admissions (see separate story), exemptions of non-profit fairs and orchestras from admissions taxes, against hiking of the radio-TV-phono sets tax from 10 to 25 per cent, and lifting the tobacco tax.

Speaking for 25 of the nation's major orchestras, Floyd Blair, president of the Philharmonic-Symphony Society of New York, urged the Senate Committee to appeal the 20 per cent admissions tax on symphony and opera tickets. He stressed the fact that wealthy donors who had sustained the Philharmonic in past years were themselves under such heavy tax burdens that they could no longer be counted upon for support to the symphony.

Blair's appeal for tax exemption was re-enforced by George A. Sloan, chairman of the board of directors of the Metropolitan Opera Association of New York.

Sloan told the Senate Committee that "if the admissions tax now charged against opera companies not operated for profit is continued, the Metropolitan Opera Association, for which I appear, will be compelled to close its doors when the funds derived from the current campaign for public contributions are exhausted." Such funds are not expected to last beyond next winter's season, he explained.

Bligh A. Dodds, representing International Association of Fairs and Expositions, supported House-approved exemptions for non-profit fairs from admission taxes. These appeals by non-profit

groups drew opposition from motion picture theater interests who maintained it unjust to exempt any entertainment group from admissions tax without also exempting theaters. Abram F. Myers, of the Allied States Association of Motion Picture Exhibitors, appeared before the Senate Committee as chief spokesman for theaters. He testified that the proposed exemptions for non-profit concerts and fairs would put these groups in such a favorable competitive position with motion picture theaters as to threaten the very existence of the movie industry.

Opposition was registered before the Senate Committee to the Treasury Department's proposal for a 25 per cent excise tax on radio and television sets. Spokesmen appeared for the National Association of Radio and Television Broadcasters and the Radio-Television Manufacturers' Association. Ralph W. Hardy, NARTB government relations director, testified that radio and TV receivers should not be subject to excise taxes since broadcasting is a major source of news and general information.

RTMA Board Chairman Robert C. Sprague told the senators that "if Congress decides that an excise on radio and television is unavoidable, then we propose an emergency excise tax on a broad base which would include all household durable goods at a uniform rate and at the retail level." Sprague was joined in his appeal by Leo G. Horney, Bendix Radio Division, Bendix Aviation Corporation, who asked that commercial radio and TV equipment should also be exempt from excise taxes.

Tobacco interests complained to the Senate Committee that hikes in tobacco taxes would be "ruinous" to the industry.

J. C. Lanier, National Tobacco Tax Research Council, Inc., opposed a Treasury request that excise taxes on cigarettes be raised from \$3.50 a thousand to \$5.

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# Coast Canteen Opening Muddled

HOLLYWOOD, Aug. 4.—Hollywood Canteen directors may meet the end of this month when Canteen Prexy Bette Davis returns from Europe, to discuss reopening. Current plans will keep the servicemen's center shuttered until the demand is great enough to warrant reopening. Should Canteen officials decide there is not sufficient G.I. manpower in this area, the foundation may lease its present site in the Florentine Gardens.

Music Corporation of America topper and board Chairman Jules Stein said he saw no reason to reopen the Canteen when there are not enough G.I.'s to compensate for the thousands of dollars it takes to put the Gardens into operative shape. However, Stein added, we're ready if the need is there.

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# Highlight Reviews

## VAUDEVILLE

# 3 Jolly Good Sorts Are Andrews Ladies, Meaning Sock in London

By LEIGH VANCE

The Andrews Sisters, without whose shrill serenading no British disk jockey broadcast would be complete, came bounding back to the London stage as if let off a leash.

If anything, their clowning was even more boisterous than it was in their first Palladium season three years ago. Patti is again the big noise of the three. Maxene and Laverne seem cheerfully resigned to her predominance, tho they do seize one rare opportunity of asserting themselves by singing plaintively, "Why do they give the solos to Patti when there's so much of us going to waste?"

If their singing is little more than an appendage to a 55-minute-act of hopping, pushing, arm waving and gargyle grimaces—no other three girls ever have tried harder to avoid gracefulness

at all costs—the explanation is that the sisters are broadening their act in preparation for their big autumn plunge in TV.

### 3 Jolly Clowns

However well they may come over in that medium, some of their stage antics suffer from a breathless over-anxiety. The audience, brought up on their records, would probably prefer more of their polished close harmony and less of their rougher horse-play, which so many non-singing acts can do so much better. But work is clearly such play to these girls that it is impossible not to warm to their exuberance even if the process involves no rolling in the aisles. They are immensely likable, if not always laughable. They are mercifully free from glamorous affectations and are, in brief,

three jolly good sorts who make it seem a privilege to be alive.

With three such names at the top, nothing else in the bill should really matter, but there are at least three outstanding supporting acts: Vic and Adio, "Two Boys From Brazil" with a nonchalant way of performing—astonishing balancing feats; George Meaton, who imitates trains and creaking gates with uncanny deft, and Rob Murray, a bland Australian juggler.

(Monday, July 30)

Capacity, 2,422. Prices, 49 cents-\$2.03. Two shows nightly. Moss Empire chain booker, Val Parnell, Chief of production department, Charles Henry. Press representative, John A. Carlsen. Show played by the Woolf Phillips Sky-rockets ork.

## RADIO

# Spade Cornball Just a CBS Foul On Preem; Neither Fish Nor Fowl

By JOHNNY SIPPEL

The same lack of definite objective which killed the try by WLS, Chicago, to make the National Barn Dance a solid network package for American Broadcasting Company years ago hit the debut of this hour-long Columbia Broadcasting System package. First hearing was neither fish nor fowl, but if allowed to point to a general audience, program may stay a fowl ball. Show tries to create a general audience for pseudo Western-type music, an objective which disk firms, who have thousands invested in rustic music, have never attempted because they found sales figures proved that a Western fan wants it real country or not at all. CBS should take a lesson from NBC in observing the only web show which is consistently a top package, *Grand Ole Opry*, has remained faithful to country music and has not attempted to go commercial pop in any way.

Show's great potential, as shown by big current interest in Western disks, was hurt by some poor tune selection and more important, Cooley's studio band, which sounds like a mating of Horace Heidt and a jazz band. Instead of this heavy reed and brass ork, Cooley should concentrate on the heavy-stringed aggregation which

made him popular as "The King of Western Swing" on Victor and Decca. Cooley's arrangements on this show gave only snatches of the spotlight to his effective Texas-style fiddles and guitars. CBS should take a lesson from Cooley's two wax affiliations, which for years have been successful in selling Cooley as a real cowboy band attraction.

This network show could easily become a Western-style counterpart of *Grand Ole Opry*, for it emanates from Hollywood, where at least three dozen good Western and h. b. recording artists are available. The opening show was fortunate in snaring Jimmy Wakely as guest. Web should do well to cut down the size of Cooley's studio band and use the loot to snare more of the top names available to pace the hour show. At present, the show has too much poorly written comedy. Hank Penny, known previously as a singer via his King and now Victor spinnings, never got a chance to come off in two different slots as a comic because of poor material. His warbling went over well. Lotta Chatter, a fem character created by Wally Ruth, a Cooley sideman, has an excellent comedy style for rustic audiences

and material was better than Penny's.

Vocalist Phil Gray, ex-Busse warbler, has a pop voice which doesn't register the way a real Western voice should on ballads. Ginny Jackson is a solid Southwest chirp, but even she can't put over a boppish *How High the Moon* on a Western-pointed show. Becky Barfield's yodelling fitted well into the format of the show and gal deserves more attention. Freddie (Careless) Love does okay on the rustic novelty warbling.

Dialog between numbers is too strained and fails to capture the homespun, easy manner of the Western entertainers. Even an ad lib delivery with some fluffs would be preferable to the contrived talk on the opener. The insipid mutual admiration gab between Cooley and Wakely was unbelievable.

RADIO—Reviewed Friday (27), 9-10 p.m. (CDT). Sustaining via CBS. Package, CBS Producer-director, Larry Berns. Assistant director, Ralph Jones. Writer, Keith Fowler. Announcer, Bob LeMond. Cast: Spade Cooley and ork, featuring Ginny Jackson, Hank Penny, Becky Barfield, Phil Gray, Freddie Love, Wally Ruth and weekly guest star.

## NIGHT CLUB

# El Rancho Gets Mucho Puncho as Middleton, Robbins Go Over Big

By BILL SMITH

The show caught was notable for two acts, the cafe preem of Ray Middleton and the outstanding job done by Archie Robbins.

Middleton, a legit performer with top musicals as credits (*Annie Get Your Gun*, *Love Life*) used the El Rancho date as a break-in. Closing the show, he did a series of big tunes, *Glory Road* plus medlies of show tunes. In his opening tune, tho he delivered it well, he was obviously nervous. But as he got into his routine, a well-planned set, he acquired confidence and belted out each song with a verve that pulled big hands.

Middleton's appearance is a big plus. His six foot four of rugged

masculinity, strong face and a genuine humbleness will make him a draw in almost any spot. Tho his basic routine is built on show tunes, he has added some intro chatter lines which take him out of the class of male singers. Each show is introed with a few lines of dialog taken from the show which helps set the scene and gives added freshness to standard tunes.

### Robbins Solid

Archie Robbins, who's been around for some time, was seldom caught to better advantage. Using his charm plus some new material, Robbins had them almost right from his walk-on. His gags pulled yucks, his stories had timing and

his songs were punchy. The audience, mixed up between corny tourists and the crap-shooting hepsters, yocked it up to make Robbins a solid hit.

Buster Bunnell and the June Taylor line (eight) made up the rest of the show. Bunnell hoofed capably and the girls went thru various routines with more enthusiasm than skill. Bill Smith.

(Tuesday, July 17)

Capacity, 450. Price policy, no minimum, cover or admission Operator, Seldon Cattleman. Booking policy, non-exclusive. Publicity, Bill Doll-Archie Loveland. Estimated talent budget, \$4,000.



## Date, Day, Hour Set for TV In Premiere Coast to Coast

### Only Sponsor Objections to Pre-Empt Moves by Nets May Affect the Plans

Continued from page 1

facilities become available. This show, airing via the National Broadcasting Company at 10 p.m., E.D.T., thus will be shown to West Coast audiences at 7 p.m., with both Coasts getting the show at prime time.

Other NBC shows likely to originate from Hollywood include the new Bob Hope show for Chesterfields, which tees off October 7, and at least some editions of All-Star Revue and Colgate Comedy Hour. The latter features, such stars as Eddie Cantor, Martin and Lewis, Spike Jones and Tony Martin. All-Star Revue, with comics Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Henry Morgan and Olsen and Johnson, set for the fall, also is sure to have some of its personnel request California originations. NBC this week also set Jerry Lester as one of the three comics to rotate with Bob Hope.

Announcement of the opening of the transcontinental service is not due to be made officially until sometime after August 20. At that time, AT&T is due to proclaim the opening of the telephone portion of the relay system. The facilities will provide four channels eastbound and four channels westbound, with telephone service getting three circuits in each direction and TV likely to get one circuit each way. Official release of the TV opening date is skedded to be withheld until after the announcement about the telephone lines has been made.

Underlying the excitement attendant the historic opening is the foreboding among some broadcasters that a mad scramble to use the facilities must get under way among the four networks. With only one channel westbound expected to be available, networks, agencies and sponsors will be vying with the shows opposite them to get on the line. The allocations problem will certainly equal that which arose when the first coaxial cable hook-up was made, inasmuch as only one-fourth of the shows airing can be sent thru to the Coast. Some method of just distribution will have to be worked out in the near future.

The question of time differential between the East and West coasts also creates some problems, since

the 8 p.m. time in New York is only 5 p.m. in the Pacific area. This would make impractical the instantaneous live airings of such shows as Colgate Comedy Hour and All-Star Revue, which would reach California audiences too early in the day.

#### D. K.'s in View

One method almost certain to be employed to counteract this would be the use of delayed kinescopes for later airing on the same evening the show is broadcast. Thus, a program originating in New York at 8 p.m. (5 p.m. P.D.T.), would be transmitted to Hollywood, where it would be taken off the tube via kinescope film and then broadcast some three hours later.

While all the networks are quite certain to resort to this method, executives freely admit that kinescope film, for all its recent improvement, still does not measure

up to live programing in quality of picture. Nevertheless, they see little alternative for most programs. It is known that NBC has just arranged for installation of a 35 mm. kinescope recording unit to be installed in its Hollywood studios. Naturally, all the networks have such equipment in New York.

The only major stumbling block to finalization of plans for the opening show is the reluctance of the part of some networks to force their regular advertisers off their air for the AT&T premiere. At the time desired, NBC has its Sid Caesar Saturday Night Revue scheduled, and the Columbia Broadcasting System now has the Faye Emerson Wonderful Town show as its regular feature. The networks would have to pre-empt the time from their contract clients for the evening, and some hesitation is known to exist for this reason.

## Net, Politicos Call '52 Confab Talk; Affils Ask Better Time Compensation

NEW YORK, Aug. 4.—A meeting to thrash out questions of commercial TV coverage of the national political conventions next summer is slated to take place in Washington within the next two or three weeks. Representatives of the four TV webs will set forth their views specially to designated officials of the national Democratic and Republican parties who then will rule on the do's and don'ts of sponsored lensing of the meets.

Officials of the parties are understood to have agreed in principle to the need for sponsorship. It's desirable to the politicians, since the webs, on a sustaining basis, could not give the conclave the full all-out treatment possible with someone else footing the bills. And the parties are very much in favor of all the hoopla possible.

#### Individual Deals

Should a general meeting of minds be attained, the webs each

(Continued on page 8)

## PARTIES SLAP BIGWIG TALKS

NEW YORK, Aug. 4.—Jacob Arvey and Walter Schroeder, political bigwigs who huddled recently with Henry Luce relative to sponsorship of next year's political conventions, this week were reported slapped down by their respective national political organizations. They are said to have been informed that no one is authorized to discuss TV coverage apart from duly authorized groups named by the Democratic and Republican national committee.

In any event, it was made clear, all decisions relative to sponsored telecasts will be made in Washington.

## IS IT RISK OR PUBLICITY?

NEW YORK, Aug. 4.—Columbia Broadcasting System this week made application to take out accident insurance on two important members of its documentary division, Irving Gittlin and Dave Moore. The insurance is necessary because the radio program producers are hanging around the New York waterfront in search of material for the Nation's Nightmare, the CBS dope and crime documentary. The show has been uncovering some juicy information as to criminal methods, and the web feels the boys are on a risky assignment.

## Ralston Buys AM, TV Shows on ABC

NEW YORK, Aug. 4.—Ralston this week bought Space Patrol for radio and TV on the American Broadcasting Company. The program will be a 15-minute strip on video, probably in the late afternoon, and will be slotted 10:30-11 a.m. Saturdays on ABC's radio network.

Ralston already has Your Pet Parade on ABC-TV Sunday afternoons.

## Schlitz Aligns Top Stars for Excl. on TV

### CBS "Playhouse" Fall Series Starts 1-Shot Pay at 1 1/2 G

NEW YORK, Aug. 4.—Schlitz will inaugurate what is considered one of the most ambitious dramatic programs in TV in its Playhouse of Stars series on the Columbia Broadcasting System this fall. Thru Young & Rubicam, Schlitz is already signing the top dramatic talent in legit and Hollywood for exclusive TV work on its program.

Already contracted is Walter Hampden for three shows, with negotiations going on for Helen Hayes and Margaret Sullivan. Being dickered for is Lawrence Olivier when he comes over to do his two-play stint on the Stern this fall. The deal obviously offers actors sums substantially in excess of what they would get for non-exclusive work. Prices are said to begin at \$1,500 per shot and go considerably upwards. The program is budgeted at a minimum of \$30,000 weekly.

Joseph A. Moran, Y. & R. veepee, will supervise; Felix Jackson will act as exec producer, and Frank Telford will direct one of three units expected to be set up. The show will be in the 9-10 p.m. slot on CBS-TV.

## MCA Goes Into TV-Film Biz With 2 Shows

NEW YORK, Aug. 4.—Multi-faceted Music Corporation of America has added still another sideline to its gigantic operation—TV film syndication. The talent combine is now selling Stars Over Hollywood to 46 video stations, and has gone into production on the second 52 programs in the series.

Also being filmed is Iron Mask, a new costume drama, which is expected to be syndicated by MCA some time this fall. MCA is well set up for such an operation, with nine offices in key cities throuth the country.

## CAN BENNY BUCK TREND?

### May Have to Plunge Fully Into TV Now

NEW YORK, Aug. 4.—The slotting of Bob Hope and other name comics on TV opposite Jack Benny's radio presentation, 7-7:30 p.m., Sundays, may be the final push needed to shove Benny into video on a more regular basis.

Lucky Strike, faced with this strong video competition from its rival, Chesterfields, plus the exciting Tallulah Bankhead on radio, is said to believe Benny is not worth \$30,000 weekly based on today's current dwindling radio ratings. The only way Benny could again regain his value would be thru TV work.

In addition, Benny's irregular video stints have meant his TV

shows have averaged \$70,000 per half hour, probably the single largest sum in the medium for 30 minutes of entertainment. Were he to work more in TV, the costs of these shows would undoubtedly be considerably lowered.

The opening of the combined cable-relay facilities this fall will make work from Hollywood more easy from his home base. The combination of these factors is likely to see Lucky Strike pressure Benny into more regular video work, unless he decides that TV on a regular basis is not conducive to longevity. Such a decision, insiders believe, would make for a parting of relations between Benny and his current client.

## Pepsi Puts Faye on Spot

NEW YORK, Aug. 4.—Pepsi-Cola is said to be unhappy over Faye Emerson's video ratings. Miss Emerson has her own show on Columbia Broadcasting System's TV network, Saturdays 9 to 9:30 p.m., plus a 15-minute chatter show which is sold locally in major markets.

The advertiser believes that the ratings for the half-hour stanza aren't strong enough to compensate for the outlay, even tho she has been getting good critical notices.

## Exit Garroway For Lipstick By H. Bishop

NEW YORK, Aug. 4.—Hazel Bishop Lipstick this week picked up the alternate Wednesday night 10:30-11 National Broadcasting Company TV time. The period was vacated by Armour when it decided to cancel its weekly Dave Garroway show before the program got under way. Hazel Bishop is now on NBC-TV Thursday evenings, 10-10:30, but only for the summer.

The cancellation of Garroway comes as a surprise because of his fine TV track record. Armour, however, some circles believe, moved out because unstable price conditions in the country make the large-budgeted show risky. The Raymond Spector Agency, which services Hazel Bishop, is expected to try to move its Bretton watchband account into the other alternate week slot on NBC-TV.

## First Baseball Colorcasts Set

NEW YORK, Aug. 4.—The Columbia Broadcasting System will telecast the first three color baseball games in history. All will be Brooklyn Dodger home games beginning with the contest with the Boston Braves August 11, to be followed by one with the Chicago Cubs August 25, and the last with the New York Giants September 8.

The play-by-play from Ebbets Field will be handled by Red Barber and Connie Desmond.

NEW YORK, Aug. 4.—Notice has been served the four television networks that affiliated stations feel entitled to "reasonable compensation" for time used on their facilities in airing major special events which gain web sponsorship. The warning came in the form of a letter sent the network toppers by C. Robert Thompson, station manager of WGEN and WGEN-TV, Buffalo, referring specifically to anticipated plans for commercial sale of TV coverage of the national political conventions next summer.

Thompson's letter indicated that his station, for one, would rather cover such events on a sustaining basis with no compensation than to have sponsored coverage, with the outlet handed a comparatively small fee. Thompson is believed to be speaking in behalf of numerous stations who likewise believe that if the event has sufficient value for a firm to underwrite

(Continued on page 8)

## LIVE THEATER-TV MUSICALS

### Belli's Syndie Seeks Facts On New Shows Under 100G

NEW YORK, Aug. 4.—A West Coast syndicate, headed by San Francisco movie producer-attorney Melvin Belli, has hired TV director Larry Schwab here to do a research job on the possibilities of producing live full-length musicals for theater-TV. According to Belli, the syndicate believes that Broadway musicals are "too adult and sophisticated" for home-TV, so they plan to have top movie and legit writers pen special video musicals.

Belli is currently talking over the deal with Julie Styne, Betty Comden and Adolph Green, of Two On the Aisle fame. The total budget for the TV musicals, which will be beamed simultaneously to movie houses in many cities, will be "under \$100,000," with lyric and book writers paid a sum equal to that of their movie and legit salaries.

#### Showbiz Jackpot

Altho Belli has produced one movie already (Tokyo File 212) and is currently investing in six more pictures to be made within the year, he thinks theater-TV will be the "jackpot" of show business. The syndicate members decline to be identified at this time, but with the exception of Belli, it is understood that none are from the movie field. Belli hit the news this year as attorney for Barbara Hutton's about-to-be-ex-royal hubby.

Schwab's research job centers around budget problems, staging, time limitations and various "do's and don'ts" on TV musical produc-

tion. Director of video's Lights Out, Schwab reportedly gained plenty of experience when he worked last season on the National Broadcasting Company's Musical Comedy series — most important lesson being that it's a mistake to transfer a stage hit to TV without extensive editing and revising.

## DuMont Grabs 'Down You Go,' 27 Sportscasts

NEW YORK, Aug. 4.—DuMont's newly reorganized sales department shifted into high gear this week via the signing of Old Gold Cigarettes (P. Lorillard) to sponsor the Thursday night quiz show, Down You Go. Sale brings the web's contract take for the week up to 10 new sponsors, with a gross take in excess of \$1,200,000. Agency for Old Gold is Lennen & Mitchell.

At the same time DuMont's new sports department head, Tom Gallery, former sales director, turned in contract agreements for 27 sports telecasts. List includes All-American Golf Tournament, August 5, and Tam O'Shanter Golf (Continued on page 8)

## Ciggie Axes 2 CBS-AM Airers

NEW YORK, Aug. 4.—Philip Morris has canceled The Bickersons radio show on the Columbia Broadcasting System, and dropped the time period, Tuesdays 9:30-10 p.m. The client also axed its Playhouse radio series on CBS, but has retained the Thursday evening slot on the network.

Indications are that Philip Morris may take the Playhouse over to the National Broadcasting Company. Blow is the agency.



# Your Lucky Strike Hit Parade

presents to all our friends during our 8 week hiatus

## a special summer service!

SNOOKY LANSON SAYS:  
Look for this listing  
every week



### Your Lucky 7 Tunes that you would have heard last Saturday

as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

EILEEN WILSON SAYS:  
We'll be back September 8th



DOROTHY COLLINS  
SAYS:

**Be Happy-  
Go Lucky!**



1. TOO YOUNG

2. MISTER & MISSISSIPPI

3. BECAUSE OF YOU

4. SHANGHAI

5. THE LOVELIEST NIGHT  
OF THE YEAR

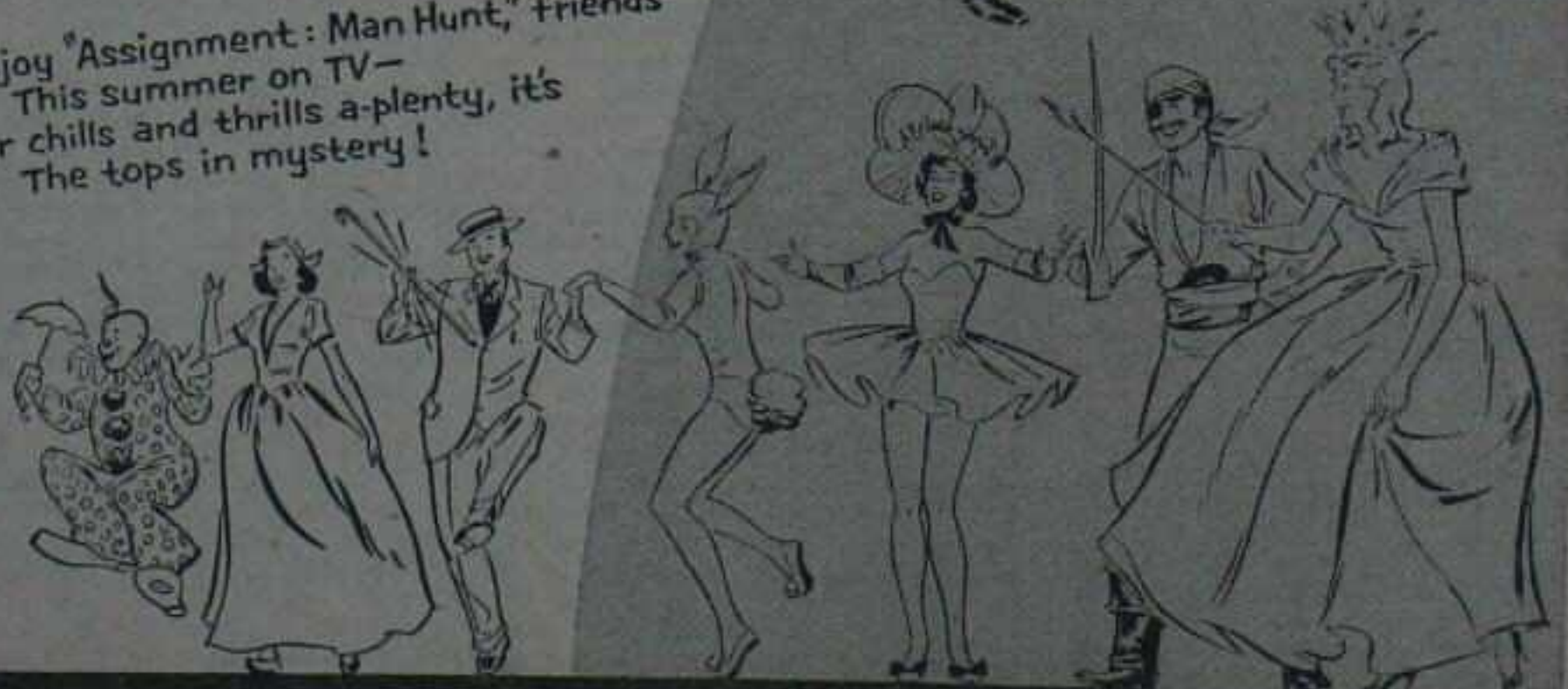
6. COME ON-A MY HOUSE

7. MY TRULY, TRULY FAIR

RAYMOND SCOTT SAYS:  
Have a Happy  
Go Lucky Summer!



Enjoy "Assignment: Man Hunt," friends  
This summer on TV—  
For chills and thrills a-plenty, it's  
The tops in mystery!



See your  
Lucky Strike Hit Parade  
Summer TV replacement

"ASSIGNMENT:  
**MAN HUNT**"

Saturdays at 10:30 P.M.  
NBC Television Network



# Theater TV May Hog Cable, FTPC Warns

WASHINGTON, Aug. 4.—The recently organized Fair Television Practices Committee will file a formal complaint with the Justice Department next week urging that the anti-trust division launch a

probe of closed-circuit theater telecasts. Prexy Jerome W. Marks of the FTPC has already conferred on the issue with Federal Communications Commission which has invited the committee to file comments preparatory to the Commission's upcoming hearing on proposed theater TV service. As foretold (*The Billboard*, August 4), the FCC this week postponed until November 26 the theater TV hearing which had originally been scheduled for September 17.

The FTPC, it was learned, will ask the Justice Department to give an exhaustive study to "all types of restrictions" on telecasts. Meanwhile, Marks' committee this week lost no time in warning the American Telephone & Telegram Company to avoid any alliance with restrictive TV practices in the use of the coaxial cable.

In a letter to C. F. Craig, president of AT&T, Marks wrote that it was his understanding that "one or more groups interested in box-office television has applied, or intends to do so, for a substantial portion of coaxial cable time to transmit telecasts of sports events or theatrical entertainment to theaters in various parts of the country."

Marks went on to declare that his committee did not want to intrude on AT&T business policy but "it does wish to remind the company of the deep public interest involved in any of the decisions of the company which might reduce the amount of coaxial cable time available for the

(Continued on page 9)

## Selznick Puts Top-Gross Pix On TV Market

1 to 20 Films Set For Video; SRO to Handle All Details

HOLLYWOOD, Aug. 4.—Some of Hollywood's all-time top grossing film fare will soon be poured into the TV pool when David O. Selznick uncorks his stock of movies in an effort to cash in on high TV returns. Selznick this week told *The Billboard* that he is ready to turn over to TV anywhere from one to 20 films, depending upon the TV market. Selznick's backlog, heretofore kept from TV, includes such top-grossing product as *Spellbound*, *The Paradine Case*, *Rebecca*, *Portrait of Jenny* and *Duel in the Sun*, among others.

Producer said his own Selznick Releasing Organization will handle all TV deals. Furthermore, SRO will also distribute product to TV made by other producers. These, he said, "will have to be of comparable quality" to Selznick's own pix. Firm, he added, will only take on Class A product.

At present Selznick and associates are studying the most profitable form in handling TV sales. According to Selznick, however, no definite pattern will be followed. In some instances pix will be sold for national showing, while in other cases the product will be

(Continued on page 9)

## NBC to Kine 2 AM Shows

NEW YORK, Aug. 4.—The National Broadcasting Company's fall film syndication plans were spotlighted this week via the web's decision to adapt two of its radio series into video stanzas for film syndication. At the same time, NBC's Hollywood office was negotiating a deal with Roy Rogers, whereby the web will gain exclusive rights to TV films produced by and starring the cowboy thesp, thus adding another syndication property to the network's growing catalog of TV film fare.

NBC is currently prepping to shoot kines of the radio shows, *Dangerous Assignment* and the Joel McCrea stanza, *Tales of the Texas Rangers*, preparation of the syndication sales drive. Rogers has completed four 30-minute films and, according to terms now discussed, he will retain pic ownership, selling NBC only exclusive rights on a long-term basis. The network will advance production money.

## THEATER-TV--- A BB SURVEY

This week *The Billboard* runs the first of a series of articles dealing with theater television. The series stems from the first nation-wide survey of industry opinion. Conducted by *The Billboard*, on what all agree is a new and vital force in the American amusement industry, future articles in this series will deal with exhibitor plans and desires with regard to purchase of equipment, programming, admission prices, etc. Also on tap are some pertinent questions and answers regarding prospects of profits for the exhibitor and the theater television industry arising out of regulation of percentage split of box office take, zoning and various types of tie-in deals.

The Editors.

## CZAR BUSINESS IN DISREPUTE; PAID IN DARK

HOLLYWOOD, Aug. 4.—All who have ever dreamed of some day being an industry czar, take note. This czar business isn't all that it's cracked up to be. For instance, take the case of Martin Mooney.

Last week Mooney was named czar of television film production as administrator of the National Society of Television Producers, a local org headed by Lou Snader. This week, Mooney was dethroned. Snader said he abdicated in favor of other TV interests. Mooney'll tell you he was promised a lot of loot for salary, an office and all the comforts becoming an industry czar, but they weren't delivered.

Snader, however, contends Mooney knew this czar business doesn't really pay off, but was willing to take the job sans rubles until the industry started to roll. Who wants to be a czar, anyway?

## Waring's TV-ers Switched From Y&R to BBD&O

NEW YORK, Aug. 4.—General Electric this week shifted its Fred Waring TV show to Batten, Barton, Durstine & Osborn from Young & Rubicam, as of November 1. All the other radio and TV billing of the General Electric account now with Y&R, remain with the agency, however.

Behind the shift of the \$2,000,000 time and talent property to B.B.D.&O. are several stories. Y.&R. maintains it was an expected move to do an institutional job for General Electric, whose lamp and institutional advertising is already serviced by B.B.D.&O. Trade reports have it that the switch was made because of General Electric's dissatisfaction with the job done on the client's summer video show, *Guest House*.

half hour of the Kate Smith show. Pacting of Reynolds leaves one alternating half-hour period still open. Business was placed thru the Buchanan Agency. The Smith stanza airs Wednesdays, 8 to 9 p.m.

## Reynolds Buys ½ Hour of New Kate Smith TV

NEW YORK, Aug. 4.—Reynolds Metals this week bought 30 minutes of the new Kate Smith evening TV show on alternating weeks, starting September 19 on the National Broadcasting Company. Meanwhile, the firm was reported on the verge of pacting with NBC for a weekly half hour of the web's top radio stanza, *The Big Show*.

Norge and Congoleum previously had signed to alternate on one-

## Theater TV-Enthusiasm Varies in Proportion to Region Facilities

Interconnection, Number of Stations Are Factors, Billboard Study Shows

• Continued from page 1

were functioning. Buffalo movie men react accordingly—with only one major house, the Century (3,000-seater)—set for TV. Other theater men are noncommittal.

In New Orleans, where WDSU-TV is the only outlet on the air, exhibitors have no current plans to install TV equipment. Principal reason is that the station airs no live telecasts except local sports events such as winter horse racing and Sugar Bowl football. No additional channels are expected there for a couple of years. When the cable will come to New Orleans is anybody's guess.

Theater men in cities with no TV at all at present almost unanimously say they have no plans for installing equipment now. Here, then, prospects for the medium rest with the end of the freeze on broadcast channels and the stimulation of interest in television by actual on-the-air showing of programs. The public seems not to miss too much what it doesn't know about first-hand, although some rumbles have been coming from non-TV areas about delays in ending the freeze.

### Wometco Plans

However, even in cities where TV is a fact, lack of cable or relay facilities is a major deterring factor. Some ambitious chains hope to program despite this, however. In Southern Florida, where WTVJ, Miami, is the only outlet on the air, the Wometco chain (which also owns the station) has one

order for equipment with RCA, for a house not yet designated. If the equipment arrives before cable facilities, Wometco plans to put some of WTVJ's own shows into the theater.

New England houses, from the large-chain American Theaters Corporation to the small indies, expressed great interest in theater TV, but showed caution about proceeding since equipment might not be used for several months until AT&T puts in sufficient microwave relay stations to transmit the pictures. Pilgrim Theater, Boston, is the only house now equipped.

In the Middle West, the Michigan Theater is Detroit's only theater TV house, and has screened Big 10 football and MacArthur's speech before Congress. However, it could not get the recent fights because, although there are four microwave channels between Detroit and the junction at Toledo, one feeds out of Detroit and the other three were in use by the networks. Michigan Bell Telephone did indicate, some months ago, that additional channels are in the works, but no date is known yet.

### Iowa and Minn.

Theater TV in Iowa also depends upon obtaining microwave facilities. Tri-State Theater Corporation (a United Paramount chain), which operates some 50 houses in Illinois, Iowa and Nebraska, is expected to be one of the first to equip, when those facilities open

## TVA Merger Among Big AFRA Confab's Issues

NEW YORK, Aug. 4.—The Twelfth Annual American Federation of Radio Artists' Convention, which is to be held in Minneapolis next week-end, August 9-12, is likely to engender a small heat wave of its own on several controversial issues.

On the positive side, however, the radio performers are expected to take a long step forward in the direction of a merger with Television Authority, by accepting a resolution already proposed toward that goal. This would drastically alter the original blueprint for amalgamation between the various Associated Actors and Artists of

America unions—Actors' Equity, American Guild of Variety Artists, American Guild of Musical Artists, Screen Actors' Guild and AFRA.

Four A's merger was to be accomplished by a joint pooling of membership into one over-all talent union. New plot is to have the different talent labor groups move into TVA one by one, when and if they vote for merger. Television Authority, which has its first convocation here late this year, is expected to welcome AFRA into the fold by a more than two-thirds vote of its membership.

The issues expected to make for dispute are the proposed anti-Communist amendment and the national executive board order to all its members to respect the TVA picket lines when a strike was threatened last year. Also up for discussion will be wage stabilization rules, the repository plan, and initial planning for contract demands for the new agreement with broadcasting several years hence.

### Anti-Red Drive

Proposed anti-Communist amendment makes membership in the Communist Party after December 31, 1945, reason for being barred by AFRA, even if one no longer is a member. Similarly it cancels membership in the union if the person has been identified as a Red by the State Department.

(Continued on page 9)

## NBC Has Edge On Grid Video

NEW YORK, Aug. 4.—The college football games to be televised this fall under Westinghouse sponsorship were believed likely to wind up on the National Broadcasting Company. Altho both DuMont and the American Broadcasting Company are known to be making strong pitches for the games, NBC seems a good bet to get them for several reasons.

NBC's capture of the Rose Bowl tilts for the next three years (see other story, this department) is of great interest to Westinghouse, which also would like to pick up the tab for those climactic games. Also, NBC is the web with which Westinghouse has affiliate relations. With ABC and DuMont still battling hard, the sponsor is due to reach a decision early next week. Possibility exists that two webs, or even three, may get into the act.

(Continued on page 9)

## 101 'Our Gangs' Sold for 300G

HOLLYWOOD, Aug. 4.—Hal Roach Sr. this week sold 101 *Our Gang* comedies for \$300,000. Purchaser is a syndicate of Eastern financiers, headed by attorney David Stillman, according to reports here.

It is not known who will distribute the films, but Unity Television has syndicated *Our Gang* up to now.

## NBC Bid Wins Bowl Classics

HOLLYWOOD, Aug. 4.—National Broadcasting Company this week overshot the Rose Bowl bidding mark by more than a half-million dollars to assure itself of getting TV and AM rights to the New Year's Day grid classic for the next three years. NBC won with a bid of \$1,510,000, topping KTTV's bid of \$1,000,000 and far outdistancing Columbia Broadcasting System's \$840,000 offer. The Rose Bowl event and coverage of the Tournament of Roses parade may be the first coast-to-coast colorcast attempted by NBC should development of net's color equipment be completed by that time.

Indicative of TV's tendency to skyrocket cost of coverage rights, last year's \$110,000 paid by CBS was the highest ever put out for the post-season game. Breakdown of NBC's payment is \$400,000 for the next game, \$500,000 for 1953 and \$610,000 for the 1954 game.

American Broadcasting Company-United Paramount Theaters dropped out of the bidding when it was learned that the Pacific Coast Conference would not permit closed-circuit beaming of the event. KTTV, Los Angeles Times-

(Continued on page 9)

## House Hassle Worries NBC

NEW YORK, Aug. 4.—National Broadcasting Company and Lucky Strike Cigarettes this week were engaged in a hassle over the Center Theater, which threatens to have manifold repercussions.

NBC-TV has asked the client to move its *Hit Parade* on Saturday nights from the Center to some other house, because the comics on the network's *All-Star Revue*, the same evening, want the theater. Lucky Strike, stubbornly refusing to accede to NBC-TV's request, is making eyes in the direction of the Columbia Broadcasting System's TV web. Lucky Strike also has its hour dramatic show on NBC-TV as a further potent convincer.

## Gargan Signs NBC-TV Excl.

NEW YORK, Aug. 4.—William Gargan this week was signed to an exclusive radio and TV contract by the National Broadcasting Company. Altho no deal has been set as yet, reports have the web close to a deal with Blatz Beer for a mystery show starring Gargan.

The stanza, if sold, probably will go into the 11 to 11:30 period on an unspecified evening.

(Continued next week)



# FOR GOING NETWORK!

The Nation's Leading Music Publishers Congratulate

# WCPO-TV

CINCINNATI, OHIO

and

CHANNEL 7

# PAUL DIXON



WANDA LEWIS



PAUL DIXON



DOTTIE MACK



LENNIE GOORIAN

## VARIETY

### Television

Television—lists Paul Dixon Show one of country's top programs. Paul Dixon, a veteran among air jockeys, and two great assistants on a set that looks like a typical record store. The show has no set format, but consists of Paul mugging, ad libbing and making the whole affair sound like a neighborhood party.

## BUSINESS WEEK

Disc Jockeys—Even with disc jockeys, WCPO-TV has won where others failed. Many stations have experimented with record shows, haven't been able to put them across. Paul Dixon's Music Shop . . . is one of the station's top hits. Dixon is a "personality." He mugs, ad libs, makes the show a neighborhood party. But he has a loyal following for every show.

**PAUL DIXON MUSIC SHOP**  
With Dottie Mack, Wanda Lewis  
Producer: Jack Taylor  
Writer: Len Goorian  
Participating  
WCPO-TV, Cincinnati

Paul Dixon eases through the grind of this embellished platter series by projecting his personality in doing-what-comes-naturally. The show has a waiting list for commercial spotting. Mortimer C. Watters, station chief, boasts a "Cincy's Mr. TV" claim for Dixon, whom he recently signed to a three-year contract for a reported annual salary in excess of \$30,000. When he joined WCPO's AM station several years back as a disc jockey, after a radio stint in Chicago, Dixon's weekly pay was said to be \$75. He dubbed himself "newscasting for a while and was jerked from that chore. Mary Wood, radio columnist of the Cincy Post, also in the Scripps-Howard holdings, once referred to Dixon as "radio's worst newscaster." Recently one of her polls among listeners rated Dixon as their favorite local TV personality. Rating by another source now has Dixon's show even with Kate Smith's for audience attention.

Among the Dixon fans are the kids, soxers and housewives, the latter all "moms" in his affectionate callings. Dottie Mack, a gal with lotsa natural charms and talents, is Dixon's "Friday" and gives much in entertainment value. Both of them pantomime vocals during recordings and do very well in solos and teaming. They also divide time at the turntable and in answering telephone calls. Dixon gives off wishes in congratulations and well-wishes while talking to persons about their anniversaries, sick spells and the like.

Another able assistant is Wanda Lewis, who sketches cleverly as an eye filler for some of the recordings. Most anybody and everybody who happens into the studio while the show is on is dragged into the act by Dixon. Now and then he has name personalities as guests. Comedy skits are sprinkled through the proceedings, with Dixon making two or three changes of wardrobe during a session.

There is little or no rehearsing for a Dixon opy, on which most anything happens. Koll.

### "Congratulations"

**BIG 3 MUSIC CORP.,**  
New York City

### "Best of Luck"

**MERIDIAN MUSIC CORP.,**  
New York City

### "Great News"

**EDWIN H. MORRIS MUSIC CO.,**  
New York City

### "Best Wishes"

**SHAPIRO-BERNSTEIN & CO.,**  
New York City

### "Sure Hit"

**SPITZER SONGS, INC.,**  
New York City

# ABC TELEVISION

America is sold on ABC . . .

Starting Wednesday, Aug. 8  
8-9 P.M., E.D.S.T.

America WILL BE sold on Dixon



## Ford Grant to Commercial TV Is \$1,200,000

WASHINGTON, Aug. 4.—In a new and significant gesture of encouragement to use of commercial TV for educational programing, the Ford Foundation has agreed to make available \$1,200,000 as a starter in a fund for that purpose. This was made known in trade circles here in the wake of a Chicago meeting of the FF trustees. The move is an important follow-up to the appearance of James Webb Young, consultant to the FF, before the National Association of Radio and Television Broadcasters last June when Young outlined the plan of "co-operation" with commercial TV stations (*The Billboard*, June 16).

FF is fostering a programing workshop and encouraging the purchase of telecast time on commercial stations for educational programs. The Foundation's moves are being watched with considerable interest at Federal Communications Commission, which is in the throes of studying comments on proposed TV allocations. The Commission's proposed allocations plan currently calls for reservation of about 10 per cent of channels for non-commercial educational

## La Churchill Goes TV Web

NEW YORK, Aug. 4.—Hallmark this week took the plunge into network TV via an interview show featuring Sarah Churchill. Program goes into the 5:45-6 p.m. slot Sundays, beginning October 7, on a 25-station Columbia Broadcasting System TV network.

Hallmark continues with its *Playhouse* on CBS radio. Foote, Cone & Belding is the agency.

TV stations. This has become a point of controversy not only in trade circles but also on Capitol Hill where Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee has advised FCC to avoid reserving non-commercial TV channels in cities where educational institutions don't want the channels because of economic or other reasons.

Main emphasis of the FF shows will be TV, with some on radio. The TV shows will be filmed in Hollywood and offered to three networks, unnamed, and to some indie stations. The Foundation will insist on securing prime time for the shows, hoping that thereby a sponsor will pay both the web and stations for time, as well as FF for production, enabling the Foundation to get its money back.

## TV Webs Mull UN Coverage

NEW YORK, Aug. 4.—A United Nations' plan to supply the four television networks with daily film coverage of the general assembly sessions in Paris starting next month found some webs reluctant this week.

At a meeting here with web execs Thursday (2), UN Assistant Secretary General Benjamin Cohen proposed that the UN camera unit film daily Paris sessions and edit them into 11-minute films, with the broadcasters sharing a total production cost of \$50,000 for duration of the meet. Cost, he added, could be pared down to \$27,000 if the series were kine-scoped.

Another meeting was scheduled here for next week, but some of the execs were reportedly cool toward the scheme. The National Broadcasting Company, for instance, could probably secure coverage for less money via its own pick-up camera crews, and the Columbia Broadcasting System is serviced by the International News Service's Teleneews outfit.

Status of the American Broadcasting Company and DuMont was undecided. However, there was a possibility that either one or both of the webs might agree to handle the UN series on their own for the prestige value.

## A BITTER RIDE FOR CLEVE D. J.

NEW YORK, Aug. 4.—Smitten with the recorded charms of canary Patti Page, disk jockey Phil McLean, WERE, Cleveland, planned here to attend a picnic in honor of the Mercury platter star last month. He never should of left home. Checking in at the Hotel Statler, he made more than a dozen calls before he found out that the picnic had been moved to a New Jersey park site, some 30 miles away. A helpful bell boy offered to drive him for a "slight" (\$100) fee. But when McLean finally reached the frolic he was so exhausted that he slept thru the entire day. Topper occurred when Miss Page chided him about dozing after coming all the way from Cleveland to see her.

## "Pup" Skips NBC; Likes ABC Bones

NEW YORK, Aug. 4.—The American Broadcasting Company this week grabbed the old *Lucky Pup* TV series away from the National Broadcasting Company and sold it to two sponsors. Show goes into the 11 to 11:30 a.m. slot on Saturdays. Sundial Division of International Shoes will sponsor the 11:15 to 11:30 a.m. period starting August 25, and Bristol-Myers, for Ipana, will take first 15 minutes starting October 6.

Show, which is being retitled *Foodini the Great*, formerly aired across the board on the Columbia Broadcasting System-TV.

## Political TV

• Continued from page 4

would be given the right to make individual deals, which then would be subject to the approval of the politicians. It is expected that general floor coverage of the meets would be pooled, but each network would apply its own off-floor interview and interpretation stanzas, as in 1948.

On one point, the two parties are believed to be adamant. That is that under no circumstances must any sponsor have the right to rule on what should or should not be covered during the conventions. The pooled coverage must be completely impartial and in the hands of an industry committee at all times to avoid partisanship or slanting, it is felt. Formation of various all-web industry committees to handle various aspects of the pooled coverage will be set up some time after the Washington sessions end. These committees themselves will start to function sometime in September, according to plans, and will start blue-printing the actual mechanics of TV coverage.

## DuMont Grabs

• Continued from page 4

Tournament, both sponsored by the George H. May Company; Yonkers Derby, August 16, for Pabst; all-star football game, August 17, for Admiral Corporation; Chicago Bears-Cleveland Browns football game, September 9, for Hi-Life Beer; 22 professional football game telecasts beginning September 30, co-sponsored by Atlantic Refining Company and Brewing Corporation of America (Carling's Red Cap Ale), National Professional Football League title game in December, and a winter series of Saturday night wrestling matches from Chicago, under co-op-sponsorship.

## EUROPE PROTEST

## Press Claims ABC Serial Is Damaging

NEW YORK, Aug. 4.—The Overseas Press Club of America this week registered a protest against the American Broadcasting Company's radio kid series, *Bob Barkley—American Agent*, claiming the show is "damaging to the reputation of all foreign correspondents—and likely to do enormous harm to William Oatis," Associated Press reporter imprisoned by the Czechs under espionage charges. Earlier this week the newsmen penned a strong letter to President Truman, demanding immediate action be taken to free Oatis and setting forth a list of suggested legal measures to help expedite the matter.

In a letter to ABC Prexy Robert Kintner, Chairman Bruno Shaw of the group's Freedom of the Press and Information Committee, termed the series "a slander and libel on our profession" in that hero Barkley is presented as "an American news syndicate foreign correspondent doubling as a spy with the knowledge and consent of the head of his wire service."

## Protest Poser

The series, said Shaw, "tends to give corroboration and authentication to the idea that American reporters abroad do double in role of espionage agents and that therefore there may be some measure of truth to the Russian and Czech charges." A similar protest was sent to Trendle-Campbell Enterprises, Detroit, producers of the transcribed radio program.

Altho the correspondents asked ABC to "disassociate Barkley from role of foreign correspondent immediately," the FBI man was still pounding a wire service typewriter when the series was aired Wednesday (1) night. However, an ABC spokesman said the network has the matter "under consideration" and will probably reach a decision sometime next week. Like most networks, he added ABC is constantly plagued with protests about the designated employment and names of radio serial characters. In view of the special aspects of this particular case, tho' he said, ABC is giving the matter "very serious" thought. The Barkley series has been aired over ABC for the past six months, under the sponsorship of Mars Candy, Inc.

## Nets Get Notice

• Continued from page 4

sponsorship, then the station's role should likewise be recognized by bankroller and network alike.

## Kefauver Cut

During the Kefauver hearings, it is understood, some outlets carrying sponsored web airings received little or no compensation because of the intense public interest. Last year's *World Series*, likewise, had stations paid off only a fraction of the value of their time—in most cases they received one hour of their card rate for the full series coverage. Thompson is understood to believe that while package deals are necessary for heavy-time affairs such as the crime hearings or the conventions, a more equitable arrangement for taking care of affiliates must be worked out.

# What price people?

You have to reach and influence people to move goods.

To move goods in volume at low cost, you must reach a lot of people. You must reach them frequently and at low cost.

## But what Price People?

In WLW-Land, the market that is approximately 1/10th of America, WLW delivers people—a lot of people—at the lowest possible price.

The new presentation entitled "What Price People?" is a factual substantiation that WLW is your best buy to reach more people, more often, to move more merchandise—for less.

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*Crosley Broadcasting Corporation*

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CHANNEL 4

LANCASTER, PENNA.

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

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago  
Clair E. McCullough, Pres. A STEINMAN STATION

NBC  
TV AFFILIATE



## Grove May Buy Science Video

NEW YORK, Aug. 4.—Grove Laboratories is likely to buy the open alternate week on *Tales of Tomorrow*, now on the American Broadcasting Company, Fridays, 9:30-10 p.m. Kreisler Watchbands already sponsors one alternate week slot.

ABC-TV retained the science-fiction program in spite of a counter offer from the Columbia Broadcasting System. CBS-TV, however, is now packaging its own adult science-fiction stanza.

## Minor Leagues Ask Broadcast Bans

WASHINGTON, Aug. 4.—A new attempt by organized professional baseball to work out an agreement with the Justice Department on restrictions of sports broadcasts is under way, according to testimony yesterday (3) by the minor leagues' proxy, George Trautman, in an appearance before the House Judiciary Subcommittee on Monopoly.

Trautman told the committee that "some restrictions" on big league broadcasts must be worked out "to save minor league baseball." He said the major and minor leagues are trying to work out an agreement with Justice's anti-trust division. He went on to point out that 64 minor league cities had 188 radio broadcasts for major league games last year in contrast with 75 such broadcasts in 1949.

## TVA Merger

Continued from page 6

Justice Department or FBI. There is already an amendment to this amendment. Not only has the American Civil Liberties Union asked AFRA to reconsider this amendment, but other parties have pointed out its considerable dangers. Likelihood is that it will be revamped before being resubmitted to membership for approval.

The TVA picket line hassle stems from the Coast radio artists being ordered to maintain these lines last year and initially refusing. The Coast group wishes to take this power away from national executive board. The repository plan would give performers tagged as "subversives" a chance to answer their detractors thru the union, without the matter becoming public. In its two months of operation, results have been scanty and the entire procedure may be changed.

As to wage stabilization, at present the radio artists do not know whether they come under the regulations as a group, and are waiting for a ruling from Washington.

## May Hog Cable

Continued from page 6

transmission of television set owners." He asserted that sponsors of theater TV "have heretofore deprived private owners of television sets of the opportunity of witnessing important sports events and it is the apparent intent of these groups to contract for the rights to telecast an increasing number of such events for the sole purpose of being able to charge admission to such telecasts in theaters."

"There is some indication that the efforts of such sponsors may result in an illegal monopoly," he added. "We do not, however, challenge the right of your company to lease wires and cables for such purposes where otherwise legal. We do wish to stress to the company the fact of the large public interest which has now become involved in the allocation of coaxial cable time."

## Selznick Puts

Continued from page 6

peddled either on a local or regional basis, depending upon the dough raised. Selznick refused to set a figure he would take for the pix, stating SRO will try to get the most it can for first-run TV rights. He said he was still studying market conditions and does not as yet know the amount of dough he can ask. However, he added, if the market appears too slim, he will withhold his product.

## NBC Has Edge

Continued from page 4

but this was not too likely at the week-end.

Details of the fall sked are still not complete, but *The Billboard* has learned authoritatively that the two games which will get full national network coverage are the Notre Dame-Southern Methodist tilt October 13, and the Army-Penn game November 7. On all other weeks, there will be various regional and local coverage arrangements. The one Saturday on which there will be a total grid blackout is that of October 6.

Westinghouse, meanwhile, this week set Betty Furness to handle the commercials for the football coverage. It will be part film and part live.

## NBC Bid Wins

Continued from page 6

owned station, had planned to beam the Rose Bowl game to a syndicate of newspaper-owned stations thruout the country, and inasmuch as it is not affiliated with an AM web, would have sold radio rights to one of the webs. Radio talks were underway with both NBC and CBS in the event KTTV won. Altho KTTV is a DuMont affiliate, terms of its agreement left it free to sell the game to other stations.

NBC was particularly anxious to regain the Rose Bowl inasmuch as coverage of the grid in 1926 by Graham McNamee marked the first coast-to-coast radio broadcast in the U. S. and kicked off net's transcontinental operations.

## 4A's Mulling Meet on SAG-TVA Hassle

NEW YORK, Aug. 4.—The Associated Actors and Artistes of America, in an executive board meeting, shortly will consider a Screen Actors' Guild request leading toward a settlement of the SAG differences with Television Authority. Coast actors' union has asked that TVA remove itself from the ballot in a National Labor Relations Board election to be held here September 15. Vote would decide which union is to have jurisdiction over Eastern theatrical and television film.

With the SAG commencing negotiations with Hollywood TV film producers, TVA would like to make certain the SAG scales are equal to Eastern video wages and working conditions already contracted for by TVA. The Eastern TV talent union, therefore, may be willing to remove itself from the ballot if it can make a satisfactory deal.

## Fizz-Water Rivals Cue 7-Up's TV Bid

NEW YORK, Aug. 4.—Seven-Up is reported shopping for a network TV stanza. The soft drink company's TV plunge has been hastened by the activity of its competitors in the medium.

## WHOM, WQXR, DISCOVER "SPECIALS" LOVE AM

NEW YORK, Aug. 4.—In spite of the inroads TV has made on radio, specialized AB broadcasters here are doing better than ever, according to reports made by New York foreign language station WHOM, and by WQXR, *The New York Times* classical music outlet.

According to WHOM Veepee Charles Baltin, sales to both national and local advertisers are higher this year than at any time in the station's history, with 85 per cent of the peak TV listening hours (6-11 p.m.) sold out, and the top video hour of 8 to 9 p.m. fully sponsored.

Same time, a Pulse report on New York radio listening during the last six months shows that WQXR's daytime audience has increased 32 per cent, and its nighttime listeners 13 per cent this year as compared to the same periods in 1950 and 1949. New York's general daytime radio audience was up only 4 per cent, and at night it lost 22 per cent.

The survey of New York foreign language audience was made at the behest of WHOM Proxy Fortune Pope by Advertest Research in 10 major metropolitan counties in New York and New Jersey during the week of April 2-8. It revealed that 88.8 per cent of the area's 117,367 Polish-speaking radio audience listen to WHOM regularly, an all-time Polish high for the station.

WHOM was also credited with the highest rated programs in the Italian language field, with some of the evening shows drawing an

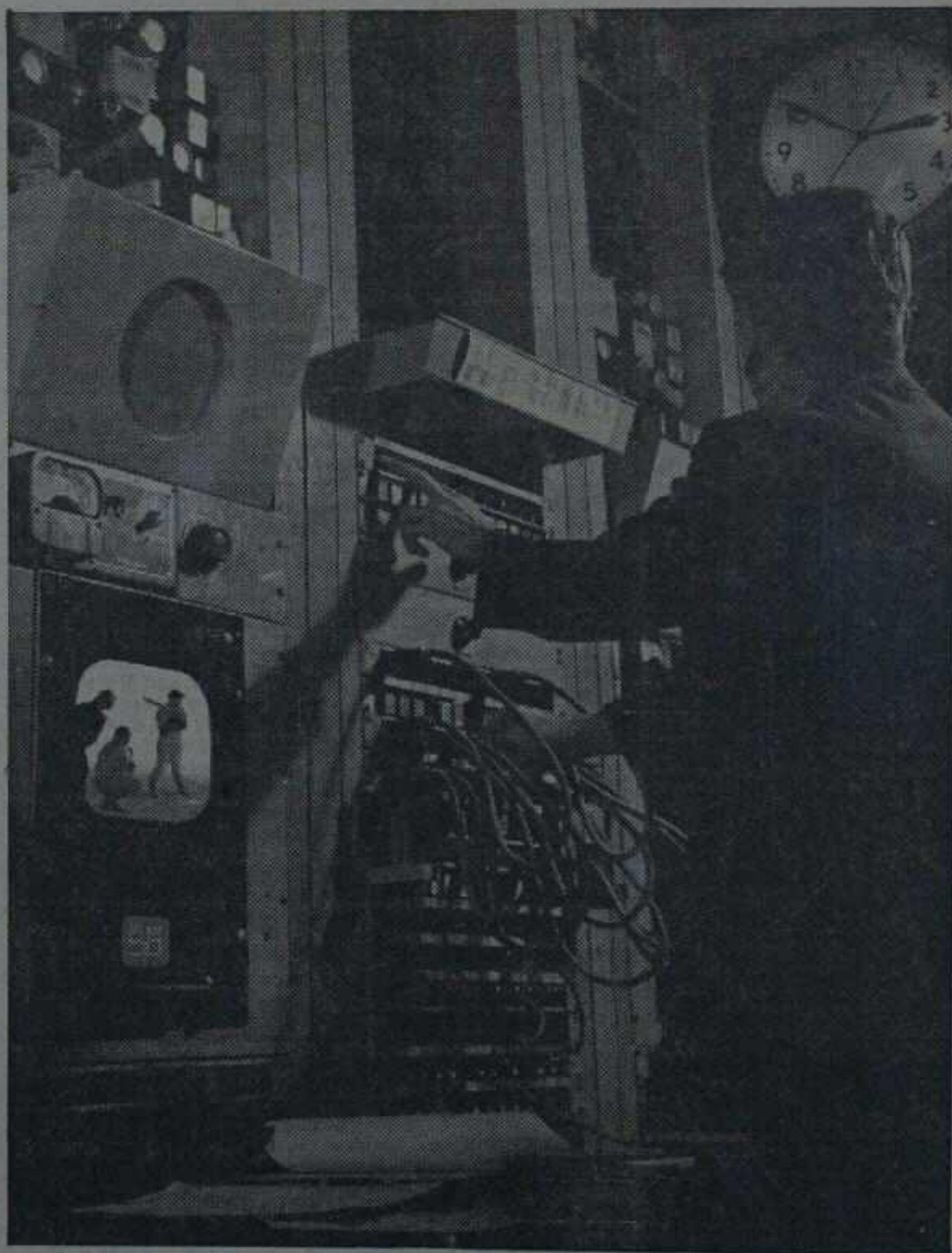
average of 250,000 Italian-speaking listeners. For an average 15-minute Italian afternoon period (2-6 p.m.), WHOM was estimated to deliver 92,662 listeners at a cost of 54 cents per 1,000. Monday-thru-Saturday 15-minute Italian evening shows (6-9:30 p.m.) was estimated to deliver 204,341 listeners at 29 cents per 1,000.

During the peak TV nighttime hours (6-11 p.m.) the survey showed an average of 42 per cent of Italian audiences tuned to WHOM, with 54 per cent of sets in use tuned to WHOM during video's strong 8 to 9 p.m. period. In many cases, tho, the researchers reported they found families listening to a radio in the kitchen and watching a TV set in the living room.

## Clients Sour On DuM 'Band'

NEW YORK, Aug. 4.—Drug Store Productions is reported considering the cancellation of *Cavalcade of Bands* on the DuMont Network, Tuesdays 9-10 p.m. Two of the clients in the co-operatively sponsored show have manifested a dissatisfaction with its results.

The network, however, is expected to make a strong effort to retain the important billings.



Bell technician at monitoring and control position, television network center in New York.

behind the scenes of the nation's screens

TELEVISION network transmission requires precise and costly equipment. Yet the equipment alone would be of little use without trained personnel to operate it.

So the Bell System trains men, even as it extends its television channel miles. They are provided with the special apparatus needed to handle television's ever-changing requirements.

Control Center technicians monitor Bell circuits to see that programs travel smoothly, that switching takes place with a minimum of interruption. Their skill and equipment help make network television flexible and

smooth in operation, even though the combination of stations and networks may alter every 15 minutes.

In less than six years the Bell System has established over 18,000 miles of television channels to serve the industry. The value of coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes is nearly \$85,000,000.

Yet charges are relatively low. The Telephone Company's total network facility charges—including both video and audio channels—average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM



PROVIDING NETWORK TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW



# Television Radio Reviews

## Star of the Family

**TELEVISION**—Reviewed Sunday (29), 6:30-7 p.m., EDT, via CBS-TV. Presented by Ronson Lighters thru the Grey Agency. Producer-director, Norman Frank. Script, Adrian Spies. Announcer, Frank Waldecker. Emcee, Mary Healy and Peter Lind Hayes. Guests, Beatrice Kraft and dancers, Mimi Benzell and Red Buttons.

Bolstered considerably by Peter Lind Hayes and Mary Healy, more knowledgeable production and a better time slot, the revamped version of *Star of the Family* gives promise of being around the TV table for quite a while. Hayes and Healy, incidentally, who muffed the ball in their past video outings, this time seem to have found a format indigenous to their talents.

They are the program's single strongest asset. Miss Healy, always a singer of marked quality, showed great capabilities as a mimic, especially in her Ethel Merman impression. Hayes was not far behind in his fatuous take-off on Russell Nype. The couple's opening duet, *Getting to Know You*, was smooth handling of a tune destined for a long life. Most of the comedian's gags were adequate, if corny, but he has always been at his most inspired when portraying lowbrows such as the pug he does. Hayes should try to build himself an entire gallery of such characters. They'll pay off, and reaching for gags won't.

*Star of the Family* tag derives from having a member of an entertainer's clan interviewed for human interest. This, the most contrived aspect of the show, needs the most work. Beatrice Kraft's aunt told an interesting story of the dancer's show business background—her dad was a Roxy Theater stagehand. Interview, however, with Mimi Benzell's husband, concert agent Walter Gould, was totally lacking in sparkle. Chatter with Red Button's uncle was so-so. The comedian lost his voice and had to turn to laughs for a buck, it seems.

All of these guests were good. Kraft's East Indian terping was enough to give viewers a tick, but good off-beat stuff. Benzell's Granada displayed her pipes at their best. And Button's familiar autograph bit got plenty of laughs.

Norman Frank's production and direction were solid. Ronson's plug concentrated on showing viewers the acceptance the lighter has in the society via an endorsement from Mrs. Orson Munn. It is a much-employed advertising technique.

Leon Morse.

## Ladies' Fair

**RADIO**—Reviewed Wednesday (1), 3:30-3:55 p.m., EDT, Monday thru Friday, Co-op sponsorship via Mutual, Chicago. Producer, Dolph Nelson. Director, John Ken. Emcee, Tom Moore.

*Ladies' Fair*, a country carnival-styled audience participation show, must have the best pre-broadcast warm-up artist in the business. The series itself, which has been running in Chicago for some time now, is acceptable daytime entertainment, but certainly doesn't rate the frenetic response accorded it by the studio audience last Wednesday (25).

As shills for emcee Tom Moore, the ladies do very well indeed, but the over-all ain't-we-got-fun atmosphere might easily provoke a negative response from listeners by convincing them that much more is going on than meets the ear. The latter theory is particularly applicable in view of the series' highly visual midway stunts—pitching rings, etc.

The high spot of Tuesday's program occurred when Moore interviewed three "reluctant dragons" from the audience—"dragon"

## The Ad Libbers

**TELEVISION**—Reviewed Friday (3) 8-8:30 p.m., EDT, via CBS-TV. Presented by the Maxwell House Division of General Foods thru Benton & Bowles. Produced by Ted and Hal Persons in association with Joseph I. Sonnenreich. Directed by Hal Persons. Emcee, Peter Donald. Cast: Earl Hammond, Jack Lemmon, Cynthia Stone, Charles Mendick, Joe Silver and Patricia Houseley.

An indirectly related modern offshoot of the old Commedia Del'Arte technique, *The Ad Libbers*, a program in which some talented young people take an idea or a line and improvise around it, comes off as fitfully interesting but hardly strong enough to stand the rigors of strong audience competition. Essentially, the program fails because it makes impossible demands; actors and actresses untrained in the simulation of spontaneous theater are not likely to be able to create immediate drama and comedy. Even in the old Commedia, the most the stock characters did was to add new lines to a prearranged synopsis. And 16th century audiences could not make invidious comparisons with more polished and thought-out work.

Among the situations were having a trio of foreigners—a Russian, Englishman and Frechman—get acquainted with corn on the cob, a cupid-like character uniting a young couple, a psychiatrist with a wacky patient, and a man and wife selecting their wallpaper aided by their painter. The last improvisation was done straight and then in opera style. There were a few chuckles, especially in the opera sequence, but the other scenes failed to show sufficient sparkle.

Emcee Peter Donald, plus his Irish and German dialects, tied the show together well, except for some atrocious puns and gags. The ad libbers, Jack Lemmon, Cynthia Stone, Joe Silver, Earl Hammond, Patricia Houseley and Charles Mendrick, performed creditably, the best range being shown by Hammond.

There were a few props used, mainly hats. The improvisation would take on further reality with more props and even minor set pieces. Although the program takes great credit for being entirely unrehearsed, such an impossible condition might be junked in favor of modification which would produce greater entertainment.

The Maxwell House Coffee pitch uses the entire cast to sell the flavor of the product.

Leon Morse.

being Moore-talk for husband and Tuesday being "Husband's Day" at the Fair. In contrast to their fraus, the trio seemed pleasantly restrained during the chatter session. However, they did the little women proud at the finish by competing for prizes, via a song contest. In keeping with radio's requisites for amateur talent on daytime shows, all three gents were high on volume and low on natural vocal equipment. The ladies, of course, got in the act again at the close, and Moore signed off with shrill soprano backing all the way.

Moore himself is a pleasant enough guy, but he'd register much better with a quieter pace, more "blind" gags for home audiences and less sight stuff for studio feds. Anyway, judging by the show caught, a funny hat or chance reference to Milwaukee should furnish sufficient laughter from the tinder to spark gals.

June Bundy.

## Highlight Reviews

The week's Highlight Reviews appear on Page 3, this issue.

## What's the Story?

**TELEVISION**—Reviewed Wednesday (1), 9-9:30 p.m. Sustaining via DuMont. Director, David Lowe. Writer, John Cooper. Cast: Walter Raney, emcee; Betty Forsling, Allen Keller, Bob Cooke, Nancy Thompson, panelists.

After a somewhat wobbly start, the new quizzer picked up considerably in its second session Wednesday (1). The format has DuMont staffer Walter Raney as emcee, with a panel of four newspaper reporters trying to identify noted news stories, old and current. A good gimmick has actors, playing reporters, phoning in clues to the various items used. All told, three viewer-supplied events are used, with watches awarded for events which stump the panel.

The panel this show was Betty Forsling, *Newsweek*; Allen Keller, *The New York World-Telegram*; Nancy Thompson, *Look*; and Bob Cooke, *The New York Herald Tribune*. On this show they scored with most of the questions, and the stanza maintained a brisk pace. It bogged down on several occasions, tho, when Emcee Raney failed to know the answers to some questions raised by the panel. It seemed to indicate a lack of familiarity with his own script.

### Punch at End

The business of having reporters, a girl and boy in this case, "phone in" the stories is okay, and there was an especially good punch at the end when each panelist commented on the most interesting or exciting story he ever covered. The biggest punch was via Keller's comments on his campaign to free Robert Vogeler.

Camera work was satisfactory, altho the lighting had a tendency to wash out faces.

Sam Chase.

## WOR-TV First to Use

### FCC Higher Power . . .

WOR-TV, New York, last week became the first of Manhattan's six video outlets to begin transmitting under the new Federal Communications Commission permit for higher operating power. WPIX expected to start tests Saturday (4), with regular increased power transmission scheduled to begin from the Empire State Building Friday (10). The American Broadcasting Company's Manhattan outlet, WJZ-TV, kicks off full power transmission from the same site a day earlier (9), coincident with its third anniversary. Similar power increases by WNBT, WABD and WCBS-TV are expected to follow in short order.

### Bromo-Seltzer Drops

#### Whodunit, Eyes Spots . . .

Bromo-Seltzer is dropping its sponsorship of the *Rocky King Detective* series over the DuMont Network at the expiration of the present contract. The headache powder outfit is expected to put the money into extensive TV spot advertising.

### Bebe Daniels, Ben Lyon

#### Deals Pending . . .

Bebe Daniels and Ben Lyons, who have been airing a radio variety show via British Broadcasting Corporation for several years, have an AM and TV deal pending here. Miss Daniels is currently in town, and the shows, which will be both taped and filmed in England, will be represented here by Lester Lewis Associates. Radio version will sell for about \$2,000, and TV for about \$10,000.

# Air Checks

Brief but important radio news

## Waite Hoyt Still in Line For Detroit Ballcast Slot . . .

Waite Hoyt, Cincinnati sports broadcaster and one of the tops in the nation in that line, is still being considered as a successor to the late Harry Heilmann as broadcaster of American League games in Detroit. Hoyt's contract with the Burger Brewing Company, Cincinnati, on his baseball radio and TV airings over WCPO, Cincy, expires at the end of the current baseball season. Hoyt denied a report carried in the Cincy papers last week to the effect that he had renewed for three years with the Burger firm. He admitted that Detroit was still in the picture but that his chances of remaining in Cincinnati were greater. Burger execs and Hoyt are known to be dickering on a new contract.

## Duram Joins Hooper, Inc., As Account Exec . . .

George T. Durham, ex-media director for Lever Bros., has joined C. E. Hooper, Inc., New York, as an account exec, serving advertisers on city-by-city radio Hooperatings and TV-home Hooperatings. Prior to his Lever post, the exec was media head for Dancer-Fitzgerald-Sample, Inc., and H. W. Kastor & Sons.

## Jell-O to Up McNeill's "Breakfast" to Daily . . .

Beginning October 1, the Jell-O division of General Foods will up its thrice weekly sponsorship of Don McNeill's "Breakfast Club" to an across-the-board basis. General Foods is buying the first quarter hour of the hour program, which is aired from Chicago over the entire American Broadcasting Company web. The agency is Young & Rubicam, Inc.

## MBS Names Zuzulo to New Press Mgr. Post . . .

Frank Zuzulo has been upped to the newly created post of manager of press information for the Mutual Broadcasting System. In addition to supervising the web's regular press services to affiliates and publications, he will continue to co-ordinate all phases of Mutual's press activities with clients and agencies. Zuzulo has been with Mutual press since 1944.

## Meredith Willson D.J. For RCA Victor . . .

### For RCA Victor . . .

RCA Victor last week bought a disk jockey show featuring Meredith Willson to replace Rex Harrison in the Wednesday night 10:30-11 National Broadcasting Company slot. J. Walter Thompson is the agency.

## Lang-Worth Signs Code; AFRA Ends Strike . . .

After a strike of several months' duration, Lang-Worth Transcriptions last week agreed to sign the American Federation of Radio Artists' transcription code. The AFRA picket line has been withdrawn and Lang-Worth has stopped action in its several law suits against the union.

## Vacations, Switches, Etc.—

### Who's Watching the Store? . . .

WNEW, New York, flack Bud Brandt, vacationing in Mexico City, gets daily news reports from his assistant, Barbara Miller. . . . Bob Smith, ex-Athletic News Service director at the University of Southern California, has joined WGAR, Cleveland, as publicity director, succeeding Mannie Eisner, who moves into sales. Another new sales staffer at WGAR is William T. Lane, co-founder and veepee-general manager of WAGE, Syracuse, for 10 years, has resigned his post to "enter another phase of the broadcasting field." H. Douglas Johnson Jr., one-time Wage News editor and more recently secretary to Congressman R. Walter Riehlman is his successor. . . . Mutual Press Director Frank Zuzulo takes a week off, beginning Monday (6).

The fourth annual all-Iowa KRNT-Cubs baseball tryout camp racked up a record enrollment of 1,241. The baseball clinic was sponsored for a full week in Des Moines by KRNT and the Chicago Cubs. . . . Announcer William Strauss, WQXR, New York, and frau welcomed a daughter, Penelope, July 3. . . . Hal Davis, Kenyon & Eckhardt veepee, returned from vacation Monday (6). K & E's Radio-TV publicity director, Herb Landon, left last week for two weeks in Florida and the West Indies. . . . Ork leader Billy Wilson has joined sales at KCOH, Houston. Bobby Meeker, another ex-batonier, is KCOH's general manager.

# Short Scannings

Brief but important video news

## Syd Cornell Leaving WKRC-TV To Join Cincinnati Ad Agency . . .

Syd Cornell, commercial production manager for WKRC-TV, is leaving there August 13 to become vice-president and director of media for Rollman, Cary & Rittenhouse, Cincinnati ad agency. Cornell has been associated with Radio Cincinnati, operators of WKRC-TV, WKRC and WKRC-FM, since 1940.

## First Winery on Web TV Lands Ace Whodunit . . .

Mogen David Wine Company last week became the only winery on web TV by picking up the "Charlie Wild" whodunit stanza on ABC-TV. Show goes into the 8 p.m. Tuesday slot September 8, thru Weiss & Geller Agency. Show, which has aired on CBS-TV for Wildroot, is one of video's top-rated stanzas.

## "Gruen Guild Theater" Skein Replaces "Blind Date" on TV . . .

Gruen Watch Company is dropping sponsorship of "Blind Date" and on September 27 kicks off on a 52-week basis via the American Broadcasting Company TV network the "Gruen Guild Theater," a half-hour pic series filmed in Hollywood. "Guild Theater" will occupy "Blind Date's" old time slot, 9:30 to 10 p.m., EDT, Thursdays. Outlay for television represents 90 per cent of the largest advertising budget in Gruen history, said Bernard Kliman, Gruen advertising director. McCann-Erickson handles the account.

## Random Notes About TV Personnel . . .

Arthur Duram, market research counsel for CBS television since February, 1950, has been named assistant sales manager for CBS network TV in charge of black and white television. . . . Midge Stark, ex-NBC production staffer, has joined Sammy Kaye's CBS-TV show as assistant to the director. . . . Scribe Jack Raymond, ex-Goodman Ace aid, signed as writer for same show. . . . Kathi Norris flies to Paris this week with her producer, Babs Doniger, in the first of a series of "K. N. Shops the World" trips. "Sweetie" (hubby Wilbur Stark) and Carl Caruso will sub for her on WNBT. . . . NBC Veepee John Royal retired from active service August 1, but will continue his network affiliation as a consultant.

Thomas L. Milana, formerly with Associated Artists, has joined Sterling Television, Inc., New York film distribution outfit, as national field representative. The exec leaves this month on a trip thru the Eastern Atlantic and Midwestern States to tout Sterling's new "King's Crossroads" film series. . . . RCA will televise the newest strides in animal surgery during the annual convention of the American Veterinary Medical Association in Milwaukee (August 21-22). Telecast, sponsored by Allied Laboratories, Inc., will be aired, via closed circuit, to 2,500 vets.

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# LORRY Raine

sings  
**"WHEN YOU HEAR OUR LOVE SONG"**  
and  
**"CONCEALING"**

Orchestrally created by Neely Plumb

Exclusive Personal Management: TIM GAYLE 451 Wrihtwood, Chicago 14



# Schneider on Decca Board; Succeeds Kapp

### Former Director Given 75G Cash Final Settlement

NEW YORK, Aug. 4.—Executive Vice-President Leonard W. Schneider this week was elected to the board of directors of Decca Records. The diskery's board met on Wednesday (1) and was in receipt of and finalized the resignation from the board of Dave Kapp, who was replaced as director of Decca's pop recording department about a month ago by Morty Palitz.

It is understood that the diskery has completely settled Kapp's contract, which had more than two years to run at the time of his departure. He is believed to have received about \$75,000 in the cash settlement.

Kapp, incidentally, left for a European vacation last week-end and up to that time hadn't made known any new affiliations.

Schneider, who takes Kapp's chair on the board, has been with Decca since its inception. In addition to other executive duties, Schneider also is co-ordinator of the Decca recording division, which now is split departmentally into pop, classic, kiddie and rhythm and blues sections. He is second in command at the diskery, next to Prexy Milton Rackmil.

# Cleffer Rene Inks BMI Deal

NEW YORK, Aug. 4.—Henri Rene, Coast a. and r. rep and musical conductor for RCA Victor, this week signed an exclusive broadcast music, Inc., writing pact. Deal is for two years, with options for five more. BMI guarantees all performance payments, with advances against performance royalties.

Rene recently placed a suite titled *Southern Sketches*, with publisher Howie Richmond. Richmond plans to exploit one section, titled *Halloween*, as a pop instrumental number.

# Whittemore Heads Midwest for GAC

### Move Tightens Set-Up in Response to Gripes; Dallas Under Chicago Exec

NEW YORK, Aug. 4.—General Artists Corporation prexy Tom Rockwell moved this week to tighten the agency's operation. The change was highlighted by the move of Jack Whittemore, a general exec in the agency's New York office, into a newly created post, that of general sales manager of the Midwestern territory. Whittemore, for many years a top-flight band and act agent, will also supervise the operation of the agency's new Dallas office.

For almost a year, the agency's execs have regularly denied it, GAC's talent and its personal representatives have expressed an open dissatisfaction with an alleged lack of co-ordination between the agency's Midwestern wing and its other offices. The gripe has been raised most loudly among name ork clients of the agency. Of late, the pressure of the prefs has been coming to a head because a number of top ork attraction contracts with GAC are coming up in the fall.

Prominently included among those whose papers are coming due are Jimmy Dorsey and Woody Herman. Tradesmen assume that

# BLAU-BEATEN PUBBER TURNS RED, BUT RICH

NEW YORK, Aug. 4.—One publisher's accounting staff had red faces here this week when Dave Blau, auditor for Songwriters' Protective Association, showed the publisher how he could collect some \$3,000 due him from England. Blau, who has hardly been given a royal welcome by the publishers since he started his search for oversights and underpayments to writers, educated the pubber to the fact that a 45 per cent withholding tax adopted in England for 1945-1946 has been drastically reduced, with refunds available on application.

Editor's note: Refund forms may be obtained on application to the British Government.

# Heidt Magnolia Diskery Folds

NEW YORK, Aug. 4.—Magnolia Records, orkster Horace Heidt's label, has folded. The diskery was set up early in 1949 as a part of Heidt's talent search program and came up with a hot artist almost immediately, accordionist Dick Contino. None of the other Heidt discoveries, however, developed into record sellers.

The label's masters will be held by Heidt, while the remaining inventory is being sold as scrap. A spokesman for the outfit said this week that Heidt plans to settle all accounts and close the operation completely by the end of the year.

# Ballroom Ops Plead With Senate For Exemption From Cabaret Tax

Continued from page 1

Internal Revenue in numerous rulings given ballroom operators.

"Ballrooms, as they are commonly known, are not cabarets, never have been cabarets and never will be," Osherman told the Senate committee. "No better indication of the correctness of this state-

ment can be had than the fact that they are not considered cabarets by the American Federation of Musicians, the American Society of Composers, Authors and Publishers, and amusement trade publications."

### Double Jeopardy

Osherman declared that "to place ballrooms in the same category as cabarets is in effect to subject them to double taxation, inasmuch as one tax is imposed at the box office on the price of the entertainment, and another tax for the same purpose is imposed on the charges for refreshments."

"These charges, unlike those in a cabaret, are not increased to include the cost of the entertainment offered. Obviously, ballrooms cannot survive such manifestly unfair and grossly discriminatory taxation while their aforementioned competitors, appealing to the same class of patrons, pay but a single tax levied only on their admission charges."

Osherman declared that taxing ballrooms under the cabaret admissions provisions "is already having

# DECCA INKS DJ'S RAEURN, FINCH

NEW YORK, Aug. 4.—Disk jockey team of Gene Raeburn and Dee Finch, known in this area for their morning hour knock-'em-down-and-wake-'em-up antics, were inked to a Decca recording paper this week. The diskery has already sliced an initial pair of sides with the team.

They were primarily signed to do *Way Up in North Carolina*, the vaude-patter novelty which is being heralded in some circles as a sleeper of import. Couplings on the record, which is being prepared for immediate release, is the deejays' own conception of *Dry Bones*.

Continued from page 1

these spots on a per-program basis. It was largely upon this question that the long negotiations between ASCAP and the broadcasters finally broke down, altho at the last minute ASCAP withdrew its pitch on spots. The unilaterally drawn per-program schedule then sent out by ASCAP to the stations, after negotiations were severed, by-passes the spot question, but sets rates which might be deemed compensatorily stiff. A sample of this schedule is submitted along with the ASCAP briefs as an exhibit, but now ASCAP is asking for the spot payment in addition to the rates set forth in the schedule.

### Legal Battery

The ASCAP legal battery in the upcoming court fray will include the Society's general attorney, Herman Finkelstein; Ferdinand Pecora, of the Society's general counsel firm of Schwartz & Frohlich, and Robert Patterson, attorney of record who represented ASCAP in the recent consent decree proceedings. The brief asks that the case be heard by Judge Henry Goddard, Southern District Court (New York), who presided over the consent decree action. ASCAP has asked that the first hearing be set for Tuesday (7).

In addition to the affidavit and application for modification of the decree, ASCAP also filed a separate answer to the petition filed by the 56 television broadcasters two weeks ago for court determi-

nation of a per-program rate (*The Billboard*, July 28). In addition to a series of denials on technical points, the ASCAP answer says that the fees asked in its per-program license are "reasonable." It asks that the court find that they are reasonable, and also set an interim fee until the issue is resolved.

### THE FACE?

# Brief Takes Looksee Into Physiognomy

NEW YORK, Aug. 4.—The American Society of Composers, Authors and Publishers goes quite thoroughly into the anatomy and physiology of Broadcast Music, Inc., in the Society petition to amend the consent decree. The brief says:

"BMI was organized in 1939 by the National Association of Broadcasters, a combination of all the corporations that operated radio broadcasting stations. . . . In its own words it is 'the industry's largest organization.'

"The largest radio and television networks . . . own stock in BMI and are active in directing" [\(Continued on page 12\)](#)

# Warren Sets Up Shop at Paramount

HOLLYWOOD, Aug. 4.—Songwriter Harry Warren this week went to work at Paramount Pictures after terminating a seven-year contract at Metro-Goldwyn-Mayer. Warren's initial effort at Paramount will be the Bing Crosby flick, *Famous*, which the cleffer will handle with Leo Robbin. The pair are prepping 10 songs for the film.

Warren's last pic work at MGM was *Skirts Ahoy*, which was preceded by *Belle of New York*.

# A "BANANA" FRICASSEE

# Casting for Musical Affected by Capitol

NEW YORK, Aug. 4.—To make certain that Capitol Records will be able to record the original cast of the musical *Top Banana*, the show's producers are carefully eyeing the disk contracts of all key performers being auditioned. Capitol has an agreement from the producers which "guarantees" that the show's featured artists will be free of other disk contracts. Problem of signing singers is currently highlighted in the task of selecting the juvenile lead.

Under consideration for the role at present are Lindy Doherty, Don Cornell and a warbler for a large indie. Doherty waxes for Capitol with the Les Baxter Chorus. Cornell has been recording for RCA Victor, but is said to be able to get his release. The third candidate is "in between" contracts and holding off on signing a new waxing pact until a decision is made on the juvenile role.

Last week Rose Marie signed for the fem lead in the show after agreeing not to renew her contract with Mercury Records—a pact which expires shortly. The show's star, Phil Silvers, has no diskery affiliation. Still to be signed is a

girl singer for the ingenue spot.

Most recent example of potential entanglements surrounding original cast recording rights occurred when RCA Victor grabbed off the rights to Irving Berlin's *Call Me Madam* but was unable to make use of Ethel Merman in waxing the album when Decca refused to permit Miss Merman to record for Victor. Latter diskery paid a stiff price for the disking rights without getting the show's star, while [\(Continued on page 12\)](#)

# BMI, Pubbers Slap Suits Vs. 3 Spots

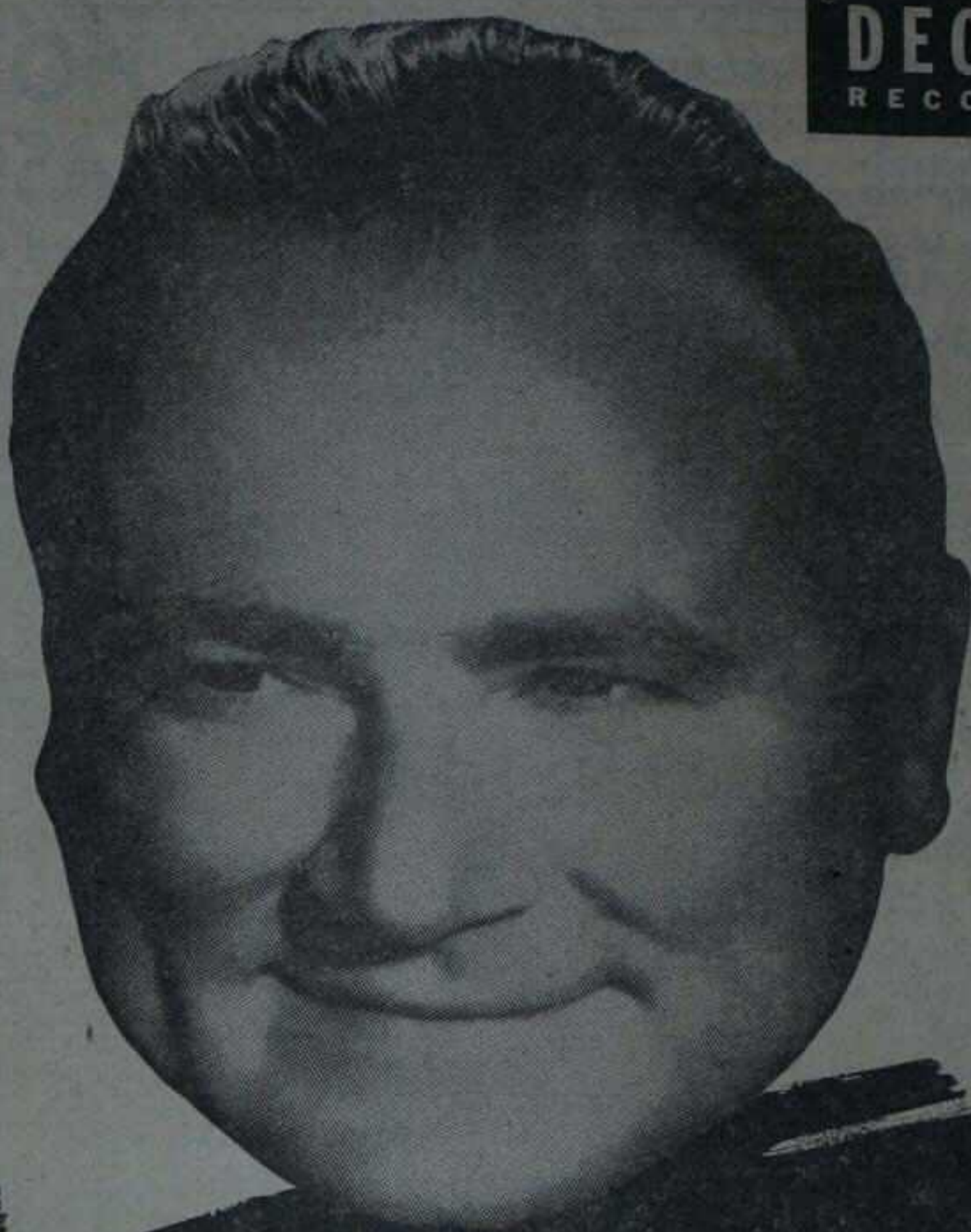
NEW YORK, Aug. 4.—Broadcast Music, Inc., bought action in Southern District Court here yesterday against three spots allegedly using BMI music without license. With the publishers as co-plaintiffs, they filed suit against Chateau Madrid here for alleged infringement of *El Cumbanchero*, *Mambo Jambo* and *Grenada*, published by Peer International, and *Solamente* [\(Continued on page 13\)](#)



2 New Hits by

# JERRY GRAY

AND 'HIS BAND OF TODAY!'



I LOVE  
THE  
SUNSHINE  
OF YOUR  
SMILE

coupled with

PUSH 'EM  
AWAY

Decca 27695 (78 RPM) and 9-27695 (45 RPM)



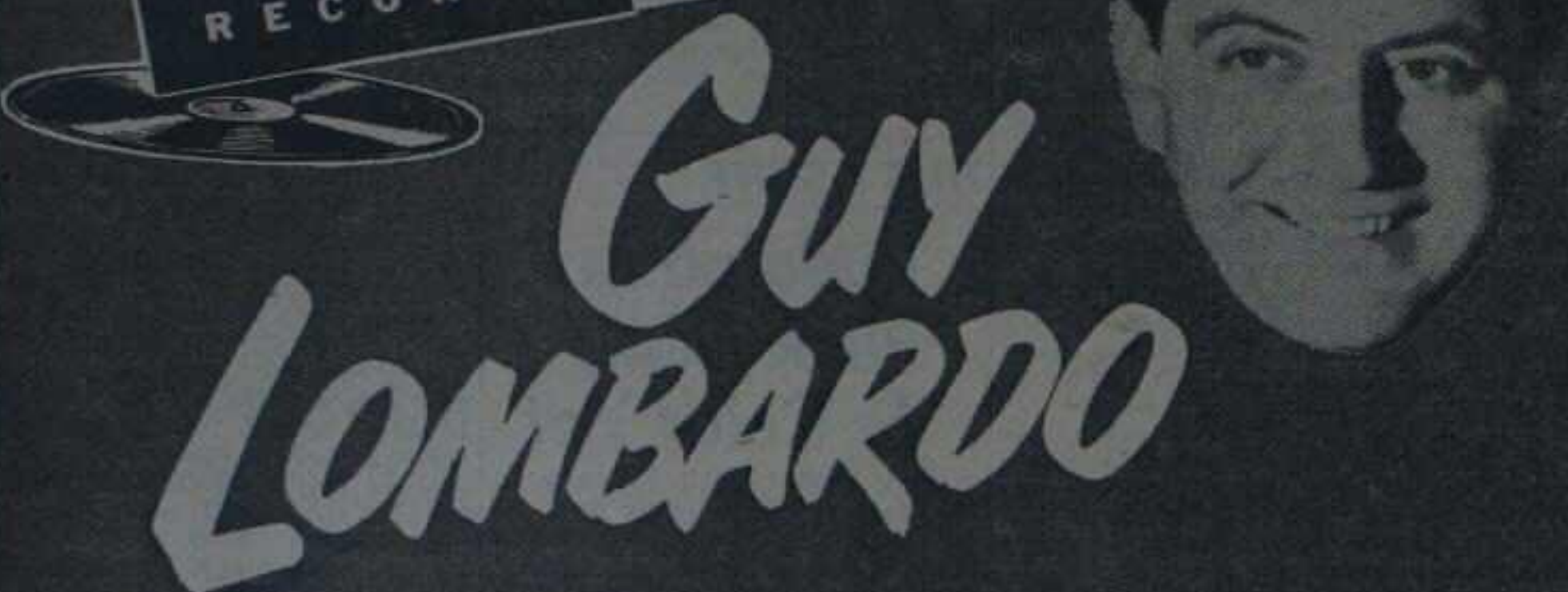
*America's Fastest Selling Records*



*America's Fastest Selling Records*

**DECCA RECORDS**

2 NEW BALLADS



**GUY LOMBARDO**  
**SWEETHEART OF YESTERDAY**  
 and **MARY ROSE**

Decca 27719 (78 RPM) and 9-27719 (45 RPM)



**LOUIS ARMSTRONG**

**NOW!**  
 LOUIS' INIMITABLE  
 VERSION!

(When We Are Dancing) **I GET IDEAS**

AND

**A KISS TO BUILD A DREAM ON**

(From MGM Picture "The Strip"), Both with Orchestra directed by SY OLIVER

Decca 27720 (78 RPM) and 9-27720 (45 RPM)

**TAMARA HAYES**



SMASH RHYTHM SONG  
 FROM "TWO ON THE AISLE"

**HOLD ME—HOLD ME—HOLD ME**

and **YOU BLEW OUT THE FLAME**  
**IN MY HEART**

(From Musical "Two On The Aisle"), Both with SY OLIVER AND HIS ORCHESTRA

Decca 27721 (78 RPM) and 9-27721 (45 RPM)

**NEW RELEASES—SINGLES**

The Circus Day Parade	GUY LOMBARDO AND HIS ROYAL CANADIANS	Decca 27692 and *9-27692
The Glockenspiel		
While You Danced, Danced, Danced	GORDON JENKINS	
Vocal by Mercedes McCambridge		
Everlasting		Decca 27712 and *9-27712
Vocal by Bob Stevens		
Smooth Sailing	ELLA FITZGERALD	
With the Ray Charles Singers		Decca 27693 and *9-27693
Love You Madly		
The Morningside Of The Mountain	ARTHUR PRYSOCK	
Blue Velvet		Decca 27722 and *9-27722
Please Don't Leave Me	LOUIS JORDAN AND HIS ORCHESTRA	
Three Handed Woman		Decca 27694 and *9-27694
Castle Rock	SY OLIVER AND HIS ORCHESTRA	
But She's My Buddy's Chick		Decca 27718 and *9-27718
Open My Mouth	THE FAMOUS BLUE JAY SINGERS OF BIRMINGHAM, ALABAMA	
To The Lord		
While The Blood Runs Warm		Decca 48228 and *9-48228
In Your Veins		
My Sweetheart Polka	GEORGIE COOK AND HIS ORCHESTRA	
Michigan Waltz		Decca 45145 and *9-45145

\*Indicates 45 RPM Version

**NEW RELEASES—ALBUMS**

<b>MORGAN-AIRS</b>		
by RUSS MORGAN and His Orchestra		
Russ Morgan Playing His Own Compositions		
A-850 \$4.15	9-230 \$3.75	DL 5324 \$3.00
<b>DICK HAYMES—SERENADE</b>		
A-863 \$4.15	9-243 \$3.75	DL 5341 \$3.00
<b>DANCE TO THE LATIN RHYTHMS OF ETHEL SMITH</b>		
Organ Solos with Bando Carioca		
A-835 \$4.15	9-213 \$3.75	DL 5124 \$3.00
<b>RHUMBA with PANCHE and His Orchestra</b>		
A-866 \$4.15	9-252 \$3.75	DL 5346 \$3.00
<b>NEW ON 45 RPM and 33 1/2 RPM</b>		
<b>BORRAH MINEVITCH and His Harmonica Rascals</b>		
A-726 \$4.15	9-244 \$3.75	DL 5342 \$3.00

**TOP TUNES**  
 By America's Favorite Artists

When the Saints Go Marching In	THE WEAVERS	27670*
Sweet Violets	JANE TURZY	27668*
In The Cool, Cool, Cool Of The Evening	BING CROSBY and JANE WYMAN	27678*
Dimples And Cherry Cheeks	ANDREWS SISTERS and GUY LOMBARDO	27652*
Come On-A My House	ELLA FITZGERALD	27680*
Ballin' The Jack	DANNY KAYE	27597*
Vanity	DON CHERRY	27618*
Shanghai	BING CROSBY	27653*
Because Of You	GLORIA DE HAVEN and GUY LOMBARDO	27666*
Good Morning Mister Echo	JANE TURZY TRIO	27622*
Raw, Raw, Raw	BING CROSBY	27667*
How Many Times (Can I Fall In Love?)	PATTY ANDREWS and TOMMY DORSEY	27700*
Too Young	PATTY ANDREWS VICTOR YOUNG	27569* 27366*
The Loveliest Night Of The Year	FRED WARING ETHEL SMITH	27507* 27583*
My Truly, Truly Fair	RUSS MORGAN	27630*
(When We Are Dancing) I Get Ideas	LOUIS ARMSTRONG	27720*
Longing For You	RUSS MORGAN	27703*
Laura	DICK HAYMES ELLIOT LAWRENCE EDDIE HEYWOOD	18666* 27124* 23812*
What Is A Boy?	JACKIE GLEASON	27684*
Hey La La	ERNEST TUBB	46338*
Peace In The Valley	RED FOLEY	14573*
I'm With A Crowd But So Alone	ERNEST TUBB	46343*

\*Also available in 45 RPM (add prefix '9-' to record number)



# GLOBAL COPYRIGHT DRAFT IS UNVEILED BY UNESCO

Blanket Protection Offered All Creative Works in Member Lands

• Continued from page 1

inary attempt to iron out these differences will be made by an important panel of copyright experts in New York this fall (see separate story) preparatory to a general conference of UNESCO next summer. Whether the principle of reciprocal treatment can be established in a final draft must await the outcome of the upcoming confabs on the rival alternative proposals which deal chiefly with translation rights, length of time for protection of copyrights, and details on how the treaty provisions will be globally administered.

Despite these serious areas of disagreement, one major provision which has received unanimous endorsement from the 45 UNESCO member-powers calls for adoption of a single universal copyright symbol granting protection without formality. Use of this symbol would wipe out prevailing differences among various nations such as requirement for notices of copyright registrations before copyright protection is afforded. The projected pact proposes that all nations use the simple uniform symbol for copyrighted works so that the symbol will easily be recognizable throughout the world and thereby end the need for further formalities.

Among the thorniest issues still to be ironed out is the question of duration of copyright protection. The treaty draft currently contains two alternative proposals on this. One proposal states that the term of protection will be at least 25 years from the first date of publication of registration of a work. A rival alternative proposal specifies that no nation would be obligated to give copyright protection for a term longer than that fixed by the country where the work originates. Most European countries now give copyright protection for terms much longer than U. S.

#### Translations

The proposed new treaty also provides alternative texts covering a second controversial question, translation rights. The United

## RCA to Issue Collectors' Int'l Series

NEW YORK, Aug. 4.—RCA Victor's international division will release a collector's series of foreign language artists' disks as a follow-up to the pop and Red Seal division's previously released releases. According to the department's a. & r. chief, Herman Diaz, the collectors' series will be issued on three speeds and will include the best-selling disks of each of the top artists in each language. The international division is also recording a series of Latin-American dance albums featuring Emil Coleman's ork supplying the authentic rhythms. The label is planning a tie-in with a major dance studio chain. The first four dance albums will be tango, rumba, samba and mambo.

Also this week, Frank Amaru, international division sales manager, disclosed that RCA Victor is issuing the first new foreign language catalogs since the latter part of 1949. New catalogs will cover Spanish, Scandinavian, Jewish, Polish, German and Italian languages and also a special catalog of pop specialties.

## Camarata Set For Decca Pop

NEW YORK, Aug. 4.—Tutti Camarata, who since his active return to the music business as an artist has concentrated on light orchestral and light longhair efforts, is being prepared to make a big push in the pop field by Decca Records. Camarata next week will make his first pop sides as an artist; he already has shared a date with warbler Don Cherry on some

(Continued on page 23)

States is particularly interested in securing correct translations and payments to authors, and spells out such protection in a suggested draft. A French draft also covers these two points, but differs from that of the U. S. Experts fear the whole provision might be rejected by other nations.

Both the French and U. S. drafts state that copyright shall include the right to authorize translations. The U. S. version states that, after a still undetermined number of years after publication, a country may obtain a license to translate a work if the author has not already arranged to do so. The French draft provides that any person may obtain a non-exclusive license to translate after 20 years. Conditions on the licenses in both drafts declare that proper effort must have been made to obtain authorization from the copyright owner.

While the present draft of the proposed treaty does not indicate what international group shall administer the treaty's provisions, it proposes that disputes concerning the interpretation or application of the treaty will be referred to the international court of justice for decision. It also provides that the treaty will come into force one month after ratification by 12

signatory States, and that a conference for revisions can be called by 10 contracting States or a majority of the contracting States, whichever number is the lesser.

#### Details

Other details in the treaty are:

1. The treaty shall not apply to work which has fallen permanently into the public domain in a contracting State.

2. Denunciation of the treaty by a State shall not take effect until 12 months after receipt of notification of denunciation. The rights of denunciation cannot be exercised by any State until five years after the treaty is in force.

3. The treaty shall not apply to a State's territories, colonies, or protectorates unless the State notifies the treaty administrator that it wishes such areas to be under the treaty.

4. The treaty shall not affect provisions of the Berne Treaty signed previously among themselves. The treaty draft provides that its member States also bound by the Berne Treaty should sign a protocol constituting "an integral part of this convention for the States bound by the Berne Convention or which will, in the future, enter into the union created by the Berne Convention."

## U. S. Panel to Meet on Gov't Copyright Advice

WASHINGTON, Aug. 4.—The next major step in developing the model draft of a proposed worldwide copyright treaty will be a panel of U. S. copyright experts meeting in New York, September 14, to determine how to advise the U. S. government on further steps to be taken before the treaty draft is presented to an international conference next summer (See separate story for details on the text of the proposed treaty). The present treaty draft, drawn up under auspices of the United Nations Educational, Scientific, and Cultural Organization (UNESCO), leaves several major issues still unsolved, and the panel's first task will be an attempt to reconcile them.

Copyright experts attending the panel will include Arthur Farmer, New York, representing book publishers' interests; Herman Finkelstein, representing the American Society of Composers, Authors and Publishers; Roger Dixon, chief, Business Practices Section, U. S. Department of State;

Sidney Kaye, representing radio and TV interests; Harry G. Henn, magazine interests; Isabelle Marks, Decca Records; Frederick Melcher, Editor, Publishers' Weekly; Harriett F. Pilpel, tax and copyright attorney; Kenneth Raine, Columbia Records; Robert J. Rubin, Society of Independent Motion Pictures Producers; James Polk, Paramount interests; Edward A. Sargoy, New York attorney; John Schulman, New York attorney on the Authors' League; Dr. Luther Evans, Librarian of Congress; Samuel Tannenbaum, dramatic and motion picture interests; Sidney Wattenberg, music interests.

(Continued on page 28)

## Upswing Ahead for Tot, Carry Phonos

3-Speeders Seen Getting Higher Share Of Fall Business, Hying LP, 45 Sales

NEW YORK, Aug. 4.—Retail sales of portable and kiddie phonos will be higher this fall than they were last year, with three-speed phonos getting the lion's share of the business. That's the trade's prognosis for the coming season, supporting evidence now being furnished by one of the largest department store buying syndicates.

The chain's buying office here is already in action, with actual orders placed with its suppliers of private brand-playing equipment. The fall season phono merchandising program was presented to the buyers of the 30-odd major city department stores in the syndicate during the recent National Association of Music Merchants Convention in Chicago.

The syndicate has cut its portable phono line to six numbers by dropping three single-speed phono models carried last year. The new phono line shown the store buyers included only one single-speed unit. For the first time, the syndicate is offering phono customers a three-speed kiddie player. The chain's New York office expects to sell more than \$600,000 worth of private label phonos, an increase of \$100,000 over last year's business.

#### Speed Leader

The lone single-speed portable in the new line will be used as a leader. Cost to the stores will be \$12, with the list price to be about \$15.95. Leader in the three-speed

## HOW SAROYAN IS SPANISH?

NEW YORK, Aug. 4.—Foreign-language versions of *Come On-a My House* continued to be released this week as two Spanish versions were issued. A Seeco disk was cut by Danni Santos, Ven Pa Mi Casa, and a Columbia disk by the Hermanos Rigual Trio, Ven Me Negrita. The Seeco title is an almost literal translation of the original William Saroyan-Ross Bagdasarian ditty, while the Columbia version means *Come, My Dark One*.

Just shows how easy it is to translate from Armenian to English to Spanish.

## NIFTY SNIFF

### Rudolph in Flick Deal; In Color Yet

NEW YORK, Aug. 4.—Rudolph the Red-Nosed Reindeer will be seen on movie screens beginning in October as an animated cartoon short. The short, with the same title as the song, was made by Max Fleischer, and is owned by St. Nicholas Music, the Johnny Marks pubbery.

The Jam Handy Organization will distribute in the United States. Negotiations are under way with J. Arthur Rank for Canadian distribution. The cartoon of seven-and-half minutes length is in color by Technicolor, and utilizes the tune thruout in a Harry Wilson choral arrangement.

## Cap Sets Pub Contact Plan

NEW YORK, Aug. 4.—The Eastern wing of Capitol Records, under the aegis of Dave Cavanaugh, will institute a new publisher contact system for the office here beginning August 21. Cavanaugh, along with his assistant, Sid Feller, will see publishers Tuesday of every week. Each pubber will be allotted a 15-minute appointment to sell his wares to the recording men.

Under the Eastern division expansion program being executed under Bill Fowler here, the recording department will move soon into new offices just acquired by the diskery, across the hall from the current Cap space in the Fisk Building.

## Russ Morgan's Booking Deal Pans Out Winner

CHICAGO, Aug. 4.—The booking experiment currently being conducted by orkster Russ Morgan in farming out series of one-nighter engagements by various booking agencies (*The Billboard*, June 30) has worked out so well in the first chapter that Morgan has farmed out at least a month of one-nighters to three Southern booking offices.

Following his closing at the Statler, New York, September 29, Morgan has delegated Monk Arnold, Atlanta, to do two weeks of bookings, after which Chic Scoggin, Dallas, will take over for two weeks, with Larry Lawrence completing the last two of the six-week tour. Morgan is supplying these bookers with some key Southern collegiate dates which he handled direct. His experiment calls for him to book all locations himself, with one-night dates being handled by various agencies.

First test of the program ran off

(Continued on page 43)

## Nichols Group To One-Niters

HOLLYWOOD, Aug. 4.—Red Nichols and His Five Pennies start their first Eastern tour in a decade September 14-15 at Jerry Jones' Rendezvous, Salt Lake City. Orkster gets a \$500 guarantee on one-nighters against a 50-50 split over \$1,000. Besides Nichols there are Earl Sturges, piano; Rollie Culver, drums; Joe Rushton, bass-sax; King Jackson, trombone, and Art Lyons, clarinet.

Other dates on the junket are Zanzabar, Denver, September 17 for two weeks; Hutchinson, Kan., October 2; Kansas City, Mo., October 3; Charles City, Ia., October 4; Chicago's Blue Note, October 5 for a fortnight; Milwaukee, October 19; Madison, Wis., October 20; Minneapolis, October 21, and the Flame, St. Paul, October 22 for two weeks. Associated Booking Corporation set the tour, after signing the sextet in June.

## Decca Signs Dolores Gray

NEW YORK, Aug. 4.—Decca Records this week signed Dolores Gray to a term recording contract. The thrush, currently co-starred in the *Two on the Aisle* revue, was elevated to a top-flight position in the legit field in the past couple of weeks as the result of a unanimous rave reception for her work in the show. She previously hadn't made recordings in this country since she went into the legit field, tho she did make some show song slicings in England, where she starred in the London production of *Annie Get Your Gun* and several other musicals.

Miss Gray began her music career as a band vocalist with Gene Krupa. She made a few sides with his crew about a decade ago.

## Decca Six-Month Net \$362,204; Gain Shown

NEW YORK, Aug. 4.—Decca Records' financial report for the first six months of this year shows a slight increase in consolidated net earnings over the figures for the same period last year. The diskery's net, after taxes, for the half-year totals \$362,204. Last year's half-year report showed a take of \$360,582. If the diskery maintains the same sales pace it built in 1950 for the remainder of the current year, Decca will wind up the annum with profits just over the million dollar mark.

The small increase in earnings was made to date in spite of a large boost in income tax rates. Decca paid \$343,762 in taxes for the first six months of this year as opposed to an internal revenue bite of \$221,002 for the same period last year. An aid to the increase in earnings was the general first-of-the-year increase in record prices, a move

which was pioneered by the Decca firm and was followed almost immediately by the other diskers.

Another aspect of the Decca increase is the fact that the diskery hasn't been knocking down the walls with its pop merchandise in recent months. Its hit lists boasted but one important dishing of late, the *Weavers' On Top of Old Smoky*. The firm, however, does have a couple of top-flight original-cast show albums, *Gays and Dolls* and *The King and I*.

Based on the total of 776,650 outstanding shares, the net earnings are equal to 47 cents per share as opposed to a 46-cent-per-share ratio for the first half of 1950. Decca's take last year was bolstered considerably by a sock third-quarter which brought in earnings equal to 25 cents per share. It was then that the diskery added its 45 r.p.m. line.





A Perfect Pairing...

"Make Believe Land"

vocal by STUART FOSTER

"BLOW, BLOW WINDS OF THE SEA"

vocal by GINNY GIBSON

with HUGO WINTERHALTER and ORCHESTRA



RCA VICTOR Records 20-4212 47-4212



# Victor Push Spots 100% Exchange Plan

Distrib Meetings to Map Fall Pitch; Special Drive Set for School Trade

NEW YORK, Aug. 4.—The RCA Victor fall merchandising program being presented to the label's distributors beginning Monday (6) highlights a 100 per cent exchange plan for inventory maintenance of a pre-elected list of all-time best sellers. Dealers will also be offered a free permanent display rack and a three-speed booth demonstrator as an incentive for early ordering on the RCA Victor list of releases for the rest of the year. Remainder of the sales push includes preview kits, five-week intensified campaigns on pop and kidisks, expansion of the rhythm and blues market and special drive on educational records.

The 100 per cent exchange will apply to a pre-selected list called the "Famous 101" pop and Red

Seal best-sellers selected from the "Music America Loves Best" catalog. The swap plan is predicated on the dealer's agreement to maintain an inventory on the merchandise. The display and demonstrator incentives are keyed to early orders on a list of Victor releases scheduled till the end of 1951.

Special RCA Victor targets will be schools using educational records. The company is spending \$75,000 to rerecord its educational catalog on 45 r.p.m. A more detailed promotional program for this specialized field is now being organized.

The coast-to-coast distrib meetings will be guided by eight RCA Victor execs who will conduct the conferences in five major cities. New York meeting will be under Victor's consumer products veepee, J. B. Elliott, and W. W. Bullock, disk sales planning manager. Covering Cleveland will be field sales manager Ed Dodelin, while H. L. Letts, assistant manager of the disk department topper, and Jim Lennon, juke box and syndicate sales manager, will conduct the Dallas session. Los Angeles meeting will be under Kanaga, general sales and merchandising manager, and George R. Market, a. and r. chief.

## Mercury, BMI Set Deal for Wing Activity

NEW YORK, Aug. 4.—Mercury Records veepee Art Talmadge was here this week to complete a publishing deal for the diskery with Broadcast Music, Inc. (BMI). The diskery has at hand an inactive BMI pubbery, Wing Music, which will be put into action as the result of the new deal which was worked out by Talmadge with BMI.

Irwin Berke, Chicago contact man who left the Shapiro-Bernstein pubbery several weeks ago, will assume professional responsibilities for the new publishing set-up. The Mercury-BMI deal reportedly will work on an informal basis, with the diskery working on a record-to-record and song-to-song basis with the licensing organization.

## Decca Pushes Burke Disks

HOLLYWOOD, Aug. 4.—Sonny Burke will have four new tunes on the market prior to debuting his dance *—* (18) at the Palladium October 2, and has been promised full promotion by Decca Records. Burke this week inked Joan Greer as fem chirper with the band, supplementing Don Burke and the Cheerleaders in the vocal department.

It is doubtful whether Burke will play any dates before going into the Hollywood terpery, as the spot is making it difficult thru its contract clause which prohibits any band playing the Palladium from working within a radius of 50 miles. Ballroom feels that any one-nighters would take the shine off the band, which it desires to present as a new outfit. Burke broke in his tootlers May 12 in San Diego's Pacific Square Ballroom, outside the 50-mile limit.

## Norman-Bull Blues Bash Wins \$7,500; Map Dixielander

HOLLYWOOD, Aug. 4.—Gene Norman and Frank Bull's Second Annual Blues Jubilee at the Shrine Auditorium Sunday (29) drew approximately 5,200 jazz enthusiasts and grossed \$7,500. Last year's concert took in \$5,500. Featured on the bill were Big Jay McNeely, Jimmy Witherspoon, Wynonie Harris, Helen Humes, Percy Mayfield, Joe Liggins ork, Mickey Champion, Jimmy Nelson, Pee Wee Crayton, Big Jim Wynn ork, Floyd Dixon and the Three Blazers and Little Willie Littlefield. Show ran four hours.

Norman-Bull combo are now working on their 4th annual Dixieland Jubilee, skedded for the Shrine September 28. Pair plan to revive Bob Crosby's big band with such name tootlers as Eddie Miller, Nappy LaMar, Matty Mallock and Ray Baduc. Fifty musicians are slated to perform. Other possibilities for the jubilee are Lu Waters ork, Bobby Hackett and George Brunis.

## Ballroom Ops Mull Beef on OPA Ceilings

WASHINGTON, Aug. 4.—The National Ballroom Operators' Association is considering the possibility of formally petitioning the Office of Price Administration to authorize a thaw of higher price ceilings on ballroom admissions or exempt ballrooms completely from price control. J. A. Osherman, D. C. counsel for NBOA, and Thomas B. Roberts, of Des Moines, legal counsel for the association, conferred with OPA officials this week.

The NBOA representatives pointed out that current admissions price ceilings have created hardships. They also suggested the possibility that ballrooms may deserve to enjoy the same controls exemption given various other show business segments, including theaters.

## Lawrence Gets Disking Mates

NEW YORK, Aug. 4.—Elliot Lawrence, this week signed to a two-year wax pact with King Records, will be teamed for his first release with a country warbler on one side and a blues chanter on the other. Syd Nathan, King chief, also doubling as director of pop a. & r., said that an attempt will be made to get hefty vocal spotlighting on the Lawrence band diskings.

The label's folk artist skedded to wax with Lawrence is Cowboy Copas, with blues shouter, Melvin Moore, who is featured on the Lucky Millinder hit *—* *I'm Waiting Just for You*.

## Kaye's One-Nighters Planned For Radio Sponsor's Dealers

NEW YORK, Aug. 4.—Sammy Kaye's itinerary beginning next fall will have a novel orientation for a dance ork: Beginning October for 26 weeks he will visit a different city each week in order to transcribe his Sylvania Electric-sponsored American Broadcasting Company Sunday *Serenade* show with each session attended by Sylvania dealers. The ork will do one-nighters en route to and from each city.

The idea is to give dealers a trades-eye view of the workings of the program. The e.t. sessions will be followed by a party for the dealers.

### GAC Itinerary

General Artists Corporation has blueprinted a one-nighter itinerary which will swing Kaye thru the country with reference to the location of the Sylvania dealer cities

## JULY SHEETS ON 1950 PAR

NEW YORK, Aug. 4.—Sheet music sales for this month are comparable to those of July, 1950, according to a leading jobber. June was about 5 per cent below June, 1950.

May of this year enjoyed sales figures about 10 per cent above May, 1950. The big upsurge in sales is expected in mid-August.

## PLAYING CHESS!

### Hwd. AFM Nix Brings Modern Counterclaim

HOLLYWOOD, Aug. 4.—American Federation of Musicians this week was notified by Modern Records that Jack Brenston did not belong to the union when he was signed to Aristocrat Records, forerunner of Chess. Charge resulted after AFM refused to okay Brenston's contract with Modern, claiming the singer is pacted to Aristocrat. Coast indie Jo Bihari allegedly put up the money enabling Brenston to join Local 462 (Atlanta) when Modern signed the warbler.

The rhythm and blues diskery also advised AFM Prexy James C. Petrillo that Chess was releasing John Lee Hooker diskings under the alias of John L. Booker. Modern exec Saul Bihari told *The Billboard* that the two parties are the same and that Modern acquired Hooker's contract when Sensation Records of Detroit went out of business. Sensation did some work with Hooker however, the sides on the Chess label are neither Sensation nor Modern masters.

CHICAGO, Aug. 4.—Leonard and Phil Chess, of the Chess diskery, local r. & b. firm, this week produced a two-year recording contract from the American Federation of Musicians, dated March 29, covering the exclusive dinking facilities of Jackie Brenston, whose Delta Cats' recording of *Rocket 88* has been an r. & b. topper for the past 10 weeks.

The pact disproves the announcement made a few weeks ago (*The Billboard*, July 21) by Modern Records, Hollywood, that they had Brenston. The Chess Brothers said the deal was worked out between themselves, Brenston and Sam Phillips, Memphis recording studio chief, who is also Brenston's personal manager. The Chess firm has 14 unreleased masters on the tenor sax star.

## 3 Quit Hawkins Unit To Form New Quartet

PHILADELPHIA, Aug. 4.—Three of the four men making up Buddy Hawkins and the Keynotes, instrumental-vocal unit linked with Skyscraper Records, left to form a foursome of their own. Curtis Harmon will head up the new unit which will take the billing of the Top Notes.

The Jolly Joyce agency here, which handled the original Hawkins group, has signed the new Harmon group to exclusive management.

## TV-PHONO MERCHANDISING

### Everybody's Right; Firms Promise "La TV En Rose"

NEW YORK, Aug. 4.—Executive thinking in the TV industry remains in a fairly muddled state despite some definite stands on major problems being taken by the various manufacturers. Problem facing the dealer is which manufacturer is going to be right. While several TV set makers are introducing new lines, others are staying with current models. Several key firms are involved in color TV production, more are staying clear of the RCA-CBS system battle. One group of manufacturers is guaranteeing prices in an attempt to "stabilize." Another group reduces list prices in an attempt to create traffic. And in almost every instance the execs involved are willing to offer "proof" that they are headed in the right direction.

Striking development on the manufacturing level this week is Emerson's "two-year color TV plan" which guarantees that any Emerson TV set bought now can be turned in for full price as payment on a color set—if color sets are available in the next two years. On the opposite side, Crosley demonstrated a color TV conversion unit. Hoffman and Arvin this week cut prices on their new lines, while John Meck followed the lead of several top set makers and guaranteed current prices.

Entire industry outlook is still considered to be bright on all levels, but each manufacturer has his own reason for looking at the future thru rose-colored glasses. On the dealer level, it's still clearances, cut prices, loss leaders and, in New York, one dealer stays open day and night.

### Radio, TV Engineers' Fall Conlab Set . . .

Latest television developments, including color and ultra-high-frequency converters, will be discussed by leading electronic engi-

## White Off for Sweden, Eng.

NEW YORK, Aug. 4.—Folk singer Josh White left for Europe yesterday (3) for a return personal appearance tour in Sweden and the British Isles. White will transcribe a series of broadcasts for the British Broadcasting Corporation from August 10 to 15 and outline two other radio series to be recorded at the end of the tour. October 25 to November 14. With White on the tour will be his manager, Mary Chase Josephine Premice, also under Miss Chase's management, will also leave for another European personal appearance tour tomorrow.

After White's first transcriber session for BBC he will fly to Stockholm for a two-week date at the Tivoli Theater and a series of 24 concerts in Sweden. He will start a tour of the British Isles on October 1, covering 15 cities.

## Tower Gets Shot in Arm

CHICAGO, Aug. 4.—Tower Records is taking a new lease on life according to Prexy Dick Bradley. The firm, which hasn't released a disk in 10 weeks, starts a regular two-week release schedule within the next 10 days, when the firm will release sides by three new artists. Buddy Devito, the ex-Harry James chirp, who has been doing a single, and Gil Johnson, Negro bass, are teamed on the first dinking. Chuck Wright, local singer-pianist, has been inked to do novelty sides. Frank York's ork, currently at the Porterhouse of the Sherman Hotel here, cut sides featuring band chirp Yole O'Bryn. Bradley intends to release masters by other Tower artists in September.

The distributing set-up for Tower is being revised, with Bradley still seeking representation in the South. Thus far, he has added Barnett, Baltimore; Roberts, St. Louis; Douglas Bruce, New York; Dave Rosen, Philadelphia; Jimmy Martin, Chicago; Jack Young, Pittsburgh, and Pan-American, Detroit.

neers during a three-day gathering at the annual radio fall meeting, October 29-31. The annual meeting of Radio-Television Engineers is sponsored jointly by the Institute of Radio Engineers and the Radio Television Manufacturers' Association's engineering department. This year's session will be held at the King Edward Hotel, Toronto.

### Reports 20% Drop in Pic Tube Sales . . .

Sales of TV picture tubes to manufacturers in the first half of this year fell 20 per cent below the corresponding period of 1950. Radio-Television Manufacturers' Association reported last week. Set manufacturers' tube purchases amounted to 2,552,757 units in the first six months of this year, compared with 3,171,660 in the same period last week. Of all tubes sold to manufacturers in the first half of this year, 86 per cent were rectangular and 92 per cent were 16 inches and larger.

### "AISLE" RUSH

## Decca Plans Speedy Job On Musical

NEW YORK, Aug. 4.—Decca Records will attempt to duplicate with its original cast recording of *Two On the Aisle* the same speedy recording-production-shipping procedure which proved so eminently successful with its previous *The King and I* and *Guys and Dolls* sets. The diskery has set the recording of the show for Sunday (5) and will attempt to complete the entire recording job in the one day. The package will be rushed into production and the firm will try to have merchandise available within 10 days after the session. The album covers and sleeves are now in production.

The musical revue stars Dolores Gray, who was signed to a Decca term pact this week (see other story this section), and Bert Lahr. It will be preserved in 12 sides on 10-inch 78's and 45's and will be issued on a single 12-inch LP.

## Niles for Cap Pubs in East

NEW YORK, Aug. 4.—Duke Niles this week was hired to head up the Eastern wing of Capitol Records' pubberies. Ardmore Music and Beechwood Music. Niles takes over the post immediately. He last was with Fisher Music.

Mike Gould, who is topper of the pubbery operation, made the appointment prior to leaving for Chicago yesterday (3). Gould will head for his Hollywood headquarters early next week and will return to New York in October. He has been in New York for a month to supervise and arrange full pubbing activity for the firms following the expiration of the selling-agent pact they had with Mickey Goldson's Criterion firm. Dick Good, originally slated for the Gotham job, will return to Hollywood instead.

## Tangled Operation Cues Bowl Trouble

HOLLYWOOD, Aug. 4.—Increasing complexity over the years of the Hollywood Bowl organization and operation was seen by Dr. Karl Wecker, former manager of the Bowl for seven years, as the chief reason for the association's current problems. Wecker told *The Billboard* that many of the Bowl's tribulations made it possible to foresee the recent shuttering. Wecker is currently vacationing in town and will not go actively in business until September 1.

Conductor Alfred Wallenstein is concluding negotiations with individual artists in order to fill out remainder of the season. Majority of the soloists are doubting their services, exception being some of the singers at tonight's Gershwin program, conducted by Johnny Green. Wallenstein is also offering his services free of charge.



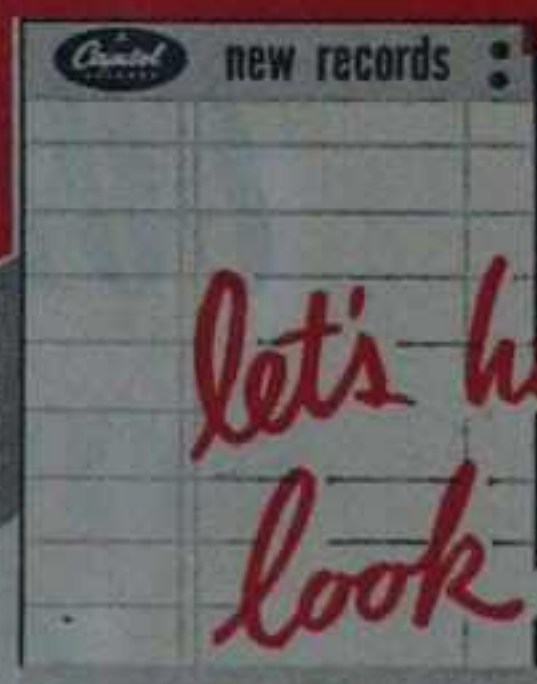


# Capitol

# keeps

# 'em

# coming!



*let's have a look at*  
*this week's release*

(see next 5 pages)

SALES PROVE YOU CAN COUNT ON CAPITOL!

*(hits - that is)*



*Capitol keeps 'em coming...*

HITS  
-that is!



**new records**



**NAT "KING"**

**COLE**

Quartet and Orchestra

Conducted by PETE RUGOLO

**I'LL ALWAYS  
REMEMBER YOU**

and **MAKE BELIEVE LAND**

No. 1747 • F1747

★ I'LL ALWAYS REMEMBER YOU . . . A grand romantic ballad done in the inimitable Cole fashion. MAKE BELIEVE LAND . . . A "Starlit Hit" . . . A dreamy ballad sure to shine brightly for *Operators, Jockeys* and the *Retail Cash Register!*



*Sales prove you can count on CAPITOL!*



*Capitol keeps 'em coming...*



*HITS - that is!*



**new records**

**LES PAUL**

**AND MARY FORD**

**THE WORLD IS WAITING  
FOR THE SUNRISE**

and

**WHISPERING**

No. 1748 • F1748

★ Destined to become Higher  
than "HOW HIGH"!



*Sales prove you can count on CAPITOL!*



*Capitol keeps 'em coming...*



HITS - that is!



**new records**

**PEGGY  
LEE**

Orchestra conducted  
by BILLY MAY

**WANDERING SWALLOW  
and I LOVE YOU BUT  
I DON'T LIKE YOU**

No. 1749 • No. F1749

★ WANDERING SWALLOW... If there was ever a natural for Peggy Lee, it is this unusual Brazilian baião rhythm and melody. "Wandering Swallow" with original lyrics promises to ring the bell with a large section of the record-buying public, what with Peggy doing her bit in a big way with personal appearances, network radio and TV dates. I LOVE YOU BUT I DON'T LIKE YOU... An original Peggy Lee and Henry Beau song with a provocative title and grand contrast to make an excellent disc. Here's good danceable music designed to meet public taste.

**GORDON  
MacRAE**

**CUDDLE UP  
A LITTLE CLOSER**  
The Cheerleaders with orchestra conducted by CARMEN DRAGON  
and  
**DOWN THE  
OLD OX ROAD**  
No. 1750 • No. F1750

★ CUDDLE UP A LITTLE CLOSER... Pegged to be a top favorite, this song is featured by MacRae in Warner Bros.' new picture "On Moonlight Bay." DOWN THE OLD OX ROAD... Here's a favorite of a few years back done in a mood and tempo which fits Gordon to a "T". MacRae, now listed among the top ten box-office draws, plus his NBC network radio show, promises excellent attention to this release.



*Sales prove you can count on CAPITOL!*





*Capitol keeps 'em coming...*



**new records**

**BOB  
CROSBY**

and His  
Orchestra

**HOBO BOOGIE**

Vocal by Bob Crosby

and

**TALES OF HOFFMAN**

(BARCAROLE)

Instrumental

No. 1751 • No. F1751

★ **HOBO BOOGIE**... Here's a real exclusive! Bob comes up with a popular version done in the true Crosby style with a Bob Haggart arrangement. Featuring Bob Crosby's vocal and great instrumental licks by Stan Wrightsman, Charlie Teagarden, Matty Matlock, and Eddie Miller, here is a powerhouse with a brassy spark and a solid beat that's great for dancing or listening. **TALES OF HOFFMAN (Barcarole)**... A rocking version of one of the best-known melodies in music—handled by Bob Crosby as a straight instrumental with a beat. This number is featured in the British film, "Tales Of Hoffman," now playing 1st run, coast to coast!

*HITS  
-that is!*



**THE VOICES OF  
WALTER  
SCHUMANN**

**FAR ABOVE  
CAYUGA'S WATERS**

Trumpet — Andy Secrest

and **I'M ALWAYS  
CHASING RAINBOWS**

Piano — George Greeley

No. 1752 • No. F1752

★ **FAR ABOVE CAYUGA'S WATERS**... A smooth ballad familiar to millions with a new lyric by Sammy Cahn... this is one of the *Voices'* best. Andy Secrest's trumpet work provides a combination to which the public took so well in an earlier release. The melody is a favorite with the general public as well as in college circles throughout the country, which should assure immediate acceptance. **I'M ALWAYS CHASING RAINBOWS**... A perfect vehicle for "The Voices of Walter Schumann" is this concerto-like rendition of the well-known theme melody from the classical standard — Chopin's "Fantasie-Impromptu." Here is a blend of big concerto-type arrangement, with a good touch of rhythm and fine piano work by George Greeley.



*Sales prove you can count on CAPITOL!*



Capitol Keeps 'em Coming...

HITS - that is!



# new records

## PETE KELLY AND HIS BIG 7

### LOUISIANA and FUNNY MAN

Vocal - Maggie Jackson  
No. 1753 • No. F1753

★ LOUISIANA... Well-known Dixieland tune gets a new "lift" by this group which features such top names as Dick Cathcart, Matty Matlock, Nick Fatool, and George Van Eps. The pay-off comes via the tie-in with the new NBC network show "Pete Kelly's Blues." FUNNY MAN... An original number with plenty of personality, "Funny Man" is done with the Dixie beat and sung by Maggie Jackson.

hear "PETE KELLY'S BLUES"  
NBC coast-to-coast  
starring JACK WEBB

### JOHNNY PECON

★ SOON WE'LL BE MARRIED... A bright polka in the inimitable Pecon style. Featured is a vocal duet by Johnny and Nettie Pecon and great accordion work by Lou Trebar. DARLENE... A dandy country waltz with a danceable beat featuring accordion by Lou Trebar and sax by Eddie Platakis.

### SOON WE'LL BE MARRIED - Polka and DARLENE - Waltz

No. 1754 • No. F1754

### JESS WILLARD

★ JAVA JUNCTION... The title of this tune also happens to be a by-word of truck drivers from coast to coast. Jess Willard gives it just the right amount of "warmth and sugar" to make it a good western dish for operators. OIL THE HINGES ON YOUR DOOR... An original "cutie" with suggestive title and lyrics performed by Jess as his ever-growing public likes it.

### JAVA JUNCTION and OIL THE HINGES ON YOUR DOOR

No. 1755 • No. F1755

### LEON CHAPPEL

★ I'M A DO-RIGHT DADDY... Another Chappel natural for operators... offering a familiar melody and spicy lyrics. TAKE YOUR TIME MAMA... With lilting instrumental support, Leon Chappel gives some good advice with cute double-talk.

### I'M A DO-RIGHT DADDY and TAKE YOUR TIME MAMA

No. 1756 • No. F1756



Sales prove you can count on CAPITOL!



## Output of Sulfuric Acid Reaches 1 Mil Tons During May

WASHINGTON, Aug. 4.—Gross production of sulfuric acid, which is used in phonograph disks, reached 1,142,882 short tons during May, 1951, according to the Department of Commerce. This compares to 1,104,335 short tons during May the year before, and 1,133,353 short tons produced in April, 1951.

Production of sulfuric acid in the chamber process during May, 1951, was 243,911 short tons as compared to May, 1950, with 247,490 short tons, and April, 1951, with 248,935 short tons. Short ton production under the contact process (gross) was 898,971 for May, 1951; 856,845 for May, 1950, and 884,418 for April, 1951. Short ton production with the contact process (new) was 808,418 during May, 1951, as compared to 788,335 in May, 1950, and 802,049 in April, 1951. Fortified spent acid production rose to 90,553 short tons in May, 1951. This compares to 70,510 in May the year before, and 82,369 in April, 1951.

## Imperial Sets Longhair Wax

HOLLYWOOD, Aug. 4.—Coast indie Imperial Records will release its first classical shellac September 10, following a reciprocal disk pact with Bonnier Records of Paris. Local label has a three-year paper with the overseas indie and will release Bonnier masters on single LP's retailing at \$4.85 for the 12-inch and \$3.85 for the 10-inch. Bonnier will issue folk dance and rhythm and blues material from Imperial's catalog.

Bonnier Prexy A. G. Graenear has turned over a catalog consisting of works by Grieg, Strauss, Chopin, Lehar, to name a few, which Imperial topper Lou Chudd is currently processing.

## BMI, Pubbers

Una Vez, published by Promotora Hispano Americana De Musica. Suit was also filed against Corey's Restaurant here on the tunes Arrimate Carinito and Besame Y Veras, also published by Peer. Third defendant was the Red Swan Operating Company, of Warwick, N. Y., for alleged infringement of Peer's Brazil and Prisonero Del Mar, and E. B. Marks' tune, Ida, Sweet As Apple Cider. All actions seek injunction, damages and not less than \$250 for each infringement, all of which allegedly occurred since last fall.

A BRIGHT, EXCITING NOVELTY

# "JUG OF WINE"

Recorded by  
 TONY FONTANE ..... MERCURY  
 "HOT LIPS" JOHNSON ..... DECCA

Lincoln Music Corp.  
 1619 Broadway, New York 19, N. Y.

The Ballad Smash from M-G-M's  
 "RICH, YOUNG AND PRETTY"

# DARK IS THE NIGHT

(C'est Fini!)

LEO FEIST, INC.

The G.I.'s Own Song

# "ROTATION BLUES"

TANNEN MUSIC, INC.  
 146 West 34 St., New York 17

## Tops Enters Pop LP Field With 10-Inchers . . .

Tops Records, low-priced diskery, has expanded into the pop LP field by issuing the first of a series of 10-inch LP disks containing six current tunes. Price for the disk is 98 cents. The label has also released three new country and Western disks at 49 cents. The rest of the line includes pop standard LP's at 98 cents, three-disk pop packages in 45 and 78 speeds at \$1.49, and both 78 and 45 pop singles at 49 cents.

## Valando Lands Renewal; "Sweetie" Comes Back . . .

Pubber Tommy Valando last week obtained the complete renewal rights to "My Sweetie Went Away" from writer Lou Handman and the estate of Roy Turk. Tune had been with Mills, originally copyrighted by Watterson, Berlin & Snyder in 1923. It will be a fall plug in Valando's Laurel Music.

## Leeds to Pub Green Opus; All-Star Wax Set . . .

Leeds Music has obtained publication rights for "The Musicians," written by Victor pop-a-er topper Charley Green and folk artist Tom Glazer. Waxed by an all-star Victor ensemble comprising Tony Martin, Dinah Shore, Phil Harris and Betty Hutton, disk will be released this week.

## London, RKO Tie In on Jane Russell's Songs . . .

London Records has set a promotional tie-in with RKO pictures on the Jane Russell disk, "You'll Know" and "Five Little Miles From San Berdo." Tunes are from the flick "His Kind of Woman." RKO is using the disk as intermission music in theaters playing the picture, while London will send disk dealers reprints of an upcoming RKO ad in Look magazine which plugs the London record.

## Vollmer Wants Another Post in Music Field . . .

Earl Vollmer, who last month was replaced as Palladium manager by Sterling Way, is on vacation and mulling plans to take on a new post in the amusement field. Vollmer admitted having several offers, but revealed nothing except his inclination to remain in the music business or its allied fields. He had been the ballroom overseer for the past 11 years.

## New York

Flack Jerry Simon is convalescing from an appendix operation at Flower Hospital. The Howie Richmond pubbery moves to new offices at 666 Fifth Avenue next Wednesday (15). Howard Dietz, Loew's, Inc., veep, was married to theatrical designer Lucinda Ballard at Greenwich, Conn., Tuesday (31). Dick Gersh, who recently pacted warbler-cleffer Don Reid to a p.m. contract, last week signed a management paper with Irving Fields. Ivy Music, Chappell subsid headed by Jack Perrin, retrenched last week, letting out contact men Vic Selzman here and Artie Valando on the Coast. Marvin Jaguden leaves his spot as Mercury deejay contact for Malverne Distributors to enter the Army August 13. Sylvie Saint Clair, French chanter, returns to the United States next week after a long stay in Europe. She's set for another regular TV show and is negotiating a waxing pact. Secoo Records signed Celia Cruz, Cuban vocalist. Tony Bennett goes into the Olympia Theater, Miami, September 12. Vet band leader Dor Bestor is now broadcasting over WNLK, Norwalk, Conn., with a three-times-a-week husband-wife stanza. Mrs. Bestor is Beulah Penny, former cover girl. The show is general chatter type with show business stories, Don at the piano, and an occasional disk. The U. S. Army last week returned contact man Bobby Kornheiser to Paramount Music marked "hay fever." Hill & Range obtained publication rights in "Georgia Land," recently adopted by the Georgia Legislature as the State song. Decca Records' prexy, Milton Rackmil, leaves for a 12-day business trip to Hollywood Tuesday

# Music as Written

(7). . . Guy Lombardo and his brothers, sister and related in-laws will throw an elaborate party August 19 to celebrate the golden wedding anniversary of his parents. . . Decca artists' relations and promotion chief, Mike Conner, is off for a two-week vacation. . . Gordon Jenkins arrived here for a short stay Friday (3). . . MGM Records has signed and already recorded a 16-year-old thrush, Emily Marie. She's from Boston and was discovered by deejay Bob Clayton.

## Chicago

Cliff Mitchell left Lawrence Welk, for whom he did advance flackery, to return to Omaha. He will promote Joe Malec's Peony Park dancery. . . Francis X. Spencer, Kansas City, Mo., mailman who promoted dance dates there, died last week. . . Dick Haymes and Billy Bishop's band, skedded for a midwest tour during August and September, were canceled when Haymes grabbed 30 days with the Hadacol tour.

Rex Allen has added a new BMI pubbery, Blue Bell, to his Boxer Music, BMI affiliate. . . Phil and Leonard Chess, of Chess Records, the r. & b. label, claim they are still recording Jackie (Rocket 88) Brenston and have a waxing contract with him filed with the American Federation of Musicians. . . Chick Kardale, who parted company with Leeds Music as contact man here, is going into record exploitation. Billy Williams' Quartet and the Tony Pastor ork are his first accounts.

## Hollywood

Sammy Mendoza's ork will play the 11th annual Black and White Ball September 3 at the Los Angeles Breakfast Club. Two other bands will be signed. Ball is patterned after the Baile Blanco y Negro, held yearly in Mexico City. General Artists Corporation has added Will Osborne to its list of bands. Paul Neighbors' band has been named 1951 Band of Tomorrow by 100,000 teen-agers of the St. Louis school system. Bobby Troup has clefled a new tune, "Well Sir."

Ike Carpenter takes his ork to Jansen Beach, Portland, Ore., for three days next month. . . GAC is readying an Eastern tour for Vido Muzz. Orkster may pick up an outfit in the East rather than take his present group with him. Australian promoter Les Welsh is seeking Mary Ann McCall for a series of dates, thru his Western rep, Robert Martin, in Vancouver, B. C.

Lionel Hampton has been booked for a week in the Palomar Supper Club, Vancouver, B. C., beginning September 10. Dimitri Tiomkin will pen a special "Missouri Suite" for "The Big Sky" at RKO. Music will be based on authentic Crow, Sioux and Blackfoot Indian music. Roger Edens' initial assignment at Metro as a producer will be the musical, "Jumbo." Gene Autry will do multiple-recording singing in his next flicker at Columbia. High Time Records prexy, Gloria Coombs, is putting together an amateur show at the Del Mar Beach Club, Santa Monica. Amanda Ambrose will play a concert in St. Louis' Kiel Auditorium September 28. Charles Tobias and Peter De Rose, finishing cleffing bit in WB's "About Face," head for New York to work on a musical yet untitled. . . Jud Conlon left for Chicago to attend the funeral of his mother.

## Milwaukee

Mercury artist Rex Allen made a triumphant promotional tour thru the State recently. Biggest flackery was accomplished in Green Bay, where Manager Mickey Gross snagged a full-page ad in evening papers, personal appearances on all stations and at the Bay Theater, a motorcycle escort and a civic banquet with the mayor as speaker. Organist Joan Kosoc is at the Packer Playdium in Green Bay. At La Bracke's is Frankie Cammaratta, who just wound up an engagement at Jack Dempsey's in New York. Bettze and Ramon are at the Northland Hotel, Green Bay. Patti Page and her package unit open at the Riverside Theater August 23. Biggest attendance of the season thus far at the Washington Park

"Music Under the Stars" series was attracted by Tito Guizar. Playing to vacationers in the Baraboo-Devils Lake country, at the Dude Ranch, are the three Bachelors of Music. . . The Hal Otis Trio was inked by Jerry Grossman, of the Towne Room, to take over when the Eddie South combo leaves the first week of August.

## Detroit

Dolores Carroll, vocalist, has returned to the Club Manhattan. Charles Farrell opened last week at Yeaman's Bar, West Side spot. . . Singer Billy Daniels opened with pianist-vocalist Benny Payne at the Elmwood Room, Windsor. Gene Loash, pianist-vocalist, is set to open July 30 at the Commodore Hotel, Windsor, for an indefinite run, booked by Delbridge & Gorrell. The Joy Boys were set by the same office to open July 30 for two weeks at Parker's Stage Door Bar. Pat Flowers, pianist at Baker's Bar, is going into his 11th year at the North End spot. . . Bob Connolly, new Mercury artist, made his local debut last week as headliner at the Flame Show Bar.

## Burdge Named In \$325 Suit

HOLLYWOOD, Aug. 4.—Gordon Burdge, Majestic Record's Coast rep, who was fined \$50 for failure to comply with a State Liquor Commission subpoena (The Billboard, May 5), last week was named in a \$325 suit which charged that two of his checks bounced at the New York Waldorf-Astoria Hotel. Suit dates back to May, 1950, and is being handled by A. S. Goldman of this city.

Goldman told The Billboard that last year Burdge gave to the New York hotel checks for \$225 and \$100. One was made out to him from Pinnacle Pictures and Productions and the other from the same company and endorsed by him.

Burdge's recent fine came as an aftermath of his failure to answer the Commission's subpoena which was issued after the American Federation of Musicians charged he did not pay local windjammers for sessions conducted by ABC-Eagle, of which Burdge was prexy.

## Specialty Sets 6 New Distributors

HOLLYWOOD, Aug. 4.—Specialty Records this week inked distributors in six cities as the result of a market survey by the Coast diskery which revealed a slump in sales as compared with label's estimate. New distributors are Midwest Distributing Company, St. Louis and Kansas City, Mo.; United Record Distributing, Houston; South Coast Amusement Company, Dallas; A-1 Record Distributors, Inc., New Orleans, and College Record Distributors, Boston. Additions bring the r. and b. indie's national line to 34.

Dropped by the waxery are St. Louis and Kansas City; Macy's Record Distributing Company, Houston and Dallas; Delta Music Sales, New Orleans, and William Greenblatt, Boston.

## Court Denies Suit Intervention Plea

NEW YORK, Aug. 4.—Missouri tunesmith Edward Vance this week was denied his application for intervention into the government's 1940 anti-trust action against the American Society of Composers, Authors and Publishers. The decision was rendered by Judge Edward Weinfeld in Southern District Court here.

Vance had sought to re-open the ASCAP consent decree as amended in 1950. Vance had filed a suit, dismissed several months ago for lack of jurisdiction, charging ASCAP and numerous music publishers with tune piracy and conspiracy.

## ISR, Rodeheaver Wax 18 Sides for Rainbow Release

HOLLYWOOD, Aug. 4.—International Sacred Recordings has concluded a joint recording session with Rodeheaver Hall-Mack Company at the latter's Winona Lake, Ind., headquarters and will release 18 sides on Rainbow International label, which the two indies will use as a vehicle for their combined religious diskings. Sides, cut on both 78 and 45 r.p.m., include works by Homer Rodeheaver, Ted Smith, Paul Mikelson and Ruth Rodeheaver Thomas. Release date is September 1.

Sessions in Winona Lake were coincidental with the Youth for Christ international convention. International salesmen this week wound up their sales training course and immediately began territorial junkets. Bob Jones is in the Southeast and Southwest area; Francis Ryden, Midwest, and Randy Baker, the Coast.

ISR is processing 20 45's and 10 LP's for September 1 distribution. Everett Anderson handled production on ISR's works besides supervising the Rainbow International sessions. ISR entered into a pact with Rodeheaver to handle the latter's sales on a national basis (The Billboard, June 23).

## Camarata Set

Continued from page 14  
 current plug material. Camarata will become a sort of East Coast Gordon Jenkins for the diskery.

In addition to his recording activity, Camarata also has reactivated his pop songwriting career. His newest effort, with Cy Coben as lyricist, is a ballad called I Will Never Change. The tune has been etched by Johnny Desmond for MGM, with other diskings in the offing. It is being published by Promenade Music, a pubbery set up by Camarata with George Paxton. The firm also houses the recent light orchestral originals penned and recorded by the arranger-composer-conductor for Decca. His London-recorded originals were published by Mills Music.

Camarata will grow his longhair again late in September when he is slated to go to England to cut his own orchestral arrangement of the score for the opera Carmen.

## "THE GIRL IN THE WOOD"

FRANKIE LANE

(COLUMBIA)

TERRY GILKYSOON-KATIE LEE

(DECCA)

AMERICAN MUSIC, INC.  
 1576 Broadway, N. Y. • 9109 Sunset Blvd. Hollywood  
 CO 5-7888 CR 1-5234

MUSIC BOURNE TO LIVE

THERE'S NO BOAT LIKE A ROW BOAT

PERRY COMO

vic #20-4158

BOURNE, Inc., 177 W. 42 St., N.Y.C.

Another BMI Pin-Up Hit!

# LONGING FOR YOU

Published by Ludlow

Recorded by

Vic Damone	(Mercury)
Teresa Brewer	(London)
Tommy Tucker	(MGM)
Let Baxter	(Capitol)
Larry Clinton	(Broadway)
Paulette Goddard	(Decca)
Russ Morgan	(Coral)
George Cates	(Columbia)
Sammy Kaye	(Columbia)

Licensed Exclusively by  
**BROADCAST MUSIC, INC.**

Rag Rag Raggedy Moon

SMASH HIT NOVELTY

LEON RENE PUBLICATIONS

WATCH FOR NEW RELEASES

2124 W. 10th St., Los Angeles 18, Calif.



# THE FIRST TOP POP!

## ON THE COUNTRY HIT ...

# "COLD COLD COLD HEART"



by  
**TONY BENNETT**

Orchestra Conducted by  
**PERCY FAITH**

on  
Columbia 39444

ALL READY ON THE WAY UP ...

• The Billboard's Best Selling Pop Singles (August 4)

Wks. to Date	Last Wk.	This Wk.	
2	28	22	"COLD, COLD HEART"

• The Billboard's Disk Jockey Pick (August 4)

1. "COLD, COLD HEART"

• The Billboard's Operators Pick (August 4)

3. "COLD, COLD HEART"

• The Billboard's Retailers Pick (July 21)

2. "COLD, COLD HEART"

# COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," etc., Reg. U. S. Pat. Off. Marks Registered

## THE BILLBOARD Music Popularity Charts

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received August 1, 2 and 3.

Last Week | This Week

#### 2. 1. Come On-A My House

By William Saroyan and Ross Bagdasarian—Published by Duchess (BMI)  
RECORDS AVAILABLE: R. Clooney, Col 39467; R. Hayes, Mer 5673; K. Armen, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Counts Quintette, Savoy 793; L. Prima, Robin Hood 111; K. Starr, Cap 3740; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 68544.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

#### 1. 2. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)  
RECORDS AVAILABLE: F. Allison, V 20-4185; P. Andrews, Dec 27549; T. Arden, Col 39273; N. King Cole, Cap 1449; J. Desmond, MGM 38530; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; Y. Young Drk, Dec 27366; C. Moody, King 977; L. Arceraz Drk, V(45151)-3486.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Drk, Associated; Bob Eberly, World; Tony Foster, Lang-Worth; Gould and Silane, Lang-Worth.

#### 3. 3. My Truly, Truly Fair

By Bob Merrill—Published by Santly-Jay (ASCAP)  
RECORDS AVAILABLE: V. Damone-G. Bagarian Drk, Mer 4644; F. Martin Drk, V 20-4159; G. Mitchell, Col 39415; A. Mooney, MGM 18484; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27636.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard; Vincent Lopez, Thesaurus.

#### 4. 4. Sweet Violets

By Cy Cohen and Charles Green—Published by E. H. Morris (ASCAP)  
RECORDS AVAILABLE: D. Drew-C. Parman Drk, Mer 5673; D. Shore, V 20-4174; J. Tarzy, Dec 27668; J. Davis, Columbia 39488.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

#### 5. 5. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)  
From the MGM film "The Great Caruso."  
RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Drk, Col 39145; M. Lanza, V 20-3300; H. O'Donnell, Cap 1408; A. Shelton, London 537; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 247.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darion, Standard; Bill Mills Drk, Standard; Shep Fields, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth.

#### 10. 6. How High the Moon

By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: C. Brown, Ataddin 3071; Errol Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Drk, Col 30950; E. Fitzgerald, Dec 24367; D. Rose Drk, MGM 30012; MGM 20322; D. Brubeck Trio, Fantasy 515; O. Peterson, 8943.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank O'Amica, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Salk, Standard; Ray McKinley Drk, Thesaurus; June Christy-Johnny Guarneri Quartet, Thesaurus; Helen Forest, World; Shep Fields, Lang-Worth; Red Nichols, Lang-Worth.

#### 9. 7. Mister and Mississippi

By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)  
RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aulry, Col 39373; D. Dag, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5645; Tennessee Ernie, Cap 1521.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Felton, World; Hank Penney, Standard; Chuck Foster, Lang-Worth.

#### 6. 8. Jezebel

By Wayne Shanklin—Published by Broadcast Music (BMI)  
RECORDS AVAILABLE: Alexander Brax, Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307; W. Atwell, London 1040; Louie and Oscar, Dec 46340.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chertov, Standard; Larry Felton, World; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus.

#### 6. 9. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)  
RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Col 39362; Bob Crosby, Coral 60440; G. De Haven-G. Lombardi, Dec 27666; J. Desmond, MGM 18947; J. Pearce, V 10-3426; R. Barber, Mercury 3643.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Drk, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Minky Carney, Associated.

#### 8. 10. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)  
RECORDS AVAILABLE: C. Gates, Coral 60436; V. Morrow, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Jvo, Col 39528; Terrea Lea, Intre 6014; G. Straw Drk, Mer 5612; Job White, London 1028; B. Johnson, Merit 303; M. Pearl, King 978.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Drk, Standard; Eddy Howard, World.

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*Rings the Bell! . . .*

**GUY  
MITCHELL**

with **MITCH MILLER'S** orchestra & chorus



**"BELLE, BELLE, MY  
LIBERTY BELLE"**

*by the writer of "SPARROW IN THE TREETOP" and "MY TRULY, TRULY FAIR"*  
backed by . . .

**"SWEETHEART OF YESTERDAY"**

*by the team that wrote "MY HEART CRIES FOR YOU"*  
on

**COLUMBIA  RECORDS**

Trade Marks "Columbia," "Masterworks," ,  Reg. U. S. Pat. Off. Marcas Registradas

78 rpm 39512

33 1/3 rpm 3-39512

45 rpm 4-39512



# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

Based on reports received August 1, 2 and 3

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or 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	Weeks Last	This to date	Week/Week	Record	Artist	Label
6	1	1		COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
17	2	2		TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
6	5	3		SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
10	4	4		MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
15	3	5		JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI
9	9	6		I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148—ASCAP
4	15	7		BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
11	7	8		MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45—ASCAP
2	16	9		COME ON-A MY HOUSE	K. Starr	Cap(78)1710; (45)F-1710—BMI
19	6	10		HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
16	8	11		LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3340; (45)49-3340—ASCAP
10	17	12		I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMT
1	—	12		LAURA	S. Kenton	Cap(78)1704; (45)F-1704
2	11	14		I'VE GOT YOU UNDER MY SKIN	S. Freberg	Cap(78)1711; (45)F-1711—ASCAP
1	—	14		COME ON-A MY HOUSE	R. Hayes	Mercury(78)5671; (45)5671X45—BMI
7	25	16		SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
1	—	17		IN THE COOL, COOL, COOL OF THE EVENING	F. Laine-J. Stafford	Col(78)39466; (45)4-39466; (33)3-39466—ASCAP
1	—	18		LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI
5	—	19		GOOD MORNING, MR. ECHO	J. Turzy	Dec(78)27622; (45)9-27622—BMI
2	—	19		BECAUSE OF RAIN	Nat (King) Cole	Cap(78)1501; (45)F-1501—ASCAP
4	14	21		GOOD MORNING, MR. ECHO	M. Whiting	Cap(78)1702; (45)F-1702—BMI
1	—	22		AELUNA MEZZUMARE	E. Dewan Quintones	Mercury(78)5537; (45)5537X45—BMI
1	—	23		GO GO GO GO	R. Hayes	Mercury(78)5671; (45)5671X45—ASCAP
2	—	23		VANITY	D. Cherry	Dec(78)27618; (45)9-27618—ASCAP
1	—	25		VANITY	S. Vaughan	Col(78)39446; (45)4-39446; (33)3-39446—ASCAP
2	—	25		DEADLY WEAPON	E. Howard	Mercury(78)5563; (45)5563X45—BMI
1	—	27		GIMME A LITTLE KISS	A. Stevens-H. Rene	V(78)20-4208; (45)47-4208—ASCAP
2	21	28		SWEET VIOLETS	J. Turzy	Dec(78)27668; (45)9-27668—ASCAP
1	—	29		COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
14	13	30		ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP
11	17	30		THESE THINGS I OFFER YOU	S. Vaughan	Col(78)39370; (45)4-39370; (33)3-39370—ASCAP
1	—	30		THAT'S MY BOY	S. Freberg	Cap(78)1711; (45)F-1711—BMI

## England's Top Twenty

POSITION	Weeks Last	This to date	Week/Week	English	American
6	1	1		MY RESISTANCE IS LOW	Morris
10	2	2		WITH THESE HANDS	Edw. Kasser, Ltd.
8	3	3		IVORY RAG	Mac Melodies
7	4	4		I APOLOGIZE	Victoria
21	7	5		BE MY LOVE	Francis Day
18	8	6		MOCKIN' BIRD HILL	Southern
9	6	7		ON TOP OF OLD SMOKY	Leeds
6	5	8		JEZEBEL	Campbell-Connelly
3	10	9		MY TRULY, TRULY FAIR	Dish
4	12	10		TOO LATE NOW	New World
15	9	11		SHOTGUN BOOGIE	Campbell-Connelly
7	12	12		LOVELIEST NIGHT OF THE YEAR	Francis Day
11	11	13		OUR VERY OWN	Bradbury Wood
23	14	14		GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit
5	16	15		YOU ARE MY DESTINY	Swan
27	15	16		SEPTEMBER SONG	Chappell, Ltd.
1	—	17		UNLESS	Francis Day
12	17	18		WOULD I LOVE YOU	Disney
13	20	19		MY LIFE'S DESIRE	Lennox
16	18	20		SPARROW IN THE TREE TOP	Cinephonic

## VOX JOX

### Ad Lib Cuttings

Stanley Burns, WPAT, Newark, N. J., and Murray Jordan, WLIB, New York, vacationing at Scaroon Manor, Schroon Lake, N. Y. . . . Bert Knapp, WMCA, New York, and frau are parents of baby girl. . . . Carl Venters, WJNC, Jackson, N. C., writes: "The Walking and Whistling Blues" by the Four Knights makes a good closing theme. Start the record near the end when signing off, and let the footsteps fade away into the distance. . . . Joe Ryan, WALL, Middletown, N. Y., nominates the following tunes for "underestimated songs of the day": "End of a Love Affair," "Chickasaw Mountain," "Go, Go, Go," "Anytime at All" and "Who Knows Love."

### Gab Bag

Don Ham, KAFP, Petaluma, Calif., pens: "William Saroyan's brother, Henry, called me last month and said he would like to hear his brother's song, 'Come-on-a My House,' because he hadn't heard it yet and wasn't able to buy a copy of the record in town." "What has happened to the Decca label?" asks Bill Britton, WNLK, Norwalk, Conn., "For a while we received quite a few. Now their supply has disappeared. . . . Bill Bowick, WALB, Albany, Ga., pens, "My usually sophisticated caffiedns on 'Coffee with Bill' have gone 'hawg wild' over a Tennessee waxing of 'Down Yonder' by Del Wood. Don't know if it has national distribution yet or not, but it certainly should. Terrific piano."

### Preems

Joe Quinn, ex-WJMA, Orange, Va., has joined WBET, Brockton, Mass., as a summer replacement. . . . Jack Shefrin, formerly with KNAL, Victoria, Tex., is new program director at WMID, Atlantic City. . . . Bob Ostberg, ex-WHOB, Gardner, Mass., is new mid-morning spinner at WFGM, Fitchburg, Mass. . . . Bob Brown and Bill Gress have taken over Norm Bacon's d.j. stints at WOC, Davenport, Ia. Brown handles daily afternoon seg, while Gress pilots Norm's three-hour Sunday morning spot. . . . Bill Ruff, KOLO, Reno, Nev., has been doing a show tagged "The Wax Works" since last March, which makes Robert O. Lewis a copy cat, since his new CBS network d.j. show bears the same name. . . . Jay Giles, WSOY, Decatur, Ill., appointed program director, succeeding Bernie Johnson, who joined Housewives Protective League in Boston. . . . Al Roberts, WHNC, Henderson, N. C., has replaced Herb Lee, who moved over to WBTM, Danville, Va. . . . Dennis Murphy, KGGF, Coffeyville, Kan., and his 10,000 jazz disks return to KIND, Independence, Mo., where Murphy will reign as program director. . . . 18-year-old Dan Ross, whose teen-age show, "Platter Chatter," on WBBM, Miami Beach, Fla., celebrated its first birthday this month, is bowing off the air to attend Swarthmore, Pa. Ross, only teen-age d.j. in Florida, has been using Billboard popularity charts on his show to spot new releases for teen-age panelist. So far the group has predicted such wax hits as "Mockin' Bird Hill" and "Too Young." . . . Eddie Lambert has left Hollywood to join WEAT, Palm Beach, Fla. . . . Ed Skinner is new staffer at WACA, Camden, S. C. . . . Mildred and Joe Brown chalk up a "first" on WCTC, New Brunswick, N. J., via a "Mr. and Mrs. Classical Music" show. In spite of title, tho, ailer will spot "pops" along with "medium-heavy classics."

## Best Selling Sheet Music

Based on reports received August 1, 2 and 3

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

POSITION	Weeks Last	This to date	Week/Week	Song	Artist
16	1	1		TOO YOUNG (R)	Jefferson
13	2	2		LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
19	6	3		ON TOP OF OLD SMOKY (R)	Folkways
25	3	4		MOCKIN' BIRD HILL (R)	Southern
5	8	5		COME ON-A MY HOUSE (R)	Duchess
10	4	6		MISTER AND MISSISSIPPI (R)	Shapiro-Bernstein
9	4	7		MY TRULY, TRULY FAIR (R)	Santly-Joy
4	7	7		SWEET VIOLETS (R)	E. H. Morris
6	14	9		BECAUSE OF YOU (F) (R)	Broadcast Music
32	9	10		IT IS NO SECRET (R)	Duchess
2	11	11		SHANGHAI (R)	Advanced
5	13	12		I GET IDEAS (R)	Hill & Rango
3	15	13		THESE THINGS I OFFER YOU (R)	Valando
12	—	14		HOW HIGH THE MOON (R)	Chappell
9	10	15		JEZEBEL (R)	Broadcast Music

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Postman's Audience Coverage Index. The index is projected upon radio logs made available to Postman'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 tunes in the case of (list) tunes alphabetically. This music checked is predominantly over 40 per cent alive.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

Because of You (F) (R)	Broadcast Music—BMI
Bonne Nuit (R)	Burke-Van Heusen—ASCAP
Come On-A My House (R)	Duchess—BMI
Dark Is the Night (R)	Feist—ASCAP
Do You Really Love Me? (R)	Bregman-Vocco-Conn—ASCAP
Everything I Have Is Yours (R)	Miller—ASCAP
Go, Go, Go (R)	Famous—ASCAP
Hellia Young Lovers (M) (R)	Williamson—ASCAP
Hot Canary (R)	Leeds—ASCAP
I Get Ideas (R)	Hill and Rango—BMI
I Wish You the Best	Life—BMI
I'm Late (F) (R)	Walt Disney—ASCAP
In the Cool, Cool, Cool of the Evening (R)	Burke-Van Heusen—ASCAP
Love Is the Reason (M) (R)	T. B. Harms—ASCAP
Mad About Love	Life—BMI
Mister and Mississippi (R)	Shapiro-Bernstein—ASCAP
Morning Side of the Mountain (R)	Rennick—ASCAP
My Day Dream (R)	Wings—ASCAP
My Life's Desire (R)	Shapiro-Bernstein—ASCAP
My Truly, Truly, Fair (R)	Santly-Joy—ASCAP
On the Motor Boat	Life—BMI
Pretty Eyed Baby (R)	Pickwick—ASCAP
Shanghai (R)	Advanced—ASCAP
Tell Me (R)	Mellin—BMI
There's a Big Blue Cloud (R)	Spintax—ASCAP
There's No Boat Like a Rowboat (R)	Bourne—ASCAP
Too Young (R)	Jefferson—ASCAP
Very Good Advice (F) (R)	Walt Disney—ASCAP
Wang Wang Blues (R)	Miller—ASCAP
We Kiss in a Shadow (M) (R)	Williamson—ASCAP
Wonder Why (F) (R)	Robbin—ASCAP

## Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points; when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

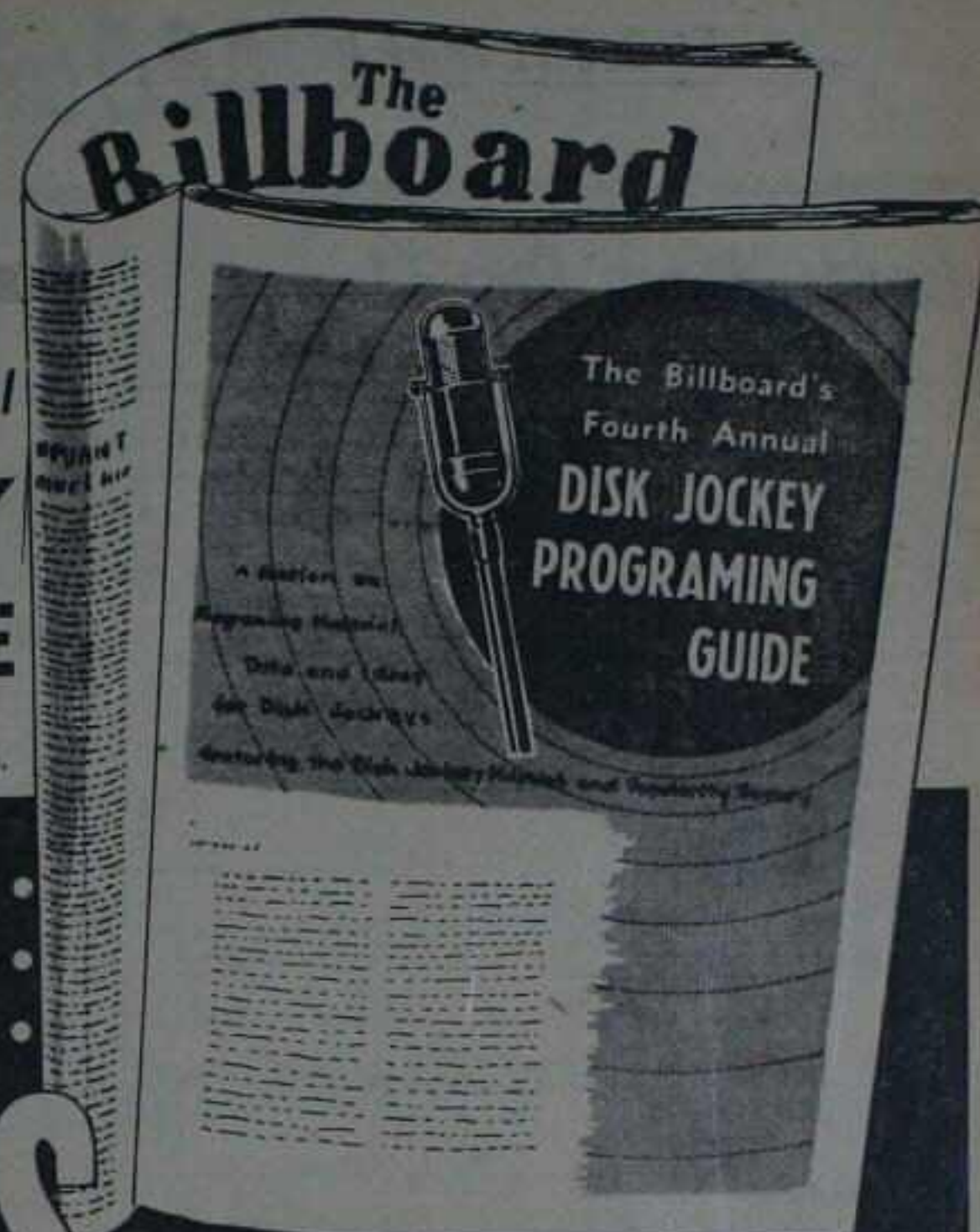
Song	Points
1. Too Young—Jefferson	125
2. Come On-A My House—Duchess	75
3. Because of You—BMI	50
4. How High the Moon—Chappell	50
5. In the Cool, Cool, Cool of the Evening—Paramount	40
6. Jezebel—BMI	40
7. Shanghai—Advanced	40
8. Shall We Dance—Williamson	40
9. Wondrous Word of Love—Essex	40
10. My Truly, Truly Fair—Santly	35
11. When You and I Were Young Maggie Blues—Mills	30
12. Pretty Eyed Baby—Pickwick	30
13. There's a Big Blue Cloud—Spintax	30
14. Wonders Why—Robbins	30
15. You're Just in Love—Berlin	30
16. Sound Off—Shapiro	25
17. A Bushel and a Peck—Morris	20
18. Be My Love—Miller	20
19. Getting to Know You—Williamson	20
20. Go, Go, Go—Famous	20
21. I'm Late—Disney	20
22. Love Is the Reason—T. B. Harms	20
23. Mister and Mississippi—Shapiro	20
24. On Top of Old Smoky—Folkways	20
25. Very Good Advice—Disney	20
26. Wang Wang Blues—Miller	20
27. Loveliest Night of the Year—Robbins	15
28. Syncopated Click—Mills	15
29. We Kiss in a Shadow—Williamson	15
30. Would I Love You—Disney	15



# NOW IN PREPARATION

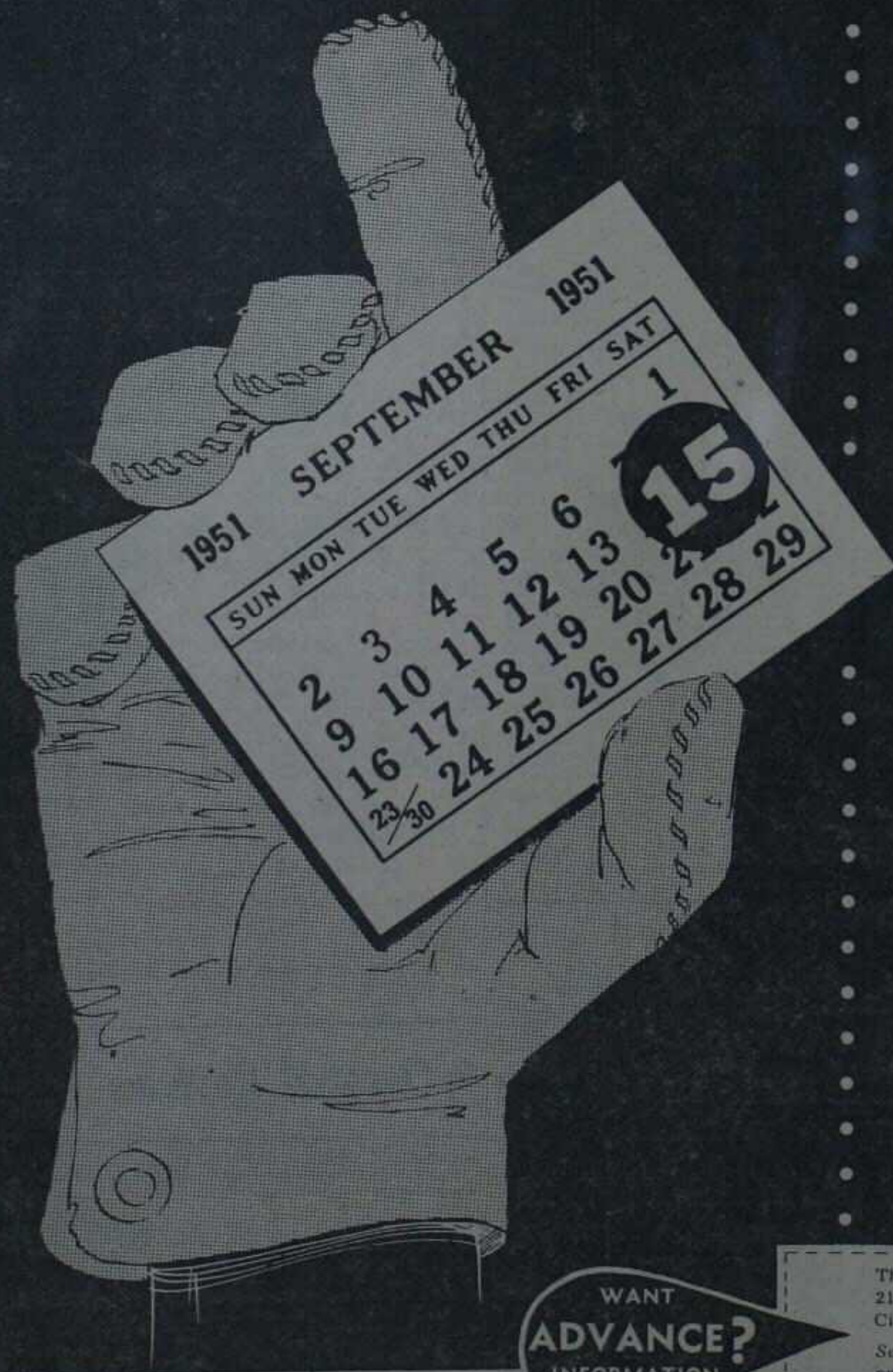
## The Billboard's 4th Annual DISK JOCKEY PROGRAMING GUIDE

A Supplementary Section of the SEPTEMBER 15th ISSUE . . . out SEPTEMBER 11th.



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# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

Based on reports received August 1, 2 and 3

Records listed are those selling best in the nation's top volume retail record stores. List is based on The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks	Last	This	Week	Week	Title	Artist	Label
6	1	1	1	1	1	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)14-39467; (33)13-39467—BM1
18	2	2	2	2	2	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)1F-1449—ASCAP
6	5	3	3	3	3	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
15	3	4	4	4	4	JEZEBEL	F. Laine	Col(78)39367; (45)14-39367; (33)13-39367—BM1
18	4	5	5	5	5	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
8	6	6	6	6	6	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)14-39362; (33)13-39362—BM1
11	7	7	7	7	7	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)14-39415; (33)13-39415—ASCAP
11	8	8	8	8	8	I GET IDEAS	T. Martin	V(78)21-4141; (45)47-4141—BM1
20	9	9	9	9	9	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)1F-1451—ASCAP
10	11	10	10	10	10	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4146; (45)47-4146—ASCAP
6	14	11	11	11	11	SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)14-39423; (33)13-39423—ASCAP
6	13	12	12	12	12	JOSEPHINE	L. Paul	Cap(78)1592; (45)1F-1592—ASCAP
20	10	13	13	13	13	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)19-27515—BM1
2	17	14	14	14	14	DETOUR	P. Page	Mercury(78)5682; (45)56-2X45—BM1
3	22	15	15	15	15	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)14-39449; (33)13-39449—BM1
13	18	16	16	16	16	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)56-45K45—ASCAP
2	26	17	17	17	17	COME ON-A MY HOUSE	K. Starr	Cap(78)1710; (45)1F-1710—BM1
2	—	17	17	17	17	VANITY	D. Cherry	Dec(78)27619; (45)19-27619—ASCAP
14	11	19	19	19	19	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)14-39367; (33)13-39367—ASCAP
7	20	20	20	20	20	I WON'T CRY ANYMORE	T. Bennett	Col(78)39362; (45)14-39362; (33)13-39362—ASCAP
17	15	21	21	21	21	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113—ASCAP
7	22	22	22	22	22	BECAUSE	M. Lanza	V(78)10-3207; (45)47-3207—ASCAP
1	—	23	23	23	23	GIRL IN THE WOOD	F. Laine	Col(78)39489; (45)14-39489; (33)13-39489—BM1
10	16	24	24	24	24	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140—ASCAP
2	—	24	24	24	24	BECAUSE OF YOU	L. Baxler	Cap(78)1493; (45)1F-1493—BM1
15	22	26	26	26	26	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—BM1
1	—	27	27	27	27	WHAT IS A BOY?	A. Godfrey	Col(78)39487; (45)14-39487; (33)13-39487
1	—	28	28	28	28	SWEET VIOLETS	J. Turzy	Dec(78)27668; (45)19-27668—ASCAP
4	26	29	29	29	29	BECAUSE OF YOU	J. Peerce	V(78)10-3425; (45)49-3425—BM1
5	—	29	29	29	29	GOOD MORNING, MR. ECHO	J. Turzy	Dec(78)27622; (45)19-27622—BM1

## Best Selling Classical Titles

Last Week	This Week	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	M. Lanza	V(33)LM-1127
2	2	Caruso (Treasury of Immortal Performances) E. Caruso	E. Caruso	V(33)1CT-1007
—	3	Rachmaninoff, Concerto for Piano and Ork., No. 2 in C Minor, S. Rachmaninoff, Piano, Philadelphia Ork., L. Stokowski, conductor	S. Rachmaninoff	V(33)1CT-1014
3	4	Rachmaninoff, Concerto for Piano and Ork., No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork., V. Golschmann	A. Rubinstein	V(33)1LM-1005
—	5	Bizet; Carmen Paris Opera Comique Soloists, Clayton, conductor	Carmen Soloists	Col(33)15L-109

Last Week	This Week	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	M. Lanza	V(45)WDM-1500
2	2	Toast of New Orleans, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	M. Lanza	V(45)WDM-1395
3	3	That Midnight Kiss, M. Lanza, RCA Victor Ork.	M. Lanza	V(45)WDM-1350
4	4	Rachmaninoff, Concerto for Piano and Ork., No. 2, A. Rubinstein, St. Louis Symphony Ork.	A. Rubinstein	V(45)WDM-1075
5	4	Caruso (Treasury of Immortal Performances) E. Caruso	E. Caruso	V(45)WDM-11
—	4	Puccini, Highlights From Madame Butterfly, L. Alibonese, J. Melton, L. Browning, RCA Victor Ork.	L. Alibonese	V(45)WDM-1068

## Advance Classical Releases

Americana Album—S. Symonette (1-12") Colosium (33) CLPS 1008	Bach-Mozart Adagio & Fugues-Recitativo & Fugue No. 1—Prelude & Fugue No. 2 Album—Janssen Sym. Ork. of L. A.-W. Janssen, cond. (Handel-Schenberg; Concerto (1-12") Col (33) ML 4406	Brahms: Serenade No. 1 in D, Op. 11 Album—Bamberg Symphony Ork.-Robert Hegor, cond.—Merz (33) MG-10076	Brzezinski: Theme and Variations Album—M. Filar—(Chopin; Nocturnes) (1-12") Colosium (33) CLPS-1005	Chopin: Nocturnes Album—M. Filar (Brzezinski; Thernel) (1-12") Colosium (33) CLPS-1005	De Falla: Seven Popular Spanish Songs Album—Lidia De Izardondo-Miguel Sandoval—(Songs of Miguel Sandoval) (1-10") Col (33) ML-2189
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(Continued on page 30)

## DEALER DOINGS

### Trade Talk

"Best way to keep customers coming back is to mail out penny post cards with the latest hit information and best-selling list. They love to be in the know."—Bill Kelly, The Disc, Troy, N. Y. "What's happened to the standard Western singers? We have youngsters asking for new Gene Autry, Tex Ritter and Roy Rogers releases. These artists have been doing a few things but they're few and far between—and not for children."—Barb Lewis, Barb's Melody Shop, St. Johnsbury, Vt. "Am finding a little less pressure on the part of distributor salesmen. Can it be that the manufacturers are finally beginning to cut down on releases?"—Louis E. Dean Record Shop, Hyannis, Mass. "This July has been the biggest for the past five years. We expect August to be the same."—Peckham Music Center, Caldwell, Idaho. "We put a pile of records in our window and asked passers-by to guess the number of disks in the pile—the winner to get a "Showboat" album. All entering the contest must register in our disk department, which helps us build a mailing list."—Lincoln Store, Lincoln, Neb. "Our only beef is this price cutting."—Amsterdam Radio, New York. "I wish the record manufacturers would give us time to digest a couple of new numbers instead of releasing so many."—Hanger Bros., Lincoln, Ill. "We've formed a record club which gives card-holding members the opportunity to buy at a 10 per cent discount. We also cut slow-moving items to 59 cents."—Benmar Radio, Hackensack, N. J.

### It's Propaganda

"We, here at Record Haven, are weary of all this summer slump propaganda. The mail is full of bright ideas on how to beat the so-called slump. They give you everything except records. Evidently they're not supposed to supply records during the summer—only ideas. Our two-by-four shop is doing a Christmas-time business and has been all summer. But, oh, brother, try to get enough records once a week to tide you thru. We have to make a couple of trips a week to the closest distributors or put up with expensive dribbles by mail and bus. There's no summer slump in the record shops or with the customers. Looks to us as tho the only slump is in the distributors' back-bones."—Record Haven, Griffin, Ga.

## U. S. Panel

Continued from page 14

and Arthur Kaminstein, U. S. Copyright Office.

### Panel Problems

The panel will probably urge the U. S. delegation to UNESCO to request that UNESCO ask all interested governments for their views on controversial questions. The effect of the new treaty on existing copyright treaties in the American hemisphere and under the Berne Union Convention, signed by various European countries, is a major point to be settled. A second point to be discussed is what agency will run the workings of the new treaty. The panel will consider whether the treaty would best be run by a committee appointed by member States, or by a committee with representation for interested organizations such as the Pan-American Union and the Berne Union.

The question of how often to hold conferences on revision of the copyright treaty and the mechanism for calling such conferences will also come up before the panel. Translation rights and length of term of copyright protection will be other points of discussion.

## Best Selling Children's Records

Based on reports received August 1, 2 and 3

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

POSITION	Weeks	Last	This	Week	Week	Title	Artist	Label
35	5	1	1	1	1	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)1C45-3074; (45)1C45F-3074
12	1	2	2	2	2	LONE RANGER, Vol. I (He Becomes the Lone Ranger) (One Record)	G. Trendle	Dec(78)1K-29; (45)1-152
78	2	3	3	3	3	CINDERELLA (Two Records)	J. Woods and Others	V(78)Y-399; (45)WY-399
12	3	4	4	4	4	LONE RANGER, Vol. II (He Finds Silver) (One Record)	G. Trendle	Dec(78)1K-30; (45)1-153
2	7	5	5	5	5	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)1Y-1
12	7	6	6	6	6	LITTLE RED CABOOSE (One Record)	Spooky-Ray Carter and CBS Ork.	Col(78)1M-V-105; (45)14-105
43	10	7	7	7	7	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)1DBX-3076; (45)1CBXF-3076
158	11	8	8	8	8	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)1DBX-34; (45)1CBXF-3030; (33)1DBX-114
31	6	9	9	9	9	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)1CBX-3075; (45)1CBXF-3075
24	4	10	10	10	10	LITTLE WHITE DUCK (One Record)	B. Boyd	Cap(78)1M-V-65; (33)14-701
73	9	11	11	11	11	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd	Cap(78)1CBX-3058; (45)1CBXF-3058; (33)1HX-3058
45	—	11	11	11	11	BUGS BUNNY MEETS HIAWATHA (One Record)	A. Clyde-R. Brooks	Cap(78)1C45-3072; (45)1C45F-3072
25	—	13	13	13	13	I TAUT I TAW & PUDDY TAT (One Record)	M. Blanc-B. May	Cap(78)1360; (45)1F-1360
4	—	14	14	14	14	LONE RANGER Vol. III (He Finds Dan Reid) (One Record)	G. Trendle	Cap(78)1K-31; (45)1-154
162	12	15	15	15	15	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)1D45-80; (45)1C45F-3001; (33)1HX-3065
23	14	15	15	15	15	PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386
20	—	15	15	15	15	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap(78)1C45-3073; (45)1C45F-3073

## Best Selling Pop Albums

Based on reports received August 1, 2 and 3

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

Last Week	This Week	Title	Artist	Label
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork.	V(78)1DM-1506; (33)1M-1127
2	2	SHOWBOAT	Original Cast-K. Grayson-A. Gardner-H. Keel	MGM(78)1MGM-84; (33)E-509
4	3	KING AND I	Original Cast	Dec(78)1DA-876; (33)1DL-9008
3	4	VOICE OF THE XTABAY	Yma Sumac	Cap(78)1CD-244; (33)1H-244
5	5	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)1MM-850; (33)1ML-4180
6	6	GUY'S AND DOLLS	Original Cast	Dec(78)1DA-825; (33)1DL-8036
8	7	LULLABY OF BROADWAY	Doris Day	Col(78)1C-235; (33)1C1-6138
6	8	CARNEGIE HALL JAZZ CONCERT, Vol. I and II	B. Goodman	Col(33)1SL-160
—	9	COCKTAIL TIME WITH FRANKIE CARLE	F. Carle	V(78)1P-305; (33)1PM-2
—	9	ON MOONLIGHT BAY	D. Day-J. Smith-P. Weston	Col(78)1C-267; (33)1C1-6136

Last Week	This Week	Title	Artist	Label
2	1	SHOWBOAT (Four Records) Original Cast	K. Grayson-A. Gardner-H. Keel	MGM(78)1MGM-84; (45)1K-84
1	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork.	V(78)1DM-1506; (45)1WDM-1506
5	3	KING AND I (Six Records)	Original Cast	Dec(78)1DA-876; (45)19-260
3	4	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)1C-235; (45)1B-235
4	5	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)1CD-244; (45)1CDF-244
7	6	COCKTAIL TIME WITH FRANKIE CARLE (Three Records)	F. Carle	V(78)1P-305; (45)1WP-305
8	7	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)1MM-850; (45)1A-850
—	8	ON MOONLIGHT BAY (Four Records)	D. Day-J. Smith-P. Weston	Col(78)1C-267; (45)1B-267
—	9	OVER THE RAINBOW (Four Records)	L. Brown	Coral(78)1CP-600; (45)19-6013
—	10	AMERICA'S FAVORITE MARCHES (Four Records)	Cities Service Band of America	Vic(78)1P-315; (45)1WP-315

## Classical Reviews

**GERSHWIN: AN AMERICAN IN PARIS AND RHAPSODY IN BLUE**—Camarata 80  
conducting the Kingsway Symphony Orchestra (1-12") Decca (33) DL-8519

Tutti Camarata certainly has come a long way since those days a decade ago when he was staff arranging for Jimmy Dorsey. For London Records he was a best-selling competitor to Kustalovets and Gould, until he went into semi-retirement as an executive in the company. He just recently returned to was activity for Decca with a series of "Pops" type disks. Here he tackles a pair of "Pops" concert favorites which have equal respect in the concert hall. Generally, his concept is to build on a ground of deliberate tempo for both works. Thus the accent is on the melodic lines of the works and, after all, these are the underlying reasons for their immense general popularity. Arthur Sandford makes a rather unauthoritative piano soloist on "Rhapsody." He plays the proper notes but fails to inject the fire and spirit that has come to be expected of those attempting the jazzy Gershwin piece. With an important movie built on "Paris" coming up shortly, this set, with the basic pop appeal Camarata's name will afford it, should do right well in the anticipated wax action due to crop up for the single work. Recording is excellent. The orchestra isn't as glibly as it might be in its playing. In-

cidental, pop onejays, rarely as aid with longhair goods, could make great salesmen for this set—again because of Camarata's pop background. This may not be ideal Gershwin but it could be commercial Gershwin.

**CHOPIN: NOCTURNES AND BRZEZINSKI: THEME AND VARIATIONS**—Maryan Filar, piano (1-12") Colosium (33) CLPS-1005

Filar, the young Polish pianist, has already made somewhat of a name for himself in this country, although he arrived from Europe only last year. Chopin interpretations are actually his forte. His readings of six Chopin nocturnes here are done with assurance and technical excellence. Selections, highly familiar and well-recorded by others, are the E Flat Major Opus 9, C Sharp Minor Opus 27, E Flat Major Opus 27, E Flat Major Opus 55, E Minor Opus 72 and C Sharp Minor. The comparative readings of these pieces feature some important points. Filar's interpretations will stand up well in comparison. The slow-movement Brzezinski work is done on wax for the first time. The Polish composer, pupil of Max Reger, died only a few years ago and, as did many of his contemporaries, was modern polyphonic, counterpoint and dynamic. Recording and performance are first class. (Reviewed material)



WALTER WINCHELL says  
**'IT'S A HIT'**



78rpm-OC-4  
45rpm-WOC-4  
33 1/3rpm-  
LOC-1003



THE ORIGINAL CAST ALBUM  
FROM THE BROADWAY PRODUCTION OF...

# Seventeen

AFTER ALL IT'S SPRING  
OOH, OOH, OOH, WHAT YOU DO TO ME!  
SUMMERTIME IS DUMMERTIME  
I COULD GET MARRIED TODAY  
and others . . .



This week's

## New Releases ... on RCA Victor

Release 51-32

Ships Coast to Coast, Week of August 12.

### POPULAR

- SPIKE JONES and his City Slickers**  
Too Young  
So 'Eip Me 20-4209—(47-4209)\*
- THE FONTANE SISTERS**  
Castle Rock  
Makin' Like a Train 20-4213—(47-4213)\*
- VAUGHN MONROE and his Orchestra**  
Laura Lee  
Got Her Off My Hands 20-4218—(47-4218)\*
- CATHY MASTICE, with Mitchell Ayres' Orchestra**  
Longing for You  
The Crazy Things You Do 20-4219—(47-4219)\*
- TONY MARTIN, with Henri Rene's Orchestra**  
You'll Know  
Over a Bottle of Wine 20-4220—(47-4220)\*
- RALPH FLANAGAN and his Orchestra**  
The Winky Dink  
While You Danced, Danced, Danced 20-4222—(47-4222)\*

### COUNTRY—WESTERN

- CECIL CAMPBELL'S TENNESSEE RAMBLERS**  
You Kept Makin' Eyes at Me  
Steel Guitar Jamboree 21-0499—(48-0499)\*
- CHET ATKINS**  
Crazy Rhythm  
Hybrid Corn 21-0500—(48-0500)\*
- HANK PENNY and his California Cowhands**  
I Like Molasses  
Catch 'Em Young, Treat 'Em Rough,  
Tell 'Em Nothin' 21-0501—(48-0501)\*

### BLUES

- ARTHUR CRUDUP**  
I'm Gonna Dig Myself a Hole  
Too Much Competition 22-0141—(50-0141)\*

### POP—SPECIALTY

- LAWRENCE DUCHOW and his Red Raven Orchestra**  
Crackerjack—Polka  
The Yodeler's Waltz 25-1205—(51-1205)\*

### SPECIAL RELEASE

- PATRICE MUNSEL and VAUGHN MONROE, with Norman Leyden's Orchestra**  
With a Song in My Heart  
Falling in Love With Love 20-4139—(47-4139)\*

(The above record has been made available as a single from the forthcoming album "Rodgers and Hart Song Book"—P/WP-216.)

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

## Going Strong...

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

- The Loveliest Night of the Year**  
Mario Lanza ..... 10-3300—(49-3300)\*
- Sweet Violets**  
Dinah Shore ..... 20-4174—(47-4174)\*
- Because**  
Mario Lanza ..... 10-3207—(49-3207)\*
- Your Locket Is My Broken Heart**  
Hank Snow ..... 21-0498—(48-0498)\*
- I Get Ideas**  
Tony Martin ..... 20-4141—(47-4141)\*
- Surprising/Cara Cara Bella Bella**  
Perry Como ..... 20-4203—(47-4203)\*
- I Wanna Play House With You**  
Eddy Arnold ..... 21-0476—(48-0476)\*
- Vesti La Guibba**  
Mario Lanza ..... 10-3228—(49-3228)\*
- Rotation Blues**  
Elton Britt ..... 21-0494—(48-0494)\*
- Be My Love**  
Mario Lanza ..... 10-1561—(49-1353)\*
- Dreamy Melody/Gimme a Little Kiss**  
April Stevens—Henri Rene Orchestra ..... 20-4208—(47-4208)\*
- I'm in Love Again**  
April Stevens—Henri Rene Orchestra ..... 20-4148—(47-4148)\*
- I'll Hold You in My Heart**  
Eddie Fisher ..... 20-4191—(47-4191)\*
- What Is a Boy?/Because of You**  
Jan Peerce ..... 10-3425—(49-3425)\*
- Sound Off**  
Vaughn Monroe ..... 20-4113—(47-4113)\*

## Coming Up...

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

- Morning Side of the Mountain**  
Merr Griffin—Hugo Winterhalter ..... 20-4181—(47-4181)\*  
Records Most Played by Disk Jockeys, Billboard, August 4th issue.
- Tell Me**  
Tony Martin ..... 20-4189—(47-4189)\*  
Operators Pick, Billboard, July 21st issue.
- There's a Big Blue Cloud (Next to Heaven)**  
Perry Como ..... 20-4158—(47-4158)\*  
Records Most Played by Disk Jockeys, Billboard, July 28th issue.
- My Truly, Truly Fair**  
Freddy Martin ..... 20-4159—(47-4159)\*  
Records Most Played by Disk Jockeys, Billboard, July 28th issue.

### TIPS

### CASTLE ROCK

- The Fontane Sisters ..... 20-4213—(47-4213)\*

## THIS WEEK'S MAILBAG

### FIRST OF FOUR

For the next four weeks we will, via this column, attempt to review with you in capsule form, the highlight of our Fall '51 plans, which program is this week being brought to Distributors in a series of 6 Regional Meetings. RCA Victor Distributors will in turn be on their way to you with all the details no later than next Monday, August 13th. And what a story they will have for you. Certainly it has never been our privilege to offer you as complete and overall sales program for the season that rings up 40% of your year's business. There is everything you could hope for and then some. All the plans have been so organized so as to hit when they will be most productive and you can use them most.

Among other things, be sure you get complete story on: 1. "101 Steady Sales" and a 100% exchange. 2. "Best Buy Plans" and special preview. 3. A concentrated 45 drive. In the meantime, what are you doing in the kiddie set. "Alice In Wonderland"? etc.—movie is breaking in many places now. All Distributors have special window displays, streamers, and a store hanger and special mailer will be ready on the 10th.

The new radio show referred to in last week's column will be on the air Wednesday, August 8th, 10:30 P.M. EDST, on the entire NBC Network. It will be called "Meredith Willson's MUSIC ROOM" and will review and plug the following albums: THE KING AND I, Frankie Carle's COCKTAIL TIME, AMERICA'S FAVORITE MARCHES and LET'S DANCE AGAIN WITH FLANAGAN. Do you have a supply in stock?

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





# THE BILLBOARD Music Popularity Charts

## • Best Selling Pops by Territories

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

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

### NEW YORK

1. TOO YOUNG  
Nat (King) Cole—Capitol
2. COME ON-A MY HOUSE  
R. Clooney—Columbia
3. BECAUSE OF YOU  
T. Bennett—Columbia
4. JEZEBEL  
F. Laine—Columbia
5. SWEET VIOLETS  
D. Shore—Victor

### NEW ORLEANS

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. JEZEBEL  
F. Laine—Columbia
4. VALENTINE TANGO  
V. Young-Castilians—Decca
5. AELUVE MEZZUMARE  
E. Dewah—Mercury

### CHICAGO

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. JEZEBEL  
F. Laine—Columbia
4. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
5. SWEET VIOLETS  
D. Shore—Victor

### DETROIT

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat (King) Cole—Capitol
3. I GET IDEAS  
T. Martin—Victor
4. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
5. MY TRULY, TRULY FAIR  
G. Mitchell-M. Miller—Columbia

### ST. LOUIS

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. GIMME A LITTLE KISS  
A. Stevens-H. Rene—Victor
3. LAURA  
S. Kenton—Capitol
4. I GET IDEAS  
T. Martin—Victor
5. JOSEPHINE  
L. Paul—Capitol

### PHILADELPHIA

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat (King) Cole—Capitol
3. BECAUSE OF YOU  
T. Bennett—Columbia
4. MY TRULY, TRULY FAIR  
G. Mitchell-M. Miller—Columbia
5. JEZEBEL  
F. Laine—Columbia

### ATLANTA

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat (King) Cole—Capitol
3. 60-MINUTE MAN  
Dominos—Federal
4. DOWN YONDER  
D. Wood—Tennessee
5. I'M IN LOVE AGAIN  
A. Stevens-H. Rene—Victor

### DENVER

1. SWEET VIOLETS  
D. Shore—Victor
2. COME ON-A MY HOUSE  
R. Clooney—Columbia
3. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
4. COME ON-A MY HOUSE  
R. Clooney—Columbia
5. MY TRULY, TRULY FAIR  
G. Mitchell-M. Miller—Columbia

### SEATTLE

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat (King) Cole—Capitol
3. JEZEBEL  
F. Laine—Columbia
4. MY TRULY, TRULY FAIR  
G. Mitchell-M. Miller—Columbia
5. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor

### DALLAS & FORT WORTH

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat (King) Cole—Capitol
3. JEZEBEL  
F. Laine—Columbia
4. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
5. MY TRULY, TRULY FAIR  
G. Mitchell-M. Miller—Columbia

### WASHINGTON, D. C.

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
3. SWEET VIOLETS  
D. Shore—Victor
4. TOO YOUNG  
Nat (King) Cole—Capitol
5. BECAUSE OF YOU  
T. Bennett—Columbia

### BOSTON

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COME ON-A MY HOUSE  
R. Clooney—Columbia
3. TOO YOUNG  
Nat (King) Cole—Capitol
4. I GET IDEAS  
T. Martin—Victor
5. I WON'T CRY ANYMORE  
T. Bennett—Columbia

### PITTSBURGH

1. BECAUSE OF YOU  
T. Bennett—Columbia
2. COME ON-A MY HOUSE  
R. Clooney—Columbia
3. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
4. COLD, COLD HEART  
T. Bennett—Columbia
5. KISSES SWEETER THAN WINE  
Weavers—Decca

### LOS ANGELES

1. COME ON-A MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat (King) Cole—Capitol
3. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol
4. LOVELIEST NIGHT OF THE YEAR  
M. Lanza—Victor
5. I GET IDEAS  
T. Martin—Victor

## • Advance Classical Releases

• Continued from page 28

Coms. from Sigmund Romberg Shows, Vol. 4 Album — S. Romberg Ork-Robert Shaw Chorale, Shaw, cond. (1-10") V (33) LM-93—Serenade; Something New Is In My Heart; Just Once Around the Clock; Glow as Pages in a Book; April Snow; Big Back Yard  
 Gleeking in Piano Music of Debussy Album (1-10") Col (33) ML-2186  
 Grieg: An American in Paris & Rhapsody in Blue Album—Kingsway Sym. Ork-A. Sandford-Camarata, cond. (1-12") Dec (33) DL-8519  
 Gluck: Ballet Music from "A Life for the Caesars" Album — Boston Theater Ork—(Erosini) Polster (1-12") Colosium (33) CLP-111  
 Morton Gould Program Album—Morton Gould Ork (1-10") Col (33) ML-2190 — Espana Cont. Pavana; Streetart; Donkey Serenade; Dark Eyes; Where or When; Ay, Ay, Ay  
 Gounod: Faust—Chorus and Ork of Metropolitan

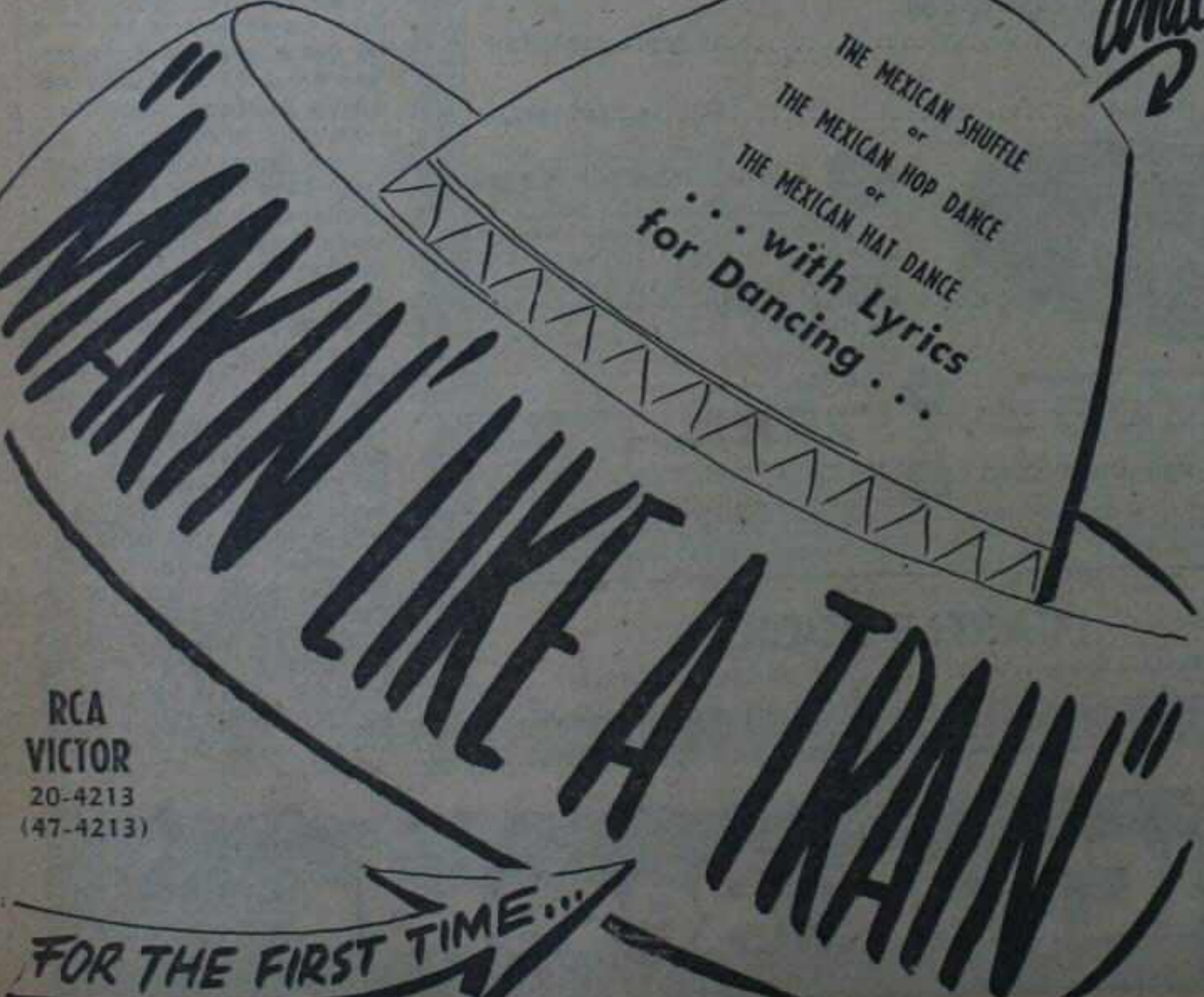
Opera: Kurt Adler-Fausto Cilea, cond. (1-12") Col (33) SL-132  
 Greg Heberg Suite Op. 40 Album — Eastman Rochester Sym. Ork-M. Hanson, cond. (Hanson Concerts) (1-12") Col (33) ML-4483  
 Handel-Schonberg: Concerto for String Quartet Album—Jensen Sym. Ork. of L. A.-W. Jensen, cond. (Bach-Motors; Adagio) (1-12") Col (33) ML-4406  
 Liszt: Hungarian Symphonic Poem No. 9 Album—Munich Philharmonic Ork-Adam Dolzky, cond. (1-12") Mar (33) MG-10028  
 Howard Hanson: Concerto in G Major, Op. 56 Album—R. Furman-Eastman Rochester Sym. Ork-Hanson, cond. (Greg; Heberg) (1-12") Col (33) ML-4403  
 Mahler: Kindertotenlieder Album—Kathleen Ferrier-Vienna Philharmonic Ork-Bruno Walter, cond. (1-10") Col (33) ML-2187



WITH THEIR  
FINEST RECORD  
EVER!...



# The FONTANE SISTERS CASTLE ROCK



RCA  
VICTOR  
20-4213  
(47-4213)

FOR THE FIRST TIME...





HOT WEATHER  
**SPECIAL**

**JUST OUT! WE HAVE  
THE ORIGINAL VERSION!**

**"WAY UP IN  
NORTH CAROLINA"**

FLIP SIDE

**"STOP WORRYIN"**

(You'll Never Get Out Of This World Alive)

**THE BELLTONES**

Featuring

**DAVIS and BEBEE**

MERCURY 5692 • 5692X45



NOW A NEW HIT BY

**AL TRACE**

AND HIS ORCHESTRA

FEATURING



**LOLA  
AMECHE**

THE "PRETTY EYED BABY" GIRL

**"OH HOW I  
LOVE YOU"**

AND

**"COLD HEARTED DADDY"**

MERCURY 5694 • 5694X45

**BEST SELLERS**

**"DETOUR"**

AND  
"WHO'S GONNA SHOE MY  
PRETTY LITTLE FEET"

**PATTI PAGE**

MERCURY 5682 • 5682X45

**"LONGING FOR YOU"**

AND  
"SON OF A SAILOR"

**VIC DAMONE**

MERCURY 5655 • 5655X45

**"DEADLY WEAPON"**

AND  
"OUT OF BREATH"

**EDDY HOWARD**

AND HIS ORCHESTRA  
MERCURY 5676 • 5676X45

**"BELLE, BELLE** My Liberty Bell"

AND  
"SWEETHEART OF YESTERDAY"

**BOBBY WAYNE**

MERCURY 5690 • 5690X45

**"WHILE YOU DANCED"**

AND  
"WHILE WE'RE YOUNG"

**GEORGIA GIBBS**

MERCURY 5681 • 5681X45

**"HITSITY HOTSITY"**

AND  
"JOSEPHINE"

**LOLA AMECHE**

MERCURY 5675 • 5675X45

**"LONESOME"**

AND  
"GOOD OLD DAYS"

**TWO MR. F'S**

(SKIP FARRELL & JACK FULTON)  
MERCURY 5684 • 5684X45

**"MARY ROSE"**

AND  
"IT'S OVER"

**RAY BARBER**

MERCURY 5689 • 5689X45

**"COLD, COLD HEART"**

AND  
"WHY DO I LOVE YOU"

**TONY FONTANE**

MERCURY 5693 • 5693X45

**"Dancing My Fannie Around"**

AND  
"HOW'M I DOIN' "

**TINY HILL**

AND HIS ORCHESTRA  
MERCURY 5691 • 5691X45

**"CASTLE ROCK"**

AND  
"JEEP'S BLUES"

**JOHNNY HODGES**

MERCURY 8944

**NOVELTY SPECIAL!**

THE NEW SONG HIT — FIRST TIME WITH VOCAL

**"DOWN YONDER"**

VOCAL BY AMEE BROWN

FLIP SIDE

**"A Half Fast Waltz"**

Vocals by Ameer and Billy

CLEM WATTS AND HIS ORCHESTRA

MERCURY 5695 • 5695X45

**COUNTRY AND WESTERN HITS**

**KEN MARVIN**

**"ROTATION BLUES"**

AND

**"I'M WAITING JUST  
FOR YOU"**

MERCURY 6353

**EDDIE HILL**

**"HOT GUITAR"**

AND

**"STEAMBOAT STOMP"**

MERCURY 6347

**JIMMY HINCHEE**

**"ROCK ALL THE  
BABIES TO SLEEP"**

AND

**"GET MY BABY  
OUT OF JAIL"**

MERCURY 6340

**JAKE WATTS**

**"TOO LATE  
TO REGRET"**

AND

**"I NEVER WANT  
TO SEE YOU CRY"**

MERCURY 6341

**CARLISLE BROTHERS**

**"TOO OLD TO CUT  
THE MUSTARD"**

AND

**"MY HAPPINESS BELONGS  
TO SOMEONE ELSE"**

MERCURY 6348



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



**SENSATIONAL NEW SINGER**  
**SENSATIONAL NEW BALLAD**

**ARTHUR**  
**PRYSOCK**



**BLUE**  
**VELVET**

coupled with  
 THE MORNINGSIDE OF THE MOUNTAIN  
 Both with SY OLIVER and His Orchestra  
 Decca 27722 (78 RPM) and 9-27722 (45 RPM)

*America's Fastest*  
*Selling Records*



**THE BILLBOARD Music**  
**Popularity Charts**

**• Most Played**  
**Juke Box Records**

... Based on reports received August 1, 2 and 3

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

POSITION	Weeks (Last) This to date/Week/Week	Record	Artist	Label
6	1	1. COME ON A MY HOUSE	R. Clooney	Col (78) 39467; (45) 4-39467; (33) 3-39467—BMI
17	2	2. TOO YOUNG	Nat (King) Cole	Cap (78) 1449; (45) F-1449—ASCAP
13	3	3. JEZEBEL	F. Laine	Col (78) 39367; (45) 4-39367; (33) 3-39367—BMI
6	5	4. SWEET VIOLETS	D. Shore	V (78) 20-4174; (45) 147-4174—ASCAP
10	4	5. MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col (78) 39415; (45) 4-39415; (33) 3-39415—ASCAP
7	9	6. BECAUSE OF YOU	T. Bennett	Col (78) 39362; (45) 4-39362; (33) 3-39362—BMI
14	8	7. ROSE, ROSE, I LOVE YOU	F. Laine	Col (78) 39367; (45) 4-39367; (33) 3-39367—ASCAP <small>(Miss Hue Lee, Col 39420; Lou Dinning, Cap 1-12-11532; Gordon Jenkins, Disc 27594; Buddy Morrow, V 20-4135; Benny Lee, London 1029; Louella Robertson, Cap 1532; Art Lund, MGM 10978)</small>
19	6	8. HOW HIGH THE MOON	L. Paul-M. Ford	Cap (78) 1451; (45) F-1451—ASCAP
7	10	9. SHANGHAI	D. Day-P. Weston	Col (78) 39423; (45) 4-39423; (33) 3-39423—ASCAP <small>(Andrews Sisters, Dec 27635; Eddy Howard, Mer 5643; Billy Williams Quartet, MGM 10998; Bob Crosby, Cap 1525; Bing Crosby, Dec 27653; Harry Babbitt Modernaires, Coral 60521; Buddy Morrow V 20-4192)</small>
19	7	10. ON TOP OF OLD SMOKY	T. Gilkysen-Weavers	Dec (78) 27515; (45) 9-27515—BMI
12	11	11. MISTER AND MISSISSIPPI	P. Page	Mercury (78) 5645; (45) 5645X45—ASCAP
12	16	12. LOVELIEST NIGHT OF THE YEAR	M. Lanza	V (78) 110-3300; (45) 109-3300—ASCAP
5	13	13. JOSEPHINE	L. Paul	Cap (78) 1592; (45) F-1592—ASCAP <small>(K. Griffin, Col 38889; J. (Baby Face) Lewis-F. Campbell Ork, Aladdin 2004; Madcap, Dec 27702; Russ Morgan, Dec 27703)</small>
6	26	13. I GET IDEAS	T. Martin	V (78) 20-4141; (45) 147-4141—BMI
2	30	13. DETOUR	P. Page	Mercury (78) 5682; (45) 5682X45—BMI
9	20	16. MY TRULY, TRULY FAIR	V. Damone	Mercury (78) 5646; (45) 5646X45—ASCAP
4	12	17. I WON'T CRY ANYMORE	T. Bennett	Col (78) 39362; (45) 4-39362; (33) 3-39362—ASCAP <small>(George Auld, Coral 60446; Billy Williams Quartet, MGM 10918; Eileen Wilson, Dec 27596; Dick Brown, Jubilee 4023; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 4151)</small>
15	13	18. ON TOP OF OLD SMOKY	V. Monroe	V (78) 20-4114; (45) 147-4114—ASCAP
15	13	19. SOUND OFF	V. Monroe	V (78) 20-4113; (45) 147-4113—ASCAP <small>(J. Gray Ork, Dec 27084)</small>
3	20	19. I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter	V (78) 20-4191; (45) 147-4191—BMI <small>(Tony Arden-Percy Faith, Col 39529)</small>
3	22	19. SWEET VIOLETS	J. Turzy	Dec (78) 27668; (45) 9-27668—ASCAP
5	24	22. LONELY LITTLE ROBIN	Pinetoppers	Coral (78) 60508; (45) 9-60508—ASCAP <small>(Marion Morgan, MGM 10999; Elton Britt, V 21-0423; M. Carson-N. Lyden Ork, V 20-4151; Rex Allen, Mer 5647; Hot Lips Johnson Ork, Dec 27631)</small>
7	30	23. I'M IN LOVE AGAIN	A. Stevens-H. Rene	V (78) 20-4140; (45) 147-4140—ASCAP <small>(Andrews Sisters, Dec 27635; E. Howard, Mer 5643; Jari Smutsens, Sharp S 32)</small>
1	—	23. LONGING FOR YOU	V. Damone	Mercury (78) 5655; (45) 5655X45—BMI <small>(George Cates, Coral 60546; Russ Morgan, Dec 27703)</small>
3	18	25. I WISH I HAD NEVER SEEN SUNSHINE	L. Paul-M. Ford	Cap (78) 1592; (45) F-1592
10	16	26. PRETTY EYED BABY	F. Laine-J. Stafford	Col (78) 39388; (45) 4-39388; (33) 3-39388—ASCAP <small>(Al Fraze, Mer 5609; Billy Williams Quartet, MGM 10967; J. Turzy Trio, Dec 27479; Gene Williams, King 15107; Ray Anthony, Cap 1583; Jack Shaw-Billy Ford Regal 3326)</small>
2	26	27. THESE THINGS I OFFER YOU	P. Page	Mercury (78) 5645; (45) 5645X45—ASCAP <small>(Ray Anthony, Cap 1522; Sarah Vaughan, Col 59370; Tamara Hayes, Dec 27450; J. Giles Quartet, Movieland 71-2; Dick Hagnes, Dec 27644; Three Suns, V 20-4150; Phil Brito, MGM 10985)</small>
2	28	28. GOOD MORNING, MR. ECHO	J. Turzy	Dec (78) 27622; (45) 9-27622—BMI <small>(Georgia Gibbs, Mer 5662; Buddy Morrow, V 20-4192; Margaret Whiting, Cap 1702)</small>
6	28	28. TOO YOUNG	Patty Andrews & V. Young	Dec (78) 27569; (45) 9-27569—ASCAP
5	—	28. OCEANS OF TEARS	K. Starr-Tennessee Ernie	Cap (78) 1567; (45) F-1567
1	—	28. SWEET VIOLETS	D. Drew	Mercury (78) 5677; (45) 5677X45—ASCAP





# "Couldst to Stardust"

Opening night  
EDGEWATER BEACH HOTEL  
July 6, 1951

RUSS MORGAN

# RUSS MORGAN

and His "MUSIC IN THE MORGAN MANNER"

exclusively  
DECCA RECORDS

RUSS MORGAN  
and His "MUSIC IN THE MORGAN MANNER"  
under the Exclusive Management of  
RUSS MORGAN ENTERPRISES  
1680 N. Vine Street  
Hollywood 28, California  
HUDSON 2-7369

Opening STATLER HOTEL, New York City, Sept. 7-29



# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Rhythm & Blues Records

... Based on reports received August 1, 2 and 3

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Label
12	1	1.	60 MINUTE MAN	Dominoes
				Federal 12022—BMI
7	2	2.	I'M WAITING JUST FOR YOU	Lucky Millinder
				King 4453
2	7	3.	"T" 99 BLUES	J. Nelson
				RPM 325—BMI
4	2	4.	DON'T YOU KNOW I LOVE YOU	The Clovers
				Atlantic 934
14	4	5.	ROCKET 88	J. Brenston
				Chess 145B—BMI
3	6	6.	CHAINS OF LOVE	J. Turner
				Atlantic 939—BMI
6	5	7.	CASTLE ROCK	J. Hodges
				Mercury (78)B944; (45)B944X45—BMI
3	8	7.	I'LL ALWAYS BE IN LOVE WITH YOU	C. Brown
				Aladdin 3091
10	9	9.	TEND TO YOUR BUSINESS	J. Wayne
				Sittin' In 588
1	—	10.	THRILL IS GONE	R. Hawkins
				Modern 826—BMI

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received August 1, 2 and 3

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

POSITION	Weeks   Last   This	to date   Week   Week	Record	Label
11	1	1.	60 MINUTE MAN	Dominoes
			I Can't Escape From You	Federal 12022—BMI
10	3	2.	DON'T YOU KNOW I LOVE YOU	The Clovers
				Atlantic 934
8	2	3.	I'M WAITING JUST FOR YOU	Lucky Millinder
			Bongo Boogie	King 4453—BMI
14	5	4.	ROCKET 88	J. Brenston
			Come Back Where You Belong	Chess 145B—BMI
5	4	5.	CHAINS OF LOVE	J. Turner
			After My Laughter Came Tears	Atlantic 939—BMI
2	6	6.	THRILL IS GONE	R. Hawkins
			Trouble Makin' Woman	Modern 826—BMI
2	8	7.	"T" 99 BLUES	J. Nelson
			Raindrop Blues	RPM 325—BMI
3	9	7.	TRA LA LA	T. Brown-Griffin Brothers
			Hoppin'	Dot 1060—BMI
11	—	9.	TOO YOUNG	Nat (King) Cole
			That's My Girl	Cap (78)1449; (45)F-1449—ASCAP
1	—	10.	WILL YOU BE MINE	Swallows
			Dearest	King (78)445B; (45)445B—BMI

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

### Hollywood

Imperial Records will release r. and b. and hillbilly fare on its subsid. Colony, which for the past two years has been used mostly for square dances. Diskery has set sessions with Big Jay McNeely and T-Bone Walker. Modern's Saul Bihari off to San Francisco to confer with Lynn Mitchell and Jimmy Nelson. Specialty artists Percy Mayfield and the Pilgrim Travelers in town to cut new sides. Aladdin Records and Association Booking Corporation are trying to bring Billie Holiday to the Coast. If present plans go amiss, Eddie Mesner will do some dates with the singer in New York. Label's Charles Brown is due here following a Southern tour. Franklin Kort, of Swing Time, is readying releases by Lloyd Glenn and Lowell Fulson. Lionel Hampton arrived Monday (6) in *(Continued on page 38)*

### R & B Records to Watch

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

- SINNER'S HOP
- ROCKIN' CHAIR BLUES
- THE MASQUERADE IS OVER

## • Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	RETAIL	RETAIL	RETAIL	RETAIL
4 DEEP TONES	When the Saints Go Marching In	70	71	69	69
	CORAL 65062—Fast r. and b. coverage of the ditty is just so-so as chanted by the male quartet. Nothing to distinguish this group from dozens of other such quartets.				
	The Night You Said Goodbye	70	71	70	69
	Group essays a pop ballad on this side with the result a fair sticing.				
MAX BAILEY	Love Me, Pretty Baby	71	73	69	71
	CORAL 65060—This is a rocking blues cut of familiar cloth. Neither Bailey nor the combo are impressive.				
	Sorry Girl Blues	70	72	68	70
	More routine blues.				
TOMMY BROWN	V-8 Baby	71	70	70	73
	SAVDY 813—Attempt for another "Rocket 88" doesn't quite make it, as Brown gets off a so-so shout job in front of a jump riff job by combo.				
	Double Faced Deacon	74	74	73	75
	Another jump novelty blues has Brown doing a fair vocal, with band chanting unison responses and playing a nicely arranged backing.				
GEORGE VANN	Darkness Blues	75	75	73	77
	SAVDY 811—Vann delivers a heartfelt slow blues on a moody theme, with a harmonica featured effectively in the background work.				
	Inflation Blues	72	72	70	74
	To a medium shuffle boogie beat, Vann shouts a topical blues capably.				
VELMA MIDDLETON	Big Mama's Back in Town	70	70	70	70
	(Earl Hines, Cozy Cole, Arvel Shaw, Tiny Webb)				
	MIDDLE TONE 001—Thrush, who has been featured with Louis Armstrong's all-star combo, gets off an old-fashioned, well-projected blues, with combo getting off some jazz in back.				
	Good Bye, Good Luck, Good Riddance	64	64	64	64
	Flop is strictly material, with some interpolated comedy chatter. Well enough done, but little commercial values.				
LITTLE JIMMY SCOTT	Give a Broken Heart a Break	67	67	67	67
	ROOST 617—Little Jimmy gets off a sub-par effort on this slow torch ballad, as he fails to get his usual feeling across.				
	When Your Lover Has Gone	60	60	60	60
	The chanter bends the familiar standard out of shape in a slow, winding job with little continuity.				
PERCY MAYFIELD & HIS ORK	Prayin' for Your Return	84	84	84	84
	SPECIALTY 5P 408—Mayfield renders one of his personal, deeply sincere blues jobs, with a super backing from a fine combo. Should go.				
	My Blues	85	85	85	85
	Even more moving, if with less obvious and immediate impact than Hip. This one could grow into a big item.				



**PAUL WILLIAMS**

"MR. HUCKLEBUCK"

DELIVERS ANOTHER

DOUBLE SIDED

**S-M-A-S-H!**

SAVDY #814

**"ROCKIN' CHAIR BLUES"**

Vocal by **DANNY COBBS**

backed by

**"SINNERS HOP"**

Instrumental  
(This is another "Hucklebuck")

JUMPS!

ROCKS!

HOPS!

**IT**

ROLLS!

**Savoy RECORD CO., INC.**  
58 Market St., Newark 1, N. J.

**SHOW A BETTER PARLAY!!! CHARLES BROWN**

"I'LL ALWAYS BE IN LOVE WITH YOU"  
AL 3091



**BILLIE HOLIDAY**

"ROCKY MOUNTAIN BLUES"  
AL 3102

"DETOUR AHEAD"  
AL 3094



**Aladdin RECORDS**

**3 Top Moneymakers!**

**PRAYIN' FOR YOUR RETURN**

by PERCY MAYFIELD #408

**BLUE AND LONESOME**

by KING PERRY #398

**T-TOWN TWIST**

by ROY MILTON #407

**Specialty records**  
8508 Sunset Blvd., Hollywood 46, Calif.



# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received August 1, 2 and 3

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

POSITION	Weeks   Last   This	Record	Artist	Label
to date/Week/Week				
7	1	1. I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
4	2	2. HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000
9	4	3. LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
15	3	4. I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
13	6	5. DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (45)48-0441—ASCAP
2	10	5. CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478—BMI
2	10	7. SICK, SOBER AND SORRY	J. Bond	Col(78)20808; (45)4-20808; (33)3-20808—BMI
5	—	8. SOMETHING OLD, SOMETHING NEW	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
1	—	8. ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
2	5	10. PEACE IN THE VALLEY	Red Foley	De(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
9	—	10. I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961

### Coming Up

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

1.	YOU'RE MY SUGAR	K. Starr-Tennessee Ernie	Cap(78)1567; (45)F-1567
2.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904

## • Best Selling Retail Folk (Country & Western) Records

... Based on reports received August 1, 2 and 3

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

POSITION	Weeks   Last   This	Record	Artist	Label
to date/Week/Week				
7	1	1. I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
15	4	2. I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
4	2	3. HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
8	3	4. LET'S LIVE A LITTLE	C. Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
—	5.	ALWAYS LATE	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
11	6	6. DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	V(78)21-0441; (45)48-0441—ASCAP
23	5	7. RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
19	—	8. COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
2	—	8. SOMETHING OLD, SOMETHING NEW	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
5	—	10. I CAN'T HELP IT	Hank Williams	MGM(78)10961; (45)K-10961

### Coming Up

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

1.	MISTER MOON	C. Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
2.	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478
3.	MOM AND DAD WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837

## • Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received August 1, 2 and 3

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

5	2	1. HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
18	1	2. I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
8	3	3. I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
10	4	4. LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
2	10	5. ALWAYS LATE	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
9	5	6. I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
4	10	6. CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0412; (45)48-0412
1	—	8. MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
7	9	9. MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP
1	—	9. IF TEARDROPS WERE PENNIES	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825

Eastern parks this season, including Deer Trail Park, Hazleton, Pa.; Playland Park, Nanagala, Pa., and Hickory Park, Pottstown, Pa. . . . Skeets McDonald (Capitol) is working with Cliffie Stone's "Hometown Jamboree" at KXLA, Pasadena. McDonald worked the Detroit area before moving to Hollywood.

Hank Thompson reports that his manager, Johnny Hitt, has returned to d. j. work, doing a mid-night show over KRLD, Dallas, once a week. Hitt and Thompson are preparing an e. t. show for Southern stations. . . . Red Blanchard, WLS, Chicago, comedian, put out his first joke book. . . . Bob Atcher, WLS warbler, last with Capitol, has switched to Decca. Atcher will cut his first session in mid-August in Nashville. . . . Billy Scott returned to Columbus, O., where he is doing TV shots weekly. He spent four months at WHAS and WHAS-TV, Louisville. His wife, the former Helen Harris, of the Roy Acuff troupe, is expecting. . . . Dickens Sisters worked from July 22 to 29 with Eddy Arnold in Nashville and will play dates with PeeWee

(Continued on page 30)

## • Folk Record Releases

Chicken Don't Roost Too High—Grandpa Jones (What'll I King 976)  
 Cowpoke — Elton Britt (Rotation Blues) V(45)-480494  
 Done Rovin'—Johnny Horton (Plaid and Calico) Cormac CRS-1193  
 Good Luck, Good Health, God Bless You—Roy Rogers (The Lamp) V(45)480496  
 He Knows—Eddie Arnold (Jesus and) V(45)48-0495  
 Help Wanted—Big Bill Lister (Lowin' Country) Cap 1736  
 Honeymoon Is Over—Chuck Murphy (A Thousand) Coral 64101  
 I'll Be Alone—"Sheriff" Johnny Denis (Kentucky Waltz) London 1070  
 I'm Tired of Living This Lie—Bob Willis (Piney Jane) MGM 11024  
 Jesus and the Atheist—Eddy Arnold (He Knows) V(45)48-0495  
 Kentucky Waltz—"Sheriff" Johnny Denis (I'll Be) London 1070  
 Knockin' Blues—Ann Jones (Secret Love) King 972  
 Lamp of Faith—Roy Rogers (Good Luck) V(45)-48-0496  
 Let's Settle Down—Merle Travis (Lost John) Cap 1737  
 Lost John Boogie—Merle Travis (Let's Settle) Cap 1737  
 Lowin' Country Style—Big Bill Lister (Help Wanted) Cap 1736  
 Plaid and Calico—Johnny Horton (Done Rovin') Cormac CRS-1193  
 Piney Jane—Bob Willis (I'm Tired) MGM 11024  
 Rotation Blues — Elton Britt (Cowpoke) V(45)-48-0494  
 Secret Love—Ann Jones (Knockin' Blues) King 972  
 Tennessee Choo Choo — Delmore Bros. (Who's Gonna) King 966  
 Thousand Times—Chuck Murphy (The Honeymoon) Coral 64101  
 What'll I Do With the Baby—Grandpa Jones (Chicken Don't) King 976  
 Who's Gonna Be Lonesome for Me—Delmore Bros. (Tennessee Choo) King 966

**LULU BELLE & SCOTTY**  
 The Blue Ridge Sweethearts  
 New Mercury Release  
**"ALL NIGHT LONG"**  
 b/w  
**"SATURDAY NIGHT WALTZ"**  
 Mercury Record No. 6354  
 Featured Stars  
**WLS NATIONAL BARN DANCE**  
 Represented By:  
**WLS Artists Bureau, Chicago**  
 Cooke & Rose, Lancaster, Pa.

**COMING UP FAST!**  
**"SOME DAY I HOPE YOU'LL BE FREE"**  
 By  
**CHUCK ROGERS**  
 ACME 965  
**ACME RECORDS, INC.**

## FOLK TALENT AND TUNES

By Johnny Sippel

### Artists' Activities

Foreman Phillips, who is doing three hours of TV daily on KECA-TV, Hollywood, has Marilyn and Wesley Tuttle, Merle Travis, Betsy Gay, Bill Sutton, Jack Tucker, Mary Lou, June Ray, Jimmy Weidner and Hank Colwell working with him. Johnny Bond, who was with Phillips, is touring the Midwest for Bill Ellsworth. . . . Hubert Long, ex-Victor disk salesman who went with Eddy Arnold and Tom Parker eight months ago, is branching out on his own in personal management. He is handling Johnny and Jack at KWKH, Shreveport, La. . . . Bill and Joe Callahan, who worked with Lefty Frizzell until he went to WSM, Nashville, are cutting their first Columbia session at Jim Beck's, Dallas. . . . Smokey Smith, KRNT, Des Moines, did 7,000 at a July Fourth fete in Drake Stadium. . . . Sonny Houston (Continental) is working at WKOX, Framingham, Mass., and managing the M-Bar-C Ranch, Shirley, Mass. . . . Anna Marie Thomas, WPTR, Albany, N. Y., have a hillbilly-disk jockey shop.

Arby Gibson switched from the Jenny Lou Carson music pubbery to Alton Music, BMI affiliate operated by Archie Levington. . . . Steve Stebbins, Americana Corporation, Hollywood country-talent booking office; Buzz Carelton and Charley Brown purchased Harmony Park Ballroom from the Dave Ming estate. Stebbins has Red Murrell (Capitol) as house band. He will use traveling units, with the Jordonaires set for August 17, and Hank Thompson, August 24. . . . Eriman Sisters added a show at WNAR, Norristown, Pa. They have worked a number of

### C&W Records to Watch

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

LOST JOHN BOOGIE	Merle Travis	Capitol 1737
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**King DE LUXE**  
**Federal RECORDS**  
 Top Selling Artists  
 • THE DOMINOES  
 • LUCKY MILLINDER  
 • WYNONIE HARRIS  
 • EARL BOSTIC  
 • TINY BRADSHAW  
 • ROY BROWN  
 • KAY ARMEN  
 • GENE WILLIAMS  
 • MOON MULLICAN  
 • HAWKSHAW HAWKINS  
 • COWBOY COPAS  
 • YORK BROTHERS  
**King RECORDS INC.**

The integrity and experience of  
**A SOLID NAME**  
 plus  
 THE WORLD'S TOP ENGINEERS  
 are  
**BEHIND YOUR LABEL!**  
**RCA VICTOR**  
 custom record sales  
 RADIO CORPORATION OF AMERICA, RCA VICTOR DIVISION  
 NEW YORK: Dept. 24-A, 630 5th Ave., Judson 2-5011  
 CHICAGO: Dept. 25-A, 445 N. Lake Shore Dr., Writchell 4-3215  
 HOLLYWOOD: Dept. 25-A, 1016 N. Sycamore Ave., Hillside 5171

Your idea . . .  
 Your market . . .  
 Your product—  
 RCA's facilities . . .  
 experience . . .  
 dependability . . .  
 A complete service in the manufacture of every type (and speed) of record  
 . . . RECORDING  
 . . . PROCESSING  
 . . . PRESSING  
 . . . SHIPPING & HANDLING



# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

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

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	ORIGINAL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>MILLS BROTHERS</b>					
<b>A Cottage With a Prayer</b>	DECCA 27663—The quartet blends nicely on a slow ballad with a "safe return from the war" theme. Nothing special here, tho it's listenable.				
<b>Lord Ups an' Downs</b>	More good chanting on an item which sounds like a re-write of an old English folk tune. It's out of this group's character, tho.				
<b>TERRY GILKYSON (Katie Lee-Lionel Breese Ork)</b>					
<b>The Girl in the Wood</b>	DECCA 27708—Composer Gilkyson himself handles the lyric in a duet with Miss Lee. Could get some action, tho it's not powerful enough to catch the Laine disk if the latter gets going.				
<b>Mr. Buzzard</b>	Another Gilkyson original here. This one is rhythmically closer to the "Cry of the Wild Goose" ditty. Folk music collectors could go for this one.				
<b>GUY MITCHELL (Mitch Miller Ork)</b>					
<b>Sweetheart of Yesterday</b>	COLUMBIA 39511—A new verse-chorus waltzer gets a big job from Mitchell, with the usual potent Mitch Miller orking to match. Could be a long, strong side.				
<b>Belle, Belle, My Liberty Belle</b>	The Mitchell-Miller reading of this pert entry in the rollicking chantey groove figures to garner fast attention.				
<b>DON McNEILL-FRAN ALLISON (Eddie Ballantine Chorus and Ork)</b>					
<b>May the Angels Sleep on Your Pillow</b>	VICTOR 20-4210—Thrush does a slow-moving sentimental lullaby, with McNeill reading an interpolated message. Not convincing.				
<b>What Is God?</b>	This one's a highly promising venture in cashing in on the current religious trend. McNeill opens with a reading of a child's questions about God; the thrush comes in to sing the answers, effectively set in ork-choir background. Potent family fare.				



A SINGLE FROM THE SENSATIONAL CORAL ALBUM

by **THE AMES BROTHERS**

**HAWAIIAN WAR CHANT**

and **SWEET LEILANI**

Coral 60510 (78 RPM) and 9-60510 (45 RPM)  
(In Albums CP-606, 9-8041 and CRL-56042)

**ALSO GOING GREAT!**  
**ONLY, ONLY YOU**  
and  
**EV'RYTHING'S GONNA BE ALRIGHT**  
Coral 60549 (78 RPM) and 9-60549 (45 RPM)

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

LISTEN TO THIS ONE!

**DENNY VAUGHAN**

and His Orchestra



**DO YOU REALLY LOVE ME**

and

**I WANT TO REMEMBER**

(You Want To Forget)

vocals by DENNY VAUGHAN

Coral 60524 (78 RPM) and 9-60524 (45 RPM)



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>VIC DAMONE (George Siravo Ork)</b> I Can See You MERCURY 5669—Damon sings a tune from his "Rich, Young and Pretty" flick with devotion and care.		84--84--84--84
Wonder Why From the same flick, Vic registers with a likely rendition of a tune that's been showing signs of growth.		86--86--86--86
<b>FRANKIE LAINE (Carl Fischer Ork)</b> Isle of Capri MERCURY 5685—Laine takes one chorus in a straight, relaxed style, then gets off on a jazz kick for the second go-round, with rhythmic combo backing.		81--81--80--82
The Day Isn't Long Enough (Larry Miller Ork) Laine does a pretty new ballad with a subdued but attractive feeling, backed here by a full ork.		83--83--82--84
<b>TONI ARDEN-PERCY FAITH ORK</b> I'll Hold You In My Heart COLUMBIA 39525—The Eddy Arnold country click recently waxed pop to good results by Eddie Fisher gets a pleasing coverage job from Miss Arden, in a string-pretty orking by Faith.		75--76--75--74
The Day Isn't Long Enough Thrush does okay with a pretty new ballad, the commercial impact is unexceptional.		73--73--73--73
<b>MARTHA TILTON &amp; HARRY BABBITT (George Cates Ork)</b> Yes, Yes, Yes CORAL 60545—The duo come thru very happily on a fetching little novelty job, accented by a pleasing arrangement effectively spotting a bassoon. Tune is simple and charming.		83--83--83--83
Sunshine Kisses A pseudo hillbilly waltz gets a good attempt but doesn't come all the way thru.		73--73--73--73
<b>LAURINDO ALMEIDA</b> Brazilian Ukulele CORAL 60547—The facile guitarist, formerly featured with Stan Kenton, essays a Les Paul in a multiple dub job. There's some fancy plucking here, but of limited appeal. Should attract some jazz attention.		70--74--69--67
Adios Like flip, at a slower tempo.		67--69--67--65
<b>CARLETON CARPENTER-DEBBIE REYNOLDS (Ziggy Elman Ork)</b> Oh By Jingo MGM 30395—The team that registered with "Abbasaba" deliver a fetching, youthful job on the oldie, which is cut from the same cloth as "Abba."		84--84--84--84
He'd Have To Get Under, Get Out and Get Under Another good oldie gets the brisk, bubbling vaude treatment from Carpenter and Reynolds.		82--82--82--82
<b>DEAN MARTIN (Dick Stabile Ork)</b> Go, Go, Go, Go CAPITOL 1734—Martin does it light and easy in reading off this Latin novelty. A breezy disk.		73--75--70--75
Luna Mexo Mare A sure-fire all-Italian reading of this sure-fire Italian novelty known also as "Chen A Luna" and "Butcher Boy." Should do particularly well in jukes, and should sweep in Italian cafes.		87--86--86--88
<b>BOBBY WAYNE (Geo. Bassman Ork)</b> Belle, Belle, My Liberty Belle MERCURY 5690—A sharp Bassman cleffing for male chorus and a horn-and-ite ork gives Wayne a muscular assist on his Mercury debut. Should be a leading competitor for Guy Mitchell on the song, which seems destined to make its mark.		86--87--85--86
Sweetheart of Yesterday Percy Faith's new waltz bid is a strong song and is accorded a likely reading here. Again, Bassman's orking makes it easier for Wayne to project. The good tempo and good taste should make this a profitable coupling.		87--88--86--87

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>NELLIE LUTCHER</b> The Song Is Ended CAPITOL 1728—Miss Lucher does the oldie in her inimitable best style. Cleanly recorded and a generally tasty effort. Ideal fare for her fans.		72--72--70--74
Humoresque Nellie puts a beat to Debrah and adds a lyric of no particular significance. Could do some r & b business.		75--75--73--76
<b>YOGI YORGESSON (Johnny Duffy-The Scandahoovians)</b> The Picnic Song CAPITOL 1734—A flimsy novelty with a few small snickers is the latest try by the Hollywood Swede.		60--60--60--60
That's How Your Mom Became Mine Yorgesson combines weak comedy with a bit of nostalgia for the coupling. Still not impressive.		60--60--60--60
<b>RAY ANTHONY ORK</b> Mary Rose CAPITOL 1734—Anthony combines Millerisms with some James to come up with one of his best ballad efforts on this top plug item. The ork lays down a drag beat, sets a nice mood and Tammy Mercer turns in a neat vocal effort. Could do well especially if the song catches.		86--87--86--86
Ho Ho (Deedle-co-di-di) The band comes up with a bright rhythmic effort on a breezy new novelty. Group vocal and Ray's horn are featured.		76--77--75--77
<b>GORDON JENKINS ORK (Charles Lavere)</b> I Wish Someone Knew I Was Lonesome DECCA 27683—A pretty ballad gets a full-blown treatment from the Jenkins ork, chorus and Chanter Lavere.		79--79--78--79
Tell the Truth Jenkins takes one of his typical solos on this side as the mixed chorus chants the lyrics of a Tin Pan Alley-ish ballad.		77--78--76--77
<b>THE MADCAPS</b> Josephine DECCA 27702—The harmonica group tackles the oldie with a strong sense of humor. Unique mouth organ sounds make this almost a yackful take-off on the dubbed-over Les Paul stuff. Should get plenty of spins.		80--83--78--80
Casa Loma Stomp Boys combine the harmonicas with a string section here for a solid run-down of the old Casa Loma band standby. A bright disk.		77--79--75--77
<b>MERV GRIFFIN (Hugo Winterhalter Ork)</b> Belle, Belle, My Liberty Belle VICTOR 20-4317—Griffin and a male chorus gets off an adequate, straightforward reading of the zingy new novelty.		77--78--76--78
I Fall In Love With You Ev'ry Day Griffin hands a pretty ballad a pretty reading, with a hand from Winterhalter's smooth ork-chorus support.		75--75--75--75
<b>REX ALLEN (Lew Douglas Ork-Jack Halloran Choir)</b> Hot Time in New Orleans Tonight MERCURY 5696—Allen, with backing from a chorus and a zingy Dixieland cleffing, could make a big dent with this lively two-beat gangy novelty. Particularly effective stuff for the New Orleans locale and could catch elsewhere.		84--84--84--84
The Last Carouse A rather morbid type of drinking song in the alma mater vein is well-done by Allen and the ork-chorus. The sentiment's a bit too deathly here for general acceptance.		60--60--60--60
<b>GORDON JENKINS ORK AND CHORUS (Mercedes McCambridge)</b> While You Danced, Danced, Danced DECCA 27712—Actress McCambridge emits the vocal to lend dramatic effect to a beautiful, full ork-chorus production of this promising Continental-flavored song. Sounds like a big one for Jenkins.		89-90--89--88
Everlasting (Bob Stevens) A pretty new song from "Two on the Aisle," is treated to a typically rich Jenkins' interpretation. Stevens handles the solo vocal adequately.		83--84--83--82

(Continued on page 84)

**TDMPPO**  
LAURA INDIAN SUMMER TR 636  
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CARLETON  
CARPENTER

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JANE  
POWELL



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# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

HAWAIIAN WAR CHANT ..... Ames Brothers ..... Cora 60510

A side in the quartet's new album, "Hawaiian" has had strong reaction and has been issued as a single.

KISSIN' BUG BOOGIE ..... Jo Stafford ..... Columbia 39529

With a romping assist from a Paul Weston jump combo, the thrush cracks out a scorching boogie blues novelty that should find a reception.

BLOW, BLOW, WINDS OF THE SEA ..... Hugo Winterhalter Ork and Chorus ..... Victor 20-4212

With Ginny Gibson projecting a strong vocal, the Winterhalter ork-chorus forces do a rich, relaxed job with a haunting new waltz ballad.

WAY UP IN NORTH CAROLINA ..... The Bellones ..... Mercury 5692

Acquired by Mercury from the Colonial label, a regional indie in North Carolina, this dynamic novelty could belt thru as a sleeper. It's a typical waltz bit done by a couple of boys and girls with rare freshness and enthusiasm.

## • The Disk Jockeys Pick

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

1. BELLE, BELLE, MY LIBERTY BELLE ..... Guy Mitchell-Mitch Miller Ork ..... Columbia 39512

2. DREAMY MELODY ..... April Stevens-Hearl Rene Ork Victor 20-4208

3. THE GIRL IN THE WOOD ..... Frankie Laine ..... Columbia 39489

4. SWEETHEART OF YESTERDAY ..... Guy Mitchell-Mitch Miller Ork ..... Columbia 39512

5. ASK ME ..... Doris Day ..... Columbia 39490

6. WHILE YOU DANCED, DANCED, DANCED ..... Georgia Gibbs ..... Mercury 5681

7. BONNE NUIT ..... Bing Crosby ..... Decca 27679

8. WONDER WHY ..... Vic Damone ..... Mercury 5669

9. IF YOU'RE GONNA LOVE ME, LOVE ME ..... Helen O'Connell-Bob Eberly ..... Capitol 1725

## • The Retailers Pick

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

1. BELLE, BELLE, MY LIBERTY BELLE ..... Guy Mitchell-Mitch Miller Ork ..... Columbia 39512

2. SURPRISING ..... Perry Como ..... Victor 20-4203

3. WONDERFUL, WASN'T IT ..... Frankie Laine ..... Columbia 39489

4. LONGING FOR YOU ..... Sammy Kaye Ork ..... Columbia 39499

5. CARA, CARA, BELLA, BELLA ..... Perry Como ..... Victor 20-4203

6. DO YOU REALLY LOVE ME? ..... Tony Martin ..... Victor 20-4169

## • The Operators Pick

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

1. LONGING FOR YOU ..... Sammy Kaye Ork ..... Columbia 39499

2. COLD, COLD, HEART ..... Tony Bennett ..... Columbia 39449

3. LAURA ..... Stan Kenton Ork ..... Capitol 1704

4. WHEN THE SAINTS GO MARCHING IN ..... The Weavers ..... Decca 27670

5. WONDERFUL, WASN'T IT ..... Frankie Laine ..... Columbia 39489

## • The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period will be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. HOT GUITAR ..... Eddie Hill ..... Mercury 6347

2. GALVANIZED WASHING TUB ..... Little Jimmy Dickem ..... Columbia 20835

3. MOM AND DAD'S WALTZ ..... Lefty Frizzell ..... Columbia 20837

4. HEY LA LA ..... Ray Price ..... Columbia 20833

5. SIXTY MINUTE MAN ..... York Brothers ..... King 970

6. SLOW POKE ..... Pee Wee King ..... Victor (45) 48-0495

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WINKY  
DINK"**

RCA VICTOR  
20-4222  
(47-4222)



**RCA VICTOR RECORDS**





THE BILLBOARD

Music Popularity Charts

Advance Record Releases

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

POPULAR

- Adios—Laurindo Almeida (Brazilian Ukulele) Coral 60547
After Hours—Sarah Vaughan (Outa' Break) Col 39494
All in the Golden Afternoon—Anne Shelton (Blow Blow) London 1068
Around the World—Benny Lee (Piana Ansa) London 1055
At the End of the Day—Gracie Fields (Everlasting) London 1068
Because They All Love You—Don Roth Trio (My Mistral) Artists 1258-9
Belle Belle My Liberty Belle—Merv Griffin (I Fell) V 20-4217
Belle Belle My Liberty Belle—Bobby Wayne (Sweetheart of) Mer 5690
Blow Blow Winds of the Sea—Anne Shelton (All in) London 1063
Blow Blow Winds of the Sea—H. Winterhalter (Make Believe) V 20-4212
Brazilian Ukulele—Laurindo Almeida (Adios) Coral 60547
Casa Loma Stomp—The Madcaps (Josephine) Dec 27702
Casey at the Bat—Tony Martin (Take Me) V 20-4216
Charmaine—Mantovani (Just for) London 1020
Cherry Pink and Apple Blossom White—Georgia Gibbs (Got Him) Mer 5687
Cottage With a Prayer—Mills Bros. (Lord Ups) Dec 27683
Don't Fan the Flame—Peggy Lee-Mel Tormé (Telling Me) Cap 1738
Duet—Vera Lynn-Dick James (I Keep) London 94
Everlasting—Gracie Fields (At the) London 1068
Everlasting—Gordon Jenkins (White You) Dec 27712
Everything I Have Is Yours—Ezio Pinza (I'll See) V 10-3395
Girl in the Wood—Terry Gilkyson (Mr. Buzzard) Decca 27708
Got Him Off My Hands—Georgia Gibbs (Cherry Pink) Mer 5687
Hi Diddle Diddle—George Cates (Longing for) Coral 60546
Ho Ho—(Deedle EE Di Di)—Ray Anthony (Mary Rose) Cap 1739
Hot Time in New Orleans Tonight—Rex Allen (The Last) Mer 5686
I Believe—Dick Haymes (When the) Dec 27682
I Don't Mind Being All Alone—Antlers (Just in) Artist 1259-60
I Fall in Love With You Ev'ry Day—Merv Griffin (Belle Belle) V 20-4217
I Keep Telling My Heart—Vera Lynn (Duet) London 940
I Love a Piano—Joe Fingers Carr—Ewing Sisters (Ventura Blvd.) Cap 1733
I Wish Someone Knew I Was Lonesome—Gordon Jenkins (Tell the) Dec 27681
I'll See You in My Dreams—Ezio Pinza (Everything I) V 10-3395
Josephine—The Madcaps (Casa Loma) Dec 27702
Josephine—Russ Morgan (Longing for) Dec 27703
Just for a While—Mantovani (Charmaine) London 1020
Just in Case You Change Your Mind—The Antlers (I Don't) Artists 1259-60
Last Carouse—Rex Allen (Hot Time) Mer 5686
Longing for You—George Cates (Hi Diddle) Coral 60546
Longing for You—Russ Morgan (Josephine) Dec 27703
Lord Ups an' Downs—Mills Bros. (A Cottage) Dec 27683
Make Believe Land—H. Winterhalter (Blow Blow) V 20-4212
Mary Rose—Ray Anthony (Ho Ho) Cap 1739
Mary Rose—Dennis Day (Maybe It's) V 20-4214
Maybe It's Because—Dennis Day (Mary Rose) V 20-4214
Medley From Walt Disney's "Alice in Wonderland" (Parts 1 & 2)—Boston Pops Ork-A. Fiedler (V45)49-3451
Mr. Buzzard—Terry Gilkyson (The Girl) Dec 27708
My Missouri Rose—Don Roth Trio (Because They) Artists 1257-8
Out of Breath—Sarah Vaughan (After Hours) Col 39494
Penny Whistle Blues—Willard Cole (Penny Whistle) London 1038
Penny Whistle Boogie—Willard Cole (Penny Whistle) London 1038
Piana Ansa—Benny Lee (Around the) London 1055
Picnic Song—Yogi Yorgesson (That's How) Cap 1734
Sunshine Kisses—Harry Babbitt-Martha Tilton (Yes Yes) Coral 60545
Sweetheart of Yesterday—Bobby Wayne (Belle Belle) Mer 5690
Take Me Out to the Ball Game—Tony Martin (Casey at) V 20-4216
Tell the Truth—Gordon Jenkins (I Wish) Dec 27681
Telling Me Yes, Telling Me No—Peggy Lee-Mel Tormé (Don't Fan) Cap 1738
That's How Your Moon Became Mine—Yogi Yorgesson (The Picnic) Cap 1734
Ventura Boulevard Boogie—Joe Fingers Carr—Ewing Sisters (I Love) Cap 1733
When the Lights Are Low—Dick Haymes (I Believe) Dec 27682
While You Danced, Danced, Danced—Gordon Jenkins (Everlasting) Dec 27712
Yes, Yes Yes—Martha Tilton-Harry Babbitt (Sunshine Kisses) Coral 60545

POPULAR ALBUMS

- Josephine Baker Album—(1-10") Col (33) FL-9532—La Petite Tonkinoise; Haiti; Pardon Si Je T'Importune; C'est Lui; Si J'Etais Blanche; Sans Amour; Aux Iles Hawaii; J'AI Deux Amours
Bing and the Dixieland Bands Album—Bing Crosby-B. Haggart Ork-Bob Crosby's Bob Cats—E. Condon Ork (1-10") Decca (33) DL-5323—After You've Gone; Blue; Dixieland Band; Freudin' and Fightin'; Goodbye, My Lover, Goodbye; Jamboree Jones; Walking the Floor Over You; When My Dream Boat Comes Home
Country Style Album—B. Crosby (1-10") Decca (33) DL-5331—Betsy; Country Style; Home Cookin'; I Only Want a Buddy Not a Sweetheart; Sioux City Sue; Wedding Day When the White Azaleas Start Blooming; You Sang My Love Song to Somebody Else
Dell Trio Presents Album—(1-10") Col (33) DL-6185—Piccolo Pete; Laura! Chinatown, My Chinatown; September Song; I'm in the Mood for Love; Caravan; Denkey Serenade; Blue Danube
Freddie Gardner Album—(1-10") Col (33) DL-6187—I'm in the Mood for Love; Valse Vanille; These Foolish Things; Roses of Picardy; Body and Soul; I Only Have Eyes for You
Go Latin With Eric Madriguera and Desi Arnaz Album—(1-10") Decca (33) DL-5350—El Cumbancero; Jinguilli, Jongo; Jungle Rumba; Maria from Bahia; Similau; Take It Away; Un Poquito de Tu Amor; Xochimilco
Harmonica Impressions Album—E. Manson-M. Welles Quintet (1-10") Columbia (33) CL-6384—Always; Ball Ha'; Claire de Lune; El Rancho Grande; Our Waltz; Pavanne; Tia Juana
Al Jolson and Bing Crosby Album—Andrews Sisters-Mills Bros.-Gordon Jenkins (1-10") Decca (33) DL-5316—Alexander's Ragtime Band; Are You Lonesome Tonight?; Down Among the Sheltering Palms; Is It True What They Say About Dixie; No Sad Songs for Me; Old Piano Roll Blues; Spanish Hat That Blighted My Life; Way Down Yonder in New Orleans
Lazy River Album—Owen Bradley and Quintet (1-10") Coral (33) CRL 56035—Lazy River; Rose of the Rio Grande; Beautiful Ohio; Missouri Waltz; Down the River of Golden Dreams;

Swanee River; Moonlight on the Colorado; On the Banks of the Wabash
Memorable Moments in Musical Album—W. Hooten-E. Merman-Mary Martin-G. Niesen-J. Sanderson-M. Weitz-The Fourtime (1-10") Decca (33) DL-6010—Bidin' My Time; I Got Rhythm; I Wanna Get Married; Let's Be Buddies; My Heart Belongs to Daddy; Nobody Makes a Puss at Me; September Song; They Didn't Believe Me
On Moonlight Bay Album—Lawrence Welk (1-10") Coral (33) CRL 65043—Moonlight Bay; Smiling; Cuddle Up a Little Closer; Tell Me; You Hung I'm Forever Blowing Bubbles; Every Little Movement; Till We Meet Again
Les Paul's New Sound Album No. 2 with Mary Ford (1-10") Cap (33) H-286—Jazz Me Blues; Just One More Chance; Three Little Words; I'm Forever Blowing Bubbles; That Lonesome Road; Moon of Manakoa; In the Good Old Summer-time; La Rotta
Sentimental Songs Album—Dick Haymes (1-10") Decca (33) DL-5291—I Don't Want to Leave You; It Can't Be Wrong; Love Letters; Night Is Young and You're So Beautiful; Our Waltz; Till the End of Time; What'll I Do; You'll Never Know
Sextette from Hungry Album—Eddie Sarleneck (1-10") MacGregor (33) Mac-5309—Darktown Strutter's Ball; That's a Plenty; Lock Stock and Barrelhouse; My Honey's Lovin' Arms; Royal Garden Blues; Indian Summer; Waitin' for the Station to Leave; Harmony Rag
Waltzland Album—G. Lombardo (1-10") Decca (33) DL-5325—Anniversary Song; Blue Skies Waltz; Dreamy Old New England Moon; Homecoming; Meet Me in St. Louis, Louis; Missouri Waltz; That Naughty Waltz; Together

RELIGIOUS

- Go Where I Send Thee—Wright Family (It Is) King 4481
His Eye Is on the Sparrow—Sister Rosetta Tharpe-Marie Knight (Milky White) Dec 48227
It Is No Secret—Wright Family (Go Where) King 4481
Lord I Want to Be a Christian—Golden Gate Quartet (Seven Angels) Mer 8243
Milky White Way—Sister Rosetta Tharpe-Marie Knight (His Eye) Dec 48227
Seven Angels and Seven Trumpets—Golden Gate Quartet (Lord I) Mer 8243
Take My Hand Precious Lord—Jimmie Davis (That Sweet) Dec 14580
That Sweet Story of Old—Jimmie Davis (Take My) Dec 14580

INTERNATIONAL

- Happy Days Dherek—Eddie Gronet (The Wishing) Coral 60548
No Real—Guy Chokooriah (Yegor Im) Lightning 10
Wishing Polka—Eddie Gronet (Happy Days) Coral 60548
Yegor Im Dronus—Guy Chokooriah (No Real) Lightning 10

HOT JAZZ

- Banana Peel Rag—Sharkey & Kings of Dixieland (Hungry Woman) Cap 1735
George Wettling's Jazz Band Album (1-10") Col (33) CL 6189—Collier's Clam Bake; Collier's Climb; Rose Room; After You've Gone; Indiana; As Long As I Live; A Good Man Is Hard to Find; Memphis Blues
Hungry Woman—Sharkey & Kings of Dixieland (Banana Peel) Cap 1735

RHYTHM AND BLUES NOTES

Continued from page 34
preparation for his two-weeker at Rendezvous Ballroom, Balboa, Calif.

Herman Lubinsky, Savoy Records topper, ever alert for timely ideas, took advantage of the religious aspects of heavyweight champion Jersey Joe Walcott and combined it with a famous secular-minded remark made by previous champ Joe Louis to produce a new gospel item, "God Is on Our Side." Lubinsky recorded the song with the Gay Sisters, who followed thru on the diskers' ideas to create the piece. The label copy will offer dedicatory credits to both boxers.

Johnny Hodges, who has been doing exceptionally well since he left the Duke Ellington band to go on his own, has had his dishing of "Rabbit's Blues" on Mercury go thru a titular change to cash in on the lyric which has been written to that melody. New tag is "You Blew the Flame Out of My Heart." This song and his hit "Castle Rock" have made Hodges quite a hot rhythm entity in the current Tin Pan Alley picture. There are about a half-dozen pop diskings of each tune forthcoming. . . . Charlie Parker and his group will work the week of August 27 in the Sky Bar, Cleveland. . . . Charlie Brown will head for the West Coast in mid-August for an eight-week stay. He currently is being set for both locations and one-nighters in that territory. . . . Tommy Edwards, currently riding with his MGM dishing of "Morning Side of the Mountain," has been booked for the week of August 6 at the Copanitory in Pittsburgh.

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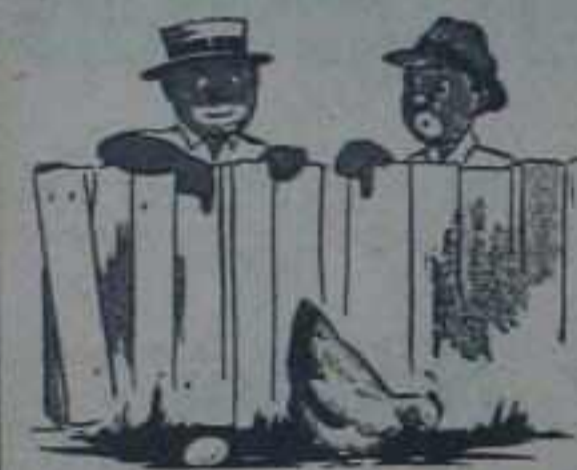
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Verse

You've been places; the world may be your playground. You've done things and you sure may know your way 'round. But if you've never lost your heart to one alone, Then life to you is still that X the unknown.

YOU NEVER HAVE LIVED (If You Haven't Known Love) Words & Music by Armand Napley

Musical score for 'YOU NEVER HAVE LIVED' with lyrics: You may have split an at-on in two; thrilled to hi-o's son a fu-litz-er prize; talked to sta-lln, mar-vel-ous view, yet YOU NEV-ER HAVE LIVED if you have-n't known love. You may have flown that speed-l-est jet; sung Grand Op- 'ya faced a li-on at bay; ciliated the Alps and right at the bet, yet YOU NEV-ER HAVE LIVED, if you have-n't known called it eddie's play, love. So you wrote a song that made the grade; You scooped mis-ter Win-shell once, you say? first on the hit fu-rade? In col-lege you ran the fast-est mile? You wrote a smash hit play? You won more than ten grand on a race? Oh, per-son se if I smile, You say have made a hit on T-V; I got to laugh in your face, been to far-ly in apride;

More Choruses Available Copyright 1951

O.K.—

So it's by some unknown.

Just the same, don't you think the guy's got a better mousetrap in this novelty number?

Then why don't you publishers, recording artists beat a path to his door?

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**THE BILLBOARD**

# Music Popularity Charts

## • The Honor Roll of Popular Songwriters

By Jack Burton

### No. 103—DAVE DREYER

Brooklyn, the mammy of many songwriters, was Dave Dreyer's birthplace—September 22, 1894—and his musical kindergarten. He mastered the piano without benefit of professional instruction while the other kids in the neighborhood were playing stick ball, and at the age of 13, cast his school books aside to earn an elusive buck with a cafe or dance booking.

Dreyer was strictly an F sharp virtuoso until he got his hands on a transposing piano, and then he became proficient in any key. That was back in 1914 when he joined the professional staff of Joe Morris. Two years later, he wrote his first song, *My Country I Hear You Calling Me*, and subsequently tramped the vaudeville circuit with Frank Fay.

This was only the beginning of a spasmodic career in the two-a-day for Dreyer, who served for years as a last-minute replacement for temperamental pianists who took run-out powders that gave headaches to headline acts. When Frank Westphal, for example, tiffed with Sophie Tucker, Dave

saved the day by substituting for Sophie's errant husband—at the piano, of course. When Oscar Levant deserted Ben Bernie's band, Dave was elected to fill the vacant chair at the Old Maestro's Steinway. And on occasion, he responded to frantic S.O.S. calls from Belle Baker and Al Jolson.

In 1923 Dreyer joined the staff of Irving Berlin as one of the 13 pianists who inflicted punishment on a battery of Tonk pianos. In addition to demonstrating the songs in the Berlin catalog, he also wrote special material as a goodwill gesture. These tunes were on the house, and Dave finally decided he would like to get a slice of the royalty cake, too, in addition to his salary check.

The intra-mural competition was terrific, for in addition to Berlin, the regular songwriters on the staff included Walter Donaldson, Sam Lewis and Joe Young. But Dave came up with a sleeper in *Cecilia*, a smash hit 20 years after it was copyrighted in 1925, and had 21,000,000 copy sellers in *Me and My Shadow* and *Rainbow Round My Shoulder*, written in collaboration with Al Jolson and popularized by him.

During his quarter-century association with Irving Berlin, Dreyer spent 10 years in Hollywood, first as Al Jolson's right hand man with the advent of sound pictures and later as head of the RKO music department, returning to New York in 1940 to serve as professional manager for Berlin until 1947 when he resigned to open his own music publishing house with Frankie Carle as a partner.

Altho Dreyer acted solely in an executive capacity from 1933 to 1941 and divorced himself from his piano, he didn't lose his songwriting touch. This was demonstrated in 1948 when his *You Can't Be True, Dear* was one of the outstanding songs of the year on the radio and in juke boxes.

### DAVE DREYER'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

#### Popular Songs

Unless otherwise noted, all of the songs listed below are published by Bourne, Inc.:

1916—**MY COUNTRY, I HEAR YOU CALLING ME**  
Lyrics by Bernie Grossman.

1924—**IF THE REST OF THE WORLD DON'T WANT YOU (GO BACK TO YOUR MOTHER AND DAD)**  
Lyrics by Alex Gerber.

1925—**CECILIA**  
Lyrics by Herman Ruby.

(Available on the following records: Victor 20-2307, Three Sun; Decca 25077, Whispering Jack Smith; Decca 8, Bob Crosby; Capitol 422, Johnny Mercer and

Pied Pipers; Columbia 37342, Dick Jurgens.)

1927—**FOUR WALLS**  
With Al Jolson and Billy Rose.  
\*ME AND MY SHADOW  
With Al Jolson and Billy Rose.

(Available on the following records: Decca 24040 in A-1927, Bob Grant orchestra; London 876, Bill Snyder orchestra.)

1928—**GIGGLING GERTIE**  
With Harry and Charles Tobias.

\*RAINBOW ROUND MY SHOULDER  
With Al Jolson and Billy Rose.  
(Available on Decca record 24400, Al Jolson.)  
BACK IN YOUR OWN BACK YARD  
With Al Jolson and Billy Rose.  
(Available on the following records: Decca

(Continued on page 42)

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- "My Truly, Truly Fair"
- "Sweet Violets"

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Sweet Violets
- #293 My Truly, Truly Fair  
Rose, Rose, I Love You
- #292 Mister and Mississippi  
Jezebel
- #298 I Can't Help It  
Howlin' at the Moon

**49c**

Retail

- #295 The Loveliest Night of the Year  
I'm in Love Again  
On Top of Old Smoky  
Too Young
- #296 Hey, Good Lookin'  
Let's Live a Little
- #297 I Wanna Play House  
With You  
Lonely Little Robin

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THE BILLBOARD

Music Popularity Charts

Album and LP Reviews

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

POPULAR

BING AND THE DIXIELAND BANDS—84
Bob Haggart Ork, Bob Crosby's Bob Cats,
Eddie Condon Ork (1-10")
Decca (33) DL-5323

HARMONICA IMPRESSIONS—Eddy Man-
son with Margery Welles Quintet (1-10")
Columbia (33) CL-6184

DICK HAYMES — Sentimental Songs
(1-10")
Decca (33) DL-5291

MEMORABLE MOMENTS IN MUSICAL
COMEDY—Walter Huston, Ethel Mer-
man, Mary Martin, Gertrude Niesen,
Julia Sanderson, Millie Weitz, The Foursome
(1-10")
Decca (33) DL-6019

LES PAUL'S NEW SOUND—Vol. II—
Les Paul with Mary Ford
Capitol (33) H-286

LES PAUL'S NEW SOUND—Vol. II—
Les Paul with Mary Ford
Capitol (33) H-286

FREDDY GARDNER, Saxophone, with or-
chestral accompaniment (1-10")
Columbia (33) CL-6187

DORIS DAY: ON MOONLIGHT BAY—Paul
Weston Ork, Jack Smith, Norman Lu-
boff Choir (1-10")
Columbia (LP) CL-6186

EDDIE SKIRVANER'S SEXTETTE FROM
HUNGER (1-10")
MacGregor (LP) 3309

JOSEPHINE BAKER (1-10")
Columbia (LP) FL-9532

GO LATIN—Enric Madriguera Ork, Desi
Arnaz Ork (1-10")
Decca (33) DL-5350

YOURS BY REQUEST—Bill Green, piano;
Ken Wilson, organ (1-10")
Columbia (33) CL-6183

AL JOLSON AND BING CROSBY, AN-
DREWS SISTERS, MILLS BROTHERS,
GORDON JENKINS (1-10")
Decca (33) DL-5316

"RICH, YOUNG AND PRETTY"—JANE
POWELL with Danielle Darrieux, Fernando
Lamas and David Rose Ork.
MGM (33) E-86

Russ Morgan

Continued from page 14

okay this week when McConkey
Artists' Corporation presented the
Decca recorder with a full sked of
28 one-nighters for the four-week
period Morgan assigned them.

Morgan's booking sked presented
an extra problem to McConkey's
staff, as the tour was okayed by
Morgan to MAC only a month
before it was to begin and after
other offices had already submitted
bands to ops for one-nighters in
the same period.

McConkey now will collect 10-
per cent commission on the entire
four weeks. Morgan had demanded
he get all seven-nighters work at
\$1,000 per against a 60 per cent
privilege or no commission could
be collected.

Upswing Ahead

Continued from page 14

automatic portable, \$40 and \$59.95.
All units are portable models.
The three-speed kiddie phono
being introduced will cost \$13.50
and sell for \$19.95.

Reasoning behind the switch in
emphasis to three-speed players
is reported to be the "negligible
price differential" between the
single-speed and three-speed units.

Dave Dreyer

Continued from page 41

24108, Al Jolson, Capitol 459, Freddie
Steward and the Dream Lady, Mercury
5508, Tiny Hill, Mercury 5463, Patti
Page, Hi-Tone 315, Eugenie Baird.)

1929—I'M FOLLOWING YOU
Lyrics by Ballard MacDonald.
I'M KA-RAZY FOR YOU. With Al Jolson
and Billy Rose.

1931—I'M KEEPING COMPANY
Lyrics by Lu Bender and Vee Lawnhurst.
WABASH MOON
With Merton Downey and Billy McKenny.
I WANNA SING ABOUT YOU
With Cliff Friend.

1933—IN A LITTLE SECOND HAND
STORE
With Ed Nelson. Lyrics by Harry Pease.

1948—YOU CAN'T BE TRUE, DEAR
With Gerhard Eberler, Billmore Music Com-
pany. (Available on the following rec-
ords: Capitol 15077, The Sportsmen; Decca
24439, Dick Haymes and Song Spinners;
Columbia 38211, Marlin Sisters; London
202, Vera Lynn; Victor 20-2944, Dick
James; Victor 25-1117, Will Glabe;
Ronde 228, Ken Griffin and Jerry Wayne.)

Whittemore Heads

Continued from page 11

ing procedure at the agency is the
opening of a new Dallas office.
This regional office is skedded to
open August 15, with Frank Foster
in charge and Whittemore as
supervisor from his Chicago perch.

Whittemore's promotion to the
sales manager post is effective next
week. He will move into the Chi-
cago office, which is and will re-
main under the management of
Russ Facchine. He and Whitte-
more moved into GAC when they
merged their Mus-Art Agency
with the larger firm more than two
years ago.

Whittemore's New York func-
tions will be absorbed by the re-
maining execs and agents here. A
new small band agent, Jack
Kearney, was hired this week. He
comes to GAC after a year's stint
with the Willard Alexander
Agency.

The Face?

Continued from page 11

its business. Each of them is re-
presented on the BMI board of di-
rectors. The chairman of the board
of directors of the National Assoc-
iation of Radio and Television
Broadcasters... is also chairman
of the board of BMI.

"BMI holds itself out to be the
largest music publishing house in
the world. In addition to controlli-
ng the performing rights of its
own published musical composi-
tions, it owns exclusive perform-
ing rights in the musical composi-
tions of more than 1,000 publishers
of music... It constantly reminds
broadcasting companies that BMI
is maintained and operated by and
for the broadcasting industry, and
that they serve their own finan-
cial interests when they broad-
cast BMI music."

A photostat of a BMI pamphlet
is attached as an exhibit. The
pamphlet, sent out to broadcasters,
stresses the "nominal" character
of BMI license fees, stating that
they never exceed 1.2 per cent
of gross station income. It also
highlights the fact that BMI is
"in a very real sense an arm of
the entire broadcasting industry."

'Banana' Fricasse

Continued from page 11

Decca issued both 10 and 12-inch
LP disks of Miss Merman singing
the tunes from the show.

The several key roles in Top
Banana are not set at this date,
diskery a. and r. toppers got their
first chance to hear the Johnny
Mercer score Thursday (2). The
show goes into rehearsal on Au-
gust 15, is set for a Boston opening
on September 17, and scheduled
to hit Broadway on October 11.

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"WHY SHOULD I LOVE YOU SO"
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"Music, Maestro, Please," "Take Time to Pray," etc.

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"CONCEALING"
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POWELL with Danielle Darrieux, Fernando
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MGM (33) E-86

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AUGUST 11, 1951

## HAPPY HUNTING GROUND

### Las Vegas on Way to Top Show Town Tag; Ops Pay 100G Wkly.

By BILL SMITH  
LAS VEGAS, Aug. 4.—This town is rapidly becoming the top show town of the country. Talent budgets running as high as \$50,000 weekly for the five chief spots here are not uncommon. When the talent costs of the minor clubs throughout this area (about 50, all using some sort of entertainment) are added to that, the figure rises

to as much as \$100,000 weekly. The biggest single talent buyers here are the hotels located on Route 91, a four or five-mile area known as Paradise Strip. Just a few minutes from the airport (air time to Los Angeles about 90 minutes) is the Flamingo. Just below it is the Desert Inn. Right across the road from the Desert Inn is the Last Frontier. Further down the road is the luxurious Thunderbird. Across from the latter is the El Rancho Vegas, a sprawling many acre spot that began its existence as a motel.

#### Games Make Coin

All these make their dough from tourists and Los Angeles residents who can have their choice of roulette, craps, 21, horse rooms (with wires to all tracks) poker or slot machines. To get the loose buck all the hotels operate on a no cover-no minimum-no admission basis. To see a Danny Thomas, Joe E. Lewis or any other name that the hotels can buy, all a customer has to buy is a cup of coffee. Dinner in most of these places seldom runs more than \$5 each and rooms can be rented for about \$6 a day.

All the hotels are publicity minded and have the help of the local Chamber of Commerce, headed by Ken Frogley, who sends out reams of copy under the name of Desert Sea News Bureau.

The El Rancho has a permanent house flack, Archie Loveland, and for the months of July and August has brought in Bill Doll, New York legit press agent, to drum up national publicity. The wide open gambling is the town's major lure (slot machines running from 1 cent to \$1), efforts are being made to build the area as a real resort spot. Summer temperatures

run above 100, but with all locations air conditioned and each hotel sporting pools (El Rancho's now building another pool), there are no complaints.

Each show brought in gets terrific publicity build-ups—huge electric sign displays, the town eight-sheeted, all sorts of promotion stunts and radio disk jock and interview tie-ups. A few weeks ago when Kaye Armen played the Thunderbird, Hal Braudis, house booker and press agent, arranged for her to be met at the airport by a 60-piece Army Air Force band from a near-by air base; a parade down the streets and constant plugging of her records. Thunderbird's new show, with Rosemary Clooney and Irving Fields, is expected to get a similar, if not a bigger build-up.

The shows in all the major hotels are all the major hotels. (Continued on page 45)

#### OH, DOCTOR!

### Martin & Lewis Chalk 120G to Set Chi Mark

CHICAGO, Aug. 4.—Dean Martin and Jerry Lewis set an all-time record admission gross for the Chicago Theater here with the \$120,000 they registered this week, but Jack Benny's three-year old attendance record still holds. Benny did \$113,000, with admission at a straight 98 cents, with 48 shows on the week. Martin and Lewis hit \$12,000 with admission from 98 cents to a \$1.25, doing 43 shows on the week.

Under doctor's orders, the team did only five shows the last day (1). On the basis of the above figures, Benny drew 115,306 payers for 48 shows, as against Martin and Lewis' 107,142 attendees for 43 shows. Martin and Lewis outdrew Benny per show, 2,551 to 2,040, in the 4,200-seat house.

During the past month the team did an aggregate total of \$254,000, knocking off \$144,000 for two weeks at the New York Paramount; \$50,000 for a week at the Fox Theater, Detroit, and \$60,000 here. Benny canceled a week at the Music Hall, Minneapolis, which was to have started Friday (3). They will take a rest before opening at Ciro's in Hollywood, August 23-September 2, after which they start a new flicker.

#### Eats, Drinks at \$53 Mil

WASHINGTON, Aug. 4.—Sales in eating and drinking places rose to \$53,000,000 during June, the Department of Commerce announced. This is \$3,000,000 above June, 1950, but down from May, 1951, sales of \$54,000,000.

Total chain store and mail-order sales, including those in eating and drinking places, leaped to \$2,615,000,000, for June, 1951, a rise of 11 per cent over the \$2,380,000,000 in June the previous year.

### Music Hall in Sizzling Week With 163 Gross

NEW YORK, Aug. 4.—It was the Radio City Music Hall all the way again last week. The 6,200 seater, with Show Boat, plus a stage layout with the Myrons and Marilyn Murphy, drew another sizzling gross—\$163,000 for the second week, against a record setting \$167,000 for the previous frame which was the preern.

The Roxy, 6,000-seater, did \$59,000 for its second and final week of a stagershow headed by Rose Marie and Take Care of My Little Girl against an \$82,000 opener. New bill has Mr. Belvedere Rings the Bell, Florian Zabach, Iceshow, and the Hurricanes.

Paramount (3,654 seats) did \$49,000 for its final week of Duke Ellington, Toni Harper and Peking Express. New show has That's My Boy, Modernaires, Rudy Cardenas, Danny Lewis and Bob Chester ork.

Palace, 1,700 seats, went to \$20,000 for last week's bill of Sheila Barrett, nine other acts and Fort Worth. New show, another 10-acter, has Johnny Morgan in the next to closing slot.

#### GOV'T SHUTS CAFE SOCIETY

### Back Tax Nip Leaves Gale With 2G Bag; Durston, 1G

NEW YORK, Aug. 4.—Cafe Society was sloughed Wednesday (1) night when the Internal Revenue Bureau put the bite on the club for back taxes. But among the biggest losers in the sudden shuttering are Gigi Durston, who was to open Thursday (2) for two weeks at \$1,200, and Tim Gale, who was stuck for \$2,000.

The Gale stickeroo happened this way. He booked Ella Fitzgerald into the club for a four-weeker at \$2,000 per. The gal got paid her first and second week. The third week there was a mix-up, and club ops issued a \$2,000 check to Gale. He, in turn, issued his own check

to Miss Fitzgerald and deposited the club check. When club ops heard about Gale's having paid the singer, they stopped payment on the Gale check. When Miss Fitzgerald didn't get her dough for the fourth week, the American Guild of Variety Artists (AGVA), with whom the spot had a hold, paid the dough. In the meantime, Gale was left holding the bag.

AGVA ruled it can't do anything about Gale. His recourse is in the courts. It also ruled, however, that club will be held responsible for Miss Durston's dough when, as and if the spot reopens.

## It's Small Spots That Provide Work

Billboard Survey Shows 500 Active Buyers of Talent—How Much, Who Buys What, Etc.

Continued from page 1

Lilly's Restaurant, Rainbow Club, Sky Club, Big Barn, Clover Club, Jungle Club, Preview Lounge, Vagabonds Club, and one theater, the Olympia. The Vagabonds, a 350-seater run by Henry Neyle, spends about \$5,000. The rest are either strip joints or use fem impersonators. But all spend up to \$1,000 weekly.

In MIAMI BEACH, FLA., proper, the familiar spots are the Copa City, Celebrity Club, Five o'Clock Bar of Music, Mother Kelly's and most of the beachfront hotels. Most of the club policies are too well known to need detailing, but all of them, with the possible exception of the Bar of Music, expect to be big spenders the coming winter. Clubs are wide open; no exclusive bookers despite claims to the contrary. The hotels are a different proposition. Agents claim exclusives but owners deny it. Hotels spend up to \$2,000 for talent during the summer but expect to increase it during the season. The toppers at the hotels are Saxony Hotel, George Sax; Casablanca Hotel, Red Pollack and Julius Gaines; Sans Souci, Ben Novak and Harry Mufson. The only vaude theater in the Miami area is the Olympia. House is mulling plan to put in legit shows but plan is indefinite. In the meantime, Harry Levine, Paramount booker, New York, is the guy to see.

#### Northbound

Further north, ORLANDO, FLA., has the Flamingo; PALM BEACH, FLA., has the Music Box; PENSACOLA, FLA., has the Piccadilly and the Surf; RIVIERA BEACH, FLA., has the Harbor Bar; SOUTH DAYTONA BEACH, FLA., has the Club 400 and the Beach Club; TAMPA has the Brass Rail, Ciro's Supper Club, Club 22, Diamond Horseshoe, the Frolics and the Sky-line Rooms. WEST PALM BEACH, FLA., has the Melody Club and the 3 o'Clock Club. Budgets in all of the above seldom run above \$1,000, and all are booked by anybody who gets around.

ATLANTA has the Garden Terrace in the Atlanta Biltmore, the Henry Grady, Club 26, New Copra Lounge, Robinson's Tropical Gardens, Owl Room, Jennings' Rose Room, Joe Cotton's Rhythm Room, Gypsy Room and Wicca Wigwam. The Henry Grady and Club 26, both booked by Monk Eastman, are the only ones using acts. The others are band spots. Atlanta law recently clamped down on clubs for serving mixed drinks, but law was recently amended and area may get a shot in the arm.

CHARLESTON, S. C., has only two spots, Colonial Lounge and Club 49, which expect to start using acts in September. Latter, a 225-seater, is run by W. D. McEwan. Former, a 200-seater, is operated by Z. S. Rivers.

WASHINGTON is a hodge-podge. Business there is up and down. The Caribar, of the Wardman Park Hotel, 200-seater claims to spend about \$5,000. Spot is booked by band leader Daryl Harpa, who's been there about a year. Old New Orleans seats about 150 and uses mostly foreign acts. Spot claims its budget to be about \$1,200. Music Corporation of America and International Artists do most of the business there. The Shoreham uses two rooms, the Blue Room and the Palladium Room. Maxim Lowe does the buying. Combined budget (mostly for bands) is about \$3,500.

Blue Room spends about \$2,000 and buys all over the field. Now has Louis Armstrong and will follow with Ella Fitzgerald. Only two flesh houses are Loew's Capitol and the Howard, latter a Negro house.

#### Philly Area

PHILADELPHIA and area has Ciro's, run by Ben Corson, budgeted at around \$2,000. A sex act usually headlines; booking wide open. Celebrity Room, operated by Herman Seiforth, is budgeted at \$2,000, booked by Nat Segall. Club Ebony, handled by Label Spiegel, spends about \$1,500 for Negro shows and is booked by Charlie Marano, Chubby's, North Collingswood, N. J., operated by Chubby Stafford, uses mostly record names, spending up to about \$4,000. Nat Segall books. The major cocktail lounges are Lou's Moravian, spending around \$1,300

and run by Sam and Mack Lerner. Rendezvous, run by Lee Guber, spends about \$2,000 but is enlarging room and expects to go to \$4,000. Booking is wide open. The Philly area has dozens of small bars using singles as piano players or two-piece units. In most cases these spots buy all over the map.

The only theaters in the area are Warner's Earle, using spot shows, and the Carman, a Sam Stiefel house. Latter is booked by Joe Coppersmith, with talent budget about \$2,000.

In PITTSBURGH, the Ankara is operated by Charley Jamal; booker is Joe Hiller; capacity, 300. Now uses ice show exclusively. Budget around \$2,000; Belvedere, McKeesport, Pa.; op, Harry Sygmunt; booker, Don D'Carlo; capacity, 550. Uses names occasionally if price is right. Blue Ridge; op, Bill Goldie; booker, Don D'Carlo; capacity, 225; budget, \$750. Johnny Brown's; op, Nate Moss; booker, George Claire; capacity, 300; budget, flexible. Uses all available name race attractions. Carousel; ops, Jackie, Sol and Bill Heller; booking, non-exclusive; budget, \$1,000 on up. Uses top comics and name television stars. Capacity, 300.

#### More on Pitt

Carnival Lounge. Op, Lenny Litman. Booker, Morry Fremont. Capacity, 250. Budget, \$750. Balconades. Op, Lou Cecala. Booker, George Claire. Budget, \$1,000. Jewel Box Revue in for summer. Capacity, 300. Copa. Op, Lenny Litman. Booker, Morry Fremont. Capacity, 375. \$1.75 minimum. Budget from \$1,000 to \$3,500. Bill Green's. Op, Bill Green. Booker, Joe Hiller. Now using outdoor terrace for arena theater. In fall expects to operate again with name bands and attractions. Midway Lounge. Op, Lenny Litman. Booker, Morry Fremont. Capacity, 250. No cover, no minimum. Budget, \$600. Uses single jazz names with house group.

Monte Carlo. Op, Allan F. Clark. Booker, non-exclusive, \$2 minimum. Capacity, 225. Budget up to \$1,000. Uses class acts and an occasional name with snob appeal. Palace, MONONGAHELA, PA. Op, Lou Ferilli. Booker, George Claire. Capacity, 300. Budget, \$500. Liberty Cafe. Booker, Anne King. Capacity, 175. Budget, \$500. Vogue Terrace, McKeesport. Op, Andrew Chakeres. Booker, George Claire. Capacity, 1,000. Budget, flexible. Will buy anything that will draw. Has gone as high as \$7,500.

Altho most clubs in the Pittsburgh area have house bookers, all the major offices book acts into the clubs using names, and usually grant the booker the courtesy of going thru him instead of going directly to the op.

#### Connecticut

CONNECTICUT has about 13 clubs listed, but only a few mean anything. HARTFORD has the 368-seat Parisian Room run by Larry Simms, who spends up to \$1,000. Only theater in town is Doc Harris' State, which reopens after Labor Day. BRIDGEPORT has Club Howard, operated by Matt Lucey, spending about \$300 to as high as \$1,500. Club Rio, operated by Lou Spinelli, booked by Newgold out of New York. Seldom goes over \$600.

#### Ohio

COLUMBUS, O., used to have five big clubs. It's now about three and a half. The Riviera and Palm Garden are running full weeks. The Gloria has shows on Saturdays only; the Carolyn, a Saturday operation, uses only bands. The Desler-Wallick Hotel, operated by Palmer Suddaby, booked by Merle Jacobs, spends about \$750. It plans "something big" for the fall. Nell Town House, operated by Harry Ludwig, who does all the booking, has a budget of about \$800. Riviera, a 400-seater, run by Tony and Frank Delewesse, and booked by Frank Seanes, spends about \$1,000.

Club Trocaveria, 200 capacity, operated by A. B. Flint, uses Negro shows and spends about \$800. Streamliner, operated by John Hergat, booked thru Posey-Moore Attractions, goes for about \$650. Jai-Lai, a 500-seater run by J. E. Watring, and also booked by (Continued on page 45)

## Health Halts Martin-Lewis Package Tour

NEW YORK, Aug. 4.—The Dean Martin-Jerry Lewis package that was to have opened at the Minneapolis Radio City, Friday (3), was canceled when Lewis was ordered by doctors to get a rest or he would be endangering his health.

The team had just finished a muscle breaking two weeks in Chicago where they did up to seven shows a day. For the last three days of the Chicago date, Lewis was under doctors care and at one time it looked as if he couldn't go on.

Both performer unions, American Guild of Variety Artists (AGVA) and American Federation of Musicians (AFM) entered the picture when the tour was stopped. There were Helen O'Connell, Mayo Brothers and Leonard Barr on the bill, plus Dick Stabile's 17-piece ork, all with contracts. The question arose who would pay their salaries now that the tour was cut short.

AGVA ruled that inasmuch as an agreement had been reached that the boys would play the Minneapolis date at a later time and the current tour was curtailed due to no fault of the principals, it would not hold the principals or the theater to the contract.

The AFM, after checking with AGVA, ruled the same way.

## AGVA-TA Snarl Over Benefit

HOLLYWOOD, Aug. 4.—In answering Theater Authority's statement that it would "see to it there was a great show between halves at The Los Angeles Times charity football game, August 15," American Guild of Variety Artists regional topper Eddie Rio blasted TA policy and added that any AGVA member working the date without AGVA approval would face a \$300-\$5,000 fine, suspension or both. Dispute is an aftermath of AGVA's breaking with TA (The Billboard, August 4).

Any further beefs regarding jurisdiction will lead to 4-A's arbitration, Rio told The Billboard. TA claims it has all rights to the affair, while Rio says it is strictly a personal appearance and should be managed by AGVA. Rio has informed Paul Schissler, Times promotion chief, of his intentions, as has TA of theirs. Rio also told The Billboard that he never intended his beef with TA to be aired for the public, as it was an inter-union matter. The AGVA exec said he will continue the same policy of protecting members to the best of their interests.

TA's statements regarding Rio making a personal verbal attack against TA administrator I. B. Kornblum were emphatically denied by Rio, who also decried TA's attack on AGVA administration in the East. A TA spokesman this week said, "we will leave it (charity football game) to all performers and to the public to decide who's right in this unfortunate dispute which has been brought about by AGVA's attempt to take over for its own purposes the non-profit Theater Authority, despite the unanimous opposition of the other talent unions."



# Night Club-Vaude Reviews

## Chubby's, West Collingswood, N. J. (Wednesday, August 1)

Capacity, 550. Shows at 10:15 and 12:30. Owner-manager, Joseph (Chubby) Stafford; booker, Nat Segall; publicity, Herb Freedman. Estimated budget this show, \$4,000. Estimated budget previous show, \$3,200.

It was just two years ago that Rosemary Clooney, on breaking away from the band canary corps, made this her initial break-in. In those two years, both Chubby's and Miss Clooney have gone a long way. What was originally a small roadside spot near Philadelphia has blossomed into a large supper club on the strength of a steady diet of recording names, and what was originally a musical policy has grown into the full bluish of a floor show.

Miss Clooney, too, has come a long way. Apart from the fact that "Come On-A My House, is skyrocketing her to new heights, she displays as a song seller par excellence—both in presence and in pipes, and just as long on looks. Runs the gamut of her record hits, taking the Mixed Emotions ballad in stride as strongly as an up-beat Shot-Gun Boogie. She begged off after Come On-A.

Also strong on the vocal side is the chanting of young Pat Terry. Chap delivers smoothly, showing both drive and emotion as he gives out with standards and pops of rhythm and ballad variety.

Comedy relief is provided by youthful Gene Snead, ventriloquist, who makes his dummy kid with the customers, even making it do a highly potent drunk. Bracketing the show is the prancing of the Lee Henderson line of six steppers.

Don Haven ork (6) handles the show and dance assignment in capable fashion. And there's musical strength in the instrumental and vocal designs of the Tommy Ferguson Trio, consisting of guitar, accordion and bass.  
Maurie Orodener.

## Chicago, Chicago (Friday, August 3)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows daily, six week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

The b. & k. flagship house has Billy Eckstine for the next fortnight. Mr. B has never been more relaxed in his lush piping and nonchalant talk between numbers. Eckstine's ballading drew the longest and loudest mits he's ever received locally. His program could stand a bit of pacing, however, as the one up-tempo novelty, Shanghai, doesn't lend itself to his piping. Some up-tempo blues, such as the material he did with his band on National, would fit better.

Henny Youngman deserves "A" for effort, for it was his perseverance at belting out the old material which finally put the audience on his side. Youngman, one of the pillars of current comedy, throws away his first five minutes because of the lack of strong, new material. His entire act, instead of only the last two-thirds, could be boff if he'd come up with a new, strong opening.

Les Juvelys, good-looking, clean cut male and fem novelty, mix up hand and head-balancing with roly-boly for excellent returns. Their outstanding tricks occur while the guy, balancing on the rolling board, balances the girl atop a number of rubber balls on his pate. Two different tricks drew huge mits.

The Dunhills do their standard rhythm precision opener and their novelty stepping, to good mitting. Boys do their fine rhythm stepping so easily it's beginning to look dull to the pewsitters. They should insert some slower music which would enable them to stress stepping that's strictly for show.  
Pic, Little Egypt.  
Johnny Sippel.

## Olympia, Miami (Wednesday, August 1)

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

Headed by deep-voiced singer Bill Farrell, current opus here doesn't add up to much except for Farrell's record fans, who were out in force opening day to give the lad a big reception. Got a good hand for his latest disk, Deep Purple, which he intones in such low pitch—and with grimaces to match—that it's unusual, to say the least.

Best on the new bill is Dave Barry. The crowd really went for his gags and impressions in a big-laugh way, and he's certain to be picked up by a local night club or hotel supper room before he finishes the week's stanza at the theater. Patti Thomas and the Freshmen—with an act reminiscent of the Blackburn Twins and Janet Blair—did okay, too. In a jazzy Hawaiian routine, Patti exhibits a neat pair of underpinnings. The trio opens the bill but it's good enough for a better spot.

Programed as Skip and Geri Youman, musical impressions, act is really a one-man show. Does well with imitations—vocally and via clarinet—of musical greats. But addition of gal to act slows the pace and distracts from the man's ability. The Four Fantinos, aerialists, close the bill.  
Herb Rau.

## Oasis, Los Angeles (Saturday, July 28)

Capacity, 250. Five shows nightly. Price policy, \$1.20 admission week-days; \$1.50 week-ends. Owners-operators, Jerry Horne, Les Shear. Press, Jules Fox. Estimated budget this show, \$2,750. Estimated budget last show, \$2,000.

Count Basie fans will find this package to their liking. The Count presents his full band (16) in a tight bundle, framing the talents of impressionist George Kirby. Main fault is that Basie is not using vocalists.

Kirby offers top mimicry. Best are Al Hibbler, Ethel Waters, Walter Brennan, Humphrey Bogart, Nellie Lutchter and Cary Grant. He pulled big hands. Basie makes the most of the big band, getting good effect from the added sidemen. Highlighting the work of Wardell Grey, Marshal Royal, Clark Terry and Ernie Lewis,

## Paramount, New York (Thursday, August 2)

Capacity, 3,654. Price range, 55 cents-\$1.50. Chain booker, Harry Levine. Show played by Bob Chester's ork.

With the Martin and Lewis flick on the screen and a solid bill on stage, the Paramount figures to do business with the current combo, even tho the flesh name value is slight. Performance-wise, the Modernaires are real headliners. Tho the group hasn't meant much on disks for some time, its consistent radio work has made lots of friends.

The boys stuck to special material thruout and got sock results with everything they tried. The quintet looks good, is loaded with sight bits and displays a musicianly vocal blend. Its opening number included a softshow, magic and juggling bits. A hunk of material based on potential movie-star appearances on video got yock after yock. They closed with their standard Juke box Saturday Night but tossed in some Mel Torme and Guy Lombardo Trio satires before hitting their familiar Ink Spots take-off. They closed to a tremendous hand.

Bill opens with the Bob Chester ork (six brass, four reeds, four rhythm and the frontier) running thru the usual flag-waver. This one was Stars and Stripes Forever. The band didn't do another number for the rest of the show, but backed up the acts in excellent fashion.

Rudy Cardenas, as skillful and fast a juggler as seen anywhere, got hefty applause for his handling of batons, balls, billiard balls, top hats and cocktail shakers. Of added interest is the slick way in which his music heightens the effect of his juggling work.

Danny Lewis opened with Sitting on Top of the World, a Jolson medley of Swanee, April Showers and Rock-a-Bye My Baby, and finished to a big mitt with some special material on That's My Boy. Tho the lad doesn't have particularly effective pipes, he knows how to sell a song. The bit on son Jerry couldn't miss at this house. Lee and Howard filled out the bill with a strong comedy turn. Their terping got laughs, but their sharpie and floozie routine got yock after yock.  
Pic, That's My Boy.  
Joe Martin.

## Roxy, New York (Wednesday, August 1)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Paul Ash house ork.

This isn't a heavily budgeted bill, no hefty attractions or solid names. But it's a well produced show and moves to the complete satisfaction of the audience. The productions were particularly meaty. The precision terps by the house line, backed by the choral work of the mixed group, drew hands midway time and again.

The icier part of the show was in the deft feet of Carol Lynn and Arnold Shoda plus a group of skaters. Gliding was silky, and sudden spins and splits, exciting.

The acts consisted of Florian Zabach, Les Hurricanes and a moppet out of National Broadcasting Company TV, tagged Angel, a cute eight-year-old who did a ventriloquist act with two dummies. Maybe her skill wasn't of a high order, but who can dislike a little girl who tries; anyway the house applauded.

### Terrific Hurricanes

Les Hurricanes, a four-person adagio act (one a girl) did a sensational lift and toss act. The group did tricks that were almost impossible, finishing way ahead.

Florian Zabach, back for a return date, was as pleasantly disarming as ever with his blond hair and fiddle playing. The boy, as gracious as ever, did a couple of new things to back his now standard Hot Canary, among them a finger plucking Pizzicato which went over nicely.

Pic: Mr. Belvedere Rings the Bell.  
Bill Smith.

orkster-pianist runs thru abbreviated sets which include sharp arrangements of You're Not the Kind and Beaver Junction.  
Joe Bleeden.

### Highlight Reviews

The week's Highlight Reviews appear on Page 3, this issue.

## Palace, New York (Thursday, August 2)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

There's little to distinguish this bill from previous ones. It has some good acts, some fair ones and some who didn't seem to know their way around a stage. But all in all the packed house was in a receptive mood.

First on were the Troyans, two boys in Mexican outfits with some excellent hand-to-hand acros, plus a gal who strummed a guitar and sang things like Guadalajara. The boys were fine; the girl could sing, but outside of that her presence did little to dress the act.

Eddie Lawrence, a ringer for Vic Damone, loped on next for a long series of taps. Tho he proved his footwork, he also demonstrated that he had no act. He needs music and somebody to show him how to sell. Joe Morris and Susan North were as funny as ever in their perennial "man-in-the-box" heckling act. The house roared.

### Small Pipes

Linda Lee Jones, a precocious eight-year-old blonde dressed like a French doll, piped out a series of oldies, hoofed and bowed. She looked as if she were right out of the second term of the Professional Children's School.

Neal Stanley started off with a Donald Duck bit then went into a series of what were supposed to be comedy take-offs of various names. If the take-offs were adequate, the comedy was not. With the sort of material the boy has, he'll not go far.

The Marvellos, a standard comedy magic act, have been around too long to need fuller description. They work skillfully, get laughs and do a real job. Bud Harris and Frank Radcliff, just about fractured them with their two-man comedy talk. Their contrived insults and blackboard demonstrations of arithmetical problems drew howls of glee.

### Graceful Dancing

Wynters and Angelina were adequate in their ballroom dance act. Both looked good and were properly graceful and coy when the routines called for it.

Johnny Morgan had his type of audience, a condition which he recognized right from his walk-on. His lackadaisical gags, semi-philosophical situation yarns and little bits drew big yocks.

The Lopez Trio, a trapeze high bar act plus some comedy, wound up the show. The biggest laugh came from a pants-losing bit, which is about the Palace audience's mental level.  
Pic: As Young as You Feel.  
Bill Smith.

## Clover Club, Miami (Saturday, July 28)

Capacity, 450. Two shows nightly; three shows Saturdays. Price policy, \$3.50 minimum. Owner-operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Show played by Tony Lopez' band. Estimated budget this show, \$8,000; last show, \$4,500.

With Patti Page in the star spot, Jack Goldman copped a money-making summer attraction. The gal, who played a big week at the Olympia here last February, has plenty of following, which packed the club on opening night.

Right from the start the customers gave Miss Page a big hand for her straightforward song-selling. Her lack of anything which might be called style is refreshing in an area where shoulder-shaking and torso-tossing warblers predominate.

They kept the gal on stage for a total of eight selections, with her Tennessee Waltz, of course, copping a mighty mitt. Almost up to it, however, was her At Sundown, the only number in her routine which she hasn't recorded commercially, altho this tune is on transcription.

Artie Dunn scored with some clever song material, but lost the crowd on his chatter. During his emcee chores, Tony Lopez' bandmen gave him the only laughs. As a holdover Gomez and Beatrice and their dancers (four girls and two boys) are still crowd-pleasers. Their new Polish polka number was particularly big.  
Herb Rau.

## El Casbah, Kansas City, Mo. (Friday, July 27)

Capacity, 225. Price policy, \$1 to \$1.50 cover. Owned and operated by the Bellerive Hotel Company. Booking, non-exclusive. Shows at 9 and 12. Estimated budget this show, \$1,250.

The night club preem of Eileen Wilson at this hotel location was highly touted but greatly disappointing.

A winsome honey-blonde, Miss Wilson presents the perfect example of someone who could be a sock night club attraction but isn't. She wears beautiful gowns, has a pleasant manner as well as a fine voice, and warbles pop songs the way the customers want to hear 'em, but her act doesn't jell.

Either from nervousness or habit (resulting from her TV career), Miss Wilson totally fails to project herself to those within the confines of the small room. She remains as distant to those within arms reach of her as if she were being viewed on a television screen. Only once during the course of the hour-long show did she loosen up long enough to introduce a song.

### Needs Experience

If Miss Wilson is to make a success of her night club tour, it is essential that she get used to appearing before audiences of the night-spot type.

She'll have to take the tinkling of glasses or silverware in stride, as well as the occasional outburst of a noisy customer. In short, it will be necessary for her to remember that she's no longer before the TV cameras, but before a living and breathing audience who've paid to see and hear her.

A good line of patter—a joke here and there—would do wonders for Miss Wilson's act. As it now stands, it is little more than an amateurish song recital.  
Phineas Rosenberg.

## Mocambo, Hollywood (Wednesday, July 25)

Capacity, 220. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$2,500. Estimated budget last show, \$3,500.

Show business gets a solid shot in the arm with this four-act layout. Foursome are winners of this nitery's recent Sunday night talent battles. Lack of a name will undoubtedly cause many empty tables despite the fact that the bill is okay.

A blond doll, June Roselle, is definitely tabbed for a singing future. She displays charm, beauty and a lilting voice to hold the audience with ear-pleasing renditions of La Vie En Rose, One Fine Day and Too Young. Male counterpart of the show is Victor Marchese, who scores with Be My Love and is socko on Vesti la Gubba and Without a Song.

Lighter moments are supplied by Dick Broderick, whose impressions of Vaughn Monroe, Carmen Lombardo, Frankie Laine and Cary Grant brought big hands. Broderick sports an infectious grin and should find a lot of work on the bistro circuit. His cake of soap opener is clever. Hooper Paul King works hard and makes the most of the small floor. Personable, King moves fast with a number of terp steps.

Emil Coleman's ork cut the show well and kept the crowd dancing.  
Joe Bleeden.

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# Hocus - Pocus

By BILL SACHS

VERNON COLBERT was in Chicago last week on business and to make final preparation for his fair season which gets under way this week. His fair route will carry him thru Southern Illinois and Missouri. While in Pittsburgh recently, Colbert purchased all the black velvet drops from the Barry Theater, formerly the Pitt, which was being torn down, and shipped them to Hollywood to add to his show stored there. . . . Lady Francis has just concluded a stand at the Blue Sky, Montreal nitery, where the house press agent billed her as "the only magician woman in the world." As one of our correspondents so bluntly put it, "How dumb can a press agent be?" . . . The Journal of Commerce, important financial daily published in New York, carried a front-page piece recently on Percy Abbott and his Colon, Mich., magic factory. The yarn, labeled "Legerdemain Has Its Limits—Magic Firm Stumped by Curbs," was written by Robert Lund, Detroit magic expert and Motor City rep for The Journal, and dealt with the headaches a magic dealer like Abbott encounters trying to put a price ceiling on some 2,000 gimmicks. . . . Rudy Van Horn, comedy magician and singer, Friday (3) began a fortnight's stand at the Latin Quarter, Newport, Ky. . . . The Amazing Mr. Ballentine (Carl Sharpe) turned in his usual bang-up job with his hysterical magic on James Melton's Ford-Mercury TV Show which emanated from New York last Thursday night (2). Magic could use more artists like him. . . . Jay Marshall is in the midst of a two-weeker at the Chez Paree, Montreal. . . . As we go to press, comes word that Lucille and Eddie Roberts, the magical mentalists, have been handed a two-week extension to their original four weeks at the Normandie Roof of the Mount Royal Hotel, Montreal.

JAY PALMER AND DOREEN, who have been going great guns with their comedy magic in London and the provinces for many months, will return to the States early in November. They are slated to work out a string of bookings they have set in

Sweden, France, Turkey and Greece. They are also penciled in for dates in India and Iran. Writing from London under date of July 27, Jay says in part: "Still going strong over here, working every week. However, will take a few weeks off late in August to go to France where we will appear on a gala magic bill for the Magic Congress of 1951 at the Rex Theater in Paris September 7-10. We also will appear for a week at the Scala Theater, London, for the Magic Circle's big public show the week of September 24, and at Bournemouth, England, for the British International Brotherhood of Magicians' convention October 4-7. Also set for the London Society of Magicians show at Conway Hall August 25. We are really in everything over here this year. All we need is a Command Performance. On July 4 we entertained the boys at the U. S. Army Air Field at Burtonwood in a big outdoor show. Doreen entered the beauty contest as Miss Scrap Iron of 1951, but didn't win. A gal who looked like Bela Lugosi won hands down." . . . Frank Kini is working private club dates around Detroit. . . . Have had several inquiries recently on Mrs. Al Page, wife and partner of the magician, asking whether she's still on the sick list and confined to the hospital. . . . And speaking of fem trixsters—what's become of the lovely Gloria Jerome? . . . Karrell Fox, Detroit deceiver, has re-joined his army unit on the West Coast after a furlough at his Motor City home. . . . The Great Lester (Noel Lester), master rabbit hider and one of the most capable trixsters ever to display his illusions on a carnival midway, is this season with the James E. Strates Shows, where his layout has been one of the most consistent money-getters of the season to date.

## Happy Hunting

Continued from page 43

tels are apparently a must. Two or three places have opened with good food and the usual gambling, but no shows, and they all folded. It's the shows that bring them in and the ops hope that it will be the shows that'll keep 'em there trying to beat the odds.

### Convention Plans

Next April Las Vegas will get the annual convention of the Variety Clubs International, and it is already making huge plans. The nobody has been set yet, offers are out for the biggest names available. Vegas ops are in a better position to get picture names than are the Eastern or Miami Beach rooms. The distance from the flicker lots presents no problems and the money is as good.

Oddly enough the dough isn't as big as generally believed. An attraction getting \$10,000 may get \$1,000 or so more in Vegas, but usually the figure's about the same. An act getting \$500 may get another \$100 or so here, but usually its just enough to cover fares. Many acts—too many—go into hock trying to make a six the hard way. But even that's a lure that many showfolk can't resist.

An effort is being made to build a race track, tho so far the dough has been short. Arguments for a track is that bettors could watch the hayburners and get track odds. Arguments against it add up to who wants to sit in the hot sun when one can squat comfortably in air conditioned luxury and get the returns from all tracks.

### New Hotels

A couple of new lush hotels are in the talking and semi-building stage on the strip. One to be fronted by Mae West already has a sign up, "Diamond Lil's," another is still unnamed.

Despite the activity here there are surprisingly few chorus lines. The outstanding group here is at the Thunderbird, a Kathryn Duffy line that has apparently been well trained, well taught and has effective productions that are full acts in themselves. The customers, made up of 85 per cent tourists, are quite enthusiastic about the kids.

If plans for Vegas materialize, the area can become the single white-hot show town in the nation. Right now it has the biggest buyers and consistent ones. Even during the winter season Miami Beach does not buy the volume of acts that Vegas does.

## AGVA'S VAN IN LEGIT SWITCH

MIAMI, Aug. 4.—Gus Van, national president of the American Guild of Variety Artists, is going legit.

Now a resident of Miami Beach, Gus has accepted a role in *Portrait in Black*, the next production by the Civic Theater of Greater Miami.

The play opens Thursday (16) at the Latin Quarter—one-time Lou Walters' plush bistro—which is now the Civic Theater's playhouse and headquarters of the local Variety Club.

## Benefits Get Ax on Coast

HOLLYWOOD, Aug. 4.—Walk-out from Theater Authority by American Guild of Variety Artists is believed to have resulted in Bob Hope's canceling a celebratory benefit this month at Hollywood Bowl. AGVA regional toppler, Eddie Rio, has stated that all forthcoming benefits using Guild members must clear thru his office, no matter what other union cards such performers may hold. Conflict among the unions has created considerable confusion and jealousy and it is doubtful whether many benefits will be staged here.

Since exiting T-A, Rio has been negotiating with Television Authority with an eye to bringing it into AGVA's fold. American Federation of Radio Artists is also seeking TV-A an AFRA member.

## Vancouver Slashes Capacities of Clubs

VANCOUVER, B. C., Aug. 4.—The provincial government clamped down Thursday (26) on overcrowding in Vancouver night clubs, cabarets and dance halls.

Under the new regulations, attendance is limited to one person to every 15 square feet of floor space. The old requirement was for every six square feet of space, which is the regular rule for all places of public assembly. The-

## Small Spots Provide Work

Continued from page 43

Posey-Moore, spends about \$550. Macon Hotel Bar, 300 seats, run by Gregory Edwards, pays about \$800.

Posey-Moore seem to be the big bookers in Columbus. They handle about eight other spots in town, with budgets running from \$125 to \$800. Among their spots are Hotel Frances French Quarter, run by Morgan Roderick; Old South, run by Joe Gerhart; Club Regal (spends \$450) run by Dave White. Broad Olympic, a tiny room (70 seats) run by Dick Zimmerman and Kiri, a 90-seater, run by Saul Miers.

AKRON has two clubs, Gene's and Toppers. CANTON, O., has three, with Casa Blanca spending about \$400. CLEVELAND's biggest spenders are the Alhambra and Alpine Village. TOLEDO has Kasee's, with about \$2,000. YOUNGSTOWN, O., has three clubs running, Club Lido, Merry-Go-Round and Tropics. Merry-Go-Round seemingly spends the most, but that doesn't exceed \$500.

### Massachusetts

BOSTON is shut tight this summer with only the Hotel Bradford running. But in the fall, about 15 spots will reopen. Blinstrube spends about \$1,500. The Latin Quarter (the big one there) goes for about \$5,000, and the others go down to as low as \$100 for a single act. Near-by towns do fairly good biz. EVERETT, MASS., has five clubs going, with the Beacon as the largest, spending about \$500. FALL RIVER, MASS., has two spots, with the Riviera going for about \$750. NORTH WESTPORT, MASS., has two good spots, the Lamplighter and the Midway Casino.

Going west to CHICAGO, there is, of course, the Chez Paree. But under it are about 20 other spots. Vine Gardens, booked by Paul Marr, with a budget of \$2,000, is an important one. In the minor league there are: The Blue Note operated by Frank Holzfiend, booked thru Freddy Williamson, buying jazz units and singers and spending up to \$4,500. Gussy's Kentucky Lounge spends about \$1,500 for comics and singers.

# Burlesque Bits

By UNO

GLORIA MARLOWE is headlining at the 2 O'Clock Club, Baltimore. . . . Sam Gould is enjoying a lay-off in New York, following a long stretch at the Beachcomber, Miami. . . . Strawberry Sobol's newspaper club, Detroit, was the rendezvous for several big parties July 23. Celebrators were Billie and Grace Reid, Babe Fenton, Scurvy Miller, Pat Burns, Johnnie and Marie Winston, Mr. and Mrs. Sandy Chad, Bobby Bruce, Ann Marsh, Bob Ferguson, Mary Murray, June and Johnnie Alperi, Walker Palak, Johnny Sheahy, Harry Schwartz, Mel Singer, Dian Brooks, Rita Raye and the Joyce Sisters. . . . Irma Davis has left Long Beach, Calif., to return to the road with Jack and Ethel Archer. . . . Navarro Twins opened August 3 at the Burbank, Los Angeles, joining Yolanda, Billy Foster and Renee Lee. . . . Gay Dawn, headlining the show at Strip City, Hollywood, had 15 stitches taken in her knee last week as the result of a fall. Subbing for her is Paula D'Arcy. Ruby Lee is back at the local burly house. . . . Sylvia is at the Follies, Los Angeles, and the Tiger Girl, Renee Lee, at the Burbank in the same city. . . . Comic Nicky Stewart is being interviewed for a role at Columbia pix. . . . Dawn Brothers, Jack and Larry, whistlers, have just concluded a tour of hospital shows and mountain resorts.

MARIAN LEE finished two weeks at the Savoy, Asbury Park, N. J., and will rejoin Maude Hilton for more vaude dates. . . . Helen Crosby, former burly principal, is now hat check concessionaire for John Hourcle at his Bal Tabarin, New York. . . . Flo Arnold Koster Schenck, old-time burly principal, died at the age of 55 in St. Louis July 10. She had been with Billy Gilbert in 1922 and with Abbott and Costello in 1923. She was also one of the founders of the Ticket Sel-

aters are not affected by the new ruling because patrons are seated during the entire showing.

ler's Union, Local 774 and sold ducats at the Municipal Opera House, St. Louis, the last 10 years. Her husband, Claude E. Schenck, is wardrobe manager of the opera org. . . . Winnie Garrett returned to the Casino, Boston, for two weeks starting July 30. . . . Lester Mack is back in New York from his home in Terre Haute, Ind., where he made a hurried trip recently due to the death of his mother, Mary McChesney. . . . Dave Mallen and Owen Martin, former burlesquers and long-time principals with "Oklahoma," were honored guests at a Welcome Home Night at the Lambs Club, New York, July 26. . . . John and Jeanne Head returned to the Gayety, Detroit, last week from a vacation at their home in Louisville. . . . Among the burlesque fraternity attending the funeral services, July 26 at the Riverside (New York) Memorial Chapel, for Kelcey Allen, drama critic of Women's Wear daily and who never missed an opening night at the old Columbia, were Paul Weintraub, Tom Phillips, Joe Dick, Harry Shapiro, Irving Becker, Dave Mallen, Charlie Abbott, Harry Jackson, Jimmie Savo, S. Jay Kaufman, Lester Mack, Loring Smith, Mickey Alperi, Joa Lowery Jr., Harland Dixon and Eddie Foy Jr. . . . Dave Ferguson, of the Jewish Theatrical Guild, and William Degen Weinberger presided, with Rabbi Abraham Burstein officiating.



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## GRANDSTAND LEGIT

### Lavish Layout Draws Heavily; "Moon," NSG

NEW YORK, Aug. 4.—As a new departure in summer theater staging, John W. Leahy, general manager for the past eight years of the Great Danbury Fair, has revamped his fairground grandstand section into a semi-outdoor operetta theater. A look at the first two weeks' runs shows that the gimmick is one which could well be copied. *Student Prince*, the opener, chalked up \$15,000 the first week and *New Moon* last week did somewhere near \$12,000, bad weather holding down the gross. The 2,700-seat theater operates on a three-nights-a-week policy.

Leahy and C. Irving Jarvis, his assistant, have supervised the building of a 40-foot stage in front of the grandstand and linked the grandstand structure and the backstage area with overhead canvas. Seat cushions were supplied for \$3,500, and the canvas came to about \$11,000. Add papier mache figure decorations, two 18-foot plastic ushers, fresh paint, standard lighting equipment inside and a 60-million candlepower spotlight for the grounds and the total result is a well-presented summer theater.

### 'Guys 'n' Dolls' Racks Up 52G In Hwd. Debut

HOLLYWOOD, Aug. 4.—*Guys and Dolls*, which opened Monday (30) at Philharmonic Auditorium, was expected to gross \$52,000 this week, topping the legit scene which racked up \$122,700. Last week's figure was \$115,688.

Mr. Roberts winds up tonight (4) at the Biltmore after a successful six-week run. Ex-Broadway hit played almost to capacity biz at each performance. This week's take hit \$34,500. At the Greek Theater, Finian's Rainbow tallied \$34,000. Susan, Circle Theater, reported a solid \$1,600 and will remain thru September 15. *Ring Around the Ring*, Players' Ring, and *Brief Candle*, at the Call Board, took in \$500 and \$100, respectively. Latter shutters tonight (4).

Ivar relights tonight with *Love or Money*, featuring Wanda Henrix. Biltmore will remain dark after Mr. Roberts exits. *Dark of the Moon* bows at the Players' Ring early next month.

## Dramatic & Musical Routes

*Guys and Dolls* (Philharmonic) Los Angeles.  
*Moon Is Blue* (Harris) Chicago.  
*South Pacific* (Shubert) Chicago.  
*Three Wishes for Jamie* (Curran) San Francisco.

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Ft. William, Ont., Canada, Aug. 7-11.  
Superior, Wis., Aug. 15-Sept. 3; Minneapolis, Minn., care Dykeman Hotel, Aug. 20 through Sept. 3.

But if the physical lay-out for the six-week season of operettas has been beautifully managed, the actual production work is not. Having filled the gap left vacant by the Melody Fair tent operation arena of last year, Leahy has taken the plunge as a legit producer. Results apparent at the show caught (28) revealed that in the musical category Leahy knows his business. He hired Pierre de Reeder, who has been with the Shuberts 30 years and is currently with *King and I*, as musical super-  
(Continued on page 49)

## "OLD DAYS" NG

### U. S. Theater, Paris, Hurt By Opener

PARIS, Aug. 4.—Another American theater opened here last week. The group's future plans purportedly include an adaptation of James Joyce's *Finnegans Wake* as well as French classical translations. However, its selection for an opener predicates great doubt that such plans will materialize.

Myer Levin's *The Good Old Days*, advertised around Paris as "saucy and daring," is actually hard to take. Action is set around a city university (circa 1935). Two students, male and fem, are living together for what the lady terms "a biological experiment." He would like to do right by her, but she won't have it because of the sacrifice of some odd sort of principles.

Thru this devastating problem run the gal's modern mama, and an assorted group including a psychiatrist who uses his French lingo to seduce young girls, CIO  
(Continued on page 49)

### Atlantic City Cool to Legit, Hot for "Yox"

ATLANTIC CITY, Aug. 4.—Fran Oliver, producer of Circle Theater in-the-round plays at the beachfront Hotel Chelsea, is fighting a losing battle to revive legit theater here. She is making her strongest pitch with *Voice of the Turtle* this week. "If *The Voice* can't do it, what can?" she asks candidly.

Miss Oliver, TV and radio actress, dancer and co-producer in her native Baltimore, came here to fulfill an ambition to become a full-fledged producer. However, she admits that everybody warned her that if she cracked Atlantic City, she would make *Life* magazine. In earlier years, Atlantic City was a major tryout town. But it appears hardly likely that the weekly in-the-round shows, even with name guest stars, will revive it.

While the Oliver operation is having a time of it to see the season thru, there's a real theatrical  
(Continued on page 48)

### Coast Equity Plans Benefits

HOLLYWOOD, Aug. 4.—Christopher O'Brien, Coast Equity rep, is mapping plans for other Equity benefit performances similar to the recent one played by the Mr. Roberts cast at the Biltmore Theater. This was the first such benefit here for Equity's welfare fund since the fund became effective last year. Next possible benefit is *Guys and Dolls*, at the Philharmonic Auditorium for an eight-week run.

Also slated for welfare fund contributions, if they do well at the box office, are revivals of *Kiss Me, Kate* and *Oklahoma*, skedded for the Biltmore.

## Highlight Reviews

The week's Highlight Reviews appear on Page 3, this issue.

## BROADWAY SHOWLOG

Performances Thru August 4, 1951

DRAMAS		
Affairs of State (Music Box)	9-25, '50	359
Season in the Sun (Booth)	9-28, '50	356
Stalag 17 (48th Street)	5- 8, '51	103
The Moon Is Blue (Henry Miller's)	3- 8, '51	171
The Rose Tattoo (Martin Beck)	2- 3 '51	209
MUSICALS		
A Tree Grows in Brooklyn (Alvin)	4- 9, '51	123
Call Me Madam (Imperial)	10-12, '50	340
Gentlemen Prefer Blondes (Ziegfeld)	12- 8, '50	692
Guys and Dolls (46th Street)	11-24, '50	289
Seventeen (Broadhurst)	6-21, '51	52
South Pacific (Majestic)	4- 7, '48	888
The King and I (St. James)	3-19, '51	148
Two on the Aisle (Mark Hellinger)	7-18, '51	20

### Forum Theater May House "My L. A." Musical

HOLLYWOOD, Aug. 4.—Indications were this week that *My L. A.* producers would sign contracts with the Forum Theater to house the musical revue, originally skedded to preem here this summer. Opening is still indefinite. However, it must bow before early 1952, according to the corporation set-up. Forum, part of the Metropolitan Theaters chain, is located several miles west of downtown Los Angeles and in the center of population. Theater seats 1,800 and has parking facilities for about 600 cars.

Selection of the theater would climax months of search for a suitable house. Considered were Earl Carroll's, Warner theaters, Paramount Theater in Hollywood and nabe houses. Metro theaters is believed to be putting \$25,000 into the Forum to fix it up for the production.

Sets are near completion at Centaur Productions, under the supervision of Harry Horner. Producer William Trenk has been auditioning numerous personalities (*The Billboard*, June 30). However, final casting is not complete.

### Cashiers Up On Charges

HOLLYWOOD, Aug. 4.—Pasadena Playhouse's box office manager, Dan O. Peterson, and aid, Paul C. Bertrand, were in custody this week after confessing taking \$2,000 from the theater's ticket sales. Pasadena detectives made the arrests this week after three months of checking suspects' activities. Playhouse was alerted as the result of a patron tipping house manager Charles Prickett. Latter said the pair had confessed to the theft.

Theater staff will take over box office duties until the end of August when the Playhouse takes a brief respite. Fidelity bonds cover the loss, a spokesman for the theater said.

### "Pirates" Breaks 25-Year Top For Civic Theater in Portland

PORTLAND, Ore., Aug. 4.—*Pirates of Penzance* broke 25 years of average-performance attendance records for the Civic Theater here, James Cameron, director, announced this week.

For 13 performances ended Saturday (21) admissions were 3,300, a total exceeded in the theater's history only by the 16 performances in April of *Pinafore*, a run extended into a third week, owing to popularity of the operetta. Tariff, all evening performances, was \$1.20. One of the 13 was a benefit performance, from which

the theater shared one-half the gate.

An unusual feature of the summer season has been the "Starlight Patio" wherein during the 20-minute intermission the audience mingles with the cast in an outdoor area adjacent to the theater. The patio has been graded and graveled, circus decorations installed, lights strung from the theater to the patio and tables and chairs set up. A piano is moved out for each intermission and, while the show pianist plays, the audience joins in a community sing. Refreshments are available.

For the old-time melodrama, Hazel Kirke, which opened Wednesday (25), Cameron obtained a display of old-fashioned bathing suits, which are modeled in the patio during the intermission by members of the cast.

## NO LAMENT

### Doll Stewart Tops; "Guys" Still Socko

NEW YORK, Aug. 4.—Another look at *Guys and Dolls* just shows what canny pickers are Messrs. Feuer and Martin when it comes to replacement casting. When it was announced that Vivian Blaine has been granted a 14-week leave of absence to make a picture, it looked to leave a bad hole in the G. and D. featured line-up. Top dolls like Miss Adelaide are hard to find.

However, it seems that Martha Stewart had been auditioned and accepted for the role in the national company a few months ago, only to find that a Hollywood stint prevented her from taking it. So now, with her latest picture safely in the can, young Miss Stewart has taken on the pro-tem chore as the Stem troupe's most marriage-hungry doll. She still has a dozen weeks to go, and if subsequent performances hold up to the sample seen  
(Continued on page 49)

### ANTA and NTC Award Authors

NEW YORK, Aug. 4.—The American National Theater and Academy and the National Theater Conference announced the winners Wednesday (1) of the four fellowships and five grants-in-aid which are the prizes in their new play contest.

Accordingly, *Cry of Players* by William Gibson, *A Little Evil* by Alexander Greendale, *Thy Legal Rage* by Eugene O'Donnell and *Within a Glass Bell* by William Marchant each carried off a fellowship of \$750. The grants-in-aid, worth \$200 each, went to *Free the White Dove* by Elaine Elliot, *Largely Placida* by Walter Roberts, *The Stepmother* by Joanna Roos, *Dark Legend* by Helene Fraenkel and *Big and Bright* by David Howard.

More than 300 scripts were entered in the contest. ANTA will attempt to secure community and college productions of all nine winning plays, which will also be submitted to Robert Whitehead, managing director of the ANTA play series, when he returns from Europe.

### Sides and Asides

Robert Schnitzer, general manager of the U. S. program at the Berlin Arts Festival next month, will endeavor to arrange for performances of Judith Anderson in "Medea" in Paris and London before Miss Anderson returns to New York. Schnitzer is now in Berlin arranging for construction of the sets for both "Medea" and "Oklahoma!" and for quarters for the American artists who will appear at the Festival. . . . L. Bush-Fekete's adaptation of the French play by Jean Bernard Luc has been renamed "A Penny for Your Thoughts." It was previously known as "The Philemon Complex." Show will star Ann Sothern and Robert Cummings and be directed by Richard Whorf. Paul

Morrison will design the sets for this and "Twilight Park," both Richard Krakeur productions. Hal Zeiger, producer of "Borscht Capades," announced that opening date of the show at the Royale has been switched to September 17. The revue will feature Phil Foster, Mickey Katz and orcs, and Bas Sheva.

### New Operetta by Friml And Russell Janney . . .

Russell Janney, author of novel, "The Miracle of the Bells," and Rudolf Friml have completed a new operetta based on an undisclosed segment of American history. Janney may produce it himself.  
(Continued on page 48)

### K. C. Starlight Pulls Big B. O. Despite Flood

KANSAS CITY, Mo., Aug. 4.—Despite adverse weather, including a flood which would be expected to wreck outdoor amusements, the Starlight Theater, the city's new \$1,500,000 outdoor showplace in Swope Park, has shown good b.o. strength during its first five weeks of operation.

A total of 180,862 persons attended the first 26 performances, according to William M. Syfnon, business manager. The peak week was July 23-29 with *Rose Marie* sparked by comedy of Ollie Franks and Jack Goode. It did 85 per cent capacity business the entire week, racking up a total of 45,677 customers. Second biggest week was the opener June 25-July 1 when curiosity-seekers and reserve ticket holders pushed total to 40,100. A budget of \$400,000 has been upped \$75,000 because of extra costs during rainy season and other non-recurring expenses.

With a strong schedule for the rest of the season, the theater stands good chance of breaking even this season if weather continues to be good.

The house is sealed from 65 cents to \$3.60, with a block of 400 given away free at each performance.

### 8TH DONALDSON AWARDS GIVEN VIA RADIO, TV

NEW YORK, Aug. 4.—Television and radio joined hands with legit in honoring winners of the Eighth Annual Donaldson Awards during the past week.

On Sunday (29) Yul Brynner, winner of the best actor in a musical award for his work in *The King and I*, received his gold key and scroll from Ed Sullivan on *Toast of the Town* show on the Columbia Broadcasting System. The same evening Maggie McNeill made a similar presentation to Russell Nye for the best musical supporting performance of the year in *Call Me Madam* on the *Leave It To the Girls* TV program on the National Broadcasting Company.

On Tuesday (31) a.m. Shirley Booth was interviewed by Jimmy Jemall, vacation replacement on the *Tea and Jinx* WNBC radio seg. Miss Booth, of course, was voted the best musical actress of the year for her performance in *A Tree Grows in Brooklyn*.

Frederick Fox received his scroll and key for the season's best set designs (*Darkness at Noon*) from Barry Gray on the latter's program (WMCA) Wednesday (1). Robert Alda accepted the seven awards won by the musical *Guys and Dolls* on WOR's *Luncheon at Sardi's* program Friday (3). Alda personally carried off seasonal debut honors for his own performances in the top song-and-dancer.



## Dismisses Suit By Three Ops In Pittsburgh

PITTSBURGH, Aug. 4.—Three Forest Hills roller rink operators who spent more than they bargained for a rink leased from Pittsburgh Railways learned recently that they can't get their money back.

Mike Medve, Vincent Survinaki and Paul J. Hudak, who leased a rink at 2401 Ardmore Boulevard thru 1952, filed suit earlier this year in which they charged that they had spent nearly \$63,000 for repairs to the building, whereas they had agreed to spend only \$22,500.

Federal Judge Owen M. Burns ruled that they had actually spent about \$28,500, or \$6,000 more than they had agreed upon. "The petitioners got exactly what they bargained to receive," the judge said in dismissing the suit to recover extra money spent.

## Hartford's Eyes On '52 Contests

HARTFORD, Conn., Aug. 4.—"We will definitely have local representation next year," Irving Richland, of Hartford Skating Palace, said in commenting on the fact that the city for the first time in 10 years had no contestants in the recent RSROA national skating championships in Cleveland.

"There were quite a few interested spectators from Hartford, however," he said. Hartford amateurs at the meet included Helen O'Keefe, Rose Fiducia, Mr. and Mrs. Tom Ritchie, Dottie Dummitt, Grace Mancuso. Skating Palace professionals in attendance were John and Ann Milazzo, who also remained for the professional school sessions.

Richland said that practically all Connecticut champions this year were from Hartford. Unfortunately, none could get to Cleveland.

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## MARTIN, STONE BECOME PIKERS

DETROIT, Aug. 4.—Fred A. Martin, operator of Arena Gardens here; Mrs. Martin and John Stone, owner of Ambassador Rink, Clawson, Mich., recently returned from a fishing trip near Sault Ste. Marie. They managed to get their quota of pike during their stay.

## SRSTA Turnout Big at Events In Cleveland

CLEVELAND, Aug. 4.—Members of the Society of Roller Skating Teachers of America who checked in for the championships and to attend the annual meeting of the SRSTA at the Rollercade here following conclusion of the RSROA convention and amateur championships were:

Chester Snow, Hammond, Ind.; Harriet McDonald, Washington; Orville J. Welch, Springfield, O.; Joan Whitaker, Dishman, Wash.; Irene Selfert, Omaha; Alan Sutherland, Indianapolis; Margaret Patterson, Indianapolis; Joseph Schneider, Elyria, O.; Charles F. Allen, Topeka, Kan.; Marilyn Weinberger, Saginaw, Mich.; Charles L. Brown, Brooklyn; Betty Jane Allen, Topeka, Kan.; Doris M. Cleumner, Philadelphia; Jos. P. Kimmner, Houston; A. Dale Pritchard, Portland, Ore.; Michael Polito, New Dorp, Staten Island, N. Y.; Frank Lintern, Medina, O.; Robert Fitzgerald and Alfred Coupe, Brooklyn; George McCann, Buffalo; Clifford and Mildred Wilkins, Elmhurst, N. Y.; Hoyt V. Perry, Springfield, Mo.; Phyllis and Louise Grumbach, Phoenix, Ariz.; Millie Ferris, New York; Melvin Umbach, Medford, Mass.; William Lenox, St. Louis; Dominick Di Cicco, Milwaukee; Lucy Shook, Detroit; Florence Torok, Erie, Pa.; Eleanor Nevulis, Waltham, Mass.; Muriel Lenox, St. Louis; Curly Lamb, St. Louis; Dorothy Fanning, Tulsa, Okla.; Olivia Ellen Young, Richmond, Calif.; Donald J. Kennett, Des Moines; Raymond Hough, Middletown, O.; Al Swabb, Phoenix, Ariz.; Joy Ann Brush, Albany, N. Y.

Winifred and Edmund W. Young Jr., Ventnor, N. J.; Richard D. Gori, Dorchester, Mass.; Carl J. Ellis, Raleigh, N. C.; James Ferris, New York; George Bergin, Charleston, S. C.; Roland and Margaret Cioni, Brooklyn; Aris Snyder, Tulsa, Okla.; Edward Kogser, Norfolk, Va.; Emille Melville, Medford, Mass.; William and Margaret McMillan, Denver; Clarence Gerych, Detroit; Al Russell, Greeley, Colo.; Arline Poland, Cincinnati; James Lorusio, Denver; Emma Ellis, Raleigh, N. C.; Arnold Heyman, Baltimore; Anthony Mayo, Cleveland; Alvin Schaffer, Seattle; Betty Jennings, San Mateo, Calif.; Charles O'Connell, San Rafael, Calif.; Fred Wickman, Chicago; Lawrence Marnell, Uniontown, Pa.; Charles Becker, Philadelphia; James Carroll, Detroit; Irene Boyer, Chattanooga; William Fleming, Chicago; Thomas Hopton, Cleveland.

William Ray Tucker, Des Moines; Jack Kilroy, New Haven, Conn.; Rolly G. Matson, Oakland, Calif.; Marilyn Anselmy, Pontiac, Mich.; Richard McLaughlin, Detroit; Raymond J. Lentz, Natick, R. I.; Raymond Des Anjels, Dearborn, Mich.; Elbert J. Patten, Portland, Ore.; Rose Blavatt, Detroit; Edward Bollin, Peoria, Ill.; Laura T. Cowley, Phoenix, Ariz.; Louis Carlson, Culver City, Calif.; C. W. R. Pattison, Tacoma, Wash.; Mary Ellen Hinkle, Carthage, Mo.; Peggy Grady, Cornapolis, Pa.; Warren A. and Phyllis Danner, Brockton, Mass.; Daniel McNeice, Marysville, Calif.; Fay Johnson, Norwood, Mass.; Edwin J. McLoughlin, Agawam, Mass.; Doris Leichalk, Detroit; Leland J. Wells, York, Pa.; Frank Newberry, Albany, N. Y.; Dotty Brodnak, Cleveland; Florence Dwells, Chicago; Jack A. Hayes, Chicago; Grayer R. Logan, Toledo; Norman Latin, Chester, Pa.; Clarence Parker, Detroit; Elmer W. Ringelbach, San Francisco; Jeanne Doyle, Lorain, O.; Karl Dreyer, Lima, O.; John P. Cleary and Betty Cleary, Elmont, N. Y.; Louis Bargmann, Washington; Irene and Joe Nazzaro, San Mateo, Calif.; Herbert Wilson, New York; Edna Betz, Pittsburgh; Ronald Denta, Mansfield, O.; Edward Torok, Erie, Pa.; Ted Jenkins, Toronto; Lloyd Messervey, Hannibal, Mo.; Ter and Richard Lynch, Oklahoma City; and John Milazzo, Hartford, Conn.

## Seattle Board Okays Graham

SEATTLE, Aug. 4.—The Seattle Park Board, reversing an earlier decision, has voted to permit the appearance of evangelist Billy Graham in West Stadium August 12.

Permission was granted on the condition that no funds be solicited and because the request was on a community-wide basis. The board does not generally allow use of park property for religious or political functions. Rental of the building is set at \$100.

## RSROA Board Meet Set for December

DETROIT, Aug. 4.—Dates for the semiannual meeting of the board of Control, Roller Skating Rink Operators' Association, will be the first week in December at the Hotel Sheraton here, Robert Martin, secretary, said this week. Opening day of the meeting has

## 40 Kids Snag "Gold" Honors In Cleveland

CLEVELAND, Aug. 4.—A record number of skaters passed the difficult gold tests in trials held during the July 9-14 Cleveland convention and American title competitions of the Roller Skating Rink Operators' Association and conference of the Society of Skating Teachers of America that followed, according to records released by R. D. Martin, RSROA secretary.

Nineteen skaters made the grade in the gold dance bar tests: Eleanor Reynolds, Elmont, N. Y.; Charles O'Connell, San Rafael, Calif.; Bettie Jennings, San Mateo, Calif.; June Hutchinson and James Niles, Washington; Joseph Elliott, Philadelphia; Clinton Drullard, San Francisco; Pat Patten, Portland, Ore.; Joan and Robert La Briola, Brooklyn; Laurene Anselmy and Paul Lampkin, Pontiac, Mich.; Robert Fitzgerald, Brooklyn; Arlene Wackowick, Buffalo; Patricia Carroll, New York; Roy Reynolds, Elmont, N. Y.; Nola Hrenchir, Washington; Carol Eghof, Philadelphia, and Beverly Cook, Detroit.

The 15 who passed the gold medal dance tests were Laurene Anselmy and Paul Lampkin, Pontiac; Elmer Ringersen and Opal Jordan, San Francisco; Terry Archipoli and Roy Strudstrud, New York; Sally De Witt, Chicago; Margaret McAleer, Natick, R. I.; John Pritchard, Washington; Beverly Cook, Detroit; George McCann, Buffalo; Josephine Paschek, Detroit; Tommy Di Cicco, Diamond Lake, Ill.; Caroline Eghof, Philadelphia, and Arlene Wackowick, Buffalo.

Successful in the gold speed tests were John A. Vack, New Dreamland, Newark, N. J.; Michael Wahlig, Wal-Cliffe Roller-drome, Elmont, N. Y.; Alfred Givens, Eastern Parkway Rink, Brooklyn, and James Hibak, Skateland, New Westminster, B. C.

Only two aspirants succeeded in the extremely difficult gold figure tests. They were Margaret McAleer, Natick, R. I., and Ted Rosdahl, Chicago.

In all 107 tests were taken.

## Aluise Heads Bladensburg

ELIZABETH, N. J., Aug. 4.—The appointment of Patsy Aluise as manager of Bladensburg (Md.) Arena, a link in the Americas on Wheels chain of rinks, was announced recently at AOW headquarters here by General Man-William Schmitz.

Aluise was a well-known amateur in Pittsburgh before turning professional last year, and prior to his connection with AOW served as manager and professional at a rink in Bethlehem, Pa. When vacancies in the AOW pro staffs at National Arena, Washington, and Alexandria (Va.) Arena occurred simultaneously this year, he was brought to Washington and filled those slots.

## Zera Joins Jones In Eastern Sales

PITTSBURGH, Aug. 4.—First step in an expansion program by the Johnny Jones Jr. Company here, distributor of roller skates and accessories, is the signing of Max E. Zera to a long-term contract to concentrate on sales promotion in the East. Zera switches from Roller Derby Skate Company to Jones and will team with the company's other Eastern representative, Ira J. Hirsch, to work closer with operators and dealers. The Jones firm anticipates no change in the Midwest where Harry Portugal has been covering the area for two years.

Zera came to sales from the public relations field. During World War II he was an army public relations officer. Three years ago, he spearheaded a public relations program which sold roller skating to the public.

not been set, however. An earlier report inadvertently gave the date as September.

## 38,000 Get Gander At RSROA Contests

CLEVELAND, Aug. 4.—Despite wilting heat, an impressive segment of the local population, 38,000 according to official estimate, visited Cleveland Rollercade to witness the July 9-14 RSROA national skating competitions and awards. Five hundred and seventy skaters out of an eligibility list of 705, seeking 63 titles, competed for 38 major titles plus eight important school figure events.

Eliminations held prior to this national meet had brought top local skaters to State championships. The first three winners of each State meet continued up the ladder to eight regional meets. Only the top three winners in each division in the regionals qualified for national competition. The entry list was thus pared from 4,000 to 705 who came to Cleveland.

Several speed records were broken. These remain to be finally approved by the RSROA board of control before official release. Competitions started at 9 a.m. daily and continued to 5:30 p.m. At 7:30 p.m. the wheels turned again until 11:30. Single admissions were 65 cents. Tickets covering all sessions sold at \$5.

On Saturday night (14) in the course of the senior men's free style event, Alvin Hurwitz, Brooklyn, joined the immortals of roller skating. He garnered such terrific applause that for six minutes the show was stopped cold while the crowd demanded his recall. But according to amateur rules a competition is not a show and a skater cannot be recalled.

**Contest Results**

Senior men: Harold Slack, Cleveland; Alfred Givens, Brooklyn; James Hibak, Westminster, B. C. Senior ladies: Betty Jane Hager, Alliance, O., and Margaret O'Connell, Brooklyn, tied; Jo Ann Ross, Denver; Patricia Barrett, Newark, N. J., and Margaret Levi, Oakland, Calif., tied. Senior men free style: Alvin Hurwitz, Brooklyn; Peter Gullo, Brooklyn; Paul Lampkin, Pontiac, Mich. Senior ladies free style: Laurene Anselmy, Pontiac; Kunnis Mae Williams, Spokane; Margaret McAleer, Natick, R. I. Senior dance: Robert and Joan Labriola, Brooklyn; John P. Pritchett and Nola Hrenchir, Washington; James Niles and June Hutchinson, Washington. Senior pairs: Cecil Davis and Phyllis Bullisb, Denver; Paul Lampkin and Lauron Anselmy, Pontiac; William Pate Jr., and Gail Locke, Detroit. Senior fours: Peter Gullo, Lillian Bury, Robert Labriola and Edna Grasso, Brooklyn; Paul Lampkin, Laurene Anselmy, Gordon Patton and Patsy Jarrard, Pontiac; Joseph Davis and Carl Nichols, New York.

Intermediate men: Harold Porter, Neptune, N. J.; Joey Hakim, Detroit; Michael Wahlig, Elmont, N. Y. Intermediate ladies:

Marilyn Bracken, Oakland, Calif.; Dorothy Van Damm, Detroit; Patricia McGuire, Richmond Hill, N. Y., and Maxine Haralampous, tied. Intermediate men free style: William Pate Jr., Detroit; Fred M. Wheeler, Washington; Bernard Lick, Mount Clemens, Mich. Intermediate ladies free style: Nancy Kromis, Detroit; Gertrude Miller, Mount Clemens; Marlene Marlin, Chicago. Intermediate dance: William Phillips and Jeanne Raff, San Francisco; Frank McGrath and Beverly Ford, Medford, Mass.; Gary Gasiro and Marilyn Roberts, San Francisco. Intermediate pairs: Robert Labriola and Lillian Bury, Brooklyn; Theodore Renski and Doris Eggert, Philadelphia; Ronald Riedl and Alice Holland, Mount Clemens. Intermediate fours: William Pate Jr., Gail Locke, Robert Tabaschl and Nancy Kromis, Detroit; Bernard Lick, Joanne Stacey, Raymond Miller and Gertrude Miller, Mount Clemens; Steve Bradek, Phyllis Sandstrom, Joe Nemanich and Jackie McCormick, Cleveland.

Novice men free style: John M. Mazzucco, San Francisco; Donald Bay, Seattle;

(Continued on page 17)

## RSROA Queen Feted by 200 At Gresham

GRESHAM, Ore., Aug. 4.—Some 200 admirers turned out at a reception at Center Roller Rink here Thursday (19) night for Georgene Lumsden, who was crowned beauty queen at the recent Roller Skating Rink Operators' Association championships at Cleveland.

Acting Mayor Donald McBain presented Queen Georgene with a necklace and earring set, a gift of her friends. Principal speaker was Robert Clark of The Gresham Outlook, and secretary of the Chamber of Commerce. Party was topped off with skating exhibitions by the rink's entrants at Cleveland, Donald Norlan, Darlene Barber and Dale Wilson.

As Miss Roller Skating Queen of America, Georgene on her arrival at Portland by air Wednesday (18) night was greeted by Portland's acting mayor, Fred L. Peterson, and by Gresham's mayor, H. H. Hughes. Also on hand was a delegation from the Gresham Chamber of Commerce and a representative of Portland's Rosarians, who presented her with roses.

Miss Lumsden won the State title at Portland in March and the Pacific Northwest crown at Vancouver, B. C., June 11.

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# Roadshow Rep

**E. L. JASON** is working a feature pic in small Wyoming towns to good business, he reports. . . . **Dr. L. L. Worthing** advises that following a good season with his solo show in Eveleth, Minn., he's working a trailer-platform attraction in that sector to fair returns. "I met **Ernest Bradley** at Chisholm, Minn.," Worthing writes. "He's in charge of a crew of men and women working for a national magazine on a subscription plan for the summer. As soon as Bradley winds up his contract he will move toward Western Canada and ready a small winter novelty unit. There's only one way to obtain money in the small towns and that is to have something that not over three people can do. This is no business for those who have had tent-rep shows in limited territory and who can't do versatile entertainment." **Carlton Downey** is still in Southeastern Colorado where he recently concluded his winter's tour with a religious pix.

**BILLY AND JOSEPHINE BRYANT**, after seven weeks on **Capt. J. W. Menke's** Goldenrod Showboat in St. Louis, leave there Thursday (9) to play the **Huntington (W. Va.) Fair** August 12-14, where **Cliff (Ukulele Ike) Edwards** will be the feature. The **Bryants** have been doing their version of "Carmen" on the Menke craft, with business holding up well despite the recent flood. Billy and Jo have met many rep old-timers during their **Mound City** stay, including the **Fontinelles** and **Mildred Jerome**, of the **Tom Casey Players**. The picture section of the **St. Louis Post-Dispatch** of July 29 carried a full page of photos showing the Menke players in the throes of presenting the Bryant "Carmen." **W. B. Small**, veteran showboat and legit trouper and now manager of the **Victoria Theater**, **New Smyrna Beach, Fla.**, is celebrating his 50th year in showbiz this week with the showing of the new **MGM** flicker, "Showboat." Small trouped with **French's New Sensation**, **E. L. Steiner's Columbia**, and **Markle's Golden Rod** showboats, and from 1901 thru 1918 appeared with a number of top legitters.

**ALFRED E. THOMAS** has been showing 16mm. pix in summer camps and at sponsored dates in Northern Vermont. . . . **Rufler**, hypnotist, has been working the area around **North Bay, Ont.** Writing from **Terrill, Tex.**, **A. M. Bailey** reports that biz has been fair for his store and museum show. He is moving toward **Oklahoma** with an indoor fall and winter show in mind for that area. . . . **L. H. (Low) Campbell** sums up his winter and spring biz with his chalk and solo art show as being good. Campbell

played more than 100 dates, mostly in Idaho. After a layoff at **Winnipeg, Man.**, he will get going again, opening in **Western Canada**, where he has worked in past seasons. . . . From **Baltimore** **Leo Carey** writes that he will tackle a solo show for a coast-to-coast tour. Carey has been breaking in his opus in the **Baltimore** sector and will kick off his tour **West in Pennsylvania** after mid-August. . . . **Edward Ossinger** writes from **Hooker, Okla.**, that his solo show has been going good. He has been playing only two or three dates a week, but expects to get going on regular dates soon. Ossinger recently visited the **Burlingame Family Show** and reports that the three-act family has a fine and fast trick and some good dramatic bills. All can do specialties. Ossinger would like to locate **Charles Whitchurch**, of old rep days.

**BOSEY DELEYGS** reported plans to take in the **Silas Green Show** when it played the **Rome (Ga.) Auditorium** August 6. . . . **Harry and Marie LaRoy** extend thanks to friends for "get well" cards received during Harry's stay in the hospital. LaRoy is up and about again, but his tricky heart makes it necessary for him to stay close to his doctor at **Worthington, O.** LaRoy received 203 cards during his illness. The LaRoy's baboon, Mike, and the baby monkey are now in **Valdosta, Ga.**, with **Al Coffman**.

The **Toby and Ora Slout Players**, having played **Missouri, Illinois** and **Indiana**, are entering **Michigan** for the last lap of their 1951 tent season, to date one of the most successful in the history of the show. In spite of a couple of bad stands, the show has racked up fine grosses at other dates to bring the season's business to a respectable figure. The show recently got a fine publicity break from a **Fort Wayne, Ind.**, newspaper and **Life** magazine arranged to cover the show at **Orland, Ind.**, and **Hillsdale, Mich.** Cast and department heads are unchanged: **Ora Slout**, general agent; **Richard Tanas**, billing; **Klink Lemmon**, banners; **Frances Lemmon**, concession stand; **Carlos the Magician**, **Vivian Delmar**, **Tracey Family**, **Bill and Pat**, radio act, and **Leo Lacey**. In the cast are **Maxine Lee**, **William Groves**, **Charles McDowell**, **Dick Tanas**, **Toby Slout**, **Karilee Lacey**, **Vivian Delmar** and **Ora Slout**. **Mickey Lacey** is appearing in concerts, doing a midget Toby with **Toby Slout**. Show entered **Michigan** at **Hillsdale** and follows with **Manchester, Albion, Hastings, Ionia, Laingsburg** and **Vermontville**.

## Theater-TV

Continued from page 1

in Chicago next October to the problems posed by the closed-circuit video.

Unions envision big variety shows emanating from flag houses and piped to circuits via cable or wire, and will ask theater chains for basic salaries, plus a percentage for each theater on the circuit.

Another thought is a basic salary plus a percentage based on the total seating capacity of all theaters receiving the shows. Union toppers claim there will be 10 to 15 flag houses set up which will use variety type shows, and members appearing on them will need protection.

# Paris Peek

By ANNE MICHAELS

Continued from page 3  
English production of **South Pacific**. . . . **Dean Dixon** conducted a **Gershwin** festival with the **Pasdeloup Concert Orchestra** last week. . . . **Patricia Neway**, who made a tremendous success here as the star of **Menotti's Consul**, gave a special concert last Tuesday. . . . **Honey Johnson** opened last week at the **Ringside**. **Paris** theaters hit badly by the summer season. Thirty-seven of them have closed until fall; 13 remain open. Of these, two are playing repertoire programs, and two others are being used for concerts and ballet. The main Parisian companies, such as **Jouvet's**, remain shut until fall, and only about four names of any draw are still playing. There are, however, eight musicals playing, being sustained mainly by the tourist crowd with most Parisians leaving town for the summer.

## Stage Unions Raised; Rundown on Trades . . .

As of June 1, all unions received a 5 per cent raise in salary, due to the fact that the **Paris Chamber of Commerce** announced the cost of living has gone up 5 per cent. This happens frequently, for as soon as the announcement is made all the unions raise their wage demands and subsequently the prices are upped in order to meet the demands of the unions. In comparison to the salaries paid **Broadway** theater employees the average backstage worker receives less in a month than we pay in a week.

**M. Daniel**, secretary general of **Les Syndicate des Machinists et Electriciens de Paris**, the union under whose jurisdiction come electricians, stagehands, carpenters, dressers, mechanics, firemen, boiler-room workers, dress makers as well as administrative personnel for all the theaters, music-halls, cabarets and circuses of Paris, told **The Billboard** about the functions of his union. This union is particularly powerful in the sense that it controls all the personnel associated with any portion of backstage work. Its main function is to establish a wage scale between the owners of the theaters, cabarets, etc., and its members. It does act as a sort of lawyer or go-between in case of a dispute, but it has no funds for members in case of illness or slack season. This is strictly the work of the government.

Stage hands, mechanics, and electricians are classified under the same heading. Before a man enters the union, he is given a two-year probationary period where his minimum wage starts at \$15 a week, or \$64 if hired on a monthly basis. During the second year, there is a slight raise of approximately 3 cents per hour. When he becomes a full member, his minimum begins at \$21 weekly or \$90 monthly. The next rating is that of a brigadier which pays about the same. Chief brigadier starts at \$24 a week or \$102 a month. The assistant to the head begins at \$27 weekly or \$117 monthly. The head stagehand, electrician and mechanic draw a minimum of \$30 weekly or \$131 a month. A dresser gets \$11 a week or \$46 a month, and firemen, boiler room workers and cleaners start at \$10 weekly or \$45 monthly.

They work a 40-hour week with two hours off for lunch. In case only one-hour lunch period is given, they are reimbursed. A certain amount of indemnity is paid for tools bought for a particular job, as well as a flat sum of \$2.30 monthly as transportation fees.

## A. C. Cool to Legit

Continued from page 46

boom going on at **Million Dollar Pier Theater** where a **Yiddish-styled** revue, **Bagels and Yox**, is making a hefty b.-o. kick. A creation of the borscht belt by **John Pranksy** and **Al Beckman**, with the **Barton brothers**, **Martin Drake**, **Mary Forrest**, **Lou Saxon**, **Larry Alpert**, **Laurette** and **Clymas** and **Rickie Layne** making up the cast, the revue has been building strong since it opened five weeks ago. It's skedded to tempt **Stem** audiences with a **September 24** bow-in, when theater owner **Harry Brandt** becomes co-producer by providing the offering with a playhouse.

# Drivin' 'Round the Drive-Ins

**WILLARD B. ROGERS**, president of the **Will Rogers Drive-In Theater Corporation**, **Manchester, Conn.**, has won an all-expense trip to Canada for ranking second in a 60-day membership campaign held by the **Hartford Automobile Club**. The winner got a trip to **Bermuda**. . . . **Frank McWeeney**, manager of the **Pine Drive-In Theater**, **Warebury, Conn.**, uses this line in his newspaper advertising: "Air Conditioned by Nature Under a Canopy of Stars." . . . A certificate of incorporation has been filed for a new **Connecticut** drive-in theater corporation with the **Secretary of State's** office at the **State Capitol**: **Lyn-Jil Theater Company, Inc.**, 343 **Mount Pleasant Avenue**, **Stratford, Conn.**; amount paid in cash, \$2,500; president, **Seymour B. Levine**; secretary, **Ida M. Levine**; directors, same as the officers. . . . **National Production Authority's** Appeals Board has granted **Concho Theaters, Inc.**, a permit to build a drive-in theater in **San Angelo, Tex.**, and refused a permit to **Florida State Theaters, Inc.**, to construct a theater in **Delray Beach, Fla.** **Concho Theaters** won **NPA's** green light after showing that **NPA's** construction ban created "unreasonable and exceptional hardship." The Board said the **Florida** company failed to prove hardship.

**J. C. CAPPS** has purchased the **Pioneer Drive-In** at **Denver City, Tex.**, from **F. L. Anderson**. **Capp** plans to modernize the spot and build an 18 by 40-foot building to house projection equipment and a concession stand. . . . **L. S. Ducote** has sold the **Moon-Lite**

**Drive-In**, **Palestine, Tex.**, to **William Pence**. . . . **Hoyt Simmons** has been named manager of the **MacArthur Drive-In**, **Orange, Tex.**, where he replaces **W. R. Vick**, resigned. . . . **Ashley J. Burnett** has opened the **Valley Drive-In** at **Springhill**, seven miles west of **Fredrickton, N. B.** Spot has a parking area accommodating 400 cars. The recent bow brought turnover business. . . . **Louis A. Schaefer**, former manager of the **Victory Theater**, **Holyoke, Mass.**, has assumed management of the **Round Hill Drive-In Theater**, **Springfield, Mass.**, which opened Wednesday (1). The plant will accommodate 800 cars, and **Schaefer** said he would provide 300 weather-proof seats for walk-in customers. The drive-in is independently owned and will offer first-run films.

## Sides and Asides

Continued from page 46

self later in the season. . . . The **Theater Guild's** production of "Saint Joan," starring **Uta Hagen**, goes into rehearsal August 20. . . . **Barry Jones**, British actor who played the lead in the film, "Seven Days to Noon," has been chosen by the **Playwrights' Company** to play **Socrates** in **Maxwell Anderson's** "Barefoot in Athens," which starts rehearsals September 5. **Alan Anderson**, son of the author, will stage it. . . . **Janice Rule**, currently in the **Warner Bros.** film, "Starlift," has received a bid from **Hy Kraft** to join the cast of "Top Banana."

## Ritchard to Direct "Blue Ribbons" . . .

**Cyril Ritchard** has accepted the assignment to direct **Sumner Loke-Elliott's** "Buy Me Blue Ribbons," which will star and be produced by **Jay Robinson**. **Ritchard**, last seen on the **Stem** in "The Relapse," is currently touring **Australia** with wife, **Madge Elliott**, in "Private Lives." . . . The **Ziegfeld Theater** will be occupied from **October 6** to **mid-December** by **Reginald Hammerstein's** production of "Music in the Air," the **Jerome Kern-Oscar Hammerstein II** musical that ran almost a year two decades back. **Hammerstein** will stage it. "Gentlemen Prefer Blondes," current tenant at the **Ziefeld**, concludes its run there **September 15**, and takes to the road the following week. **December 19**, **Gilbert Miller** moves the "Cleopatra" bill into the **Ziegfeld**, at which time **Hammerstein** will seek other quarters for "Air."

# Tokyo Mushi Mushi

By RALPH KRZYK

Continued from page 2

5 from Italy, 3 from Russia and 27 from the various other film-producing countries. The **Motion Picture Export Association**, which is currently representing the major U. S. distributions in Japan, is grossing an average of \$100,000 weekly, or its equivalent in local currency. The hope is that this level, which amounts to over \$5,000,000 yearly, will be maintained as barriers on monetary remittances to the U. S. are lifted.

The U. S. distributors will drop their pooled operation in Japan on **January 1, 1952**. On this date they all go into open competition with their own separate operations. **Metro-Goldwyn-Mayer** has opened its office at the **San Shin Building**, with **Eddie O'Connor** getting things organized.

## Japan Radio Production Hits 32,000 Monthly . . .

The current production of radios is 32,000 sets a month, but **MITI** officials expect the output to reach 50,000 at the end of the year. Against the 32,000 sets coming out of the plants every month, which is twice that produced during the summer months last year, the monthly demand is under 40,000 per month on the average. This includes 2,000 a month exported to Asia. But with the advent of commercial broadcasting stations within the year, **MITI** officials expect the demand both domestic and overseas to increase, particularly if a settlement is reached in the current **Korean** truce negotiations. Of the sets produced monthly 80 per cent are of the broadcast band type, and a large part of the remaining 20 per cent are all-wave sets. Prices range from 10,000 yen for a five-tube set, to 30,000 yen for an eight-tube all-wave radio with magic eye. As yet no television sets are being offered.

## RCA, Kobe Kogyo Sign Radio Tube Pact . . .

**RCA** and the **Kobe Kogyo Company**, radio tube manufacturers of Japan, have signed a 10-year contract allowing the Japanese to use patents regarding receiving tubes, excluding the cathode ray tubes for television. At the same time, **RCA** agreed to provide information to **Kobe Kogyo Company** regarding manufacturing technique. Charges for the patents were not revealed.

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Occupation . . . . .

**The Billboard**  
New Costumes For Billboard After Historical 50-Year Run  
After 50 years, 1 complete new line from Liberty, Summer  
Billboard  
50th Anniversary  
New Costumes For Billboard After Historical 50-Year Run  
After 50 years, 1 complete new line from Liberty, Summer  
Billboard  
50th Anniversary



# Small Spots Provide Work

Continued from page 45

Costarella, uses a small band, comic, singer and novelty. The Gay 90's, run by Gordon Tobin, uses oldtime acts. Club 26 uses three acts. Spot run by John Chausis. Most of the clubs use strippers and pay isn't too good.

DES MOINES used to be a fair show town but since local police have started to enforce the 1 a.m. curfew and midnight shutter on Saturdays, biz dropped. Several clubs, including the Pastime, folded. DETROIT, another former hot show town, has also fallen way back. About the only spots doing anything are the Four Dukes, run by Jerry Clemente, spending up to \$2,000, Club Gay Haven, Mickey Chiado op, budgeted at \$2,000; and Club 509, run by Benny Resh and Morton Miller, going for about \$1,800. In nearby WINDSOR, ONT., the Elmwood, run by Al Siegal, spends up to \$5,000. There are about 10 other spots, using local talent, but so far Detroit isn't any place to get stranded in.

SALT LAKE CITY is a dead end. The Mormon Church runs things and liquor sales aren't permitted in clubs. Cafe drink is beer—the 3.2 variety, tho set-ups are allowed. There are a few spots running. The Casbah, run by R. O. Barker, booked thru Johnnie Robinson in Los Angeles, spends about \$200 weekly. The Manhattan, operated by Tony Hatsis, is being fixed up, and hopes to get Sarah Vaughan, King Cole, etc., but so far nothing to step off for.

### California

SAN FRANCISCO is another showbiz casualty. The St. Francis and the Fairmont hotels use names. Bimbo's has just reopened as the 365 Club, booked by Sam Rosey, spending about \$2,000. But the rest are small cocktail lounges. Many clubs use Chinese or Hawaiian talent of the musical variety. The Golden Gate, the only theater using flesh (outside of the legit houses) plays only spot shows.

PORTLAND, ORE., also has stringent liquor laws. Spots serve set-ups; customers carry their own bottles. Still there are clubs that manage to keep running, some of them spending up to \$1,500 for talent. Amato's Supper Club, run by George Amato, books thru the Eastern Vaudeville Company, out of Seattle, and spends about \$1,500. The Clover Club, run by Bill O'Hara and Harvey Ferguson, nets up about \$1,000. The Tropics, operated by Chuck Francis, spends about \$700. There are about eight other spots, but they use combos and units.

SACRAMENTO has a few places going, but nothing to get excited about. However, a new outfit, Coral Reef, Inc., has just been granted a charter to own and operate entertainment and night clubs in Sacramento County with an authorized capital of \$120,000. Nobody seems to know what the plans are, except that the directors of Coral Reef are John, Elwood and Edwin Maleville.

LOS ANGELES, HOLLYWOOD and surrounding areas have a few important clubs—Ciro's, Mocambo, Billy Gray's, Larry Potter's and Charlie Foy's. AM these are well known in the trade, and need no

further description. All the rest of the spots are chiefly cocktail lounges, using musical units or piano singles.

LAS VEGAS, NEV. (see separate story) is the cream of the West. RENO follows as a close second, with COLORADO SPRINGS, COLO., making it a close runner-up.

### South to North

SHREVEPORT, LA., is a fairly good club town, with about 14 rooms running. The important spots are the Zephyr Room of the Washington-Youree Hotel, and the Stork Supper Club at Bossier City, just across the river from Shreveport. Both spots are booked by Abe Goldberg, and both spend between \$1,000 and \$2,000 for shows. All the rest of the clubs limit their budgets to units and singles, seldom going over the \$500 mark.

CANADA has become real ripe showbiz territory in the past year or so. TORONTO, for example, has 63 spots, of which 44 have some kind of shows. Same thing is true of HAMILTON, Ont., where seven of the 12 clubs provide entertainment.

NEW YORK, the mecca of the entertainment world, has about 150 clubs going in and around the city. Of these there are no more than five or so important ones. The chief advantage in sticking around New York is that an occasional video shot may come along. But the majority of acts in New York make their living from club dates.

## Grandstand Legit

Continued from page 46

visor. The latter handles morning rehearsals, returns to King at night, turning over the orchestra baton to the capable hands of Frank Cork. This is all to the good.

But this apparently was the extent of Leahy's legit know-how at the season's start. It seems too bad, after the work and expense on the plant, that others in charge of the show itself are not better acquainted with their trade. Scenically and directorially (Greek Evans), imagination is held to a minimum, and choregraphically (Harry S. Miller), patterns follow the better high school production line.

The cast is generally well selected, tho there are some unfortunate choices. There are no big names, but many of the leads have had considerable experience, which makes it all the more unfortunate that direction has made them look awkward or silly.

Despite all this, some good jobs are turned in, both historically and vocally, by James Elmore and Joan Benoit. Robert Grandin has an excellent baritone and Burl Dean Smith, a fine tenor range, marred by bad vocal tricks and lack of control. In lesser roles Sonja Levkova is charming, and Betty Hill and William Letters, solid.

It is a grand lay-out for summer operettas, and this reporter is sure that an experienced showman like Leahy won't take too long to catch onto the production end of things and bring its standards up to the fine level of his plant.

Dennis McDonald.

## Old Days N. G.

Continued from page 46

organizers and other characters. Thruout three acts these discuss everything from a new method of birth control to unions, FDR, free love and various other topics. The jokes about the New Deal and sex are currently neither topical nor funny. But perhaps in 1935 such a play might have had a certain success.

### Cast Tries

Broadway actress Marcella Markham clowns her way thru these proceedings as if she had never forgotten her role of the prostitute in O'Neils Iceman Cometh. Tina Carver is pretty enough as the emancipated gal and she does exert an effort. The hero, Jim Barrett, tries hard to maintain a certain balance amid the hectic goings on, but is swamped by the amateur doings of the evening. The rest of the cast are equally unfortunate.

The author, who hopes to present the play in New York, is also responsible for the direction, and Marvin Frank designed the sets. The program states that this theater group hopes to offer the French public a contact with the American theater. Good Old Days will likely leave French public opinion at a very low ebb.

Anne Michaels.

## "Guys and Dolls"

Continued from page 46

Monday (30), all future Miss Adelades may look to their laurels.

Her timing is sharp and sure, coupled with a fine sense of comedy values. Vocally, she is equally effective, and items like Bushel and a Peck, Adelaide's Lament and Take Back Your Mink lose nothing via her delivery.

It is also pleasant to report that Dolls, after 280-odd performances, is as fresh and polished as on opening night. Everybody concerned goes at it with the same verve and bounce which they gave it at the tee-off. Sam Levene's crap-shooting Nathan Detroit is still giving the show its chief comic lift. Robert Alda's sentimental gambler and Isabel Bigley's slightly puritanical Salvation Army lass continue a delightful pair-off, and the same hefty assists to the Runyonesque fantasy are being given by Stubby Kaye, Pat Rooney Sr., Tom Pedi and B. S. Pully.

It is no wonder that Doll tickets are still at a premium, since everyone from top to bottom of the cast is out to give the customers their money's worth. And even if she's only temporary, the show has a new winner in Martha Stewart.

Bob Francis.

# The Final Curtain

**BESNER—Samuel,** father of Pearl Besner, who is with the Metropolitan Opera Company and who began her singing career with the Cincinnati Zoo Opera, and Bettie Besner, concert pianist, in Cincinnati, July 28. He also is survived by his widow.

**BLOCK—Charles,** 30, New Orleans radio and TV announcer, July 28 at a Biloxi, Miss., hospital shortly after being stricken with a heart attack on the Gulf Hills Golf Course at Ocean Springs, Miss. Block was on the announcing staff of WSMB, New Orleans, and had worked in television on WDSU-TV in the same city.

**BLUMENTHAL—Max,** July 27 in Grace Hospital, Detroit. He was formerly associated with the Standard Film Exchange, Detroit, and operated the Blumenthal Screening Room there for nearly 25 years. Survived by his widow, Ruth, and two children, Sidney, who has been assisting his father in the business, and Mrs. Stella Bramley. Interment in Evergreen Cemetery, Detroit.

**CAREY—William,** 69, carnival concessionaire, at the home of his sister, Catherine Shilling, in Cincinnati June 19. Interment in that city.

**CARNEY—James J.,** 62, former member of the song and dance team, Carney and Farley, July 27 in Lawrence, Mass. The team played vaudeville houses thruout the country for 20 years and worked the Keith-Albee and Proctor circuits. His widow and brother survive.

**CRAFTS—Mayhelle,** 65, wife of Orville N. Crafts, owner-operator of Crafts 20 Big Exposition and Fiesta shows, July 31 of a heart attack in North Hollywood, Calif. Survived by her husband and two sons, Frank and Roger Warren. Funeral August 3 in Glendale, Calif. (See Carnival Department for details.)

**DARLING—Edward V.,** 60, former chief booking manager for the B. P. Keith Circuit and the Vaudeville Exchange, July 28 in New York. He obtained a job with E. P. Albee in 1905 and soon became his confidential secretary, reporting on acts and suggesting bookings. As his employer's duties increased, he eventually handled all bookings. In vaude's top days he supplied the Palace and other big houses with acts. He also held interest in some of the Keith theaters before his retirement in 1930.

**DAVIS—Jacob,** 75, at one time owner-manager of the Davis & Sons Frontier Shows, a wagon show, June 28 of a heart attack at the Houston home of a brother, it has just been learned. He was born in Philadelphia October 23, 1875. Survivors include a son, Texas Jay, Houston, and two daughters, Mrs. Edna Raymond, Rensselaer, Ore., and Mrs. Kate Bovian, Houston. Burial in Woodlawn Garden of Memories, Houston.

**DEUTSCH—Hermania Sels,** 53, wife of Adolph Deutsch, Academy Award winner in 1950, July 31 in Bel-Air, Calif. Survived by her husband; a son, Allan; a sister, Mrs. C. Leonard Engelhardt, and a brother, Lawrence H. Sels. Interment in Inglewood (Calif.) Park Cemetery.

**EASTBURN—Percy Rhen,** 45, former comedian who worked for a time with the late Joe Penner, in Mobile, Ala., July 26 after a long illness. Burial July 28 in Magnolia Cemetery, Mobile. Survived by his widow, Mrs. Beulah Schlorff Eastburn; his mother, Mrs. Ruby B. Eastburn, a sister, Mrs. Ruby E. Billie, all of Mobile, and two brothers, Carl, of Houston, and Ruy, of Velasco, Tex.

**FISCHER—Albert J.,** 49, operator of the Keswick Theater, Glenside, Pa., and Nazareth Theater, Nazareth, Pa., July 27 at his home in Abington, Pa. His widow, Amy B., survives. Services July 31 in Jenkintown, Pa., with burial in Fernwood Cemetery, Philadelphia.

**GAILER—Georg,** 79, once-prominent strong man act known as the Living Bridge, recently in Hanover, Germany. His youngest son, Heinrich, 51, director of Circus Europa, died a few days later.

**GAILER—Heinrich,** 51, director of Circus Europa, recently in Hanover, Germany. He was the son of Georg Gailer, once-prominent strong man, who preceded him in death by several days.

**GLAZERMAN—David,** 25, manager of the Booker Theater, Philadelphia, July 28 in Hahnemann Hospital, Philadelphia. He was associated with the theater 15 years. Surviving are his widow, Gladys, a son and daughter, and his parents. Services July 27 in Philadelphia, with burial in Mt. Jacob Cemetery there.

## Births

**DEXTER—** A daughter to Mr. and Mrs. Tony Dexter August 1 in Glendale, Calif. Father is Columbia Pictures actor; mother, former Marjorie Todd, is ex-theat.

**HOBBS—** A daughter, Linda Katherine, to Donald and Elsie Hobbs July 3 in Toumay Hospital, Sumter, S. C. Father is the son of W. E. (Johnny) Hobbs, owner of the B. & H. Amusement Company.

**HOLT—** A daughter to Mr. and Mrs. Deane Holt August 2 in San Diego, Calif. Mother is Mona Paulce, former Met Opera singer and currently active in concert and radio work.

**FORTEMONT—** A daughter, Yvonne Suzette, to Mr. and Mrs. John Fortemont Jr., July 21 at Clay County Hospital, Brazil, Ind. Father is co-owner and manager of Johnny's United Shows.

**STUTEMAN—** A son, John Robert Jr., to Mr. and Mrs. J. R. Stutzman, concessionaires with Cumberland Valley Shows, at City Hospital, Somerset, Ky., July 24.

**HALKE—Claire Belle,** 70, wife of Richard S. Halke, general agent for National Organization Service and formerly with carnivals and road shows, July 21 at a Texarkana, Ark., nursing home where she had been a patient the last year. She was well known in Omaha show circles and formerly trouped with the Hay-Halke and C. R. Leggett carnivals and the Jordan-Halke Indoor Circus.

**HALE—William J.,** 76, acrobat and juggler, July 22 at his home in Atlantic City after a long illness. Known on the stage as Willie Hale, he began his career in 1888 with a small circus and toured in every State of the Union as well as in Europe. He retired from show business in 1932.

**HAYDEN—Harry E.,** 61, Detroit trombonist, July 24 in Kiefer Hospital, Detroit, after a long illness. He played various Detroit legit and vaude theaters for many years and with the Detroit Symphony Orchestra. Survived by three children. Interment in Forest Lawn Cemetery, Detroit.

**HAYSLETT—John A.,** 31, of Covington, Ky., an employee of the Ringling-Barnum circus, was killed at Grand Island, Neb., August 3, when he fell beneath a circus truck. It is said that he attempted to jump on the tongue of a wagon which was hitched to the truck when he fell.

**HOFFMAN—Harry,** 39, sports show promoter, July 28 in New York. He ran expositions in various parts of the country in co-operation with local trade groups and private organizations. His widow, mother and father survive.

**JACGAR—Winifred M.,** 51, organist and composer, July 30 in Venice, Calif. He was a native of Independence, Kan. Survived by a son, Gilbert. Interment in Woodlawn Cemetery, Venice.

**KAMINS—Leonard A.,** 39, sales manager of WXYZ-TV, Detroit, suddenly in the station offices August 2. Formerly with various Detroit agencies, he had headed the WXYZ-TV sales staff since the station went on the air, and organized the basic television set installation statistic organization, almost universally accepted in the Detroit industry. Survived by his widow and two children. Body sent to New York for interment.

**KISSEL—Mrs. Belle,** 64, mother of Ralph and Russell Kissel, operators of kiddie rides in the Cincinnati area, at her home in Groesbeck, O., near Cincinnati, August 1, after a long illness. Besides her sons, she is survived by her husband, Fred J. Kissel, and a brother, Edward E. Kincaid, West Union, O. Services August 4 with interment in Vine Street Hill Cemetery, Cincinnati.

**McCLERNAND—George B. Jr.,** 50, director of parades and pageants for conventions and celebrations, July 26 in Northern Liberties Hospital, Philadelphia, after a long illness. He was founder and former president of the Philadelphia Mimmers' Association, which stages the annual New Year's Day spectacle in Philadelphia. He also assisted in the Atlantic City annual beauty pageants. Surviving are his widow, Catherine; a son and daughter, and his mother. Services July 31 in Philadelphia, with burial in Holy Cross Cemetery there.

**McGUIRE—Edward J.,** 69, musician, July 26 in Nazareth Hospital, Philadelphia, after a long illness. He was a trombonist and served as a musical director for numerous institutions in the Philadelphia area. His widow, Barbara, and two sons survive. Services

July 31 in Philadelphia, with burial in Holy Cross Cemetery there.

**McLOUGHLIN—Kenneth M.,** 40, concessionaire on Western carnivals, including West Coast and Crafts, July 31 of a heart attack. Survived by parents and a sister, Mrs. Theresa Robinson, all of Dorchester, Mass. Services August 4, with burial in Pacific Coast Showmen's Rest, Los Angeles.

**MUSGROVE—Charles (Chuck),** 52, kiddie ride foreman the last two seasons with Johnny's United Shows and before that for four years with the Turner Bros. Shows, July 26 at Tipton, Ind., of a heart attack. He was a veteran of World War I. No known survivors.

**ODDI—Patricia,** 20, daughter of Joseph Oddi, known professionally as Mystic Oddi, and Mrs. Rita Galh, July 9 in the Bronx, New York.

**RALPH—Albert H.,** 58, former vaude performer and assistant manager of the Gramercy Theater, New York, July 28 in Meriden, Conn.

**RENO—Joseph J.,** 43, skating rink operator in De Kalb, Tex., July 21 in that city.

**SINCLAIR—Earl Bruce,** 64, former vaude and circus acrobat, July 26 in Los Angeles after a long illness. Active from 1900 until his retirement in 1940, he was one of the Six Original Belfords and later was instrumental in forming the Catherine Sinclair and Company group. He was with the Ringling-Barnum circus many years and appeared on the Orpheum and Keith circuits. His widow, a son, a daughter, a sister and brother survive.

**WALKER—Paul W.,** 43, former grind store agent, whose last engagement was with the C. A. Vernon Shows in 1950, in his sleep at his home in Hamilton, Tex., June 27 after a four-year illness with tuberculosis. He was a native of White Rock County, Texas. Burial in Masonic Cemetery, Abilene, Tex., June 28. Surviving are his widow, Mona, and a sister, Mrs. E. H. Arbackie, both of Hamilton; a half-sister, Mrs. Ruth Chastain; a step-brother, Otto Crabb, and his step-father, Albert Crabb, all of Abilene.

**WILLIAMS—Mrs. Catherine Bernice,** 46, pianist known as Bernice Allen, July 28 at her home in Philadelphia. She had been appearing at Philly night clubs the past 15 years, and for some time was employed by the W. C. Handy Music Company, New York, as a music writer. Her husband, John R., a son, her parents and a brother survive. Services August 3 in Philadelphia, with burial in Merion (Pa.) Cemetery.

**IN MEMORY**  
**LON D. RAMSDALL**  
A GREAT GUY  
Died August 9, 1950  
**CHARLES V. TURNER**

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**JACK ALLOWAY**  
Who passed away Aug. 9, 1948.  
Sadly missed by his wife,  
**RUBY LEE ALLOWAY**



*In Loving Memory of Our  
Dear Son and Brother*

**ORVILLE W. HENNIES**

Who Passed Away August 8, 1939

**MRS. DAISY HENNIES** **HARRY**

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## Regina Exhibition Tops '50 Figures At Halfway Point

### Grandstand Attendance Runs 5,900 Ahead of Last Year

REGINA, Sask., Aug. 4.—Favored with hot, clear weather, the Provincial Exhibition, thru Wednesday (1), its third day, was topping '50 figures at both the front gate and grandstand. Attendance was up an estimated 3,000 from a year ago, while grandstand figures showed a bulge of 5,900 over the first three days in '50.

Gate figure at the half-way mark was 75,624, as against 72,545 in 1950, with the grandstand total standing at 38,569 compared with last year's 32,654.

Feeling of Manager T. H. (Tommy) McLeod and exhibition directors is that if the weather holds up, Regina will follow the line of other fairs on the Class A Circuit and be a winner. Last year rain on the last two days nullified the strong three-day start here.

Grandstand figures as released by the Regina Exhibition Association include a free grandstand show for the moppets on the morning of the opener, Children's Day. This year 7,384 attended as compared with 6,000 in 1950, first time for the venture.

Figures to Wednesday, with last year in brackets, were: Main gate

Monday, 29,925 (27,375); Tuesday 15,560 (15,022); Wednesday, 30,138 (30,148); total, 75,624 (72,545).

Grandstand, Monday, 10,214 (7,159); Tuesday, 7,478 (5,940); Wednesday, 14,493 (13,546); total, with Monday morning figures, 38,569 (32,654).

### Races Draw Big

Wednesday, a civic half-holiday, saw the running races get a record play, with more than 6,500 racegoers laying down \$125,270 at the wickets for a seven-race program. Last year, with eight races, a record \$113,953 was bet.

Attendance at the evening grandstand show was 7,938, compared with 7,294 last year.

Pari-mutuel play was up Monday and Tuesday, with the take being \$49,512 on the opener, as against \$53,132.

Monday was regarded as the biggest Children's Day in years, with 13,558 kids paying 5 cents admission to the grounds. Besides the free morning show, a nickel tab prevailed on most shows and rides and for the evening grandstand show. Morning show included giveaways of bicycles and

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WILLARD (BILL) MASTERSON, who will succeed Jack Reynolds as general manager of the Wisconsin State Fair, Milwaukee. Masterson, who has been assistant manager the past three years, will take over the Milwaukee annual's reins January 1, 1952.

## N. Y. Rodeo Sets Monroe For Flat Sum

NEW YORK, Aug. 4.—Altho a contract still remains to be signed, band leader Vaughn Monroe and a 32-person group are reported as a sure pop to be featured attractions during the last 14 days of the World's Championship Rodeo to be held at Madison Square Garden September 26 thru October 21.

Monroe, his band and a gal warbler will be offered and will work on a flat payment basis, unlike the slot's previous tenant, Gene Autry, who received a guarantee and a cut of the gate. Altho Monroe's price was not disclosed, a gossip column item stating that he would get \$25,000 a week was called "way out of line."

Garden brass-hat Ned Irish made the successful pitch for the crooner while Monroe played Steel Pier, Atlantic City. Monroe headed West late this week but is expected back here for a hotel date early in September, with details of his appearance to be worked out at that time.

## European Zoo Topper Starts U. S. Jaunt

NEW YORK, Aug. 4.—Dr. H. P. Hediger, director of the zoological gardens at Basle, Switzerland, professor of animal psychology at the University of Basle and president of the International Union of Directors of Zoological Gardens, led off a two-months tour of American zoos this week with a visit to sites here.

He said that most European zoos have increased their collections substantially since the war but few have been able to start construction of new buildings. He will study the latter angle while visiting all major zoos and museums. Hediger's arrival Sunday (29) marked his first trip to America.

## PARKS, THEATERS BENEFIT

### Video's Clarabell Builds Kid Trade for Other Segs

NEW YORK, Aug. 4.—Another case of the money-making potentialities of a TV-developed personality being directed to other fields of show business came to light last week when local booker Abe Feinberg told the success story of Clarabell, live clown character on the Howdy Doody show, puppet offering carried by the National Broadcasting Company.

Feinberg has been putting Clarabell into parks, theaters and drive-ins since March with gratifying results. He feels that the first two types of spots have given best yields. His work is carried on for Martin Stone Associates here, owners of Howdy Doody and subsidiary characters of the show.

Feinberg, who has a record of

handling kid attractions, is dealing with a sure-pop attraction in the clown. Originating at WNBT here, NBC's key video outlet, the Howdy show is seen thruout the country and is near the top in popularity with moppets.

Feinberg's procedure in setting dates for one of the two men who take the Clarabell role is to check NBC's television coverage area after receiving an offer. When it has been figured which station can most effectively exploit Clarabell's appearance, the outlet emits a publicity barrage in preparation and ties up with local merchants in the awarding of approved Howdy merchandise as prizes in contests for the kids.

The dates for the clown began

(Continued on page 5)

## King Reid Awarded Bloomsburg Pact

### Motorized Unit Replaces Defunct Endy Railroader at Top-Grossing Pa. Event

BLOOMSBURG, Pa., Aug. 4.—The King Reid Shows will furnish all midway attractions at the 1951 Bloomsburg Fair, September 24-29, in place of the defunct rail unit, Endy Bros.' Shows. Contract negotiations were completed here Thursday night (2) by King Reid, show owner; Paul Jacobs, fair president; Harry Correll, secretary and Ray Rifembifer, superintendent of concessions.

While the switch in shows was not unexpected, in view of the non-functioning status of the Endy unit, the awarding of the contract to the motorized Reid organization which heretofore limited its appearances to New England and New York, was unforeseen. Reid said his winning of the contract resulted from a telegraphed inquiry on the status of the midway contract. Recent bidding for the event reportedly involved a half dozen or more shows, all of which could make the date because of their flexible routes.

### Top Ranking Event

The date, one of Pennsylvania's Big Four, ranks with York, Reading and Allentown, and as such has long rated a railroad show. However, the collapse of the Endy unit eliminated the possibility of playing a rail unit this year since all other Eastern biggies held other commitments for the same week. Grossing possibilities reportedly range upwards of \$50,000.

The sale early this spring of

the Endy rail equipment following a disastrous season and his failure to embark on a tour this season resulted in early speculation on the Bloomsburg date, altho Endy was awarded a midway contract by the event at the State fair meeting in York last January. At the time Endy battled spirited bidding from several motorized shows.

Reid said he would augment his equipment for the stand here

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## Salt Lake City, Ogden Rodeos Top \$100,000

SALT LAKE CITY, Aug. 4.—Utah's two major 1951 rodeos, at Salt Lake City and Ogden, attracted approximately 85,000 paying customers and took in well over \$100,000 as Mormons and visitors to Utah celebrated the 104th anniversary of the arrival of the first Mormon Pioneers in Salt Lake Valley.

At Salt Lake fairgrounds, nearly 35,000 paid admissions were chalked up thru the five-day

(Continued on page 55)

## Heat Drops Minot Gate 25% Under '50

MINOT, N. D., Aug. 4.—An extended heat wave and hail storms preceding its dates combined to hurt attendance at North Dakota State Fair here, which was charged with a fall-off of about 25 per cent in gate attendance thru Friday (3), fifth day of the six-day event.

The gate attendance was down, midway receipts were almost double those of last year for the first five days, with the increase credited to the increased money-earning power of the 20th Century Shows, which has 20 rides and 11 shows in its line-up.

Grandstand patronage has mirrored the drop-off in gate attendance. The night show, consisting of a Barnes-Carruthers revue, which has been rated one of the strongest ever to play the event, has been drawing well, tho under last year, when an ice show was featured.

Hot daytime weather has scaled down the size of afternoon grandstand crowds. Joie Chitwood's thrill show unit, handled by Lee Overland, had a so-so Monday (30) grandstand turnout and a good Tuesday throng. Lawrence Welk

and his ork followed in the grandstand Wednesday and Thursday, doubling at night for public dancing, but Welk, a native Dakotan, and his aggregation failed to draw sufficiently to pay off their contracted price. The nightly dancing sessions fared vastly better than the grandstand presentation, but total gross fell substantially under that needed to make the Welk offering a break-even venture.

Night grandstand show by Barnes-Carruthers Theatrical Enterprises, Chicago, offers a 20-gal line plus some top-notch specialties. Acts include Nita and Pepl, hand-balancing; Excess Baggage, dogs; Low, Hite and Stanley, comedy knockabout; Moon Dodgers, high act; Adriana and Charley, comedy trampoline, and Ming and Ling, Oriental hillbillies; Preston Lambert, emcee; Vincent Borrelli, ork leader; a trio of male dancers; the Martell - Mignon foursome, adagio; Song Stylists, four men and one gal singing combo, and Johnny Mack, dancer.

Bob Finke, now in his second year as fair secretary, pushed a vast plant improvement program prior to the fair's opening and continues to press for new attraction innovations.

## Cincy Host to CHS, CFA Wk.-End Meets

CINCINNATI, Aug. 6.—The Queen City was host the past week-end to members of the Circus Fans' Association and Circus Historical Society. The annual CHS national convention was held August 3-5 at the Metropole Hotel and the fans held a one-day meeting at the Sheraton-Gibson (4). The latter was a get-together for members of Sells Bros., Top of Ohio and members of the local Loyal Repensky-John Robinson Tent.

Bette Leonard, Wichita, Kan., is the CHS president, and Robert C. King, Richmond, Ind., is secretary. No new officers were elected at this time, the regular election being held by mail in December. However, the president announced the following appointments to fill existing vacancies: Chalmers Condon, vice-president; James McGin-

nis, director of Division No. 3; James McKenna, No. 2, and Dana Stevens, No. 6. The 1952 convention will take place in Baraboo, Wis., and the one in 1953 in Norfolk.

Among CHS activities were visits to the Cincinnati Zoo, Coney Island Amusement Park and remaining portions of the former John Robinson Circus winter quarters at Terrace Park, near Cincinnati. Sunday morning (5), the CHS held memorial services at the Robinson Mausoleum in Spring Grove Cemetery for several generations of the Robinson family, also for members of the CHS who have passed on during the past year. Several of the most noted circus paintings of Glenn Tracy, fan and widely known Cincinnati artist specializing in circus scenes, were placed on exhibition by Robert Jenkins, manager of the Metropole, during the joint convention. Local papers were generous with publicity, using pictures

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## B-C Organizes Circus Unit; Use Cole Bulls

CHICAGO, Aug. 4.—Barnes-Carruthers Theatrical Enterprises has organized a new circus unit which will use animals from the Cole Bros.' Circus plus acts to complete unfinished fair dates originally booked for Barker Bros.' Circus. Latter org was dissolved following the death of owner William (Big Bill) Blomberg, leaving around 30 fair dates unfilled (see separate story).

The new unit is managed by James A. Gephart, Cole general agent, and is using spotted Liberty horses, eight ponies and three elephants from Cole. Jack Kaplan will work ahead of the show which is traveling on trucks.

Acts in the unit include Violetta Rucks and Marjorie Cordell, high acts; Eddie Hendricks, comedy riding and wire act; Geiger and Geiger, juggling; Ida Mayo, pedestal, and several iron jaw and web numbers.

Between fair engagements the circus is expected to play still dates.

## FLEXIBLE FIRM

### Mag Article Chronicles Herschell

NORTH TONAWANDA, N. Y., Aug. 4.—Work of the Allan Herschell Company, ride manufacturers with headquarters here, over a period of more than 50 years is chronicled concisely in the current issue of Business Week, authoritative publication in the field, with accent on the firm's flexibility.

Two-Page picture spread accompanies the article, showing Herschell shop activities. Piece stresses the growth of the company, the switch to assembly line methods and the difficulties encountered in obtaining aluminum for rides. Pointed up are the defense orders now being handled by Herschell, as in World War II, and the company's repair jobs, increased when material shortages slow ride production.

John Wendler, president of the firm, is pictured and quoted as part of the story.

## Crabbe Rodeo Proves Strong On Long Island

FREEMONT, N. Y., Aug. 4.—Total attendance for two night shows staged at Municipal Stadium here July 25-26 by the Buster Crabbe Wild West Show was 10,620 persons, with Crabbe and his horse Tarzan as the top attractions.

Buster Crabbe Enterprises, Inc., reported that their net take was about \$7,000. Crabbe brought in a ready-made show from Cherokee, Pa., and the event was televised by WNBT, New York, National Broadcasting Company's key outlet. Further rodeo dates are set for Brooklyn and White Plains, N. Y.; Jersey City and Newark, N. J.; Providence, and Boston.



### CLOSE-UPS: NAT GREEN

# His Traveling Stops When Trouping Starts

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM PARKINSON

A troupier who seldom troupees is Nathaniel Sexton (Nat) Green, manager of Ringling Bros. and Barnum & Bailey's Chicago office. In that post he's the one stationary staffer in the otherwise far-traveling advance department.

It's one of Nat's tasks to coordinate shipments of show paper with daily movements of the advertising car. He publishes the show's route card, which has a circulation equal to many weekly newspapers. His office is an information clearing house, with all advance agents keeping in touch with him and executives back on the show reaching the agents by messages relayed thru his headquarters.

Not the least of his activities is supplying the answers when the circus wants to locate men with specialized trades, old troupers or suppliers of hard-to-find items. For this he calls not only upon office files but also on his unusually wide acquaintance with many fields of show business.

He is widely known among radio, television and legitimate theater people as well as in the outdoor branches. He knows newspapermen, magazine writers, printers, railroad men, hotel and restaurant operators and people in many other fields.

#### Starts Travels Early

In a reverse twist, Green did most of his traveling before he joined the circus. His father, a Confederate veteran, was a gardener and vineyard man from Georgia, and his mother was from Kentucky. Nat was born in 1880 at Cane Spring, Ky., and two years later was taken to Florida. Before long, the family moved to Ohio, settling at Camp Dennison until Nat was 16.

At that early age he began a writing career as free lance contributor to nearly 40 poultry and gardening publications. A couple of years later he moved to Milford, O., and became garden and poultry editor of a farm magazine. In another two years he was awarded a scholarship to Ohio State University by the Hamilton County Fair Association, but after a few months in class room he was taken with wanderlust and headed west.

In the ensuing months he was



NAT GREEN

a mule skinner at Cape Girardeau, Mo.; laborer for the outfit which tore down the St. Louis World's Fair; railroad hand at Trenton, Mo., and business school student at Kansas City, Mo.

#### With Salvation Army

At school he made a contact which led to a job with the Salvation Army's scrap paper subsidiary. In three months he became manager of the Army's industrial home. Later the former manager, who realized there was money in scrap paper dealings, started a private company to handle it, and Green came on as buyer.

By 1911, Nat had toured the South, worked in the Kingery popcorn popper factory at Cincinnati and made a second jaunt thru the West. Then he went to work for the Vally Enterprise at Milford, O., near Cincinnati. This weekly paper was not far from the winter quarters of John Robinson's Ten Big Shows, and John Robinson II frequently came in to place classified ads offering farm products for sale. Nat recalls "Governor" Robinson always settled down for a long circus talk after placing an ad.

Nat became editor and manager of the weekly, but staying in one place was not for him. A Rochelle, Ill., paper wanted a city editor, and Nat was told to come on. However, on the day he quit his Ohio job, the Rochelle publisher notified him the paper had been sold, and there would be no new job. Twenty-five years later at a meeting of the Circus Fans Association, Nat learned that it was Walter Hohenadel, publisher of the CFA's White Tops, who had bought the Rochelle paper.

#### Joins The Billboard

He worked for a Noblesville, Ind., sheet and did a hitch as salesman for vacuum cleaners. Then he joined The Billboard staff at Cincinnati and became editor of the parks and fairs sections in 1918. It was significant, Nat recalls, that he started to work for The Billboard on May 1. He was far from experienced in show business lines.

But he learned fast. A park burned shortly after Nat began work. The Hagenbeck-Wallace railroad wreck was another major story that broke soon. And as more and more Billboard staffers were drafted for World War I, more departments were placed in his care. At one time he edited six sections, including opera and legit as well as outdoor.

Robert Stickney, the famous rider, had a training barn near Cincinnati and Nat made many visits there. Will Rogers was a frequent visitor in The Billboard office, and many show agents, including Ed Brannan, J. Ben Austin, Bill Rice and Clarence Wortham were regular callers.

Nat left Cincinnati in 1926 to take a job with a firm which compiled city directories, but in 1927 he dropped in at an outdoor convention and there he met G. R. Lewis, owner of Chester Park Cincinnati. Nat accepted Lewis' offer of a position as press man at the funspot. Later that morning he called at The Billboard office and was offered a post as editorial chief of the Chicago office. Bowing out of the park press job, he moved to the Windy City.

In June, 1936, Nat was named co-manager of The Billboard's Chicago office, and he wrote the weekly feature, Notes from the Crossroads. As a sideline, he conducted his own radio program on WCFL. Leaving The Billboard in 1945, Nat became Chicago rep for Radio Dully and handled free lance and publicity assignments. He went to the Ringling-Barnum office in 1946, succeeding the late

Dan DeBaugh.

Shipping dates and pictorial paper frequently calls for more than merely addressing the packages. A change in the show's route means a hurry-up order for new date sheets and a rush shipment to the bill car. Difficulties in finding a show lot in a town may mean holding up a paper order until the lot location may be included on the date sheets and then a hectic period of working and hoping that the paper arrives in time. So far, Nat relates, the paper always has been there when the billpesters needed it.

While he was editor of the weekly in Ohio, Nat advertised for a printer, and just after the job was filled a girl on an Indiana paper applied for it. The man Nat had hired soon moved on, and again he advertised. Again the girl applied, this time from Minnesota and this time successfully. She not only got the job but also in 1913, became Mrs. Green.

Long time apartment dwellers on Chicago's North Side, Nat and his wife, Hazel, moved recently to a new home near suburban Wheaton, Ill. Their son, Robert, is an electrical engineer in Phoenix, Ariz. Their daughter, Virginia, is manager of the Hollywood branch of an industrial concern.

In 1938, the Greens celebrated their 25th wedding anniversary with a banquet at the Morrison Hotel with many leading personalities in show business among the well-wishers.

A charter member of the Atwell Luncheon Club, Nat is the treasurer and most regular attendant. He's also a former director and a veteran member of the Showmen's League of America.

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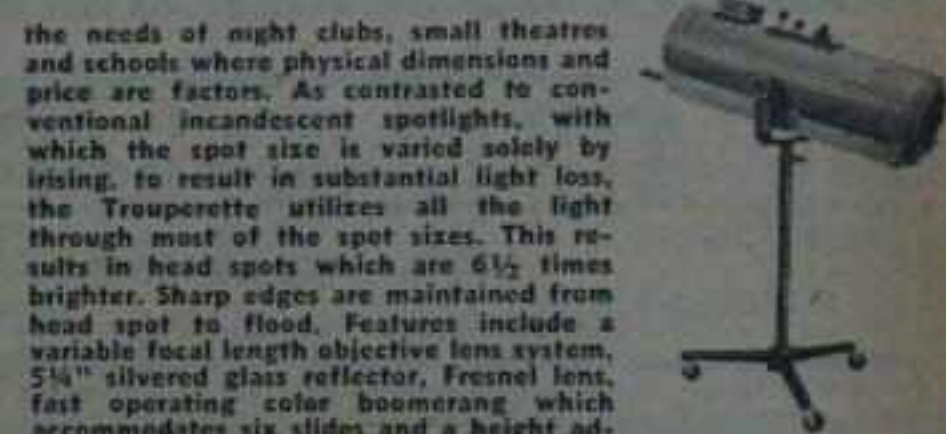
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**20th Century Wins Loot at Minot Fair**

MINOT, N. D., Aug. 4.—The 20th Century Shows, co-owned by Al Martin and E. D. McCrary, this week rang up a bang-up gross at North Dakota State Fair here. Going into the final day of the six-day event today, the Martin-McCrary organization had chalked up a gross not far from double that of the corresponding period last year when another show played the event.

The bumper business was registered in the face of a 25 per cent drop-off in attendance at the fair and was attributed to the strong 20th Century line-up. No fewer than 20 rides, six of them kiddie devices, and 11 shows are in the org's line-up here.

Sam Lowery's Motordrome and the gal revue, headed by Mitzi, who was featured last year with Cavalcade of Amusements, paced the back-end business of the 20th Century. Those units ran one-two, gross-wise, followed by Bill Kennedy's Side Show.

Thru the first five days of the fair here, the 20th Century enjoyed perfect weather, a sharp contrast to that which it had experienced thru most of its preceding weeks. Records show that during the first 13 weeks the org had

encountered so much rain that at the end of 11 of those it had been necessary to winch equipment off the lots.

Since the advent of the fair season, 20th Century has enjoyed better weather—and with it a sharp upturn in grosses. First of the show's fair dates was at Jamestown, N. D., where the show experienced a good week. Fairs at Langdon, N. D., and Hamilton, N. D., staged within the same week, yielded excellent business. The take in both spots represented all-time midway highs.

Bismarck, N. D., played last week as a still date, also yielded good business. That date, incidentally, was the last of the shows' still dates for the season. From here thru the first week in November, the show is slated to play fairs.

Back-end line-up is strong, attraction-wise and numerically. Besides the Motordrome, gal revue and Side Show, the line-up includes Dixon's Midgets, J. I. Page's Harlem Swings, Bill Dusen's animals and Roland Porter's Hawaiian Village.

Midway layout totes much flash. The show carries two huge searchlights, five light towers and four power plants.

**Out in the Open**

Pete Drambour, operator of Seaside (N. Y.) Park, is negotiating with Charles (Doc) Morris for the vet promotion man to tie into the Long Island spot. Extensive improvements, including a new lighting system, are scheduled for next year at Seaside, and Canadian bigwig Patty Conklin reportedly is interested in the park.

Promoter Fred Pittera reports that while in Detroit he worked on details with comic Herb Shriner for the staging of an international sport car show next year in New York. Fred stopped off in Windsor, Ont., on his way back East from the Motor City's anniversary celebration.

Fred Murray, of International Fireworks, Jersey City, N. J., was given ample space in a recent Cue magazine article about pyro displays. Fred said some of the article was gleaned from a "close-up" by The Billboard.

Clarence A. Stewart, former trouper and since World War II a detective at Fairborn, O., has joined the staff of James (Cap) Ramsey's newly organized Central States Amusement Advertising Service. Stewart will work out of Cincinnati, directing outdoor advertising and contracting for auto races, fairs and special events.

Mary K. Sarlow, sister of Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, advises her song "Old Dreams," written in collaboration with Nels Ingalsbe, is being used in the finale of the Raynell Girl Revue on the Cetlin & Wilson midway. This marks four years in a row that her tunes

have been in this featured spot. . . . Harold Spinks, Detroit representative of Thearle-Duffield Fireworks, Inc., has returned from Pueblo, Colo., where he fired a show for the American Legion.

Al Martin, head of the Boston talent agency bearing his name, informs that recently Larry Stone, of Paragon Park, Nantasket Beach, Mass., loaned the Aerial Vesses his truck to make the jump into Riverside Park, Agawam, Mass., for operator Ed Carroll when the Vesses' trailer broke down.

Grover McDonald, nationally known home show producer, who had the "Avenue of American Homes" at the 1950 Chicago fair, has been named managing director of the Modern Living Exposition. Show opens September 22 for nine days at Chicago's Navy Pier.

Tommy Shepard, midget clown who was hired this season at Steeplechase (N. Y.) Park when veteran Angelo Brienza died, and Dorothea Smallman will be married in New York, August 25.

Art Briese, of Thearle-Duffield Fireworks, Inc., planned to Denver Wednesday (1) and then returned to the Windy City by way of Omaha where the pyro org had the fireworks at the Ak-Sar-Ben annual show.

Bill De L'Horbe, of National Amusement Device Company, and Paul Huedepohl, secretary of the national park men's association, visited last week at Palisades (N. J.) Park. Irving Rosenthal, co-owner of the spot, reported that several bigwigs from the Metro-Goldwyn-Mayer film organization in New York staged an outing at the park Tuesday (31).

**Jim Marks, Cyclist, Killed in Ontario**

ENGLEHURT, Ont., Aug. 4.—Jimmy Marks, 51, of Jimmy Marks and Lucille, bicycle act, died in a hospital here Friday (3) after being struck by an automobile.

The act was with Biller Bros. Circus which played here Thursday. He is survived by his wife, Lucille, his partner in the act. Marks was a member of the Showmen's League of America.

**National Home Shows Reports Hiked Bookings**

DALLAS, Aug. 4.—With relaxed credit regulations on appliances and home furnishings, coupled with huge inventories, Home Show bookings have increased for the fall and early spring, according to Grover A. Godfrey, president, National Home Shows, Inc., with headquarters here.

The Godfrey organization, which has produced more than 100 home shows since the war, is now completing shows at Chattanooga, Canton, O.; Charleston, S. C.; Mobile, Ala.; Nashville; Columbia, S. C., and Baton Rouge, La. Several other dates are set for November and December. More than 30 shows have already been booked for the spring, including dates at Boston, New Orleans; Ft. Wayne, Ind.; Salt Lake City, San Antonio, Dallas; Montgomery, Ala., and El Paso, Tex.

Current shows are directed by John Owens, Fred Pittera, Carl Olson, Gene Howe, Paul Waters, Ted Crane and H. F. Van Horn. Harry LaBrequé, well-known outdoor show executive, has joined the Godfrey interests as general agent.

National Home Show productions use outstanding name acts for entertainment and feature Hutchinson Model Home Exhibits, which they own.

Grover Godfrey is executive head of the Dallas Home Builders' Association. His success with home show promotions has been attributed to his close contacts with the home building industry and co-operation with housing officials.

**Saltcoats, Sask., Near Record Mark**

SALTCOATS, Sask., Aug. 4.—A near-record crowd attended the one-day 57th annual fair here. Quality and number of entries was particularly high, mainly in the cattle and horse classes. Prize money totaled more than \$1,100.

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Prominently

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CHICAGO, August 4.—Tremendous national appeal of western action has garnered exceptional earnings for Operators of Exhibit Supply Company's Kiddie Dude Ranch. For complete details contact Exhibit Supply Company, 4218-30 W. Lake St., Chicago 24, Illinois. (Adv.)



# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Mr. and Mrs. Jack Smukler, formerly known as the Original Michigan Rubes, went back to their old clown make-up and ancient jolopy recently to bally the annual Policeman's Field Day in Detroit. Smukler is now with the Beverly Theater, Detroit.

Among acts appearing at Linnanmaki Park, Helsinki, Finland, during July were the Delta Rhythm Boys; Tornado, juggler, and the Dagenham Girls, bagpipe band. The spot is Finland's only amusement park and features the biggest Roller Coaster in Scandinavia, several revues, a variety hall and an open-air stage. Lebeck and Jarlstrom are the managers.

The Arthur Henrys and the Glenn Henrys recently enjoyed a three-day visit in Owego, N. Y., where the latter troupe was appearing in the fair grandstand show. Art and Marie are currently appearing at Suburban Park, Marius, N. Y., while the Glenns are working at Olympic Park, Irvington, N. J. W. C. Evans, producer of the Shreveport, La., Shrine Circus, visited the Glenn Henrys in Owego. Mme. Claude Valois, French equestrienne, recently completed a two-month engagement at George A. Hamid's Steel Pier, Atlantic City, to play Hamid fairs—Elmira, N. Y., August 13; Allentown, Pa., Trenton, N. J., and Reading, Pa. Mme. Valois was photographed on the A. C. beach receiving a "good luck" sendoff from Janet Barab (Miss Atlantic City).

Talent lineup in the George Hamid revue at the Presque Isle, Me., fair included the Sandys, trampoline; the Koehlers, musical act; Les Idalys, unicycle and aerial; Mia and Matti, contortion; Charles Frank, impersonator, and Janet's dogs and ponies. George Ventre's band provided the music.

Louise Brock, of the Four Vesses high act, recently became engaged to John Watkins, lot superintendent on the O. C. Buck Expositions. Watkins was formerly with the Lawrence Greater, Penn Premier and Hennies' shows and is a graduate of St. Mary's and Pennsylvania State College. Miss Brock is a native of Spartanburg, S. C. Al and Maude Marriott, billed as the Los Aeros, high act, were not hurt when a tornado struck their rigging in Watertown, S. D., but considerable damage was done to their equipment. Act was with the Gil Gray Circus playing the ball park there.

Talent line-up at the St. Joseph County Fair, South Bend, Ind., included Miss Luxem, sway pole; Flying Zacchinas, and Miss Lorraine, trapeze. The Langs, teeterboard, who are with the Providence Shrine show thru August 12, will play the Cortland, N. Y., fair August 13-18. Mickey Sullivan, circus and rodeo band leader, also will play the Cortland annual along with dates at other fairs in Walton and Bath, N. Y.; Lewisburg, W. Va.; Ebensburg, Pa.; Hagerstown, Md., and Charlotte, N. C.

Chico, slide-for-life, formerly known as Togo, opens his fair season August 9 at Roy City, Mich. Capt. Roy Simms, high-pole, has been booked into the Milford, O., celebrations, September 13-15. Act line-up for the Milford, Ill., fair will include Poodles Hanneford, riding act, Four Phillips, perch; Charlie, cyclist; Eugene and Betty, trampoline; Aerial Sniders, high act, and Ethel, contortionist.

Jaqueline Teeter, sway pole, closed at the Pontiac, Mich., Elks' Club celebration Saturday (28) and opened Monday (30) at the Clarksburg, W. Va., fair. Miss Teeter's mother is traveling with her. Bert and Corinne Dearo, cloud swing and slack wire open August 8 at the Brownstown, Ind., fair before heading west to annuals for the Gus Sun Office. While playing the Logansport, Ind., fair, the Dearos were host to Harry, Ruby and Naomi Haag, who are making fairs with their animal act.

Talent in the Ak-Sar-Ben stage-show in Omaha, July 30-August 1, was made up of the Farias Duo, roly-boly; Hoffman and Kaye, comedy duo; Belmont Brothers, hand balancing; Two Kleins, comedy rubes; Rollins Brothers, bars;

Tex Morrissey, mule act; Buddy and Jean, roller skates; Chris Ray, high pole; Siegrist Troupe, trapeze; Smetonas, wire and perch; Frisco's Seals and Charles' Wonder Dogs, Ray Lang's ork played for the show, and Thearle-Duffield fireworks capped each night's performance. Talent was booked thru Ernie Young Agency.

Grandstand revue on the Northern Wisconsin Fair Circuit, which opened in Antigo, Friday (3), includes the following acts: Pinto and Vivian, musical; Vilandes, hand balancing; Vagabonders, trampoline; Mel Hall, unicycle; Gil Robinson, emcee; Los Aeros, high act, and Will Hill's Dogs and Ponies. Poodles Hanneford's riding act will join the show for Ladysmith, Baraboo and Shawano fairs. Circuit show was supplied this season by Charles Zemater.

"Super Circus," TV program which is aired by the American Broadcasting Company from Chicago, will feature the Lopez Trio, flying-casting; Rollins Brothers, hand balancing, and Bill Burns, cockatoos and macaws, on the Sunday (12) program. The following Sunday, Vic Brown, who

books the show, has set Betty Ward and her elephant; Four Fantinos, aerial trapeze, and Will Wright, comedy juggling.

Wally Overman, currently on a holdover at Casino Royal, Washington, info that he contracted to play San Juan, Puerto Rico, for two months beginning in September. The Bouncing Bodos, trampoline, have begun their third fair trek under the George A. Hamid banner. They will again spend next fall and winter in Florida. Loretta LaPearl, recently featured on several top TV shows in the East, including the Kate Smith opus, last Wednesday (1) began her fair season thru Illinois and Missouri for St. Louis and Chicago agents. She recently worked the St. Police Circus, the American Legion Circus in New Orleans and then spent six weeks with the Tom Packs circus unit.

The Milos, swaypole, closed at the Italian Festival, Cicero, Ill., Saturday (28) after a one-day engagement at Grant Park, Ill., and joined the Polack Eastern unit at Bloomington, Ill., for three days. Act is made up of Milo Jones, his niece, Louise Stine, and Jack Little. Musetta and Louis (Babe) Velarde will play the Western Washington Fair, Puyallup; Humboldt County Fair, Ferndale, Calif., and the Fresno (Calif.) District Fair. Act recently closed at the Long Beach (Calif.) Exposition, where Musetta was featured on traps and brother Louis on his bounding rope.

## European Outlook Bright for Talent

COPENHAGEN, Aug. 4.—Plans to make the Scandinavian countries a magnet for outdoor acts next summer went into high gear last week when a group of Finnish park showmen arrived here to confer with E. Sahlstrom, supervisor of outdoor shows at Tivoli Park and talent booker for other outdoor spots in Denmark, Sweden and Norway.

High thrill acts, in particular, are wanted to play a month at Helsinki, Finland, where the 1952 Olympic Games start July 19. A large number of circus and vaude acts also will be booked for one or more months at Linnanmaki. Park opened last summer in Helsinki. All Scandinavian countries have a four-month outdoor season, starting late in April and ending in early September.

Scandinavian nations have good high-wire and swaypole acts, but novelty high attractions, new to Europe, are sought. Finnish parkmen also are seeking a top high-diver, who, in addition, can provide a tab water show, with fem fancy and comedy divers.

Four Months Assured  
All acts booked for Finland are assured of four consecutive months of work, including a month at the Tivoli here, a month at Linnanmaki and the other two months split in two-week dates at parks in Denmark and Sweden. In general, Scandinavian spots stage two shows daily, with three on Saturdays, Sundays and holidays. Vaude or circus acts booked for the outdoor spots will find the same conditions. Certain parks present vaude and some circus acts in regular variety theaters but seldom give more than two shows daily, with three on week-ends in some cases.

England, Holland, France and Belgium offer much work for circus and high acts whose rigging is not too large for indoor arenas. Best spots are Tom Arnold's Mammoth Circus, starting in mid-December at Harringay Arena, London, and the Bertram Mills Circus and Fun Fair, beginning at the same time at Olympia Exhibition Hall, London. There are numerous other indoor circuses in England, Scotland and Ireland, few of which use high thrill acts but do employ standard circus turns.

Indoor Circus Work Likely  
Indoor winter circuses also run in Paris, Brussels, Antwerp and Amsterdam. Most acts signing for the 1952 Scandinavian summer stint should find it possible to line up European winter dates this winter or that following.

Practically all will find it possible to secure a second summer season in Sweden and Denmark, as there are many other outdoor spots not mentioned here offering from a full week to a month. Sweden alone has some 200 big and little parks using acts. Attractions suited to these spots sign up for the entire season thru a

single agency. Also, there is the Liseberg Park in Gothenberg, Sweden, which offers outdoor and vaude acts two to four weeks in the park and its cabaret hall. In Stockholm, the two parks, Grona Lund Tivoli and Nojesfaltet, use outdoor, circus and vaude acts, with contracts for a month, and the China Theater provides similar runs for top vaude acts.

Responsible booking agents will furnish all information regarding formalities and currency regulations. Following limitations prevail on the amount of money that may be brought into countries: Finland, 20,000 marks; Denmark, 100 kroner; Norway, 50 crowns and Sweden, 100 kroner.

## Soap Co., Tex Spot Tie Up On Cut Ducats

SAN ANTONIO, Aug. 4.—Thru a tie-up made between Playland Park here and the Colgate-Palmolive-Peet Company, children last week were admitted to all rides at the spot by presenting three soap wrappers to park officials. Deal was set by Jimmy Johnson, owner-operator of Playland, and local representatives of the soap firm.

## Walt Brown Dies In Auto Crash

MECHANICSBURG, Pa., Aug. 4.—Walt Brown, 41, veteran driver of Massapequa, N. Y., died as the result of injuries received in an accident at Williams Grove Speedway here Sunday (29) when his car went out of control and overturned during a time trial.

Brown died at Carlisle Hospital of a fractured skull a half-hour after the accident. He took part many times in the 500-mile event at Indianapolis and was ranked fourth in AAA national standings in 1949.

Troy Ruttman won the featured event before one of the largest crowds to attend the track, with officials estimating it at 40,000 persons.

## Kingsport, Tenn., Sets August 21-25

KINGSFORT, Tenn., Aug. 4.—East Tennessee District Fair and Horse Show will be held here August 21-25 and will offer a total of \$21,078 in premiums, according to A. B. Coleman, general manager. Fair will have an organized carnival this year for the first time, he said.

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We manufacture a complete line of Diesel and gasoline power plants for carnival and show use. Skid mounted or trailer mounted, they combine neat appearance with convenience and dependability, and we are prepared to give immediate service anywhere—any time on our manufactured systems. Phone, write or wire us today for a prompt quotation on power plants to fit your requirements. Convenient terms offered. Sizes 3 kw to 1000 kw.

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**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, GRAPE, ORANGE, HIRES, DR. PEPPER, OTHERS.

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Cretors' MODEL 42

Produces Twice as much Popcorn

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Operates with manufactured, bottled or natural gas.

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1 ROLL ..... \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 60¢ PER ROLL

**WELDON, WILLIAMS & LICK**

FORT SMITH, ARKANSAS

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# Heller's Acme Shows, Inc.

Rockingham County Agricultural Exposition and Farmers' Fair, Leaksville & Draper Highway. 8 Big Days—8 Nights, August 27 thru Sept. 3, big field day Labor Day. All union members admitted free; then Henry County Fair, Inc., Collinsville, Martinsville Road, Va., 5 days Sept. 4-5-6-7-8; then Madison, N. C., Agricultural Fair, Sept. 10 to 15; then High Point, N. C., Sept. 17 to 22; then Clayton, N. C., Sept. 24 to 29; then Beaufort-Washington, N. C., Oct. 1 to 6. This is the big grand stand horse racing fair. After this five others to be announced in next issue, including Warsaw, N. C., Big Legion Celebration. You all know this one, Nov. 5 to 10, closing here.

Want Shows: Monkey Show (Mr. Mun. write), Girl Show, Fun House, Side Show, Matordrome and Grind Show. Want Rolloplane, Octopus, Dark Ride, Caterpillar, Bidee-O or Whip. Will book Ferris Wheel for duals. All Concessions open. No exclusives, but will not overload midway. Live-and-let-live prices to all.

All address as per route, Harry Heller, General Manager Leipsville, Pa., this week; South Hills, Va., Aug. 20-25; then all Fairs until Nov. 10.

## CAPITOL CITY AMUSEMENTS

This week Dubois County Fair, Huntingburg, Ind.; next week Parks County Fair, Rockville, Ind.; week Aug. 20, Elkhart County Fair, Goshen, Ind.

Ride Men, attention! Can place first-class Men on Merry-Go-Round, Wheel, Looper, Spiffie, Rolloplane, Chairplane and Kid Rides. You're on the pay roll when you hit the lot. Come on! Top money. Good treatment, positively no drunks. Will book Octopus or Tilt. Want Arcade, Side Show, Snake, Illusion, Fun House, Dark Ride, Matordrome, Girl Show, with own equipment. Concessions: Can place Hanky Panks of all kinds. Exclusive on some.

**BARON PAUL, Mgr.**

## J. A. SPARKS SHOWS

SUMNER COUNTY FAIR, GALLATIN, TENN., AUG. 15-18.

Will book Game Your Age, Scales, Custard, Novelty, Pitch-Till-You-Win, Fish Pond and Hanky Panks of all kinds. No exclusives. Will book Grind Shows of all kinds. Need Legal Adjuster. Prefer one with Concessions. Fairs—Fairs—plenty of Fairs. Unable to publish route. Need capable Man to handle Concessions in two Girl Shows. Need Ride Help, Foreman for Ferris Wheel and Tilt. Need Flat Rides not conflicting. Will finance.

Contact **J. A. SPARKS**

Tullahoma, Tenn., this week; Gallatin, Tenn., Fair, next week.

## JOE SCIORTINO WANTS

Girls for Girl Show—Top, Toe, Acrobatic, Hawaiian, Rumba, Strip. Want Girl Singer who can M.C. show. Girls for Posing Show. Experience not necessary. Must be attractive. Top salaries. Wardrobe and transportation furnished. Ticket Sellers who can drive Semi.

All answers, **J. SCIORTINO ROYAL CROWN SHOWS**  
Waynesville, Mo., Aug. 6-8; Springfield, Mo., Aug. 9-15.

## WALLACE & MURRAY SHOWS

Want for 10 fairs, starting in September and ending Armistice week.

Will book Age and Seals, Hi-Striker, Cigarette Shooting Gallery, Long Range Gallery, Photos, Pitch-Till-You-Win, Balloon Darts, Bomper and any other legitimate Concession. Want experienced PC Dealers. Charley, contact me. Fittie Brown can use a few more capable Agents. Good opening for Cookhouse and Custard. Will book any non-conflicting Shows. Frank Zorda wants Side Show Help. Will book two more Major Rides. Very good proposition. Want at once experienced Merry-Go-Round Foreman, Ferris Wheel Foreman and Mechanic with tools, top salaries. Want Billposter.

All answer to **Al Wallace or Fittie Brown**  
Belle Vernon, Pa., this week; next week, Frostburg, Maryland.

## GIRLS—WANTED—GIRLS

For revue type show. Must be young and attractive Rumba, Hawaiian and Tap Dancers. Highest paid salaries out of office. Have the best route of Fairs for this type of show. A bonus if you stay the season. Best of treatment, transportation and wardrobe supplied. Also want Musicians: Accordion, Trumpet and Saxophone. Want Canvasmen who can drive and must have licenses, who can handle well-framed front and top. Good salaries. Will see my friends about a month from now. Wire or come on. Transportation of the girls reimbursed on arrival.

Contact **JIMMIE FERENZI**

c/o Lawrence Greater Shows, Erie & "H" Streets, Philadelphia, Pa., this week; Carlisle, Pa., Fair, next week.

## PEE-DEE SHOWS

Want for Candor, N. C., Peace Festival, best crops in 5 years; also Legion Festival, Ns. Wilkesboro, N. C., in Ball Park, 2 blocks from main street, and 7th Annual Harvest Jubilee, Reidville, N. C., with Parades, Dances, Prizes and first time for Concessions. Join now and get it together.

Place Binge that works for stock, Ball Games, French Fries, Guess Age, Balloon Darts, Pitch-Till-U-Win, Hi-Striker, Photos, Mitt Camp (no kids), Penny Pitch or any Hanky Pank. SHOWS: Snake, Mechanical, Fun House or any Show with own outfit. RIDES: Place Kiddie Car, Train, Boat or any Kiddie Ride. Want Ride Help. Use Help on Merry-Go-Round, Wheel, Swings. Must drive. Address: Candor, N. C., this week. P.S.: Anna Lee King, evl in touch. Need Free Act third week in Aug. State price.

## 14—ALL FAIRS—NOW—ALL FAIRS—14

Want sober Ride Men, Electrician, Mechanic. All must drive semis. Concessions. If you are tired shooting blanks at Still Dates, come on over here! Tiger Mack can use capable Agents for Binge. High Striker, Stock Concessions.

**MAD CODY FLEMING**

Lexington, Ga., this week; Jefferson next  
P.S.: Red Chapman can use useful Cookhouse Help.

## PLAYTIME SHOWS

WANT

CONCESSIONS — SHOWS — DROME — FAT — ONE FLAT RIDE, FUNHOUSE.

**MAINE STATE FAIR, Lewiston, Me., Sept. 2-3**  
WRITE: ED BURR, BOX 206, QUINCY, MASS.

WANTED

## C. A. STEPHENS SHOWS

JELICO, TENN., THIS WEEK  
CONCESSIONS: Floss, Snow, Novelty, Custard, Ball Games, 9-Cats, Swinger, Pitch-Till-U-Win, Agents for Percentage and General Concession Help. SHOWS: Place any workable Show. Have 12 County Fairs starting in Kingsport, Tenn., Aug. 31. Stan Wesley wants Half and Half or any good Amex Attraction. RIDES: Can place 1 more Major Ride.

ADDRESS: JELICO, TENN., THIS WEEK.

## TENNESSEE VALLEY AMUSEMENTS

9 Fairs—Old County Annuals—9 Fairs

Starting Clarksville, Tenn., Aug. 13-18; Fayetteville, Tenn.; Hohenwald, Tenn.; Murfreesboro, Tenn.; Pulaski, Tenn.; West Moreland, Tenn.; Lafayette, Tenn.; Lebanon, Tenn.; and Haleyville, Ala., 3 more pending.

Want Stock Concessions, also Custard, Diggers, Long or Short Range, Binge. Shows of all kinds. Girl Show with or without equipment. Book Rides not conflicting, especially Merry-Go-Round and Bollerwhirl. Agents for office-owned Grind Shows. Benny Haxen and Canuck Red want Agents for Stillin and Fin Store. Candy Floss.

Call or wire Dewar, Tenn. this week; Clarksville, Tenn., Fair, next.  
**THEODORE MEADOWS, Mgr.** **CHARLEY CODY, Bus. Mgr.**

## WANTED

Glass House Help and Hanky Pank Agent. Man or Man and Wife to take full charge of Glass House. Must be able to talk and drive truck. Will teach you to set up. Single Man for Hanky Pank. Only sober, reliable help tolerated.

**PAUL M. FARRIS**

**SNAPP'S GREATER SHOWS**

Fond du Lac, Wis., this week; Green Bay next. 11 weeks continuous Fairs to follow.

## RIDE HELP WANTED

FOREMEN FOR OCTOPUS and FERRIS WHEEL. Smoky Jones, Teethy Brown and B. J. Fisher, also any other Ride Help who can set up and tear down quickly, are needed and will be placed immediately. Contact

**A. OBADAL**

c/o Ranger Hotel, Albuquerque, N. Mex.

## MIDWAY OF MIRTH SHOWS WANT

Cookhouse or Grab (Poster, answer). Eli Ferris Wheel Foreman (Bill Russell, answer). STOCK CONCESSIONS OF ALL KINDS. 21 UNIT, ARTHUR, III. (Fair, this week; Nashville, Ill. (Fair, next week; 2 UNIT, ROCKFORD, III. (Fair, this week; Avon, Ill. (Fair, next week.

## MOUND CITY SHOWS WANT

RIDES and CONCESSIONS  
For Palmyra, Mo., Fall Festival, Sept. 3-8.  
WANT RIDE HELP NOW.  
Address: Mexico, Mo., this week.

## AGENTS WANTED

Want 2 Clothes Pin Agents and 2 Blower Agents. (Carl Brown and Harold Langford, contact me.)

**GEORGE PIERCY**

c/o Truman Hotel Seymour, Ind.

## MRS. J. A. GENTSCH WANTS

Capable Man to take head of Nail Joint and one Agent. Fred Chastine wants Agent for Swinger. No time to write, wire or come on in. We need you now. Both Concessions will be ready. All answers Care **J. A. GENTSCH SHOWS**, Natchez, Miss., Fair, this week; Brookhaven, Miss., next week.

## FOR SALE

4 new Roman Targets, 8 Cork Guns, 5000 large corks. Original cost, \$380—sell complete for \$600. Will buy immediately 18 ft. Top and frame. Deliver to Rochester, N. Y. or Cortland, N. Y. Wanted Agent for Balloon Darts.

**WALTER B. COX**

Care Strates Shows, Rochester, N. Y.

## HUTCHENS MODERN MUSEUM WANTS

To Join at Once for 15 Fairs.  
One more Attraction—Fire Eater, Musical Act, Juggler, Magician that can handle inside. Mind Reader (Babe Keating, answer). Also want Tattooer that can set up and down. (Carl White Eagle, contact at once.) Show will close in Mississippi in late fall. ADDRESS: JOHN T. HUTCHENS, Care Wallace Bros. Shows, Jefferson, Wis., this week; Menomonic, Wis., follows.

## SAM LIEBERWITZ

HAS FOR SALE AT SACRIFICE

84 Seal Corn Game and 1948 2-Ton G.M.C. Truck and Trailer, excellent condition. 2 sets of Speakers, Lights, Background. Will sell Corn Game or Truck separate.  
Address: 520 N. E. 62nd St., Miami, Fla.

## MERRIAMS MIDWAY SHOWS

WANT

Shows and Concessions of all kinds. Chief Little Wolf, come on. Chuck Rudolph wants Agents for Buckets, Set, Roll-down, Duck Pond, Russell Frey, Curly Allen, answer.  
Grundy Center, Iowa, now; Tilsonka, Iowa, and Altona, Iowa, next week.

## HAPPY HAWKINS

WANTS

Experienced Binge Caller for fourteen fairs starting next week at Marlinton, W. Va. Good proposition to right man. Jack Jones, answer. Also want Counterman. All answers to: Care **VIVONA BROS. SHOWS**, Elkins, W. Va., this week.

## AGENTS WANTED

For Slum Stores; also Man and Wife, Wife, Cotton Candy, and Jewelry. South in September.

**FRED G. WRIGHT**

Fairgrounds, Rochester, Indiana

## WANTED

Cowboys and Cowgirls, Clown to work mule, Circus Acts starting Aug. 22nd. Stan Enslay, Everett Daniels, Kit Noble, Ray Wyatt, get in touch.

**CHRIS LEE**

Clenville, W. Va., week of Aug. 6th; then Parkersburg, W. Va.

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 25 cards, \$2.50; 50 cards, \$4.75; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 7 1/2 x 10 Calling Numbers, \$1; Printed Tally Card, 15x; Colored Heavy Cards, #1, same weight as #1, in Green, Red, Yellow @ \$5 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 14 1/2, 10¢ ea.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 300 cards, tally card, calling markers, \$3.50.

## LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$3.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00  
Replacements, Numbered Balls, ea. .30  
2,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25  
Midweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow w. Per 100... 2.00  
2,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M... 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50  
Scalloped Edge, Green only, M... 2.00  
Smaller Size, 3/4" diam. Red or Green Plastics, M... 1.50  
Adv. Display Posters, size 24x36, Ea. .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Case with Clute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M... 1.00  
Featherweight Thin Binge Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25  
Round white N. J. Cardboard Markers, 3 sizes; 1/2 inch diam., 1900 to 10; larger size, 3/4 diam., 1900 to 10; either size, 10... .85  
Airrite Binge Blower electric operated, complete with 75 Numbered Ping Pong Balls, weight, 500g. Send for illustrated circular. For 135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.  
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## DAN DONNINI A. M. P. SHOWS

Grantsville, Md., this week.  
WANTS Count Store Agents, also Line-Up Store Agent. Only one on the show. Also want General Help.

## WHEEL FOREMAN

\$65.00 per week, every Monday. Wife can operate office-owned Concession. Also opening for Long or Short Range Gallery. Write or wire

**MARIO ZACCHINI**  
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Bridgeville, Delaware, or also 2754 N. 44th St., Philadelphia, Penna.

## BINGO WANTED

for Caledonia, Ohio, Firemen's Jubilee Aug. 7-11

**FRED NOLAN**  
Moxahala Park E. Zanesville, Ohio  
Phone 2823-3747

## Need Stock Concessions

For Litchfield Fair, Aug. 6 to 9; Tecumseh Home Coming, 10 to 12; Farmington Home Coming, 15 to 18; all Illinois. Need Wheel Man

**BURKHART SHOWS**



# Parks and Theaters Benefit

Continued from page 50

in March, and Feinberg claims that the deal is growing steadily. On a recent appearance at Palisades (N. J.) Park, it was claimed that Clarabell drew 10,000 children. Other park shots have included Dorney Park, Allentown, Pa.; Crescent Park, Buffalo, N. Y., and a Balaban-operated kiddie spot in Cleveland.

Primary range of the appearances to date has been from this city to New England on the north and to Chicago on the west. Upcoming are dates which will take Clarabell to Washington, Baltimore and Florida. Richmond and Norfolk, Va., have been played with good results. Closer to home base, the attraction is set for Crystal Beach in Buffalo, August 27, and for Youth Day at the 300th anniversary celebration of Norwalk, Conn., August 6.

In the case of indoor theaters, Feinberg cites the Mastbaum in Philadelphia, where the clown drew 4,300 kids for one appearance. Another strong string of theater dates were those in the neighborhood Chicago locations of Balaban & Katz. House chains for which Clarabell has worked include Fabian, Warner's, Paramount and RKO. In the near future also are a skein of theater

bookings thru New England. Drive-in theater appearances of Clarabell, while not as strong as those of the other types, have been good, Feinberg said. The appearances in all cases have consisted, as with the character's TV showings, of panto clown bits. At open-air locations, Clarabell entertains from the tops of concession stands following the regular performance and is a large factor in needling business, according to Feinberg.

During park appearances, Feinberg said the clown can be used effectively in upping the take of individual units by having him frolic at a particular ride or dispense autographs from a desired location. At indoor theaters, merchandise may be awarded for the best rendition of the Howdy Doody song or to the child holding a particular numbered admission ducat.

Dates for Clarabell are generally of one or two days. Feinberg said that the men taking the part welcome the road work, as it gives them a chance to experiment with new bits and keep the characterization fresh. Theater ops, according to the booker, also have been loud in praise of the clown as a means of getting moppets away from their television screens and back to movie houses.

# Regina Exhibition Tops '50

Continued from page 50

merchandise, acts from the grandstand revue and a daylight fireworks display.

The Regina show follows the line of other Class A fairs insofar as it has Royal American Shows on the midway and Ernie Young's Exhibition Revue of 1951 in front of the grandstand. Nightly fireworks displays are presented by the T. W. Hand Company, Cooksville, Ont.

Event is playing up unusual features, and has added square-dancing competitions in the hour preceding the grandstand shows. A baseball tournament, started last year, is proving a fair drawing card in the late afternoons. Kinsmen Club, local service org., is selling tickets for a two-car giveaway in front of the grandstand on the final night.

Exhibit space is filled to capacity, with livestock entries in particular the heaviest in years at 1,072. Cattle entries alone are nearly double last year's 249 despite increased freight rates for livestock moves.

The light horse show, which ended Wednesday, drew a record entry because of a new futurity class which offered \$600 in prizes and a handsome gold trophy. Boys' and girls' farm camps are well attended.

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Single Sheet, \$5.00; 100, 75¢; Per M., \$4.00  
Gold Fish Pamphlet, 3 Page, \$1.00; 12, \$1.00  
WHAT IS WRITTEN IN THE STARS? Finding Booklet, 12-P., 25¢; Contains all 12 Analyzers. Very well written, \$2.00 per 100. Sample, 10¢  
FORECAST AND ANALYSIS, 10-P. Fancy Covers, \$1.00; 100, \$1.00; 1000, \$1.00  
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# Salt Lake, Ogden

Continued from page 50

rodeo put on by Earl Hutchinson, Gannett, Idaho, who furnished the stock. Spectators at the performance of the Day's of '47 World Championship Rodeo were treated to top performances by cowboys, bucking broncos, Brahma bulls and other rodeo stock.

**Feature Fireworks**  
Sheldon Brewster, chairman of the rodeo committee, said the last two nights were sellouts. Some 12,000 persons attended the show's final performance and Brewster said this year's gate put the rodeo back on a paying basis for the first time in three years. The final performance ended with a fireworks display.

Ogden's Pioneer Days Rodeo opened Tuesday (24) for a five-day show which drew nearly as big a gate as the Salt Lake event. Gross receipts totaled approximately \$55,000, and a total attendance of 50,000 persons was reported.

The show was staged at Ogden Stadium, and offered five major events in addition to eight specialty acts. Fireworks were featured nightly.

# Fernandez to Sign Acts for Hawaii

LOS ANGELES, Aug. 4.—E. K. Fernandez, veteran Hawaiian showman, will stage the E. K. Fernandez Big 3 Ring Circus this fall and is expected here this month to sign talent. The circus will be featured at the Maui Fair and in Honolulu and Hilo, the latter two spots under auspices of police departments.

Fernandez booked Clyde Beatty acts two years ago, the Beatty show playing the Islands prior to starting its season's tour. This year the Fernandez show will run 10 weeks, playing practically all of the Islands.

# CHS, CFA Meet in Cincy

Continued from page 50

of Dad White, Murray Guy and Dr. C. S. Karland.

**CHS Banquet**  
A banquet was held by the CHS in the Metropole ballroom Saturday evening (4). Members of the Ohio division of the Circus Fans' Association (Sells Bros. Top) also were present.

Those present at the CHS meetings were Bette Leonard, Robert C. King, Walter Pietschmann, treasurer; Agnes King, editor of CHS Bandwagon; Murray Guy, Charles Hill, Ann King, Dr. C. S. Karland, Frischkorn, John C. Arter, Mr. and Mrs. Richard Conover, Sally and Jake Conover, M. W. Organ, Dad White, Mrs. William West, Clarence Shank, Mr. and Mrs. Charles Kistler, John Boyle, Mr. and Mrs. Clyde Wixom, Mr. and Mrs. Olsen, Jerry and Larry Olsen, Harry Simpson, Floyd McClintock, Mr. and Mrs. Art (Doc) Miller, Lloyd Bender, Mr. and Mrs. Frank Hughes, Dolly Dimples; James McSorley, formerly with circuses; Johnny Anderson, Enquirer Printing Company, and Charles Wirth, of The Billboard.

Member Charles H. (Dad) White, 94, former circus man, fell on the street here and was attended by Dr. Carl S. Frischkorn, a CHS, and by Dr. Virgil Good. He suffered no serious injuries.

At the meeting of the Circus Fans (Sells Bros. Top of Ohio) at the Sheraton-Gibson Saturday (4) it was decided that the chairman will not hold office for more than two years; that the president and two vice-presidents are to be elect-

ed from different sections of the State; that the top is to be divided into three sections in Ohio—North, Central and South—and that the next State meeting is to be held with Mills Bros.' Circus at its 1952 opening. The local meeting was the first for the top.

Karl K. Knecht, national president, Evansville, Ind., was the principal speaker. A cocktail party followed the meeting. In attendance were John Robinson IV, president, and Cecil Scott, secretary, of the local tent—Loyal Reppensky-John Robinson; William Lange, Franklin M. Longley, James A. Spaulding, John W. Boyle, Norman C. Senhauser, Richard L. Soulsby, Floyd McClintock, Lloyd Bender, Dr. William Huebener and William Dammarell.

# O'Briens Injured In Auto Accident

EPHRATA, Pa., Aug. 4.—J. C. (Tex) O'Brien and his wife, Virginia, are in Community Hospital here as the result of critical injuries suffered recently in a collision between their car and a semi-truck trailer, reports Jack Hamilton. The truck hit the O'Brien car from the rear and demolished it.

O'Brien, who has been with Ernie White ahead of the King Bros.' Circus most of the season, received a broken leg and internal injuries. His wife sustained a fractured skull and a double fracture of the leg.

# King Reid Pacts Bloomsburg

Continued from page 50

thru the booking of independent units. At the Skowhegan (Me.) State Fair, which he plays next week, Reid said his attractions line-up would include 19 rides and 14 shows. Reid is making his second appearance at the Skowhegan event, a date played by the World of Mirth Shows for several years and then relinquished to facilitate its entry into Canada. Reid also has furnished attractions at Brockton (Mass.) Fair on its opening days and prior to the arrival of the World of Mirth, midway contract holder. Successful appearances at these events have provided adequate experience for the entertainment of the huge crowds expected here, Reid said.

Besides the promise of a lucra-

tive gross, the stand here will extend his season by two weeks, Reid said. The show will move in here from the Cobleskill (N. Y.) Fair. A still date in Pennsylvania will probably be inked in to fill the week between.

Reid flew here from Burlington, Vt., where his show is appearing this week. He reported business there as excellent and largely due to the fact that his show is the first to appear within the city limits in about 10 years. Reid confines most of his activities to Vermont where he is a member of the State Legislature.

Reid said the season to date has been much better than last year. While no records have been set, the show has been operating profitably consistently, he said.

# Mount Holly Preparation In Full Force

MOUNT HOLLY, N. J., Aug. 4.—Premium books have been mailed for Mount Holly Garden State Fair, September 3-8, and the office staff is now busy handling inquiries for space on the independent midway, according to Vic LaVolpe, resident manager. This year contractors will be limited to two for each type of concession. The Ross Manning Shows again will supply entertainment features.

Secretary Sam Burgdorf is dividing his time between preparations for the local event; Bucks County Fair, Doylestown, Pa., of which he also is secretary, and South Jersey State Fair, Camden. LaVolpe said Burgdorf has under consideration an offer to manage two other Pennsylvania annuals in 1952.

After close of the local event equipment of Allied Enterprises, under whose direction the Burgdorf-managed fairs operate, will be brought here for repair and renovation.

# Rain Dilutes Rye Playland \$\$

RYE, N. Y., Aug. 4.—Saturday (28) business at Playland here was hurt badly by rain, but Sunday produced a fair take despite threatening weather, Allan MacNicol, park director, reported. The spot is even up or slightly ahead of last year's pace at this point, he said.

Free acts this week at Playland were the Apollons, aerial acros, and Danny Dennis, unicycle. The New York Times gave the park a neat play this week when five China geese were presented to Playland officials by theater magnate George P. Skouras, a resident of Westchester County, which controls the park. The birds were released on Playland Lake, a game sanctuary.

# Monroe Strong At Glen Echo

GLEN ECHO, Md., Aug. 4.—Contest staged three weeks prior to the appearance of singer and bandleader Vaughn Monroe July 25 at Glen Echo Park here to select a fem vocalist to perform with the group boosted attendance at the spot considerably, Manager Gerry Price reported this week.

Contest drew 49 entrants, and a 20-year-old lass from Silver Springs, Md., was chosen to sing two numbers with the Monroe band. With local newspapers contributing heavy publicity, Price said that the park ballroom was thronged before the selection and the night of the gal's appearance.

# Doylestown Disappoints

DOYLESTOWN, Pa., Aug. 4.—Manager Samuel Burgdorf, Bucks County Fair, evinced sharp disappointment at light attendance up to yesterday at the annual, which started Monday (30) and ends today. Figures were not available.

Burgdorf was at a loss to explain the lack of people, except for Thursday night, when the temperature nosedived. The run was not marred by rain. Burgdorf hoped that a Palomino horse show set for the closer would draw better throngs than in the early part of the run.

Lawrence Greater Shows, the midway org. secured only a fair share of coin with the small attendance. Burgdorf is presently prepping the plant at Mount Holly, N. J., where Mount Holly Garden State Fair will run September 3-8.

# Placerville, Calif., Seeks New Manager

PLACERVILLE, Calif., Aug. 4.—El Dorado County Fair will interview managerial candidates here August 7, to fill the position being vacated by S. E. Ronzone, purchasing agent. Ronzone had been filling both positions.

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(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- A-1 Am. Co.: Cresco, Ia.; Northwood 14-17. Alamo Expo.: Burwell, Neb. American Beauty: (Fair) Oshaloosa, Ia., 6-10; (Fair) Bloomfield 13-17. American Eagle: (Fair) Mendon, Ill., 6-10. American Midway: Oberlin, Kan., A.M.P.; Grantsville, Md. Anderson Am.: Reading, Mich., 9-11; Erie 17-19. Badger State: Long Prairie, Minn., 7-9. Baker United: Deol, Ind.; (Fair) Hartford City 14-18. B. & C.: (Fair) Penn Yan, N. Y. Bean's Attr.: (Fair) Hugheville, Pa.; (Fair) Moundville, W. Va., 13-18. Bechtel, Lee: (Fair) Williamstown, Ky.; (Fair) Owensville, O., 15-18. Bee's Old Reliable: (Fair) Nicholasville, Ky.; (Fair) Broadhead 13-18. Bernard & Barry: St. Hyacinthe, Que., Can., 6-9; Waterloo 10-12; Valleyfield 15-18. B. & H. Lamar, S. C.; Bingham 13-18. Big Four Am.: North Lake (Melrose Park), Ill. Big State: Mariow, Okla. Blue Glass: (Fair) Brownstown, Ind.; (Fair) Princeton 13-18. Bluff City: (Fair) Carthage, Ill.; Clayton 14-18. Bogle, F. C.: (Fair) Oswego, Kan., 7-9; (Fair) Arma 11-12. Bodart: Merrill, Wis., 6-9; Wauaubee 10-12. Boone Valley: Jefferson, Ia., 9-11; Farmhamville 11; Rock Rapids 15-19. Borderland: Edna, Tex. Broadbeck: Hill City, Kan.; Russell 14-18. Broadbeck-Schrader Rides, No. 1: Dighton, Kan. Broadbeck-Schrader Rides, No. 2: Quinter, Kan.; Rush Center 13-15. Buck, O. C.: (Fair) Gouverneur, N. Y. Burkhardt's Greater: (Fair) Junction, Tex. Burke, Harry: Church Point, Ia. Burkhardt: (Fair) Litchfield, Ill., 6-9; Tremont 10-12. Capital City: Stafoard, Ky.; (Fair) Manchester 13-18. Carnival Shows: Lindenhurst, L. I., N. Y. Carpenter Bros.: Edgerton, O. Casey, E. J.: Flin Flon, Man., Can.; Clear Lake 14-15; (Fair) St. Vital 17-18. Cavalcade of Amusement: Richmond, Ind. Cavalcade of Fun: Mendota, Ill., 7-9; Leaf River 11-12; Kingston 17-19. Central States: Lincoln, Kan.; (Fair) Hastings, Neb., 13-17. Cetlin & Wilson: (Fair) Ionia, Mich.; (State Fair) Sedalia, Mo., 16-25. Chano, Jimmie: (Fair) Portland, Ind.; (Fair) Kendallville 13-18. Cherokee Am. Co.: (Fair) Seneca, Kan., 6-8; (Fair) Wetmore 9-11; (Fair) Osawatimie 13-18. Coleman Bros.: Kingston, N. Y. Collins, Wm. T.: (Fair) LaCrosse, Wis.; (Fair) Owatonna, Minn., 14-19. Coney Island: Jefferson, N. C. Conklin: (Fair) Belleville, Ont., Can., 13-16. Continental: Tupper Lake, N. Y. Cole, Am.: Flushing, Mich., 9-11; Davison 14-18. County Fair: Platte Center, Neb., 7-9; Winzer 10-12; Geneva 14-16; Loup City 16-20. Crafts Expo.: (Fair) Napa, Calif., 7-12. Crafts Fiesta: Placencia, Calif. Cumberland Valley: (Fair) Carthage, Tenn.; (Fair) Winchester 13-18. Dan-Louis: (Fair) Rising Sun, Ind.; (Fair) Fairview 13-18. Del-Mar: Canneaut Lake, Pa. Dickson, H. B.: (Fair) Panama, Okla. Dobson's United: Glenwood City, Wis., 6-8; Bayport, Minn., 10-12; Spooner, Wis., 13-15. Douglas Greater: Newport, Ore. Down River Am. Co.: (Fair) Crosswell, Mich. Drago: (Fair) Winamac, Ind. Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Rensselaer 13-18. Dudley, D. S.: Monahans, Tex.; Odessa 13-18. Duke's Bazaar: Philadelphia, Pa., 9-18; Lima 20-26. Dumont: Chester, Pa.; (Fair) Cambridge, Md., 13-18. Dyer's No. 1: (Fair) Manchester, Ia.; (Fair) Fairfield 13-18. Dyer's No. 2: (Fair) Maquoketa, Ia.; (Fair) Mt. Airy 15-18. Eastern Am. Co.: Yarmouth, Me. Eddie's Expo.: California, Pa.; Denora 13-18. Elliot, Frank: Shelburne, N. S., Can., 6-8. Emshoff: Wilmot, Wis.; Rockford, Ill., 16-19. Evans United: (Fair) Glasgow, Kan., 5-8; (Fair) Everest 9-11; (Fair) Effingham 13-18. Fairway: Buffalo, S. D., 7-8; Hill City 11-12. Ferris, Carl D.: (Fair) Ithaca, N. Y.; (Fair) Lowellville 13-18. Ferris Greater: Antioch, Calif., 9-12; Santa Ana 15-19. Fidler's United: Pontiac, Ill.; North Chicago 13-18. Fleming, Mad Cody: (Fair) Lexington, Ga.; (Fair) Jefferson 13-18. Francis, John: Independence, Ia. Franklin, Don.: Fredericksburg, Tex., 10-18. Garden State Rides: (Fair) Branchville, N. J. G. & B.: Anmore, W. Va.; (Fair) Rivesville 13-18. Gem City: (Fair) Kankakee, Ill. Genisch, J. A.: (Fair) Natchez, Miss.; Brookhaven 13-18. Georgia Am. Co.: Dublin, Ga.; Moultrie 13-18. Gifford's (Rodeo) Pretty Prairie, Kan., 6-9. Gladstone Expo.: (Fair) Campbellville, Ky.; (Fair) Russellville 13-18. Gold Bend: Rush City, Minn., 6-8; Hibbing 10-12; Grand Rapids 16-19. Gold Medal: Quincy, Ill.; (Fair) Davenport, Ia., 13-18. Gooding Am. Co., No. 1: (Fair) Urbana, O. Gooding Am. Co., No. 2: (Fair) Wilmington, O. Gooding Am. Co., No. 3: (Fair) Wapakoneta, O. Gooding Am. Co., No. 4: (Fair) Alexandria, Ind. Gooding Am. Co., No. 5: Columbia City, Ind., 8-11. Gooding Am. Co., No. 6: (Centennial) Larue, O. Gooding Am. Co., No. 7: Bedford, O. Gooding American Expo.: (Fair) Monroe, Mich. Gooding Greater: (Fair) Shelbyville, Ind. Gooding Park Attr.: (Fair) Warren, O. Grand American: (Fair) Vinton, Ia., 6-9; (Fair) Waukon 12-18. Great Lakes: Hamlet, O.; (Fair) Bluffton, Ind., 14-18. Greater Dixieland: Gladewater, Tex.; Oquirrh 13-18. Greater Midway: Lakeview, S. C. Groves Greater: Alexandria, La.; Ville Platte 13-18. Hale's: (Fair) Burlington, Ia.; (Fair) Knoxville 15-19. Hanes, Bill: Alvarado, Tex. Hammond, Bob: Anadarko, Okla., 8-18. Hannum, Morris: (Fair) Fourtown, Pa.; Dallastown 13-18. Happy Attr.: East Liverpool, O.; (Fair) Mt. Oiland 14-18. Happyland: Inlay City, Mich. Hawkeye State: St. Charles, Ia., 6-8; Martindale 9-11; (Fair) Alta 13-18. Heller's Acme: Leipsville, Pa.

- Hennler: Springfield, Ill., 6-19. Heith, L. J.: (Fair) Central City, Ky.; (Fair) Mayfield 13-18. Hiawatha: Sylvania, O., 8-12; Wausau 13-18. Hill's Greater: Newcastle, Wyo.; (Fair) Rapid City, S. D., 13-18. Home State: (Fair) Detroit Lakes, Minn.; (Fair) Montevideo 16-19. Hottle, Buff: Lincoln, Ill. Howard Bros.: (Fair) Piketon, O.; (Fair) Hilliards 13-18. Howard Bros. Rides: Rocky Grove, Pa.; Pomeroy, O., 13-18. Imperial: (Fair) Knoxville, Ill. Imperial Expo.: South Tacoma, Wash. Inland: Trenton, Mo., 11-17. Inland Empire: Bridgeport, Wash. Interstate: (Fair) London, Ky. J. & B.: Triangle, Va.; District Heights, Md., 13-18. Johnny's United: Greencastle, Ind.; Lawrence 13-18. Jollytime: Pocomoke City, Md.; Weirwood, Va., 13-18. Karras: Oust, Greater: (Fair) Avoca, Ia., 6-9; Mondamin 11; Cherokee 16-18. Kay Am.: Bridgeville, Del. Kille, Floyd O.: (Fair) Hatfield, Ark. Klenke Am.: (Fair) Peru, Ind. LaCrosse: Enfield, N. H. LaGasse Am. Co.: Sanford, Me. Lane, Sammy: Eldon, Mo.; Owensville 13-18. Lawrence Greater: (Erie & I Sta.) Philadelphia, Pa.; (Fair) Carlisle 13-18. Lee's United: Cassopolis, Mich. Madison Bros.: (Fair) Pratt, Kan., 9-11; (Fair) Canton 15-17. Magic Empire: (Fair) Worthington, Ind. Magic Valley: Edna, Tex. Manning, Ross: Peckskill, N. Y.; (Fair) Plattaburg 13-18. Marion Greater: Darlington, S. C. Marks: (Benning Road & Okla. St.) Washington, D. C. Marvel: Elizabeth, Ill., 7-9; Pecatonica 10-11; Tampico 15-17. Meeker: Caldwell, Idaho. Meritt: Falmouth, Mass. Merriam's Midway: Indianapolis, Ia., 6-8; Grundy Center 9-11; Tionka 13-14; Algona 15-18. Merry Midway: (Fair) Royal Center, Ind. Merryland: Charlevoix, Mich., 6-9; Rogers City, 10-12; Hillman 13-14; Weidman 16-18. Midway of Mirth: (Fair) Rockford, Ill.; (Fair) Avon 13-18. Midwest: (Fair) Mantt, Utah; (Fair) Logan 14-18. Mighty Hammonree: Vanceburg, Ky. Mighty Hooper State: (Fair) Bicknell, Ind.; (Fair) Spencer 13-17. Mighty Page: Pearisburg, Va.; (Fair) Rocky Mount 13-18. Model: Rimouski, Que., Can. Model: Jansville, Wis.; Mason City, Ia., 13-18. Moore's Modern: (Fair) Fairfield, Ill.; (Fair) Carmi 13-18. Motor State: (Fair) Maumee, O.; Woodburn, Ind., 13-18. Mound City, No. 1: Mexico, Mo.; Soonville 13-18. Mound City, No. 2: (Fair) Cuba, Mo. Nelson, George W.: (Fair) Emmetsburg, Ia., 6-8; Wauha 10-11; (Fair) Thompson 13-15. Nessler Greater: (Fair) Marshall, Ill. New York Gaiety: Depew, N. Y. Northern Expo.: Dodson, Mont., 10-12; Big Sandy 14-16; Chinook 17-19. Oark Mountain: Osage Beach, Mo. Page Bros.: (Fair) Scottsville, Ky. Palmer: Wytheville, Va.; Sugar Grove 13-18. Pan-American: Salinas, Calif.; 6-12; Santa Cruz 15-19. Parade: Archie, Mo., 9-11. Paul's Am.: (Fair) Carthage, Mo.; Wheaton 13-18. Peck Am. Co.: Mulberry, Ind.; Amboy, Ill., 13-18. Pee Dee: Candor, N. C. Penn Premier: (Fair) Hatfield, Pa.; (Fair) Meyerdale 13-18. Pioneer: Moosic, Pa.; Williamsport 13-18. Playtime: Hyannis, Mass.; Holbrook 13-18. Prael's Broadway: (Fair) Bedford, Pa.; (Fair) Butler 13-18. Powelson Expo.: (Fair) Attica, O.; Bowling Green 14-17. Powelson Greater: (Fair) Hartford, O.; (Fair) Smithfield 14-18. Raney United: Bemidji, Minn., 6-8. Reid, King: Mexico, Me.; (Fair) Skowhegan 11-18. Rockwell: Halstead, Kan. Rogers Bros.: (Fair) Farmington, Minn.; (Fair) Princeton 13-14; (Fair) Mora 16-18. Royal American: (Fair) Fort William, Ont., Can.; (Fair) Superior, Wis., 14-18. Royal Crown: Waynesville, Mo., 6-9; (Fair) Springfield 11-18. Royal Expo.: Lincolnton, Ga.; Augusta 13-18. Royal Midwest: Hamlet, Ind. Royal United: Guntersburg, Ia., 8-9; Harmony, Minn., 10-11; St. Ansgar, Ia., 13-14. Rumle Greater: Terre Haute, Ind.; Odon 13-18. San Valley: Marysville, Kan., 9-11; (Fair) Phillipsburg 13-18. Schafer's Just for Fun: Tyler, Tex. Shugart, Dr. & Son: Hatfield, Ark., 8-11. Siebrand Bros.: (Fair) Great Falls, Mont.; (Fair) Billings 13-18. Smith, George Clyde: Johnstown, Pa.; Saxton 13-18. Snapp's Greater: Fond du Lac, Wis.; Green Bay 13-18. Southern Valley: DeWitt, Ark. Sparks, J. A.: Tullahoma, Tenn.; (Fair) Gallatin, Tenn., 13-18. Sreder, M. A.: Franklin, Neb.; Colby, Kan., 14-17. Star Am. Co.: Diggins, Mo. Star-Lite: (Fair) Allison, Ia.; (Fair) Columbus Junction 13-18. State Fair: Oberlin, Kan.; Ellsworth 13-18. Stephen's: Murray, Ia., 8-9; Corydon 10-11. Stephens, C. A.: Jellico, Tenn. Strates, James E.: Rochester, N. Y.; (Fair) Cortland 13-17. Sunset Am. Co.: (Fair) Faribault, Minn.; (Fair) Canton 13-14; (Fair) Jackson 15-19. Talham Bros.: (Fair) Bloomington, Ill.; 6-9; Buckley 10-12. Tennessee Valley: Dover, Tenn.; (Fair) Clarksville 13-18. Thomas Joyland: New Bethel (Wanamaker), Ind.; (Fair) LaPorte 13-18. Tidwell, T. J.: (Fair) Bayard, Neb.; Terrytown 13-18. Tinsley, Johnny T.: East Point, Ga. Tip-Top (Western): Cedarburg, Wis.; Iron River 17-19. Tivoli Expo.: (Fair) Altamont, Ill.; Edwardsville 13-18. Tri-State: Gravette, Ark. Turner Bros.: (Fair) Millford, Ill.; Crawfordsville, Ind., 13-17. Tyler: Williamsport, Ill.; Brimfield 16-18. 20th Century: Antrim, Minn.; Wacoula 13-15; New Ulm 16-19. Twin City: (Fair) Hamilton, Mo. United Expo.: Houston, Mo. Veterans United: Olivia, Minn., 9-11. Victory Expo.: (Fair) Fairbury, Neb. Virginia Greater: Snow Hill, Md.; Pocomoke City 13-18. Vivona Bros.: Ekins, W. Va.; (Fair) Marlinton 13-19. Wade Greater: LaGrange, Ind.; (Fair) Mason, Mich., 13-18. Wade, W. G.: (Fair) Wausau, Wis.; (Fair) Escanaba, Mich., 14-19. W.E.J., No. 1: Matamora, O., 10-11; Ellsfield, Mich., 15-18. W. B. J., No. 2: Deerfield, Mich., 10-11. Wallace Bros.: (Fair) Prince Albert, Sask., Can., 9-11; (Fair) Three Rivers, Que., 13-22. Wallace Bros.: Jefferson, Wis.; Menomonie 13-18. Wallace & Murray: Belle Vernon, Pa.; Frostburg, Md., 13-18.

- West Coast: Astoria, Ore.; (Fair) Mt. Helens 15-18. West Coast Expo.: Quincy, Calif., 7-12. Western: Omsk, Wash., 6-12. Wilcox, Dick: East Millinocket, Me.; Island Falls 13-18. Wilson Famous: (Fair) Cambridge, Ill., 7-10; Shelbyville 14-18. Winnebago Am. Co.: Falls Church, Va.; Hamilton 13-18. Wolf, Wm.: Howard Lake, Minn. Wolf, Am. Co.: Shenandoah, Va.; Scottsville 13-18. World of Mirth: Bangor, Me.; Portland 13-18. World of Pleasure: Bryan, O.; (Fair) Warsaw, Ind., 13-18. Young, Monte: Pocatello, Idaho.

Circus Routes

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- Bailey Bros.: Altoona, Pa., 8; Tyrone 9; Huntington 10; Mt. Union 11. Beatty, Clyde: Duluth, Minn., 7-8; Ashland, Wis., 9; Ishpeming, Mich., 10; Hancock 11-12; Marquette 13; Munning 14; Saint Ste. Marie 15; St. Agnace 16; Pequot 17; Traverse City 18; Cadillac 19. Biller Bros.: New Liskeard, Ont., Can., 10. Capul Bros.: Battle Creek, Ia., 8. Cole & Walters: Buffalo Center, Ia., 6; Lake Mills 7; Britt 8; Belmont 9. Gould, Jay: Cecelia, Ia., 7-9; Atlantic 13-15; Gladbrook 16-18. Hagan-Wallace: Wilmington, N. C., 7; Conway, S. C., 8; Georgetown 9; Charleston 10; Beaufort 11; Savannah, Ga., 13; Brunswick 14; Jessup 15; Waycross 16; Valdosta 17; Thomasville 18. Kelly-Miller: North Baltimore, O., 6; Kepton 7; Delaware 8; London 9; Circleville 10; Washington C. H., 11; Greenfield 12; Xenia 13; Middletown 14. Kelly-Morris: Potosky, Mich., 8; Charlevoix 9; Cadillac 10; Alma 11; Manistee 12; Ludington 14. King Bros.: North Adams, Mass., 7; Pittsfield 9; Bennington, Vt., 9; Glens Falls, N. Y., 10; Gloverville 11; Poughkeepsie 12; Torrington, Conn., 14; Williamstown 15; New Britain 16; Waterbury 17; Newburgh, N. Y., 18. Mills Bros.: Bowling Green, O., 7; Toledo 8; Sandusky 9; Lorain 10; S. Euclid 11; Barberton 12; Tallmadge 14; Canton 15; Uhrichsville 16; Youngstown 17; Warren 18. Plunkett's: Mohridge, S. D., 7; Java 8; Roscoe 9; Inswich 10; Cresbard 11; Gettysburg 12; Hoven 13; Faulkton 14; Redfield 16; Westington 18; Woomancket 17. Polack Bros.: Eastern: (Stadium) Dubuque, Ia., 9-11; (Stadium) Quincy, Ill., 16-18. Polack Bros.: Western: (Stadium) Reno, Nev., 8-11; (Redwood Acres) Eureka, Calif., 15-18. Ringling Bros. and Barnum & Bailey: Denver, Colo., 6-7; Salt Lake City, Utah, 9; Ogden 10; Pocatello, Idaho, 11; Butte, Mont., 12; Missoula 13; Spokane, Wash., 14-15; Kennewick 16; Seattle 17-19. Rogers Bros.: Pocomoke City, Md., 7; Ocean City 8; Salisbury 9; Crisfield 10; Laurel, Del., 13; Dover 13. Robinson, Don.: Swainsboro, Ga., 6; Metter 7; Claxton 8; Statesboro 9; Millen 10; Wadley 11; Greensboro 13. Wallace & Clark: Spanish Fork, Utah, 10.

Advertisement for McGowan Agency: 'DON'T WAIT... It May Be Too Late! FOR COMPLETE, RELIABLE INSURANCE FOR ALL OUTDOOR SHOW BUSINESS... Contact the MCGOWAN AGENCY For 15 years specialists in outdoor show business insurance problems A-1338, 175 W. Jackson Blvd. CHICAGO, ILLINOIS Phone: WAbash 2-3033-4-5-6'

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Advertisement for Page Bros. Shows: 'PAGE BROS.' SHOWS WANT AGENTS Cards only, no posting, for Grand Ole Opry Unit #1 under canvas. Top salary. Also Butchers and Working Men. Contact W. E. PAGE, Page Bros.' Shows, Scottsville, Ky., this week.'

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Advertisement for A-1 Canvasman: 'A-1 CANVASMAN Also Wanted—Semi Driver. Contact at once. ELIZABETH A. MEYERS WAR SHOW Care W. T. COLLINS SHOWS La Crosse, Wisconsin'

Advertisement for Southern Valley Shows: 'AGENTS WANTED For Blower and Count Shows. Out until Christmas. Can use Ride Help who drive semis. Wire SOUTHERN VALLEY SHOWS De Witt, Ark., this week.'



## Coney Island, N. Y.

By UNO

Last week-end (July 26-27) brought showers all of Saturday with little business and a sunshiny Sunday with record attendance.

David and Lilley Jatz, of Star Amusement Company at Surf and Kensington Walk, operate first, an Arcade equipped with 32 Pockerinos, 12 Skeeboard alleys, 12 shuffleboards, 12 Bangos, photo and recorder booths and 100 other Arcade devices; second, a Bat-Em game, the only one on the Island; third, a Greyhound Racer, and last, 16 more Pockerinos in the open air. In between is shoot-til-u-win. One concession is a carnival game let to Morris Goldberg. Star also has two other arcades, one on the Boardwalk and one on Broadway in the Times Square area. Irving and Stuart are in charge of Bat-Em with Frank Candell assist. Louis Arreche is general mechanic and Gerald Katz, is helper. Herbert Rabinowitz and Arthur Aaron manages the Greyhound. Marvin Gitomersky supervises the Boardwalk branch and Charles Feldman and Stanley Super the one in Manhattan. Fanny Katz, David's wife, is premium chief. Other department heads are Louis Schneider and Irving Feldner on the Pockerinos; James Donlon, shuffleboards; Max Levene, Skeeboards; Mildred Eisenberg, photos; Paul Davis, games; Mina Berger, cashier; Melvin Goldenberg, Arcade chief, and Morris Rosenberg, day manager of all arcades. Due to the death last January of Bernard Katz, brother of David and husband of Lilley, the family, after 12 years of operation, is planning to retire at the end of the season and sell the holdings.

**SHORTS:** Garto Brothers, Joe Al and Tony, have replaced their former zoo collection of animals with a duck pond at their large kiddie concession in Feltman's. Rides now include Ferris Wheel, Roller Coaster, pony track, Fire Engine, Boat, Aeroplane, Buggy and Humpty Dumpty. Moe Silberman, his wife, Sadie, and son, Irving, operate Moe's 5-Star Final on the Boardwalk with Al Klopper general manager of tables. Murray Kaufman, of the Fun-in-the-Dark Bowery ride, plans a Times Square theatrical agency after the summer with Buster Levitte. Re-

turned to Dave Rosen's freakery are Fred Jones, rubber man and lecturer from the road with the Kelly-Morris circus and Alzora, turtle girl. Joe Shubert, ball game concessionaire, is ill in Shore Road Hospital, Brooklyn, from a paralytic stroke. Joe (Smiling) Kirsch, of Kirsch's eatery, is looking forward to spending the winter in Miami with his brother, Dave; wife, Tootsie, and daughters, Eileen and Clarice after a successful Coney season.

Nathan Faber, large operator of games on Coney and Rockaway, has added two more, shuffleboard and Skeeboard, in Edgemere, L. I., to bring his total to 18. Sidney Kahn, a partner in Fortune and Fascination at Coney and Rockaway, is back from a California trip. Sol Faber, absent for three years on account of illness, returned to his Pockerinos on the Boardwalk in which he and Nathan are financially interested. Louis Selles, formerly associated with Rifkin's Pockerinos and partner with Maxie Brennan in tally ball and penny pitch, died recently. Another Coney businessman to pass on last week was Izzy Tash, last associated with Zeitner's souvenirs. Abe Sesskin, owner of the Victor Novelty Shop and former Island merchant, is sporting a new Cadillac, moored to his Times Square establishment. Manny (Liberty) Silvers is dickering for a car of the same make. Sam, his brother, is vacationing in Florida with his wife and son. Another partner, Phil Dano, is spending off days on Bench 13 on Coney's Boardwalk.

Chamber of Commerce has dated the mayor for an interview to take up the matter of three grievances — why electric lights are tabooed over the Bowery and Surf; reconditioning of several bad spots on the Boardwalk, and the naming and right of way to a long untitled and deserted street so that such fetes like a firemen's convention and American Legion parade can be held without annoyances. Jerry Whitney, talker, has been shifted from out front to the blow-off and emcee on the inside of Fred Sindell's Cavalcade.

## Hershey Maps Dutch Doings

HERSHEY, Pa., Aug. 4.—Pennsylvania's Dutch Days, depicting the contributions that Pennsylvania Dutch have made to American life—culturally, spiritually and artistically—will be observed at Hershey Park here Thursday, Friday and Saturday (23-25), reports George W. Bartels, park manager. More than 100,000 people are expected to visit during the celebration.

Hershey Sports Arena will house exhibits of Dutch culture—early American farm vehicles, design painting and arts and crafts showings by the Pennsylvania Guild of Craftsmen. There also will be demonstrations of quilting, apple butter making, butter churning and schnitzel bunk (work bench). Daily programs are planned from the bandshell, including two Dutch vaude shows, a religious service and band concerts. Square dancing, called by Ed Durlocher, is also scheduled.

Kiddies' Day, featuring the 15th annual Hershey Park baby parade, has been slated for September 1. Children under 12 will be given free rides. In addition, there will be an animal circus and model circus display.

## Philly to Observe Gorilla's Birthday

PHILADELPHIA, Aug. 4.—The 25th birthday anniversary of Bamboo, gorilla in the Philadelphia zoo, will be observed here Sunday (5). The gorilla is said to be the oldest in this country. It was 24 years ago that it was brought to the zoo. Another gorilla at the Philadelphia zoo is about 21 years old. It is estimated there are about 35 gorillas now in the country.

## Expect 200 at Joint NAAPPB-PPA Summer Session in Atlantic City

### Carroll Confers in Chicago on Plans For November Convention, Trade Show

CHICAGO, Aug. 4.—Edward J. Carroll, Agawam, Mass., president of the National Association of Amusement Parks, Pools and Beaches said final plans for the joint NAAPPB-Pennsylvania Park Association meeting at Atlantic City, Wednesday (8), are in readiness and about 200 persons are expected to attend.

Carroll conferred with Paul Huedepohl, secretary of NAAPPB, and William Schmidt, Riverview Park, regarding plans for the November annual convention of the association. Schmidt is program chairman.

Carroll reported reservations for the NAAPPB trade show have been made in numbers and a sell-out of exhibition space is virtually assured. He noted reservations were being made slower

than last year but stated only a few small booths remain on the available list for the 1951 show.

NAAPPB is keeping in close touch with proposed tax legislation, now is being considered by

the finance committee, Carroll said.

Meanwhile, Huedepohl reported reservations for the Atlantic City meeting have come from 15 States and Canada.

The meeting will be conducted at the Chalfonte-Haddon Hall, with George A. Hamid and son as hosts. Registration will start Tuesday (7) and continue thru noon on Wednesday. Luncheon will be held at the hotel and will be followed by a business session for members of the Pennsylvania association. The NAAPPB will conduct no business session.

Inspection of the Boardwalk and Steel Pier is scheduled for the afternoon. After a social hour and dinner, the park men will attend a performance of Ice Capades at the Auditorium.

The joint session of the two groups is seen by some park men as an experiment. If it proves satisfactory, it is believed likely that a pitch to expand the idea of the New England Association of Amusement Parks and Beaches will be made. Some members of Amusement Parks and Beaches in unofficial talks at their meeting recently discussed possibility of scheduling a three-way combination session next summer.

## Rotor Tagged Magnet-Drome At Palisades

NEW YORK, Aug. 4.—The Rotor ride at Palisades (N. J.) Park, imported from Europe earlier this year, has been renamed Magnet-Drome as the result of a contest recently concluded. Winner received a \$500 U. S. Savings Bond for labeling the ride which holds occupants against its sides by centrifugal force when the floor of the device is lowered.

Last Saturday's (28) business at Palisades was sloughed by rain, but Sunday (29) produced a fair yield, co-owner Irving Rosenthal reports. Because of the Saturday wet, the appearance of television's Captain Video was postponed until today. All other names scheduled to appear were moved back a week as a consequence.

At this point the take at the park is running 10 per cent ahead of the same time last season, Irving said. Free attractions at the spot this week were Bert Williams' ork and the Great Telesco, held over.

## Rocks' Spot Play Fair

NEW YORK, Aug. 4.—Despite miserable week-end weather (28-29), Rockaways Playland salvaged three night hours of heavy play Saturday and fair business Sunday.

Altho rain did not fall Sunday, skies remained threatening. Saturday was blighted by constant showers. Free act was the Charltons, aerialists.

Toy giveaways have been started, with tickets distributed to moppets who purchase specific ride ducats. At the time of each sale, a duplicate stub is placed in a barrel for weekly Saturday afternoon drawings. Thirteen toys will be given away each week.

Scheduled for Thursday (16) is the spot's annual sweater girl contest.

## Urbana Kidspot Wins Business, Adds Coaster

URBANA, Ill., Aug. 4.—Joyland Park, Kiddieland at the Champaign County fairgrounds, now has seven rides, including a newly installed Kiddie Roller Coaster. Owners Robert and George Mallow reported the spot is doing well in its second season.

Biggest grosser, they stated, is Miniature Train, Company's kiddie train, painted to represent the Illinois Central's Panama Limited. It operates on a half-mile track.

Other rides are a Kiddie Ferris Wheel, 36-foot Allan Herschell Merry-Go-Round, Jeep Ride, Hobby Horse and Kiddie Handcar. Two more rides are being readied for the 1952 season.

The park started last year with four rides. This season it moved several hundred yards to a more favorable location. The operating company holds a six-year lease with the fair board and has an option for renewal.

## Dough Rises Despite Rain At Indian Pt.

PEEKSKILL, N. Y., Aug. 4.—Indian Point Park operator Ed Kelmans was pleasantly surprised Saturday (28) when, despite heavy rain, some 7,000 persons turned up to spend heavily. About 10,000 visitors Sunday (29) produced a fair day at the spot, Kelmans said.

Solid excursions bookings accounted for the take in the face of the elements, he said. Altho May and June this season gave the park considerable rain, Kelmans claims that the gross to date is 10 per cent ahead of last year at the same point.

## Danish Tivoli Hits Million Gate Figure

COPENHAGEN, Aug. 4.—Paid admissions since opening day, May 2, passed the million mark Wednesday (25) at Tivoli park here, with the previous record scored in 1946, when attendance reached a million on the 86th day of operation—one day more than this year.

This year 3,500 season tickets also were sold, costing about \$2.18 each, including tax. Holders of these ducats can visit the spot as many times daily as they wish during the four-month season. Many local families buy kiddie tickets at half the adult price, since the park offers most of the advantages of a day camp, including supervised play for children under 14.

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## 7 Shows in 2 Days Line King Coffers

Extra Performances Required as N. E. Spots Continue Capacity Turnouts

LOWELL, Mass., Aug. 4.—Two New England stands gave King Bros.' Circus seven capacity houses in two days this week. In Lowell Tuesday (31), the Cristiani-King combination had two straw matinees and one overflow night house. In Manchester, N. H., (30), King

racked up four capacity houses, with an extra matinee and an extra night show being necessary to handle throngs estimated at 12,000.

The outstanding business was a continuation of big turnouts the show has enjoyed in most spots during its extended New England tour.

Nashua, N. H., (28) wound up one of the show's best weeks of the season. Several of the spots had not had a show in a number of years. Nashua gave a three-quarter matinee and near-capacity at night despite a drizzle in the afternoon and rain in the evening.

Concord, N. H., (27) was good for a near-capacity matinee and straw at night. An axle on Hugo Zaccchini's cannon truck broke en route to Laconia, N. H., (26) and the act was omitted there. But it was back in the show at Concord. Laconia business hit the near-capacity level at both shows, although there was a heavy rain at 7:30 p.m.

In Lebanon, N. H., (25) and Middlebury, Vt., (24) the matinees drew half-houses, but the night shows had full houses. In Middlebury the menagerie top was not used because of the size of the lot.

King Bros.' downtown parade of elephants and air calliope were offered at most places.

## Mills Scores 3 Full Houses At Indianapolis

INDIANAPOLIS, Aug. 4.—Mills Bros.' Circus played to a rousing three-performance crowd here Wednesday (1), with full houses scored for an extra matinee and for both regular shows. The second matinee began at 3:30 p.m. Auspices was the High Twelve Club, Masonic group, and the ticket sales were accomplished despite limited newspaper publicity. Weather was ideal.

Mills was the first under-canvas show to make the city this year, but the Tom Packs Circus played here under police auspices recently. Attendance for Mills was estimated at 12,000 persons.

The Indianapolis date came shortly after the show ended the Western phase of its route by jumping from Melrose Park, Ill., to La Fayette, Ind. (30). From Indiana, the show is scheduled to move east for a considerable time in coastal States.

At Melrose Park (28) matinee was weak but night business was good. It was the same story in Waukegan, Ill. (27), where Mills' advance sale was slow prior to the appearance date. On show day, downtown ticket sales picked up sharply and there was a near-capacity house at night. Disabled Veterans were auspices in Waukegan.

### NO LOT YET

## Ringling Sets Record 7-Day Stand for LA

LOS ANGELES, Aug. 4.—Ringling Bros. and Barnum & Bailey Circus will play the longest Los Angeles stand of its history September 10-17. However, late this week no lot had been designated for the run. F. A. (Babe) Boudinot, general agent, arrived here Thursday (2) and will be assisted by Paul Eagles, promotional manager, in setting final arrangements.

Early in the season it was hoped the show's new combination big top and menagerie would permit use of the well-known Washington and Hill lot. However, despite the change, site is too small, it was reported.

Ringling will play five days at the Cow Palace in San Francisco. This will be followed by Santa Barbara, Calif., (September 4). Then the show will lose a day jumping to Long Beach, Calif., for September 6.

## Biller Loses Two Matinees in Que.

ST. AGATHE DES MONDE, Que., Aug. 4.—Late arrival here forced Biller Bros.' Circus to cancel its matinee Friday (27). A half-house was on hand for the night performance.

Matinee also was lost at Megantic, Que., (24) after canvas and seat trucks were ditched, but the night show there won a straw house. Two capacity houses were registered at St. George De Beauce, Que., (23).

## RIGHT DUCATS, WRONG TOWN

MINNEAPOLIS, Aug. 4.—Those who turned out to view the Monday night (30) performance here of the Ringling-Barnum circus and presented cut-rate tickets for admission, soon discovered the error of their ways.

The ducats were part of a batch of 30,000 stolen recently by two men and bore a special mark which made them good only in Philadelphia.

## Campa Boosts Bally Line-Up; Nights Strong

LEWES, Del., Aug. 4.—Downtown bally line-up of Campa Bros.' Circus has increased from an elephant-calliope combination to near-parade proportions.

Included in the daily march now are the calliope with four horses, elephants, an eight-horse hitch driven by Paul Pruitt and Little Chief, the camels, and local additions. Automobile dealers frequently place their cars in the line-up.

Matinee business has been fair for the show, but night houses have been strong, with a number of capacity and some straws reported.

Owner B. C. Davenport has ordered a new big top. So far this season he has used the former Dailey Bros. menagerie top.

## Packs Ends Rich Trek; Plans 3 Winter Stands

ST. LOUIS, Aug. 4.—Tom Packs Circus ended its summer tour at Buffalo, July 23 with a total gross well above the 1950 figure, it was reported this week. The show is preparing for winter dates at St. Louis, New Orleans and Baton Rouge, La.

The best day Packs has ever scored in Buffalo was Monday (23) following a Sunday lay-over because of New York blue laws. The stand opened Friday (21) and drew 10,000 persons. Saturday matinee had 5,000 kids and the night show drew 6,000 in poor weather. On Monday, the aggregation had a turnout of 18,000 persons, according to Jack Leontini, of the Packs staff.

Earlier, the show equalled the 1950 advance sale at Pittsburgh (July 11-14) but moved ahead with a gate gross which was about 20 per cent higher. Wheeling, W. Va., (July 16-18) topped Packs' two previous stands there. The matinee (16) had 7,000 kids and night shows drew capacity 14,000-person crowds in the stadium. Shrine auspices turned in excellent results.

## K-M Matinees Hyped in Ohio, Nights Strong

WELLINGTON, O., Aug. 4.—Big night business and much improved turnouts for the matinees marked this week in Ohio for the Al G. Kelly & Miller Bros.' Circus.

Matinee was near-capacity here Wednesday (1) and the night was straws. Several hundred persons were on hand for the morning activities at the lot. In Loudonville Tuesday (31), Kelly-Miller had a near-capacity night house and a half-house turnout for the matinee.

Coshocton Monday (30) came thru with a straw house at night and a good three-quarter crowd for the afternoon show. In Newcomerstown (29) the matinee-only stand gave a near-capacity house.

Cambridge (28) registered twin near-capacity houses in hot and humid weather. A youngster was bitten by a monkey but not

seriously injured. Hot weather also was a factor at Barnesville (27) where the show had a half-house in the afternoon. Townspeople turned out in force at night, however, and the show rolled canvas onto the track to seat the large crowd. Cadiz (26) gave a three-quarter matinee and a straw house at night.

## Bailey Show Lists Acts, Staff; Books Auspices

BARNESBORO, Pa., Aug. 4.—Bailey Bros.' Circus, a mid-season opener owned by Robert (Big Bob) Stevens and Henry Vonderheid, is playing under auspices in Pennsylvania towns.

Acts on the show include: Dolly Jacobs' Elephants, dogs and menage horses; Frisco, wire act, Bill Myers' Liberty Horses, Hart Family, Paul Knight Troupe, Buck Leahy, Luther Menger, Slim Collins, LaBird Brothers, clowns; Freddie Vonderheid, trapeze; Shirley Stevens, Helen Troy and Ethel Walaby, web and ladders and Bailey Bros.' ponies and mules.

The outfit moves on 16 trucks. Big top is an 80, with three 40's and 54 lengths of 10-high seats. Side Show has a 60, with one 30 and a 120-foot banner line.

Staff includes: Nick (Bad Eye) Bengor, general superintendent; William J. McMullin, general agent; Baldy Smith, bill cast manager; Harold Beeton, Robert Jones, and A. White, billposters; William Post, press; Pat Franigan, phone crew manager, and Mrs. William Myers, banners.

Eddie Frisco, superintendent of transportation; Cy Murray, cookhouse manager; Helen Murray, Ollie Greer, and Shorty Strap, cookhouse; Paul Knight, equestrian director; Ted Milligan, Side Show man-

## RINGLING DRAWS IN MINN., IOWA

Mason City, Minneapolis Score; Crowds Elsewhere Reported Okay

DES MOINES, Aug. 4.—Minnesota and Iowa cities came up this week with strong turnouts for Ringling Bros. and Barnum Circus, with Mason City, Ia., taking honors as the best spot.

Des Moines, where towners recalled the 1950 matinee was delayed until 6 p.m., gave only a half-house for this year's matinee. But the night house was near-capacity.

At Winona, Minn., (26), Ringling-Barnum played to a half-house at the matinee and three-quarters at night. Matinee was de-

layed 1 hour and 45 minutes by a late arrival from Madison, Wis., where the first section was loaded three hours late. Third section arrived in Winona at 11 a.m.

### Minneapolis Big

In Minneapolis, where the show bucked the local Aquatennial, Ringling played two days. First (27) had a good half-house matinee and near-capacity at night. Second day (28) popped with a three-quarter matinee and repeated the near-capacity business at night.

Mankato, Minn. (29), was a matinee—only Sunday stand which gave near-capacity business. This was the second time in three years Ringling has made the spot, and much of the attendance came from within a 120-mile radius.

### Best Since Madison

At Mason City, Ia., Monday (30), the show was appearing for the first time in 11 years. Attendance, best since Madison, Wis., was better than three-quarters at the matinee and near-capacity at night. The show used the fairgrounds lot two weeks ahead of the North Iowa Fair. Trains arrived between 1:30 and 3:30 from Mankato, and the last section departed at 5 a.m. Tuesday for Des Moines.

Mason City had its first look at the folding seat wagons, and towners commented favorably about them. Change in the menagerie set-up apparently went unnoticed by most persons.

Still ahead of Ringling-Barnum people at Des Moines were the long jumps en route to the West Coast. The show is to reach Spokane in a dozen hops, all but one which exceed 100 miles and which range from 36 to 613 miles.

## Tiny Krueger Plans Circus

MERRILL, Wis., Aug. 4.—State Senator Clifford W. (Tiny) Krueger this week confirmed an earlier report that he is making plans to operate a small circus next season. He said the circus will tour small towns in Wisconsin.

Krueger formerly was with the Side Show of the Seils-Sterling Circus. He recently sold the tavern he owned here. He was instrumental last year in effecting passage by the Wisconsin State Legislature of a resolution which commended Mills Bros.' Circus.

## Three Units Set Copenh'n

COPENHAGEN, Aug. 4.—In addition to Circus Schumann, which continues its sellout run here for several more weeks, this city will accommodate at least three big tent orgs during the next few weeks.

Circus Mische, under the direction of E. Pfanner and H. Kolzer, opened for a two-week stand Wednesday (1), and will be followed by Circus Louis Schmidt and Circus Belli.

## HEAT HURTS BEATTY IN CANADA, STATES

GLENDIVE, Mont., Aug. 4.—Return of the Clyde Beatty Circus from Canada brought little change in the run of business, with the show drawing crowds which averaged three-quarters of capacity.

In here Tuesday (31), the Beatty aggregation had two three-quarter turnouts and 100-degree heat Williston, N. D., Monday (30) was another hot spot, and the show had a half-house for the matinee. Evening show attracted near-capacity business. This was the first stand in the United States, following a month in Western Canada.

Estevan, Sask. (28), gave a quarter house for the matinee and a half house at night in more hot weather. Farmers there fear a

crop loss because of the dry summer and were in no mood to spend money.

Moose Jaw, Sask. (27), produced a half-house matinee, with local persons observing that the show made a good impression and would have done better except for the town's experience two years ago with another outfit. Night house in Moose Jaw reflected this with a near-capacity turnout.

Swift Current, Sask. (26), came up with two three-quarter crowds for Beatty despite hot weather and proximity of a local celebration.

Earlier, Beatty had a full house for the night show at Cranbrook, B. C., after a 150-mile rail jump.



# Dressing Room Gossip

## King Bros.

Paul Sullivan and Ralph Keniston, Concord, N. H., lived up to the tradition they have established in every way. They furnished us with a beautiful lot and their drive-in restaurant on the front of the lot was practically turned over to us for the day.

The Possum Club played host at a birthday party given for Tina Cristiani, daughter of Mr. and Mrs. Belmonte Cristiani. Party took place in the Side Show. Motion pictures were shown and ice cream and cake was served. Most of the show personnel was present.

Scettino, of the Side Show, after piloting people to the trains on the railroad shows for 38 years, missed his own sleeper on this show the other night and had to hitch-hike to the next town.

Nearly everyone on the show visited the Benson Wild Animal Farm when we and Col. Collier, the manager, played Nashua, N. H. Show purchased two lions, two hyenas and a llama from the farm.

Mrs. Norma Cristiani, her baby and her mother, Eva Davenport, arrived from Quincy, Ill.

New pilot lights used by 24-hour man Sheperd to lay out the lots are a great help to early arrivals in knowing where to park trailers. Lights are small battery flashlamps attached to layout pins. —COL. HARRY THOMAS.

## Mills Bros.

The Dan Castello Tent, CFA, visited in a body at Racine, Wis. The fans enjoyed themselves and rounded off the day with supper in the cookhouse. Attending were Charles W. Tiede, Margaret Soriss, Frank Higgins, Jake (Clown Cop Corrigan) Disch, Jack Guill, Dr. C. A. Pfiffer, Dick Buckley, Mr. and Mrs. Warren Langlois, Les and Dave Semmes, Julius Krenzke and Bill Greco.

Everyone went swimming at Kenosha, Wis., as the lot was on the lake front. The Kenosha News carried a Page 1 spread and pictures of Big Burma and trainer, Captain Seagraves, wading in the lake. Fourteen wounded marines from Korea were guests at the Waukegan, Ill., matinee. Press Agent Dean McMurray's family visited there.

General Manager Art Concello, of the Ringling-Barnum show spent the day in the backyard with Jake and Jack Mills at Melrose Park, Ill. Other visitors were Harry Atwell, Eugene Whitmore, J. A. Havirland and Tom Parkinson. The Rosettis were in Chicago to visit their son who is playing at the Chicago Theater. Genevieve Tharp now is doing the head carry with Captain Seagraves elephant act. Pat Valdo, of the Ringling show, visited at Milwaukee.

Sunday in La Fayette, Ind., gave the circus fans a great day. Bud Schwartz, CHS, and Charles Zahn, R. E. Longden and Paul Bauer were visitors. Other recent visitors included Oscar Lovejoy, Jimmy Lapearl, Bill Sullivan, Bill and Wolfe Carskey; Kermit Harrick and wife, who is the daughter of Charles Brady; Alois Hasek, Doc and Ivy Wilson, and Dr. and Mrs. O. C. Schalack. — JACK LAPEARL.

## Cole & Walters

Chief Keys is on the sick list and during his absence Phyllis Newman is doing rope spinning. Wayne Newman is announcing and Corky Clark is clowning in the concert. Phyllis Newman replaced Shirley Cole in the single bull act. Shirley has a boil on her hand. William Stewart, trombonist, has a facial injury. Jack Bell has a new five-piece band. We now have an airdrome Side Show.

Visitors: Mr. and Mrs. Alonzo Leach and daughter and husband (Leach is owner of a music publishing house); Dr. and Mrs. Nelson, circus fans. Mack and Gertrude Creigh and son and daughter joined at Clark, N. D., doing hand-balancing and rolling globe. Mr. and Mrs. Jackson and family also joined, doing bars and trampoline. Jimmie and Dolly Connors visited their parents, Mr. and Mrs. Al Connors. Coming from Omaha, Jimmie and Dolly were side-swiped by another car and trailer at Clarion, Ia. Their trailer was a loss. —MILDRED WELLES.

## Siebrand Bros.

When we showed Anaconda, Mont., we had a fish fry. The cooks were Ralph Horstman, Mr. and Mrs. Bob Bennington, Cora Ritter, Lillie Muftain, Gertrude Siebrand, Alice Billingsley, Marian Prather and Mrs. Stone. Everyone on the show was there, and the fish were those caught by some of the gang on the show. The half-hour Club has been organized, with Chuck Mandel, Phil Bonta and Harry Ross as officers. —MAURICE MARMOLEJO.

## Bailey Bros.

Shirley Stevens lost most of her wardrobe when her trailer caught fire at Berwick, Pa. Ted Millingam is getting his share of business with the Side Show. We had a full matinee and straw at night in Ridgeway, Pa. Doc Miller, Art Eldrege, Bob Collins and mother, R. J. Stever and Fred Timon were recent visitors. —BUCK LEAHY.

## Campa Bros.

Most of our people spent Sunday on the beach or at fishing spots at Lewes, Del., and we have been hearing big fish stories. R. M. Harvey is ahead of the show. Sandra Scott will return to Georgia this month to attend school. Mr. and Mrs. Harry Swank and two daughters, Washington, D. C., visited in Elkton. —MILLIE CURTIS.

## Ringling-Barnum

Madison, Wis., was a big day for business and the local circus fans. The fans gave a dinner for a large group of circus folks between shows. Sverre Braathen introduced a number of Madison celebrities. Fans present at the dinner included the mayor and the two editors of the leading newspapers. Kay Clarke Burslem had a busy time in Madison, her home town. The fans presented her with a beautiful bouquet after the flying act. During our Minneapolis stand, we were part of the Aquatennial Celebration and drew good crowds. Jeanne Sleeter and Frank Kindler, circus fan from St. Cloud, Minn., rated column interviews in the Minneapolis Star. Sunday in Mankato, Minn., with matinee only, drew a full house. Mason City, Ia., and Des Moines, both fairground lots, were good.

Faye and Bix Braathen, fans, toured with the show for several days. Joey Mayo, son of the Mayos of Rochester, Minn., visited a few days as guest of Martha and Doc Henderson. Mrs. Felix Adler spent a number of weeks with the show. Deloris Baldwin, Ernie Burch and Hanno Huck celebrated their birthdays with parties. Bill Ballantine's new and interesting article in the current issue of Holiday, all about the squadron, is prominently displayed at the grease joint. Count Nicholas is sporting a sharp summer announcer's suit. Hubert Castle and family caught a mess of fish when we played Mankato.

Visitors: Mr. and Mrs. Kue and family; Mr. and Mrs. Earl Kline, Herman Rick and son Freddy, Murray Burt, Mr. McElwee, Phil Jordan, Jack Crippen, Father Flannery, Don Edwards, Francis Stillman, Jackie King, Mr. and Mrs. Dean Adams, Mr. and Mrs. George Stein, Mr. and Mrs. Don Leicht, Mr. and Mrs. Dean Thomas, Mr. and Mrs. E. N. Fuhrman, Mayor Fuhrman, Edwin Barlow, Dr. and Mrs. S. J. Franiers, Dr. and Mrs. Chester Kurtz, Dr. and Mrs. H. H. Conley and Mrs. Conley's sister and brother-in-law. —MARY JANE MILLER.

## Polack Eastern

Eau Claire, Wis., was much better than last year when rain played a big part in keeping down the gross. Bill and Dorothy Kay promoted the date and with Chairman Jack Dalton and an able crew, the date was a big success. Bill Green has returned to his chores as press agent from Detroit after his mother had been returned from hospitalization. Digger Pugh is on with his new English car. Adrian and Charlie and Pepi and Niti and Hoko and Boka the acrobatic kids, visited in Eau Claire en route to the fair at Grand Forks, N. D. Also visiting were Charles and Mrs. Borza Freidman, circus fans, and Alma Michael's mother and daughter from New Jersey.

Al and Virginia Hustrei and Excess Baggage act leave for fairs, and the Three Milos and the Shryettos join in Bloomington. An orchid to Billy Barton for his reporting and a story accepted by a leading magazine. Sam Polack, general agent, has lined up a solid route until snowfall.

Al Grebbs is doing a bang-up job on drums due to the illness of Whitey Boyd, who is in Lutheran Hospital, Eau Claire, Wis. He will rejoin at Dubuque, Ia. Mrs. Eddie Anderson is in Corpus Christi, Tex., visiting her baby. Lillian Kitchens is in Nebraska due to the illness of her mother. Jimmy Troy has a new ton and a half truck and Bobbie Harrison and Silvers Madison have new trailers. Bill Green had plenty of front-page hits in the Bloomington dailies; a large display was in a window, also a list of all the fliers and show people that have wintered in Bloomington. —HENRY KYES.

## Under the Marquee

Ernestine Clarke Baer will be technical director of a Metro-Goldwyn-Mayer film tentatively titled "Equilibrium." She also is set for a series of television pictures to be made this fall by a new firm. One of the company's directors is Joel McCrea, film actor. Parley Baer, also well known in circus circles, has been signed for the TV films which will be Westerns. Mrs. Elizabeth (Continued on page 77)

## Clyde Beatty

Everyone was glad when the Canadian tour was ended and we returned to the U. S. A. The crossing was made in good time, with little routine to go thru. E. W. (Jim) Greene, who has been visiting with the show during the Canadian tour, departed for his home in Los Angeles.

The thermometer has been high for the past week, with temperatures of 104 prevailing, which has cut down the matinee attendance. The night shows are holding up well.

At Calgary, several of the acts made an impromptu show at the Crippled Children's Hospital. They were the Four Caudillo Sisters, Dorothy Herbert and her dog act, Al Florenz, Eddie Harris, Charles Hilderra, Ted Hausmann and Laurence Cross. The proverbial winds appeared at Calgary and cut the night show short on the first day.

The express office in Williston, N. D., our first stand in the States, did a land-office business, with the personnel shipping all their Canadian purchases home. Bill Robbins is a new member of Vic Robbins' band, replacing Gibby Gibson who had to go to the hospital for a check-up. Gibby will return in a few weeks. The trail-erites are glad to return to paved roads again after the gravel ones they have had for the past four weeks.

As usual around this time of the season, the question is when do we close and where is winter quarters? Mary Carter and Art Lipman paid us a visit at Williston. —LAURENCE CROSS.

## Polack Western

San Jose and Modesto, Calif., were big. Mrs. Joe O'Donnell handling the promotion in Modesto. Joe has started work on our Seattle date. Claude Crumley is using his new poodle, Boots, in his act. Crumley and Jeanne McConnell have added a new trick to their routine. Albert Ostermaier visited and worked his horse, Emperor, in the show. He is on furlough from Fort Lewis, Wash., where he is attached to the 95th Anti-Aircraft Gun Battalion. He will go overseas soon. The Wiswells have a new wire-haired pup, Bonnie Lou. Tommy, baby elephant, now works in the big act, replacing Mary, who has a bad leg.

Mention should go to the hard working ladies of our office staff: Opal Paige, secretary-treasurer; Mary Paul, assistant secretary; Gwen Carsey, novelty department. Thomas Totaro, San Jose beverage distributor, brought the clowns in-termission refreshments. Louis Stern, Ross Paul, George Paige, Art Springer, Harold Ward, Eddie Ward, Bee Carsey and Ernie Wiswell were made honorary members of Santa Clara Valley Shrine Club. Recent visitors included Gene Darnell and son, Steven; Lois and Dexter Kluge, Jim Zellerbach, Tom Totaro, Albert Ostermaier and Frank Doherty. —HARRY DANN.

## Kelly-Miller

Clown alley was enhanced for one show when several members of the Walter L. Main Tent, CFA, joined for a day. All donned grease paint and wardrobe. Show mechanics are keeping the trucks rolling thru Ohio.

The Conley family and Laura Enos were guests at a chicken dinner given by Mr. Pitts, circus fan of Cambridge, O. James O'Donnell purchased a new truck recently.

Fred Conley Jr. and Claire Ratley are working on Side Show tickets. Tommy Chamberlain is handling programs for concession boss Ione Stevens. Dick Kriel, Carl Conley and Ted Rea celebrated birthdays recently.

Shirley Logan is back on the show after undergoing an operation. Gerald Monday, elephant man, lacerated his left hand recently on a bull hook. Frankie Lou Woods rehearses the younger set in ballet between shows daily.

Recent visitors included the Arreola family, Mr. and Mrs. E. L. Allen, Ted Stahura, Ray Stahura, Bill Omels, Mr. and Mrs. Howard Suez, Fred Stafford, Mr. and Mrs. Jimmy Millette, Winifred Colleano, Mr. and Mrs. Ray Goody, Bertram Mills, Mr. and Mrs. Al Lindsey, Mrs. Elsie W. Tate, Elsie Ann Davis, Janne Reigal and Marguerite Linz. —EDDIE DULLUM.

## WANTED

Acts doing two or more, either Ground or Stock. Also Clowns and Trombone for band.

## HAGAN-WALLACE 3-RING CIRCUS, INC.

Wilmington, N. C., Aug. 7; Conway, S. C., 8; Georgetown, S. C., 9; Charleston, S. C., 10; Beaufort, S. C., 11.

## TWO PHONEMEN

For best deal in New England. Circus UPC, Banners, Block Tickets. Phones ready. No collect calls.

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## Dell Bros.' Circus

Open Sept. 1—WANTS—Open Sept. 1

Family Circus Acts doing 3 or more, Family Western Acts doing 3 or more, small Animal Acts, 2 Feature Acts. Agent to book auspices. . . new Phonemen. Crew Managers to start Aug. 19th. Bud Decker, write. Address:

**DELL BROS.' CIRCUS**  
P. O. Box 621 Chattanooga, Tenn.

## 10 PHONEMEN 10 BOOK, U.P.C., TICKETS, BANNERS

3 City Dates to follow, with offices ready to go.

## CH'RM CIRCUS COMM.

#301 N. Kimbrough, Springfield, Mo. Can use two Promotional Directors. Plenty money around, good crops and pay rolls.

## PHONEMEN

One who can produce. Pay every day. No advances, no drinks.

## Kelly-Morris Circus

At White, Birmingham, Michigan. Check the hotels now en route.

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Indoor Circus—Steady Work. No collect calls. Duke, Tex. Bunsower, Tom Cummins, answer. Contact

## GUY BLACKBURN

Norva Hotel, Cedar Rapids, Iowa

## WANTED—PHONEMEN

Side Show, Concessions.

Altoona, Aug. 8; Tyrone, 9; Huntingdon, 10; Mt. Union, 11; all Penna.

## Bailey Bros.' Circus

## WANTED FREE ACTS

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Sept. 17 at Madisonville, Ky.

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## Wanted—Crew Managers and Phonemen

Join on wire as per route.

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## PLUNKETT'S CIRCUS

### WANTS

A Circus Cook for the longest season on the road, also Banner Man; MacJohnson, Les Lyle, answer.

Java, 8; Roscoe, 9; Ipswich, 10; Cresbard, 11; Haven, 13; Faulkton, 14; Redfield, 15; Westington, 16; Woonsocket, 17, all South Dakota

**PLUNKETT'S STAGE SHOW AND CIRCUS**  
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## KELLY-MORRIS CIRCUS

Want Acts to enlarge big show for balance of season—indoor dates to follow. Eddie Kuhn, wire if at liberty. Want Trampoline, Clowns, all Acts that do two or more, wire. Side Show Acts. Curiosity seekers, save your stamper. Want more. Seat Butchers, Mechanics, Working Men, come on. Sleeping accommodations and best cookhouse on the road. Never missed a pay day.

### BILL MORRIS

**KELLY-MORRIS CIRCUS**  
Petoskey, Michigan, Wednesday, August 8; Charlevoix, 9; Cadillac, 10; Alma, 11; Manistee, 12; Ludington, 14.

## PHONEMEN

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### "FUN WITH THE MIND" SHOW

25% Commission—Pay every day. Straight Ticket Pitch. Steady Year Round—Phones always set ahead.

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## WANTED Promotional Directors

Want only men capable getting money. Plenty towns, best auspices. Drunks and limbers, stay where you are. This is not a finance corporation.

### BILL MORRIS

**KELLY-MORRIS CIRCUS**  
Petoskey, Mich., Wednesday, August 8; Charlevoix, 9; Cadillac, 10; Alma, 11; Manistee, 12; Ludington, 14.

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### EXPERIENCED GIRL AERIALIST

For High Ladder Act. Join on wire, balance of season and 1952. Write as per route or care Al Martin Office, Hotel Bradford, Boston, Mass., stating all and salary expected.

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Week Aug. 6-11, Greenville, Maine

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## Chippewa Falls Nears Record Pace

Attendance Up 20% First Four Days; Grandstand and Midway Grosses Top 1950

CHIPPEWA FALLS, Wis., Aug. 4.—The Northern Wisconsin District Fair, looked upon by many as a good indication of what's in store for Midwest fairs, is romping along at a 1950-topping pace in all departments, and provided with good week-end weather, expects to hit or beat its record 1948 run.

Thru Friday (3), its fourth day, the front gate was 20 per cent above last year and grandstand attendance was running proportionately higher, according to Archie Putnam, secretary.

Weather was ideal all week. Economic conditions in rural areas as well as near-by manufacturing centers are in a healthy condition and spending, as a whole, is running well ahead of last year at this time. A threatened strike at the United States Rubber Company plant in near-by Eau Claire, which would have affected the fair, was settled Friday morning (3).

The Barnes-Carruthers grandstand revue, in for six nights thru tonight, is getting rave notices and sock business. Thearle-Duffield fireworks, which close each night show, are ably handled by Walter Du Pont.

Joie Chitwood thrill show is skedded to go today and Sunday afternoon and early interest indicates good crowds will be on hand. Unit is featuring Eddie Allen in a balloon ascension in both programs. Harness racing, in for three afternoons this week, pulled big turnouts and records were broken for speed as well as the number of entries.

Hennies Shows, retitled here as

## Sacramento Opens Advance Ticket Sales

SACRAMENTO, Aug. 4.—With California State Fair set to open August 30 for 11 days, tickets to the grandstand shows, featuring Dennis Day, Tony Martin and Jerry Colonna, and for the horse race program, went on sale Monday (30) at a downtown office.

Reservations may also be made thru 93 Western Union offices in California and Nevada. Telegraph orders received too late to permit mailing will be held at the fairgrounds ticket office. Prices for reserved seats are \$1.20 for the horse show and night revue and \$1.50 for the races.

The State fair will host more than 600 newspapers, radio and television people at a luncheon September 1. William C. Wright, chairman of the fair board, will be official host, with Earl Lee Kelly, chairman of the press-radio committee, handling arrangements.

## Melfort, Sask., Breaks Even Despite Rain

MELFORT, Sask., Aug. 4.—Despite heavy rain on the second day, Melfort Agricultural Society's 46th annual fair broke even.

Opening day was one of the best in years and Saturday gate and grandstand attendances were high. More than 5,000 paid admission to the grounds on the second day and the night grandstand drew 2,336.

Rain washed out the Friday afternoon grandstand show and two days of harness racing were lost.

Features included a downtown parade and a night of fireworks. Cattle entries were up from last year. Farm camps attracted 72 boys and 105 girls.

Wallace Bros.' Shows were on the midway and the Sun-Grossman revue, International Capers, at the grandstand.

A.C. of A. Shows, got off to a good start Tuesday, and midway business continued to build thru-out the week. Kids' days pulled in hundreds of moppets and all departments shared in the lush takes.

In line with a banner run attraction-wise, agricultural, industrial and home art exhibits are well ahead of last year, with record entries scored in many departments.

Line-up of acts in the Barnes-Carruthers night show, in addition to a 16-gal line, and Lottie Mayer's water ballet includes the Mar-Vels, teeterboard; Torina and Eric, high act; the Glenn Martin Company, trampoline; Lucian and Ashour; the Martinis and Woolford's Dachshunds. Bob White emcees the show.

## Saskatoon Ends Run With Four Records

SASKATOON, Sask., Aug. 4.—The Saskatoon Industrial Exhibition drew the curtain on its '51 edition here Saturday (28) after cracking records in four departments and sustaining the pace set at the other Class "A" annuals on the West Canadian Circuit.

Major records set during the six-day exhibition here included gate attendance, grandstand attendance, number of cars parked on the grounds, and pari-mutuel returns. Final figures, with comparative '50 figures in brackets, were: Gate, 110,243 (99,120); grandstand, 71,156 (68,260); cars parked, 13,949 (12,830) and pari-mutuel handle, \$434,730 (\$368,186).

The fair had good weather all week and while blistering temperatures the last few days kept afternoon attendance down a bit, night crowds were proportionately larger. Only attendance slump of the week was recorded on closing day, Saturday, when the gate fell 15 per cent below the same day a year ago.

Midway takes, where the Royal American Shows held forth, were up substantially. Gross receipts were 21 per cent ahead of the previous record week, according to Carl Sedlmayr, RAS owner.

## Farmer City Starts Strong; Weather Helps

FARMER CITY, Ill., Aug. 4.—Farmer City Fair got off to a strong start Sunday (29) with an estimated front gate attendance of 6,000, according to Raymond Reeser, secretary. Monday's crowd was light but the fair expected to pick up momentum during the week provided the good weather holds.

Joie Chitwood thrill show opened the attraction program Sunday with a three-quarter house for its matinee show and a capacity house that evening. Big crowds turned out Monday night for a huge dog show under the supervision of Mrs. Minnie Belle Wells.

Other attractions skedded during the week include a tractor rodeo, running races, stock car races under Port's Promotions, stage revue booked thru Boyle Woolfolk and several band concerts by Farmer City and surrounding town bands.

Turner Bros.' Shows did good business Sunday, opening day, and looked for bigger grosses as the week progressed. Org is here for the first time.

Biggest 4-H entries on record were registered in the livestock department this year and the same holds true in the fair's floriculture and domestic arts shows. A total of \$21,000 was offered in premiums this year.

Plant improvements include the construction of a new high-bank fifth-mile stock car race track inside the regular horse race oval and a new cattle barn built at a cost of \$1,600.

Officials, in addition to Reeser, include C. C. Yowell, president; F. M. Stutzman, vice-president, and Rex Jackson, treasurer.

## PNE Offers 42G Livestock Prizes

VANCOUVER, B. C., Aug. 4.—Pacific National Exhibition, which opens its 13-day run here August 22, will offer a total of \$42,800 in prizes at its livestock show, Dr. J. C. Berry, chairman of the livestock committee, announced.

Entries have already taxed the available space, according to Dr. Berry. Ian Paton has been named livestock show superintendent succeeding James McCarthy.

## Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended August 3.

The complete list of Fair Dates was published in the issue dated July 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- ARKANSAS**  
HAMPTON—Cathoun Co. Fair. Sept. 20-22. J. D. McDuffie.
- MINNESOTA**  
Breckenridge—Wilkin Co. Agr. Soc. Aug. 10-12. Cy Wanner.
- MISSOURI**  
Mound City—Holt Co. Fair. Last week in Aug. Mrs. E. K. Griffith.
- NORTH CAROLINA**  
Kings Mountain—Bethware Community Fair. Sept. 13-15. John H. Redisil Jr.  
Lenoir—Caldwell Co. Agr. Fair. Sept. 25-29. Max Cup.  
Taylorville—Alexander Co. Agr. Fair. Sept. 10-15. G. L. Gwalthey.
- OKLAHOMA**  
Altus—Jackson Co. Free Fair. Sept. 13-15. Woodrow Reeves, Duke, Okla.
- VIRGINIA**  
Rocky Mount—Rocky Mount Fair. Aug. 13-14. H. F. Fralin.

## Muncie, Ind., Gate Beats 1950 by 20%

MUNCIE, Ind., Aug. 4.—The 99th edition of Delaware County Fair closed here today after a seven-day run that drew an estimated 20 per cent more patrons than a year ago. The annual, which operates with a free gate after 7 p. m., pulled in 100,000 people its first five days, according to Robert Poorman, manager.

Grandstand attractions were equally successful all week. Jack Kochman's auto thrill show, in for two performances Sunday (22), piled up big crowds for both shows. The Share the Wealth radio show, featuring Tom Moore and Jim Ameche, took over the grandstand Wednesday afternoon to turnaway throngs, and a wrestling show Monday night also proved popular.

Record crowds turned out for the four nights of harness racing and today's matinee running race program was expected to draw close to capacity. Annual winds up its attraction program tonight with the WLW Midwestern Hayride show, plus giveaways which include an automobile.

Al Wagner's Cavalcade of Amusements, which took over the newly paved midway area this

year for the first time, reportedly did substantial business, well over grosses racked up here a year ago.

All types of exhibits, including industrial and agricultural, were well ahead of last year, according to Poorman. In addition to paving much of the midway area, the annual this year installed new toilet facilities and did a great deal of painting.

## Danville, Ill., Sets Records In Early Days

Auto Races Draw Top Grandstand Throng of 4,400

DANVILLE, Ill., Aug. 4.—Eastern Illinois Fair was romping along at a record-breaking pace in its early days and thru Tuesday (31), its third day, was 20 per cent ahead of last year in attendance. Ernie Mohr, secretary, announced. Grandstand crowds were proportionately higher for all events.

Sunday afternoon (29) saw a record crowd of 4,400 pour into the grandstand to witness big car races staged by National Speedways (Al Sweeney-Gaylord White). Before the flag fell on the first event all seats were sold and a large overflow crowd had spilled into the infield.

Staples Rodeo, substituted in a last-minute switch for the originally skedded Barker Bros. Circus, jumped into Danville from Grand Forks, N. D., and drew sizable crowds at both its Sunday and Monday night performances. Pop

(Continued on page 77)

## Rocky Mount Slates Nags

ROCKY MOUNT, N. C., Aug. 4.—Harness horse racing will be revived at Rocky Mount Agricultural Fair, slated for the week of September 24, after a lapse of 20 years, Manager Norman Y. Chambliss announced this week.

Racing will be staged the afternoons of September 27, 28 and 29, two events daily, with purses of \$250 per race as added money. United States Trotting Association rules will govern races. Chambliss said there was a strong demand for horse racing and that he felt it would boost afternoon attendance.

## Long Beach Expo Attendance Hit by Heat, Short Promotion

LONG BEACH, Calif., Aug. 4.—Intense heat and the brevity of the promotional campaign were blamed for holding the 10-day attendance at the first Long Beach Exposition in Veterans' Memorial Stadium to about 125,000 against an anticipated 500,000. Following the first week-end, with the event failing to pull according to expectations, Horace Black, producer, threw an additional \$5,000 into publicity and cut the admission price to a two-for-one. The event closed Sunday (29).

The Exposition, the first of its kind to be staged in the new 52-acre stadium, was on the strength of its approximate 12,500 daily attendance, reported to have ended satisfactorily. Plans are being made to make it an annual event, with incorporation papers being filed this week. However, next year the event will have five months promotion, instead of eight weeks and the entertainment

budget will be increased. Black intends to hit television hard next year. The attraction this year was a circus-type show booked by John Billsbury Agency, Hollywood, at a cost of \$18,000.

Altho concessionaires expected a land-office rush, the business was reported satisfactory. Crafts' Fiesta Shows played the midway, with Cecchini and Laveggi having a number of concessions. Joseph Archer handled the midway deals as manager.

The Stadium is located seven miles from downtown Long Beach but in a new section of 37,000 homes. Some exhibitors were reported to have already signed contracts for space in 1952.

## Sacramento Race Protest Upheld by State Commission

SACRAMENTO, Aug. 4.—Protest filed by California State Fair against the Quarter Horse Association holding a requested exclusive meeting on the Bay Meadows track from August 28-September 3 or August 21-September 1, has been sustained by Dwight Murphy, chairman of the State Racing Commission. The complaint had been filed by E. P. (Ned) Green, fair's secretary-manager, supported by the directors, on the basis the meets held either date would be harmful to the State event because of the conflict. The fair is held August 30 thru September 9.

In sustaining the State fair protest, Murphy suggested the Quarter Horse people seek other dates. He added he believed the State's own event should have no interference with its racing dates.

Green complained to the Racing Commission on the strength of last year's dates when the Sun Mateo Fair, Bay Meadows, started

## Rain Ruins Red Lion, Pa., Record Run

RED LION, Pa., Aug. 4.—The 35th annual Red Lion Fair closed here Saturday (28) in a cloud-burst which washed out the final night and interrupted a six-day run that was heading for new record heights, according to R. M. Spangler, secretary.

Crowds built all during the week and, thru Saturday, were an estimated 10 per cent above '50. Wednesday and Saturday kid matinees cracked all former marks.

Held on a new location near the local airport, exhibits, which included automobiles, farm implements and commercial wares, were housed in tents.

Penn Premier Shows, which provided the midway attractions, did banner business until Saturday night's rainstorm.

on the State fair's closing day. More than 30 pari-mutuel employees, Green said, left their jobs for the new meet, thus costing the State fair considerable money. The fair man said that he disliked objecting to the Quarter Horse people's plans, but his move was a matter of self preservation.

## Lloydminster Hits New Mark

LLOYDMINSTER, Alta., Aug. 4.—Three-day 45th annual exhibition of the Lloydminster Agricultural Society, which closed Wednesday (25), had ideal weather and record-breaking attendance all the way. Horse racing and boys' and girls' farm camps were features. Wallace Bros.' Shows were on the midway and the Sun-Grossman revue, International Capers, in front of the grandstand.



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### CARNIVAL WANTED STATE LINE FREE FAIR

September 20, 21 and 22

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Chamber of Commerce, Shamrock, Texas

### QUITE A COMEDOWN

MORRISTOWN, N. J., Aug. 4.—Tho the Morris County Fair to be staged here this year is hardly comparable in scope to the Canadian National Exhibition at Toronto a striking point of similarity emerged this week via an announcement from the former event.

Fair officials informed that Margaret Arlen, who conducts a chatter show for the Columbia Broadcasting System over radio and television from New York will present a flower show award at the annual after arriving in her helicopter. The mode of transportation calls to mind the entrance by helicopter made by comies Olsen and Johnson at the Canadian event some years back.

### COMMUNITY PROJECT

## Dallas Aims Pitch At Local Industry

DALLAS, Aug. 4.—An aggressive fair can be a dollars-and-cents asset of unlimitable reckoning to a co-operative community.

That's the pitch the State Fair of Texas, nation's largest annual, is giving local business and industry, with result the fair gets virtually unanimous support each October.

Fair has good ammunition to prove point. For example, the Southwest edition of *The Wall Street Journal*, published in Dallas, carried a two-column story on the fair following the close of the 1950 exposition. Some of the statistics it emphasized were:

1. Out-of-town fair visitors spend at least \$12,000,000 with Dallas hotels, restaurants, department stores, filling stations and other businesses.

2. Fairgoers plunked down around \$20,000,000 on fairgrounds itself, for admission fees, football games, tickets to special shows, midway rides, food, etc.—most of which eventually found its way back into circulation in Dallas.

3. About \$50,000,000 is spent on fairgrounds during the year, including the fair, and of the \$30,000,000 that is spent during the off-season, most of it stays in Dallas, because of the permanent nature of the midway, etc.

*Wall Street Journal* story illustrates how Dallas fair uses business publications to cement support behind expo. Stories on business angles of fair's operation are prepared regularly for business pages of local gazettes and the fact that "the midway's doing good" is a matter of interest for the general news sections of the local papers. The Dallas Chamber of Commerce monthly magazine carries a yearly fair story with numerous pictures which virtually fill the publication. This is just one of the magazines appealing to businessmen that gives fair a big plug. Dallas businessmen are intensely interested in the fair as a barometer of business conditions. This pays off, of course, in exhibit space sold, employees let off for special days, advertising and promotion co-operation, etc.

Fair gets tremendous co-operation from firms which profit most by fair. Magnolia Petroleum Company chips in on free acts. Pepsi-Cola Company does same on free acts for the summer midway.

Sanger's Department Store sponsors fair's public-address system as well as lost children's center and several other large exhibits. All stores come in with window displays and several include fair publicity in monthly statements to customers. Newspapers, radio stations and TV outlets are also co-operative. Newspapers publish large special editions on opening day of fair and radio and TV stations carry many special programs and free spots. There is no question of "competition" between fair and TV or other entertainment media.

Dallas fair is run strictly by businessmen, with an unpaid directorate of 48 Dallas business leaders. President is R. L. Thornton, chairman of the board of the Mercantile National Bank, one of the largest in the Southwest. Other directors are of equal stature in the business world.

Fair is chartered as non-profit institution and receives no subsidy from any branch of government. City maintains grounds and State of Texas owns a couple of buildings in the park, but neither have any control over the fair itself.

Dallas business chipped in \$25,000,000 to expand and fix up State Fair Park for Texas Centennial in 1936 and investment has been repaid many times over.

Altho Texas fair may be unusual in its huge attendance (2,176,519 last year) and its location in a prosperous, free-spending area, its value to Dallas is matched by that of many fairs to the communities they serve.

### Presque Isle Gate Rises First 4 Days

PRESQUE ISLE, Me., Aug. 4.—Attendance for the first four days of the Northern Maine Fair, which started here Monday (30) and ends today, hit 28,000 persons, and Secretary Robert Andrews reported that the mark was a slight rise from the 1950 gate for the same period.

Big day of the first four of the run was Wednesday (1), when the throng hit about 12,000. Yesterday (3) yielded a crowd of 6,000-8,000, Andrews estimated. Exact daily figures were not available. Weather for the run, while not perfect, was satisfactory.

George A. Hamid revue, fireworks displays and pari-mutuel harness racing were the grandstand attractions. Hamid unit played to capacity Wednesday and Thursday (2) nights and staged shows in the afternoon starting Tuesday. Trotting events also started Tuesday and continued thru today, and Andrews said that the handle for the first three days was up a bit from last year. No thrill show was utilized, but a local horse show was staged opening day.

### Martin Talent Booked Again At Barrington

GREAT BARRINGTON, Mass., Aug. 4.—Grandstand show at the Barrington Fair, September 9-15, again will be supplied by the Al Martin Agency, Boston, Edward J. Carroll, president of the annual, announced this week.

At least 10 acts and a circus band will be offered. The night show, tagged 1951 Fair Follies, will be given every night of the run except the opener. Carroll is negotiating to obtain a thrill show for the Sunday opener. Plans call for an afternoon and evening performance for the thriller.

Campaign to lure visitors to the fairgrounds is gaining momentum, and within the next two weeks four crews of billposters will put up paper in sections of New York, Connecticut and Massachusetts announcing the event. About 40 newspapers, six radio stations and a TV outlet will be on the publicity schedule and the fair association is contracting for daily broadcasts from the grounds.

### NOTICE! FAIR SECRETARIES

Have a high-class Carnival. Have open dates in Alabama, Georgia, Tennessee and South Carolina. Wire

LEONARD HILL, Boone, N. C., this week

### Wanted—Concessions

For Webster County Free Fair, PROVIDENCE, KY., September 4-5—5 Days

Fish Pond, Candy Apple, Shooting Gallery, Dart Games, Guess Your Weight, Novelties.

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"THE NATION'S MOST  
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**Want Complete Carnival FOR PRESTON COUNTY FAIR**  
Terra Alta, W. Va., for bookings between August 25 and September 5, 1951. Minimum 10 (ten) Rides, 20 (twenty) Concessions. Annual Celebration, Live-stock Exhibits, Parades. Give full details concerning Rides and Concessions by contacting HARRY G. SANDERS, Terra Alta Junior Chamber of Commerce, Terra Alta, W. Va.

**WANTED**  
Sept. 12-15th. Clean organized Carnival or Independent Rides. Concessions.  
**CARROLL COUNTY FAIR ASSN.**  
H. E. Tabor, President  
Berryville, Ark.

**TASLEY FAIR**  
Tasley, Accomack County, Virginia, August 21-25 inclusive. Concessions wanted for Independent Midway. No drift, no mist camps, no Gypsies. Write or phone  
**J. Edgar Thomas, Mgr.**  
Accomack, Virginia  
Central Agricultural Fair Association

**CARNIVAL WANTED**  
For CAMBRIDGE, NEB., SEPT. 1-2-3  
Biggest Labor Day Celebration in Western Nebraska. Mammoth Free Act program all three days. Contact  
**H. H. WEEKS**  
Cambridge, Nebraska

**ADAMS COUNTY FAIR**  
Five Days and Nights, Aug. 14 to Aug. 18, Abbottstown, Pa.  
5, 6 & 5 Shows or midway. Free Acts on stage booked thru Geo. A. Hamid office. Now booking for independent midway.  
**N. A. TRIMMER**  
R. D. #1 York, Pa.

**WANTED**  
MIDWAY FOR COUNTY INDUSTRIAL AND AGRICULTURAL FAIR  
To be held Sept. 18 through 21, 1951. Please make your answer complete as possible concerning number of rides, concessions, square footage needed and percentage given. Address all correspondence to MR. RICHARD T. SYMAN, c/o Hamilton Looms, Inc., Bedford, Va.

**COUNTY FAIR GOODING RIDES**  
On the Streets, Auburn, Ind., Aug. 27-Sept. 1.  
Want any Concessions not barred by Indiana. No gambling law. No flats.  
**FETE WALTER, Sec., St. Joe, Ind.**

**OPEN FOR FAIR BOOKINGS**  
**TIRZA'S WINE BATH REVUE**  
Includes six attractive girls. Excellent exotic specialties. A-1 Talker and Second Opener.  
**FEATURING TIRZA, IN PERSON, IN HER FAMOUS WINE BATH.**  
Have 60x40 colored blow-ups of all Girls, plus recent magazine and newspaper blow-ups of Tirza.  
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**THE NORTHWEST'S BIGGEST PAVED INDEPENDENT MIDWAY**  
**CORN PALACE**  
MITCHELL, S. D.  
SEPTEMBER 24-29  
150,000 People with money!  
6—Big Days & Nights—6!  
Finish the season with a good one! Good spots for legit. Merchandise Joints. Grab. Glass Pitch, Wild Life, Bottle Show, or what have you?  
Wire, phone or write  
**W. T. WILT, Corn Palace, Mitchell, S. D.**

**LAST CALL**  
**GREAT GRANGERS' PICNIC ★ FREE FAIR**  
AUG. 26 TO SEPT. 3, INC.—9 DAYS  
Choice spots for Shows, Hanky Panky, Ball Games, etc. No Flat or Coupon Stores. Write or Wire  
**BOB RICHWINE, WILLIAMS GROVE PARK, MECHANICSBURG, PENNA. Phone 4571.**

**DELTA FAIR & LIVE STOCK SHOW**  
GREENVILLE, MISS., SEPTEMBER 15-22 INCLUSIVE  
WANT TO BOOK INDEPENDENT CONCESSIONS OF ALL KINDS. Gadgets, Novelties, Grab, Photos, Frozen Custard, Books and Bibles and any other Concessions not conflicting. All replies to  
**C. H. RANEY, Supt. of Concessions, P. O. Box 103, Greenville, Miss.**

**WANTED—CARNIVAL AND RIDES FOR 44TH ANNUAL LYONS FAIR**  
AUGUST 21-25  
Old established spot. Call or wire A. F. FOSTER, Sec'y., Lyons, Indiana.

SIX DAYS \$ **THE FAMOUS NIAGARA COUNTY FAIR** SIX NIGHTS \$  
LOCKPORT, NEW YORK  
August 13 thru 18  
The first fair in western New York  
**ACTION NECESSARY**  
due to sudden disappointment  
**FAST BOOKING NOW FOR ALL KINDS OF RIDES—SHOWS—CONCESSIONS**  
Definitely no rackets or gyps  
BUILT UP AROUND SIX BIG NIGHT PROGRAMS  
**JOIE CHITWOOD—WARD BEAM—JACK KOCHMAN**  
MAMMOTH COUNTYWIDE FIREMEN'S COMPETITION  
LAST OUTDOOR ALL-STAR NATIONAL WRESTLING  
Wire **ELMER A. BARRETT, Mgr.**  
or Phone Evenings at Fairgrounds' Office  
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## WOM ANNUALS START STRONG

Presque Isle, Me., Yield Jumps 4G, Spending High

PRESQUE ISLE, Me., Aug. 4.—Frank Bergen's World of Mirth Shows were off to a fast start on their fair season, with the show owner reporting yesterday that the gross was up 20 to 25 per cent from last year statistically, or \$4,000 cash-wise.

Weather for the date was constantly threatening but satisfactory, Bergen said. The big day for both the show and the fair came Wednesday, with some 12,000 persons on the ground. A fluke of the elements aided the day, with rain falling for 12 miles around but missing the grounds.

Bergen was well satisfied with the spending pace, with all units

getting their share of cash. He opined that if all annuals booked by the show were as good as this one, there would be little to worry about.

Bertha McDaniel's Rocky Road to Dublin and Jack Synrex's Water Show both did well here. A dog and pony unit started work here and a Kiddie Jeep is on tap for Ottawa, Ont.

## Tenn. Valley Grosses Off

CHICAGO, Aug. 4.—Tennessee Valley Amusement Company did good business until July 4, but grosses since have been a shade off, according to the org's owner, Theodore Meadows, who was in Chicago Wednesday (1) after attending the funeral of his brother in Chariton, Ia.

Business at fairs is expected to remedy this situation, according to Meadows with the org set to play its first fair the week of August 13, in Clarksville, Tenn. and celebrations will follow, with Meadows winding up the season in Louisiana.

Line-up this year includes three rides, three shows and 30 concessions.

## Hannum Org Snags Big Philly Take

PHILADELPHIA, Aug. 4.—Playing the Cahill Field Fair at 29th and Clearfield Streets here thru Monday (30), Morris Hannum Shows racked up excellent grosses, with spending high.

Show was held over Monday due to rain Saturday (28). The arrangement was satisfactory to all concerned, since the show's next annual, Flourtown Fair did not get started until Wednesday (1), leaving sufficient time for the jump.

Three car giveaways here, Thursday (26), Friday (27) and Saturday drew capacity crowds. Weather for the stand, with the exception of Saturday, was fine. Dick Gilsdorf joined here with a C-Cruise ride and Mark Riley with popcorn. Contract of free attraction Suicide Simon has been renewed, and the Glass House, newly painted, will be used in Flourtown.

## Massena, N. Y., Opens Strong For Buck Expo

MASSENA, N. Y., Aug. 4.—O. C. Buck Expositions had one of its biggest opening nights here Monday (30) after trucking 200 miles from Montpelier, Vt., without mishap.

Org changed its bingo to darts and the game was approved by local officials. John Watkins, lot superintendent, formerly with Lawrence Greater Shows, Penn Premier and Hennies Bros., has become engaged to Louise Brock, member of the Four Vesses, aerial act. Miss Brock was formerly from Spartanburg, S. C. Wedding is scheduled for this fall.

George Carron, billposter, celebrated his birthday here and was entertained at the Roy F. Peugh trailer.

## Va. Greater Takes Spotty At Cambridge

CAMBRIDGE, Md., Aug. 4.—Virginia Greater Shows scored only fair business during a week's stand here ended Saturday (28), with rain marring opening and closing nights. Wednesday (25) children's matinee was lukewarm, but the same event went over big for the closer. Veterans of Foreign Wars was the auspices.

Ferris Wheel, Kiddie Whip and Kiddie Boat rides were brought on here for the rest of the season from Silk City Shows. Carroll Miller was expected in this week to take over the Side Show and add a Monkey Speedway. G. J. Floyd came on from Columbia, S. C., joining the Cotton Club Revue as leading comic. A new top was received recently for the revue.

Slim Gillespie, Mrs. F. Gerry and Daisy and Spicer Copeland all closed here.

## Evans Reopens After 3 Weeks Lost to Flood

WILLIAMSBURG, Kan., Aug. 4.—Evans United Shows played to good grosses here this week after losing three weeks to Kansas floods. Show lost stands at Leroy (July 6-7), Burlington (9-14) and Pomona (16-21).

During the flood, the show was marooned atop a hill at Kelly Park, Burlington. Some personnel got out, but 31 show people, two tourists and eight natives were stranded for four days.

Pomona fair was postponed until early September because flood waters knocked out the power plant at Ottawa, Kan., which supplies both cities with electricity. Franklin County Fair, Ottawa, also was postponed because of the flood.

Evans personnel worked with clean-up crews at Ottawa while laying over during the time of the canceled Pomona fair. Cherokee Amusement Company lost the Ottawa date.

The show reopened at Williamsburg Wednesday (25) to a good matinee and night. Friday (27) was the best day, with grosses topping all previous daily scores for the spot. Show stayed over Saturday (28), altho the fair was over, and, with a locally sponsored square dance, won good grosses. A radio station KANS musical group, the Corral Gang, broadcast from the lot. Evans opened in Clyde Wednesday (1).

## RAS STARTS BIG AT REGINA EXHIB

Claxton, Miller Productions Continue to Reap Top Grosses

REGINA, Sask., Aug. 4.—Business for Royal American Shows on the midway at the Provincial Exhibition here got off to a good start and by Wednesday (1) was every bit as good if not better than last year.

Owner C. J. Sedlmayr said the weather during the final three days would hold the answer. Good getaways have been racked up before in Regina, only to be knocked down by rain or intense heat in the final stretch.

As they have done over the Class "A" Circuit, Leon Claxton's *Harlem in Havana* and the *Moulin Rouge* continued the big winners. The Claxton show was well ahead of the first three days of last year and *Moulin Rouge* was beating the record set by previous featured revues.

Night play thruout the midway, front end and back, has been good but high temperatures have held afternoon business to a minimum.

## Ft. Worth Spot Is a Winner For Franklin

FORT WORTH, Aug. 4.—Excellent business is being racked up by Don Franklin, owner of the show bearing his name, who is operating a permanent ride set-up here in addition to his road carnival.

His 10-ride operation is now located at Forest Park here after originally opening next to the Will Rogers Coliseum where grosses were just so-so, according to Franklin. Org has a five-year contract for the spot.

The Franklin road show will vary from eight to 15 rides this year, depending on the dates played and the size of the lots, he said. Org will play Texas fairs exclusively, with the opener at Fredericksburg the week of August 15. Two new annuals will be the Texarkana and Bryan events.

Franklin has two new rides on order from Allan Herschell for his park here.

Monday, Children's Day, with many of the shows and rides retailing at 5-cents for the kids in the afternoon, was termed the biggest day of its kind in Regina by Sedlmayr. The day's receipts were over those of last year.

Show made a fast run in from Saskatoon, where business was healthy, and by early Sunday (29) shows and rides were taking shape.

The Regina *Leader-Post* by mid-week had given the midway generous story and picture coverage, including daily by-lined personality stories by Bruce Peacock, correspondent for *The Billboard*. Radio coverage, too, has been excellent.

## Farmer City Starts Okay For Turners

FARMER CITY, Ill., Aug. 4.—Turner Bros.' Show got off to a good start at the Farmer City Fair Sunday (29) with all departments sharing in the grosses, Cecil Turner, co-owner, reported.

Org, playing here for the first time, came in from the Taylorville, Ill., annual, where despite good weather, business was a shade under that of a year ago.

During all the rain and inclemency this spring, org has lost only one night.

Ten rides, six major and four kid devices, are in operation here. Four shows, produced by Ray Marsh-Bryden, were set up in the back end. Other shows include Bill Atterbury's monkeys and Motordrome, both of which joined here. Around 35 concessions are operating.

Show's staff is virtually unchanged from year ago, with Cecil and Ray Turner listed as co-owners; Mrs. Dorothy Turner, secretary-treasurer; Mrs. Ray Turner, concessions secretary, and Whitey Richards, general agent.

Org will move to Milford, Ill., from here and, following a five-day still spot in Crawfordsville, Ind., will move into the Terre Haute, Ind., fair, where big business is expected.

Ed Doyle joined here with his cookhouse.

## Lynch Frames Second Unit

HALIFAX, N. S., Aug. 4.—Bill Lynch, owner of the show bearing his name, has formed a second unit known as Greater Exposition Shows. The org is touring the maritime provinces under Dooley Morash, veteran showman.

Newly framed org is playing stands sponsored by the Canadian Legion and travels on trucks and by rail. Billy King, acrobatic cyclist and juggler, is carried as the free attraction.

## BLUE GRASS UP 25% AT PARIS, ILL., FAIR

CHARLESTON, Ill., Aug. 4.—Blue Grass Shows opened here Sunday (29) at the Coles County Fair to a first-day business which was slightly over the same day in '50, according to C. C. (Specks) Groscurth, owner.

Show trucked here from the near-by Paris, Ill., fair where weather held up thruout the week and produced grosses which were close to 25 per cent ahead of last year. Four fairs played thus far this year, topped '50 business, but the Paris annual was the outstanding stop on the route.

The midway was well painted here and three light towers and

a search light added to the flash. Eleven rides, seven shows, a Penny Arcade and 48 concessions were in operation.

Org will add shows and a free act for the big one on the route, the Southern Illinois State Fair, at DuQuoin and will continue to carry the free attraction for its Southern fair dates to follow.

Staff here, in addition to Groscurth, includes M. G. Stakes, office manager, and Cash Wiltse, general agent. Mr. and Mrs. Groscurth rejoined here after spending a week in New York where they combined business with a few days vacation.

## Danville, Ill., Fair Opens Big for Young

DANVILLE, Ill., Aug. 4.—Eddie Young's Royal Crown Shows launched a strong fair route here this week at the Eastern Illinois Fair and opening day, Sunday (29), racked up grosses which substantially topped last year's first day mid-way takes. Monday and Tuesday business was fair, but Thursday, Danville Day, was expected to be a big winner.

Back-end units registered big takes on Sunday with Joe Sciorino's Girl Show, Louis Scott's Minstrels, Jimmy Chavanne's Side Show and Sam Caldwell's Motordrome sharing in the yields.

Org, which has 15 rides and 12 shows in the air here, is laid out with its front entrance adjacent to the main grandstand gate and is getting plenty of customers as the attractions break.

Royal Crown moved here from Decatur, Ill., where business was so-so, according to Young. Next stop will be Waynesville, Mo., for

a three-day stand prior to opening at the Springfield, Mo., fair.

Walton's Wild Life and Snake shows joined here, as did Sam Caldwell's Motordrome.

Mrs. Eddie (Dolly) Young entertained a number of visitors on opening day, including Al Sweeney, of National Speedways, Inc.; Mr. and Mrs. Don Greco, Gem City Shows; Cecil Magee and Ernest Mohr, president and secretary respectively of the fair here, and several Illinois Department of Agriculture officials. Bob Mack, org's general agent, rejoined here after a Southern trip.

## Wagner Hits Winner At Muncie, Ind., Fair

MUNCIE, Ind., Aug. 4.—Al Wagner's Cavalcade of Amusements, favored with ideal weather all week at Delaware County Fair, is winding up one of its best stands of the year here today.

Kids' day, Tuesday (31), was

one of the largest single days ever recorded here and an estimated 30,000 tickets were sold when the moppets flooded the midway area.

Louie Berger, org's general agent, joined the show for several days here this week. Mrs. Zeke Shumway left to attend the funeral of her father, Pappy Sudduth, who was buried in Dallas. Mrs. Frank J. Lee joined her press agent husband here for a month's tour.

Newspapers were liberal with both photos and stories and many of the Cavalcade personnel were interviewed on tape recordings, later aired via local radio stations.

## Maybelle Crafts Dies Suddenly

NORTH HOLLYWOOD, Calif., Aug. 4.—Funeral services were held Friday (3) for Mrs. Maybelle Crafts, 65, at the Wee Kirk o' the Heather, Forest Lawn Memorial Park, Glendale. She died Tuesday of a heart attack at a local hospital.

Mrs. Crafts was well known in outdoor show circles having been associated with her husband, Orville N. Crafts, in the operation of the Crafts 20 Big, Exposition and Fiesta shows. Following their marriage in 1923, she served as the shows' secretary and bookkeeper until she retired a few years ago. She was also prominent in show club work, being past president of the Ladies' Auxiliary, of the Pacific Coast Showmen's Association. In addition to her husband, she is survived by two sons by a previous marriage, Frank Warren, manager of 20 Big Shows, and Roger Warren, manager of the Exposition unit.

## Coleman Org Draws Winner At Boonville

BOONVILLE, N. Y., Aug. 4.—Takes from the first four days of the Boonville Fair here, which started Monday (30) and winds up today, had Dick Coleman of Coleman Bros.' Shows, midway org, beaming and confident that with a decent gross for yesterday (3) the show would finish well ahead of its 1950 mark. Date here was the first of the fair season for Coleman.

Rain yesterday had Coleman a bit leery of the outcome, but a drum and bugle corps contest slated for the closer promised to pack the grounds. Children's Day staged yesterday proved a winner for the Coleman org, with a packed midway.

Show's biggest day of the run, and also the largest in the history of the annual, came Wednesday (1). Firemen's Day, Morning and afternoon rain Tuesday (31) hurt but put the gross only slightly below the comparable day last year.

This year's run of the fair marked the first time that the

(Continued on page 54)



# Midway Confab

Les Minor and wife, after a short vacation, returned to the Morris Hannum Shows at Cahill Field Fair, Philadelphia. Lou Riley was a visitor to the show there. . . Mr. and Mrs. Richard L. Hall, of Victory Exposition Shows, are appreciative of the

many letters received from well-wishers during Red Hall's recent confinement in a Scotia, Neb., hospital.

Mrs. Lorraine Brady and mother, Mrs. J. A. Wilson, assisted by Edna and Dutch Schmitt. Jane  
*(Continued on page 64)*



LAST CALL

LAST CALL

Get Your Season's Work Here

OZARK EMPIRE DISTRICT FAIR, SPRINGFIELD, MO., STARTING SAT., AUG. 11TH; FOLLOWED WITH SIOUX FALLS, SO. DAK.; STATE FAIR, LINCOLN, NEB.; TULSA, OKLA.; MUSKOGEE, OKLA.; FT. SMITH, ARK., AND A STRING OF SOUTHERN FAIRS.

CONCESSIONS

Photos, Jewelry, Cookhouse, Grab, Popcorn, Snow, Ball Games, Hoopla, Fish Pond or any Hanky Pank.

CONCESSION HELP

Caller and Counter Man for Derby Racer, Working Help for Penny Arcade, Agents for Hanky Panks.

RIDES

Will book Caterpillar, Fly-o-Plane, Rock-o-Plane, Spitfire, Looper, Rocket, any Major Ride not conflicting. Kiddie Rides, Little Dipper, Mechanical Pony or any new Ride not conflicting.

SHOWS

Monkey Show, Midget, Fat Show and any well-framed and flashed Girl Show.

GIRLS

For Revue and Posing Show, also Ticket Sellers and Man to up and down show front that can drive semi truck.

COLORED REVUE HELP

Want Girls that will work, take orders and can stand prosperity. Contact Lewis Scott.

RIDE HELP

First and Second Men for office owned Rides. Must drive semi truck and be sober. Long season, top salaries.

All Replies to E. L. YOUNG, Mgr.

Waynesville, Mo., until Thurs., Aug. 9th; then Springfield, Mo.

# Royal Exposition Shows

Evans County Fair, Claxton, Ga., Sept. 3 to 8; Jenkins County Legion Fun Festival, Millen, Ga., Sept. 10 to 15; Screven County Legion Fun Festival, Sylvania, Ga., Sept. 17 to 22; Toombs-Montgomery County Fair, Vidalia, Ga., Sept. 24 to 29; Jefferson County Fair, Louisville, Ga., Oct. 1 to 6; Middle Georgia Fair, Milledgeville, Ga., Oct. 8 to 13; Bulloch County Fair, Statesboro, Ga., Oct. 15 to 20; Burke County Fair, Waynesboro, Ga., Oct. 22 to 27; Georgia State Colored Fair, Macon, Ga., Oct. 29 to Nov. 3; American Legion Fall Festival, Pelham, Ga., Nov. 5 to 10.

Here is 10 consecutive weeks of proven fairs where tobacco and cotton money will be flowing, and this will make our fifth consecutive year for most of these spots. We are now booking for these dates and can use various Concessions such as Ball Games, Long Range, Short Range, Cigarette Gallery, Photos, Rotaries, Novelties, Custard, Age and Scales, American Palmistry, Chocolate Dip, French Fries, Derby Race and Diggers (Farrell, note), Shows: We can use any worth-while Shows that have own outfits and transportation such as 10 in 1, Animal Show, Girl Shows, Snake Show, Motordrome, Fun House, Midget Show, etc. Will Mr. Wilson, Glass House man; White or Mrs. Sutton, Lee Houston and others, please contact at once? Chas. Siegrist, answered your letter, but no reply, Benny Wells, please keep in touch occasionally. Rides: Want Caterpillar or Tilt for the above dates, also a couple Kid Rides. All letters and wires to Lincolnton, Ga., this week. Augusta, Ga., follows.

ROYAL EXPOSITION SHOWS



LAST CALL

WANTED—Strictly Legitimate CONCESSIONS for

- August 12-18—Weymouth Fair, Weymouth, Mass. (a few good spots left)
- August 13-18—Rehoboth Fair, Rehoboth, Mass.
- August 23-25—Hartland Fair, Hartland, Vt.
- August 23-26—Cheshire Fair, Keene, N. H.
- August 31-September 3—Lancaster Fair, Lancaster, N. H.
- September 2-8—Three County Fair, Northampton, Mass.
- September 6-8—Orleans County Fair, Barton, Vt.
- September 20-22—World's Fair, Tunbridge, Vt.

Groundman will be at grounds a week prior to opening. Have exceptionally good locations for MOTOR DROME and Long Range and Short Range Shooting Gallery. Attention: Roy Peloquin, call Haverhill office.

Contact

**LAGASSE AMUSEMENT COMPANY**

HAVERHILL, MASS.

Telephone 4-6461

Note: Positively NO GRIFT, NO MITT CAMPS, NO GYPSIES.

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

### WANT

Lawrence, Ind., Annual Celebration. Now playing Putnam County Fair, Greencastle, Ind.; Gallatin, Tenn., Colored Fair; Centerville, Tenn., Hickman County Fair; Lexington, Tenn., Fair; Huntingdon, Tenn., Carroll County Fair.

Want Popcorn, Floss, Ice Cream, Short Range, Photos and Hanky Panks of all kinds. Contact for Tennessee dates: Diggers, Pan Game, Pea Pool, Rat Game, Penny Pitch and Derby. SHOWS: Fun House, Glass House and Monkey Show.

All replies to JOHN PORTEMONT  
Greencastle, Indiana, this week

## DUKE'S BAZAAR

WANTS FOR PHILADELPHIA'S BEST RIDE SPOTS—TILT OR OCTOPUS

Also Mechanical or Monkey Show. Can place Grind Stores that work for 10¢. Merchandise Stores only. Long or Short Range Gallery. Simon Krause wants Merry-Go-Round Foreman.

Aug. 9 to 18, St. Danato Annual Fair  
67th & Callowhill Sts., Philadelphia, Pa.  
1951 Four-Door Sedan given away.

Aug. 20-26, Lima, Pa., Big Firemen's Fair  
Big Parade night of Aug. 21.

Then Gloucester County Fair, Paulsboro, N. J., Sept. 3 to 8—Six Big Days & Nights.

WIRE WESTERN UNION, CHESTER, PA., OR PHONE CHESTER 3-3630.

## BILL HAMES SHOWS

WANT FOR THE CREAM OF FAIRS AND CELEBRATIONS IN TEXAS

WORTH-WHILE SHOWS AND ATTRACTIONS THAT DO NOT CONFLICT. CAN PLACE MOTORDROME (this is real Drome Country). Acts and Attractions for Side Show. OUTSTANDING SENSATIONAL FREE ACT FOR BALANCE OF SEASON. CAN PLACE CAPABLE RIDE HELP AND OTHER USEFUL CARNIVAL PEOPLE. ESPECIALLY WANT GOOD MAN TO HANDLE PRETZEL RIDE.

All address BILL HAMES, Mgr.  
GENERAL OFFICES: BOX 1377, FORT WORTH, TEXAS.

## WOLFE Amusements

HAVE NOT MISSED A MONDAY FOLLOW THE WOLFE ARROW

IN 10 YEARS  
SHENANDOAH, VA., THIS WEEK; SCOTTSVILLE, VA., NEXT

Pay Rents and all Mills working full time—Downtown Locations—Hot Cow Pastures.

—WANT—

Few more Hankys, Basketball, Ball Game, String Game, Hoop-La, Long Range, Custard, Novelties, Age, Scales, Store Agents wire Dallas Duncan. Bingo Help for 9 Fairs, Cookhouse Help.

—RIDE HELP—

Chairplane Foreman, top salary and bonus. Chas. Sanders, wire now, good proposition. Man to handle Kiddie Whip. BEN WOLFE, Owner; DALLAS DUNCAN, Business Mgr.; ERNIE SYLVESTER, Sec. and Agent.

## Want---Capable Trainmaster---Want

SALARY NO OBJECT IF YOU ARE CAPABLE OF HANDLING TRAIN

Contact: AL WAGNER, Mgr., Cavalcade of Amusements  
RICHMOND, IND., THIS WEEK

## TURNER BROS.' SHOWS

WANT RIDE FOREMEN, especially Tilt-a-Whirl and Roll-o-Plane Foremen. Can use Second Men on Rides that drive.

ADDRESS:  
CECIL TURNER, Mgr.  
Mifflord, Ill., this week; Crawfordsville, Ind., next week.

## CAN PLACE AGENTS

For Cigarette Shooting Gallery and Ball Game. George Debbard, contact

PATSY SRADER  
M. A. SRADER SHOWS  
Franklin, Nebraska

## WANTED

Agents for Pan Game and Rat Game. Also other PC Dealers. Will give Head of Joint to capable Men. Contact

TONY  
Care Viviana Bros. Shows, Atkins, West Virginia, this week.

## MACK HOGE WANTS

For J. A. Sparks Shows

Skills Agents, Tullahoma, Tenn., this week. E. A. Hoppy Chapman or Danny Royal, call me.

MACK HOGE



# HILL'S GREATER SHOWS

## WANT FOR 10 FAIRS, STARTING

BLACKHILL RANGE DAYS FAIR AND HORSE SHOW, RAPID CITY, S. D., AUG. 13-19; CENTRAL WYOMING STATE FAIR, JASPER, WYO., AUG. 20-25; WYOMING STATE FAIR, DOUGLAS, WYO., AUG. 28-SEPT. 1; SCOTTS BLUFF COUNTY FAIR, MITCHELL, NEB., NEBRASKA'S BIGGEST LABOR DAY FAIR, SEPT. 3-8; HALE COUNTY FAIR, PLAINVIEW, TEX., SEPT. 10-15; CURRY COUNTY FAIR, CLOVIS, N. M., SEPT. 17-22; DAWSON COUNTY FAIR, LAMESA, TEX., SEPT. 24-29; REEVES COUNTY FAIR, PECOS, TEX., OCT. 1-6; ARANSAS PASS, TEX., FAIR AND BLESSING OF THE FLEET, OCT. 12-18.

SHOWS—Want capable Girl Show Operator for A-1 Frame-Up. (Mac & Peggy, contact.) (Buddy Buck, can use you.) Will book Snake, Unborn, Monkey, Fun House, Glass House, Motordrome. (Joe Dutro, wired you money, money was

returned.) Linda Lopez wants useful Side Show People (Chuck & Cookoo, come on). RIDES—Have opening for Pony Ride, Octopus, Streamlined Cat, Lusse Scooter.

**HAVE FOR SALE—A-1 SPITFIRE, COMPLETELY FLUORESCENT LIGHTED. CAN BE SEEN IN OPERATION.**

RIDE HELP—Want Foreman for Flying Scooter, Spitfire, Kiddieland. Second Men on all rides, good treatment, good pay, new trucks to drive.

**All address: H. P. HILL, Mgr.,**

CONCESSIONS—Will book Hanky Panks of all kinds, no "EX." Snippy Colb wants Waiters for Cookhouse. Daisy Stanley can use one Reader in Mitt Camp, must understand business. Want Agents for Count Stores.

NEWCASTLE, WYO., WEEK AUG. 6-11; THEN 10 BONA FIDE FAIRS.



## WANTED

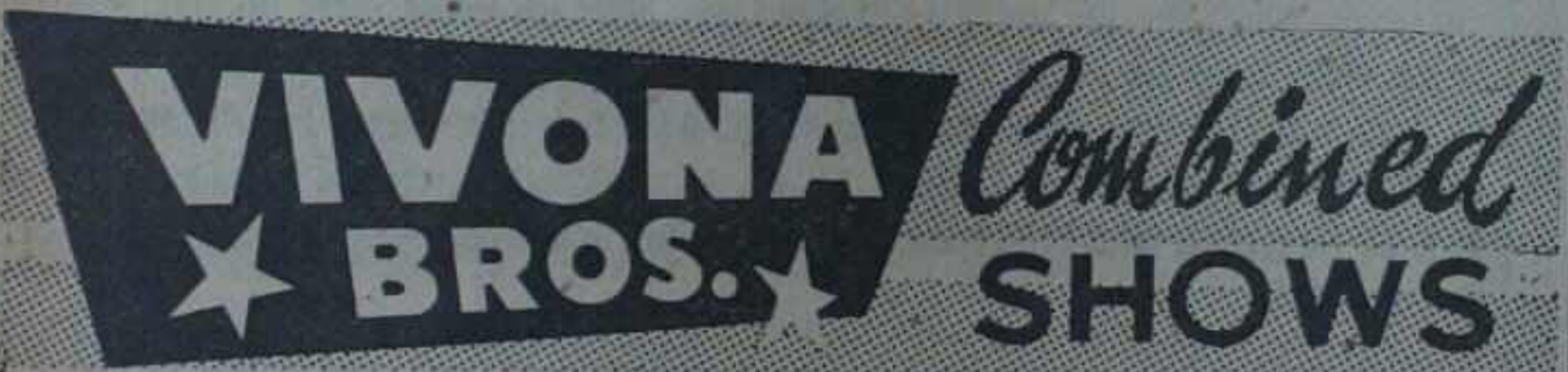
### FOR FLEMINGTON FAIR

AUGUST 28 TO SEPTEMBER 3 — SEVEN DAYS AND SEVEN NIGHTS, INCLUDING SUNDAY.

Shows, Lord's Prayer, Penny Arcade, Opening for Custard—All legitimate Concessions, Space limited.

**APPLY AT ONCE**

**I. T. SHOWS, INC.** Phil Isser, General Manager  
1539 East 29th St., Brooklyn, N. Y. Phone: NAvarre 8-8960



**WANT WANT WANT**  
FOR POCAHONTAS COUNTY FAIR, MARLINTON, W VA., AUGUST 13-18 AND THIRTEEN  
BONA FIDE FAIRS TO FOLLOW. WILL GIVE ROUTE TO INTERESTED PARTIES.

CONCESSIONS—Eat and Drink Stands, Hanky Panks of all descriptions. No exclusives. Hi-Striker, Photos, Short Range, Hats, Derby Racer, Rotaries, Penny Pitches, Hoop-La, Jewelry, Novelties. Will give P.C. if you have Hanky Panks.

SHOWS—Monkey Show, Wild Life, Motordrome. Art Spencer, have good proposition for you. Penny Arcade, Iron Lung, Glass House, Midgets, Grind Shows not conflicting with what we have.

RIDES—Can place Train Ride, Dark Ride, Live Pony Ride, Tilt, Caterpillar or any flat ride not conflicting with what we already have.

HELP—Can always use good Second Men on all rides. Happy Hawkins can use Bingo Help. Can use capable Agents for office-owned Wheels and Grind Stores. Danny Dell, contact.

CONTACT THIS WEEK, ELKINS, W. VA.



**CAN PLACE CAN PLACE**

FOR BIG MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA, AUG. 13-19,  
FOLLOWED BY CHAMBER OF COMMERCE, KEOKUK, IOWA

CONCESSIONS: Custard, Snow Cone, Popcorn, Candy Floss, Pronto Pups, Novelties, French Fries, Jewelry, Hi-Striker, Wonder Bar and Taffy Candy. Will book all legitimate Hanky Panks. Sell X on American Mitt Camp.

**ALL EATING AND DRINKING STANDS OPEN**

RIDES WANTED: Will pay to owners of the following rides, \$100. Cash on set-up in Davenport as a bonus to play Davenport and Keokuk to completely fulfill our contract. Percentage, 35%. Rolloplane, Flyoplans, Spitfire, Scooter, Little Dipper, Kiddie Whip or any Ride in A-1 condition not conflicting.

SHOWS: These Railroad Fair spots will fully support any or all of the following shows—Wild Life, Fat Show, Mechanical City, Midget, Big Snake, Crime, Wax Figures and Penny Arcade. \$100 bonus to each of the above shows on set-up. \$200 to A-1 Motordrome. Must play both spots. Ray Marsh Brydon, please call me.

Let's fulfill these contracts according to agreement. James Ayres can place Girls for Minstral Show enlargement, also Minstrels. Want 4 more Girls for Girl Revue Chorus, Salary from office.

Can place Canvasman and Second Men for 14 office-owned rides. Need 2 A-1 Foremen. Prefer semi drivers. Place A-1 Ride Superintendent. Do not misrepresent. Top salary.

Show holds contracts for 16 bona fide Fairs. Join now for first 4 big ones as follows: Davenport and Keokuk, Iowa; Kirksville and Bethany, Mo.

**Wire JOHNNY J. DENTON, Quincy, Ill.**

## Midway Confab

• Continued from page 63

Brown, Peggy Adams and Charley Saffer, staged a stork shower in honor of Mrs. Jack Nevius on the Dumont Shows July 18. Luncheon was served and entertainment furnished by Mrs. Jack Kearns and sons, Pete and Jack, and daughter, Kay; Richard and Rose Ely and Terry Lorde. Mrs. Nevius was the recipient of numerous gifts. Among guests present were Jane Brown; Mrs. Mary Madish and niece, Stella Marie; Mrs. C. V. Wilcox, Mrs. Zola Horton, Mrs. Marion Banks, Mrs. Lucille Melango, Edna Houldrich, Mrs. Jean Prezelomski, Mrs. Eva Costello, Mrs. Helen Nazer, Opal Westlove, Mrs. Betty Lucas, Mrs. Ann Graham, Mrs. Harold Joy, Ruby Cleaver, Mrs. John Ely, Rose Ely, Mrs. Diana Bistlich, Terry Lord, Chi Chi Del Rio, Cherry Wells, Babe Marystone, Lina Thompson, Mrs. Jean Cole, Mrs. Nell Adams, Mrs. Jack Kearns and daughter, Kay.

Paul Gearin, veteran Halifax, N. S., concession op and press agent, for the first time in 25 years, is not out with a show this season. He and Mrs. Gearin are traveling the circuit selling

## Coleman Winner

• Continued from page 62

annual opened on Monday. With Irish Horan's Lucky Helldrivers packing them in the grandstand, the Coleman show reaped the benefit of upped attendance Monday night and Tuesday afternoon and night.

Still date season for the show was up over last year despite considerable rain, Coleman said. Single bad date occurred last week at Amsterdam, N. Y., when the org was held on the lot for an extra week due to rain, with a consequent drop in the take.

Show took over the midway with about the same number of units employed last year.

## Small MIDGETS

for Bally Only in Connection With  
**Rose's Midget Revue**  
for Toronto, Ont., and London, Ont.

Please Contact  
**WHITEY WOODS** at  
"Midway Office"  
**Canadian National Exhibition**  
Toronto, Ont.

## Greater Midway Shows

Want for Lakeview, S. C., Tobacco Festival, Aug. 13 to 18, with 18 Fairs and Tobacco Festivals to follow in North and South Carolina. All winter in Georgia and Florida.  
Place Concessions all kind. Place one Mitt Camp and Photo Gallery. Agents for Stock Concessions and P.C. Ride Help for all Rides. Will book, buy or lease Ferris Wheel. Will furnish outfit for any Show. Bob Shelton, contact Bob Miller. Big crop, ninety money here. Address: FRANK DICKERSON, Nichols, S. C., this week; then Lakeview.

novelties and subscriptions. . . . Paul (Jack) Greeley, secretary of the Michigan Showmen's Association, is back at his Detroit home following an operation for the removal of a cataract from his left eye. . . . Leo Lipka, former show owner who recently had his second leg amputation, is able to get around with the aid of a wheelchair. . . . Mrs. Rose Birrens, wife of Joe Bivens, concession op on the World of Pleasure Shows, left Detroit Friday (27) for New York where she will enter a hospital to undergo major surgery.

**'America's Finest Show Canvas'**  
**TENTS—SIDESHOW BANNERS**  
USED CONCESSION TENTS  
10x16, 10x18, 10x20, in stock for  
**IMMEDIATE DELIVERY**  
Flameproof Material,  
All Excellent Condition.  
Bernie Mendelson—Charles Driver  
**O. Henry Tent & Awning Co.**  
4802 N. CLARK ST. CHICAGO 40

**CIGARETTE WHEELS**  
NEW  
30" Decorated, \$50.00 ea.  
48" Decorated, \$125.00 ea.  
Merchandise Wheels, Money Wheels, Lay-downs, Midwest Rep., Advance Nov., Co., Detroit, Mich., West Coast Rep., M. Manette & Co., San Francisco 3, Calif.  
**CARDINAL MFG. CORP.**  
430 Keap Street Brooklyn, N. Y. Evergreen 7-5027

**HUBERT'S MUSEUM**  
228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**THE NEW ROMAN TARGET**  
One of the finest stock concessions ever built. Write for prices and free literature.  
**C. A. WOODIN**  
Rt. 1, Joplin, Mo. Phone 2784-M

**LESLIE'S TRAILER PARTS and ACCESSORIES**  
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.  
1920 Stewart Ave., S. W., on Highway 4, going south, Atlanta, Georgia. Fairfax 2626

Shrunken Heads, Devil's Child, 2 Headed Babies, Age Boy, Fish Girl, Wolf Boy, many others. We make up your ideas, think of it, we can make it. Write for free circular.  
**Tate's Curiosity Shop**  
3835 E. Vanburen St. Phoenix, Arizona

## AGENTS AGENTS WANTED

The Big One You've Been Waiting For  
**Wisconsin State Fair**  
AUGUST 18th to 26th Inclusive

All you need is your suitcase. JOINTS SET UP and Hashed, waiting for you! 10 Big Days! Best locations! CAN YOU OPERATE ANY OF THE FOLLOWING?

- Over 12 • Huckly Bucks • Under 11 Over 30
- Rollo-downs • Balloon Games • Number Darts
- Hoopla • Glass Pitch • Coke Bottles
- Ball Games

All for Stock . . . Also Need Straw Hat Agents.

CONTACT

**HANK SHELBY**

Room 910, Tower Hotel 715 N. 11th St., Milwaukee, Wis.  
Phone: After 8 p.m., Broadway 2-1835. During Day Phone: Fairgrounds, Greenfield 6-3034.







# Morris Hannum Shows

One of the Great Eastern Shows

**DALLASTOWN, PA., FAIR, August 13-18**

Sponsoring a Saturday Parade With Thirty Bands

**Kutztown, Pa., Fair, August 20-25—Best August Fair in Penna.**

**SHOWS**—One Truck Front Girl Show, Side Show and other Shows with own equipment. Penny Arcade and Wild Life.

**RIDES**—Tilt, Cat, any Flat Ride. Need complete set of rides, August 27-Sept. 1.

**CONCESSIONS**—All Open. Those in Dallastown given preference in Kutztown.

**HELP**—Ride Men who drive. Man to handle Funhouse on salary.

**All replies to MORRIS HANNUM**

Flourtown, Pa., Fair now, telephone Phila. Wissahickon 7-8176 now; then Dallastown, Pa., telephone Yorktowne Hotel, York, Pa.



**15 FAIRS**

**WANT FOR**

**15 FAIRS**

Beginning with Clay County Fair, Manchester, Ky., week August 13

followed by

Knox County Fair, Barbourville, Ky.  
Blount County Fair, Maryville, Tenn.  
Maury County Fair, Columbia, Tenn.  
Lincoln County Fair, Fayetteville, Tenn.  
Lee County Fair, Opelika, Ala.  
Tri-County Fair, Manchester, Ga.  
Dodge County Fair, Eastman, Ga.

Macon County Fair, Montezuma, Ga.  
Ben Hill County Fair, Fitzgerald, Ga.  
Worth County Fair, Sylvester, Ga.  
Turner County Fair, Ashburn, Ga.  
American Legion Harvest Festival, Dawson, Ga.  
American Legion Fair, Cairo, Ga.  
American Legion Street Fair, Live Oak, Fla.

**SHOWS:** Big Snake, Mechanical, Monkey, Sideshow, Fat, Fun House or Glass House. Also organized Minstrel Show. Doctor Thomas, contact me. **CONCESSIONS:** Legitimate Stock Concessions of all kinds, Merchandise Wheels, Rotaries, Coke Bottles, Ball Games or any Hunky Panks. V. L. Collier wants 6-Cat Agents. **RIDES:** Book for balance of season 1 more Major Ride, Live Pony, Kiddie Train or Dark Ride. Want A-1 Billposter with car to join on wire. Good salary if you can cut it.

**All replies to J. L. KEEF**

Stanford, Ky., this week; Manchester, Ky., next week.

W. R. GEREN Presents

**MIGHTY**

# HOOSIER STATE

**SHOWS**

**INDIANA'S MOST MODERN**

**WANT CONCESSIONS**—Two large Cookhouses, Jewelry, Custard, Hunky Panks for Frankfort, Ind., Clinton County Fair, August 19-25. Can use flashy Girl Show.

**CAN USE Hunky Panks and Shows for Spencer, Ind., Owen County Fair, August 13 thru 17. No Girl Show.**

**HIDE HELP**—Second Men for Merry-Go-Round and Wheel.

Don't pass up the big Labor Day week., Gas City, Ind. Glass Festival on the Main Streets.

**EXHIBITS, PARADES, FREE ACTS and PRIZES.** September 3-8.

All replies phone Fairgrounds, Bicknell, Ind., Knox County Fair. Call for

**BILL GEREN**

**WANT Billposter for balance of season.**

**ATTENTION, Pat Garrett, phone Bill Lambert at Bicknell Fair Grounds, if at liberty.**

**NOTICE**—Jack E. Vinson, Bingo, call Bill Geren at once; very important.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

**6 DAYS & NIGHTS**

**6 DAYS & NIGHTS**

**Somerset County Fair, Meyersdale, Pa., Aug. 13-18**

**CONCESSIONS**—Want Glass Pitches, Pitch-Till-U-Win, Fishpond, Cork Gallery, Hi-Striker, Eating Concessions, Gadget Workers, Novelties and other legitimate Concessions.

**SHOWS**—Can place Wild Life, Arcade or any Grind Shows not conflicting. Andy Zane can place Dancing Girls for Girl Show; must be attractive. Also Canvasmen and Ticket Sellers. Al Renton wants Ticket Sellers, Pin Cushion, Fire Eater and other good Working Acts. Want man to Manage Life Show on 50-50 basis.

**WANT good Foreman, sober and reliable, for Merry-Go-Round and Ferris Wheel. Also Second Men on all rides who drive. Positively no drunks tolerated. Jimmy Slate wants Caller on Derby Racer. Remember, we have 15 fairs to follow. Will be out until Armistice Day, then park at Sarasota, Fla., for winter.**

**All mail and wires to**

**LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS**

Hatfield, Pa., this week; Meyersdale, Pa., next week, followed by the Great Huntingdon, Pa., Fair. All fairs until close of season.

## FAT FOLKS

**WANTED**

**MEN AND WOMEN FOR "FAT FOLKS FROLIC"**

**WISCONSIN STATE FAIR**

**MILWAUKEE, AUG. 17 TO 26**

State salary, age and weight.

Reply in detail.

**Ray Marsh Brydon**

General Delivery, Lincoln, Ill., now. Or Care Midway Office, Fairgrounds, Milwaukee, Wis., Aug. 11 to 16.

## County Fair Shows

**WANT FOR FOLLOWING FAIRS**

All Nebraska: Platte Center, Wisner, Geneva, Loup City, Bassett, Chambers, Johnston, Sargent, Dunning, Scribner. All Hunky Panks reasonable. Burr McCoy no longer connected. Platte Center, Aug. 7 and 8. No racket on this show.

**EARL JOHNSON, Owner**

## BORDER LAND SHOW

**WANTS**

Cat Back, Milk Bottles, Fish Pond, Dart Balloon, Bumper, Hoopla, Glass Pitch, Coke Bottles, Pitch-Till-U-Win, Cane Rack, Watch-La, Slum Spindle, Popcorn and Peanuts, Photo Gallery, Long Range Lead Gallery, Bill Luther and Dutch Bowden need Stock Joint Agents, need Helper in Corn Game, Edna, Tex., Aug. 6-11; Taylor, Tex., Sept. 14. In the Cotton and stay in Cotton Towns until Movement. Cotton good and picking high. No chance to miss in Cotton Towns. Get with a show that moves and makes money. No Ride Help needed. Call or wire: HOWARD DEASON, Mgr., Edna, Tex.

## WANTED

**MERRY-GO-ROUND FOREMAN**

who can drive semi. Also Photo, Custard and French Fries, Shows with own equipment.

**JOHN KEELER**

Centreville, Md., August 6-11; Laurel, Del., August 13-18.

## WANT INFORMATION

Regarding the whereabouts of Ronald Gilmore, New England States; was with Lagasse in 1949, operating Roll-a-Whirl Ride. Also C. E. Riley, South Central States, with Shamrock Shows in 1950. Wire or phone collect.

Have two repossessed and rebuilt Roll-a-Whirl Rides, 1949 model, for balance due. Bargains, terms to responsible people.

**ROLL-A-WHIRL CO.**

St. James, Mo.

## WANT COOKHOUSE

**REST OF SEASON**

Also French Fries Agents for Pin Store.

**WOLFE AMUSEMENTS**

SHENANDOAH, VIRGINIA

## Wilson Famous Shows

**WANT**

Foreman for Wheel, Second Men on all rides that drive and stay sober. Join at once.

This week, Cambridge, Ill.

## GENERAL AGENT

**WANTED AT ONCE**

For Georgia, Tennessee, South Carolina, Florida who has car and can produce. Contact:

**D. MURPHY, Gen. Del.**

Hamler, Ohio

**WANTED**

**Legitimate Concessions**

For August 15 to 25. Town population, 19,430. No gypsy.

**D. VAN BILLIARD SHOWS**

Home Address: Oaks, Penn.

Phone: Valley Forge 9-4561

## WANTED—WANTED

**1 BINGO COUNTERMEN.**

**2 MEN FOR ROCK-O-PLANE.**

Must drive semi.

If you drink, stay where you are.

**CHARLES CHANEY**

Care Maund City Shows, Mexico, Mo., this week; Boonville, Mo., next week.

## FOR SALE—KIDDIELAND

In San Jose, Calif., year-round business. Rides consist of Merry-Go-Round, Car, Rocket, Boats, Trrolley, Kiddie Whip, Steam Type Train, and six live Ponies with ring, barn and corral. Also rest rooms. Lot all fenced in. Sell at sacrifice. Make offer. Write Stephen's Enterprises, 928 North Second St., San Jose, Calif., or phone CVpress 2-5961 or CL48 born 2-5333.

## WANTED

**FOREMAN FOR BIG ELI WHEEL**

Must be well recommended, sober, reliable. Can also use employees for other rides. Prefer semi drivers. Top salaries, good treatment. Address inquiries:

**GOODING AMUSEMENT COMPANY**

1300 Norton Ave., Columbus, O. Telephone University 1193

## SHOWS WANTED

For Mason City, Iowa, and Route. Any Show that does not conflict.

**JOHN ROBINSON**

MODEL SHOWS, INC.

Janesville, Wis., this week; Mason City, Iowa, next.

## Nessler Greater Shows

**Want for Greenup, Illinois, Fair**

Concessions of all kinds. "X" on Scales, Novelties, Cookhouse and Custard. We do not overload. Will book Bingo.

**SHOWS:** Girl, Athletic, Snake or any Show with own equipment.

**RIDES:** Octopus, Caterpillar and one more Kiddie Ride. We have cars, Fun House. Help Wanted on all Rides. Come on. Must drive.

**B. NESSLER**

Marshall, Illinois, Fair

## JONES' BINGOS

**WANTS**

**CLERKS AND CALLERS**

**H. W. JONES**

Sheraton Hotel, Rochester, N. Y.

## LEO CARRELL

**WANTS**

Help inside and out for the world's best Chimpanzee and Pony Circus. Ticket Sellers, Grinders, Inside Lecturer, Prop Boys, etc. Must join in Superior, Wis., week Aug. 14.

Care Royal American Shows Ft. William, Ont., Canada, this week.

## DANCER

**FOR SINGLE-O GIRL SHOW**

Must be attractive, good worker.

Top salary and percentage.

Long season of good fairs.

Wire

**GIRL SHOW MANAGER**

American Beauty Shows,

Oskaloosa, Iowa

## WANTED

**FERRIS WHEEL FOREMAN**

**George Clyde Smith**

**Shows**

Johnstown, Pa., this week;

Saxton, Pa., next week.

## WANTED—CARNIVAL

For week of Sept. 1-8, 1951, Rockhill Park, Labor Day Event, also Skating Rink for winter months.

Owner and Managers

**MR. & MRS. H. T. WHITELEATHER**

962 Homestead Ave. Alliance, Ohio

## WANT

Candy Pitchman for Sit-Down Girl Show on 50/50. Can also use Ticket Seller and Girls for Girl Show.

**F. W. MILLER**

WORLD OF PLEASURE SHOWS

Bryan, Ohio

## WANTED

**SOBER WHEEL MAN**

Top Salary

**WINCHESTER AMUSE. CO.**

Falls Church, Virginia, this week; then Hamilton, Va.



# HARRISON GREATER SHOWS

## WANT FOR

Salisbury, Md., Aug. 13-18, Big Annual American Legion Celebration in the heart of town, followed by the Great Tasley Fair, Tasley, Va., Aug. 20-25; with Fairs until the 15th of November.

Can place Concessions of all kind. No exclusive. Want Eating and Drinking Stands, Popcorn, Candy Apples, Floss, Grab, Custard, Photo, Novelties, Age and Scale, Glass Pitch. All Concessions open. Want at once Foremen for Spillfire, Octopus, Rolloplanes and Chairplanes, and Semi Drivers. Want A-1 Billposter with or without transportation to join on wire. Have complete outfit for party with two or more girls to join after Tasley. All mail and wires to

**FRANK HARRISON**

Easton, Md., this week; then as per route.

# GREATER WATERLOO FAIR

Five miles from Sampson Air Base. 50,000 air cadets. Plenty of money in this area. Batavia, Genesee County Fair. Five nights of fireworks, Jole Chitwood two nights. Sensational free acts every night. Wanted Concessions—Eats, Popcorn, Floss, Waffles, French Fries, Novelties, Age, Games of all kinds. No grift. Wanted Shows—Mechanical, Snake, Illusion, Wild Life. Help on all Rides.

# NEW YORK GAIETY SHOWS, INC.

Wire Anthony Santillo, Depew, N. Y.

# J & B SHOWS

Want for Dist. Hts., Md., August 13-18; Manassas County Fair, August 22-25. This is a fair, not a promotion.

Can place Fish Pond, Duck Pond, Balloon Darts, Rotaries, Add-'Em-Up Darts, String Game, Coke Bottles, Long and Short Range Galleries.

Want Sound Car for balance of season. Roger Boyd, answer.

Can Place Shows—Monkey, Snake, Wild Life or small Ten-in-One.

All replies to

**JOHN HAYES, J & B Shows, Triangle, Va.**

## FOR SALE

## FOR SALE

Eli #5 Wheel, 1947 GMC Tractor, 28 Ft. Trailer, 32 Ft. Merry-Go-Round, 1945 Ford Tractor, 24 Ft. Fruehauf Van; Kiddie Airplane Ride, 8 Planes; 45 Ft. Front Panel Arch; 20x30 Ft. Top, practically new; 1947 Ford Tractor, 24 Ft. Nabors Van, 3 good Ticket Boxes, 45 Kw. Diesel Light Plant; 10 Kw. Diesel Light Plant mounted on 26 Ft. Carter Trailer with workshop in front end, pulled with 1945 Ford Tractor. Plenty of wire. 1948 Dodge Panel Sound Car, 2 P.-A. Sets, 2 Juke Boxes with Mikes, 25 Ft. all aluminum Office Trailer; 1945 Ford Winch Truck, Tulsa Winch, with 30 Ft. Hobbs Van. Some Concessions, numerous other items: Roll-down, Skillo, Razzle Dazzle, Swinging Ball. Lots of Tools and new Spare Tires. This equipment has just been re-painted and redecorated and is in first class condition. Trucks all have practically new tires and are in first class shape. No reasonable offer refused. Or would consider reliable Advance Agent and Legal Adjuster who can stand prosperity. This equipment is up and in operation at Hot Wells Park, Cypress, Tex.  
Address **CARL BOHN, c/o Hot Wells Park, Cypress, Tex.**  
(NO PHONE CALLS)

# GEORGE CLYDE SMITH SHOWS

## WANTED

Ball Games, Fish Pond, String Game, Darts, Balloon Pitch, Candy Floss, High Striker, Long and Short Range Lead Gallery, Age and Scales, Buckets, Swinger, Palmistry, Hoop-La, Huckley Buck Novelties, Penny Arcade. Wanted—Girl Show, Illusion Show, Mechanical City. Wanted—Roll-o-Planes, Tilt, General Ride Help, Hanky Pank Agents, Truck and Tractor Drivers. All replies to

**GEORGE CLYDE SMITH SHOWS**

This week, Johnstown, Pa.; next week, Saxton, Pa.

# SUNSET AMUSEMENT CO.

## COMING OUT OF THE NORTH WOODS

Want Ride Men who drive for Caterpillar, Ferris Wheel and Dodgem. Can place exclusive Derby, Scales, Jewelry, Custard or Ice Cream. Have no Ball Games on show. Can place Hanky Panks, Mouse exclusive.

Open Faribault, Minn., this week; Minn. Fair next.

# BOB HAMMOND SHOWS

## WANT FOR FAIRS WANT

Anadarko, Okla., Indian Exposition, Aug. 13-18; Decatur, Tex. Reunion, Aug. 20-25; Richardson, Tex., Fair, Aug. 27-Sept. 1; Baytown, Tex., Fair, Sept. 3-8; Henrietta, Tex., Homecoming and Oil Show, Sept. 10-15; Sugar Land, Tex., Fiesta, Sept. 10-16; Central Texas Fair, Temple, Sept. 17-22; Collin County Fair, McKinney, Tex., Sept. 24-29; Walker County Fair, Huntsville, Tex., Oct. 1-6; Livingston County Fair, Livingston, Tex., Oct. 15-20.

Want Grind Shows, Side Show. Can place Rides that do not conflict. Especially want Spillfire, Kiddie Train, Dipper. Want Concessions of all kinds that do not conflict.

Address **ANADARKO, OKLA., Aug. 7-13**

# Greater Dixieland Exposition

## WANTS

Custard, Grab, Popcorn, Glass Pitch, Hoop-La, Balloon Dart, Hi Striker, Ball Games, Jewelry, any legitimate Concession that works for stock. Place capable, sober Ride Help that drive semi. Ray Kramer wants Agents for Scales, Fish Pond, Penny Pitch. Place clean Shows with own equipment. Want set of flashy Kiddie Rides. Place independent Rides and Shows for our Fair Route. See ad last week's issue, page 63. This show will be out until Christmas playing proven territory. No Flats, no Gypsies. Free gate. All reply: Gladewater, Texas, now; Gilmer next, then per route.

# PLAYTIME SHOWS

## WANT

Hanky Panks, Grabs, Shows—Monkey, Drome, Freak, Fat. 8 best New England Fairs starting

**Aug. 19 at MARSHFIELD, MASS.—7 Big Days**  
Write ED BURR, Box 200, Quincy Mass

# Percell's PIONEER SHOWS

high class midway attractions

WILLIAMSPORT, PA., AUGUST 13 TO 18  
BRADFORD COUNTY FAIR, TROY, PA., AUGUST 20 TO 25  
FULTON COUNTY FAIR, AUGUST 27 TO SEPTEMBER 3  
THEN McCLURE BEAN SOUP FAIR, FOLLOWED BY  
CARBONDALE, PA., CENTENNIAL, OLDEST TOWN IN COAL REGION

Want Legitimate Concessions, all kinds. Cookhouse, Grab, Custard, French Fries, Novelties, Photos, Age, Scales, Jewelry, Pitchmen, Short Range, Buckets, High Striker, Arcade, what have you. Shows of Merit. Can Place experienced ride help. Semi Drivers preferred. Stretch Rice wants Agents. Buddy Bernstel needs Dancers. All replies this week, Moosic, Pa.  
**STRETCH RICE, Bus. Mgr.; MICKEY PERCELL, Gen. Mgr.**



# LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

"A 50-CAR RAILROAD SHOW MOTORIZED"

WANT FOR THE GREAT CARLISLE, PA., FAIR, AUG. 13-18; THE STATE FAIR OF WEST VIRGINIA, AT RONCEVERTE-LEWISBURG, AUG. 20-25, AND OUR STELLAR ROUTE OF FAIR DATES TO FOLLOW.

**CONCESSIONS:** Eating and Drinking, Ice Cream Dips, Frozen Custard, Root Beer, Derby, Ball Games, Concessions of all kinds, Grind Stores with Hanky Panks. Will book a few Stock Wheels with Grind Stores. OUR MIDWAY AT THE FAIRS IS OPEN TO EVERYONE. PAT McCREE IS NO LONGER WITH THIS SHOW. Can place a few good Wheelmen and Agents for office-owned Concessions.

**RIDES:** Octopus, Little Dipper or Dark Ride.

**SHOWS:** Motordrome and other worth-while Shows. Will place any Grind Show with own equipment. Will buy Specimen for Life Show. Operator for Fun House. Can always use Acts and Attractions for Side Show.

**HELP:** Roll-o-Plane Foreman. Second Men on all Rides. (Salary and bonus.) (Freddie Burton, get in touch with us.) A-1 Mechanic, Show Builder for all year around job, Couple to take over Kiddieland. Dissol Electrician. Will pay highest salary and bonus, with all winter's work. In Florida after Jan. 1.

All Address **LAWRENCE GREATER SHOWS**

PHILADELPHIA, PA. (Location: Avenue "I" and Erie St.) or c/o St. James Hotel, this week; then Carlisle, Pa.

# CENTRAL STATES SHOWS

## WANT FOR

ADAMS CO. FAIR, HASTINGS, NEB., AUG. 13-17; TREGO CO. FAIR, WAKEENY, KAN., AUG. 20-24; NO. CENTRAL KAN. FREE FAIR, BELLEVILLE, AUG. 27-31; HOISINGTON, KAN., LABOR DAY AND SEVERAL MORE FIRST CLASS FAIRS TO FOLLOW.

Motordrome, Iron Lung, Mechanical Show, Midget Cow or any Show not conflicting. Have complete frame up for Athletic Show. Want capable Operator. Want Girl Show Talent. Luther wants for 10-in-1 Show, Magician and any Working Acts. Also good proposition for Front Talker.

Can Place: Derby, Novelties, Pitchmen, Shooting Gallery (Sandeler, wire), String Game, Bumper, Jewelry and Custard, etc. Can book well framed Fun House and Penny Arcade. Will always place capable, sober Ride Help.

Wire **W. W. MOSER, Lincoln, Kansas**

# AMERICAN LEGION STATE CONVENTION

Week of Aug. 13 to 18, Holyoke, Mass.

This will be the biggest event this year in New England. There will positively be over Four hundred thousand people at this celebration. Parades will disperse at show grounds. Positively no grift. Will place Wild Life Show, Illusion Show, Motordrome or any clean show. Nice spot for Rotaries. Free U. S. War Bond given away nightly, opening for Frozen Custard, Age & Scale Concession space and time limited.

All Contact

**JOHN SHUMSKY**  
PIONEER HOTEL

1968 MAIN ST.

TEL. 74301

SPRINGFIELD, MASS.



# WADE GREATER SHOWS

**INGHAM CO. FAIR**  
 MASON, MICH., AUG. 13-18

This Fair is at the County Seat of the State Capitol. Approximately 10,000 Persons Daily. Large Fair Grounds and Many Buildings. Always Packed. One of the Old Sure-Fire HIT Michigan Fairs.

**WANTED**

FUN HOUSE \* MECHANICAL CITY \* WILD LIFE \* GIRL SHOW

CONCESSIONS—ALL GAMES, SALES & CATERING OPEN, EXCEPT CORN GAME, POPCORN & ICE CREAM

**WANTED RIDES**

SPITFIRE \* FLYING SCOOTER \* OCTOPUS \* DARK RIDE

**WADE GREATER SHOWS**

O. Buck Saunders, Mgr.

LAGRANGE, IND. (FAIR), ALL THIS WEEK

P.S.—Sanilac Co. Free Fair, Sandusky, Mich., follows Mason.

## CAN PLACE LEGITIMATE CONCESSIONS

At the Following New York State Fairs starting week August 13.

ELMIRA, MALONE, RHEINBECK, BATH.

Also

Great Barrington, Mass.;

Bridgeton, N. J., and

Danbury, Conn.

Address

**O. C. BUCK**

Gouverneur, N. Y.

# MIGHTY PAGE SHOWS

(14 FAIRS)

(14 FAIRS)

(Featuring Search Lights, Light Towers, and an outstanding Free Act nightly. Now booking for Rockymount, Virginia, Fair, August 13th through 18th. Followed by Tappahannock, Virginia, Fair, and 12 other Fairs through middle of November, then Florida for the winter. Complete route to those interested.)

Shows: Life, Big Snake, Glass or Fun House, Wild Life, Mechanical (special proposition to Metordrome and Penny Arcade).

Concessions: Photos, Rotary Diggers, Age and Scales, Novelties, French Fries, Sno Cone, Waffles, Jewelry, Country Store, Hoop-La, High Striker, Slum Bowling Alley, Ball Game, Coke Bottle, also Peek-Em-Darts, Swinger, Buckets, Pin Store, some P.C. open if you have other concessions. Pollock Saulsbury and Slim Cunningham want Skillo and Count Store Agents.

Rides: Kiddie Auto, Roto Whip, Train, Live Pony, Aeroplane, Boat Rides or any Kiddie Ride not conflicting. We have an outstanding route of Fairs for Kiddie Rides. Need good, reliable Ride Help on all rides that drive. Top salaries and pay every Tuesday (Jimmie Brown, come back). Also winter work in Florida.

Jimmie Hatcher, contact Roland Page. Harry Morris, contact Bill Page. All replies to

**BILL PAGE**

Pearisburg, Virginia, this week; then Rocky Mt., Virginia, Fair Grounds.

P.S.: Want first class Billposter with car to join on wire.

# KING REID SHOWS

★ ★ PROUDLY ANNOUNCE ★ ★

## Finest Fair Route in the East

SKOWHEGAN, MAINE, STATE FAIR  
 LYNDONVILLE, VERMONT, FAIR  
 OTSEGO COUNTY FAIR, Morris, N. Y.  
 SCHAGHTICOKE, N. Y., FAIR  
 THE GREAT BROCKTON FAIR  
 SOUTH PARIS, MAINE, FAIR  
 COBLESKILL, N. Y., FAIR  
 BLOOMSBURG, PA., FAIR

Can place Legitimate Concessions of all kinds.

WANT: WILD LIFE SHOWS, ARCADE, MECHANICAL SHOWS, GOOD GRIND SHOWS.

Wire at once to Skowhegan, Maine. Fair opens THERE SATURDAY, AUGUST 11, or 18th for 8 great days and 8 TREMENDOUS NIGHTS. SPECIAL RATES FOR THOSE BOOKING ENTIRE FAIR ROUTE.

**KING REID SHOWS . . . SKOWHEGAN, ME.**

## TEX THOMAS WANTS

TO HEAR FROM ANY OF HIS OLD CREW.

CAN PLACE ONE TICKET SELLER AND TWO CANVASMEN. TICKETS IF I KNOW YOU. JOIN AT ONCE.

**TEX THOMAS**

% JAMES E. STRATES SHOWS  
 Rochester, N. Y., This Week;  
 Cortland, N. Y., Next Week.

## WANT WANT WANT

Ride Foremen for Octopus, Rolluplane and Wheel. Also can place roller, reliable Second Men. Either salary or commission. Pay every night if desired. This Show stays out all winter playing Gulf Coastal Defense Cities. Ride Foremen given preference who are mechanics or electricians. All replies to

**MGR., PLAYLAND AMUSEMENT PARK**  
 FORT WALTON, FLORIDA

The following please contact at once: Robert Britton, Paul Barnolds, Earl Lane, Richard Roach, Pat "Whites" Huntcutt, Earl Decker and John Ard.

**FOR SALE**

12 FT. POPCORN TRAILER

Equipped with Butane Gas, Creators Popper, Stainless Steel Steam Table, \$400.00. With privilege of booking on show for balance of Fair Season ending Nov. 1.

**J. T. (Whitey) Richards**  
 Cafe Turner Bros. Shows, Milford, Ill., this week; Crawfordville, Ind., next week.

## WANTED CARNIVAL

FOR VETERANS OF FOREIGN WARS

August or September. Address:

**E. A. GRAY**

671 Sweetser Ave., Evansville, Ind.

## CAPABLE SLUM STORE AGENTS WANTED

Fish Pond, Fish Bowl, Over 12, etc. Be in on the Big Three.

**DETROIT—NASHVILLE—ATLANTA**  
 James Hitchey, Fishpond Vern, Curly Willows, wire me.

## BILLY BEJARANO

Cavalcade of Amusements, Richmond, Ind., this week; then as per route.

Ball Game Agents also needed.

**MARVEL SHOWS**

Elizabeth, Ill., Fair, Biggest in Northern Illinois.

Can place Concessions not conflicting. What have you? Celebrations in Illinois till Sept. 25. Then South Elizabeth, Ill., Aug. 7-9; Pecatonica, Ill., Aug. 15-17; Templeo, Ill., Aug. 15-17; Olesby, Ill., Aug. 18-19; Bartonville, Ill., Aug. 24-25-26. Contact

**LEW REECE & MARION FULLERLOVE**  
 Wire, Phone or Write

## DYER'S LATTI HOEY UNIT 2

Opening Thursday, Aug. 9, Maquoketa, Iowa; Mt. Airy, Greenfield Fairs follow. Cotton country after Labor Day.

Want Shows, Rides, Concessions, Eats, Pop Corn. Contact E. McAtee, Mgr., Unit 1 Fair Grounds, Maquoketa, Iowa. Unit 1 wants Shows, Dark Ride or Ponies, Truck Drivers, Second Men, Cookhouse, Grab, Hanky Panks. Will furnish \$240 Tent. Fairs: Manchester, Fairfield, Boone; then Wisconsin. Contact

**DYER'S GREATER SHOWS**

## CARNIVAL WANTED

for **FANNIN COUNTY FAIR**

Benham, Texas, September 25-29

Contact **FRED BROWN, Sec.**

## WHITIE BUTLER WANTS

Cookhouse Help, from front to back; two good Griddle Men, Dinner Cook, Counter Help, Man and Wife for Grab Joint. Want Agent for Six Cat. (Johnny Cain, wire.) Booked exclusive, 14 consecutive Fairs. ADDRESS

Care **DON FRANKLIN SHOWS**, Fredericksburg, Texas, Aug. 19-18; then per route.

# BRODBECK & SCHRADER

LAST CALL FOR MIDWAY ATTRACTIONS

Colorado State Fair, Pueblo, Aug. 18 to 25  
 Colorado's 75th Anniversary

Can place outstanding Rides, Shows and Hanky Panks. Want first rate Talker for Featured Show; salary or percentage or both.

Also booking Midway for Kansas State Fair, Hutchinson, Sept. 15 to 22.  
 Home Address: Kingsley, Kan.

# MT. VICTORY, OHIO, CENTENNIAL

CONCESSIONS AND SHOWS WANTED  
 AUGUST 15, 16, 17, 18

Activities commence every day at noon. Pageant—Parades—Free Acts—Contests  
 Want Kid Rides, Penny Arcade, Want Novelties, Popcorn, Sno Cone, Custard, Photo, Rotaries, Long and Short Range, French Fries, Ball Games, Dart, Fish Pond, Jewelry, Waffles and Stock Stores of all kinds.

Caledonia, Ohio, Firemen's Jubilee, Aug. 7-11.

**FRED NOLAN**

Mexahala Park, S. Zanesville, Ohio. Ph. 25252—Ph. 2-7671

# OZARK MOUNTAIN SHOWS

Osage Beach, Mo., this week

Want Ride Help for Merry-Go-Round, Ferris Wheel and Octopus, top wages; also Second Men on all Rides. Hanky Panks of all kinds, cheap privileges, \$10.00 a week. Bingo Help, Caller and Countermen, top salary to right people.

Charley Lee, contact Leo. Wire, write or call

**MANAGER, OZARK MOUNTAIN SHOWS**

at Osage Beach, Mo., Highway 54.

# BLUE GRASS SHOWS

WANT EXPERIENCED CARNIVAL ELECTRICIAN

Must understand Sperry Searchlights and be licensed driver.

Address **C. C. GROSCURTH, Mgr.**

**BROWNSTOWN, IND.**

P.S.: Can use Ride Help on all rides.

## — A-I AMUSEMENT —

Wants for Cresco, Iowa, Aug. 7-11; Northwood, Iowa, Aug. 13-17.  
 Duck Pond, Ball Games, Pitch-Till-U-Win, Hoop-La, Bumper, Mug Joint, Shooting Gallery, Glass Pitch or any other non-conflicting Hanky Panks. Can place 5-Cat. Buckel Store. Can place nice clean Cookhouse. Want Ride Help: Foremen and Second Men on Eli 5, 8-Tub Octopus and Merry-Go-Round. Best of wages. Must drive well. Can place Chairplane, Rolluphirl or Rolluplane. Can place 10-in-1, Monkey or Illusion Show. Chas. Doerson wants Bingo Caller and Counter Help. Howard, contact.

**JOHN HANSEN, MGR., CRESCO, IOWA**

# CONEY ISLAND SHOWS

FAIRS starting PENNINGTON GAP, VA., Sept. 3 to 8

WANT Shows and Rides that do not conflict with what we have. WANT Side Show Manager with inside. We have Top and Front. Want Man and Wife for Illusion. Want Monkey Show, Unicorn, Fat Show, Mechanical City and Motor Drome. Manager and Girls for Girl Show. Want Concessions of all kinds. Will sell Ex on Photos, Custard and Grab. WANT Chairplane and Kid Ride Foremen and Ride Help. Good Truck Drivers. Want Man and Wife to operate Cook House. Can place Show Painter.

**WEST JEFFERSON, N.C., THIS WEEK.**

# AT LIBERTY LEGAL ADJUSTER AT LIBERTY

STARTING SEPT. 1 WITH 10 BEAUTIFULLY FRAMED CONCESSIONS—SOME HANKY PANKS. HAVE PLENTY OF EXPERIENCE AND MY PAST RECORD SPEAKS FOR ITSELF.

Will consider only a nicely framed Show with a Good Route.

Address: BOX 421, Care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

# CARL D. FERRIS SHOWS

WANT FOR FOLLOWING FAIRS

Ithaca, N. Y.; Lowville, N. Y.; Watertown, N. Y.; Little Valley, N. Y.; Dunkirk, N. Y.

Concessions of all kinds—legitimate only. Shows—Side Shows, Working World or any good Grind Show. Jig Show to follow Dunkirk, N. Y., Labor Day for Southern Fairs. Daniel Dell would like Man to take care of Grind Store.

**ITHACA, N. Y., AUG. 4-11.**

# JOLLYTIME SHOWS

WANT FOR WEARDWOOD, VA., COLORED FAIR, AUG. 14-18

Hanky Panks of all kinds, Kiddie Rides, any Grind Show with own outfit. Dick Palmateer wants Man and Wife for Serpentina Show. Ride Help on all Rides. Joseph Sullivan, please contact.

All Replies to Mgr. **W. K. Price, Pocomoke City, Md.**

# WORLD OF PLEASURE SHOWS

Warsaw, Indiana, Free Fair

August 13-18

WANT—Funhouse, Mechanical City, Motor Drome, Snake, Animal, etc. Especially want Sideshow, Illusion or large Animal Show to feature.

Ride Help on all Rides that drive semis. Foremen for Caterpillar and Octopus, Top salary.

**JOHN QUINN, Bryan, Ohio (Street Fair)**

# GREAT LAKES SHOWS

Want for Hamler, Ohio, Street Celebration, Aug. 7-11, then Bluffton, Ind., Fair, Aug. 14-18; Hoytville, Ohio, Homecoming on the Streets, Aug. 20-25.

Concessions of all kinds, especially Photos, Ball Games, Ice Cream, Custard, Candy Apples, Jewelry, Clothes Pin, Tea Pool, American Palmistry.

Want Grind Show, Girl Show, Animal Show. Committee money only. Funhouse, good proposition. Want experienced Ride Help on all rides; top salary for good men who drive semis. Book Rides not conflicting. Want two good Percentage Agents. Long season South after Labor Day.

# ROSS MANNING SHOWS

PEEKSKILL, N. Y.

# PLATTSBURG, NEW YORK, FAIR, Aug. 13 to 18

Can place all Concessions that work for stock, Novelties, French Fries, etc. Earle Meyers can place Working Acts for Side Show, Couple for Life Show. Good proposition. Wire or write



**MARSHALL CO. FAIR**  
 MOUNDSVILLE, W. VA.  
 AUGUST 14-18 — DAY AND NIGHT  
 Two Big Thrill Shows — Racing — Free Acts  
 Will book Eating and Drinking Concessions, Hanky Panks, Shows, except Motordrome. Write or wire

**BEAM'S ATTRACTIONS**  
 Hughesville, Pa., This Week.  
 Can use good Griddle Man and Agents for Concessions, Dayton, Pa., Fair follows.  
 Space available for all kinds of concessions.

**WANT—H. B. SPENCER & SON—WANT**  
**Amusements**  
 For first 2 fairs in Connecticut  
**HAMBURG—AUG. 17 & 18**  
**CHESTER—AUG. 25 & 26**  
 DAY AND NIGHT  
 WANT: Hanky Panks, Skill Games, Diggers, Ten-in-One, any legitimate Store, Lushy, contact, Swinger will work. Can use your family.  
 Jimmy Cristoni contact, can use you.  
 Will be on Hamburg Fairgrounds Aug. 15 on.  
 Haddam, Conn. Tel.: Middletown 5-4805

**WANTED** Musicians and Performers for  
**HARLEM IN HAVANA REVUE**  
 on  
**ROYAL AMERICAN MIDWAY**  
 1 Trumpet, Trombone and Tenor Sax. Must be able to read, play show and keep sober. Also 3 Dancing Girls. Girls we don't know must send photo, size, height and complexion. Experience needed. Board and transportation free after joining. Salary sure.  
 Address **LEON CLAXTON**  
 c/o ROYAL AMERICAN SHOWS  
 Aug. 7-11, Ft. Williams, Canada; Aug. 14-19, Superior, Wisc.

**CALEDONIA, N. Y., FAIR, AUG. 14-18**  
**ANGELICA, N. Y., FAIR, AUG. 22-25**  
 Want Rides—Octopus, Fly-o-Plane, Spitfire, Tilt, Cat, other Rides. Want all kinds Side Shows, Wild Life, Drome and any Thrill Attractions. Want Dart Games, Ball Games, Shooting Galleries, Stum Stores, all Hanky Panks. Any Kind of Concession which works at New York State Fairs from this date. Until Aug. 18th contact  
**BUFFALO SHOWS**  
 At Caledonia, N. Y.

**GOLD BOND SHOWS**  
 WANT WANT WANT  
 Concessions of all kinds, all Hanky Panks open. Want Photos, Ball Games, Pitch Joints, Popcorn, Bingo, Derby, Cotton Candy, Diggers (Lee Moss, answer), Shows: Can place Side Show, Girl and Posing Show, Illusion, Mechanical, Motordrome. Rides: Can place Tilt, Boat Ride, Pony Ride or any non-conflicting ride. Can place Ride Help that drive.  
 All Fairs—Hibbing, Minn., Aug. 16 thru 19; Grand Rapids, Minn., Aug. 16 thru 19; Bedford, Wis., Aug. 23 thru 26; Plymouth, Wis., Aug. 31 thru Sept. 3; Rice Lake, Wis., Sept. 6 thru 9; Celebrations to follow. No phone calls, all replies by wire, per route.  
**MICKEY STARK, Manager**

**MOUND CITY SHOWS #3**  
 WANT WANT WANT  
 Merry-Go-Round Foreman and Ferris Wheel Foreman. Can place Ride Help in all departments. Want Agents for Six Cat and Novelties. Artiators, stay away. Will book Ball Game, Fish Bowl, Glass Pitch, Floss, Candy Apples or any Hanky Panks.  
 Grafton, Ill., Aug. 10-11-12; Hull, Ill., Aug. 16-17-18. Both bona fide celebrations.  
 Address **A. G. "WHITIE" SLATEN, Mgr., Per Route**

**RIDE HELP WANTED AT ONCE**  
**FIDLER'S UNITED SHOWS, NUMBER TWO**  
 Foreman for Tilt, Merry-Go-Round, Ferris Wheel. Top salaries. Must drive. Candy Floss and Grab open. Can place few more Hankys.  
 Contact **BILL SHULMAN**  
 Fidler's United Shows, Pontiac, Ill., North Chicago, 14 to 21.

**WANTED—AGENTS**  
 FOR BALL GAMES, FISH BOWL, GLASS PITCH  
 All Fairs—Bangor, Maine now; Portland, Maine, Next Week.  
**CLYDE, Care World of Mirth Shows**

**DRAGO AMUSEMENTS**  
 WANTED  
 For Six Big Fairs in Indiana and balance of season.  
 Concessions: Derby, Digger (work for stock), Bowling Alley, Stuckle Buck, String Game, Pitch-Tilt-You-Win, Coke Bottle Game and any other Stock Concession. Shows: Monkey, Snake, Wild Life, Fat People, Midget, Motordrome—will book for small percentage.  
 Jack Adams wants Boxers and Wrestlers. No calls or wires from 2393ies—absolutely not wanted. Wire or call  
**PAUL DRAGO, Winamac Fairgrounds, Winamac, Indiana; Argos Fair to follow.**

**FIDLER'S UNITED SHOWS**  
 WANT  
 Can place Hanky Panks of all kinds. Will book Shows with own equipment. Can place Wheel Foreman and Tilt Foreman, must drive semi trailers. \$60.00 plus ride commission.  
 Address **SAM FIDLER, Mgr.**  
 Pontiac, Ill., this week; North Chicago, Ill., next week.

**JOHNNY ARNEALLAS WANTS**  
 TO JOIN AT ONCE  
 Dancers, Showgirls, Bally Girls for Dorice Revue and French Casino. Enlarging both Shows for Fairs. Answer by wire, salary and qualifications. These Shows are definitely booked solid for the winter season.  
**JOHNNY ARNEALLAS, WORLD OF MIRTH SHOWS**  
 Bangor, Maine, August 7-12; Portland, Maine, August 14-19

**WANTED**  
 (For Permanent Location)  
**FREAK ANIMAL, WILD LIFE OR OTHER UNUSUAL ATTRACTION FOR TOURIST TRADE.**  
 . . . To be located next to an established, popular and high-class Gift Shop on important New York-Miami Main Highway . . .  
**FREE RENT OFFERED**  
 Attraction must be legitimate.  
 Contact at Once  
**ARTHUR BAUER**  
 WALTERBORO, SOUTH CAROLINA

**Kiddie Electric Train**  
**FOR SALE**  
 Seats 20—works from switch.  
 Can be seen in operation at Woodbridge, N. J., Route 35, opposite Farmer's Market. First \$1,500 cash takes it.  
 BOX 669, The Billboard  
 1564 Broadway,  
 New York 19, N. Y.

**D. S. DUDLEY SHOWS**  
**WANTS AGENTS**  
 For Jingle Board, Coke Bottles, Huckle Buck, Cat Rack, Whiskey Bottles, Fish Pond, Will book Photo Gallery, Lead Gallery or any Hanky Pank. Want People to take Girl Show complete. Show can place Second Men on rides. Must drive truck. Can place Wives on Ride Ticket Boxes. Need useful Show People in all departments. Nick Evans, wire or come on at once. Monahans, Texas, Aug. 6-11; Odessa, Texas, Aug. 13-18. Wire all answers.

**MODEL SHOWS, INC.**  
**WANT**  
 For long list of Fairs including Mason City, Iowa; West Union, etc.  
 Concessions: Jewelry, Novelties, Diggers, Hi-Striker, Ball Games. Shows: Especially good Girl Show and 10-1. Want Fish Bowl Agent, Babe Harlan, contact Ride Help on all rides. Book any Ride not conflicting. Want Pony Ride.  
 Janesville, Wis. now; Mason City, Iowa, next.

**WANTED**  
 CALLER AND COUNTER MEN FOR BINGO  
 Address  
**CAVALCADE OF AMUSEMENTS**  
 Richmond, Ind., August 6 to 11.

**COMPLETE CARNIVAL**  
**FOR SALE**  
 25 Wheel, 2 ft. Little Beauty Merry-Go-Round, Tilt-a-Whirl, new Williams Train, Kiddie Airplanes, flashy 75 ft. front Machine Shop Truck, Shows, Concessions, Light Towers. Everything you need for a road show. Rides may be seen in operation.  
 Address  
**ROGER WARD**  
 2116 B Ave., Lawton, Okla.

**RIDE HELP WANTED**  
 Foremen for Wheel and Tilt. Bob Hoard, phone me at once. Can use other Ride Help that drive.  
 Phone or Wire  
**J. W. MAHAFFEY**  
 Seneca, Kans., to Aug 8; Wetmore, Kans., Aug. 11.

**WANTED CARNIVAL**  
 Between now and September 8th, 3 1/2 miles east of Danville on Rt. 58 in built-up county section. No Shows have been here this year.  
**CRYSTAL LAKE**  
 Danville, Virginia

**AT LIBERTY—AGENT**  
 With car. Can join on wire  
**CLARENCE AUSKINGS**  
 Beauty Park Courts, Cabin 28  
 5145 W Washington St.  
 Indianapolis, Indiana

Producing America's Best Carnival and Circus Side Show  
**BANNERS**  
**SNAP WYATT STUDIOS**  
 RT. 3, BOX 1180 TAMPA, FLA.  
 Phone, Write or Wire.

**EASTERN SHORE AGRICULTURAL FAIR**  
 CAMBRIDGE, MARYLAND  
 6 — DAYS AND NIGHTS — 6  
 AUGUST 13 TO 18

**WANT WANT WANT**  
**CONCESSIONS:** Ball Games, Glass Pitches, Duck Pond, Fish Pond, Ice Cream, Custard, Cotton Candy, Pitch-Till-You-Win, String Game and any Legitimate Concessions.  
**RIDE HELP:** Must drive semis. Long season with salary every week.  
**SHOWS:** Fat Show, Motordrome, Monkey Show, Snake Show. Want Outstanding Freak for Side Show. Girls for Girl Show.  
 ALL ADDRESS  
**LOU RILEY, Chester, Pa., Aug. 6 to 11**  
**DUMONT SHOWS**

**MIGHTY HAMMONTREE MIDWAY**  
**CAN PLACE FOR THE FOLLOWING FAIRS**  
**LOUISA, KENTUCKY, AUG. 20-25**  
**IRVINE, KENTUCKY, AUG. 27-SEPT. 1**  
 and 8 more fairs to follow

**CONCESSIONS:** Want legitimate Concessions of all kind. Open Midway, no Exclusives. Good proposition for Novelties, Photos, Jewelry, Lead Gallery, Custard, Ice Cream, Grab Joint, Hi-Striker, Bumper, Darts, Strings, Hoop-La and Pitch Till You Win, Rat Game.  
**RIDES:** Will buy late model Tilt-a-Whirl, must be in good shape.  
**SHOWS:** Snake, Mechanical City, Penny Arrade.  
**HELP:** Want Foreman and Second Man for Chairplane. Want Second Men for Genny, Twin Wheels, Loop-o-Plane and Kiddie Rides, Octopus. Semi drivers given preference. Want Talker for Wild Life Show, Billposter with own car. Bob Hammontree wants capable Agents for Ball Games, Guess Your Age and Cook House Help. Sam Housner wants Agents for Count Stores and Clothes Pin. Elmer Reid wants Agents for Fish Pond and Cork Gallery. Richard Brown, get in touch.  
 All wires and replies to  
**WILLIAM O. HAMMONTREE, General Manager**  
 Vanceburg, Kentucky, this week.

**MONROE COUNTY FAIR**  
 ROCHESTER, NEW YORK  
 5 DAYS — AUGUST 15-19 — 5 NIGHTS  
**THRILL SHOWS — FREE ACTS — GRANDSTAND SHOWS — STOCK CAR — FIREWORKS EVERY NIGHT.**  
**MONROE COUNTY LARGEST FIREMEN'S PARADE**  
 160 UNITS IN LINE  
**WANT COMPLETE SET OF RIDES, CONCESSIONS AND SHOWS**  
**Myron N. Colegrove**  
 Penn Yann, N. Y., Fair Grounds.

**PALMER SHOWS**  
 WANT WANT WANT  
 For the following proven Fairs in Virginia and North Carolina: Rye Valley Fair, Sugar Grove, Va., Aug. 13-18; Rich Valley Fair, Chatham Hall, Va., Aug. 20-25; Farmers' Fiesta, Galax, Va., Sept. 2-8; Carroll County Fair, Hillsville, Va., Sept. 10-15; then the BIG one, Montgomery County Fair, Christiansburg, Va., Sept. 17-22; Northwestern Colored Fair, Booneville, N. C., Sept. 24-29, with Fairs to follow in North and South Carolina until middle of November.  
**RIDES:** Can place one or two more Major Rides, Octopus, Flyplane, Dark Ride and any Ride not conflicting. **CONCESSIONS:** Photos, Scales, Age, Novelties, Jewelry, Pitch-Till-You-Win. All Hanky Panks come on, will place you. Frank Johnson wants Agents for PC Tables. **SHOWS:** One or two more Shows, Minstrel Show, Five-in-One, or what have you? Can furnish Top for Minstrel Show.  
 J. I. PALMER, Gen. Mgr., FRANK JOHNSON, Bus. & Concession Mgr.  
 All wires to Wytheville, Va., this week; then at per route.

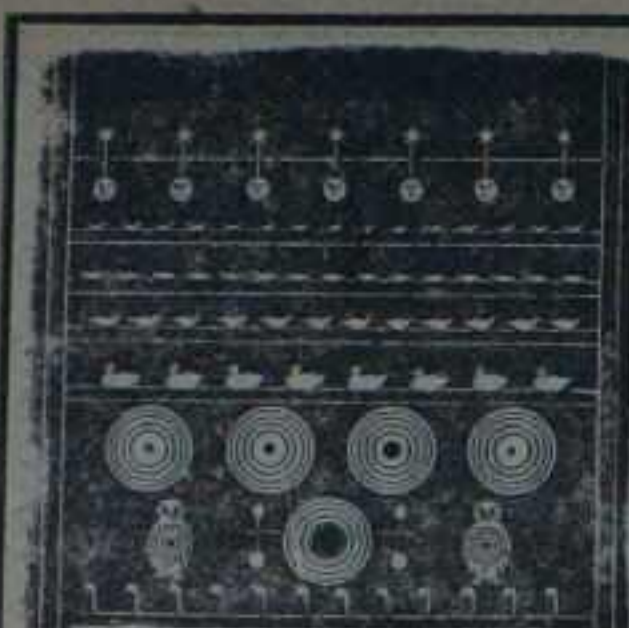
**WANT WANT WANT**  
**FOR FOUR GREAT SPOTS AND BALANCE OF SEASON**  
 Legitimate Concessions of all kinds, especially want Mitt Camp. Will book Shows with own equipment not conflicting. Can place Percentage Dealers.  
 Wanted, Octopus Foreman. No lishies or tourists. Best salary plus end-of-season bonus.  
 Arma, Kansas, Homecoming, Sat. & Sun., Aug. 11-12; Osage City, Kan., Fair, Tues. thru Fri., Aug. 14-17; Mound City, Kan., Fair, Sat. thru Tues., Aug. 18-21; Girard, Kan., Fair, Wed. thru Sat., Aug. 22-25. Wire, don't phone.  
**F. C. BOGLE SHOWS, INC.**  
 Oswego, Kan., Fair, thru Thursday, Aug. 9; then per route.  
 P.S.: We do hold contracts for Louisburg, Kansas, Labor Day Picnic; Marysville, Mo., Harvest; Butler, Mo., Fair; Aurora, Mo., Street Fair

**WANT—AMERICAN LEGION FAIR**  
 WEEK AUGUST 20, WYNDMOOR, PA.  
 Shows and Rides not conflicting. Concessions of all kinds. Popcorn, Custard, French Fries, etc. All apply.  
**SAM TASSEL SHOWS**  
 5839 Walnut Street, Philadelphia, Pa. Phone: Granite 2-5852

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** DEPT. B SHAMOKIN, PA.  
 Send Cash With Order. Stock Tickets \$21.50 per 100,000.

100,000	\$29.00
10,000	\$ 9.50
20,000	11.75
50,000	18.25





**ATTENTION—  
SHOOTING GALLERY  
OPERATORS!**

IF YOU NEED GALLERIES

**ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability of Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do—assure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

**GALLERY "L"—8 ft. high, 10 ft. wide.** One of the best small units. Good assortment of bullets, moving and stationary targets, spinners. With or without motor and belt.

**GALLERY "R"—10 ft. high, 12 ft. wide.** One of the most popular medium sizes, with plenty of targets of every kind for real up and down.

Complete details in our **FREE CATALOG**. Parts and Targets also available.

Write Today

**H. C. EVANS  
& CO.**

1556 W. CARROLL AVE.  
CHICAGO 7 ILLINOIS

**WANTED**

Three Dancing Girls for Hawaiian Show, on Royal American Shows.

Ten weeks' work, opening at Superior Wis., Aug. 14th, and Minneapolis, Minn., Aug. 20th.

Playing all Mid-West State Fairs, closing at Pensacola, Fla., Nov. 5th.

Top salary, clean Show, good treatment, good transportation, pay each week.

CONTACT AT ONCE

**NAT D. RODGERS**

Royal American Shows as per route: Regina, Sask., Canada July 30-Aug 4; Ft. William, Ont., Canada, Aug. 7-11; Superior, Wis., Aug. 25-Sept. 3; Minneapolis, Minn., care Dykeman Hotel, Aug. 20 through Sept. 3.

**WANT**

**HARLEM IN HAVANA**

**ROYAL AMERICAN SHOWS**

2nd TALKER — "GOOD DEAL" to Right Party. Would like to hear from Morris Webber or Jerry Bardsley.

All Wire or Write

**KENNY REVLING, Royal American Shows**

Fort Williams, Canada  
Aug. 7 to 11

Superior, Wis.  
Aug. 13 to 19

**WANTED**

**FREAKS**

**WANTED**

Freaks to feature rest of season and winter work. State all in first letter or wire.

**MORRIS WENICK**

**WANTED**

**WANTED**

Man and Wife Motordrome Riders or two Men Riders. Should have own motorcycles. Wanted for Salem, Ore., Fair, Sept. 1 to 9, also Puyallup, Wash., Fair, Sept. 15 to 23. Answer per route: Tillamook, Ore., Aug. 12 to 18; Centralia, Wash., Fair, Aug. 19 to 26; Raymond, Wash., July 30 to Aug. 4; Oregon City, Ore., Aug. 6 to 11. Also want Hanky Panks for Salem Fair.

**DOUGLAS GREATER SHOWS**

Permanent Address: RT. 5, BOX 1770, KENT, WASH.

**LA CROSS SHOWS**

Want for now and following fairs: South Royalton, Vermont Street Fair, August 10th and 11th; Canaan, N. H., Fair, August 25, 26 and 27; Bradford, Vermont, Fair, September 1, 2, 3; Madbury, N. H., Fair, September 5, 6, 7 and 8. Will book all kinds of Concessions and Shows. Can use one Major Ride for the Fairs and rest of season. Can use good Ride Help that drive, good pay. Can use Ride Superintendent to take charge of midway. Want General Agent to book tall routes through Pennsylvania and South. Want Agents for P.C. and Hanky Panks. Get your bank roll with the fastest growing show in the country. We feature high-class Attractions and Free Acts nightly. All write or wire to **La Cross Shows, Paul R. La Cross**, 158 Lake St., St. Albans, Vermont, or per Billboard route.

**CAN PLACE FERRIS WHEEL FOREMAN**

\$65.00 per week, plus bonus. Must drive. Have openings for legitimate Concessions.

**ATTENTION, SHOW MANAGERS**

HAVE FIVE RIDES AVAILABLE AFTER SEPT. 22. PLEASE CONTACT NOW.

1948 Allan Herschell Merry-Go-Round, #5 Eli Wheel, 1951 Kiddie Auto, 1951 Sky Fighter and Miniature Train. Also have access to 16-Tub Octopus, Roll-o-Plane and Flying Scooter. Write

**M. D. AMUSEMENT CO.**

302 E. DIAMOND AVE. HAZLETON, PA.

**COMPLETE CARNIVAL**

FOR SALE

Including everything for balance of season. Now playing some of the best spots in New England. Show property consists of: Bides, 30 Seat Trailers, 2 Concessions, Electric Light Plant, Searchlights, Rubber Cable, Merchandise, Wheels, etc. All this equipment is in perfect running condition and looks as good as new. Must be seen to be appreciated. Address all communications to **Billboard**, care route, will be furnished upon request. Also will book above Show for 1952 season if so desired.

Box D-65, The Billboard  
140 Patterson St. Cincinnati, Ohio

**CONCESSIONS**

Cookhouse, Balloon Darts, Scales, Novelties, Hoop-La, String Fish Pond, Post Office, Jewelry, Bumper or Heart Pitch Shows, Monkey Snake Funhouse. Will book for 100% above committee fee. We have Osawatimie, Aug. 13 to 18; Neodesha, Aug. 22 to 26; Ottawa, Aug. 25 to Sept. 1; Pittsburg for Labor Day all Kansas, with Chandler, Holdenville, Wewoka, Shawnee Okla. Fairs. Follow contact:

**J. W. MAHAFFEY** Seneca, Kansas

**STATE FAIR SHOWS**

Want Ride Help on Wheel, Spit Fire Merry-Go-Round, now. Wire, come on. Want Concessions all kinds for Ellsworth, Kansas, on street week Aug. 15th. Everything open, Hanky Panks, Bingo, Corn, Photos, Grind Shows, General Carnival Help all kinds, Ride Help, join now. Oberlin, Kans. this week; then Ellsworth, Wis.

**C. A. SOREE**, Oberlin, Kans.  
P.S.: For Sale—Side Show Transformers—50 and 75. Rides, what do you need?

**Want Food Concessions**

For Darke Co Fair, Greenville, O. Aug. 19-24. Popcorn, Carmel Corn, Ice Cream, French Fries, Saltwater Taffy and Drinks and Ice Cream in Grandstand. **FOR SALE OR TRADE**. Will trade Custard Machine and Trailer or Popcorn Machine and Trailer for House Trailer or Kiddie Ride.

**MYERS' CONCESSIONS**  
Dumont, Ohio

**RIDES WANTED**

For Annual Labor Day Celebration, sponsored by Pader City Athletic Association, Aug. 30-31 Sept. 1 & 2. Crowd averaged 8000 or more for past years. Celebrations. Athletic field location fireworks display free admission. Car fee two for three rides.

**LESTER C. DOAK**

Pader City, West Virginia Phone 278

**PITCHMEN WANTED**

**HICKSVILLE FARMERS' MARKET**  
Tuesdays & Fridays, Hicksville, L.

**SUFFOLK COUNTY FARMERS' MARKET**  
Saturdays—Middle Island, L.

**AT LIBERTY**

**A. AMATO**

First Man on Wheel, Jenny, Tut, Oets, Rolloplane, Comet, Chairplane, Ride-O-Age, 26, sober and reliable. Will accept Ride Superintendent. State salary. DO NOT MISREPRESENT. Call or wire **Edwards, 109-113 Manhattan Ave., Brooklyn, N. Y. EVERGREEN 8-9213—12:30 to 1:30 a.m. or p.m.** Set up on Wheel 4 1/2 hrs. Experienced Crew.

**Paul's Amusement Co.**

**WANT** for all Fairs and Celebrations. No more still spots. Concessions: Dart, Balloon, Hi Striker, Ice Cream, String Game or any 10' Slum Shows. Want Wheel Foreman, good pay; want Concession Agents and useful Show People in all lines. Will book Tut or Octopus, Carthage, Mo., Fair, Aug. 6-11; Wheaton, Mo., Home Coming, Aug. 13-18. **GEO. & SKEETER McALLAN**

**For Sale—Penny Arcade**

30'x60' Top, Flashy all illuminated 50 ft. Front; 60 good working Machines, Fluorescent Interior Lighting, 3 kw. Booster, 2 Ton '48 Chevrolet Tractor with 2 speed Axle, like new, with 24 ft. Fruehauf Semi. Can be seen at Knoxville, Ill., Fair, Aug. 6-10; Warren, Ill., Aug. 14-19. **H. W. LUEHRS**

**CECCHINI & LEVAGGI**

Now BOOKING Concessions For **ORANGE COUNTY FAIR**, Santa Ana, Calif., August 15 to 19. AGENTS WANTED for Gallery, Rat Wheel, Etc. Write or Wire. CHase 7-6301 — PHONE — Res. CHurchill 9-1967

**HELP WANTED**

Working Men, Ride Men, Men handy with motors. Can place several Ride Foremen capable of handling crews. This is a commercial project. Steady work at hourly rate, plus overtime. Contact

**MARSHALL L. GREEN**

ORLANDO HOTEL DECATUR, ILLINOIS

**FAIRWAY SHOWS**

Want Shows—Mechanical, Pit, Illusion, Animal or any Grind Show. Hill City, S. Dak., Aug. 11 & 12; Kadoka, Aug. 14 & 15; Highmore, Aug. 17 & 18, and 10 Fairs and Celebrations to follow in South Dakota and North Dakota. **ERNIE J. ZIRBES**, Ekolaka, Mont., Aug. 3-4-5; Buffalo, S. D., Aug. 1 & 3.

**MOTOR STATE SHOWS**

WANT FOR THE ALLEN CO. 4-H FAIR, WOODBURN, IND. And other Fairs following in Michigan, including Big Rapids, Hale, Prescott, East Jordan. Hanky Panks of all kinds. Can use one more Grind Show. Lucas Co. Fair, Maumee, Ohio, to Aug. 12; then Big Rapids, Mich., Fair. **JOE FREDERICK, Owner-Mgr.**

**PLAYTIME SHOWS**

**WANT** CONCESSIONS — SHOWS — ONE FLAT RIDE. **WINDSOR, ME., FAIR, AUG. 29-SEPT. 3**. WRITE ED BURR, BOX 206, QUINCY MASS.

**KLENKE AMUSEMENTS**

WANTS FOR PERU, IND., 4-H FAIR, AUGUST 6-11. CONCESSIONS—Age Scale, Hi-Striker, Basket Ball, Coke and legitimate Concessions. Root Beer, Custard, Peles, Snow Cones, Taffy, Ice Cream. RIDES: Can use Kiddie Rides, RIDE HELP. Want experienced Help on Wheels, Octopus, Genz. Must be sober and capable on alcoholics or chasers. Top salary if you qualify. **MARVIN BACON, Manager**

**BOONE VALLEY SHOWS**

All Hanky Panks that work for stock. Solid booking of Fairs till Oct. 1. Low priv. Want Girl Show to join at once, also want Barker for Animal and Snake Show come on, you're hired. Help Wanted: Second Man on all Rides, top wages. For Sale: Two Wheel Popcorn Trailer with Star Jumbo Popper; G.E. Sentschlight and Power Unit mounted on 1941 Chevrolet Truck. A-1 condition—\$1,000. come and get it. Now playing Jefferson, Ia., Aug. 9-10-11; Rock Rapids, Ia., Aug. 15-16-17-18-19; Sac City, Ia., Aug. 20-21-22.

**SOUTHERN STATES SHOWS WANTS**

For the best Fairs and Celebrations in Florida and Georgia, starting at Pensacola, Fla., Saturday, Sept. 8th. Want 2 or 3 good Shows with own outfits and transportation. No Girl or Geek shows. Art Converse, contact me. Can place several Stock Concessions. No P.C. or Flats. Billposter with own car. State experience and salary. **Senatorial Free Act. 10 weeks more to right party.**

**GOOD OPENING FOR REAL COOK HOUSE.**

**RIDE MEN ON ALL RIDES**

We have good Rides and good Trucks and Sems. If you are a good Ride Man and can drive and have license or can stand the test, I need you, but you must drive for us instead of your own car or truck. We have a lot of good show people and want more, but we positively will not tolerate drunks, loud mouth Johnny Come Latties, gyballs, dog exercisers or single girls. If interested, write or wire **JOHN B. DAVIS**—Long Beach Resort, Panama City, Fla., until Labor Day. Pay your own wires, I pay mine.

**MERIT SHOWS**

Booking for Their Maine and New Hampshire Fair Route. Commencing Aug. 21—We Stay Out Until Oct. 15th. Can place Wrestling Shows, 5 in 1 and other clean Side Shows. Girls wanted for Girl Shows. Can place Concessions—no grill. Ride Help wanted who can drive Sems. Larry Saunders and Fred Perkins, contact me at Falmouth, Mass., week of Aug. 6-11. **HENRY FINNERAL, Mgr., MERIT SHOWS**

**INLAND SHOWS**

**WANT** FOR NORTH CENTRAL MISSOURI FAIR. 7 Big Days—August 11-17—7 Big Nights, 12,000 People Wednesday Last Year. Want Bingo, Diggers, Floss, Popcorn, Snow Cone. Will sell "EX" on the above. Also want Hanky Panks, Ball Games, 2 Mitt Camps only. Can place Agents for Pin and Count Store, also Hanky Pank Agents. Will book any Major Ride except Wheel. Can place any Grind show with own equipment, especially want Girl Show. Want Ride Help on all rides, must stay sober. **N. E. DAVIS, Mgr., Trenton, Mo. (Fairgrounds) from August 6.**

<b>STOCK TICKETS</b>	Winter isn't the only season when the limbs are bare.	<b>SPECIAL PRINTED Cash With Order Prices:</b>
One Roll ..... \$ 1.50	<b>We manufacture</b>	2,000 ..... \$ 6.99
Five Rolls ..... 4.50		4,000 ..... 7.88
Ten Rolls ..... 6.50		8,000 ..... 9.60
Fifty Rolls ..... 22.50		16,000 ..... 13.50
100 Rolls ..... 48.00		32,000 ..... 20.50
<b>ROLLS 2,000 EACH</b>		64,000 ..... 30.50
Double Coupons		100,000 ..... 33.00
Double Prices		500,000 ..... 122.00
No C.O.D. Orders		1,000,000 ..... 258.00
Size: Single Tkt., 1x2		<b>THE TOLEDO TICKET COMPANY</b> 134-136 Erie St. Toledo (Ticket City) 2, Ohio





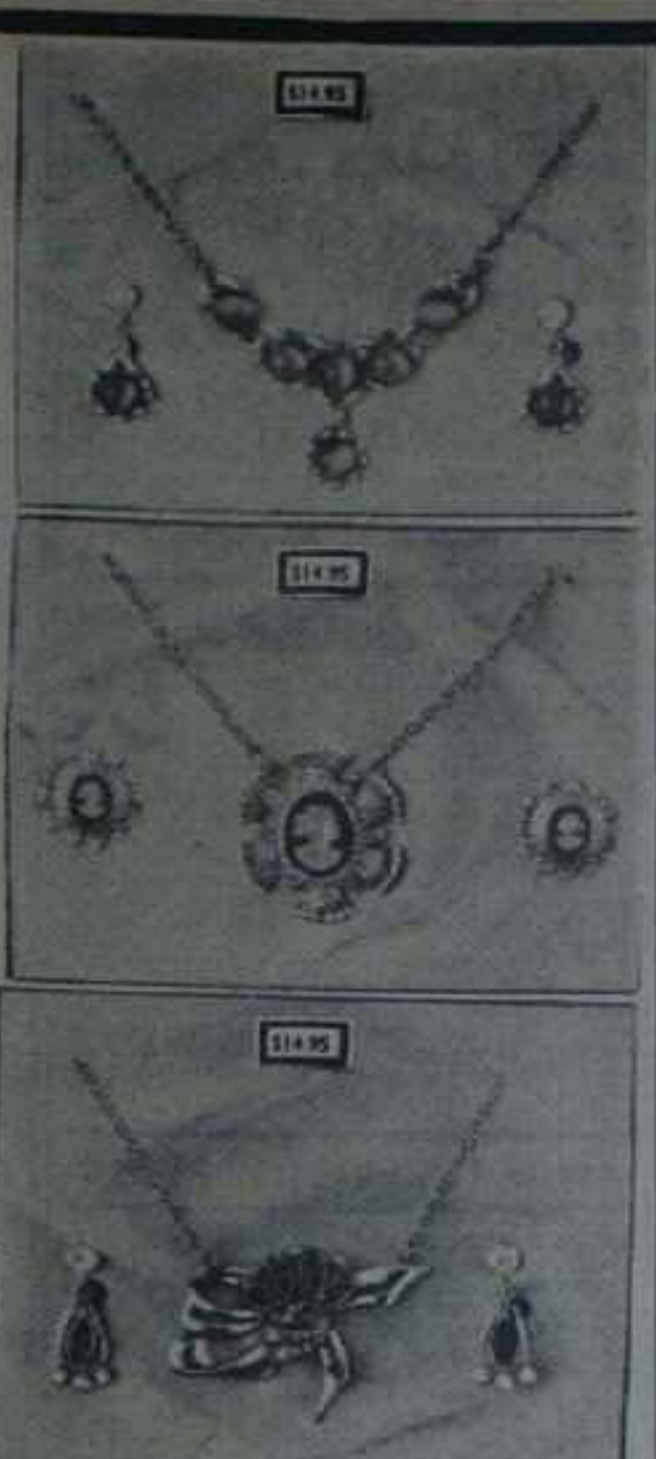
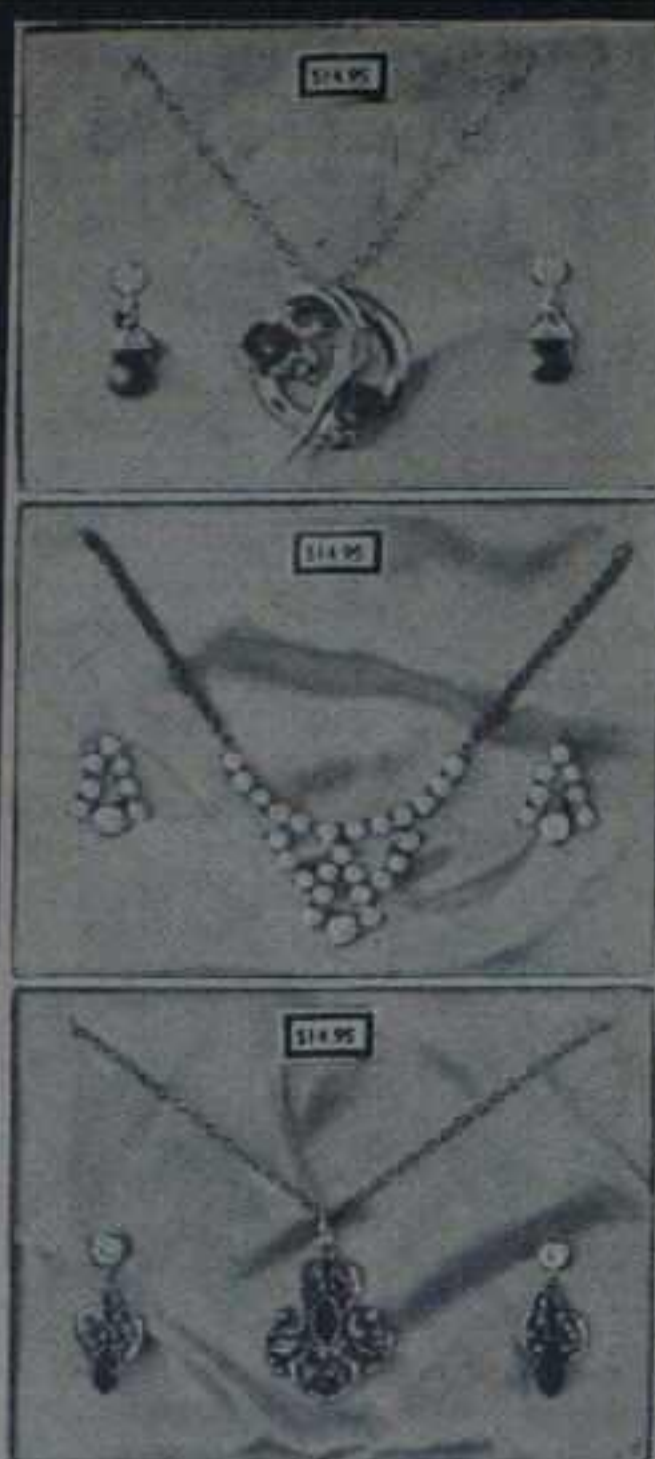


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## IT'S HOT!

It's profit-making insurance. It's the price bracket you've been looking for. by **STERLING** Never before has the costume jewelry field seen such tremendous value — combined with the most beautiful designing on the market.

Superb packaging — gorgeous three piece sets in a rich, white satin-lined box — unmatched anywhere! Packed in a handy container holding 12 assorted pieces.



**Your Choice of Any Combination—All Boxed!**

**ONLY \$10.80 DOZ. SETS — \$125.00 GROSS**

25% DEPOSIT ON ALL C.O.D. ORDERS

All the above sets come with \$14.95 retail price tags.

**4 Samples of Your Choice Postpaid—\$ 5.00!**

MAIL, PHONE

## Sterling Jewelers

OR WIRE 44 E. LONG ST.,

Phone ADams 4621

COLUMBUS 15, OHIO

(SEND FOR CATALOG)

### BUSINESS OPPORTUNITIES

**ADVERTISE YOUR PRODUCTS BY RADIO!** No risk! Pay commission for orders received; 300 broadcasters nationwide market; 10¢. Simon, Suite 101, 52 Park Ave., New York City 16.

**BE AN EXTERMINATOR—FORMULAS, secrets, what to charge, free particulars, etc.** Ray Knox, 1200 Walnut St., Philadelphia, Pa.

**BIG MONEY CLEANING VENETIAN Blinds;** small investment for equipment starts your own lifetime business. U. S. Co., 412 N. Seneca St., Wichita 12, Kan. au25

**BUILD FOR LESS—YOU CAN SAVE 50% and more in building hollow wall concrete houses, barns, etc.—over the conventional concrete block method; no experienced labor required; no expensive forms to build; write for details of the Gateway System (patents pending). Gateway System, Waynesville 4, Mo.**

**COFFEE—WHOLESALE, "KICK," NEW Coffee Compound, 65¢-lb. retail; wholesale prices, 4 lb. sample shipment \$2.50 prepaid. "Kick," P. O. Box 456, Wichita, Kan.**

**DO YOU NEED MONEY? \$25 IS YOURS** for selling only 50 boxes of our 200 Christmas Card line; this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples Personalized Christmas Cards, Stationery, Napkins; write today; if rods nothing to try. Cheerful Card Co., 269 White Plains, N. Y. au25

**FREE FOLIO—700 MONEY MAKING Deals; Plans, Ideas, Schemes, Expenses, Formulas. Wholesale Supply Sources, Kolamite E. Box 572, Dayton 1, O.**

**GREETING CARD SALESPERSON—MAKE \$50 quick—even more—selling America's leading 21 Card Christmas assortments; samples on approval; everyday assortments, gifts; free samples Personalized Christmas Cards; write today. Lorain Art Studios, Dept. A-38, Vermilion, O.**

**HOW YOU CAN INCREASE YOUR INCOME;** no investment, full or part time; write for particulars. Merchandise Mart, 1100 Broadway, New York.

**MAIL ORDER "KNOW-HOW"—LET THIS successful 26-year-old advertising agency plan write your letters, literature, place ads, show you how to sell merchandise, books, courses, courses. Finkle Advertising, 257 South Spring, Los Angeles au18**

**NEW ELECTRIC MACHINE BAKES** (crustless) doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 South 15 Ave., Minneapolis 7, Minn.

**PROFIT 100% SELLING LOW-PRICED** guaranteed quality Watches direct to consumer; free catalog. Modern Technical Supply, 53-BB West 42nd St., New York 18.

**QUICK CASH IN SMALL-TOWN PROMOTIONS;** Instructive folios: "Radio Advertising—How to Get 50%"; "Selling Small-Town Merchants"; "Testing Promotions"; \$1 each; all three \$2. Smith Associates-Paragould 2, Ark. au18

**SELL SNOWBALLS—\$7 BUYS ICE SHAVER** that shaves into the cup and enough flavor and cups for thousand snowballs; \$2.25 buys regular shaver and flavor for 500; illustrated circulars free. Snowball Co., 9534-M Lenthurp, Jacksonville 8, Fla. au11

**SKATING RINK—SUNNY SOUTH LOCATION** in thriving suburb of Mobile; Property front of 231 feet on main thoroughfare; solid frame insulated building 65x125; equipment optional; \$15,000. Kerkendall Real Estate & Inv. Co., Inc., P. P. Box 2308, Prichard, Ala. au18

**YOUR OWN BUSINESS IN NEW FIELD—** Machine \$465; monthly payments; free book; tells interesting story. K. B. Co., 412 N. Seneca, Wichita, Kan. au21

**\$5 PER HOUR—SERVICE NEON SIGNS.** No experience needed; complete apparatus, one dollar postpaid. Neon Maintenance, 2410 Burnett Way, Sacramento, Calif.

**35-FOOT MOBILE ALUMINUM BUS DINER,** equipped with hamburger, frankfurter grills, six-burner coffee sifter, four opening ice cream freezer, refrigerator, soda fountain with cooler and seltzer machine, water heater, bus heater, juke box, fans, clock, 3 tables, 9 stools; \$6,000; worth \$10,000. Leo's, 631 Clinton, St. Brooklyn, N. Y.

### COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 77 in this issue.

### COSTUMES, UNIFORMS WARDROBES

**SINCE 1889—USED COSTUME BARGAINS** Chorus, dollar up; principals, three up; 00 catalog. Guttenberg 9 W 11th St., New York 11 N. Y. au18

**THEATRICAL PAPER MACHE MADE TO ORDER.** John Praetorius, Box 922, Riviera Beach, Fla. Formerly of N. Y. for 45 years. au18

### FORMULAS & PLANS

**"TEXBURGER"—THE SANDWICH THAT** is different; sells faster than hamburger, barbecue or hot dog; no special equipment to buy; serve it anywhere; manual containing recipe sent postpaid for only \$2; satisfaction guaranteed. Haskell D. Boyer, P.O. Box 1486, Fort Worth, Tex. au25

### FOR SALE SECONDHAND GOODS

**ABOUT ALL MAKES POPCORN MACHINES** available, from \$35; Candy Corn Machines, Peanut Roasters, Candy Flows, aluminum geared Peppering Kettles, copper Candy, Curamcorn Kettles. Northside Co., 309 E. 4th, Indianapolis, Ia. au29

**AUDITORIUM OR THEATER SEATS—** Walnut fly ply with compartment under seat for hat, 6 to 8 in a row; can be divided; original cost, \$12 each; practically new condition; sacrifice price \$2.50 each; 200 available. Manhattan Office Equipment Co., 533 New York Ave., N.W., Washington, D. C.

**DEVIL'S CHILD, ABOUT TWO FEET** length, prepaid, \$20; Fish Girl, about 14 in. length, prepaid, \$15; world's best attractions; a show by themselves. Tate's, 3858 E. Vanburen, Phoenix, Ariz. au11

**JOHNSON 15 HP. RACING TYPE OUT-** board Motor. Cheap or swap for television set, sound projector, films, what have you? Breakhill, Republic, Mo.

**NEW AND USED POPCORN MACHINES—** Peanut Roasters, Candy Flows, aluminum geared Peppering Kettles, copper Candy, Curamcorn Kettles. Northside Co., 309 E. 4th, Indianapolis, Ia. au29

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**A-3 ORGANIST—AVAILABLE AUGUST** 10; 20 years in radio, hotels, lounges, rinks. Organist, 303 Grove St., Charleston, S. C. se1

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Midget Pearl Lighter \$3.50  
Large Pistol Lighter \$5.50  
Midget Pistol Lighter \$3.50

25% deposit, balance C.O.D.

**DOVAL SALES CO.**  
New York 17, N. Y.  
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Height and Dozen Price

10 1/2"	8 1/2"	5 1/2"	4 1/2"	2 1/2"
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All hollow handle knives. Each piece has Rogers trade-mark. Rogers Anti-Tarnish Chests, Leatherette Two-Tone \$1.75 Mahogany Walnut \$3.25 Mahogany Deluxe \$3.00

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Heavy Duty men's flexible bracelet in chrome plated or gold plated finish.

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In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

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CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

Table with columns: No., Size, Per Gr. for Celluloid Feather Dolls.

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Table with columns: No., Size, Per Gr. for Paper Parasols.

8 RIB RAYON FLORAL PARASOL

No. B26N9 32 inch Per doz. 4.00

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Advertisement for Frisco Pete featuring a catalog and contact information.

Advertisement for The Billboard magazine subscription.

Advertisement for The Billboard magazine featuring a costume illustration.

Subscription form for The Billboard magazine with fields for name, address, city, and occupation.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only if you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St Cincinnati 22, O.

Parcel Post 40c Peterson, Howard 43c South, Dorothy L. 10c (License Plates) 15c Kicker, Joe

- List of names and addresses for Cincinnati office, including Adams, Mrs. Dottie, Adams, Dorey P., Adams, Edw. J., etc.

- List of names and addresses for Cincinnati office, including Buffington, Joe, Bunniger, Wm. L., Burger, Clyde Lee, etc.

- List of names and addresses for Cincinnati office, including Clouston, Raymond, Cuzzocco, Leo, Cole, Willard L., etc.

- List of names and addresses for Cincinnati office, including Damos, Mrs. Ann, Davis, Mrs. Anna, etc.

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- List of names and addresses for Cincinnati office, including Edwards, Sam, Elliott, Jack K., etc.

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MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg St. Louis 1 Mo

- List of names and addresses for St. Louis office, including Farrell, Fred, Boudreau, Kenneth, Gilbert, Mrs. Bob, etc.

- List of names and addresses for St. Louis office, including Gilbert, Mrs. Bob, Genger, R. W., etc.

Advertisement for CHAS. UFERT CO. featuring 2 for the one price on greeting cards.

Advertisement for TEXAS STATE SOUVENIRS featuring a map of Texas.

Advertisement for Big Profits featuring a stamp illustration.

Advertisement for Hart Mfg. Co. featuring a stamp illustration.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19 N Y

- List of names and addresses for New York office, including Backman, Ted, Brooks, Barry, etc.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St Chicago 1, Ill

- List of names and addresses for Chicago office, including Aberkane, Tunio, Backmann, Ted, etc.







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Local for offices, homes and conventions. Leave one on desk or table, curious victim will pick up and read. You'll Hear Him scream. They get Harmless Shock.

#### CHECK THESE SELLING FEATURES

- SELF-CONTAINED MECHANISM
- REPLACEABLE BATTERY
- FITS INTO POCKET OR PURSE
- WELL CONSTRUCTED TO LAST YEARS
- ASSORTED TITLES

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Jobbers, Write for Quantity Price. Be First in Your Area!

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1209 Broadway, New York, N. Y.

## ROJAC "FAIR" SPECIALS

- Dart Balloons ..... 70¢ Gr.
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- Sun Visors—carded ..... \$2.16 Gr.
- Men's Combs ..... \$1.20 Gr.
- 23xxx Corks ..... \$2.25 M.
- Candy Boxes, 4 1/2x2 1/2 ..... \$3.00 M.
- Plastic Toy on Wheels with 5 lollipops—boxed ..... 15¢ Ea.
- Metal Brooches—Carded, Boots, Saddle, Bronze ..... \$2.16 Gr.
- Plastic Tea Spoons, bright colors ..... \$2.50 Gr.
- Over-Spec Sun Glasses ..... 34¢ Dz.
- 4" Metal Scissors ..... 40¢ Dz.
- Metal Gillette Type Razors—boxed ..... 7¢ Ea.
- Nylon Bristle Tooth Brushes—boxed ..... 75¢ Dz.
- 3" Pocket Knives, with chains \$1.50 Dz.
- Ladies' Ball Point Pens, with chains ..... \$1.20 Dz.
- Ball Point Pens—boxed ..... \$1.90 Dz.

50% with order—balance C.O.D. Send for our free Closeout Price List.

ROJAC NOVELTY CO.

876 BROADWAY NEW YORK 3, N. Y.

### LET'S MAKE A KILLING

THIS AUGUST—EVEN BIGGER THAN LAST YEAR

They rated THREE pages of pictures in LIFE magazine. They have been in the movies, on the air, in newspapers. Truly they are a wonder of nature, they grow on bushes, yet live and jump for weeks. Thousands who have read of this mystery of nature have never had the opportunity of seeing them and buying them. Counter displays contain 30 dime packages with 5 beans and historical game chart for each package, plus FREE demonstration beans with each display. Carded beans \$1.25 per card Postpaid. You can order these displays from your jobber or direct. Loose beans, 1000, \$7.00; 500, \$4.10; \$1.11, all prepaid. Wagon jobbers, if you saw these guinea last year, you know what you missed. Get on the crazy train this year. Write and I'll tell the engineer to stop at your station.



W. H. RILEY SULPHUR SPRINGS FLORIDA DRAWER 9285

## 10 GROSS SLUM for \$6.75

- | Per Gross                          |      |
|------------------------------------|------|
| Japanese Crickets                  | 5.40 |
| Animal Charms, Ass't.              | .75  |
| Simplex Whistles                   | .45  |
| Metal Police Whistles              | .75  |
| Plastic Crucifix (Pkd. 2 Gro.)     | .75  |
| Celluloid Teeth                    | .75  |
| Cigarette Whistles (Pkd. 2 Gro.)   | .45  |
| Miniature Dice                     | .75  |
| Swiss Bird Whistles                | .85  |
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| Ass't. Plastic Charms              | .75  |

10 GROSS SLUM FOR \$6.75  
NEW CATALOG AND CHANGE APRON WITH EACH ORDER  
25% deposit required on c.o.d. orders. Prices do not include shipping charges. Include postage with order.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 S. MERIDIAN ST., INDIANAPOLIS 25, IND.

### BRAND NEW—NOT RECONDITIONED WRIST WATCHES

14K. GOLD-PLATED CASE, Matching Gold-Plated Link Expansion Band.

**\$3.95 EA.** 6 or more less than 4 add \$1.00

Best buy in the entire field! Super-seller and profit maker. Assorted dials, 2 1/2" lum. dial and hands, sweep second hand. Rush Order While They Last. 10% deposit, balance C.O.D.

J & W SALES CO. 708 S. State St., Chicago 5, Ill.

#### FAST SELLING JOKE ITEMS!

Snake Cigarette Lighter	75¢
Squirt Rubber Cigars	75¢
Large Rubber Spiders	75¢
"What I Know About Women" Joke Book	80¢
"Sex After 60" Joke Book	80¢
"102 Magic Tricks" Book	1.20
Ring With Big Imit. Diamond	1.00
Tie Pin With Big Imit. Diamond	1.20
Medal for Lying	75¢
Squirt Nickel With Rubber Bubb	1.00
Whoops Cushion large	2.49
Jay Butzer (hand shaker)	3.90
Plastic Worm, carded	40¢
Rubber Chocolates 12 in pkg.	1.50

Min. Order \$10, 1/3 Dzn., Bal. C.O.D. Add 10% Postage With Full Remittance. DEALERS! Write for Big Wholesale Catalog.

D. ROBBINS & CO. 121-B West 42 St., N. Y. 18, N. Y.

### RED HOT HAMMERS EVERYBODY'S GOING!

#### REAL VALUES

Lapel flag bows. Bright colors. Heavy cardboard. Metal pin. MA2126 ..... Gross 35¢

Round metal whistle. 1 1/4" diam. Bright colors. MA3016 ..... Gross 85¢

Felt hat bands. Comic sayings. Black on asstd. colors, 18" length. MA9286 ..... Per 100 90¢

Write for new catalog. State business. 25% deposit with all C.O.D. orders.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

### EVERYBODY WANTS BOZO

Licensed by Capital Records, Inc.

#### THE CLOWN BALLOONS! by PIONEER

Cash in on the popularity of Bozo the Clown! Records by the Million, a radio-TV hit, terrific personal appearances! You can't miss with Pioneer Qualatex Bozo Balloons. Kids yell for these two big blue and red Bozo Balloons—No. 11-B, 11" round and No. 817-B, 17" Toss-Up doll with feet. Pitch Bozo Balloons and clean up fast! Write The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

Dz.	
Men's Chain identification Brace-let, chrome plated	\$3.00
Men's Expansion Identification Bracelet, chrome plated	6.50
Men's Expansion Watch Bands, chrome plated	2.50
Men's Expansion Watch Bands, gold plated	4.50

25% deposit, balance C.O.D. DOVAL SALES CO. 2 East 46th St., New York 17, N. Y.

GIVE TO DAMON RYUN CANCER FUND

## Pipes for Pitchmen

By BILL BAKER

BYRON L. BOWIE has quit the New England territory to mush out for Montreal, where he strikes out on a string of Canadian fairs with his layout of glass cutters and mending tissue. He will return to New England for the late Maine fairs, where in the past he has always come away with his share of the long-green. On the Canadian trek, Bowie will team with the well-known Canadian pitch lad, William S. Hockley.

#### OUR FAITHFUL CORRESPONDENT

Mrs. Robert Noell, of Noell's Ark Gorilla Show, pencils from Bedford, Va., under date of July 27 to give a complete run-down of the show's activities. She says, in part: "Bob has been sick. Went to the hospital. Nerves. Doctors told him the steady grind is getting him down. He's been too conscientious with his animals all these years. He won't trust their care to anyone else, and it's beginning to tell on him. The doctors prescribed golf, but Bob's always thought the game extremely silly. His brother-in-law got him out on a fishing trip for a few hours, and that helped some. Last night we day and dated the Silas Green Show on the same lot. We saw their show and then worked to their blow-off. Both shows did extremely well. Tomorrow the Si Rubens show (Rogers Bros.' Circus) plays Salem, Va., eight miles away. We plan to run over and see some of our old friends. Next week we will be at Montvale, Va. We have a contract for Maher Field, signed by one Jack Craig, which guarantees \$350 for the one show on Thursday night (2). Contract calls for Joe, our boxing ape, to take on three pro boxers for two rounds each. Craig furnishes the rest of the show. The \$350 is for Joe's stint only. We worked out at the Starkey Speedway, Starkey, Va., to a very slow week. Rain has hampered us no little this season. Season has started off slow for us but business should pep up soon. E. S. Holland, of the Elizabeth City (N. C.) Drive-In Theater, motored over to visit with Bob after the latter's release from the hospital."

WHEN last heard from; Dude Murphy was working Illinois spots to good returns.

BIG AL WILSON... infoed from Wisconsin territory recently that he is set to go with a new item on the fair circuit.

DOC M. E. ETLING and wife, Alice, are off the road for the time being, due to the latter's illness, and are operating a trailer camp at Lamarque, Tex. Old pitch and med friends could do much to bring cheer to Alice, whose health is very poor, by

dropping her a line to 1015 Main Street, Lamarque.

BEEFSTEAD WHITEY BRECHT... reportedly had a red one recently with opera glasses at Playland Park auto races in Omaha.

AMONG THE BOYS... working the recent Gene Autry date in Des Moines to good returns were Harry Jackson, J. C. Cooke, Dick Sedel and Lefty Shapiro.

GEORGE LAPLANT... veteran sheet writer, is working thru North Dakota to good takes.

RECENT WRITERS... to this column have requested pipes from Mr. and Mrs. George Hess Jr., J. B. and Louise Clark, Fred and Millie Hudspeth, Art and Sue Fredette, Eddie and Doris Gaffney, Earl and May Davis, Jerry Hahner, Joe Colby, Walter and Mary Stoffel, Eddie Wahl, Morris Kahntroff, Jim and Toni Lobaugh, Glen and Marcia Hoberg and Mr. and Mrs. George Gunn.

BILL BAKER... wonders how Speedy Hascal is making out. When last heard from he was preparing to re-enter, a Cleveland hospital for surgery. Hascal, who has been ill for the last 15 months, expects to be laid up another six months before taking to the road again.

HUSK O'HARE... former name-band leader who turned commercial several years ago to head up a Chicago beauty preparation firm which has employed countless pitch lads and lassies in dime, drug and department stores, as well as fairs, thru-out the country, reports terrific response to his new agency activity in booking large manufacturers on demonstration displays at 15 State fairs thru-out the nation. The idea offers further opportunity to the hustling pitch folk. O'Hare claims to be the only agent booking the fair field on the display and demonstration basis.

ANOTHER... incapacitated pitchman from whom this column hasn't heard in recent weeks is Arthur House. Latest info on House was that he was in Pittsfield County Hospital, Pittsfield, Ill., as the result of a leg injury suffered when he stepped into a mud hole on a fairgrounds. What's the latest dope on your condition, Art?

WONDER... how George H. Brooks is making out on that string of Indiana fairs he was to start a few weeks ago. Previous to his fair route Brooks had been working the summer opera in St. Louis for Austin and Ray Potter.

WHERE'S... James (Kid) Carrigan now and what's he doing? A few weeks ago he completed a successful 10-week

stand in Cincinnati with corn dope. At that time he had his eye on the Los Angeles area.

JIM LOBAUGH... has reportedly been doing well in the Iowa territory with Svengali decks. How was the fair at Grand Forks, N. D., Jim?

HOW ABOUT... a few pipes from Harold Newman, Carl May, George Thurman, T. Barrett, Dave Rose, H. H. Campbell, R. Redden, A. Stein, Joe Miller, Don Reilly, Ray Colbert, Jack Anthony, Shorty Levine, Max Rubin and Frank DeGraw?



JUST INTRODUCED, and Creating A Real Sensation....

White Kathead balloons with polka dots in red, green or blue all over the balloons. A great flash!

No. 15-KPD... per gross, \$9.35

Be one of the first with this big money maker.

ORDER FROM YOUR JOBBER

The OAK RUBBER CO. Ravenna, Ohio.

### Oak Balloons

For immediate shipment Write for FREE Catalog STATE NOVELTY CO. 618 W. St. Clair Cleveland 13, Ohio

### PAPERMEN

To Work Kentucky Fairs The Kentucky Farmer 300 East Market Street Louisville 2, Kentucky

### \$6 Brings Back \$38.50

640% PROFIT ON ULTRA-BLUE STOCK SIGNS

THANK YOU CALL AGAIN

100 SIGNS, 7"x11"-\$6 (Cash With Order)

Make in orders for these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big towns or small cities. More than 1000 different designs—Comedy, General Religious, Miscellaneous—all at spare time money-maker.

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.20  
15 Samples Ultra-Blue Retail Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00

Above Samples Mailed Postpaid

L. LOWY 812 Broadway, Dept. 431 New York 3, N. Y.

### MAKE UP TO \$300 a WEEK

... selling our highly profitable lines of quality Costume Jewelry, Wallets, Religious Jewelry, Razor Blades and Cosmetics. Write NOW for full particulars to:

WHOLESALE BLADE CO. Buffalo 5, N. Y. P.O. Box 194

### DEVIL'S SEAT PLASTIC CUSHION

The Best Laugh of the Year. A Brand New Novelty Seller. \$7.25. Cash. 25% down, bal. C.O.D. Sample \$1.00 postpaid.

J. E. FITZGERALD 14214 Grand River Detroit 37, Mich.

### ILLUSTRATED CARTOON BOOKS

52¢, YELLOW! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT \$1 POSTPAID \$1000 SO POSTAL C.O.D. \$1 REGINALD SALIS 1216-60 Park Row Bldg., New York 11, N. Y.

## Merchandise Topics

#### New York

Ideal Toy Corporation has announced a three-faced doll made of molded vinylite. When the laughing-type face is exposed, the other expressions are hidden by the doll's blond curls and hat. A small knob at the top of the bonnet is turned to change the face. The firm also announces that in an exchange plan with Lines Bros., British manufacturer, it has obtained Western Hemisphere rights to a walking doll, said to be entirely different in the walking doll line in that it walks only when someone leads it by the hands. It rolls its eyes as it steps and can sit down.

#### Chicago

Key-hole anti-freeze, an inexpensive chemical compound, is announced by Elektrik Seal Laboratories. One application of the compound from the handy tube in which it is sold is said to protect automobile locks against freezing for the life of the car. It is also handy for use on other locks which are exposed to severe weather.

#### Detroit

H. O. Striker, well known in the specialty merchandise field for years, is putting out copper covered units for screen workers, offering all sizes at 17 cents. . . .

Device to give Junior the assurance that he can drive a car like daddy has been developed by George C. Knight Company. It fastens to the front seat of the car, and is a child's seat, complete with steering wheel, horn, and gearshift. It sells for \$6.95 under the name of Kiddie-Drive-ette.

#### From All Around

B. Palmer Sales Company, Dallas, dealing in carnival supplies exclusively, opened a Memphis branch in June at 304 South Main Street under the management of J. B. Cox. Bud Palmer, formerly general manager of B. & N. Sales of Dallas, upon dissolution of the firm, organized the firm bearing his name. Associated with him since 1948 is Bernie Cohen, formerly Palmer's assistant at B. & N. Sales. The Memphis outlet was set up to broaden the firm's coverage thru-out the South. Palmer and Cohen travel the territory as contact and sales personnel. . . . Glo-Dial Company now has ready for national distribution a luminous telephone dial. The device is made of two plastic halves which lock in place between the dial rotary and the dial face of any standard dial telephone. A space is located at the bottom of the product for emergency telephone numbers. The product retails for \$1.49.







## SET MIDWEST COIN SHOW EXHIBITS; ADD SPONSORS

### Six-States Sponsored Meet Will Start October 14; Expand Coverage

OMAHA, Aug. 4.—Midwest Coin Machine Convention, sponsored by the Six-States org. this week shaped up as an industry-wide show, with many major coin machine manufacturers, record companies, and suppliers set to exhibit at the only industry-wide convention scheduled this year.

With space restricted, the convention chairman, Harold Klein, this week said the entire mezzanine of the Paxton Hotel has been taken over for exhibits, and will

be broken down so that between 40 and 50 exhibitors will be able to participate. At least 30 of the booths will be 8 by 8 feet, and will cost exhibitors \$60 for the October 14-16 convention period. The balance will be slightly larger, and the cost will be proportionate. Klein said contracts and floor plans will be mailed to manufacturers this week, and must be signed and returned no later than October 1. Some parts for space have already been closed, he reported.

#### Coverage Expands

An off-shoot of the long-established Five-States regional conventions, the confab this year originally was set up by a six-State group, including State orgs from Iowa, Minnesota, Wisconsin, North and South Dakota, and the hosting association, Nebraska.

Now, however, the convention has expanded into a major show, and additional State orgs, including those of Kansas, Colorado, Mis-

souri and Montana have indicated they will participate in the meet.

In addition, Klein said invitations will go out to all State associations inviting officers and members to attend the show and to participate in the business sessions. George A. Miller, president of the Music Operators of America, as well as other officers of the national org, will also be invited to participate in the meeting.

#### Buyers' Market

Sponsors of the convention stressed the meeting had been scheduled in October to facilitate operators who would be doing their fall and winter purchasing. It was for this reason that the sponsors decided to invite manufacturers to exhibit, with their regional distributors in attendance to service their own accounts. Klein said all types of coin machines will be represented in the exhibits—not just phonographs—and that record manufacturers will not only have exhibit space at the convention, but will bring in recording artists to appear in the booths and at the banquet Tuesday (16) night.

Klein urged all operators who plan to attend the meeting to get their hotel reservations in as soon as possible. Several hundred requests for sleeping space have already been received, and more are coming in daily. Included are requests from ops in the 10 State associations named, as well as others from Illinois and Indiana.

## New Gottlieb Game Combines 2 Score Ideas

CHICAGO, Aug. 4.—Watch My Line, a new type five-ball game combining in-line scoring and high score, was premiered this week by distributors representing D. Gottlieb & Company.

Key to the game is a series of 15 holes, seven in the upper half of the playfield and eight in the lower. To make replays, the patron must score in holes which light up numbers on the backglass in a sequence of three in a row vertically or horizontally or make 5,000,000 or more points on the high score.

When the ball is put into play it follows a figure eight course to the top of the playfield and then begins descent thru the upper hole area. If the ball does not drop in one of the upper holes it reaches the lower section and either drops out of play or in one of the lower holes. Balls about to drop in the outsole can be saved frequently by sending a second ball into play in such a manner that the last ball pushes its predecessor back up on the top playfield for an additional run thru the entire scoring area.

#### Scoring Combs

Three numbers in a row on the backglass entitle the player to five replays. Two sets of three in a row are good for 10 replays. Since

(Continued on page 89)

## Evans Begins Shipping New Crane Models

CHICAGO, Aug. 4.—H. C. Evans & Company has started deliveries on Push-Over, a full-vision merchandise crane unit, Rex Shriver, firm official, announced this week.

Designed with a de luxe cabinet measuring 54 inches high by 21 inches deep by 37 inches wide, Push-Over offers play control thruout the entire operation of the game. It has indirect fluorescent lighting, a simplified mechanism easily serviced from the rear, and merchandise loading takes place in the front. Standard equipment includes a nickel drop chute. Among the key points of Push-Over are its construction with materials known to be completely sanitary, thereby making it weather and insect resistant. Evans will make candy available to operators.

Push-Over will be handled thru regular Evans distributors.

## Name Bill Ryan Williams Mfg. Sales Manager

CHICAGO, Aug. 4.—W. J. (Bill) Ryan, who resigned as vice-president and general manager of Universal Industries when Universal and United Manufacturing consolidated (The Billboard, July



W. J. (BILL) RYAN

21), this week joined Williams Manufacturing Company here as sales manager.

Ryan has been associated with the coin machine industry for 36 years. In 1915 he joined the Jennings organization, and before resigning in 1939 had risen thru

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chased by or traded to operators soon after they were listed.

The music division also was in the midst of a business upswing. From the fewer number of AMI, Seeburg, Rock-Ola and Wurlitzer models offered for sale, it was clear music sales were moving well. Part of this spurt was attributed to the growing scarcity

(Continued on page 89)

## Chicago Firm Buys Peerless, SSLI Shuffle Inventories

CHICAGO, Aug. 4.—In one of the largest shuffleboard route sales ever recorded, Purveyor Shuffleboard this week purchased the entire routes and inventories of Standard Shuffleboard Leagues, Inc., and Peerless Weighing & Vending Company. Both operations were subsidiaries of the Rock-Ola Manufacturing Company.

Herb Perkins, head of Purveyor, stressed the purchase did not include the manufacturing phase of the Rock-Ola shuffleboard activi-

ties, nor did it include the SSLI name. Covered in the deal were the complete routes operated by the two firms, and complete shuffleboard inventories including stock (boards), scoreboards, supplies, etc.

With the completion of the deal, Purveyor becomes one of the largest shuffleboard operating companies in the United States. Firm will also continue to manufacture boards, and will continue its league program which has been in effect for the past three years.

## FEDERAL CM TAX INCOME REVEALS HEAVY INCREASE

WASHINGTON, Aug. 4.—The federal tax on coin-operated devices yielded a total of \$20,730,581.58 for the fiscal year ended June 30, a gain of \$556,856.63 over the previous fiscal year. The yield for June was \$1,157,409.48, a drop of \$942,137.66 below the previous June.

Tobacco taxes yielded \$1,380,396,000 for the fiscal year, a gain of \$51,931,654. Alcohol taxes produced \$2,546,807,924, a gain of \$327,605,839 over the previous fiscal year.

## Export Sales Head For Banner Year; Phonos Pacing Biz

### Four-Month Total Near Two Mil Mark; Vending, Games Also Up

WASHINGTON, Aug. 4.—With virtually all shipping lanes open again, April coin machine exports totalled \$539,863 to run the figures for the first four months of the year to \$1,929,484. In the first third of 1950, \$632,895 worth of jukeboxes, venders and games were sold at export.

Major developments in April centered around consignments to Canada, Belgium, Venezuela, Cuba, Mexico and Salvador. This group accounted for \$453,985, slightly more than 80 per cent of the entire market. Music sales continued to climb and April statistics show 1,245 units with an aggregate value

of \$334,303 were exported. Thus far this year \$1,146,803 in music equipment has been sold in foreign markets or four and a half times the amount delivered in the first four months of 1950, when \$245,377 in music machines were bought by coinmen in other countries.

Leading purchasers of U. S. produced music boxes in April were Canada (309 units for \$115,171); Belgium (106-\$49,161); Venezuela (86-\$47,101); Cuba (91-\$24,578); Salvador (45-\$24,100), and Mexico (207-\$23,645). Others on the coin-phono export list were Japan,

(Continued on page 83)

## THE WORK BENCH

### Proper Lubrication Means Longer Life

By HOWARD P. SCHLEY

Nothing adds to the life of coin machines like proper lubrication, the right amount of lubrication in the right place. Vice-versa, too much oil in the wrong place is as bad, or worse, than no lubrication at all.

First of all, follow the manufacturer's recommendations. The engineers who design coin machines know how they should be lubricated, and it is well to follow their instructions.

Moving parts require some sort of lubricant to prevent wear. Motor and machine bearings must have a constant supply of oil to stop friction. Gears, sliding and rolling parts must have a coating of grease to stop wear.

#### Four Types

As a general rule, only four types of lubricant are needed in coin machine works:

1. Light machine oil (three-in-one or similar) for bearings or very small motors.
2. S.A.E. No. 10 motor oil for motors, bearings, small gear trains, etc.
3. Light gear grease (lubriplate or similar) for gears, cams, music machine mechanisms and commutator plates.
4. Graphite for locks and solenoids.

#### Oiling Motors

When oiling motors, remember in the motor itself the only parts which need lubrication are the

two shaft bearings. Most motors are equipped with oil reservoirs or wick oilers which retain oil for a long period of time. In motors which use commutator brushes, great care should be taken not to get oil on the commutator. This can be identified easily. It is a series of copper strips parallel to the motor shaft and separated by smaller strips of fiber. The brushes in this type motor ride on, and make contact with, the commutator and require no lubrication. Oil on the commutator causes arcing, which tends to burn the commutator strips and the brushes.

Step switch commutator plates require greasing. But great care should be used to avoid using too much grease. The continual movement of the contact wipers over the plate face and rivets causes some friction. In servicing the plate first clean it, then cover it with a very thin coating of light grease.

#### Use a Brush

Cams and gears should be coated with grease along their working edges. A small paint brush is a

(Continued on page 89)

## Price Stability Keys Latest Index

### Game Activity Still Climbing; Jukes Moving Fast Hypoed by Foreign Sales

CHICAGO, Aug. 4.—Stability of price quotations marked the latest publication of The Billboard's index of advertised used machine prices (appearing elsewhere in this issue). Game activity continued on the stepped-up basis of the past few weeks and many of the models approximately one to two years old were not back in the current index, indicating they were pur-

chased by or traded to operators soon after they were listed.

The music division also was in the midst of a business upswing. From the fewer number of AMI, Seeburg, Rock-Ola and Wurlitzer models offered for sale, it was clear music sales were moving well. Part of this spurt was attributed to the growing scarcity

(Continued on page 89)

## Badger Coinmen Hit by Floods

MILWAUKEE, Aug. 4.—The recent floods in the Midwest caused considerable damage to Badger coin machine operators who work in the Southwestern part of the State.

One of the hardest hit in this area was Mike Young, of Soldier's Grove. Reports emanating from there indicate a large portion of his machines on location as well as equipment stored in his warehouse and his office were completely ruined.

Several other areas were also affected, with substantial losses to the operators.

## Set Up Texas Coin Tax Fees

AUSTIN, Tex., Aug. 4.—In a recent opinion issued by Texas Attorney General Price Daniel, it was ruled the permits or licenses on coin-operated machines in Texas are non-transferable, and that the tax rate is \$30 per calendar year on five-cent machines, and \$60 per year on those operated on more than five cents.

The license on one machine, it was ruled, could not be used for another machine if the first machine were sold or taken out of operation.

Machines affected by the ruling are those defined as operating for "skill or pleasure" and include pin games, miniature race track machines, miniature football machines, miniature golf machines, miniature bowling machines and "all other coin-operated machines which dispense or afford skill or pleasure."



## CTA Ice Cream Units Tap Top Rider Market

CHICAGO, Aug. 4.—With the installation of six additional ice cream venders in Chicago Transit Authority el and subway locations this week, Mechanical Merchants, Inc., reported initial sales volume was edging past 100-dozen bars per machine per week. Herman Stamer, vice-president, said as a service aid for the ultimate 22-machine operation scheduled, special deep freeze units have been installed in Loop subway lockers as a central supply source for the concentration of units in that area.

Judging from acceptance of vended ice cream by Chicago rapid transit riders, Stamer declared annual sales could figure from 5 to 10 per cent ahead of military installations. He cited his firm's experience in its Chanute Field operation, where the first 15 days of each month chalked up top vender sales, the last 15 days showed a decided decline in volume. Reason, said Stamer, was that the servicemen had about exhausted their pay by the middle of each month and so were light spenders during the closing two weeks.

On the CTA operation, altho weekly averages per unit do not compare with camp sales during opening days of each month, they do top lagging volume at month's end. Thus, a 12-month average of ice cream sales in el and subway stops could very well climb ahead of camp volume.

Stamer reported that due to CTA's closing of the outer rails of the Loop el on week-ends, Mechanical Merchants has had to reposition six cup beverage venders to platforms on the inside track, which carries all traffic at such times.

## Nix Fair Trade For Ore. Cigs

PORTLAND, Ore., Aug. 4.—Cigarette fair-trade legislation in Oregon appeared doomed this week as result of last-minute burst of petition-circulation by labor groups.

President Cecil W. Jones, of the Central Labor Council, announced sufficient signatures had been obtained to block the 3-cent cigarette tax enacted by the 1951 Legislature. Fair-trade law, tied in with the tax, also is delayed until the November 1952 election as result of the referendum action. Signatures are being checked for validity, but Jones said far more than the necessary 16,429 have been obtained.

The two laws, which would have become effective October 1, would have added about 5 cents to cig prices, now ranging from 16 to 20 cents here.

Earlier the Labor Council announced signatures were coming in so slowly there was little prospect of blocking the legislation.

## Texas Tax Repeal On Venders Upheld

AUSTIN, Tex., Aug. 4.—In a recent opinion, Attorney General Price Daniel upheld House Bill 307, which repeals the tax on candy, gum, sandwich, handkerchief, and cup machines, "and all other coin-operated machines which dispense or vend merchandise, commodities, or confections." The tax was also repealed on coin-operated midget movies. That tax had been levied only a few days before by another bill, which Daniel held was repealed by a second bill changing the tax law on coin-operated machines.

**Clears Confusion**  
Comptroller R. S. Calvert, the State's tax collector, ran into the confusion of two bills passed by the same session amending the coin machine section of the tax law. He asked Daniel for a ruling,

## MILW. REGIONAL MEET DATE SET

CHICAGO, Aug. 4.—National Automatic Merchandising Association announced this week that the Milwaukee meeting, part of Region VI's four-phase area meets, will take place August 20 at the Wisconsin Hotel instead of August 13 as previously stated.

Other Region VI meetings in August (*The Billboard*, August 4) are set for Chicago, Edgewater Beach Hotel, Monday (6); Indianapolis, Indianapolis Athletic Club, Saturday (11), and Dixon, Ill., at the summer home of Walter C. Knack, Saturday (18).

A fifth meeting, tentatively set for Minneapolis August 22, will be definitely scheduled with exact time and site to be set shortly.

## 2 Cincy Vender Men Killed in Mich. Air Crash

CINCINNATI, Aug. 4.—Two Cincinnati vending machine men—James A. Neal, 41, president of Automatic Beverage Venders, Inc., New Burlington, O., and Harry J. Knarr, 41, an employee of the firm—were killed at 11 a.m. Tuesday (31) in a crash of the company-owned plane near South Haven, Mich.

Michigan police said the crash occurred on a fog-shrouded farm as Neal attempted an emergency landing because of engine trouble. The landing gear of the Bellanca Cruiser struck the crest of a hill with such force that it tore the plane to pieces and mangled the bodies of the occupants.

Neal and Knarr had taken off from Lunken Airport here, where the plane was hangared, early Tuesday for a business trip to Muskegon, Mich.

Neal is survived by his widow. Surviving Knarr are his widow; two sons, Robert, 21, and Richard, 7, and a daughter, Carole, 11.

## Bigger Bars, Lower Cost Twin Candy Trend?

CHICAGO, Aug. 4.—Moves to hike bar weight or cut wholesale cost by leading candy manufacturers during recent weeks may precipitate a general trend in the bigger bite, lower tab direction, industry spokesmen feel. With cocoa and coconut prices down from top levels, either of the two alternatives may be adopted by many firms as a sales syphon. And competition coupled with slowed sales and high inventory adds fuel to the fire.

Larger bar size, initiated by Curtiss Candy Company, recently when it upped its Baby Ruth from 1 1/4 to 2 fraction over 1 1/2 ounces, has since been adopted by Kimbell Candy Company. Latter

boosted its nickel cocoa bar from 1.08 to 1 1/4 ounces. On the lower price front, Hershey Chocolate Corporation reduced the 24-count dime bars from \$1.54 to \$1.50; Peter, Cailler, Koenig & Swartz Chocolate Company, Inc., lowered its 24-count Nestle bar the same amount. Back of the movement is the industry's poorer showing per capita consumption compared to competitive items. While the U. S. population increased almost 14 per cent since 1941, candy sales volume has been upped only 8 per cent. And 1950 sales of \$910 million were off 9 per cent. from \$994 million volume of 1949.

per capita consumption of candy during 1950 was below the average for the 10 previous years, off almost 12 per cent from the 1944 peak. In comparison, ice cream sales rose 40 per cent in the last decade; soft drink volume jumped 58 per cent and canned fruit juice sales went up 82 per cent.

A third incentive to boost candy volume, aside from bigger bars and lower regular wholesale cost, are temporary promotions offering savings on nationally accepted items. An example is Hershey's fall promotion in its nickel bar, offering a 75-count pack for the regular 72-count price of \$2.40. Making it possible for manufacturers to reduce wholesale prices is the approximately 3-cent per pound drop in cocoa; from 38-cent ceilings early in July cocoa now goes for about 35 cents a pound. Coconut prices, too, are down from a high of 21 cents per pound early this year, to the current 17 1/2 cents. While sugar remains at its high of \$8.75 per hundred pounds, reached after a 25-cent climb in June, a break here may be indicated by the \$8.60 price quoted by one trader.

## FABLE IN FRUSTRATION

# OPS Information Merry-Go-Round Leaves \$64 Questions Unanswered

CHICAGO, Aug. 4.—Seeking an answer to how vender operators are affected by current price control regulations, *The Billboard* discovered after six weeks of research that no one knows for certain, not even Washington.

Initially, verbal questions were asked of the Chicago Office of Price Stabilization district office. Verbal answers forthcoming were clear, concise and fair. But when a list of 15 questions was submitted to the same district office, similar to those posed verbally, the answer was that it was a problem for the legal counsel of the regional office. The questions were submitted to the counsel.

A follow-up phone call disclosed the regional counsel had been able to answer some of the questions, but had forwarded others to Washington for clarification. After two weeks, *The Billboard's* Washington office called on OPS headquarters. No one present had received the regional office com-

munication. A duplicate set of questions was then given the Washington OPS office.

### Ring-a-Rosie

After giving the whole matter its attention, OPS tossed the questions back. "To avoid confusion," Washington OPS wrote, "it would be most wise of the vending machine operators to consult with their local district OPS office on any of the problems they encounter in the (vending machine) field."

A number of the questions submitted to Washington drew puzzling replies. Typical ones follow:

Q. Are automatic merchandising operating companies covered by ceiling price regulations? If so, how, and under what classification?

A. Consult your local district OPS office on this.

### Who's on First?

Q. What information, if any, must vending machine operating

companies file with OPS?

A. The same sort of information other retailers who do not sell thru vending machines file.

Q. Is there anything in the ceiling price regulation which would prohibit a candy vending machine company from switching its candy line, all or part of it, from nickel retail to dime retail bar goods?

A. This also depends upon the facts in the case. Let your local district OPS office advise you on this.

## N. E. Bottlers See-Saw on OPS Bev Price Thaw

BOSTON, Aug. 4.—New England bottlers of soft drinks still talk price squeeze. This despite the OPS order which authorizes bottlers of 6 to 12-ounce bottle size soft drinks, whose prices were frozen by the general freeze at low levels, to raise their wholesale prices a maximum of 16 cents providing the resultant price does not exceed 96 cents a case of 2 bottles.

Coca-Cola reported no price increases anticipated in case prices or in deposits. With Coke retailing at a nickel the competition in some instances is hesitating about going to the 96-cent price per case, with a resultant 6-cent retail price. However, many small bottlers have taken the step, despite the competition, and report it is difficult but "working out." In the meantime, vending machine operators were faced with the possibility of having to reconvert machines to a 6-cent price in some instances. In Maine resort area many machine drinks were pegged at a dime last year.

OPS officials said it was early to judge the impact of the new order, which became effective July 28, but so far the situation "apparently had brought little change." Many soft drink brands are retailing now at 6 cents with various deposit amounts being asked in stores, confusing both the

(Continued on page 82)

## Canteen Sales Up 26.8 Per Cent 1951

CHICAGO, Aug. 4.—Automatic Canteen and its wholly owned Canteen Company of America subsidiaries for the third quarter this year amounted to \$8,566,652, or \$302,938 more than the second-quarter of this year. Consolidated sales for the first three quarters this year were \$23,014,166. This sales figure cannot be compared with last year since the Canteen Company now a wholly owned subsidiary, was acquired December 23, 1950.

Consolidated net income before federal income taxes for the third-quarter of this year was \$443,246, a decrease of \$921 from income of \$444,167 in the second-quarter. Provision for federal income and excess profits taxes for the third-quarter amount to \$225,000 for the second-quarter, \$248,000 and for the year to date, \$648,000. Net income after taxes for the third-quarter amounted to \$218,246, an increase of \$22,079 over the second-quarter. Net income for the first three quarters amounted to \$562,856.

### Factors in Growth

Canteen's pioneering of 10-cent candy thru vending machines, as well as its increased placement of cup drink machines, probably explain much of the increase in sales. Leverone did not comment on the factors which caused the healthy rise in sales volume.

Net income per share, after provision for preferred dividends, totals \$1.25 to date this year, compared with \$1.01 for the same period in 1950. At its quarterly meeting held this week, Canteen's board declared the regular dividend of 22 1/2 cents on the preferred stock and 25 cents per share on the common, payable September 1 to stockholders of record August 15.

## Mexico Cuts Export Taxes

MEXICO CITY, Aug. 4.—Mexico announced a reduction in export taxes on various products last week, including cocoa beans and vanilla. The cuts range from 50 to 83 per cent, depending upon the product.

## PUFF OFF LBS., VENDERS HANDY

LOUISVILLE, Aug. 4.—Puff away pounds may be an up 'n' coming slogan for cigarette venders, especially in this vicinity. Celesta Geyer, formerly a 555-pound fat woman in a circus, claims that cigarettes aided her in her dieting which reduced her weight to 164 pounds. She said her diet contained only 800 calories a day, but that whenever she became hungry she smoked a cigarette.

## 2 Lily-Tulip Execs Killed In Collision

NEW YORK, Aug. 4.—Frank T. Roche and Lawrence V. Keefe, sales manager and manager respectively of the packaging division of Lily-Tulip Cup Corporation, were killed July 27 in an automobile-truck collision at Clifton, N. J. Keefe was a passenger in Roche's car. Both were returning to their homes in Westchester County from Shawnee-On-the-Delaware, Pa.

Roche joined Lily-Tulip in 1929, Keefe in 1928. Both were well known to the paper and food industry thruout the country.

## NAMA Offers Show Stickers

CHICAGO, Aug. 4.—Bernie Osmond, National Automatic Merchandising Association's convention and exhibit manager, sent a special bulletin this week to the more than 100 firms who have signed contracts to exhibit at the 1951 NAMA convention November 12-15 at the Cleveland Auditorium, Cleveland, offering a supply of convention attendance promotion stickers for use on their mail.

The red and white sticker, designed for use on exhibitors' mailings to vending customers, invites the operator to see firm's display at the 1951 meet.

More than 150,000 similar stickers were used by NAMA exhibitors in 1950 to promote attendance at the Chicago convention.



**SMOKESHOP '612'**



The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

**AUTOMATIC PRODUCTS CO.**  
250-B West 57th St., New York 19, N. Y.  
PLaza 7-3123

**LOCATION PLAYS SANTA**  
**Burned-Out Plant Waives Commish to Cover Op Loss**

CHARLESTON, S. C., Aug. 4.—Carolina Vending, started as a cracker vender operation with 50 units in 1949, is a firm believer in the "whiteness" of locations, particularly industrials. Citing an instance illustrating this trait, John J. Mahoney III, partner in the firm, points to a case where numbers of its machines were destroyed in a plant fire.

Following the destruction of the plant, owned by the Woodstock Manufacturing Corporation in Charleston, T. J. Thorne Jr., manager, surveyed the \$100,000 loss with the vender operators. His first statement was: "I'm sorry about the loss of your machines." Learning that Carolina Vending

at the time was not covered by insurance, Thorne attempted to get the operators' damages under his firm's own policy but failed. He then suggested Carolina Vending amortize its loss out of commissions as soon as the plant was rebuilt.

This June 30, the burned venders were fully amortized out of commission checks which otherwise would have been paid to the plant.

**Tax Discounts Aid W. Va. Cig Bev Dealers**

CHARLESTON, W. Va., Aug. 4.—Cigarette and soft drink wholesalers in West Virginia will experience dollar gains thru discounts granted them for affixing tax stamps under terms of new laws, according to State Tax Commissioner C. H. Koontz. He said bottlers are allowed a 12.5 per cent discount on the 1-cent tax and a 10-per cent discount will be allowed on the estimated \$300,000 to be collected annually from the sale of sirups.

Koontz stated while the discount figure for cigarette wholesalers has been reduced from 10 per cent to 4-per cent, there will actually be a higher margin of return. He emphasized the total State cigarette tax has been raised from 1-cent to 4-cents per pack, thus making 100 stamps cost \$400 with a return of \$16 compared to former cost of \$100 for same number with a \$10 return for handling costs.

Moving to clarify an earlier misunderstanding arising from the sale of soft drinks by venders under the new law, Koontz pointed out that consumers' sales taxes must be collected on "each sale" for purchases between six and 50-cents and higher brackets. This makes a 6-cent drink always cost 7 cents with taxes when it is vended.

The new State tax laws went into effect July 1, placed a penny on soft drinks and added three cents to the cigarette tax.

**Beech-Nut Profit Up**

CANAJOHARIE, N. Y., Aug. 4.—Beech-Nut Packing Company reported a net profit for the first half of 1951 of \$2,520,323, including \$886,577 of non-recurring profit. Figure is \$520,323 more than firm's \$1,968,729 net for the same 1950 period.

**Ice Cream Biz Gains Volume**

CHICAGO, Aug. 4.—With ice cream production in the U. S. above the 200,000,000 gallon mark for the first five months of this year, the figure represents the first increase in demand since the industry's peak year of 1946. The January thru May gain of 4 per cent over the same period last year, and a 4 per cent gain this May over May, 1950, was preceded by gains of 6 per cent in January, 8 per cent in March and 5 per cent in April over like months last year. February saw the only fall-off; 3 per cent.

U. S. Bureau of Agricultural Economics announced ice cream gallonage for the first five months of 1951 amounted to 207,955,000 gallons compared with 199,975,000 gallons in the corresponding period in 1950.

During May, five top States in ice cream production were Pennsylvania with 7,650,000 gallons; New York, 6,190,000; California, 3,700,000; Ohio, 3,570,000, and Illinois, 3,280,000. It was also stressed production in May was above the five-year average of 1945-'49 for the month, both nationally and in many individual sections. The national gain, altho only 1 per cent, broke the static or declining returns of recent years.

**COLD TO HOT**

**Coal Venders Selling Fuel Thruout Year**

ST. LOUIS, Aug. 4.—Coal venders, an adaptation of ice vending equipment made by F. B. Dickinson & Company, Des Moines, and S. & S. Vending Machine Company, San Jose, Calif., now number 45 units in seven States. One of the top installations is that made by Merchants Ice & Coal Company, St. Louis, which has sold 600 bags of coal from its machine in one day.

Merchants ice reports that during the summer months, charcoal was substituted for coal. Idea was to supply folks who like outdoor steak fries or weiner roasts. A Chicago dealer, Fulton Fuel, vends a sack of coal for 50 cents, and finds highest sales season is in the spring when coal bins are empty.

Depending upon length of conveyor belt, the coal venders list between \$400 and \$900.

**ADVANCE 21 FF VENDOR**  
A Flexible Profit Maker

In our opinion, one of the best machines ever made... the product of 50 years of specialized vending machine manufacturing experience. Typical advance sturdy construction with famous Advance coin detector.

Vends any merchandise that can be packed in a flat carton not exceeding 1/2"x2"x3 1/4" or in a cylindrical carton not exceeding 3" in length by 1" in diameter.

1c-5c or 10c MODELS  
25¢ model at additional cost.  
Clutch handle and other accessories available.

WRITE FOR PRICES

**J. SCHOENBACH**  
Distributor of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**VICTOR'S TOPPER**  
With Glass or Plastic Globes

\$48.00  
CASE OF 4 \$12.25  
SINGLE COMPLETE VICTOR LINE IN STOCK!

**CHAMPION NUT & CHOCOLATE CO.**  
1194 TREMONT ST., BOSTON, MASS.

**Cup Service Named Spacarb Distrib**

STAMFORD, Conn., Aug. 4.—Cup Machine Service Company of Philadelphia last week was appointed distributor of the Spacarb Hot 'n' Cold Mix-A-Drink machine for Southern New Jersey, Delaware and Southeastern Pennsylvania. Meanwhile, they will also act for the coffee and soup bars of Bert Mills Company, for which Spacarb is national sales rep. Charles Ashley is vice-president of Cup Machine Service.

IF YOU WANT BIG PROFITS JUST TRY THE SENSATIONAL

**Northwestern**

1¢ SELECTIVE

**TAB GUM VENDER**



WRITE, WIRE OR PHONE THE NORTHWESTERN CORPORATION  
811 ARMSTRONG STREET, MORRIS, ILLINOIS

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

**Northwestern**

<b>OUTSTANDING MODEL 49</b> 1c-5c-10c	<b>SENSATIONAL 10-COLUMN 1c SELECTIVE TAB GUM</b>
PRICES Less than 25 ..... \$17.35 Less than 100 ..... 17.75 100 or more ..... 16.95	PRICES Less than 25 ..... \$25.95 Less than 100 ..... 25.45 100 or more ..... 24.95

1/3 Deposit, Balance C.O.D. STAND, \$12.50

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE TRADE-INS ACCEPTED

**MERCHANDISE**  
ADAMS, All Flavors, 100 Count \$ .42  
WRIGLEY'S, All Flavors, 100 Count .46  
FRUIT CHARMS, Assorted, 100 Count .40  
SUCHARD, 300 Count ..... 1.20  
HERSHEY'S, 200 Count ..... 1.30

MINIMUM ORDER 25 Boxes of Any Assortment

**FRENCH BOY POP CORN Dispenser**



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information.

It means BIG PROFITS! **\$51.50**

F. O. B. Chicago

Pop your own corn or buy fresh ready-to-eat popcorn from us. Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

Dealer Inquiries Invited

**BALLGUM OPERATORS AND DEALERS**

"SILVER-KING'S" NEW ROTARY "SUPERVENDOR"

VENDS NEW LARGE SIZE 7/8 "SUPER-GUM" (100 to the Pound)



Here is the answer to dwindling sales, or where "CHARMS" are prohibited. "SILVER-KING'S" new "SUPERVENDOR" will outsell ordinary gum 5 to 1 with no incentive prizes needed.

Entirely new rotary mechanism in Silver-King built especially for the job. New locations and larger profits secured with ease. \$10.00 in quantities.

"SUPERVEND" Changeover parts available for all Silver-Kings—\$3.50 per set.

Nut and Ball Gum Candy, Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter"

**SILVER-KING CORP.**  
622 Diversey Parkway Chicago, Ill.  
Order new "SUPERVENDORS" today

**Northwestern TAB GUM VENDERS**

Single \$25.95  
25 to 100 \$25.45  
100 or More \$24.95

30-Day Money Back Guarantee  
We Stock All Mds. for Mach

Write for Charm and Merchandise List.  
1/3 Dep., Bal. C.O.D.

**NORTHWESTERN SALES & SERVICE**  
1194 TREMONT ST., BOSTON, MASS.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, etc.

**COPPER CHARMS**  
Large size, new series, 1,000 \$3.95  
Hand-Painted Imported Charms, per 99. .... 1.25  
Toy Watches, 2 gross ..... 2.50  
Stone Set Rings, 1 gross ..... 1.95  
"Hep Cat" Buttons, 1,000 ..... 5.95

**STANDS**  
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES. One-Third Deposit on All Orders

**PARKWAY MACHINE CORP.**  
715 Einar St Baltimore 2, Md

**EPHY CHARMS**

Plastic #2	\$ 3.00 per 1,000
Silver Plated #2	4.50 per 1,000
Plastic Wonderful #70	3.75 per 1,000
Silver Plated #70	6.50 per 1,000
Plastic Comic	4.25 per 1,000
Silver Plated Comic	6.50 per 1,000
Grocery Charms	10.00 per 1,000

**EPHY**  
Samuel Ephy & Co., Inc.  
91-15 144th Place, Jamaica 7, L. I., N. Y.

BRAND NEW

**LUCKY BOY VENDORS**

**\$9.75** Lots of 5 \$8.75  
EACH Lot of 25 MODEL \$7.75  
1c or 5c

Hot and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

**FREE**  
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

Charms

**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

**NORTHWESTERN** SALES AND SERVICE COMPANY  
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600



## Calendar for Coinmen

August 7, 21—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.  
 August 9—Connecticut State Coin Association, Inc., monthly meeting, Hotel Bond, Hartford.  
 August 9—Oregon Music Association, bi-monthly meeting, 827 S. W. 13th Avenue, Portland.  
 August 9—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.  
 August 11—National Automatic Merchandising Association area meeting, Athletic Club, Indianapolis.  
 August 12—Wisconsin Phonograph Operators' Association, monthly meeting, site not determined.  
 August 13—California Music Guild, monthly meeting, 311 Club, Oakland.  
 August 13—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.  
 August 13—Washington Coin Machine Association, monthly meeting, site varies, Washington.  
 August 13-27—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.  
 August 14, 28—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence, R. I.  
 August 15—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, New York.  
 August 18—National Automatic Merchandising Association, area meetings, Dixon, Ill.  
 August 20—NAMA Region VI meeting, Wisconsin Hotel, Milwaukee.  
 August 20—Baltimore Amusement Machine Operators' Association, Mandell-Ballow, Baltimore.  
 August 23—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.  
 August 23—Connecticut State Coin Association, bi-monthly meeting, Hotel Bond, Hartford.  
 August 27—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.  
 August 28—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.  
 August 28—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.  
 August 30—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.  
 September 3—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.  
 October 14, 16—Six-States Convention, annual meeting, Paxton Hotel, Omaha.

## Venders Bring Jitney Beverage to City Parks

DALLAS, Aug. 4.—Park officials here and in Houston announced this week that nickel soft drinks are being made available in those areas via venders. Formerly, dime drinks were manually sold at concession stands, with some in Dallas parks featuring 5-cent beverage. The venders, in both cities, are installed in various park buildings.

Move makes available both nickel and dime drinks in Dallas and Houston parks, but in San Antonio, where all park concessions are let on a bid basis, the dime front remains unbroken.

Reports from the three cities were obtained as Fort Worth made a study of the 10-cent soft drink price allowed in its Forest Park

concession contract. City council delayed approval of the contract when Mayor J. Edwards cited the price as "high." In rebuttal, Houston park superintendent A. Moser said "we found if we were to have concessionaires handle the drinks the price would have to be a dime." As a result, venders were advanced as the means of offering the public a nickel drink.

## NCA Urges Gov't Protect Quality Of Candy Goober

CHICAGO, Aug. 4.—In an effort to "protect candy manufacturers from any downgrading of peanuts purchased for candy making," National Confectioners' Association Wednesday (1) protested a proposal by the U. S. Department of Agriculture to modify standards of the shelled white Spanish variety.

Charles Scully, Williamson Candy Company, was named by NCA President Philip P. Gott to head a special peanut committee composed of C. Rummehlof, E. J. Brack & Sons; Robert Schnering, Curtiss Candy Company; C. L. Smessaert, Walter H. Johnson Candy Company; Victor H. Geis, Mars, Inc.; R. J. Iversen, Nutrine Candy Company; J. M. Lavezzorio, Peanut Specialty Company, and G. Lloyd Latten, Schutter Candy Company.

NCA filed its protest statement with the Production and Marketing Administration, Department of Agriculture, pointing out that standards should be raised, not lowered. Present standard of peanuts sold to candy manufacturers are lower than they were prior to 1939 when the U. S. standards were instituted.

Surplus Standards  
 NCA also requested co-ordination and clarification of the numerous standards which have been established by the Agriculture Department, Food and Drug Administration and the regional sheller organizations to govern the sale of peanuts. Such standards tend to counteract one another, NCA declared.

It was also pointed out that the unusable material in peanuts forces candy makers to pay shipping costs on non-edible materials and to re-pick peanuts. Together with other factors arising from the peanut program, this has tended to decrease the use of goobers by candy manufacturers over the last six years.

The reduction in manufacturer peanut use was illustrated by the 87,802,000 pounds used in 1950 and up to May 31, this year, against 148,185,000 pounds from September 1, 1944, to August 31, 1945.

## Amend NPA Foil Use Regulation

WASHINGTON, Aug. 4.—National Production Authority this week amended its regulation on the use of aluminum foil, which is used in packaging gum and tobacco products, and also announced production of both aluminum foil and glass containers is expected to continue at high levels.

The NPA amendment brings aluminum foil for florists, gift wrapping, seals and labels and household purposes under its M-67 order which also regulates foil for containers and packaging. Under the new amendment foil converters may obtain all controlled aluminum foil, except that for insulation, from one NPA division, the containers and packaging division.

The amendment also affects the consumption of aluminum foil which may be used in various products. Items 2, 3, 4, and 5 in Schedule 1 of NPA Order M-67 have been combined into a single group to enable aluminum foil users to use materials to meet their individual requirements within the group. Group 5 covers the use of foil for florists, gift wrapping, seals and labels and household purposes.

### Quarterly Quota

NPA in its new amendment also establishes a quarterly quota rather than a monthly quota for foil converters. This provision is retroactive to July 1. An inventory limitation is also established, with a minimum working inventory fixed at not more than 60 days.

In its production report NPA revealed that aluminum foil produced during the first quarter of 1951 was 8 million pounds above production in the first quarter of 1950. NPA expects foil output to remain steady because, altho the industry is using a smaller supply of metal, conservation is being maintained thru metal gauge reduction.

With raw materials plentiful, production of glass containers remained high during the first three months of this year, NPA reports. Now that designs of glass containers have been standardized an even higher rate of production is expected.

Altho production thruout the industry has risen during the first months of this year, production has been absorbed by greater demand.

## Diamond Match Net

NEW YORK, Aug. 4.—Diamond Match Company reported net income of \$3,597,829 for the six months ended June 30. Net income for same period in 1950 was \$2,678,258.



WEIGHT, 165 LBS.

# \$25 DOWN

Balance \$10 Monthly

400 DE LUXE  
**PENNY FORTUNE SCALE**  
 NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS  
 \$85.00 IN PENNIES

Invented and made only by

## WATLING

Manufacturing Company  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago.

*Perfumatic*  
**MEANS PROFITS**

THE SENSATIONAL NEW NON-ELECTRICAL PERFUME DISPENSER

THERE'S A LOCATION . . . . . WHEREVER THERE'S A WOMAN

Write for details

**PERFUMATIC OF CANADA LTD.**  
 561 EGLINTON AVE. WEST  
 TORONTO - CANADA

**GET \* NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms

Our prices are lowest! Send 25c for complete samples.

**PENNY KING CO.**  
 415 Neptune Street  
 Pittsburgh 20, Pa.

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS**

**ORDER TODAY!**

**VEEDCO SALES CO.**  
 2124 Market St. Philadelphia 3, Pa.  
 Phone: LOcust 7-1448

## DISTRIBUTORS WANTED

"EVERY LOCATION IS A BUYER"

**EXCLUSIVE TERRITORIES**

Tested and Proven To Be the Greatest Trade Promotion in 1951

# SPIN-O

IT'S ELECTRIC AND IT'S AUTOMATIC

**SPIN-O, INC.**  
 1426 WASHINGTON AVE., SO. MINNEAPOLIS, MINN.

SPIN-O IS AN ESTABLISHED MERCHANDISE STIMULANT!  
 SPIN-O IS PLAYED BY CUSTOMERS FREE OF CHARGE!

\$39.50 Retail WITH ORDER, BAL. C.O.D.

**CHARMS—Proven Sales Boosters**

Write for Complete Price List!

**Karl Guggenheim inc.**  
 33 UNION SQUARE • NEW YORK 3, N.Y.

GIVE TO DAMON RUNYON CANCER FUND

From **LITTLE ACORNS** mighty INCOMES grow!

# ACORN

The only completely die-cast aluminum, precision-built

## ALL-PURPOSE VENDOR

- Vends all bulk mass—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

**OAK manufacturing co., inc.**  
 11411 Knightsbridge Ave., Culver City, Calif.

**DISTRIBUTORS:**  
 Choice Territories Still Open—Write, Wire, Phone!  
 East & Midwest  
 M. J. Abelson, gen. sales mgr.  
 1249 3rd Ave., Pittsburgh AT 1-6478  
 Pacific Coast Distributor  
 Operators Vending Machine Supply  
 1023 Grand Ave., Los Angeles

YOUR BEST BET!—soz Aunt Hat, for restricted areas on charms and winners is

# JUMBO UNIVERSAL

Vending 15/16" ball gum

## SPECIAL PACKAGE DEAL

12 JUMBO UNIVERSALS and 200 Lbs. Jumbo Ball Gum

all for \$239.00 cash

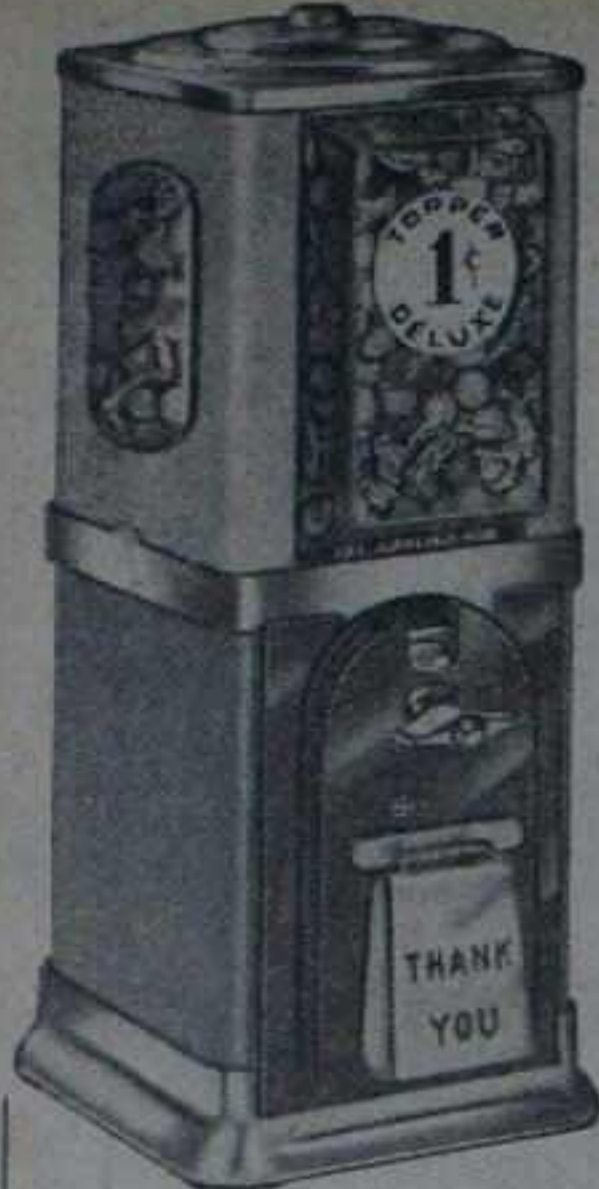
or on 20 weekly payment plan. Small finance charge.

Write for details

**ROY TORR—Lansdowne, Pa.**

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES





**Victor's TOPPER DELUXE**  
WITH SIDE DISPLAY WINDOWS.  
Also Available in Double, Treble  
and Revolving Super Market Units  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

### Request Floor On Sugar Cuts

WASHINGTON, Aug. 4.—Industrial sugar users have asked Congress to incorporate into existing sugar legislation a floor below which the Secretary of Agriculture may not go in making the annual estimate of consumer sugar requirements for the year ahead. Spokesman for 15 sugar-using industries, Gordon Pickett Peyton, urged the floor be provided as a guarantee no estimate of yearly sugar requirements will be less than the annual average of amounts actually distributed within the U. S. during the two years immediately preceding such determination.

Industrial sugar users also urged the Sugar Act be extended for only two more years instead of the four years proposed by H. R. 4521.

### Meat 'n' Spuds Candy Dinner

ST. LOUIS, Aug. 4.—A candy bar which will provide every essential of a balanced diet is a possibility in the not-too-distant future, according to Dr. Paul Logue of the Monsanto Chemical Company. As a basis for his prediction, he said chemists now working in co-operation with food technologists should come up with the right formula for such candy within the next 10 years.

### Ind. Cig Sales Gain

ANDERSON, Ind., Aug. 4.—Hoosier smokers purchased 2.4 per cent more cigarettes for the fiscal year ended June 30 than they did during the same period in 1950, according to the Indiana cigarette tax division. Net tax amounted to \$12,831,775, compared with \$12,528,729 last year.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequently with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue

	Issue of Aug. 4	Issue of July 29	Issue of July 21	Issue of July 14
Adams Gum 1c.....	9.95	14.50	59.95	14.50
Advance Candy.....	25.00	25.00	25.00	25.00
Ajax's Hot Nut.....	39.50			
Atlas Bantam 5c.....		8.95		
Candyman 72 Bar.....	50.00	59.50	50.00	59.50
Coca-Cola Drink Machine.....		450.00		
Columbus Ball Gum 1c.....	9.95			
Columbus Duo, 2 Comb. 5c.....	15.00	15.00		
Columbus Model A&M.....		3.00		
Columbus 1c Bulk.....	7.50	7.50		
Columbus 5c Bulk.....	8.00	8.00		
DuGrenier Model (S) (7 Col.).....	69.50	79.50	74.50	79.50
DuGrenier Model W.....	49.50	89.50	49.50	89.50
Electro Serve Popcorn 5c.....	19.50	19.50		
Jennings Large Head Scale.....				35.00
Kirk's Astrology Scale.....	95.00	95.00(2)	95.00	95.00
Lo-Boy Scale.....	50.00	50.00	50.00	50.00
Master's.....	10.00	6.00	10.00	6.00
Masters 1c Novelty.....	8.50	8.50		
Match Box Machine, 1c.....	4.95	4.95		
Mercury Grip Scale.....	49.50	47.50		
National 7 col. 25c.....	89.50			
National 930.....	85.00	85.00	80.00	80.00
New York Stamp.....	12.50			
Northwestern Merchandise.....	15.00	10.00	14.50	10.00
Northwestern Merchandise.....		15.00		
Northwestern Merchandise.....		3.00		3.00
Northwestern Tab Gum.....	25.95(2)	25.95	25.95(2)	25.95(2)
Northwestern 33 Ball Gum.....	7.50(2)	7.50(2)	7.50	7.50
Northwestern 39.....	7.50	5.00	7.50	5.00
Northwestern 40.....	6.95	6.95		
Pistachio Nut Vender.....		6.95		
Poo Corn 5c.....	89.50	59.50	89.50	89.50
Postage Stamp.....	17.50			
Rowe Candy.....	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.).....	145.00	145.00	140.00	140.00
Rowe Imperial (8 col.).....	69.50	77.50	69.50	82.50
Rowe Royal (8 col.).....	85.00	85.00	80.00	80.00
Rowe Royal (10 col.).....	90.00	90.00	85.00	85.00
Rowe 7 col. Gum & Mint, 5c.....	20.00	20.00		
Shipman Stamp.....	22.50			
Siro's Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....	8.00	9.95	8.00	
Silver King Hot Nut.....	12.50	5.00	12.50	5.00
Silver King Target King.....	19.50	19.50	27.50	
Stoner 8 col. 5c.....	125.00	200.00	125.00	
Target Hunter (Silver King).....	19.50	19.50	25.00	
Target Hunter.....		27.50		
3 col. Cigar Machine.....	29.50	29.50		
Toledo Large Head Scale.....				35.00
Tom Thumb Jr.....		145.00		
U-Chu Ball Gum, 1c.....	5.00	5.00		
Uneda Candy 102 Bar.....	75.00	75.00	80.00	80.00
Uneda Model A (9 col.).....	85.00	85.00		
Uneda Model Pack A (8 col.).....	69.50	69.50		
Uneda Pack E (6 col.).....	49.50	49.50	49.50	69.50
Uneda (500).....	69.50	95.00	69.50	95.00
Uneda (9 col.) Model 500.....			35.00	49.50
U-Select-It.....	19.50	35.00	35.00	49.50
Victor Model V.....	8.50	9.00	8.50	9.00
Victor's Topper.....			5.00	
Watling 200 Fortune.....			155.00	

### "SHOE" 'NUFF

## First Coin Shiner Set For Danes

COPENHAGEN, Aug. 4.—First coin-operated shoeshiner to be placed in operation in Denmark was installed in the Norreport station of the Danish State Railways July 26. Machine is similar in principle to those in America and operates with a 25-ore (four cents) coin.

Copenhagen's central station has several types of coin-operated machines, including scales, platform ticket and postage stamp vendors. Most novel machines are two glass-enclosed working models of Danish railway locomotives—one of modern design and the other of ancient vintage—which operate at 10-ore. Vending machines include fruit vendors and Kodak film vendors. The latter, however, are empty.

## Liquid Chocolate Transport Shaves Candy Mfr. Cost

PITTSBURGH, Aug. 4.—D. L. Clark Company announced adoption of a new method of bulk chocolate transport, developed after three years of experiments in co-operation with P. F. Kramme, Inc., New Jersey trucking firm.

System requires a special heated tank truck which delivers chocolate in liquid form. Pumped from truck direct to storage tanks in the plant or right to the eroblers if needed it effects an important reduction in handling expense. Eliminated are cost-hiking wrapping, unwrapping, breaking and re-melting of the hundreds of cakes of chocolate required daily. Chocolate is in a liquid form when it is turned out by the refinery, and most candy makers must return it to this form prior to use.

In addition to reducing cost for the candy manufacturer, and increasing handling speed, the new method is a more sanitary system of transporting chocolate, according to Clark.

The trucking company made the delivery of liquid chocolate possible by converting one of its milk tankers. Equipping the vehicle with a glass lining, it became an effect, a giant thermos bottle. An automatically controlled, gas-fired heating unit was designed and installed to heat a water-filled "blister" on the bottom of the tank. Thus a constant 130-degree temperature could be maintained in a 25,000-pound load of liquid chocolate, with only a maximum 4-degree heat loss during an eight-hour trip.

## New Mission Ad Agency

LOS ANGELES, Aug. 4.—Mission Dry Corporation appointed Dancer-Fitzgerald-Sample, Inc., to direct its advertising starting this week. Mission recently introduced a new six-ounce canned orangeade concentrate, for which marketing tests are currently under way in the Toledo and Denver areas.

and distribute amusement devices in San Jose, California. Authorized capital is \$75,000. Incorporation papers were filed by Rea, Jarka & Frasse, San Jose. Directors are: Marion L. Thorp, and Robert Meyer, San Jose, and Burney Thorp, Sparks, Nevada.

through  
**IMPROVED SERVICES**  
that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports *Research and Education.*

## AMERICAN CANCER SOCIETY

Mail your contribution to CANCER in care of your local post office

**SUNBRAND Pistachio Nuts**  
LARGE (43 Count) 40c Lb.  
JUMBO SIZE (38 Count), 60c Lb.  
Packed in tripling 5 lb. bags. Shipped 12 to a carton. Min. 300 lbs. (minimum) 200 lbs. for a Quarter Century.  
**AMERICAN PISTACHIO CORP.**  
111 Reed's St., New York 13, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

**OUR PRICES ARE STILL LOW CIGARETTE MACHINES**

Rowe Royal, 8 Col., 400 Bar Cap.	\$ 85.00
Rowe Royal, 10 Col., 400 Bar Cap.	90.00
Rowe Crusader, 10 Col., 475 Pack Cap., King Size included	145.00
Rowe Imperial, 8 Col., 340 Pack Cap.	77.50
Uneda Model A, 9 Col., 270 Pack Cap.	85.90
DuGrenier Model S, 7 Col., 270 Pack Cap.	69.50
DuGrenier Model W, 9 Col., 300 Pack Cap.	82.50

\$5.00 Additional for Silver Quarter or King Size Vending.

**CANDY MACHINES**

Rowe Candy, 120 Bar Cap.	\$85.00
Uneda Candy, 102 Bar Cap.	75.00
U-Select-It, 54 Bar Cap.	35.00
Advance Candy 40 Bar Cap.	25.00
Vendall Candy (New)	Write

**KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES**

**TOP EQUIPMENT**

**SPECIAL! \$50.00** CANDYMAN 72 Bar Cap. (Wall Model, No Base)

**SPECIAL! \$95.00** UNEEDA MODEL 500, 9 Col., 350 Pack Cap., King Size Included.

**CONVERSIONS**

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

**UNEEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

**Reconditioned & Refinished Vendors**

Vic. Mod. V Globe Type.....	8.50	NW Mod. 33 Ball Gum.....	8.75
Vic. Mod. V Cab. Type.....	9.00	Adams & Col. 1c.....	14.50
SK Bulk, 1c or 5c.....	8.00	Rowe 7 Col. Gum & Mint, 5c.....	30.00
Lucky Boy 1c Bulk new.....	9.75	Electro Serve Popcorn 5c.....	19.50
NW Deluxe 1c & 5c.....	15.00	Shipman Stamp, 1c-3c.....	22.50
Master 1c Novelty.....	10.00	N. Y. Stamp, 1c-3c.....	12.50
NW Mod. 29 1c Bulk.....	5.50	Postage Stamp, 1c-3c, like new.....	17.50
NW Mod. 40 1c Bulk.....	6.95	Match Box Machs. like new, 1c.....	4.95
Columbus 1c Bulk.....	7.50	U-Chu Ball Gum 1c.....	3.00
Columbus 5c Bulk.....	8.00	SK Hot Nut, 5c.....	12.50
		Adv. Stamp, 5c, new.....	18.00
		Columbus Duo, 2-Comb. 5c.....	13.50

**SPECIAL! AJAX HOT NUT VENDORS, LIKE NEW, Adjustable for 5c, 10c or 25c operation. Originally cost \$59.50. NOW \$39.50. COMPLETE WITH HEAVY STAND 3 OR MORE \$35.00 EA.**

**RECONDITIONED AND REFINISHED COUNTER GAMES**

SK Target King.....	\$19.50
SK Hunters.....	19.50
ABT Target Skills with stand.....	19.50
ABT Challenger with stand.....	19.50
Kicker & Catcher.....	22.50
Whirl-a-Ball.....	19.50
ABT Skill Gun with stand.....	29.50
Camera Chief.....	12.50
Elec. Shockers.....	12.50

**CANDY MACHINES**

Stoner 8 Col., 5c.....	\$125.00
Stoner 3 Col., Late Model, 5c.....	200.00
DuGrenier Candy Man, 5c.....	39.50

**NEW VENDORS**

NW Mod. 49, 1c, 5c or 10c or 1c Ball Gum.....	\$17.25
NW Tab Gum, 10 Col.....	25.95
NW Deluxe, 1c & 5c Comb.....	27.00
Advance Ball Gum 1c.....	9.95
Columbus Ball Gum 1c.....	9.95
SK Ball Gum, 1c.....	9.95

**CIGARETTE MACHINES**

National 9 Col., 25c.....	\$89.50
DuGrenier Mod. W 9 Col., 25c.....	89.50
U-Need-A-Pak "A", 8 Col., 25c.....	69.50
U-Need-A-Pak "E", 6 Col., 25c.....	49.50
Rowe Imperial, 8 Col., 25c.....	69.50
DuGrenier "S", 7 Col., King Size, 25c.....	79.50
3-Col. Cigar Machine 10c.....	39.50

**COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST!**  
**WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS!**  
1/3 Deposit With All Machine Orders. Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**N. E. Bottlers**  
Continued from page 79  
retailer and the consumer. Royal Crown has gone to 96 cents a case, but Nehi is staying at 90 cents. Seven-Up was another of the bottlers with the 96-cent price reported working out okay.

**Hyped Costs**  
Smaller bottlers point out sugar is now \$1.10 a 100 pound bag higher than last year, and that bottle costs and deposits are big problems for them. Many report losing money.

New England bottlers pointed out the Senate Select Committee on Small Business, after a 1950 survey of the soft drink industry, estimated two-thirds of the country's 6,500 soft drink bottlers were losing money or barely breaking even. Many small bottlers in New England had increased their case price before the price freeze; the new regulation permits those in the process of increasing prices, who were caught by the price freeze, to go up to 96 cents a case.

## Hot Cigs on NY Block

NEW YORK, Aug. 4.—New York State Tax Commission will auction off 20,850 packs of confiscated cigarettes in Albany next week (7). There is \$625 in taxes due on the load, and only licensed dealers may bid. The cigarettes were picked up six weeks ago while they were apparently being smuggled into Canada.

## NPA GIVES TWO CODE NUMBERS FOR VENDERS

WASHINGTON, Aug. 4.—National Production Authority officials today clarified NPA classifications on materials allocations for refrigerated as opposed to non-refrigerated vending machines.

Refrigerated equipment, such as soft drink machines, are considered Class "B" products with a code number of 35853. Non-refrigerated automatic merchandising machines are also Class "B" but have a code number of 35791.

At this time, NPA regulations are the same for both refrigerated and non-refrigerated machines. Persons filing either do so on Form CMP-4B.

## Charter Calif. Firms

SACRAMENTO, Calif., Aug. 4.—Kings County Novelty Company, Inc., has been granted a charter by the secretary of State to conduct a coin-operated amusement machine business in Kings County. Authorized capital is \$100. Incorporation papers were filed by Anthony J. Chargin. Directors are: Dante C. Pedrini, and C. C. Black, Stockton, and Felton B. Heino, Hanford, California.

San Jose Novelty Company, has been chartered by the secretary of State to manufacture, sell, repair



## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**VICTOR DRIVE SPOTS 100% EXCHANGE PLAN.** Distrib meetings called to map fall pitch (Music Department).

**STRONG LINE-UP HITS AMUSE TAX HIKES.** Industry throws book at Senate Finance Committee to oppose more taxes (General Department).

**NEW LEASE FOR TOWER RECORDS.** Diskery plans two-week sked after 10 weeks of quiet (Music Department).

**CAMARATA SET FOR DECCA POP.** Longhair musician to cut pop disks for plattery (Music Department).

And other important news stories as well as the Honor Roll of Hits and pop charts.

## S45 Production Up; Set Pennsy Distrib

Firm Will Exhibit Counter Juke Box At Midwest Coin Machine Convention

APPLETON, Wis., Aug. 4.—Ristaurat this week took three steps to further push production of its S45, 12-selection counter model 45 r.p.m. phonograph, and to facilitate operator coverage.

Joe Cohen, general manager, stated the production schedule has been stepped up to a full six days per week basis, with the entire personnel now working the six-day week. Output has already passed the 100-phonos per day schedule initially planned, and until all back orders on the S45 are filled, the pace will be maintained, Cohen stated.

To bring the refined production model to as many ops as possible in a short time, Cohen said Ristaurat this week reserved exhibit space at the Midwest Coin Machine Show, sponsored by the six-States org (see separate story) and, in addition to Cohen, will have a full staff of sales and service personnel

on hand at the Omaha meet in October.

First addition to the 25-distrib network originally set up by Ristaurat was made this week when Cohen appointed Spurrier Distributing, Harrisburg, Pa., to represent the line in that area. Firm is headed by Sam Spurrier.

Cohen said all distributors now have a stock of phonographs on hand, and parts and service departments to handle the S45 have been set up.

On the export front, Cohen stated a set allotment has been given Joe Calderon, head of the export division, so that back orders from foreign distrib can be filled as quickly as possible. Canadian rep Dave Kayfitz is arranging showings of the machine thruout the country, Cohen stated, and similar showings are being planned in the European and Pacific areas as soon as quantity shipments to those markets can be made.

## KO HEAT --- HUMIDITY

### Rock-Ola Parties Distribs But Juke Steals Spotlight

CHICAGO Aug. 4.—Despite the heat and humidity which blanketed this city over the past week-end, the Rock-Ola distributors, sales reps, and factory officers and department heads were enthusiastic over the unveiling of the firm's 1952 line Sunday (29)—the 50-selection Super-Rocket '52-50 and the new 50-selection, three-wire wall box.

Host at the affair was David C. Rockola, president, who was accompanied by Mrs. Rockola and their son, Art Weinand, vice-president and director of sales, along with Mrs. Weinand, greeted the guests as they arrived at the Sheraton Hotel, and J. Raymond Bacon, executive vice-president, and Mrs. Bacon, recently returned from a trip thru South America and Mexico, were also on hand.

With only 13 days notice given for the showing, the number of guests on and still went over the 200 marker. Among those who were in attendance from foreign ports were Jose Romero, Puerto Rico; Walter Beckhofer and Nap Bocachompe, Venezuela, and Cesare Sandabal, who represents Rock-Ola thru Central America. Latter was cited by firm officials for the

selling job he had accomplished, in the face of many obstacles, during the past year.

Ed Lake, who represents Rock-Ola on the West Coast, H. Sebastian, now covering the Southwest out of Texas, Ed Hall, and J. McAuliffe, credit manager, were also on hand to meet with the visitors. All reported that weather, plus vacation schedules had kept attendance down, but the reception to the new line was far above expectations.

Al Stern, head of World Wide Distributing, Chicago Rock-Ola distrib, and his two aids, Len Micon and Monty West were on hand for the event, while Carl Happel represented Badger Sales. Bill Happel, who heads Badger's West Coast headquarters, could not make the trip.

## Rock-Ola Distribs Preview 1952 Rocket, New Wall Box

By NORMAN WEISER

CHICAGO, Aug. 4.—With more than 200 persons in attendance, including representatives from Belgium, Central America, Puerto Rico and Panama, the Rock-Ola Manufacturing Company last Sunday (29) unveiled its 1952 line, including the Super-Rocket '52-50 and a new three-wire, 50-selection wall box to its distributors. The meeting was held at the Sheraton Hotel here, with a dinner following the unveiling.

Business session, which followed the dinner, was opened by J. Raymond Bacon, executive vice-president, who, after introducing other firm officers, called David C. Rockola, president, to the rostrum. Rockola reviewed the production set-up for the Super-Rocket, explaining there would be a con-

## OPS ADVISES CALIF. OPS AGAINST 10-CENT PLAY

Conversions Halted Until Ruling Is Clarified; Some Tests Okayed

LOS ANGELES, Aug. 4.—Activity in the conversion of music machines to 10-cent play was stopped abruptly here this week when it was learned the Office of Price Stabilization had advised operators the move came under Ceiling Price Regulation 34 governing services and that some of them may be violating the CPR Individual operators. The Billboard found, were not completely familiar with the federal set-up. In organization circles, including the Music Guild of Southern California and the International Brotherhood of Electrical Workers, Local 1052, there was complete silence on the matter.

Phil Krause, legal department of OPS, said the situation was "under investigation." Krause explained that under CPR 34, operators are allowed to raise their prices on juke box play to the highest figure used between December 19, 1950 and January 25, 1951. He interpreted the matter in layman terms as "the price being frozen on that basis."

According to CPR 34, operators who increased their play price during the time mentioned are within their rights. However, those who raised prices after January 25 are not cleared by the ruling. The ops spokesman said there was no law against the price hike, if done in the time mentioned. Krause emphasized, however, it was not his place to pass judgment on any operator.

### Issue Brochure

The matter of 10-cent play was taken to the location owner by way of a monthly bulletin issued by the Southern California Tavern Owners' Association. The OPS ruling was mentioned in the brochure, but not highlighted, a spokesman said.

The operators who have been against the move to a dime took

an "I told you so" attitude. Others took the stand of waiting to see what would happen. A third group was moving its dime-play back to a nickel when requested by the location.

In the last category, a Long Beach operator said two of his machines had been cut back to a nickel the day before and one was on order to be re-set to the lower figure. The operator, who asked not to be identified, said his firm was one of the first to move to the higher rate.

### No Comment

While operators were discussing the matter of the OPS ruling quite freely, at the association, Dave Wallachs, head of Music Guild of Southern California, said he had no comment to make. Hal Sherry, financial secretary of IBEW, which has jurisdiction over the operators, also refused to discuss the matter.

At press time, the talk switched to a test case to keep the machines at a dime. However, by the time the case is heard, a number of the machines are expected

to be back on a nickel. If won, the operators will again have to talk dime-play and follow it up with chute conversions.

Jobbers along coin row reported the sale of dime conversions was at a standstill.

## Phono Exports Pacing Record Foreign Sales

Continued from page 78

Guatemala, Panama, Nicaragua, Brazil, Honduras, United Kingdom, Germany and Denmark. It was the first sale to the UK this year and indicates this market may be available for coin shipments in prewar volume. Average price per phonograph varied from the high paid by Japan (\$677) to the \$54 low paid by Venezuelan operators. The obvious discrepancy is due to the fact the Far Eastern firms were concentrating on mostly new units while those in Venezuela were interested in older units, principally those of prewar vintage.

Vending sales at the end of April were also well ahead of 1950 totals. Last year the four-month total was \$134,476 compared with the current \$228,105. Six countries accounted for automatic merchandising export volume. They were: Canada (821 units for \$19,376); Cuba (68 for \$18,368); Venezuela (43-\$5,266); Israel (10-\$4,000); Mexico (53-\$3,407); and Surinam (9-\$1,726). In all, 1,035 venders valued at \$54,883 went thru export channels in April.

Operators from nine countries accounted for game export sales which added up to 1,283 units worth \$150,587. Canadian coinmen also set the pace in this division. They purchased 516 amusement pieces with an aggregate value of \$150,587. Israeli operators were on the game list, spent \$2,385 for 14 units. Unit prices were as high as \$337 (Japan) and as low as \$51 (France).

## Charles Potter, Minn. Op, Dies

FAIRMONT, Minn., Aug. 4.—Charles Potter, coin machine operator here, died in a local hospital Wednesday (1) following a lengthy illness.

Potter had been in the coin machine business for more than a quarter century and had one of the largest operations in the State, extending thru most of Southern Minnesota into Northern Iowa. He operated approximately 1,000 pieces of music and games.

He had gone to the Mayo Clinic at Rochester, Minn., for treatment and then returned home where he subsequently was hospitalized again.

Funeral services were conducted today (4), in Fairmont, with burial here. Survivors include his widow, Gladys, and a daughter.

## Canadian Ops Cancel Meet; Plan New Org

TORONTO, Aug. 4.—The coin show planned for September in this city has been called off due to lack of new equipment in this country, according to Al Clavir, Toronto Trading Post. The show was to have show-cased new equipment, but shortages have interfered with plans.

However, an association of all operators in the coin machine business, both in music and games, is being organized by Clavir, George Chow and Al Segal.

## First Milwaukee Dime Juke Box Tests Begin

MILWAUKEE Aug. 4.—Dime music play is getting a tryout at the Mitchell Novelty Company, according to route manager Erv Beck. While the tempo of upping the music price is a slow one here, Beck reports the reaction thus far is favorable in the relatively few spots covered.

One of the largest music firms

in the state, Mitchell Novelty is sold on the basic idea of hoisting the price tag, but toppers Erv and Joe Beck feel it necessary to proceed cautiously.

In each of the spots where dime play has been installed there were no lengthy discussions with the location owners regarding the new charge. The machine was put on location and the immediate reaction of patrons was one of complete acceptance. "When you stop to ask the location whether it should be nickel or dime they hesitate and finally say no dime. But if you are positive about it and start out with a dime price and the owners see how good the gross is, they are almost always happy about it," Beck reported.

## Central Gets Williams Line

CHICAGO, Aug. 4.—Sam Stern, vice-president of Williams Manufacturing Company, announced the appointment of Central Distributors, St. Louis to handle the Missouri territory.

Central is headed by Norwood Veatch and Charles Kagel. Current products being made by Williams are Hayburner, a five-ball game, and Music Mite, a counter model music box which plays 45 r.p.m. records.

## Fire Damages Romero Plant

MEXICO CITY, Aug. 4.—David L. Romero, coin machine distributor here, was unable to attend the Rock-Ola distrib meeting in Chicago last Sunday (29) when fire broke out in his cabinet and paint shop, causing extensive damage to the premises and inventory.

Firm, which handles a number of U. S. manufactured-lines in this country, imports equipment parts, then assembles the units at its local plant, and also builds its own cabinets, to factory specifications, for the various types of equipment.

trolled output of the new juke box, and said that the final die necessary to start production on the wall box would be ready shortly, and samples would be completed by October 1. Rockola outlined the production problems, under the emergency, to his distributors, and then explained the mechanical improvements which were incorporated in the new phono.

Following Rockola's talk, Arthur Weinand, vice-president and director of sales, outlined the sales program for the new products which the firm will follow during the coming year. Weinand also stressed the material shortages which would affect output of the Super-Rocket.

### Phono Features

With the engineering staff on hand to answer questions, visitors

were allowed to study both the phono and the new wall box at close range, after Weinand had officially unrapped the wall box, and Rockola had punched out the first selection, thus activating and disclosing the new phonograph.

Features of the Super-Rocket were listed as follows:

Sturdy wood cabinet with steel door frames, lavish plastics, a brightly trimmed base and new sparkline lighting effects; a record changer with fewer operating parts, floating mechanism chassis, offering 50-selections via 25-records which are played on both sides, easily adapted to 45 or 33 1/2 r.p.m. speeds at a cost of \$10 per conversion kit; dual motors featuring twin reversible turntable motor; sound system: dual-matched-cart-

(Continued on page 86)



Here's the most Beautiful most Profitable Small Music Box Made

RISTAUCRAT S45



CONSOLE DIST. CO., Inc. 3758 Air Line Hwy. New Orleans, La. TE. 8248

Record Reviews

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

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

LABEL AND NO ARTIST

COMMENT TUNES



Continued from page 37

Table of record reviews including VIC DAMONE, DICK HAYMES, RUSS MORGAN ORK, ANNE SHELTON, VERA LYNN, LARRY CLINTON ORK, and others.

Table of record reviews including JOE FINGERS CARR-THE EWING SISTERS, RAY ANTHONY ORK, GISELE MacKENZIE, DINNING SISTERS-JAN GARBER ORK, GEORGE CATES ORK, JANE POWELL, and others.

COUNTRY & WESTERN

Table of country and western record reviews including CHUCK MURPHY, BOB WILLS, MERLE TRAVIS, and others.

SPIRITUAL

Table of spiritual record reviews including SISTER ROSETTA THARPE-MARIE KNIGHT, BROTHER JOE MAY, and others.

LATIN AMERICAN

Table of Latin American record reviews including PEREZ PRADO ORK, LUPITA, and others.

HOT JAZZ

Table of hot jazz record reviews including SHARKEY & KINGS OF DIXIELAND, BANANA PEEL RAG, and others.

INTERNATIONAL

Table of international record reviews including HARMONY BELLS ORK, MILITARY POLKA, and others.

Plenty of FLASH for the SMALL SPOTS



The Most Beautiful Small Music Box You Can Buy

RISTAUCRAT S-45

Here's the winner for hundreds of locations that can't pay out on a large juke box. The smart, eye-catching S-45 is LOCATION PROVEN it's making profits right now for smart operators in spots like taverns, restaurants, drug stores, hot dog stands, and hundreds of similar locations. See the S-45 today!

Contact Your Local Distributor

RISTAUCRAT, Inc.

1216 E. Wisconsin Ave., Appleton, Wis.





## locations looking at YOU?

When the take falls off and locations begin to look at him in a dissatisfied way, any operator may blame the help . . . patrons . . . dearth of hit music . . . weather . . . or the inroads of some other form of entertainment.

The operator may be right, of course. Yet it is a fact that such conditions are almost always remedied by replacing the old worn juke box with a brand new Model "C."

It's the juke box that peeps up any location. It sells more music and puts patrons in that happy spending mood which builds substantial profits.

If you have a location problem, call your nearby AMI distributor today. He'll be glad to show you how the easy-to-own, easy-to-operate AMI can help you solve it.

*Model "C" Quickly and Easily Converts to 45 r.p.m. Record Play.*

General Offices and Factory: 1500 Union Ave. S.E., Grand Rapids 2, Mich.

**AMI** Incorporated



# WURLITZER

10¢ 25¢

## Conversion

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-war equipment.

4 Blonde Seeburg 48 Model... \$319.50

2 AMI Model 'C' Slightly Used \$75.00

WRITE-WIRE-PHONE

MIDWEST DISTRIBUTING CO.

208 N. Madison St. Rockford, Ill. Phone: 2-8887

## IT'S NO GAG--- JUKE WORKS

CHICAGO, Aug. 4.—Rock-Ola distributors got a big laugh at the company-sponsored distrib meet at the Sheraton Hotel here last Sunday (29) evening, with the boss, David C. Rockola, calling the gag.

Art Weinand, vice-president and director of sales, after unveiling the firm's new 50-selection three-wire wall box (see separate story), called on Rockola to make the first selection, and thus set the new Rocket '52-50 on motion. Stepping to the platform, Rockola pressed No. 50, then turned to the audience and said: "I hope it works." It did.

## MIND YOUR P'S AND Q'S

Looking forward to a long, happy operating life? Double check the Performance and Quality of your present equipment! If it can give you the trouble free operation and beautiful Tone Reproduction you get consistently in Evans Constellation Phonographs, there's nothing to worry about!



Built with YOUR Future in Mind!

EVANS' 20 RECORD 10 SELECTION

## CONSTELLATION

\* Will CMP "cut" Slice Profits from Your Operating? Act now to protect your earnings with dependable Constellations. They'll deliver the goods when the going gets rough! See your Evans Distributor or write Factory direct, pronto!

## H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS SEE EVANS' SENSATIONAL NEW 'COIN MACHINE, PAGE 97

## MUSIC SYSTEMS, Inc. MIDSUMMER SPECIALS

SEEBURG 146S \$139

SEEBURG 146M \$159

SEEBURG 147S--\$169 147M--\$189

WRITE-WIRE PHONE

WURLITZER 1015--\$195 1250--\$450

ROCK-OLA 1422--\$125 1426--\$159

IMMEDIATE DELIVERY

1/3 Deposit Bal. C.O.D. Crating \$7.50 Extra

MUSIC SYSTEMS, INC.

Detroit, Mich. 10217 Linwood Grand Rapids, Mich. 245 N. Division

Cleveland, O. 2600 Euclid Toledo, O. 1302 Jackson

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 4	Issue of July 28	Issue of July 21	Issue of July 14
<b>AIREON</b>				
Blonde Amber			\$75.00	
Cornet	\$150.00	\$150.00	144.50	150.00
Deluxe	49.00	49.00		49.00
Fiesta	125.00	125.00	75.00	125.00
<b>AMI</b>				
Model A		319.50 350.00	349.00 350.00	349.00 395.00
Model B	399.50(2) 439.00	339.50 475.00	339.50 449.00	449.00
<b>MILLS</b>				
Constellation				159.00
Empress	39.00	39.00 69.50	39.00 39.50	39.00
Throne		59.50	39.50 50.00	
<b>PACKARD</b>				
Manhattan	149.00	149.00	149.00 149.50	149.00
Model 7	79.50	79.50		79.50
<b>RISTAUCRAT</b>				
45	95.00	95.00	95.00	95.00
<b>ROCK-OLA</b>				
Commande	39.00	39.00	39.00 49.50	39.00
Deluxe 39	65.00	65.00	39.50 50.00	65.00
Master 40	65.00	65.00	39.50 50.00	65.00
Playmaster	64.50 69.00	64.50 69.00	64.00 64.50	64.50
Standard 39			39.50 50.00	
Super 40	49.50	49.50 59.50	39.50 49.50	49.50
'41	65.00	65.00	65.00	65.00
'46	175.00	175.00	175.00	175.00
'47	225.00	225.00	225.00	225.00
1418	49.50	49.50	49.50	49.50
1422	125.00 129.00	125.00 129.00	124.50	124.50
			129.50(2)	129.00(2)
			129.50 144.50	
1424	169.00	169.00	175.00 179.00	179.00 199.00
1426	199.00	199.00	175.00 179.00	199.00
<b>SEEBURG</b>				
Casino				39.50
Classic	59.00	59.00	39.50 45.00	50.00
Colonel	49.00 59.00	49.50 59.00	45.00 49.50(2) 59.00 64.00	49.50 59.00
Commander	49.50 69.00	49.50 79.00	49.50(2) 79.00	49.50 79.00
Envoy	49.00	49.00	39.50 45.00	49.00
Gem			49.00	
Hi Tone	49.50	49.50	49.50 59.50	45.00 59.00
H-146 M Hideaway	219.00	189.50 219.00	229.00	199.00 229.00
H-148 M Hideaway	289.00	239.50 289.00	229.00	299.00
H-246 M Hideaway	259.00	199.50 259.00	175.00 259.00	269.00
Hightone ES	59.00	59.00		59.00
Lotone			60.00 69.50	45.00
Major	59.00	59.00	45.00 59.00	59.00
Mayfair				39.50
Royal	49.00	49.00 49.50	39.50 59.00	39.50 59.00
Royal			39.50	39.50
Vogue			39.50 45.00	50.00
			64.50	
46 Hideaway				250.00
46M				235.00
46S		215.00		195.00
47M		339.00		
M 40 (Blonde)	339.50			
146	169.00 219.50	169.00 199.50	150.00 179.50	199.00
146 M	239.00	239.00	219.00 239.00	219.00 239.00
	150.00	150.00(2)	199.00	249.50
146 S			249.50	249.50
147	195.00 279.00	195.00 229.50	249.00 299.00	249.50 299.00
147 M	175.00	175.00	224.00	224.00
147 S	349.00	369.00	369.00	369.00
148 M	369.00	389.00	375.00 389.00	375.00 389.00
148 M1	79.00	79.00	69.50 89.00	89.00
1941 RC Special	249.50	249.50	249.50	249.50
1946 RC Special	274.50	274.50	274.50	274.50
1947 RC Special	75.00	75.00 79.50	75.00	75.00
8800	85.00	85.00	85.00	85.00
9800				85.00
<b>WURLITZER</b>				
61	50.00	50.00	50.00	50.00
71	75.00	75.00	75.00	35.00 75.00
500	49.00 49.50(2)	49.00 49.50	49.50(2) 50.00	59.00 65.00
	65.00	59.50 65.00	59.00 65.00	49.50
500R	49.50 75.00		75.00	50.00 75.00
600	49.00	49.00	49.50 59.00	59.00
600K	49.00	49.00	49.00	54.00
600R				75.00
600 Victory	79.50		39.50 79.50	79.50
619				79.50(2)
			69.50 79.50	85.00
700	109.50 119.00	109.50 119.00	89.50 100.00	90.00 119.00
			119.00 124.50	
750	75.00 89.50		99.50	124.50
	89.00	89.00	89.00	89.00
750E			129.50	
780			89.00	
780E	79.00	89.00 89.50	69.50 89.00	89.00
800	44.50 59.00	69.00 89.50	100.00	50.00 69.00
			44.50 69.00	
850	49.50 75.00	49.50 75.00	49.50 69.50	49.50 50.00
		99.50	75.00	75.00
950	195.00	185.00 195.00(3)	199.50(2)	199.50 225.00
	199.50(2)	199.50(2)	209.50 219.50	229.00(2)
1015	209.50 219.50	225.00(2) 229.00	229.00(2)	259.50 275.00
	225.00 229.00	275.00	275.00	
	250.00	259.50	259.50	259.50
	259.50	229.00	219.00 229.00	219.00 229.00
1017	229.00	185.00 229.00	249.50	249.50
1080				369.00 374.50
	339.50 350.00	339.50 349.00	339.50 369.00	369.00 374.50
1100	369.00 374.50	365.00 369.00	374.50 375.00	375.00 379.00
		374.50 375.00	379.00	
	450.00 489.00	450.00 495.00	459.00 524.00	459.00 500.00
1250			525.00	524.00
			539.50	
			39.00	39.00
Victory				

## Hold Juke Box Tax Invalid

FRANKFORT, Ky., Aug. 4.—The Attorney General's office here ruled this week the \$25 annual tax on juke boxes in Brandenburg, Ky., is not covered by law and is invalid.

The office pointed to Kentucky statutes putting a \$10 tax on the music equipment. Same statutes forbid all cities except Louisville to impose a tax higher than the State tax. Louisville may charge double the State tax.

## Permo Names New Distrib

MINNEAPOLIS, Aug. 4.—Lieberman-Hy G. Music Company here has been appointed distributor for the entire line of needles manufactured by Permo. Appointment was made by Gail Carter, Permo vice-president in charge of sales, Chicago.

A complete line of needles for music machines will be stocked by the distributor.

## Rock-Ola Distrib

Edge tone arm; new needle brushes to remove record dust from both needles before and after each disk is played; play meter which is reset by a single knob control; one 15-watt fluorescent light for cabinet interior and three 20-watt fluorescents for illumination of grille and program panel; single entry for coins and large size coin box; an electrically operated accumulator, and a five-program classification selector panel.

### Features Dime Play

Weinand said every new Super-Rocket shipped from the factory would be set at 10-cent, three-for-a-quarter play, and decals, which could be attached to the all-plastic dome, would be included. However, operators who desire other price combos such as 5-cent play or one of its variations, can easily convert with a pair of tweezers.

Production of the Super-Rocket is now under way, and on Monday (30) the first 100 models off the line were shipped out to distributors. These phonos, as well as those to follow, will all be shipped on an allocation basis it was stated. Parts and materials required for the proposed controlled-production run of the entire series are on hand, Rockola said.

Price of the new phonograph will be higher than the 1951 model, but the final list will not be set for several weeks.

### Intro Wall Box

Perhaps of greater interest to the distributors in attendance at the meeting than the phono was the new 50-selection, three-wire remote control system shown for the first time by the firm. As explained by Rockola, the box has been in preparation for several years, but was not shown until it was mechanically perfect.

Offering 50 selections, the box intrins a number of mechanical refinements new to the industry. Too, on its face is space for location advertising.

Because of tool and die problems, the production schedule on the wall box is not as yet definitely scheduled. However, Rockola said the last die (costing \$16,000) was now being made, and should be finished sometime in August. A model, or several models, of the wall box should be ready by October.

No price has been set for the wall box.

## OPS PUTS NIX ON DIME PLAY

MILWAUKEE, Aug. 4.—Efforts to convert the Monroe, Wis., area to dime play on the music boxes were stymied temporarily by the local Office of Price Stabilization. Two of the operators notified thus far have been Harold Schantz, Monroe, and Clint Pierce, Brodhead, president of the Wisconsin Phonograph Operators' Association. OPS advised them to return to the nickel level.





*David C. Rockola* proudly presents his finest phonograph achievement



*The New*

**ROCK-OLA**  
52-50  
**SUPER ROCKET**

*Model 1434*  
50-Selection Phonograph  
now at your  
ROCK-OLA Distributor



**ROCK-OLA MANUFACTURING CORPORATION**

800 N. Kedzie Ave. • Chicago 51, Ill.



Runzel

PUSHBACK WIRE 18 OR 20 STRANDED

NOW AVAILABLE IN

90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire

MANUFACTURERS our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

RUNZEL Cord and Wire Co. 4723 W. MONTROSE AVE. CHICAGO 41, ILL.

GUARANTEED USED ONE BALLS AT LOWEST PRICES CHAMPION \$99.50 PHOTO FINISH 99.50 CITATION 74.50 GOLD CUP 64.50 JOCKEY SPECIAL 54.50

FOREIGN OPERATORS Send for Our Brochure on All Post-War and Pre-War Music and Game Equipment. We Are Export Specialists! DAVE LOWY & CO. 594 Tenth Ave., NEW YORK, N. Y. Phone: CHickering 4-5100

BUY DIRECT FROM FACTORY DISTRIBUTOR AND SAVE \$\$ NEW EQUIPMENT ON OUR FLOOR Immediate Deliveries. Universal 5-Star Keeney Lite-a-Line Williams Hayburners Bally Bright Lights Genco Shuffle Target United New Shuffle Alley

New Play--Stimulating Mechanical Device is offered by inventor For any type of equipment. Builds repeat play like the "red star" on a cash register receipt.

TWO EXPERIENCED MECHANICS WANTED On Bally one Balls Seeburg Phonographs. Absolutely permanent position. Good salary, life insurance, sick accident hospitalization benefits.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

For this week's prices consult the used machine advertisements in this issue.

Table with columns: Machine Name, Issue of August 4, Issue of July 28, Issue of July 21, Issue of July 14. Lists various machines like Advance Ralls, All Babi, Alice in Wonderland, etc.

Table with columns: Machine Name, Issue of August 4, Issue of July 28, Issue of July 21, Issue of July 14. Lists various machines like Hampty Dumpty, Irish Piker, Jack 'n' Jill, etc.



# Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 4	Issue of July 28	Issue of July 21	Issue of July 14
ABC Bowler (Keeney).....	\$65.00	69.50	\$65.00	69.50
Baseball (Genco).....	99.50		99.50	99.50
Baseball (Nationwide).....	49.50		49.50	49.50
Bowl-A-Line (Electro Games).....		85.00		
Bowlite (Gottlieb).....	34.50	50.00	30.00	34.50
Bowling Alley (Chicago Coin)	59.00	64.50	59.00	64.50
			49.50w/p(2)	39.50w/p
			59.00	64.50
Bowling Classic (Chicago Coin)	129.50	139.00	139.00	139.50
	140.00	145.00	140.00	145.00
				145.00
Bowling League (Genco)....	34.50	35.00	34.50	35.00
Deluxe Bowler (Williams)...	35.00	65.00	59.50w/p	65.00
	75.00	79.50	75.00(2)	79.50
Double Bowler (Keeney)....	165.00	173.00	165.00(2)	175.00
Double Header (Williams)...	145.00	149.50	149.50(2)	140.00
			149.50(2)	140.00
Double Shuffle Alley (United)	79.50		79.50	94.50
Double Shuffle Alley Express Rebound (United)...	229.50		229.50	229.50
Duck Pin (Keeney).....	155.00	129.50	155.00	159.00
Four Player Shuffle Alley (United).....	285.00	295.00	295.00	275.00(2)
				295.00
Glider (Genco).....	25.00	35.00	35.00	39.50
	39.50	49.50		
Hi Score Bowler (United)...	195.00			
Hook Bowler (Bally).....	250.00	265.00	265.00	275.00(3)
				275.00(2)
King Pin (Keeney).....	65.00	85.00	74.50	85.00
League Bowler (Keeney)....	285.00		275.00(2)	279.50
			279.50	
League Bowler (4-Player Rebound) (Keeney).....	275.00(2)		275.00	275.00
Lucky Strike (Keeney).....	85.00			275.00
Pin Boy (Keeney).....	34.50	35.00	29.50	34.50
				32.50w/p
Shuffle Alley (United).....	19.50	25.00	34.50	39.50(2)
	34.50	39.50(2)	59.50w/p	39.50(2)
			59.50w/p	45.00w/p
			59.50w/p	59.50
Shuffle Alley Express (United)	69.00	69.50	69.00	69.50
	74.50	75.00	74.50	85.00
	199.50	89.50	119.50	199.50
			199.50	
Shuffle Baseball (Bally)....	65.00		65.00	
Shuffle Baseball (Chi. Coin)	89.50		89.50	
Shuffle Bowl (Exhibit).....			44.50	59.50
			89.50	89.50
Shuffle Bowler (Bally).....	15.00	34.50	34.50	39.00
	44.50	45.00	44.50	45.00
Shuffle Bowler (United)....	145.00			
Shufflecage (United).....			170.00	
Shuffle Champs (Bally)....	89.00	89.50	89.00	99.50
Shuffle Jungle (Rock-Ola)...	55.00			
Shuffle Lane (Rock-Ola)....		25.00	34.50	34.50
Shuffle Lane (United).....	34.50			
Shuffle Pool (Nationwide)...	44.50		44.50	
Shuffle Skill (United).....	44.50		44.50	
Shuffle Slugger (United)....	145.00	159.50	145.00	159.50
Single Shuffle Alley Rebound (United).....	199.50		199.50	199.50
Speed Bowler (Bally).....	55.00	59.00	59.00	69.50(2)
	75.00	79.50(2)	79.50(2)	99.50
			79.50(2)	85.00
			99.50	99.50
Strike (Exhibit).....			99.50	99.50
Super Shuffle Alley (United).....	49.50	24.50	49.50	49.50
Super Twin Bowler (Universal)	129.50	135.00	135.00	145.00
	145.00	135.00(2)	145.00	145.00
Ten Pins (Keeney).....	34.50		34.50	
Trophy Bowl (Chicago Coin)...	149.00	150.00	145.00	149.50
	159.00	159.00	214.50	200.00
			39.50	45.00
Twin Bowler (Universal)....	69.00	89.50	69.00	89.50
			59.50w/p	85.00w/p
			69.50	89.50
			129.50w/p	129.50w/p
Twin Bowling Alley (Chicago Coin).....	45.00	59.50w/p		
Twin Shuffle Alley Rebound (United).....	214.50	215.00	214.50	225.00
	225.00	225.00(2)	225.00(2)	235.00
Twin Shuffle (Williams).....	34.50	35.00	34.50	35.00

# The Work Bench

Continued from page 78

handy way to apply the grease. Most music machine manufacturers supply a chart showing the proper places for oil and grease and the frequency of application.

Very small motors with built-in speed reducing gears require some care to make them last. The bearings of all the pinions should be oiled with light machine oil, and the gear teeth covered with grease. Do not put oil or grease on the motor's coil, since this will only serve to soften the coil's insulation.

**Powdered Graphite**  
Altho it is dirty to use, powdered graphite is a wonderful lubricant. White graphite is the cleanest, but graphite is also available as a paste, mixed with oil, which is useful in some places. Never use graphite on commutator, plates or anywhere close to switches or electrical contacts because it conducts electricity.

Graphite is excellent for lock lubrication. A tiny amount makes a lock work smoothly whereas oil in the lock tends to gum the tumblers. Graphite does not attract dirt and therefore is perfect for use in locks. It is also useful on solenoids. Some manufacturers recommend their solenoids not be lubricated, but a puff of graphite works wonders at preventing wear on the brass sleeve. Never use oil or grease on solenoid plungers—they will get gummy and sticky in a short time.

In general, coin handling parts do not need lubrication. Coin slides will work perfectly if they are kept clean. The moving parts of slug rejectors are made to work without oil; in extreme cases of sticking coin slides, a little graphite will not be harmful and it may make the slide work until it can be replaced.

(Next week: The relay—what it does and how to keep it working.)

# Price Stability

Continued from page 78

of late model juke in the domestic market brought on recently by the expansion of sales to foreign music operators.

**Significant**  
Activity in shuffle games and Arcade pieces was also significant. Shuffle units, strong sellers in the early spring, have been making a steady recovery and the price structure has levelled off at a higher point than at any time since the early part of the year. The interest stems from the comparatively few shuffle games produced recently, since much of the recent output has been along five-ball in-line scoring lines. Arcade units continue to move well because of the resort seasonal influence plus traveling show activity.

The vending situation remained virtually unchanged from a week ago. All but a few prices were identical to those of recent weeks and 11 less vendors were offered for sale.

# Gottlieb Game

Continued from page 78

there are only five balls involved, this scoring is possible by a close combination of the five numbers, intermixed vertically and horizontally. A winning high score plus the two sets on three numbers in a row permit players 15 replays.

Simple high score is good for a replay. The high score is made when a ball drops in a hole and the number not only registers on the backglass for the in-line scoring but also tallies a block of 100,000 points or more. The number one hole is good for 100,000 points. Each succeeding number is worth 100,000 points times the hole number. Thus the three-hole is worth 300,000 points, the 10-hole 1,000,000 and the 15-hole 1,500,000 points.

# Mutual Merchandising Co-Op Staff Adds Gales

NEW YORK, Aug. 4.—Seaton Gales, long experienced drug and sundries buyer, this week joined the staff of Mutual Merchandising Co-Operative, Inc., tobacco buying and merchandising org.

Gales was formerly with the Druggists' Supply Corporation here as buyer and merchandising consultant for wholesalers. Before that he was with Rexall in Los Angeles and Liggett Drug Company here and in Boston.

# World Wide Your Exclusive Distributor for ROCK-OLA, EXHIBIT, KEENEY, WILLIAMS

**Keeney's**  
**LITE-A-LINE**  
New 3 ball Free Play and Novelty Game takes from 1 to 6 coins per game. 3 or 10¢ play. 6 different winning combinations. Player can score on 2, 4 or 5 balls. Really exciting play appeal. Plenty of Action.

**Williams**  
**HAYBURNERS**  
New! Sensational 5' ball Free Play and Novelty Game. 4 horses line up and actually run race. Thrilling to the finish. Game can be completed by playing 1, 2, 3, 4 or 5 balls. 10 or 25¢ play. Great Demand. Order now and get in early on this winner.

Reconditioned

## SHUFFLE GAMES

Keeney LEAGUE BOWLER .....	\$285	Williams DELUXE BOWLER .....	\$75
Williams DOUBLE HEADER .....	150	Bally SPEED BOWLER .....	85
Bally HOOK BOWLER .....	215	Gottlieb BOWLETTE .....	50
United TWIN SHUFFLE REBOUND .....	215	Keeney KING PIN .....	65
Keeney DOUBLE BOWLER .....	175	Keeney TWIN REBOUND .....	45
United SHUFFLE BOWLER .....	145	Chi Coin BOWLING CLASSIC .....	25
Chi Coin BOWLING CLASSIC .....	145	Williams SHUFFLE ALLEY .....	35
Bally SHUFFLE SLUGGER .....	125	United SHUFFLE ALLEY EXPRESS .....	75
United SHUFFLE ALLEY EXPRESS .....	75	Genco GLIDER .....	25

**Williams**  
**SUPER WORLD SERIES**  
Exciting base ball game. Player pitches and bats, singles, doubles, triples and home runs. Opposite team actually on field. 5-10-25¢ Single entry, slug proof coin mechanism. Designed for convertible play.  
**\$325**

**Williams**  
**BRAND NEW MUSIC MITE**  
10 record 45 RPM selective phonograph. Pedestal stand to match. Accumulates up to 40 plays. Adaptable for locations with limited space. WRITE for very special price or will trade for United ABC, YUSEF KING—five ball and shuffle games.

Super Selections of

## ... 5 BALL GAMES ...

Each a winner in earnings

MINSTREL MAN .....	\$145	Galt TRIPLETS .....	\$125	GOLDEN GLOVES .....	\$95
KNOCKOUT .....	140	RAG MOP .....	120	Genco TRI SCORE .....	95
Galt ROCKETTE .....	140	Galt SPOT BOWLER .....	115	COLLEGE DAZE .....	95
PINKY .....	135	Chi Coin PIN BOWLER .....	135	OKLAHOMA .....	95
Chi Coin PIN BOWLER .....	135	SOUTH PACIFIC .....	110	BUFFALO BILL .....	95
CAMEL CARAVAN .....	125	GEORGIA .....	110	TUMBLEWEED .....	95
		FIGHTING IRISH .....	110	BOSTON .....	95
				THREE FEATHERS .....	95

**Exhibit**  
**GUN PATROL**  
4 games in 1. 3 separate coin chutes. 5-10-25¢. Convertible to 30 shots for 5¢, 20 shots for 10¢, etc. You see fast moving mechanized targets. Flashing colored lights, simulating burst-shells. Skill ticket vendor. Popular everywhere.

**Thoroughly Reconditioned**  
**SEEBURG M100 Phonograph**  
100 record player. Really beautiful. Just a few available. Write for special price.

**Miscellaneous EQUIPMENT**  
Seeburg SHOOT THE BEAR .....

**Williams CONTROL TOWER**  
5 ball free play Novelty Game. Fast action game, no-fill feature, exciting in every respect. Especially Priced  
**\$195**

Phone: 4-2300  
Chicago 47  
2330 N. Western Ave

## ATTENTION—Canadian Operators:

During AUGUST we are having a

# HOUSE CLEANING SALE

- OVER 250 USED 5 BALLS PRICED FROM \$25 and up.
- ALLEYS FROM \$15 and up.
- POSTWAR PHONOGRAPHS, WALL BOXES AND ACCESSORIES AT GREATLY REDUCED PRICES.

Careful attention given to all export orders.  
WRITE, WIRE OR PHONE FOR COMPLETE LISTS.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

# TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. MBury 2-3100

## FOREIGN BUYERS

OUR 32 YEARS OF RELIABLE SERVICE GUARANTEE YOU THE FINEST COIN OPERATED EQUIPMENT. WE ARE EXPERIENCED IN EXPORT PACKING AND SHIPPING ALL OVER THE WORLD.

WRITE OR CABLE YOUR REQUIREMENTS

# B. D. LAZAR CO.

1635 FIFTH AVENUE  
PITTSBURGH, PENNA.  
CABLE—LAZCO

# Amusement Games

	Issue of August 4	Issue of July 28	Issue of July 21	Issue of July 14
Thing (Chicago Coin).....	119.50		119.50	79.50
Three Feathers (Genco).....		79.00	95.00	79.00
Three Musketeers (Gottlieb)...	119.50	115.00	119.50	125.00
				125.00
Twirl (Chicago Coin).....	99.50	27.50	34.50	27.50
		39.00	39.50	29.50
			50.00	39.50
Total Roll (Genco) (roll-down).....	30.00	39.50	39.50(2)	30.00
Trade Winds (Genco).....	39.50	49.50	34.50	37.50
		99.50	39.50	49.50
			49.50	50.00
Trinidad (Chicago Coin)....	29.50	49.50	27.50	29.50
			34.50	49.50
			39.00	49.50
			49.50	50.00
Triple Action (Genco).....	25.00	29.50	24.50	34.50
			39.50	29.50
			50.00	
Triplets (Gottlieb).....			135.00(2)	135.00
Tri-Score (Genco).....	109.50	119.50	109.50	115.00
			119.50	109.00
			119.50	115.00
Tropicana (United).....			39.50	69.50
Tucson (Williams).....	69.50	69.50	79.00	69.50
			95.00	
Tumbleweed (Exhibit).....		109.00	110.00	110.00
Turt King (Bally).....	195.00	210.00	210.00	235.00(2)
	249.50	325.00	325.00	259.50(2)
			350.00	275.00
				285.00
				99.50
Utah (United).....	109.50	95.00	99.00	84.50
			99.50	99.50
Victory Special (Bally).....	49.50		49.50	49.50
Virginia (Williams).....	29.50	99.50	29.50	29.50
			39.00	
			19.50	
Whirl-a-Ball .....	19.50			19.50
Wisconsin (United).....	30.00	34.50	30.00	34.50
			45.00	49.50
			50.00	
			50.00	
Yanks (Williams).....	25.00	30.00	30.00	34.50
	34.50	39.50	34.50	39.50
	49.50	75.00	45.00	49.50
		99.50	65.00	



# Coin Machine Exports

April, 1951

Country	No.	Total Value	Phonographs		Av. Price	No.	Venders		Amusement Games		Av. Price
			No.	Value			No.	Value	No.	Value	
Canada	1,646	\$212,813	309	\$115,171	\$372	821	\$19,376	\$23	516	\$78,266	\$151
Belgium	424	88,799	105	49,461	466	—	—	—	318	39,338	123
Venezuela	149	56,567	86	47,101	54	43	5,266	122	20	4,200	210
Cuba	159	42,946	91	24,578	270	68	18,368	270	—	—	—
Mexico	271	28,760	207	23,645	114	53	3,407	64	11	1,118	101
Salvador	45	24,100	45	24,100	536	—	—	—	—	—	—
France	313	16,192	—	—	—	—	—	—	313	16,192	51
Japan	24	14,297	21	13,286	632	—	—	—	3	1,011	337
Guatemala	21	13,488	21	13,488	642	—	—	—	—	—	—
Israel-Pal	24	6,385	—	—	—	10	1,000	400	14	2,385	170
Panama	9	6,091	9	6,091	677	—	—	—	—	—	—
Netherlands	40	3,388	—	—	—	—	—	—	40	3,388	84
Nicaragua	6	3,271	6	3,271	545	—	—	—	—	—	—
Canal Zone	31	3,197	—	—	—	—	—	—	31	3,197	103
Brazil	300	3,150	300	3,150	10	—	—	—	—	—	—
Honduras	6	3,044	6	3,044	508	—	—	—	—	—	—
United Kingdom	21	3,000	21	3,000	143	—	—	—	—	—	—
Surinam	9	1,726	—	—	—	9	1,726	181	—	—	—
Germany	2	1,281	2	1,281	640	—	—	—	—	—	—
Denmark	2	1,140	2	1,140	570	—	—	—	—	—	—
Other Countries	61	6,818	13	2,586	122	31	2,740	89	17	1,492	88
<b>TOTALS</b>	<b>3,563</b>	<b>\$539,863</b>	<b>1,245</b>	<b>\$334,393</b>	<b>—</b>	<b>1,035</b>	<b>\$54,883</b>	<b>—</b>	<b>1,283</b>	<b>\$150,587</b>	<b>—</b>

## FOLK TALENT AND TUNES

Continued from page 35

King in September after King returns from a two-week vacation with his folks in Abrams, Wis. **Marty Landau**, affable host at the Riverside Rancho, Los Angeles, and his frau, Adeline, celebrate their 26th wedding anniversary August 16.

**Weldon (Big Bill) Lister**, now working with **Hank Williams**, WSM, Nashville, formerly appeared on Texas stations before going to the "Grand Ole Opry."

**Judy and Jen**, with **George Arthur**, formerly at WNAK, Yankton, S. D., joined the "Old Dominion Barn Dance," WRVA, Richmond, Va.

**Perry Cotton** is managing **Les (Carrot Top) Anderson**, formerly with Decca and Mercury, is residing in Fort Smith, Ark. He is still doing his e. t. commercials for the Hopkinson Corporation. They are aired over a number of 50,000-watters nightly.

**Guy Campbell** and the **Downhomers**, WTIC, Hartford, Conn., are doing a half-hour TV show over a regional NBC web weekly and will also do a regional web radio show.

**Frank Kellon**, Nashville pubber who operates **Kenny Music**, reports that **Ed Schulz** has opened a personal management office in Nashville.

**Boudeleaux and Felicie Bryant**, country songwriters from Nashville, have their first release out on MGM.

**Dude Martin** (Mercury) reorganized his crew, with **George Cerruti**, accordion; **Red Hays**, steel and electric; **Don Dye**, comedian; **Geezer**, bass, and **Dick Steward**, vocals. He is booked by Music Corporation of America.

**Julian and Jean Aberbach** threw a party for **Lefty Frizzell** at the Riverside Rancho, Los Angeles, and presented the Columbia disk with a gold horse statuette.

**Uncle Harve**, leader of the Ragtime Wranglers, WFEC, Miami Beach, Fla., is running for sheriff of Dade County. He is also doing a daily d. j. show.

**Bob Shaffer** and his **Saddle Pals**, WKNN, Saginaw, Mich., go out October 1 for eight weeks of International Harvester one-night shows.

**Carl (Mr. Sunshine) Swanson** did so well on his first two Sunday folk music park promotions at **Bakers' Point**, Richfield Springs, N. Y., that he has taken over **Canadarego Park**, a larger spot at the same place. He is now using traveling names. In case of rain, he can move into an auditorium which seats 2,500.

**Shelton Horton**, WJSW, Saxton, Pa., intends to open his own rustic melody record shop.

**Jim Toth**, KWSI, Lake Charles, La., has been booking traveling names into niteries in the region for one-nighters. He used **Tex Tyler**, **Lefty Frizzell** and **Clyde Moody** recently.

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Louis, reports **Brother Bob Hastings** promoted his **Acorns Park** near St. Louis by releasing balloons, containing gift certificates for park concessions.

**Billy Walker** and his **Traveling Texans** (Columbia) are at WEAS, Decatur, Ga., replacing **Carl Story** (Mercury), according to **Warren Roberts**, local d. j.

**Eddie Boyle**, KTKT, Tucson, Ariz., is singing along with some disks, getting good audience reaction.

**Lee Moore**, WWVA, Wheeling, W. Va., all-night jockey, is working park dates with his wife, **Juanita**, in a three-State area.

**Buddy Starcher**, program director at WMBM, Miami Beach, Fla., started his own d. j. show. He reports **Salt and Peanuts**, comedy team, are working at the station.

**Billy Briggs**, who was with **Imperial**, has cut his "Chew Tobacco Rag No. 2" and "Alarm Clock Boogie" for Columbia.

**Herald (Cuz) Goodman** started a new full-hour Saturday night show over KRLD, Dallas, during which he announces play dates for the coming week thru the Southwest by traveling disk names. He plays disks by the artists and announces where they are working. Goodman is also doing three other shows with **Georgia Slim** and a four-girl band.

**Larry Carothers**, KMOX, St. Louis, reports that he and **Brother Bob Hastings** did 1,500 admishes with **Tex Ritter** at Acorns Park, near St. Louis, July 22. Heavy rain early in the afternoon held the gate down.

**Willy the Hillbilly** is doing the country spinning at KDDD, Dumas, Tex. **Erv Parks** is spinning disks at WMIS, Natchez, Miss.

**Morris Taylor** moved from KDAN, Oroville, Calif., to KMOR, Oroville. **Skip-a-Long Hathaway** started an hour Saturday show over KUGN, Eugene, Ore.

**Larry Scott**, WSFT, Thomaston, Ga., reports **Billy Walker and His Travelin' Texans** have been working at **Joe Cotton's Rhythmic Ranch**, Atlanta.

**Shelton Horton**, WJSW, Saxton, Pa., intends to open his own rustic melody record shop.

**Jim Toth**, KWSI, Lake Charles, La., has been booking traveling names into niteries in the region for one-nighters. He used **Tex Tyler**, **Lefty Frizzell** and **Clyde Moody** recently.

**Carl (Mr. Sunshine) Swanson** did so well on his first two Sunday folk music park promotions at **Bakers' Point**, Richfield Springs, N. Y., that he has taken over **Canadarego Park**, a larger spot at the same place. He is now using traveling names. In case of rain, he can move into an auditorium which seats 2,500.

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## Webb Delivers Moving Target Shuffle Game

CHICAGO, Aug. 4.—The Webb Corporation has started deliveries on **Shoot That Tiger**, an animated target shuffle game, President **Irving Webb** announced this week.

Housing in a cabinet 6½ feet long by 2 feet wide, **Shoot That Tiger** is designed for dime play. An all-skill unit, score is entirely dependent on the player's ability to hit moving targets (tigers) thru accurate shots. Player gets 15 shots for a dime and high score goes to 5,000,000. Entire mechanism is in the scoreboard section.

Built with an automatic puck return as standard equipment, game can be played in less than a minute.

## Coin Men Seek Tex. Bell Law Interpretation

AUSTIN, Tex., Aug. 4.—Atty. Gen. **Price Daniel** is studying Texas' recently passed anti-bell law so that he may interpret some of its points which are not clear to operators in this State.

Legislative sponsors believed the act outlawed units which pay off anything, including free games, as well as bell equipment. One section of the law holds possession of a bell is a felony.

Request for the interpretation was made by **Comptroller R. S. Calvert**.

## DSA Kicks Off Second Season

DETROIT, Aug. 4.—Formal resumption of the second season of league shuffleboard play sponsored by the **Detroit Shuffleboard Association (DSA)** took place Wednesday (1), according to **Fred Chlopan**, executive director. Earlier a meeting of the board of directors was held and detailed plans for the season were completed.

**John C. Westerdale**, director of league play, is in charge of the leagues. Early start is intended to make possible advance organization of location teams and get all leagues under way on the opening day of the season.

## NECCO Readies Natl. Advertising Program

CAMBRIDGE, Mass., Aug. 4.—New England Confectionery Company announced a two-point program for national advertising at its annual sales conference. In addition to a series of color insertions in national magazines, a schedule of color ads in comic books is also being prepared.

The campaign will feature firm's **Necco Wafers** but will include its five and dime bars.

## Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 4	Issue of July 28	Issue of July 21	Issue of July 14
Ace Bomber (Mutoscope)....	\$95.00	\$95.00	125.00	\$95.00
Air Hackey (Woodcraft-Shufflevision).....	—	385.00	385.00	385.00
Air Raider (Kenney).....	125.00	125.00	125.00	125.00
All Stars (Williams).....	69.50	109.50	69.50	95.00
—	125.00	109.50	109.50	109.50
—	—	—	125.00	125.00
—	—	—	125.00(2)	—
Astroscope.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)....	150.00	125.00	150.00	150.00
Barrel Roll (Premier).....	—	25.00	—	—
Basketball Champs (Chicago Coin).....	195.00	195.00(2)	195.00	195.00
Bat-a-Ball Jr. ....	—	19.50	—	—
Batting Practice (Scientific).....	75.00	75.00	85.00	75.00
Beas Gun (Seeburg).....	375.00	365.00	369.50	369.50
—	—	375.00	375.00	375.00
Big Inning (Bally).....	185.00	185.00	185.00	185.00
Billiard Game.....	—	25.00	—	—
Bing-a-Roll (Genco).....	—	85.00	—	85.00
Bomber (Rock-Ola).....	—	—	209.50	209.50
Bomerrang (Amusement Corp.).....	45.00	45.00	45.00	45.00
Build Up (Exhibit).....	25.00(2)	35.00	35.00	35.00
Camera Chief.....	12.50	12.50	—	—
Career Pilot.....	95.00	95.00	95.00	95.00
Challenger (ABT).....	19.50	24.50	19.50	24.50
—	45.00	37.50	45.00	—
Chicken Sam Seeburg).....	75.00	95.00	75.00	95.00
—	109.50	110.00	109.50	110.00
Dale Gun (Exhibit).....	69.50	74.50	69.50	75.00(2)
—	75.00(2)	84.50	84.50	85.00(3)
—	85.00(2)	95.00	125.00	95.00
Dale Pistol Gallery.....	125.00	—	—	—
Deluxe Athletic Scale (Mercury).....	69.50	69.00	69.50	69.50
—	—	95.00	—	—
Drive Mobile (Mutoscope)....	—	149.00	—	145.00
Electric Shocker.....	12.50	12.50	—	—
Fishing Well (Mutoscope)....	125.00	125.00	125.00	125.00
Goalie (Chicago Coin).....	99.50	125.00	95.00	99.50
—	—	125.00	125.00	125.00
Grip Developer.....	—	185.00	—	—
Heavy Hitter (Bally).....	59.50	65.00	59.50	65.00
Hi-Ball (Exhibit).....	—	60.00	—	60.00
Hi-a-Homer.....	—	19.50	25.00	—
Hockey (Chicago Coin).....	—	75.00	—	75.00
Hockey (Exhibit).....	—	125.00	—	125.00
Hollycrane (Camo).....	375.00	375.00	250.00	295.00
—	—	395.00	395.00	395.00
Jack Rabbit (Amusement Corp.).....	109.50	109.50	125.00	109.50
Jungle Joe (Scientific).....	195.00	195.00	—	—
Kicker & Catcher (Baker)....	22.50	—	—	—
Lite League (Amusement Corp.).....	95.00	95.00	95.00	95.00
Magic Pen.....	125.00	125.00	125.00	125.00
Merchantman (Exhibit).....	99.50	99.50	99.50	99.50
Midgets Skee Ball (Chicago Coin).....	—	195.00	—	195.00
Monkey Shines.....	175.00	175.00	—	—
Mutoscope Crane.....	—	—	119.50	119.50
Night Bomber (Kirby).....	145.00	145.00	—	—
Panorami (Mills).....	225.00	225.00	225.00	225.00
Periscope.....	—	125.00	—	125.00
Phil Toboggan Ski Ball.....	—	350.00	—	350.00
Photomatic (Mutoscope)....	350.00(early)	350.00(early)	350.00(early)	350.00(early)
—	695.00(early)	695.00(early)	695.00(early)	695.00(early)
—	—	—	750.00(early)	750.00(early)
—	—	—	750.00(early)	750.00(early)
Pistol Pete (Chicago Coin)....	135.00	145.00	135.00	







# Your LIFE SAVER!



Awards Can Be Made in  
**FREE PLAYS • HIGH SCORE  
CASH • CIGARETTES**

Quick-change cards for all these types of awards come free with each game.

## SCATTER-BALL

- A PERMANENT GAME BUILT FOR YEARS OF PLAY
- NO COIN SLOT: NO FEDERAL LICENSE REQUIRED

Each push of the top button releases a ball which dances erratically down through a glass-covered maze of plastic pegs, landing in one of 9 numbered tubes.

### EVERY BALL IS A POSSIBLE WINNER

Played balls remain in sight until merchant clears them with a key. All balls then drop into locked compartment accessible only to the operator. Plays and payouts can be checked to the penny.

Test locations have proved average profit \$462.70 out of each \$1,000 played.

You Can Order in

1¢ 5¢ 10¢ or 25¢  
**PLAY**

Sample Price **\$29.75** each F.O.B. Chicago

If you send full cash with order we ship prepaid

## SECORE & SECORE

735 S. KARLOV  
CHICAGO 24, ILLINOIS

# Coinmen You Know

Continued from page 91

a three-week vacation trek to Saratoga Springs, N. Y.

The Canteen candy vending machines here are featuring traffic safety suggestions on machine fronts. Such slogans as "School's Out! Watch Out!" are appearing on the machines.

Hy Steinberg, formerly with Seaboard Distributors, is now in the tire business. . . . Ozzy Cavallo, ex-general sales manager of Seaboard, is now in the television field in New York. . . . The Ralph Coluccis of Seaboard headed for Cape Cod, Mass., and a few weeks rest. Their sons, Ralph and Robert, won a diving championship at the Cape.

### New York

Robert J. (Oke) O'Connor is moving from Brooklyn to Chicago to be Spacarb's sales representative in Illinois and Indiana. O'Connor had been New York State rep, and before that worked in Spacarb's main office. William C. Winokur, food technologist, last week joined the Harrison Company, coffee processors, as technical director.

Harry Perl last week sold his Nassau and Suffolk County routes to West Side Distributing. Milton Green bought Bert Lane's New York and Brooklyn routes last week. . . . Harry Berger, of West Side, went up-State over the week-end to visit his boy in camp.

Maris Brinkman wife of Rowe exec Charles Brinkman, gave birth to an 8½ pound boy Friday (3) morning. This is their third. . . . Andy Brecht, of Fort Orange Vending, Albany, N. Y., was in town for a few days last week with his family. . . . Harold H. Cummings, proxy of Cadbury-Fry (America), chocolate bar manufacturer, is on vacation. . . . Also on vacation is Irwin J. Miller, exec at T. Miller & Sons, Coca-Cola distrib.

George Marra, New Haven music op, in town last week to attend Yankee game, stopped in at Runyon Sales offices, as did Doc Shapiro, Long Island music and game op. . . . Tony Cantonese, Silver King Amusement Company, Suffern, N. Y., and Maurice Wein and Nat Lesser of New England Amusement Company, New London, Conn., also stopped in at Runyon Sales last week. . . . Mother of music op John Bensari passed away last week.

### Pittsburgh

The Price Brothers and Tony Sellaro, Morgantown, W. Va., ops purchased new fishing equipment, and were going into the back country of West Virginia to try it out. . . . Carl DeCarlo, New Castle, Pa., in town to buy music equipment.

M. J. Abelson, general sales manager, Oak Manufacturing Company, is back from a tour of Atlanta, Dallas, Los Angeles, San Francisco, St. Louis and Chicago. He reports firm is working at capacity.

Howard Degelman treating his friends to an orange drink from a new vender. . . . Sidney Rosenthal leaving for Atlantic City for a vacation. . . . Bill Strubakis says biz is holding up at Monessen, Pa. At Dundee Music Art Dundee, who has operated the biz for several years has gone back into the tavern biz and sold out to his younger brother, Bill. . . . Bill Calig, Hazelwood, was in Baltimore for a vacation. . . . Charlie Trent, Vandergrift, left Presbyterian Hospital (19) after a 26-day stay during which he underwent a lung operation.

Al Pauline, Masontown, Pa., is attending Penn Technical School studying TV. An ex-GI, he is an operator in Washington County.

Bernie Hochauer, owner of Electronic Parts Company, was in New York City on a buying trip. . . . Dora Popkins, sister of the head of Pittsburgh Coin Machine Exchange, is in Atlantic City on a two week's vacation. . . . Feury Ross, former distributor, just back from Atlantic City, says the arcades there are as busy as ever and prices are high.

Morris Vincour, president, Monarch Music Company, feels two plays for a dime will be the fur-

thest advance made here. Lester D. Wynick, partner, Coin Machine Agency, is back from two week's of water skiing on lakes around Montreal, Quebec and the Canadian Adirondacks. Tom Cowell, Cowell Amusement, Erie, Pa., took in the Pittsburgh-New York (25) night ball game. . . . Sam Dieletoso, independent op at Thomas, W. Va., is expanding his music routes. . . . Ted Wright is expanding his route at Greensburgh, Pa.

### Detroit

Arthur J. Caille, who headed the A. C. Novelty Company established by his father, the late Adolph Caille, was home last week because of his wife's illness. . . . Traver C. Smith, formerly assistant district sales manager of Lincoln-Mercury, has joined the sales staff at F. L. Jacobs, manufacturers.

Sidney Ketchem, Morris Music, left for a vacation in Wisconsin. Stanley Best, Best Music Company, headed north on a fishing trip to Hudson Bay. . . . Irving Moss, Moss Music Company, returned from a vacation in Chicago. His partner, Harry Riche, leaves this week for Rio de Janeiro. . . . Lou Nemesh, Music Systems, Inc., Seeburg distributor, reports the only difficulty is getting deliveries to keep up with current orders.

Paul Andre, Andre Distributing Company, Lansing, was in town Wednesday on a buying trip. . . . Joseph Vaughan, Flint Amusement Company, was another visitor. . . . Glenn Yuille, Wolverine Amusement Company, who used to have a store in Detroit, is due in town for a visit. . . . Jerry Gillespie, Ace Amusement Company, Flint, was in town looking over new models.

Robert Kerman, who operates a route of penny venders and a wholesale gum supply service, has moved to new quarters. . . . Charles Danyo is forming the Morey Photomatic Company in Lincoln Park. . . . Mr. and Mrs. Charles Brandt opened an automatic laundry in Munising, featuring an optional call and pick-up system.

### Milwaukee

Vacationing for several weeks up in Canada are Mr. and Mrs. Frank Bartnik, Banaco Music. Vacation spot is private lake Bartnik owns which is accessible only via plane. He packed the wife and kiddies in his private ship and flew to the lake. Keeping track of things while the boss is relaxing is Alice Antczak.

Joe Beck, Mitchell Novelty, commutes daily between his summer cottage at Blue Springs Lake, near Palmyra, Wis., and his headquarters here.

Sam Hastings lists as recent callers from out of town at his show-rooms and warehouse, Elmer Schmitz, Hilbert, Wis.; Leo Bartel, Modern Music, Waupaca; Harold Schontz, Monroe Music; Sid Vaillancourt, Racine, and Bill Miller, who operates in Menasha.

Nick Stacy, in charge of the vending operations for the Stacy Bros.' firm, is vacationing for the next few weeks. . . . Mike Rischman, Nick Da Quisto and Ken Kulow broke away from their business cares for a week-end fishing trip. Trio journeyed to Palmer Lake.

Major Distributors' front office gal Beverly Koenen announced her engagement to Don Black, Pittsburgh. Roger Werner has joined the sales department. Roger will cover the Milwaukee, Racine and Kenosha territory. . . . Metro Amusements' Melo Curro and Ted Curro spent several days in Mercer clearing the ground at Melo's property.

### Los Angeles

Phil Weinberg, Bally Manufacturing sales representative, in town conferring with Paul Laymon, Paul Laymon Company, firm distributor. Weinberg handles sales representation in the West and Southwest for Bally. He makes his home in Dallas. . . . L. K. (Doc) Mason, operator of the Corpus Christi Novelty Company in Texas, in town for a combined business and pleasure trip.

He left for his home Tuesday night by plane.

Making up a party of coin people at Ciro's Monday night were Lucille and Paul Laymon, Phil Weinberg and L. K. Mason. . . . Jack Neal in town from San Bernardino and suffering from a case of laryngitis. . . . Frank Showalter, formerly operating in Santa Ana, in town from his new bailiwick, Bakersfield.

Bill Leuenhagen received an order to ship 10,000 records to Tokyo. The deal was thru a letter of credit. . . . Al Silberman, associated with the Badger Sales Company, off to San Francisco on Wednesday, thus deferring his vacation and business trip eastward. . . . E. W. Price, coin machine engineer, now has his own machine shop and is busily engaged in war work. . . . W. W. Wade, Remac Music Company, Long Beach, in town for Seeburg equipment. He recently returned from a flight to Detroit, Lansing and Canada. He returned by automobile, picking up a new car in Detroit. . . . George Mahlum, Minthorne Music Company, back from two weeks vacation spent in Minnesota. Hank Tronic, head of the parts department at Minthorne, expects to take his vacation the latter part of the month but no definite date has yet been set. . . . Wilbur E. Smith, whose operating days go back to the old Gabel music machine, noted on Pico's Coin Row. He now represents Permo.

Jack Leonard, head of the parts department at Badger Sales Company, takes off on his annual vacation August 17 to Chicago. Mrs. Leonard and the three children preceded him. . . . Denny Wilkes, son of Ed Wilkes, of the Paul Laymon Company, ill with a strep throat. . . . Stan Rouso and Herb Rouso taking time out from their busy routines for lunch at the Nickabob. . . . Stan Turner, head of the phonograph department at Laymon Company, back on the job following his vacation, which he spent around San Francisco.

### Miami

Louis Boasberg, New Orleans Novelty Company, is vacationing at the Sherry-Frontenac hotel, with his family. Boasberg called on Harry Goldberg, H & G Novelty Company, and Joe Mangone, All-Coin Amusements.

Sammy Barnett, Barnett's Service, says United's Five-Player shuffle game and Williams' World Series are doing good business on his route. Charles Brown has joined Barnett as a partner. . . . Eli Ross, sales manager at Turan Distributing, is having a home built in Coral Gables. The Rosses are expecting a visit from the stork.

Gordon Williams, whose Broward Music at Fort Lauderdale is the largest juke box operation in Broward County, reports location resistance in a test of 10-cent play. But Williams contends the jump to a dime is likely to prove the salvation of the industry. In Miami there still has been no attempt to raise the price.

### Arcade & Location Equipment SPECIAL THIS WEEK

ONLY \$75.00 EACH

Western Deluxe Baseball Periscope Liberator Exhibit Bull's Eye Rocket Buster Scientific Upright Baseball Scientific Upright Basketball Lito-League

14 Page, 160 Illus. Catalog FREE

### MIKE MUNYER

577 10th Ave. (at 42nd St.) New York 18, N. Y. BRant 9-6677

### FOR SALE

1015W	\$225.00
700W	75.00
855W	25.00
500W	25.00
400E	15.00
24W	15.00
Rock-Ola 1422	110.00
Silver Bullets	25.00
Bowlette	25.00
Catalina, Chi.	25.00
Spin Ball, Chi.	25.00
Black Gold, Gen.	25.00
Triple Action	25.00
Selector Card	25.00
Lucky Innings, Williams	10.00
Gondola, Ek.	25.00
Rondevous, Un.	25.00
Victory Specials	15.00
Daily Races	15.00

Trade any of the above for good used 3028 Wurlitzer Wall Saver. C. W. NEWKIRK Parsons, Kans.



for better buys buy McGinnis

Reconditioned PIN GAMES  
FINEST IN THE COUNTRY

Cover Girl (Keeney) .. \$ 34.50	Manhattan .. \$22.50
Double Feature 75.00	Mercury .. 72.50
Flying Saucers 112.50	Monterrey .. 22.50
Hawaii .. 19.50	Select-a-Card .. 49.50
Harvest Time .. 87.50	Super Hockey .. 39.50
Hits & Runs .. 179.50	Thrill .. 32.50
Kilroy .. 16.50	Trade Winds .. 34.50
Lucky Inning 109.50	Trinidad .. 24.50

SHUFFLE TYPE BOWLING GAMES

8" Keeney League Bowler (4-Way) .. \$270.00	8" Keeney King Pin .. \$49.50
8" Keeney Duck Pins (2-Way) .. 97.50	9 1/2" Keeney Pin Boy .. 37.50
	9 1/2" Bally Speed Bowler .. 59.50

LET US DEMONSTRATE ANY PIECE OF THIS NEW EQUIPMENT  
Keeney's LITE-A-LINE, Keeney's BIG LEAGUE BOWLER, Keeney's ELECTRIC CIGARETTE VENDOR, Downey-Johnson COIN COUNTER, GLAMO-BRIGHT LIGHTS—FIVE STAR—FUTURITY—HAYBURNERS.

Established 1913  
**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

End Your Coin Chute Worries With  
HEATH'S DROP CHUTE AND SWITCH

\$3.50 Each



No more service calls from switch trouble.

Replaces Drop Chute on any game. Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play. (Also two plays for a Dime Model—Write.)

Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY 243 THIRD AVENUE MACON, GEORGIA

CLEAN—READY TO SHIP—GUARANTEED  
LOW PRICED

<b>ONE BALLS</b>	<b>BOWLING GAMES</b>
Turf Kings at .. \$210.00	Refinished Boards—New Cork
Champion at .. 80.00	Chicago Coin Alley Twin Rebound, lite-up pins .. \$ 75.00
Citation at .. 60.00	Universal Twin Bowler Rebound, lite-up pins on back glass .. 45.00
Photo Finish at .. 75.00	United Double Shuffle Alley, lite-up pins, lock pucks .. 85.00
Gold Cups at .. 45.00	United Single Shuffle Alley, lite-up pins, lock pucks .. 45.00
Winner .. Write	Exhibit Strike Twin, Hy-back pin, at .. 100.00
All A-1—Refinished.	Evans Ten Strike, single lock pucks 100.50
<b>ARCADE EQUIPMENT</b>	1/3 deposit required with each order
Seeburg Shoot the Bear .. \$285.00	
Keeney Undersea Raider .. 95.00	
Williams All Star .. 125.00	
Williams Quarterback .. 85.00	

NICK CARBAJAL Crown Novelty Co., Inc. Phone: Canal 7137  
Gen'l Manager 920 Howard Ave. New Orleans, La. Canal 7138

BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION

FOR BALLY SHUFFLE BOWLER, UNIV. TWIN BOWLER, CHICOIN BOWLING ALLEY AND UNITED SHUFFLE ALLEY • Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.

\$39.50

SCOREBOARDS

Coin Operated Electric. Fits all Shuffleboards, 5 or 10¢ play. Center Overhead .. \$115.00 Wall Model .. 90.00

M & T SALES CO. 1845 FULLERTON AVE CHICAGO 47, ILL. Phone: Dickens 2-3424

CLAYTON C. NEMEROFF and CHARLES J. PIERI  
ANNOUNCE THE REMOVAL OF  
MONARCH COIN MACHINE, Inc.  
TO NEW QUARTERS AT  
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL.  
NEW TELEPHONES: LIncoln 9-3996-7-8

The Best in New and Used Equipment, All Types, Featuring:  
EVANS' CONSTELLATION PHONOGRAPHS for N. Indiana Operators.

Subscribe Now!

ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues

THE BILLBOARD  
2140 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name ..  
Address ..  
City .. Zone .. State ..  
Occupation ..

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

SHUFFLE GAMES

NEW

UNITED 6-PLAYER SHUFFLE ALLEY

Univ. Bowl-o-Matic  
Universal High Score Bowler  
Keeney League Match Bowler

RECONDITIONED

United 4-Player	\$295.00
Un. Double 5A Express Rebound, 9 1/2"	229.50
United Shuffle Slugger	159.50
United 2-Player 5A Express	199.50
United Single 5A Rebound	199.50
United Double Shuffle Alley	79.50

UNITED SHUFFLE ALLEY EXPRESS

United Super Shuffle Alley	49.50
United Shuffle Alley	39.50
With Disappearing Pin Conversion	59.50
Universal Super Twin Bowler	145.00
Chicoin Bowling Alley	64.50
Chicoin Bowling Classic	140.00
Chicoin Trophy Bowl	150.00

UNITED TWIN REBOUND

Bally Hook Bowler	275.00
Bally Shuffle Bowler, 9 1/2"	44.50
Bally Speed Bowler, 9 1/2"	79.50
Nationwide Shuffle Pool	44.50
Gottlieb Bowlette, 63"	69.50
Keeney ABC Bowler	69.50
Keeney League Bowler, 4 Player	275.00
Wms. Double Header	149.50

ARCADE

Midget Movies Write Wms. Star Series .. \$139.50	GENCO GLIDER \$39.50
Chi. Coin Pistol 149.50	Bal. Heavy Hitter & Stand .. 559.50
Target Master	Un. Shuffle Skill 44.50
Pistol Ray	Keeney Texas
Gun, New .. 109.50	Leaguer .. 59.50
<b>TELEQUIZ &amp; FILM</b> .. 119.50	Chi. Coin Bango 49.50
Wms. All Stars 109.50	Total or Advance Roll .. 39.50
Jack Rabbit .. 109.50	<b>CHALLENGER</b> .. 24.50
Chi. Coin Goatee 99.50	Gott. 3-Way Gripper .. 22.50
Scientific Pokerino .. 99.50	Acme Shocker, New .. 24.50
Exh. Shuffle Bowl .. 89.50	Hit-a-Homer .. 19.50
Exhibit Dale Gun .. 84.50	Exh. Six Shooter Write Exh. Gun Patrol Write
<b>Mercury 13-Way Ath. Scale</b> .. 69.50	Un. Team Hockey .. Write
Chicken Sam, Rebuilt .. 109.50	Shipman Art Show .. 49.50
Poker and Joker 49.50	<b>KICKER &amp; CATCHER</b> , New .. 27.50

WANTED IN TRADE

Turf King Exh. Rotary Pusher Mdrs. Late 5-Balls

One—Half Deposit With Order, Balance C. O. D. or Sight Draft.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

5-BALLS

NEW

Bally Bright Lights  
Chi. Can Thing  
Gott. Glamor  
Genco Hits & Runs  
United 3-4-5  
Keeney Lite-a-Line  
Camp Stadium  
Chi Play Ball  
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9 ways to win on each of 5 cards. It's terrific for free-play territories! In stock!

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CAN BE OPERATED IN ALL 48 STATES

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is new, fast, dynamic! For 1 or 2 players. Attracts a crowd, keeps things humming, shuffles profits into "target" at terrific pace!

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PER PLAY!**

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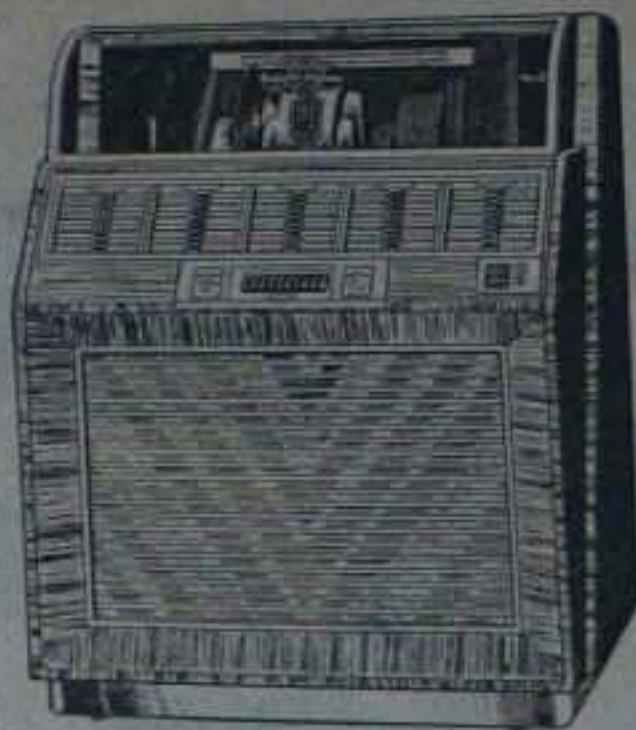
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