

# The Billboard

JULY 21, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## Hope, Faith, Crystal Ball Cue Dealer Plans for Fall

### Lend Keen Ear To Guaranteed Sales "Debate"

Record Mfrs. Mull "Sell 'Em or Send 'Em Back" Gimmick

NEW YORK, July 14.—Recent and continuing successes of some of the major record manufacturers (Columbia, RCA Victor, Capitol, Mercury, etc.) in hitting hefty records sales largely thru the device of the "guaranteed sale" has stirred considerable trade talk (on the dealer as well as distributor and manufacturer levels) as to the basic soundness or lack of some of the practice. ("Guaranteed sale," of course, may take on a thousand different forms, but basically it is a procedure whereby the manufacturer ships a quantity of records determined by him to the distributor on an "if you don't sell 'em, send 'em back" basis. And the distributor, in turn, delivers to the dealer on the same basis.)

Proponents of the plan insist it is the single most effective mer-

(Continued on page 12)

### New Measures OK Permanent Chicago Expo

CHICAGO, July 14.—A permanent Lake Front Fair for Chicago was assured Friday (13) when Illinois Gov. Adlai Stevenson allowed a trio of bills to become law without his signature.

Mayor Martin Kennedy and Rent Chandler, president of the Lake Front Fair, said plans now would go forward for a fair next year and thereafter.

The measures also provide an alternate finance system for downstate county fairs and permit the sale of beer on the site of the Chicago fair.

An estimated \$1,400,000 annually will be divided between the Chicago fair and certain Illinois county expositions. The money

(Continued on page 10)

### Sinatra, James Team Up Again for Record

NEW YORK, July 14.—Frank Sinatra will join forces with his first boss, Harry James, for a recording date for Columbia on the coast next week. Sinatra's first hit in 1939, was as vocalist with the then newly organized James band. Both went on to individual fame thereafter and, tho they have recorded for the same discery all of their careers, this session will mark the first time they've sliced wax together since 1940.

Among the tunes slated for the date is the lyric version of *Castle Rock*, the Johnny Hodges' instrumental hit, and a new George Gershwin rhythm ditty, *Farewell, My Love*.

### THEY HIT THE SPOT

## Utility, Pepsi on Cuffo Music Kick

NEW YORK, July 14.—The band business may be suffering from a chronic malaise, but New Yorkers are nevertheless flocking in droves to listen and dance to their favorite name maestri. It's all-cuffo for the public, and it's all-fresco. On the village green, as it were.

This bucolic state of affairs has been brought about by Consolidated Edison and the Pepsi-Cola Bottling Company of New York, musically-minded organizations which sponsor the bashes in cooperation with the Department of Parks. The affairs have been held

in previous years, but this year they promise to hit new highs in attendance. Both sponsoring organizations handle the promotions on a high institutional plane and are bringing top talent to key parks in the metropolitan area.

This public service hypo to the dance business has been made possible not only by the sponsoring organizations and the park department, but also by the talent, which is working at reasonable rates.

Consolidated Edison's dates this season total 54, all booked by Howard Sinnott, head of General Artists Corporation's one-nighter department. The season started June 21 and extends thru September 17, with each dance running two hours, 8:30-10:30 p.m. A good many of the local bands are paid scale, which is \$14 per man and double for the leader. The names work the dates as "favors" for Sinnott at rates far below normal. Working such a date, of course, often provides the orkster with a motive for getting to New York for record sessions, disk jockey interviews, agency conferences and other business.

Names: Names Consolidated Edison dates have included Sonny Dunham, Boyd Raeburn, Andy Kirk, Bobby Byrne, Hal McIntyre and others. Slated to come are Ralph Flanagan, Ray Anthony, Johnny Long and Buddy De Franco. A sample run of Consolidated Edi-

(Continued on page 13)

## ASCAP Slices \$2,750G Pie

NEW YORK, July 14.—Second quarter melon distributed by the American Society of Composers, Authors and Publishers totaled approximately \$2,750,000. Figure is slightly better than the income garnered in the first quarter. Usually the reverse is true. Chief income field, radio, showed an increase.

The general field, including ballrooms, parks, clubs, hotels, etc., showed a slight drop. Current licensing situation in TV is unsettled and complete income figures in that medium cannot be gauged until per program contract deal is worked out.

## CBS Finalizes Reshuffles; Van V., Meighan Prexies

By LEON MORSE

NEW YORK, July 14.—Columbia Broadcasting System this week finalized plans for its corporate reorganization (as originally outlined

in *The Billboard* June 23). Jack Van Vollenburg, veepee in charge of AM and TV sales, was appointed president of the new CBS-TV division and Howard Meighan, veepee and general exec, president of the firm's new radio division.

An unanticipated move, however, was creation of a CBS laboratories division to be headed by Adrian Murphy, veepee and general executive. Three of the current CBS divisions—CBS-Columbia (set manufacturers), Columbia Records and Hytron Radio & Electronics Company (tubes)—continue as before under David H. Cogan, James B. Conkling and Bruce A. Coffin respectively. The station relations division remains integrated under H. V. Ackerberg, veepee in charge of station relations.

Each of the new divisions is to have its own department for programs, sales, sales promotion, company-owned station operation, station services, research, press information, operations, business affairs, legal and accounting.

Altho no official designations have been made as to department heads under the new set-up, authoritative information is that the radio division, Lester Gottlieb will remain as head of programming,

### ADVANCE INFO TIPS TO HELP SELL TV SETS

NEW YORK, July 14.—While many TV dealers are currently training their sales staffs to use advance information on important and high-budgeted video programs as valuable selling aids, results of *The Billboard's* annual dealer survey printed last week showed that some retailers were not yet using this sound merchandising information.

Survey results had 144 out of 210 dealers claiming that programming was a definite selling aid.

Advance programming tips appear each week in the television and radio pages of *The Billboard*, and also in capsule form in the TV-phono merchandising column in the Music Department.

## New Hopes Stir Gridcast Front

By SAM CHASE

NEW YORK, July 14.—The University of Pennsylvania yesterday (13) steadfastly refused to budge from its plans to televise football this fall, following a series of long-distance telephone sessions between Penn Athletic Director Franny Murray in Philadelphia and Kenneth (Tug) Wilson of the National Collegiate Athletic Association in Chicago. However, *The Billboard* learned Notre Dame University has decided finally that, in view of con-

(Continued on page 8)

## Some See Tint TV Equipment As Sales Aid

Push Phonos and Attachments in Disk Division

By JOE CSIDA

NEW YORK, July 14.—What dealers need right now more than anything else to conduct their businesses properly and profitably this fall is a large clear, crystal ball. That's the consensus of leading retailers: makers of television and radio sets; phonographs, tape recorder and other equipment manufacturers, and their distributors. As a matter of fact, opine the factories and their sales outlets, they could use a couple of the mystic globules themselves.

Not only is the industry faced with the uncertainties of the international situation, and the consequent question mark concerning types and quantities of standard equipment which may be available, but imminent introduction and promotion of color television poses new retailing problems.

The situation, however, is by

(Continued on page 12)

## Bistros Face A Swift Race For NY Talent

NEW YORK, July 14.—Trade expectations are that competition for name and semi-name acts here will be the heaviest in many years this fall. Besides competition between TV and flesh spots, there is an expected battle for talent among the bistros themselves. Added to all this is the reluctance of some acts to take bookings toward the end of the year in order to remain in lower tax brackets.

Names like Lena Horne, Victor Borge, Dick Haymes and Peter Lind Hayes are skidded at the Riviera this summer, hurting their draw in most cases for city bookings later. Capri also is chewing up a lot of semi-name acts during the hot weather. On top of this, Lou Walters has set Joe Frisco, Belle Baker, Billy Daniels, Sophie Tucker and Arthur Leo Simpkins

(Continued on page 34)

## Nobles Spend Nobly; N. Y. Gross \$12 Mil

NEW YORK, July 14.—Some 100,000 Shriners and members of their families, conventioning here for the first time in years, spent an estimated \$12,000,000 on the necessities and luxuries of life from Sunday (8) thru Friday (13). Royal W. Ryan, executive vice-president of the New York Convention and Business Bureau, estimated.

Delegates, loaded with dough and very little liquor, spread out nicely thru town so that almost everyone with something to sell made a buck. From Monday night

(Continued on page 40)

## Dance Band Biz OK in Ballrooms

CHICAGO, July 14.—Recent rumblings that dance band business is "brutally off" were again quieted this week when Otto Weber, managing secretary of National Ballroom Operators' Association, released the one-night chart, compiled by the terp ops themselves, which showed business still holding up. Altho business is off at the booking-officer level, with one-night bookers finding it hard to peddle numerous bands, ops are finding results at the door okay, the June report reveals.

Ballroom owners, reporting on

(Continued on page 13)

## TV Retaliates, Books TV Fight

NEW YORK, July 14.—The television set manufacturing industry this week landed a haymaker on the burgeoning theater television business when nine major set companies joined forces to buy the radio, television and film rights to Wednesday (18) evening's heavyweight championship bout between Ezzard Charles and Jersey Joe Walcott in Pittsburgh. By outbidding theater television for its one sure fire box-office attraction—sports—television may have the antidote to exhibitor's competition.

(Continued on page 6)

# Billboard Backstage

By JOE CSIDA

During a warm week in July... A nice note from Columbia Broadcasting System veep Adrian Murphy about the CBS color video preview and review. While CBS proxy Frank Stanton knocks himself out trying to persuade scribblers to give Adrian proper credit for the job he's done with color TV, very few of its typewriter pounders have done so. Adrian, Pete Goldmark and Dick Salant are the trio responsible for CBS's color progress.

On the subject of color video, an enlightening confab with National Broadcasting Company veep in charge of engineering, O. B. Hanson. Obie's theory, and a sound one, too, is that too many people are hypercritical of color TV, far more so, indeed, than of nature's own color shenanigans. For instance, for instance Obie, if you're talking to a guy in the street on a sunny day, and the guy is wearing a red necktie, the reflection will throw a red tint on his neck and part of his chin. But you'll keep talking and never even notice the red tint. Let it happen on a color telecast too, and right away the flesh tones aren't true. Obie probably has something there. Incidentally, one of color's biggest problems, says Obie, regardless of system, is lighting. Both the CBS and RCA showings have amply borne this out. And RCA is working with General Electric, Westinghouse and other major light makers trying to lick the problem.

An interlude on talent-in-the-making at Al and Dick's with all-arounded Tamara Hayes, beautiful Negro lass with vocal style to match. Tamara's first Decca disks are just beginning to stir a little excitement, and the record com-

pany's artists relations manager Mike Connor is trying to find the lady a good personal manager. Much talk about the scarcity of real good p.m.s. Another too true item. . . .

### Fellows and Food

A happy co-incidental meeting with National Association of Radio and Television Broadcasters' president Hal Fellows up at Bill Ryan's Broadcast Advertising Bureau offices. Fellows is taking to the NARTB post like he was created for it. His handling of the tedious negotiations with the educators in recent weeks bears the mark of real statesmanship. He sells the solid commercial side of the story with grace and conviction. Toughest part of the job so far, says Hal, is getting acclimated to the Washington summer temperature. . . .

A lunch date with Louis Bernstein, dean of the music publishers, and his double-jointed right arm, Dick Volter and George Pincus. At Lindy's yet, infested with Shriners. Mr. B. started a couple of years ago trying to encourage TV performances of his duties by having a group of writers script production ideas around selected tunes. Concedes now he was probably a few years ahead of his time. Louis recalls the day when the publisher (Shapiro-Bernstein, specifically) would have as many as 500 different versions of a tune written to accommodate vaude acts, from acrobats to coloratura sopranos. Record number of versions was on the old rave, Side By Side. . . .

### And More Food

Lunch, too, with Dr. Allen B. DuMont. The doc is not only, as is generally known, one of electronics' great inventive minds, but an exceptionally adroit and wise

businessman. Shines especially in personnel relations. One little example: Groups of 20 employees (janitors and up, inclusive), on a rotating basis, meet with top management representatives once a month regularly. Despite tremendous and rapid expansion in a period of real labor stress, Du Mont has never had a serious problem with his workers. . . .

Lunch again (no wonder a guy can't keep his weight down) Dunty Moore's with United Paramount veep Bob Weltman. If the movie business had more guys like Weltman, the movie business would be in far better shape than it is. Weltman follows the simple, basic philosophy that the way to do your job right is to work at it, and worry little about the competition. He's certainly proved the soundness of it at the Paramount Theater in New York, the Brooklyn Paramount, and a string of other houses he's supervised for UP, Television, says Bob, is just another excuse for the guys who are always looking for excuses to explain why business is a.s.g. instead of striving to make it better. Bob will be doing some interesting, exciting things in TV himself pretty soon. Or as soon as the American Broadcasting-United Paramount deal gets Federal Communications Commission approval. . . .

A short session with Walt Heberner, longtime West Coast RCA-Victor records artist and rep man. Walt's just completed an extremely successful production chore on the Spade Cooley video show in Hollywood. It's only Number One. Toss-up whether Walt goes back to disks or stays in TV. A good bet for some live company. . . . Must be getting mellow. Or else how come during such a hot week I hate nobody.

# New NPA Order Eases Controls For Industry

WASHINGTON, July 14.—National Production Authority is preparing a revised construction control order affecting the amusement industry. The new order, replacing M-4, is expected next week. It will permit amusement construction as long as additional steel, copper and aluminum is not required beyond any which the prospective builder may obtain. Builders of amusement places will continue to be prohibited from purchasing new supplies of these scarce metals. Even if they are lucky enough to have big supplies of the materials on hand, they may not use over two tons of steel, 200 pounds of copper, or 100 pounds of aluminum. . . . The forthcoming revision, foretold in these columns several weeks ago, is not related to current Korean truce attempts and is figured as slight relaxation of controls. The green light will be given by the order mainly to small contractors working up smaller buildings. NPA officials also look with favor on removing from the amusement category certain constructions such as fraternal lodges and American Legion halls. Such buildings would be placed in one of the other categories where the use of steel, copper and aluminum would not be limited to supplies already on hand. New supplies could be purchased, also under quantity restrictions for the category. . . .

The new NPA order fixes the limits on scarce materials for industrial construction at 25 tons of steel, 2,000 pounds of copper and 100 pounds of aluminum. Construction below these limits could go ahead whenever the builder certified to the materials supplier that his plans were within NPA building requirements. . . .

If the builder of an amusement place seeks to use scarce materials beyond the limitations spelled out in NPA's new code, he would still have to make a case for himself on the basis of "hardship." Hardship applications are to be made on Form C under the Controlled Materials Plan, and on a new form to be issued by NPA. . . .

# London Dispatch

By LEIGH VANCE

LONDON, July 14.—Into Britain in the next three weeks will come around 100,000 overseas visitors, mainly to visit the festival. While the south bank exhibition of mechanical marvels and historical relics flourishes, trouble still dogs the Battersea Park fair. . . .

Postponed by bad weather and strikes, the pleasure gardens opened weeks late, but reported "wonderful" business during the first month. The crowds still flock there, but so does trouble. Thirty-three contracted musicians have just received their notice. Ax falls on the 25-piece orchestra playing for the Ballet Orlando's Silver Wedding and the eight-man Jan Wildeman team. Both bands had contracts carrying thru until November 3, closing date of the festival, but containing a two-week option clause. . . .

Says Jack Carlton, entertainment manager: "We are making changes in the line of experiences, after consultation with the musicians' union. We shall be taking on different styles of bands, but the number of musicians employed will total about the same." The axed players are sore, insisting "this is a helluva time to be out. Most summer bookings are complete. We were given no reason for the shut-down." . . .

### BBC Gives Playwright Break, or Does It?

Britain's top playwright, Terence (French Without Tears, Adventure Story) Rattigan has recently been wooed by the British Broadcasting Corporation to write them a play for television. Terry was a little reluctant, not because he thought the new medium a threat to the theater, but because financially it was a waste of his time. . . .

Look at the figures. For one of his stage plays he can count on at least \$58,000, made up of the weekly take for a year's run. (Continued on page 39)

# Washington Once-Over

By HEN ATLAS

WASHINGTON, July 14.—Defense-born austerity apparently hasn't touched State Department's United States Information and Education Service which runs Voice of America. House Appropriations Committee, in its latest report this week cracking down on USIE extravaganzas, told of striped-pantsters spending gobs of taxpayers' coin to buy lunches for themselves and foreign visitors at \$8.73 a person. Barked one congressman: "I don't see how you could justify paying that much for a lunch even if it included a floorshow." . . .

### They Still Rap Radio Swagbags to FCC . . .

It's over two years since the Federal Communications Commission uncorked its ban on giveaway programs, but letters are still trickling into the agency from radio listeners, applauding or berating the restriction. Most excited correspondent is a Pacific Coast listener who congratulated the Commission and then gave a

mournful account of what happened when his telephone rang after he had been listening to a giveaway show. "I dashed for the phone to win a fortune, tripped over a chair and broke my leg," he wrote. "It was a wrong number." . . .

### Blenoses Ganging Up On Liquor Plugs . . .

Drys are quietly building another big crusade for a congressional taboo on radio-TV commercials of alcoholic beverages. Petitions from prohibitionists are piling up in Senate Interstate and Foreign Commerce Committee. Some of the petitions are yards long, with hundreds of signatures. Bill to dry up the wet commercials have been introduced in both houses. . . . Senate Judiciary Subcommittee will go into a hearing shortly on President Truman's bench appointments for Commissioner Frieda Henneck of Federal Communications Commission. Three-man subcommittee is planning spirited deliberations. Miss Henneck's nomination is the only

one still waiting confirmation of the three federal judgeship appointments announced by President Truman last month. . . .

### Newsp Personalities In D. C. Activities . . .

Robert K. Richards, public affairs chief at National Association of Radio and Television Broadcasters, has been named publicity chairman of D. C. chapter of Sigma Delta Chi, national honorary Journalism fraternity. Justin Miller, NARTB board chairman and general counsel, has been chosen alternate delegate to the Inter-American Association of Broadcasters. Entertainment industry will start making appearances soon before Senate Finance Committee on amusement excise taxes. Ralph W. Hardy, NARTD government relations director, will reappear against hiking radio-TV excises. . . . Capt. Walker Karig, special deputy to navy's chief of information, is technical advisor on a forthcoming National Broadcasting-TV series on all allied naval action in World War II. . . .

# MGM Skeds Six Movie Albums

HOLLYWOOD, July 14.—With the Show Boat sound track album in the stands, MGM Records is prepping track albums of two other films and skedding four additional flicks for similar treatment late this year and early 1952. Set for August 1 release is an album from Rich, Young and Pretty, featuring Jane Powell, Fernando Lamas and Danielle Darrieux. Vie Damone, who is in the pic, is not included as he is contracted by Mercury. Album will contain eight sides. American in Paris, with Gene Kelly and Georges Guetary, will be ready for fall release. Paris will have four sides by Kelly and Guetary and four ballet sketches. Also on MGM's slate are albums from Singin' in the Rain, Belle of New York, Skirts Ahoy and Quo Vadis. Last named album will contain background cleffings. Sound-tracking will be issued on all speeds. . . .

# Paris Peek

By ART ROSETT

PARIS, July 14.—Last week was hot, sultry and bad for show business here. Night clubs, theaters and cinemas all reported off grosses despite the fact that there are more tourists in town than ever before. Hotel rooms are at a premium. The French tourist office expects a record 8,000,000 visitors before the season ends. An official report on "Tourism and Its Part in European Economic Recovery" says that American tourists spend 45 per cent of their vacation money on Atlantic fare alone. But the operators continue to ignore the handwringing on the wall. Prices for every type of professional entertainment stay sky high, resulting in tourists spending their money on visits to the Louvre, Eiffel Tower and other points of scenic interest instead of on Paris night life. . . .

Despite high prices, actors in Paris are way underpaid. The Billboard this week made a survey of chorus girl salaries. At the famous Folies-Bergere chorus girls receive \$2 a day regardless of the number of performances. If they work nude, they receive \$2.85 a day. At Club L'Aiglon the scale is \$3.71 and for Nudes \$4.28. At La Nouvelle Eve and Club Lido the English chorus girls who work undraped or draped receive \$5.14 a day and the French girls receive \$4.57. The Casino De Paris girls receive the same as the Folies-Bergere. Chorus girls are not paid extra for rehearsals for a new show while the old one is still in progress. If it's a brand new show, they are paid for rehearsals. . . .

A wardrobe woman gets a standard wage of \$1.85 a day. Chorus girls do not get time off, but the Syndicate Des Artistes offers union benefits if they receive one extra day's pay per month. Employers are supposed to pay 40 per cent of the employee's pay to the government for social security. In order to get around this, many of the clubs (Continued on page 39)

# Picture Business

By LEE ZHITO

HOLLYWOOD, July 14.—Top brass of Loew's, Inc., meeting in Chicago this week-end will realign its executive forces at Metro-Goldwyn-Mayer here, defining Dore Schary's duties as well as naming a successor to the recently resigned Louis B. Mayer. According to present indications, Schary will remain in full charge of production at the Culver City lot, but will be spared responsibility of studio operations, post left open by Mayer. E. J. Mannix will probably fill the Mayer shoes. Execs from both New York and Hollywood are meeting half way in the Windy City to thrash out company's policies. Nicholas Schenk, Loew's president, heads the New York contingent, comprised of Charles C. Moskowitz, Robert Rubin, William Rodgers, Joseph Vogel and Howard Zinn. Hollywood group includes Schary, Mannix, Louis K. Sidney, J. J. Cohn, Lawrence Weingarten and Howard Strickling. . . .

In the meantime, Mayer, whose MGM contract terminates September 1, this week leased office

space in Beverly Hills (Darrow Building, 9885 Charleville Boulevard) on his own. So far he's kept mum on his new studio affiliation. His recent statement confirmed earlier reports that he will remain active in film production, but so far he has refused to say whether he will form a company of his own or join one of the major lots. Fact that he is considering purchase of the Mills Music Catalog, as revealed earlier by The Billboard, indicates he plans to strike out on his own and on a large scale. . . .

### Production Notes and Personnel Intelligence . . .

Rita Hayworth's first at Columbia will be another film out from Gilda cloth. As in Gilda, film will feature three tunes. . . . Leroy Prinz turns actor in Warner's Starlift. Walt Disney will appeal the New York court ruling permitting the showing of Lou Bunin's Alice in Wonderland. Film, an importation, is in puppet form. . . . Season's preview, destined to out-glitter all the others, will salute

unveiling of Show Boat next week. Three of the original Broadway cast members—Charles Winniger, Eva Puck and Sammy White—will attend. . . . Republic's 28-week net profit stands at \$426,830, showing a slight drop as compared to last year's \$485,000 for the same period. . . . Former fighter Buddy Baer gets a top role in Howard Hawks' The Big Sky, Kirk Douglas starrer. Baer played lead in Quo Vadis. . . . Metro signed Jane Powell to a long-term contract. She will star in Baby Needs Shoes, a new musical, following completion of her leading role in Student Prince. . . . Columbia to Reissue "Song to Remember" . . .

Hollywood will soon go out on a longhair spree following the terrific box office on Manito Lanza's The Great Caruso. Columbia Pictures is reissuing A Song to Remember, made five years ago and based on the life of Chopin. Pic reaped a bonanza both in the domestic and foreign market. . . .

# Index

Burlesque	38
Carnival	31
Classified Ads	48
Coin Machines	66
Fairs and Expos	30
Final Curtain	39
General Outdoor	40
Honor Roll of Hits	18
Legitimate	37
Leiter List	63
Magic	36
Merchandise	39
Music	19
Music Charts	18
Music Machines	71
Night Clubs	34
Parks and Pools	48
Pipes for Pitchmen	69
Rinks-Arenas	38
Roadshow-Rep	38
Routes	43
Salesboards	65
TV-Radio	4
Vaudeville	34
Vending Machines	67

# "Voice" Slashed, But \$15 Mil Ahead

WASHINGTON, July 14. — In a new criticism of bureaucratic waste in the operations of State Department's Voice of America, the House Appropriations Committee this week voted a \$30,000,000 slash in the 1952 budget for State's United States Information and Education service, which runs the Voice. Earlier this year, in the wake of Capitol Hill criticism of the Voice for extravagance and ineffectiveness, Congress had voted a 90 per cent cut in Voice's supplemental outlay for the current fiscal year.

Despite the size of the latest committee vote, a cut from USIE's \$115,000,000 request, the Information set-up will have \$14,520,150 more next year than it is currently spending for salaries and expenses. The House Appropriations Committee, in a blunt-worded report this week, criticized the Voice's extravagant spending for cushy jobs here and abroad. The Committee noted that there is an apparent excessive number of employees at grades GS 13, 14 and 15 in relation to the total staff with which they are connected. Jobs in the Civil Service scale of GS 13 to 15 pay from \$7,800 to over \$10,000 a year. "The department," the Committee warned, "should balance its staff requirements in terms of proper grade structure."

Led by Rooney

The Committee's report was written by Chairman John J. Rooney (D. N. Y.) of the House Appropriations Subcommittee on State, Justice, Commerce and Judiciary appropriations. Rooney, who has consistently advocated an effective world propaganda program, has gained a reputation for his militant action against waste and extravagance in government, and he has led a move to reform the Voice.

"The Committee," he stated in the report, "again emphasizes the necessity for a strong and effective information and educational exchange program to combat the vicious lies by which the forces of Communism are attempting to poison the minds of freedom-loving people throughout the world. However, the budget submission (by State Department's USIE) placed undue emphasis on certain activities and included others, the value of which is extremely questionable."

The report sharply reprimanded Voice for sending its employees on speech-making junkets.

"The hearings," stated the report, "disclosed that various and sundry employees of the USIE made a total of 364 speeches and talks in 29 States during the period July 1, 1949, to January 30, 1951. It is difficult to see how this program's primary purpose of getting the truth to people behind the Iron Curtain and throughout the rest of the world is benefited by wholesale speech-making to our own

people. The funds appropriated can be more effectively used. The Committee will look with extreme disfavor upon further activities of this kind at government expense by any employee of USIE below the level of assistant secretary."

No Free Radio

By the Committee's vote, the USIE will get a total of \$85,000,000 for the 1952 fiscal year. The slash of \$30,000,000 from the USIE's requested \$115,000,000 represents the biggest cut in any segment of the State Department, which was voted a total slash of \$52,000,000. The Committee cut out a \$2,334,000 request from USIE for distribution of free radio sets abroad.

During the Committee's hearings on the Voice program, the Committee discovered that the agency was ready to spend over twice the amount abroad to buy sets than would have been required if the sets had been purchased in the U. S.

The Committee warned USIE to bring about reforms in its administration, and issued a reminder that the Committee as well as Congress wants "a greatly strengthened and intensified Voice of America."

## Kansas Flood Hits Amusements; Radio on Job

LANGDON, Mo., July 14.—Most disastrous flood in the history of Kansas City struck that area yesterday, making homeless almost 50,000 persons and causing millions of dollars damage.

Four lowland districts, including North Kansas City and Kansas City, Kan., are under water to a depth of 25 feet. Oil and gasoline storage tanks in one inundated area exploded yesterday, spreading flames over the surrounding waters. The municipal water system has been flooded, thus causing a severe water shortage. The city has declared a state of emergency.

In response to an appeal by Mayor William E. Kemp all non-essential businesses will remain closed for the duration. These include niteries, movie houses, ballrooms and other amusement spots. The 900,000 inhabitants are in a state of suspended animation.

Kansas City radio stations are maintaining a 24-hour schedule during the emergency. An example of the excellent job done by broadcasters is that of KCMO, ABC affiliate, which sent out five members of its staff to danger areas and other places of importance to cover the news. At regular intervals they phoned into the studio, which broadcast their reports. Work of the station has been of inestimable aid in preventing panic, according to city officials.

## Schulberg Slapped With 146G Tax Suit

HOLLYWOOD, July 14.—United States attorney's office this week led suit against B. F. Schulberg for judgment for income tax obtained in 1948. Assistant U. S. Attorney Paul Magasin turned papers over to the U. S. marshal's office, who, in turn, is seeking Schulberg. Amount is for \$146,280.11. Suit includes back taxes of \$105,892.84 plus interest to the date of \$40,387.27 for the period of 1934-'35.

Schulberg has three alternatives. He can pay the amount, file default judgment for the money or contest it. Magasin told The Billboard that within a week other show business personalities will be named in income tax suits.

## Review Index

Record Reviews.....	31
Classical Reviews.....	22
Legit Reviews.....	37
Night Club Reviews.....	35
Radio Reviews.....	10
Television Reviews.....	19
Vaudeville Reviews.....	35

# Highlight Reviews

## COLOR TELEVISION

### Plenty of Clinkers in CBS Remote; Technical Slip-Ups Principal Fault

By PAUL ACKERMAN

Columbia Broadcasting System transmitted the first regular color television broadcast of a sports event Saturday (14), the occasion being a remote pick-up of two races at the Monmouth Park Jockey Club, Oceanport, N. J.

Enough was learned from this colorcast to indicate that proper transmission of such an event presents quite a challenge. Picked up on a Remington Rand industrial receiver, the telecast captured much of the natural color, glamour and atmosphere of the track, but the earlier portions of the broadcast were marred by technical slips and maladjustments.

The color pictures were not quite sharp enough. It was learned, however, that a Zoomar lens had been used for many of the shots. This type of lens is traditionally best for a still camera, and in fact, the picture in the first minutes of this CBS will either readjust the Zoomar lens or use other equipment.

Too, the picture occasionally slipped out of phase—so that the viewer saw a picture which did not

contain all the primary colors. This was overcome in later portions of the telecast and the faulting was not present at all during the second race. In any case, it is not a common manifestation and was caused by some maladjustment in the circuit between the point of transmission and master control.

The flesh tones were very variable, the tints often appearing as, excessively red on the one extreme, or washed out and indefinite on the other.

Despite these failings, the telecast now and then achieved remarkable effects in these cases the color being not only beautiful, but even dramatic. One of these instances was the traditional ceremony wherein the bugler walks out on the field to call the race. He is attired in traditional hunt costume, including red jacket, and the perfect and in fact, the picture in the first minutes of this CBS will either readjust the Zoomar lens or use other equipment.

Too, the picture occasionally slipped out of phase—so that the viewer saw a picture which did not

Action of the cameras. In fact, was very good. Their motion was fluid. Two were used, and they presented a continuous panorama of great natural beauty. The shots followed one another skillfully, leaving no jarring effect. Only occasionally did the color green seem to overpower the entire screen.

Three CBS reporters, John Derr, Jim McKay and Horace Wade, covered the assignment. Derr was emcee and co-ordinator. He did a splendid job, particularly in view of the fact that he worked without a monitor. The spotorial stunts shifted with precise timing, permitting interviews and expositions highlighting the glamour of horse racing in general and the track in particular. Veterinarians, jockey club brass, trainers and jockeys all contributed to what proved to be an informative session.

The colorcast started at 4:15 p.m. and lasted one hour. Subsequent pick-ups will be made July 21, 28 and August 4. The series is directed by Judson Bailey and is under the supervision of John Martin and Jerry Danzig.

## ARENA

### Scintillating Shrine "Fezarabia" Sets Pattern for Stadium Specs

By JIM McHUGH

Spectacle-loving Shriners had their appetites satiated and got a preview of a new type show format that will be offered for temple sponsorship at Madison Square Garden in New York, Tuesday night (10). The effort, an Oriental fantasy titled Fezarabia, cost \$55,000 to stage for a single performance, although only a small percentage of the 900 persons in the cast were paid professionals. Massive in size and incomparable in color as staged here, the show pattern, nevertheless, has the flexibility of an accordion and as such is adaptable for presentation in all arenas or stadia.

Alexander F. Mitchell, deputy director general of the 1951 Shrine convention, dreamed up the unique format and wrote the book. Frank Wirth, talent agency head, handled talent and production, and John Lonergan, Broadway director, whipped the show together. Pro-

digious job of staging the spectacle with only 10 hours of rehearsals resulted in an unbelievably smooth performance that ran three hours on the button, as planned.

Arena was set up as for the circus, with the floor covered with dirt. A huge platform featuring an elaborate divar for the potentate and his harem at one end was in the center. Props for acts were neatly camouflaged by pots and incense burners which added to the Oriental splendor of the scene.

Fete for Potentate

Story revolves around a fete for a potentate. A visiting mogul bears her gifts to her father, the potentate's daughter in return. Elaborate entertainment is staged to mark the occasion with an honor legion from across the sea participating in an arena-filling patriotic finish.

Professional and amateur talent was skillfully blended in the

speaking parts with only Lester Mack as the major dome and Bill McMichaels the visiting potentate in salaried roles. Shriners John Hielman, Frank Kiviele and George Firtler had the only other speaking parts, which they carried out with professional aplomb.

Writing was smooth and concise, with special introductions for each act. All talent came on in Oriental robes which they slipped out of easily as they prepared to go into their acts.

Strong Talent Bill

Wirth assembled a top-flight line-up of talents. Acts, in the order of their appearance, were Susan Brooks, acrobatic fan; Coco, Steve and Eddy, acrobatic knock-about; the Antaleks, perch; Monroe and Grant, trampoline; Sanger, Ross and Andrea, novelty dance; Capt. Heyer and his horse Starless

(Continued on page 40)

## TELEVISION

### "Rich" Rings a Note Pathetic As Lead Nickel—It's Bathetic

By JERRY WEXLER

This popular entertainment, which is perpetrated on a relentless Monday-thru-Friday afternoon basis on CBS-TV and radio, is now being offered in a choice nighttime spot, presumably for those fortunates who have been missing the goings-on because they have steady afternoon commitments at the sweat shop or the golf course or someplace. Judging from the evening it was caught, the night version deserves, and has, an excellent chance of withering on the vine.

The show is a vulgar and shoddy effort to peddle pathos. The brains behind it trotted out a famous old newspaper formula for a sure-fire story, offering a child, a dog, a mother, and the flag, in various dosages and combinations. In the swaggy, embarrassed atmosphere, the mixture failed to jell.

It consists of selecting quizzes on the basis of letters sent in

describing general destitution, ill health, the need for "train fare to All Huzz, Kans., etc. The applicants who seem most likely to appeal are then given the opportunity to parlay \$15 into a much larger sum by answering quiz questions.

Last Wednesday's show offered a little girl whose puppy had been stolen; she was accompanied by her daddy, a sailor in uniform (child, dog, flag). The attempt here was not to rend the heart, it was simply an easy opener to warm 'em up. Papa answered the questions and won enough moo to buy a kennel, and on top of this, about 18 more dogs were offered by listeners. Will this kid have dogs! ! !

Then came the real punch—a jovial Westchester mother who had lost her 18-year old son in Korea some five or six weeks ago. She was accompanied by his 16-

year old sweetheart. Goal: to raise some money for a jukebox and play room where local kids may socialize, as a memorial to the boy (mother, child, flag). Warren Hull, the emcee, radiated a quivering aura of sympathy at the guests, who both chatted about the project with a completely relaxed, even cheerful manner. Hull, after eliciting the relevant information, handed the bereaved a cake of soap or deodorant on behalf of Colgate-Palmolive and proceeded to the questions. The poor man was in a fumbling sweat; after the contestant missed her first question, also still having a flinck left to parlay, Hull mistakenly dismissed her in agonized sorrow. Courtiers in the wings finally made him aware that the contestant was still on, and he proceeded with the ques-

(Continued on page 10)

## The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford & William D. Littleford

E. W. Evans, Gen. Mgr., Pres. & Treas.

Lawrence W. Catton, Gen. Mgr., Secy.

Editors

Joseph G. Caido, Editor in Chief, New York

C. B. Schreiber, Joint Machine Editor, Chicago

Herm Dornen, Outdoor Editor, Chicago

Wm. J. Schuler, Editor, Western Division

Ben Allen, Chief Washington Bureau

Managers and Divisions

E. W. Evans, Gen. Mgr., Cincinnati

Main Office & Printing Division

1100 Patterson St., Cincinnati 23, Ohio

Phone: DUbbler 9450

W. D. Littleford, Gen. Mgr., Eastern Division

1844 Broadway, New York 10, N. Y.

Phone: PLaza 7380

M. L. Butler, Gen. Mgr., Western Division

100 W. Randolph St., Chicago 1, Ill.

Phone: HOllywood 9321

Sam Abbott, Gen. Mgr., West Coast Division

8000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOllywood 9321

F. B. Jeering, Gen. Mgr., Southwest Division

330 Arcadia Bldg., St. Louis 1, Mo.

Phone: CLayton 6450

C. J. Latscha, Advertising Director

K. Kemper, Advertising Mgr., New York

M. L. Bauer, Advertising Mgr., Chicago

B. A. Bruner, Circulation Manager

Main Advertising and Circulation Office

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUbbler 9450

Subscription rates payable in advance. One

year, \$10 in U. S. and Canada. All foreign

orders, add postage and handling charges.

Change of address should give old as well as

new address.

Published weekly, except for two issues

published bi-weekly in December.

Entered as second class matter June 4, 1897, at Post

Office, Cincinnati, Ohio.

March 2, 1939. Copyright 1951 by The

Billboard Publishing Co., Inc.

Second class postage paid at Cincinnati, Ohio.

Postmaster: Please send address changes to

Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Printed at the Billboard Press, Cincinnati, Ohio.

Pub. 64

Vol. 64

No. 29

July 21, 1951

## Ad Agencies Conditioning Clients For Entry Into Color TV Field

NEW YORK, July 14.—A number of key advertising agencies already are taking definite steps to prepare for the eventual entry of their TV clients into color television, it was learned this week by *The Billboard*. In some cases, activity was confined to studying possible future moves, while in others, film activity was being projected in terms of color as well as black and white, particularly insofar as film commercials are concerned.

Benton & Bowles already has advised all its clients to re-examine their video properties with an eye to color television. This does not mean any early changing of shows because of the tint factor, but it does indicate that future renewals will be considered in the light of the status of color, and any new shows submitted will be scrutinized that much more closely.

Film commercials in color will add about 50 per cent to a budget, most agency execs agreed. This is due to increased costs for film, lighting, sets, costumes and general dressing. Three agencies looking ahead to shooting color plugs are N. W. Ayer, McCann-Erickson and Foote, Cone & Belding.

Roger Pryor, of FC&B, said that where the life expectancy of

commercials is greater than normal, he now was considering shooting in color and extracting black and white prints for current use. Such items are possibilities as institutional plugs, those using new concepts and those involving exceptional production or expenditure, such as "marching beer cans." Pryor personally does not visualize practical commercialization of color TV for some time but feels that as a precaution the color negatives should be in the can and available.

Don McClure, at McCann-Erickson, said his agency, too, is examining all properties with color in view, and especially is assessing cost of future film commercials because of color. From here on in, he predicted, there will be accelerated use of Technicolor and Kodachrome film plugs, with protection prints shot in black and white. A meeting of the agency's program planning board

this week also began discussing the possibility of having a new show now in preparation, shot in Hollywood, using Technicolor.

A careful eye on new plugs is being maintained by Dave Gudebrod at N. W. Ayer. Gudebrod said that from this point on, they will be shot in color film if there is any potential value accruing to a product by having it done in tint.

Other agencies, which requested their names not be mentioned, also indicated they were watching developments closely. Some also noted that if the RCA color system is given a go-ahead by the Federal Communications Commission on any kind of commercial basis, they would be moving into the field on a considerably more intensive basis, since their plugs would continue to deliver full value on current receivers because of the system's compatibility.

## ASCAP-TVers Reach Explosive Stage; Court Action Looms

Govt. Will Be Asked to Establish Equitable Rates if Parley Fails

NEW YORK, July 14.—Negotiations between the American Society of Composers Authors and Publishers and counsel for the All-Industry Television Per-Program Committee reached a most delicate state late this week. Court action within the next few days is highly possible. The ASCAP board and legal battery scheduled this week-end to examine the TV proposition from all angles, and determine whether the negotiations should be continued. The telecasters expect a communication Monday (16). Should the ASCAP decision end the negotiations, counsel for the TV stations represented by the Committee will file suit shortly thereafter in U. S. District Court, asking that the government set equitable rates.

On Tuesday of this week, the deadline on contract negotiations settlement was still highly hoped for. The telecasters, he indicated, are completely ready to go to court in the event the ASCAP brass feels there's no future in additional parley. "On Monday," a spokesman added, "we'll know where we are going."

## FM Spectrum OK With FCC

WASHINGTON, July 14.—Chairman Wayne Coy of Federal Communications Commission declared yesterday (13) that the FCC has no intention of cutting down FM's spectrum space. Coy made the statement in a letter to Josh L. Horne, of Station WFMA, Rocky Mount, N. C., who had written to the chairman asking for the reassurance in view of an editorial in a trade magazine (*Broadcasting*) suggesting that FCC was considering what it should do "about the vast expanse of spectrum space assigned to, but not being used by FM."

"The FCC is not considering the deletion of the FM band or any part of it," Coy stated.

## Ruthrauff & Ryan Get Citrus Account

NEW YORK, July 14.—Ruthrauff & Ryan this week acquired the Florida Citrus Exchange account. Growers of Sealed-Sweet and Mor-Juice oranges, the Florida Citrus Exchange intends to go into the frozen citrus fruit field. After sufficient market-testing it is expected the client will start using radio and TV.

## HOW BLIND CAN A CAMERA GET

NEW YORK, July 14.—Routine opening shot of Times Square used on Bill Stern's Sunday night remote from the Astor Hotel Roof has turned into a major headache for WNBC cameramen. Lens problem is to pick up a colorful spot of the Stern white steering clear of the prominent electric spectaculars boosting the Columbia Broadcasting System; Chevrolet, and the Edison Hotel. The WNBC show is sponsored by Hudson dealers and aired from the Astor Roof, via a special tie-up with the Broadway hotel.

## Lavery Suit Vs. Rogers Under Way

HOLLYWOOD, July 14.—Writer Emmet Lavery's million-dollar "slander" suit against Mrs. Lela Rogers and seven other defendants opened here this week in Superior Court. The former Screen Writers' Guild prexy filed the suit against the mother of actress Ginger Rogers following a Town Hall broadcast September 2, 1947. Lavery charged he was slandered by Mrs. Rogers when she substituted her own script for one which he had earlier approved. He also charged that she disparaged his play, *The Gentleman From Athens*.

Seven co-defendants named by Lavery were charged with contributing by allegedly helping Mrs. Rogers in the broadcast. Defendants include Writer-Producer Morris Riskin, Producer Robert Arthur, the estate of Producer James McGuiness, Novelist Ayn Rand and her father, Frank O'Connor, and Town Hall and the American Broadcasting Company.

## Time, Life Bid for Politico TV Rights

Reps Meet in Chi in Push for Pacts On Democratic, Republican Confabs

CHICAGO, July 14.—Time and Life magazine representatives were in town in Chicago Thursday (13) to push their bid for TV rights to the Democratic and Republican national conventions here next summer. Negotiating is going on thru a local civic committee which is raising money to defray \$340,000 in convention expenses. Werner W. Schroeder, GOP national committeeman, and J. M. Arvey, Democratic national committeeman, are working with the committee. They have agreed that one sponsor should have both conventions to avoid hanging a partisan tag on their product.

Post also is a potential sponsor, Arvey said. Because of the Hatch Act provisions concerning contributions to political parties, the financial deal is being made thru the civic committee. Just what the price to a sponsor will be for rights to the convention may not be de-

termined exactly. Arvey has suggested that the sponsor should pay a good part of convention expenses, such as hiring ushers, printing tickets and providing platforms and all physical properties for broadcasting and televising.

The Chicago Tribune is a bitter opponent of Henry Luce and his magazines, and may put up strong opposition and pressure thru Schroeder and civic committee members. It is likely that the convention will be held in the International Amphitheater at the stock yards instead of the Chicago Stadium. The Amphitheater can be air conditioned, is slightly smaller, and has excellent space set-up for television, particularly in space for temporary studios in the exhibition quarters adjoining the large auditorium.

## BAB Sets Up Radio Library, Dues Talks On

NEW YORK, July 14.—While Broadcast Advertising Bureau President Bill Ryan and National Association of Radio and Television Broadcasters Prexy Harold Fellows confabbed Thursday (13) in an effort to rearrange the present dues structures in the two organizations, the BAB launched the latest of its series of radio services. The promotion organization has just brought in two clerks to start a radio industry library. Work is under way to compile every conceivable kind of marketing, merchandising and miscellaneous information concerning the AM medium. Ryan's feeling is that within six months the new library will enable BAB to answer station, agency and advertiser questions on virtually any facet of radio broadcasting.

The dues situation now is somewhat snafued. Of all non-stations which were NARTB members could get the BAB service simply by authorizing the NARTB to turn over 30 per cent of their NARTB membership dues to BAB. Stations which did not belong to NARTB had to pay BAB one-half of their top hourly rate. This has worked out in many cases so that some stations could join both NARTB and BAB for less than it would cost them to join BAB alone. From the important standpoint of BAB's acquiring adequate financing to do its job properly, too, the situation was unhealthy. The 50 per cent of NARTB dues BAB has been getting is inadequate to proper accomplishment of the promotion chore, but it has been facing obvious difficulties getting straight BAB dues because of the aforementioned incongruity.

Ryan also has concluded recent meetings with the National Association of Radio Station representatives, and the four networks. Here, too, the matter of setting adequate contributions from organizations in these groups is a tough proposition. Ryan anticipates, however, that in the next several weeks, rates will be set for both the station reps and the networks, and that the rates will be what they should be to enable BAB to really get under way. Ryan also announced the organization's first member-wide retail radio advertising contest last week.

## Gen. Mills, CBS Row Over Time

NEW YORK, July 14.—Columbia Broadcasting System this week was involved in a hassle with General Mills over the sponsor's purchase of a 15-minute daytime strip for a soap opera. The advertiser had bought the time, but wanted to cancel because a closer examination of its budget made the buy difficult.

CBS is insisting the client live up to the contract. There has been no final decision as yet as to whether CBS will make the buy stick.

## ABC Splurges \$35,000 In Newspaper Ad Drive

NEW YORK, July 14.—An intensive advertising campaign designed to reach top-level management was begun this week by the American Broadcasting Company. About \$35,000 will be spent in the 13-week drive, which uses ads in three major daily newspapers in a move to get over the ABC pitch to company presidents, board chairmen and board members.

Newspapers used are *The New York Times*, *Herald Tribune* and *Wall Street Journal*, with full-page ads in each this week. Future ads will run about 500 lines each, with two ads in each paper during the next two weeks, then one ad per week for the succeeding 10 weeks. Television will be plugged six

times, radio six times, and both one time.

Theme of the drive is that "America is sold on ABC." The web's AM and TV systems both altered network cues this week to conform with the slogan. Each of the newspaper ads will be devoted to a specific sales promotion argument, and will not seek to sell individual shows.

When this campaign is concluded, a secondary, "mop-up" drive will start about mid-September, geared to hitting the next echelon of executives, including key agency executives. This segment of the push probably will be confined to the trade press.

## Report Gardner TV Films Sold

NEW YORK, July 14.—The DuMont TV web this week was reported to have leased a series of 13 videotapes featuring Hy Gardner, and taken an option on 300 more. The films, which run 15 minutes each, are titled *Pathe Highlights*, and include bits on unusual personalities and amusing feature items. Films were made by CineTel and sold to the Studer Agency, which in turn set the DuMont deal.

Terms on the original 13 films are believed to call for 18 months use, with the series likely to kick off in September. The 300 additional films already have been shot, but the sound track has not yet been edited. DuMont film exec, Andrew Jaeger, is said to be readying for a road trip, to set the series in various markets.

## Offer Goodyear Guild TV-er

NEW YORK, July 14.—Young & Rubicam this week was pitching Theater Guild as a TV dramatic stanza at Goodyear as a replacement for the *Paul Whiteman Show*. Goodyear already has shown a decided inclination for a prestige dramatic stanza, but Kudner, its other agency, was unable to nail down Cecil B. DeMille, the client's initial choice.

The deal is also quite hot because the National Broadcasting Company has an alternate hour open on its TV network, Wednesday 10-11 p.m. The other hour already has been bought by Celanese for a dramatic show, United States Steel will probably continue to sponsor Theater Guild on radio.

## U-H-F Gets 5 New Channels

WASHINGTON, July 14.—Allocation of five additional ultra-high-frequency television channels is provided for by the Federal Communications Commission in its fourth report and order on TV proceedings issued yesterday (13). The additional channels are made available thru allocation of the frequency band 470 to 500mc, to augment the broadcasting services. The channels were made available by denying their use to common carriers. The order was taken by a majority of the Commission, with Commissioner Paul A. Walker dissenting and Commissioner Freda Henneck not participating.

# 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 AND MISSISSIPPI

3. THE LOVELIEST NIGHT  
OF THE YEAR

4. MY TRULY, TRULY FAIR

5. HOW HIGH THE MOON

6. ON TOP OF OLD SMOKY

7. MOCKIN' BIRD HILL

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

©1951 THE AMERICAN TOBACCO COMPANY



## SAUCE FOR THE GANDER

# Set Makers Hit Theaters; Buy Ezz-Walcott Go for TV

Continued from page 1

While theater TV offered the International Boxing Club \$65,000 for television rights, the set manufacturers pooled \$100,000 for

combined rights, a package deal the theater TV forces have yet to make. DuMont web sales director Tom Gallery, who engineered the buy, sold radio rights immediately to Pabst for airing over the Columbia Broadcasting System radio network.

DuMont's position is that never again will it allow theater television to acquire major sports events without a battle, thereby possibly creating an antipathy toward buying of TV sets. Gallery maintains that with the slightest effort, home television can be in an impregnable competitive position against the exhibitors. His contention is that theater television only wants occasional major sports events, whereas home video virtually subsidizes all sports by continuous payments for rights, including lesser events.

#### Sponsor Out

DuMont organized the set manufacturers into a combine when it seemed that no sponsor would outbid theater TV forces. Besides

DuMont, the companies are General Electric, Crasley, Sylvania, RCA, Admiral, Motorola, Philco and Westinghouse. Zenith was originally expected to be included in the deal, but because its phonovision system is an incipient competitor for rights, it bowed out.

The fight will be presented on approximately 46 stations, a larger network, it is said, than any other previous boxing card ever received. The deal with CBS-AM hinged on the delivery of the CBS-TV 28-station Wednesday night network for Pabst which will also receive a TV plug. Film rights are not yet sold.

DuMont has purchased three other sports events, one of which is another fight and the second, revealed in *The Billboard*, June 30, the Cleveland Browns football games. Fight will not be carried on Pittsburgh and Johnstown stations, unless it is sold out. This is being done only because the bout is for charity, and a big gate is desired.

## ROLLING TV

## Skate Group Now Wants 5C Per Meet

WASHINGTON, July 14.—The U. S. Amateur Roller Skating Association will lift its year-old ban on telecasts of its championship meets as soon as TV broadcast companies bow to the association's proposed contract terms, a USARSA spokesman told *The Billboard* this week. The association is withholding an official announcement, but the spokesman said USARSA is hopeful that the ban may be lifted "very soon."

Station WNBT, National Broadcasting Company's TV outlet in New York City, and the DuMont Network have made overtures to USARSA, according to the spokesman. It was learned that USARSA is holding out for up to \$500 for a single national roller meet. That price is currently figured too high by the TV-ers. USARSA believes, however, that DuMont is interested sufficiently at least to consider possibility of building a special skating floor designed for roller shows and meets to be televised.

Until last year USARSA had welcomed free televising. The association now believes its chance of winning a good price from TV companies has advanced because of the success of its skating meets. The latest one, staged in near by Alexandria, Va., last week-end, showed a big climb in entries.

# CBS Finalizes Corp. Reshuffles; Van Volkenburg, Meighan Prexies

Continued from page 1

operated stations; director of news Edmund Chester becomes head of public affairs.

#### TV Division

In the television division, Veepee Hubbell Robinson will continue as head of programming, assisted by Harry Ommerley, Dave Sutton remains as head of TV sales, Sig Mikelson stays as head of public affairs, Oscar Katz continues as head of research, and Richard J. Redmond as director of operations. Undetermined at press time are the positions and titles, new or otherwise, of such top brass as Lawrence Lowman, veepee and general exec; Daniel O'Shea, veepee and general exec; William C. Gittinger, veepee and assistant to the president; James M. Seward, veepee in charge of business affairs; Edward Saxe, controller, and

Frank Falkner, veepee in charge of program administration.

All six divisions, in their overall operation, will, of course, be contained within the parent CBS company headed by William S. Paley. Frank Stanton and Joseph H. Ream, who will be, respectively, the board chairman, president and executive veepee of the new corporate structure. These are the same titles and functions this trio held in the past. The new laboratories division, headed by Murphy, will co-ordinate the company's electronic development, specializing primarily in color television il-

lustrations. They will serve the broadcasting, recording and set manufacturing divisions.

The CBS separation, awaited for the last six months, has been sparked by the emergence of TV as a major factor in the company's operation, the Supreme Court decision giving CBS the green light in its color TV operations, and the body blows taken by radio in the last year. CBS brass is said to feel that the creation of these new divisions will result in a more competitive and tighter operation in the respective fields.

## WFDR SCOOPS FIELD ON FIGHT

NEW YORK, June 14.—The astounding dethroning of Sugar Ray Robinson as mid-dleweight boxing king found WFDR, local FM indie, scoring a clean beat on its broadcasting brethren here. With Randy Turpin whipping Robinson in London, WFDR picked up the British Broadcasting Corporation short-wave airing of the event, 4:15 p.m. New York time on Tuesday (10), and while other stations were airing the result on newscasts, the FM outlet rebroadcast the bout at 9 p.m. EDT. A repeat airing of the stunning upset is scheduled for tonight at 10 p.m.

## 2 BBD&O Execs in Agency Transfers

NEW YORK, July 14.—Clint Wheeler and Jim Beach, execs in the Batten, Barton, Durstine & Osborn radio and TV department, this week left the agency for other pastures. Wheeler will move into Hewitt, Ogilvy, Benson & Mather as head of its AM-TV department.

Beach, who specialized on the Schaefer account at B.B.D.&O., has caught on with the Biow agency, where he will service Phillip Morris.

## KO AGAIN

## Rex-Rocky Bout Fills 8 of 11 TV Theaters

NEW YORK, July 14.—Eight of the 11 theaters which carried the big-screen TV showing of the Rex Layne-Rocky Marciano fight this week again had turn-away crowds. Two houses which had disappointing attendance were Hornstein's Regent, in Baltimore, and the Balaban & Katz Tivoli, in Chicago. The Lincoln, in Philadelphia's Negro section had been shuttered, but reopened for the event, and no report could be obtained on it.

Shea's Fulton, in Pittsburgh, showed no film with the event, but played to a capacity of 1,700, including 40 exhibitors. Among them were folks from Detroit. All the city's sports writers also were there for screen-side coverage, which prompted Manager John Walsh to remark waggishly that "when the boys go back to write their stories, it looks like they might be in for a jurisdictional dispute."

The Philly Lincoln, incidentally, used a pilot projection outfit made by Theater Television Enterprises, Inc., of Pennsylvania, which is devised to sell at a fourth the price of current systems. With the RCA system going for \$15,000, this would price the equipment at less than \$4,000. It produces a 10 by 13-foot picture.

Like the Pittsburgh Fulton, the Fabian's National in Richmond turned away several hundred, and officials said the crowd was even larger than the one for the recent Jake LaMotta-Irish Bob Murphy bout. RKO Keith, Washington, also had the biggest crowd yet for any of the three fights shown thus far.

Other sell-out houses were RKO Palace, Cleveland; Loew's Century, Baltimore; Fabian's Palace, Albany, N. Y.; Warner's Stanley, Philadelphia, and B&K's State Lake, Chicago, which also sold out a second showing via kine at 11 p.m.

# TV GRID HASSLE IN COMPROMISE

## Notre Dame Reported OK'ing NCAA Curbs; Only Penn Is Holding Out

Continued from page 1

cessions made by the NCAA video committee it would go along with the restricted grid plan, although continuing to oppose in principle any curbing of free negotiations for telecasting.

The NCAA chiefs still hope to bring Penn back into the fold, and further discussions with Murray, probably via telephone, are planned for next week. NCAA was hopeful it will be able to announce jointly the adherence of both Penn

and Notre Dame to its plan, but Penn's refusal may force the groups to bring Notre Dame's reluctant concurrence to the press alone.

Notre Dame's okay was based mainly on NCAA's backing down on a number of key phases of its original plan. These came after the submission of the N. V. Ayer Agency "compromise" plan, revealed exclusively in *The Billboard's* June 30 issue, and embody many suggestions originating with the Ayer proposal. Also, some points which most aggravated the TV web and ad agencies also have been discarded.

For example, NCAA no longer plans to act as "fiscal agent" for the schools whose games will be picked up. Each school is now empowered to offer its own games for sale at what price it desires, but it cannot score more than one "home" game and one "away" game. In this respect, NCAA apparently has won a victory by holding firm to the limitations of telecasts. NCAA also has dropped its demand for 60 per cent of the rights revenue for each game televised.

The NCAA research probably will be evaluated by the National Opinion Research Center, which continues to study the Ayer proposal carefully. While it is likely the Ayer research plan may be considered a bit too elaborate or NCAA's ability, most of its ideas are sure to be used. In this sense, the solution to the long wrangle over grid TV seems about to wind up with a genuine compromise, based upon the agency's "compromise" plan. This called first, for a determination of what questions must be answered this year; second, building the TV schedule to meet the problems posed by these questions, and third, getting the co-operation of the grid-casting schools to get the answers.

## CBS May Beat NCAA Ban On Gridcasts Via Film

NEW YORK, July 14.—Columbia Broadcasting System was proceeding with plans this week to film key Eastern football games and present them on Sunday after-

noon on TV. This method of coping with the National Collegiate Athletic Association's partial banning of live football, however, is dependent upon whether there is any time open Sundays on the video network this fall.

CBS-TV is currently dickering with Army, Navy, Columbia and other college league aggregations to get rights to their pigskin contests. Because of the processing problem, since the films have to be developed Saturday night, following the games, there would not be time to film Midwestern games. There is a chance that the Pittsburgh-Notre Dame clash may be telecast via film.

The film would be an hour of highlights from the games, with comments by Walter (Red) Barber and possibly Mal Stevens. The CBS-TV sales staff considers the filmed football telecasts salable.

## PARLAYS GAG --WINS A NAG

DAYTON, O., July 14.—Six weeks ago, Bob Campbell, who has Uncle Bob's Show, a kid set, on WHIO-TV here, colored his co-worker, Jim Bridges, who conducts Grimmer's Swap Shop on the same station each Tuesday night at 10, with the gag that he was entering the swap sweepstake with a photo enlarger which he purchased two years ago for \$8.99 and which he hoped to principle via the swap route, into a horse.

In six weeks of swapping, Campbell became at different times the owner of three 8mm. movie cameras, one movie projector, a kitchen sink, a 1/2 H.P. engine, a trumpet, a banjo, a set of vibraphones, a 32 caliber pistol and a two-wheel bike. Then Tuesday night (10) it happened. Campbell offered one of the cameras, the pistol and the bike for a nag, and a few minutes later went into a swoon when the Clampon Stables, of Springfield, O., paraded a Palomino mare into the studio to accept his bid.

Stuck with the out-burner, Campbell is now figuring his next move.

## DuMont Seen Picking Up 'Okay Mother'

NEW YORK, July 14.—It was expected this week that the DuMont web would pick up its option on Dennis James' *Okay Mother* show, since the American Broadcasting Company had made James an offer following the recent cancellation of his program by Sterling Drug.

James was due to act on the ABC-TV bid next week. However, DuMont retains first refusal rights to picking up James' contract, with the five-day rejection period ending Monday (16).

## Gwartz Rolling On "Teleclix"

HOLLYWOOD, July 14.—Irving Gwartz starts to roll the first of his Teleclix, three-and-a-half-minute shorts, Wednesday (25), with Victor Moore, dancer Buddy Ebsen and Gwen Bari Trio set as the first subjects. Gwartz, who at one time headed Musicraft Records, recently moved into the TV film field, stating his firm will concentrate on the three to five-minute shorts, a field which, in some TV film production, has been dominated exclusively by Louis Snader's Teleclipsions.

Gwartz has been contacting talent handlers to sew up TV film deals, offering deals that include guarantee plus royalties. However, with the exception of the above three acts, Gwartz refused to name other talent properties which he claims are in his stable.

Teleclix this week rented space on the General Service lot and set Bert D'Armand as director and Herman Webber as production manager, with Mack Slaughter as cameraman. Gwartz's production goal is set at 500 shorts.

Your Top TV Sales Opportunity

# WDEL-TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest  
Income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

NBC

TV AFFILIATE

# Larry STORCH

*Starring in*

## CAVALCADE OF STARS

DuMONT NETWORK *-Friday Nights at 10*

*Starting* **JULY 20<sup>th</sup>**  
*while Jackie Gleason Vacations*

*Thanks to:*

MILTON DOUGLAS  
FRANK BUNETTA  
BEN PIERMONT  
JOE CATES



*Management-Counsel*

**GOLDFARB, MIRENBURG & VALLON**  
RKO Building, Radio City, New York

*Booking*

**WILLIAM MORRIS**  
Agency



# TVA Arouses Petrillo's Ire

HOLLYWOOD, July 14.—As if Television Authority didn't have enough trouble on its hands this week, what with losing one to nine its National Labor Relations Board election to Screen Actors' Guild, TVA inadvertently aroused the ire of American Federation of Musicians proxy James C. Petrillo. It all happened when Jane Davids, a Western guitar-plunking thrush, was solicited to join TVA's ranks.

Local 47 Veepee Hill Fischer, in reporting the matter to Petrillo, came back with a hands-off warning to the tele union from the Musician's boss.

According to Fischer, Petrillo ordered him to pull the musicians from the station if TVA forced little Miss Davids off the air because she didn't hold a TVA card.

As Jimmy had so often said: "All you need is a musician's card."

# Group Fights Subscription & Theater TV

WASHINGTON, July 14.—The recently organized Fair Television Practices Committee announced plans this week to push its fight against subscription television. The group announced appointment of Charles Alldredge as Washington representative of the committee which declared it will seek to go before the Federal Communications Commission in opposition to "captive telecasts requiring the payment of special fees by viewers" and other practices including closed-circuit theater television.

The FTPC was organized in New York under chairmanship of Jerome W. Marks, New York City lawyer. Alldredge has directed research in TV and other fields and was formerly assistant to the secretary of the Interior. Marks, in announcing Alldredge's appointment, issued a statement here declaring that the committee aims to defend the rights of millions of TV families threatened by discrimination via subscription video. He said American families have invested \$3 billion in 12 million TV sets "in expectation that a whole new world of sports and theatrical entertainment would be opened to them." This mass audience and its investment will substantially increase as soon as the FCC permits the building of additional TV stations.

"Television," he added, "will undoubtedly bring many changes in the economic and social patterns of this country, but the pattern of television itself must not develop into one in which the limited channels available, and the presently limited capacity of coaxial cables, are so used as to limit audiences only to those paying special fees."

## INSULTED!

# Shadow Says He Can So Recruit G.I.s

WASHINGTON, July 13.—Radio's omnipotent sleuth, The Shadow, was put on the spot here this week during a meeting of a Senate subcommittee investigating morals and ethics in government. In an attack on "propaganda" activities by the administration, Vermont Sen. George D. Aiken, told the group it's a mystery to him why the United States Armed Forces sponsored The Shadow, a network cloak-and-dagger series aired by the Mutual Broadcasting System on Sunday night. The Republican senator had a good word for band concerts and their ilk as enlistment bait, but characterized The Shadow sponsorship deal as an "enigma," minus "any great public relations value."

Stung, a Mutual spokesman pointed out The Shadow is one of radio's oldest mystery shows (18 years), and it currently ranks as the web's second highest program. The series has always done a "credible" job for its sponsors, he said, "including the army," which picked up the sleuth's tab for 26 weeks beginning last September. What's more, he added, The Shadow has always packed special appeal for adventure-loving teen-agers, so what better spot for enlistment plugs?

# 'TIS, 'TISN'T HTS Denies Film Pact With KNBH

HOLLYWOOD, July 14.—One of those who's on first mix-ups developed this week when Republic Pictures videopix subsidiary, Hollywood Television Service, disclosed that it had agreed to sell some of its pix to KNBH, National Broadcasting Company's Hollywood owned-and-operated TV station. As reported last week by The Billboard, an agreement was claimed to have been closed between the Republic subsid at KNBH whereby the station would get exclusive rights for one year's showing of 26 mysteries and two-year rights to eight six-chapter serials.

KNBH source maintained agreement had been reached and papers were to have been inked this week. However, Republic claimed signing was being held up temporarily until some minor details in its American Federation of Musicians pact are ironed out. In the meantime, a Hollywood Television Service exec told The Billboard that no deal had been set, that the firm is interested only in multiple market deals and wouldn't jeopardize possible market sales by peddling one market at a time. Furthermore, this spokesman denied that a hitch existed in its AFM agreement covering TV release of theatrically-produced film product.

In the meantime, Earl Collins, proxy of Republic's TV film releasing subsid headed for New York. Question remained whether he will try selling films for national coverage, which would explain the temporary stalling of the local deal, or whether he will seek to huddle with Petrillo for ironing out of the claimed difficulties. Both were denied by HTS Veepee John Scott, who claimed Collins was only vacationing.

# Pearson-Allen To Test WBAL Bid in Court

WASHINGTON, July 14.—Possibility that Drew Pearson and Robert S. Allen are preparing to carry to the courts their bid for Hearst Radio's Baltimore station, WBAL, is seen in the pair's petition this week for a rehearing from the Federal Communications Commission. Pearson and Allen are major stockholders in the Public Service Radio Corporation, which has sought WBAL's facilities on the ground that Hearst Radio did not operate the station in the public interest.

The new petition seeks to set aside the FCC's decision of June 18 to renew the WBAL license on the grounds that the decision is "unjust and unwarranted and therefore unlawful." The petition concluded that the FCC had "failed in its duty to give comparative consideration to the Hearst and Public Service applications."

# Transit Radio To High Court

WASHINGTON, July 14.—Washington Transit Radio and its allies are readying an appeal to the Supreme Court to reverse a United States Court of Appeals decision outlawing broadcasting commercials on busses and street cars. The move was decided upon after the United States Court of Appeals this week refused a plea by the transit group for the court to sit in full nine-judge force to rehear the case.

The appellate court last month had reached its verdict against the transit company in an opinion signed by three judges. Washington Transit, along with Capital Transit Company and the Public Utilities Commission, asked the appellate court this week to stay effectiveness of its June 1 order pending an appeal to the Supreme Court. Outcome of the case is likely to be watched with high interest, since it may spell the fate of transit radio throughout the nation.

# Anguish Gives "Science" Pix Final Grooming

HOLLYWOOD, July 14.—Refilming and editing for TV of Jerry Fairbanks' Popular Science series was completed this week by Toby Anguish, who is now making it available for sale to video outlets and sponsors. Anguish bought the series which was released theatrically by Paramount Pictures in a deal in which he paid out Paramount's interest in the pix.

Anguish then hired Gayne Whitman, who narrates on the original soundtrack, to add patter, thereby bringing legs up to date and rounding out running time so that episodes could be made into 88 quarter-hour films or 44 half-hour segs. Pix are shot on color film. Black and white dupes have been made with color stock to be held for future TV tint release.

According to Anguish, he intends asking \$5,000 per week for national first-run rights. He will first attempt national sale, but will go regional and spot-market deals if he can't get his price for national release.

# PRETTY PASS AT MONOPOLY

PHILADELPHIA, July 14.—Three local radio-TV actresses, Elyse Morris, Helen Israel and Doris Jacobson, have joined forces here to set up Attractions, Inc., a new company designed to run the gamut of entertainment services from acting to zoo scouting for TV animal talent. Young & Rubicam has already pactted the versatile trio to provide cast and props for a series of video film commercials for a local gas station chain. Until now the gals have practically constituted a monopoly of all the fem roles for the local radio and TV programs.

# SAG Probing Further in TV

NEW YORK, July 14.—The Screen Actors' Guild this week, by letter, asked Associated Actors and Artists of America to define its jurisdiction in television. SAG is currently battling Television Authority for supervision of video talent before the National Labor Relations Board.

Since TVA was set up by the

# "Flying Tigers" Back on DuM

NEW YORK, July 14.—Powerhouse Candy this week set plans to return to the air with its Flying Tigers series on the DuMont web, beginning July 29. The show goes into the 12:30 p.m. Sunday slot with the bankroller signed to a three-year pact. Show had aired for eight weeks, and will return after an eight-week layoff period during which it was overhauled, and new promotions added. Order for the Brock Video Productions stanza was placed thru the Franklin Bruck agency.

The packagers have set a deal with the Flying Tigers Air Line to have a camera crew flown to any part of the world to get location film shots for the moppet series. Initial flight next week will be to Puerto Rico, with upcoming flights slated for Germany, Luxembourg and London.

4 A's. It is not expected that the latter organization will give SAG much satisfaction, unless the move can be interpreted as leading toward a settlement. Such an interpretation was not current in 4 A circles

**when you're counting costs in DETROIT you can count on WWJ.**

**you sell the dynamic 3½ BILLION DOLLAR Detroit Market for 14.5% less when you buy**

**WWJ's average cost-per-thousand listeners in the Detroit market serving 828,720 families is 14.5% lower than the average cost-per-thousand for radio time in Detroit (based on March-April 1951 Pulse ratings).**

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS  
National Representatives: THE GEORGE F. HOLLINGSBERRY COMPANY  
Associate Television Station WWJ-TV

**WWJ**  
Basic NBC Affiliate

AM — 530 KILOCYCLES — 500 WATTS  
FM — CHANNEL 216 — 37.1 MEGACYCLES

## The Freddy Martin Show

TELEVISION—Reviewed Thursday (12), 10-10:30 p.m., EDT. Sponsored by Hazel Bishop, Inc. via NBC-TV. Producer, Raymond Spector Company, Inc. Producer-director, Perry Lafferty. Writer, Irving Taylor. Cast, Freddy Martin and his ork, featuring Merv Griffin and Murray Arnold with Mary Mayo.

Freddy Martin did the band business a big turn this week. Much of the future of name bands in video, it is said, will be determined by the showing made by Martin's ork on his own show, the first regular and sponsored show series to be built around a single dance band. And Martin really came thru with flying colors on his opening show.

This was a well-balanced pop music seg which was paced exceptionally well and which was handed a polished production. It avoided and/or overcame the many pitfalls and negated those objections which have been raised in discussing the pros and cons of a band TV show.

The leading objects have felt that bands have little or no visual value. The Martin show, set in rich trappings and photographed with professional ingenuity and a big dash of imagination, proved that a band can provide more than its share of eye attraction. This was accomplished with a clever pattern of close-ups of instruments, individuals, sections of the band, and the entire band in varied formations, none of the latter set in the traditional on-the-standstap-up.

Musically, the Martin band is the peak of good taste and sound. Section for section and in ensemble this is a precise and skillfully blended aggregation. Whether the 17 men doubtless blend into the Martin Men for choral effects, and these were most handsomely employed to provide both picture and voice for the well-wishing finale, Good Luck, Good Health and God Bless You.

### Seek Pair

Martin has a pair of outstanding talents who provide him with the bulk of the variety of the show, Merv Griffin and Murray Arnold. Griffin, currently being groomed by RCA Victor as a solo vocalist, is the bright chunter. The lad has a beguiling Jolson-esque song-selling ability that scores without dipping into the soft-soap cooing which has been a trademark of the 12-

(Continued on page 12)

## Don Ameche's Musical Playhouse

TELEVISION—Reviewed Thursday (5), 9-9:30, EDT. Co-sponsored by Packard and Cluett-Peabody thru Young & Rubicam via ABC-TV. Producer, Felix Jackson. Director, Joe Scibetta. Writer, Arnold Horwitz. Music, Bernard Green and ork. Cast: Don Ameche, Betty Brewer, Dorothy Greener, and the Charles Tate Dancers.

Altho Packard and Cluett-Peabody, co-sponsors of this show, deserve some credit for a noble experiment, this is a sample of what the future of the actor's credit is completely exhausted. A story of the vicissitudes of straw-hat players, Don Ameche's Musical Playhouse failed to be amusing.

Format strives to present musical comedy situations plus old standards in the music department. The tunes were partially successful, especially when sung by Betty Brewer. The book, however, never sparked into an interesting or comical situation. Instead it labored the difficulties—a pig in Ameche's dressing room, party-line phones, weather—of a summer stock theater's debut.

Since the program is built around Ameche, its failure must be attributed to him, as well as to the material. The actor is exceedingly pleasant-mannered, his assets stop at that point. His singing is only for his fans and he doesn't project as a light comedian or develop any kind of characterization. A talented comedienne, Dorothy Greener, didn't have the material to do anything but play an unfunny yoked girl type. Roy Fane, one of the Sterns' better character men, had no lines and was completely wasted.

The integrated Packard commercials were of the "glorioso" variety with two young female bystanders admiring the car while Ameche rubbed his hands with glee. The filmed commercial was more effective. Leon Morse.

## Your Esso Reporter

TELEVISION—Reviewed Thursday (12), 9-9:30 p.m., EDT. Produced by Esso thru Marshak & Grant via the CBS-TV Eastern network. Produced by Bob Bendick. Chief reporter, Winston Burdett. Reporters: Joseph Wershiba, Ned Calmer, Robert Pierpont, Bill Down and Margaret Arlen.

Challenged by the task of producing a weekly network half-hour TV news round-up this summer for Esso, the Columbia Broadcasting System has come up with a stanza badly in need of work and further inventiveness. Granted the difficulties involved in such a program, this one failed to create a smooth, fully developed audience-satisfying show.

Your Esso Reporter is a patchwork of film clips from various countries with commentary by web news hawks. The program offered short takes of the helicopter taking off the first Korean peace talks speeches by Senators Humphrey and Werry and wounded vets on whether we should conclude such a peace, an interview (the most sparkling of the show) with Supreme Court Justice Douglas before he took off for his vacation in India. The Shiras in New York, the first newsreel shots of Premier Mossadegh of Iran making a speech, the group of Japanese who recently surrendered in the Pacific being taken off their island and, on the lighter side, the all-star baseball game and a few scenes from a new movie, Circle of Danger.

Much of the film being shot under bad conditions, its quality was poor; the sound, too, was deficient. While spot visual news is desirable, its impact is lost when presentation is inferior. As a suggestion, were the program to present more light and feature news and concentrate on few, but well-filmed foreign news clips, integrated into a semblance of smoothness, the result would greatly improve the show's quality. The movie would also gain were one long segment of it, instead of short cliff-hanger type scenes, presented.

The work of the commentators was all good. Standouts were John Deane, Margaret Arlen, Joe Wershiba and Ned Calmer. Winston Burdett was chief reporter.

The Esso commercials showed its usual film of the gas stations selling the product and a film of the contribution the advertiser had made to the discovery of oil in Alberta, Can. Leon Morse.

## Romance

RADIO—Reviewed Monday (9), 9-9:30 p.m., EDT. Sustaining via CBS Hollywood. Producer-director, Norman MacDonnell. Writer, Antony Ellis. Script editor, John Neston. Cast, Hy Aberback, Virginia Gregg, others. Announcer, Roy Rowan.

A slickly commercial dramatic series tagged Romance is CBS's summer sub for Luz Radio Theater. The show, which occupies the first-half of Lux's 9 to 10 p.m. time slot, fits neatly into the stereotyped "good light summer fare" file—nothing outstanding or original, but pleasant, well-paced and professional. As the sentimental tag indicates, the series is definitely slanted to fem audiences.

Last Monday's alrer, bearing the rather unfortunate title of *The Sword and the Knitting Needle*, featured a sure-fire Hollywood formula for love affairs—boy-meet-girl—girl-hates-boy—boy-gets-girl via the old cave man technique. The particular yarn concerned a crew sent to raise an old ship bell from the ocean garden of an island owned by a man-hating fem (Virginia Gregg). The island belle gave orders all over the place, until she finally crossed commands with the crew's virile boss, played by Hy Aberback.

Things got pretty well-paced a while, with the gal slinking around seductively and Aberback leering "how long has it been since you've been kissed." However, being this is radio, our hero resisted her advances manfully, and the finish found her puttering around the kitchen happily as Mrs. Crew Boss. A few snags happened in between, of course, like near-mutiny of the crew, when they thought the bell was really buried treasure—but the real crux of the plot centered around the wedding bells finale. June Bundy.

## Meet Corliss Archer

TELEVISION—Reviewed Thursday (12), 8-8:30 p.m., EDT. Sponsored by Kroger Company thru Ralph H. Jones via CBS network. Packaged by James Saphier. Producer, Helen Mack. Director, Alan Dinehart. Program supervisor, Tom McAvity. Orchestra, Felix Mills. Cast: Eugene Sanders, Fred Shields, Bobby Ellis, Frieda Inescort.

One of the safest—and most predictable—pieces of family programming for television is a teenage comedy. Putting comedy on film makes the show practically automatic and foolproof. The first Meet Corliss Archer show filled the formula perfectly. The plot was a typical teen-age crisis. Corliss' father was visited by income tax agents, and she and Dexter thought father was kidding the government. Corliss' visions of her father as a thing of perfection were shattered until she learned the man had brought a refund check. A sample of the dialog: Corliss—"Life's a very hard thing to go thru." Dexter—"Yep. Very few people get out of it alive."

In assessing pros and cons of putting such a show on film, the lack of timeliness and the fuzzy picture quality probably are offset by the elimination of fluffs and the precise pacing that can be obtained by careful editing. The timing on this show was naturally enough excellent. The dialog was a shade more intelligent than is usually found in these teen-age fantasies.

### Restraint Notable

Most notable was the restraint with which the characters were handled. Corliss, Dexter and her parents were not caricatures, but fairly believable people. Miss Sanders wisely underplayed the teen heroine, which lent all the more impact when she cut loose with some teen-age screams at moments of crisis.

Bobby Ellis' Dexter was strictly by formula, and the youngster came thru well, altho he seems to have passed the natural voice-cracking stage, and his attempts at squeakiness were obvious. Miss Inescort and Shields as the parents were a relief from the over-played stereotype parents of teens.

Stick figure cartoons of the characters were used as bridges into commercials and between scenes. The commercials showed Kroger butchers and grocers plugging food products the same as they did in the Alan Young show in the same time period. Regarding the film quality, WBK followed the show with a film announcement for United Artists, in which the first shot was an exterior view of a plane taxiing at an airport. The picture was sharp and clear and was a pointed contrast to the apparently inevitable haziness of the dramatic show. Jack Mabley.

## Hollywood Opportunity

TELEVISION—Reviewed Thursday (12), 7:30-8:30 p.m., via KTLA (Paramount). Hollywood. Co-sponsored by White Rock Beverages thru McCann-Erickson Advertising Agency, and Adler Scouting Machine thru Ross Roy, Inc. Emcee, Harry Babbitt. Directed by Jack Parker. Musical director, Bill Bates (piano accompaniment). Scorekeeper, Joan Burnham.

In a town that's bulging at the seams with showbiz hopefuls, KTLA's Hollywood Opportunity is another talent show seeking to satisfy the desire for a showcase by tyro talent. With Harry Babbitt, who has developed into a competent emcee, show rolls along a pleasing pace, and despite its hour's length fails to tire the viewer. It also has its eye-appealing trimmings such as telegenic Joan Burnham as scorekeeper and eyesome Monica Whalen in voicing the commercials.

Show's weakest point, however, is in the talent it offers. And inasmuch as this is a talent show, there's hardly little in it to bring back the viewer. What with all the talent shows in this TV area, the showcase format seems to be scraping the bottom of the barrel. Show is heavy on kids and doesn't offer enough of what appears to be sincere talent seeking its Hollywood opportunity. More effort in screening contestants might help heighten seg's continuing interest.

Miss Whalen does her usually excellent job in handling plugs in an informative yet light-hearted manner. Lee Zitto.

## Tom Corbett, Space Cadet

TELEVISION—Reviewed Saturday (7), 7-7:30 p.m., EDT. Sponsored by Kellogg via Kenyon & Eckhardt thru NBC-TV. Producer, Allen Duvoyny. Director, George Gould. Script, Jack Weinstein. Technical advisor, Willy Ley. Sets, Norman Davidson. Costumes, Eddie Talferro. Cast—Frankie Thomas, Jan Merlin, Al Markin, Ed Brice, Carter Blake, Rex Marshall and Margaret Garland.

The well-produced Tom Corbett, Space Cadet will more than adequately replace the Victor Borge show this summer. The question remains whether the program, already on ABC-TV tri-weekly, is not demanding too much from its young audience in the way of attention on these hot summer evenings. With four weekly shows to be viewed, the kids would be less than human if they didn't skip occasionally.

But with the current crop of mediocre summer replacements chasing televisioners to other entertainments and the cost plus of the new program ideas which hardly have the time to shake themselves down, indications are that Kellogg is, at least, presenting polished programming. Via Corbett's narration, the story projected televisioners to the Space Academy and conflict of a heroic triumvirate (Corbett, Astro and Roger Manning) with Cadet Radison, a villain with a taste for evil beyond his years. That these two teen-agers could be made interesting was a tribute to the scripter's craft. The filmed portions, which showed space ships colliding and their maneuverings thru the asteroid belt, seemed convincingly one. Also a contributing factor to the reality of the situation was the well-turned slang phrases—"blast your jets" and "spacemen's luck"—used by the principals.

The expertly acted program especially benefits from Frankie Thomas' playing of Corbett. Allen Duvoyny can take bows for his production, and George Gould for his direction. A minor deficiency, however, is the tendency occasionally to cut too fast from scene to scene.

The Kellogg commercials plugging its Cornflakes and variety of cereals stresses the merits of the products without the usual advertiser's hammer blows. Rex Marshall's delivery of the middle plug was styled in his notably relaxed manner. Leon Morse.

## Two Minutes to Go

TELEVISION—Reviewed Tuesday 9:30-10 p.m., CDT. Sponsored by Peter Fox Brewing Company thru Schaefer & Scott via WBK, Chicago. Director, John Alexander. Emcee, Joe Wilson.

Television in general and the White Sox in particular can share credit for hyping sport interest here to a postwar high. Two Minutes to Go is a simple sports quiz dropped into a good summer time slot to take advantage of the sports rage.

Show reviewed was successful because it steered clear of gimmicks and because of the quality of its panel. Joe Wilson, WBK sports announcer, emceed well. Panel was Herb Fraffis, Gene Kessler and Howard Roberts, local newspaper columnists, and Billy Pierce, White Sox pitcher. All were competent, but Fraffis easily stole the show not only with his sharp observations but with a startling knowledge of sports.

The format was merely naming a sport subject and giving the panel two minutes of questioning to give its identity. Subjects included the base that Fred Merkle didn't touch, Sonja Henie's dimple, and Esther Williams' bathing suit. Audience knew the answers in advance. As a climax a sport celebrity was seated out of sight of the panel, which had two minutes of questioning to try to identify him. Sid Luckman was the mystery man, and the panel flunked largely because Luckman answered "no" to the question: "Are you a football player?"

Commercials were straight sales talks by announcer Chuck Bill. Jack Mabley.

## Mr. Mercury

RADIO—Reviewed Tuesday (10), 7:30-8 p.m., EDT. Sponsored by General Mills, Inc. for Wheaties thru Knox—Retail agency, via ABC. Producer, Louis G. Cowan. Director, Sherman Marks. Writer, Ken Fields. Cast: John LaRkin, Raymond E. Johnson, Gilbert Mack, Terri Keane, others; announcer, John Cannon.

Mr. Mercury, General Mills' new kid series about the big top, has a big-time potential in that the show's circus theme offers infinite opportunity for colorful production gimmicks.

However, the initial alrer certainly didn't utilize this imaginative background material to any great degree. If anything, the mid-way sound effects were underplayed, a factor which considerably reduced the program's basic appeal to kids as a real hoopla half hour of carnival fun and adventure. In acceptable comic-strip fashion, the series' thesping and scripting techniques were strictly black or white in interpretation, with apparently a minimum of attempt made at character shading by actor or writer.

On the show caught, our title role hero (John LaRkin), a death-defying high dive artist, tangled with a gang of counterfeiters in his real undercover job as a government agent. With the aid of his two buddies, Goliath the circus strong man (Raymond E. Johnson) and Impy, a midget (Gilbert Mack), Mercury made short shift of the gang, but not before one of the buddies had murdered a fatherly tattoo artist. Latter figured in the plot by dint of his ability to engrave a dishonest buck or two. Love Interest (in the purely platonic fashion so dear to the hearts of those under 10) was supplied by Terri Keane as Eve, the circus boss's daughter.

With more imaginative production and scripting, Mr. Mercury should click big with the small fry, and it's a natural for TV. General Mills commercials hammered away at the familiar you-too-can-be-the-life-of-your-block line, with the announcer booming, "What sparks a champion, sparks you!"—Wheaties that is. June Bundy.

## Going Nowhere

RADIO—Reviewed Tuesday (10), 12-12:30 p.m., EDT, across-the-board. Sustaining via WNEW, New York. Producer, Dick Pack. Writer-emcee, Bill Cullen.

Bill Cullen, ex-network give-away emcee turned disk jockey, belongs to the whimsical school of platter spinners. At one time he scripted for Arthur Godfrey, so the relaxed, easy-going style of spiel comes off naturally, praise be, with a minimum of coyness and "ain't-I-the-one" inflections.

Musically, Cullen trots the safe platter programming path of top pops and standards. On the show reviewed, he played a well-balanced wax group including Joe Starnford's Tennessee Waltz, and the Perry Como-Betty Hutton dinking of A Bushel and a Peck. In keeping with the recent edict of WNEW Manager Bernice Judis, there wasn't a Cugat in the disk pile. June Bundy.

## Strike It Rich

TELEVISION—Reviewed Wednesday (11), 9-9:30 p.m., EDT. Sponsored by Colgate-Palmolive thru William Egan, via CBS-TV. Producer, Walter Famer. Director, Matt Harlib. Writer, Joe Gottlieb. Announcer, Ralph Paul. Organist, Bert Berman. Production Supervisor, Mitchell Johnson. Cast: Enisee Warren Hull and write-in participants.

### Continued from page 3

tions, but was destroyed thereafter. Subsequently Ham Fisher appeared to act as contestant for a penniless Philadelphia mother with a houseful of children, some in ill health. Fisher won a large sum for her.

The whole point is that permissibly needy people to make a paltry buck is a worthy enough idea, and so are babies, dolls, moms and honorable uncommercialized patriotism, but the way this show blazes away at human miseries is inexcusable. It's a cheap summertime job, literally, as well as figuratively, attempting to fill a valuable hour on a nothing budget, and there just isn't enough native talent involved to carry it off.

## Highlight Reviews

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

# Air Checks

Brief but important radio news

## Hawthorne Hypes "Encores"

Via P.A.'s by Vanders . . .

Jim Hawthorne is switching the format of his Tuesday night "Encores," trying to bring old vaudevillians to the show in order to supplement the playing of old wags. First guest was Julius Tannen, who brought one of his old platters to the program last week (10). Other entertainers are now being sought to spark the Columbia Broadcasting System airer.

## Eileen Stubb Joins Sales Staff of WRB, Athens, Ga. . . .

Eileen Stubb, formerly with WBBQ, Augusta, Ga., and her own agency, Press-Radio Sales, Inc., in the same city, has joined the sales staff of WRB, Athens, Ga. Miss Stubb recently won the Georgia State Women's Golf championship for the second straight year.

## Sale of WCOL, Columbus, O., To Charles Sawyer On The Air . . .

Sale of WCOL, Columbus, O., to Atrials, Inc., headed by Secretary of Commerce Charles Sawyer, is expected to be consummated this week. The Columbus outlet of the American Broadcasting Company is presently owned by Mrs. and Mrs. Lloyd Pixley and Pixley's mother, widow of Milton Pixley. The Pixleys purchased WLOK, Lima, O., several months ago. Sawyer owns WING, Dayton, O., and WIZE, Springfield, O. The elder Pixley pioneered in radio in Columbus as owner of the first station, WBAV.

## Tour of Big Town On WOR-TV Seg . . .

Thomas Institute last week was negotiating to sponsor a 15-minute film tour of New York City over WOR-TV, New York. The debut of "Inside New York," less of Sunday (22) at 11 p.m. Show will combine specially filmed views of Manhattan landmarks and tourist mecca with live commentary. Aired by Jerry Friedman as director. Robins, New York, is agency for the hair tonic outfit.

## Sen. Ferguson Hits the TV Waves . . .

Michigan's senior senator, Homer Ferguson (R), turned radio emcee last week (9) via the debut of his regularly scheduled air show, "A Senator's Mailbag," over WXYZ, Detroit. The program features current event discussions and interviews with prominent Washingtonians. The State's junior senator, vet newspaperman Blair Moody (D), has participated in special local radio broadcasts for some time.

## Maxon, Inc., to Handle Mohawk Carpet Account . . .

Maxon, Inc., New York, will handle all of Mohawk Carpet Mills' advertising business, with the exception of radio, effective September 12. Altho Maxon will buy TV time for the Amsterdam, N. Y., firm this year, radio will remain with the George Bolling Company until January, at which time it also will go to Maxon.

## Red Barber Celebrates Fifth Year With CBS . . .

Red Barber celebrates his fifth year as sports director for CBS

this month. . . . Genevieve Schubert, ex-Ted Bates, has joined Compton Advertising, Inc., as radio-TV time buyer on Standard Brands. . . . WNBC, New York, manager, Ted Colt, in line for One World award this year. . . . DuMont's Irwin Rosten takes a week's vacation as of Monday (16). . . . Mildred Clinton is the new "Blondie" on CBS "Rosemary" soap opera series. . . . Packager Bernie Schubert off to Europe on four-week vacation trip. C. E. Hooper will distribute a prospectus offering fast frequent "TV-Home Hooperatings" at a subscriber conference in New York Thursday (19) at the Hotel Hamilton. Reports will cover 48 video markets beginning October, and 57 beginning February. . . . Ted Lazarus appointed advertising-sales promotion manager of WMGM, New York. Graeme Zimmer, former general manager of WXGI, Richmond, named general manager of WCAV, Norfolk. . . . Robin D. Hager, ex-manager of WGY, Schenectady, is now general manager of WENT, Gloversville, N. Y. . . . New station, WGSN, Huntington, L. I., N. Y., will launch operations August 14, with Edward J. Fitzgerald as manager and Jack Ellsworth, program director. . . . FCC has approved purchase of KSTV, Stephenville, Tex., by Galen O. Gilbert, manager of KGER, Long Beach, Calif., and his father-in-law, J. R. Kincaid. Sale price said to be \$17,500.

# Pulse Report Prompts WOR Sales Push

NEW YORK, July 14.—WOR, New York, is readying a big radio sales push based on a Pulse survey which revealed that night-time radio rates in Manhattan are 48 per cent lower proportionately than local video time costs. According to the April survey, night-time radio rates, based on a cost per 300 seconds for a 15-minute show, averaged \$2.93, as compared to \$5.43 in TV.

The WOR promotion report, compiled by the station's research director, Robert Hoffman, also pointed out that despite the fact that TV set ownership in New York has increased 25 per cent in the last six months (from 41.2 to 51.6), radio listening in TV homes has risen 37 per cent during that same time period, and radio listening in non-TV homes has been upped 19 per cent.

# 'Video' Writer Wins \$50,000

NEW YORK, July 14.—Maurice C. Brock (Brachhausen) this week won an out-of-court settlement of the \$52,500 suit he had filed against the DuMont web, Benton & Bowles agency and General Foods. Brock gained a financial award reported roughly to be \$50,000, and has relinquished scripting the Captain Video show, for which he had a contract until January, 1953. The settlement also continues Brock's merchandising rights to the stanzza, and extends them five years beyond July, 1951. Brock's suit had charged breach of his scripting contract against DuMont, and alleged that the sponsor and agency had incited the web to breach the pact. The settlement was reported amicable.

# FCC Weighs

Continued from page 8

court challenge still hangs over the FCC's proposed TV allocations plan, and a court challenge could badly stall the lifting of the TV freeze. Commissioner Jones' dissent to the Commission's opinion on the legality of its plan is seen as significant, since the commissioner minced no words in declaring as follows:

"It is clear to me that an inflexible geographical assignment plan does not meet the criteria of the Commission asserted as a basis for it, and therefore it is illegal. The Communications Act expresses a desire on the part of Congress to maintain, through appropriate administrative control, a grip on the dynamic aspects of radio transmis-

# Inventions, Inc.

TELEVISION — Reviewed Wednesday (11), 8 to 8:30 p.m. Sustaining via WPIX, New York. Producer, Reuben Bowen; production assistant, Leila Hyer; director, Bob Busch; associate director, Dick Lukin; emcee, Reuben Bowen; panel members this show, George Allen Dean Jr., Arthur J. Benson.

Purpose of this new local TV stanza is to permit inventors to show their product to the viewers and to a panel of experts, with the latter group offering opinions and advice on the devices. The idea, also far from new, has elements which can be made of interest. These were lacking from the prem of the series, due mainly, if not entirely, to the ungracious emseing job of producer Reuben Bowen. Bowen dominated proceedings completely, instead of being a liaison between the inventors and the panel. He was ungracious, rude, domineering and unfriendly. He interrupted, kept all but one guest standing thruout, pulled their inventions from their hands, rushed them when they spoke, and sought to discover how the gadgets operated without waiting for the inventors to demonstrate. He also had stock phrase, supercilious and deprecating, which he applied to nearly every item shown, to wit: "It's really a very clever idea," spoken without enthusiasm.

Beyond this, only one guest was permitted to speak with the panelists, the others being rushed off camera by Bowen before the panel group had any opportunity to express an opinion, and they had precious little opportunity thruout the show to state their views. The guests are the thing, not the emcee, and in this case, the guests' inventions should be the center of interest, with the experts making the major contributions.

All this is not meant to indicate that the show is hopeless, merely needs a drastic making up. The guests are the thing, not the emcee, and in this case, the guests' inventions should be the center of interest, with the experts making the major contributions.

# A Life in Your Hands

RADIO—Reviewed Friday (13), 9 to 9:30 p.m., EDT. Sponsored by J. Hines thru Maxon, thru the ABC network. Features Lee Bowman.

This new seg is a switch on the standard whodunit formula in that the hero is rather an amateur truth-seeker than a law-enforcer. The angle stressed—as implied in the title—is that it is the innocent bystander to a crime who can frequently swing the scales of justice in the right direction provided he keeps his eyes and ears open at the time.

Scripts are by Eric Stanley Gardner, and programs are transcribed by Bell Productions. Murder item has a clever twist with circumstantial evidence impinging on the bark of a dog. Real culprit is brought to book via exhibition of witnesses by Jonathan Keeg, a sort of friend of the court. Dialog is well written and directed and for the most part capably acted. Bowman does well enough in the key role, but seems too cold and austere to garner much sympathy. Perhaps this may be due to the fact that he is essentially a sidelines character, but more warmth in approach is definitely indicated.

Plugs for Hines' products play up vinegar's embellishment to hot-dish dishes. Copy is tight and well set up and is speeded to give minimum interruption.

Underlying the whole Communications Act is recognition of the rapidly fluctuating factors characteristic of the evolution of broadcasting and of the corresponding requirements that the administrative process possess sufficient flexibility to adjust itself to these factors. The FCC Bar Association and several others had challenged the legality of the Commission's proposed TV allocations plan. The Commission in its majority opinion Friday declared its authority to designate and reserve non-commercial TV channels is closely tied with its authority to provide for location of channels generally.

# Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## Vacation Wonderland

NBC-TV daily, 3:15 p.m.

National Broadcasting Company-TV returned this show to the air Monday (2) and the program caught was reviewed Friday (16). Each day is devoted to a different vacation site, largely via the use of film with Caroline Burke, the show's producer, acting as hostess and narrator.

This program was devoted to Oregon (Miss Burke's home State) and displayed some excellent quality film of that Western State. Miss Burke contributes an okay commentary and in those opening and closing sequences wherein she wricks without film, makes a pert and attractive appearance.

Closing of the show features charts showing various vacation spots and their respective costs. In view of the current vacation season—one of the major reasons d'etre for the program—this feature should be expanded and film footage reduced.

Nancy Lee Sutton is assistant producer, Rick Frederick is scripter and Don Hillman director. Jerry Franken.

## Pantomime Quiz

CBS-TV, Monday 8-8:30 p.m.

Continuing along in the same reasonably entertaining groove Pantomime Quiz is now getting a summer run under sponsorship of Lux. The program still offers a mixture of semi-name film personalities playing the well-known charade game.

Attractiveness stems from two sources: Attempt of the individual to pantomime the expression, and the equally frustrated ordeal of his team trying to decipher his weird mute thesping. Viewers are in on the game via printed cards and announcements. Program's creator and emcee, Mike Slokey, keeps proceedings moving along at a nice clip. Regulars were Hans Conried, Jackie Coogan, Adele Jergens and Fred Clark; their opposition—the guests—Virginia Field, George MacCreedy, Beverly Tyler and George O'Brien.

Each plugs like crazy for their various films, except Coogan whose business gets a mention.

The camera work, while fair, is generally not sharp enough to catch many of the expressions especially close-ups. Lens wasn't in both places at the same time. Using the split screen technique perfected by baseball may be of some help to overcome this problem.

The Lux commercials continue to sell soap because the flicker stars use the product. Interesting and clever was a charade plug by Adele Jergens to Slokey, with the latter revealing the copy.

Leon Morse.

## Hands of Destiny

Friday (6), 9 to 9:30 p.m., via DuMont

This is one of the many shows which Coca-Cola has picked up in New York City for its summer drive. Hands is a veteran TV airer of the psychological who-dunit tribe, and has developed considerable audience loyalty over the seasons. The show caught, which teed off the Coke sponsorship, ranks with the better erie melodramas aired on the series.

This one dealt with the will of a man to live when he has been near-mortally wounded, and the script came up with many original devices in having the lead character played in the spirit rather than the flesh, which was lying swathed in bandages in a hospital. The spirit, however, sought a kindred soul, one who could believe in its innocence of a murder charge against it and display that faith by being able to actually see it. Naturally, the search ended successfully in the person of a lovely gal.

Utilized visually was the tug of war between the girl and death, shown as a female in long, flowing robes, with death enticing the lad into a slow, moody dance which nearly led him into eternity before love won out. Mood was nicely sustained thruout in the Lawrence Menkin script, and characterization was probably its major asset.

Sam Chase.

# Short Scannings

Brief but important video news

## Byington, Coburn TV Movie . . .

Morris Wein is readying a new TV film series featuring Spring Byington and Charles Coburn, both of the flickers. The series, tagged "Bed and Board," will integrate all commercials into the story line, with Byington and Coburn introducing various products as props, incidental to the plot of each episode.

## Foley and Gordon Get Secret Service Rights . . .

Video packaging team, George Foley and Dick Gordon, have obtained exclusive rights to adapt TV stories from the files of the U. S. Secret Service. . . . Ralph W. Hardy, director of government relations for National Association of Radio and Television Broadcasters, elected to the board of governors of the Association of Better Business Bureaus, Inc., Washington, "Hollywood Opening Night," a new 30-minute dramatic series, bows over CBS-TV Friday (20) at 10:30 p.m. under sponsorship of Pearson Pharmaceutical for Ennds, the chlorophyll deodorant tablet. Debut marks Ennds' first stint as a regular TV sponsor. . . . Hafner-Halperin, Inc., TV production outfit, has been granted exclusive TV and radio rights to the detective comic strip, "Kerry Drake," from the Publishers' Syndicate of Chicago. The series will be filmed as half-hour complete yarns, with 26 flickers on the agenda annually until 1955.

## CBS-TV Reaches 20th Anniversary . . .

CBS-TV will be 20 years old July 21. . . . In advertising circles: Kenneth Twayman, president emeritus from Ruthrauff & Ryan to Cecil & Presbrey, where he became a veepee, taking the Red Top Beer

account with him. The client is a regional advertiser. . . . Also at Cecil & Presbrey, J. Frank Gilday, director of TV, was named a veepee. . . . John J. Flanagan and Stanley A. Lomas were sponsoring new veepee stripes at William Ealy. . . . Frank Alfred Daniel has been named business manager of the radio and TV department of Lennen & Mitchell.

## John M. Brown to Emcee Museum Video Show . . .

Writer-erlite John Mason Brown has been signed by Marshall-Hester Productions, New York, to host their new TV series, "Treasure House of Adventure." The half-hour package, chosen by the American Museum of Natural History for its exclusive co-operation in the video field, will feature live interviews related to various museum exhibits with explorers and scientists, along with film clips taken on museum expeditions.

## WNOP, Newport, Ky., Files 3006 Baseball Suit . . .

Tri-City Broadcasting Company, owner of WNOP, Newport, Ky., Saturday (14) filed a \$300,000 damage suit in U. S. District Court against 20 defendants. Tri-City charged that a "conspiracy and conspiracy," in violation of anti-trust laws, has been formed in organized baseball to deprive WNOP the broadcast of the "Game of the Day" program. Named as defendants were Liberty Broadcasting Company, under which the station carried the program; the Cincinnati Reds and the other seven teams in the National League; the eight teams in the American League; Ford C. Frick, president of the National League; William Harridge, president of the American League; and Albert (Happy) Chandler, baseball commissioner.

## Aggressive Dealers Look Ahead, But Hope Crystal Ball May Help

### Lend Keen Ear To Guaranteed Sales "Debate"

Continued from page 1

chancing gimmick in the record business. Opponents say it will lead manufacturers and distributors to ruin.

Those who have utilized it most consistently claim that they have sold far more records than they would have had they foregone its use. They maintain that no distributor, and certainly no dealer, is in a position to determine the true sales potential of any given record as well as the combined sales, and artist and repertoire groups of the manufacturer. The sales group has at its disposal a complete rundown of past performance, sales-wise, of every artist on the label, on every conceivable kind of tune. The dealer group knows, or should know, which new tunes have the best chance for commercial success, and knows further what the competition's plans with the same tune may be.

In other words, if the dealer men are doing their job properly, they know whether the competition has made the same tune by a stronger artist, whether the competition will be on the market with the record first, etc. Utilizing these combined talents and this data, it is argued, the manufacturer's men should be able to determine the probable sales potential.

It is conceded by most record men that many sales are lost on hit records as well as near-hits because the dealer does not have the record in stock at the time the customer comes in for it. This, generally speaking, is due to the fact that the distributor has ordered in insufficient quantity, and the dealer, in turn, has ordered too cautiously. (Incidentally, in most guaranteed sale procedures, the full return is forfeited by the distributor and/or dealer as soon as a re-order on the given record is

(Continued on page 24)

## Pub Stops Martin's 'Clair De Lune' Disk

NEW YORK, July 14.—At the request of the Elkin Vogel publishing of Philadelphia, RCA Victor has withdrawn from sales its recently released Freddy Martin waxing of Clair De Lune.

The Philadelphia publisher, American representative for the

## Merc to Debut New Play Line

CHICAGO, July 14.—Mercury Records will debut its new line of Mercury playing equipment at the National Association of Music Merchants' show here Monday (16). Morry Price, sales manager of the local waxery, has worked out a deal with a Chi player manufacturer, whereby Mercury will distribute a full line of playing equipment.

Line and its retail price will include three-speed manually operated phonograph with compromise needle cartridge, \$24.95; three-speed manual phonograph with four-tube radio, \$59.95; three-speed automatic phonograph, \$84.95, and three-speed automatic phonograph, \$99.95.

All except the \$24.95 model are leatherette-covered and are equipped with two-needle cartridge. A kiddie phonograph, equipped for 78 r.p.m. disks, will retail for \$19.95. All phonographs will be sold to retailers at a 40 per cent discount.

## MUSIC RAINS ON SHRINERS

NEW YORK, July 14.—Thursday night the Shriners' parade passed the Brill Building. The excitement, rising in intensity, precipitated sudden action on the part of many Brill Building denizens. They dumped reams of paper out the windows. Not newspapers or ticker tape—but sheet music—regular and professional copies. Late Friday the copies were still being trampled under foot. "No returns on this stuff," remarked one music man. It was bruited that one publisher, temporarily demented by bad business, had seized the occasion to unload his entire catalog.

## Asks 100G of "Baby" Take

NEW YORK, July 14.—Orkster Snub Mosely instituted suit this week in State Supreme Court against Pickwick Music and clerics Mary Lou Williams and Bill Johnson asking recognition as co-writer of *Pretty-Eyed Baby*. The plaintiff also asks for an accounting of profits and \$100,000 as his share of the earnings of the tune.

Tune was originally copyrighted in Pickwick Music, a Leeds subsidiary, in 1943, under the title of *Satchel-Mouth Baby*, with Miss Williams as sole author. In 1947, Johnson, then a sax player with the Mosely ork, and Miss Williams were given a new contract by Leeds toper Lou Levy for a new version of the tune under its present title. This year, a disk by Jane Turzy and subsequently Frankie Laine-Jo Stafford and Al Trace waxings made the ditty something of a hit. Mosely made representations to Levy that he was largely responsible for the new title and lyrics, and asked in

A spokesman for Levy said that he had no comment on the merits of Mosely's claim; and that the firm's attorneys, Miller & Miller, had the matter under advisement. Mosely is represented by attorney Archibald Palmer, who was counsel for Judy Coplon in last year's spy trial.

## Pub Stops Martin's 'Clair De Lune' Disk

Claude Debussy estate, told The Billboard that he asked for the withdrawal of the record because the Debussy heirs would object to any "distortion" of the music. Vogel has represented the French composer here for 20 years.

Victor spokesman had no comment when asked why the Martin version was cut without permission and without a license when it is common trade knowledge that guardians of copyrights of the caliber of Clair are extremely sensitive to unauthorized pop recordings. The diskery had

(Continued on page 16)

## Richmond Inks Aussie Agent

NEW YORK, July 14.—Howard Richmond this week concluded an agreement with the D. Davis firm of Australia for Davis to represent Richmond's catalogs there, with the single exception of the Folkways firm. Deal is for three years, for an advance of \$5,000 a year. Davis has handled such Richmond tunes Down Under as *Hop Scotch Polka*, *Good Night*, *Irene* and *Music, Music, Music*, all of which were successful there. Law firm of Miller & Miller represented Richmond in the negotiations.

Richmond's Dartmouth Music, used largely to accommodate foreign tunes here, was admitted into the American Society of Composers, Authors and Publishers this week. His other ASCAP firms are Cromwell and Essex.

## Some See Tint TV Equipment As Sales Aid

Continued from page 1

no means totally dismal. The Billboard's 4th annual Retail Record Store Survey, published last week, revealed some of the moves already being made by alert dealers to improve their grosses, and interviews with leading manufacturers, distributors and dealers this week disclosed further plans for harnessing color TV to a profitable retailing operation.

On the latter point, hundreds of aggressive retailers are planning to utilize to the fullest possible extent the anticipated promotion of color television this fall by Columbia Broadcasting System (whose field essential color system has won Federal Communications Commission approval and Supreme Court clearance) and Radio Corporation of America (whose improved electronic, compatible system has won acclaim in recent field tests). These dealers believe color can be turned into one of their all-time most effective merchandising weapons, without necessarily jeopardizing black-and-white set sales in any way.

While the output of combination color and black-and-white video receivers will be somewhat limited, as will production of slave sets, converters and adapters, progressive dealers hope to sell whatever such equipment they can lay their hands on to the more adventurous, pioneering elements of their clientele, and to that upper-bracket segment which is willing to spend between \$400 and \$500 for a color-black-and-white set. With their entire clientele, these dealers feel, the color equipment will be an excellent traffic builder.

These same merchants expect to have plenty of answers for people who hesitate to buy black and white receivers because of what they've seen, heard and/or read about color. These answers already are in preparation in the planning rooms of the key manufacturers.

DuMont, for example, hopes to merchandise black-and-white sets on the guarantee (which, of course, a dealer will pass on to his customer) that the set can be converted to color by removing the present tube, replacing it with a tri-color tube and adding whatever additional tubes, etc., necessary for the color circuit. While this is the DuMont plan, costs haven't yet been figured, so that no accurate

(Continued on page 24)

## MARTIN CLICK Freddy Puts Band Biz in TV Forefront

Continued from page 10

ers of the day. Arnold, as was shown on *Carmax*, is an exceptionally facile pianist and a rather colorful personality. Along with Griffin, he provided the show with his comedy relief on a specially prepared *Anything You Can Do*.

Thrush Mary Mayo, a rising young miss with an exceptional voice, gave the show its sole first touch. She demonstrated a four-octave range on her recorded conception of *Swinging in the Park*, which sequence presented the appropriate opportunity to showcase leader Martin's fat tenor sax tone. Director Perry Lafferty hit a high point of imaginative camera work during this bit.

Martin made an engaging host. His smooth and fluent manner kept the show running evenly, and even helped to accelerate the pace so that the half hour seemed short. His approach brought to mind the radio emcee style of the Rudy Vallee show of old.

The commercials, three of them in the half hour, were easy-to-remember, convincing living room pitches projected by Ann Russell, with hand from Martin and his band for a new jingle (not cloning as most, ineffectually) which the lipstick outfit intends to employ as the key in a coming sales promotion.

Hal Webman.

## Advance Date On 'Longing' Disk

NEW YORK, July 14.—Howard Richmond late this week notified every radio station in the country and every diskery which had cut the tune that the release date on *Longing for You* has been moved ahead from August 1 to July 18. Richmond, who had come on record stating that he would institute suit against any station or diskery breaking the original release date, says that he moved the date up at this point because his original mission of protecting each of the record companies which made the tune has been accomplished.

The disks: Len Baxter on Capitol, Sammy Kaye on Columbia, George Cates on Coral, Larry Clinton on Dana, Russ Morgan on Decca, Vic Damone on Mercury, Tommy Tucker on MGM, and Cathy Marshall on Victor, have all been out in most, in various stages of readiness for distribution for sale and performance.

Richmond made a special deal with Chappell, which owns rights outside the United States to a portion of the melody used in the song, whereby Chappell will participate. The portion in question, from Oscar Strauss' *Waltz Dream* is in the public domain here, the tune could not be performed over the networks without Chappell's okay because at least one Canadian station is used as a test in most weekly broadcasts. If the tune was restricted in Canada, the tune would probably be ineligible for network play here, hence Chappell's inclusion.

## Tenn. Waltz Stays With Acuff-Rose as H&R, Chappell Yield

### Nashville Pubber Drops Suit, Gets 10G in Clean-Sweep Settlement

NEW YORK, July 14.—The three-cornered Tennessee Waltz lawsuit was settled this week, with both the Hill & Range and Chappell pubberies relinquishing claims and recognizing Acuff-Rose as sole owner of the tune.

The settlement included a cash payment by Hill & Range and Chappell to Acuff-Rose of some \$10,000.

The withdrawal of the Chappell claims, which had contended that Chappell, Ltd., owned the rights in *Waltz for England* and the Continent, leaves Campbell-Connelly with those rights. The latter firm had been given the European rights by Acuff-Rose, and after the song had broken for a hit Chappell,

Ltd., began suit in London and later decided to turn over its claims to Hill & Range. Acuff-Rose instituted suit in Federal Court in Los Angeles, withdrawing the action with prejudice when it obtained the clean-sweep settlement.

Hill & Range and its subsidiary, Ernest Tubb Music, co-owned with country warbler Ernest Tubb, also

(Continued on page 16)

## Burke Treks To N. Y. for Decca Huddle

HOLLYWOOD, July 14.—Decca's Sonny Burke left Friday (13) for New York and talks with label execs Milt Raskin, Len Schneider and Mort Palitz regarding orchestra's recording program with his new band. Ork officially debuts at the Palladium here October 22. Burke will take in the National Association of Music Merchants confab in Chicago prior to huddling with diskery chiefs.

General Artists Corporation has been up against a stone wall in

(Continued on page 16)

## BAILEY DRIVES TO WRONG HOME

HOLLYWOOD, July 14.—Count Basie was singing Bill Bailey, *Won't You Please Come Home*, but he didn't sing loud enough. When Bill Bailey, top dancer with the Basie troupe, which opened Thursday (12) at the Flamingo in Las Vegas, failed to arrive for the opening show Basie began to worry. Bailey was driving to Las Vegas from the East.

A phone call from Bailey, who was in New Mexico, revealed the hooper had spent all day Thursday looking for the Flamingo in Las Vegas, but in the New Mexico not the Nevada, city. He was expected to arrive over the week-end.

## WE WON'T SAY WHO SHOT 200

### Como Takes Golf Cake At Waring's Music Party

NEW YORK, July 14.—Following his annual custom, Fred Waring played host in over 100 of the Stem's music men Tuesday (10) at his Shawnee Inn resort on the Delaware.

The festivities included swimming, softball, boating and an impromptu after-dinner show featuring some strictly off-the-cuff wurling and comedy routines by Perry Como, members of the Waring corps, and some of the specially gifted contact men. But the highlight, as usual, was the golf tournament, featuring performances ranging from Como's winning low gross of 76 thru scores nearing 200 by such assiduous linkmen as Gene Goodman and Bernie Pollak.

In the guest division, Dec Belline, Como's business associate, ran second to the warbler with a 77, with Cort O'Keefe third with 81. Pubber George Paxton, Feat professional manager Norm Foley, and Billboard music staffer Jerry Wexler won in a three-way tie in the match-play-against-par division. Low net honors were split among Murray (first at the course,

last off the tee) Baker, Henry Marks of Paxton Music and Mickey Garlock of Bregman-Vocco-Conn, each with 73. Under a "tickers' handicap" system, pubber Gene Goodman, Leeds contact man Warren Brown, and talent manager Harry (the boss) Weinstein tied with 74's.

Among the Pennsylvanians (members of the Waring organization), Jack Best and Pete King tied for low gross with 76's, with Waring third at 77. Clyde Seebler won the match-play-against-par division, Mike Doty took low net with 72, and Lou Bode won the kicker 'cap with 76.

Comedy highlight of the evening was the impressionist act of contact man Benny Ross, whose imitations of such w.k. music men as Harry Link, Max Kenrick, Murray Baker and Eddie Wolpin fractured the assemblage. Benny had a rough assignment following songs by Como and a trio made up of Fred and Tom Waring and Foley McClintock, but talent will always out, as the saying goes, and in Benny's case it certainly did.

# "Castle Rock" Stirs Dispute

NEW YORK, July 14.—Castle Rock, fast-moving Johnny Hodges rhythm instrumental on Mercury, is the object of a dispute among two publishers and two sets of writers.

Al Sears, Hodece's p.m., wrote the tune as an instrumental and copyrighted it in his Sylvia Music, a Broadcast Music, Inc. affiliate. Subsequently he had a lyric written by Jerry Lovett, a pianist, and Ted Travers, a radio announcer, both of Chicago, and which he copyrighted in the Sylvia firm.

At the same time, publisher George Weiner, who had bought two other tunes from Sears, asked for *Rock*. Sears now says he told him if Weiner had a satisfactory lyric written and secured recordings, he would consider a deal. Weiner maintains Sears did give him the song, on a verbal contract.

Weiner had a lyric written by Erv Drake and Jimmy Shirl and submitted the tune to recording companies, reportedly getting commitments from Decca for Ella Fitzgerald, Columbia for a Frank Sinatra-flurry, James Winding, and others at other diskeries. These are supposed to be cut next week.

As of Friday (13) Sears maintained Weiner had no equity in the tune, regardless of any projected recordings, and said he had not authorized the Drake-Shirl lyric. Asked if he would recognize Weiner if major records are cut on the Drake-Shirl versions, Sears said, "After they're cut and are released, we'll see."

# Song Pluggers Vote Pension Plan Deduction

NEW YORK, July 14.—At a general membership meeting at the Capitol Hotel here Thursday (12), the Music Publishers' Contact Employees unanimously approved the suggestion that they might match employer contributions in a proposed pension fund.

The contact men okayed a 3 per cent deduction for the fund from the first \$100 of their weekly salaries. If the publishers make a like contribution. The plan will now go back to the publishers for their approval.

Combined with Social Security benefits, the plan would pay retired pluggers a minimum of \$140 monthly.

# PUBSERV HITS SPOT

## Utility, Pepsi on Cuffo Music Kick

Continued from page 1

son's bookings follow: Wednesday (11), at Pae Park, Bronx, Al Lombardy; Thursday (12), Woolman Memorial, Central Park, Johnny Messner; Friday (13), Prospect Park dance arena, Brocklyn, Johnny Messner; Monday (16), Colonial Park, Manhattan, Shep Fields; Tuesday (17), Jackson Heights Playground, Shep Fields; Wednesday (18), Pae Park, Charley Peterson; Thursday and Friday (19 and 20), Prospect Park, Tommy Reynolds.

Sinnott programs the orks to give as much variety as possible with three or four bands working the park circuit thru the week. An indication of how successful the bashes are may be gathered by the fact that McIntyre, on Tuesday (10) at Victory Field, Queens, drew about 7,500.

### Pepsi Talent

The Pepsi operation, now in its seventh year, expects to amass a total attendance figure of better than 500,000. Season runs for 10 weeks, July 2 thru August 30. Sessions are strictly for square dancers, and have been unprecedentedly successful. Talent features Ray Durlacher, caller; Arizona Cliff Martin, Western singer, and a six-piece orchestra. On Mondays, the sessions are held at Riverside Drive and 103d Street; on Tuesdays at Woolman Memorial, Central Park; Wednesdays, Prospect Park, and Fridays, Forest

# FORTISSIMO

## Cleff Nobles Serenade at Shrine Party

NEW YORK, July 14.—Songwriters' Protective Association did its bit toward the entertainment of the Shriners here this week when it sponsored a two-and-a-half-hour show at the Commodore Ballroom Monday (9) featuring 19 of the country's top tunesmiths doing their own tunes.

The show, which was attended by 1,000 of the order's recorders, which is Shriners for "secretaries," had the writers seated at grand pianos on the stage, two at each of six of the Steinways playing for a soloist at the seventh. The cleffers performing were Sigmond Romberg, Oscar Hammerstein, Dorothy Fields, Arthur Schwartz, Mack David, Jerry Livingston, Sid Lippman, Abel Baer, Ed Eliscu, Irving Caesar, W. C. Handy, Fred Ahlert, Joan Whitney and Alex Kramer, Sammy Fain, Sam Siegel, Louis Alter, Lucky Roberts and John J. Loeb. George Price emceed.

# Kidisk Guild Has Live Lists For Dealers

NEW YORK, July 14.—Children's Record Guild, as follow-up in its consumer ad campaign, has decided to offer names and addresses of kidisk-consumer families to any dealer asking for the names in his territory. CRG execs have amassed the list from the people who have clipped coupons from the kidiskery's subscription club ads. Label is suggesting the dealers make phone calls to the families or use direct mail to contact them.

Kidisk firm believes that a good sales clerk can sell pop and classical wax to the same people who are based on interest in kidisks. Belief is shown on results of a recent survey which showed that about half the kidiske players in use are actually the one record player in the home and that many of the rest are players the moppets "inherit" when the family buys a new unit.

Disksery sales manager, Irv Katz, is taking off on a cross country dealer co-operating program on "live" prospects. Itinerary will include Chicago, Minneapolis, Boise, Seattle, Portland, San Francisco, Los Angeles, Salt Lake, Denver, Oklahoma City, Dallas and New Orleans.

# Rumors of Poor Band Biz Quietied by NBOA's Report

## One-Night Bookers Find Going Tough; Ops' Returns Satisfy

Continued from page 1

their one-night dates for June reported 13 dates or 21 per cent, which went into percentage; 19 dates, or 40 per cent, which made money; 10 dates, or 21 per cent, on which they broke even, and six dates or 12 per cent, on which they lost money. While this report of 48 one-nighters is considered about 20 per cent of the one-night biz, it is felt the reports held true to the national picture. In contrast, the April-May report showed 21 per cent of the dates going into percentage, 44 per cent making money, 21 per cent breaking even and 14 per cent losing money (The Billboard, June 23).

### Check Key Buyers

Check of key buyers in the Midwest, which is today estimated to be playing 60 to 70 per cent of all one-night dates, reveals that the trouble still stems from the fact that the territory is saturated with bands. Bookers, they say, are having trouble unloading their bands because ops have maintained a pretty consistent schedule of dance dates which they feel will do business and despite pleading by the one-night schedulers, will not buy over that quota.

That dance ops may be facing some kind of fission of their entire music libraries and presentation in a typical Midwest ballroom is illustrated by Tiny Hill's band, which currently is raking up the most amazing series of percentage dates in the last two years. Hill is setting a new pattern for dance band bookings, as

a result. Tom Archer, the Des Moines ballroom barn, is reported to have notified Paul Bannister, Associated Booking Corporation one-night rep, that he intends to play Hill at his chain terp spots for the fourth time since April during mid-September. This string of consecutive appearances makes Hill what might best be described as a name band territory combination. Up to now, only the small budgeted territory bands, which so from \$150 to \$300 nightly, have been able to repeat so closely, and then largely because of the low price.

Hill's guarantees, however, average \$600 nightly. Working on this basis, Hill, who has had a string of Midwest disk hits on Mercury, hit percentages in the following spots during the past four months: April, Davenport, Ia.; 4, Dubuque, Ia.; 7, Muscatine, Wis.; 22, Edelstein, Ill.; 28, Marion, Ia.; 29, May, Kearney, Neb.; 2, Omaha, 3, Des Moines, 6, Kendall, Wis.; 12, Campbellport, Wis.; 16, Waterloo, Ia.; 19, Quincy, Ill.; 20, Sullivan, Ill.; 28 June, Pittsfield, Ill.; 1, Gettysburg, S. D.; 16, Norfolk, Neb.; 17, Storm Lake, Ia.; 19, Des Moines, 23, Marion, Ia.; 24, Platteville, Wis.; 26, and Arnolds Park, Ia.; 27. During this period, the 10-month bandbook played a location from May 22-28 at Olmstead, Ill., and from July 5-11 at Peony Park, Omaha, where he was in on straight guarantee.

Hill, from ops reports to the

NBOA is doing a satisfactory job using 10 men plus himself. There is no ship with the ork. This band setup is designed strictly for Midwest dancing, the ops report. The Hill personnel is in sharp contrast to plenty of names who are going out with no less than 14 men and in some cases as many as 17 to 20, including vocal groups. Hill's price at \$600 per night is not cheap, but falls pretty much into the price currently being paid name orks, with the exception of top names who play the territory only once or twice per year. Hill has had only three open dates during the past three months, a record sharply in contrast to many orks in the up-to-\$1,000-per-night bracket, which have taken as much as five to 10 days off in a single month.

In addition, Associated Booking has found a large number of new ballroom outlets which phoned in asking for Hill. Previously these ballrooms had used nothing but territory bands. This is especially true in Wisconsin.

Art Kassel denied this week that he was thinking of junking his ork (The Billboard, July 14). Kassel is planning a two-month location date, starting sometime in August, at the Marlinton here. He intends to activate his Kassel-Aira Music, an as yet unaffiliated pubbery. Kassel, a prominent songwriter with a number of American Society of Composers, Authors and Publishers' ditties to his credit, intends to use the two-month job in Chicago to start his new publishing set-up.

# Van Alstyne Dies in Chi

CHICAGO, July 14.—Ezra Van Alstyne, 73, noted songwriter, died here Monday (9). Deceased wrote about 700 songs during his long career, all of which was spent in Chicago. He had suffered a stroke in April while in Florida.

With his wife, Harry Williams, Van Alstyne wrote in *The Shade of the Old Apple Tree* and *Nacino*. Collaborating with the late Gus Kahn, he turned out *Memories*, *Pretty Baby* and *Your Eyes Have Told Me So*. He also wrote *Drifting and Dreaming*, *Pony Boy*, *Little Old Church in the Valley* and *Won't You Come Over in My House*.

Van Alstyne was reported to have had a deal with Music Publishers' Holding Corporation, the Warner Bros. pubbery subsid, which paid him \$50 a week for life in return for which he signed over his renewals to them. The majority of his songs were in MPTC catalog. Until 1950 he had his own office in the Woods Building here. Survivors are his widow, Ruth, and son, Anson. Services were held Thursday (12).

# Court Action Looms In ASCAP-TV Hassle

## Govt. Will Be Asked to Establish Equitable Rates if Parley Fails

Continued from page 4

At press time the die was not yet cast. Court action could still be averted. However, it is no secret that there is a considerable body with ASCAP who cling to the belief that the Society may get a better deal thru the courts than via negotiation. This philosophy is regarded as having put a considerable measure of starch into the Society's defense of what it con-

siders its just demands. The TV interests, on the other hand, regard the projected per-program contract as precedential and figure they must take all protective measures possible in order to make certain they get what they consider is a fair shake.

The negotiations have been remarkably protracted — some 20 months of talks in all. As of now, the networks, their owned-and-operated stations, and some indie, have signed the ASCAP blanket license. But a great many indies have not signed any license. These indies wished to see both the blanket and per-program deals before selecting either. The consent decree specifies that the Society offer a per-program license as an alternative to the blanket.

# ECHO FROM BB'S RECORD SURVEY

NEW YORK, July 14.—Apparently the basis of *The Billboard's* fourth annual retail record survey, results of which were reported in last week's NAMM issue, is not entirely clear to some readers. The survey was conducted by polling not record manufacturers, but retail record stores, on a very adequate sampling basis. Naturally, the poll did not embrace every retail store in the country—a manifestly impossible undertaking. An executive of the Voco kidiskery, for example, has registered with us his objection to the survey's findings of Voco's retail distribution. He claims that the Voco disks are sold thru music outlets in "at least 85 cities with population of 100,000 or over, and at least 270 cities with a population of 100,000 or under." The spokesman further cites a widespread distribution set-up in toy outlets, with such outlets in 170 cities of 100,000 and over, and in 500 cities of 100,000 and under.

which have been attained at fantastically low expense. The talent set for the Consolidated Edison season, for instance, is estimated at between \$15,000 and \$20,000. Bands working the dates also receive quite a bit of cuffo publicity in the form of subway, bus and tram window posters which carry the weekly schedules.

# GETTING UP STEAM

## MGM's New "Showboat" Ready for Big Cruise

Coming swiftly on the heels of its top grossing film, *The Great Curioso*, Metro-Goldwyn-Maver rings up another box-office bulls-eye with its Technicolor remake of *Show Boat*. The fine cast is able to inject fresh interest in the parts. This, combined with the nostalgia of the Jerome Kern score, makes this Arthur Freed production destined to be one of the top money makers in its history.

Director George Sidney deftly blends the talents of Kathryn Grayson (Magnolia Hawks), Ava Gardner (Julie Laverne), Howard Kewell (Gaylord Ravenal), Joe E. Brown (Capt. Andy Hawks), Marge and Gower Champion (Schultz and Schultz), Robert Sterling (Stephen Baker), Anne Macrehead (Parthy Hawks) and William Warfield (Joe) into an intense and moving drama as fresh and alive as the day Edna Ferber's novel first bowed on the music stage. Miss Grayson is in good voice and makes as lovely a Julie Hawks as has handled this

part. Ava Gardner turns in an exceptionally fine acting job as Julie, playing the part to a high emotional key. She surprises with her competent vocal interpretations of *Can't Help Lovin' That Man and My Girl*.

Most noteworthy in the score department is William Warfield's deeply moving version of *Ol' Man River*. Howard Keel makes a dashing clever gambler and handles such favorites as *Make Believe*, *You Are Love and Why Do I Love You?* with sincerity. Dancers Marge and Gower Champion add considerably to the film's entertainment with bright and new routines. Tops is their *Life On the Wicked Stage* which combines humor with unusual footwork for a unique example of film choreography.

Technicolor treatment provides eye-catching wrappings for this time-proven song-story package. With some scenes filmed on location in Natchez, Miss., this production gets an authentic setting. Lec Zitto.

## Flick Ops Hot for Name Disk Talent

NEW YORK, July 14.—Akin to the guy who walked the mile for a Camel, theater operators who normally operate on a straight flick grind policy are prepared to open vaude for hot recording names at the drop of an eye. The flesh buyers are not prepared to make the same gamble even for television-made talent. "TV actors, with the exception of the Sid Caesar-Imogene Coca package, have not yet proven themselves at the box office. TV talent you see, and record stars you only hear; perhaps that's the difference," was the way a leading vaude buyer put it.

## Decca Staff To Huddle at NAMM Meeting

NEW YORK, July 14.—Decca Records will hold its annual meeting of district managers during the National Association of Music Merchants convention next week. All of the diskery's top brass—Prexy Milton Rackmil, vicepres Leonard Schneider, Sales Vicepres Sidney Goldberg, etc.—will be in attendance.

Diskery intends to take advantage of this meeting to have the district execs become acquainted with Decca's new recording operation. Each of the recording department heads will be at the convention—Morley Palitz of the pop department, Sy Rudy of the long hair and kiddie department and Paul Cohen of the country and rhythm and blues department. Mike Conner, diskery's artists relations execs, will also attend.

## Central Gets Coast R&B Ex

HOLLYWOOD, July 14.—Central Record Sales Company all but cornered rhythm and blues distribution in this area this week as it inked its sixth major R&B diskery. Modern Records, Label's subsid. RPM, also goes with CRSC. Modern previously distributed thru Gordon Wolf's Sunland Distributing Company, and before that, Modern Distributing Company. Only other top blues waxers not in the Central fold are Regent and Savoy.

Lines handled by Central include Aladdin, Apollo, Atlantic, Specialty, Swing Time, Chess, Premium, Children's Record Guild, Rainbow, Derby, Pan-American and Gotham. Outfit distributes from Fresno to the Mexican border and as far east as Las Vegas, Nev. First Modern platter to get Central promotion is Jimmy Nelson's T 99.

## McHugh Lining Up Tele Variety Show

HOLLYWOOD, July 14.—Songwriter Jimmy McHugh has applied for membership in Local 47, American Federation of Musicians, as initial step in lining up a tele variety show. Telecast will have a music-talent format and will make use of *On the Sunny Side of the Street*, either as a theme or show tag.

Cleffer will be honored this summer when Frank DeVol conducts a musical salute to McHugh in the Hollywood Bowl.

## BARE FEET BY WHOM?

NEW YORK, July 14.—"Miss Hudson's gowns by Cell Chapman," read the table cards at opening night at the Copa, where Beverly Hudson was making her nitery debut. Midnight show audience then was a little surprised and confused to see her work in jeans by Lee.

After the dinner show Copa ops decided the rustic lass was not aided or abetted by a swank gown. So Miss Hudson is now working in the more earthy attire.

Actually, vaude buyers are opening up houses on a sporadic basis simply to make room for playdates for record names. An instance of this is the forthcoming Patti Page-Guy Mitchell tour of Loew's houses in the East. Most of the theaters which this package will hit have been running a straight flick policy, tho at one time they were vaude houses which ran regular name band shows until the orks began to dwindle in box office appeal.

The Page-Mitchell package, booked by General Artists Corporation, will kick off at the Riverside Theater, Milwaukee, on August 23 for a week; move to the Loew's in Pittsburgh on August 31; play the Loew's in Providence the week of September 12; the Loew's in Rochester, N. Y., the week of September 20; four days at the Loew's in Syracuse opening September 27 and is slated for the Capitol Theater, Washington, for the week of October 4. In-between dates will be filled in Philadelphia, Buffalo, Kansas City, Akron and Memphis. The package was tested and proved powerful box office on a couple of dates in mid-June in the Loew's houses in Cleveland and Columbus, O. The package is reported to be the thrush's, with Patti taking the gamble on a 50 per cent of the take basis and buying Mitchell and the remaining acts out of a \$10.00 per week guarantee.

The Loew's houses have been pitching similar propositions from Frankie Laine, Les Paul and Mary Ford and Nat (King) Cole, among other currently hot disk entities. Laine, to date, has accepted two of the Loew dates, the Buffalo house for the week of September 20 and the Pittsburgh house for the week of September 27.

## GAC Herding Artists West

HOLLYWOOD, July 14.—Period of Decoration Day thru Labor Day will find 40 per cent of General Artists Corporation's attractions, orks and singers working this territory, estimated at 25 per cent higher than a comparable span during 1950. Stronghold of GAC's bands is the Palladium here, which played Woody Herman in May, Jimmy Dorsey in June, currently has Tony Pastor, with Ray Anthony due in September. Stan Kenton played the ballroom in

## TV-Phono Merchandising

NEW YORK, July 14.—Trade interest this week centered around two points—the battle between the two color systems and the new lines to be shown at the Chicago convention of the National Association of Music Merchants. The color controversy was still making headlines in the trade press and consumers papers, while retailers sat by waiting for sales to pick up.

At the NAMM show, expectations were that few new sets would be shown as manufacturers attempted to keep from further confusing the market with new models and new prices. The more stable and larger producers of TV sets appear willing to go along with their current lines, the smaller and less stable firms being more apt to try price cuts and new models to get a little business. Trade also expected that not much buying but plenty of beefing would be done by the retailers.

### TV Set Makers' Job Outlook Dim

Employment in radio and television receiver and components manufacturing will be uncertain and probably slack at least until late fall, the U. S. Labor Department predicted last week. Possibly by November defense production in these industries may be stepped up to the point where their labor force will be increased, the agency stated. By that time the inventories of set manufacturers and retailers may also have been liquidated to the point where manufacturers may begin increasing production and employment as far as the supply of materials will allow.

## BURBANK SKEDS MUSIC FESTIVAL

HOLLYWOOD, July 14.—Festival of Nations' musical program comprising music and dances of 10 countries, will be offered at Starlite Theater, Burbank, Calif., Sunday (22). Event is the preem performance of an annual series of International presentations designed to bring to local music lovers the cultural artistry of foreign nations.

Music of the United States, Italy, France, Germany, Panama, Norway, South America, England, Scotland and Mexico will be featured in the initial production. Symphonic works of internationally famed composers will be interpreted by the Burbank Symphony, conducted by Leo Damiani.

## Laine Sets Fall Sweep

CHICAGO, July 14.—Following a major operation for a leg ailment July 30 at Good Samaritan Hospital, Hollywood, Frankie Laine will start his busiest fall sweep since he hit on Mercury five years ago. He opens at the Paramount, New York, August 28 for two weeks, after which he goes into Shea's Theater, Buffalo, September 20; Loew's Theater, Pittsburgh, 27, and opens the Masbaum Theater, Philadelphia, to vaude for one week October 11. He does a three-weeker at the Shamrock Hotel, Houston, beginning October 23. Laine stars his fourth Columbia musical December 10 with Director Joney Tapp tentatively titling the film *Hotly*.

Laine starts his new Army radio show October 7. In order that he can make his persona, the first four shows and any other shows, where necessary because of a conflict in schedule, will be transcribed. Formal will be Laine and a different name band each week.

the spring and Ralph Flanagan is set for a return stint some time after Sonny Burke's bow in October.

Other batons who have worked or are slated to play this section are Desi Arnaz, Claude Gordon, Ina Ray Hutton, Benny Lagasse, Red Nichols, Dick Pelree, Don Ricardo and Jerry Wald. Talent appearing in the territory includes artists who work here most of the year, such as Jim Hawthorne, Hal Derwin, Kay Brown and Yadda Brooks.

## TV-Phono Merchandising

NEW YORK, July 14.—Federal Records has exceded the wire from Kay Arnen's diskery of *Come On—My House*, leaving only the chorus for a 1:57 record. The chopping was done from the tape, new masters were made, and subsequent pressings will be of the shortened version.

Cut was made #1 the suggestion of one, dealers and dealers, according to Federal and King's New York branch manager, Don Scutari.

It is believed that the request for a shortened version was motivated by the success of the Rosemary Clooney hit diskings, which uses only chorus.

## Big Fights Back on TV

When a group of TV set manufacturers last week outbid theater-TV interests for the telecast of the Charles-Walcutt championship bout, it looked like more of the same could follow—bring the big fights right back to home TV where they were.

### Skirting Football Ban

CBS-TV is going ahead with plans to film the big Eastern college pigskin games and telecast them on Sundays. The network is dickering with Army, Navy and Columbia.

### Theater Guild on TV?

Goodyear Tire & Rubber Company may grab off the key to a show on TV for the fall by signing a deal with the Theater Guild for a series of telecasts.

## HAMPTON MAKES LIKE A LION

## Sends 18,000 Into Frenzy At L. A. Cavalcade of Jazz

HOLLYWOOD, July 14.—It took a platoon of Army M.P.'s, city and county police and a squad of ushers to keep a crowd estimated at 18,000 in tow when Lionel Hampton's stellar aggregation went into a "new" version of *Flying Home* at the Seventh Annual Cavalcade of Jazz, Sunday (8) at Wrigley Field here. Hampton's famed number sent the gathered thousands into frenzied shouts and cries, with hundreds dancing wildly in the aisles to the consternation of the police, who were fearful of an uprising similar to last year's affair, when pillows, bottles and the like were hurled from the stands. Cavalcade, produced by Leon Hefflin, grossed approximately \$40,000.

Despite the presence of top jazz tootlers and shouters, it was easily Hampton's day. From the moment the bandstand located at second base, he had the Sunday multitudes in the palms of his hands. Playing only four selections, Hampton worked hard, pulling thunderous miffs. He could have stayed at least another hour, *Ham's Broopie*, while scoring well, was second in response only to *Flying Home*. Sharing top billing with Hamp was Billy Eckstine, Eckstine's crooning bars, while good, seemed to be out of place at the jazz shindig. It was predominantly a jazz crowd with up-tempo featured. Mr. B. offered *My Destiny*, *Fine and Dandy*, *Be-wildered* and *Caravan*, closing with a medley of his disk faves. Hampton

## NARDA Opens Course for TV Dealers

NEW YORK, July 14.—National Appliance & Radio Dealers' Association, Chicago, has set up a non-operative program among its members aimed at schooling NARDA members in non-TV cities in the problems of buying and selling video sets. Plan calls for TV area dealers to play host to comparative dealers in non-TV cities. NARDA will attempt to match guest and host according to type of operation, size of community and geographical location.

Teaching dealers will explain to those NARDA members not yet handling video sets the proper methods of display, demonstration, installation, service operation, personal requirements and such additional information as may be of value to a dealer new to the problems of selling television sets.

## Federal Cuts "House" Verse

NEW YORK, July 14.—Federal Records has exceded the wire from Kay Arnen's diskery of *Come On—My House*, leaving only the chorus for a 1:57 record. The chopping was done from the tape, new masters were made, and subsequent pressings will be of the shortened version.

Cut was made #1 the suggestion of one, dealers and dealers, according to Federal and King's New York branch manager, Don Scutari.

It is believed that the request for a shortened version was motivated by the success of the Rosemary Clooney hit diskings, which uses only chorus.

## Palladium Drops Tix Plan; JD Big

HOLLYWOOD, July 14.—Good business with Jimmy Dorsey has prompted the Palladium to discontinue its two-for-one ticket policy used during the orkster's final three weeks. Ballroom's Earl Vollmer told *The Billboard* that 4,000 of the tickets were turned in on the nine days they were good. Diceats, which could be had at any Thrifty Drug Company store, were useable only on Tuesday, Wednesday and Thursday.

Little exploitation was used to lullaby the Palladium's current attraction, Tony Pastor. Heavily recipient of the promotion was the disk jockeys who began plugging the orkster several days prior to his opening. Les Brown bows at the terepicy August 7, his 11th stand-in the Palladium's 11-year history.

ton got a flat \$5,000, and Eckstine \$3,000.

Also on the bill were Roy Brown, Joe Liggins, Candy Rivera, Jimmy Witherspoon and Percy Mayfield. Of the latter group, Witherspoon drew the most noise, begging off following a blues-shouting encore. Event was cosponsored by Joe Adams (KFWB), Hunter Hannebeck (KFVD), Gene Norman (KFWB) and Bill Sampson (KWKW). Crowd's patience is to be acknowledged as the Cavalcade was almost an hour late in starting. As if that wasn't bad enough in 88-degree weather, the p.a. system was faulty during the first part of the program. All in all, tho, it was a great day for jazz. Joe Biederer.

## Hampton Show Slated for 22 Coast Stands

HOLLYWOOD, July 14.—A total of 22 Coast dates are skedded for Lionel Hampton and his revue, with additional ones being lined up taking the other thru October. Package went into the Pacific Square Ballroom, San Diego, Calif., Friday (13) for three days. Hampton gets between \$1,250 and \$2,000 for one-nighters against a varying percentage of 50-60 per cent. On his August 28 stint in Oakland, Calif., Hampton will get \$3,500 against a 55 per cent split. His recent appearance at the annual Cavalcade of Jazz here netted him a flat \$5,000.

Top grosses on Hampton's recent Midwest junket were \$11,542.50, Kansas City, Kan., Auditorium, June 19; \$10,440, Denver Rendezvous, Rainier Ballroom, June 25-27; \$15,975, Toledo City Auditorium, May 27, all-time high of 7,100 admissions; \$7,983, Castle Farm, Cincinnati, May 28; \$6,726, American Legion concert and dance, Hutchinson, Kan., June 24; \$5,900, Laguna Park Ballroom, Salt Lake City, June 28, and \$7,709.60, Serrano Civic Auditorium, June 30. On May 29 at the Indianapolis CYO Community Fair, Hampton played to 36,000 persons, 6,000 more than attended last year's event. Tickets ranged from \$1.25 to \$6.40.

## Savoy Builds Europe Outlet

NEW YORK, July 14.—Berman Lubinsky, topper of the Savoy, Regent and Acorn labels, has set up a European affiliate for his disk enterprises. New firm is called Savoy Record Company, Ltd., and will operate in England, France, Germany, Belgium and Italy. Lubinsky owns 75 per cent of the firm, with the additional shares held by undisclosed foreign interests.

According to Lubinsky, the new firm will act as European presser and distributor of American-made disks and also arrange for foreign recordings to be issued in the United States. Lubinsky claims that the new set-up will require his presence in Europe for two months each year.

## Teagardens Mull Combo

HOLLYWOOD, July 14.—Plans are being made to form a jazz combo of one of jazz's most illustrious families, the Teagardens. Charlie Teagarden Friday (13) said that following brother Jack's exiting the Louis Armstrong group in August, when the sextet goes to Europe, there is a strong possibility the clan may band together for one-nighter and tele work. Jack, when not touring, makes his home in North Hollywood, Calif.

Group will include Jack, trombone; Charlie, trumpet; Norma, piano; Helen, piano; Clois, drums, and possibly Jack's two boys. A Teagarden combo will have multi-appeal — oldtimers, traders and even the younger set who should bear the name Teagardens used synonymously with the

*America's Fastest Selling Records*



**DECCA RECORDS**

The **WEAVERS**



**A SMASH!**

**WHEN THE SAINTS GO MARCHING IN**  
and  
**KISSES SWEETER THAN WINE**

Decca 27670 (78 RPM) and 9-27670 (45 RPM)



**RUSS MORGAN**  
And His Orchestra

Music In The Morgan Manner

**GO GO GO GO**

and

**ROSE OF THE MOUNTAIN**

Decca 27685 (78 RPM) and 9-27685 (45 RPM)

**GOING GREAT!**

**NEW RELEASES—SINGLES**

Dimples And Cherry Cheeks	ANDREWS SISTERS & GUY LOMBARDO
(There Was A) Night On The Water	AND HIS ROYAL CANADIANS Decca 27652 and *9-27652
If You Turn Me Down (See Ours-Down Dours)	TOMMY DORSEY AND HIS ORCHESTRA Decca 27690 and *9-27690
My Magic Heart	TOMMY DORSEY AND HIS ORCHESTRA (Featured In MGM Picture "Strictly Dishonorable")
Everything I Have Is Yours	TOMMY DORSEY AND HIS ORCHESTRA Decca 27691 and *9-27691
I Fall In Love With You Every Day	Decca 27691 and *9-27691
Love Is The Reason	ETHEL MERTON
Make The Man Love Me	Decca 27647 and *9-27647 (Bath from Musical Production "A Tree Grows In Brooklyn")
If You're So Smart	LOUIS JOHNSON AND HIS ORCHESTRA
How Come You Ain't Rich?	Decca 27648 and *9-27648
How Blue Can You Get?	Decca 27648 and *9-27648
Pretty Polly Polka	ETHEL SMITH
Tam's Tune	Decca 27649 and *9-27649
I'm With A Crowd But So Alone	ERNEST TUBB
Rose Of The Mountain	Decca 46323 and *9-46323
Rotation Blues	BILL MONROE
Lonesome Truck Drivers Blues	Decca 46344 and *9-46344
California Blues (Blue Yodel #4)	WEBB PIERCE
You Scared The Love Right Out Of Me	Decca 46332 and *9-46332
Meet Me At The Station	EDDIE CROSBY
Six Feet Deep	Decca 46333 and *9-46333
There's Gonna Be A Jubilee	JIMMY GLEE
Heading For Gloryland	Decca 46334 and *9-46334
My Baby's Gone	RAY-O-VALES
Let's	Decca 48221 and *9-48221
Run To Jesus Everyone	KATIE BELL HUBIN with Jimmy Reed's Trio
Is Everybody Happy	Decca 48222 and *9-48222
Mary Lou Polka "WHDOPPEE"	JOHN WILFAHRT AND HIS ORCHESTRA
Dream Of Heaven	Decca 45163 and *9-45163

\*Indicates 45 RPM Version

**NEW GOLD LABEL ALBUMS**

**BRAHMS**  
PIANO CONCERTO No. 2 IN B FLAT MAJOR, Op. 83  
Ella May, Piano—The Berlin Philharmonic Orch.—Max Fiedler, Conductor  
DL 9536—(Recorded by Deutsche Grammophon in Europe)

**MOZART**  
SYMPHONY No. 39 IN D MAJOR, K. 504 ("Prague")  
NWDR SYMPHONY ORCHESTRA, HAMBURG—  
FRANZ SCHMIDT-IBERHEDT, Conductor—and  
CONCERT-RONDO IN D MAJOR, K. 382  
Wilhelm Kempff, Piano—Dresden Philhar. Orch.—Paul von Kempen, Con.  
DL 9535—(Recorded by Deutsche Grammophon in Europe)

**BEETHOVEN**  
SYMPHONY No. 3 IN E FLAT MAJOR, Op. 55  
"EROICA"  
THE BERLIN PHILHARMONIC ORCHESTRA—CARL SCHURICHT, Conductor  
DL 9534—(Recorded by Deutsche Grammophon in Europe)

**RICHARD TAUBER**  
DAS DEUTSCHE VOLKSLIED  
A Collection of Famous German Folk Songs  
MISCHA SPOLIANSKY, Piano  
DL 9537

**JOSEPH SCHMIDT**  
Single CONCERT FAVORITES  
DL 9538

**An EILEEN JOYCE Piano Recital**  
Volume 3  
DL 9528

**CONCHITA SUPERVIA**  
In Arias and Scenes from ROSSINI OPERAS  
DL 9533

**TOP TUNES**

*By America's Favorite Artists*

**In The Cool, Cool, Cool Of The Evening**  
BING CROSBY and JANE WYMAN ..... 27678\*

**Come On-a My House**  
ELLA FITZGERALD ..... 27680\*

**The Loveliest Night Of The Year**  
FRED WARDING  
AND HIS PENNSYLVANIANS ..... 27507\*

**Ethel Smith** ..... 27583\*

**Sweet Violets**  
JANE TURZY ..... 27668\*

**Rose, Rose, I Love You**  
GORDON JENKINS ..... 27594\*

**I'm In Love Again**  
The ANDREWS SISTERS and  
GORDON JENKINS ..... 27635\*

**Mister And Mississippi**  
MILLS BROTHERS ..... 27579\*

**Because**  
DEANNA DURBIN ..... 25295  
BUDDY JOHNSON ..... 24842\*  
FELIX KNIGHT and RUSS MORGAN ..... 23476\*

**Why Did I Tell You I Was Going To Shanghai**  
BING CROSBY ..... 27653\*

**I Won't Cry Anymore**  
EILEEN WILSON ..... 27546\*

**My Truly, Truly Fair**  
RUSS MORGAN ..... 27630\*

**Because Of You**  
GLORIA DE HAVEN and  
GUY LOMBARDO ..... 27666\*

# Music as Written

## Louis Jordan Skedded For Junket Thru South

Louis Jordan is prepping his annual tour of the South of some 20-odd dates starting in September in Mississippi and winding up in El Paso, Tex., according to Don D. Robey, of Peacock Records, Inc., Houston, under whose supervision the tour is being made. Jordan will make the trek with the big orchestra he has out currently and with which he is reportedly getting top grosses.

## Halprin, Landerman Split Conn. Music Corp.

Music Corporation of Connecticut, operated for the past year by Maestri Paul Landerman and Robert Halprin, has split. Prior to splitting, the unit booked for some 10 Connecticut orchestras. Halprin is now operating under name of Bob Halprin Orchestras. Landerman, in association with his brother, Maurice, is booking independently.

## Dreyer Writes Again, Collabs With Wells

Dave Dreyer, head of Dreyer Music Corporation, who years ago clefited such standards as "Cecilia," "Me and My Shadow," "Following You," etc., has become active as a composer again. Latest item, co-authored by lyricist Bob Wells, is "Long Ago," scheduled for major record company coverage.

## Reid Distribbers Add New Indie Line

Reid Distributing Company, Birmingham, has added the Esoteric line to its stable of LP Indies. Vox, Concert Hall, Vanguard, Dial, Alca, Bartok, WCFM and Haydn Society, making the firm one of the leading distributors of indie longhair wax in the South.

## 'How Many Times' Is Mel 'How Many Times'

Buddy Robbins, professional manager for Paxton Music, has put the trade and delays on notice that the firm's plug tune will henceforth be known by its full title, "How Many Times Can I Fall in Love?" Reason is to avoid confusion with the Berlin oldie, "How Many Times Can I Fall in Love?" by Dorothy Collins MGM disk. The Paxton tune has been cut by Dinah Shore and Les Baxter.

## Capitol Records Chiefs Huddle on Fall Plans

Capitol Records' brass gathered in New York for a meeting of Eastern regional managers and salesmen. Diskery's fall anticipation program was presented and discussed. Frexy Glenn Wallich and Sales Veepee Bill Fowler headed up the convive. This was one of a series of regional meetings which already have been run off in Los Angeles, Dallas and Atlanta. The group will cover Cleveland and Chicago over the weekend, winding up in Chi in time to attend the National Association of Music Merchants' convention next week.

## Jane Harvey Gets Pix Test, May Wax for MGM on Coast

Thrush Jane Harvey, last seen in Hollywood several years ago at Ciro's, is making a bid for film work. Gal took a screen test Friday (13) at Paramount. MGM Records may hold wax sessions with the singer while she is on the Coast. Since she went East, Miss Harvey has done nitery, legit and TV work, most recent cafe date being La Martinique.

## New York

Capitol Records took on a new independent distributor, the Glen Allen Company, to cover Tennessee from its Memphis headquarters. The new distributor takes over the territory from the diskery's Dallas branch to expedite servicing of dealers in the area and to afford the diskery more efficient jake-up coverage in the territory. Red Ingle returned from Europe after more than three months of touring in England and on the Continent. WHDH, Boston, on whose air key decay Bob Clayton is heard, has banned "Give Me a Girl and a Waltz (and a Barrel of Beer, Beer, Beer)," recorded by

## Georgie's Tavern Band for Decca

Warbler Johnny Parker and his personal manager, Nat Freyer, have amicably parted after a year's association. Freyer is going into television packaging. Parker remains under the booking aegis of Music Corporation of America. Leroy Anderson recorded a second album for the Decca diskery. As he did for the first one, Anderson recorded eight of his own compositions, several never before recorded. Among the other titles was his "Fiddle Faddle." Esoteric Records, longhair indie appointed Iteid Distributors, Birmingham, exclusive distributors for Alabama, Tennessee and Northern Georgia.

Ray Eberle, remembered for his work with Glenn Miller, and brother of Bob Eberly who currently is being built by Capitol Records, joined forces with his former Miller associate, Tex Benning, for a pair of MGM recordings. Diskery was sliced at the close of Benke's engagement at the Rustic Cabin, Englewood, N. J., and prior to a Southern one-nighter tour leading to a Florida cafe engagement.

Patti Page will return to work from a four-week vacation vacation, with a two-week engagement at the Clover Club, Miami.

Buddy Morris will return here from the Coast Sunday (22) to make his depositions before the flick company defendants in his monopoly suit. The deal to buy the Warner Bros.' music holdings is on again, with railroad man Robert Young figuring as one of the potential purchasers.

Columbia a.d.r. staffer Joe Higgins off to Mexico for a two-week vacation. Don MacNeill does a recitation bit on the Victor disk of "What Is God?" with Fran Allison chirping. Flack Eddie Jaffe met last week with diskery publicity reps at Al & Dick's for a confab on the forthcoming Disk Jockey Week promotion. Bob McCluskey and Ben Kasper attended for Victor. Mike Conner for Decca. Derby Ishion for Columbia, and Sol Handwerker for MGM.

## Chicago

The two Mr. F's, the mystery vocal combination introduced last week by Mercury Records, are Skiff, Fred M. WBBM, Chicago, singer, and Jack Fulton, the song writer-vocalist, who previously cut for Tower. The side, "Those Were the Good Old Days," was penned by Fulton. Mercury has also inked Alena Greene, Negro baritone, who incidentally, is hubby of Vivienne Greene, the pianist-vocalist who cut "Honey, Honey, Honey" for the old Trylon label and later went with Mercury. Dick Bradley, of Tower, has cut a series of sides with Buddy D. Vilo, the ex-Harry James warbler, and Elaine Rodgers. WBBM staffer.

Bob Elmer, Associated Booking Corporation, put Chasley Venture, Buddy Rieh, Chubby Jackson and Marty Napos, as a quartet into the Silhouette, opening August 10 for three weeks. Joe Silletta, of the North Side spot, is coming to life July 20 when he brings back Herbie Fields. Dinah Washington makes her local nitery bow September 14 for a 17-day run at the Hi Note. Vern Stephens, head of MCA's concert department, underwent serious surgery at St. Luke's Hospital last week, which will bed him for about a month. Bobby Beers, the ex-Walk and Barron singer, is forming a territory band which will be booked by the Paul Moorhead agency, Omaha. Art Jahnke, of Jahnke Music, BMI pubbery, is releasing four of his own songs on Jahnke Records, done by WLS, Chicago, country music artists.

## Detroit

Phil Brestoff and his orchestra, with Doc Parker as vocalist, were booked for the dedication dance at St. Clair Beach, near Mount Clemens. The Chuck Foster orchestra, with Keith Jackson as soloist, is current at Walled Lake Casino. Marjorie Mansell is opening at the Copa Club, with Rocky Sullivan, emcee-vocalist, holding over. Laura Kendall, from Chicago, opened at the Royal York Cafe, as vocalist, working with Frank Sidney's orchestra. Billie Holiday

moved in Friday to replace Earl Williams at the Club Juana. Paddy Cliff, who has been appearing at the Gay Haven, Dearborn, Mich., moved across the river Monday to open in the Killarney Tavern, Windsor, Ont. Xavier Cugat's orchestra has moved into Elwood Hotel, Windsor, Ont.

## Mjlwaukee

Violinist Eddie South was linked for a four-week engagement at the Towne Room. Vi and Jerry Wagner drove all night from Peoria, Ill., to keep a luncheon date at Karl Raatsch's with 24 lady winners on Ken Vogt's WFOX disk identification contest.

Joseph Study ork, booked originally to back the Dorothy Shay show, being held over by the Schroeder Hotel Empire Room for dance tunes until the room shutters July 22. Plans call for extensive remodeling work to be done on the Empire Room and a hang-up full spending with big name act and music policy. Sudden shift found the Tommy Sheridan Trio winding up their smash long-term engagement at Danny Holland's Town House. Norman Ebron takes over with his single 88 act. Joe Aaron, former sax man with WMAW staff ork, well on his way to earning his degree in music education at Milwaukee State Teachers College.

## Kansas City

Anson Weeks, whose orchestra is appearing at the Latin Villa, is in the hospital recuperating from injuries suffered in a recent auto accident. Local maestro George T. Dona is mastering mindling Weeks' crew in his absence. Riverside Rancho is packing 'em in with Frankie Kay's new Eastern unit. Kay has two radio and two TV shows weekly in addition to his night club work.

## Toronto

Flip Phillips-Bill Harris group spent a week at the Colonial. Freddie Masters Quintet holding forth at Bessell's. Frances Foster, through, moved over with Jack Gordon Trio from Club One Two in El Mocambo. Betty Jean Ferguson, vocalist for Moxie Whitney and band, who have moved to Banff for the summer, takes over singing chores at Club One Two. Stan Todd, organist, defying anyone to stump him at the Metropole. He replaced Ralph Cooper, pianist.

## Hollywood

Hank Penny has signed as a regular on the Spade Cooley CBS show, kicking off July 27. Paramount is testing Bob Bergman, singer, with Eddie Brennan's Coconut Grove band. Local booker Reg Marshall returned from Texas, Arizona and New Mexico, setting up fall tours for King Perry, Phil Carroon and Anna Mae Winburn. Phil Carroon's ork is one-nighting along the Coast prior to a Southwest tour. Tony Pastor bowed at the Palladium July 10 after a four years' absence. Jo Stafford makes her epic debut in "My Fine-Feathered Friend" at Warners, co-starring with Dennis Morgan. "I Had a Gus Kahn biopic, "Wish I Had a Girl," will have Chuck Hansen as assistant megger.

Trionan Ballroom is considering reopening on Fridays. Dancery is also mulling plans for a tele. note. However, no commitments have been made. Trionan is currently operating on a Saturday-only policy. Don Ricardo took over the bandstand July 7, with Les Caribell, local wrestler, bringing in his new ork in the following Saturday. Terperly has been utilizing the talents of Ada Leonard and her fem band plus local outfits such as Paul Marlin. Last April the ballroom added an hour-long variety show to supplement the regular ork.

Allan Ross, Coast rep of Duches Music, exits the Lou Levy-owned pubbery Friday (13) to go in business for himself. Ross is opening two new outfits, both in New York, as Allan Ross Music Publishing Company, with one in the American Society of Composers, Authors and Publishers and one in Broadcast Music, Inc. Firms will handle all types of cleffings. Ross was with Duches for a year and before that with Chappell for 41 years.

# Waltz Stays With Acuff-Rose

Continued from page 12

agreed to destroy any copies of Waltz it had printed, to ask dealers and jobbers to return any outstanding copies, and to furnish proof that such copies have been destroyed, and to turn over to Acuff-Rose all outstanding accounts receivable on any copies of the tune sold.

## Complex Deals

Hill & Range had claimed the tune by virtue of an exclusive songwriter contract with Reed Stewart, co-writer with Pee Wee King of Tennessee Waltz. The contract was dated June, 1947. Acuff-Rose showed that it had acquired the tune in March, 1947. Chappell dropped its claim to the foreign rights during the negotiation settlement. When Chappell claimed the tune, it was an unpublished

copyright and publication was not made until after a Chappell-Acuff-Rose agreement had expired. Acuff-Rose maintained that it was not the intention of the agreement to include its unpublished tunes among those which Chappell was to have the rights to publish abroad.

A collateral settlement was made among King and Stewart and the Tubb and H & R pubberies for the exchange of mutual releases and the termination of the exclusive songwriting contract between Stewart and the Tubb firm. Also, four tunes which Stewart had placed with other publishers were reassigned to the Tubb firm.

The not a condition of settlement, Chappell will represent Acuff-Rose tunes abroad beginning in 1952 on a two-year deal. The deal is a limited one, with Chappell required to furnish proof of foreign publication within six months after having received a copy of an Acuff-Rose tune.

Attorney Harold Orstein handled the settlement for Acuff-Rose, with Gang, Kopp & Tyre the trial attorneys for the country publisher. Hill & Range and Chappell were represented by Robert Meyers, of Lillich, Geary & McHose, and by Ben Starr.

# Vaude Package For Lincoln

HOLLYWOOD, July 14. — Hunter Hancock, leading rhythm and blues disk jockey, is prepping a vaude package tentatively skedded to bow at the Lincoln Theater August 5. Show will include guests, amateurs and audience participation, running once a week, for an hour. A double-feature film will supplement the flesh fare. Budget for the program has not been set.

It has been several years since the Lincoln utilized a live show on a permanent basis. Other show ran for three years, and was emceed by Bardu Ali, currently working at the Barrel House. Lincoln's stage is now being used for benefits, with Jack Chazen, house manager, in charge.

# Goldkette Opens AM-TV Pkg. Firm

DETROIT, July 14.—A set-up to produce package shows for video and radio is being organized by Jean Goldkette, pioneer band leader, who has formed Jean Goldkette Productions, Inc., for the purpose. Opening a downtown studio, the veteran maestro is returning to the music-production end of show business after a fling at operating a night club here last year, the Fantasia.

Goldkette also plans a return to the concert field as a pianist. He appeared at one time as soloist with the Detroit Symphony Orchestra.

# Goodman Set for Utah Symp Soiree

SALT LAKE CITY, July 14.—Benny Goodman will be the top attraction July 23 at Salt Lake Country Club in the second annual Utah Symphony soiree. Open to symphony orchestra supporters who contributed \$50 or more to the progress fund, approximately 500 patrons are expected to attend from Salt Lake City, Provo, Ogden and Logan.

Appearing with a full band, Goodman will present both jazz and classics. Mozart's Concerto for Clarinet and Ocherches will be presented plus several Gershwin numbers. The "pops" concert will wind up with a jam session by the original Goodman trio.

# Burke Treks

Continued from page 12

booking the new band, as the Palladium contract says that any band playing the dancery cannot work in a 50-mile radius of the ballroom for a month before and after the date. This means Burke will not be able to work any of the local terperies in preparation for his Palladium bow. Band, however, played the Pacific Square Ballroom in San Diego, Calif., May 12. Only other major cities that fall outside the 50-mile ediet are Santa Barbara and San Bernardino, Calif. Local one-nighters were canceled when the Palladium demands were learned.

Burke will carry a personnel of 26, including vocalist Don Burke and the Cheer Leaders (three guys, two gals). For the band to work outside the radius with such a large group, it requires a high guarantee to compensate for transportation. Band being new, it is not in a position to demand a compensating figure, hence the difficulty.

# Milt Stavin P.M. For Bill Farrell

NEW YORK, July 14. — Milt Stavin, who for the past three years has devoted his time to a music publishing enterprise, this week returned to the personal management field when he completed a deal with warbler Bill Farrell. Stavin prior to the development of his Milton Music pubbery, was in the management field and last was associated with the now defunct Harry Cool ork. Stavin will continue with his publishing business.

# Farrell previously had been associated with Frank Sennes, veteran Cleveland agent. It is understood that Farrell parted with Sennes amicably because the agent allegedly was unable to execute his management efforts efficiently from the Cleveland base.

Farrell started his career strongly as warbler on the Bob Hope show and followed that with a hit MGM plattering of Circus. He still records for MGM. He just inked with the William Morris agency for bookings after spending the past couple of years under the General Artists Corporation banner.

Farrell started his career strongly as warbler on the Bob Hope show and followed that with a hit MGM plattering of Circus. He still records for MGM. He just inked with the William Morris agency for bookings after spending the past couple of years under the General Artists Corporation banner.

Farrell started his career strongly as warbler on the Bob Hope show and followed that with a hit MGM plattering of Circus. He still records for MGM. He just inked with the William Morris agency for bookings after spending the past couple of years under the General Artists Corporation banner.

# Sylvania "Halolite" Sets in NMM Bow

NEW YORK, July 14. — Next Monday (16) Sylvania TV will introduce its new line of video sets at the National Association of Music Merchants convention featuring the "surrounding" lighting principle. New sets will be previewed Sunday (15) by the firm's distributors gathered at the Palmer House. Principle has the picture screen surrounded by a frame of "soft, cool light." The border of light is said to soften the transition from the brilliant light of the picture screen to the darkness of the viewing room.

New Sylvania feature is called "Halolight" and is said to be the result of more than a year of experiments at the Sylvania laboratories in Salem, Mass., and Bay-side, N. Y.

# Pub Stops

Continued from page 12

planned a big push on the Martin etching, for which it had high hopes.

It is believed, however, that Victor originally undertook the Clair project as a calculated risk, on two legal premises:

(1) The work is a pre-1909 copyright and, as such, might be construed as in the public domain insofar as recordings are concerned.

(2) The particular version Martin used, an orchestration of the piano copy, might be considered not an arrangement, since it is part of a recording and not a publication.

However, the company decided not to make an issue or test case of the matter at this time, after the publisher objected.

Neither did Victor say that the record has been permanently withdrawn, leaving room for the inference that it is perhaps being held aside pending further deliberation.

# HOW 6 BIG COLUMBIA HITS TURNED SUMMER SLUMP TO SALES JUMP!

ROSEMARY CLOONEY

**"COME ON-A MY HOUSE"**

AND

"Rose of the Mountain"

GUY MITCHELL  
and MITCH MILLER

**"MY TRULY, TRULY FAIR"**

AND

"Who Knows Love?"

FRANKIE LAINE

**"JEZEBEL"**

AND

**"ROSE, ROSE, I LOVE YOU"**

LEFTY FRIZZELL

**"MY BABY'S JUST LIKE MONEY"**

AND

"I Want to Be with You Always"

JO STAFFORD  
FRANKIE LAINE

**"PRETTY EYED BABY"**

AND

"That's the One for Me"

PERCY FAITH & ORCH.

**"ON TOP OF OLD SMOKY"**

AND

**"THE SYNCOPATED CLOCK"**



JO STAFFORD



FRANKIE LAINE



ROSEMARY CLOONEY



GUY MITCHELL



LEFTY FRIZZELL



PERCY FAITH

Out of every seventy-five people in the U. S. somebody has bought one of the above records!

Columbia's total sales on these six records alone is well over 2,000,000, and still climbing!

What does this mean to you? It disproves that old adage about "summer slumps" in the record business. It means that if we at Columbia make the right discs, and you push 'em from your end, the summer sales period can be just as profitable as any other season!

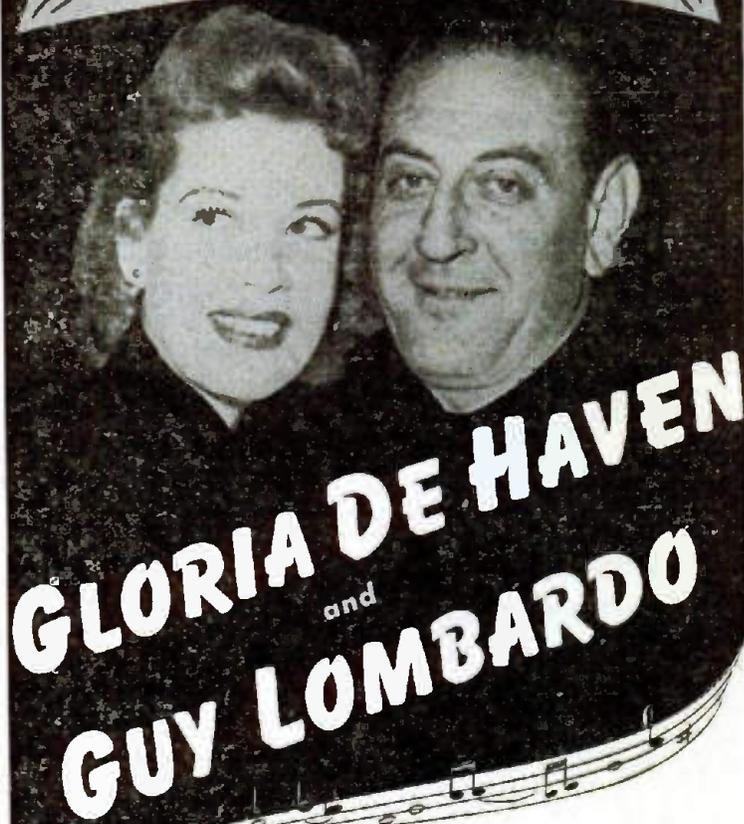
Columbia has proven that this summer!

COLUMBIA RECORDS

**COLUMBIA RECORDS**

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

**A GREAT COMBINATION!  
A GREAT HIT!**



**GLORIA DE HAVEN  
and  
GUY LOMBARDO**

**OUT O'  
BREATH**

*Coupled with*

**BECAUSE OF YOU**

Decca 27666 (78 RPM) and 9-27666 (45 RPM)

*America's Fastest  
Selling Records*



**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. Basis on reports received July 11, 12 and 13.

Last Week | This Week

**1. 1. Too Young**

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

RECORDS AVAILABLE: F. Allman, V 20-4105; P. Andrews, Dec 2756-9; T. Aron, Cal 39271; M. King, Cal 3449; J. Desmond, MGM 10430; R. Hayes, Mer 5596; D. Vinyard, Coral 60393; V. Young, Ork, Dec 27340; G. Moody, King 972; & Arcam, Ork. V45351-9480.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dm. Jerome Ork, Associated; Bob Eberly, World; Foly Pastor, Long Worth.

**4. 2. My Truly, Truly Fair**

... By Bob Merrill—Published by Salsbury-Jay (ASCAP)

RECORDS AVAILABLE: V. Damone, G. Bassman, Ork, Mer 4146; F. Martin, Ork, V 20-4159; G. Mitchell, Cal 39415; A. Money, MGM 10468; R. Amico, Cal 3583; D. James, 1050; G. Auld, Coral 60515; B. Morgan, Dec 27630.

ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard.

**9. 3. Come On-A My House**

... By William Saroyan and Ross Bagdasarian—Published by Dechert (BMI)

RECORDS AVAILABLE: R. Clancy, Cal 39447; R. Hayes, Mer 5673; E. Aron, Federal 14001; E. Fitzgerald, Ork 81218; B. Kern-C. Corbett, Quinella, Sany 743; L. Prima, Robin Hood 111; R. Starr, Cal 1710; The Three Sorbs, V 20-4934.

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

**3. 4. On Top of Old Smoky**

... By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: G. Cates, Coral 604-36; V. McCoy, V 20-4134; The Weavers, Dec 27535; P. Faith-B. Bros, Cal 39328; Terra Lutz, Indro 6014; G. Stroud, Ork, Mer 5612; Josh White, London 1078; B. Johnson, World 3030; M. Pearl, King 978.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Hill, Ork, Standard; Low Howard, World.

**7. 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 30955; P. Faith, Ork, Cal 39292; M. Lane, V 10-1300; H. O'Connell, Cal 3408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27587; B. Hart, World 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Kaplan, Standard; Bill Hill, Ork, Standard; Shep Fields, Long Worth; Monica Lewis, World.

**5. 6. Jezebel**

... By Wayne Shanklin—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Lane, Cal 39307; B. Hart, World 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard; Larry Felton, World.

**2. 7. How High the Moon**

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

RECORDS AVAILABLE: C. Brown, Aladdin 3071; Fred Carter, Cal 39146; Lou Paul, Cap 1451; S. Keston, Cal 15117; D. Ellington, Ork, Cal 30956; E. Fitzgerald, Dec 24287; D. Rose, Ork, MGM 10312; MGM 10322; D. Brooks, Tiv, Fantasy 515; G. Peterson, Mer 8943.

ELECTRICAL TRANSCRIPTION LIBRARIES: Hans @-Anita, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley, Ork, Theatrical; Jim Craig-Johnny Guarnieri Quartet, Theatrical; Helen Forest, World.

**6. 8. Mister and Mississippi**

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

RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aury, Cal 39371; D. Dwy, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5645; Tennessee Ernie, Cap 1925.

ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fortine, World; Hank Fenn, Standard.

**9. Sweet Violets**

... By Cy Cohen and Charles Green—Published by E. M. Morris (ASCAP)

RECORDS AVAILABLE: D. Drew-C. Fernan, Ork, Mer 5673; D. Stone, V 20-4174; J. Turry, Dec 27669.

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

**10. Because of You**

... By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Easter, Cap 1932; T. Bennett, Cal 39367; Bob Crosby, Coral 60460; G. De Haven-G. Lombardo, Dec 27666; J. Desmond, MGM 10942; J. Ferrer, V 10-3426.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

## COMING UP FAST!

**78 45**  
rpm rpm

- "I WISH I HAD NEVER SEEN SUNSHINE," JOSEPHINE"  
Les Paul and Mary Ford .....1592—F1592
- "I'VE GOT YOU UNDER MY SKIN," "THAT'S MY BOY"  
Stan Freberg .....1711—F1711
- "GOOD MORNING, MR. ECHO," "RIVER ROAD TWO-STEP"  
Margaret Whiting .....1702—F1702
- "I LOVE THE SUNSHINE OF YOUR SMILE," "SENTIMENTAL  
FOON" The Four Knights .....1587—F1587
- "COME ON A MY HOUSE," "HOLD ME, HOLD ME, HOLD ME"  
Kay Starr .....1710—F1710

## HOT SELLERS!

### POPULAR

- "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole .....1449—F1449
- "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN'  
BLUES" Les Paul and Mary Ford .....1451—F1451
- "OCEAN OF TEARS," "YOU'RE MY SUGAR"  
Kay Starr and Tennessee Ernie .....1567—F1567
- "MOCKIN' BIRD HILL," "CHICKEN REEL"  
Les Paul and Mary Ford .....1373—F1373
- "GOOD MORNING, MR. ECHO," "RIVER ROAD TWO-STEP"  
Margaret Whiting .....1702—F1702
- "SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton .....1480—F1480
- "PRETTY EYED BABY," "MY TRULY, TRULY FAIR"  
Ray Anthony .....1583—F1583
- "SONG OF DELILAH," "BECAUSE OF RAIN" Nat "King" Cole .....1501—F1501
- "LITTLE CHRD," "RED SAILS IN THE SUNSET"  
Nat "King" Cole .....1468—F1468
- "STAR OF HOPE," "WHY AM I LOSING YOU"  
Margaret Whiting and Jimmy Wakely .....1555—F1555

### WESTERN & FOLK

- "BLESS YOUR LITTLE OL' HEART (YOU'RE MINE),"  
"TODAY I'M MOVIN' OUT" Sheets McDonald .....1570—F1570
- "I AMN'T CRYIN' OVER YOU," "HANGOVER HEART"  
Hank Thompson .....1528—F1528
- "BLACK STRAP MOLASSES," "LOVE AND DEVOTION"  
Tex Williams .....1700—F1700
- "DRIFTING TEXAS SAND," "ALONE IN A TAVERN"  
Eddie Kirk .....1591—F1591
- "R & COLA AND MOON PIE," "BEER DRINKING BLUES"  
"Big Bill" Lister .....1488—F1488
- "A MILLION YEARS AGO," "LONELY AND BLUE OVER  
SOMEONE" Leon Payne .....1580—F1580
- "IT'S BARGAIN DAY (IN BROKEN HEARTS)," "I CAN'T TELL  
MY HEART THAT" Jimmie Skinner .....1563—F1563
- "HONKY TONK HARDWOOD FLOOR," "HANG ON THE BALL  
AND CHAIN" Jess Willard .....1562—F1562



Week Ending  
**JULY 21, 1951**

Hot Sellers based on  
Actual Sales Reports

## THE BIG ONE TO WATCH!

ANOTHER "SEPTEMBER SONG"

# Stan Kenton

"LAURA"  
IN A MELODIC AND DANCEABLE TEMPO

"JUMP FOR JOE"  
BACKED BY A RHYTHMIC INSTRUMENTAL

ON 78 RPM 1704  
ON 45 RPM F1704



COUNTRY AND FOLK

**JIMMIE SKINNER**  
SINGS TWO TOP-SELLING HITS

"IT'S BARGAIN DAY"

"I CAN'T TELL MY HEART THAT" 78 rpm 1563 45 rpm F1563

## NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
<b>STAN FREBERG</b> <small>with Orchestra and Chorus Conducted by Les Elmer</small>	I'VE GOT YOU UNDER MY SKIN THAT'S MY BOY	1711	F1711
<b>HEL TORNE</b> <small>with Orchestra and Chorus Conducted by Nelson Riddle</small>	LOVE IS SUCH A CHEAT (THE GYPSY SONG) THE ONE FOR ME	1712	F1712
<b>JAN CARRIER</b> <small>and Her Orchestra</small>	PUT ALL YOUR KISSES IN AN ENVELOPE MELINDA <small>Lead by Guy Lombard</small>	1714	F1714
<b>THE JUBALAIRES</b>	KEEP ON DOIN' WHAT YOU'RE DOIN' RAIN IS THE TEAR DROPS OF ANGELS	1715	F1715
<b>DAVE BARBOUR</b> <small>and His Orchestra</small>	LA BOTA <small>From the M.C. in Future "The Ring"</small> CASTLE ROCK	1716	F1716
<b>YMA SUMAC</b> <small>with Orchestra and Chorus Conducted by Leslie Bricusse</small>	VIRGIN OF THE SUN GOD (TAJATA MITY) LURE OF THE UNKNOWN LOVE (XTABAY)	1717	F1717
<b>HICKEY KATZ</b> <small>and His Orchestra</small>	BORSCHT RIDERS IN THE SKY SHE'LL BE COMING 'ROUND THE KATZKILLS <small>(Parody Version of "Down Below in The Valley") (Based on "Big Bill in Camp" Round The Mountain)</small>	1718	F1718
<b>SUGAR CHILE ROBINSON</b>	THE HUNKIE MAN (THE ICE CREAM MAN) THE GREEN GRASS GROWS ALL AROUND	1719	F1719
	WESTERN & COUNTRY		
<b>RANBLIN' JIMMIE DOLAN</b>	JUKE BOX BOOGIE SAILOR'S BLUES	1720	F1720
<b>ROY HOGSED</b>	FREE SAMPLES I WISH I WUZ	1721	F1721

# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

Based on reports received July 11, 12 and 13

Records listed here in numerical order are played over the greatest number of record shops. List is based on results from weekly survey among disc jockeys (round the country. Unless shown in this chart, other available records or tunes listed here will be found on the honor roll of hits. Music Popularity Chart, Part 1. (R) Indicates tune is from a single; (S) indicates tune is from a single musical.

POSITION	Weeks	Last	This	Title	Artist	Label
1	2	3	4	5	6	7
14	1	1	1	TOO YOUNG	Nai (King) Cole	Capitol
3	5	2	2	COME ON A MY HOUSE	R. Clooney	Capitol
16	2	3	3	HOW HIGH THE MOON	L. Paul-M. Ford	Capitol
12	3	4	4	JEZEBEL	F. Laine	Capitol
7	4	5	5	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Capitol
6	8	6	6	I'M IN LOVE AGAIN	A. Stevens-H. Rene	Capitol
3	12	6	6	SWEET VIOLETS	D. Shore	Capitol
8	7	8	8	MY TRULY, TRULY FAIR	V. Damone	Mercury
11	6	9	9	ROSE, ROSE, I LOVE YOU	F. Laine	Capitol
9	8	10	10	MISTER AND MISSISSIPPI	P. Page	Mercury
13	18	11	11	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Capitol
3	15	12	12	GOOD MORNING, MR. ECHO	J. Turz	Decca
16	10	13	13	ON TOP OF OLD SMOKY	V. Monroe	Capitol
14	11	14	14	SOUND OFF	V. Monroe	Capitol
14	15	15	15	ON TOP OF OLD SMOKY	T. Gilyson-Weavers-V. Schen	Decca
9	—	16	16	ROSE, ROSE, I LOVE YOU	B. Morrow	Capitol
1	—	17	17	JOSEPHINE	L. Paul	Capitol
7	28	18	18	I GET IDEAS	T. Martin	Capitol
4	14	19	19	SHANGHAI	D. Day P. Weston	Capitol
3	24	20	20	MORNING SIDE OF THE MOUNTAIN	P. Weston	Capitol
1	—	21	21	GOOD MORNING, MR. ECHO	G. Gibbs	Mercury
1	—	22	22	DEADLY WEAPON	E. Howard	Mercury
1	—	22	22	SHANGHAI	Bob Crosby	Capitol
1	—	22	22	GOOD MORNING, MR. ECHO	M. Whiting	Capitol
1	—	25	25	BECAUSE OF YOU	T. Bennett	Capitol
1	—	25	25	LONELY LITTLE ROBIN	M. Carson	Capitol
8	18	27	27	TOO YOUNG	T. Arden	Capitol
8	20	28	28	THESE THINGS I OFFER YOU	S. Vaughan	Capitol
2	20	29	29	TOO YOUNG	F. Allison	Capitol
5	24	29	29	I'M A FOOL TO WANT YOU	F. Sinatra	Capitol
5	27	29	29	MAMA WILL BARK	F. Sinatra-Dagmar	Capitol

## England's Top Twenty

POSITION	Weeks	Last	This	Title	Artist	Label
1	2	3	4	5	6	7
7	1	1	1	WITH THESE HANDS	Edward Kassar, Ltd.	Decca
5	2	2	2	MY RESISTANCE IS LOW	Morris	Decca
15	3	3	3	MORNING BIRD HILL	Southern	Southern
5	3	4	4	IVORY RAG	Mac Melodies	Admiral
18	4	5	5	BE MY LOVE	Francis Day	Robbie
3	8	6	6	JEZEBEL	Campbell/Connelly	Parlophone
4	13	7	7	I APOLOGIZE	Victoria	Crawford
6	8	8	8	ON TOP OF OLD SMOKY	Leeds	Falvey
12	7	9	9	SHOOTING BOOZIE	Campbell/Connelly	Crosby
20	9	10	10	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Uff	Darmonch
4	11	11	11	THE LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbie
8	14	12	12	OUR VERY OWN	Bractery Wood	Henry Spilzer
12	13	13	13	SPARROW IN THE TREE TOP	Cyphonic	Santley-Joy
9	10	14	14	WOULD I LOVE YOU	Dixey	Dixey
1	—	15	15	TOO LATE NOW	New World	Felix
24	15	16	16	SEPTEMBER SONG	Chappell, Ltd.	Crawford
2	19	17	17	YOU ARE MY DESTINY	Sain	"
15	16	18	18	ROSE, ROSE, I LOVE YOU	Sterling	Chappell
14	17	19	19	MARY ROSE	Mappo	Snapiro-Bernstein
10	18	20	20	MY LIFE'S DESIRE	Lena	Snapiro-Bernstein

\*Publisher not available in The Billboard goes to press.

## VOX JOX

### Sponsor Talk

John Woods, WTAG, Worcester, Mass., always oils up the Cain's Mayonnaise c. t. spots with a gimmick suggestion. However, his most recent suggestion (that kids use empty Cain jars, with holes punched in the lids, as "cages for snakes, snails, turtles and June bugs") drew some irate calls from squeamish parents, who complained that the small fry were doing just that. Dixie Lily Flour is in for 82 weeks with Eddie Gallaheer, WTOP, Washington. Jim Hardie, WHP, Jacksonville, Fla. reports a 26-week deal with Suncrest's Nu-Grape. Harley Davidson Motorcycles and Schwinn bikes are buying a 15-minute seg of Dick Sullivan's show over WDHN, New Brunswick, N. J. Contract is for 12 weeks, thru a co-op tie-up with a local cycle shop. Bill Bilbert, WJL, Detroit, Mich., snagged a sponsor, via the insult routine, but he doesn't recommend it as a general rule. A local soft drink firm proxy interrupted Bill's nightly remote from the Wonder Bar one night to crack that the only reason he wouldn't sponsor the show was because nobody listened to the radio after midnight. Bill promptly contested the remark, and asked listeners to back him up. Result: One soft drink sponsor for Bilbert. Alan Owen, WMID, Atlantic City, N. J., now has a total of 21 sponsors for his daily "Music Room Show." Fletcher Walker, WHMA, Aniston, Ala., has landed a 52-week spot contract with Hearts Bread.

### Preems

Herb Liebeck has left WHNC, Henderson, N. C., to join WBTM, Danville, Va. Bill Harvey, ex-KRLC, Lewiston, Idaho, has moved to KTFI, Twin Falls, Idaho. Ted Bryant, ex-KBKH, Pullman, Idaho, succeeds Bill on KRLC. Lee Morris, WSB, Atlanta, has started a new daily afternoon platter show tagged "Take Thirty." Man-bites-dog news is that ex-Capitol Record rep Gil Henry is now piloting his own disk show over KING, Seattle. Another "man-bites" incident at KGGF, Coffeyville, Kan., where editor Herb Hoover turns newscaster, with airer originating from local Journal's news room. Record librarian Dottie Cecchi gets an on-the-air break every Friday when she selects the "Disk Hit of the Week" for Jay Mc-Master's wax session over WMFX, Boston. John Carlson, formerly on WJL, N. Y., succeeds Falls, N. Y., has replaced John Michael at WERC, Erie, Pa. Vern Cook, WPTB, Albany, N. Y., tees off an all-board session tagged "Cook's Tour" this month. WJMO, Cleveland, has signed Akron's J. Allan Freed for a daily platter program. Freed will continue his TV show on WXEL, Cleveland. Wally Douglas is new staffer at WNUA, Norton, Va. Bob Richmond has replaced Frank Allen on WRBN, Topeka, Kan. Ned Jack the Bellboy, Lukens, WEAS, Decatur, Ga., is conducting a Saturday matinee session at the Negro VFW in Atlanta in a special push to combat local juvenile delinquency. Bill Britton, WHLK, Norfolk, Conn., is using The Billboard chart as a basis for his "Ten Top Tunes of Yesterday and Today" show every Saturday night. Jay Thomas, only disk jockey at WTTT, Bloomington, Ind., was called to active duty in the Army. He reported to Fort Riley, Kan., July 13—his birthday!

### Gimmix

Bob Lee, WCAV, Norfolk, Va., announced that he was going to play Tony Martin's (Continued on page 24)

## Best Selling Sheet Music

Based on reports received July 11, 12 and 13

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

POSITION	Weeks	Last	This	Title	Artist
1	2	3	4	5	6
13	1	1	1	TOO YOUNG (R)	Jefferson
10	3	2	2	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
16	2	3	3	ON TOP OF OLD SMOKY (R)	Folkways
22	4	4	4	MOCKING BIRD HILL (R)	Southern
6	6	5	5	MY TRULY, TRULY FAIR (R)	Santley-Joy
7	5	6	6	MISTER AND MISSISSIPPI (R)	Shapiro-Bernstein
3	10	7	7	BECAUSE OF YOU (F) (R)	Broadcast Music
11	8	8	8	HOW HIGH THE MOON (R)	Chappell
6	7	9	9	JEZEBEL (R)	Broadcast Music
1	—	10	10	SWEET VIOLETS (R)	E. H. Morris
29	9	11	11	IT IS NO SECRET (R)	Duchess
2	15	12	12	COME ON A MY HOUSE (R)	Duchess
7	13	13	13	ROSE, ROSE, I LOVE YOU (R)	Chappell
1	—	14	14	I'M IN LOVE AGAIN (R)	Crawford
2	12	15	15	I GET IDEAS (R)	Hill & Range

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network's stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman ACI by the Accurate Reporting Service in New York. Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Lists are the top 30 tunes in the case of disc songs alphabetically. This music checked is predominantly cover (0-99 cent) album.

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

POSITION	Weeks	Last	This	Title	Artist	Agency
1	2	3	4	5	6	7
1	—	1	1	Because of You (F) (R)	Diapason	ASCAP
2	—	2	2	Come On a My House (R)	Diapason	ASCAP
3	—	3	3	On Top of Old Smoky (R)	Diapason	ASCAP
4	—	4	4	Do You Really Love Me (R)	Diapason	ASCAP
5	—	5	5	Faithfully Yours (R)	Diapason	ASCAP
6	—	6	6	Go, Go, Go (R)	Diapason	ASCAP
7	—	7	7	Hello, Young Lovers (M) (R)	Diapason	ASCAP
8	—	8	8	How High the Moon (R)	Diapason	ASCAP
9	—	9	9	I Write a Happy Tune (M) (R)	Diapason	ASCAP
10	—	10	10	It Was with the Best (R)	Diapason	ASCAP
11	—	11	11	I'm Love (F) (R)	Diapason	ASCAP
12	—	12	12	In the Cool, Cool, Cool of the Evening (R)	Diapason	ASCAP
13	—	13	13	Jarvis (R)	Diapason	ASCAP
14	—	14	14	Loveless Wish of the Year (F) (R)	Diapason	ASCAP
15	—	15	15	Mad About Love (R)	Diapason	ASCAP
16	—	16	16	Mister and Mississipp (R)	Diapason	ASCAP
17	—	17	17	Mocking Bird Hill (R)	Diapason	ASCAP
18	—	18	18	Morning of the Mountain (R)	Diapason	ASCAP
19	—	19	19	My Truly, Truly Fair (R)	Diapason	ASCAP
20	—	20	20	On Top of Old Smoky (R)	Diapason	ASCAP
21	—	21	21	Pretty-Eyed Baby (R)	Diapason	ASCAP
22	—	22	22	Snapshots (R)	Diapason	ASCAP
23	—	23	23	Specieed Clock (R)	Diapason	ASCAP
24	—	24	24	Talkin' My Mind (F) (R)	Diapason	ASCAP
25	—	25	25	There's No Beat Like a Rebeat (R)	Diapason	ASCAP
26	—	26	26	Too Young (R)	Diapason	ASCAP
27	—	27	27	World I Love You—Dixey	Diapason	ASCAP
28	—	28	28	We Kiss in a Shadow (M) (R)	Diapason	ASCAP
29	—	29	29	When You and I Were Young—Maggie Block (R)	Diapason	ASCAP
30	—	30	30	Wonder Who (F) (R)	Diapason	ASCAP
31	—	31	31	You Belong to My Heart (R)	Diapason	ASCAP

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

The Richard Heiber (RH) Tele-Log is based on the monitoring of all programs listed by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company networks in the New York and Chicago areas. Point totals are based on 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 sustaining show 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.

POSITION	Weeks	Last	This	Title	Artist	Points
1	2	3	4	5	6	7
1	—	1	1	My Truly, Truly Fair—Santley	40	
2	—	2	2	How High the Moon—Chappell	35	
3	—	3	3	On Top of Old Smoky—Folkways	30	
4	—	4	4	Mocking Bird Hill—Southern	25	
5	—	5	5	Do You Really Love Me—Folkways	20	
6	—	6	6	Mister and Mississipp—Shapiro	15	
7	—	7	7	World I Love You—Dixey	10	
8	—	8	8	Loveless Night of the Year—Robbins	5	
9	—	9	9	Because of You—BM	40	
10	—	10	10	I Like the Way You Smile—Morris	35	
11	—	11	11	After All My Swag—Lena	30	
12	—	12	12	I'll Buy You a Swan—T. B. Harms	25	
13	—	13	13	I'm Love—Dixey	20	
14	—	14	14	I Write a Happy Tune—Williamson	15	
15	—	15	15	Blow Back the Thrill—Mappo	10	
16	—	16	16	Come On a My House—Duchess	5	
17	—	17	17	Good Fishin—Felix	20	
18	—	18	18	I Get Ideas—Hill and Range	20	
19	—	19	19	It's a Lovely Day—Bertie	20	
20	—	20	20	Loveless Wish of the Year—Robbins	20	
21	—	21	21	Loveless Wish of the Year—Robbins	20	
22	—	22	22	Pretty-Eyed Baby—Picnick	20	
23	—	23	23	Because of You—Morris	20	
24	—	24	24	How High the Moon—Chappell	20	
25	—	25	25	I Apologize—Crawford	20	
26	—	26	26	I'm a Fool to Want You—Barton	20	
27	—	27	27	Love is the Reason—T. B. Harms	20	
28	—	28	28	Make the Man Love Me—T. B. Harms	20	
29	—	29	29	When You and I Were Young—Maggie Block	20	
30	—	30	30	We Kiss in a Shadow—Williamson	20	

**JUST RELEASED!**



A New Hit By Precious

**PATTI  
PAGE**

**"DETOUR"**

AND

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

MERCURY 5682 • 5682x45

**AVAILABLE SOON**

The Only Unreleased Hit In America!



**VIC  
DAMONE**

**"Longing For You"**

AND

**"Son Of A Sailor"**

MERCURY 5655 • 5655x45



MERCURY RECORDS, CHICAGO, ILLINOIS

**MOVING UP FAST!**

ONLY MERCURY HAS THESE HITS!

**GEORGIA GIBBS**

**"WHILE WE DANCED"**

AND

**"WHILE WE'RE YOUNG"**

MERCURY 5681 • 5681x45



**THE TWO MR. F'S**

New Singing Team

**"THESE WILL BE THE  
GOOD OLD DAYS"**

AND

**"LONESOME"**

MERCURY 5684 • 5684x45



**EDDIE HOWARD**

AND HIS ORCHESTRA

**"DEADLY WEAPON"**

Already On The Best Seller List

MERCURY 5676 • 5676x45



**LOLA AMECHE**

The New Zany Novelty

**"HITSITY HOTSITY"**

(HOOTSY TOOTSY)

MERCURY 5675 • 5675x45



**RICHARD HAYES**

**"GO, GO, GO, GO"**

MERCURY 5671 • 5671x45



**DIFFERENT!**

**A SOCK RELEASE!**

**RALPH MARGERIE**

AND HIS ORCHESTRA

**\*"TRUMPETEER'S LULLABY"**

AND

**"BEAUTIFUL OHIO"**

**"DJ's...Watch For This...You'll Spin It Over And Over**

MERCURY 5679 • 5679x45



MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received July 11, 12 and 13

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

Table with columns: POSITION, Weeks Last, This, and record titles with artist names and labels.

DEALER DOINGS

News and Chatter

Charley Brown, manager of Van Currier Music, Schenectady, N. Y., reports, "No summer slump around here. We dropped off for about two weeks a month or so ago, but a rash of hits has kept us going strong ever since."

"Things Not So Bad"

A lengthy letter from George R. Mills, Mills Music Company, Topeka, Kan., takes the stand that business is not as bad as some dealers would make it out to be.

Philly Switches

Two vet Philadelphia area disk and music dealers have moved into the city's downtown area. Nick Mutchnick opened a branch Melody Record Shop in the Earle Theater Building.

"Les Paul" Deal Set by G. Barnes

NEW YORK, July 14.—George Barnes, veteran Chicago jazz guitarist, has been inked to do a "Les Paul" for Decca Records. Barnes is known to have been experimenting with the multiple-dub, the application of which zoomed Paul to his current eminence, since 1942.

Best Selling Children's Records

Based on reports received July 11, 12 and 13

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

Table with columns: POSITION, Weeks Last, This, and record titles with artist names and labels.

Best Selling Pop Albums

Based on reports received July 11, 12 and 13

Because all levels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate.

Table with columns: Last Week, This Week, and record titles with artist names and labels.

Table with columns: Last Week, This Week, and record titles with artist names and labels.

Best Selling Classical Titles

Table with columns: Last Week, This Week, and record titles with conductor and orchestra names.

Table with columns: Last Week, This Week, and record titles with conductor and orchestra names.

Subscribe Now! ONE YEAR \$10 52 BIG ISSUES including 8 Special Issues THE BILLBOARD 2160 Patterson Dr., Cincinnati 23, Ohio

**A SURPRISE PACKAGE!**

**PERRY COMO**

**SURPRISING**

**"CARA CARA BELLA BELLA"**

RCA VICTOR RECORDS 20-4203—(47-4203)\*



This week's

**New Releases**  
... on **RCA Victor**

Release 01-20

Ships Coast to Coast, Week of July 20

**POPULAR**

- BUDDY MORROW** and his Orchestra  
Everything I Have Is Yours  
It Never Entered My Mind  
20-4195—(47-4195)\*
- THE THREE SONS**  
Come On-a My House  
Hula Blues  
20-4199—(47-4199)\*
- PERRY COMO** with Mitchell Ayres' Orchestra  
Surprising  
Cara Cara Bella Bella  
20-4203—(47-4203)\*
- MINDY CARSON** with Norman Layden's Orchestra  
Irish Stew  
Say It Again  
20-4204—(47-4204)\*

**COUNTRY**

- THE OKLAHOMA WRANGLERS**  
Country Kisses  
I Know You'll Never Change  
21-0491—(48-0491)\*
- TEXAS JIM ROBERTSON** and The Panhandle Puncher  
Deadly Weapon  
Bite Your Tongue and Say You're Sorry  
21-0492—(48-0492)\*
- ARITA CARTER**  
I Want To Be Blue  
Just You and I  
21-0493—(48-0493)\*

**RHYTHM**

- STEVE GIBSON** and the Original Red Caps  
Would I Mind  
When You Come Back To Me  
22-0138—(30-0138)\*

**POP—SPECIALTY**

- SIX FAT DUTCHMEN**  
Do, Do Liege! Mir Im Herzen  
Overshoe Landler  
25-1202—(51-1202)\*

**RED SEAL SPECIAL**

- BOSTON POPS ORCHESTRA**  
Arthur Fiedler, Conductor  
Medley From Walt Disney's  
ALICE IN WONDERLAND  
10-3451—(49-3451)\*

\*66 P.M. Ctr. 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.

- Sweet Violets**  
Dinah Shore ..... 20-4174—(47-4174)\*
- The Loveliest Night of the Year**  
Mario Lanza ..... 10-3300—(49-3300)\*
- I'll Hold You in My Heart/I Heard a Song**  
Eddie Fisher ..... 20-4191—(47-4191)\*
- I'm in Love Again**  
Henri Rene with April Stevens ..... 20-4148—(47-4148)\*
- Sound Off**  
Vaughn Monroe ..... 20-4113—(47-4113)\*
- I Get Ideas**  
Tony Martin ..... 20-4141—(47-4141)\*
- Because**  
Mario Lanza ..... 10-3207—(49-3207)\*
- On Top of Old Smoky**  
Vaughn Monroe ..... 20-4114—(47-4114)\*
- Mister and Mississippi**  
Dennis Day ..... 20-4140—(47-4140)\*
- I Wanna Play House With You**  
Edly Arnold ..... 21-0476—(48-0476)\*
- Vesti La Giubba**  
Mario Lanza ..... 10-3228—(49-3228)\*
- Tell Me/Do You Really Love Me?**  
T. Martin ..... 20-4169—(47-4169)\*
- Be My Love**  
Mario Lanza ..... 10-1561—(49-1561)\*
- What Is a Boy**  
Jan Peerce ..... 10-3425—(49-3425)\*
- Cryin' Heart Blues**  
Johnnie and Jack ..... 21-0478—(48-0478)\*

*Coming Up...*

Indicates records which have enjoyed better than average initial consumer acceptance and stand on 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.

- I'll Hold You in My Heart**  
Eddie Fisher ..... 20-4191—(47-4191)\*
- Ten Thousand Miles**  
Dinah Shore ..... 20-4176—(47-4176)\*
- Cocktail Time**  
Frankie Carle ..... P-308—WP-308  
No. 10 Best Selling 65 T.P.M. album—  
The Billboard, July 1951.
- Lonely Little Robin**  
Mindy Carson ..... 20-4153—(47-4153)\*
- There's No Boat Like a Rowboat**  
Perry Como ..... 20-4156—(47-4156)\*

**TIPS**

**"HULA BLUES"**  
The Three Sons—20-4199

**THIS WEEK'S MAILBAG**

We graciously acknowledge and thank you for the votes cast in our behalf in the BILLBOARD 4th Annual Record Store Survey. (See last week's issue, Pages 39 to 42.) Especially are we grateful for the voting on questions No. 4 "Who supplies the most helpful and informative release sheets?" and No. 18, "Who runs the most helpful trade paper advertising?" On both counts you put us way out in front again. Our thanks, and we promise to try and give you that which we think is most beneficial and helpful to you.

While not exactly coming under the heading "The most helpful advertising," the new three-speed Booth Demonstrator currently being shown at the NAMM Show, July 16th to 20th would, if "put to a vote," run away with all the laurels. Here is a sales tool that for some strange reason has not been too plentiful. Certainly not at a price like the 15-E can be obtained. The only reason it can come to you at such a low figure is that neither ourselves nor our distributors are making a bit of profit on it. It is another of our contributions to the making of a better over-all dealer operation.

The Booth Demonstrator is not for public sales consumption, it is for you and your store alone. At the price you pay, there undoubtedly could be thousand and thousands more sold to record lovers; but this is not the idea. It's a sales aid, just as was our original 45 rpm store fixture, introduced over a year ago.

If you want to think of it this way, the new Booth Demonstrator is an expression of our appreciation for the business you have given us in the past and the votes you cast for us in the 4th Annual Billboard Poll.

Blushingly but thankfully yours.

The stars who make the hits are on

**RCA VICTOR Records**

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



**A Top Corn (corn) GONE POP!**  
**"COLD COLD HEART"**  
 Tony Bennett  
 Columbia 33440

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

**AMERICAN MUSIC, INC.**  
 1516 Broadway N. Y. • 9107 Janes St. Madison, WI  
 CO 5-7480 CR 1-3354

**MUSIC BOURNE TO LIVE**  
**THERE'S NO BOAT LIKE A DOW BOAT**  
**PERRY COMO**  
 Vc 20-4158  
**BOURNE, INC. 1000 Ave. M. N.Y.**

**Another BMI Pin-Up Hit!**  
**TELL ME**  
 You Will Love Me Forever  
 Published by Argonne  
 Alan Dale (Columbia)  
 Tony Martin (Victor)  
 Dick Taylor (Columbia)  
 Dick Haymes (Decca)  
 Vanni De Campa (Capitol)  
 Licensed exclusively by  
**BROADCAST MUSIC, INC.**

**"FLOPPY THE BASHFUL PUPPY"**  
 NOW BEING HOUSEBROKEN  
 IN THE KENNIS OF  
**MILL AND RANGE SONGS, INC.**  
 Beverly Hills, Calif.

**VANITY**  
 A TRULY GREAT SONG!  
**JEFFERSON MUSIC CO., INC.**  
 1619 Broadway, New York 19, N. Y.

**HERE'S THE GOOD WORD**  
 The **WONDROUS WORD**  
**PICCADILLY MUSIC CORP.**  
 1619 Broadway New York 19

**GIVE TO DAMON RUNYON CANCER FUND**

**THE BILLBOARD Music Popularity Charts**

**Best Selling Pops by Territories**

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

Each week, The Billboard in cooperation with Western Union records last minute sales reports from top grocers in the nation's largest record markets. After the number of stores, reported in each market does not regularly constitute a sizeable sample, there are enough reports to avoid any possibility of the local picture being unduly influenced by the report of a single store.

**NEW YORK Pop Singles**

1. COME ON A-MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat. King Cole—Capitol
3. BECAUSE OF YOU  
T. Bennett—Columbia
4. JEZEBEL  
F. LaRue—Columbia
5. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol

**CHICAGO Pop Singles**

1. JEZEBEL  
F. LaRue—Columbia
2. LOVELIEST NIGHT OF THE YEAR  
M. Lane—Victor
3. COME ON A-MY HOUSE  
R. Clooney—Columbia
4. TOO YOUNG  
Nat. King Cole—Capitol
5. I'M IN LOVE AGAIN  
A. Stevens—Victor

**LOS ANGELES Pop Singles**

1. COME ON A-MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat. King Cole—Capitol
3. LOVELIEST NIGHT OF THE YEAR  
M. Lane—Victor
4. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol
5. JEZEBEL  
F. LaRue—Columbia

**PHILADELPHIA Pop Singles**

1. TOO YOUNG  
Nat. King Cole—Capitol
2. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol
3. COME ON A-MY HOUSE  
R. Clooney—Columbia
4. ON TOP OF OLD SMOKY  
Weavers—T. Gillison—Decca
5. JEZEBEL  
F. LaRue—Columbia

**WASHINGTON Pop Singles**

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. SWEET VIOLETS  
D. Shore—Victor
5. ROSE, ROSE I LOVE YOU  
F. LaRue—Columbia

**BOSTON Pop Singles**

1. COME ON A-MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat. King Cole—Capitol
3. LOVELIEST NIGHT OF THE YEAR  
M. Lane—Victor
4. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol
5. BECAUSE OF YOU  
T. Bennett—Columbia

**DETROIT Pop Singles**

1. COME ON A-MY HOUSE  
R. Clooney—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. TOO YOUNG  
Nat. King Cole—Capitol
4. JEZEBEL  
F. LaRue—Columbia
5. SWEET VIOLETS  
D. Shore—Victor

**NEW ORLEANS Pop Singles**

1. JEZEBEL  
F. LaRue—Columbia
2. I GET IDEAS  
T. Martin—Victor
3. MY TRULY, TRULY FAIR  
G. Mitchell—M. Miller—Columbia
4. HOW HIGH THE MOON  
Nat. King Cole—Capitol
5. LOVELIEST NIGHT OF THE YEAR  
M. Lane—Victor

**DENVER Pop Singles**

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

**DALLAS Pop Singles**

1. TOO YOUNG  
Nat. King Cole—Capitol
2. JEZEBEL  
F. LaRue—Columbia
3. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol
4. MY TRULY, TRULY FAIR  
G. Mitchell—M. Miller—Columbia
5. SOUND OFF  
V. McQueen—Victor

**ST. LOUIS Pop Singles**

1. I GET IDEAS  
T. Martin—Victor
2. I'M IN LOVE AGAIN  
A. Stevens—Victor
3. JEZEBEL  
F. LaRue—Columbia
4. COME ON A-MY HOUSE  
R. Clooney—Columbia
5. RED SAILS IN THE SUNSET  
Nat. King Cole—Capitol

**SEATTLE Pop Singles**

1. TOO YOUNG  
Nat. King Cole—Capitol
2. JEZEBEL  
F. LaRue—Columbia
3. COME ON A-MY HOUSE  
R. Clooney—Columbia
4. LOVELIEST NIGHT OF THE YEAR  
M. Lane—Victor
5. HOW HIGH THE MOON  
L. Paul and M. Ford—Capitol

**PITTSBURGH Pop Singles**

1. COME ON A-MY HOUSE  
R. Clooney—Columbia
2. TOO YOUNG  
Nat. King Cole—Capitol
3. THESE THINGS I OFFER YOU  
F. LaRue—Columbia
4. LOVELIEST NIGHT OF THE YEAR  
M. Lane—Victor
5. ON TOP OF OLD SMOKY  
Weavers—T. Gillison—Decca

**ATLANTA Pop Singles**

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

**VOX JOX**

Continued from page 20

"I Get Ideas" platter rightly until he'd received 25 cards telling him to cut the waxing. To date, says Lee, not one "stop" letter has arrived. Rex Stein, WLDK, Jacksonville, Ill., is plugging the opening of a local roller rink via a listener contest to guess number of nails used in rink floor. Bob Watson and Jerry Vandeventer, WSB, Atlanta, are "fascinated" with the discovery that Les Baxter's Capitol dishing "Roller Coaster" makes a fine accompaniment for Milton DeLuga's old King waxing of the revived tune. Just turn both disks loose at the start of the ride, after the intros," says Bob. Gene Davis, WDKK, Cleveland, is having "surprising success with the old mystery vocal-band gimmick (Bob Houston, 1930, Duke Ellington, 1935, etc.)." Similar "mystery tune" gimmick is utilized by Ron Johnson, WBEX, Chillicothe, O., who reports "103 calls in 38 minutes tops for one week." Ron, who says his program, "Ye Ol' Record Shoppe," pulls all age groups, has "one little 87-year-old lady who calls every day for the top tunes." To determine disk preferences in his area, Carl Beyer, WNCC, Barnsboro, Pa., uses three different poll methods: (1) listener response; (2) comparison of local dealer sales; (3) juke boxes. According to Beyer, the three-fold report enables WNCC to "please three entirely different audiences."

**Tint TV Equipment Sales Aid**

Continued from page 12

estimate of the consumer cost of a conversion may be made at this time. Sales clerks will push black-and-white set sales against the color bugaboo also by explaining that CBS-system adapters, converters, slave sets, etc., can be purchased at a later date at reasonable prices.

**Market Variables**  
 It goes without saying, of course, that the seriousness of the effect of color television on black-and-white sales will vary from market to market, and will depend almost entirely on the type and amount of demonstrations and promotion CBS and RCA inaugurate in different cities. The fundamental point is that aggressive dealers are not dragging out the crying towels over the introduction of color. Rather they recognize it as inevitable, and are laying the above-outlined kind of plans to use it to build store traffic and make sales. In non-TV markets, of course, radio and phonograph merchandising continues at a healthy pace. A marked trend in many such areas, as detailed in The Billboard survey, is that toward placing set purchases and sales in the hands of the same person who purchases and sells records. Out of 330 stores which replied to the question: "Does the same person who supervises your purchasing and selling of records also buy and supervise the sale of equipment?"—353 retailers said the same person supervises purchase and sale of both, and 177 had different people buying records and equipment.

**Attachments Help**  
 Shops carrying records have

**Lend Keen Ear**

Continued from page 12

placed.) By determining the proper amount the distributor and each dealer should have on hand, right at the factory level a sufficient stock is out to meet consumer demand. At least that's the pro-temp's theory, and that's the way it works if the factory men guess right on the quantity.

**Anti Carriers**  
 The anti insist that "consignment selling" in any form is dead wrong for all concerned. To begin with, too many wrong guesses on the amounts to be shipped could easily run a factory right into the poor house. Beyond that, if a company guarantees, say, three records in a four-record release, distributors and dealers will just refuse to buy any of the unguaranteed disk, assuming that the factory itself has no faith in it. Furthermore, say the agitators, it is the function and responsibility of the manufacturer to produce the best record possible and sell it to his distributors. It is then the distributor's responsibility to sell it to the dealer, and the dealer's job to unload it on the public. Any widespread usage of the "guaranteed sale" gimmick, any opponents of the idea, would lead to the creation of hordes of lazy, indifferent distributors and dealers, which in turn would lead to the ultimate ruin of the record business.

In the meantime, many companies continue to experiment with one and another variation of the idea. Whether or not the trend continues to grow will probably be determined by the sales success, or conversely the flop performances, racked up in the various tries. If it continues to work well for such majors as Victor and Columbia, it is inevitable that other majors will move in. If Victor, Columbia and others now following the practice should fall on their corporate faces, the idea will quickly die.

Let Today's TOP TUNES HELP YOU SELL!  
 The top 20 tunes each week from The Billboard

The Billboard  
 2140 Patterson St., Cincinnati 22, Ohio 551

1. 30¢  
 2. 35¢  
 3. 40¢  
 4. 45¢  
 5. 50¢  
 6. 55¢  
 7. 60¢  
 8. 65¢  
 9. 70¢  
 10. 75¢  
 11. 80¢  
 12. 85¢  
 13. 90¢  
 14. 95¢  
 15. 1.00

Quantity \_\_\_\_\_ Price \_\_\_\_\_  
 30 ..... \$ 1.80  
 250 ..... 3.50  
 500 ..... 6.50  
 1000 ..... 10.00  
 2000 ..... 18.00  
 5000 ..... 42.00

PLUS POSTAGE

IMPRINT AS FOLLOWS

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY AND STATE \_\_\_\_\_ PHONE \_\_\_\_\_

Ordered by \_\_\_\_\_

found the practice of pushing phone attachment sales in their record departments contributes in no small measure to increased profits on platters. It is anticipated that this trend will continue to pick up momentum this fall. Competition among equipment retailers may be expected to increase, too, if The Billboard's survey results are a gauge. Altho there is little doubt that less TV sets, radios, phonographs and other electronic equipment will be available this fall than last—more record shops, which never carried players and sets, are planning to install such lines. Thus 65 per cent of the dealers queried, who presently aren't carrying equipment, are planning to take on sets and players this fall. This seems to point toward a struggle for franchises which may parallel the roughest such situations in recent years. Of course, consumer demand will have a decided bearing on the extent to which such retail plans are eventually carried out. The Billboard survey also indicated the ever-present fact that many retailers continue to ignore some of the simplest, most effective and most obvious merchandising principles. In selling television sets, for example, 69 stores out of 210 which responded to the question, said they didn't bother using references to top television programs in their sales talks to customers. On the other hand, 141 utilized the lure of Berie, baseball, boxing and a multitude of other high-rated video features to induce customers to purchase sets. In the final analysis, it is clear that the pay-off this year, as since time immemorial, will be in the adroit adaptation of purchasing, selling and merchandising methods and techniques to changing times, changing markets. But, oh, for that crystal ball!

A Solid Ballad Hit!  
**DIANE**  
 MILLER MUSIC CORPORATION

**"LONELY LITTLE ROBIN"**  
 OXFORD MUSIC CORPORATION  
 1819 Broadway New York 19

THE LATEST COWBOY COPAS Smash  
**"TENNESSEE FLAT GUITAR"**  
 King C 564  
**TANNEN MUSIC, INC.**  
 146 West 34 St., New York 19

Let Today's TOP TUNES HELP YOU SELL!  
 The top 20 tunes each week from The Billboard

The Billboard  
 2140 Patterson St., Cincinnati 22, Ohio 551

1. 30¢  
 2. 35¢  
 3. 40¢  
 4. 45¢  
 5. 50¢  
 6. 55¢  
 7. 60¢  
 8. 65¢  
 9. 70¢  
 10. 75¢  
 11. 80¢  
 12. 85¢  
 13. 90¢  
 14. 95¢  
 15. 1.00

Quantity \_\_\_\_\_ Price \_\_\_\_\_  
 30 ..... \$ 1.80  
 250 ..... 3.50  
 500 ..... 6.50  
 1000 ..... 10.00  
 2000 ..... 18.00  
 5000 ..... 42.00

PLUS POSTAGE

IMPRINT AS FOLLOWS

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY AND STATE \_\_\_\_\_ PHONE \_\_\_\_\_

Ordered by \_\_\_\_\_

**RECORD DEALERS!**  
**Make Extra Dollars**  
**in Record Sales**  
**at Only 25c a Week!**

1082 retail record stores from coast to coast use The Honor Roll of His Master's Voice and find it a real go-getter for extra record sales and profit—and at a low cost of only 25c a week.

You get an eye-catching, attention-getting, full color "4x7 1/2" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top ten song list neatly and easily into the display card, and you're ready for steady R.T.R.A. record sales. It's easy to handle, low in cost, a real extra salesman who really sells.

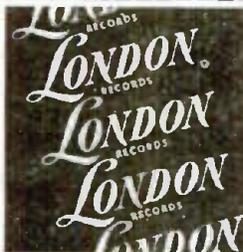
Try The Honor Roll of His Master's Voice right now. You'll find yourself using them in all your record booths, on your counter, and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

**YERMIE STERN**  
 345 FIFTH AVENUE, NEW YORK, N. Y.

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

NAME.....  
 STORE.....  
 ADDRESS.....  
 CITY..... STATE.....



**WE'LL BE IN THE "WINDY CITY"**  
 at The Palmer House  
 and Hotel Stevens  
 Herb Berman  
 Carl LeBow

**APOLLO RECORDS**  
 457 W. 45th St. New York, N. Y.

There's Nothing Like THE ORIGINAL  
 ★  
**CHUCK ROGERS** sings  
**"SOME DAY I HOPE YOU'LL BE FREE"**  
**ACME RECORDS \$965**  
 Distributors, write wire or call  
**ACME RECORDS, INC.**  
 Cincinnati, Kentucky

Write for LATEST CATALOG  
**NEW RECORDS**  
 500 Different "Standards"  
 and Hit Tunes  
**\$10.00 per 100**  
 \$85.00 per 1,000  
 w/ 100 order, balance C.O.D.  
 plus FREIGHT!  
 Over 1,000 Selected Customers  
**VEDEX COMPANY**  
 474 10th Ave., New York 19, N. Y.  
 Complete Inventories Bought!

**RECORD MATRIX WORK**  
 Manufacturers of Phonograph Records  
**MATERS • MOTORS • STAMPEES**  
 Low cost, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship, mirror-like fidelity reproduction, and high appearance to your plates. Write today for our rate card.  
**THE CHARLES BEKART COMPANY**  
 484 Santa Monica Blvd.  
 Los Angeles 27, Calif. OLYMPIA 2901

**THE BILLBOARD Music Popularity Charts**

**• Most Played Juke Box Records**

Based on reports received July 11, 12 and 13

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,500 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 Master's Voice Popularity Chart, Part 1.

POSITION	Weeks Last (This to date)	Weeks (This to date)	Title	Artist	Label
14	1	1	TOO YOUNG	Nat (King) Cole	Capitol 39148; (45)F-1349-ASCAP
7	6	2	MY TRULY, TRULY FAIR	G. Mitchell-Miller	Capitol 39415; (45)F-39415-ASCAP
16	4	3	ON TOP OF OLD SMOKY	T. Gilkyson Weavers	Decca 278275; (45)F-27515-BMI
11	5	3	ROSE, ROSE, I LOVE YOU	F. Laine	Capitol 39367; (45)F-39367-ASCAP
<small>(Miss. Mar. Rec., Col 39120; Lou Brinkley, Capitol 12711532; Gordon Jenkins, Dca 27594; Buddy Morrow, V 20-4135; Benny Lee, London 1029; Lou Ella Robertson, Cap 1932; Art Lura, MGM 10976)</small>					
3	10	5	SWEET VIOLETS	D. Shore	Vocalion 4174; (45)M7-4174-ASCAP
10	3	6	JEZEBEL	F. Laine	Capitol 39367; (45)F-39367-BMI
3	9	7	COME ON A MY HOUSE	R. Clooney	Capitol 39467; (45)F-39467-ASCAP
12	7	8	SOUND OFF	V. Monroe	Vocalion 4113; (45)M7-4113-ASCAP
<small>(J. Gray, Decca 27054)</small>					
16	2	9	HOW HIGH THE MOON	L. Paul M. Ford	Capitol 1451; (45)F-1451-ASCAP
9	8	10	MISTER AND MISSISSIPPI	P. Page	Mercury 705645; (45)S-645-ASCAP
4	15	11	SHANGHAI	D. Day P. Weston	Capitol 39423; (45)F-39423-ASCAP
<small>(Andrew Sisters, Dec 27635; Eddy Howard, Mer 5663; Billy Williams Quartet, MGM 10948; Bus Croby, Cap 1528; Bing Crosby, Dec 27653; Harry Babitt Modernaires, Coral 60321; Buddy Morrow, V 20-4122)</small>					
6	15	12	MY TRULY, TRULY FAIR	V. Damone	Mercury 705646; (45)S-646-ASCAP
12	13	13	ON TOP OF OLD SMOKY	V. Monroe	Vocalion 4114; (45)M7-4114-ASCAP
22	21	14	MOCKIN' BIRD HILL	L. Paul M. Ford	Capitol 1373; (45)F-1373-ASCAP
<small>(Clark &amp; McMillen, B.P.D. 5075; Saddle Kings, MacGregor 653; T. Hill, Ori, Mer 5552; Russ Morgan, Dec 27444; Arvoff Miller, Coram CRS 1168)</small>					
4	13	15	I'M IN LOVE AGAIN	A. Stevens-H. Rene	Vocalion 4148; (45)F-4148-ASCAP
<small>(Andrew Sisters, Dec 27635; E. Howard, Mer 3663; Jeri Southern, Sharp S 323)</small>					
4	17	15	OCEANS OF TEARS	K. Starr-Tennessee Ernie	Capitol 1567; (45)F-1567-ASCAP
7	18	15	PRETTY EYED BABY	F. Laine-J. Stafford	Capitol 39368; (45)F-39368-ASCAP
<small>(Al Trace, Mer 5609; Billy Williams Quartet, MGM 10957; J. Terry Trio, Dec 27499; Gene Williams, King 15107; Ray Anthony, Cap 1543; Joan Snow-Billy Ford Royal 3326)</small>					
4	23	18	BECAUSE OF YOU	T. Bennett	Capitol 39362; (45)F-39362-BMI
<small>(Elin Poivra, V 10-3425; Ray Barber, Mer 5623; Les Baxter, Cap 1493; Bob Crosby, Coral 60440; Johnny Desmond, MGM 10947; Gladys De Haven, G. Lombardo, Dec 27663)</small>					
2	30	18	LONELY LITTLE ROBIN	Pinetoppers	Capitol 60508; (45)F-60508-ASCAP
<small>(Barren Morgan, MGM 10959; Elton Britt, V 21-0475; M. Carson, Leyden Ori, V 20-4153; Rex Allen, Mer 5647; Hot Lips Johnson Ori, Dec 27633)</small>					
2	23	20	THERE'S NO BOAT LIKE A ROWBOAT	P. Como	Vocalion 4150; (45)M7-4150-ASCAP
2	27	20	JOSEPHINE	L. Paul M. Ford	Capitol 1592; (45)F-1592-ASCAP
<small>(R. Griffin, Col 38088; J. (Baby Face) Lewis-F. Campbell Ori, Aladdin 3004)</small>					
9	12	22	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Vocalion 3300; (45)M7-3300-ASCAP
8	23	23	PRETTY EYED BABY	A. Trace	Mercury 705609; (45)S-609-ASCAP
1	—	24	MORNING SIDE OF THE MOUNTAIN	P. Weston	Capitol 39424; (45)F-39424-ASCAP
<small>(Helen Griffin, Winterhalter, V 20-4181; Tommy Edwards, MGM 10999; Jan Garber, 3574)</small>					
8	11	25	I APOLOGIZE	B. Eckstine	MGM 10903; (45)S-10903-ASCAP
<small>(B. Washington, Mer 8104; D. Cherry-D. Terry Ori, Dec 27485; T. Martin, V 20-4054; Champ Butler, Col 39159; Anita O'Day, London 964)</small>					
3	—	25	WANG WANG BLUES	Ames Brothers	Capitol 10489; (45)F-10489-ASCAP
<small>(Timesa Brewer, London 1083; Milton DeLuz, MGM 1100; Ralph Flanigan, V 20-4182; Russ Morgan, Dec 27629)</small>					
4	19	27	I GET IDEAS	T. Martin	Vocalion 4141; (45)M7-4141-BMI
<small>(Peggy Lee, Cap 1973)</small>					
26	21	27	MISTER AND MISSISSIPPI	Tennessee Ernie	Capitol 1521; (45)F-1521-ASCAP
4	29	27	MISTER AND MISSISSIPPI	D. Day	Vocalion 4140; (45)M7-4140-ASCAP
1	—	27	MY TRULY, TRULY FAIR	F. Marlin	Vocalion 4159; (45)M7-4159-ASCAP

IT'S A CORAL HIT! IT'S A CORAL HIT!

**CORAL RECORDS**

**KENNY ROBERTS**  
 and the  
**PINETOPPERS**

**I MISS MY SWISS**  
*(My Swiss Miss Misses Me)*  
 and  
**BEAUTIFUL OHIO**  
 Coral 60540 (78 RPM) and 9-60540 (45 RPM)

**OWEN BRADLEY**  
 and His Sextet

**THE GIRLS WE NEVER DID WED** and  
**DREAMY MELODY**  
 Coral 60539 (78 RPM) and 9-60539 (45 RPM)

**LES BROWN**  
 and His Band of Renown

**IF YOU TURN ME DOWN**  
 and  
**IN THE COOL, COOL, COOL OF THE EVENING**  
 Coral 60526 (78 RPM) and 9-60526 (45 RPM)

**MARTHA DAVIS**

**EXPERIENCE**  
 and  
**HOW COULD ANYTHING SO GOOD, BE BAD**  
 Coral 60541 (78 RPM) and 9-60541 (45 RPM)

ORDER FROM YOUR CORAL DISTRIBUTOR OR WRITE TO

**CORAL RECORDS**  
 A subsidiary of DECCA RECORDS, INC.

48 W. 57th St. New York 19, N. Y.

IN CANADA: Regests Majestic Radio Corporation Ltd., Toronto-Montreal



A TEXAS TORNADO IS TAKING THE COUNTRY BY STORM

**LEFTY**

**FRIZZEL**

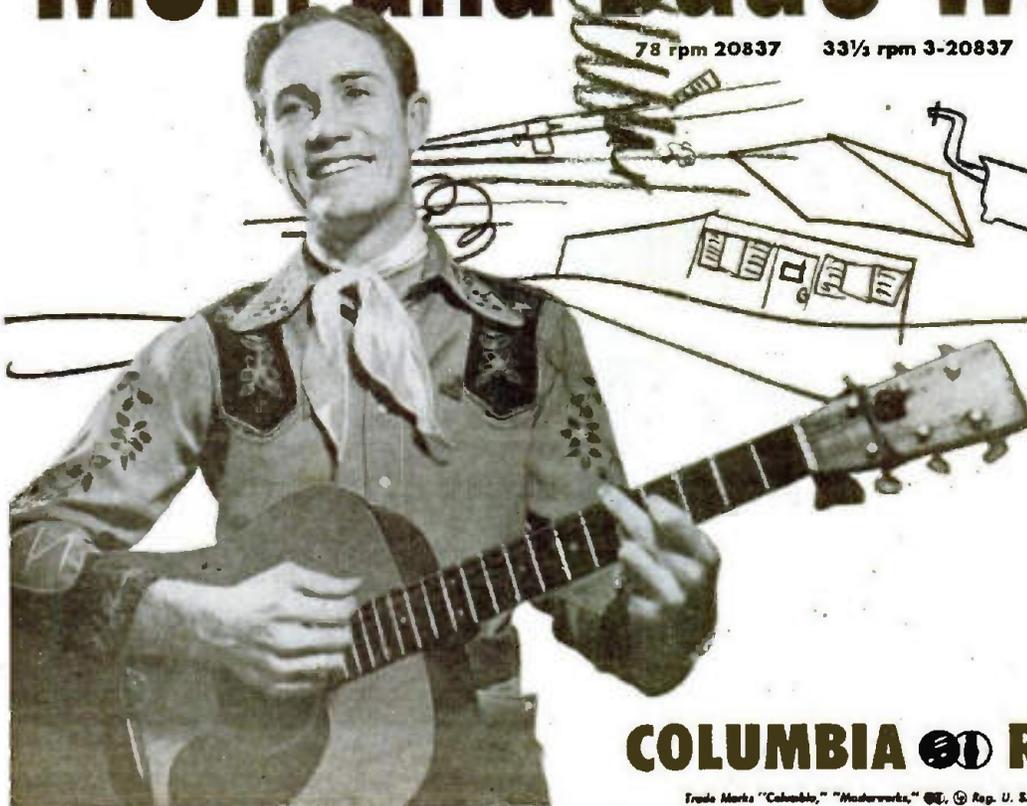
singing and playing

**"Always Late"**

backed by

**"Mom and Dad's Waltz"**

78 rpm 20837    33 1/3 rpm 3-20837    45 rpm 4-20837



**COLUMBIA  RECORDS**

Trade Marks "Columbia," "Masterworks," ,  Reg. U. S. Pat. Off. Marcus Registry

Materiale protetto da copyright

# THE BILLBOARD Music Popularity Charts

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

... Based on reports received July 11, 12 and 13

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

POSITION	Weeks Last   This to date/Week/Week	Record	Artist
4	1	1. I WANT TO PLAY HOUSE WITH YOU	E. Arnold V78121-0476; (45)48-0476—ASCAP
12	2	2. I WANT TO BE WITH YOU ALWAYS	L. Frizzell Col78120799; (45)4-20799; (33)3-20799—BMI
6	3	3. LET'S LIVE A LITTLE	Carl Smith Col78120796; (45)4-20796; (33)3-20796—BMI
7	4	4. I CAN'T HELP IT	H. Williams MGM78110961; (45)K-10961
1	—	5. HEY, GOOD LOOKIN'	Hank Williams MGM78111000; (45)111000
3	5	6. SOMETHING OLD, SOMETHING NEW	E. Arnold V78121-0476; (45)48-0476—ASCAP
14	9	7. KENTUCKY WALTZ	E. Arnold V78121-0444; (45)48-0444—BMI
10	10	8. DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow & Carter V178121-0441; (45)48-0441—ASCAP
20	8	9. RHUMBA BOOGIE	Hank Snow V178121-0431; (45)48-0431—BMI
9	7	10. HOWLIN' AT THE MOON	H. Williams MGM78110961; (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 jockey) but do not have strength to be listed in best selling (most played) category.

1.	MR. MOON	C. Smith Col78120825; (45)2-20825; (33)3-20825
2.	PEACE IN THE VALLEY	R. Foley Dec78146319; (45)10-46319; (78)14573; (45)9-14573—BMI
3.	IF TEARDROPS WERE PENNIES	C. Smith Col78120825; (45)4-20825; (33)3-20825

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

... Based on reports received July 11, 12 and 13

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 to date/Week/Week	Record	Artist
12	1	1. I WANT TO BE WITH YOU ALWAYS	L. Frizzell My Baby's Just Like Money Col78120799; (45)4-20799; (33)3-20799—BMI
4	2	2. I WANT TO PLAY HOUSE WITH YOU	E. Arnold Something Old, There's Something New V78121-0476; (45)48-0476—ASCAP
5	4	3. LET'S LIVE A LITTLE	Carl Smith Nothing as Sweet as My Baby Col78120796; (45)4-20796; (33)3-20796—BMI
20	2	4. RHUMBA BOOGIE	Hank Snow You Passed Me By V78121-0431; (45)48-0431—BMI
8	7	5. DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow Shared Island V78121-0441; (45)48-0441—ASCAP
4	—	6. I CAN'T HELP IT	Hank Williams Howlin' at the Moon MGM78110961; (45)K-10961
1	—	7. HEY, GOOD LOOKIN'	H. Williams My Heart Would Know MGM78111000; (45)K-11000
15	9	8. KENTUCKY WALTZ	E. Arnold Million Miles From Your Heart V78121-0444; (45)48-0444—BMI
4	5	9. MISTER AND MISSISSIPPI	Tennessee Ernie Remedy Water Col7811521; (45)1F-1521—ASCAP
9	6	10. BLUEBIRD ISLAND	H. Snow Down the Trail of Achin' Hearts V78121-0441; (45)48-0441—BMI

### Coming Up

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

1.	CRYIN' HEART BLUES	Johnnie & Jack V78121-0478; (45)28-0478
2.	PEACE IN THE VALLEY	R. Foley Dec78146319; (45)10-46319; (78)14573; (45)9-14573—BMI
3.	LONELY LITTLE BOBIN	E. Britt V78121-0473; (45)48-0473

## FOLK TALENT AND TUNES

By JOHNNY SIPPPL

### Disk Jockey Doings

Cuzzin' Don moves from WOPI, Bristol, Tenn., to WRHG, in the same city. . . Prune Picker Bayle is the new spinner at KTKT, Tucson, Ariz. . . Dave Hendricks has completed his first year as country spinner at WHOL, Allentown, Pa. . . Butzball Page, the ex-Ernest Tubb sideman, is now doing his d. j.

from midnight to 7 a.m. at WNAO, Raleigh, N. C. . . Bill Nettles (Mercury) reports that new Louisiana spinners are Cousin Jack, KTRY, Bastrop; Larry Gibbs, KMLB, Monroe, and Uncle Erwan, KNOE, Monroe. . . Denver Bill is now doing a daily disk show over WFMI, Youngstown, O. . . Randy Blake, WJJD, is lining up a vaude show which may play at a Chicago theater. (Continued on page 33)

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

... Based on reports received July 17, 12 and 13

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.

15	1	1. I WANT TO BE WITH YOU ALWAYS	L. Frizzell Col78120799; (45)4-20799; (33)3-20799—BMI
5	3	2. I WANT TO PLAY HOUSE WITH YOU	E. Arnold V78121-0476; (45)48-0476—ASCAP
7	7	3. LET'S LIVE A LITTLE	Carl Smith Col78120796; (45)4-20796; (33)3-20796—BMI
6	4	4. I CAN'T HELP IT	H. Williams MGM78110961; (45)K-10961
2	10	4. HEY, GOOD LOOKIN'	H. Williams MGM78111000; (45)K-11000
4	2	6. MISTER AND MISSISSIPPI	Tennessee Ernie Col7811521; (45)1F-1521—ASCAP
21	5	7. RHUMBA BOOGIE	Hank Snow V78121-0431; (45)48-0431—BMI
2	—	7. DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow V78121-0441; (45)48-0441—ASCAP
19	8	9. COLD, COLD HEART	H. Williams MGM78110904; (45)K-10904—BMI
1	—	10. CRYIN' HEART BLUES	Johnnie & Jack V78121-0412; (45)48-0412

### Coming Up

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

1.	IT MAY BE SILLY	"Little" Jimmy Dickens Col78120809; (45)4-20809—BMI
2.	SEND ME A PENNY POSTCARD	G. Jones Col78120812; (45)4-20812; (33)3-20812
3.	PEACE IN THE VALLEY	R. Foley Dec78146319; (45)10-46319; (78)14573; (45)9-14573—BMI

## • Country & Western (Folk) 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	REVIEW
JUNE CARTER & HOMER & JETHRO She Loves to Cry VICTOR 21-0444—Career gal and the boys have some peppy material here. Should get plenty of spins.	75--79--73--74	★★★★
Knock-Kneed Suzie Carter all goes it alone on this side. Good idea gets entered in too many ways.	65--69--63--64	★★★★
EDDIE MARSHALL Oh Dear, Where Can My Money Be VICTOR 21-0447—Tune here is the w.b. 1946 item about the little ole' switch in spins includes mention of almost every cat & w. changer.	81--82--79--80	★★★★
There's No Escape Marshall charts a fine country weaver here with organ and string band backing. Interpretation is rather prosaic.	76--77--75--76	★★★★
RAY PRICE I Saw My Castles Fall Today COLUMBIA 20433—Price charts an okay weaver with a fair amount of emotion.	72--72--70--73	★★★★
Hey La La Price leads a peppy spin on a catchy folk waltz. Could be a big one.	84--85--82--85	★★★★

(Continued on page 33)

# "JEZEBEL"

and

## FOLK SONGS

Thank

### BROADCAST MUSIC, Inc.

for its splendid co-operation and exploitation. The job is superb.

We are proud to be an Affiliated Publisher of BMI

# Folk Songs

A BLUESTONE-BLAIR ENTERPRISE  
6000 Sunset Blvd. Hollywood 28, Calif.



best sellers

## Federal RECORDS

SEPIA-BLUES

- LUCKY MILLINDER  
I'M WAITING JUST FOR YOU  
BONGO BOOGIE  
4453 and 45-4453
- WYNONNE HARRIS  
BLOODSHOT EYES  
CONFESSIN' THE BLUES  
4461 and 45-4461
- TINY BRADSHAW  
WALKIN' THE CHALK LINE  
BRADSHAW BOOGIE  
4457 and 45-4457
- EARL BOSTIC  
SEPTEMBER SONIC SLEEP  
4444 and 45-4444
- ALWAYS  
HOW COULD IT HAVE BEEN YOU AND I  
4454 and 45-4454



- THE DOMINOS  
SIXTY MINUTE MAN  
I CAN'T ESCAPE FROM YOU  
12022 and 45-12022
- DO SOMETHING FOR ME  
CHICKEN BLUES  
12001 and 45-12001

## DELUXE

- ROY BROWN  
TRAIN TIME BLUES  
BIG TOWN  
3318 and 45-3318
- BEAUTIFICAN BLUES  
WRONG WOMAN BLUES  
3313 and 45-3313

## FOLK-WESTERN

- MOON MULLICAN  
CHEROKEE BOOGIE (ER-ON-AHEM)  
LOVE IS THE LIGHT THAT LEADS ME HOME  
965 and 45-965
- HANSWAY HAWKINS  
I'M WAITING JUST FOR YOU  
A HEARTCAKE TO RECALL  
969 and 45-969
- COWBOY COPAS  
TENNESSEE FLAT GUITAR  
LOVE YOU, I'MY DARLING,  
I LOVE YOU  
964 and 45-964
- YORK BROTHERS  
SIXTY MINUTE MAN  
LOOKIN' FOR SOMEBODY NEW  
970 and 45-970
- WAYNE RANEY  
I AIN'T NOTHIN' BUT A FOLKCAT'S KITTEN  
I'M ON MY WAY  
956 and 45-956

\*45 r.p.m.



distributors

## King RECORDS INC.

# THE BILLBOARD Music Popularity Charts

ONE OF AMERICA'S HOTTEST R & B RECORDS

LIL' SON JACKSON "PEACE BREAKING PEOPLE"  
RECORD NO. 5113 "ROCKIN' AND ROLLIN'"

NEW RELEASE

LIL' SON JACKSON "WONDERING BLUES"  
RECORD NO. 5137 "RESTLESS BLUES"

HEADING FOR HIT

FATS DOMINO "RIGHT FROM WRONG"  
RECORD NO. 5138 "NO, NO BABY"

STILL GOING STRONG

FATS DOMINO "TIRED OF CRYING"  
RECORD NO. 5114 "WHAT'S THE MATTER, BABY"

DAN GRISSOM "KING OF FOOLS"  
RECORD NO. 5139 "REMEMBER WHEN"

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR

**IMPERIAL RECORD CO., INC.**  
6425 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

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  
NEW YORK Dept. 24-A 630 5th Ave. Judson 2-5011  
CHICAGO Dept. 25-A 443 N. Lake Shore Dr. Whitehall 4-3213  
RCA VICTOR DIVISION  
HOLLYWOOD Dept. 26-A 1016 N. Sycamore Ave. Hillside 5173

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

New \$\$\$-making Releases!

LOUISIANA WOMAN

by JOE LIGGINS #409

PRAYING FOR YOUR RETURN

by PERCY MAYFIELD #408

Specialty records  
228 Super Blvd. Hollywood 40, Calif.

## CORRECTION!

In the RCA Victor Custom Record Sales ad which appeared in the N.A.M.M. section last week (July 14th) the New York Address appeared incorrectly. It should have read—

**NEW YORK**  
Dept. 24 A  
**630 Fifth Ave.**  
Judson 2-5011

## Best Selling Retail Rhythm & Blues Records

Based on reports received July 11, 12 and 13

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

POSITION	Weeks (Last) This to date/Week/Week	Record	Artist	Label
8	1	60 MINUTE MAN	Dominoes	Federal 12022—BMI
7	4	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
11	3	ROCKET 88	J. Brenston	Chess 1458—BMI
5	2	I'M WAITING JUST FOR YOU	Lucky Millinder	King 4453—BMI
3	10	CHAINS OF LOVE	J. Turner	Atlantic 935—BMI
9	8	100 YOUNG	Nat (King) Cole	Capitol 1449; (45)F-1449—ASCAP
10	—	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP
1	—	CASTLE ROCK	J. Hodges	Mercury(78)8944; (45)8944X45—BMI
1	—	I KNOW	Ruth Brown	Atlantic 941—BMI
11	—	DO SOMETHING FOR ME	Dominoes	Federal 12001—BMI

## Most Played Juke Box Rhythm & Blues Records

Based on reports received July 11, 12 and 13

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

POSITION	Weeks (Last) This to date/Week/Week	Record	Artist	Label
1	1	ROCKET 88	J. Brenston	Chess 1458—BMI
9	3	60 MINUTE MAN	Dominoes	Federal 12022—BMI
4	2	I'M WAITING JUST FOR YOU	Lucky Millinder	King 4453
11	—	I WILL WAIT	Four Buddies	Savoy 769—BMI
7	6	TEND TO YOUR BUSINESS	J. Wayne	Sittler In SB8—BMI
24	7	BLACK NIGHT	C. Brown	Aladdin 3076—BMI
3	5	CASTLE ROCK	J. Hodges	Mercury(78)8944; (45)8944X45—BMI
15	4	CHICA BOO	L. Glenn	Swingtime 254—BMI
1	—	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
6	8	100 YOUNG	King Cole	Capitol 1449; (45)F-1449—ASCAP

## RHYTHM & BLUES NOTES

By HAL WEBMAN

Original Harmonettes (8) and the Detroiters (5), spiritual groups. They have signed with Specialty Records. Diskery's Art Rupe flew the Harmonettes to Los Angeles for a wax session. Other singers will elch sides in Detroit. Modern's Stu and Joe Bibbs left the Coast last week for the East. . . Imperial prexy, Lou Chudd, along with Leo Mesner, Aladdin, and Art Rupe are in Chicago this week for the N.A.M.M. confab. Sunday's (8) "Cavalcade of Jazz" from Los Angeles brought out practically all r. and b. disks jockeys in the area, including Hunter Hancock, Joe Adams, Bill Sampson, Ray Robinson and Gene Norman. On July 29, Gene Norman's jazz concert at Shrine Auditorium, Los Angeles, gets under way, featuring such names as Helen Hume, Jimmy Witherspoon and Wynonie Harris. . . John Dolphin, recorded in Hollywood prexy, plans to promote a Coast one-nighter tour for Ivory Joe Hunter.

Nat (King) Cole opens at Lake Tahoe, N. Y., for two weeks July 27. . . Universal Attractions last week took over the booking management of Roy Milton's crew, which features Camilla Howard, and records for Specialty. Group took off on a one-nighter tour thru July and August for the new agency. . . Tiny Grimes and His Rocking Highlanders have been invited to record for Coral Records. . . Dominoes, vocal group currently riding on its dishing of "Sixty-Minute Man," will headline a package also featuring Cootie Williams and his band for a one-nighter tour of about 28 days for Promoter Ralph Weinberg thru the Southern territory beginning October 12.

Louis Armstrong hit percentage money on eight one-nighters of 10 he played coming out of the Blue Note niter in Chicago a couple of weeks ago. He hit the big dates in Toledo, Cincinnati, Cleveland and on some dates in Canada. There has been talk that Jack Teagarden may leave the Armstrong All-Star unit to try on his own again. If he does, the noted jazz trumpeter will be booked by Associated Booking Corporation, which agency also handles the Armstrong unit. . . Billie Holiday, who recently had her first disk release for the Aladdin diskery, will play her first New York engagement in a couple of years when she opens at the Apollo Theater Friday (20).

Canadian keyboardist Oscar Peterson, who some months ago had some difficulty over a working visa to get into this country, has managed to obtain it and will open at Birdland, New York, August 2. He also is set for Lindsey's Sky Bar, Cleveland, for the week of August 12 and for the Blue Note, Chicago, for two weeks beginning August 24. Peterson will join the "Jazz at the Philharmonic" unit for its fall tour September 14. . . Jazz vibist Terry Gibbs becomes a leader July 19 when he takes a small unit into Cafe Society Downtown, New York, for a four-week date.

Club Harlem, Philadelphia, has a trio of orks skedded to headline its next bills. Joe Thomas opens July 23 for a week, is followed by Cootie Williams July 30 and Sonny Thompson rounds out the threesome beginning August 6. . . Tiny Bradshaw and his crew will play the Eiks' convention in Buffalo for five days beginning August 26.

## Rhythm & Blues Record Releases

Big Rock—J. Greer (How Can) V44950-0137  
Every Nite About This Time—A. Jackson (Pleasant From) Coral 65059  
Experience—M. Davis (How Could) Coral 60543  
How Can You Forget—J. Greer (Big Rock) V44950-0137  
How Could Anything So Good, Be Bad—M. Davis (Experience) Coral 60541  
I've Got News for You—G. Carter (Tel) Mel Coral 65058  
My Warm a Devil—B. Crawford (Weather Around) V44950-0135  
Ow I Love, The—Liz Lloyd (Worring Blues) Mer 8241  
Peasins From Heaven—A. Jackson (Every Nite) Coral 65059  
Pretty Baby Blues—James Red (Pretty Baby) V44950-0136  
Sins Baby's Evee Come—James Red (Pretty Baby) V44950-0136  
Slick Chick—R. Traylor Ork (Three Magic) V44950-0134  
Tell Me, Is There Still a Chance—Gene Carter (I've Got) Coral 65058  
These Magic Words—R. Traylor Ork (Slick) V44950-0134

### Everybody's Favorite

**LLOYD GLENN** PLAYS HIS BEST  
SWINGTIME 254 45 & 78 R.P.M.  
"JUNGLE TWILIGHT"  
45-277A +  
BACKED WITH  
"DAYBREAK STOMP"

LLOYD LEADS with these HITS  
"CHICA BOO" 45-276  
"OLD TIME SHUFFLE" 45-277  
"BLUES HANGOVER" 45-278

SWINGTIME'S NEWEST STAR!

**JIMMY McCracklin**  
SINGIN' & SWINGIN'  
"I FOUND THAT WOMAN"  
45-286A +  
BACKED WITH  
"BLUES FOR THE PEOPLE"

BE SURE YOU HAVE JIMMY'S  
"TRUE LOVE BLUES" 45-287  
LOOKIN' FOR THAT WOMAN" 45-288

See your local Distributor or write direct

**Swing Time**

**RECORD DIST. CO.**  
2427 S. Sun Pedro Ave., Los Angeles 11, Calif.

**Dot RECORDS, INC.**  
Vocalists, Instrumentalists Phone: 800-881

2 HITS—BACK TO BACK!  
"TRA-LA-LA"  
"HOPPIN'"  
DOT 1040  
GRIFPIN BROS.

This is it . . . A HIT!  
SAVOY 7788  
**'ALL NITE LONG'**  
by JOHNNY OTIS  
backed with  
**'NEW LOVE'**  
by MEL WALKER  
RECORD CO., INC.  
38 Market St.,  
Newark 2, N. J.

RECORD PRESSING  
Originators of the  
**NON-SLIP FLEX**  
Pat. Pending  
**Research Craft Co.**  
1037 NO. SYCAMORE ST.  
LOS ANGELES 38, CALIF.

# THE BILLBOARD Music Popularity Charts

## • 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	W	B	R	B
<b>JAMES WAYNES</b> Juno Partner SITTIN' IN 807—Waynes lends a powerful reading to a calypso blues ditty that could catch on.		83	85	82	82
Tryin' to Find a Girl Straight blues pattern on this side with Waynes and a haunting tenor driving and rocking.		85	86	84	86
<b>THE TRENTERS (Gene Gilbeau Ork)</b> Co., Co. Co DKEH 6804—The Ork label could well get under way with a flying start with this wild-and-woolly, rock-and-roll-in-jump blues. The Trenners shout lustily and Gilbeau blows up a mess of sizz. A strong entry.		84	85	83	85
Plenty of Money Claude Trenner effectively wails a pleasant enough blues set in the melodic pattern of "Stack-o-Lee" with Gilbeau again providing sax sparks.		83	84	83	83
<b>MABEL SCOTT</b> Coral 'Em Young, Treat 'Em Rough, Tell 'Em Nothing CORAL 65057—Miss Scott punches out a rocking novelty with force and persuasiveness. The chick certainly has style and a confident delivery. She has potential.		79	80	78	80
No More Cryin' Blues Here she turns to a slow blues and impresses again with her performance. The material is only a shade above the ordinary.		74	75	72	75
<b>BERT KEYES (Eddie Coombe Quintette)</b> Come On—A My House SAVOY 78—Keyes does an uptown transcribe of the Sargeant's soul. Good beat and the touches of local color should draw coin for this version in its market.		81	82	80	81
Perhaps Keyes does the English lyric to "Quiver, Quiver, Quiver" much in the same manner "Besame Mister" was treated by the Ray-O-Vacs, trick beats and all. A solid bet.		83	84	83	83
<b>AMOS MILBURN (Aladdin Chickenshackers)</b> Just One More Drink ALADDIN 3093—Amos maintains his high standard of performance with a gleaming job on a good slow blues with a trick turn. Should be a winner.		85	85	84	85
Ain't Nothin' Shakin' Another splendid item by Milburn and his group. Just a shade less effective than the topside.		81	82	80	80
<b>ROY MILTON (His Solid Senders)</b> I Have News for You SPECIALTY 407—Milton shouts a routine blues while his combo backs effectively.		72	72	71	73
T-Town Jump Milton's combo really does some solid sending as it dispenses a fine, rocking jump instrumental. Designed to start loss tapping and draw juke coin and should succeed.		79	80	76	82
<b>JIMMY LIGGINS (His Drops of Joy)</b> Lover's Prayer SPECIALTY 406—Liggins warms a warm, sincere blues to an effective and appropriate instrumental backdrop. A fine effort which could score.		84	84	84	84
The Washboard Special Liggins and band do a persuasive job with an old-fashioned songie melody out of the "Scrub Me Mama" school.		79	80	78	80
<b>PRESTON LOVE ORK (Charles Maxwell)</b> Wandering FEDERAL 12078—Singer Maxwell, making Charlie Brownism into a wide open rock chamber, does a bluesy item reminiscent in part of "Orville" blues. Could be a sleeper in spite of the uneven recording.		79	80	78	80
Veendo (George Williams) A ball of pretentious hubbub is done up well enough.		67	68	66	67
<b>JOE (PAPOOSE) FRITZ ORK</b> Summer's Coming On PEACOCK 1574—Dull slow blues drag. Fritz has a good blues style, but it isn't mixed with sufficient conviction here.		56	56	54	58
In Misery Like hip, recording is at least. Good instrumental work here, features a fine trumpet obbligato reminiscent of Frankie Hudson.		53	53	51	55
<b>CAROLINA SLIM</b> Rag Mama ACORN 232—Southern blues chanter sings with a good beat on standard type material.		68	70	66	68
I'm Got by Somehow More deep South material here. Slim's guitar picking and chanting show average.		70	72	68	70
<b>CAROLINA SLIM</b> Blues Knockin' at My Door ACORN 323—Good folk-like Southern blues with Slim chanting and playing a good rhythm guitar.		70	72	68	70
Worry You Off My Mind More of the same fare. Material is stronger.		72	74	70	72
<b>DINAH WASHINGTON (The Carpenter Ork)</b> If You Don't Think I'm Leaving MERCURY 5665—Miss Washington registers with an easy blues performance.		78	78	78	78
I'm a Fool to Want You Through done a strong, dramatic job with the moody pop, backed by a sensitive ork by Carpenter.		83	83	83	83
<b>GOREE CARTER</b> Tell Me Is There Still a Chance CORAL 65059—Southern style warbler gets off a slow blues in deep, relaxed style, with combo riffing neatly.		74	74	74	74
I've Got News for You Medium shuffle boogie has busy instrumental and vocal parts.		71	71	71	71
<b>AL JACKSON</b> Every Night About This Time CORAL 65058—Jackson does a so-so job on the blues done in rumba time.		66	66	66	66
Pannies From Heaven Jackson masses fire here with the standard done in a harsh and least blues arrangement.		55	55	55	55

# ATLANTIC

LEADS THE RHYTHM & BLUES FIELD by a mile!

Thanks to this great roster of HIT MAKERS

**• RUTH BROWN**  
Hit: 5919 Teardrops From My Eyes  
Hit: 5930 I'll Wait for You  
Hit: 5941 I Know

**• JOE MORRIS and his ORCH.**  
Hit: 5914 Anytime, Anyplace, Anywhere  
Hit: 5923 Don't Take Your Love Away  
Hit: 5942 You're Mine, Darling

**• LAURIE TATE**

**• AL HIBBLER**  
Hit: 5911 Danny Boy

**• JOE TURNER**  
Hit: 5939 Chains of Love

**• STICK MCGHEE**  
Hit: 5926 Tenn. Waltz Blues  
Hit: 5937 One Monkey Don't Stop

**• JIMMY LEWIS**  
Hit: 5913 All the Fun's on Me



**• THE CLOVERS**  
Hit: 5934 Don't You Know I Love You



**• THE CARDINALS**  
Hit: 5938 Shouldn't I Know

- ★ WILLIS JACKSON
- ★ VAN "PIANO MAN" WALLS
- ★ ERROLL GARNER
- ★ FRANK CULLEY
- ★ LUCKY DAVIS
- ★ BILLY MITCHELL
- ★ TINY GRIMES
- ★ BILLY TAYLOR

and

ATLANTIC IS CONSISTENTLY BUILDING A SOLID REPUTATION FOR QUALITY PRODUCTION OF SURE SELLING ITEMS THAT ARE NON-COMPETITIVE, AND OFF THE BEATEN TRACK

THIS IS MY BELOVED	#312	THE MAGIC RECORD ALBUMS	
SQUARE DANCE PARTY	#310	"AMAZING ADVENTURES OF JOHNNY"	#311
ROMEO AND JULIET—Complete Play	LP401	"THE ADVENTURES OF BRONCO BOB"	#313
<b>LONG PLAYING RECORDS</b>			
JOE BUSKIN—I Love a Piano	LP108	DON BYAS—Saxophone Moods	LP117
ERROLL GARNER—Rhapsody	LP109	SIDNEY BECHET—Saxos	LP118
THIS IS MY BELOVED	LP110	DIANGO REINHARDT—Jazz	LP119
MARIE POWERS—Heart Songs	LP111	Earl Hines—Famous Piano	LP120
ERROLL GARNER—Piano Solos	LP112	Solos	LP120
BILLY TAYLOR—Piano Pastels	LP113	BARNEY BIGARD—Fantasy for	LP121
MARY LOU WILLIAMS—At the	LP114	Clarinet and Strings	LP122
RUTH BROWN FAVORITES	LP115	SQUARE DANCE PARTY	LP123
SARAH VAUGHAN SINGS	LP116	DRUMS OF HAITI	LP123
		*to be released Sept. 1, 1951	

NOTE NEW ADDRESS  
**ATLANTIC RECORDING CORP.**  
234 WEST 56TH STREET  
NEW YORK 19, NEW YORK  
PHONE: LUXEMBURG 2-2910  
Material presented on copy right

STOCK UP  
ON THESE  
**M-G-M**  
**RECORDS**  
BEST  
SELLERS!



**BILLY ECKSTINE**  
I'M A FOOL TO WANT YOU • LOVE ME  
78 RPM — MGM 10982 • 45 RPM — MGM K10982



**DAVID ROSE and his Orchestra**  
TENDERLY • THE FLYING HORSE  
78 RPM — MGM 30384 • 45 RPM — MGM K30384



**ART MOONEY and his Orchestra**  
MAYBE IT'S BECAUSE • THE SONG IS ENDED  
78 RPM — MGM 11015 • 45 RPM — MGM K11015



**ART LUND**  
IN THE COOL, COOL, COOL OF THE EVENING • I WISH I WUZ  
78 RPM — MGM 11025 • 45 RPM — MGM K11025



**BLUE BARRON and his Orchestra**  
AFRAID • SUGAR COATED LIES  
78 RPM — MGM 11009 • 45 RPM — MGM K11009



**BILL FARRELL**  
GO GO GO GO • SUNSHINE KISSES  
78 RPM — MGM 11023 • 45 RPM — MGM K11023



**BILLY WILLIAMS Quartet**  
SHANGHAI • THE WONDROUS WORD  
78 RPM — MGM 10998 • 45 RPM — MGM K10998



**TOMMY EDWARDS**  
THE MORNINGSIDE OF THE MOUNTAIN • F'R INSTANCE  
78 RPM — MGM 10989 • 45 RPM — MGM K10989



**BUDDY DE FRANCO and his Orchestra**  
BODY AND SOUL • RUMPUS ROOM  
78 RPM — MGM 11007 • 45 RPM — MGM K11007



**HARRY RANCH and his Orchestra**  
WOMAN IS A FIVE LETTER WORD • I'LL FOLLOW YOU  
78 RPM — MGM 11018 • 45 RPM — MGM K11018

**LUKE THE DRIFTER**  
I DREAMED ABOUT MAMA LAST NIGHT • I'VE BEEN DOWN THAT ROAD BEFORE  
78 RPM — MGM 11017 • 45 RPM — MGM K11017

**SHOW BOAT**

Featuring the Stars of the M-G-M Technicolor Musical!  
**KATHRYN GRAYSON • AVA GARDNER • HOWARD KEEL**  
Marge and Gower Champion • Willam Warfield  
All the Beloved Hits by Jerome Kern and Oscar Hammerstein II



Available All 3 Record Speeds  
78 RPM 45 RPM  
MGM Album 84 • MGM Album 884  
33 1/3 RPM  
MGM Long-Playing Record E-559

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 19, N. Y.

**THE BILLBOARD Music Popularity Charts**

**• The Billboard Picks**

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

**CARA CARA BELLA BELLA**.....Perry Como.....RCA-Victor 28-4283

A lovely Neapolitan-flavored show ballad finds Como at his sweetest best. Retentive, simple and strong.

**WHEN THE SAINTS GO MARCHING IN KISSES SWEETER THAN WINE**.....The Weavers.....Decca 27470

The high-flying folk quartet has two contrasting sides of much appeal. "Saints," the rousing and spirited, is belted with Diskland-march fervor, "Wine" is tender and wistful.

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

Her liba delivers a fetching torch ballad, notable for both her performance and the tune quality.

**IN THE COOL, COOL, COOL OF THE EVENING**.....Jo Stafford-Frankie Laine.....Columbia 39466

The flamboyant, happy Mercer-Carmichael ditty is handed a rousing, jazz-flavored go by the Laine-Stafford duo.

**• 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. HITSITY, HITSITY.....Lola Aneche.....Mercury 5675
2. GO, GO, GO, GO.....Richard Hayes.....Mercury 5671
3. MY REVERIE.....Sarah Vaughan.....Columbia 39446
4. THAT'S GOOD, THAT'S BAD.....Frankie Laine Jo Stafford.....Columbia 39466
5. I LOVE THE SUNSHINE OF YOUR SMILE.....Four Knights.....Capitol 1587
6. VANITY.....Sarah Vaughan.....Columbia 39466
7. COME ON-A MY HOUSE.....Kay Starr.....Capitol 1718
8. IN THE COOL, COOL, COOL OF THE EVENING.....Bing Crosby Jane Wynnan.....Decca 27678
9. OH, DEAR, SHE'S WONDERFUL, BEAUTIFUL.....Burl Ives.....Columbia 39433
10. MORNING SIDE OF THE MOUNTAIN.....Tommy Edwards.....MGM 10989

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

1. I WISH I HAD NEVER SEEN SUNSHINE.....Les Paul-Mary Ford.....Capitol 4511
2. COLD, COLD HEART.....Tony Bennett.....Columbia 39489
3. LONELY LITTLE ROOM.....Pinetoppers.....Coral 40908
4. VANITY.....Sarah Vaughan.....Columbia 39466
5. COME ON-A MY HOUSE.....Kay Starr.....Capitol 1718
6. I LOVE THE SUNSHINE OF YOUR SMILE.....Four Knights.....Capitol 1587
7. HITSITY HITSITY.....Lola Aneche.....Mercury 5675

**• 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 tune juke box operators think tomorrow's hits will be:

1. VANITY.....Don Cherry.....Decca 27618
2. I'LL HOLD YOU IN MY HEART.....Eddie Fisher.....Victor 20-4191
3. SHANGHAI.....Bing Crosby.....Decca 27653
4. TELL ME.....Tony Martin.....Victor 20-4169
5. WONDER WHY.....Billy Eckstine.....MGM 10996
6. COME ON-A MY HOUSE.....Kay Starr.....Capitol 1718

**• The Country and Western 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 the Country & Western Disk Jockeys think tomorrow's hits will be:

1. DON'T FOOL AROUND WITH CALICO.....Slim Hamilton.....Columbia 20827
2. ALWAYS LATE.....Lefty Fitzgerald.....Columbia 20837
3. WEAPONS OF LOVE.....Louvin Brothers.....Columbia 20837

**Subscribe Now!**  
ONE YEAR \$10

**52 BIG ISSUES**  
including 8 Special Issues



THE BILLBOARD  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name.....  
Address.....  
City..... State.....  
Occupation.....

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 50-59 POOR

RALPH SUTTON PLAYS MUSIC OF FATS WALLER (11-10")

Columbia (53) CL-6180
Keeper! Out of Michael Kay, Alvin Child, Sheltered by the Stars, Viper's Drag, Blue Turn...

KING COLE TRIO VOL. III (11-10")

Capitol (53) K-99 78
Master Whoozer; The Marches for Words; I'm Strung Along With You; This Is My Night to Dream...

AMERICA'S FAVORITE MARCHES—The

Clavin Service Band of America, Paul Lanielle, Cond. (4-11")
RCA Victor (45) WP-315
Band of American March; El Capitan; The Washington Grays; Barnum and Bailey's Favorite; Colonel Boyer March...

EZIO PIZEA—"I LOVE YOU" (11-10")

Pizza with Johnny Green Ork (11-10")
RCA Victor (45) WDM-1524
I Love You; Dancing in the Dark; One Night of Love; With a Song in My Heart; Falling in Love with Love; For You Alone...

GYPSY AIRS—Harry Herlick and ork (11-10")

MGM (53) E-558
Tom Guitars; Dark Eyes; Gypsy Airs; Tango; Tzigany; Dixie Airs; Tzigany; Two Sporting Eyes; Granada March; Shadows of the Past...

INNOVATIONS BY BOYD RAEBURN VOL. 1—Man with a Horn; You; Body and Soul; Tom's Victory; I Only Have Eyes for You (11-10")

Savoy (53) MG-15010
VOL. 1—Over the Rainbow; My Boy; Big Man Walks; Prelude to the Dawn; Love Talk; Soft and Warm (11-10")
Savoy (53) MG-15011
VOL. 111—Diva; Sally; Duck Waader; Temptation; Boy's Heart; Strumming; Forgetful; Little Boy Blue (11-10")
Savoy (53) MG-15012
In music circles some four or five years ago, there was a considerable amount of rather sensational concert approach which Boyd Raeburn had employed for his new band...

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 50-59 POOR

Records are rated four ways: (1) over all; (2) as to their value for disc jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of one key category. Each category is assigned a maximum number of points within which new releases are rated. 0-5 indicates record is not suitable for a specific usage...

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

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

PAUL WESTON ORK (Norman Luboff Chord) 80--80--80--80

Song No. 1000—The Luboff Chord and Weston's art submit a simple, warm etching of a pretty new ballad from the coming Crosby flick score.

Maybe It's Because 85--85--85--85
This is an old Irving Berlin ballad, a pretty one, and not the hit of a couple of seasons ago. Weston has fashioned a glowing mood of the song and this could get the discy going again.

JO STAFFORD (Paul Weston Ork—The Lee Brothers) 84--86--84--82

Star of Hope
COLUMBIA 39465—The Lee Brothers' art submit a simple, warm etching of a pretty new ballad from the coming Crosby flick score.

He Bought My Soul at Calvary 74--74--74--NS
The church fashions another convincing job with a Star Hamilton religious effort. This one's a bit too heavy for pop consumption.

BURL IVES (Percy Faith Ork) 76--78--76--74

Noah Found Grace in the Eyes of the Lord
COLUMBIA 39483—Ives punches out a job without with a tasty ballad from the Faith ork and chorus.

Oh! Dear! She's Wonderful, Beautiful 86--87--86--85
Superior lyrics and vocal work make this bit of Scotland a side to watch. Ives carries his lead splendidly. Great spirit and an infectious lift make this a strong contender.

KAY STARR 85--86--84--85

Hold Me, Hold Me, Hold Me
CAPITOL 1710—Kay Starr is most persuasive as the actress but for her forceful style to a most engaging ballad from the coming "Face on the Moon" show. A likely item.

Come On a My House 84--84--84--84
Kay offers solid coverage on the Savoy riff in a neat dance job setting. DeWey's figure to catch Rosemary Clooney's, but should get a stable hit on the charts.

JANE TURZY (Reno Bondi & His Ork) 86--86--85--86

Sweet Violins
DECCA 27658—Miss Turzy, picking up a fast disc job, here has a superb coverage on the fast-ticking novelty. If there's to be a second discing to Dinah Shore's, it's likely that this is the one.

Looney Little Robin 86--86--85--86
The Ork has another handsome effort here with a promising pop topper out at the "Mackinac Bird Hill" school. Could be.

LES BAKTER ORK 70--75--68--68

Beats
CAPITOL 1596—Bakter goes out with a slice of Latin-influenced exotica with choral snarls and provoking laughing touches.

How Many Times 86--86--86--86
This is a striking reading of one of the prettier and more effective of the disc's ballads. Dick Brown shows in the solo work, a strong entry which could set long riffs if the promotion is forthcoming.

LOU ELLA ROBERTSON (Don Robertson's Wanderers) 73--75--70--75

Chickadee Mountain
CAPITOL 1706—The one-time Dinamite sister leads the way thru a cute ballad novelty.

In the Pines 72--75--70--70
The Ork projects pleasantly on a pretty discy with a traditional folk feel.

TOMMY TUCKER ORK 77--78--76--77

Longing for You
MGM 11021—Dime-in-the-middle rendition of a pretty new verse chorus number makes attractive listening. Treatment is a sort of gentle pop approach. Tune has much promise.

I'm Ready for You 68--68--68--68
Big, get and group tender with light novelty twirl.

FRANK PETTY TRIO 75--75--74--76

I Don't Care What You Used to Be
MGM 11010—Petty chums a ballad in the "Bird in a Gilded Cage" vein with effective support from the trio.

Honeysuckle Rose 75--75--74--76
Pianist Mike O'Napoli is featured on this instrumental playing a mess of notes effectively recorded for a sort of Les Paul-sounding effect.

HARRY RANCH ORK 65--65--65--65

I'll Follow You
MGM 11018—Jane Martin, Ranch and trio chant a fluffy novelty to a weak ending.

Woman Is a Five Letter Word 65--65--65--65
Complicated production tune based on a blues formula doesn't come off.

CARMEN CAVALLARO ORK 72--72--70--74

Every Little Movement
DECCA 27655—Leahora's piano is featured in a late related instrumental reading of the standard.

Wanda 67--67--67--67
There is a would-be Laura, but Bob Linder's only fair, vocal, spotted later in the record, doesn't build anything.

SARAH VAUGHAN (Paul Weston Ork) 85--85--85--85

Vanity
COLUMBIA 39486—Sarah does a beautiful job with one of the best of the new ballad entries, abetted by a fine Weston ork job. Could be better on pop and R. & B. fields.

My Reverie 78--78--78--78
Worthy recording every here, as though hands the Larry Clinton evergreen a better job.

LEE BROTHERS (Paul Weston) 68--68--68--68

Even as You and I
COLUMBIA 39487—Male quartet, a fair carbon of the Ames Brothers, work over a quiet ballad.

Sunshine Kisses 68--68--68--68
Pleasant novelty sentimentality doesn't impress in this reading.

MARINERS (Norman Layden Ork) 75--75--75--75

Good Luck, Good Health, God Bless You
COLUMBIA 39485—The Gaiters group sets a warm job with their single ballad, whose theme is explained in the title. Opening strain is appealing.

Hello, Sunshine 72--72--72--72
Old style piano novelty taken at a lively clip with a more striking sound quite laid together.

ARTIST LABEL AND NO. TUNES COMMENT

RICHARD TUCKER (Percy Faith Ork) 74--75--74--73

My Humble Heart
COLUMBIA 414—The top Metoprolin error is a bit stiff with this easy new ballad, but his charmingly of, of course, rich and strong. Faith chorus and ending adds some warmth.

Good Luck, Good Health, God Bless You 78--80--78--76
Tucker sounds much more at home with this sentimentalizer, which he does well, with good orchestral backing.

LEE MONTE TUNONES 50--50--50--50

Plant a Little Garden
CAPITOL 1597—Monte's wildly amusing material strings together some old conventional pop melody. Meaningless effort without the lyric.

Runaway Fiddle 61--60--60--64
Come on—arranges a boogie wogie instrumental, perched by guitarist Remo Bianchi. Nothing special.

JACK TETER TRIO 74--74--72--76

My Little Bimbo
CAPITOL 1593—Group that left-handed with "Johnson Rag" backs out a sprightly new treatment of the old waltz melody.

Dream Train 82--82--81--83
Another lively treatment of an old-fashioned tune novelty ballad, Teter's a goodie.

REO INGLE ORK 72--74--71--70

People Are Funny
CAPITOL 1594—Wildly amusing material strings together some old wide waltzes, delivered in Ingle's comically burlesque style.

Pool 40--40--40--40
Dull open dedication to pocket billiards drag.

MEL TORNE (Sid Feller Ork) 84--84--84--84

You Locked My Heart
CAPITOL 1598—Fatching little rhythm novelty with some effective touches and charmingly projected by Torne. Sid Feller's writing is a real nifty.

Who Sends You Orchids 72--75--72--70
The Fog essays a sophisticated torcher, doesn't convince. Mainly for the fun.

EDDIE FISHER (Hugh Winterhalter Ork) 88--88--88--88

I'll Hold You in My Heart
VICTOR 204191—Fisher makes excellent capital of the tune, a recent coming disc via Eddie Arnold's etching. Tune emerges an excellent pop, could sell.

I Heard a Song 86--86--86--86
Tune impresses via Fisher's soulful, expressive treatment, with Winterhalter's backing enhancing could go.

FREDDY MARTIN ORK (Murray Arnold) 87--87--87--87

Clair De Lune
VICTOR 204193—Tasteful pop-concrete treatment of the Debussy classic is very impressive, delivered in Ingle's comically burlesque style.

The Gang That Sang "Heart of My Heart" 81--80--80--84
Bobby Griffin and the Martin team take the same title as a subdued sentimentalizer at an easy dance tempo. Good feeling here.

VAUGHN MONROE & ORK 78--78--78--78

Everlasting
VICTOR 204194—Monroe and chorus do an efficient if unemotional job with a lovely ballad from "Face on the Moon."

Red Sails in the Sunset 84--84--84--84
Monroe's treatment of the standard is strong, might do by depending on public receptivity to soon after Nat Cole's mild nose-maker.

BOB DEWEY ORK (Stuart Foster) 70--70--70--70

When I'm Gone
VICTOR 204190—Dewey Bergman and Company, had a light boogie treatment to a routine waltz novelty with a country flavor.

Plans Roll Boogie 70--70--70--70
(Tommy Furter)
Lightweight pseudo-jazz boogie novelty with a feathery lyric gets an adequate job.

MILDRED DON (Man About Town) 73--73--72--74

May the Angels Watch Over You for Me
DECCA 27657—Miss Don, a sweet-sounding thrush with feminine and consider to her style, executes a good grade instrumental ballad. Made quarter and organ backing is lively.

Four Little Clover Leaves 60--60--60--60
Rhythmic ballad gets a lamp performance, owing to amateurish arrangement, not star thrush.

THE FOUR KNIGHTS 82--82--81--83

Walkin' on "Whisperin' Blues
CAPITOL 1707—Tune which was done as an instrumental by the back of Les Paul's smash "How High the Moon" has had an okay blues lyric added. Quartet do a neat job, with good walking and swinging effects.

Who Am I? 72--72--72--72
Tune has a ballad with a beat in a modified Mills Brothers style.

ETHEL MERMAN 76--79--74--74

The World Is Your Balloon
DECCA 27654—Miss Merman makes a decided pleasure of this engaging item from the defunct "Fiddler" score.

Don't Believe It (Ethel Merman-Bob Berger) 81--84--80--80
The super Merman-Berger team is as genial as ever in reeling off this breezy bouncer.

ANDREWS SISTERS-GUY LOMBARDO ORK 87--87--87--87

Dimples and Cherry Cheeks
DECCA 27652—The Andrews join socially with Kenny Gardner in re-releasing this completely infectious item to a Disneyland hill Lombaro song. Could be a big hit.

Night on the Waters 84--85--83--85
The Andrews, working as the harmony with the Lombaro dance beats, do a neat job of re-viving this poppy item, of which Carmine Lombardo is participant.

BILL DARNEL 75--77--73--75

You Blew Out the Flame
COLUMBIA 4141—Darnel works out the new lyric but to a Johnny Hodges instrumental built on straining fashion. Giorgio Auld's ork backs up.

Alarm Clock Boogie 78--80--75--78
Darnel is in his little for this amusing novelty. It's dressed up in a neat or sounds effective. An okay novelty etching.

GORDON MACRAE 70--75--68--68

On a Sunday at Caney Island
CAPITOL 1705—A lively novelty at a novelty novelty is handed a tasty production job by the water under the ban of Carmen Masters.

Ol' Man River 70--72--70--67
Message he would to cash in on the expected revival of the score of "Show Boat" after the new movie breaks, this is not a particularly stand-out reading of the score's most notable selection.

DOROTHY COLLINS 72--77--70--70

Did I Remember
MGM 11020—Miss Collins, with ork aid of Raymond Scott, fashions a tender revival of this lovely side. The hit Parade miss shows style here.

How Many Times 69--74--67--67
This is the Irving Berlin side and not the current pop ballad. The thing carries the bounce in the style.

LEROY HOLMES ORK 65--70--62--62

Take Me Out to the Ball Game
MGM 11016—Holmes leads this standard baseball anthem a bright orchestration treatment. Made for the catalog, no doubt.

Little League 62--65--60--60
A minor league march, this makes an ideal catalog outing for the topside.

(Continued on page 32)

# THE BILLBOARD Music Popularity Charts

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>POPULAR</b>		
<b>ART LUND</b>	<b>I Wish I Was</b> MGM 11025—Lund, with string Leroy Holmes orchestral backing, sweats noticeably in this scuffed and infectious rendition of a lively new movie pop feller. This one could emerge as a "buzzer."	85-86-85-85
	<b>In the Cool, Cool, Cool of the Evening</b> Lund turns in a merry, deliberate rhythm job on this infectious and swinging Mercer Carmichael ditty.	80-80-80-80
<b>JOHNNY DESMOND</b>	<b>America's Prayer</b> MGM 11005—Desmond is most impressive in his handling of a warm patriotic blarney.	73-80-70-70
	<b>I See You</b> A most stirring performance by the singer on a rich ballad of a romantic salariness.	70-80-65-65
<b>STAN KENTON</b>	<b>Jump for Me</b> CAPITOL 3704—A typical Kenton offer for dancing and his collector's eye light, is not as stiff as some Kenton offerings and is stamped with the Kenton brass sound.	77-80-75-75
	<b>Laura</b> This is a sequel to Stan's "September Song" hit. It follows that same pattern—glee club vocal spiced by the fat team section and rich reeds. Could enjoy the same success.	86-87-86-86
<b>GEORGIA GIBBS</b>	<b>While You Danced, Danced, Danced</b> MERCURY 5621—A subdued Miss Gibbs speaks a merry, intimate glow as she plays a pretty and lively new song in the easy language of Glenn Osser's writing. Mark this as a strong entry.	86-87-86-85
	<b>While We're Young</b> The shrill, gutsy string voice and heart into one of the most successful vocal readings of this beautiful wait yet but to wait.	81-84-80-80
<b>JOSEPH PONTRE</b>	<b>She Sold Him Down the River</b> CAPITOL 103—This is a very professional reading of a sea-feller, some seriously which might make something amusing done semirealistic town style.	62-64-60-62
	<b>My Little Piggy Bank</b> Miss France makes a convincing juvenile as she turns a pleasing effort with a ditty which could have some meaning as a kiddie item.	58-65-60-50
<b>EMMA-LOU WELCH</b>	<b>How Long Has This Been Going On</b> JESMA 463—Miss Welch, a fine singer of the Prexy Lee school, puts a beat to this Gershwin lively and comes up with a pleasant little slice.	67-70-65-65
	<b>My Funny Valentine</b> This sweetest little classic is sung with affection and warmth by the lovely. A simple, class effort which should find a warm reception among connoisseurs.	68-72-67-65
<b>TED HEATH &amp; HIS ORK (The Stargazers)</b>	<b>The Girl in the Little Green Hat</b> LONDON 1806—The Stargazers, a vocal group, have most of this record to themselves and fashion a breezy reading of a genre-pop novelty.	63-64-63-62
	<b>Sixty Seconds Got Together</b> Heath lays down a real dance background as the group turns in a rather matter-of-fact number of this gay little David-Livingston song.	67-70-65-66
<b>CHARLIE SPIVAK ORK (Pat Collins)</b>	<b>Paul Revere</b> LONDON 1204—Spivak's ork sounds old and rich as it sets a firm beat backdrop for Pat Collins' going of a rhythmic novelty with a historic twist. Deviants should like.	69-74-67-67
	<b>Angela Mia</b> Spivak's distinctive horn and Tommy Lynn's pleasant tenor share the lead on this far-reaching setting of an attractive gypsy-Italian ballad.	72-75-70-70
<b>ANNE SHELTON</b>	<b>The World Is Mine Tonight</b> LONDON 1047—With a rich ork-choral backup setting, Miss Shelton sings up a storm on this lovely overture. One of her best efforts.	75-79-72-75
	<b>Love Time</b> The throaty does nicely by a pleasant little commercial ballad with a story and down swing to sound out a good dishing.	75-79-72-75
<b>AL MORGAN</b>	<b>I Stole You From Somebody Else</b> LONDON 1002—The Millionaire schmaltzer is in his domain with this carnival ballad. Should do well in his market.	73-75-70-75
	<b>There's a Big Blue Cloud</b> Morgan lays his tone approach on this lively (and introduced by Gene) if the song catches this reading should grab a share.	75-75-73-77
<b>THE THREE SUNS</b>	<b>Come On—A My House</b> VICTOR 20-4199—The Sun have a rather feeble coverage effort on this Stargazer novelty. Vocal by the Sun Spots.	66-66-66-66
	<b>Mia Blues</b> The boys don't generate much interest in their pop approach to this country novelty of a few months ago.	66-66-66-66
<b>PEREZ PRADO ORK</b>	<b>The Syncopated Clock Mamba</b> VICTOR 20-4196—This is New Year's made Prado. It hasn't the incisive bite and sound of his more produced effort but nevertheless the imaginative good humor is present and makes a likable and shareable thing of the Larry Anderson item in number time.	77-80-75-77
	<b>Broadway Mamba</b> This is a reissue of a recent Prado piece from the label's international drum. It's a humorous, tongue-in-cheek picture of Broadway. Should drum.	76-80-74-74
<b>TONY BENNETT (Percy Faith Ork)</b>	<b>While We're Young</b> COLUMBIA 38449—Benett turns in a plain, direct, mellow of the lovely Miller-Paiz-English walk. Faith backs up handsomely.	76-77-75-77
	<b>Cold, Cold, Heart</b> Benett, currently showing some signs of acceptance, may have a heavy time in the straightforward pop warble of a fetching country ballad.	80-82-79-79
<b>BOB CONNALLY (Law Douglas Ork)</b>	<b>I'm a Fool to Want You</b> MERCURY 5672—Good coverage of the pop started by Frank Sinatra. Connally has strong, character stunts mark some.	75-78-72-75
	<b>There's a Lull in My Life</b> Connally handles the five and seven-eight standard a solid pop. Could do much to get him started.	78-81-75-77
<b>LOLA AMECHE (Al Trace Ork)</b>	<b>Josephine</b> MERCURY 5675—Gay coverage of the Les Paul instrumental title.	75-79-73-74
	<b>Hittity Hittity</b> Wacky novelty ditty could be a big one. Lyrics are almost nonsensical, but the melody is part Lucky Strike and part Public Beer commercials. Trace brings fits the mood.	84-85-83-84
<b>EDDY HOWARD ORK</b>	<b>Deadly Weapon</b> MERCURY 5673—Re-coverage from previous disk. This side was re-released in the July 7, 1951 issue.	85-85-85-85
	<b>Out of Breath</b> Howard hands this fine new tune a smooth reading. MGM get some action if the time makes it.	83-83-83-83

<b>JO STAFFORD-FRANKIE LAINE (Paul Weston Ork)</b>	<b>In the Cool, Cool, Cool of the Evening</b> COLUMBIA 38449—The low-down cool trackies this fine new Mercer-Carmichael bouncer in front, say, fashion. If the song comes, the name lower herein should take a good portion of the loot.	86-87-85-85
	<b>That's Good That's Bad</b> There's plenty of spirit and drive in this dishing but the material is a bit too specific to make it a contender for much more than dry-as attention.	77-80-77-75
<b>DORIS DREW (Carmichael Ork)</b>	<b>Sweet Violets</b> MERCURY 5673—Drew, with Jack Malloran chorus and the ork have an okay coverage dishing of the novelty chick. Not strong enough to catch Frank Sinatra.	75-74-72-80
	<b>Them Three Eyes</b> La Drew sings it some here for a bright chanting of the slide.	73-74-72-73
<b>BILLY COTTON ORK (Alan Breeze, Johnston Brothers)</b>	<b>Eleven More Months and Ten More Days</b> LONDON 1216—This is the familiar slide. Cotney reading gives the novelty detracts somewhat, but the production is perfect in spots.	67-74-64-64
	<b>Auld Scotch Mither Mine</b> (Seven Slashes) This is a good waltz played and sung in soft, lullaby-like mood.	72-74-70-71
<b>RAY ELLINGTON QUARTET</b>	<b>Bright Lights and Blond Hair</b> LONDON 1047—First-rate English jazz combo doesn't get much of a chance to play as Ellington channels the vocal on a Tim Pan-Alleyway ditty that could get some cash in juke boxes—even if he don't get "standards."	70-71-65-73
	<b>Keep off the Grass</b> Group could save a real run of light novelty material if they don't sing "grahm." Ellington sounds like a fine rhythm singer. Instrumental chorus stuns of group to advantage.	68-71-65-67

## Advance Record Releases

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>ALAN CLARK BOOBY (Bill Darnel (You Blue) Ork)</b>	<b>Lonely for You—T. Tucker Ork (I'm Ready)</b> MGM 11021	
	<b>Love Time—A. Shelton (World Is)</b> London 1007	
	<b>Lower Come Back to Me—S. Black Ork (Falling in)</b> London 1001	
	<b>Miss and Miss Alone—J. Dorsey Ork (The World)</b> Col 30477	
	<b>Monopolize Valley—G. Davis (Florida Dream Rhythm Ork)</b> 342	
	<b>Montana Moon—E. Glenn Davis (Swanee River)</b> Ork 70490	
	<b>My Funny Valentine—Emma Lou Wiles (How Long)</b> Jasma 463	
	<b>My Humble Heart—R. Tucker-P. Faith Ork (Good Luck)</b> Col 446	
	<b>My Little Piggy Bank—B. Evans (She Sold)</b> Capitol 101	
	<b>My Reverie—S. Vaughan-P. Weston Ork (Vanity)</b> Col 30446	
	<b>There Was a Night on the Waters—Andrew Sisters (London Ork)</b> 27652	
	<b>Dr. Man River—Gordon MacRae (Do a Sunday)</b> Col 1705	
	<b>On a Sunday at Casey Island—Gordon MacRae (Do a Sunday)</b> Col 1705	
	<b>Out of Breath—E. Howard Ork (Candy)</b> Mer 5676	
	<b>People Are Funny—R. Ingle Ork (Poo)</b> Cap 1599	
	<b>Piano Roll Boogie—B. Dewey Ork (When I'm)</b> 1014	
	<b>Poo—R. Ingle Ork (People Are)</b> Cap 1599	
	<b>Red Sails at the Sunset—V. Monroe Ork (Everlasting)</b> V 20-4194	
	<b>Savannah Mambo—T. Heath (Take a)</b> London 1014	
	<b>Serravallo—B. Snyder Ork (Chicago Blues)</b> London 1000	
	<b>She Sold Him Down the River—J. Pontre (My Good Luck)</b> Capitol 101	
	<b>Smoking Room—L. Brown-P. Weston Ork (Everlasting)</b> Mer 5673	
	<b>Swanee River—G. Davis (Montana)</b> Ork 70490	
	<b>Sweet Violets—D. Drew-C. Parman Ork (Them)</b> Mer 5673	
	<b>Syncopated Clock Mamba—P. Prado Ork (Broadway Mambo)</b> V 20-4196	
	<b>Take a Letter, Miss Smith—T. Heath (Savannah)</b> London 1002	
	<b>Take Me Out to the Ball Game—L. Holmes Ork (Little Leaper)</b> MGM 11016	
	<b>That's Good That's Bad—F. Laizer-A. Starbuck-P. Weston Ork (Do the)</b> Col 39446	
	<b>There's a Big Blue Cloud—A. Morgan (I Stole)</b> London 1002	
	<b>There's a Lull in My Life—B. Connally-L. Douglas Ork (I'm at)</b> Mer 5672	
	<b>These Things I Offer You—A. Gilles Quartet (Dreamscape)</b> Newmarket 72-2	
	<b>Vanity—S. Vaughan-P. Weston Ork (My Reverie)</b> Col 30446	
	<b>Wanda—C. Camillar Ork (Every Little)</b> Dev 27655	
	<b>Wang, Wang, Wang—B. Goodman Ork (It)</b> Mer 5673	
	<b>When I'm Gone—B. Dewey Ork (Piano Roll)</b> V 20-4190	
	<b>While We're Young—T. Bennett-P. Faith Ork (Cool, Cool)</b> Col 39449	
	<b>While We're Young—George Gish (While You)</b> Mer 5681	
	<b>While You Danced, Danced—George Gish (While We're)</b> Mer 5681	
	<b>Who Sings You Oracles—M. Farnum-J. Lipman Ork (New Look)</b> Cap 1598	
	<b>Who Do I Always Remember—A. Morgan (Dorchester)</b> London 991	
	<b>With All My Heart—G. Davis (Idaho Moon)</b> Ork 70490	
	<b>World Is Mine Tonight—H. Arthur Schmitt Ork (I'll Follow)</b> MGM 11018	
	<b>World Is Mine Tonight—H. Arthur Schmitt (Love Time)</b> London 1002	
	<b>World Is Your Ballroom—The Ethel Merman (Don't Believe)</b> Dev 27654	
	<b>You Brought Me This Far—G. Darnel (Alone)</b> Jasma 464	
	<b>You Loved My Heart—M. Torme-S. Feller Ork (Who Sings)</b> Cap 1598	

Because of Rain—Luis Arango Ork (Tom Yamp) V(45)51-5400

Bliss—G. Kainopou (That's What) Dev 27658

Declination—M. Heredia (Vocal) V(45)51-5473

Erica Noche—Serravallo—B. Ingle-T. Camargo Ork (Racial) V(45)51-5465

I'll Wane a Lot of Stars—A. Apollo (Little Brown) Dev 27659

Little Brown Gal—A. Apollo (I'll Wane) Dev 27659

Mambo Del 85—P. Prado Ork (Vipers) Dev V(45)51-5468

Me Rio Ork Amer—W. Fernandez (Amar) V(45)51-5471

Moon Over Coconut Island—G. Kainopou (Al the) Dev 27657

Six Reason My Article—B. Mott-F. Camargo (Istia) V(45)51-5465

That's What the Girl Said to Me—G. Kainopou (Bliss) Dev 27657

Three Little Girls Dressed in Blue—J. Vannal Ork (Yellow Shoes) V(45)1201

Too Young—L. Arcazar Ork (Because of) V(45)51-5480

Yves—M. Heredia (Declination) V(45)51-5473

Yvonne Del Carmen—P. Prado Ork (Mambo Dev) V(45)51-5468

Yvonne Shoes—J. Vannal Ork (Three Little) V(45)51-1201

## CHILDREN

Big and Little—Tom Glazer (Where Are) Prax 2-A

Bye Bye—Tom Glazer (Nice) Prax 1-A

Dicky Bird Hop, The—Kymore-Makelen Ledger Quartet (The Tooty) London 20012

Honey Little Farmer—John Griggs-Gene Linnell Chorus (Parts 1 & 2) Young People's Records YPR-807

My Little Piggy Bank—E. Glenn Davis (Swanee River) Ork 70490

My Funny Valentine—Emma Lou Wiles (How Long) Jasma 463

My Humble Heart—R. Tucker-P. Faith Ork (Good Luck) Col 446

My Little Piggy Bank—B. Evans (She Sold) Capitol 101

My Reverie—S. Vaughan-P. Weston Ork (Vanity) Col 30446

There Was a Night on the Waters—Andrew Sisters (London Ork) 27652

Dr. Man River—Gordon MacRae (Do a Sunday) Col 1705

On a Sunday at Casey Island—Gordon MacRae (Do a Sunday) Col 1705

Out of Breath—E. Howard Ork (Candy) Mer 5676

People Are Funny—R. Ingle Ork (Poo) Cap 1599

Piano Roll Boogie—B. Dewey Ork (When I'm) 1014

Poo—R. Ingle Ork (People Are) Cap 1599

Red Sails at the Sunset—V. Monroe Ork (Everlasting) V 20-4194

Savannah Mambo—T. Heath (Take a) London 1014

Serravallo—B. Snyder Ork (Chicago Blues) London 1000

She Sold Him Down the River—J. Pontre (My Good Luck) Capitol 101

Smoking Room—L. Brown-P. Weston Ork (Everlasting) Mer 5673

Swanee River—G. Davis (Montana) Ork 70490

Sweet Violets—D. Drew-C. Parman Ork (Them) Mer 5673

Syncopated Clock Mamba—P. Prado Ork (Broadway Mambo) V 20-4196

Take a Letter, Miss Smith—T. Heath (Savannah) London 1002

Take Me Out to the Ball Game—L. Holmes Ork (Little Leaper) MGM 11016

That's Good That's Bad—F. Laizer-A. Starbuck-P. Weston Ork (Do the) Col 39446

There's a Big Blue Cloud—A. Morgan (I Stole) London 1002

There's a Lull in My Life—B. Connally-L. Douglas Ork (I'm at) Mer 5672

These Things I Offer You—A. Gilles Quartet (Dreamscape) Newmarket 72-2

Vanity—S. Vaughan-P. Weston Ork (My Reverie) Col 30446

Wanda—C. Camillar Ork (Every Little) Dev 27655

Wang, Wang, Wang—B. Goodman Ork (It) Mer 5673

When I'm Gone—B. Dewey Ork (Piano Roll) V 20-4190

While We're Young—T. Bennett-P. Faith Ork (Cool, Cool) Col 39449

While We're Young—George Gish (While You) Mer 5681

While You Danced, Danced—George Gish (While We're) Mer 5681

Who Sings You Oracles—M. Farnum-J. Lipman Ork (New Look) Cap 1598

Who Do I Always Remember—A. Morgan (Dorchester) London 991

With All My Heart—G. Davis (Idaho Moon) Ork 70490

World Is Mine Tonight—H. Arthur Schmitt Ork (I'll Follow) MGM 11018

World Is Mine Tonight—H. Arthur Schmitt (Love Time) London 1002

World Is Your Ballroom—The Ethel Merman (Don't Believe) Dev 27654

You Brought Me This Far—G. Darnel (Alone) Jasma 464

You Loved My Heart—M. Torme-S. Feller Ork (Who Sings) Cap 1598

## RELIGIOUS

Everone Is Welcome—Kimo's Mrs You Don't Dev 14574

I'll Be Satisfied—Routledge (I'm So) Dev 48223

I've Got—Routledge (I'll Be) Dev 48223

You Don't Have to Say Words to Pray—Kimo's Mrs (Everyone Is) Dev 14574

## LATIN AMERICAN

Perdome—Hermanos Riscal Trio (Ven Mi) Col 6650

Quiero—Hermanos Riscal Trio (Quiero) Col 6649

Sempre to Quiero—Hermanos Riscal Trio (Quiero) Col 6649

Van Mi Reivela—Hermanos Riscal Trio (Perdome) Col 6650

## HOT JAZZ

Chico, The—D. Gillespie (Parts 1 & 2) Decca 3604

JATP Boogie—K. Kersey Trio (Sweet Lorraine) Mer 8948

Smile of Amaryl, The—Mary Lou Williams (Walking) Col 6649

Sweet Lorraine—K. Kersey Trio (JATP) Mer 8948

Waring—Mary Lou Williams (Sheik) Circle R 3008-B

## INTERNATIONAL

Beer Garden (Part 1)—Will Glaze Ork (I-107) London (33) APB-1008

## COUNTRY & WESTERN ALBUMS

Square Dance Album—Haystacks (I-107) London (33) APB-1008

## POPULAR ALBUMS

America's Favorite Marches Album—Band of America, Limited, Cond. (4-77) V(45)-51-5453

WP-315—Band of America March, El Capitan The Washington Corp.; Barnum and Bailey's Funnies; Colonel Bogey March; Washington Post; March of the Christian Soldiers; Stars and Stripes Forever

King Cole Trio, Vol. 5 Album (I-107) Cap 133

M-59—Marilyn Whoopee; Tom Marvino's New Words; 111 String Along With You; This to My Heart; I Dream of You; I'm Gonna Get You; I'm Gonna Get You; I'm Gonna Get You; I'm Gonna Get You

Little Red Book Album—Al Morgan (I-107) London (33) APB-1008—In My Way; You Tell Me Your Dreams; That Old Time of Mine; I Wonder Who's Kissing Her Now; Get Set It's Great to Meet a Friend; Sick, Sick, Sick; I'm Gonna Get You

Memories Album—Al Morgan (I-107) London (33) APB-1008—Always; It's a Site to Tell a Lie; Just a Girl That I've Forgotten; Lonesome and Sad; All by Myself; Let a Smile be Your Umbrella; If I Had My Way

Previn Piano Program Album—Andre Previn (3-77) V(45) WP-314—Spring Will be a Little Late This Year; I've Got My Eye on You; You Know the Advantage of Me; Saturday; Dearie Dearie; Love Is Just Around the Corner

Seven and Seven Album—Jay Carter Ork (I-107) Cap (33) M-267—Sweet and Lovely; Please; Just One More Chance; Say It in French; Thanks; Merry, Merry Love; Jalousie

## INTERNATIONAL

Alors Que—W. Fernandez (He) V(45)51-5471

At the Bay of the Islands—G. Kainopou (Mambo Over) Dev 27657

THE BILLBOARD Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 100—KURT WEILL

If it hadn't been for Adolph Hitler, Broadway might never have known Kurt Weill in the flesh.

A German Jew and already a composer of note when the former paper-hanger rose to power, Weill early incurred the wrath of the Nazis. In 1933, a number in his The Silver Lake that bore the prophetic title Ballad for the Death of a Caesar so enraged Der Fuehrer that all works by Weill were banned from Germany forever—"by order of the Chancellor."

So when the wholesale arrests and purges following the Reichstag fire started, Weill got out of Germany, living in Austria, Italy, France and England until Max Reinhardt brought him to the United States in 1935 to write the music for The Eternal Road, Franz Werfel's Biblical saga. This marked the beginning of a new and somewhat bewildering life for a composer steeped in Old World musical culture.

Born in Dessau, about 60 miles southeast of Berlin, the son of a cantor, Weill when only 15 years old served as accompanist for the stars of the local opera house. Then after studying for a year in Berlin under Humperdinck, Weill at the age of 19 became musical director of the opera at Luden-

sched, Westphalia. He later returned to Berlin where he played in rathskellers to earn enough money to complete his musical studies.

A children's ballet, dashed off in an odd moment, was his stepping stone to success. It attracted the attention of George Kaiser, who suggested the collaborate on an opera, The Prometheus. This was so enthusiastically received that Weill was able to say goodbye to rathskellers and concentrate on serious composition, which eventually culminated in the score of his greatest Continental success, Three Penny Opera, which ran for three years in the German capital and later was produced in New York.

In America, after putting the All-German himself and the Gestapo Weill had to master a new musical idiom as well as cultivate a liking for hot dogs, ice cream and the comic sheets. But the music he wrote for Knickerbocker Holiday, Lady in the Dark, One Touch of Venus and Street Scene was eloquent proof of his versatility. And while the reception accorded these productions was most gratifying, Kurt Weill derived an even greater thrill shortly before D-Day when he heard that a song, F. Attends un Navire (I Am Wait-

SONGWRITERS COMING UP!

JERRY LIVINGSTON

In Subsequent Issues The Billboard Will Present

- JOE BURKE
DAVE BREYER
ISHAM JONES
ARTHUR JOHNSON
VERNON DIXIE
HARRY ALIST

ing for a Ship) he had written in 1934 for the French musical play, Marie Galante, had been adopted by the French underground. When sung on the stage by a French prostitute marooned in Panama, it voiced a longing for Bordeaux. In the wartime cafes of Paris, however, the song meant invasion barges and liberation from the Boche.

Lost in the Stars probably will be listed in the chronology of the theater as Kurt Weill's Show Boat—his crowning achievement. It is the tragedy of an oppressed people set to poignant music just as Kurt Weill's A Flag Is Born, written to celebrate the founding of the Jewish republic, is a soul-stirring expression of gratitude for a day of liberation after centuries of homeless wandering.

But Kurt Weill's story ends on an ironic note. Last April, when Lady in the Stars was a Broadway hit and its composer was working on the score of a new production, based on Mark Twain's Huckleberry Finn, Kurt Weill died of a heart attack at the age of fifty. And that same week, Walter Huston, who had popularized Weill's September Song in Knickerbocker Holiday, also answered his final curtain call.

KURT WEILL'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

- Stage Musicals
1938—JOHNNY JOHNSON
A Grand Theater production staged as a protest against anti-semitism with book by Paul Green and presented by a cast headed by Russell Collins in the name role, John Garfield, Lee J. Cobb and Paula Miller. There were no individual hits in the score, which consisted solely of background music.
1938—KNICKERBOCKER HOLIDAY
Book and lyrics by Maxwell Anderson, and starring Walter Huston in a cast that included Ray Middleton, James Madden, Clarence Budington Kellam and Richard Kellman. Grandstaff Music Corporation.
CLICKETY-CLACK
HUSH, HUSH
THERE'S NOWHERE TO GO BUT UP
IT NEVER WAS YOU
NOW CAN YOU TELL AN AMERICAN?
ONE TOUCH OF ALCHEMY
THE ONE INDISPENSABLE MAN
YOUNG PEOPLE THINK ABOUT LOVE
SEPTEMBER SONG
(Available on the following records: Victor 20-1368, Arde Shaw; Victor 46110-12961 as BILLY, Gladys Swisher; Decca 4001, Warner Music; Columbia 38303, Harry James; Capitol 352, Jo Stafford; Victor 37161, Frank Sinatra; Decca 23754, Bing Crosby; Decca 25018, Tony Martin; Decca 23790, Jo Stafford Quartet; Victor 20-1493, Doreenelle Trio.)
BALLAD OF THE ROBBERS
WE ARE OUT IN TWAIN
TO WAR
OUR ANCIENT LIBERTIES
ROMANCE AND MUSKETEER
THE SCAR
DANCE OF THE ALCONQUONS
DIRGE FOR A SOLDIER
WE WOULD GO TO IT
1940—RAILROADS ON PARADE
A New York World's Fair production in which historic locomotives and trains were displayed with a musical setting. Lyrics by C. Alan and Buddy Berman. Grandstaff Music Corporation.
WILE AFTER WILE
1941—LADY IN THE DARK
Book by Moss Hart, lyrics by Ira Gershwin, and starring Gertrude Lawrence in a cast that included David Kaye, Victor Mature and Bert Lyell. Chappell & Company, Inc.
OH FAULOUS ONE IN YOUR IVORY TOWER
THE WORLD'S INAMORATA
ONE LIFE TO LIVE
GIRL OF THE MOMENT
IT LOOKS LIKE LOVE
MAPLETON HIGH CHORAL
THIS IS NEW
THE PRINCESS OF PURE DELIGHT
MY SHIP
(Available on Columbia record 30893, grade.)
SAGA OF JENNY
(Available on Columbia record 3987, Doreenelle Trio.)
THIS WOMAN AT THE ALTAR
THE GREATEST SHOW ON EARTH
THE BEST YEARS OF HIS LIFE
TSCHAIKOWSKY
"Lady in the Dark" Album: Decca A-208 with Hinesarrs, Robert Hannon and mixed chorus and orchestra. "Sage of Jenny," "This Is New," "Girl of the Moment," "My Ship" and "Oh Life to Live."
1942—ONE TOUCH OF VENUS
Book by A. J. Perlmutter and Ogden

- Roth, lyrics by Ogden Roth, and presented by a cast headed by Mary Martin, John Boles, Kenny Baker, Teddy Hart and Paula Lawrence. Chappell & Company, Inc.
NEW ART IS TRUE ART
ONE TOUCH OF VENUS
HOW MUCH I LOVE YOU
I'M A STRANGER HERE MYSELF
FORTY MINUTES FOR LUNCH
SPEAK LOW
(Available on the following records: Columbia 55053 in C-107, Morton Gould orchestra; Decca 18573, Guy Lombardo; Decca 23537, Guy Lombardo; Decca DA-23296, Mary Martin and Kenny Baker.)
WEST WIND
WAY OUT WEST IN JERSEY
FOOLISH HEART
THE TROUBLE WITH WOMEN
DOCTOR CHIPPEN
VERY, VERY, VERY
CATCH HATCH
THAT'S HIS WIFE
WOODEN WEDDING
VENUS IN OZONE HEIGHTS
("One Touch of Venus" Album: Decca A-361 with Mary Martin, Kenny Baker and mixed chorus and orchestra. "I'm a Stranger Here Myself," "Forty Minutes for Lunch," "West Wind," "Foolish Heart," "The Trouble With Women," "Speak Low," "That's His Wife," "Wooden Wedding" and "Wine in Ozone Heights.")
1943—FIREBRAND OF FLORENCE
A musical version of "The Firebrand" with book and lyrics by Edwin Justin Mayer and Ira Gershwin, and presented by a cast that included Earl Wrightman as "Cotton," Melville Cooper as "The Devil" and Beverly Tyler as "Angela." Chappell & Company, Inc.
SONG OF THE HANCMAN
COME TO FLORENCE
MY LORDS AND LADIES
THERE WAS LIFE, THERE WAS LOVE, THERE WAS LAUGHTER
YOU'RE FAR TOO NEAR BE
ALESSANDRO THE WIFE
I AM HAPPY HERE
SING ME NOT A BALLAD
WHEN THE DUCCHESS IS AWAY
THERE'LL BE LIFE, LOVE AND LAUGHTER
I KNOW WHERE THERE'S A COZY NOOK
THE NIGHTTIME IS NO TIME FOR THINKING
DIZZILY BUSILY
THE LITTLE NAKED BOY
MY DEAR VENUSITO
1944—LOVE LIFE
Book and lyrics by Alan Jay Lerner and starring Nanette Fabray and Ray Moberly. Chappell & Company, Inc.
WHO IS SAMUEL COOPER?
MY NAME IS SAMUEL COOPER
HERE I'LL STAY
(Available on the following records: Capitol 15119, Billie Holiday; Columbia 38294, Billie Holiday; Decca 24572, Guy Lombardo; Decca 2955, Grace Fields; Mercury 5279, Ronnie Daverville; Victor 20-3063, Sammy Kaye.)
PROGRESS
I REMEMBER IT WELL
GREEN UP TIME
(Available on the following record: Co-

- JUST IN CASE
A RHYME FOR ANGELA
THE WORLD IS FULL OF VILLAINS
YOU HAVE TO DO WHAT YOU DO DO
LOVE IS MY GUY
COME TO PARIS
1947—STREET SCENE
A full score of the sidewalk of New York, based on the Pulitzer prize-winning drama of the same name with book by Elmer Rice, lyrics by Larson Haines, and presented by a cast headed by Norman Panama, Anne Jeffries, Hope Emerson, Felicia Stokes and Brian Stiller. Chappell & Company, Inc.
REMEMBER THAT I CARE
THE WOMAN WHO LIVED UP THERE
WOULDN'T YOU LIKE TO BE ON BROADWAY
LET A LOAD OF THAT SOMETHING I NEVER COULD BELIEVE
WHAT GOOD WOULD THE MOON BE?
I GOT A WARMLE AND A STAR
CATCH ME IF YOU CAN
ICE CREAM
THERE'LL BE TROUBLE
WOOD-FACED AND STARRY-EYED
AIN'T IT AWFUL—THE HEAT?
WRAPPED IN A RIBBON AND TIED IN A BOW
LOVELY MOUSE
A BOY LIKE YOU
WHEN A WOMAN HAS A BABY
LET THINGS BE LIKE THEY ALWAYS WAS
WELL GO AWAY TOGETHER
LULLABY
I LOVED HER TOO
DON'T FORGET THE LILAC BUSH
"Street Scene" Album: Columbia ME-183 with Anne Jeffries, Polyna Stokas, Brian Stiller and other members of the original cast and orchestra. This album contains all the above listed songs.
1948—LOVE LIFE
Book and lyrics by Alan Jay Lerner and starring Nanette Fabray and Ray Moberly. Chappell & Company, Inc.
WHO IS SAMUEL COOPER?
MY NAME IS SAMUEL COOPER
HERE I'LL STAY
(Available on the following records: Capitol 15119, Billie Holiday; Columbia 38294, Billie Holiday; Decca 24572, Guy Lombardo; Decca 2955, Grace Fields; Mercury 5279, Ronnie Daverville; Victor 20-3063, Sammy Kaye.)
PROGRESS
I REMEMBER IT WELL
GREEN UP TIME
(Available on the following record: Co-

PERTINENT DATA ON SONGS AND SONGWRITERS
Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.
Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).
In the publisher listing the name of the present publisher and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.
In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

Country & Western (Folk) Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for popularity. Includes records by MERVIN SHINER, WEBB PIERCE, ROY ACUFF & THE Smoky Mountain Boys, and DOUG MACARTHUR.

FOLK TALENT AND TUNES

Sheldon Horton, WJSW, Saxon, Pa., reports Roy Acuff drew 2,000 at one show played June 23 at the Huntington Country Fairgrounds, with Buddy Messner's cork also on the date. Horton is seeking other attractions to play the spot. ... Marilyn and Wesley Tuttle are doing 10 hours of dishing on KECA-TV. Larry Stewart, WHAT, Philadelphia, reports that winners of his annual popularity poll, as selected by his listeners, were: Men—Gene Aultry, Hawkshaw Hawkins, Edgy Arnold, Hank Snow and Ledy Frizzell; Women—Rosalie Allen, Kay Starr, Patti Page, Bobbie Faye and Mary Ford. Dick Embody, KGGF, Coffeyville, Kan., got a promotion to program director but will continue to do his many wax shows. ... The Louvia Brothers (MGM) are not currently working at WMPS, Memphis, according to platter pilot Bob Neall.

Artists' Activities
Neva and Jack Starns Jr., who manage Ledy Frizzell (Columbia), are playing new bands and name hits and Western artists in their act at Longview, Tex. Hank Williams is set for the 1,200-seater here July 20. Mrs. Starns has started managing her. (Continued on page 17)

WE PAY CASH FOR RECORDS & ALBUMS... VEDEX CO. 124 10th Ave. New York 10, N.Y. Phone 7-8336

RECORD PRESSINGS... 3115 Broadway New York 10, N.Y.

The Sweetest song is "THE SWEETEST GIRL IN PARADISE VALLEY" #A-380 HOLLYHIT RECORD CO. 6715 Hollywood Blvd. HOLLYWOOD 28, CALIF.

Leon René Publications WATCH FOR NEW RELEASES... 3124 W. 24th St., Los Angeles 16, Calif.

## N. Y. Race for Acts To Hit High in Fall

Clubs Battling Each Other for Top Talent—and There's Always Video

Continued from page 1

for his Latin Quarter and is opening his new Broadway Club, Gilded Cage, in September with Ben Blue and Edith Fellows. Latter spot will use a Gay '90s format headed by names and supported by young talent. Talk has it Billy Rose's Diamond Horseshoe may reopen either under Rose's or some other operator's handling, and also with name acts.

Meanwhile the Copa probably will operate with its now standard line-up of Jimmy Durante, Joe E. Lewis, Lena Horne, Martin and

Lewis, Billy Eckstine, Frankie Laine and others. The Versailles, Plaza, Waldorf-Astoria and Pierre are either going back to their name and semi-name policies or will loosen budgets for some higher priced talent.

Competition between TV shows and the night spots will, of course, be as heavy as ever, even though the operators are no longer too adamant about letting attractions make video appearances. With New York still the originating point for the big video shows, talent will be in town, but in many cases unwilling to work night spots while one-shot prices for TV remain high.

It adds up to plenty of headaches, but with a ready-made aspirin in the form of stronger attractions for what should ordinarily be better business.

## Stem Combos Push Grosses Higher Again

NEW YORK, July 14.—With Martin and Lewis breaking all records at the Paramount and The Great Caruso still strong at the Music Hall, week's grosses at Stem houses continued to move up. Paramount with Dear Brad and M. and L. hit a tremendous \$150,000 for the first week of the layout. Previous week's take was \$57,000. Radio City Music Hall (\$6,200 seats) average \$135,000 came up with a good \$134,000 for the umpteenth week of The Great Caruso, Larry Storch and Myrtle and Paacud. Previous week hit \$148,000.

Roxy (8,000 seats) average \$90,000 did \$70,000 for the second week of the year, the Kean Sisters and the Frogmen. Opener was a good \$105,000.

Capitol (4,827 seats) average \$35,000 just missed with \$33,589 for the second and final week of Excuse My Dust, Margaret Whitling, Jack Smith and the Frank DeVolork.

Palace (1,700 seats) average \$15,000 reported an excellent take of \$22,000 for a 10-act bill and The Hoodlum. Week before the house came in with \$20,000.

## Live Show Policy Clicks in Detroit

DETROIT, July 14.—Experimental live-show policy appears to be paying off at the Allen Park Theater in suburban Allen Park, operated by the George Circuit. First Wednesday show doubled attendance, according to Manager Pierre Lamarre, with the second holding up nearly as well, though handicapped by a heavy rain.

Significant angle is that the show is not handled as an amateur contest, but produced as a real show by Tobey H. Zullo, dramatic teacher, who rehearses the youngsters for a week beforehand in her own studio.

## Cooper Heads New Quebec Agent Assn.

MONTREAL, July 14.—All booking agents in the province of Quebec met Thursday (12) in this city and formed an organization known as the Province of Quebec Agents' Association. Officers elected were: Roy Cooper, president; Fred Norman, vice-president; Jack Adams, treasurer, and Ed Feigleman, secretary.

## Doree Draws Big House At Copenhagen Concert

COPENHAGEN, July 14.—Doris Doree, American operatic singer, drew a near-capacity house at her concert in the big Tivoli (park) concert hall, despite unfavorable weather conditions. Practically all seats priced at an exceptionally modest Tivoli rates of 15, 30 and 60 cents, had been sold in advance. Miss Doree scored a real success in her renditions of several operatic selections, with the Tivoli Symphony Orchestra under the baton of Emil Reesen.

## General Artists Make Anger VP

NEW YORK, July 14.—Harry Anger, General Artists Corporation theater department topper, was this week upped to a vice position by GAC Prexy Tom Rockwell. Anger's new spot will put him in charge of all the variety, cafe and television fields. He will continue to operate his own department. Promotion now gives GAC four vicepres in New York: Anger, Mill Krasney, Tom Martin and Art Weems.

In his new spot, Anger will answer directly to Rockwell. No other changes have been announced by GAC, though the trade was buzzing Friday (13) with talk about further switches. Meanwhile, Anger has taken off on a two-week vacation.

## AGVA Toppers in D. C. to Clarify Wage Freeze Edict

NEW YORK, July 14.—In an attempt to clarify the government rulings on freezing of actors' salaries, the American Guild of Variety Artists brass met with Federal Wage Stabilization Board officials in Washington this week. Attending the WSB conference were AGVA Executive Secretary Henry Dunn and AGVA lawyers Henry Katz and Jonas Silverstone. According to AGVA, a series of government rulings on wages has muddled the wage increase position of the Guild's members. AGVA brass has asked for clarification of the government edicts. Further meetings have been scheduled.

## New York

Buck and Bubbles now being booked by Associated Booking Corporation. Harvest Moon dance winners set for the Latin Quarter along with Billy Daniels in mid-September. . . . Chanter Pat Terry was inked to a three-year deal with GAC last week.

Same office signed April Stevens, Dorothy Claire and Johnny Ray. . . . Lou Walters took off for Paris last week in search of a complete show for his Latin Quarter. . . . Donald Nevis opens at the Celebrity Room, Sydney, Australia, August 1. . . . The Colons working in the Dorothy Lewis ice show at the Hotel Nicolet, Minneapolis.

## Hollywood

Richi Brothers and Lucille play their first Coast date August 3 at Larry Potter's Supper Club in the Valley. . . . Bill Gray, co-owner of the Band Box, makes one of his rare road trips this

## ACTS WAIT

### 'Caruso' Run Snarls M. H. Booking Plan

NEW YORK, July 14.—Booking snarl created by the terrific holdover business being done by The Great Caruso flick at the Radio City Music Hall here has kept one act waiting around town for six weeks.

Lew and Leslie Grade office, thru Eddie Elkorf, this week finally settled the problem with the theater in getting a "substantial" cash settlement for the Myrons and setting the act for the next bill at the combo house. The Dasses, originally slated to work on the bill, will, instead, be booked elsewhere.

Figuring the Caruso flick for about a three-week run, the Myrons were booked to open six weeks ago. Since then Elkorf has been unable to set them any place for two reasons: (1) Deal which calls for the Music Hall to get Grade foreign acts on their first American appearance, and (2), possibly that the flick would move out at time when act was booked elsewhere.

Agreement reached Friday (13) is reported to have made everyone involved happy.

With MGM's Showboat set to follow Caruso, possibility is that the booking snarl could get worse. Advance reviews and business being done out of town with the picture points to a lengthy run for Showboat, too.

## DeSure Back In Niterly Biz

HOLLYWOOD, July 14.—Eddie DeSure, former owner-op of the Oasis, actively returned to the niterly business this week as prexy of Sure, Inc., a local corporation that intends to purchase no less than six small night spots. First such club bought by the group was Palli-Palli, near-by bistro. DeSure will spend several thousand dollars remodeling the club and expects to open late this month.

Palli-Palli seats close to 100 and will have a combo and a singer. DeSure is planning to enlarge the room, breaking thru to the next building. He still maintains an interest in the Oasis, owning the property and building.

## New Night Club Opens in Seattle

SEATTLE, July 14.—A new night club, Show Box Theater Restaurant, opened here last week under management of Frank Ackerman. Club, seating 900, will have a non-exclusive booking policy. Price policy will be \$1.25 minimum before 9 p.m. and \$1 after 9, tax included.

Norm Hoagy's ork and Bob Frisque at the Hammond organ were booked for the opening, with Polly Baker and Harry Carroll to follow.

## Extra Added

Brief but important night club-vaudeville news

include in a package which will include Patti Moore and Ben Lesay. Niterly will bring Lenny Kent back to spell Gray, and possibly sign chirp Joyce Bryant. . . . The Gables Club, Duke Ellington skedded to return to the Oasis soon. . . . Ambassador Hotel's Tony Cabot headed east last week. . . . Doodles and Spider, currently headlining the Bar of Music, will return the end of April for an indefinite stay. . . . Russell Nype is featured in Metro. "The Family Man," set for fall timing.

## Miami Beach, Fla.

Jack Goldman is angling for Patti Page to head a new Clover Club show July 28. . . . Mother Kelly's resumed a show policy with vocalists Chris Columbus in stellar spot. . . . Storm and Gale, comedy team, now at the Paddock Club. . . . Night club dance director Carlyle has formed a motion picture production company in Havana.

## Coast Unions in Hassle Over G.I. Benefit Shows

HOLLYWOOD, July 14.—Increasing number of free shows for G.I.'s has cropped up as a major issue among the American Guild of Variety Artists, California Theatrical Agents' Association and Hollywood Co-Ordinating Committee, all of whom are accusing one another of permitting cuffs to circulate in this area.

Ted Lesser, C.T.A.A. prexy, has informed member agents that no free shows should be produced, and no agents should accept commissions from paid acts playing military establishments. Lesser told The Billboard that in the event any agent demands a percentage, camps are free to deal with him (Lesser) direct, and he will waive commissions. Lesser does feel, however, that free entertainment should be furnished to all G.I. hospitals.

Hollywood Co-Ordinating Committee is in the position whereby if it denies any show the right to play a camp, it will be criticized for unpatriotic actions.

## AGVA Threatens To Divorce TA

HOLLYWOOD, July 14.—American Guild of Variety Artists is threatening to sever relations with the Theater Authority. Regional topper Eddie Rio has set up a special committee to meet with TA reps in a last-minute effort to patch things up between the orgs. Dispute allegedly arose over free benefits. AGVA claiming that too many such shows are being given, causing loss of work for Guild members.

Rumor this week had Rio already cutting ties. However, such action is false. AGVA has not made a break without approval of Guild boards in San Francisco, Seattle and Denver, besides the local branch.

## Slate Crack-Down Vs. San Antonio's Clubs & Ballrooms

SAN ANTONIO, July 14.—Local night clubs and dance halls are to undergo safety and health inspections which may result in many of them being closed.

Plans have been made to have the spots inspected by representatives of the fire department, building inspector's office and health department. Spots not meeting specifications will be closed until necessary repairs are made.

On the heels of this announcement the police department has started raids on night spots which are violating State liquor laws. According to the law spots must close at midnight. Police have raided several clubs and booked patrons for violation of the curfew law.

HCC's Stan Richardson is currently okaying an average of two shows a week for camp dates. AGVA, claiming the free shows keep Guild members out of work, is seeking ways to curb the no-charge shows. In view of the situation existing among the three orgs, HCC this week loaded its promotional guns for a full-scale barrage aimed at securing re-entertainment for military personnel overseas. Reactivation of HCC's talent committee followed a luncheon at which Lt. Gen. Albert C. Wedemeyer, soon-to-be retired commander of the Sixth Army, told of the desperate need for acts of any persuasion in order to maintain G.I. morale. Talent group is co-chaired by Marco Wolff, of Fanchon & Marco, and Paramount's William Meiklejohn.

Hollywood Canteen, because of the possibility of peace in Korea, has postponed reopening of the famed World War II veterans' center. Should hostilities there continue, and additional military men inducted, Canteen is expected to open its doors in the fall.

## Doldrums Hit Philly Niteries

PHILADELPHIA, July 14.—With summer doldrums setting in, the only sign of activity—apart from the Celebrity Room—the only downtown room with a regular show is at the Little Rathskeller, which recently changed its name to the Rainbow Room and will shortly change it again to Club Ebony.

Proprietor Label Spiegel turned to a Harlem-styled operation with Peggy Thomas, Bob Bailey, Hortense Allen, Calvia Davis and the Hot Shots, plus a line. In addition Randy Dixon, Dolly Neves columnist and WDAS disk jockey, now originates from the Ebony lounge.

For the rest of the major rooms, several are doing face lifting jobs, with the most significant occurring at Lee Gubers' Tenderloin, which will practically double the lounge's present capacity of 175. Regular music policy will continue thruout the summer with the enlargement making it possible to bring in some of the bigger names in the fall.

The Wedge, musical lounge, has built a new stage and is being redecorated. Powelton Cafe, with Negro musical names, will get complete renovation for top-flight operation to be resumed in the fall. Face-lifting also is being done at the class Garden Terrace of the Benjamin Franklin Hotel where ice shows hold forth. Room closed for the summer.

Dallas Gerson, owner of the Latin Casino, where only the lounge is running is going to the West Coast to negotiate for movie names in the fall. For the summer, Latin Casino has Pat O'Dare's singing and Joe Frassetto's music in the ante-room.

## Cafes Do \$3 Mil Better in May, '51

WASHINGTON, July 14.—Sales in eating and drinking places during May totaled \$84,000,000, an increase of \$3,000,000 over sales during May a year ago, the Department of Commerce reported.

Part of the expense of entertainment and other service charges in eating and drinking establishments was included in the Commerce Department's estimate that \$8,780 million was spent for alcoholic beverages during 1950. This compares to the \$8,550 million spent in 1949.

## Tropical Bar, Now Drome, Drops Acts

DETROIT, July 14.—The former Tropical Show Bar on Dexter Boulevard is being named the Drome Show Bar by owners Charles Semchena and George Sklepowich, who took over several months ago.

Talent is to be dropped in the fall because the management figures that the adjacent bowling alley operation will bring all the business the spot needs as a straight bar without live entertainment.

### Chicago, Chicago (Friday, July 13)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louie Basili's house band.

The Balaban & Katz flagship house has the most potent disk artist line-up ever displayed here with the Frankie Laine-Rosemary Clooney combo who sport three of the top 10 wax sellers between them. Miss Clooney, a refreshing, lithe blonde in a terrific white gown, surprises with her stage know-how. Gag sings all out, stressing her lyrics without faked animation. She has an original approach, except on slow tunes, when her hold-over remind of Helen O'Connell. The Columbia newcomer's continuity makes for easy listening. She did every type of tune, doing equally well with a sentimental ballad and Shotgun Boogie. A poor full-band arrangement of her current hit, "Come On a My House," which fails to carry the impact of the harpsichord-rhythm section backing on her disk, hurts her rendition of this tune on the show.

Frankie Laine, who gets better each time in, was having a ball entertaining and he projected that fun all the way. He broke up when the fan-filled theater started swooning on the sentimental passages and his ad libbing showed him really at ease. A new opening song in which he talks about being nervous is meaningless because of his smooth performance. That's "My Dream" racked up the biggest response with Jezebel and Rose, Rose.

(Continued on page 36)

**SELAN'S**  
Waxing & Grooming  
Hair Styling  
Write for FREE CATALOG  
Our hairdressing  
are all expertly  
done by the  
best hair  
stylists in  
Chicago. Write for  
FREE CATALOG  
and WIG  
SALE PRICE  
LIST. (Send  
10¢ for  
FREE CATALOG)

32 N. State St.  
Chicago 2, Ill.

**CLINTON HOTEL**  
14th Avenue Springs  
308 outside rooms  
From \$2. Special  
weekly rates. House  
keeping apartments  
NEW TILE BATHS  
1517. Conditioned  
Central Lounge.

**ROSALIE ALLEN**  
AVAILABLE FOR PARTS, FAIRS,  
CELEBRATIONS—RADIO & TV  
Write  
Phone  
1205 Paramount Theater Bldg.  
New York City, Lacksawana 6-9497  
Earle Theater Bldg., Philadelphia, Pa.  
WA 3-4677 and 3-3172

**GAGS AND LAUGH LINES**  
Classified for quick and easy reference  
Such as "Hotel" Gags, "Married Life"  
Gags, etc. \$1 per set of 5 pages Set  
1-2-3-4-5 now ready. Cash. Check or  
money-order.

**FRANK REYNOLDS**  
1627 Westmoreland St., Phila., 46, Pa.

**HOWARD PHOTO REPRODUCTIONS**  
No order too small or too  
Large. Enlargements mounted  
30x36, 35x40, 35x45, 35x50. Photo  
post cards, 3x 5. 10¢ per set  
1-2-3-4-5 now ready. Cash. Check or  
money-order.

**Howard Photo Service, Dept. B**  
164 W. 14 St., New York 19, N. Y. LU 2-1460

**DESIRE FINANCIAL BACKING FOR  
NEGRO MUSICAL FANTASY**  
WIRE RECORDED FOR AUDITIONS  
AGENTS APPLY.

**B. Newton**  
271 W. 125TH ST. NEW YORK CITY

**PHOTOS in MILLIONS**  
1,000 POSTCARDS—\$19.00  
100 8x10—\$4.50  
50 SLIDESHOWS—\$1.50 up

Write for FREE CATALOG & LIST  
MOSS PHOTO SERVICE, 330 W. 50 N. Y. 19

**Minstrels' Costumes & Accessories**  
CIRCULARS FREE  
Dance—COSTUMES—Crowns  
For all other occasions Get in touch with  
**THE COSTUMER**  
238 STATE ST. SCHENECTADY 5, N. Y.

# Night Club-Vaude Reviews

## Capitol, New York (Wednesday, July 11)

Capacity, 4,627. Price policy, 55 cents-\$1.50. Four shows daily. Loo chain booker, Sidney Piermont. Producer, Allan Zee. Show played by Gene Krupa's orchestra.

With the current show the house bows out of the flesh-pie policy started in 1943. Truth is, if this is typical of what the Capitol would have come up with in the future, the bow-out is a fine idea. The Kuba's band opened with the usual flag-waver and then brought on male chanter Joe Tucker with an Eckstine-like rendition of "Everything I Have Is Yours." Got fair milks. Perry Franks and Jaycee showed an okay terp act, tho the set did little more than dress up the turn. Team's best hit was a cakewalk with top hats and canes. Band chirp Dodie O'Neill comes on for Krupa's standard Boogie Blues number, but failed to sell. Krupa, however, drew hefty applause for his drum solo in the set. Most effective lighting adding interest.

Tom Ewell opened with some light, ineffective patter which led into a routine about a newly discharged G.I. getting his first civilian haircut. Milton Frome worked as the barber. Net result was a few giggles. Frome's film while Ewell switched to an Up Front costume as Willie. Ewell's Willie routine closed the act for a polite mill, mostly for his ingratiating manner.

Snooky Lanson ran thru "Ain't Misbehavin'", "My Foolish Heart", "Beulahed", "Old Man River", "Too Young", "By the Light of the Silvery Moon", "That Old Black Magic" and "Old Master Painter." The guy has a pleasant voice, but wasn't helped any by piano arrangements. Could have done better too with more current material.

Pic. Strictly Dishonorable. Joe Martin.

## Bill Miller's Riviera, Fort Lee, N. J. (Thursday, July 12)

Capacity, 1,025. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits.

The Jackie Miles headlines the new show, the big news and by noise opening night was Sammy Davis Jr. Billed as part of the Will Mastin Trio, Davis is actually the whole show. His dad and uncle serve mainly to open the turn and back him on his solo stints. He worked for about a half hour and, from the mill he got, could have stayed on for another 30 minutes. In the first class club booking in the East for the trio, they were socko. Just as previously noted in Billboard reviews as the group worked East, Davis Jr. vowed 'em with his haunting and impressions. His "Melody in Four F," a la Danny Kaye, was terrific.

Kay Armen, one of the better fem chanters in the business, didn't have it too easy following the Mastin Trio. She did well enough.

(Continued on page 36)

## Vogue Terrace, McKeesport, Pa. (Wednesday, July 11)

Capacity, 1,000. Owner-operator, Andy Chakera. Booker, George Claire. Price policy, \$1 cover charge. Estimated budget this show, \$2,000. Estimated budget last show, \$1,000.

Juanita Hall, in the star spot, has a bright, full voice which she handles excellently, but in bridging the gap between legit and niteries she has lost the warmth and spark that captivated her South Pacific audiences. She approaches each song like she is smelting something, and the poor audience of 30 people in the 1,000-seat house could be it. She does a great singing job but fails to sell enough and evidently does not draw enough to warrant her large salary.

Sue and Al Lynn, two talented

(Continued on page 36)

## Rainbow Room, New York

Capacity, 375. Price policy, no cover, no minimum. Closed Sunday. Continuous entertainment other nights from 4:30 to 9 p.m. Operator, Union News Company. Booking policy, non-exclusive.

The draw at this spot is still its location on the 65th floor of the RCA Building along with the view of Metropolitan New York from tables near the windows. Entertainment is musically good but secondary. Spot operates during the cocktail hours, tho meats are served. Atmosphere is pleasant, and clientele consists mostly of out-of-towners and localites looking for a cool spot to have a drink.

The Chico Relli Trio alternates with Lee Laszlo in supplying music that's best described as live Muzak. The Laszlo gig works at the Hammond organ dispensing show tunes, standards, light classics and a few slick organ pieces of the type being successfully sold by Ethel Smith. Miss Laszlo looks good, too. The Chico Relli group uses twin pianos and a bass fiddle, tho the boys double on accordion and celeste. Again the music is soft, familiar and clean. Size of the room, somewhat poor acoustics and the cooling fans—all at times, tho the two pianos are being used. When, however, the trio consists of piano, accordion and bass, the sound fills the room.

Joe Martin.

## Oriental, Chicago (Friday, July 13)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Charley Hogan. Show played by Sherman Hayes' house band.

Three-act bill here retains the fast pace set by MGM's super musical, Show Boat. Producer Will Harris framed a nautical stage setting to further work out the continuity.

The Shyrettos, altho handicapped by a narrow stage, cycled out a much-refurbished turn. Tricks in it are all new.

Johnny O'Brien has inserted new gags, but there are not enough of them to spruce up his turn. He possesses a smart delivery that warrants better lines. His harmonica work, formerly a fill-in, now is the best part of his act.

Les Paul and Mary Ford hit the song when they do their hit records on Capitol, but act lags commercially. He and his frau recently had a hokedy hillbilly talk and play bit at a radio machine convention, which was much better than the straight hillbilly duet parody they do here. For personals, the act needs comedy which Paul could easily give it. Mrs. Paul approximates exactly the duties which she features on their Capitol hits, by having her sister, Carol Summers, do the obligato to her soprano on an off-stage mike. Johnny Sippel.

## Copacabana, New York (Thursday, July 12)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12 and 2. Operators, Jules Podell and Jack Emrater. Booking, non-exclusive. Publicity, George Evans Associates. Estimated budget this show, \$5,000.

In dynamic, little Beverly Hudson the Copa has a sock new performer. The way she sells a song is slightly reminiscent of Betty Hutton. Yet Miss Hudson's style is utterly distinct. Her singing is lusty rather than boisterous. And tho her selections opening night were overweighed in favor of rhythm numbers, she was just as effective in ballad as in bounce.

Miss Hudson had the capably house with her from her opening Halcyon to her duet with Alexander's Ragtime Band. Her Too Young was as moving a performance of the hit as this reporter has heard. Miss Hudson seemed to become part of every number she did in the show caught, she works in blue jeans and white blouse, her feather-cut, light red hair off-set.

(Continued on page 36)

## Palace, New York (Thursday, July 12)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house orchestra.

This one looks good on paper, marquee and boards. There are a few dull spots, but not enough to hurt the general run-off of one of the better 10-act bills since the policy was initiated. Business at show caught was good.

Vince and Gloria Haydock opened with a fast tap turn to get the show rolling. Kids drew nice milks with their unison hoofing and an old-time soft shoe. Buddy Clayton, ex-band vocalist; turned mimic; had nothing more than the usual impressionist's turn. He does Jack Smith, Arthur Godfrey, Barry Fitzgerald, Rose Murphy, Billy Eckstine, Dean Martin, Jerry Lewis and others to walk off to a good hand, even tho none of his impressions stand out. Lee Marx ran thru his standard juggling bits with balls, clubs and walking on the big rubber ball on a special see-saw. He did great with a well-paced act.

Ross Wyse Jr., working with Jan Adams as straight, worked slowly. He got the usual laughs with his falls and some yocks with flange patter. Latter material, built around the tall, well-stacked Adams gal, got the duo off to a big mitt. Yvonne Moray even managed to get some big laughs from the pit band with her blue lines tossed out as ad libs.

(Continued on page 36)

**GLOSSY PHOTOS IN 1 DAY!**  
5¢ each  
1,000 Lbs. \$100.00  
500 Lbs. \$50.00  
250 Lbs. \$25.00  
125 Lbs. \$12.50

MADE IN YOUR NEIGHBORHOOD. Unsurpassed in quality of any price. Under supervision of famous artist James J. Kiegan.

**Corhart**  
165 West 48th St. New York 18, N.Y.  
Plan 7-8233

WE DELIVER WHEN WE SAY WE WILL!

**COMEDY MATERIAL**  
For All Branches of Theatricals  
**BILLY GLASON'S FUN-MASTER**  
"The Original Show Biz Gag File"  
NO. 1 THRU 25 @ \$1.50 EACH  
Used in numerous acts, containing  
with 100 files for \$15  
ALL 25 FILES FOR ONLY \$75  
• GAGS, PARODIES, PERFORMANCES... \$10  
• AMUSEMENTS... \$25  
• A BLACKOUT BOOKS... \$10  
• HOW TO MASTER THE CELEBRITIES  
GIANT CLASSIFIED ENCYCLOPEDIA  
OF GAGS... \$250  
(Worth over a thousand dollars)  
Net 60¢ B.V.  
**PAULA SMITH**  
200 W. 54th St., N. Y. C. 19, Dept. 88

**"THE COMEDIAN"**  
FUN-MASTER'S monthly gag file.  
Just completed 12th issue (July).  
Now taking 2nd year subscriptions  
\$10 per year. (BACK NO. \$1 each  
or \$10 for all 12)... available ONLY  
to purchasers of BILLY GLASON'S  
FUN-MASTER GAG FILES. \$25.00.

**SCENERY**  
Dye Drops, Flat Sets, Cycloramas, Draw  
Curtains, Operating Equipment  
**Schell Scenic Studio**  
581 S. High Columbus, O

**Comedy  
Technique**  
By  
**Robert  
Orben**

**BRAND NEW!**  
**COMEDY  
TECHNIQUE**  
By **ROBERT ORBEN**

Here is a new type of Orben book. In an informal manner it teaches you how to write and perform modern comedy. In 15 informative packed chapters you will find the methods and short-cuts that have made Robert Orben one of the top gag writers in the country.

### TABLE OF CONTENTS

- WHAT IS AN OLD JOKE?
- PITY THE POOR COMIC
- MYSTERICAL HISTORY
- HOW TO WRITE COMEDY ROUTINES
- SHE WAS SHIRT A CAR DEALER'S
- DAUGHTER (BUT SHE HAD THE BEST CHASSIS IN TOWN)
- HOW THE ROUTINE WAS WRITTEN
- COMEDY FORMS
- HOW TO SWITCH GAGS
- TIPS ON GAG-WRITING
- HOW TO DELIVER COMEDY
- BLESSED ARE THE PURE. FOR THEY SHALL INHIBIT THE EARTH
- COMEDY TABOOS
- SLAPSTICK COMEDY
- CHARACTERIZATION COMEDY
- NEW STYLES IN COMEDY
- ARE YOU A REAL COMIC?
- THINGS YOU DIDN'T KNOW ABOUT COMEDY
- WORDS ABOUT WIT

In just one chapter (COMEDY FORMS) the following 26 methods of comedy delivery are discussed in detail:

- ONE-LINERS; DOUBLE OR DIALOGUE JOKES; STORIED; SITUATION COMEDY; TOPICAL LINES; POEMS; LIMERICKS; PARODIES; SCENE TITLES; TONGUE TWISTERS; DEFINITIONS; PUNS OR DOUBLE MEANING JOKES; JOKES THAT STIMULATE THE AUDIENCE'S IMAGINATION; RUNNING GAGS; INTERRUPTIONS; NECKLER-STOPPERS; LETTERS; LECTURES; MISPRONUNCIATION; SPECIFIC COMEDY TALENTS; IMITATIONS AND IMPRESSIONS; PANTOMIME; RECORD ACTS; CATCH PHRASES; AD LIBS; AND STATISTICAL HUMOR

More in one book, a thousand dollars' worth of comedy instruction! There's never been anything like it in print! No working entertainer can afford to be without COMEDY TECHNIQUE. In addition to everything else, there are hundreds of one-line gags used as illustrative material throughout the volume!

Be the first to add this latest release to your Orben library!

## COMEDY TECHNIQUE . . . \$3.00 Ppd.

**ALSO IN STOCK**

- Robert Orben's **BIG 5 BOOKS OF PATTERN**—Yes, comes pay from \$30.00 to \$200.00 for a single morning! These pattern books are loaded with one line gags—parodies—monologues—comedy song titles—much more!
- miscellaneous gags—heckler stoppers—comedy routines—blackouts—patter—get Robert Orben's 5 patter books for only \$5.00... over 250 printed pages
- COMEDY CARAVAN
- THE ENCYCLOPEDIA OF PATTERN
- PATTERN PARADE
- CLASSIFIED COMEDY
- PROFESSIONAL PATTERN

Our mammoth 400 page catalog of pocket tricks, amuse gags, books, stage tricks, illusions, etc., \$1.00.

**LOUIS TANNEN**  
120 W. 42nd STREET  
NEW YORK 18, NEW YORK

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

# Hocus-Pocus

By BILL SAGUIS

**JAY PALMER AND DOREEN**, who for more than a year have been going like mad in London and the English provinces with their Magic Tea Kettle and comedy magic turn, are booked solid in England until October 31. Writing under recent date, Jay Palmer says: "We enjoyed a thrilling evening recently at the dinner given in honor of Mr. and Mrs. H. Adrian Smith and Roland Fraser by British Ring No. 24, International Brotherhood of Magicians, at Talbot Restaurant in London. Bill Strickland, president of the British IBM, arranged the affair, which proved a huge success. Furnishing the entertainment for the occasion were Col.

Ling Soo, Mr. and Mrs. Jack Salvin, Claude Chandler, Geoffrey Buckingham, Gil Leaney, H. Hazzing, Geoffrey Robinson, and Hilda Bertram. Strickland has us booked to appear on the main show at the British IBM Convention to be held at Bournebrough October 4-7. We also will be on the public show to be presented the week of September 24 at the Scala Theater, London, when I will be decorated in public on the Scala stage by the Duke of Somerset, president of the Magic Circle. This will be the highest honor and degree of the Magic Circle and is given only to those members who have done some service to magic and the Crown. We also will be at the Paris convention of the International Congress of Magic September 6-10. All we need now is to land the Command Performance and we will have had the works. And it may happen! All magic societies in England are pushing to get a magician and magic act on the Command Performance this year, as they have not had one on the bill for many years."

Tenkai and Okina, Japanese magicians, played to more than 50,000 people during the run of the Japanese Trade Fair held at Edmonds Pavilion, Seattle, June 18-July 4. . . . Elmer Brandell, Louisville magic enthusiast, will present his Inner Sanctum, collection of oddities, in conjunction with a fund-raising picnic to be held on the grounds of Kosair Crippled Children's Hospital, Louisville, July 26-28.

**HAROLD AND BETTY MARTIN** and their Peoria, Ill., magic shop were the subject of an interesting human-interest yarn, "House of Mystery," by C. Verne Block, in The Peoria Sunday Journal-Star dated July 1. The article was illustrated by a three-column interior shot of their store, showing Hall producing Betty from a Doll House. . . . John J. (Jack) Holmes, 65, who spent more than 30 years in show business as a magician and magic showman, passed on recently at his home in Creston, Ia. He was a member of the International Brotherhood of Magicians and for a time operated his own circus a number of years ago. . . . Doc Welas, scenographer, and his assistant, Miss Terry Lee, entertained the trainees at Camp Kilmer in New Jersey July 9. . . . Jay Jackson, vent and magician, scribbles from Iron River, Mich.: "This is one spot where television offers no competition. There's none here. It won't come thru the Iron and copper country of the Upper Peninsula. I have just finished playing the biggest event in the Upper Peninsula, the Iron Ore Centennial Celebration, July 1-7, held in a five-city area, and followed it with muskie fishing in the Land O' Lakes region."

## Palace, N. Y.

Continued from page 35

from midjet with the big voice shouted a trio of standard jump tunes, and created enough tumult to get a rousing hand. Ex-tennis pro champ Bobby Riggs, with ping-pong champ Rebe Monness, failed to maintain the pace of the previous acts. Working with a "commentator," they demonstrated some table tennis tricks and a nine-point game. Result was only a polite mitt from a bored house.

Dewey (Pigmeat) Markham would have done much better with his black-out sketch if the few lines better and if the whole thing had been tightened. Nevertheless the courtroom scene got laughs and an appreciative hand. Buddy Boylan and Muriel King, a safe, personable youngsters with fair pipes, ran thru duets and solos on standards and pops. Team sells stronger with personality and choice of material than with chanting Jimmy Edmondson, recently at the Capitol up the Stern, didn't use a line from a standard Prosser Backward act. Still he was socko with nothing more than a stand-up-and-throw-lines routine. The house went big for his slightly blue lines. Show closed with the Shooting Manfields, husband, wife and daughter marksmanship act. Silk rifle shooting using pipes, balls, a musical gadget, etc., pleased the house.

Pic: Fort Worth. Joe Martin.

## Copacabana, N. Y.

Continued from page 35

ling a youthful, pretty face. She worked hard and got vociferous results from the crowd.

Headlining was Romo Vincent. He was on long, but his routines were so smooth that the audience never got behind him. The round gent's verified material was both refreshing and amusing. Most successful was the bit about the guy from Havana. Also had his hair race track routine and the standard impressions of a Texas braggado. He finished with Easy Street, and got a big hand bowing out.

Terping team of Harber and Dale was the first act on. The heat and humidity, wetting their hair on them, but their turns, including waltz and cake walk, were charming. The handsome line, bridging the acts and supporting crooner Bob Miller and lithic, blond terper Jean Caples, was well paced. Mike Durango, band backs the show well. Freddie Alvarez kept the rumba fans happy. . . . *Gina Plotnik.*

## Night Club Reviews

### Club Lido, Paris

(Thursday, July 5)

Capacity, 1,000. Price policy, 2,500 francs (\$7.14) minimum. Show at 11:30. Operator, Pierre Louis-Guerin. Producers, Pierre Louis-Guerin and Rene Fraday. Booking, Grosvenor Publicity, M. Alex. Estimated budget, this show, 25,000,000 francs (\$7,142).

This new super-duper at the Club Lido leaves this critic as cold and unresponsive as a dead oyster. Those glamour producers of Paris, Fraday-Guerin, this year came up with a number of top acts. Donn Arden capably handled the choreography. The gals and costumes are stunning. Paradoxically, the sets, with few exceptions, are reminiscent of the old Columbia burlesque wheel. The productions are ambitious but about as novel as yesterday's newspaper. Rene Leroux and his house ork, which did such a splendid job with last year's production, this year ain't cuttin' even the mustard. If all the missed cues were added up, total would be more than the year's production at Brunswick-Balke-Caldwell.

Show opens with a parade of hot chorists carrying signs announcing the acts. Girls work against an effective blue mirror back-drop. As they exit, more gals come on in ermine escorted by dancing boys. Catherine Trevil and Dick Smart sing a duet. A cardboard train goes round the floor carrying the cast to end the number. Frakson does a routine magic act working with cigarettes and fanning cards. Next slot moves to the Caribbean, with the gals participating in the usual dance associated with Caribbean numbers in mediocre clubs. The Pedro Brothers do their clever juggling bit. Next is the inevitable Oriental number, with Aladdin's lamp set with mirrors achieving some fancy lighting effects. The Amin Brothers come on for some sensational acrobatics. The Charivels take over a disappointing bit. They work ceaselessly and endow with musical instruments, voice and dancing. The act would be greatly tightened up and improved if everything were eliminated but the hoofing. Finale of first half is a spring scene with rain falling. Trevil and Smart sing another duet amidst flying pigeons.

A boogie number that's fair to middling opens the second stanza with the Arden-Fletcher Dancers and the Bluebell Girls. Highlight is a medley of love songs in French and English by Smart, with Terry Hellesen at the piano. Smart has a fine appearance and brings the house down. Frakson does another magic bit, this time working effectively with silks. Comedy act of show is Fred Sanborn, whose pantomime and work with the vibes is well-received. Closer is the usual jungle number, with Trevil dressed as the intrepid explorer in immaculate whites pleading for her life to the lovely ladies of the chorus. Dance music is by the Tropical Rhythm Ork directed by Ben, and l'Orchestre a Cordes directed by Charles Vendevor. Universal complaint of the customers is bad services and high prices. Show is a hodge-podge of top acts and swell looking girls, all poorly produced, and a let-down after last year's production.

# Burlesque Bits

By UNO

**JESSICA ROGERS**, after a month at the 2 o'Clock Club, Baltimore, is vacationing at Kimberly Cabana Hotel, Miami Beach, Fla., in which she has acquired a financial interest. . . . Irving Chad, out-front man at the Gayety, Detroit, parlied his four-year young son, Billie, last week at the local newspaper club. . . . Pal Brandaux, producer, did not open at the Savoy, Asbury Park, N. J., because of the short time he had to procure a chorus. Savoy started with a line crew instead. Brandaux returns to TV in September, when he will double between a program for the Mutual Broadcasting System featuring Frances Langford and Don Ameche, and a DuMont show he designed for during 26 weeks of last season. . . . Pat Flannery returned to the burly arena at the

Sarong Club, Long Beach, Calif., last week. . . . Yvette opened last week as featured woman at the Empress, Detroit, coming from a run at Portland, Ore. . . . Betty Price and Betty Jo Morgan canceled a return date in Dallas, for a 10-day vacation in Mexico. . . . Charlie Robinson and Suzanne Day opened July 5 at the Gayety, Detroit, where Kitty Parker, cashier, is sporting a new Buick. . . . Parker, Gee and Johnny D'Arcy are playing one-nighters thru the Southwest.

**WINNIE GARRETT**, currently headlining at Club Samoa, Manhattan, is contemplating the establishment of an art shop with her hubby, Harry Eisen. . . . Dave Cohn's recent bookings include Trudy Wray for the Bellis Club, Springfield, Mass.; July 10; Sheila Ryan, Lampighter Club, North Westport, Mass., July 9; Lorraine Cooper, Show Boat, New Lebanon, N. Y., July 9; Trudine, B & B Cafe, Johnston, R. I., July 9; Nadine, Hawaiian Club, Albany, N. Y., July 9; Trina Mona, Palace, Buffalo, July 12; Fred Hall and Jean Adair, Chanticleer Club, Baltimore, July 13; Strat Flash and Trudine, Globe, Atlantic City, July 22; Mona Corey, Bellis Club, Springfield, Mass., July 17; Gloria Marlowe, 2 o'Clock Club, Baltimore, July 15; Janes and Joe Rio, Grosvenor, Washington, July 9; Haller and Hayden, Three Rivers Inn, Syracuse, N. Y., August 3, and Looney Lewis, Irving Selig, Mill Hamilton, R. U. B. Swank, Marion Wakefield, Marlon Lee, Bob Fitzgerald, Strat Flash and Joanne Adair, Savoy, Asbury Park, N. J. . . . Bobby Rogers and Bonnie Freeman, former chorines at the Gayety, Detroit, are now working niteries in the same city. . . . Carol Jones moved from Eddie's to the Belvedere, San Diego, Calif. Replacing her at Eddie's was Robin Jewel. . . . Jackie Richards doubles as a producer and dancer in stock at the Follies, Chicago. Other principals are Sherry Shannon, feature; Waller Brown and Happy Rae, comics; Dexter Maltland, straight, and Penny Page, Jett, Peggy Steward, Carol Tuckey and Virginia Place, exotics. . . . Marsha (Mar-Shan) Blue left the Hi-Hat Club, East Rutherford, N. J., to go to Pasadena, Calif. . . . Paula D'Arcy has opened at Strip City, Hollywood. . . . Burbank, Los Angeles, is featuring Valentines.

## Bill Miller's

Continued from page 35

with *It's a Lovely Day, Would I Love You* and *St. Louis Blues*, but a medley of *Where or When*, *Tennessee Waltz* and *Just in Case* almost lost the noisy audience. By the time she finished *Loveliest Night of the Year* and *Because*, la Armen got a little more than an okay milling. Mixing in a few more bounce tunes for a change of pace might have made the difference.

Miles, away from New York for almost a year, didn't get a single yock with his lengthy stories, adlibs and patter. The guy just didn't seem to be punching at all. That the house was noisy and that planes flying over the open roof were annoying are sufficient reason for as lackadaisical an approach as Miles took.

Rest of the bill has been held over from previous show. Walter Nye's band cut the show well, though they played much too loudly throughout. Line was good to look at, but Lina Nandi, Grompton drew nicely and production gingers Clark Ranger and Sherry Stevens were okay. Rene Touzel's group played for the rumba fans. . . . Joe Martin.

### Olympia, Miami

(Wednesday, June 27)

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

Movie actress Janis Paige has acquired comedy gags since last caught here. Some of her stuff was ragged and needed tightening, but the customers laughed and applauded. Even Miss Paige seemed surprised. In one routine she used props—a 10-gallon sombrero and a pistol holster and belt—for a Western satire. The gal makes an imposing appearance on stage and projects her personality. The stuff she does pays off applause-wise.

Bill opened with Madge and Karr, tap dancers, whose act is marred by Karr's attempts to sing. Otherwise, their stint is okay. Top grade technicians are ventriquoists Waller and Priscilla. He's the father of vaude comedian Walter Walters Jr., and he and the pretty blonde make a neat yock duo.

Hot-shot impressionist Steve Evans gets plenty of nits and yocks for his "drunk" routine and also for his well-known description of the types of audience laughter he's heard. Bill finishes with Janet and Paul, acrobats, with fast spins and turns high over the stage. Les Rohde's band cuts the show in its usual fine style.

Pic: My Forbidden Past.

Herb Rau

## Chicago, Chicago

Continued from page 35

Love You in place and show. Vanderbilt boys opened very slowly. Little guy shows no enthusiasm in his work and they project little to the pews. Their precision tap is excellent, but lacks the staging. When they go into hand balancing it's again smooth and graceful, but so much so that it doesn't look hard and fails to register.

As was the case last time, Gary Morton is a promising comic. Morton can tell stories, is a fine impressionist and can act out a situation, but the fundamental need, originality, is missing. . . . Johnny Sippel.

## Vogue Terrace

Continued from page 35

terping kids, showed two sock routines and went off strong. Bert Henry, an amiable, young newcomer, shows lots of possibilities and handles the show well in addition to doing a strong 20 minutes of comedy. The Baron Elliot Orlet opened the show with the best thing on the bill, a specially arranged production number that got the biggest hand of the evening. The Elliot band cut the room in top style and came out with the best dance music the room had had since Ralph Flanagan played here a few months ago. . . . Len Litman.

**WANTED**  
**Exotic Dancers and Strips**  
As a booster for  
**MILTON SCHUSTER**  
127 North Dearborn St. Chicago 2, Ill.

---

**ACTS WANTED**  
Break your jump East or West. Can offer many night club and restaurant and banquet bookings. Also outdoor entertainers, etc. Write wire, come in.  
**RAY S. KNEBLAND**  
1815 W. Shippore St., Buffalo 2, N. Y.

**OUTSTANDING ATTRACTIONS BOOKED THIS SEASON BY THE JOLLY JOYCE AGENCY FOR TV NETS—RADIO CLUBS—THEATERS PARKS—FAIRS**

- ★ **MOOSHER HOT SHOTS**  
SON JANNY THOMAS AND STEVE ALLEN TV SHOWS
- ★ **ELTON BRITT**  
SON VAUGHN MONROE TV AND RADIO SHOW AND NOW HEADING CAMEL CARAVAN
- ★ **TEXAS JIM ROBERTSON**  
SON PERRY COBSON SHOW THREE TIMES
- ★ **JOHNNY OLSEN**  
AND HIS SHOW STAR OF TV AN RADIO
- ★ **ROSALIE ALLEN**  
SON MANY TV NET SHOWS
- ★ **MONTANA SLIM**  
(WILF CARTER) RCA VICTOR FAVORITE
- ★ **SONS OF THE PIONEERS**  
RCA VICTOR STARS
- ★ **RCA VICTOR WESTERN**  
JAMROSE 10 RECORDING ARTISTS
- ★ **ROY ACUFF**  
AND HIS SMOKY MT. TROUPE
- ★ **LULU BELLE & SCOTTY**  
FAMOUS NETWORK RADIO STARS
- ★ **BARNEY GRANT**  
COMEDY HIT OF RADIO NETS
- ★ **HAWKSHAW HAWKINS**  
HIT OF KING RECORDS
- ★ **MERVIN SHINER**  
DECCA RECORDS FAVORITE
- ★ **FOUR TUNES**  
WINNERS OF AFRYME GOLFBY TV SHOW
- ★ **STEVE GIBSON**  
AND THE RED CAPS SON RCA VICTOR
- ★ **THREE PEPPERS**  
DECCA RECORDS AND R.K.O. PICTURES
- ★ **BUDDY HAWKINS**  
AND THE KEYNOTES SON SKYSCRAPER RECORDS

and many others  
**AVAILABLE FOR SOME DATES**  
WRITE—WIRE—Pi. ONE  
**JOLLY JOYCE AGENCY**  
Earle Theater Bldg.  
407 PHILADELPHIA, PA.  
WA 2-4677 and 2-3172  
2005 Paramount Theater Bldg.  
NEW YORK CITY  
Lackawanna 4-9469



## TV ROMANCES USARSA

### Association Membership Up 30%; Prospects Bright for Olympics

By FAITH WILSON  
WASHINGTON, July 14.—Biggest feature of the U. S. Amateur Roller Skating Association's 10th national championship meet, July 2-7, in near-by Alexander, Va., was USARSA President George

F. Apdale's promise that amateur roller skating will soon take the final steps in its climb toward becoming a first ranking American sport and entertainment. After being elected to his sixth term as President by USARSA's annual convention, Apdale gave The Billboard the following predictions:

(1) Interest in roller skating among adults and youngsters throughout the nation will continue to shoot upward. Apdale announced that USARSA's membership climbed 30 per cent during the past year, and now totaled approximately 10,000. Amateur roller clubs found their membership up more than 35 per cent in the past year, he said. The best news, according to Apdale, is that roller skating's biggest rise in popularity was among juvenile and novice classes—"the skaters of tomorrow." This year's championship meet boasted 24 juvenile and 26 novice entries—the largest entry in any skating division.

(2) A 50 per cent increase in amateur roller skating's artistic standards over the past year will not only attract more people to the sport, but will boost the for-

tures of roller skating as an entertainment media—especially for television, Apdale predicted. Juvenile and novice skating standards rose 50 per cent during the past year, he said.

(3) Apdale also predicted that if the Olympic games come to the United States in 1954, a likely possibility, it will be a "sure bet" that amateur roller skating will be in the Olympic agenda for the first time. "The U. S. Olympic Association seemed receptive to the idea when it met last winter in Washington," he said. Altho Apdale did not comment on skaters' chances in 1952 Olympics, The Billboard learned that USARSA had received a final "No" from the International Olympic Committee after its meeting in Oslo, Norway, in May. One USARSA official pointed out that he believed roller skating was barred from the 1952 Olympics largely because of the tremendous expense the Olympics run up for the country serving as host to the games, and for this reason European nations gave new sports the cold shoulder. "But the amateur skaters" (Continued on page 65)

**FOR SALE**  
**Roller Outfits, \$10.00**  
About 200 pairs of Women's Factory Imperfects with Chicago or Cleveland Skates attached. Send check with order for samples.  
**Geo. Hillis Shoe Corp.**  
Fitchburg, Mass.

**On Tempo's THEME**  
Two Fresh New Recordings  
Featuring  
**BRUCE HUDSON**  
His Orchestra and Three Hits and a Hit  
**SHIVER MY LIVER JUST DREAMING**  
Theme Release P 152  
**TEMPO RECORDS**  
1310 Callowhill St., Philadelphia 23, Pa.  
8540 Sunset Blvd., Hollywood 28, Calif.

**WE BUY AND SELL**  
New and Used Rink Roller Skates  
Advice, make, use, condition and quantity.  
**JOHNNY JONES JR.**  
Agents for Chicago Roller Skates  
51 Graham St., PITTSBURGH, PA.

**CURVECREST RINK-COTE**  
The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.  
**PIRAY B. GILES, Pres.**  
Curvecrest, Inc., Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and test for yourself!

**FOR SALE**  
At Oakland, California, by owner, a 10,000 sq. foot Roller Rink, complete building and all equipment, skates, tools, etc., sound system, etc.  
**J. CUMMINGS**  
837 Treble Cliff Road, Oakland 16, Calif.  
Trunk 5-2182

**BEST BUILT FLOORS AND RINKS**  
New complete 40'x100' No. 1 Northern hard maple portable rink, \$5,000. Analese new No. 1 Northern hard maple (KPM) interchangeable floor at \$2,500. New 40'x100' Tens 33,000. All our floors and rinks are interchangeable for double life and far superior to all other makes. Come and see us or write for full information. **GOLD BROS.**, 409 N. 5th St., Lemoyne, Texas. Phone 243-V.

**FOR SALE**  
**PORTABLE ROLLER RINK**  
120'x50' Campbell Tent, Maple Floor, 700 sq. ft. Show Skates, complete equipment. Now in operation. Cost \$18,000. One year add-on lease price, \$5,000. Must sell due to military status. **DEAN CARTER**, 704 Sunset Ave., Washington, Florida.

**1951 MODEL RINK SKATES**  
With Counter Sunk Axle Nuts  
Longer Wearing Fibre will help preserve floors.  
  
No. 785-1951      No. 7785  
**This is the Skate Rink Men Want**  
Order Yours Now  
**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St.      Chicago 24, Ill.

### Some URO Members Cool To Pitch for TV Money

WASHINGTON, July 14.—Rink operators viewing the U. S. Amateur Roller Skating Association's national championship meet, July 2-7, were cheered by evidence of rising nation-wide interest in amateur skating. Some ops, however, cooled to USARSA's ban on TV until TV pays for the right to telecast amateur meets. The roller meet was held at near-by Alexandria (Va.) Arena, one of the

America on Wheels chain's nine rinks. Ralph H. Canary, manager of Alexandria Arena, echoed the opinion of most operators when he said, "I'd welcome telecasting in my arena and would promote it whenever possible. It's a beautiful rink, skating standards are high, and we could put on the best TV shows." USARSA's TV ban has been in force for the past year. The United Rink Operators' president, Frank Ferrara, of Skateland, Everett, Wash., did not call a URO convention in conjunction with the amateur roller meet this year, but a number of operators rolled into Alexandria to keep tabs on meet events.

John Masie, Riverside Arena, Plymouth, Mich., and Perry B. Giles, Curvecrest Arena, Muskegon, Mich., bid for the amateur skating championship meet in 1952. USARSA's convention last week recommended that the 1952 meet be held in the Middle West, and USARSA President George F. Apdale said he would probably make a trip to the Middle West in December to look over arena facilities.

Operators and wives convened for a banquet July 5 at Alexandria's Hotel George Mason. Operators attending included: Joseph Liguri, National Arena, Washington; Herb Daisley, Bladenburg (Md.) Arena; A. H. Generas, Genesly Roller Rink, New Orleans; Paul Gilbert, Sackin (Calif.) Rolleratorium; Norman Barber, Skateland, Cranston, R. I.; Gene Regalia, Florham Roller Rink, Florham Park, N. J.; Sampson Sholes, Sholes Riverview Roller-Rome, Ellettsville, Ind.; Marvin Rink, Baltimore; Jim Dolan, Boston; Earl Van Horn, Mineola (N. Y.) Rink; Joseph Barnes, Adelphi Sporting Club, Philadelphia; Bob Kinskey, Mt. Vernon (N. Y.) Arena; William Schmitz, general manager, American on Wheels, Ellettsville, Ind.; Marvin Facher and Jack Edwards, America on Wheels, and James Gracwell, Jax Roller Rink, Jacksonville, Fla.

### Candlewood Spot Debuts in Danbury

DANBURY, Conn., July 14.—Candlewood Arena, located on Hay's Town Road, near Town Park here, has opened. There will be roller skating on Tuesday, Wednesday, Thursday and Saturday, while on Friday nights there will be square dance sets to the music of the Rhythm Rangers. On Sunday nights there will be ballroom dancing, with music by Carroll's 10 Piece Band.

Admission for roller skating will be 80 cents, while dancing admission will be 75 cents.

### 160G Civic Arena For Red Deer, Alta.

RED DEER, Alta., July 14.—A \$160,000 civic arena with a seating capacity of 3,700 has been approved by city council here. Building will have an arched roof and no pillars to obstruct the view. City already has \$41,000 from sale of the old arena and a by-law has been passed to raise \$135,000 more. Total of \$176,000 is to cover "any contingencies" during construction.

### B'port Kids Given Pre-Contest Party

BRIDGEPORT, Conn., July 14.—A send-off party was tendered six roller skaters, recently who were to represent Holland Skateland of Bridgeport in the figure skating competitions of the United States Amateur Roller Skating Association in Alexandria (Va.) Arena, July 2-7. The honored guests, who also gave exhibitions during the evening were: Richard Mallett, Patricia Gaglione, Nancy Barlatomy, Alan Meyer, Fred Barlatomy and Nina Marino. Mallett won the New England men's intermediate figure skating title at the Holland Rink on June 9.

## Roadshow Rep

**FRED (DUCKY) ROLLINS** asks from New Orleans if anyone who was with the Dixie Queen Showboat in 1940 is still making a living in the business. Rollins reports that he recently contacted a good winter with a show-museum unit. . . . Earl Griffith writes from Potsdam, N. Y., that he is showing his model miniature circus in resort spots in that area. He augments the show with a trained bird act that he has been presenting over the country for a number of years. Griffith sets up and exhibits his show from a trailer. . . . Gilbert Baker, who has been working his solo show and lecture program in small towns for many years, is vacationing in Duluth, Minn. He plans to return to the road about August 1. He'll play some resort spots in the Northwest before opening his regular winter trek in Western Missouri. He will repeat most of the spots played last year.

winter and when weather was good business was good, but it was a long, hard winter. Eastern Canada is being overworked by small shows." . . . G. M. Tempest reports good returns with his platform show around Hubbell, Tex. Tempest says that he hasn't met a tent show in that part of the country thus far this summer, excepting circuses, but adds that all the outfits working a platform have been well.

**FRANCIS M. HIBBARD**, of P. O. Box 174, Barnesville, O., writes that he has in his possession an old photo of members of York State Folks snapped in 1901 at the office of The Wheeling, W. Va., Intelligencer. Hibbard is anxious to learn more about the production work of the York State Folks and wants to know if anyone now in the business remembers the unit. . . . Preston Rose writes from Meganic, Que., that his sector has had a downward, wet and cold spring and I have had poor results with my indoor novelty show. I'm waiting to get into my platform show work for the summer. I was in Western Canada most of the past

**DR. H. H. CLEAVER**, who has been putting on amateur shows in New England since closing his solo roadshow in May, writes from Naples, Me., that he is vacationing there for a few weeks before returning to the road on a trek that will take him into Canada. From that point he plans to head West. Cleaver says that he played 28 States the past winter and did good business where the weather was right. He says that he plans to play a large number of museum shows to augment his lecture show and his self-filmed scenes. Cleaver adds that there is plenty of business for good, experienced showmen but those who would like to try it are afraid to travel. . . . Henry Cusick reports a swell season with religious picnics. He's vacationing in New Orleans and planning another wide fling with opening set near the Crescent City. . . . F. A. La Clear advises from Binghamton, N. Y., that that city was the home of Nell O'Brien, minstrel man, and his first partner, Eddie Bogart. La-Clear would like for someone to send in the roster of the O'Brien Minstrel Show. LaClear, former advance agent, is with a Buffalo mercantile house.

## Drivin' 'Round the Drive-Ins

**TRAGIC** death of Samuel Genn, July 4, at Lakes Drive-In Theater, Brighton, Mich., pointed to a new hazard in drive-in operation. Genn was setting off a professional fireworks display at the theater, where he was employed, when a skyrocket struck his skull. It is believed he leaned over to check the rocket and it exploded, causing instant death. Thomas Kerigan, owner of Harrisburg Drive-In, Harrisburg, Pa., has installed train and boat rides in the open-air's play area. . . . I. L. Lens's 202 Drive-In, West Chester, Pa., is the latest to join the Allied Booking and Buying Service. . . . Arguments on three appeals from the ruling of Judge William H. Kirkpatrick's ruling in the U. S. District Court in the drive-in anti-trust suit of David Milgram, Allentown, Pa., were heard in the U. S. Circuit Court of Appeals, Philadelphia, before Judges Biggs, Staley and Cassias. The intervenors and the distributor defendants appealed the lower court's decision granting Milgram's drive-in on the outskirts of Allentown day and date first-run pictures with downtown Allentown first-run indoor theaters. At the same time, Milgram, as plaintiff, applied on the lower court's failure to award counsel fees. Damages were not asked in the case.

the recent public wedding of Cyril Lewis and Eleanor Never on the stage of Hastings, Neb., Drive-In. The newlyweds received gifts and services valued at over \$300 donated by Hastings merchants. Donald G. Garey, of the drive-in, said that the spot has used a variety of acts in the last two seasons including magic shows, musical organizations and dancers and singers, but this occasion marked the spot's first attempt at a public wedding. In staging the event, Garey said, the mike was connected to a pick-up jack and all of the talking as well as the wedding music was heard thru the individual car speakers. . . . Picketing at the drive-in theater of the Norwalk-Darien, Conn., town line has been halted by a temporary injunction by Judge Walter M. Pickett. Restraining order was issued at the request of the corporation against Local 479, International Alliance Stage Employers and Motion Picture Operators. Walter Keller is president of the local, and George Brazil, local business agent. Judge Pickett granted the injunction on the grounds that no labor dispute existed and that defendants acted illegally when picketing started last May 24.

**FRANK McWEENEY**, manager of Pine Drive-In, Waterbury, Conn., polled his patrons to determine the most appropriate time for screening the main feature nightly. He took special newspaper advertising space to thank the public for participation in the informal poll. He noted that henceforth all main features would be shown at 8:50 p. m. nightly. . . . Lyn-Jil Theater Company, Inc., Stratford, Conn., has filed a certificate of incorporation with the secretary of state at Hartford. Firm lists incorporators as Seymour B. Levin, Hilda L. Lipsher and Ida M. Levine. . . . E. M. Loew Theater Circuit has opened its \$200,000 Farmington, Conn., Drive-In. Features include in-car speakers, refreshment bar and playground facilities.

Lowest Rates on 16MM. FILM Rentals  
More than 700 Features—Features to choose from—One day price—No extra charge.  
**\$5.00 TO \$2.65 PER WEEK**  
PER MONTH  
**\$12.00 PER MONTH**  
ADVERTISING SPACE LOANED FREE.  
**ACE CAMERA SUPPLY**  
442 W. 57th St.      Erie, Pa., U. S. A.

**\$19.50 PUTS YOU IN SHOW BUSINESS**  
We supply you complete, 16MM. sound Projects and Films. Everything ready for showing. It's the new, exciting, BIG MONEY, Write **Southern Visual Films** 44 Monroe (Dept. 88) Memphis, Tenn.

**Summer Clearance Sale**  
16MM. Sound and Silent Films  
Biggest List of Bargains Ever Offered by Us at Any Time.  
**FILM CLASSIC EXCHANGE**  
FREDONIA, N. Y.

**WHAT** is believed to be the first event of its kind ever staged at a drive-in theater was

# The Final Curtain

**ACKERSON—Charles.**  
32, Cincinnati radio singer and emcee, July 13 at his home in that city. Ac-  
kerson was first with The Cincinnati  
Time-Star station, WKRC, where he had  
a 15-minute morning show. Later he went  
to St. Louis, where he was featured on  
a network show. Subsequently he went  
to Nashville before returning to Cincinnati  
and to Station WKRC, where he had  
the station's weekly "Midwestern Raydide."  
He had been with the Crosley firm since  
October, 1930. Survived by his widow,  
Alice; a son, David; his parents, Mr. and  
Mrs. Henry Ackerson, three brothers and  
three sisters, all of Cincinnati. Burial in  
Spring Grove Cemetery, Cincinnati, July  
14.

**BEITNER—Jenny.**  
34, Danish classical composer, July 9  
at his home in Hørsholm, Denmark.  
He was a pupil of famed composer, Carl  
Nielsen, and his works ranged from  
chamber music to symphonic composi-  
tions and operas. His best-known opera,  
"Sakrament," scored a success in Copen-  
hagen in 1941.

**BORKE—Rayne.**  
37, top theatrical concessionaire with the  
Bridger State Shows, July 19 in Flatton,  
N. D., of a heart attack.

**BRONSTON—Douglas.**  
64, silent film writer, July 9 in Santa  
Barbara, Calif. Bronston authored scripts  
for Peter White's "Perils of Pauline"  
serials and wrote some 126 theatrical  
plays and adaptations for Hollywood and  
New York companies. Survived by his  
widow, Dorothy, and daughter, Eliza-  
beth.

**CLONNEY—Andrew H.**  
35, half-brother of Rosemary and Betty  
Clonney, radio and recording artist,  
drowned in the Ohio River at Mayville,  
Ky., July 8. He also leaves his father, a  
son, Raymond, and a half-brother,  
Nicholas.

**CROWLEY—John A.**  
41, former circus trouper, July 4 in  
Cambridge, Mass., of a coronary throm-  
bosis. He was a member of the Circus  
Fans and Model Builders' Association  
and at one time was secretary of the  
Circus Historical Society. In recent years  
he was a mailman in Cambridge. Sur-  
vived by his parents, Mr. and Mrs.  
John Crowley, and a brother, Joseph.  
Burial in Cambridge.

**DEENA—Harry.**  
62, former member of a gymnastic act  
known as Harry Wiliano Sensations,  
who played theaters through the world,  
July 10 in Greenwood, N. Y. His widow  
and a brother survive.

**EDMON—Arthur.**  
81, theatrical producer whose last Broad-  
way play was "Stand in Owe," July  
13 in New York. He entered the field in  
1913, presenting "Incubator" in associa-  
tion with George Barton, and he was  
recently engaged in preparation of the  
script for "Hang Together." His widow,  
a son and a daughter survive.

**FRANKLIN—William C. R.**  
44, station and sales manager of WLCR,  
Torrington, Conn., July 11 in his home  
there. Before joining WLCR he was

connected with radio outlets in Meriden,  
Conn., Providence and Syracuse. His  
widow, a son, his mother and a sister  
survive.

**GORMAN—Wileen.**  
71, former vaudeville performer and  
widow of Billy Gorman, dancer, July 9  
in her apartment in Los Angeles. She  
was survived by a daughter, Mrs. Geraldine  
Greiner, Portland, Ore. Burial in the  
Pacific Coast Showmen Association plot  
in Evergreen Cemetery, Los Angeles,  
July 13.

**HALL—James M.**  
64, co-author of many South Seas stories,  
July 3 at his home in Papete, Tahiti, of  
a heart attack. With the late Charles  
Bernard Nordoff, Hall wrote the trilogy  
based on the British ship, Bounty—  
"Meeting on the Bounty," "The Assault  
the Sea" and "Pitcairn's Island." Many  
of their books were made into movies.  
Survived by a daughter, Nancy Rutger,  
and a son, Conrad, of Los Angeles.

**HILMANN—Harry.**  
55, radio sportscaster, July 9 in Detroit  
of cancer. He did the play-by-play broad-  
casts of Detroit Tigers games for about  
15 years, originating at WJZ, Detroit,  
and going over the Goebel Baseball net-  
work to 38 stations. A former  
Tiger player for 14 years, he was rated as  
one of the country's top baseball  
broadcasters, and had been named to the  
Honorable Hall of Fame just 10 days be-  
fore his death. His widow and two  
children survive.

**HILL—Orestis O.**  
47, assistant chief engineer of the  
Shear-Warren Corporation's television  
and radio division, July 10 in Mywood,  
Ill. He was with the firm from 1926,  
and for six years was chief radio en-  
gineer of its Canadian section. His  
widow, a son, two daughters, three  
brothers and four sisters survive.

**HOLMES—John J.**  
45, showman for over 30 years, June  
28 in Orient, Ia. Holmes at one time  
owned and operated a circus and was  
a member of the International Brother-  
hood of Magicians. Survived by his  
widow, Lena; a daughter, Virginia Holmes  
Holt; a son, Judge Ernest Holmes,  
North Holmes, Orient; a brother, Don,  
Don Moines, and two step-sons, Carl  
Romer, Orient, and Kenneth, Keokuk,  
Ia. Burial in Union Cemetery, Outhrie  
Center, Ia.

**HUTCH—Charles M.**  
66, former circus and showboat per-  
former, June 10 in Saginaw, Mich. He  
was with a minstrel show in 1908, later  
joined the Wisdom Bros. Tent Show, and  
in 1913 became associated with the  
James Adams Floating Theater, which  
he later managed. It was on the Adams  
that the Edger Festival inherited much  
information for her novel, "Showboat."  
Survived by his widow, the former  
Lillian Adams, who traveled with him.  
Burial in Forest Lawn Cemetery, Saginaw.

**MATTHEWS—Harold P.**  
34, Ringling-Barnum zoohusan employee  
for several years, aboard the show-  
boat July 6 of heart ailment. Survived  
by his widow, Frances, Sarasota.

**MARLEY—Franka.**  
60, vaude performer for many years in  
the McCarty Brothers dancing act,  
July 9 in Toledo of a heart ailment.  
Survived by a brother, Charlie, and  
three sisters.

**MORGAN—E. J.**  
62, conga player with the Ringling circus,  
July 25, July 9 in St. Mary's Hospital,  
Minneapolis. Burial in Luverne, Minn.

**NELSON—"Daybreak."**  
son of Billy Arnie, rep. tab and Side  
Show operator, June 13 in New York.

**O'NEAL—Jimmie.**  
68, former vaude name, July 8 in Red-  
wood City, Calif. For many years he  
was associated with the late Alexander  
Pantages in Chicago as a booking agent.  
He later was an independent movie  
distributor and a pioneer in the machine  
reeling of popcorn and candy in the-  
aters. At the time of his death he was  
Western regional director of Variety  
Circus International. Survivors include  
his widow, three daughters and a son.

**PATRICK—Willis.**  
81, circus and carnival trouper for many  
years, July 3 in Veterans Hospital.  
He was a partner in the act  
known as Donahue and Patrick until  
1923 when he and his wife, Rita La  
Verne, formed a wife act. More recently  
he was a concessionaire with the Greer's  
Greatest Show Greater and Dan-Lou  
shows. Survived by his widow. Burial in  
Springdale Cemetery, Peoria, Ill.

**PAVAN—Louis P.**  
60, owner-operator of the Riverside The-  
ater, La Orange, Tex., presently in the  
city. He began as a road showman op-  
erating a tent theater, which he con-  
verted into an indoor house 11 years ago.

**PURLL—William.**  
showman for 30 years, 13 of which were  
with "Earl Carroll's Vanities," July 8  
in Congdon Hospital, Cumberland, Md.  
Purll conducted water carnival at the  
Chicago Century of Progress, and the  
New York World's Fair and he put on  
the first show at the Cumberland and  
Pittsburgh shows. His first show opened in 1907.  
He also operated his own rep musical  
company shows for several years survived  
by his widow, Hulbein; two children,  
Raymond and Alexis, and a brother,  
C. W., all of Cumberland. Burial in St.  
Louis Cemetery, Cumberland, July 9.

**RAVEN—Albert L.**  
75, manufacturer of movie screens, July  
11 in Valhalla, N. Y. He was president  
of the Raven Screen Corporation, New  
York, which he founded in 1914. At one  
time many of Broadway's leading houses  
used the company's product, but in  
recent years the firm concentrated more  
on apparatus for homes and institutions.  
In earlier years he worked for the  
Nicholas Power Company, dealing with  
movie equipment, and during that time  
obtained ideas for new types of screens.  
He invented a perforated screen for  
amplified sound to generate and per-  
fected a halftone screen of high reflec-  
tivity. The latter was used by the  
Eastman Kodak Company for "Cavalcade  
of Color" at the New York World's Fair.  
He was a member of the Society of  
Motion Picture Engineers.

**SANDERS—H. L.**  
33, pianist for Tom Patricia during  
vaude and a former outdoor trouper,  
July 1 in Pittsburgh of a heart attack.  
Survived by his widow, Alice, son,  
Gene, and a daughter, Veda. Burial in  
Indiana, Pa.

**SILK—Harold.**  
with the Ringling circus for 30 years  
on programs and in the concession  
department, July 8 in Metropolitan  
Hospital, New York. The past three  
years he had been a concessionaire  
with roller derbies.

**SMITH—Lula.**  
71, mother of Maybelle Deibert, of the  
W. O. Wade Shows, recently in Detroit.  
Burial in Muskegon, Mich.

**SPICER—Carl (Bill).**  
assistant trainmaster with the Ringling  
circus for 25 years, July 8 in Goodell  
Hospital, New York. Spicer joined the  
original Barnum & Bailey Circus in  
Germany in 1911, and stayed with the  
show until 1916 when he was granted  
business in New York. Survived by his  
widow, Frances, New York, and a son,  
Carl Jr., of the firm. Burial in  
Mountain Grove Cemetery, Bridgewater,  
Conn., July 7.

**TEATER—Ruth.**  
40, wife of A. D. Teater, concessionaire  
at Fair Park, Dallas, July 1 in  
that city. Burial in Showmen's Rest,  
Dallas.

**THOMAS—James A.**  
64, former blackface comedian, June 11  
at his home in Sterling, Okla., of a  
heart attack. He and his wife, Velma,  
had toured with act and shows  
through Oklahoma, Texas and Colorado,  
including the Tate Las Company, the  
Doc Wheeler Amargo Company and the  
Florida Bros. Joe Denison and  
Doc McDonald were burial in Sterling  
Cemetery, June 24.

**TURNER—Charles Wesley.**  
32, maintenance supervisor of Station  
KRCR-TV, July 6 in Newport Beach,  
Calif. Survived by his widow, Lucille C.;  
son, Charles; daughter, Marjorie, and  
mother, Mrs. P. M. Turner. Burial in  
Forest Lawn Cemetery, Glendale, Calif.

**VAN ALSTYNE—Robert A.**  
71, well-known composer of pop tunes,  
July 9 at his home in Chicago. Among  
his best known tunes was "In the  
Shade of the Old Apple Tree," and he  
had collaborated on the lyrics of over  
700 other songs. Survived by his widow,  
Ruth, and a son, Vernon, of Albert Lea,  
Miss. (Details to Movie Department).

**WALDO—Freda.**  
wife of Doctor Waldo Side Show feature  
with the Clyde Beatty Circus, July 1 New  
York. Burial in New York.

**WELSON—Fred.**  
31, publicist-director of the Canadian  
National Exhibition, Toronto, since 1929,  
July 12 in Toronto. Survived by his  
widow and a son.

**WINNEY—William B.**  
71, wildlife collector for the Smith-  
sonian Institute, Washington, and at one  
time a blackface comedian, July 3 at  
his home in Coonectia, N. Y. Winney  
taured in vaude and with the "Show  
Boat" company which played from coast  
to coast. In later years he had operated  
a restaurant in Onondaga. Survived by  
his widow, Hannah. Burial in Onondaga  
Plain Cemetery.

**BIRTHS**

**BERLE—**  
A son to Mr. and Mrs. Bernie Berle  
July 3 in Mt. Sinai Hospital, Philadelphia.  
Father is an orchestra leader in that  
city.

**BRENNAN—**  
A daughter, Gail Sharon, to Mr. and  
Mrs. John Brennan, June 17 in Hartford,  
Conn. Father is news editor of Station  
WCCO in that city.

**PEPPER—**  
A daughter to Mr. and Mrs. Ir Pepper  
July 4 in Philadelphia. Father is one of  
the owners of the Tabu Super Club,  
Pully, Pa.

**RODAR—**  
A daughter to Mr. and Mrs. John  
Rodar, July 9 in Los Angeles. Parents  
are film players; mother is known as  
Anne Baxter.

## IN MEMORY AND TRIBUTE TO



**IRVING J. POLACK**  
PROMOTIONAL DIRECTORS POLACK BROS. CIRCUS (EASTERN UNIT)

WILIS ALLEY  
MR. & MRS. HENRY F. BARRETT  
MR. & MRS. CLYDE W. HARRISON  
MR. & MRS. RALPH HELLER  
MR. & MRS. WM. "BILLY" KAY

In Loving Memory  
**JOSEPH A. PISARA**  
Died July 2, 1948  
**BABE PISARA**

In Loving Memory of  
**GABRIEL MAXINE**  
Who died July 14, 1950  
All his life a performer  
**MRS. ETHEL MAXINE**

## London Dispatch

By LEIGH VANCE

Continued from page 2

then royalties from amateur rights, etc. On top of that, come the screen rights, usually worth about \$28,000.

But the BBC offers him its top rates, which he would rather not mention. I gauge them around \$800 for a 90-minute play. "It takes me just as long to write a full-length play for TV as it does for the stage," says Terry. However, he has written them piece.

The BBC claims their TV is a fine show-window for playwrights, but adds Terry, I don't need one. And I believe the initial production of a play on TV prejudices its production on stage."

Meanwhile another top scripter is writing for TV—Ted Kavanagh, one-time BBC blue-eyed boy who wrote almost the entire series of the fabulous *Itma*, starring the late Tommy Handley. Since Handley's death, Kavanagh has been in either over the air or on the screen. Now he is scripting a TV show revolving around puppets. Idea, as told me by BBC variety boss Ronnie Waldman, is to exploit Ted's ability to create a zany world. *Itma*, says Waldman, "was a team of men with long heads and pinpoint brains; never-never land stuff. Ted had that to a fine art. He wasn't so happy writing for straight men."

**Bea Lillie Gets Top Cafe De Paris Rate**

Bea Lillie finished her month's date at the Cafe De Paris this week. She got London's top rate, \$28,000, only handed out to the very few. Now she says she is going to take a long rest and think about the *Frigidaire* show which has been offered for the fall. Following her at the cafe are Dorothy Dandridge and Phil Moore.

**Ashton Stevens**  
Ashton Stevens, 78, dramatic critic of The Chicago Herald American, July 11 in Chicago. Stevens had been a dramatic critic and columnist for 57 years, the last 41 with the Hearst papers. At the turn of the century he became drama critic on The San Francisco Examiner, where he stayed 10 years, moving then to the New York Evening Journal. He joined the Herald-American in 1912, and the failing in health for the past four years, had continued to write. Sunday column for the paper.

## Paris Peek

By ART ROSETT

Continued from page 2

and theaters hand out pay slips showing that the chorus receives approximately half of what they actually earn.

Nicolas Gerard, a chorus girl, showed The Billboard her pay slip, attesting that she received approximately \$1.28 a day salary. French authorities are prone to close their eyes at these obvious discrepancies because, as one tax collector said, "How can a club stay in business if it has to pay out about 65 per cent of its gross in taxes?"

**"Harry's" Outgrosses Embassy Party**

Ambassador David Bruce last year entertained about 6,500 Americans at a garden party at the Embassy celebrating the Fourth of July. With many more Americans in town this year preparations were made to entertain at least 10,000 Americans. Champagne, brandy, cognac, cointreau and food by the truckload was ordered. Any American having a passport was invited as the guest of the ambassador. Only 4,000 showed up.

Harry McElhone, a Scotchman, who owns the famous Harry's New York Bar, sent out invitation to 2,000 Americans inviting them to come as his guests to celebrate the Fourth, with unlimited quantities of liquor. Police reserves had to be called out to handle the mobs.

**Avignon Stages Fifth Drama Art Festival**

The fifth annual Dramatic Art Festival is scheduled at Avignon from July 15-25. Gerard Philippe will perform stage and screen actors and other stage and screen actors will perform. The festival is sponsored by the Artists' International Exchange Circle and is directed by Jean Vilard. Three plays will be given: *Le Prince de Hombourg*, by Erich von Kleist; *Le Comediant*, by Cardinal D'oviz; *Da Bibbiena*, and *Le Cid*, by Pierre Corneille.

## IRVING J. POLACK

Who Passed Away July 13, 1949

LOUIS STERN

IN MEMORY OF ONE OF THE GREAT SHOWMEN OF OUR TIME

**IRVING J. POLACK**  
PASSED AWAY  
JULY 13, 1949  
I'll Always Remember You.  
Chester (Bobo) Barnett



**Paris Peek**  
By ART ROSETT

Continued from page 2

and theaters hand out pay slips showing that the chorus receives approximately half of what they actually earn.

Nicolas Gerard, a chorus girl, showed The Billboard her pay slip, attesting that she received approximately \$1.28 a day salary. French authorities are prone to close their eyes at these obvious discrepancies because, as one tax collector said, "How can a club stay in business if it has to pay out about 65 per cent of its gross in taxes?"

**"Harry's" Outgrosses Embassy Party**

Ambassador David Bruce last year entertained about 6,500 Americans at a garden party at the Embassy celebrating the Fourth of July. With many more Americans in town this year preparations were made to entertain at least 10,000 Americans. Champagne, brandy, cognac, cointreau and food by the truckload was ordered. Any American having a passport was invited as the guest of the ambassador. Only 4,000 showed up.

Harry McElhone, a Scotchman, who owns the famous Harry's New York Bar, sent out invitation to 2,000 Americans inviting them to come as his guests to celebrate the Fourth, with unlimited quantities of liquor. Police reserves had to be called out to handle the mobs.

**Avignon Stages Fifth Drama Art Festival**

The fifth annual Dramatic Art Festival is scheduled at Avignon from July 15-25. Gerard Philippe will perform stage and screen actors and other stage and screen actors will perform. The festival is sponsored by the Artists' International Exchange Circle and is directed by Jean Vilard. Three plays will be given: *Le Prince de Hombourg*, by Erich von Kleist; *Le Comediant*, by Cardinal D'oviz; *Da Bibbiena*, and *Le Cid*, by Pierre Corneille.

LOUIS STERN

IN MEMORY OF ONE OF THE GREAT SHOWMEN OF OUR TIME

**IRVING J. POLACK**  
PASSED AWAY  
JULY 13, 1949  
I'll Always Remember You.  
Chester (Bobo) Barnett

## JACK REYNOLDS TO FOLLOW NASH AS ESE GEN. MGR.

Will Take Over January 1, 1952; Present Pilot Gets Veepee Post

WEST SPRINGFIELD, Mass., July 14.—With the announcement that Jack Reynolds, general manager of Wisconsin State Fair, will assume that post at Eastern States Exposition here next year, the executive committee of ESE's board

of trustees announced Thursday (12) that Charles A. Nash, fair's present pilot, had been appointed a vice-president of the annual and a member of the administrative committee.

Nash steps out of the manager's slot January 1, 1952, with Reynolds taking over. ESE spokesman emphasized that Nash, after serving as general manager for the last 30 years, will continue in a life-long advisory capacity with ESE.

Announcement of the change was made by R. De Witt Mallory. Other members of the administrative committee include Howard W. Selby, Boston, president; Vice-President J. Loring Brooks Jr.; Treasurer Robert J. Cleland; Mallory and Wallace V. Camp, chairman of the finance committee, all of Springfield.

### Nash Wins Praise

In making the announcement, Mallory praised Nash's work in

(Continued on page 50)



CHARLES A. NASH, rounding out his 30th year as manager of Eastern States Exposition, Springfield, Mass., will be succeeded by Jack Reynolds, right, general manager of Wisconsin State Fair, Milwaukee, on January 1, 1952. Nash has been named a vice-president of the annual and appointed a member of the administrative committee, both life-time jobs.

## Molalla Rodeo Draws Record 28,000 Gate

MOLALLA, Ore., July 14.—Most successful Molalla Buckeroo since prewar days closed a four-day run Wednesday (4) with a near-capacity crowd of 12,000 for a total estimated attendance of 28,000.

Buddy Groff, Hondo, Tex., piled up enough points the first three days to win show's all-round cowboy honors. He took money twice in calf roping and wild-cow milking.

## Wirth Sets Two Acts in N. Y. Rodeo

NEW YORK, July 14.—Talent booker Frank Wirth announced this week that he has Capt. William Heyer and his horse, Starless Night, and Harold Gaultier's dog act, Excess Baggage, set for the run of the World's Championship Rodeo at Madison Square Garden here, September 26-October 21.

Fen in the Excess Baggage act will don western costume to suit the setting, Wirth said.

Garden bigwigs Ned Irish and Gen. John Kilpatrick have taken over the search for a name to fill the October 8-21 part of the event. The Lone Ranger and Tonto are inked in for the first 12 days.

Reports have it that the pair sounded out the red-hot comic team of Dean Martin and Jerry Lewis. The deal did not jell, and neither did an attempt to secure Jimmy Durante. Talent scouts for the rodeo nixed the Cisco Kid for his lack of performing ability.

At the end of this week Irish was after Bill (Hopalong Cassidy) Boyd to fill in the tall end of the date. Irish was working thru the cowboy's manager, who was to contact Boyd in Mexico.

## Fred Wilson Dies; Was CNE Publicity Director Since '29

TORONTO, July 14.—Fred Wilson, 73, veteran publicity director of the Canadian National Exhibition here, died Thursday (12) following a long illness. In ailing health in recent years, he was given an assistant, Bert Powell, the first of last year.

Wilson joined the CNE as publicity chief January 1, 1929, upon the recommendation of Elwood Hughes, now the CNE manager, who then resigned as publicity director to spend several years as head of Wrigley's publicity department in the U. S.

Prior to joining the CNE, Wilson had been a sports writer, having served as sports editor of The Toronto Globe and worked also on The Detroit Free Press and The Windsor (Ont.) Star.

He is survived by his widow and a son. Following his death, the CNE management announced that his widow would continue to draw his salary thru the end of the year.

## Shriner Spectacle Sets Arena Pattern

Continued from page 3

Night; Martells and Mignon, adagio; Gaudsmith Brothers, comedy dog act; Lebrac and Bernice, unicyclists; DeMattiazis, mechanical doll; Paul Remos and His Toy Boys; Tip, Tap and Toe, dancers, and Adia, acrobat. Sixty girls were especially trained by Janet Haekel. Val Wenning headed the professional band.

Cost also included two mounted patrols with some 75 horses, drill groups, color guards, and Shrine bands in numbers that filled every inch of space on the arena floor.

Cost of professional talent alone ran close to \$25,000. Other costs which ran up the production total included \$5,000 for the Garden, \$4,000 for dirt and \$4,000 for sets.

Mitchell had originally planned to stage the spectacle in Yankee Stadium, but the ball park was unavailable. Sale of Garden seats hit about \$90,000. Ducats were peddled in \$12 packages and the sale was limited to Shriners. Gar-

den was sold out for Fezarabia with about 11,000 actually on hand as other seatholders apparently got lost in convention exuberance or attended some 15 other events, including the annual frolic staged by the Jesters at the Astor Hotel.

Wirth said he had received numerous inquiries from representatives of Shrine temples that customarily sponsor annual circuses. He said the Fezarabia type production engendered considerable interest because it was new and offered an opportunity for Shrine personnel and organized units to participate. The single stage presentation also makes it possible to concentrate on securing top talent

instead of having to spread a budget thin to fill several stages or rings in circus-type presentations. While only a single aerial act was used here, several could be added without the arena being cluttered with unsightly rigging hampering the audience's view.

## Olney Cele Sets Record

OLNEY, Ill., July 14.—Week-long Fourth of July Celebration here, under American Legion Post auspices, proved the most profitable ever staged. Phil H. Heyde, celebration committee chairman, announced this week. Playing under a free gate, the event attracted an estimated 50,000 July 4.

Heyde said that Eddie and Dolly Young's Royal Crown Shows provided the midway with plenty of money-getting attractions.

## Chicago Lake Front Fair Assured; Ill. County Expos Share New Fund

Continued from page 1

Choice for County Fairs

For down-State county events, the measures provide that they may share in the new fund if they display scientific and industrial exhibits. Funds will be prorated on a population basis.

County fairs already receive shares of a separate 1 per cent tax on wagers which makes up the 25-year-old agricultural premium fund. However, if a fair elects to accept aid from the new source,

it must give up its portion of the agricultural premium fund.

Illinois State and county fairs long have been authorized to allow beer sales on their grounds, but because the Chicago fair has been staged on property owned by the Chicago Park Commission, such sales were not permitted until the new law became effective this week.

(Ill) Expos Succeeded

Governor Stevenson said he chose neither to sign nor veto the bills because he neither approved the measures nor felt justified in vetoing them in the face of the near-unanimous vote they had gotten in the Legislature.

Chicago has been the site of

four major expositions and has been one of the most successful in financing such events. Its exposition history began in 1893 with the World's Columbian Exposition. In 1933 and 1934 its Century of Progress was a success. The Chicago Railroad Fair opened in 1948 and was held over for 1949. In 1950 the Chicago Lake Front Fair took over the facilities of the Railroad Fair and was aided by \$800,000 in contributions from Chicago individuals and business organizations. No fair was staged this summer.

For future lake front fairs, it was believed likely that Chicago would turn away from the parent type of attraction in favor of a more professional show.

## CALGARY GATE FOR 1ST THREE DAYS TOPS '50

Increase Is Scored Despite Cold, Light Rain Opening Day

CALGARY, Alta., July 14.—Calgary Exhibition and Stampede, thru Wednesday (11), third day of its six-day run, was topping last year's gate despite sole weather and light rain opening day.

In the first three days, 193,936 persons passed thru the turnstiles compared with 192,464 during the same period a year ago, and directors appeared confident that with good weather, attendance would top the 400,000 mark.

Attendance the first day was down because of cold weather. An intermittent drizzle, combined with a 40-degree temperature, reduced the turnout 15,000 below opening day in '50. The weather cleared on Tuesday and attendance figures soared. This year's figures for Monday, Tuesday and Wednesday were 59,461, 63,874 and 70,601, respectively, compared with 73,879, 45,004 and 73,501 a year ago.

Monday's weather didn't keep the citizens from enjoying the opening-day parade, and an estimated 130,000 turned out in the cold and rain to watch the two-mile-long spectacle. In the afternoon more than 100 came out for the rodeo competition in front of the grandstand.

Stampede officials have organized endless numbers of tourist attractions to keep interest at a feverish pitch. Parades are on the march

(Continued on page 50)

## Nobles Spend \$12-Mil in NY

Continued from page 1

(9) on the red fezzes on Broadway were almost as numerous as the Stern's incandescent lamps, and a happy fire-spending mood prevailed.

Big winners were the hotels with some 25,000 rooms credited to Shriners. Hostelries appreciated the sellout business, especially in the torrid weather that prevailed that might otherwise have resulted in numerous vacancies. To the extent that hotels kicked back to the Shrine convention committee 50 cents per day per room. In addition, a 10-cent levy on the membership resulted in a \$60,000 working fund which Alexander F. Mitchell, deputy director general, said was spent mostly among the hotels and restaurants dining and dining the various representatives and other brass representing the 165 member temples.

Mid-town restaurants were jammed thruout the week. Clubs and side street bistros benefited greatly, and the theaters plucked up some coin. Altho the demand, as always, was for the hit shows.

Two parades, one on Tuesday morning on Upper Fifth Avenue, and the other Thursday night which started on Fifth and came down Broadway had a million or more watchers. Souvenir salesmen hit a bonanza with A. Hymne, who holds contracts for peddling novelties at many of the nation's major fairs and indoor events, holding exclusives from the Shrine.

A big percentage of the nobles were accompanied by their wives and kids. Department stores and sightseeing lines, boat and bus, hit the jackpot.

All in all, it was the most orderly convention ever seen here. There was plenty of fun and frivolity, but all within bounds. Event was the biggest staged here since the American Legion held its national convention in New York a few years back.

## Cycle Driver Killed In Klamath Falls

KLAMATH FALLS, Ore., July 14.—Edward S. Dahlberg, 18, was killed in a motorcycle race here Sunday (8) when he fell from his bike and was struck by a second motorcycle driven by Frank Williams.

Williams suffered minor injuries as did Norman Blair and Robert K. Kern.



U. S. SENATOR ESTES KEFAUVER (D., Tenn.) apparently enjoyed himself on the midway of the Page Bros.' Shows at the July 4 celebration in Martin, Tenn. Judging by his smile, the senator, who is shown above holding carnival concession merchandise, his thoughts were far removed from the investigation into crime that gained him wide prominence. The senator spoke to an estimated 15,000 persons at the celebration, for which Page Bros.' Shows supplied the midway attractions. Pictured with him are members of his party, the celebration committee, and Page Bros.' execs, including W. E. Page, shows' manager.

### 3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2" x 7". No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 25 cards, \$3.00; 50 cards, \$4.75; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$1 per 100. Fibre Calling Numbers, 100 Wood Calling Numbers, 21 Printed Tally Card, 132 Colored Tally Cards, 25 same weight as 100 in Green, Red, Yellow @ \$4 per 100. DODGE CARDS, No. 1 Size, \$2.50; 100 @ \$2.50.

### 3000 KENO

Made in 20 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$2.50. LIGHT WEIGHT BINGO CARDS

- White, Green, Yellow Cards, usual card thickness. Cap be retained or discarded. 1,000 size \$2.75 per 100. Calling M & R extra, 75c.
- Set Numbered Ping Pong Balls, \$15.00
- Replacement Numbers, Balls, etc., 1,000 Jack Pot, 500 extra, \$5.00
- Middleweight Cards, 100, 200, 300, Green, Red, Salmon, Yellow, 1.00
- 3,000 Small, Thin, Brown, 1.50
- Wheels, 5 colors, loose only, no parts, size 1/2", 1.50
- Plastic Markers, Red or Green, round or square, 100, 200, 300, 1.50
- Sealed Edge, Green only, M., 2.00
- Smaller Size, M., diam. 1/2", 1.50
- Green Plastic, M., 1.50
- Adv. Dealer Powder, also \$2.50 7/8
- Cardboard Sign Markers, 10 M for Rubber Covered Wire Case with Chute, Wood Ball Markers, Map Board, 100, 200, 300, 1.00
- Thin, Transparent Plastic Markers, Brown, 10, 20, 30, 1.00
- Featherweight Thin Hinge Sheets, size 1/2" x 7", 100, 200, 300, 1.00
- 7 colors, loose, not tabbed, M., 1.00
- Round White, 1/2", 1.00
- Cardboard Markers, 2 sizes, each diam. 1/2" to 1", larger than 1/2" diam., 1000 size 10, 1000 size 20, 1.00
- Airline Bingo Slips, electric order and complete with 75 Numbered Ping Pong Balls, weight, 800
- Send for illustrated circular, for \$25.00
- All above prices are transportation free. Catalog and sample cards free. Personal check accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd. Chicago 4, Illinois

## SEARCHLIGHTS CARBONS REPAIR PARTS

To keep your 60-inch Sperry and C. E. searchlights on the job you need supplies and spare parts. Get 'em from us . . . prompt shipment at low prices. On rush orders, telephone M. G. Irving at Norwood 7-2620.

**NORWOOD APPLIANCE CO.**  
921 Providence Bury., Norwood, Mass.

**New Chevrolet  
CARS AND TRUCKS**  
SPECIAL FINANCE PLAN FOR SHOWMEN  
GET OUR PRICES FIRST  
**WILLIAM (BILL) TAYLOR**  
REPRESENTATIVE  
**Haus Chevrolet Co.**  
1225 STATE ST.  
EAST ST. LOUIS, ILL.

**WEST COAST  
HEADQUARTERS FOR  
CONCESSION SUPPLIES**  
In addition to just complete line of Popcorn Supplies and Peanuts we are now West Coast distributor for  
**GOLD AGOAL PRODUCTS CO.**  
Now we have everything you need for  
• SNOW CONES • COTTON CANDY  
• CANDY APPLES • POPCORN  
When you are west of the Rockies - use first 30-day Service  
**A. UNGER CO., Inc.**  
103 Golden Gate Ave. at Jones St.  
SAN FRANCISCO, CALIF.

**THE NEW  
ROMAN  
TARGET**  
One of the finest 50 C. B. concessions ever built. Write for prices and free literature.  
**C. A. WOODIN**  
1000 North Main  
Phone 2784-06

## CLOSE UPS: LORENZ HAGENBECK

# Beast Expert Tames, Conquers Bad Times

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By JIM McHUGH

TRADING and training wild beasts and domestic animals has kept four generations of Hagenbecks busy for more than 100 years. Just 50 years ago Lorenz Hagenbeck, then a lad of 19, accompanied his father, Carl, to the United States and succeeded in selling a group of animals for exhibition at the 1904 St. Louis World's Fair. Just two weeks ago Lorenz returned to this country for his first visit since 1933. From the time he entered the business founded by his grandfather, Lorenz has had to cope with the restrictions and shortages caused by three wars and an inflationary period in his native Germany during which he had to pay 50,000,000 marks for medicine worth 50 marks to save the life of an animal.



LORENZ HAGENBECK

At the start of the century the world situation was more or less tranquil and the animals that were displayed at the St. Louis Fair were used to form the Hagenbeck-Wallace Circus in 1906. Despite the use of the Hagenbeck name in the circus title for many years thereafter, the Hagenbecks never profited, Lorenz says.

Father and son returned to their Hamburg, Germany, home and in 1907 opened the zoo there which was to become world famous. In 1910 they journeyed to Buenos Aires to exhibit at the World's Fair there. For the first time anywhere wild animals were exhibited and worked unaged. The audience was protected by a moat that was 14 feet deep and 25 feet wide. Despite the unusual presentation, which it was believed would be wildly acclaimed, the Argentinians greeted the presentation with coolness. They wanted cages with many attendants standing around, shooting blanks and cracking whips.

Plan World Tour  
The tour was extended to include dates in Uruguay and Brazil. While business was good, the problems encountered in moving the animals and equipment by train were almost more than the resourceful Hagenbecks could cope with. However, distances never deterred the Hagenbecks. Their animals were familiar to show patrons throughout Europe. But it remained for Lorenz to plot and accomplish a world tour.

In 1932 when business was bad in Germany and there was no money to be made, Lorenz met the German ambassador to Japan. When told he could gain entry to that country with his circus, he decided to go. The gamble was huge since it cost 600,000 marks for transportation alone and the personnel had to be paid salary for several months in advance. The trip was highly successful in that Lorenz returned with a gross profit of 2,000,000 marks.

The five-month stay in Japan was both profitable and interesting. The Emperor's mother visited the show on four separate occasions and thus created considerable prestige for the unique European entertainment. One Japanese offered to buy the show outright for a month in advance, but Lorenz turned the offer down, offering instead one-fourth of the manager's receipts in return for increased patronage for that unit which had earned nothing in Tokyo. Lorenz expected little or nothing since he wasn't even requested to prepare tickets. However, when he arrived in the next town he discovered that 60,000 tickets had been sold in advance and 20,000 patrons jammed the menagerie in one day. The promoter was resourceful and had his own tickets printed. The entire circus personnel had to count the accepted ducats so that Lorenz could get his rightful share.

Encounters Civil War  
After exhausting the possibilities of Japan, Lorenz took the show to China for three months, India for six weeks and Egypt for five weeks. He then jumped the unit to Spain where he wound up in the middle of that country's revolution and returned to Germany when he then swore he would never again tour a circus by boat, no matter what earnings beckoned.  
Lorenz has been involved with all manner of transportation but reports that his loss of animals from travel has been negligible. Actually, he claims, his cargo has

usually increased en route. In 1906 a cargo of 525 camels consigned to the German government was increased by two before arrival. Some 80 attendants were used to care for the beasts. He returned to (Continued on page 42)

**GALA • COLORFUL • DECORATIVE**  
**CARNIVAL FLAGS**

COMPLETE SETS INCLUDE 24 FLAGS AND 14 PENNANTS

Set	Flag Size	Pennant Size	Price
No. 4	4 1/2" x 4 1/2"	3 1/4" x 8"	\$ 40
No. 6	3" x 3"	2" x 5"	\$ 32
No. 8	1 1/4" x 1 1/4"	1" x 3"	\$ 24

For fairs, concessions, conventions, side shows, bazaars, Carnival floats — Generalized New — Best quality, complete with rope, snap and ring for quick hanging. Terms: Net P. O. B. Pittsburgh, check with order.

WHILE THEY LAST! WRITE-WIRE-PHONE TODAY!

**M. BERGER & CO.**  
Pittsburgh Terminal Warehouse  
EV. 1-7577 PITTSBURGH 19, PA. EV. 1-2488

STOCK TICKETS	ROLL TICKETS	PRINTED TICKETS
10 Rolls — \$ 5.00	Printed to Your Order ACE FORMS MFG. CO., INC. 45 Bleeker Street, New York 12, N. Y.	10,000 ..... \$8.00
50 Rolls — 11.00		20,000 ..... 14.00
100 Rolls — 21.00		50,000 ..... 17.00
2 Rolls are 2,000 sheets, Size 1 1/2" x 3 1/2"		100,000 ..... 20.00
Double Coupons Double Prices		

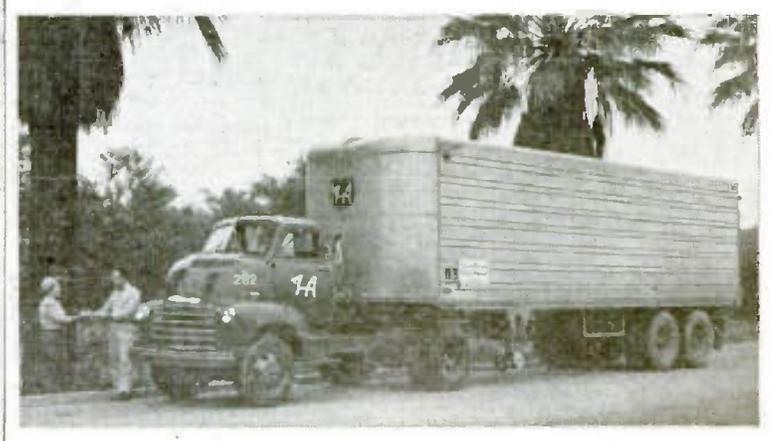
## Rugged...tough and thrifty, too!

# CHEVROLET ADVANCE-DESIGN TRUCKS

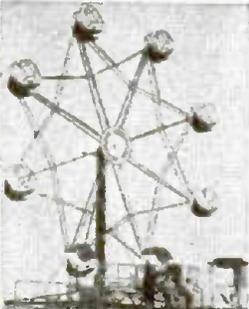


**ADVANCE-DESIGN TRUCK FEATURES**

<b>TWO GREAT VALVE-IN-HEAD ENGINES</b> —the 103-h.p. Loadmaster or the 92-h.p. Thriftmaster—give you greater power per gallon, lower cost per load • <b>POWER-JET CARBURATOR</b> —for smooth, quick acceleration response • <b>DIAPHRAGM SPRING CLUTCH</b> —for easy-action engagement • <b>SYNCHRO-MESH TRANSMISSIONS</b> —for fast, smooth	<b>shifting • HYPOID BEAR AXLES</b> —for dependability and long life • <b>NEW TORQUE-ACTION BRAKES</b> —for light-duty models • <b>PROVIDED DEPENDABLE DOUBLE-ARTICULATED BRAKES</b> —for medium-duty models • <b>NEW TWIN-ACTION BEAR BRAKES</b> —for heavy-duty models • <b>NEW DUAL-SHOE PARKING BRAKE</b> —for greater holding ability on	<b>heavy-duty models • NEW CAB SEATS</b> —for complete riding comfort • <b>NEW VENTIPANES</b> —for improved cab ventilation • <b>WIDE-BASE WHEELS</b> —for increased tire mileage • <b>BALL-TYPE STEERING</b> —for easier handling • <b>UNIT-DESIGN BODIES</b> —for greater load protection • <b>ADVANCE-DESIGN STYLING</b> —for increased comfort and modern appearance.
--	---	---



# As ORIGINATORS and BUILDERS of THRILL ACTION RIDES



**EYERLY AIRCRAFT COMPANY** has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century—

First to successfully incorporate aircraft action in ride design, Eyerly Aircraft Company inaugurated a new trend in ride engineering—

This new idea—thrill action ride without sacrifice of safety, combined with a sound philosophy of fair dealing and customer service, has been the basis of Eyerly Aircraft Company's steady progress. **READY TO SERVE YOU AGAIN FOR 1951!**



**THE ROCKPLANE**  
Passenger controlled thrills, speed loading, proven popularity.

Originators and manufacturers of the Octopus, Ballplane, Flyplane, Rockplane, Midge-Racer and Bulgy

## NEW KIDDIE RIDES!



- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

**KING AMUSEMENT CO. • MT. CLEMENS, MICH.**

## The World's Greatest Amusement Rides Bear the Name ALLAN HERSCHELL

**MAJOR RIDES:** Compilers, Carousels, Wheel Bump, Moon Park, Snapper, Hurricane, Water Scooter, KIDDIE RIDES: Sky Fighter, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write to know descriptive literature.

**ALLAN HERSCHELL COMPANY, Inc.**  
North Tonawanda, N. Y.



## STRATO-GUN

**PRICE \$345.00 EA.**  
The MOST EXCITING GAME in 20 Years!  
SUPERIORITY in DESIGN and OPERATION  
ORDER NOW for Early Delivery  
Complete SET-UP Details Furnished  
Manufactured by JUNBEIN MACHINE CO. Los Angeles

**STRATO-GUN SALES CO.**  
1976 CORNET SAN DIEGO 8, CALIF.

## The TILT-A-WHIRL Ride

Prominently  
★ Attractable ★ Popular  
★ Profitable ★ Enduring  
★ Practicable ★ Modern  
**SELLNER MFG. CO.**  
Faribault, Minnesota

## SORRY FOLKS!

We're all up on our orders for the famous Parker Baby Carry-Us-All and can't accept any more orders until after July. However, we can still make deliveries on our Kiddie Rides: Baby Aeroplane and Fairy Swing priced as low as \$700.00. For particulars write

**C. W. PARKER AMUSEMENT CO.**  
LEAVENWORTH, KANSAS, U.S.A.

**WRIDES AND DEVICES** complete individual kiddie boat ride  
WRITE FOR NEW CATALOG IMMEDIATE DELIVERY ON SOME RIDES  
**B.A. SCHIFF and associates**  
301 S.W. 69th AVENUE, MIAMI 44 FLORIDA

**ALL HAT STANDS and MACHINE OPERATORS** FOR THE BLICKEST and QUICKEST THING EVER TO HIT THE HAT "NAMES" BUSINESS—See our ad on Page 45. NOTHING COMPLICATED—NO PREVIOUS EXPERIENCE NECESSARY. Your entire original cost back in one good week end. All hats and caps at WHOLESALE to DURAMATIC customers.  
**FREE SAMPLES OF DURAMATIC LETTERS**  
ACME SUPPLY CO., Box 7466, Portland 20, Oregon

# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

The Cycling Kirks were recent free attractions at Pine Island Park, Manchester, N. H. **Newton (Carolina) Brunson**, of the Hollywood Theatrical Agency, Hollywood, will supply talent at Orange County Fair, Santa Ana, Calif., for five days starting August 13. Already signed are: **Bernice Fays**, organist, and **Ed Unger**, balloon drop.

**Jaqueline Teeter**, sway pole performer, closed Saturday (14) at Twinsburg (O.) Fair and headed for the Elks Summer Festival, Pontiac, Mich., where she opens July 18. She understands talent line-up set for York (Pa.) Interstate Fair includes the D'Mattiazzi, a novelty; **Lang Troupe**, teeterboard; **Wallendas**, high wire; **Skyliners**, songs, and the **Ten Karralls**, unsupported ladders. Show was booked thru **Frank Wirzh**.

**Charles and Peggy Klime**, hill-billy novelty act, played their first fair date of the season at Harrisburg, Ill., booked thru **Ernie Young**, Chicago. New acts in the grandstand show at the American Legion Fair, Caruthersville, Mo., this year will include the **Belmont Brothers**, jugglers; **Diablo**; **Dick and Pauline Hoerdinka**, **Marsha Cleary** and **Prof. George Keller's** wild animals. **Dot Dale** and her **ork** will play a return engagement at the fair.

**Dede Dawn**, contortionist; **Jimmy O'Neill**, acro, and **Marsha Cleary**, aerialist, will play the **Hamilton (Ill.) Fair**, August 4-5. **Cleary**, Dawn and **O'Neill** will also play the **West Plains (Mo.) Fair** along with **Charles**, **Wonder Dogs** and **Dot Dale's** band.

Band leader **Joe Basile** attended the **Shriners' Convention** in New York last week and **Publicist Bart Nesina** had five news reels on **Irish Watkins'** chimps, taken recently at **Palisades Park**. **Irish** reports that his son, **Buddy**, has installed television in the chimp's trailer quarters and that they love it, except for the shooting that goes with cowboy flickers.

**Jeanie Evans** has returned to her home in Los Angeles where she is recuperating from a recent

operation in a local hospital. . . . **Freddie Valentine's Troupe** has been signed to play the **Detroit Police's Field Day** thru the **Ernie Young Agency**.

**Three Milos**, **Capt. Roy Simms** and **Joe and Bebe Siegrist**, have been signed as high act free attractions at **Chicago's Italian Festival**, which opens at 12th and Cicero streets July 23. The **Milos** open the event for a four-day engagement; **Simms** will be in July 29-30, with the **Siegrists** set for the final six days. Booking was handled thru **Tommy Sacco**, Chicago.

**Frank Cook**, wire, was uninjured when his trailer hitch broke recently en route to **Mossie, Pa.**, but the vehicle was damaged considerably. **Cook** played the week of July 8 at **Hanover, Pa.** **Lions Club** Celebration and is skedded to perform at **Hershey (Pa.) Park** the week of July 17.

Additions to the line-up of the **Detroit Police Circus**, August 4-5, include **Three Milos**, high act; **Happy Harrison's** dogs and ponies; **Four Phillipa**, perch; **Grits and Gravy**, comedy car, and **Don Francisco**, wire.

Free attractions at **Chrisman, Ill.**, July 13 celebration included **Paul Stadelman**, ventriloquist; **Evans and Evans**, wire and tumbling; **James and Dolly Connors**, dogs and rolling globe. . . . **Jack Gwynne's** illusion show played **Newton, Ill.**, July 13, augmented by **Jean LaFlott**, bicycles; **McFarland and Brown**, comedy, and the **Barons**. . . . **Capt. Roy Simms**, high performer, left Chicago Thursday (12) en route to **St. Charles, Mo.**, where he was booked into **Blanchard Park**.

**Adriana and Charley**, trampoline, closed recently at the **Olympic Theater**, **Miami**. **June Edwards**, acro, was concurrently on the bill at the **Five o'Clock Club**, **Miami Beach**.

**Duke De Kono**, emcee and comedy dancer formerly of **Miami**, is presenting his act with his wife, **Ruth**, on **King Bros' Circus**. The couple plan to winter in **Key West, Fla.**, where they will promote wrestling and boxing matches and produce shows.

# Out in the Open

Cover illustration for the July issue of **Readers' Digest** in Canada shows a part of the grandstand crowd at the annual Friday morning children's livestock review of the **Calgary Exhibition** and **Stampede**. Reading matter inside the cover pays tribute to the stampede, particularly its opening parade.

The **Rosenthals** at **Palisades (N. J.) Park** have switched firms for piped-in music which issues from the funspot's public-address system. **Muzak** formerly supplied the tunes, but **Jack and Irving Rosenhal** claim that their present source, the **Gregory Music Service**, **New York**, does the same job for considerably less money.

Outdoor show business got an out-sized shot in the arm Sunday (8) in **New York** when three of the leading newspapers, **The New York Times**, **The Mirror** and **The News**, devoted the center spread to parks and circuses. **Palisades (N. J.) Park** got a nod from the Times, while the **Ringling-Barnum circus** received a play from the **Mirror** and **News**. Combined circulation of the three sheets for the day is over 7,200,000.

In **New York** for the **Shriners' Convention** last week was **Harry J. Batt**, owner of **Pontchartrain Beach**, **New Orleans**. **Harry**, who is director of the **Royal Order of Jesters** of the **Shrine**, visited **Palisades (N. J.) Park** Monday night (9). Press of events kept him from hitting other spots in the metropolitan area.

**George C. Tilyou**, of the clan controlling **Steepchase Park**, **Coney Island**, **N. Y.**, was down last week with a throat infection which forced him to cancel a guest shot on a television show. **Edward J. Carroll**, operator of **Riverside Park**, **Agawam, Mass.**, and president of the **National Asso-**

ciation of Amusement Parks, Pools and Beaches, and his family were recent visitors to **Steepchase**.

**Clifton G. (Swampy) Holmgren**, publicity man for **Saintpaulites, Inc.**, sponsors of the annual **St. Paul winter carnival**, has left the organization to join a brewery as promotion director. **Holmgren** has handled flick for the winter event since 1937. During the war he served as commanding officer of the **Irving Berlin "This is the Army"** show.

**W. S. Brown**, of **Dallas**, has opened a zoo and reptile garden on **Highway 41** between **Jasper** and **Chattanooga, Tenn.** He also plans to set up a souvenir stand as part of the project.

**George A. Hamid**, talent agency head, spoke at a banquet staged by the **Harrington (Del.) Fair** group Thursday (12). . . . **Jane Hughes** is attending summer courses at the **University of Maine** while her father, **Joe**, talent sales rep, journeys in the hinterlands.

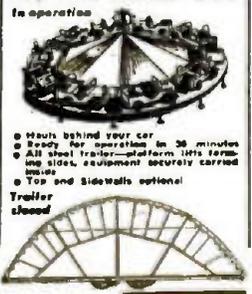
Personnel of the **Swendson Thrillcade** went on a busman's holiday recently when they took advantage of an open date to visit the **Canadian Congress of Daredevils** during the latter's **Estevan, Sask.** stand. Making the trip were **Aut Swenson**, thrill show's owner-manager; **Bill Brown**, announcer, and performers **Yvonne Lacosta**, **Rocky Fisher**, **Jack Frye**, **Jimmy Trainor**, **Ted Deslin**, **Doug Boons**, **Pat Patterson**, **Jimmy Barton** and **Clownies Walter** and **Willie Harris**, **Tommy (Gismo) Marzla** and **Jojo Wells**. **Tex Dismazza**, former cowboy bull-dogging champ, now a thrill driver, missed the trip to perform with the **Staples rodeo**.

**TELL & SELL WITH POSTERS**

**RINKS PARKS ORCHESTRAS**  
**FAIRS ROBOES CARNIVALS**  
**AUTO & MOTORCYCLE RACING**  
**SALE SHOWS THEATRICALS SPORTING**

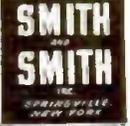
**Posters INCORPORATED**  
835 CHERRY ST. PHILA. 7, PA.  
Union Shop—Phone LOmbard 3-2000

## TRAILER MOUNTED JEEP and FIRE ENGINE RIDE



- Seats behind your car
- 300 ft. for operation in 30 minutes
- All steel trailer-platform lifts forming sides, equipment securely carried inside
- Top and Sidewalls optional

Also Builders of:  
Adult and Kiddie  
Chaperones, Ferris  
Wheels, Kiddie  
Airplane and Boat  
Slides, Ocean  
Waves.



**L. I. FREDERICK SAYS:**  
Believe it or not, my Big ELI Wheel is still leading all my other rides, it looks and operates just like the new.

In the way of speed my Big ELI has cost me exactly the price of the new, making mine in the Drive Wheel for three years' service this is not bad at all.

You may rest assured that this is one Big ELI Wheel Owner who appreciates a very fine piece of machinery and equipment.

Write for price list. A63 today. A limited number of this Big ELI Wheel are still available for 1951 shipment.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
808 Cass Avenue Jacksonville, Illinois

## FLOSS OPERATORS...

**\$295**

**It's faster... better built... Concession Model 120 Floss Machine** will get you more money per pound of sugar because of its variable speed motor. 6 month guarantee. Get the best... Concession Model 120.

**CONCESSION SUPPLY CO.**  
1916 SECOR RD., TOLEDO 13, OHIO

## NEW LOCATION CLARK MFG. CO.

4801 WEST SHORE BLVD.  
NORTH TAMPA 3, FLORIDA

Manufacturers of  
★ TOM THUMB STREAMLINERS  
★ KIDDIE FERRIS WHEELS  
★ KIDDIE BOAT RIDES

**There is still time for Parks, Carnivals and Beaches to Cash in on THE TURF**

This season is the blizzezt yet for this great money-making Operator who installed the game this year. We are assured by the latest grosses the game is bringing them will be the same for you. Let us prove the superiority of this game. Write for free information and photo 10, 10 and 20 unit games ready for immediate shipment. \$200.00 per unit.

**ELECTRONIC GAMES**, Greensburg, Pa.

**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

**JOHN BUNDY**

Formerly W.M.

HAUSS-STANDARD CHEVROLET CO. NOW PRESIDENT AND GENERAL MANAGER

YOUNG-MALLETT MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY

Several Models and Makes of

**NEW AND USED TRUCKS**

\*SPECIAL FINANCE PLAN FOR SHOWMEN\*

YOUNG-MALLETT MOTORS, INC.

606 St. Louis Ave., East St. Louis, Ill.  
 (Phone: Bridge 3181)

Gate Dress for Your Attraction

**Colored Spiral Spinners**

Longer Lasting, No Seams to Rip! Write for Lowest Prices, Sample Spinner, \$1 postpaid. Satisfaction guaranteed.

**C. C. COX**

BOX 322 VENICE, CALIF.

**Portable Kiddie Rides**

Our Portable 18 Passenger Ferris Wheel operates 18 minutes after arrival. No setup necessary. Our Fire Truck Ride is the lowest priced built. Portable and Park Trains—streamliner or conventional types—18 passenger, \$2000; 30 passenger, \$3000; 60 passenger, \$4000.00. Track included.

**KERMORE KIDDIE RIDES**

Attn: Jack E. Dunn  
 Box 12, Herfel Station, Buffalo, N. Y.

**SHOOTING GALLERIES**

Large portable Galleries built on semi-trailers and Tandem Wheel Trucks. Priced at half original cost, excellent condition, all ready to operate. Write for full details and prices.

**W. O. KING**

P.O. Box 241 Mt. Clemens, Mich.

**WANTED TO BUY**

16 kw. direct current Generator for Searchlight. State best price, location and condition.

**COOPER DECORATION CO.**

1211 E. Fayette St., Syracuse, New York

**WANTED**

Kiddie Outdoor Playground Equipment

Please contact

**MARTIN B. ELLIS**

121 M. Broad St. Philadelphia 7, Pa.

**Shooting Galleries**

and Supplies for Eastern and Western Type Galleries. Write for Circuits

**H. W. TERPENING**

137-139 Marine St. Ocean Park, Calif.

**BINGO**

Heavy Cards, Special Cages, Blowers, Transparent Markers

Write for bulletin

Amusement Industries, Box 2, Dayton 1, O.

Advertising in the Billboard Since 1887

**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE

CASH WITH ORDER PRICES—10M \$10.50—ADDITIONAL TOPS AT SAME ORDER \$2.00

Above prices for any working desired. For each change of wording and color add \$3.75. For change of color only add 50c. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK TICKETS** 1 INCH. EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

**WELDON, WILLIAMS & LICK**

713 S. Madison St. St. Louis, Mo. 20  
 PONY SMITH, ARKANSAS  
 200 S. 1st St. Chicago, Ill. 4

**Dallas Junks Tradition With New Ag Exhibits**

DALLAS, July 14.—State Fair of Texas is basing its agriculture show on an entirely new presentation concept, throwing out traditional county and regional crop and product exhibits.

Fair is putting about \$20,000 of its own money into building a show composed of 17 animated dioramas stretching 340 feet down the Agriculture Building with a huge revolving central exhibit. Texas A & M College System, which in previous years had its own exhibits, is co-operating in presenting the show.

Dioramas will display agricultural resources and utilization of soils and products in the State's 14 Extension Service Districts plus Negro Extension Service work, Four-H Club and Future Farmer activities.

State-Wide Coverage

Thus the show covers the entire State and comprehensively for first time, rather than presenting isolated regions.

Ray W. Wilson, fair agriculture and livestock manager, has traveled 7,000 miles in Texas conferring with district and county extension service workers, Chamber of Commerce officials and agricultural leaders.

Show has been titled *A Storybook of Texas Agriculture* and will take up about half the space in the 84,000-square-foot Agriculture Building. Each diorama will be 10 feet high by 20 feet long and will contain such things as live sheep and goats, mechanical exhibits that lay eggs, etc. They are being designed by Wynne Morton, retained by the fair on a full-time basis. Morton studied at

Parson School of Design in New York and at Ringling Art School, Sarasota, Fla., and is working as assistant to Peter Wolf, scenic designer who handles State Fair Musicals sets.

Central Display

Central display will be a large turntable with a relief map of Texas standing upright with etches and physical characteristics of each district shown. On the opposite side will be a large ledger telling the statistical story.

Fair expects the free exhibit to be one of the biggest assets to the annual, flackwise. Scheme is a complete departure from previous shows, although the expo has in last two years attempted to dress up exhibit with living plants and decoration by top landscaping companies.

**Des Moines Autry Rodeo Nets \$3,291**

DES MOINES, July 14.—Iowa State Fair raked up a profit of \$3,291 from its June 20-24 Gend Autry Rodeo, according to Lloyd Cunningham, fair secretary.

Total receipts amounted to \$65,650 derived from the sale of 21,217 tickets. Federal taxes totaled \$11,280 and State taxes \$1,125, with the net after taxes of \$54,240.

Autry and his troupe were paid a flat \$10,000 for their appearance, prize money totaled \$5,000 and advertising expenses aggregated \$9,968.85.

The remaining \$29,244 was split between Leo Cremer, producer, and the fair board, with the former getting 65 per cent, or \$19,009. The fair's 35 per cent amounted to \$10,235 with expenses of \$8,943.

Advertising program for the event included space in close to 65 newspapers, 65 billboards and spot announcements on several Des Moines radio stations.

**53,068 Are Pulled By Japanese Trade Fair in Seattle**

SEATTLE, July 14.—A total of 53,068 people attended the Japanese Trade Fair at University of Washington's Edmundson Pavilion, during the fair's run, June 18-July 4. Of the total, 51,238 were paid admissions at 85 cents a head.

John Hayden, managing director, said that about \$1,000,000 of firm business was completed during the run, with as much business still in the hopper.

Fair was eliminated night of July 4 with a fireworks display at the Green Lake Aqua-Theater.

**DEL MAR PULL HITS 205,202 TO EXCEED '50**

Gate Up 20,714 as Grandstand Show, Prices Click

DEL MAR, Calif., July 14.—Return of grandstand shows and the one-price gate were credited with boosting attendance at San Diego County Fair to 205,202, 20,714 over 1950, by Paul T. Mannen, secretary-manager. Event closed its 10-day run Sunday (8), and chalked up the highest paid gate of its history Monday.

Fair switched to a policy of an 85-cent gate, with all shows free. Move marked an increase in admission of 25 cents. No grandstand shows had been featured since Mannen assumed management, putting on his first event in 1949.

Revenue from the gate was naturally up and accounted for the fair making about one-third more money. In 1950 the admission take was \$94,000 and this year it hit \$123,000. With a total attendance of 35,090 on the first Sunday (1), admissions amounted to 31,045, a record for the event. On July 4, the fair hit its second highest paid gate with 30,195.

Spade Cooley Featured

With the return of grandstand shows, Spade Cooley and his show were featured opening night, June 29, with Hollywood on Parade opening the next night for five days. Parade closed July 5, with Cooley and a new line of acts playing July 6, Saturday and Sunday (7-8). Pegleg Bates was held over from Parade, with Jerry Colonna coming in as a feature. Attendance at the show ran about 60 per cent of the gate admissions. All shows were produced by Newton (Carolina) Brunson, of Hollywood Theatrical Agency, Hollywood.

Les Paul and Mary Ford, recording artists, were featured on the Parade, playing their first fair engagement. Out of an attendance of 21,238 on the initial Saturday (30), the grandstand crowd was estimated on the basis of seating capacity to have been over 12,000 that day. Grandstand shows were free of course.

Traffic Problems

Altho it went over 1950, attendance was held down by traffic problems. The first Sunday (1) saw cars backed up on the highway south from the fairgrounds toward San Diego for 12 miles. Cars moved at a snail's pace to the grounds, with many giving up and returning to their homes.

Paid gate figures, according to a quick audit, revealed the following for 11-days in both 1948 and 1949, 160,000 and 161,000. In 1950 and this year, both 10-day events, the money gates were 140,428 and 165,794 respectively. Daily paid average was also up this year.

**Flame Resistant**

**Flamefoil Tent Fabric**

Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities have approved. FLAMEFOIL... Flame, water, weather and mildew resistant.

Manufactured under Patents No. 2,011,176 and 2,209,612. Others pending.

Write for samples and name of nearest supplier

PHILADELPHIA TENT FINISHERS, INC.  
 Ford and Lafayette Streets  
 Norristown, Pa.

**ASTRO FORECASTS**

All Readings Complete for 1951

Crystal Balls Imported

On hand in these sizes: 3 1/2 inch 3 1/2 inch 4 1/2 inch. Write for prices.

Nucleic Sheet, 8 1/2 x 10 7/8; Paper \$1.00  
 Gold Thin Pencil, 4 Page, \$2.00; 15  
 Signs, Any Quantity, Each \$1.00  
 HOW TO WIN AT THE CASINO  
 Folding Booklet, 18 P., 21x5 1/2, Cont. 12  
 Contains 12 Amazing, Very Well Written  
 covers, \$2.00, Each \$1.00  
 FORECAST AND ANALYSIS, 16 P. Famous  
 covers, \$2.00, Each \$1.00  
 Samples of each of the above 4 items for \$1.00  
 No. 1 1/2 Pages-American Color Covers \$1.00

**NEW DREAM BOOK**

120 Pages, 2 1/2 Size Numbers, Clearing and Policy, 128 Dreams Bound in Heavy Gold Paper Covers, Good Quality paper, sample \$1.00

HOW TO WIN AT ANY KIND OF SPECULATION, 2nd. Well bound, \$2.00

PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. \$1.00

Sign Cards, Illustrated, Pack of 20 \$1.00

Graph Charts, Full Sample \$1.00

SEVEN TELETYPE Booklet of 21 \$1.00

Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% deposit. Our cash or a/c do not appear in any merchandise. \$3 m.p.s. postpaid prices. Quota and P.F. Extra.

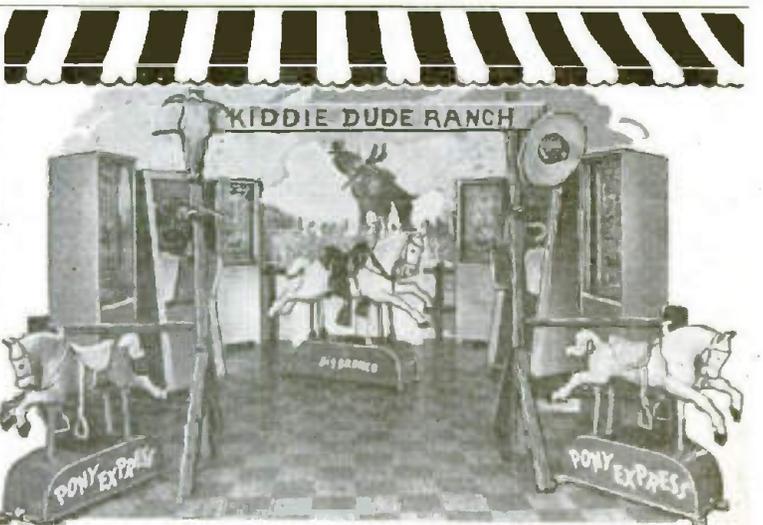
**SIMMONDS & CO.**

11 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices

**YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ**

The Showman's Insurance Man

1095 Fourth St., St. Petersburg, Fla.  
 Phone 7-9514



CHICAGO, July 14.—Exhibit Supply Company's Kiddie Dude Ranch, acclaimed by all who are operating them as today's biggest draw on any location. For information contact Exhibit Supply Company, 4218-30 W. Lake St., Chicago 24, Ill. (add.)

### Pops 100 Lbs. of Corn Per Hour!

Cretors' MODEL 42

Produces Twice as much Popcorn

Two poppers mounted on welded steel stand. One popper can pop approx. 100 lbs. of corn per hour. Equipped with two screening trays and two waste corn trays.

Operates with manufactured, bottled or natural gas.



Pop 4 lbs. of corn per popping. Measures 78" long by 56" deep.

## C. CRETORS & CO.

602 W. Cermak Rd. Chicago 16, Ill.

Multiplex Faucet Co. Serving the Trade 46 Years

### The Multiplex ROOT BEER BARREL

IN THREE SIZES: 17 GAL. 45 GAL. 60 GAL.

It Advertises Ice Cold Root Beer to Attract a Large Volume of Sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive!

Drawn any size drink continuously without turning lever off—10 to 15 drinks per minute. Dispense 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, ORANGE, OTHERS

Manufacturers: MULTIPLEX FAUCET CO. 4125-B Denton Ave. St. Louis 10, Mo.



## POPCORN CONCESSIONS

You'll make more money out of every bag of our Top-Pop Hybrid Popcorn. Send today for a bag of the best corn money can buy. Complete line Peanuts, Supplies and Concession Equipment. Eyes-catching Fluorescent Display Signs.

Send for Free Catalog

### CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA 231 N. Second St. Philadelphia 6, Pa. TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa. ED MRO 1261-63 E. Sixth St. Los Angeles 21, Calif.

### TRAILERS FOR ALL PURPOSES

Fully equipped. Priced to suit your pocket book. WRITE FULL INFORMATION

### CALUMET COACH CO.

11775 S. Wabash Ave. Chicago 28, Ill. Phone: Wabash 6-2712

### DELUXE MINIATURE GOLF COURSES

COMPLETE 36-HOLE INSTALLATION IN 10 DAYS. WE FURNISH EVERYTHING NEEDED TO A "T"

Our courses are designed for capacity. Up to 200 players per hour with one operator control. We feature flash-earning power, long life construction and novel attractions. BUILD IT NOW—DON'T WAIT!!

Write, wire or phone for a salesman or photos to BUFFALO OUTDOOR SPECIALTY COMPANY

57 ELLER AVENUE PHOENIX 4, ARIZONA BUFFALO 11, NEW YORK



### See Poppers for all your Popcorn Needs!

We still have new poppers available for as low as \$175, but equipment is becoming hard to get, so act now! Supplies now on hand for popcorn, candy apples, floss and snowballs—don't be caught short next season—order today!

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS POPPERS SUPPLY CO., Inc., of Phila.

1221 NORTH 2ND ST. CARLISLE 6-1616 PHILADELPHIA 22, PA.

### T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO. 208 E. 9TH ST. PHOENIX 4, ARIZONA KANSAS CITY, MO

Roll and Machine

## TICKETS

SPECIAL PRINTED

2,000 ..... \$4.95  
10,000 ..... 7.80  
100,000 ..... 26.70

KANSAS CITY TICKET CO. Dept. 109 West 16th St. Kansas City 8, Mo.

### MARKET SWITCH

## Beast Buying Brisk Despite 10% Cost Hike

NEW YORK, July 14.—Local animal importer and dealer Henry Trefflich, who was singing the blues several months ago about the cost of fauna, did a turnabout this week as he told of increased business despite a further price rise of 10 per cent.

He could offer no solid explanation for the switch, but he did know that his firm was hard-pressed to keep pace with demand. A recent batch of two black panthers, two tigers and 800 monkeys was snapped up immediately, he said. When asked about the growing number of small circuses being formed or coming out of mothballs, Trefflich said the majority

of them were not large enough to create a demand which would swell his profits.

Peace overtures being made in Korea have had no effect as yet on Trefflich's dealings. However, he does feel that the general situation in Asian supply spots has been smoothed out considerably. One of the principal points, Bangkok, has an embargo on animal exports, but Trefflich claimed that if officials could be convinced the beasts were bound for zoos there would be little trouble.

Dealer By-Passed

Trefflich is being hurt by a trend which has zoos dealing directly with sources for their needs, but he claims that sooner or later these former customers will return. His reasoning rests on the fact that many of these shipments, which reach this country by air, receive the treatment given inanimate cargo by men inexperienced in the ways of bird and beast. Many animals arrive here in rough shape.

Trefflich holds that his imports are shepherded by the firm's agents, get correct care and are guaranteed on arrival. While a zoo may order a monkey from Siam for \$50, Trefflich said that further costs bring the sum to \$85 by the time it hits America, and then the condition of the animal is not guaranteed. His price for the same operation would be higher, but worth it, he said.

The spurt in business has led him to place two new company agents in Africa and another in Bangkok. Recent sales include one elephant to James E. Strates Shows in the carnival field two bulls to the Kelly-Miller circus, and two tigers to the Clyde Beatty Circus.

107G BLDG.

### New M-G-R in Premiere at Central Park

NEW YORK, July 14.—Replacement for the Carousel at Central Park here which was destroyed by fire last November, went into use Monday (2), with Mayor Vincent R. Impellitteri on hand. The device has 57 horses and two chariots. The ruined Carousel had been a city landmark since 1871. The replacement was secured from the Surf Avenue trolley depot at Coney Island and refurbished. Friedman Foundation, Inc., advanced the \$197,000 necessary for a new building to house the ride.

Carousel offers a five-minute ride at 7 cents for children and 8 cents for adults.

### Grayville Sets Dates, Program

GRAYVILLE, Ill., July 14.—Tri-State Oil Show, inaugurated last year, will be held in Memorial Park here September 1-3. It was announced this week. Show's title has been registered and the event incorporated as a non-profit organization.

This year's general planning committee includes Judy Bonelli, R. M. Eastwood, Claude Collins, C. E. Curry, Joseph T. Scott, Glenn Sandidge, Frank Kennebec and Ivan F. Siskman. R. A. (Red) Harris, local oil man, is show's new general chairman.

John D. Finch and Vanell Smith, producers, are veterans of many years in show business. Finch currently is in Hollywood in quest of show's talent needs. Finch said that Turner Bros. Shows were on the midway last year but because of increased space demands for other use, a smaller ride and concession unit will be booked.

### Pendleton Round-Up To Be Aired by Net

PENDLETON, Ore., July 14.—The Pendleton Round-Up will go on the air nationally this year for the first time since its beginning in 1910.

Local radio station KWRC has made arrangements with the Liberty Broadcasting System for a half-hour broadcast each day of the show, September 12-15.

## J. A. Theobald Renamed Mgr. At Salt Lake

SALT LAKE CITY, July 14.—J. A. Theobald was retained as secretary-manager of Utah State Fair here at the first meeting of the newly appointed fair board, headed by Jesse Conover, of Ferris.

New board was set up by Gov. J. Bracken Lee under a legislative act which removed control of the annual from the Department of Publicity and Industrial Development, which has since been abolished.

Department chairmen are John Gilman, horticulture; Reid W. Jensen, agriculture; Gronway Parry, horses; Fred Schöff, dairy cattle; Don Clyde and Edward Street, sheep and swine; E. A. Parson, industry; Oren Probert, manufacturing; Mrs. Virginia S. Howard, fine arts; and music; Evelyn Hansen, home arts, economics and floriculture; and O. A. Mickelsen, poultry, pigeons and rabbits.

Scheduled to run September 15-23, the 1951 fair is shooting for a gate of 175,000, about 27,000 over last year.

Attractions will include Holiday on Ice, which will hold forth nightly in the coliseum plus three matinee performances. A band concert will be held twice daily, in addition to square dancing, a nightly horse show in front of the grandstand, horse pulling contests, a daily television show and selection of Miss Utah of 1952.

### Slate Manning For Mt. Holly

MOUNT HOLLY, N. J., July 14.—The Ross Manning Shows again will supply the midway for the September 2-8 Mount Holly Garden State Fair, which was so successful last year. Several improvements have been made this year. The administration building has been moved near the main entrance, more parking space has been added with ample lighting facilities, and the midway area has been shifted to a better location.

Officials believe these changes will give more people an opportunity to view cattle, farm, pigeon and poultry shows than did last year.

Local business men have endorsed the fair. Several of them are anxious to invest money in an effort to improve it. There is considerable talk about financing a grandstand when restrictions make it possible.

This year every civic and fraternal organization and every church receives free space for a concessions or educational exhibit.

### Weyburn, Sask., Sets Rodeo Plans

WEYBURN, Sask., July 14.—Annual Broncho Daze rodeo is being prepped by Weyburn Junior Chamber of Commerce for July 27-28.

Jerry Myers, of Moose Jaw, Sask., will handle the rodeo end and Bob di Paolo, Calgary, will present the grandstand show on both nights. It will be Di Paolo's third time at the Weyburn show. Parades are planned for both days. Jim Orr, of the Jaycees, is rodeo manager

**the new SANI-SERV**  
DAILY  
WRITE FOR FREE CATALOG  
GENERAL EQUIPMENT SALES INC.  
824 S. WEST STREET  
INDIANAPOLIS 2, INDIANA

### MAKE \$100.00 A DAY On Candy Floss

Our new Super Deluxe new style 8 1/2" x 6" x 11" machine, holders, upside, smooth, flexible, resistant and opportunity to earn big money. Write for literature TODAY. Old cost \$100.00 — \$60.00 per machine in now for stock!

**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Canton Avenue Nashville 4, Tenn.

**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**  
We also handle Snow Supplies.  
P. O. BOX 7802, Fair Park, Dallas, Tex.

### TIRED OF FLOSS MACHINE Headaches?

Switch to the new WHIRLWIND, the only vibration-free machine. Simple to operate, extra large capacity, practically no maintenance. Write for circular.

**GOLD MEDAL PRODUCTS CO.**  
211 E. Third St. Cincinnati 2, O.

**Original Waffle Molds**  
Round, ribbed and scalloped molds of cast aluminum. 4" commercial size. Here's a deal you can add to your present operation with very low investment. High profit... they'll pay for themselves the first hour of operation. Each mold complete with wooden \$2.50 gum handle and formula.

**CONCESSION SUPPLY CO.**  
2115 S. Main St. Toledo 12, Ohio

### \$700.00 SNACK CAR

Used only 36 days, makes \$400.00 cash. Capacity \$145.00 per hour. \$200.00 cash. Components. Further information, write

**VARITY DRIVE-IN THEATRE**  
San Antonio 1, Texas

Electrically Operated 4 Target Buzz-Drip MANUFACTURED AND SOLD BY JIM MYRE SR.  
2714 Toledo Rd. Wyandotte, Mich.

### FOLDING CHAIRS

In Steel or Wood  
ELEGANT BUSINESS TABLES  
WRITE FOR CATALOGS AND LOW DIRECT PRICES  
**J.P. REDINGTON & CO.**  
DEPT. 51 SCRANTON 2, PA.

### CARNIVAL AND CONCESSION TENTS

Serving the Showmen of the Southwest!

**JOHN M. COLLIN CO.**  
18 E. KIRK ST. SHAWNEE, OKLA.

### GIVE TO DAMON RUNYON CANCER FUND

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Shows are for current week when no date is given. In some cases possible mailing points are listed.)

- Alamo Expo: Fort Morgan, Colo. American Beauty (Fair) Wapato, Ia. 17-20; Jefferson City, Mo. 22-23. American Eagle: Arroyo, Ill. M. Frostburg, Md. 22-23. Banger State: Devils Lake, N. D.; Henderson, Minn. 21-22. Baker United: Lebanon, Ind.; Hendersonville, N. C. 22-23. Beams Attr.: Leesdale, Pa.; Millsburg, N. Y. 22-23. Becht, Leo (Dyer School, Linn Co.) Cincinnati, O.; Spring Grove & Colerain Cincinnati 24-25. Bees Old Helaine: (Fair) Lawrenceburg, Ky. (Fair) 22-23. Bernard & Barry: Toronto, Ont., Can. 16-20. B. & M. Am. Co.: Winnabow, S. C. Big Four Am. Clinton, Wis. Big State: Lindsay, Okla. Blue City: Canton, Mo. Blue Ocean: Terre Haute, Ind. Roberts Sparks, Wis. Bogie, F. C.: Eldorado Springs, Mo. Boone Valley: Denton, Ia. 18-21. Bordenland: Las Lunas, N. Mex. Broadway: Schermer Ridge, No. 8. Rolla, Mo. Broadway: Sublette 20-21; Blaine 21-22. B. O. C.: Elton, N. Y. Buffalo: West Winfield, N. Y.; Druryton 26-29. Buffalo: Great McGregor, Tex. Burke Harry: Lake Arthur, La. Burkhardt: Augusta, Ill. 17-20; London Mills 22-23. Capitol City Am.: Ottoburn, Ind.; Rockport 23-28. Carpenter Bros.: Weston, O. Casey, K. J. (Fair) Russell, Mo. Can. 18-21; (Fair) Dallas 23-25; (Fair) Swan River 24-25. Cavalcade of Amusements: Akron, O. Cavalcade of Fun: Rockford, Ill.; Genoa 24-28. Central American: Anthony, Kan. Central States: Linn, Kan. 18-21; Jewell 23-25. Cellin & Wilson: Ekharth, Ind. Chama, Jimmie: Verona, O. 16-18; (Dayton) 23-28. Chevrolet Am. Co.: Lebanon, Kan.; Barnes 23-28. Coleman Bros.: Amsterdam, N. Y. Collins, Wm. T.: Moorhead, Minn.; (Fair) Grand Falls, N. D. 23-28. Columbus: Greentree, Pa. Coney Island: Corolla, Ga. Confidential: Poughkeepsie, N. Y. Country Fair: Albion, Neb. Crafts Expo: Mountain View, Calif. 17-20. Crafts: Plover, Ia. 20-23. Craik, Harry: Sayre, Okla.; Clinton 20-28. Cumberland Valley: Lewisburg, Tenn.; (Fair) Murfreesboro 22-23. Dan-Louis: St. Matthews, Ky.; Petersburg, Ind. 23-28. Dabson's United: Hopkins, Minn. 18-22. Douglas Greater: Auburn, Wash. Down River Am. Co.: Stockbridge, Mich. Drexel, James H.: (Fair) Columbia, Pa.; (Fair) Covington, Ind. 23-28. Dumont: Chawick, Pa. Dyer's Greater: Columbus, Ill. Eastern Am. Co.: Norway, Me. E. & B. Amusement: 500 Grand Concourse, Bronx, New York. Eddie's Expo: Kane, Pa.; Brockway 21-28. Elmhoff: Walworth, Wis. 18-21; Rockford, Ill. 24-28. Evans United: (Fair) Pomona, Kan. 18-20. Ferris, Carl O.: Elkland, Pa.; (Fair) Orego, N. Y. 23-28. Ferris Greater: Santa Paula, Calif. 18-22; Santa Maria, Cal. 20-23. Ferris: Varen, Ill.; Jerseyville 23-28. Fleming, Mac: Cody (Humphreys at Olean, N. Y.) Atlanta. G. & B. Rides: Star City, Va. Gem City Shows: Litchfield, Ill. 21-28; Salem, Ill. 23-28. Geulich, J. A.: Jackson, Tenn. Georgia Am.: Buford, Ga.; Marietta 23-28. Gladstone Expo: (Fair) Glasgow, Ky.; (Fair) Columbia 23-28. Gold Medal: Birgeon Bay, Wis. 18-23; Madison 23-28. Gold Medal: East St. Louis, Ill. Gooding Am. Co.: No. 1: Greenfield, O. Gooding Am. Co. No. 2: Peru, Ind. Gooding Am. Co. No. 3: Corvallis, Pa. Gooding Am. Co. No. 4: Cleveland, O. Gooding Am. Co. No. 5: Brownsville, Ind. Gooding Am. Co. No. 6: Warren, O. Gooding Am. Co. No. 7: New Waterford, O. Gooding American Expo: Lorain, O. Gooding Greater: (Fair) Columbus, Ind. Gooding Park Attr.: Alliance, O. Grand American: Ottumwa, Ia.; Bevil, Mo. 23-28. Great Lakes: Hudson, Mich. Greater Okla.: Enola, Tex.; Athens 23-28. Groves Greater: Columbia, La. Hale: Bernard, Mo.; (Fair) Donnellson, Ia. 23-28. Hanes, Bill: Leonard, Tex. Hammond: Bob: Covington, Tex.; Granbury 23-28. Hancock: Morris: (Fair) Camanche, Pa.; (Cahill Field) Fair: Philadelphia 23-28. Happy Attr.: (Fair) Wellston, O.; (Fair) Woodfield 24-25. Happyland: Pontiac, Mich. 18-23. Harrison Greater: Annapolis, Md.; Cambridge 23-28. Hawkeye State: Garden Grove, Ill. Seymour 24-28. Heiler's Acme: Franklin, N. J. 18-23. Hennick: Knoch, Wis.; Sheboygan 23-28. Hess, L. J. (Fair) Struga, Ky.; (Fair) Fulton 23-28. Hill's Greater: Aberdeen, S. D. Home State: Grand Rapids, Minn. Hottel, Buff. (Fair) Station, Ill. Imperial: Carrollton, Ill. Imperial Expo: Breckinlow, Wash.; Stratton 23-28. Inland Atlanta, Me. Interstate: Covington, Va. J. & B. Litch: (Fair) Marion, Ill. Johnson's United: Martinsville, Ill.; Tipton, Ind. 23-28. Jolly Jailer: Big Run, Pa.; Fredonia 23-28. Jollytime: Amelia, Va. Joyland: Rome, Va. Karza, Ovi. Greater: Fairfax, Mo.; Craig 23-28.

Circuit Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- All-American: Oopoot, Ind. 17; Eminence 18; Moore, Mo.; Brookport 20; Paragon 21; Freedom 22; Elliptical 23. Bailey Bros.: Tunhannock, Pa. 18; Treadwell 19; Troy 20; Mansfield 21; Whiteboro 22. Beatty, Clyde: Tread, B. C. Can. 17-19; Nelson 20; Harrison 21; Paris 22; Miller Bros. Amul, Que. Can. 20. Campa Bros.: Romney, W. Va. 18; Winchester, W. Va. 19; Westburg 20; Charles Town, W. Va. 19; Frederick, Md. 20; Emmelsburg 21; Reisterstown 22. Capell Bros.: Staples, Minn. 18. Cole & Walters: Edgerton, N. D. 18; Edgerton 19; Oakes 18; Orlon, S. D. 19; Langford 20; Prarial 21; Clark 22; Bryant 20; Desmet 21. Gould, W. M.: Olive, Ill. 18-19; Burlington, Ia. 19-21; Muscatine 23-28; Brooklyn 20-21. Hagro Bros.: Karanac Lake, N. Y. 11; Plattsburg 19. Hagan-Walsh: O'Leary, N. C. 14; Henderson 17; Warren 18; Litterton 19; Weldon 20; Murphersboro 21; Franklin, Va. 22; Suffolk 23; Norfolk 23-28; Newport News 23-28. Hunt Bros.: Plymouth, Mass. 20. Kelly, Ed.: Main, O. 18; Want 17; Chagrin Falls 18; Chardon 19; Palouseville 20; Geneva 21; Jefferson 22. Kelly-Roberts: Ticonderoga, Mich. 18. King Bros.: Berlin, N. H. 17; St. Johnsbury, Vt. 18; Newport 19; Montpelier 20; Albany 21; Burlington 22; Middlebury 23; Lebanon, N. H. 23; Laconia 24; Concord 27; Nashua 28; Manchester 28. Miller Bros.: Knoch, Mo.; Waukegan, Ill. 21; Waukegan 19; Oakbrook 20; Green Bay 21; Fond du Lac 22; Milwaukee 24; Ripon 25; Kesho 26; Waukesha 27; Meiora Park 28. Packs Team: (Stadium) Wheeling, W. Va. 16-21; (Civic Stadium) Buffalo, N. Y. 20-23. Polack Bros.: Eastern: (Ball Park) Eau Claire, Wis. 18-21. Polack Bros.: Western: Watsonville, Calif. 17-19; (Civic Auditorium) San Jose 19-23; (Stadium) Modesto 21-23. Ringling Bros. and Barnum & Bailey: Battle Creek, Mich. 18; South Bend, Ind. 19; Chicago 18-23; Milwaukee, Wis. 23-28; Madison 25; Winona, Minn. 24-26; Minneapolis 27; Green Bay 27; Abingdon Bros.: Greenville, Tenn. 17; Abingdon, Va. 18; Marion 19; Palmetto 20. M. L. Allyn: O. St. Paul, Minn. 17; Robinson, Don: Winder, Ga. 17; Monticello 18; Sparta 19; Wrighsville 20; Superior 21; (Civic Stadium) Buffalo, N. Y. 20-23. Wallace & Clark: Woodland, Wash. 20.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Green, Sammy: Mineral Show: Tulsa, Okla. 23-24; Shelbyville 26-27; Winchester 28-29. Memphis Event Completes '51 Program Plans

CLOSE UPS: LORENZ HAGENBECK

Beast Expert Tames, Conquers Bad Times

Continued from page 41

Germany after the world tour with 50 per cent more animals than he had taken. The only loss en route was a horse who contracted lockjaw. The Hagenbecks brought 58 elephants to this country at one time without losing any. Since the last war, Lorenz has not lost a single animal. Lorenz has expanded considerably on his father's original idea of displaying animals uncaged and on islands surrounded by moats. It was he who persisted that monkeys could be displayed in this fashion, altho his father and others disagreed. Lorenz proved his point in 1911 but his father never lived to see the completed monkey island which was destined to be one of the most popular of all zoo features. About 1900, when the Ringling brothers were battling the Barnum & Bailey interests, the Hagenbeck sale of animals to the competing units was tremendous. John Ringling bought an elephant seal (see lion) for perhaps the all-time record price of \$20,000. He later paid \$12,000 for an Indian rhinoceros. Ringling described both purchases as "cheap" after they had demonstrated their worth as attractions. During the last war the Hagenbecks lost their home, complete circus, all of the zoo animals and 85 per cent of the unique zoo park. The Hagenbeck Circus is now operating to good business in a one-ring tent seating 4,200. The zoo is again operating, but the regaining of their position as animal dealers is still contingent upon building up their stock and the lifting of curtailing trade restrictions. A large number of valuable animals lent to a Swedish circus, principally to protect them during the war since little money was involved, were appropriated and auctioned off by the Swedish government after the war. At the time Lorenz was unable to protect his property and while he has been informed by the Swedish government that the sales were "not final" there is small hope of ever getting paid, and even less that he will ever get the animals back. If he had regained his animals after the war Lorenz would have had a fair start in recouping his business. As it is, he has had to devote much of his time and resources to replenishing his supply of beasts. While he is here for

business primarily, he points out that there is little that he can do or offer. But it is safe to assume that he will persevere in the tradition of the Hagenbeck clan. Lorenz at 69 is concerned with the job at hand, irrespective of what has gone before. There is no hope in sitting idly and bemoaning your losses, he says. The future is of concern, and that is what is occupying all of his efforts. Lorenz works out of Hamburg where he lives with his wife and son, Erich. Two other sons, Herbert and Carlo, are deceased.

Kernel Prunty Says:

"I can offer you my famous 'Rush HOUR' MAMMOTH YELLOW POPCORN @ \$10.50 per 100 pounds, St. Louis. Can also offer SILVER Hulls and Golden Hulls Popcorns, Seasoning Oils, Jumbo Peanuts in shell, Star Popcorn Machine, Peccat Boosters, Warmers and Food Serving Equipment, automatic bottom Popcorn Cartons and over 25 kinds Popcorn and Peanut Bags."

Prunty Seed & Grain Co. 620 N. 2nd St. St. Louis 2, Mo. Popcorn Processors—In Our 77th Year

SHOW TENTS

ALL SIZES—NOW IN STOCK Also have material to make. All colors dyed. Also Flame, Water and Mildew treated decks. "CHECKFLAME" Underwriters Approved Finish. WRITE TODAY S. I. BESSOP GEO. W. JOHNSON UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Best Tent House Since 1870

TOPS in SHOW BUSINESS CONCESSION TENTS BIG TOPS

We Cover the Field Write Today McIlwaine Canvass Co. Established 1918 247 West Sixth St. San Pedro, Calif. Phone: TErminal 3-1307

SHOW TENTS CENTRAL Canvas Company

516-518 EAST 10th ST. Kansas City 4, Missouri Phone: HARRISON 2074 HARRY SOMMERVILLE

TENT

60'x90', 8' wall, Kerr make, Ball Ring, all poles and rigging. Erected from 15 minutes. No poles or masts. Flame treated, good coverage in 15 minutes. Full price including trailer, \$2500. This same unit has covered at \$1500. Call for immediate delivery, excellent condition. THOMPSON BROS. Aurora, Ill. Opposite Aurora Street Rock Track—N. Lake.

DERBY GAME

Twenty-nine teams built on drop frame steel trailer. One of the very finest complete units ever built. Up and ready in 15 minutes. Full price including trailer, \$2500. This same unit has covered at \$1500. Call for immediate delivery, excellent condition. KING AMUSEMENT CO. MOUNT CLEMENS, MICH.

TABLES OF STEEL OR WOOD CHAIRS

Folding or Non-folding prompt delivery. Minimum order 500. Write ADIRONACK CHAIR CO. 1140 Broadway, N. Y. 107 61. Dept. 3. AU 3-1343

WANT—TIP-TOP SHOWS WANT

For 2 of the largest Celebrations in the State—Sedona, N. Y. One Home Days July 24-28, and the Big Derby Festival Convention and Big Derby Race July 31-August 4. 61 Fire Companies, 15 Bands in line of march. Novelty, Stunt Shows, Striker, Bell Companies. Any legit show, come on. Want one Disc Agent, Pitch Agents, Rick Bell, useful people in all departments. Will book Chicago and Detroit for balance of season. Have Parades, Fireworks weekly. Want Bingo Help. In route. R. V. "DICK" NEUGENT

Memphis Event Completes '51 Program Plans

MEMPHIS, July 14. — Memphis South Fair, which opens here September 20 for 10 days, has completed its attraction program. It will include a rodeo, thrill and horse show, hillbilly contest and a number of fire amusements, John Wenley, assistant manager, said this week.

AGVA, Ringling Set Chi Meet

CHICAGO, July 14. — Reps of the American Guild of Variety Artists will come here to confer with execs of Ringling Bros. and Barnum & Bailey Circus Wednesday (18). Jack Irving of AGVA's Chicago office, said Henry Dunn and Vic Connors will come from New York. In New York, Connors said no progress in signing the Ringling show had been made during his two-day visit at Columbus, O. Irving said he was "not at liberty to discuss" the status of Ringling-AGVA negotiations, but he added that contract clause pertaining to AGVA insurance had not been agreed upon. AGVA never red-hot financially, is funneling circus dues into an organizing fund which now has about \$6,000. Two new men, both performers, are to be added to the show's staff for organizing purposes. Irving said that the men will be selected by AGVA directors at their annual meeting in Chicago during October. Meanwhile, Connors said in New York that additional details of agreements with Tom Pack's Circus had been worked out. The two shows agreed earlier to AGVA's insurance plan. Most of the Packs performers have come into the AGVA fold, according to Connors. The show's season closes Monday (23). Polack Bros., Connors said, has agreed to guarantee performers 30 weeks' work if they are to receive the old pay rate of one-seventh of a week's salary for each day on dates in excess of a week. The last date, if the show is to pay at one-fifth rate, he stated. Polack performers have been paid at the one-seventh rate for some time.

Syracuse BBD Elects

SYRACUSE, July 14.—Local 73, Bilpostors, Billers and Distributors recently re-elected President James J. Gurnes and Secretary-Treasurer Joseph M. Phelan. Others elected were Wallace J. Pollack, business agent, and Edward Manning, sergeant at arms.

## Defense \$\$ Short But Batt Does Okay

Pontchartrain Op Reports Outlook Bright After 10% Holiday Biz Hike

NEW YORK, July 14.—Harry J. Batt, owner of Pontchartrain Beach, New Orleans, who is here for the Shriners' convention, reported that his park enjoyed one of the best Fourth of July holidays ever, with business up about 10 per cent over last year.

Weather was perfect and spending was good, he said. Park also received heavy play Tuesday night (3). Batt felt that talk of peace in Korea has put people in a fun-seeking mood, with a con-

sequent rise in Pontchartrain's business. Batt's last local visit was in September, 1949, with George K. Whitney, of Playland-at-the-Beach, San Francisco. As director of the Royal Order of Jesters of the Shrine, he represented the Crescent City at the local gathering. He planned in Monday night (2).

### Defense \$\$ Lacking

Batt's recent statement that his area, which includes 400,000 potential customers, lacks defense money for amusement outlay still holds true, altho some alleviation is in sight. Shipping is New Orleans' major industry. Batt feels that spots in the New England area, a strong defense industry region, and Southern California, jump-off point for goods going to the Orient, are the sectors receiving benefit from the Korean situation.

Remedy for the lack of defense cash in the New Orleans area is taking form in the rise of a factory to construct tank engines and a Henry J. Kaiser plant. Altho peace in Korea looms big, Batt does not feel that the country will return to wearing rose-colored glasses. The stepped-up defense effort will continue, and at least some of the extra cash will go to Pontchartrain, he believes. Something of a nettle to Batt (Continued on page 65)

## Carolina Firm Opens Funspot For Employees

BELMONT, N. C., July 14.—Stowe Park, founded by R. L. Stowe Jr., head of the Stowe Spinning Company, owners of several large textile mills here, was opened July 4 with more than 10,000 employees and their families as guests of the company. Free refreshments were served and a large tent was erected for serving a barbecue dinner.

Feature of the layout is a Model G-16 Miniature Train, built by the Miniature Train Company, Rensselaer, Ind. A scenic roadway for the train winds thru the wooded area, which is located in the center of the city. It boasts a 75-foot tunnel under one of the park's entrance roads and a 30-foot trestle over another entrance.

Other devices include a Ferris Wheel, Merry-Go-Round and children's playground equipment. Future plans call for development of a permanent picnic grounds. Opening festivities began at 10:30 a.m. with dedication of the train. Among those present for the dedication was North Carolina's former Governor Cherry.

## TV Wins Again At Cincy Coney

CINCINNATI, July 14.—TV tie-up continue to produce bumper crowds for Coney Island here, the latest—a Thursday airing by WCPO-TV disk jockey Paul Dixon and the first to emanate from the park—drawing an estimated 5,000 into Moonlite Ballroom and as many more on the outside waiting to get in.

Dixon did his regular two-hour afternoon show from the ballroom, giving away more than \$1,000 worth of merchandise prizes plus 2,500 recordings of his theme song and 1,000 pictures. He did his evening show, Dixon Quiz, from the picnic pavilion to a capacity crowd of 2,500 people. Between these stanzas Dixon did a show on the mall over the p. a. system to entertain those who could not see his telecasts.

## Judy Starts Park Construction Near Augusta H-Bomb Factory

AUGUSTA, Ga., July 14.—Construction of Funland Amusement Park is underway following completion of negotiations for a site near the new hydrogen bomb plant and other defense installations. D. G. Judy, veteran outdoor showman and co-owner of the spot, said six and a half acres of the former show and fairgrounds had been leased for three years.

Opening is set for September 22, with the H-bomb plant expected to reach an employment peak in October, he said. Park plans call for year-round operation, with free promotion of picnics and conven-

tions. Judy outlined a schedule calling for about 10 major and kiddie rides, Funhouse, Wild Life, name bands, free acts and concessions. He said Walter D. Nealand is expected to start soon on pony and bicycle giveaways and contests, including one for bands from within a 50-mile radius which will compete for a cash award.

Site is within walking distance of Augusta's main street and is served by city bus lines. Judy Construction Company has started building rest rooms and other installations.

## NICE WORK AND ADLER'S GOT IT

NEW YORK, July 14.—Experts comprising the panel on the Columbia Broadcasting System's television show, *Who's My Line*, had a true test of their mettle last week when they came up with the occupation of Eddie Adler. George C. Tillyou, of Steeplechase Park, said that Eddie, specializing in the delicate work of skirt-blowing at the funspot, went before the panel attired in a soup-and-fish outfit, a neat contrast to his usual working garb of sweat-shirt and pants. Experts got on the right track by narrowing Eddie's labors to a seasonal basis. Newspaper columnist Dorothy Kilgallen finally hit on the answer, but not before the audience laughed heartily when Eddie was asked if his work had any connection with women.

## Rye Spot Tags Big Week-End

RYE, N. Y., July 14.—Announced attendance for Saturday and Sunday (7-8) here was 25,000, with business for the two perfect weather days running a bit ahead of the comparable date for 1950, Col. Alan MacNicol, Playland Park director, said.

Free acts thru this week were tinny Silver Condors, high wire and trapeze, and the Shanghai Twins, acro, balancing and contortionists.

## PALISADES PUBLICITY

### Jersey Spot Grabs Space Via TV Tests

NEW YORK, July 14.—Palisades (N. Y.) Park scored one of the season's top publicity coups when it was chosen by Radio Corporation of America as one of the subjects for the firm's first field tests in the New York area of its color television system.

Deal was set with RCA by park Co-Owner Jack Rosenthal. For home consumption, where the picture was received in black and white, a show featuring swimmer and TV name Buster Crabbe, a comedy diver and a bevy of fems in bathing suits was offered from 10 to 10:30 a.m. at the park pool over WNBT here. The park name was plugged at the start, the middle and the end of the stanza.

Crabbe already has been identified with the park as a swimming instructor. His part consisted of diving, swimming and muscle-flexing. The girls looked pretty

## Ticket Deal Aids Woodside

PHILADELPHIA, July 14.—In the first of series of tie-ups with various commercial and business houses here, Woodside Park staged a highly successful week of Frehofer Days, with free and part-paid amusement tickets distributed thru the many hundreds of food stores in the city handling Frehofer bread. Special days are limited to week-days.

and went thru a precision swimming turn.

Principal benefit to Palisades accrued from the heavy press coverage given the event as a big TV development. The Crabbe unit went thru its routine continuously during the afternoon of opening day for the press, which viewed the proceedings in color at studios here on a closed circuit.

Unlike the Columbia Broadcasting System's color plan, recently approved by the government, RCA's can be picked up in black and white on one of the firm's sets without any adaptive moves.

## Olympic Pool Crowds Build

IRVINGTON, N. J., July 14.—Olympic Park here, owner of one of the largest swim pools in the East, reported that the bathing crowd built steadily thru the week, with the climb aided by scorching weather.

Business Saturday (7) and Sunday (8) was solid, with fair skies for both days proving a big aid. Free acts this week at the park were the Three Tuckers, trampolining; the Villenazes, bike act; Potas and Folsom, comedy acro; and Five Lanarettas, fem tumblers.

## HOPPYLAND BIDS FOR SEA BEAST

VENICE, Calif., July 14.—Hoppyland, the William (Hopalong Cassidy) Boyd park here, has made an offer that may eliminate one of its prime features—swimming in the 20 acre fresh water lake. The offer may also cost the park \$25,000.

The lake may be used to hold a sea monster. That is, if Thor Heyerdahl, author of *Kon-Tiki*, or any ships at sea can bring the beast mentioned in the book to the park. Upon delivery of the monster by Heyerdahl, the park will pay \$25,000. The money is already deposited in Security First National Bank, which has a Hopalong Cassidy Savings Club.

## Nifty Weather Ups Riverside \$ Count

AGAWAM, Mass., July 14.—Eddie Carroll, mess. of Riverside Park here, finally hit the "daily double" over the week-end to hang up the best gross of the season.

After weeks of trying to get both Saturday and Sunday operating under good weather conditions, Mother Nature beamed her best. New high grosses were reported in several departments.

Carroll threw the book at his patrons the past week. Augmented circus show included two Al Martin acts, Prof. George J. Keller's Wild Animals and the Silver Condors. Animal cage was set up in the center of midway on a huge platform stage. A drum and bugle corps was brought in from Boston for appearance on the midway Sunday afternoon (8) and in the stadium at night. Stock car races Saturday (7) drew nearly 5,000 for the best attendance of the season so far.

Jess Willard, former heavy-weight champion of the world, was brought in as a special attraction in *Congress of Wonders*, a Side Show spec. Monday afternoon (1). Carroll threw a cocktail party for press and radio men from Western Massachusetts. Top sports editors and columnists were on

## Steeplechase Scores Solid Week-End Biz

NEW YORK, July 14.—With good weather holding for both days, Steeplechase Park here enjoyed excellent business Saturday and Sunday (7-8), Manager James J. Onorato said this week.

Rare occurrence was the strength of Saturday play. Onorato said that the take for that day equaled the Sunday gross, as was the case last week-end. Altho no formal outings to the park have been set by the Shriners, in convention here, Onorato said enough of them were present during the early part of the week to make an appreciable difference in business. He expected at least a fair sum of extra cash from that source before the week was out.

## Bill Rolley Named A. C. Steel Pier Publicity Director

ATLANTIC CITY, July 14.—Mrs. Maude L. Wilson, publicity director for George A. Hamid's Steel Pier the past two years, resigned because of heavy activity of her publicity office in Philadelphia. She is being succeeded by Bill Rolley, who also is pier's advertising director.

Mrs. Wilson succeeded her late husband, Mark Wilson, as publicity director at the pier. In addition, she handled the publicity in the Philadelphia area for Hamid's New Jersey State Fair, Trenton. She is press representative for the Shubert theaters in Philadelphia, as well as handling the Devon Horse Show and various concert series.

## Portland Ops Get Best 4th; Jantzen's Week-End Attracts

PORTLAND, Ore., July 14.—In a surprising burst of post-Fourth of July business, Jantzen Beach found its parking area filled by 3 p.m. Sunday (8) and more customers' cars waiting for space. This followed spot's best July 4 in several years.

Manager Earl C. Swanson said Jantzen is ahead of its 1949 banner season on a week-for-week basis.

In the Jantzen ballroom, Tommy Dorsey drew 3,500 Saturday (7) at \$2.40 cash and 2,000 Friday (6) at \$2. Swanson said long jumps complicate the booking of name bands for Jantzen. He noted

hand and Willard became the focal point for reams of copy.

Harry Storer, park exploitation chief, handled all promotions.

## Cruises Added To New England Meeting Sked

RYE, N. Y., July 14.—Detailed plans for the 22d annual summer meeting here Tuesday (24) of the New England Association of Amusement Parks and Patches include boating trips on Long Island Sound and Playland Lake plus a general inspection of the park.

Optional for the group will be a cruise on the sound from 11:30 a.m. to 4:30 p.m. aboard the steamer, *Americans*. Also offered will be a launch or boat trip on the lake. Inspection of the spot will be split between morning and afternoon.

Lunch is scheduled for 1 to 2:15 p.m. and dinner from 6 to 8:15 p.m. Free acts and fireworks will be viewed from 4:45 to 9:30 p.m. Secretary Fred Markey is mailing free parking tickets to members. In case of rain, the group will cruise the sound in an excursion boat.

## Post-4th Days Pull Business At Salt Lake

SALT LAKE CITY, July 14.—Near-record crowds, seeking relief from city heat, swarmed beaches and parks in the Salt Lake area July 4 to top holiday gates of the last two or three years.

Big business was enjoyed at Liberty Park, where Art and Dick Gardiner, concession owners, reported an estimated 30,000 persons saw the hour-long fireworks display, largest organized celebration in the State. Play on Gardiner rides equalled the best post-war years, they reported. A two-hour concert by the Marvin Strong military band also proved a strong draw.

Saltair Pull. Saltair, on the shores of Great Salt Lake, had near-record attendance, and Manager William M. Armstrong said the beach and dance pavilion drew heavily thru-out the day and night.

At Lagoon a record was set in swim pool admissions, according to Manager Robert Freed. Park featured its own hour-long fireworks display which held fun seekers until nearly midnight.

Freed, who also manages Hogie Zoological Gardens and Zoo, said attendance figures there were up over the past two to three years. Utah's Soapbox Derby, just outside the park gates, helped bring families to the area where they spent the balance of the day, he said.

## Portland Ops Get Best 4th; Jantzen's Week-End Attracts

That Dorsey came direct from Hollywood and that his next stand was in Alberta, Can.

Rain Helps. Oddly, rain was credited with giving two Portland spots their big July 4 business. A morning downpour served to keep at home the townsmen who otherwise would have headed for beaches and mountain resorts, and they fanned to the parks when skies cleared in the afternoon.

Swanson said 22,000 went thru Jantzen gates on the holiday and that after 9 p.m. patrons were

(Continued on page 55)

# Canadian Spot Set Up Near National Park

GRAND PRE, N. S., July 14.—Evangeline Beach, a funspot, has been established this season two miles from Grand Pre, where the Canadian government has built a national park.

Seashore spot includes a Merry-Go-Round, playground, quolls, shuffleboard, tennis, horseback, miniature golf and zoo. Imported dance bands play nightly and floor-show is included. Grounds are available for free picnics, and a fire-eating clown, Sime, is on hand. Fireworks displays have been booked for Saturdays, Sundays and holidays thru July and August.

## CONTROL ADMISSIONS with STROBLITE IDENTIFIER

Hands of patrons are stamped with a harmless harmless ink which becomes visible under the Stroblite UV Lamp. Widely used in Hallways, Parks, Amusement Parks, etc.

COMPLETE KIT, \$45 Write for information LUMINOUS COLORS BLACKLIGHT LAMPS for the stage, displays, decorations

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, LUSH MAKEUP... HOLLYWOOD SPOTS-LITE... IT'S NOT A CRYSTAL BALL... NO ASH OR POLISH... HOLLYWOOD SPOTS-LITE CO.

FOR SALE COMPLETE AMUSEMENT PARK Will sell or lease Merry-Go-Round, Ferris Wheel, Sky Flier and all types of rides... CARL PULINE 2712 West 12th St., Erie, Pa.

FOR SALE 80 and 121 Rail 2 carloads of good used rail with connecting bars... M. K. FRANK 480 Lexington Ave., New York 17, N. Y.

FOR SALE-KIDDELAND In San Jose, Calif., year round business... 1200 Merry Success St., San Jose, Calif.

FOR SALE 48 UNITS OF FASCINATION Including stack, amplifying system, etc. Complete in every respect. Write Box 661 The Billboard 1554 Broadway New York 19, N. Y.

FOR SALE Stationary Park Merry-Go-Round One of the finest... 1554 Broadway, New York 19, N. Y.

AMUSEMENT PARK FOR SALE Unbelievable but true, Business requirements greater than present owner... Write W. E. MORGAN, Oxford Lake Park, Annisson, Ala.

## REICHARDT TOPS '50 WITH SAME ACTS, WEATHER

DES MOINES, July 14.—Nearly identical conditions for 1950 and 1951 but neat increases this time in both attendance and receipts for July 4, gave Riverview Park a good comparison of business for the two years.

Robert A. Reichardt, manager, said that attendance was up 10 per cent and that spending increased 20 per cent over last year's comparable holiday. The 1951 weather was cloudy and cool and the 1950 day was cloudy and warm.

## Video Names Build Take At Palisades

NEW YORK, July 14.—With weather providing a big boost, Palisades (N. J.) Park enjoyed a top-grossing Saturday-Sunday (7-8), Co-Owner Irving Rosenthal reported this week.

He claimed Saturday was the best for that day in 17 years. Park's policy of presenting television personalities with kiddie appeal each Saturday afternoon is paying off handsomely, Rosenthal said.

Shriner's convention this week is giving the park some extra business, Rosenthal said. Free attractions thru this week were Frank Watkins' clowns and Leo Reisman's orchestra.

## Ramogosa Skeds 9-Cent Kiddie Days at Wildwood

WILDWOOD, N. J., July 14.—S. B. Ramogosa is staging a series of Kiddie's Days during the summer at his Casino Arcade Park here and his Kiddieland in adjoining North Wildwood.

All rides on those days, between 10 a. m. and 6 p. m., will be nine cents for all children under 12. Special rate also applies to the Roller Coaster at the Casino Arcade and to the new Roller Coaster in North Wildwood.

## New Road Link Aids Jones Beach

BABYLON, N. Y., July 14.—Bids were received this week for construction of a link in Long Island's highway system which will give residents of the eastern part of the Island easy access to the State park at Jones Beach.

A small span, 30 feet above the water, will connect Captree Island, which is at the entrance to the State boat channel, and Ocean Parkway, only highway along Jones Beach. Bids on this project and several others were estimated by engineers at \$418,000, but it was expected that the low offer would be considerably under that sum.

## Calgary Zoo Gets Moose

CALGARY, Alta., July 14.—Recent addition to the Calgary Zoo is a baby moose (found by a family in the Breton, Alta., area and raised on goat's milk until it was about six weeks old).

## Rock's Biz Continues To Sizzle

NEW YORK, July 14.—Business at Rockaways' Flanahan here continued Saturday-Sunday (7-8), with the pace to date 20 per cent above last year, according to park execs.

Oddity of Sunday was the fact that more money than usual was made for the day, while the mid-week crowd was considerably smaller than usual. Until now, the park has been going ahead on the basis of volume business, not per capita spending.

On order from Allan Herschell Company, Inc. is a Kiddie Jeep. Rockaways also recently received an organ from Erie, Pa., which will be overhauled and connected with the park carousel.

Park unveiled its revamped kiddie section over the week-end featuring cut-outs of nursery tales designed by Herman Husby. Reaction was favorable, and the project was the first step in an over-all refurbishing job, which will see the acquisition of two more kiddie devices not yet chosen.

## Nu-Pike Rides Win 10-130% Gross Hikes

LONG BEACH, Calif., July 14.—With 150,000 reported on Nu-Pike July 4, the zone reported business from 10 to 130 per cent over the same day in 1950. L. P. (Pat) Murphy, general manager, said that Nu-Pike used 100 seven sheets, half-cards and newspaper advertising, even in the Los Angeles dailies, to put the day over.

The Nu-Pike kiddieland reported an increase of 130 per cent over the 1950 holiday. This year there were three extra rides, accounting for some of the hike. These were a Bulgy and a Midge-o-Racer, made by Eyerly Aircraft Company, and a car ride made by Velare Bros.

Game and restaurant grosses were also up, but figures were not available. These increases were reported: Diving Bell, 10 per cent; Scooter, 44; Laugh in the Dark, 56; Sky Ride, 40; Till-a-Whirl, 50; Caterpillar, 100; Octopus, 50; Roll-plane, 100, and Jack Rabbit Racer, 17.

## Wildwood 4th Biz Up 150G

WILDWOOD, N. J., July 14.—That business in this South Jersey resort area is considerably advanced over that of a year ago is reflected in deposits in the three local banking institutions.

Deposits over the past weekend, totaled \$1,141,000. Total increase over last year's post-July Fourth week-end business was \$151,000.

## Coney Island, N. Y.

By UNO

All ops were pleased with business done over Independence Day with its million and a half attendance. Outside of a little rain July 4, favorable weather prevailed. Wonder Wheel on Jones Walk is in its 31st year, as a Coney landmark and continues under the operation of its builder, Herman Garms, assisted by his son, Fred. Spot caters to half a million people in a season and employs such experts as Mike Maloney, chief mechanic; Harry Herring and Jimmie Monaghan, ticket sellers; Louis Mintz, ticket taker for 26 years; Danny Malillo, control man, and Paul Heid and Dave Barizza, attendants. Another son, Herman Jr., moved to Maybrook, N. Y., a year ago to operate a service station. Herman Garms reports July 4 patronage

was 25 per cent better than in 1950.

Harold and Lillian Daly, former concessionaires with Endy Bros., Coleman Bros. and King Reid shows, have decided to remain permanent Coney business purveyors and Sea Gate residents. They have five concessions including guess-your-weight, operated by Gilbert Barich on Surf on Joe Bonsignore's property; hammer-and-nail, manipulated by Eddie Rice, Patsy Minicibello and Walter Henderson; Mexican hats, managed by Anita Fernandez, ex-dancer, also on Surf; donkey ball game, by Charles (Cabby) Warren and Artie Francavilla, on Jones Walk and balloon darts, by Jasper

(Continued on page 63)

KIDDIE RIDES FOR SALE Tom Thumb "Special 30" train with extra track. Travers Auto Ride and Jeep Ride, Theil Airplane Swing. Bitch-Rocco Street Car. Used one year and priced right. All in excellent condition. L. E. GUTHRIE PLA-MOR, INC. 3127 Wyandotte Street Kansas City, Mo.

SKEE-BALL America's Favorite Skill Game for PARKS, RESORTS or LOCATION Capacity 80 GAMES PER HOUR 5c or 10c coin slots optional A few 1951 SKEE-BALL Alleys available for immediate delivery Also Laffing Sat and Sam, Amused Heads and a limited number of Stunts for Dark Rides and Fun Houses. PHILADELPHIA TOBOGGAN CO. 126 E. Over Street Philadelphia 4, Pa.

MINIATURE STEAM TRAIN Train grosses next to Easter in 1950... GROSS \$2,500 TO \$15,000 A SEASON... OTTAWAY AMUSEMENT CO. 224 W. DOUGLASS WICHITA & KANSAS

High Quality KIDDIE RIDES ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL W. F. MANGELS CO., Coney Island 24, N. Y.

RIDES FOR SALE FLYING SCOOTER—10 PLANES—CUBBY-UP—14 CARS—SPECIAL BUILT SKEE-BALL—4 CARS—3 BEANS ON A LOOP—PLANE—DOUGLAS GIANT RIDE... L. KRAUZ PHONE DEWEY 7-1245 BROOKLYN 26, N. Y.

MINIATURE TRAINS for EVERY LOCATION any SIZE...any CAPACITY...any PRICE RANGE... THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER... AVAILABLE... FREE BOOKLET "SUCCESSFUL PROMOTIONS" FOR THE AMUSEMENT FIELD... MINIATURE TRAIN CO. RENNELAER, INDIANA

## Ringling Rates Okay In Most Ohio Stands

Dayton, Columbus Give Good Days; Lima, Portsmouth Turnouts Fair

LIMA, O., July 14.—Considerable rain and mud marked the past two weeks for Ringling Bros. and Barnum & Bailey Circus, but the show played to frequent large crowds as it wended thru Ohio's industrial areas. The matinee here Tuesday (10) was hurt by heat and prospects of rain. It drew a half house, but the night show had near capacity. In Dayton Monday (9), the show had a three-quarters matinee and

better than that at night. The circus was at the near-perfect county fairgrounds lot at Dayton. Two days in Columbus, brought a pair of strong three-quarters houses on Saturday (7) and a near-capacity matinee paired with a three-quarter night house for Sunday (8).

The Ohio trek got under way Friday (6) at Portsmouth. Last appearance by the Big One there was in 1902. Original plans were to erect only part of the seats, but a strong advance sale prompted the decision to unfold all 9,000. Then the matinee drew a half house and the night show attracted better than three-quarters. Major industries there were idle for a vacation period.

Charleston, W. Va., was the July 5 stand and despite the post-holiday lag, Ringling-Barnum had a three-quarter matinee and a near-capacity at night. It was the first time in for Ringling since 1931.

At Dayton, R-B performers had a field day visiting with personnel of the Tom Packs Circus, which was en route from Indianapolis to Pittsburgh. Packs people visiting included the George Hanneford family and the Walenda Troupe. Other visitors there included Mr. and Mrs. Johnny Anderson and daughter of the Esquire Printing Company; Mr. and Mrs. Glen Tracy, circus fans and artists; Jim McSorley, formerly with the R-B Side Show and now associated with the Gayety Theater, Cincinnati, and E. Walter Evans, Charley Wirth and Bill Saelts, all of The Billboard.

## Martin & Eddy Ready Units For Fair Tour

DAYTON, O., July 14.—Martin Bros. & Capt. Eddy's Circus, owned by George Hubler and Eddie Kuhn, has been playing Southern territory under canvas since spring and will divide into two units for the fairs.

Hubler said that the show is being repaired and repainted. It opened as a school unit in January and switched later to 90 by 90 arena-style canvas. Show travels on four trucks, two trailers, two wagon and carries 15 people.

With the exception of Jimmie and Chickie O'Donnell, who had their dog and act acts on the show until they opened with Hagan-Wallace Circus, the Martin-Kuhn show has used show-owned acts.

**Performance List**  
Present performance lists:  
Jeanie Lorraine, goats; Joyce Lorraine, singing; George Hubler, Jim Dooler and Ernest Darrell, bar act; Frank Collins, Dalmation dogs; Jean Kuhn, wife; Joyce Kuhn, spinning perch, doves; Eddie Kuhn Jr., four jennets, concert announcement.

Jean Kuhn, wife; Charlene Kuhn, message book; Glenn Martin, Jimmy Martin and Wanda Collins, trampoline; Joyce Kuhn, clown; Eddie Kuhn, wild animal group with five lions, two panthers and two bears; Conard Lutz, lion; Glenn Martin, mace; Frankenstein's Monster and Spook Show; trampoline with audience participation, and jennets.

Kuhn's animal and aerial acts will play grandstand shows at fairs for Gus Sun and Hubler's bar and trampoline will play fairs for Barnes-Carruthers.

Show regroups next fall for more one-day stands. Both Hubler and Kuhn formerly had other circuses. Last season, Kuhn was with Roger Bros. and Hubler acts played dates.

## Ringling Beats '50 on 1st Day Of Detroit Stop

DETROIT, July 14.—The Ringling circus moved into Detroit Friday (13) for three days and opened with good weather. First matinee was a two-thirds house, equal to last year's. But the night show's three-quarter house was about 33 per cent ahead of 1950.

Opening faced heavy local opposition, including free shows in a downtown park and the spectacle, City of Freedom, which had a well-publicized opening Friday at the 17,000-seat University of Detroit Stadium.

Circus billing was down a bit and somewhat late in being posted here. Newspapers got the bulk of attention this time and generally were co-operative. Usual local habit of skipping advance sales in favor of on-the-lot purchases prevailed again.

The show's labor supply has improved and newspaper advertisements for men have been discontinued.

Ringling returned to its old Ford and Wyoming roads lot, usable this season largely because of the show's new tent layout, which combines menagerie and big top into a single unit.

The lot, actually in Dearborn,

## R-B ROUTE HINTS OF DUKIE DIET

CHICAGO, July 14.—A full week of long jumps for the Ringling-Barnum show turned up on the route card issued this week. All of the moves after Mankato, Minn., July 29 thru North Platte, Neb., (August 4) will be more than 100 miles, and the one from North Platte to Cheyenne, Wyo., will be a grinding 226-mile overnight hop. While that is as far as the published route goes, it's a certainty that more dukie runs will be in store for the show as it reaches for the West Coast and starts its return trip.

## Plans Formed For CHS Meet In Cincinnati

CINCINNATI, July 14.—Preliminary plans for the annual Circus Historical Society convention call for participation by John Robinson IV of the circus family. Meeting will be held in Metropole Hotel here August 3-5.

Other CHS doings will include visits to the Cincinnati Zoo, Coney Island Amusement Park and remaining portions of the former John Robinson Circus winter quarters. Members of the Circus Fans Association will have a State meeting in Cincinnati August 4, and will be guests at CHS activities.

Bette Leonard, of Wichita, Kan., is CHS president. Robert C. King, Richmond, Ind., is secretary and active in making convention arrangements.

## Night Houses in Ohio Big for Kelly-Miller

ASHLAND, O., July 14.—Most Ohio spots held up well for Al G. Kelly & Miller Bros' Circus this week, but some matinees were off. The gross was reported down, but still looked good.

Wednesday (11) here was typical. The matinee drew an estimated 1,400, while at the night show there were some standees

to put attendance at the 2,800-capacity mark.

Bucyrus Monday (9) had a half-house for the matinee and near-capacity at night. There was rain in the afternoon.

The Sunday (8) matinee-only at Upper Sandusky came thru with the usual capacity house. Tiffin, larger than the average Kelly-Miller stand, nevertheless gave a near-capacity matinee and a straw night house. The day before in Bowling Green the matinee had a half-house and at night the night house had a strong 2,800.

Contrary to expectations for the day after the Fourth of July, the show had a full house at Napoleon, but the matinee was about 30 per cent filled.

Montpelier, the holiday stand, saw two half houses. There the show was under police auspices.

## Mills Turnouts Above Average At Ill. Stands

SPRINGFIELD, Ill., July 14.—A second invasion of Illinois this season gave Mills Bros' Circus better-than-average turnouts. The org was rolling northward for more stands in the Chicago area before entering Wisconsin.

Fourth of July at Kirkwood, Mo., St. Louis suburb, brought a three-quarter matinee and big night house, although some of the seats were removed by nightfall. It was said to have been the first circus to play the suburb. Tom Packs Circus was playing in St. Louis at the same time.

Entering Illinois at East St. Louis (5), Mills had a three-quarters matinee and half at night. Alton, Ill. (6), gave two half houses, and again the show was bucking Packs, which had played the area previously.

In Springfield, Ill. (7), Mills was competing with an opera, historical pageant and the Gem City Shows, but pulled a half matinee and three-quarter night house.

Mills, has been reduced in size during the past two years by new construction. It is much better known and more accessible than the grounds used last year.

The show moved here from Toledo after playing to 7,000 there Wednesday night (11) and 6,500 the second night. Both matinees drew about 5,000 persons.

## KING BROS. DRAWS STRAWS IN MAINE

Fill Track Twice in Portland as Show Continues Long Run of Top Business

BRUNSWICK, Me., July 14.—King Bros' Circus filled the top nearly every time it opened the doors this week, as the show played New England territory that has had few circuses in recent years.

The first two days of a week's stay in Maine produced capacity business. Portland, the Monday (9) stand, had straw houses that blocked the hippodrome track at each of the two performances. In Brunswick (10) the matinee was full and the night house was another straw.

Earlier, King Bros. had two near-capacity July 4 at Gloucester, Mass. This was followed by a hang-up day at Lawrence, Mass. (5). In Lawrence, both shows were for 2,500-capacity crowds. At night, the people turned out despite showers, and the ticket wagon was closed before the show started. During the performance,

## Clyde Beatty In Fair Finish At Vancouver

VANCOUVER, B. C., July 14.—Clyde Beatty Circus finished its six-day stand here to fairly good business. Friday (6) gave a three-quarter matinee and a full night house. The final day, Saturday (7), had two full houses.

Business did not compare with the turnaway and straw houses the circus attracted in 1946, its last stand here. Taking the brunt of the blame was the change in lots. The downtown site used in 1946 now is a bus terminal, and this time the show was inside the Pacific National Exhibition grounds, where the circus was segregated from heavily traveled streets.

**PNE Helms**  
When Polack plays the PNE grounds, it has the advantage of large expo crowds being in the area and circus halls at the main PNE gate. Polack plays here next month.

Apparently the best circus lot here is Central Park, midway between Vancouver and New Westminster, adjacent suburb. King Bros. played there in 1950 and had three full houses in a single day. PNE site rents for \$1,000 a day, to which is added the \$500 city license. Central Park has cost less than a fourth of that.

From Vancouver, Beatty jumped to Vancouver Island by railroad ferry and played Port Alberni (9), Courtenay (10), Victoria (11-13), and Nanaimo (14).

## Ringling Advance Sales Brighten Prospects at Chi

CHICAGO, July 14.—Advance sales for Ringling Bros' and Barnum & Bailey Circus here gave promise of a five-day (18-22) run that will dwarf the business done on the lake front last year. Sales during the first couple of days were reported to have exceeded the entire 1951 advance.

The Ringling stay in Chicago last season was a low point business-wise. That seven-day run coincided with gloomy news from Korea. This time, the show has trimmed another two days from the length of the run but is sticking to its 1950 decision to advance the Chicago stop from August to July in order to avoid the heat peak.

The No. 1 bill car moved to Milwaukee Saturday (7) and the No. 2 car was in Chicago early this week. Billing here, as in most spots this season, is about 25 per cent less than that done in 1950. An effective addition this year is the use of cards on the sides of buses in suburban areas.

Bill Antes, R-B radio rep. arranged 17 airings in one day this week. American Broadcasting Company's Super Circus is sched-

uled to televise Ringling mentions on three successive Sundays. The first one came off this week (8) and the final one, coinciding with Ringling's last day in Chicago (22), is to include a Ringling act.

In addition, plans call for Super Circus to announce a number of future stops on the Ringling route. This will be in the final of the three programs (22).

Allen Lester, contracting press, arrived in Chicago Wednesday (11) and Frank Braden, story man, came in Friday (13). The Chicago Tribune was rendering a Ringling spread for its rote section, probably to appear on Sunday (15).

## Cole Bros. Buys Elephant Truck

PERU, Ind., July 14.—Cole Bros' Circus recently purchased a third truck and semi-trailer for transportation of elephants. Some work also continues on quarters buildings and show equipment. This was reported by Bill Horstman, vice-president.

## SAN DIEGO?

## No Decision On Beatty's WQ Location

LOS ANGELES, July 14.—Talk that Clyde Beatty was negotiating for the five acres in El Monte used for years by Gay's Lion Farm was spiked by Nelson M. Saunders, real estate broker. Saunders said Beatty rep had discussed the subject last May but that no decision was reached.

Plan then, he said, was to establish the area as a zoo, amusement park and television center as well as winter quarters for the Clyde Beatty Circus. The property still is in zones to permit such an operation and is said to be available for \$90,000. It's now owned by Tony Ortiz, who acquired it from the Gay estate.

Meanwhile, it was reported from San Diego, Calif., that residents have offered a free site as an inducement for the Beatty show to establish quarters there.

Beatty told The Billboard last April that he definitely will winter in California.

Earlier in the spring a proposal that the Beatty show winter at the Ben Davenport property in Gonzales, Tex., was discussed. Officials of the Beatty show denied this possibility, but the report was circulated in Gonzales, and in Shreveport, La., where Beatty wintered last year.

## Hunt Stands In New Eng. Stay Strong

TIVERTON, R. I., July 14.—Stands thruout New England continued to pay off exceptionally well for Hunt Bros' Circus this week, altho the matinee for the show here Friday (13) was light.

Show spokesman explained that mill workmen of Fall River, Mass., across the river from this town were in the summer vacation period. A number of potential customers were away on trips. Thursday's (12) stand at Newport, R. I. paid off big.

## Canada Off For Biller

YARMOUTH, N. S., July 14.—Business for Biller Bros' Circus in Canada has not been good, and in most Quebec stands, including spots like Three Rivers, takes were poor.

Show will make a 300-mile jump July 22 when it moves from Mont Joli, Que., on the Gaspe Peninsula, to St. George, Que.

At Middleton Thursday (5) the show had two full houses, but at Digby (6) and Yarmouth, N. S. (7), the attendance at all shows was about 50 per cent of capacity. Biller had made the same towns last year. Hollywood Daredavils had top business at Yarmouth three weeks earlier.

**WANTED**  
**2 LITHOGRAPHERS**  
 Who Can Drive Cars.

**F. Boudinot**  
**RINGLING-**  
**BARNUM CIRCUS**  
 139 N. CLARK ST., CHICAGO 2, ILL.

**NO**  
**TELEGRAMS**

**WANTED**  
**TELEPHONE MEN**  
 Experienced.

Fast Veterans' deal, plenty of future work. No drunks, collect calls or wires. Come on.

2003 Leland.  
 Telephone Charter 5311.  
 Houston, Texas.

**15 PHONEMEN 15**  
 Starting now—Three weeks' work in Akron, Ohio. I have a sponsor who will make money for any man who can sell. Block Tickets, U.P.C.'s and Banners. Wires or phone.

**MEARL N. JOHNSON**  
 MILLS BROS.' CIRCUS  
 Maxwell Hotel Akron, Ohio

**HUNT BROS.' CIRCUS**  
**WANTS FEATURE BIG SHOW ACTS**

Also Funkers and Assistant Bosses in all departments. Enlarging Show.

Harwick, 17; Hyanna, 18; Buzzards Bay, 19; Plymouth, 20; all Mass.

**WANTED**  
**TED MULLIGAN, EDDIE MOORE, LEON SNYDER**

Come on Tunkhannock, July 18; Towanda, 19; Troy, 20; Mansfield, 21; Wellsville, 22; all Pennsylvania.

**Bailey Bros.' Circus**

**PHONEMEN**  
 Police Deal, Your Deal and My Deal. Fast Deal. From now on, all good deals. Circus 100%.

**PAT FLANAGAN**  
 Phone 5121 Battle Creek, Michigan

**DON ROBINSON CIRCUS**  
**WANTS**

To join now. Best Canteenman, Circus Cook, Truck Drivers, Butchers, one more Family Act and three useful Circus People. Windsor, 17; Monticello, 18; Seartz, 19; Wrightsville, 20; Superior, 21; all Georgia. NOTE—I have no partners.

**5 PHONEMEN**  
 Best Labor Deal in South—Year Around—  
**JACK BURNS**  
 P. O. Box 1753  
 Phone: 4-7121 301 Watson Bldg. Greensboro, N. C.

**TELEPHONE SALESMAN**  
**WANTED**  
 Good towns to follow. Pay daily. season's work. Apply

**H. R. MARTENEY**  
 Healey Hotel, Bradford, Pa.

**TIGHTS**  
**by KOHAN**  
 17 EAST 16 STREET  
 NEW YORK 3, N. Y.

**Dressing Room Gossip**

**Ringling-Barnum**

Big time was had July 5 when Buddy North gave the annual 4th of July party between shows in the big top. The event was postponed a day, because of heavy rain on the 4th. Merle Evans and the band boys opened the festivities. Among those who helped to put on the show, judging the races, timing events, etc., were Bob Dover, Doc Henderson, Dick Miller, Lawson Frank McClosky, Count Nicholas, Aldo Cristiani and Rusty Parent. Muscles, of the usher department, gave his interpretation of Jimmy Durante, followed by guitar playing by Gene Roberts of the wardrobe department. Charles Leopold, of the candy butchers, sang two songs and brought down the house. Quanita (Cucharacha) Suarez did her Cuban dance, accompanied by the Cuban Side Show band. For the closing entertainment, Irv Romig, Otto Grieb-

*(Continued on page 64)*

**King Bros.**

Sunday off in Portland, Me., was enjoyed by everyone. Fishing, boating and swimming were the order of the day. Jim Tomlinson, past president of C.F.A. and his wife visited in and around Portland, as did C.F.A. Lawrence Brown. The Tomlinsons entertained Brown and Harry Thomas on their estate.

Orlans Cristiani Canestrelli is hospitalized in Portland for an operation. Jane King is in a hospital. Truzzi is back in the show after a week's illness.

A boy was born to Mrs. Pete Cristiani, the former Norma Dawn, at Quincy, Ill. A girl was

*(Continued on page 63)*

**Tom Packs**

Org's three days at Indianapolis was successful. En route to Pittsburgh many stopped off in Dayton, O., to attend the Ringling show. At this writing the women of the show are having their farewell party. Red Ryder joined with his horse, Thunder. Jackie Le Clair, clown, will join Earl Shipley on Jole Chitwood's Thrill Show after closing here. The writer will join the Cavalcade of Stars for Jack Tourn's circus unit in Michigan. Grover O'Day, mailman and the Billboard sales agent, arrived late in Indianapolis.

Clown Charles Lewis is visiting his family in Pittsburgh. The Four Angels had another mis-

*(Continued on page 64)*

**Rogers Bros.**

Going into Owensboro, Ky., some trucks misread a carnival road marker, and wound up in Indiana. L. S. Ranger, the Mask Rider, who joined the concert, is proving a good draw. He is leading spec, followed by Penny Wilson twirling a baton. Billy Barton bought a car. Louise Gaines has replaced Willa Mae Black as Statue of Liberty. St Rubens is doing the announcing in the big show. Enoch Bradford planned to his home in Macon, Ga., to see his wife, who is ill. Mr. and Mrs. Zack Terrell and party caught the show in Owensboro, Ky. Some of the gung drove to Evansville, Ind., to see the Tom Packs Circus.

Sonny Morales rejoined. Sonny Albright, who was with his father, Leo, of the Jay Gould Circus, before joining the navy, visited the writer in Memphis. Louisville tussled out a sea of mud. Recent visitors included Ruth Nelson, Harry (Pop) McFarlan, Bill Blomberg and company, and Mr. and Mrs. Albert Fleet.—HARRY VIL-LEPONTAUX.

**Billor Bros.**

Weather and business has been good. Duke Kamakua and Arzell Hayes were married in the Side Show. Teg Holt, Rustus and Wanda Long and their horse, Leadie, joined to present the concert. The Whitesides and Jimmie Marks went fishing and made a big haul. A fish supper was held in the back yard, cooking being done by Mrs. Marks. Billie Dick was host at a dinner party on Tommy Bentley and the writer in Halifax, N. S. Concession stands are doing well.—IRA GASKILL.

**Polack Western**

July 4 engagement in Rose Bowl, Pasadena, Calif., was big. Claude and Pauline Webb entertained Justus Edwards at their home. Fred and Jean Merkle's daughter and son-in-law visited for a week with their children. Dennis Stevens and Harry Dann visited Mabel Stark, Melvin Koonitz, Howard Bryant, Frank Phillips and Pat Anthony at the World Animal Compound, Thousand Oaks, Calif. The Ibarra, Gus Bell, Harold Ward, Walter Long and Bob Porter are working on new tumbling routines. Art Springer is piloting his Green Hornet overland. Frankie Guskys and family visited the Ward-Bell Troupe.

Vi Watson received gifts and flowers on her birthday. Baseball is the big issue and George Gerogetto is our psychic medium for guessing the winners. Sherman Brothers visited Nicki Galluchi in San Francisco. The Watsons planned to Catalina Island. Dorothy Ward's mother passed to her, Catskill, N. Y. home. Recent visitors included Pete and Sis Madison Hope, the Larry Bastians, Irma and Charley Arley, Pinky Madison, Marge and Buddy Cass, Charley Post and the Frank Guskys and family.—HARRY DANN.

**Clyde Beatty**

Now that the Vancouver, B. C., run is over we are settling down to the routine of one-day stands again. Vancouver was pleasant for all. We showed next to the fairgrounds recreation area and many of the people were on the rides or playing bingo between shows. Johnny and Milonga Cline plan to enlarge their trailer to carry the dishes and other things they won.

Joan Lewis and Karl Erickson celebrated birthdays. Red and Anne Larkins took advantage of their six days off in Vancouver and visited the race track. Red tore up a ticket, discovered it was a winner, and resurrected the pieces to save the day. Marsha Larkins liked the Scooter Boat ride so well she rode it only 67 times in one day.

The steamer ride to Victoria Island was like a vacation on the Riviera. Everyone, even Eddie Say, was on time for the 11 a.m. sailing. There was no sea sickness on the 2 1/2-hour trip but some of the folks looked a little pale. The jump was quite unusual since we started by boat, switched to a bus and finished up by train. Two Sheldahl colts and an albino fawn were born during last week. Ed Fontaine, our banner man ahead, has been back on the show for a few days.—LAURENCE CROSS.

**Under the Marquee**

Three show horses belonging to Rudy Rudyoff were saved when fire broke out in the trailer at Sturgis, Mich. A service station operator saw the burning trailer and notified the fire department, which overtook the Rudyoff truck. Rudyoff gave a fire show in the town in appreciation. He is working horse shows and was en route to Minneapolis when the fire started.

Capt. Enrique DeMell, formerly with the Royal Circus in Puerto Rico, is in New Orleans. His lion act was sold in Florida and he will play parks and fairs with a new five-seal act before going to South America in November to join the Gran Circo Americano. Jinx Hoagland's troupe of 15 horses and 15 people joined the Tom Packs Circus recently. Garland entry is included in its displays, reports Jo-Jo Lewis.

Ellsworth W. Somers, now a sergeant in the Air Force, is the subject of an article in The Airliner, publication of the Military Air Transport Service. He has been with Ringling, Biller and other shows. His wife is the former Cleona Hayes, barback rider. He is stationed at Westover, Mass.

Bob Priny, former circus wrestler, caught

*(Continued on page 62)*

**Cole & Walters**

Zora Blaire has left the show. Mr. and Mrs. Ted Milligan, who operated the Side Show, and daughter, Pat, left for Williamsfield, O., where Ted plans to enter a Veterans' Hospital. Mr. and Mrs. Joe Wright have taken over the Side Show. Al Conners also is working in the Side Show. Billy and Slim Reynolds and Billy's nephew, Jimmie Smith, also left.

Beverly Divine has replaced Reynolds in the concert. Corky Clark is working the pony act. Sally Bell is doing spec and rode the elephant in the downtown parade July 4. Rozie Parker entertained relatives from North Dakota. The Plunketts visited. Mary Wiegand-Wave, of New Orleans, visited her parents, the Ernest Wiegand-Al Conners family, who joined recently.—MILDRED WELBES.

**Polack Eastern**

A large number of the United Air Lines officials were invited by Bill Kay, the promoter, to attend the evening performance in Fort Collins, Colo., after they had worked all day in rescue work on the mountain 16 miles from the showgrounds, where 50 people were killed. Abie Goldstein and Mickey McDonald recently visited Kenneth Waite, Mel Hall and family, Mr. and Mrs. Reuben Olevera, Jeep Ward, Mike and June Keudak and Russell were recent visitors. Arden Beecher left for Omaha to visit his mother. Sheila Pugh was trainmaster from Cheyenne to Fort Collins. Renee Codreano is now doing webs. Show moved by freight from Fort Collins to Rapid City, due to the discontinuance of passenger trains over the division.

Brenda Goring is planning on taking a flea circus back to England in the fall.

The Paramount Company on location at Rapid City on the picture War Bonnet. Hotel lobby filled at 5 a.m. with Indians. Bob Lorraine on hand greeting old friends.

Bob Weeden, former manager of the Drunkard and many other shows, visited. The Aussies and the Langs practicing new tricks between shows. The Land children are visiting their parents. The Postboard Club has many new members.—HENRY KYES.

**PHONE MEN**

Phone Men who aren't afraid to ask for big money to work program for few day city wide annual festival. Sponsored by City Recreation Department. All calls will be made direct from city hall. Many city officials on the committee. 30 per cent commission. Paid daily. Only three weeks' work. Come now, this deal is framed in such a manner that everyone will get even. Don't miss it. Several equally good ones to follow.

**VIC LEWIS**  
 Chairman, Annual Festival, c/o City Recreation Dept., Toledo, Ohio.

**PHONEMEN**

Galveston County Fair ran use Program Advertising, U. P. C. Tickets and Banner Men. 25 % paid daily on signed contract. Our collectors will pick up on U. P. C. daily. 2 1/2 months' work in the vacation land of the South. Fish, swim, sun, cool ocean breezes and everything else, plus plenty of money here. (Campaign is just starting.)

**GALVESTON COUNTY FAIR ASS'N**  
 618 Sixth Street North—Phone 5-4425  
 Texas City, Texas

**LEE BROS.' CIRCUS**  
**WANTS**

Billposter with car, also Agent Grab and Pitt open. Can use Wild West Train for concert. Make lowest Pay your work. This is our sixth season. Wire Grafton, W. Va.

**WANTED**

Cowboys and Cowboys, Rodeo Clowns, starting Aug. 22, 1951. Everett Daniels, get in touch.

**CHRIS LEE**  
 General Delivery, July 16-21; Washington, Pa.; July 23-28, Uniontown, Pa.

**BOB STEVENS WANTS**  
 For  
**BAILEY BROS.' CIRCUS**

Family Act, Sillytricks and others, answer House Act Workshouses, come on. Nick "Badey" Berger, sup. Wild West Concert. Will play Elkhart, 18; Towanda, 19; all Pennsylvania or per route.

**TWO PHONE MEN**

V. J. Day Dance Tinklers year round work; daily pay. Building money for Armed Forces Service Center. Sponsored by Amer. Leg. Club, Bernard and Traynor, come on Contact

**HILL ARMAND**  
 124 Royal St., No. Louisiana

**GIVE TO THE RYUNYON CANCER FUND**

**RINGLING BROS AND BARNUM & BAILEY CIRCUS**  
**WANTS IMMEDIATELY**  
 TRAIN HANDS, POLERS, TRUCK DRIVERS, CAT SKINNERS, PROPERTY MEN, RIGGERS, CANVAS MEN AND LIGHT MEN.  
 Contact FRANK McCLOSKEY, Mgr., as per route

**AL G. KELLY & MILLER BROS.' CIRCUS**  
**WANTS BULL MEN**  
 Contact BILL WOODCOCK  
 Candy Butchers, wire or come on as per route

**CIRCUS MAGICIANS**  
**ADD OUR VANISHING CIGARETTE TO YOUR PITCH**  
 IT WILL BOOST YOUR SALES 100%  
 Comes complete with instructions, all ready to work, each in flatty printed envelope marked 25¢. COSTS YOU \$5.00 per hundred. You can pitch this trick alone at a quarter dollar. It will sell faster than any other trick you have ever pitched. Send one dollar for sample dozen. Your money back if they don't sell.

**HERE'S A BONANZA FOR THE LIVE WIRE**  
**EUREKA MAGIC CO., Somerville, N. J.**

**WANT CLOWNS**

Experience in Auto Thrill Show. Long season, good pay for experienced People. Can use one experienced Siam Man. Write or wire

**THRILL SHOWS**  
 GOSHEN, N. Y.

**COLE & WALTERS WANTS**

On account of illness, Side Show Manager doing punch, etc. Hall and Leonard, contact. Chevrolet Mechanic, Electrician, Bull Men, Animal Men, and Help in all departments. Workingmen, come on. Best cookhouse and sleeping quarters on the road and payed every SUNDAY. As per route

P.S.: Frank Ellis wants two fast stepping seal Butchers

# Calgary Gate Tops 1950 At Halfway Point in Run

Pulls 193,936 First Three Days Despite Chilly, Wet Opener

Continued from page 49

thru downtown streets every morning between 10 and 12. Nearly every major intersection boasts its own attraction. Cowboys with chuck wagons prepare flapjacks and bacon breakfasts free of charge for residents and tourists alike. Square dances operate every morning in the downtown section. Western combos operate from the back of trucks or even occasionally on the sidewalks.

One of the highlights of this year's stampede is the 81-man Contra Costa County (California) sheriff's posse. The group, made up of retired businessmen-horsemen from Richmond, Calif., led Monday's parade and have been featured since in morning parades.

The stampede's new auditorium was officially opened this week for industrial exhibits. The 7,000-seat hockey arena, home of the Calgary Stampede, provided 16,000 feet additional display space. Despite this addition, however, more than 70 major industrial exhibits were turned down for lack of space.

Parking facilities on the grounds have been increased to a total of 7,000, but despite this, gates were locked early every afternoon and evening as traffic exceeded the available space.

A sad note was injected into the program shortly before the stampede opening when Frank Collicutt, veteran Alberta rancher, announced the death of Ed Hall, a stampede director for over 25 years. Collicutt, who has been in charge of the Indian tribes at the event for years, was buried Thursday (12), attended by Indians in full tribal regalia.

Stampede officials were pleased with the improvements inaugurated this year on the eat and drink concessions. Adopting a se-

lective policy this year, directors refused space to anyone whose adherence to health regulations could be questioned to the slightest degree.

Visitors here included Sir Alexander and Lady Clutterbuck, British high commissioner to Canada, and a party of attaches from the American Embassy. Premier E. C. Manning of Alberta, was also present and a party of five Canadian ministers is skedded to appear today.

On the midway, Royal American Shows are getting a heavy push from stampede visitors. Show officials reported that with continued good weather, an all-time record gross was more than a distinct possibility.

# Blue Laws Outlaw Syracuse Sun. Play

Strict Enforcement Will Cause Event To Lose One of Its Best Money Days

SYRACUSE, July 14. — Strict enforcement of Sunday blue laws will cause the State Fair, to be held here September 1-8, considerable financial loss since most activities planned for Sunday (2) have been cancelled. Harold L. Creal, director of the event, announced this week.

Creal said there will be no admission charge that day, no horse show, no stock car racing and that the midway, to be occupied by the James E. Strates Shows, will be closed. The special events were scheduled for the only Sunday of the fair's run to take advantage of large crowds usually attending on that day. Sunday throngs in recent years have been in the 70,000-80,000 bracket.

Creal's announcement curtailing the Sunday program followed a recent ruling of the State attorney-general's office, upholding laws which specifically ban such activi-

ties as horse shows or auto racing on Sunday.

Hassle over the blue laws has been going on since two men were arrested several months ago for operating auto races at a track near Poughkeepsie, N. Y. Next came the cancellation of a Sunday date last month of the Ringling-Barnum circus, which was purchased by the American Legion. That was followed shortly by the killing of a Sunday circus stand at Tonawanda, N. Y.

Poughkeepsie legionnaires demanded strict enforcement of the blue laws in a letter to Gov. Thomas E. Dewey last month in an attempt to arouse the public and take the measures off the books. State Rep. Donald H. Mead of this city said, when informed of the change in the fair schedule, that he plans to introduce a bill in the next session of the Legislature to change the blue laws. However, any switch would come too late to affect this year's fair.

Meanwhile, Mrs. Marjorie Marble, co-owner of a stock car racing track at Ithaca, N. Y., claimed she will stage events there tomorrow (15) in an effort to bring a test case against the blue laws. She intended to hold the Sunday meet earlier this month, but rain checkmated her.

# Akron Event Switches Site

AKRON, July 14. — Summit County Fair, revived in 1950 after 23 years, this year will be held in Summit Beach Park instead of Asot Park. Griffiths-Palmer Enterprises, announced Dates are September 11-16. Rides and concessions, which operate at the park throughout the season, will be kept open for the fair's run. Last year's annual drew an estimated 120,000 for seven days.

# Eastern States Slates Strong Talent Line-Up

WEST SPRINGFIELD, Mass., July 14.—Jack Koehman's Thrill Drivers, Joie Chitwood's Hell Drivers, Col. Jim Eskew's J-E Ranch Rodeo and talent supplied by the George A. Hamid office in New York are scheduled for Eastern States Exposition, Sunday, September 16, thru Saturday (22).

Koehman org is set to go Sunday, Monday and Tuesday. The Chitwood show will appear Wednesday and Thursday. Eskew's rodeo will show Monday thru Saturday night at the Coliseum. Hamid talent includes Lyman and Linda, aerial adagio; Irah Watkins' chumps; Dr. Cooper's Liberty horses and Mia and Mattie.

The Goldman Band, under the direction of Dr. Edwin Franko Goldman, will give two special concerts Sunday. Races sanctioned by the American Automobile Association will be staged Friday and Saturday.

Designations for days of the event include: Sunday, Music Day; Monday, Governor's and Children's Day; Tuesday, Connecticut and New Hampshire Day; Wednesday, Maine, Pennsylvania and Delaware Day; Thursday, Vermont and New Jersey Day; Friday, Rhode Island and New York Day, and Saturday, Massachusetts and Grange Day.

Other events slated include ox and horse drawing contests, a junior music contest and a Junior and amateur horse show. Five State buildings will house exhibits and an industrial arts building will feature new products for home, farm and factory.

# Hire Reynolds To Succeed Nash at ESE

Continued from page 40

guiding ESE to the ranks of the nation's top fairs. He stressed the important service Nash could render as an advisor.

Incoming Reynolds was chosen after several months of searching among top fair pilots of the nation, ESE execs said. Nash, a committee headed by the late George E. Williams, a vice-president of ESE, did the hunting and selection. The group was unanimous in settling on Reynolds.

The Wisconsin man's background includes attendance at the State university, following which he immediately connected with the State fair. Reynolds took three years out for service during World War II and has been general manager of the State event since October, 1948.

Reynolds felt that the workings of ESE and the Wisconsin annual had enough similarity to enable him to quickly grasp operation of the Massachusetts event. He will attend ESE's run, September 16-22 this year, as an observer. He will then return to Wisconsin, wind up his affairs there and move his family to Massachusetts.

# HAMID KNOCKS TOA OPS FOR BATTLING TAX CUT

NEW YORK, July 14.—George A. Hamid, theater and fair operator, this week criticized members of the Theater Owners of America, Inc., who have raised objections to exemption of non-profit agricultural fairs from the 20 per cent federal admissions tax.

The House-passed bill is expected to escape serious debate in the Senate Finance Committee. However, considerable pressure is being built up by some movie exhibitor groups who apparently resent the fact that fairs are not due for a tax cut.

In a letter to Gale Sullivan, executive director of TOA, to which he belongs, Hamid said it was ill-advised for theater operators to

oppose the tax reduction since such a selfish and short-sighted attitude could only result in a boomerang.

Good Will Needed Theater operators need good will if they are going to be successful in obtaining tax reductions. Opposing similar benefits that are virtually assured for fairs is not the way to gain friends, he said.

Hamid said a copy of his letter was sent to Frank H. Kingman, secretary of the International Association of Fairs and Exposition, with a request that members be notified so that they could contact their senators and reiterate the need for the reduction in excise taxes for fairs.

Compare before you buy... Whatever your need you can count on

## BARNES-CARRUTHERS

42 Years of Producing Top Money-Making Shows!

BARNES-CARRUTHERS  
Theatrical Enterprises, Inc.  
159 N. Dearborn St. Chicago 1, Ill.

"SENSATIONAL" Circus-crowd strapping pole thrillers

## DORIS and VERN Orton

A FLIRTATION IN THE SKY

Mr. Talent Buyer—Now more than ever THE ACT WITH CROWD APPEAL Represented by AL MARTIN AGENCY Hotel Bradford, Boston, Mass. Foreign Representatives: LEW & LESLIE GRADE, Ltd., Regent House, London, W.1.

Send photo and date NOW to: AL CHARLES 601 South Vermont Avenue Los Angeles 5 California

## BUCKS COUNTY FAIR

Six days and nights, July 30 to August 4, Doylestown, Pa. Lawrence Greater Shows on midway. Now booking for Independent Midway—Custard, East-Drinks, Nighties, Gussu Your Age, Scales, Pitchman and Demonstrators. Can use Electrician with carnival experience. Flag and Crepe Paper Decorator.

HARRY C. GRAFTON, Fair Manager

## GIRLS WANTED, TOP PAY FOR EVELYN WEST SHOW

Playing Seven (?) Big Fair for "MEMPHIS" Start Aug. 8th at Springfield, Illinois. About nine (9) week guarantee \$100.00 per week.

Send photo and date NOW to: AL CHARLES 601 South Vermont Avenue Los Angeles 5 California

## WANT CARNIVAL

For County Fair for week ending September 15th, approximately \$3,000. 40 Concessions

RANDOLPH COUNTY FAIR ASSOCIATION Pocomoke, Ark. A. C. DeClark, Secy. Treas. Box 871.

## HAYWOOD COUNTY FAIR WANTS CARNIVAL

For week of September 3-8. Please contact at once: ROBERT C. BOYD, Secretary Brownsville, Tennessee

## CARNIVAL WANTED FORD COUNTY FAIR

at Melvin, Ill., Sept. 5-8, 1951. 26th year—new grounds. Write or phone 54, Melvin for particulars.

## WANTED

Feetie Wheel, Penny Ride, Miniature Train, Auto Race, etc.

Creek County District Fair September 3, 6, 7 and 8

FAIRS AND SHOWS COMMITTEE Louisville Chamber of Commerce Sapulpa, Okla.

## WANT CARNIVAL

Clear Shows

NEVADA COUNTY FAIR Sept. 19-21

CONTACT MANAGER Chamber of Commerce Prescott, Ariz.

## WANT CARNIVAL

for GALLATIN COUNTY 4-H FAIR August 1 to 8 A good town—good proceeds.

WARREN JONES Ripon, Ill.

## Concessions Wanted

Mt. Sterling, Ohio, Homecoming, July 19-20-21  
Obetz, Ohio, Homecoming, July 23-28  
Commercial Point, Ohio, August 2-3-4.

TED NOLAN  
MOHAWA PARK  
South Zanesville, Ohio  
Phone: 3-8252, 2-7671

## RIDES WANTED

Annual Labor Day and Homecoming Celebration (Aug. 31-Sept. 3, incl.) Major and Minor. You take all receipts from Rides. Can use limited number of Concessions on flat rate basis. Contact

ROBT. STEINBRENNER  
Pres. Booster Club  
Hickman Phone 446021  
Mich. Center, Mich.

## WANTED: COMPETENT FAIR OPERATOR

TO RUN FAIR AT THE NAZARETH FAIRGROUNDS NAZARETH, PA., ON A PERCENTAGE BASIS.

Some Concession Space also available for Farmers Market and Auction Sales now operating two nights weekly, drawing thousands of customers.

FOR INFORMATION  
MURRAY REALTY COMPANY  
1616 WALNUT ST. PHILADELPHIA 3, PA.  
KINGSLEY 5-2262

## WANT RIDES OR CARNIVAL for LA FAYETTE FAIR

JULY 31-AUGUST 1-2-3  
CHARLES CAVERLY, Sec., Toulon, Ill.

## THE READING FAIR

Announces — It has contracted James Bergdon for all Merchandise Wheels at the 1951 Fair.

## NOTICE

DATE OPEN FOR CARNIVAL FOR OUR FAIR, SEPTEMBER 17 THROUGH 22

Give size of show and percentage when enquiring. Contact GRADY JOHNSTON  
Columbia County Fair & Livestock Association  
MAGNOLIA, ARKANSAS

## BIG FAIR DATE OPEN

AUGUST 11-17

We Have a Good Organized Carnival of Independent RIDES, SHOWS, CONCESSIONS. NORTH CENTRAL MISSOURI FAIR, TRENTON, MO.

Organized Entertainment Program in History  
Liberal Terms—Liberal Policy—Spas Available for Demonstrators, Etc.  
PHONE—WIRE—WRITE Leland I. McMillen, Phone 718, Trenton, P. O. Box 323.

## Williams Wins Central Spot At Detroit Cele

DETROIT, July 14.—The Motor City's widely publicized 250th Birthday Festival, which had bypassed carnival operations in previous years, let down the barriers, with the Ray Williams Shows being awarded a four-day stand (August 2-5) for the Paradise Valley Mardi Gras, Negro event.

Midway will be on Antoine Street four blocks east of Grand Circus Park, heart of the city and of Festival activities. Eight blocks will be closed off and six of them will be devoted to the midway.

Two 40-foot entrance gates topped by neon-lighted figures of minstrels are being built for ends of the midway and will be attached to buildings on each side, arching and closing the street.

The city council is underwriting cost of decorations, including the arches, painting the streets white and rushing installation of permanent new ornamental street lighting.

Sponsor of the show will be Detroit Metropolitan Civic Committee, representing 330 Negro groups. The show, now in its third season, is expected to bring 14 major rides, eight kiddie devices, 60 concessions and several shows in for the date.

## Hannum Bags Hefty Holiday Takes in Pa.

HAWLEY, Pa., July 14.—With the Fourth of July and the celebration of Hawley Fire Company 2 occurring during the week ending Saturday (7), Morris Hannum Shows chalked up a good week, the rain washed out Wednesday's matinee.

Fireworks display scheduled for July 4 was postponed until Friday, when it proved a strong draw. Closing matinee was satisfactory. Local merchants co-operated by purchasing a half-page in a Honesdale, Pa., newspaper advertising the firemen's celebration.

Suicide Simon, whose free act clicked here, has been contracted for an additional five weeks.

## Martin Arthur Org Preps Equipment For Gresham Fair

OLYMPIA, Wash., July 14.—Martin E. Arthur is readying his Imperial Exhibition Shows for Multnomah County Fair, Gresham, Ore., the contract for which was signed recently. On hand for the occasion will be a new entrance, new office wagon and all show fronts will have been refinished.

New entrance 170 feet long, is being constructed by Hugh Warren, lot superintendent. Structure will employ a new lighting system using fluorescent. Arch will debut next week in Bremerton.

Office wagon is being built and is expected to come on the show following the Tacoma date, August 5.

Previously, at Hecksville, Ore. caught four days of rain. Other factors contributing to the slim pickings were the fact that crops have been delayed this year and money was less plentiful. Also, three shows were working the limited geographical area at the same time. Others were Prell's Broadway and the I. T. shows.

Org has had plenty of competition in recent weeks. Lawrence Greater Shows are at Alpha, N. J., only eight miles from here.

Current stand opened good with

## BETTER STICK TO FISH PONDS

HAWLEY, Pa., July 14.—While playing a weeks' stand here ending Saturday (7), Morris Hannum, owner of the shows bearing his name, and his publicity man, Harry E. Wilson, decided to get in a little fishing.

They set out Friday (6) in a craft powered by an outboard motor, but rough winds and waters combined to nearly tip the boat. The motor was put out of commission in and Hannum was forced to bend the oars for the return to shore. Result of the piscatorial rally; no fish.

## Hennies Opens To Good Crowd At Milwaukee

MILWAUKEE, July 14.—Hennies Shows came in for their first opening-night weather break in four weeks here Tuesday (10) with close to 3,800 paid front gate admissions. Despite cold weather Tuesday night, crowds were only slightly below those of Monday.

Org scored its first television publicity break here on WTML-TV, with Lash Larue demonstrating his bull whip tricks. The Western star also made a personal appearance at the Riverside Theater, where he did a scene from one of his movies.

Org trained here from Menominee, Wis., which closed with a big Saturday Kids' Day and an equally good night business.

Show was heavily billed for the Milwaukee stand, using 250 three-sheet boards, street car and bus signs and spot announcements on two radio stations.

## Name Cohen To Moose Exec Post

ROCHESTER, N. Y., July 14.—Max Cohen, general counsel of the American Carnivals Association, Inc., with offices here, has been appointed secretary-treasurer of the New York State Moose Association, comprising 101 lodges and membership of about 50,000.

Still nebulous are plans to hold the 1952 State Moose convention in New York City.

Shaw was heavily billed for the Milwaukee stand, using 250 three-sheet boards, street car and bus signs and spot announcements on two radio stations.

## Moose Jaw Up 25% For Jimmy Sullivan

MOOSE JAW, Sask., July 14.—By the time Wallace Bros' Shows had finished a highly successful date here Saturday (7), fourth stop on the Western Canadian Class B Fair Circuit, Owner J. P. (Jimmy) Sullivan was beginning to smile again.

Dogged by bad weather since mid-April, Sullivan had the crowning touch at Lethbridge, B. Circuit

opener, when three inches of snow fell on a lot already soggy from heavy rains. Hot weather at Moose Jaw made things look brighter.

Sullivan termed the four-day Moose Jaw stand the biggest he has ever had in the city. Receipts were up 25 per cent over last year with shows, rides and concessions all flying in the prosperity. "With a break in the weather, all indications are for a successful year," Sullivan commented. "The farmers have had enough rain, they're satisfied and there's an evidence of loosening up."

Thursday (5), Children's Day at Moose Jaw, topped 1950 by 20 per cent. Sullivan reported that the Lethbridge, Alta., opener, Monday (25) was off to a good start until rain came at 10 p.m. City had a heavy week-end downpour. Second day was lost when three inches of snow fell at 10 a.m. and rain followed. Despite rain late afternoon, the third day provided fair biz. Over-all the Lethbridge date was down about 33 per cent from last year. Carnival took advantage of a paved area near the grandstand with concessions set up on the 500-foot stretch and shows and rides were spotted on the driest sites behind the games.

Light rain prevailed at the Weyburn, Sask., opening, but the fair's two nights were good, making biz about the same as last year for the carnival.

Estevan Exhibition was described by Sullivan as "two very good days."

## RECORD CALGARY STAMPEDE GROSS LOOMS FOR ROYAL AM.

Weather Seen as Only Possible Bar; Brandon Gross Up 16% for New High

CALGARY, Alta., July 14.—Royal American Shows, thru Wednesday night (11), halfway point of the six-day Calgary Exhibition and Stampede here, appeared well on its way to setting a new high gross for the year. Setting of a new record hinged only on good weather the last three days of the event, according to Carl J. Sedlmayr.

Record pace is a continuation of that set last week at Brandon, where grosses at the Manitoba Provincial Exhibition topped last year's totals by a full 16 per cent.

Moulin Rouge, featured back-end attraction, shattered records each of the first three days here and going into Thursday (12) the Leon Miller-produced show was within a few dollars of tripling the take of the Bonnie Baker-headed revue last year.

Rave Notes  
The revue has been drawing rave notices in all the cities here as it had at previous stops in Canada. In Winnipeg, columnist Frank Morris devoted his column to a personality sketch of Leon Miller and to a review of his show.

RAS is topping last year's fig-

## WOM TAGS HEFTY GATE IN BOSTON

Usual Spending Ratio Dips, But Sizable Crowds Make Spot Red One

BOSTON, July 14.—Frank Bergen's World of Mirh Shows are wrapping up a solid week of business on the Southampton Street lot in South Boston. Weather has been good, with the exception of rain on Thursday night (12), and the paid gate is huge, as it was when the org last played this area a decade ago.

Spending, while good, is not equal to the ratio normally counted here. Bergen said. Spending on the inside usually hits around three to one when slaked up against the gate take. At this spot, however, it dipped to two to one.

However, the big crowds have spent plenty of dough on most units with the exception, surprisingly enough, being Girl Shows. The rides have had a steady play

throughout the week, despite the fact that numerous shore spots close by feature mechanical units.

Concessions Do Well  
The concessions have had a dandy week from the start. Front end boss Bernard (Burky) Allen is out of the hospital after undergoing a series of tests. It will be another week or so before he returns to full-time activity.

Lot, which is being played for the first time, is owned by the New York, New Haven & Hartford Railroad and adjoins its tracks, with the result that the show was able to dispense with outside hauling aid for the first time.

Bergen had cards printed advertising the Brockton (Mass.) Fair and placed them on each show unit. Org annually plays the Brockton event, which is located 25 miles from here. Frank Kingman, fair secretary, visited.

A new midway entrance is being constructed for the Central Canada Exhibition, Ottawa. A special entrance was built for the event last year for the first time and later moved to the Allentown (Pa.) Fair, where it will remain permanently. Bergen said he would leave the entrances at the annuals rather than transport them as regular show equipment. In this way they will always look their best, he said.

Work on redecking the flatcars was begun here. The job will require about 15,000 feet of lumber, Bergen said.

A tank was delivered here for the water show which Jack Synarex is building. The dark ride is ready for operation and the Skooter will be ready in Lewiston, Me. Two of the Ferris Wheels will be left down next week for painting. Re-furbishing schedule for fairs will be completed in ample time, Bergen said.

## Dorothy Kortez, Tex. Ranch Owner, Wed in California

SOUTH PASADENA, Calif., July 14.—Dorothy Anne Louise Kortez, daughter of Mr. and Mrs. Pete Kortez, well known Side Show operators, was married here recently to John (Jack) Lynch, a Texas cotton grower.

The bride, who was dressed in an ivory slipper satin gown fashioned with French lace yoke and leg d'motion sleeves, was given in marriage by Victor Roper, friend of her father.

ures in all departments here at the Stampede. Monday takes were up 15 per cent over '50 and the Tuesday figures were up 80 per cent over a year ago.

Leon Claxton's Harlem in Havana is running well ahead of last year. Reviews which appear almost daily in Canadian papers, praise the performance of the Chocolaters and King Johnson, roller-skating tap dancer, who are featured in the Claxton unit. Show officials have been busy with visitors from the United States and Canada, including John Fisher, Canadian Broadcasting Corporation's commentator; Arthur J. Mahon, Canadian Pacific Railway; Win Stevens, Minneapolis railroad exec; John T. Caine III, manager of the National Western Livestock Show, Denver. Edmonton Exhibition officers, led by President Harry Matison, were on hand in full force. The Edmonton delegation included directors Putterman, MacDonald, Kemp and Muir.

Officials Attended  
Chairman Seal, of the Birmingham (Ala.) Park Commission, and Mrs. Seal and Brandon's mayor

W. T. Williamson and Jack McArthur, Brandon Exhibition vice-president, also were in attendance. Ben Williams, manager of the Pacific National Exhibition, Vancouver, was on hand for several days and Fred H. Kressmann, of the Barnes-Carruthers Theatrical Enterprises, Chicago, flew in from that city for a day.

RAS arrived here Sunday morning (8), the three sections mingling the 765-mile run from Brandon in 23 hours, close to 7 hours ahead of the '50 running time. By 7 p.m. Sunday, every show, ride and concession was ready for operation.

Owner Al Wagner rejoined here late Thursday night from Wheeling, W. Va., where he had been undergoing treatment for his injured arm.

Equipment was all back in shape following last week's train wreck, with John Demsey, superintendent, and Frank Sieber, trainmaster, supervising repairs.

W. H. (Duke) Brownell, joined as advertising agent. Show played host to 100 newboys Tuesday night and entertained children from three local orphanages Thursday.

## Va. Greater Counts Poor Holiday Takes

NEWTON, N. J., July 14.—Fourth of July business for Virginia Greater Shows, playing here thru the week ending Saturday (7) under American Legion Post auspices, was below expectations, tho the town was billed heavily, newspaper space was ample and shows worked kiddie matinee tie-ups with local merchants.

Takes during the early part of the week were fair, but weather put a damper on business Thursday and Friday nights (5-6). Closing kiddie matinee and evening were satisfactory.

Pete (Carolina) Green joined from South Carolina and will handle billing on the advance staff. Peter Molenkamp joined here with a bottle ball game. Mrs. George Gillespie is handling back gate tickets. A new front is being built for the Street Midget Family.

## Pan-American Set For Inglewood

INGLEWOOD, Calif., July 14.—Pan-American Shows will play the midway for the second annual Inglewood Community Fair and Industrial Show to be held in Hollywood Park here for five days starting July 25.

The event will feature an auto show in an 80 by 300-foot tent, which Pan-American will supply. New this year is the industry exhibit, with a local movie group, playing in the 80 by 180-foot top. A section pointing up outdoor living will be featured.

The Mutual network show, Queen for a Day, emceed by Jack Bailey, will originate from the fair July 26-27. The queens, each sponsored by a local movie group, will appear on six television and two coast-to-coast radio shows.

Season tickets will sell for 25 cents, with children under 12 years of age being admitted free.

## Wagner Shows Aim to Top '50 At Erie, Pa.

ERIE, Pa., July 14.—Cavaladeo of Amusement thru Thursday night (12) was topping last year's grosses and provided with good week-end weather, was expected to run well ahead of 1950 business here. Shows and rides opened to good crowds Monday night (9), with business building the following three nights.

Owner Al Wagner rejoined here late Thursday night from Wheeling, W. Va., where he had been undergoing treatment for his injured arm.

Equipment was all back in shape following last week's train wreck, with John Demsey, superintendent, and Frank Sieber, trainmaster, supervising repairs.

W. H. (Duke) Brownell, joined as advertising agent. Show played host to 100 newboys Tuesday night and entertained children from three local orphanages Thursday.

Wagner Shows aim to top '50 at Erie, Pa.

Equipment was all back in shape following last week's train wreck, with John Demsey, superintendent, and Frank Sieber, trainmaster, supervising repairs.

W. H. (Duke) Brownell, joined as advertising agent. Show played host to 100 newboys Tuesday night and entertained children from three local orphanages Thursday.

## Pan-American Set For Inglewood

INGLEWOOD, Calif., July 14.—Pan-American Shows will play the midway for the second annual Inglewood Community Fair and Industrial Show to be held in Hollywood Park here for five days starting July 25.

The event will feature an auto show in an 80 by 300-foot tent, which Pan-American will supply. New this year is the industry exhibit, with a local movie group, playing in the 80 by 180-foot top. A section pointing up outdoor living will be featured.

The Mutual network show, Queen for a Day, emceed by Jack Bailey, will originate from the fair July 26-27. The queens, each sponsored by a local movie group, will appear on six television and two coast-to-coast radio shows.

## Pan-American Set For Inglewood

INGLEWOOD, Calif., July 14.—Pan-American Shows will play the midway for the second annual Inglewood Community Fair and Industrial Show to be held in Hollywood Park here for five days starting July 25.

The event will feature an auto show in an 80 by 300-foot tent, which Pan-American will supply. New this year is the industry exhibit, with a local movie group, playing in the 80 by 180-foot top. A section pointing up outdoor living will be featured.

The Mutual network show, Queen for a Day, emceed by Jack Bailey, will originate from the fair July 26-27. The queens, each sponsored by a local movie group, will appear on six television and two coast-to-coast radio shows.

Season tickets will sell for 25 cents, with children under 12 years of age being admitted free.

## Big 4th Ends Spotty L. I. Trek for Marks

EASTON, Pa., July 14.—John H. Marks Shows caught a red one on a Riverhead last week-end to give a gala finish to an otherwise spotty Long Island tour. The Fourth of July was big, with the paid gate topping 3,500 at night.

Previously, at Hecksville, Ore. caught four days of rain. Other factors contributing to the slim pickings were the fact that crops have been delayed this year and money was less plentiful. Also, three shows were working the limited geographical area at the same time. Others were Prell's Broadway and the I. T. shows.

Org has had plenty of competition in recent weeks. Lawrence Greater Shows are at Alpha, N. J., only eight miles from here.

Current stand opened good with

business building steadily throughout the week. A big wind-up, including a hefty kiddie matinee today, is in prospect.

Mike Roman's kitchen trailer was demolished making the rain in here when it was sidetracked by another truck and went off the road. No one was injured. A new unit is being built.

Nat Mercy's Charm Hour Revue, which replaced the Girl Show presented by Mike Chiarrelli, is doing well. Grace Williams is featured. T. W. (Slim) Kelley's Side Show continues to top the midway. Hefty grosses are due in part to solid publicity which the unit attracted, including front page pictures while showing Huntington and Glen Crowe. L. J. George Leonard, publicity director, was responsible for the hits.

BOOKING NOW  
FOR 15 FAIRS  
STARTING  
AUG. 6



BOOKING NOW  
FOR 15 FAIRS  
STARTING  
AUG. 6

**FEATURING ZACCHINI—HUMAN CANNON BALL**  
CAN USE FOR FOLLOWING FAIRS

BEDFORD, PA., AUG. 6-11; BUTLER, PA., AUG. 13-16; CUMBERLAND, MD., AUG. 20-25; INDIANA, PA., AUG. 27-SEPT. 1; GREAT EMBERSBURG FAIR, SEPT. 3-8; 10 MORE TO FOLLOW

**SHOWS**—Wild Life, Reptile, Midget, War, Organized Colored Revue. Have beautiful front for Novel Show.  
**RIDES**—Octopus, Rocket, Fly-O Plane, Looper, Scooter, Live Pony Ride, Kiddie Rides, Fun, Glass House, Penny Arcade. Can furnish transportation for rides.  
**CONCESSIONS**—Eat and Drink Stands, American Palmistry, Scales and Age, Novelties, Jewelry, Hanky Panks, Merchandise Wheels, Derby Racers, Photo, Holly Cranes, Rotaries, Long and Short Range Galleries.  
Joe Ross wants Buckle Agents; Wives for Hanky Panks. Carl (Stoch) Lee wants Agents for Count Stores. Boys with me, answer.  
Can Place Hanky Panks for Jackson Heights, N. Y., July 18-29.  
**All Answer SAM E. PRELL**  
Jackson Heights, Queens, New York.  
To Follow Week July 30—Aug. 4, Coatesville, Pa.

## Midway Confab

George Patrice, who was released recently from Oakland, Calif., veterans hospital, is touring California with his own show. In the line-up are three kiddie rides and three concessions. The latter are managed by Jordan Ramos.  
Staff of Sammy Green's Minstrel Show includes Green, owner; Leon Long, general agent; Bosey DeLogg, producer and stage manager, and Fount Wood, band leader. . . . Van Stokes, who has been off the road since June, is confined to his home, 124 East Fourth Street, Michigan City, Ind. and would like to read letters from friends. He hopes to return to the business next season. . . . Jasper H. Taylor is ride superintendent and Jerry Gerould, chief mechanic and in charge of transportation on Royal Duke Shows. . . . Jimmie Miller has replaced Tex Fatta as electrician on Johnny T. Tinsley Shows. . . . Mr. and Mrs. Boots Cutler, concessionaires, joined Big State Shows at Denison, Tex.

Shows and enjoying her tour of Western Canada, she reports. . . . Mr. and Mrs. Jack Amos, closed with the Cavalcade of Amusements at East Liverpool, O., and are angling for a spot on James E. Strates Shows.  
Mr. and Mrs. Harry Slauson, of Sammy Lane Shows, had Mr. and Mrs. William H. Reed and Mr. and Mrs. Joe L. McAnry, of Des Moines, as their guests on the shows last week. . . . Line-up of Monroe Brothers' Side Show on Gold Medal Shows includes Billy, the magician; Nino Noya, four-legged girl; Vickie, Indian rubber girl; Maria, girl in fish bowl; Hercules and the Dove; Professor Hartman, escape artist; Bob Jones, Hindu torture; Madam Zonia, mentalist; Tota, pinhead boy; Jackie Lynn, No. 1 annex; Johnny Monroe, No. 2 annex; Jack Monroe, manager, and Zeke Albright, front.

Dr. S. Spears advises that Jimmie Baker, of Moore's Modern Shows, is in critical condition in a Camden, N. J., hospital where he is being treated for burns and injuries sustained when his car went over a mountain cliff. The car was destroyed. He is expected to read letters from friends. His address is Box 343, Camden, N. J.  
Mr. and Mrs. Carl Morris and Mr. and Mrs. Norval Flake returned to Johnny T. Tinsley Shows at Jasper, Ga., following a week's vacation. . . . Footsie Brown, former rodeo contestant, joined Big State Shows in Denison, Tex., to take over the Girl Show. . . . William Ewalt has returned to his job on the Merry-Go-Round on Johnny T. Tinsley Shows.

Clarence and Madge Thames, who have been operating the Wanda and Tina girl shows for many years, have closed those units in favor of operating the Show Time Revue on Johnny J. Denton's Gold Medal Shows. Line-up includes C. J. Thames, manager; Madge Thames, feature dancer; Linda Donabue, Bobby Jo Hall and Stormy Tamm, dancers; Frank Escobar and Prof. Eddy Torbert, tickets. . . . Mr. and Mrs. M. T. Nord took delivery on a new house trailer at Orleans, Ind. The Nord had their six cat stand on Motor Slate Shows for nine weeks before leaving the org to play street celebrations and fairs. They plan to leave September 1 for Florida. Mr. and Mrs. Happy Powelson, of Happy Attractions, visited them during the Fourth of July Celebration in Ashville, O., where the Nord's chatted up their biggest business of the season this far.

Mr. and Mrs. Barnett joined Johnny T. Tinsley Shows in Jasper, Ga., with their cork gallery. . . . Women members of Royal Crown Shows tendered Edith Arnet, of the H. W. Jones bingo, a stork shower July 6 in Jacksonville, Ill. Hostesses were Geraldine Gaughn and Florence Rubin. Guests included Dolly Young, Frieda Deanka, Pearl Machamer, Tom Machamer, Bobbie Jones, Olive (Mom) McKinney, Doris Coulston, Fatty Ann Scortino, Cleo Gruber, Ann Jones, Jewel Jones, Dottie Shoemaker, Fidelity Soret, Evelyn Fisher, Beulah Thomas, Mickey O'Reilly, Irma Rehrig, Alma Biabee, Lee Hauser, Janet Howard, Kitty Delph, Erlene Smith, Lorraine Mack, Vera Barock, Nellie Trenholm, Maxine Osborne, Gerda Belle, Charlotte Greco and Alice Helen and Evelyn Robinson. Mrs. Arner, who plans to return to her home in Lehigh, Pa., sometime in August, received numerous gifts. Most of the guests are members of the Ladies Auxiliary of the Greater Tampa Showmen's Association and the Clover Garden Circle, Tampa.

Capt. Billy Forkum's Circus, which joined Page Bros.' Shows recently as the free attraction, is using Page's circus top, a 60 with two 30-foot middles. Line-up includes Torchy Townsen, Spanish web; Winston and Priscilla Townsen, juggling; Margaret Forkum, Australian bull whips; Gypsy Johnnie, fire act; Bill and Margaret Forkum, sharp-shooting; the Townsens, slack wire; Torchy Townsen, ladders, and the Winstons, unicycles.

Concessionaires making the Fourth of July Celebration in Bristol, R. I., reported good results for the run altho spending was off a bit from last year. Event is reported to have attracted 50,000. Frank Allen's Zenith Shows were on the midway. Concession line-up included Jackie Davis, Slim Barry, Mrs. Barry and Kid Hope. Harry Murphy was awarded the Martin Byrnes trophy for the most attractive stand. Vito Zabba had the Geek Show and Phil Ray the Girl Show, Jackie Reynolds, hot man, took delivery on a new car during the event and Put Out Eddie passed out cigars over the birth of his daughter. . . . Marie LeDoux, owner-manager of the Circus Side Show on West Coast Shows, left the org in Klamath Falls, Ore., to enter a hospital in Eureka, Calif. to undergo an operation. John Boggis will manage the show during her absence. . . . Homer R. Sharar, formerly with Dodson's World's Fair and John R. Ward shows and ple car operator on Dailey Bros. and Roger Bros.' circuses, has been transferred from Wichita Falls, Tex., to San Antonio to take over management of the Food, Inc. Cafe there.

Line-up of Carl J. Lauther's Side Show on Gooding Greater Shows at Anderson, Ind., Free Fair included Lauther, owner; R. (Gingeritis) Brandenburg, front manager; Les Nyford, talker; Tex Conroy, inside manager-emcee; Curly Gurkin and Marcy Tucker, ticket sellers; Chester, chimp; Frances Lauther, astrology; Doris Lorraine, electric chair; Mrs. S. J. Gurkin, headless illusion; Tony Zarlenigo, glass dance and sword ladder; Zelda Buddha; Tex (Dagmar) Conroy, magician; Lou (Lew) Fire manipulation; Johnny Palmer, torture board; Dixie Lee, pin-cushion; Eddie H. Howard, iron tongue; Bonnie Caudill, shooting act; Josephine Conroy, four-legged girl; Tom Cobb, chef, and Red Cummins, boss canvasser. Shows are to be on a new 25 unit lot delivery on a new 25 by 150 foot top from All-State Tent & Awning Company. New banners were scheduled for delivery this week.

Phil H. Heyde, chairman of the Fourth of July Celebration, Olney, Ill., reports that Independence Day looked like old home week for trouper on the midway. Heyde tramped with many of them and most of them he hadn't seen for a number of years. Those either with Royal Crown Shows, which provided the midway, or connected with the grandstand attractions, Heyde says, included James D. Wright, press agent for the Joie Chitwood Thrill Show, with whom Heyde tramped on the Anderson & Gunn Shows 35 years ago; Roy B. Jones, of James E. Strates Shows; B. J. Collins, former general agent for Tivoli Exposition Shows and who had just been released from the hospital following an operation; Sammy Smith, former trampoline for Royal American Shows; Bill (Scoop) Anderson, T. A. Stevens, Six Westmoreland, Mr. and Mrs. Jim Dunlavy; Mr. and Mrs. Jimmie Chanos, who have the Side Show on Royal Crown, and Harry and Florence Rubin, Johnnie Cousins, Robert Mack, Harry (Irish) and

William F. Hite, former mechanic on Barney Tassel and Virginia Greater shows, is in Ward #B, Veterans Hospital, Dublin, Ga., where he will receive treatment prior to undergoing an eye operation. . . . Irena Hessler Pumphrey is with Mrs. C. Lutz's palmistry booth on E. J. Casey

Percell's  
**PIONEER SHOWS**  
high class midway attractions

**FEATURING WILNOS CANNON ACT**  
FOREST CITY, PENNSYLVANIA, FIREMEN'S CELEBRATION, JULY 23 TO 28—FIRST SHOW IN 5 YEARS; THEM HOMESDALE FIREMEN'S CELEBRATION, JULY 30 TO AUGUST 4—BIGGER THAN ANY FAIR

**ALL FAIRS AND CELEBRATIONS FOLLOW**

Want legitimate Concessions: French Fries, Penny Arcade, Jewelry, High Striker, Novelties, Hat Machine, Ball Game, Buckets. **STRETCH RICE** wants Concession Help all time, all-round Help on Bingo. Want Clothes Pin Agents.  
**RIDE HELP** on Octopus, Merry-Go-Round, other Rides.  
**WANT SHOWS** of merit, Motordrome, Fun or Glass House; low percentage.  
**GIRLS**—Buddy Bernstel needs Dancers, experienced or not. We are expanding all our shows and need Girls who want good pay and treatment. All replies Hancock, N. Y.  
**LOUIS (STRETCH) RICE, Bus. Mgr., or MICKIE PERCELL, Gen. Mgr.**

**LAWRENCE Greater Shows**  
AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR THE GREAT HARRINGTON, DELA., FAIR, WITH THE FAIRS AT DOYLESTOWN, PA.; CARLEISLE, PA., AND RONCEVERTE, W. VA., TO FOLLOW

**CONCESSIONS:** Legitimate Concessions and Hanky Panks of all kinds, Age and Scales, all Eating and Drinking Stands, Chocolate Dips, Candy Floss, Frozen Custard, Coke Bottles, Ball Games, Short Range Shooting Gallery, also P.C., Bat Game, Pam Game, Cigarette Block and P.C. Tables. Can place capable Agents for office owned Concessions. Want Cookhouse that will cater to show people for balance of season.

**RIDES:** Kiddie Boat Ride, Dipper and Octopus. Can use one more Ferris Wheel for our Fairs.

**SHOWS:** Midget, Mechanical City, Penny Arcade and any worthwhile Grind Shows. Want Motordrome and Side Show with or without transportation, or outfits. Couple to handle Fun House.

**HELP:** FOREMAN FOR RIDE-O and WHIP. Second Men on all rides. 2 experienced Mechanics to handle International Tractors and Trucks. Canvasmen, Talkers and Ticket Sellers. Have year-round job for good Builder. Want Fly-O Plane Foreman. (Cosmas, come home).

All Address: SALEM, N. JER., this week; then Harrington, Dela.

**IMPERIAL EXPOSITION**  
CAN PLACE FOR FOLLOWING FAIRS

GRESHAM ORE.—MULTNOMAH COUNTY FAIR, AUG. 20-27, INCLUSIVE  
MONROE, WASH.—EVERGREEN STATE FAIR, SEPT. 5-9, INCLUSIVE  
ELMA, WASH.—GRAY'S HARBOR COUNTY FAIR, AUG. 16-19, INCLUSIVE

**CONCESSIONS:** Bingo, Ball Games, Stock Wheels, Long and Short Range Galleries, Ice Cream Dip or any legitimate Concessions.

**SHOWS:** Arcade, Animal Show, Big Snakes.

**WANT:** Organized Side Show, Illusion Show, Minstrel Show. Will furnish complete outfit for same. Will book any other Meritorious Shows not conflicting.

**RIDES:** Spitfire, Rockplane, one more Wheel, Little Dipper, or any Ride not conflicting.

**WANT OUTSTANDING HIGH ACT FOR GRESHAM FAIR.** Price no object but Act must be SENSATIONAL.

ALL REPLIES TO **MARTIN ARTHUR**  
Bremerton, Wash., July 16-21; Shelton, Wash., July 22-28; Tacoma, Wash., July 30-August 5.



# THE MIGHTY GEM CITY SHOWS

WANT FOR SALEM, ILLINOIS, SOLDIERS AND SAILORS' REUNION, JULY 23-28; WITH 14 BONA FIDE FAIRS TO FOLLOW

**CONCESSIONS** LEGITIMATE CONCESSIONS OF ALL TYPES, HIGH STRIKER, LONG RANCE, JEWELRY AND ANY OTHER HANXY PANK CONCESSION.

**HELP** CAN USE CAPABLE RIDE MEN.

**SHOWS** WILL BOOK WILD LIFE (MANENCO, COME ON), UNBORN, MECHANICAL, MIDGET ANIMAL, FAT SHOW OR ANY OTHER WORTHWHILE SHOW.

BOB EDWARDS WANTS GIRLS FOR DANCING AND POSING SHOW. CHICK BOYER, CALLING BOBBY PARKER, CANDY KANE, PANDA DR ANY OTHERS THAT HAVE WORKED WITH DENISE PLEASE WIRE, WRITE OR COME ON. TOP SALARIES OUT OF OFFICE. CAN ALSO PLACE TALKERS. BERTIE BERT CAN USE TOP FREAK AND TALKERS IN 10-IN-1 PANCO. WIRE OR COME ON.

ADDRESS: LITCHFIELD, ILL. THIS WEEK; THEN SALEM, ILL.

THOMAS D. HICKEY, General Manager DON GRECO, Concession Manager

THE DIAMOND OF THE SHOW WORLD

THE BEST IN THE MIDDLE WEST

## BAKER UNITED Shows

"A Clean Modern Midway"

---

### WANTED RIDES, SHOWS, CONCESSIONS

**NOBLESVILLE, IND.**—July 23-28. Jaycoo Annual Celebration. Our 6th year. It must be all right.

**CLINTON**—July 31-Aug. 4th. Farm and 4-M Fair. One of our best ones last year. Large Ordinance plant working capacity.

**DELPHI**—Aug. 7-11. Annual Street Celebration. Our 14th year around the public square. One of Indiana's best.

**HARTFORD CITY**—Aug. 14-18. One of Indiana's oldest fairs under new management.

**MARTINSVILLE, IND.**—Aug. 20-25. Morgan County Fair. 3d year. A real up and coming event.

**CONVERSE**—Aug. 28-Sept. 1. Miami County Free Fair. One of Indiana's outstanding fairs last year and the most progressive fair in the State.

**CONCESSIONS.** Can place legitimate Stock Shows of all kinds—Bill Camos, Pitch-Till-U-Win, Hoop-La, Rotates, Move-Ries, Jewelry, Cork Gallery, Bomber, Duck Pond.

**SPECIAL HAVE CHOICE COOKHOUSE LOCATION FOR MARTINSVILLE AND CONVERSE. CAN PLACE DERBY RACER FOR BALANCE OF SEASON.**

**SHOWS:** Can use any Show of merit with own equipment and transportation. Want Cat Show for Noblesville and Clinton.

**RIDES:** Can place one or two major Rides for above, not conflicting.

**HELP:** Top salaries to Wheel and Roll-a-Plane Foremen if sober and able to get them up and down. MUST DRIVE and have license. Second Man for Tilt and other useful help.

This week—LEBANON, Indiana; then as per route. Wire when possible. All inquiries answered.

TONI L. BAKER, Owner
JIM WILLMAN, Mgr.

C.C. (SPECKS) GROSOURTH PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**WANT**

For EDGAR COUNTY FAIR at Paris, Ill., July 22 to 27; followed by Charleston, Ill., and including THE GREAT SOUTHERN ILLINOIS STATE FAIR at Du Quoin, starting August 26 for 9 Big Days.

Make Reservations Now as Space Is Limited

**WANT**

Handy Panks and legitimate Concessions of all kinds, including Novelties. Special proposition to high class Cookhouse that caters to show folks.

**WANT**

Can place Shows with own equipment. Joe Mooney, get in touch.

ALL Address: **C. C. GROSOURTH**  
Terre Haute, Ind., this week

P.S.—Melvin "Boots" Schafer, get in touch with Slim Sarvis immediately.

## STREETS CLOSED FOR EIGHT BLOCKS IN DOWNTOWN DETROIT!!!

# DETROIT'S 250th ANNIVERSARY

ON STREETS

OFFICIAL

AUG. 2-3-4-5

PARADISE VALLEY

## MARDI-GRAS

ALL DAY & ALL NIGHT!!

NOON TILL 5 A.M.

ON STREETS

OFFICIAL

**STREETS DECORATED**

BROADCASTING ON RADIO AND TELEVISION DIRECT FROM STREET STAGE

FREE ACTS

FREE GATE

STREET DANCING BEGINS AT 7:00 A.M.!!

**RIDES**

Have 2 major and 4 Middle Rides. Will book one more each—Merry-Go-Round (Ears, Wheel), Tilt-a-Whirl, etc. (No junk, as it will not pass city inspection.)

Ray Williams or Arthur J. Feayne, P. O. Box 1664, Detroit 31, Michigan  
P. S.: Can use a few more Hunky-Panks for July 19 thru 20 on City Lot at Riegella & East Six Mile

**SHOWS**

Big money here for a first class MIN-STREL PLANTATION or similar Show—FOR FAMILIES ONLY! Can use FUN or GLASS HOUSE, clean PENNY ARCADE, WORKING WORLD, etc. (Cannot book Girl Shows or Side Shows here.)

**CONCESSIONS**

ALL KINDS OF HANXY PANKS. (Bar Show Spindles, Blowers or Hoop-La can operate here.) Can place LEAD GALLERIES PHOTOS, NOVELTIES, CRAB JOINTS and all DIRECT SALES. (Popcorn Wagons, Glass Pitch and Cigarette Canses add.)

**JACK & LULU**  
Now modernized with latest in television, will getting well with Pirell. Can place now for long fair season Assistant Dishwasher and two more fast stepping Waiters.

**JACK GALLUPPO**  
**PRELL'S BROADWAY SHOWS**  
Broadway and Baxter Sts.  
Jackson Heights, N. Y.

**COMPLETE CARNIVAL**  
Including booklets for balance of 1951 season. Now playing some of the best spots in New England. Show property consists of 7 Rides, 10 Semi Trailers, 20 Concessions, Electric Light Plant, 20 beautifuls, Rubber Cabs, Streetband Wagons, 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 and route will be furnished upon request. Also will book above show for 1952 season if so desired.

**BOX D-85**  
**THE BILLBOARD**  
2168 Patterson St. Cincinnati, Ohio

**WANTED EXPERIENCED ARCADE HELP**  
**JACK YOUNG**  
c/o The Nennis shows  
Kenosha, Wis., this week; then per route.

**FOR SALE**  
Small Carnival, all in good order, 1 1940 Chev. and semi, good condition with 17 1/2 KW. D.C. light plant; 1 16 seat Chalmers complete; 1 20x40 or 1 20x70 top suitable for any kind of a show, complete with front, banners, stringers, stakes, poles, stand as good as new. Extra stakes, ropes, platforms, odds and ends. See this and you will buy. All ready to go. One week in the cotton will pay for it.

**L. M. NELSON**  
**JOYLAND SHOWS**  
Rome, Miss., this week.  
P.S.—Can use a few Hunky Panks.

**WANTED CATERPILLAR WHEELS**  
Wood for 14 car park type. Call any number, must be good condition.  
**HAROLD FREDERICK**  
1623 Boulevard Peabody, Mass., N. Y.

**HAWKEYE STATE SHOWS**  
Garden Grove, Iowa..... July 17 to 21  
Beyersburg, Iowa..... July 24 to 28  
Keller, Iowa..... Aug. 1 to 4  
M. Charles, Iowa..... Aug. 6 to 8  
Marquette, Iowa..... Aug. 9 to 11  
Alta Grove, Iowa..... Aug. 15 to 18  
Ida Grove, Iowa..... Aug. 20 to 23  
All the above mentioned dates are bona fide celebrations with the exception of Alta and Ida Grove. Shows are fair. Want Shows and Show People. Want Concessions that will sell. Also Help on Rides and Concessions. Write, contact me. Will Camp.

**DOC WITTMALD**

**WANT COUNTY STORE AGENTS**  
Agents for Pan-Came, Skillo, Skum Stone, Set Spindle, Penny Pitch.

**S. B. WEINTROUB**  
Care GRAND AMERICAN SHOW, this week Ottumwa, Iowa; next week Boyer, Mo.; then Macon, Mo.

**PRINTED "T" SHIRTS**  
With Any Name and Design  
**FLOCK-SMERTS-DAY-LO**  
Processing 11, 2 or 3 Colors  
We Manufacture and Print Our OWN Shirts. All Sizes. LOW PRICES. Write for quantity discounts.  
**RICHARD SMITH CORP.**  
217C Centre St. New York 13, N. Y.

**WANTED**  
Agent with car to join at once. Long season. Wire.  
**PAUL ZALLEE**  
c/o Monett's Grocery, Greencastle, Ind.

**WANTED**  
Concessions not conflicting. Privilege reasonable. Ride Help wanted. Somoconok, Ill., July 18-21; Malta, 24-28; Naperville, August 2-5.

**Thiens United Shows**

**Bill Chalkias-Red Friend WANTS**  
Enticing for Fairs. Side Show Acts. Swirl Swallower, Jugger, Joe Lewis, Doc Saldy, Plumbiff, answer. Frontman Ches Cox. Salary or P.C. Cookhouse. Help. Salary sure. Wire c/o Snapp Greater Show, Stoughton, Wisconsin.

**WANT IMMEDIATELY**  
One Grand Store and Pin Nose Agent, also Hunky Pank Agents. Can place other Ride Help. Can place other Generals. Help. All routes.  
**A. R. (Dutch) Whiteide**  
MAGIC MAN  
This week, Watseka, Ill.

**MONICA DAYE WANTS**  
Dancing Girls for 10 shows, top salaries. Also Trumpet or Sax, Ticket Sellers, Talkers and Cashiers. Don't write, wire or come on.  
**LAWRENCE GREATER SHOWS**  
SALAM, N. J.

**WANTED**  
Concessions for Italian Festival on the streets of Joliet, Illinois, July 25th to 29th inclusive.  
Basketball, Ping Pong, Billiards, Photo, Glass Pitch, Jewelry, Seales or other Hobbies. No food, only on wheels.  
**ALDA McCUE**  
527 Deming Place Chicago, Illinois  
Phone: Lincoln 9-8250

**WANTED WANTED**  
Carnival with 3 or 8 Rides and 15 or 20 Ferriswheels. Concessions, or will use without Concessions. August 7 to 11, 1951.  
**GREENE COUNTY FAIR ASSOCIATION**  
C. R. SYMAN  
Worthington, Indiana Phone 108

**BINGO COUNTER MEN WANTED**  
Two Men for new Bingo. Good wages and working conditions. Wire **Bean's Attractions**  
Lawlton, Pa.

**ORANGE BOWL SHOWS**  
Want for Thomaston, Ga., ten days, July 18 to 27. First fair show in five years. Will book Octopus or Merry-Go-Round and Kiddy Airplane. Eight more weeks of tobacco markets and then Florida. All kinds of legitimate Concessions.

**HERBERT FULLER**  
GET IN TOUCH WITH  
**A. W. PALMER**  
Care Pavilion, Ocean Drive, S. C.

**WANT**  
Blum Concession Agents of all kinds—Cable, Fish and Duck Food, Basket Ball, Rium Spindle, Ball Game, Fair season on. Position has one to come. Moorhead, Minn., this week; Grand Park, N. D., next.  
**ART SIGNORA, Mgr.**  
**Wm. T. Collins Show**

**WHEEL FOREMAN**  
Must be able to wire small units. \$63.00 per week every Monday. Also Foreman for Kiddle Auto Ride and Kiddle Train. \$15.00 per week. Bill Harding, please contact me. Write or wire.  
**Karr Novelty Company**  
427 Market St. Philadelphia, Pa.

**FOR SALE**  
N. PT. COPPER-CHROMIUM FRONT Elaborate, Excellent Very Good Condition. Suitable for Front Arch, Girl or Posing Show. Also some TENT, 8 FT. side-walls. Everything complete with poles, etc., including Amplifier and Loud Speaker System. Will set cheap. Stored in New York Ill.  
**ROY HOSIER**  
c/o Wallace Bros. Shows, Pinchburg, Ill., this week; then per route.

**Ferris Wheel Operator WANTED**  
No ups or downs. Drunks and chasers not wanted.  
**Central Amusement Co.**  
Million Dollar Pier, Atlantic City, N. J.

**25 Ft. International Bus**  
Equipped for front and roof beer on draft and dry popper. Coolers, coils, compressor, etc. Good tires and running condition. Price \$1,500.00. Write  
**EDGAR MARTIN**  
R.F.D. No. 2 Somborn, Ill. 63972  
Phone—Kankakee Ill., 33972

**Midway of Mirth Shows WANT**  
Cookhouse or Grab  
Must be neat and clean. Also want Counterman for Bingo and Man to drive truck and up and down it. Address **BANKIN, ILL.** this week.

**WANTED**  
Semi-Men on all rides. Man and Wife to take charge of Circus for will book one), small Cook House, good Agents for office. Stock Concessions. Will book Hummer, Balloon Ride, Penny Pitch, Basketball, Lake Boats, Cars, Bitch Striker, Lens Ringer and Novelties. B. W. Cole, July 18-20 West Tulsa, Okla., 23-26, both in town. All fairs to follow.  
**RONA W. BAINES**

**BRUTALITY VANISHED**  
Like wave of magic wand. Want Set of Rides for Lotta Moore No. 2 Unit opens in Iowa soon. Book now. Concessions. Car, Custard, Hank, Penny Shows. Park Ride Pones. No. 1 Unit booked solid till November. Will be paid for the Cotton after Labor Day. Contact **Dyer's Greater Shows**  
DeKalb, Ill.; first show in four years.

**JOSEPH E. HILTON**  
Please contact  
**R. C. BRYAN**  
608 Tampa St. Tampa, Fla.

**YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE**

# PENN PREMIER SHOWS

*world's • cleanest • midway*

**FAIRS** **RED LION GALA WEEK FAIR, JULY 23-28** **FAIRS**

**CONCESSIONS** Can place all kinds of legitimate concessions: Novelties, Age, Scales, Water Games, Pitcher and other legitimate games only.

**SHOWS** Can place Wild Life, Penny Arcade, Animal Show, or any other shows not conflicting. We have 14 more Fairs to go.

**RIDE HELP** Can place Foremen who can handle Little Dipper. Also ride men for Tilt-A-Whirl, Octopus, Rollo Plane, Ferris Wheel and Chair Plane. I will pay top salaries with bonus if you drive. All help must be strictly sober. We close our regular season Armistice Day, then a Park in Florida for the winter. All help either wire or come on. Can place Ride Supt. who knows all rides.

Address all mail and wires to  
**LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS**  
 Selinsgrove, Pa., this week; Red Lion, Pa., next.

## WANT CONCESSIONS

<b>FAIRS</b> <b>FAIRS</b> <b>FAIRS</b>	<b>JULY 30-AUG. 5, SHELBYVILLE, KY., FAIR</b> Want Apples and Drinks, Popcorn and Corned Corn, Apples, Ice Cream, Photos, Jewelry and Hunky Pank Games. All legitimate Concessions.
<b>FAIRS</b> <b>FAIRS</b> <b>FAIRS</b>	<b>AUGUST 6-11, MONROE, MICH., FAIR</b> Want Apples and Flom, Custard and Ice Cream. Also have some Game Space—No Water Games, Scales or Balloon Darts.
<b>AUGUST 6-11, WARREN, OHIO, FAIR</b> — Want large high class Cookhouse other openings.	
<b>FAIRS</b> <b>FAIRS</b> <b>FAIRS</b>	<b>AUGUST 13-18, CORUNNA, MICH., FAIR</b> Want legitimate Games, Photos, Apples and Flom, Root Beer, Ice Cream and Custard, Jewelry and others. This will be a big date.
<b>FAIRS</b> <b>FAIRS</b> <b>FAIRS</b>	<b>AUGUST 20-25, MIDLAND, MICH., FAIR</b> Want legitimate Games of all kinds, Sals and Drinks, Photos, Confections and others. Will sell exclusive on some Concessions.

**GOODING AMUSEMENT CO. — OPERATING 8 UNITS**  
 1300 NORTON AVE.      PHONE UNIVERSITY 1193      COLUMBUS 8, OHIO

# VIVONA BROS. Combined SHOWS

**LAST CALL      LAST CALL      LAST CALL**  
**Our Lady of Mt. Carmel 56th Annual Church Festival and Celebration**  
 ROSETO, PA., SEVEN BIG DAYS, JULY 23-29.  
 75,000 Attendance Last Year—Fireworks, Free Acts, Parade, Band Concerts

**WANT CONCESSIONS**—Hanky Panks of all descriptions. No exclusives. Long and Short Range Galleries, Rotaries, Eating and Drink Stands.

**RIDES**—Can use one or more Flat Rides not conflicting with what we have.

**HELP**—Can use Second Men for all Rides, semi-drivers preferred.

**SHOWS**—Motordrome, Wild Life, Monkey, Girl Show with own equipment; must be revue type.

Professor Vidalia wants Musicians and Performers for well-framed Minstrel Show. Those joining now will have first preference at our long list of fairs.

Contact This Week: WASHINGTON, NEW JERSEY

**SHOWS**

Will place any clean attractions, including Monkey Show, Snake Show, Mechanical Show, Ten-in-One, Fun House, Glass House, etc. Cuban Mack, answer Western Union and come on.

This week Ottoborn, Indiana, Annual Street Fair, six days and nights, on the streets; week July 23, Rockport, Indiana, Spencer County Fair; then the Big Booneville Fair, Booneville, Indiana, commencing Sunday, July 29, followed by Huntington, Indiana, Dubois County Fair.

**RIDES**: Will book Tilt or Octopus **RIDE HELP**: Darrell Nelding would like to hear from Bill Ramsey, Screwball Red, Eddie Haupp and Paul Juitta. Top salaries to all ride men.

**CONCESSIONS**: Curley Walters, 211 in town with Betty Archer, here; also Dell Bree, contact Mr. Nelding. Want Agents for Short Range, Blum Spindie, Color Store and Cotton Candy. Can place Hanky Panks of all kinds. Extensive available on Custard, Novelties, Jewelry, French Fries, Long Range.

We have a solid route of Fairs and sincerely would like to do business with business people. Forty Meters and JCL's are not wanted. You are guaranteed pleasant surroundings and good territory. Come prepared to stay. John Lambson contact me.

**BARON PAUL, Owner**

# Capitol City Amusements, Incorporated

P. O. BOX 811      PHONE WA-1010      INDIANAPOLIS, INDIANA

## BILL HAMES SHOWS

WANT FOR OUR STRING OF CONSECUTIVE FAIRS AND CELEBRATIONS

MOTORDROME, SIDE SHOW, OR ANY GOOD GRIND SHOWS. (E. L. Williams, and others, contact me immediately) CAN PLACE SOME ADDITIONAL LEGITIMATE CONCESSIONS. WANT LOOPER FOREMAN AND SEVERAL SIX CAT AGENTS.

**BILL HAMES**      **GEORGE GOLDEN**  
 Manager      Concession Manager

Address: BOX 1377, FORT WORTH, TEX. (Phone: Northfield 1255 and Valley 66491)

**CALL      CALL      CALL**  
**CALLERS AND COUNTERMEN WANTED**

All Help Previously Connected With **BEN WEISS**  
**BINGOS** Get in Touch With Me **AT ONCE.**

**BEN WEISS**  
 5205 Alton Road      Miami Beach, Florida  
 Telephone BR-65702

## SUNSET AMUSEMENT COMPANY

CAN PLACE

Exclusive Scales, Derby, Photos and Jewelry, No Ball Games on show. Can use Bottle and Pank Rack, also limited amount of Hanky Pank Arcade, Funhouse and Animal Show open. All fairs until closing. Want roller ride, Man, Warren, Minn., Fair, July 16 to 18; Ferville, Minn., Fair, July 19 to 21; Roseau, Minn., Fair, July 22 to 24; Parkton, Minn., Fair, July 25 to 28; Thief River Falls, Minn., Fair, August 1 to 4 and 16 more fairs until closing.

**HAROLD EUTAH**  
**AMERICAN BEAUTY SHOWS**

**WANT** Agents for the following Concessions: Tea and Pan Game. Will work straight through: Dart Balloon, Whiskey Flip, Coke Bottle, Watch-Ls, Illus. Striker.

**WANT** Will book Shows of all kinds except Girl Show. No more titles—all fairs. Wash. Jefferson City, Mo.; Kahoka, Okla.; Bloomfield, Edson, Webster City, Audubon, then Arkansas fairs, starting Russellville.

If you are not reachable stay where you are.

Come on or wire **HAROLD EUTAH**, Wash. Iowa, this week; Jefferson City, Mo., next week.

**GOLD BOND SHOWS**

**WANT—FOR 8 OUTSTANDING FAIRS AND 2 CELEBRATIONS—WANT**

**CONCESSIONS**: All Hanky Pank open. Want Photos, Novelties, Cigarette Smoking Gallery, Coke Bottles, Pitch Guffie, Hoop-La, Banner, Ball Games, Custard. **WANT FOR 4 MIDNIGHT FAIRS** STARTING AUGUST 1. Bruce John Callahan, answer. Diners, Derby and Percentage. **SHOWS**: Want Girl, Monkey, Snake, Drome, Wild Life, Mechanical. **JOHN HOWARD**, CONTACT **RAY SWANBERG**, Want Arts and Side Shows. **RIDES**: Want Late Model Tilt, Pony Ride, Boats or any Ride not conflicting. Can place Side Help who drive. **ALL REPLY BY WIRE** **MICKEY STARK, MGR.** (Cherry Festival)

Sturgeon Bay, Wis.      Madison, Wis.  
 July 16 thru 22      July 23 thru 29

**PALMETTO EXPOSITION SHOWS**  
**Chilton, S. C., this week**

Followed by Asterlight Mills, Spartanburg, S. C., July 23 to 26; then Orangeburg, S. C., July 28 to August 4, followed by Montgomery, E. C. This starts our tobacco route; all tobacco towns following, all unique locations.

Can place legitimate Concessions of all kinds—Bills Lamp, Glass Pitch, Fish or Duck Pond, Bumper, Age and Scale, Heart Shape Pitch, Glass Pie Pitch, Blum, Spindie, Swinger, 6-Cats, also Penny Pitch.

**All replies to MILTON McNEACE**  
 c/o Western Union, Spartanburg, S. C.

**HARRY CRAIG WANTS**

Shows with own outfit, Girl Show, Athletic, Monkey, Snake Fun House, Bingo, Cookhouse, Palmistry, Novelties, Basket Ball, Short and Long Range Callers, Age, Dicers, Scales, Photos, Coke Bottles, Ride Help—Pony Man, Spiffie Foreman, Wheel Help on all Rides. Ticket Seller, Penny Pitch Agents, Ball Game, Pan Joint, Will book Train, Save, Oals, race, live, Christian, Oals, Want Electrician.

**HARRY CRAIG, General Agent**

**MIDWAY OF MIRTH SHOWS**  
**WANT FOR 11 AND 12 UNITS**

Foreman for Tilt and Wheel, Section Men who drive trucks, for Tilt-A-Whirl, Spiffie and Merry-Go-Round.

Shows with own outfits and transportation.

Concessions of all kinds and Hanky Panks of any description.

Address: Rankin, Ill., this week.

## Fidlers' United Shows

**WANT      WANT**

Foreman for Tilt and Wheel. Must drive semi. Can place Stock Concessions of all kinds.

Address: Viroen, Ill., this week; Jansville, Ill. (Fair), next week.

**ARKANSAS CELEBRATION**  
**R.C.A. AND OLD SOLDIERS' ANNUAL CELEBRATION—51ST YEAR, STAR CITY, ARK.**

6 big days-nights, July 23 to 28. Want Concessions of all kinds. No exclusive, come on, we will book them. We have plenty Rides and Shows. Round Bayou, Miss., to follow, a red one.

**CURLY MICROTHY, P. A. Shows**

**PAGE BROS.' SHOWS**

Want for 11 Fairs starting soon—Jewelry, Custard, Arcade and Hanky Pank of all kinds. Want Manager and Acts for Side Show, Operator for Cui Show, Operator for Fun House, Operator for Monkey Show. Good proposition. Want Cookhouse Help. Address: Marion, Ky., this week.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

## 8 LIGHT TOWERS—14 FAIRS

### VETERANS FOREIGN WARS CELEBRATION

Cambridge, Maryland, in Town, July 23-28

Want—Ball Games, American Min Comp (no Gypsies), All Hanky Punks open, Exclusive on Novelties, Ex. on Photo Gallery, New Percentage Deals wanted.

Want—Wild Life, Unborn Show, Funhouse or Glasshouse, Pony Ride, Want Ten-in-One Manager to take over complete Side Show, Snake Show open; Penny Arcade (Win, Althouse, answer), Dixie Lee wants Girls for Girl Show, Want Monkey Show, (Doc Warner no longer here), Want Minstrel Show performers at once, Contact Mary Brown, Earl Myers, answer.

All wires and mail to  
**WM. C. (BILL) MURRAY**  
Dover, Delaware, this week

# STANDARD SHOWS WANT

Legitimate Concessions of all kinds. Shows that do not conflict. Need Operator for Girl Show.

**RISE HELP**—Can place Foreman for Wheel, Second Men on Octopus, Rolloplane, Merry-Go-Round; top salaries. Must drive semi. Jack Nasworthy, can use your Athletic Show.

Fairs start August 1; two a week until then. Don't listen to rumors, we will play Bighorn Basin Fair, Park Co. Powell, Eastern Montana, Miles City, Valley County, Glasgow. Five per cent all shows and rides twenty.

Address  
**V. C. Johns, Flaxville, Mont., July 21 and 22**  
P.S.—Can use a few more rides. What have you?

# CUMBERLAND VALLEY SHOWS WANT

FOR THE FOLLOWING BONA FIDE COUNTY FAIRS

MURFREESBORO, TENN., JULY 23-28	COOKVILLE, TENN., SEPT. 3-8
ALEXANDRIA, TENN., JULY 30-AUG. 4	SPARTA, TENN., SEPT. 10-15
CARTHAGE, TENN., AUG. 6-11	MANCHESTER, TENN., SEPT. 17-22
WINCHESTER, TENN., AUG. 13-18	ATHENS, TENN., SEPT. 24-29
TRACY CITY, TENN., AUG. 20-25	DALTON, GA., OCT. 1-6
CROSSVILLE, TENN., AUG. 27-SEPT. 1	SUMMERVILLE, GA., OCT. 8-13

Will book Rock-a-Plane or Rollo-Plane or any other Major Ride that doesn't conflict with ours. Want Monkey Show, Wild Life, Glass House, Mechanical City, Minstrel, Flat Show, Minstrel Show or any other Show of rides with own outfit. Percentage reasonable. A few more Rock Shows such as Ball Games, Sewery, Clothes Pin Pitch, Fish Bowl, etc. Write Billman or write Show Store Agency.

Address all mail and wires to **ELLIS WINTON**  
Lawrence, Tenn., this week; Murfreesboro, Tenn., next week

# MOUND CITY SHOW #3

ROLL-O-PLANE FOREMAN RIDE HELP ON ALL RIDES. WILL BOOK COTTON CANDY, CANDY APPLES. WANT AGENTS FOR SIX CATS, SCALDS AND AGE AND NOVELTIES. This show plays nothing but Novelties and Celebrations.

Address: **WHITNEY SLATEN, Mgr.**  
Wood River (on the street), Ill., July 20-21-22; New Berlin, Ill. (Fair), July 25-26-27; Plain Bar route.

# GREAT LAKES SHOWS

Want for Hudson, Mich., Celebration and Long Season of Celebrations and Fairs. Stark Concessions—Fish Pond, Photos, Ball Games, Pin Game, Six Cats, Buckets, Basket Ball, Cake Baking, Novelties, all kinds Hanky Punks and especially Cook House, Meat Triangles (or boys or girls), Want good Second Men, semi drivers, on all rides. Chairplane Foreman. Good salaries. Drawing account books. Man and Wife take charge of Kiddie Rides. Good proposition to Girl Shows. Shows of all kinds. Also Pin House, Drennan Voley, answer Hudson, Mich., Annual Celebration, July 18-21. For Sale—Smith & Smith Chairplane or trade for Kiddie Ride. Good condition.

# WANTS—CASEY SENS AND JOE SIERMAN

Casey Sens wants: Spiffing Foreman, George Mummy, semi on Bingo Caller and Counter Man needed. Truck drivers preferred. Joe Sierman wants: Acacia, Dennis Duffy, George Hall, Bill Morgan, Robert Wyrick, contact me.

Address all mail to **Casey Sens or Joe Sierman**  
c/o Cumberland Valley Shows, Leesburg, Tenn., then as per route.

# LEWIS AMUSEMENTS

Want Foreman for No 3 Ball Wheel, Parker Merry-Go-Round; top salary. Want Men to take over Concessions, good proposition to eight party; if married man please wife. No long moves. No drinking, no collect wheel or calls. Phone Telleneple 48113 or wire

**JOHN R. LEWIS, Perry Highway, Zanesville, Pa.**

# JOLLYTIME SHOWS WANTS

For Water Front Fair, Exmore, Va., July 30th, eight days, and three Colored Fairs to follow. Hanky Punks of all kinds. Colored Girl Show, any Shows with own equipment. Agent for Water Front Show no Kiddie Rides, will book one or two. "Red" Jorgan wants two Swinger and two Six Cat Agents America, Virginia this week; then four Colored Fairs on Eastern shore. Answer

**W. R. WES PRICE**  
JOLLYTIME SHOWS

# THE HENNIES SHOWS

WANT CAPABLE LOT MAN

To get a forty car show on and off the lot, and take care of lot

Answer: Kenosha, Wis., this week; Sheboygan Wis., next week

# BEAM'S ATTRACTIONS

AMERICAN LEGION FAIR, JULY 23-28, MILESBURG, PA.

Want legitimate Game Concessions. Book only limited number. No girls. Use first class Mechanic with tools. Second Man for Rides who can drive semi

Write or wire **M. A. Beam, Lewisburg, Pa., this week**

# NOTICE

**RAY PATE JR.**  
**VIRGIL PATE**  
**CHARLIE KENDALL**  
**HELEN KENDALL**

CONTACT BY WIRE COLLECT  
**EDDIE YEAGER**  
c/o THE HENNIES SHOWS  
Kenosha, Wis., this week;  
Sheboygan, Wis., next week

# BINGO MAN WANTED

To take complete charge of Bingo for Chicago lots. Good proposition. Marcell Miller, contact me.

**M. K. BRODY**  
1116 S. Halsted, Chicago, Ill.  
M(O)neac 6-9520

# BASEBALL WHEELS—New



36" Decorated, \$50.00 ea.  
48" Decorated, \$125.00 ea.

Mercantile Wheel, Money Wheel, L.V. Wheel, Wheel with Red, Advance No. 1, Detroit, Mich., and Coast Reg. M. Mottet, 2000 San Francisco 3, Calif.

**CARDINAL MFG. CORP.**  
418 Kean Street, Evanston, Ill. 7-5877

# WANTED

For the Fredonia, Pa., Vol. Fire Co. 17th Annual Old Home Week, July 23 to 28. Concessions that work for stock, Dart, Balloon, Novelties, Pitch-Tilt-U-Win, Lead Gallery, Clothes Pin, Hoop-La, Must Candy Show, or what have you? Carlson's Rides booked. B. E. Preston, write. This is the biggest little fair in West County. No Gypsies or girls. All who contacted me before, welcome again. This week, Ill. Sun, Pa.

**JOLLY JARLET SHOWS**

# NEXT WEEK DeRUETER FAIR

Day and Night under Fire Department, on the Old Four-Corner, Fair Grounds, De Rueter, N. Y., July 28, 29, 30 and 31. Midway this year runs straight to the Grandstand. Want—Fly-O-Plane, Tilt, Octopus, Shows, Glass Pitch, Spiked Hoop-La, Penny Arcade, Pin, Cake Baking, Long Race, Pitch Tilt Win, Popcorn, Ill. Striker, Toys, Apples, Balloon Darts, Getz Fish, Ball Games of all kinds, other Concessions, and attractions.

**BUFFALO SHOWS**  
This week West Winfield, N. Y.

# MERRIAM'S MIDWAY SHOWS

WANT CONCESSIONS  
Balloon Dart, Ball Games, Cork Gallery, Flavors, Aircon, Dip, String Game, Ice Cream, Root Beer, Six Cats, Bumper, Workah, Heart Pitch or any good Hanky Punks.

**WANT—WANT—WANT**  
Shows of all kind.  
Blooming Prairie, Minn., July 20-22.

# WANTED

2 WINGER AGENTS  
Contact Keith Chapman  
2 BUCKET AGENTS  
Contact Joe Struss  
For long list of State Fairs

**HENNIES SHOWS**  
Kenosha, Wis., July 17-22; Sheboygan, Wis., July 24-28.

**Tom (Doc) Ellington**  
**Dan Vann**

CONTACT  
**SAMMY EPPLE**  
616 MEERER SHOWS as per route.

# CLIFFORD (STASH) GRAY

Please contact  
**R. C. BRYAN**  
608 Tampa St., Tampa, Fla.

# Want To Buy For Cash

50 or 75 KW. Transformer, else 20x40 top or complete Sign Show.

Contact  
**JOHN HANSEN**  
6446 Milwaukee Ave., Chicago, Ill.

# STRATES SHOWS

AMERICA'S BEST MIDWAY

**WILL BOOK AND FURNISH WAGONS FOR Tilt-a-Whirl, Fly-o-Plane or any Rides that do not conflict for our long fair route with winter date in Florida. Let us know what you have.**

Can place Ride and Show Help, Tractor Drivers and Train Hands.

All address  
**JAMES E. STRATES, James E. Strates Shows**  
Hornell, N. Y., this week; Binghamton, N. Y., July 23 thru 28; then our fair season starts.

# I. T. SHOWS, INC.

WANT FOR FLEMINGTON (N. J.) FAIR  
August 28 thru September 3  
Including Sunday and Labor Day

Reliable Side Show. Will give EXCLUSIVE. Only LEGITIMATE Concessions considered. Space is limited.

**WRITE OR WIRE AT ONCE**  
**Phil Inzer—I. T. Shows, Inc.**  
1539 E. 29th St. (PHONE: NAVarre 8-8960) Brooklyn, N. Y.

# CORRECTION CONTINENTAL SHOWS

Playing **POUGHKEEPSIE, N. Y.**, July 16 to 21  
**WANT FOR BALANCE OF SEASON**

Custard, Photos, Six Cats or other Concessions. Must be games of Skill. No gypsies or flats.

# DAN-LOUIS SHOWS

Will book for a reasonable privilege the following Concessions: Cookhouse or Sit-Down Grab, Ball Games, Fish Pond, Cake Baking, Pitch-Tilt-U-Win, String Games, Photos, Darts, Novelties or any legitimate concession working for stock. No Coupon Stores, Gypsies or Flats. Bobby Tickets not connected with this show in any way.

**DAN C. STRATHMAN, Concession Manager** **LOUIS T. RILEY, General Manager**  
St. Matthews, Ky., this week; Petersburg, Ind., Fair week July 23.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

WANT WANT WANT WANT

Tipton, Indiana, Annual Street Celebration; Denver, Indiana, Annual Street Celebration; Greenfield, Indiana, Putnam County Fair. Concessions—Fronts Pups, Long Range, Lead Gallery, Balloon Dart, Add-Sem-Dart, Fish Pond, Cork Gallery, Derby, Charlie Mathewy, come on, Duke, Ride Help—Wheel Foreman Octopus Foreman. Must be sober, drive semi. Karl Blake, contact. All replies

**JOHN PORTEMONT, MARTINSVILLE, ILLINOIS.**

# COVINGTON STREET FAIR

COVINGTON, IND., WEEK JULY 23

FOLLOWED BY NAPPANEE DISTRICT FAIR, NAPPANEE, IND., AND A SOLID ROUTE OF TOP NOTCH FAIRS UNTIL NOVEMBER 10TH

Will place Lattie Digger, Tilt, Octopus, or any Ride not conflicting. Legitimate Concessions of all kinds, Novelties, Photos, Ice Cream and Derby Rides are open exclusive. Notice—Can place sober Looper Foreman, and Second Man on Big Ell Wheel. All address this week

**JAMES H. DREW SHOWS**  
Adrian, Ohio, this week; Covington, Ind., next.

# ANCHOR TENTS

CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS, ANYTHING IN CANVAS

California Approved Flameproof Material Available. Tents and Booths for Street and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAY'S SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC., EVANSVILLE, INDIANA**

# A-1 AMUSEMENT CO.

WANT FOR LONG string of fairs and celebrations—Duck Pond Bumper, Clothes Pin Pitch, Long and Short Range Gallery, Fish Pitch, Hoop-La, Pitch-Tilt-U-Win, Cork Gallery, 4 Cats, Buckets, Diggers, Ball Game, String Game, Mug Outfit, Popcorn and any non conflicting Stock Shows. Want nice clean Cookhouse, Rink and All Matters, answer. Can place Sign Camp, also Monkey, Illusion Show, Can place Billiards, Chair plane and Train. Low percentage. Route to interested parties. Booked solid until December 8. Contact John Hansen, 644 Milwaukee Ave., Chicago, Ill.

STOCK TICKETS	1000	1.00
500	.50	
250	.25	
100	.10	
50	.05	
25	.025	
10	.01	
5	.005	
1	.001	
1000	1.00	
500	.50	
250	.25	
100	.10	
50	.05	
25	.025	
10	.01	
5	.005	
1	.001	

Write or telephone me a moment—special price.

**TICKETS**  
of every description

**THE TOLEDO TICKET COMPANY**  
116 134 Erie St.  
Toledo (Ticket City) 2, Ohio

# GOLD MEDAL Shows

**WANT FOR ROUTE OF SIXTEEN FAIRS FOLLOWING**  
**A-1 LOT MAN WHO CAN HANDLE SIXTEEN RIDE SHOW—TOP SALARY TO PRODUCER**  
 Will sell X on following Concessions: Zoo Cans, Jewelry, Costard, Hi-Sinker, Fronte Pape, Tuffy and Wonder Bar, Will book Bull Games, Duck Pond, Pon Game, Hot Game and Bumper.  
 Would like to contract following rides for balance of season: Scooter, Little Dipper, Eddy Boots, Train and Whip. Can place two good Foremen and Second Men on all rides. Come on.  
 James Ayres wants for Musical Show, A-1 Comic who can stay sober. Due to enlarging for fairs can also place two more fast stripping Chorus Girls, Lucky Berry, amuses. Good proposition for Penny Arcade. Will book Motordrome, guaranteed for office every week. Want Big Snake and Wild Life.  
 All answer:  
**JOHNNY J. DENTON, East St. Louis, Ill.**

## ROYAL EXPOSITION SHOWS

**AUGUSTA, GA., THIS WEEK; FOLLOWED BY THOMSON, GA., JULY 23-28; THEN AUGUSTA, GA., JULY 30-AUG. 4. SOLDIERS' PAYDAY AUG. 1.**  
 Want a Car Show with own outfit and transportation, Ten-in-One, Novelty Pitch Show or what have you?  
 Diggers, Rotaries, Derby Racers, Custard, Scales, Candy Floss, Photos.  
 Can use a Tilt-a-Whirl for balance of season if it is in good shape. Also two or three Eddy Bikes, Sam Taylor, have good proposition for you balance of season. Dirty the painter, how about returning our keys?  
 Bill Brown has nice new panel show front on 24 foot semi with tractor for sale at a bargain.  
 Want Cookhouse Help if you can drive and stay sober. Address as per above route.  
**ROYAL EXPOSITION SHOWS**  
 P.S.—Benny Wells, show painter, can use you balance of season. Contact by Western Union collect if interested.

## UNITED EXPOSITION SHOWS

**CONCESSIONS:** Fresh Custard, Ice Cream, Hanky Panke of all kinds, Man to take charge of Novelty Joint, Ring Toss (Rings, Wheel, Scales and Count Stars, Aerola, Long Range Shooting Gallery Man for a good salary. **RIDES:** All kinds of Ride Help that drive. Preferably about 2000 lbs. 4800 lbs. Bomber, Hission, Snake Show Operator or Geek. Athletic Operator with talent, with or without frame up.  
 This show booked solid with nationally known celebrations and fairs until November 15. You can get your small week full with our route. Springfield, Ark. (Beas Celebration), this week; Coeville, Mo. (Reunion), next week.  
 All wire: C. A. VERNON, Mgr.

## E & B AMUSEMENTS

**WANT EXPERIENCED RIDE HELP FOR FERRIS WHEEL AND CATERPILLAR**  
**FOR SALE**  
 ALLAN HERSHELL STREAM LINE CATERPILLAR IN VERY GOOD SHAPE  
 Now playing 18th Street and Third Avenue, Bronx, New York.  
**E & B AMUSEMENTS**  
 900 GRAND CONCOURSE, BRONX, NEW YORK, N. Y.

## DOLLY YOUNG WANTS

**CAPABLE MANAGER AND READERS FOR NEATLY FRAMED MITT CAMP**  
 HAVE THE CREAM OF FAIRS AND A LONG SEASON. ALL ADDRESS  
**DOLLY YOUNG**  
 c/o Royal Crown Shows, Peking, Illinois, this week.

**WANTED**  
**Twin Wheel Foreman**  
 \$75.00 per week and bonus.  
 Can also place Second Men.  
 Wire  
**20TH CENTURY SHOWS**  
 Laegden, N. D., July 17-18;  
 Hamilon, N. D., 19-20-21;  
 Bismarck, N. D., 23-28.

**WANTED AGENTS**  
 For long string of Fairs starting this week at Pewaukee, Wis.; Chippewa Falls, Wisconsin; also St. Paul, Minn.; State Fairs Birmingham, Ala. and others.  
**DAN EVANS**  
 Pewaukee, Wis.

**HARRY (BUSTER) WESTBROOK**  
 Wants Count Store Agents for Wind Moor, Pa.; Firemen's Fair and Harrington, Del.; Fair and other good spots to follow. Agents I know, contact me at once. Chaucer Hill Hotel, Philadelphia, Pa.

**Want to Book my BINGO**  
 for balance of season.  
**SANDY SEARS**  
 CORBIN, KENTUCKY

**ALL regular men who have worked for Chuck Magid or Fingers, contact, Buckets Red, contact Russian, Slim Neal, contact Bill Patrick.**  
**GOLD MEDAL SHOWS**  
 East St. Louis, Ill.

**WANTED**  
**TILT-A-WHIRL HELP**  
 For a long season of A-1 fairs. Must be capable. No truck driving, as we lead on waagna. No collect wire.  
 Address  
**WILLIAM PINK**  
 c/o The Henries Shows, Kenosha, Wis., July 23-28

**WANTED**  
**FIRST CLASS CIRCUS OR CARNIVAL**  
 August or early September. Very large lot 3 miles from City center. Heart of An Thraxite Region.  
**GREATER HAZLETON VETERANS' ASSOCIATION**  
 (14 Posts)  
 Dr. Martin Apfelbaum, App. Chairman  
 28 W. Broad St. Hazleton, Pa.

**Concessions Wanted**  
 Opportunity for String Games, Photos, small Lunch Stand, Ice Cream or other Concessions not conflicting. All have exclusive. Three street celebrations a week.

**KLEIN AMUSEMENT CO.**  
 Gayles, Minn., July 20, 21, 22; Russell, Minn., July 23 and 24; Edgerton, Minn., July 25 and 26.

**INLAND SHOWS**  
**WANT**  
**FOR MEMPHIS, MISSOURI, FAIR**  
 And balance of season. Bingo, Diggers, Candy Floss, since Comm. Photos and Percentage. A limited number of Hanky Panke. Percentage open to anyone with Hanky Panke. Will book any Grand Show. Will book one Flat Ride or Merry-Go-Round. No Gals, no drinks, no Gypsies. Address: Atlanta, Mo., July 17-21.

**WANT**  
 Second Man for Merry-Go-Round, Octopus Wheel. Can place Foreman for Tilt-a-Whirl. Good Store for Jackson, Heights, Queens, New York. Will book a few more Hanky Panke. Want Agents for P.C. Ball Game. Don Cowan and Captain Johnson, contact me. Address: New York, N. Y., July 16-21.

**WANT RODEO**  
 OCT. 24-25-26-27  
**CONCESSIONS**  
 OCT. 1 THRU NOV. 24  
 Now looking for 7 best ride **SOUTH ALABAMA FAIRS**  
 Can place—Bingo, Popcorn, Floss, Apples, French Fries, Age and Scale, Bull Games, Diggers, Hanky Panke, two Stock Whistles, Palmistry and Percentage. Write with phone  
**MARION (PAUL) BOYETTE**  
 PHONE 5351 P.O. BOX 161  
 ANDALUSIA, ALABAMA  
 South Alabama Fair Circuit

**WANTED**  
**SENSATIONAL AERIAL ACT FOR SALE**  
 Crosley Tractor Hook and Ladder Trailer Fire Truck. Good for street advertising and use on show grounds. Good kid ride.  
**JOHN KEELER**  
 Eastern, Md. July 16-21; Princess Anne, Md. 23-28.

**FOR SALE**  
 All Rides and Equipment formerly owned by Andy Gross' Railroad Show, including one 21' No. 3 Wheel, 3 Street H.B. Merry-Go-Round, Looper, Caterpillar, Tilt-a-Whirl, Looper-Plane, Steel Flat and Box Cars, 3 Cooney Light Towers, 2 Radar Searchlights, 4 Show Tops, 400,000 Inventory, Front Entrance, 3 Caterpillar Tractors, 60 Show Wagons, plenty Cash, several Light Plants, Shop Equipment All located at Savannah Municipal Airport.  
**ATOMIC RIDES AND AMUSEMENTS, INC.**  
 c/o General Delivery, Savannah, Georgia

**AMP SHOWS**  
**FROSTBURG, WANT**  
 Agent for the only Line Up Store on the show; also one Slum Skillo Agent, Pea Pool Dealer and General Help.  
**DAN DONNINI**

**WANTED**  
 Foreman for Wheel, Can use other Ride Help, but must drive. Concessions, Cookhouse, Photos, Popcorn, Novelties, Balloon Darts, Ice Cream, Lead Gallery, String, Bumper, Hoop, Glass, Scales and Age. Post Of Rice. Contact  
**J. W. MAHAFFEY**  
 Lebanon, Kansas.

**TRADE**  
 Double Loop and part of Tilt, all three best tube, clutch and motor, transportation for both. For the model Tilt or Octopus. Have cash difference. Big Six and Hand for sale, \$1500. Can use with a few more Stock Concessions. Need one corner Ride Men. Address: Ill. Fair, July 17 to 20; London Mills Farmcoming, July 21-23; St. David Homecoming, July 25-27; Ithaca City Homecoming, July 28 to 30.  
**BURKHART SHOWS & AMUSEMENTS**

**WANT CARNIVAL**  
 To Major rides, 50 Concessions, for second, third or fourth week of October optional with you. For **Garland County Livestock Show and Fair** This is a bona fide Fair with state and also Rodeo with or without hickories. This Stock Show is second only to State Fair. Wire or call me at 608-211-1008 or  
**W. D. RAYMOND**  
 4784-21 Mt. Springs, Arkansas

**WANTED**  
 Good Tilt Foreman. Ride Help on all Rides.  
**MOUND CITY SHOWS**  
 Waverly, Ill. this week.

**WANT**  
 Rides, Small Carnival for **V.F.W. SIXTH ANNUAL WATER CARNIVAL** August 11-12. Over 80,000 attendance last year. Fireworks and Entertainment. Please send me your tickets for rings. Best of luck.  
**ROGER COLEMAN**  
 Wisconsin Rapids, Wis.

**(JEAN) GENE CASEY**  
 Have Rose contact Buehler. Deeply concerned about her welfare. If I can ever help her I would like to contact her. Please send me your tickets for rings. Best of luck.  
**J. L.**

**PAUL PRELL WANTS AGENTS**  
 For Good Store for Jackson, Heights, Queens, New York, Open July 18 for 10 days; then 15 fairs. Address: Paul's Broadway Show, 1 Lacks Heights, Queens, New York or Forest Hotel, 4724 St., Broadway, M. T. C.

**SHOWS WANTED**  
**TRAINED ANIMAL—ILLUSION MONSTER or LARGE SNAKE MOTORDROME—FAT SHOW**  
 Have excellent midway locations for the above or THREE of the BEST CONSECUTIVE RUNNING FAIRS OF THE MIDDLE WEST.

Olmsted Co. Fair, Rochester, Minn., Aug. 1-5

Wis. Valley Fair, Wausau, Wis., Aug. 7-12

U. P. Mich. State Fair, Escanaba, Mich., Aug. 14-19

These are some of the best revenue-producing fairs for shows available. If you have good equipment and are capable of getting money—contact at once.  
 Curley Stevenson wants Hanky Panke and Swinging Ball Agents  
 Duluth, Minn., all this week  
**W.G. WADE SHOWS**

**WADE GREATER SHOWS**  
**MILAN FREE FAIR**  
 MILAN, MICH., JULY 24-28  
 This fast-rising Free Fair, sponsored by the Whole Community of Milan and Near by Territory, is located in the large, beautiful City Park. **NIGHT DOWNTOWN.**  
 Events of all kinds, including Big Merchants' Parade, Kiddies' Parade, Pet Parade, Livestock Parade, Horse Show Parade, etc.  
 Special Events Each Day, All Day. All Local Organizations participating with Exhibits in Many Big Tests. This is a surefire one.

**WANTED**  
**FUN HOUSE MOTORDROME MECHANICAL SHOW WALK-THRU EXHIBIT**  
 Can place about 10 more LEGITIMATE MERCHANDISING CONCESSIONS. Especially want Photos and Custard.  
 Contact  
**O. Buck Saunders, Mgr.**  
 Wade Greater Shows  
 CARLETON, MICH., ALL THIS WEEK

**LASH LARUE WANTS**  
 FOR GREAT FAIR ROUTE  
 INCLUDING SPRINGFIELD AND DES MOINES AND EIGHT OTHERS  
 Inside Pitchmen who can sell novelties, souvenirs, pictures and so forth of top Western star. Can use Second Talker for front. Need attractive Bally Girls. No experience necessary. Wardrobe and transportation furnished. All replies to  
**LASH LARUE**  
 c/o Henries Shows, Kenosha, Wis., this week; Sheboygan, Wis., next.

**TURNER BROS.**  
**WANT**  
 Ride Help on all Rides, must drive semi. Want legitimate Concessions of all kinds. Will book Motordrome, Fun House, Glass House, Side Show or any worthwhile show not conflicting. To join Taylorville, Ill., Fair, and for all fairs balance of season. Contact  
**C. C. TURNER, Mgr.**  
 Danville, Ill., thru July 19; opening Taylorville, Ill., Sunday, July 22.

**HARRISON GREATER SHOWS**  
 Want for Annapolis, Md. followed by Cambridge, Md. 8th Convention, Salisbury, Md., American Legion Celebration, followed by The Great Tassel Fair, Taylor, Vir. These are positively the biggest dates on the eastern shore. There are fairs for balance of season. Those joining now have preference at our fairs. Can place Concessions of all kinds. Jimmy Orr, get in touch, can use you. Want Eating and Drinking Stands of all kinds. All Slum Stores open, with a few choice Concessions open. Want at once to job on above Foreman for Octopus Chameleon, Ring-Plane and Caterpillar. Want Second Men on all rides and seal drivers. Last season south. Have complete outfit for Girl Show with panel front for party with two or more girls. Will book any Ride not conflicting, Inflates, Little Dipper, Fly-Flanes and set of Kiddle Bikes. (Libers) percentage. Will book any Grand Show. Zadu wants Act for Side show. All mail and wires to  
**Frank Harrison, Annapolis, Md., this week; then an per route.**

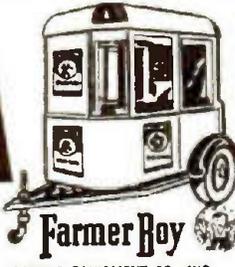
**CAVALCADE OF AMUSEMENTS**  
**WANT**  
 Can place Octopus Foreman, must be sober and dependable. Also want Man to handle Boat Ride and General Ride Help. Want Walters and Griddlemen for Cookhouse and Crab. Caravanman and useful Help for Girl Show. Can place Poles and Mule Drivers.  
 Address: Akron, Ohio.

**WANT—SLUM STORE AGENTS—WANT**  
**14 FAIRS IN ILLINOIS AND ARKANSAS**  
 AGENTS FOR FISH POND, BASKET BALL, STRING GAME AND OTHERS. NEW POLICY. ALL FORMER AGENTS WIRE.  
**CHARLIE ELDER**  
 c/o Tivoli Exposition Shows, Tencola, Ill., this week. Vienna, Ill., next week.

**WANTED AT ONCE**  
 Foreman for Merry-Go-Round, Ferris Wheel, Caterpillar. Wages, \$75.00 week. Second Man, \$50.00. No drinks. Pay your own. All those who contacted me before, do so again. James Short Scotty, telephone me at once. Patchogue 315.  
**Prudent Amusement Shows, Patchogue, N. Y.**

**HELP WANTED**  
 Electrician for GMC Plant, Dodgem Foreman, Caterpillar Foreman, stock Second Men, Concessions that work in Wisconsin. Agents for stock concessions, contact  
**FRANK ASCHY**  
 Madison, Wis., this week; Stevens Point, Wis., next week.  
**MODEL SHOWS, INC.**

**FINAL CLOSE-OUT FARMER BOY Popcorn Trailer**  
**\$1250.00** S.O.B. DETROIT  
 originally sold for \$1,950.00  
**YOU SAVE \$700.00**



CANNOT BE DUPLICATED TODAY FOR MANY HUNDRED DOLLARS MORE  
 Completely equipped with Grinders #41 Popper, warming elements, storage bins, etc. Seats available for other concession items. Modern, fluorescent lighting. Sturdy construction.

**Farmer Boy**  
 CORN & EQUIPMENT CO., INC.  
 352 W. 44th St., New York 18, N. Y.  
 Circle G-1293

Also Available  
**LARGE DOUBLE TRAILER**  
**\$2,750.00** F.O.B. N.Y. APPROXIMATELY MADE FOR \$4,750.00

WRITE FOR CATALOG ON COMPLETE LINE OF POPCORN MACHINES & SUPPLIES

**NOTICE TO OUR FRIENDS AND CUSTOMERS**  
 PETER VETRANO IS NO LONGER ASSOCIATED WITH THIS FIRM. PLEASE MAIL ALL ORDERS DIRECTLY TO US. PETER VETRANO IS NOT AUTHORIZED TO ACCEPT ANY ORDERS OR DEPOSITS FOR US.

**M. K. BRODY** 1110 S. Molsted St., Chicago 7, Illinois  
 L. D. Phone: MOXroe 8-9520  
 In Business in Chicago for 33 Years

**PLAYLAND SHOWS**  
 WANT FOR CLEVELAND LOTS—LEE & SEVILLE THIS WEEK

Long and Short Range Gallery, must comply with Cleveland Code. Hanky Panks of all kinds; will give ex. to Mug Outfit, Scales and Age. We only carry a limited amount of Concessions, first come have choice. Week of Aug. 8th, 40th St. and Euclid Ave., better than a Fair. Can use sooper Ride Help for an office owned Rides, too pay. Contact Bill Hollingsworth, Ride Supt. Must drive semi. Concessions, contact ED PARKER or JACK CALLACHER, Commodore Hotel, Garfield 1-3900.

**ARKANSAS-OKLAHOMA LIVESTOCK SHOW-FREE FAIR**

FORT SMITH, ARK. — SEPT. 24 THRU 29  
 Want for Independent Midway: Slum Stores, Jewelry, Photo, Lead Gallery, Pitch and Gadget Men, Hanky Panks, No Grift—No Mitt Camps.  
 Write: **JIM KRONE, JR., Manager**

**FIREMEN'S FIELD DAYS, JULY 24, 25, 26, 27 & 28**  
 ONEIDA, NEW YORK

50,000 people expected on Saturday with aquatic parade, thirty bands, fifty floats and numerous other attractions.  
**BIGGEST CELEBRATION IN CENTRAL NEW YORK**  
 WANTED—Rides and Shows, Popcorn, Candy Flow, Bingo, Eat and Drink Stands, Candy Apples, Novelties, Guess Weight and Age, Photos, Hanky Panks, Ball Games, High Strikers, Roll Downs, Raffle, Buckets, Wipe or Wipe, NO COLLECT.  
**RAY C. MORLEY**  
 ONEIDA FIREMEN'S BENEVOLENT ASSOCIATION, ONEIDA, NEW YORK

**REDWOOD EMPIRE SHOW**

Give exclusive on Kiddie Rides, two or more, also one Major Ride—Spiffire, Rock-o-Plane, Fly-o-Plane or Tilt. Also want Agents for Hanky Panks of all kinds. Penetration Oregon, July 24-29; then eight Fairs to follow. Wire or write  
**ANTHONY MASSETH**  
 P.O. BOX 358, BERKELEY, CALIF.

**ROCKY MOUNTAIN EMPIRE SHOWS**

Help Wanted—Foremen and Second Men on all Rides. Can use few more Legitimate Concessions and Shows for Sheridan, Custer, Lowry Field, Arapahoe, Loveland, Platteville, Broken Bow, Lexington and Arvada. Per route or permanent address: 3519 Newton St., Denver 11, Colo.

**CIVIC LEAGUE BIG ANNUAL CELEBRATION**  
 THURSDAY THRU SUNDAY—JULY 26 TO 29, CREVE COEUR, ILLINOIS  
 In the heart of Peoria's big industrial million dollar payroll—Evening, sporting hours. Can place limited number of Merchandise Concessions—Novelties, Age Scales, Jewelry, Popcorn, Flow, Snow Cones, Custards, Also a well Hashed Bingo No Grift or Food Concessions—Already Sold. Can place a few Direct Sales Gadget Workers. All reply to  
**WILLIAM BRESE, CONCESSION MANAGER**  
 c/o JEFFERSON HOTEL, PEORIA, ILLINOIS

**WANTED—RIDE FOREMAN**

For Tilt, Jerry, Wheel, Comet, all late model rides. Must drive semi. Can use a few more Hanky Panks for Chicago Heights and Rockford, Ill., and good route to follow. Need Ball Games, Short and Long Range, Dick Eberhart, Eddy Snacks, Geo. Lasswell, contact **PECK AMUSEMENTS**  
 Chicago Heights, Ill., this week; Rockford, 24-29.

**MOTOR STATE SHOWS**  
 Want Hanky Panks for following Fairs and Celebrations—Clyde, Ohio, July 28-29; Lucas Co. Fair, Toledo, Ohio, Aug. 7-11; Allen Co. 4-H Fair, Woodburn, Indiana, Aug. 14-18; Big Rapids, Mich., Fair, Aug. 21-25; Hale, Mich., Fair, Aug. 26-Sept. 1, Other Fairs and Celebrations following, long season. Then South Frenchy Schmidt, get in touch. Bradner, Ohio, July 16-21.  
**JOE FREDERICK, Owner-Mgr.**

**AGENTS WANTED**

For Coke Bottles, Six Cats, Fishpond, starting August 10, Springfield, Illinois, State Fair.

**FOR SALE**

Complete Bingo, 16x30, with blower, P. A. system, tractor, closed semi van, \$1,750 cash. Merchandise at last year's prices if wanted. Answers to above to  
**HARRY BOYLES**  
 Blair Trailer Sales  
 St. Louis, Michigan

**WANTED**

**EXPERIENCED RIDE FOREMAN**  
 On all rides. No drunkards, Must drive semi. Good wages.  
**SAM MENCHIN**  
 11 W. Division St., Chicago, Ill.  
 Superior 7-7243

**WOLF GREATER SHOWS**

10 Fairs—9 Annual Celebrations  
 Can place Cookhouse or Crab Stand, String Hi-Striker, Short Range, Penny Arcade, Ball Games, Hoop-la, Spiffire for sale; can book for balance of season. Robbinsdale, Minn., July 17-19; Norwood, Minn., July 20-22; then as per route.  
 P.S.—Ferris Wheel Foreman and Help for all rides.

**AGENTS WANTED**

All Slum Stores. Now playing our 8th Fair, 20 more to go. Out until November. Good show, good route.  
**WIPPIER OR MCLAUGHLIN**  
 c/o Sunset Amusement Co., Warren, Minn., July 16-18; Ferris, Minn., 19-23; Rozee, Minn., 23-25.

**MADDOX BROS.' SHOWS**

Concessions of all kinds. All bona fide fairs and celebrations. No still dates. Anthony, Kan., July 16-21; then per route.

**Sonny Harris Wants**

Men for new Electric Trolley, salary or percentage can place Wife. For Sale—New Ball Top and Frame, Gun Star-Popper. Address c/o Midway of Mirth, Rankle, Ill.

**WANTED**

A good Ride Man, one who can and will rebuild Merry-Go-Round and Tilt and private tracks to best name. Can use other good Ride Help. Good pay for good men. If you drive, send an answer.  
**LEO LANE**  
 Attention, Himmle Workmen — Phone 9123, Savannah Beach, Georgia.

**Southern States Shows**

Now contracting Shows and Concessions for the best still Dates and Fairs in Southern Georgia and Florida. Can place other, reliable Ride Help who can drive semi and have license. Address all route municipalities to  
**JOHN E. DAVIS**  
 4015 Beach Road, Panama City, Fla. MISS LAZAR 20V.

**COMMITTEES AND FAIRS**  
 Georgia—South Carolina—Florida  
 We have open dates October, November and December. Seven Buses, twenty-five Concessions and Shows. Write  
**LEO LANE SHOWS**  
 Perm. Address: Savannah Beach, Georgia

**COOKHOUSE FOR SALE**

Booked on August. Nearby show in the Midwest. 16 Fairs. Recently new. Top Counter and Table service. Kitchen completely modern mounted on special built Low Boy Trailer. Also refrigeration. Butane Burner, #2 Incinerator, perfect condition. Light extra good. Fixtures up and down outfit on the road. You can cross entire cost on any 3 of the 16 Fairs. BOX D-8  
 Care The Billboard Cincinnati 21, O.

**SALESMAN AVAILABLE**

Well experienced and acquainted with carnival concessionaires.  
**PETER F. VETRANO**  
 628 Drummond Pla., Chicago Ill.  
 Phone: Lakeview 5-0547

**Want Complete Carnival**

Any Thursday, Friday and Saturday in August on public beach at  
**LAKE NORFOLK**  
 Write or wire  
 Henderson Recreational Association  
 HENDERSON, ARKANSAS

**WANTED—ENLARGING FOR FAIRS AND CELEBRATIONS**

**LEE UNITED SHOWS**

RIDES: Octopus, Roll O Plane, Pony Ride, and any Rides that do not conflict. SHOWS: Animal, Snake, Crime, Side Show and Class House. CONCESSIONS: Concessions of all kinds that work for stock. Any and all Hanky Panks. No camps or flats. BILL RICE wants Bingo Countermeas and Six Cat Agents who know how to work for stock.

**OUTSTANDING ROUTE OF FAIRS AND CELEBRATIONS—OPENING FAIR, CASSOPOLIS, MICH., AUGUST 7-11**

Contact at once by mail or wire, per route as follows: All Michigan—Ains, July 17-21; Dale (Celebration), July 24-25; Otterville (On the Streets), July 27-28; Burr Oak (Parade of Progress), Aug. 2-3-4.

**CHARLES E. LEE** **HARRY G. TAYLOR**  
 Owner General Manager

**RIDES FOR SALE**

1949 ALLAN NERSHELL BABY MERRY-GO-ROUND	\$3,500.00
1949 MARGELS RUDY WHIP	900.00
1947 JONES FERRIS WHEEL, 25 Ft.	1,000.00
1949 RIDDY AIRPLANE RIDE, 8 Tubs	750.00
1949 RIDDY CAR RIDE, 8 Cars	450.00
NATIONAL AMUSEMENT DEVICE TRAIN AND 3 CARS, 1,000 Ft. Track	1,000.00
1947 SUPER ROLL-O-PLANE	1,500.00
10 FT. SHOOTING GALLERY, SIDE WALLS AND 6 GUNS, AUTOMATICS	750.00

All of these Rides are A-1 condition and now running in  
**CARNIVAL PARK**  
 27 & Jackbore Highway, Wichita Falls, Texas, P. O. Box 243, or Phone 3-8941.  
 Will sell all the above for 10,000.00.

**CONKLIN SHOWS**

"THE WORLD'S FINEST"  
**EASTERN CANADA'S BEST FAIRS**  
 Belleville, Ont., Aug. 13-16  
 Three Rivers, Que., Aug. 17-23  
 Sherbrooke, Que., Aug. 25-31  
 Exposition Provinciale, Quebec City, Sept. 1-9

The Great Western Fair, London, Ont., Sept. 10-15  
 WILL SELL EXCLUSIVE ON SCALES AND AGE CONCESSIONS. CAN PLACE REFRESHMENT AND EATING STANDS AND LEGITIMATE CONCESSIONS INTERESTED IN OUTSTANDING SHOWS OR MODERN RIDES WHICH DO NOT CONFLICT.  
 Address  
**FRANK R. CONKLIN**  
 P. O. Box 31, Bramford, Ontario, CANADA

**CARL D. FERRIS SHOWS**

WANT FOR 13 STRAIGHT FAIRS IN NEW YORK, NORTH CAROLINA AND SOUTH CAROLINA  
 Went any legitimate Concession not conflicting, such as Duck Pond, Balloon Dart, Novelties, Fish Pond, Cork Gallery, Want Grand Shows, Illusion Show, Life Show, Monkey Show, Fun House, Mechanical City or Working World and Class House. General Ride Help and Semi-Drivers for Fly-o-Plane, Tilt, Rocket and Wheel. All Schnepfer wants Agents for Hanky Panks. Ruth Ferris wants Man and Wife to operate outland.  
**CARL D. FERRIS, Eikland, Pa., this week**

**BLUFF CITY SHOWS**

Want for following Fairs beginning La Harpe, Ill., July 24-28; Hamilton, Ill.; Clayton, Ill.; Bucklin, Mo.; Lexington, Mo.; Libborn, Mo., and Gideon, Mo., with good Cotton spots booked to follow.  
 Legitimate Concessions of all kinds. Especially want Long and Short Range, Arcade, Bumper, Ball Games, Coke Bottles, Mug, Dart Balloon, Country Store, Pile TH U Win, Hi-Striker, Custard, or what have you. No racket here. Also want to book Girl Show and Athletic Show with own outfit.  
 Wire or phone Mar., Bluff City Shows, Canton, Mo., July 17-21.

**WANTED—RIDES AND SHOWS OR SMALL CARNIVAL LABOR DAY WEEK-END CELEBRATION**

September 1, 2 and 3 — North Iowa Fair Grounds  
 Sponsored by Mason City Labor & Trade Assembly  
 Address: I. W. GRIELING, 1150 E. STATE, MASON CITY, IOWA

**WANT—** Fish Pond, Basketball, Photos, Balloon Dart, Milk Bottles, Age and Scales, Auto Hammer, Heart Pills. Reasonable price for all. Booked solid with Iowa Celebrations and Fairs.  
**WANT—** Fun House, Mechanical Show, Girl Show.  
**WANT—** Second Men who drive trucks. Cliff Knox, contact at once

**BOONE VALLEY SHOWS, INC.**  
 DENISON, IOWA, JULY 19-20-21.

**WANT CONCESSIONS**

**FOR OUR ANNUAL LABOR DAY CELEBRATION**  
 SEPT. 1-3, SPONSORED BY STREATOR LABOR DAY ASSOCIATION  
 Address: FRED J. SALVATI, 901 N. WASSON, STREATOR, ILL.

**Wanted for Central Pennsylvania Firemen's Fair**  
 SEPTEMBER 3 TO 8 INCLUSIVE AT WILLOW HILL PARK  
 5 Miles West of Harrisburg, Pa. Midway Exhibitors of all kinds, no games, must be high class and clean. Contact  
**Harry De H. Steiner, Willow Hill Park**  
 MECHANICSBURG, P. O. 1, PA.  
 Interested in First Class Rides and Motor Drums for this week.

**GA. AMUSE. CO.** NO FLATS  
 FREE GATE FIVE RIDES  
 It is now nearly picking time Down South. Tobacco markets open July 17th, so get with us now and you won't be caught out with a winter coat had this winter, as money is plentiful in Georgia now. For a show that is clean. Will book Hanky Panks of all kinds. What have you? Will book eleven shows. What have you? Sell Ex on Flies and Snow in one top for \$81.00. Will pay \$50.00 per week for Wheel Foreman who drives and stays whole. Also want Second Men on Jerry and Spring. Claude Getters wants Bingo Help. Russell Powers wants Man and Wife to take charge of his Down Draft on trailer. Yes, we carry five Rides. Would have more but don't have the money to buy more at present as I am a poor man. Just trying to make an honest living with a clean show. All replies to  
**H. B. SCOTT, Owner & Mgr.**  
 Buford, Ga., this week; Marietta, Ga., and Moultrie follow.

**CARPENTER BROS.' SHOWS**

Want for Weston, Ohio, Third Annual Firemen's Celebration, July 16-21, Balloon Dart, Bumper, Milk Bottle, Ball Game, Add 'Em Up Cards, Pitch Tilt You Win, Popcorn, Hi-Striker, Country Store, Long and Short Range Galleries, or any other legitimate Concession. Ideology Liberty Center, Ederport, Ohio, Homecoming to follow. Contact  
**NORMAN CARPENTER**





JUST OFF THE PRESS! NEW CATALOG for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete description of engraving jewelry... Also CATALOG No. 55

Contains most everything in merchandising for the jeweler.

STATE YOUR BUSINESS! All Orders Shipped Same Day Received

BIELER-LEVINE 5 No. Wabash Avenue Chicago 7, Illinois

ALL PHONES CENTRAL 4-7966

GUARANTEED SALES

has not forgotten the engraver. We have some of the finest items on the market in sterling silver and nickel silver.

MASSIVE MEN'S IDENTIFICATION BRACELETS \$9.75

LADIES' IDENTIFICATION BRACELETS \$7.20

IDENTIFICATION RING \$5.50

Guaranteed Sales 1 East 37th St., Room 202 New York 18, N. Y.

GUARANTEED SALES

1 East 37th St., Room 202 New York 18, N. Y.

WM. A. ROGERS SILVERWARE

By Oneida, Ltd., Silversmiths 24 PIECE SERVICE FOR 8 \$15.00

14 PC. WATERLESS COOKWARE SET \$20.00

H. B. DAVIS COMPANY 224 W. 34th St. New York 18, N. Y.

HOTTEST DEAL IN THE WORLD

52 Plastic Coated Playing Cards with 52 ART PHOTOS

NATURAL COLOR \$12.00

Sample Deck \$2.00

78 Colored Needle-books with 35 cards \$5.00

52 Hunt-Target Knives, each in fine leather sheath \$2.00

PRINTED "T" SHIRTS \$1.00

Richard Smith Corp. 217D Centre St. New York 18, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

HELP WANTED-ADVERTISEMENTS

RATE-15c a Word Minimum \$3 Remittance in full must accompany all ads for publication in this column.

Forms Close Thursday for the Following Week's Issue

FEMALE DANCE PARTNER WANTED FOR dance act about 5 feet, 110 lbs. Telephone 4624

REPLACEMENTS - COMMERCIAL BAND leader, good condition, state all

WANTED-ORGANIST I HAVE ORGAN ready for sale and in excellent shape

WANTED FOR HOGAN WALLACE ORGAN ready for sale and in excellent shape

AT LIBERTY-ADVERTISEMENTS

5c a Word, Minimum \$1 Remittance in full must accompany all ads for publication in this column.

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

THEATER DIRECTOR - STOCK REPERTOIR, drama, 10 years experience, commercial

CIRCUS & CARNIVAL

AT LIBERTY AUGUST FIRST FOR CARNIVAL Side Show, four (4) Real Acta

TRAMPOLINE PERFORMER AND FLYER for flying act, do trampoline bed work

MISCELLANEOUS

ELECTRONIC HEALING BY ERWIN THE Great, the living stockpile, Erwin Spies

MUSICIANS

AT LIBERTY-LEAD ALTO CLARINET, sing Latin, also combo work, name band

AT LIBERTY - PIANIST, EXPERIENCED, read, fake, shows available now

AVAILABLE FOR FESTIVAL'S HOMEOWNERS and Celebrations Professor Wright

DRUMMER WITH A BEAT - PLENTY EXPERIENCE, including shows, Whitehall

DRUMMER - SOCIETY, COMMERCIAL, CUNY, show, draft, accurate, name experience

DRUMMER-VIBRANT-NAME BAND EXPERT, plenty, cut line shows, authentic Latin

DRUMMER-KIPP UNION, SOBER, NITTY club or ad, 100 band, phone available

DRUMMER DOUBLING VIOLIN, MARIMBA, complete experience, draft, excellent

LEAD TRUMPET VOCALETT - FORMERLY with Bob Barker with Don Boyd

MUSIC CORPSET AND TRUMPET-DEIRIA Foster, Box 1225, Tulsa, Okla. 74201

OUTSTANDING ARTIST WITH HARMONIC Organ, Attractive lady, tremendous variety

PIANIST-UNION, SINGLE, TRAINED Musician, all around professional experience

RAYON PARASOLS

Closeout - Lowest Prices 10" Spread, Multicolor-Crook

11" Spread, Flowered-Crook 1.00

12" Spread, Flowered or Multicolor, 2.25

FEATHER DOLLS TINSLEED

1" Tinsleed, 67c 6.00 1 1/2" Ht Hat & Beads, 67c 7.50

JUST OUT! NEW LOW PRICE LIST! 25% With All Orders

CHARLES SHEAR, 150 Park Row, New York 7, N. Y.

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

Imported EXPANSION BANDS

CHROME No. B27W109 4.00 DOZEN

SPECIAL BUY!! HALF PRICE!!

BLUE CROWN Double Edge Blades

GOLD CUP Double Edge Blades

While Stock Lasts! MINIMUM ORDER 10 CARTONS-NO LESS SOLD.

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

HIGH HAT MONKEYS

DANGLING COMPOSITION NOVELTIES

PAPER PARASOLS

TRI COLOR BEACH BALLS

NOVELTY HATS

CANES, WHIPS AND BATONS

SPECIAL CHINA HEAD CANES

CARNIVAL SUPPLIES

8 RIB RAYON FLORAL PARASOL

LARGE SIZE INSIDE HUMMER FLYING BIRD

NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 700 W. ADAMS STREET CHICAGO 6, ILLINOIS

Special Purchase

NOVELTY SALT & PEPPERS \$1.50 PAIRS \$16.00 DOZ. \* \$1.00 GROSS

This special price applies to the illustrated numbers only. You may order assorted designs or a single design to make up a gross. Specify stock number.

NEW CATALOG NOW READY State your business. Prices do not include shipping charges. Include postage with order. No. deposit required on C.O.D. orders.

KIPP BROTHERS

Wholesale Department Store, 150 South Dearborn St., Chicago, Ill. 60604

WHOLESALE & JOBBERS

IN UNITED STATES ONLY Write to CASPER'S GATOR JUNGLE P. O. BOX 246 ST. AUGUSTINE, FLORIDA

For Catalogue on GENUINE ALLIGATOR PRODUCTS

COMPLETE REVISED CATALOG

No. 512 Being Mailed Out Write for Your Copy Today

Be sure and mention your type of business so as to get proper listing. We have a most complete line of all Carnival Games and Merchandise for immediate shipment.

MIDWEST MERCHANDISE CO. 100 BROADWAY KANSAS CITY, MO



Jobbers & Premium Users



25% dog... C.O.B. W. Michigan

39X 12 1/2 Real Fur Scotty... ACE TOY MFG. CO.

122 West 27 Street, New York 1, N. Y.

MIGHTY MIDGETS



A complete line of Nationally famous brands of beer and soda bottles... Total Order Gross \$12.00 F.O.B. Milwaukee

BILL'S SPECIALTY MFG. CO.

433 N. 2nd St. MILWAUKEE, WIS.



FOR PREMIUM USERS... SCHMIDT-SPENCER CO.



Beauty in 3rd Dimension... FREE LISTS

LOU TAGER... 141 N. La Brea Ave. Los Angeles 36, Calif.

All Extra Heavy Mouldings... Only Genuine Rolled Gold Plate Sold



NEW California Letting Complete Line... \$19.95

DES MOINES RING CO. 1151 24th Street Des Moines, Iowa

Large... Working... \$19.95

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 city, look for your name in this list according to the office of The Billboard where it is held.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Allen, Wilbur B... Kicker, Joe

Abwehr, Mrs. Dockie... Anderson, Pat A

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19 N. Y.

Abwehr, Mrs. Dockie... Anderson, Pat A

Free Sample! FAMOUS 7 1/2 LB. ALL-RUBBER DOOR MAT MAKE \$650 PER MONTH

THE GORDONS BRICK RED, POWDER BLUE, BLACK OR GARDEN GREEN - SOLID COLORS

SLUM 10 GROSS only \$9.50 any combination

KIPP Brothers Wholesale Distributors Since 1890

World's PERFORMES that sell at \$2 to \$4 per 1 1/2 dram

ALL HAT STANDS AND MACHINE OPERATORS You can make more money faster with DURAMATIC

### TWILL CREW HATS

# \$58.00 GROSS



We Carry a Full Line of Novelty Hats for Parks, Beaches and Fairs

STRAW COVERED HATS, ALL WHITE OR ASSYD. COLORS. \$4.00 DZ. \$34.00 GR.  
 FLUORESCENT CREW HATS 6.75 DZ. 78.00 GR.  
 FLUORESCENT BE BOY HAT 7.50 DZ. 84.00 GR.  
 FLUORESCENT BEANIE HAT 2.50 DZ. 29.00 GR.

## CLOSEOUTS! LIMITED STOCK! MECHANICAL TOYS

	DOZEN	GROSS
FUR COVERED HOPPING RABBIT	4.50	\$18.00
FUR COVERED HOPPING DOG	4.50	\$18.00
FUR COVERED BIGGING POODLE	3.35	\$13.40
LARGE WALKING ELEPHANT	4.50	\$18.00
LARGE WALKING BEAR	4.50	\$18.00
LARGE WALKING SEAL	4.50	\$18.00
WALKING WAGON	3.35	\$13.40
FUR DOG & BEE	4.50	\$18.00
FUR DOG & BONE	4.50	\$18.00
DANCING HARLEM STRUTTER	4.50	\$18.00
ROTAIRY TRAIN	4.50	\$18.00
WALKING COME COME DOG	3.00	\$12.00
DOG WITH SHOE	2.50	\$10.00
G. U. DOG	3.75	\$15.00
MOUSE	1.75	\$7.00
CRAWLING PLASTIC ALLIGATOR	9.00	\$36.00
CRAWLING METAL TURTLE	65	7.00
BOY ON DONKEY	4.50	\$18.00
ITCHY DOG	2.25	\$9.00
DONALD DUCK	3.35	\$13.40
WALKING BABY	4.50	\$18.00
WALKING SANTA	2.75	\$11.00
SANTA ON CART	4.50	\$18.00
SANTA ON SLEIGH	6.00	\$24.00
ELEPHANT ON BARREL	4.50	\$18.00
HAPPY LIF TOY	7.20	\$28.80
MECH. PRIZE FIGHTER	4.80	\$19.20
ICE SKATING COUPLE	4.80	\$19.20
NEWSBOY	4.50	\$18.00
REINDEER	4.50	\$18.00
LARGE CRAWLING BABY	4.50	\$18.00
KITTY KATERS KAT	4.50	\$18.00
SWISS WRABLERS	3.50	\$14.00

25% Deposit With All Orders  
 WRITE FOR COMPLETE CATALOG  
**KIM & CIOFFI** 912 ARCH STREET, PHILADELPHIA 7, PA.  
 PHONE: MARKET 7-2283

### Ringling-Barnum

Continued from page 49

ling, Bill Hanlon and Bill Balandine presented a clown skit which drew many laughs. Little Jeanette Rix also took part in this skit. The pie-eating contest opened the events with Nina Uruu and Dita Chaludia tying for first place. Chocolate pies were furnished by George Blood, of the cookhouse. Other events and winners were: Three-legged race: 1st, Christy and Rene Reales; 2d, Rusty Parent and Andre Pinceman; 3d, Sylvia Caroli and Roland Bokara. Mens' race: 1st, Hermandos; 2d, Joe (ringstock); 3d, Alonzo. Midgels race: 1st, Cucciola; 2d, Jimmy Armstrong; 3d, Prince Paul and Carl Stephans. Wheelbarrow race: 1st, Rusty Parent and Andre Pinceman; 2d, the Platos; 3d, Hanno and Freddy Datuski. Children's race: 1st, Curtis Genders; 2d, Bernd Gohlke; 3d, Alfi Freddy. Girls race: 1st, Lilli Plato; 2d, Rusty Parent; 3d, Lisette Reale. Stake-driving contest: 1st, Big top colored crew, 12 seconds; 2d, Props, 12 1/2 seconds; Web climbing performers: 1st, Plato, 11 seconds; 2d, Rodrigue, 11 1/2 seconds; 3d, Christy (Gorilla) 12 seconds. Web climbing workmen: 1st, Johnny Logan, 11 seconds; 2d, Wilkins (ringstock), 11 seconds; 3d, David (Tyronce) Bronson; 4th, Clifford.

Claudene Flanagan and Dick Miller celebrated their birthdays. Johnny Tiebor is visiting his dad for the summer. Mr. McElwee and Phil Jordan have been touring with us. Janny Warner and son, Kim, also joined for a few days. Kelly-Miller showed the circus the last night in Columbus. Most of the Parks circus folk visited in Dayton. Tommy and Kay Hanneford worked in this shows' riding acts while they visited.

Visitors: Mr. and Mrs. Tom Gregory and daughter, Ed Raymond; Bill Meinhart, Mr. Underhill and Cuddler, Mr. and Mrs. Charley Jones and son; Nick and Virginia Hing, guests of Ed Kelly; Bernard Crowe, Annes Stewart's sister and relatives, Pat Warner's parents, Eddie Billett, Mr. and Mrs. Glen Tracy; E. Walter Evans, Bill Sachs and Charley Wirth, of The Billboards; J. W. and Martha Wooddell, Bob Windon, Alexander Stout, Rusty Bader, Paul Jung's relatives, Ben Thomas, the Wallenda troupe, the Hanneford family; Harold, Eileen and George Volse, Arden Larey, Rose Beebe, Dick Andersen, Jackie Le Clair, the Sydney, Don Edwards, Joe Seitz, Mr. and Mrs. Hammish, D. R. Miller and family, Kelly Miller and family; Evalina Ross's mother.—MARY JANE MILLER.

### JIMMY "SCHNOZZLE" DURANTE BOTTLE CAP LIFTER

The New Sociality That Almost Belts Itself.  
 Made of Heavy Steel.  
 Piled to Resist.



Think of It The "Schnozzle" of America's most popular-most beloved comedian—Jimmy Durante becomes a Lifter.  
**ORDER NOW!**

**\$19.80 PER DOZEN** SAMPLES 25¢ EA.

### MITCHELL CO. 172 N. 4TH STREET MINNEAPOLIS, MINNESOTA



### THIS YEAR'S BEST SELLER! STRAW BIRD HATS

If you haven't tried this money-maker, don't delay! Made of heavy straw in natural color. Full head size, 16 inch width from brim to brim. Packed for shipment 100 to cloth box or 200 to straw hamper. Specify packing desired.

**\$3.75 Dozen \$40.00 Gross**

### Most Complete Stock! NEW STRAW HATS

White, red, burnt, blue, also Western styles. Complete with slendits, cord and adjustable head cord thin strap. Tell us what you need. We can guarantee quality.

### WISCONSIN DELUXE CO. 1902 N. Third Street Milwaukee 12, Wisconsin

Write for Catalog—Start Your Business. 25% with order. bal. C.O.D.

#### TELESCOPING VIEWERS

A POWER FOCAL LENS \$8.00 Gross (10 for total)

**FOR LOOK SEERS!**

The latest in beautiful AM Studies. Each 5 dozen pack contains 18 or more selective focus studies. Reproduces models photographed in full natural color.

**FOR PHOTOGRAPHERS!**

Assembled, ready for instant installation. Take your own 35 mm. color pictures and install in viewer. Excellent money making opportunities at special amusement centers, resorts, beaches, etc.

(Procedure for operation upon request)

**\$6.00** Gr. with With Chipin Trunk \$1.25  
 10 for total \$72.50  
 NEW 35 MM. "MERCURY" CAMERAS FOR THIS OPERATION. \$68.00 EA. CARRY CASE \$7.50 EXTRA.

Terms—50% With Order. Balance C.O.D. F.B.S. Factory P.O. BOX 2068 EAST PASADENA, CALIF.

#### POCKET LOCKET

New and Different—The Sensation

A MINIATURE PICTURE FRAME

For photographs, snapshots, color transparencies and personal identification.

Can also be used as a necklace locket, charm bracelet or pocket piece. Locks your favorite pictures enclosed.

**\$18.00** Gross

With Attractive Display Cards.

With 35 mm. camera. \$1.25 ea. \$12.50 for 10. \$125.00 for 100. \$1250.00 for 1000.

With 35 mm. camera. \$1.25 ea. \$12.50 for 10. \$125.00 for 100. \$1250.00 for 1000.

### NOVELTY AND CARNIVAL SUPPLIES

CELLULOSE FEATHER DOLLS		HIGH HAT MONKEY	
NO. 1	12" x 6" x 4" 1000	NO. 1	12" x 6" x 4" 1000
NO. 2	12" x 6" x 4" 1000	NO. 2	12" x 6" x 4" 1000
NO. 3	12" x 6" x 4" 1000	NO. 3	12" x 6" x 4" 1000
NO. 4	12" x 6" x 4" 1000	NO. 4	12" x 6" x 4" 1000
NO. 5	12" x 6" x 4" 1000	NO. 5	12" x 6" x 4" 1000
NO. 6	12" x 6" x 4" 1000	NO. 6	12" x 6" x 4" 1000
NO. 7	12" x 6" x 4" 1000	NO. 7	12" x 6" x 4" 1000
NO. 8	12" x 6" x 4" 1000	NO. 8	12" x 6" x 4" 1000
NO. 9	12" x 6" x 4" 1000	NO. 9	12" x 6" x 4" 1000
NO. 10	12" x 6" x 4" 1000	NO. 10	12" x 6" x 4" 1000

OUR 1951 CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY.  
 25% deposit required with order, balance C.O.D.

**M. K. BRODY** 3116 S. Halsted St., Chicago 7, Illinois  
 L. D. Phone: Monroe 6-9520  
 In Business in Chicago for 33 Years

### BARGAIN SPECIAL

# 25 GROSS ASST. SLUM, \$15.00

100 16-Page Funny Books free with order.

### B. PALMER SALES CO.

304 S. Main St. Memphis, Tenn. 37-6813  
 1433 Second Ave. Dallas, Texas Harwood 9339

Merchandise You Have Been Looking for  
 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toy  
 Every kind of Glassware, Blankets, Hampers, Napkins, Plastic Slum Flying Birds, Whip  
 Ballroom, Hats, Cases, Ball Game Societies, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and Study in Detail Your Business and Type of Goods You are Interested in

## ACME PREMIUM SUPPLY CORP.

1111 South 12th. St. Louis 4, Mo.

### OVERHAND-EXPANSION MASSIVE IDENT. BRACELET

NICKEL, SILVER & PLATINUM  
 Formerly \$18.00 Doz.  
 NOW 19.50 Doz.—\$180 Gross

**McBRIDE JEWELRY CO.**  
 303 9th Ave., New York 16, N. Y.

### Tom Packs

Continued from page 42

hap with its trailer. Oscar Wallenda has installed air-conditions in his trailer. Rent conditions included Charlie Zaner. Sam J. Levy, Edna Curtis, Ethel D'Arcy, Mr. and Mrs. Leo Francis, Jimmy Magee, Mr. and Mrs. C. L. Raum, Alex May Lewis, Patrick Kelly, Eva Konyot, Ruby, Harry and Neoton Haag, Mrs. Frank Stout, Al Perry, Don Jordan, Frank Torrence, Frank Orman, Phil Worthen and Bob Hawley.—JO JO LEWIS.

### BASIS JEWELLED MOVEMENT CHRONOGRAPH

**\$3.55** Doz. Lot

Brand new imported Swiss 1 1/2 inch button fasten. Polished stainless steel case. 17 jewel movement. Unbreakable sapphire crystal. Chrome case. 17 jewel movement. \$1.20 ea.

Orders under 12 watches \$25.00 ea. 10% deposit. Balance C.O.D.

**AETNA WATCH CO.**  
 44 W. Randolph St. Chicago 1, Ill.

Men's Chain Identification Bracelet. Doz. chrome plated \$3.00  
 Men's Expansion Identification Bracelet. Doz. chrome plated \$4.50  
 Men's Expansion Identification Bracelet. Doz. chrome plated \$3.50  
 Men's Expansion Identification Bracelet. Doz. chrome plated \$4.50

25% deposit. Balance C.O.D. \$1.20 ea. \$12.00 for 10. \$120.00 for 100.

**DOVAL SALES CO.** New York 17, N. Y.

### TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding  
 Prompt delivery. Minimum order: \$400. Ask for prices. Tel. number: 462-1100. **ADIRONDACK CHAIR CO.**  
 1100 87th St., N. Y. 17, N. Y. Dept. 6, MU 3-1265

### Sensational Value 6 PIECE WATCH SET

In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and the holder. Written guarantee. Complete box and jewelry set.

**\$9.50** each set \$1 additional for samples

### ORIGINAL 4 PIECE PEN SET

consisting of fountain, mechanical pencil, fountain pen and ball point pen, with gold embossed price tag included.

**\$6.00 DZ.**

25% deposit required—Money order or Cash. We ship same day as we receive orders—Ship all over the world. THIS IS OUR ONLY STORE.

**HARRIS NOVELTY CO.** 1102 Arch St., Philadelphia 7, Pa. Phone: MA 7-9348—WA 2-6970

### ELGIN · BULOVA · BENRUS · GRUEN

Brand new 1951 model cases for men, women and ladies. \$9.95

15-jewel 17-jewel 21-jewel \$12.65 \$14.65 \$18.95

Gold Plated Stretch Band. 95¢ add.  
 Gold Plated Expansion Band. \$1.95 add.  
 Leatherette GIN Box, 75¢ add.

New Rhinestone Dial "Windsor" Watch. Ladies' beautiful 1951 model yellow gold case. Our new "Windsor" movements. Gem plate or 18K gold band. \$9.95

Gift Box 75¢ add. 17-jewel, \$14.65 Gold Plated Expansion Band, \$1.95 add. Lots of 6, wholesale only (\$1 additional for samples). 25% deposit. Balance C.O.D. Open Account to Retailers.

**MIDWEST WATCH CO.** 115 WABASH AVE. CHICAGO 3, ILL.

### WORKERS' TOOL TIE SLIDES

Highly polished 18 Kt gold plated, two tone finish. White and gold. In attractive display boxes. \$3.50 price includes tie slide and implements—sent on sight.

Dozen \$39.00  
 Doz. Lot \$51.00

25% deposit—money order, balance C.O.D. Allow for postage on prepaid orders. Write for list of hot specialties.

**IMPERIAL MDS. CO.** 893 Broadway New York 3, N. Y.

### LETTERheads

INDIVIDUALLY DESIGNED FOR YOUR BUSINESS

As your present letterhead reproduces on 28 lb. rag paper, your new letterhead reproduces on 28 lb. rag bond-color, back blue, green, pink, lavender on new designs. Quantity on larger orders extra.

Send Cash, Check or Money Order for

**AMAZING PRICE! AS LOW AS 9.50 THOUSAND (POSTPAID) CASH WITH ORDER!**

17700 PASEO, Inverwood 440 N. Englewood St. Greenwood, N. C.

### NEW! 1951 Catalog

SEND FOR FREE COPY TODAY

Our general catalog includes the most complete line of all the new and unusual products available in America. Electrical Appliances, Aluminum Ware, Clocks, Luggage. Toys and hundreds of new items.

**GELLMAN BROS.** 115 SOUTH PARKER ST. MINNEAPOLIS, MINN.

### DIAMOND RING WATCH COPY OF \$650 WATCH

Now \$12.95 lots of 3; sample \$15.00 ea.  
 25% Deposit. Balance C.O.D.

**NATIONAL DIST. CO.**  
 421 CALUMET BLDG. MIAMI, FLA.



## Time-Payment Deals Rising After Large Cash Purchases

Spot-Check Shows Bank, Finance Company Portfolios Up With '50

CHICAGO, July 14. — Time-payment sales of coin machines, a spot check of finance companies and banks showed this week, are on the increase again after a period of nearly six months when cash deals were more numerous. While the total accounts receivable is as large as it was a year ago, the volume of new financing parallels production curtailments

within the industry, the check disclosed.

Most of the financing, naturally, involves juke boxes, but banks and finance companies report their vending machine portfolios are at new highs.

### Trade-Ins Down Payment

Down payments in juke box deals, the check showed, range

from a low of 20 per cent to a high of one-third. A great majority of the down payments are in the form of trade-ins, rather than in cash, except in the automatic merchandising field. Vending machine companies, bank and finance company officials said, are apparently still expanding rather than replacing equipment on location.

The number of local banks extending credit on coin machine deals has increased appreciably in the past 12 months, following a period when banks generally were leery of coin machine paper.

(Editor's Note: The liquidation of Coin Machine Acceptance Company, which held millions of dollars' worth of juke box paper, usually is credited with making banks overly-cautious on coin machine deals. This liquidation,

(Continued on page 71)

## United, Universal Consolidate; Will Occupy One Plant

Move Aid in Game, Defense Output Parts for Previous Units Available

CHICAGO, July 14.—Officials of United Manufacturing Company and Universal Industries jointly announced Wednesday (11) the consolidation of the two amusement game producers into a single design and manufacturing organization. Tho it will be some time before the consolidation is completed, the move became effective immediately and henceforth only the name United will be used. Headquarters remain at 3401 N. California Avenue here.

Purpose of the consolidation was to bring about closer co-operation thru streamlining the operations of the United organization, now engaged in defense output as well as private industry. Under the new set-up Lyn Durant remains as president, while Mel Binks, president of Universal, becomes vice-president. No details of what will become of the Universal plant or its manufacturing machinery at 537 Broadway were announced.

Binks organized Universal January 1, 1949. Its initial products were consoles. Later the firm concentrated on giant pin games and shuffle games. Its final coin machine product was the new type five-ball game, 3 Star. The firm was one of the first in the trade to get sizable defense production orders.

Officials of the companies stressed the move was worked out when it became clear the consolidation would benefit both amusement game firms, customers and also expedite government orders. The United plant, one of the largest and most modern in this area, is a one-story building with facilities for making not only assembled products but also virtually all component parts.

### Rapid Expansion

Durant and Binks are recognized as two of the top designers of equipment in the trade. Once a designing engineer at Exhibit Supply Company, Durant organized United during the war. When new game production was permitted following the war the firm expanded rapidly following a succession of hit games and soon became one of the industry's major manufacturers.

Binks was also with Exhibit at one time. Later he spent 14 years with J. H. Keeney & Company as chief engineer and designer of equipment. He resigned this post in March, 1948, to lay the groundwork for Universal's entry in the trade.

Replacement parts for games produced under the Universal banner will now be available at the United plant.

## EXPORT SPECIAL OUT NEXT WEEK

Will Show Foreign Mart's Scope, Value; Trade Tips a Feature

CHICAGO, July 14. — Next week's issue of The Billboard will be an export special to point up the phenomenal growth of coin machine exports, provide American manufacturers, distributors and operators with information concerning foreign markets and give foreign buyers an opportunity

to get better acquainted with the industry here.

Altho two prime markets for American-made coin machines—Great Britain and Australia—have been closed since 1941, dollar volume of exports will hit an all-time high this year of eight to nine million dollars.

Features of next week's export special will include: What's Happened to Coin Machines in Canada; How to Ship to Foreign Markets; a directory of manufacturers; The Development of Vending in the Scandinavian Countries, and a round-up of how coinmen are faring in those countries which cannot import equipment. Most of the news features in next week's coin machine section will be based on exports.

Exports during the 12 months of 1950 reached a total of \$3,076,346, but 1951 is expected to far outstrip this record. In January of this year, for example, coin machine exports totaled \$149,189 compared to \$123,918 for the same month a year ago. March sales reached \$557,630.

To further encourage interest in coin machines abroad, The Billboard will mail 4,000 extra copies of next week's issue to coin machine manufacturers, distributors and operators abroad, as well as to U. S. consular offices where the issue will be available for year-round reference.

## More Pressure To Ban Games In Washington

PORTLAND, Ore., July 14. — Portland operators this week had their eyes on neighboring Clark County, across the Columbia River in Washington, where a move was under way to eliminate pinball games. Thus the county would be following the example of the county seat, Vancouver, where games were abolished by ordinance. Effectiveness of the law, however, has been delayed by a restraining order.

Several Portlanders have operations across the river.

County Commissioner McCaney admitted the board has been under pressure to outlaw games but said:

"I'd rather not discuss it until the issue has come before the whole board. We wouldn't take any action until we had held a public hearing, which we might have in August. Now, that's no promise and that's no threat. We want to be fair about it."

He did say operators had been advised their license fees for July would be accepted. They pay \$10 a month blanket fee.

Pressure for outlawing games was deemed to come from the same groups that obtained passage of Vancouver city ordinance. City Attorney David Hutchinson is due to answer the injunction at a hearing August 8.

## Vote Legal Bells For Idaho Falls

IDAHO FALLS, Idaho, July 14. —Bell machines are expected to be back in operation in Idaho Falls early next month, following a 3-2 vote in favor of legalizing the machine.

Approval was voted last week during a meeting of the city council, at which Mayor E. W. Fanning cast the deciding vote to break a 2-2 deadlock.

Machines will be back in operation on a 45-55 per cent basis, with the larger cut going to the operators.

## Basing-Point Price Voting Set for August

WASHINGTON, July 14.—A Senate vote is scheduled for August 3 on the controversial basing-point bill sponsored by Sen. Pat McCarran (D. Nev.) chairman of the Senate Judiciary Committee, and four other senators.

The bill, S. 719, is aimed to incorporate into the statutes the recent Supreme Court decision in the Standard Oil of Indiana case holding that a price differential made in good faith to meet the lawful and equally low price of a competitor constitutes a complete defense to a charge of unlawful price discrimination under the Robinson-Patman act.

The bill was reported favorably last April by Senator McCarran's committee and was subjected to considerable floor debate until an agreement was reached to defer further floor consideration until August 2, with a poll slated for the following day.

### Limited Debate

Debate on August 3 will be limited to four hours, with 40 minutes allotted for each amendment. The agreement to limit debate and to set a vote on the bill for August 3 came only after Sen. Russell B. Long (D. La.) had held the floor for more than three hours in opposition to the measure. He criticized the Senate Judiciary Committee for not holding public hearings and asked unanimous consent to recommit the bill to the committee for open hearings. McCarran raised an objection, and the delay was agreed upon, with long pushing for public hearings meanwhile in the Senate Small Business Committee.

In addition, the House Judiciary Subcommittee on Monopoly, headed by Rep. Emanuel Celler (D. N. Y.), has begun hearings on a House-sponsored basing-point revision bill, H.R. 8210.

## KANSAS FLOOD FORCES PLANT VENDERS OUT

KANSAS CITY, Kan., July 14.—Flood waters inundated much of the industrial area here this week, forcing operators to move equipment to higher ground. Most operators were successful in removing machines, altho it was under stood a number of candy and cup drink machines were caught.

In Kansas City, Mo., flood waters came within two feet of the big Vendo Company plant before receding. Vendo is currently producing both bottle drink and ice cream vendors.

(Continued on page 72)

## FBI Cracking Down Under Johnson Act

WASHINGTON, July 14.—The Federal Bureau of Investigation issued a report this week that it is waging an intensive drive against unlawful interstate traffic in gambling machines. The FBI report stated that the crackdown has gotten under way in conformity with the Johnson anti-gaming machine law which was enacted last year.

The FBI reported that it had seized 208 devices and arrested 15 persons under the new Johnson act making it a crime to transport

these devices in interstate commerce. The FBI said two score other cases are under investigation.

Still pending in the Senate Judiciary Committee is a bill extending the Johnson act ban to cover interstate transportation or mailing of salesboards. The latter proposal is included in a broad bill sponsored by Sen. Estes Kefauver (D. Tenn.) as part of a program by the Senate Select Committee investigating crime. Kefauver formerly headed the latter committee.

## Illinois Games Ops Awaiting Final Action on Free Plays

SPRINGFIELD, Ill., July 14. — Amusement game operators thru out the State were waiting this week for the governor to act

on enabling legislation which strengthens the State. Cities and Villages Act and clearly defines free play pin games as amusement.

The legislation was passed late in June (The Billboard, July 7) and now awaits the governor's approval or veto. In Illinois, the governor has an indefinite time in which to act on legislation. He must approve or veto measures 10 days after they have been presented to him, but he fixes the date on which they are to be presented.

Meantime, operators in a number of Illinois communities were hopeful this legislation would help them secure official sanction for free play where free plays have

(Continued on page 72)

## Buckley Starts Horse Console Production Run

CHICAGO, July 14. — Buckley Manufacturing Company has started production on Race Horse, a remote control console. It can be used on a multiple play basis by one patron or can accommodate up to seven players, each playing a single game at the same time.

The Race Horse game is non-coin operated. On location the patron pays the required coin to an attendant who sets up the game for action. Buckley officials, Jerry Haley, points out the firm is recommending dime play but the operator may set up the play price at his own discretion. Under the dime charge it is possible for the operator to take in 70 cents per game.

Buckley's new product is housed in a cabinet measuring 20 by 35 by 35 inches. The number of free plays the patron can rack up ranges from 2 to 20 per game. A spinner under illuminated lights develops the action of the game.

## No Reorganization or Change for Hankin Co.

ATLANTA, July 14. — Hankin Distributing Company here has not been reorganized, nor is N. Zinkow associated with it as was erroneously reported in the July 7 issue of The Billboard.

Hankin Distributing continues to do business at 1307 Spring Street under the direction of Mrs. Morris Hankin and Arnold and Mrs. Feldman.

Zinkow operates Capitol Automatic Vending at 1243 Virginia Avenue, N. W. He is not associated with Hankin Distributing or with Amusement Vending Company, another trade name used by Mrs. Hankin and her son-in-law, Feldman.

## THE WORK BENCH

### Don't Go Gadget-Mad Picking Route Tools

By HOWARD P. SCHLEY

Avoid over-buying.

That's the best advice to keep in mind when buying tools for the coin machine kit. With money and the strength to carry them, there is no limit to the tools a coin machine operator or his mechanic can acquire.

Many factors decide just what type of tools a coin machine mechanic should carry. It is easy to overload with fancy gadgets that do not add to efficiency. The basic list which accompanies this feature (see box on page 78) will cover most needs.

Of all the tools, the selection of the right soldering iron needs special comment. There are two main types of irons, and both come in several sizes. The regular electric iron takes several minutes to heat. It is lighter, less expensive than the quick-heat type.

But the electric iron has this disadvantage: It stays hot for a time after the power is disconnected. This can result to damage to parts and other tools in the kit. A protector can be made of a piece of pipe, or conduit, into which the hot part of the iron can be slipped. But the outside of the

(Continued on page 72)

## End Dari-Mart Output, Test Manual Model

Cincy Metalcraft Sale Main Factor In Stop Order

CINCINNATI, July 14.—Cedar Hill Farms, Inc., announced this week that as a result of the sale of its contract manufacturer, Cincinnati Metalcraft Company to the Shepard Elevator Company, its Dari-Mart fully automatic milk-juice machine was being discontinued.

George M. Huheey, Cedar Hill sales manager, stressed, however, that his firm would soon announce a new and larger vender. The new model, increasing vending capacity from 80 to 120 units, is currently being field tested, he said.

Shepard Elevator Company informed Cedar Hill Farms they would concentrate on a Navy contract for elevators to be produced in the Metalcraft plant immediately.

## Drink-Master Corp. Formed By Interstate

BEVERLY HILLS, Calif., July 14.—L. H. Kahn reported the reorganization this week of Interstate Associates, Inc., under the name of Drink-Master Corporation, following the announcement of a new four-drink hot-cold vender model last month (The Billboard, June 30).

Drink-Master, 227 South Robertson Boulevard, will price the new unit at \$995, subject to change at time of actual production, which it states will be approximately December 1. Kahn said the machine was designed by engineers of the original Hot-o-Mat Dispenser, of which 450 units were produced under the Interstate Associates name.

Features include choice of two hot and two cold non-carbonated drinks, push button selectivity, rate of draw at 12 drinks per minute and simplified functional design (has no stirrup solenoid valves, pumps, uses standard glass jugs for syrups). Machine, employing liquid concentrate for coffee vending, has a drink capacity of 925, a 750-cup capacity. It is 71 inches high, 24 deep and 33 wide.

## Holland Venders Provide Modern "Dutch Treat"

AMSTERDAM, Holland, July 14.—An outdoor automat in Zandvoort, leading beach here, not only houses a varied line of foods but also two attendants who keep its many compartments filled and provide manual supplementary service.

The vending mechanisms operate on a kwartje, the equivalent of a U. S. dime. Beach-goers may, after inserting the coin in the proper cubicle, secure a hot dish or a sandwich. The unit operates on much the same principle as the New York automat.

A sign on the Dutch automat advertises "fried potatoes," which is a popular snack.

## AUSSIE FIRM TESTING MULTI-PURPOSE VENDER

SYDNEY, July 14.—A multi-purpose vender—selling everything from sandwiches and soft drinks to cigarettes—is being tested here by T. S. Skillman Company. The vender, an experimental location in a Sydney factory, has been nicknamed Elmer. Elmer is electrically actuated with push-button delivery. It has a built-in accumulator and change-maker to handle a wide variety of prices. T. S. Skillman, inventor of the device, has been quietly investigating the possibilities for introducing the machine in America.

The original model has been selling, among other items, sandwiches, sweet rolls, cold drinks, cigarettes, gum, tea and candy.

## STRIKE OR NOT, KIDS, VENDERS SEE BEARS FED

PITTSBURGH, July 14.—Keepers and attendants at Highland Park Zoo, walked out on strike this week, but children and a lone vending machine teamed up to keep the brown bears from starving.

Late this week strikers and zoo management were huddling over wage negotiations, and food in the vender was running low. The animal food vender is placed adjacent to the bear pit so that children may buy food and toss it to them. Some 900 other animals, less fortunate than the bears, were left unattended early in the strike. By Friday (13), however, volunteers were caring for them, too.

## American Natl. Sets Low-Cost Coffee Vender

LANSDALE, Pa., July 14.—A compact, low-capacity coffee machine has been developed by American National Dispensing Company for introduction to the trade early in September, according to an announcement this week by Leroy Lewis Jr., vice-president.

Since mid-1950 the company has been in production on a larger unit holding 300 to 425 six-ounce cups, depending on type. This model, listing at \$895, will be continued in production, Lewis said, with the smaller machine to be offered at considerably lower cost to serve the needs of moderate-volume locations.

Lewis said the new model will retain most of the internal features of the earlier machine. Ingredient capacity remains the same (enough for 600 servings), but cup capacity will be reduced to 200. Those changes that were made, Lewis declared, will work toward production economies.

Both machines use powder ingredients. Each has four selector buttons to permit the customer to "order" his coffee with or without cream and sugar. Both units may be used also to dispense a variety of soups prepared from dried concentrates.

In addition to manufacturing, American National has substantial operations in Philadelphia and Baltimore.

## MIXING MAKES MONEY

### Spokane Cig Op Sells Smiles With Service

SPOKANE, July 14.—Harold Farmer, head of a cigarette operation of the same name, believes a genuine liking for people is as important to operating success as top-notch service. Because you can't walk up to a machine and say "charge it", Farmer insists on the "smile" merchandise is one of the few top "cash and carry" retail businesses left, but in spite of this mechanization, he holds it pays to be a mixer.

Farmer's operation is valued at \$90,000, has 250 cigarette vendors, the result of 11 years of expansion. Firm carries an average of \$12,000 in inventory of cigarettes.

## Ops Give ABC's of Military Camp Biz; Stress Co-Op

Day Rooms Require Fluid Machine Placement; New Vend Items Click

CHICAGO, July 14.—Second to maintaining stock in vending equipment, operators find that preserving a fluidity of machine placement is another vital key to successful military camp operation. Securing permission for such a placement program from camp officials often means the difference in operating a reasonable number of units or "going overboard" with plus installations of vendors not actually needed and therefore detracting from both operator profit and best utilization of vender capacity.

Such fluidity of machine placement centers on the main camp location site—day rooms. Where theaters, shops, post office, etc., locations are more or less static stops with regard to customer potential, individual companies (each company group has its own day room) vary widely with the leaving of one and arriving of a new group. The number and habits of a new company may mean a drop, or rise, in vender patronage. In the former instance, sales may drop and the vender or vendors would be more valuable to the operator and the camp in another, more heavily patronized day room.

Check Demand Operators should check to see

whether their equipment is in the most patronized day room, thus enabling a single machine to serve not only that company but smaller companies from near-by recreation rooms. Thus, while a company of 70 men may not have a machine in their own day room, they will find vendors in another day room close by which caters to a company strength of from 200 to 280 soldiers.

This flexibility of operation, moving machines from slow recreation rooms to more populated ones, actually saved one operator the purchasing and servicing expense of an additional 35 machines. The operator, Dee Katson, who has 50 ice cream vendors in Camp Atterbury, Ind., was originally asked to install 86 machines. Judicious placement, and movement, of 50 units in day room spots eliminated need for the extra equipment.

**37 Machine Battery**  
In Camp Kilmer, N. J., a unique vender installation is the 37 machine battery set up in the service club and operated by seven different firms. Making a completely automatic snack bar, the equipment includes four milk, three cold sandwich, four pastry, two coffee, two cup soft drink, four ice cream candy bar and

nut machines and two cigarette, gum and cigar vendors.

Over-all gross of this battery is well over \$3,000 each week, from which the PX nets better than 10 per cent in commissions. Altogether, about 250 machines are in operation thru Camp Kilmer, with 10 operating firms servicing them. Sandwich units move over 2,500 sandwiches a week, along with about 1,400 pieces of pie and cake.

While candy bar and soft drink equipment are accepted as high-line standard purveyors of familiar trade name items in and out of Army camps, the newer types

(Continued on page 70)

## National Gets Contract for Defense Work

Will Not Cut Into Vender Line, But Steel Order Does

ST. LOUIS, July 14.—National Vendors, Inc., producers of vending machine equipment, has been awarded a defense contract, Tom Donahue, secretary, announced this week. Donahue said the contract would not interfere with National's cigarette machine production.

No details of the contract were released, altho Donahue said it was sizable and involved ordnance. Currently, Donahue added, National production is running behind demand for its cigarette vendors, especially since the 30 per cent cut ordered in steel use effective July 1.

## Cigromat Ups Vender Prices

NEW YORK, July 14.—Higher material and labor costs have forced an upward revision in list prices for Cigromat's three and six-column vendors, according to Martin Berger, president.

The new price structure, effective last week, pegs the smaller machine at \$59.50 (an increase of \$5) and the larger at \$77 (up \$7.50). Brackets for wall installation have been increased \$1 to a new list of \$2.50. Cost of stands for both machines remains the same, \$8 and \$10 respectively.

Berger said the new price schedule represents the first change in operator cost since quantity delivery of the selective kiosk machines began 15 months ago. At that time lists were reduced from an originally announced \$65 for the three-column unit and \$85 for the six.

Berger said current placements are being concentrated in the Midwest and New England. The greatest demand for the stogie vendors is from industrial locations, he said.

## ABC Vending Sues Hub Transit Firm Over Commissions

Charge Hike in Fare Cut Number Of Riders, Affected Concession

BOSTON, July 14.—ABC Vending Corporation of New York, which operates newsstands at Metropolitan Transit Authority subway stations and rapid transit platforms in Boston, filed suit in U. S. District Court in the Hub July 10 for damages "in excess of \$1,000,000." ABC does not operate vendors in MTA locations. This concession is held by Union News Company.

The vending company sets forth

it signed a contract with the MTA in 1948 and contends that at that time the MTA conceded the fact that passenger fare increases from 10 to 15 cents were being contemplated. It claims business was affected adversely by the fare hike.

**Annual Minimums**  
Under the contract, the vending company agreed to pay the MTA 10 per cent of its gross receipts with guaranteed annual minimum payment ranging from \$365,000 in 1949 to \$400,000 in 1953. Because of the falling off of passenger traffic the company sets forth, it had to pay the MTA, in addition to 10 per cent of its gross in 1949 and 1950, the sums of \$137,146 and \$149,732 respectively to make up the minimums.

"Such additional payments," the complaint states, "represented a net loss to the plaintiff which would not have been incurred" if the fare change had not been made.

**Five-Year Contract**  
The vending company, which has a five-year contract running from January 1, 1949, alleges that during the summer of 1948, when it signed the contract with the MTA, the trustees concealed the fact that they were contemplating a passenger fare increase.

The plaintiff asserts the basic fare increase from 10 to 15 cents, put in effect in August, 1949, substantially reduced its gross receipts.

(Continued on page 70)

## Record Goober Crops Fall In 4-5c Per Lb. Price Break

CHICAGO, July 14.—Following a rise in supply of peanuts this year (see separate story this section), bulk operators came into a product-cost windfall, realizing savings of from 4 to 5-cents per pound, depending upon type and grade.

A check of goober prices of eight months ago with those generally cited reveals that the downward trend in prices is the first move in this direction, on such a large scale, since a steady series of post-war hikes marched across the supply picture. Earlier predictions of a firm high price,

with indications of even further upward movement, went by the board as the government revealed that peanut supplies were now at "unseasonably high" levels.

While Spanish peanuts remain at 25-cents per pound, same as in the fall of last year, Virginias are down from 34-cents to 30-cents per pound, and Virginias binned from 35-cents to 30-cents. Prices vary with supplier and territory, but the general price inclination is nevertheless down, and operators report a willingness to take advantage of the break and push their bulk nut activities.

# Profit-Making Combination For Wide-Awake Operators

## MODEL 49

1¢-5¢-10¢

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use, sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal... eye-catching beauty... tempting merchandise display... clean, sanitary glass... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



## 1¢ Selective TAB GUM VENDER

The Selective Tab Gum Vender has everything operators want in a gum vender... big capacity fast servicing... simple construction. It has been designed not only for mechanical perfection, but to sell gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump from two to three times... and stay there!

FREE! You'll enjoy reading "The Northwestern" which contains news, photos and helpful information for the operators of bulk vending machines. Write for your free copy today!

## THE NORTHWESTERN CORPORATION

707 Armstrong Street

Morris, Illinois

## 30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

### Northwestern

OUTSTANDING MODEL 49 1¢-5¢-10¢

PRICES  
Less than 75 ..... \$17.50  
Less than 100 ..... 17.75  
100 or more ..... 16.95

SENSATIONAL 10-COLUMN 1¢ SELECTIVE TAB GUM

PRICES  
Less than 25 ..... \$25.95  
Less than 100 ..... 25.45  
100 or more ..... 24.95



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 ..... 47  
WRIGHT'S, All Flavors, 100 Count ..... 46  
FRUIT CHARMS, Assorted, 100 Count ..... 46  
SUGAR'S, 100 Count ..... 1.20  
NORWEGIAN, 100 Count ..... 1.20  
MINIMUM ORDER 25 Boxes of Any Assortment

## NORTHWESTERN SALES AND SERVICE COMPANY

408 WEST 32nd STREET, NEW YORK 10, N. Y. • Chicago 6-0342  
3705 7th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

## 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

P. O. B. Chicago

Pop your own corn at buy fresh ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.  
3440 W. NORTH AVE  
CHICAGO 49, ILLINOIS

YOUR BEST BELL—see Aunt Not, for restricted areas on charms and winners is

## JUMBO UNIVERSAL

Vending 15/16" bell gum

### SPECIAL PACKAGE DEAL

12 JUMBO UNIVERSALS and 200 Lbs. Jumbo Ball Gum

at for \$239.00 cash

or in 20 weekly payment plan. Small finance charge.

Write for details

ROY TORR—Lansdowne, Pa.

## VENDING IN CANADA

# 3-Strikes Not Out For Dominion Ops

CHICAGO, July 14.—Automatic merchandising in Canada, altho beset by numerous tax, coinage and machine supply problems, is slowly gaining momentum. The potential for future development of venter operators is high, due to the barely tapped market on the Dominion's Southern border where 90 per cent of its population (13,549,000 by the 1949 official census) are concentrated in a 3,000-mile long, 130-mile deep strip.

These and other detailed facts are presented in a two-part series of articles in Canada appearing in the July and August issues of Vender, sister publication of The Billboard. The first Vender article deals with the over-all Canadian vending picture, while the August issue will deal with the country's largest operating firm, Polarmat, which manufactures most of its equipment.

Altho still low in volume, the Canadian venter industry has grown, appreciably since 1945. However, there are still not more than six full-time operating firms in the country, while smaller operators exist in many scattered locations. At present, because of population factors and total unfamiliarity with vending, the prairie provinces west of Sault Ste. Marie, Ont., offer small inducement to vending. But in Quebec and Ontario which are population centers and where vending has been introduced and accepted, venders are definitely part of the retail sales picture.

### Bottle Units Lead

Most common vending equipment is Coca-Cola bottle machines, of which thousands have been placed from Coast to Coast. Mostly in service stations and garages, these units are mainly location-owned, however. A seven-flavor bottle venter designed by Ideal, and made in Canada by Eddy Match Company, is likewise sold

to locations. Second most common machine is the cigarette venter. Estimates place their numbers at between 600-700. Two firms manufacture these units: Opal Manufacturing, Toronto, producing an electric machine, and the Snyder Company, Montreal, making a mechanical venter. Product prices in the big bag-a-boo for the Canadian cigarette operator; a pack sells for 43 cents. The cost of equipment, too, is an operating anchor; new units run up to \$500.

While there is only one firm, Polarmat, making a candy machine, few have been imported from the U. S. Before the war, there were less than 300 nickel candy bar venders in the country, with only one operator doing a volume business.

Altho there are a substantial number of penny gum, candy and nut venders on location, no estimates are available.

### Coinage Kicks

Aside from machine prices, coinage is the biggest obstacle to operators, the Vender article states. Trouble, chiefly, arises over the nickel. Older 5-cent pieces, prior to 1925, were made of silver and smaller than the dime; these are almost out of circulation. Nickel was introduced in 1925, this coin was identical in size, shape to the American nickel. But in 1940, a 12-sided nickel was minted and has been used since. In 1942-'44, nickel became scarce and brass and chrome-plated steel were tried as substitutes. The brass coins are now being withdrawn because of their color.

The coinage problem, however, is currently becoming more pronounced as the government moved on April 7 to return to the chrome-plated steel nickel on July 1.

### Imports

Imports also present a problem. A few cup venders were imported in 1947, before a ban was placed on imports in the fall of that year. But in January, 1951, with the lifting of the ban, imports did not move in too quickly due to the 25 per cent import duty on machines and parts. There is also a duty on supplies, high enough to discourage such imports. On used machines, the government's customs department has the right to establish its own valuation of the venter, with the result that the Canadian operator usually pays about 25 per cent more for the same used machine than the U. S. operator.

In addition to the preceding 25 per cent taxes is added the 25 per cent excise tax, applying on costs already inflated by other taxes.

Canadian operators, however, are currently engaged in a move to present their story to the government; that vending offers a sound service to the public and should be excluded from the heavy excises along with recognized necessities.

## NAMA Ladies' Program Set

CLEVELAND, July 14.—Suburban Shaker Heights' exclusive homes, the art museum and a style show will be among the feature attractions offered women who attend the fifth annual convention of the National Automatic Merchandising Association convention here November 12-15.

Preliminary program details were announced this week by Mrs. Aaron Goldman, wife of the president of Washington's G. B. Macke Corporation and chairman of the ladies' convention committee.

A full schedule of events has been planned, Mrs. Goldman said, including a tea and a style show conducted by Halle Bros., Cleveland department store. The visitors will take sightseeing trips to Shaker Heights to look at the homes, participate in a TV show and tour Nela Park, headquarters for General Electric.

## Trim Cost of 10c Vend Bars to Ops

NEW YORK, July 14.—Nestle followed Hershey last week in reducing the operator price of its dime chocolate bars 5 cents, to a new level of \$5.55 per vending pack.

Cost of the nickel bars of both manufacturers remains unchanged.

## Perfumatic MEANS PROFITS



THE GRESHAM, NEW YORK, PERFORMS PERFUMATIC MEANS PROFITS THROUGH THE LOCATION WHEREVER THERE'S A WOMAN

## PERFUMATIC OF CANADA LTD.

501 Eglinton Ave. W. Toronto, Canada

## Northwestern TAB GUM VENDERS

Single \$25.95  
25 to 100 \$25.45  
100 or more \$24.95

30-Day Money Back Guarantee  
1/2 Year Trial Offer for Merch

Write for Charm and Merchandise List, 1/2 Year Trial, C.O.D.  
NORTHWESTERN SALES & SERVICE  
1100 TREMONT ST., BOSTON, MASS.

### VICTOR'S

ONLY \$19.95  
24 More  
ONLY \$12.75 Each  
24 of Plastic  
DISC  
UNQUALIFIED FOR VENDING: BALL, LIME, CANDY, PEANUT BUTTER, PEANUTS, CALTED PEANUTS, ETC.  
LIBERAL, EASY FINANCE PLAN! LOWEST PRICES on Ball Gum, Candy, PEANUT BUTTER, PEANUTS, CALTED PEANUTS, ETC.  
Write for FREE information regarding VENDING SCHOOL for operators.  
BERNARD K. BITTBERMAN  
1100 Truman Rd. Kansas City 1, Mo.

## WRITE FOR CATALOG

ON Bulk Vendors, Merchandise, Games, etc.

**COPPER CHARMS**  
Large Size, 100 Count, \$3.95  
Plastic Charms, new large series, 1,000 Count, \$1.95  
Hand-painted imported Charms, 1,000 Count, \$1.95  
1/2 Doz. \$1.95  
1/2 Doz. \$1.95  
1/2 Doz. \$1.95  
1/2 Doz. \$1.95

## STANDS

All stands aluminum finish. No need to add wood, gravel, cement, etc. Ready for location. \$3.25 each.

400 are factory distributors for all vending machines of VENDING MACHINES.

One-third Deposit on All Orders.  
PARKWAY MACHINE CORP.  
715 Euter St. Baltimore 2, Md.

## BRAND NEW LUCKY BOY VENDORS

\$9.75  
EACH sets of 10 MODEL \$7.75  
1/2 Doz. \$1.95  
1/2 Doz. \$1.95

## FREE

3 LBS. NUTS OR BALL GUM WITH EACH MACHINE.  
BLAYD MFG. CO.  
VALLEY STATION, KY.

## PROMOTION SALESMEN

"WHO LIKE TO DRIVE CADILLAC"  
If you're interested in commission of \$2,000 a month, here's the way to get it. Distribute a new type of patented "non-coke" dispenser that sells itself. Produced territories open. No machine of its type. Exclusive in the operating field. Full and complete information and will send you full information. Write Box CH-145, Billboard, Chicago, Illinois.

NO BOW-OUT: BOWMAN

Dairy Assumes Supplier Role in Ice Cream Op

CHICAGO, July 14.—J. C. McWilliams, sales manager of Bowman Dairy Company's ice cream division, this week de-claimed liquidation of ice cream vender operation interests as re-

ported last week (The Billboard, July 14). McWilliams said that while such was the case with its Revo cup vender route in 1941, due to war-time conditions, Bowman currently is continuing to act as a major supplier of such vending equipment.

The earlier report, he said, implied that the dairy was not interested in supplying vendors, and stressed that such was not the case. Presently, Bowman is supplying various bar-type ice cream operators, among which is a 75-machine route of Dresko venders operated by Vend-A-Bar Corporation, Chicago.

Earlier, officials had implied that Dresko equipment being supplied was self-owned during negotiations with a new sales outlet. This impression was corrected as proceedings progressed.

Greatest Time-Saving PENNY WEIGHING SCALE. CAPACITY \$10.00. SPRINGS ARE PRECISION CALLED METAL BASE. HEAVY SHERB TIN SCOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER FROM USE. SKILLED HAND WORKMANSHIP IS EMPLOYED IN BUILDING THIS SCALE TO ASSURE RELIABILITY AND ACCURACY. There is Mordness of construction more durable than is usually found in scales. Finish is black sprinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to. \$18.50. ORDER TODAY. J. SCHOENBACH. Distributors of Advance Vending Machines. 1547 Bedford Ave., Brooklyn 25, N. Y.

Northwestern TAB GUM VENDERS. 100 or more \$24.95 EA. MODEL 49 BULK VENDERS \$16.95. National Postage Service Stamp Vendor. Complete built vendes and tab gum supplies. Send for Price List. 173 Down, Solano C.O.D., F.O.B. Factory. BADGER SALES CO. 2231 W. Pine Blvd., Los Angeles 6, Calif.

Try VICTOR Once and you will BUY VICTOR ALWAYS. ORDER TODAY! VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcut 1-1448.

REDUCED PRICES LIMITED TIME! CIGARETTE MACHINES. National 930, 270 Pack Cap. \$8.00. Rowe Royal, 8 Col. 80.00. Rowe Royal, 10 Col. 400 Pack Cap. 85.00. Rowe Crusader, 10 Col. 475 Pack Cap. 140.00. Uneda Model 500, 9 Col. 250 Pack Cap. 90.00. Uneda Model A, 9 Col. 270 Pack Cap. 80.00. De Crusader Model 3, Y Col. 210 Pack Cap. 69.50. CANDY MACHINES. Rowe Candy, 120 Bar Cap. \$85.00. U-Selec 11, 34 Bar Cap. 85.00. Advance Candy, 50 Bar Cap. 75.00. Vendall Candy (New) White. KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES. TOP EQUIPMENT UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDER. BALANCE C.O.D. Parts and Mirrors available for all makes and models. SPECIAL \$57.50. SPECIAL \$77.50. ROWE IMPERIAL 8 Col. 200 Pack Cap. CONVERSIONS. ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING CANDY MACHINES CONVERTED TO 10c VENDING.

UNEDA VENDING SERVICE, INC. 'The Nation's Leading Distributor of Vending Machines' NEW... RECONDITIONED LIKE NEW. 366 Clymor Street, Brooklyn 11, N.Y. • Evergreen 7-4568

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 of the same price, the company 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.

Table with columns: Issue of, Price, Issue of, Price, Issue of, Price, Issue of, Price. Lists various machine models and their prices across different issues.

WATLING Manufacturing Company. NET WEIGHT 119 POUNDS. \$25 DOWN Balance \$10 Monthly. ALL WEATHER SCALE FOR OUTSIDE LOCATIONS. The head and post of this penny weighing scale are made of pure aluminum, which is highly polished and anodized to form a satin silver finish and makes it look like a piece of jewelry. It tests nice with any meters and will also stand the weather. WRITE FOR PRICES. Invented and Made Only by WATLING Manufacturing Company. 1450 W. Fulton St., Chicago 44, Ill. Tel: 488-1. Teletone: Columbus 1-2771. Cable Address: WATLINGTE, Chicago.

Charge Patent Infringement On Cup Vender

Canteen Alleges Spacarb Violates Basic Patents

CHICAGO, July 14.—The Automatic Canteen Company of America has notified Spacarb, Inc., that Canteen believes the drink vending machine manufacturer is infringing on patents held by Canteen.

Patents involved, said Canteen officials, cover the basic elements of a multiple drink cup vending machine.

None of the other manufacturers of selective cup drink vendors have received warnings from Canteen.

Spacarb turned the matter over to its patent attorneys.

CTA Ice Cream Units Rolling

CHICAGO, July 14.—Mechanical Merchants, Inc., announced its 22 machine ice cream operation thru Chicago Transit Authority and subway stations (The Billboard, July 7) will be supplied by Borden Milk Company. Units will vend the dairy's milk bar.

Units of the Arctic Vendor installations are now operating at the Jackson and Washington Street stations. Remaining 20 machines will be equally distributed between subway and el platform locations. Six more vendors are scheduled for installation this week, according to Herman Stamer, Mechanical Merchants vice-president.

Nut Supply Sets Seasonal Record; Up 5 Per Cent

WASHINGTON, July 14.—The supply of peanuts is unseasonably high this year according to the Department of Agriculture. Holdings of farmers' stock peanuts in commercial positions at the end of May were 512 million pounds. It is the largest supply at this period for any year since 1946, and is close to three times the supply on hand at the end of May, 1950.

There was a slight lag in the milling of farmers' stock peanuts during the season ended May 31 as compared to a year ago. This season saw 1,444 million pounds milled as compared to 1,463 million pounds the previous year. During this season the crushing of farmers' stock peanuts reached about 50 million pounds, compared to only 28 million pounds crushed during the entire 1949-50 season.

Up 5 Per Cent. A total of 404 million pounds of shelled peanuts was used during the nine months ended May 31. This is a 5 per cent increase over the tonnage used during the same nine-month period the year before. The largest bulk of these peanuts were used saited or in peanut butter.

Persons with commercial interests in shelled white Spanish peanuts can file opinions on the U.S. government's proposed revisions on standards for these peanuts. These revisions would slightly increase the tolerance for damaged and unshelled kernels. The new standards appeared in the Federal Register July 8.

Stoner Resumes After Closing for Vacation

AURORA, Ill., July 14.—Stoner Manufacturing Company will re-open Monday (16) after a two-week vacation.

The firm is producing shell cases under orange contracts in addition to its line of Univedors. During the vacation period, only a skeleton force was maintained at the plant and executive offices here.

BOOST PROFITS TO A NEW HIGH!

NEW Northwestern Vendor Merchandise '49 Special. SALTED NUT SELECTIONS. RAKE'S VENDING CANDIES. RAKE'S BALL GUM VARIETIES. RAKE'S PISTACHIO NUTS. RAKE'S ACCESSORIES & EQUIPMENT. RAKE COIN MACHINE EXCHANGE. 50VA SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

CHARMS—Proven Sales Boosters

Karl Guggenheim inc. 33 UNION SQUARE NEW YORK 3, N.Y. Write for Complete Price List.

**SMOKESHOP '612'**

The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details



**AUTOMATIC PRODUCTS CO.**  
230 R West 37th St. New York 19, N. Y.  
Phone 7-3122

**GET NEWER CHARMS**

Lowest prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete sample.

**PENNY KING CO.**  
115 Neilans Street  
Pittsburgh 26, Pa.

**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.

**FROM LITTLE ACORNS COME GREAT INCOMES STOW!**

**ACORN**

The only completely dispensing machine, precision built

**ALL-PURPOSE VENDOR**

- Vends all bulk mch. - nut, gum balls, candy, charms.
- Patented, easy-to-clean merchandise chute.
- Temp-proof! Held by top lock and body clamps only.
- Guaranteed mechanically - weighs less than 7 lbs.

DISTRIBUTORS:

Chicago Territorial Salt Grocers - Wine, Whig, Phoenix  
East & Midwest  
R. J. Abelson, gen. sales mgr.  
1249 5th Ave., Pittsburgh 41 15428

Pacific Coast Distributor  
Operatory Vending  
Machine Supply  
1023 Grand Ave., Los Angeles

**W. J. K. manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

**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.

IS AN ESTABLISHED MERCHANDISE STIMULANT!  
IS PLAYED BY CUSTOMERS FREE OF CHARGE!

\$39.50 Retail 1/2 WITH ORDER BAL. C.O.D.

**Ops Give ABC's of Camp Biz**

• Continued from page 67

of vendors (as above) are also proving out top customer attractions in military locations. Kasson's Camp Atterbury operation of ice cream units moves an average of 300 bars per day in day rooms, up to 700 and 1,000 bars daily (on warmer days), in shops and theaters thru the camp.

Because of this high volume, Kasson employs two aids enabling him to meet the demand. First, his supplier (Sealtel Company) agree to install at their own expense a central ice cream bar supply source in the camp; this in the form of a walk-in cooler. They deliver supplies of bars three times a week with the result that Kasson's routemen always have a convenient supply close at hand. Second, he has adopted what usually has been considered an undesirable automatic merchandising practice, that of encouraging manual sales and change-making by his routemen when servicing a machine. This, he says, permits them to walk away from a machine that is ready to handle plus business because the first "run" has been satisfied and reduces the danger of being sold-out before his return (many of Kasson's 154 bar units are serviced at least twice daily).

Because of the concentrated servicing required in a military installation, many operators are finding that a "contained service" set-up (one employing special trucks, servicemen and supply depot) is the best answer. Thus, trucks and employees serving camp units spend their entire time on the camp grounds, service no equipment outside.

Operator reports indicate that peak vender sales in military camps occur during the period starting at 11:30 a.m., continues

thru lunch and then tapers off after 1 p.m. From 4:30 to 8 p.m. is the high afternoon period, with evening business centered mainly in theater locations.

A recent survey of military personnel snack preferences places milk at the top. Also military vending equipment is in use in different camps, this indicates that much more widespread placement of such units is required to meet the potential demand.

**Sue to End Ill. Cig Import Tax**

CHICAGO, July 14.—A suit filed in Superior Court Wednesday (11) seeks invalidation of the State's new cigarette use tax which was authorized last month by the Legislature. Levy is designed to halt the importation of cigarettes from outside Illinois without payment of the State tax.

State officials hold that the importation of cigarettes on which the tax is paid (3 cents a package) results in a loss of \$5 million in revenue annually.

Suit was filed by Julie Johnson, Chicago advertising executive, her attorney declared he would seek an injunction to halt collection of the tax pending the court's decision on the constitutionality of the levy. Miss Johnson was instrumental in having a similar law declared unconstitutional in 1945.

**EXTRA, EXTRA**

**Venders Up Conn. Daily Circulation**

GREENWICH, Conn., July 14.—With over a month of operating experience under its belt, The Greenwich Times, local afternoon newspaper, reports itself highly satisfied with vendors as a means of boosting circulation. The paper has six units out now in gas stations, railroad stations and restaurants, with four more slated to go on location soon.

The machines are rented on a monthly fee basis from Taylor & Lively, a West Coast firm. Patron inserts a nickel and raises a lever to drop the folded paper to the delivery tray. Before making his purchase, he can view the top half of page 1 thru a display window. Capacity of the vender is about 100 10-page papers. The Greenwich Times is believed to be the first Eastern daily to make use of vendors.

**Counter Dispenser For Orange-Crush**

CHICAGO, July 14.—The fountain division of the Orange-Crush Company announced a new mechanical pre-mix dispenser for its product. Firm reports that prior to unit's production, test placement had upped drink sales over 100 per cent in one large variety store.

Unit is to be distributed thru Orange-Crush Company Outlets. It cools sirup and water from 75 to 42 degrees within five minutes, officials state.

**Request N. J. Cig Price-Fixing Law**

CAMDEN, N. J., July 14.—South Jersey cigarette dealers will urge storekeepers of the area to request Gov. Alfred Driscoll's support of a new cigarette price-fixing law.

Over 60 wholesale dealers decided on this action at an emergency meeting this week, called in view of the recent State Supreme Court ruling which banishes cigarette minimum-price regulations.

**Cig Demand Soars To All-Time High**

WASHINGTON, July 14.—Cigarette consumption in the U. S. has climbed to an all-time high, Agriculture Department officials reported this week.

Output during the first year of the Korean war boomed to 4,000,000,000 units, or 12,000,000,000 over the previous year.

**OLD RELIABLE**

**Writer Finds No Lean Years In Bulk Trade**

CLEVELAND, July 14.—The steady profit quietly ground out every day by the nation's candy-nut-gum bulk vender operators was the background for a feature by Jack Cleary, financial editor of The Cleveland News. In his Strictly Business column, Cleary traced the growth of the bulk vender trade and stressed that the industry had known no lean years.

Cleary states that 15 tons of pennies are dropped in bulk machines every day. These coppers add up to \$45,000 daily or \$15,000,000 annually. He points out that a healthy percentage of the trade is impulse—many of the bulk units are placed where foot traffic is heavy, adjacent to cashiers in restaurants and related spots where small change is about to result. Cleary reasons that half the time people have pennies in their hand and would just as soon drop them in a vender for gum, candy or nuts as put the pennies away.

**Trace Atlas History**

Cleary also traced the background of Wallace A. Jenkins, president of Atlas Manufacturing & Sales Corporation. Jenkins started out in Cleveland as an operator in 1925 with \$45 capital and eight machines. Pouring back the profits he soon became a sizable operator.

By 1933 Jenkins became a jobber, and by 1940 felt ready for the manufacturing end of the trade and disposed of his operating interest. In 1946, Cleary reports, Atlas' dollar volume was less than \$100,000. In 1949 this figure rose to \$220,000 and last year amounted to \$420,000 for 33,210 machines. At the current pace, Jenkins expects to produce 50,000 bulk vendors which will have an aggregate sales price of \$500,000.

**Pitt Distrib Set by Martin, Belvend Firms**

PITTSBURGH, July 14.—Coin Machine Agency here has been named area distributor for Belvend Manufacturing Company's Vendall and the DuGrenier candy machines. Appointment was confirmed by Edward E. Johnson, general sales manager of Belvend's Vendall division, and James H. Martin, whose firm is national distributor for the DuGrenier machine.

Johnson announced the appointment of two additional distributors for the Vendall unit only (Belvend also has bulk and ice cream equipment), all effective the first of this month. They are E. T. Barron & Company, Minneapolis, and Bernard K. Bitterman, Kansas City, Mo.

**ABC Vending Sues**

stantially reduced the volume of passenger traffic with consequent effect on the business done at the newsstands where newspapers, periodicals, cigarettes, candy and other articles are sold.

Cite 1948 Denial

Plaintiff said that in the summer of 1948 while it was preparing to bid for the "valuable privilege of operating the newsstands, a much publicized discussion" arose, in which the trustees and other MTA representatives joined, as to the prospects of a fare increase. Charges were made in the public press that the MTA planned an increase, according to the complaint, but the MTA publicly replied that no increase was planned in the near future.

The company says it was relying on these assurances when it submitted its successful bid September 1, 1948, and executed a formal contract for the five-year license.

Actually, according to the plaintiff, the MTA had for some time, at least since May 25, 1948, contemplated an increase in the basic fare rate, but concealed this fact until November 11, 1948.



**Victor's TOPPER DELUXE**

WITH THE ALL PLASTIC GLOBE

Also Available in Double, Triple and Revolving Super Market Units.

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

**USED SPECIALS**

50 M.W. 2 1/2	\$ 5.00
50 TOPPERS	5.00
100 COL. MODEL A & M	8.00
25 MASTERS	6.00
25 SILVER KINGS	5.00
25 N.W. 1 & 5/8 DELUXE	10.00
50 M.W. MERCHANTS	3.00
10 5/8 HOT NUT MACHINES	9.00
*MCHS. REQUIRE PAINT.	
25 MCH. ORDER OR MORE, REDUCT 10%	
1/2 DEP. W/TH ORDER, BAL. C.O.D.	

OPERATORS VENDING MACHINE Supply Company  
1023 So. Grand Ave., Los Angeles 15, Calif.

**EPY 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

**EPY**

Samuel Eppy & Co., Inc.  
81 1/2-14th Place, Inglewood 7, L.A. 4, Calif.

**Charms**



**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

**Vend**



"The Magazine of Automatic Merchandising"

"Needless to say how much I enjoy VENDOR. I have only been in business a little over a year and I say thanks very much for the help VENDOR has given me in this field."

**J. A. FORMAN**  
Philadelphia, Pa.

**VENDOR**

2160 Patterson St.  
Cincinnati 22, O.

Please order my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City .....

## MUSIC OPS STILL HAZY ON PRICE REGULATIONS

CHICAGO, July 14.—Music machine operators who were experimenting with 10-cent play in one of its many forms when the price freeze went on last January are still trying to determine where they stand with the Office of Price Stabilization.

Last month, OPS finally decided that both phonograph and games operators were covered under existing price regulations. Music and games, OPS declared, came under the price ceiling regulations for service business and as such remain frozen at the highest price charged during the base period, December 18 to January 25.

### Obtain Extensions

Larger operating companies in the Midwest and the East, which got forms from OPS, have asked for and obtained extensions before filing. Meantime, a number of firms have urged regional OPS offices to clarify the music operator's status—particularly with regard to dime play.

Thus far, regional offices have been reluctant to deal with the problem, and the operators continue guessing how the price regulations affect their specific routes.

## DOLLARS STEADY BUT PLAY DROPS

### Windy City Ops Pull Boxes From Marginal Stops in Dime Program

CHICAGO, July 14.—A spot check of phonograph operators who have converted all or part of their boxes here to dime play reveals dollar intake is as great, sometimes greater, than before the price switch was made.

But juke box operators report they are pulling machines from marginal stops. The play in these stops dipped too sharply to make dime prices practical.

### The spot check revealed:

1. Not as many people are playing juke boxes as a dime as played them when the price was a nickel. Play runs from \$1 to \$5 per cent.
2. Dollar volume, however, has remained of local even with volume prior to the increase, except in marginal stops.
3. Operators are confident the public will eventually accustom itself to the higher price.

Location owners were cold at first to the higher price per play, even the operators explained how costs in the music business have risen. Now, say the dime play advocates, location complaints have died away to a murmur.

No one knows yet whether the locations have been convinced of the soundness of dime play, or have simply resigned themselves to it.

But the operators who have converted to dime play here say they intend to stick with it. Larger operators here, like operators in most other areas, re-

ceived word a month ago that they should consider their businesses subject to Office of Price Stabilization regulations covering service industries. The operators asked, and received, extensions of deadline to file price information with the Chicago regional office.

What effect, if any, OPS regulations might eventually have on local dime play programs has yet to be determined.

## Miller 3-Speed Jackpot Machine At NAMM Confab

CHICAGO, July 14.—M. A. Miller Manufacturing Company will feature its 3-Speed Jackpot Machine during the National Association of Music Merchants convention at the Palmer House here July 15-17.

The unit has three turntables mounted on an inclined face, which turn at 33 $\frac{1}{3}$ , 45 and 78 r.p.m. Symbols on each of the three tables indicate winners, depending upon symbol indicated by arrow in lower left hand corner of each table section.

M. A. Miller, manufacturer recording and phonograph needles, uses the Jackpot Machine to draw visitor interest during special trade showings.

## OWN MY OWN? NO, THANK YOU

### Get an Operator, Advises Portland Tavern Manager

PORTLAND, Ore., July 14.—Location owners, toying with the idea of buying their own phonograph, will be dollars ahead if they forget the idea and work with an established operator in the opinion of one prominent Portland tavern owner who's just washed his hands of his own phonograph.

Jack Urman, co-owner of The Broadway, owned his own juke box until recently. The headaches were too many, the dollar return too small. Now The Broadway has a new operator-owned installation. Urman put it this way:

### No Grief, Better Service

"By getting my music thru an operator I avoid grief and I get better service.

"Take the matter of records. When I had my own machine, aside from the cost of the records, I had a problem in keeping up with my customers' tastes. Urged by the younger crowd, I stocked up on pop hot numbers only to find out I had just as many customers who wanted Westerns.

"Now that I have an operator, he knows the customers' tastes and he keeps ahead by watching the lists of hits.

### Wall Boxes, Too

"I've got a better machine than could afford when I owned one. And I've got wall boxes which I wouldn't have had if I had to pay for them! I've got \$2,000 worth

of equipment in my place today.

"Best of all is the service. My operator is on call 24 hours a day. If I have a breakdown I get a repair job before my customers start to file out. I never have an idle machine as I had when I owned my own.

"I'm thru with owning my own juke box."

## Ristorauct Appoints First Distributions; Okay '51 Output

APPLETON, Wis., July 14.—With production now under way on the S-45 selective counter-model juke box manufactured by Ristorauct, Joe Cohen, general manager, this week announced the signing of agreements with 25 coin machine distributing firms. He stated that additions will be made as soon as possible so as to offer complete coverage for operators here and abroad.

Initial appointments included Allan Sales, Inc., Wheeling, W. Va.; Ace Music Company, Oklahoma City; Bishop Amusement & Novelty, Streator, Ill.; Forrest M. Byrd & Associates, Portland, Ore.; Cleveland Coin Machine Exchange, Cleveland; Console Distributing, New Orleans; Trans-

## Time-Payment Deals Rising After Large Cash Purchases

### Spot-Check Shows Bank, Finance Company Portfolios Up With '50

Continued from page 66

which began in 1949, followed a period during which production of new phonographs far outstripped demand.)

### Volume Follows Production

Volume of new time-payment sales appears to follow the dip in production brought about by materials scarcities and federal regulations—about 20 per cent. Estimates averaged the decline at approximately 20 per cent, compared to last year.

Following the outbreak of the Korean War there was a flurry of cash buying. Material shortages would not permit increased production to fill the abnormal demand, so cash buyers were favored to installment purchasers. Gradually, however, cash deals have de-

creased and the balance between cash and time sales tipped the other way.

### Few Delinquencies

Coin machine paper, say the banks and finance companies, is in sound shape. Delinquency rates, which were attractively low last year, are even lower this year. This, say the financing institutions,

reflects (1) better earnings in the field and (2) more responsible operators.

Coin machine credit for both the experienced and the newcomer is extended more cautiously today than ever before. Credit ratings are being watched by both distributors and the financing institutions, and few deals are made currently without down payments.

## MIDSUMMER RELAXER

### Big Trade Turnout At Chi Field Day

CHICAGO, July 14.—Recorded Music Service Association held its second annual field day Thursday (12) at Bunker Hill Country Club in nearby Niles, marked by a heavy turnout of operators, distributors and officials of music manufacturing firms.

Designed as a full day of fun and recreation for the association's members and guests the event featured golf during the day and a banquet. The RMSA committee handling the event consisted of Ray Cunliffe, Joe Filitti, Leonard Miska and Phil Levin.

Among those participating in the field day were Ed Wurgler and A. D. Palmer, the Rudolph Wurlitzer Company, North Tonawanda, N. Y.; John Haddock and E. Ratajick, AMI, Inc., Grand Rapids, Mich., and Chicago; Jack Nelson, Bally Manufacturing Company; Les Rieck, H. C. Evans & Company; Jack Howard, Permo, Inc.; Vince Shay, the Music Mart; Monty West, World Wide Distributor; Mike Spagnola, Automatic Distributing Company; Joe Kline and Wally and Mal Finkle, First Distributors; Joe Caldron, Trans-World Trading; Howie Freer and Stanley Levin, Empire Coin Machine Exchange; Herb Perkins, Purveyor Shuffleboard Company; Jimmy Martin, James H. Martin Company; Ben Coven, Harold Saul, Mac Brier, Coven Distributors; Clayton Nemeroff and Charlie Pieri, Monarch Coin;

and Frankie Laine, Columbia recording artist.

During the banquet, prizes for golf play were awarded and later door prizes for operators and guests were passed out. At the dancing which followed Ralph Martierie and his band furnished the music.

## Postpone S. D. Meet; Omaha Bids for Show

### Six-State Convention Dates Either October Or Early in November

SIoux FALLS, S. D., July 14.—Members of the South Dakota Phonograph Operators' Association postponed their regular quarterly meeting, originally set for July 8-9, and were scheduled to meet instead this Sunday and Monday (15-16) at the Carpenter Hotel.

Conflicting business interests, as well as a number of other non-industry meetings scheduled on the same dates, caused the cancellation.

A delegation of colmen from the Nebraska Phonograph Association accompanied by representatives of Omaha Chamber of Commerce, were expected to attend the meeting this week-end. Mike Imig, official of the South Dakota group, said he understood the Omaha chamber would make a bid for the six-State convention planned for this fall.

"If they do make such a bid," Imig said, "the South Dakota group would favor it."

In all likelihood, Imig added, the six-State convention will be held either the last of October or early in November. But these dates still have to be approved by the State associations involved.

## PHONO LATEST TV GIVEAWAY

NEW YORK, July 14.—The coin phonograph industry came in for favorable public mention Wednesday (11) during the CBS-TV network show Strike It Rich. Youngsters on the show said they had formed a club in honor of a G.I. buddy killed in Korea. But they needed a juke box for the place. A phone call was then announced from Albert S. Denver, president of Automatic Music Operators' Association, who donated a machine to the club on behalf of the juke org.

## To Name New AMI Distrib

NEW YORK, July 14.—A new distributor to handle the AMI phonograph in upper New York State will soon be appointed to take over the territory formerly covered by Rex Coin Machine Distributing Corporation, Jack Mitten, AMI Eastern regional director, announced this week.

The Rex organization recently was dissolved, with its principal participating in the formation of a new firm, the Rex-Bilotta Corporation (The Billboard, July 14).

## Detroit Juke Box Union Expanding Into Car Washing

DETROIT, July 14.—Entry of Service Drivers and Helpers Local 985, Teamsters Union, into the car-washing field drew front page publicity in local papers this week, together with a history of the local's public appearances in the past.

The local, of which William R. Bufalino is president, has generally been considered the coin machine union in the past, and has taken State-wide jurisdiction over jukebox, cigarette, and other types of machine operators.

Present move is handled as a separate division, in effect a separate local, Bufalino explained to The Billboard, and has little more than the connection of the same number with the machine workers' local. There are separate divisions also covering garage workers and tire changers, Bufalino said.

World Trading Corporation, Chicago (for exports); Capitol Sales, Denver; Automatic Coin Devices, Washington; Florida Music Sales, Fort Lauderdale, Fla.; Koons Distributing Company, Rapid City, S. D.; Ullman & Lewis, Des Moines; Mercury Distributors, Inc., Detroit; Range Amusement Company, Ironwood, Mich.; Williams Distributing Company, Memphis; Atlas Distributors, Boston; Seacoast Distributors, Elizabeth, N. J.; Williamsport Amusement Company, Williamsport, Pa.; D. G. Davis, Toledo; C. Charles & Company, Springfield, Mo.; Automatic Music Systems, Richmond, Va.; Carl J. Spels, Evansville, Ind.; Automatic Distributing Company, Brownwood, Tex., and

Karr Distributing Company, Oshkosh, Wis.

Cohen stated that shipments to the distributors have already started, and all now have models of the new juke box on their floors. Joe Caldron, who heads the exports for Ristorauct, also stated that shipments to overseas operators have started, and the S-45 should be in operation in foreign locations within the month.

Production plans for the balance of 1951 have been completed, and the materials necessary to complete the plans are now on hand, Cohen stated. Too, a production program for 1952 has been set-up pending the material situation starting next year.

# Music System's SUMMER SPECIALS

**PRICES DRASTICALLY REDUCED!!**  
All Phonographs Clean and Reconditioned  
Worn-Out Parts Replaced  
Ready for Location!

SEEBURG		WURLITZER	
148 M	\$375.00	1250	\$459.00
147 M	249.00	1100	369.00
147 S	224.00	1015	229.00
146 M	219.00	1080	219.00
146 S	199.00		
<b>POST-WAR A.M.I.</b>			
Model A	\$349.00		
Model C	Write		
<b>POST-WAR WALL BOXES</b>			
<b>SPECIALS</b>			
Seeburg 3W2-LS6, 3 Wires	\$22.50		
Seeburg W1-LS6, Wireless	17.50		
Wurlitzer 3020-5-10-25	34.50		
Buckley Chrome	5.00		
Packard High Chrome	15.00		

**Terms—1/3 Certified Deposit, Balance C.O.D.**  
All Items Subject to Prior Sale

## Music Systems, Inc.

**DETROIT, MICH.** 10217 Linwood  
**CLEVELAND, O.** 2600 Euclid  
**GRAND RAPIDS, MICH.** 245 N. Division  
**TOLEDO, O.** 1302 Jackson

# 10c Play Spots Grow, Ops Learn

CHICAGO, July 14.—Recurring as the major topic of the Music Operators of Northern Illinois July meeting (11) dime play was reported to have made strong gains in suburban and resort areas over the past month. Thirty of the association's members were present to air their individual findings on 10-cent play. An indication of favorable public location reaction to two-nickel operation was the absence of argument against such conversion.

MONIE's June meeting, which highlighted the metropolitan progress of dime play, had noted the two-price battle shaping up in the outlying areas. With the vacation season now in full swing, dime operation in such areas was seen to have increased during the interim.

The July meet was held at Aletto's in suburban Lyons with the next gathering scheduled August 8 near the Wisconsin border, exact site still to be determined.

# 45 R.P.M. Plus Dime Play Good Pairing

CHICAGO, July 14.—With the interest in and discussion of dime play at new highs, Adolph Raymond, A. & M. Music Company, said this week that another phase of music operation, 45 r.p.m. units, remains high on his list of play incentive measures. Booming as a controversial trade topic up until only months ago, 45 r.p.m. appears to have been relegated to a lesser role in operator conversation as the 10-cent idea grew. Raymond pointed out:

He stressed that his firm, like many others, has not slackened of interest in the doughnut disks, and that whereas the two-nickel idea has still to prove itself as a country-wide operator benefit, the slow speed records and their mechanisms have already done so. A combination of dime play and 45 r.p.m. equipment has worked out well, he said.

# To Ask Juke Aid For Red Feather

NEW YORK, July 14.—Officials of the Red-Feather campaign plan to approach officials of the Music Operators of America for musical support of its fund drive next October.

The organization has a tune, it's a *Big Red Feather*, by Phil Davis, which it would like to see slotted in the nation's juke boxes. Recorded, it will be backed by Gus Haenschen's *Give Your Best to Community Chest*. If the project jells, the disks will be distributed to operators by local Community Chest officials.

Last year vending operators affiliated with the National Automatic Merchandisers' Association co-operated with the charity by carrying Red Feather slogans on beverage cups and match books.

# Illinois Games

Continued from page 66

been banned on the pretext that they are gambling.

The bill passed by the Legislature states that "The provisions of the Criminal Code of Illinois pertaining to gambling devices or slot machines shall not be expanded to include an amusement feature such as the privilege of playing an additional game or games if certain scores or results are obtained thereon."

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of July 14	Issue of July 7	Issue of June 30	Issue of June 23	
<b>AIRSON</b>					
Comet	150.00				
Orion	48.00	149.00	349.00	349.00	
Flora	125.00				
200A			69.50	59.50	
207A			129.50	129.50	
<b>AMI</b>					
Model A	349.00 395.00	349.00	349.00 349.50	349.00 395.00	
Model B	449.00	449.00	425.00 469.00	425.00 449.00	
<b>BBELS</b>					
Constellation	159.00			175.00	
Empress	39.00	39.00	39.00 39.50	39.00 39.50	
Thru			29.50 39.50	39.50	
<b>PACKARD</b>					
Manhattan	149.00		149.00 149.50	149.50	
7	79.50	79.50 149.00	79.50(2)	79.50	
<b>RISTAUCRAT</b>					
45	95.00				
<b>ROCK-OLA</b>					
Commando	39.00	39.00	39.00 49.50	39.00 49.50	
Counter Model			71.50		
Deluxe 39	65.00		39.50	39.50	
Master 40	65.00		39.50	39.50	
Playmaster	64.50		64.50	64.50	
Standard 39			39.50		
Super '40	49.50	49.50	39.50 49.50	39.50 49.50	
'41	65.00				
'46	375.00				
'47	225.00				
1418	49.50	49.50	49.50	49.50	
1422	124.50	124.50 129.00	124.50 129.00	124.50 129.00	
1422	124.50		139.50	139.50	
1422	179.00 199.00	199.00	199.00 199.50	199.00 199.50	
<b>SEEBURG</b>					
Cadet				55.00	
Comet				39.50	
Constellation	59.00		59.50	59.50	
Colonel	49.50 59.00	49.50 59.00	49.50 59.00	49.50(2) 69.00	
Commander			39.50	39.50	
Empire	49.50 79.00	49.50 79.00	48.00 49.50(2)	49.50(2) 79.00	
Empire			79.00	79.00	
Gen	49.00	49.00	39.50 49.00	49.00	
Hl Tones	45.00 59.00	59.00	48.00 49.50	49.50 59.50	
			59.00 59.50		
		Issue of July 14	Issue of July 7	Issue of June 30	Issue of June 23
N-146 M Highway	199.00 229.00	229.00	200.00 229.00	200.00 229.00	
N-147 M Highway			225.00	225.00	
N-148 M Highway	299.00	299.00	275.00 299.00	275.00 299.00	
N-246 M Highway	269.00	269.00	200.00 269.00	200.00 269.00	
Nightone ES			59.00	59.00	
Nightone RC			69.00	69.00	
Lotone	45.00		48.00 69.50	69.50	
Lotone	59.00	59.00	59.00	59.00	
Marlin	35.50				
Repat	39.50 59.00	39.50	39.50 59.00	39.50 59.00	
Royal			39.50	39.50	
Vopac	50.00		39.50		
40 Highway	250.00			250.00	
46B	235.00			250.00	
46S	195.00			200.00	
146	194.00	199.00	199.00 250.00	150.00 199.00	
146 M	239.00	239.00	225.00 249.00	225.00 249.00	
146 M	249.50				
146 S	199.00	239.00	200.00	200.00	
147		239.00			
147 M	249.50 299.00	229.00	250.00 275.00	275.00 319.00	
147BA			319.00		
147S	224.00		235.00 239.00	235.00 239.00	
147SA			225.00	225.00	
148			475.00		
148 M	349.00	349.00	375.00	375.00	
148 M	375.00 399.00	399.00	375.00 399.00	375.00 399.00	
148 SL			325.00	325.00	
1941 RC Special	89.00	89.00	69.50	69.00	
1944 RC Special	249.50	249.50	249.50	249.50	
1947 RC Special	274.50	274.50	274.50	274.50	
8000	75.00		48.00		
9000	85.00		48.00		
<b>WURLITZER</b>					
61	50.00				
71	35.00 75.00				
500	99.00 65.00	49.50 99.00	29.50 49.50(2)	49.50 59.00	
500R			59.00		
400	49.50			49.50	
600K		59.00	49.50 59.00	50.00 69.50	
600R	54.50	54.00	39.50 54.00	54.00	
600 Victory	75.00		69.50	69.50	
616	79.50	35.00 79.50	79.50 39.50	39.50	
			79.50		
700			69.50 89.50	89.50	
750	90.00 119.00	119.00 124.50	89.50 119.00	89.50 100.00	
			124.50	119.00 124.00	
750E	124.50		79.50 109.50		
780	89.00	89.00	89.00	89.00	
800	89.00	89.00	69.50 89.00	69.50 89.00	
			110.00		
850	50.00 69.00	65.00 69.00	48.00 49.50	50.00 69.00	
			69.00		
950	49.50 50.00	49.50	49.50 69.50	49.50 50.00	
	75.00			89.50	
1015	199.50 225.00	199.00 199.50	199.50 219.00	199.50 199.50	
	229.00(2)	219.00 299.00	219.00 225.00	219.00 225.00	
	259.50 275.00	275.00	229.00(2)	229.00(2)	
			230.00 239.50	275.00	
			275.00		
1017	259.50	259.50	250.00 259.50	259.50	
1080	219.00 229.00	229.00 249.50	229.00(2)	229.00(2)	
	249.50		249.50		
1108	369.00 374.50	374.50 379.00	374.50 375.00	325.00 374.50	
	375.00 379.00		379.00 379.50	375.00(2)	
			379.00	379.00	
1250	459.00 500.00	524.00	475.00 514.00	450.00 500.00	
	524.00		549.50	524.00	
1942 RC Special		125.00			
Victory	39.00	35.00 39.00	39.00	39.00	

Where you HEAR THIS... crystal-brilliant, rich, true to life Constellation Tone Reproduction—

You'll SEE THIS... more play all day—more money in the collections—

and You Can DEPEND ON THIS... Constellation's trouble-free performance backs the play to create and maintain profitable operating!

## EVANS' 20 RECORD, 40 SELECTION CONSTELLATION

The Phonograph Built with Your Future in Mind!



### WHEN THE "BIG GRAB" STARTS—

will you be in the middle of a costly dog fight for equipment, or will you be sitting pretty on a solid foundation of Constellation Phonographs? It may come sooner than you think, so see your Evans Distributor or write Factory direct NOW!

## H. C. EVANS & CO.

1350 W. Carroll Avenue Chicago 7, Illinois  
SEE EVANS' PROFIT STIMULATOR ON PAGE 84

# ROCK-OLA Rocket

## BETTER TONE

Compact Rocket Amplifier has reselectable wired for remote volume control plug-in. A 500 ohm line output for auxiliary speakers. Base compensated volume control — individual three point treble control and three point base control.

**ROCK-OLA MFG. CORPORATION**  
800 North Kedzie Avenue  
Chicago 51, Ill.



# RCA Distrib Steps Up Op Disk Service

PHILADELPHIA, July 14. — Consistent increased collections from music machines depend largely on getting the right records when the location owners want them, Paul Knowles, manager of the record department at Raymond Rosen Company, local RCA Victor distributors, announced that efforts are being made to provide better service to the music operator.

Until this week the Rosen Company did not ship record orders to operators where the billing was less than \$20. Where orders for records exceeded \$20 but the amount of merchandise available for shipment came to less than \$20, the records were held up until enough orders accumulated, to make possible the shipment at one time.

As a result, many operators had to wait for their shipments or be forced to go to the regular music counter when shipments could not catch up with the quick hits. Acting on requests made by a number of music operators, along with some record dealers, Knowles said that arrangements have now been made to ship out records immediately where the total billing is less than \$20.

Where the total billing is less than \$20, a service charge of \$1 is made.

**FOR SALE**  
40,000 good, new and used records 10¢ a piece at Thermopolis, Wyoming, credited.

**"RADIO" JOE WARRINGTON**  
Thermopolis, Wyoming

---

**BAIRGAINS**  
4 Wurlitzer 3100 ..... \$325.00  
4 Seeburg (Blonde) M48 ..... 330.00  
1 Wurlitzer 1015 ..... 350.00  
2 AMI Model B ..... 300.00  
We deliver free within radius of 250 miles. If you purchase \$1000.00 or over.

**MID-WEST DIST. CO.**  
708 N. Madison St.,  
Rockford, Ill. Phone: 3-9887

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 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.

ARTIST LABEL AND NO.	TUNES COMMENT	TOP BILL	TOP TIME	REVIEW	OPINION
----------------------	---------------	----------	----------	--------	---------

Continued from page 32

HOT JAZZ					
<b>IKE CARPENTER ORK</b> Things Ain't What They Used To Be MODERN 1451 45-117—Well-played instrumental on an Ellington tune has same Ellingtonian color and mood. Pretty listening, but not strongly commercial.	70--70--70--70				
<b>Day Dream</b> Mere Ellington Ellingtonia, subdued and attractively played. Reissue from 1945.	67--67--67--67				

<b>IKE CARPENTER ORK</b> Jazz Blues MODERN 1451 45-118—Carpenter art does the Ellington piece in a good carbon of the Ellington style.	70--70--70--70				
<b>Yesterdays</b> The Ellington approach is used again here for the Kern-Marcbach melody. Reissue from 1945.	67--67--67--67				

SPIRITUAL					
<b>PROF. J. EARLE HIMES (His Good Will Singers)</b> The Day Will Surely Come SPECIALTY 804—Fine big sound adds to the effectiveness of the disc as the Professor gives the gospel opus a strong go and the Good Will Singers set up a rocking second chorus.	84--84--84--84				
<b>The Old Ship of Zion</b> Tempo is a little slower here, tho the Professor and vocal group still rock. Fine revival-meeting feeling.	81--81--81--81				
<b>STARLIGHT SPIRITUAL SINGERS</b> Awful Day Will Surely Come VICTOR 22-0133—Male group leads the mixed voice choir in a slow, cathedral-like chant of a traditional gospel work.	78--78--78--78				
<b>God Will Bring Things Out Alright</b> None of the same here as another good religious opus.	76--76--76--76				

CHILDREN					
<b>TOM GLAZER</b> Toys PRAM 3-A—Ditties about the various kid toys should get the parents interested in songs and music. Okay activity disc, too.	79--79--79--79				
<b>Sleepy Time</b> Disc contains three lullabies that could be of greater use to the parents than to the youngster. Glazer sounds convincing. For the one to lull group.	82--82--82--82				

<b>CLIFF EDWARDS (James Peterson Ork)</b> Jimmy Clinkin & The Sandman (Parts 1 and 2) COLUMBIA 3425-107—Okay story material here for the three-to-six age group. Sales appeal lies in the Cliff Edwards/Jimmy Clinkin character from the Disney cartoon flicks. Production is good, being okay and packaging colorful.	78--78--78--78				
--	----------------	--	--	--	--

<b>TOM GLAZER</b> Nice PRAM 3-A—Glazer does exceptionally well with a grain of kiddies and looney. Disk should teach the parents to recognize and like cars, dogs, cows and dolls. For the one-to-two group.	84--84--84--84				
<b>Bye Bye</b> Material here is based on the routine of getting a youngster dressed and out into the street. Excellent fare for getting the very young interested in music and discs.	84--84--84--84				

<b>TOM GLAZER</b> Where Are Your Eyes PRAM 3-A—(Reissue), felt-like tempo and meant to help teach the very young to identify eyes, ears, nose, mouth, hands and feet. Glazer is effective.	80--80--80--80				
<b>Big and Little</b> Glazer here is in various sizes of words by recorded sounds of a fire engine and toy engine, large hammer and toy hammer, bass drum and toy drum, etc. Could possibly teach the one or two year olds not to be afraid.	78--78--78--78				

<b>ROSEMARY CLOONEY (Percy Faith Ork)</b> Alice in Wonderland (Parts 1 and 2) COLUMBIA 3425-112—Excellent coverage kiddie on the full-length cartoon flick. Miss Clooney handles the four ditties a smooth reading with just a few spoken lines to bridge between tunes. Included are the flick's theme, "The Unbirthday Song," "I'm Late" and "All in the Golden Afternoon."	81--81--81--81				
---	----------------	--	--	--	--

SACRED					
<b>RED FOLEY (Sunshine Boys Quartet)</b> Peace in the Valley DECCA 14374—A set of religious opus is served up by Red and the quartet in a smooth, well-blended sound. Could step out of the sacred market and be a big one for Red.	85--85--86--84				
<b>Where Could I Go But to the Lord</b> More fine chanting by Red and the group on another familiar sacred opus.	82--83--83--81				

<b>THE KING'S MEN</b> Everyone Is Welcome (In the House of the Lord) DECCA 14374—Despite the hard-driving background this currently active religious tune is handled too lamely by the group.	71--73--69--85				
<b>You Don't Have To Say Two To Pray</b> The group does a pleasant, straightforward reading of a new semi-religious number.	70--72--68--85				

LATIN AMERICAN					
<b>LUIS ARCARAZ ORK</b> Breeze of Rain VICTOR 1451 51-5480—The release on the international label, this is a new one in the American market. The fine Arcaraz gets down the groove deep as an instrumental dance number and does it excellently in the Miller manner.	77--80--74--76				
<b>Too Young</b> None of the same here with a good lead trumpet carrying the melody. A fine tune of note.	79--82--76--78				

<b>PEREZ PRADO ORK (Percy Marini)</b> Virgen Del Carmen VICTOR 1451 51-5480—This is a better mamba to typical Prado jazz feeling. Disk, per usual, includes the Prado-identified grunts and shouts. Marini gets chants the lyric agreeably.	74--77--72--74				
<b>Mambo Del 65</b> Another strongbeat dance mambo here but done instrumentally except for a short sang using chorus.	75--78--73--75				

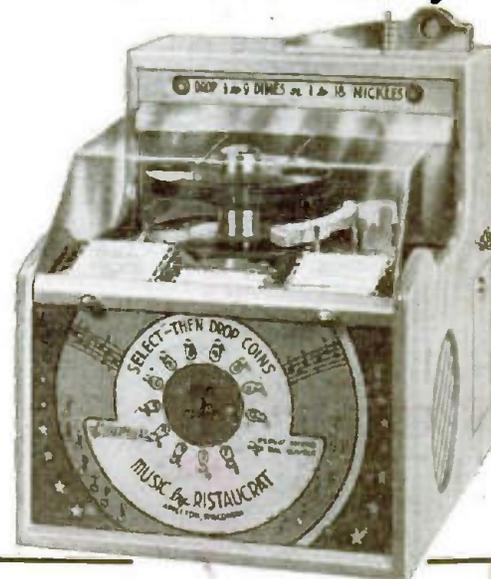
<b>MACHITO ORK</b> Que Ma Pasa COLUMBIA 3425-112—Famous chimp Graciella handles the Spanish lyric on an attractive tempo. The ork plays it a routine Latin-American go.	68--71--65--67				
<b>Mambo a La Savoy</b> The Skiplugs hand the English lyric on the same Mandolin mambo. A bright reading by the ork adds to the opus.	70--73--68--70				

**OPERATORS** Contact Your Distributor Today  
for Immediate Delivery on this  
**Sensational New MUSIC BOX**  
*Dramatic, Colorful, Precision-Built*

# RISTAUCRAT

The 12 Record  
TWIN SPEAKER  
45 RPM Selective Phone

# \$45



- PLAYS 12 45 RPM RECORDS with a smooth, noiseless operation.
- REPEAT BUTTON—you can play any selection as often as you like with no re-stocking between plays.
- RECORDS PLAY IN ROTATION—no long noisy re-stocking periods between selections.
- TWIN SPEAKERS—a RISTAUCRAT exclusive! The full, true tone of the S-45 is comparable to the finest phonograph made.
- EYE-CATCHING CABINET—vividly colored dial, lighted Plexiglas dome, hand-finished wood cabinet attracts all eyes to any location.
- COMPACT—PORTABLE—weighs only 40 lbs., can be moved from spot to spot with ease.

Here's the answer to operators' demands for a low-cost, low-overhead MUSIC BOX suitable for 3 out of 4 locations. The low investment cost of the RISTAUCRAT S-45 is returned in a matter of weeks, because the S-45 allows you to take a high profit percentage from low gross receipts! Order an S-45 from your distributor today... try it on location, and prove to yourself it makes PROFITS.

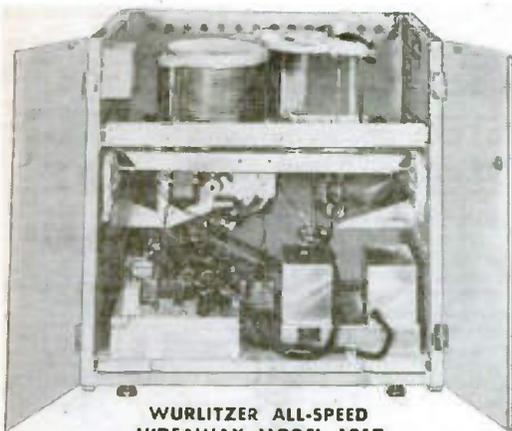
# GET THE BEST HIDEAWAY MUSIC SPOTS



"This could be one of the BEST MUSIC SPOTS in town."

"I know, but I haven't room for a phonograph."

## Install a WURLITZER ALL-SPEED HIDEAWAY



WURLITZER ALL-SPEED HIDEAWAY MODEL 1217

Every busy location that hasn't room or can't spare the space for a juke box is a profitable prospect for a "Wurlitzer Engineered Music System" built around a Wurlitzer All-Speed Hideaway.

The Wurlitzer All-Speed Hideaway is operated from Wurlitzer 48 Selection Wall Boxes—transmits its music through Wurlitzer Speakers placed to provide music at a conversational tone level—no blasting, no straining to hear.



◀ Hideaway with Doors Closed

The Hideaway plays 48 selections (both sides of 24 records)—can be quickly converted from 78 to 45 or 33½ RPM records—can't become obsolete no matter what speed records become standard.

## Install WURLITZER WALL BOXES and SPEAKERS



◀ WURLITZER MODEL 5110 12" DELUXE SPEAKER

MODEL 4851 5-10-25" WALL BOX 48 SELECTIONS ▶

Never before has Wurlitzer offered music operators such a flexible and economical selection of remote control equipment.

Both speakers and wall boxes may be used separately or combined (at extremely small cost) by means of an Adjustable Plaque into an attractive speaker-wall box unit, as shown in cut at right.

Speakers are permanent magnet type—have rubber base plastic cases that won't crack or chip—perforated metal grilles that are tarnish and stain-proof. 12" speaker has an 8 ohm voice coil—8" speaker has a 3½" ohm voice coil.

The wall box has a mirrored finish nickel case, tough, colorful plexiglass cover, illuminated program holder divided into two listings of 24 selections each.

See your Wurlitzer Distributor for the greatest values ever offered in remote control equipment.



MODEL 5100 8" SPEAKER

**Charter Sportland**  
SACRAMENTO, July 14.—Sportland Enterprises, Inc., has been granted a charter to furnish amusements in any form to the public in San Bernardino County. Authorized capital was listed at \$25,000.

# KICKER and CATCHER

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



**100 PER CENT SKILL!**  
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!  
5 Balls P.O.B. for One Cent **\$49.50** CHICAGO

5 BALLS FOR 5 CENTS \$39.50  
**ORDER TODAY!**

Try it for 10 days! Money back if not satisfied! You keep receipt!

**BAKER NOVELTY CO.**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

## CAN. NICKEL BAR 'GONE FOREVER'?

MONTREAL, July 14.—The nickel chocolate bar is gone forever, so goes the thinking of some 75 representatives of the confectionery, chocolate and cocoa industries of Canada during a recent convention here.

As far as the Dominion is concerned, the general adoption of a standard 10-cent bar "should be given serious thought," they agreed. And special bars may have to be marketed at 15 cents, they added.

Consensus of the meeting was: "As manufacturers we have taken an extraordinarily long time in realizing that the nickel bar has gone forever, at least as far as Canada is concerned."

## Coffee Unit By Iowa Firm

CEDAR RAPIDS, Ia., July 14.—Steel Products announced a new concentrate and lists for \$157.75 coffee unit, available in both coin and non-coin models. Called the F-Z Coffeemaker, it uses a liquid for the non-coin model. Price of the coin unit will be reported later when production gets under way.

Steel Products states the unit connects to the location's water supply and electric outlet, dispenses up to 300 cups of coffee per hour. It features a patented self-cleaning measuring and mixing faucet, which guarantees the same portion for each cup.

## Start Making Tally, a New Arcade Piece

NEW YORK, July 14.—Following two seasons of location test, The Races, Inc., has begun production of Tally, a coin-operated game designed for bank installation in arcade locations. First deliveries will be made next week to purchasers in Coney Island and Keansburgh, N. J., according to Stanley Gersh, N.J. owner.

The new five-baller is six feet long and 21 inches wide. The coin mechanism will accept nickels, dimes and quarters, with only a single game offered per coin. But prize coupons for high score will vary in redemption value according to coin used.

The player aims two-inch rubber balls at skill holes in the head of the play field. The 15 holes are arranged in triangle format, with five holes in the line nearest the player, tapering off to one at the rear. Nearest holes rack up a point each on the illuminated scoreboard and the holes increase in value the further they are from the player. Sinking a shot in the last hole scores five points. Since drop-through holes are used, it is possible for a skillful player to sink five five-pointers for a maximum score of 25.

Gersh said Tally will be marketed thru distributors soon to be named. List price is \$285. As many as 100 units a week can be turned out at his plant, Gersh asserted.

# 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 advertized 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 orders, only the single machine price is listed. Any price obviously depends on condition 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 July 14	Issue of July 7	Issue of June 30	Issue of June 23 \$35.00
A.B.C. (Roll Game).....				
Advance Balls (Crack) (roll-down).....	\$39.50 45.00	\$39.50 45.00	\$39.50 45.00	\$39.50 45.00
All Stars (Gottlieb).....	39.50 45.00	39.50 45.00	39.50(2) 49.50	39.50 45.00
Allice in Wonderland (Gottlieb).....	39.50 45.00	39.50 45.00	39.50 45.00	29.50 39.50
Amusement (United).....	50.00 59.50	44.50 50.00	50.00 59.50	49.50 59.50
	64.50 69.50	59.00 64.50(2)	64.50	69.00 64.50
	69.50	69.00 94.50		
Arrows (United).....	129.00	129.00	100.00	129.00
Auto Race (Professional).....				35.00
Baby Face (United).....	65.00	60.00		65.00
Baffle Caves (Gottlieb).....	44.50	46.50	17.50	
Ballistics (Eshel).....	29.00	29.00		29.00
Billy Moo (Baby).....				29.00
Band Leader (Keeney).....	49.50	49.50	55.00	49.50
Barco (Chicago Coin).....	34.50 49.00	34.50 49.00	45.00	45.00
Baron (Eshel).....	85.00 125.00	84.50 87.00	85.00	115.00 125.00
Bank-a-Ball (Gottlieb).....		110.00 125.00		
Baron's Bill (Gottlieb).....	64.50	64.50	49.50 55.00	64.50
Baseball (Chicago Coin).....	195.00			
Baseball (Gottlieb).....	119.50	94.50		119.50
Be-Bo (Eshel).....	114.50	99.50 114.50	75.00 99.50	69.50 114.50
			114.50	
Beach Club.....	34.50	34.50	25.00 29.50	29.50
Beams (Chicago Coin).....	29.50	29.50		55.00
Big City (roll-down).....				75.00
Big Top (General).....	75.00 79.50	75.00 79.50(2)	79.50(2)	75.00 79.50
Black Gold (General).....	69.50	69.50(2) 69.50	64.00 69.50	69.50
Black Star (United).....	39.50(2) 54.50	39.50 54.50	39.50(2) 54.50	79.50 94.50
Black Swan (Williams).....	79.50 104.50	79.50 104.50	79.50 104.50	79.50 80.00
				114.50
Boiling Champ (Eshel).....	64.50	64.50 125.00		64.50
Bounce (Gottlieb).....	45.00 69.50	45.00 69.50	45.00 69.50	49.50
Buffalo Bill (Gottlieb).....			50.00	
Bullseye and Bom (Gottlieb).....	49.50 79.50(2)	49.50 75.00	49.50 79.50	49.50 79.50
		79.50		49.50
Camel Caravan (General).....		105.00 125.00	125.00	110.00
Campus (Eshel).....			60.00	
Carnegie Forecast.....	79.50 119.50	105.00 119.50	111.50	79.50 105.00
				129.50
Carnival (Baby).....	69.50	67.50	69.50	39.50 69.50
Carolina (United).....	69.50	69.50 69.00	39.50 69.50	69.00
Catalina (Chicago Coin).....	29.50 45.00	29.50 45.00	29.50 49.50	29.50 45.00
	49.50	49.50		49.50
Champion (Baby).....	100.00 152.50	135.00 145.00	125.00 135.00	149.50 150.00
	135.00	149.50 195.00	145.00(2)	155.00 165.00
	199.50(2)	200.00	149.50	195.00 199.50
	149.50 175.00		195.00 229.50	
Chicago (Chicago Coin).....	65.00(4)	25.00 30.50	29.50 30.00	49.50
Cinderella (Gottlieb).....	30.00 34.50	34.50 39.50	34.50	
Circus (Eshel).....	34.50	34.50		34.50
Citadel (Baby).....	65.00 84.50	69.00 89.50	60.00 79.00	75.00 99.00
	89.50(3) 99.50	99.50 125.00	85.00 97.00	80.00 124.50
	125.00 134.50	134.50	99.50	125.00 134.50
			100.00 129.00	145.00 150.00
			134.50 149.00	
Coney Day (Gottlieb).....	69.50 104.50	59.50 100.00		64.50 105.00
Contact (Eshel).....	34.50	34.50		
Control Tower (Williams).....	205.00			
Cover Girl (Gottlieb).....	34.50 45.00	34.50 45.00	29.50	45.00
Cover Girl (Keeney).....	52.50			
Crazy Ball (Chicago Coin).....	29.50 34.50	29.50 34.50		29.50 45.00
	49.00	49.00		
Dallas (Williams).....	79.50(3)	79.50(3)	79.50(2)	65.00 79.50
				89.50
Deer (Williams).....		125.00	75.00	125.00
Dee-Wa-Dilly (Williams).....	35.00 39.50	39.50 40.00	39.50 40.00	39.50 49.00
	40.00 44.50	44.50 49.00		
	49.00			154.50
Double Feature (Gottlieb).....	149.50			
Double Shuffle (Gottlieb).....	49.50 79.50	54.50 79.50	79.50 94.50	99.50 79.50
	94.50 95.00	94.50 99.00		90.00 95.00
				99.50
Dreamy (Williams).....	115.00	100.00 115.00	115.00	
E. Paso (Williams).....	79.50	65.00 69.00	79.50	69.00 79.50
		79.50		
Fighting Iron (Chicago Coin).....			100.00 159.00	
Floating Power (General).....	69.50	69.50(2)	69.50 70.00	
Flying Saucers (General).....	129.50 139.00	125.00 139.00	100.00 125.00	139.00
Four Horsemen (Gottlieb).....	144.50 145.00	142.50	144.50 145.00	149.00 144.50
	149.00	145.00(2)		150.00
		149.00		
Football (Chicago Coin).....		49.50 105.00		105.00
Freshie (Williams).....		79.50 85.00		85.00 89.50
Georgia (Williams).....	125.00 145.00	135.00 145.00	140.00 145.00	
Gas Room (Gottlieb).....	79.50 100.00	79.50 100.00	100.00	
Genie (Williams).....		44.50		44.50
Gold Cup (Baby).....	40.00 79.50	49.50 84.50	79.50 84.50	50.00 60.00
	84.50	89.50 95.00	64.50(2)	95.00
				95.00
Golden Gates (Chicago Coin).....		99.00		99.00
Golden Gate (Eshel).....		64.50		64.50
Grand Award (Chicago Coin).....	44.50 55.00	44.50 55.00	55.00 59.50(2)	59.50
	59.50	59.50(2)		
Harvest Moon (Baby).....	69.50 79.50	69.50	69.50	69.50
Harvest Time (General).....	99.50 135.50	139.00	139.00 149.00	137.50 140.00
	143.00	135.00(3)	149.50	143.00 149.50
		145.00		
Hawai (United).....	29.50		29.50	29.50
Hill Parade (Gottlieb).....	29.50	64.50 149.50	99.50 149.50	69.50 149.50
Hot Rod (Baby).....	140.00 149.50		29.50	
Hot Top (Keeney).....			70.00	44.50
Holiday (Chicago Coin).....		69.50 70.00		
Honey's Dumpty (Gottlieb).....	29.50 34.50	29.50 34.50	29.50(3) 39.00	29.50(2) 49.50
	49.50	30.00		
			49.50	
Hy-Roll (Baby) (Roll-Down).....		49.50		49.50
Jack 'n' Jill (Gottlieb).....	44.50 49.50	44.50 49.50	49.50	49.50
James Special (Baby).....	49.50 59.50	64.50 59.50	49.50 59.50	25.00 59.50
	64.50 69.50		69.50 75.00	64.50 65.00
			79.50	68.00 74.50
				75.00
John (Gottlieb).....	144.50 154.50	150.00	139.50	
June 23 (Gottlieb).....	59.50 64.50	34.50 44.50	22.50 39.50	44.50 75.00
		79.50 79.50(2)	50.00 79.50(2)	79.50

## GETTING THE BIG MONEY EVERYWHERE

### TRADIO

THE GREATEST NAME IN  
COIN-OPERATED  
TELEVISION

Cash in on Tradio's New 17" FULL CONSOLE  
Ideal for the nation's top locations... and  
because it is specially designed and en-  
gineered (not adapted) for coin-operation...  
perfect for you.

**IMMEDIATE DELIVERY**  
FOR SPECIAL OPERATORS' PRICE AND  
DETAILS... PHONE-WIRE-WRITE

**TRAD**  
TELEVISION CORP.  
Manufacturers of RCA Licensed Television

ASBURY PARK, N. J.  
ASbury Park 2-7447

2) TUBE  
RCA LICENSED CHASSIS  
Beautiful Mahogany  
Cabinet (Coin Box  
Springs With Door)

EXCLUSIVE DISTRIBUTOR  
FRANCHISES AVAILABLE

### IT PAYS "TO GET ACQUAINTED" with ALBENA

ALBENA ALWAYS GIVES YOU MORE FOR FOUR MONEY

#### BETTER PRE-WAR JUKE BOXES

Mechanically Overhauled, Beautiful Cab-  
inets. All Ready for Locations.

WURLITZER 500-100 ..... \$ 36.00 Ea.  
WURLITZER 700-100 ..... 82.00 Ea.  
WURLITZER 750-100 ..... 100.00 Ea.

SEEBURG, Vogue, Classic, 45.00 Ea.  
S.M. Model, Cabinet 40.00 Ea.  
SEEBURG La Tene 40.00 Ea.  
ROCKOLA, Standard, Master, 54.00 Ea.  
DOLBY 50.00 Ea.  
POSTWAR MACHINES Write

**PARTS**

AMPLIFIERS With Tubes for  
Wurlitzer-Rockola-Seeburg  
Used, A-1 Condition \$10.00 up  
SPEAKERS, Wurlitzer-Seeburg  
Rockola 5.00 Ea.  
MOTORS, Wurlitzer-Seeburg  
Rockola (Used), A-1 Condition 0.00 Ea.

#### STANDARD BRAND TUBES

DISCOUNTS OF 60% OR MORE

55A7 0.75 55L7 1.5 251Z3 1.00  
6L6 1.25 6X7 75 7051 1.75  
6N6 0.60 6X4 75 7315 1.50  
6B7 0.65 6X5 75 25L6 1.75  
6C7 0.65 6X6 80 15L6 1.50  
6D7 0.65 6X7 80 15L6 1.50  
6E7 0.65 6X8 80 15L6 1.50  
6F7 0.65 6X9 80 15L6 1.50  
6G7 0.65 6X10 80 15L6 1.50  
6H7 0.65 6X11 80 15L6 1.50  
6I7 0.65 6X12 80 15L6 1.50

AND EVERY OTHER TUBE FOR THE  
JUKE BOX OR RADIO.

Send for Free Catalog, 30¢ De-  
posit Required With All Orders.

## ALBENA SALES CO.

503 WEST 45TH ST. NEW YORK 19, N. Y. Columbus 5-1306

### THE NEWEST RANGE!

#### BINGO PIN GAMES

UNIVERSAL 5-STAR  
UNITED 3-4-5  
BABY BRIGHT LIGHTS  
KENNEY LITE-A-LINE

ALSO NEW:  
United 5-Player  
Big Leader Bonnet  
Mermaid  
Maxburners

#### PHONOGRAPHS

PRICES SLASHED! WRITE

Seeburg 146 A.M.I. Model A  
Seeburg 147 A.M.I. Model B  
146 Hideaway  
Wurl. 1015 Wurl. 1100

RECONDITIONED! REFINISHED!

CLOSED SATURDAYS, JULY 4 AUGUST

### ATLAS MUSIC CO.

2200 N. WESTERN AVE. CHICAGO 41, ILL. Phone ARmitage 6-5005

## To Honor AMOA Prexy at Fete

NEW YORK, July 14.—Albert S. Denver, president of the Automatic Music Operators' Association, will be the guest of honor at a testimonial dinner September 18, winding up the local industry fund-raising drive in behalf of the United Jewish Appeal.

Sidney H. Levine, AMOA attorney and national counselor for the Music Operators of America, who heads the local UJA industry committee, said his group has set a goal of \$40,000 for this season's campaign. All segments of the industry—vending, amusement and music—are participating in the drive.

Co-chairman with Levine is Albert W. Bodkin, of Forest Hills Music. A statement by the committee this week said of its special dinner guest:

"We feel that Al Denver, because of his tireless zeal thru the years on behalf of the UJA campaigns and other philanthropies, has been an inspiring example of social conscience to us all, and more than merits the honor we pay him."

## Lake City Set In New Quarters

CLEVELAND, July 14.—Lake City Amusement Company has completed its move to larger quarters at 4333 Payne Avenue here. Joe Abrahamson heads the firm.

New site offers complete facilities for repairing and refurbishing of all types of coin machine equipment as well as large show-rooms, expanded warehouse and office space. Firm handles Bally and Como products.

## Name Raleigh Como Distrib

CHICAGO, July 14.—Como Manufacturing Company has announced appointment of Bishop Manufacturing Company to distribute its Stadium novelty game in Raleigh, N. C., and surrounding territory.

Firm is headed by C. C. Bishop, who prior to organizing his own company was affiliated with the late Joe Calcetti's Vending Machine Company, Fayetteville, N. C. Bishop's headquarters are located at 117 E. Morgan Street, Raleigh.

FOLK TALENT AND TUNES

Continued from page 33

own Western band, the Western Cherokees. Frizzell, currently on some Coast dates for Marty Landau, is carrying his own fiddle and piano players, but the remainder of the band is Tex Williams' sidemen.

Earl Heywood, CKNX, Wingham, Ont., became father of a son June 26. Heywood expects to make a month-long U. S. tour late this summer thru New England and Eastern States. Red Sovine (MGM) is now doing a two-hour d. j. show Saturday nights under the Los Angeles flag. KWKH, Shreveport, La. Sovine, Johnny and Jack, T. Tex Tyler, Claude Moody and their respective bands are now doing jamboree dates in Texas, set by Jim Bulett, talent chief for the station. Sovine has added two new men to his band, Tommy Bishop, electric, and Calvin Turberville, electric steel.

Arthur (Guitar) Smith, WBT, Charlotte, N. C., is cutting a series of TV shows on film for Blue Ridge Productions. He will cut a series of 13 shows. He works Turner's Arena, Washington, July 28; Sunset Park, West Grove, Pa., 29; Avon (Pa.) Park, August 18, and Sleepy Hollow Ranch, Pennsburg, Pa., 19. ... Billie Rhodes, a star, and his Mother's Best Mountaineers, who have worked radio shows over WMC, Memphis, for the past 13 years, will start on TV at WMCT, Memphis, next month. They are already doing a Sunday TV-er for a beverage maker. ... John Pera, of the Cozy diskery, Palmont, W. Va., has added the following artists: Bobby Cook, WCOM, Parkersburg; Charles Ray and the Dixie Play Boys, WPAR, Parkersburg; Johnny Hall and the Tri-State Ramblers, WETR, Weirton; Ray Anderson and Cliff Allen, WHTN, Huntington; and Bonnie Belden, formerly of WWVA, Wheeling.

Dorothy Prussman, country music manager in Chicago, has turned over Jimmy Owen's new band to McGonkley Artists' Corporation for booking. Jimmy Smith, formerly at WROL, Knoxville, has moved to WKPT, Kingsport, Tenn. The Sauceman Brothers and their Green Valley Boys, WCYB, Bristol, Tenn., topped all records for Airplay Grove, Richards, Va., when they did 10,000 payees recently. Carl Story (Mercury), currently at WEAS, Decatur, Ga., is starting some all-night singing sessions in Tennessee this month. Story's steel man, Cotton Galyon, has joined Johnny and Jack. Curly Kinney, WGTA, Summerville, Ga., is handling two d. j. shows at the station.

Grandpa Jones, WRVA, Richmond, Va., is now doing a Sunday TV seg. at WMAAT, Washington. Johnny Lee Willis (Bullet), KVOO, Tulsa, Okla., is now heard via his e. t. series for a milling concern over 82 stations in the South and Southwest. ... Lyle Reed, WAAT, Newark, d. j. and Sherry Warren, who has been inked until February, 1952, at the Pecos City rdery, Newark, cut some disks for Abbey recently.

Jim Hall and his Radio Rangers, WFNS, Burlington, N. C., will start a TV show over WFMY, Greensboro, N. C., in September. He recently inked with Blue Ribbon label. ... Zake Clements (MGM) is working a daily TV show over WAFM-TV, Birmingham. ... Carl Butler (Capitol) and his Lonesome Pine Boys, Art Wooten, fiddle and Smokey White, bass—are still working WROL and WIBK, Knoxville, but expects to make a change soon. ... Daisy Mae and Old Brother Charlie Arnett, who recently switched from Mercury to Columbia, will leave WDEA, Tampa, September 3 to take a job at WSM, Nashville. ... Leon W. Fry, operator of Lansing's Beach Ranch, Broadalbin, N. Y., reports they are using 60 acres, including picnic space and an outdoor theater seating 2,000, to present h. b. and Western shows. They also run square dancing four nights per week in a barn.

Tenn. Tobacco \$ \$ Up

NASHVILLE, July 14.—Tobacco tax collections for the fiscal year just ended brought the Tennessee treasury an extra million dollars in revenue—\$8,756,598, compared to \$8,555,382 in the last fiscal year.

FIRST PRIZE! ALL NEW 5 BALL GAMES Daily BRIGHT LIGHTS United's ABC Keeney's LITE-A-LINE Universal's 5 STAR TELEQUIZ with film Only 5¢ light! \$115

SHUFFLE GAMES COMPLETELY RECONDITIONED ALL PLAYING FIELDS RESURFACED. Bally HOOD BOWLER, United TWIN SHUFFLE ALLEY, Keeney DOUBLE BOWLER, Keeney DUCK PINS, etc.

WANTED Keeney LEAGUE BOWLER, United TWIN SHUFFLE ALLEY, Keeney 5-PLAYER SHUFFLE ALLEY, Bally HOOD BOWLER. Cash or Trade.

NEW SHUFFLE GAMES Ch. Coin SHUFFLE HORSEHOES, United 5-PLAYER SHUFFLE ALLEY, Keeney BIG LEAGUE BOWLER, Game SHUFFLE TARGET.

FIRST DISTRIBUTORS Wally Finko & Joe Kline 1748 W. North Avenue Chicago 22, Illinois Dickens 2-8300

BIG INCOME WHEN YOU OPERATE STADIUM America's Finest Novelty Game. Faster Than Ordinary Games, New 4-Step Tilt Feature, New Scoring Ball Traps, New Plastic Whip Springs, Competitive or Free Play.

Subscribe Now! ONE YEAR \$10 52 BIG ISSUES Including 8 Special Issues THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio. Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Table with columns: Name of artist, Rate for July 24, Rate for July 27, Rate for June 30, Rate for June 23. Lists various artists and their associated rates.



turn which, he says, came out even earlier than Beeman's gum.

M. J. Ballinger, head of Acme Vending Machine Company, has purchased a new Dodge half-ton truck. Meyer Popkins' new Pittsburgh Coin Exchange building on Fifth Avenue has a red fluorescent sign carrying the firm name extending 37 feet across the entire front of the building.

Ed Hopkins and son, Bud, of Brookville, Pa., reported biz was improving, and got some new equipment. Every op or distributor contacted last week said they had spent the Fourth simply relaxing around the house. Said M. J. Ballinger, owner, Acme Vending Machine Company, "guess everyone is afraid of the holiday traffic."

Eddie Shore, sales manager, Atlas Novelty Company, reports a 10-12 per cent increase in take from summer locations this year. Phillip Sparacchia of S. & S. Vending Company of Chicago, stopped off in Pittsburgh with his wife and two of his children en route to New York.

Glen Gillette and family, together with members of his organization, including serviceman Orrin Auerswald, joined a three-car caravan 50 miles out Route 80 to the farm of Ed Jones Sr. for badminton, softball and a picnic.

R. J. MacNeil, who arrived in Scotland by air June 24, cablegrams he had a nice trip but says it's cold over there. He is observing the coin machine situation abroad, and was to return to New York City by air Monday (23).

Recent enlargement of its own building provides Coin Machine Agency with extra space for storage. Partner Monroe Greens says the firm has a man on the road permanently.

Hartford, Conn.

Abe Fish, owner of General Amusement Game Company, has been spending a few days at a time at his summer home in New London. "I'm still thinking about that trip out to Los Angeles one of these days with Ralph Colucci of Seaboard Distributors," Abe says.

Frank Roth, manager of the records division of General Amusement Game, and Mrs. Roth are expecting their third child.

Harry Rosen and Mayer Parkoff of Atlantic-New York Corporation, the Seeburg distributors, were in town from New York, chatting with Abe Fish.

Operators report summertime trade—especially in the shoreline and country resort areas—is holding its own, with impressive business being chalked up by the Penny Arcades in the shore resorts.

The State Dairy and Food Commission has asked Cott Beverage Corporation, New Haven, to delete the phrase, "Scientifically treated, atomic-proof carbonated water" from the label of their new sparkling coffee drink known as "Coffee Cott."

Philadelphia

Ralph Pries, district manager for the Berio Vending Company, became the father of the Pries' third child. They have now two girls and a boy. Starcrafters Production & Recording Company set up here to give the town another local record label, with Charles R. Weiner handling the legal matters for the new firm.

Nick Mutschneck, who operates the Melody Record Shop in the West Philadelphia section in addition to his extensive music machine operation, has added a second record shop with the opening of a second Melody Record Shop in the Earle Theater Building.

Candee-Vend is the newest vending machine operation set up in the city with the operation designed to service the Greatest Northeast area as established by David M. Goldstein.

For the opening of the refurbished Nicholson's Bar at near-by Atlantic City, John M. Murphy adds the location to his books for the cigarette machine, with the music machine set-up handled by Music Box Corporation, both of Atlantic City.

Indianapolis

Mrs. Lottie Berman, head of Sicking Company, Inc., entered St. Vincent's Hospital, Tuesday (10) for a major operation.

Abe Fleig, local operator, who has been confined to Methodist Hospital here, is recuperating at home. His condition is improving, but he has been advised by his physician to get plenty of rest.

Joe Flynn, of Shaffer Music Company, reports arrivals of new phonographs on schedule, and that business in general is satisfactory. Flynn says trade-in's are being conditioned and shipped

to Canadian outlets. Herschel Mann, of Shaffer's service department, is vacationing. The Sicking Company, Inc., reported much activity last week. New United 3-4-5 game is on display and meeting with operator approval. Clarence (Dutch) Holman, head of James Music Company record department, is vacationing in Minnesota. Dutch says the fish are not as plentiful this year as last.

(Continued on page 80)

THE BILLBOARD Index of Advertised Used Machine Prices

• 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 readers, 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.

Table with columns for machine type (e.g., ABC Bowler, Ace Bowler, Baseball, Bowling Alley, Bowling Classic, Bowling League, Drive Bowler, Double Bowler, Double Header, Double Shuffle Alley, Duce Pin, Four Player Shuffle Alley, Elder, Hoop Bowler, King Pin, League Bowler, League Bowler 14-Player, Pie Boy, Shuffle Alley, Shuffle Alley Deluxe, Shuffle Alley Express, Shuffle Baseball, Shuffle Bowler, Shuffle Bowling, Shuffle Cannon, Shuffle Joseph, Shuffle Lane, Shuffle Pool, Shuffle Skill, Shuffle Sluggo, Single Shuffle Alley, Skat Alley, Speed Bowler, Strik, Super Shuffle Alley, Super Twin Bowler, Tee Pin, Troops Bowler, Twin Bowler, Twin Bowling Alley, Twin Shuffle Alley, Twin Shuffle Alley Rebound, Twin Shuffle (Williams)), and columns for prices from various issues (July 14, July 7, July 30, June 23).

Shaffer's 4 ★★★★★ Summer Specials!

You get top quality phonographs at sensational savings if you order now at these special summer-bargain prices. Every machine is in first class shape, completely reconditioned, and a beauty winner in looks. Rush your order today.

- ★ SEEBURG 1946 H-246-M Hideaway \$175.00
★ WURLITZER "1100" \$375.00
★ ROCK-OLA "1422" \$129.50
★ PACKARD Manhattan \$149.50

SPECIALS IN PRE-WAR PHONOGRAPHS

Table with columns for Seeburg, Wurlitzer, and Rock-Ola models and their prices.

For liberal trade-in allowance on your old equipment on like model phonographs, check your local Shaffer office or representative.

Terms: 25% Certified Deposit, Balance C.O.D. All items Subject to Prior Sale

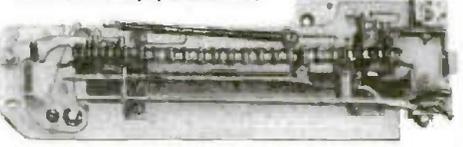
SHAFFER MUSIC CO.

COLUMBUS, OHIO 1006 S. High St.
INDIANAPOLIS, INDIANA 1372 Capital Ave.
CINCINNATI, OHIO 2333 Gilbert Ave.

GOING OUT OF THE COIN MACHINE BUSINESS

FOR SALE

All the tools, dies, jigs and fixtures for the famous CHAIN DRIVE COIN CHUTE for Mills Bells. More than 5000 now in use. Guaranteed perfect. Made in 5-10-25c play for all models.



Over 5 years in research... cost \$60,000 to perfect. Thousands of parts on hand, including 100 completed chutes now ready. Worth \$30,000... sale price for complete works, \$20,000.

Write, wire or phone Hamilton 1130
VALLEY SPECIALTY CO.
550 CLINTON AVE. N. ROCHESTER 5, N. Y.

FINAL CLOSE OUTS

CHAMPIONS (BY BALLY, FREE PLAY)... \$105.00
CITATIONS (BY BALLY, FREE PLAY)... \$69.50
SEND 1/3 DEPOSIT



T & L DISTRIBUTING CO.
121 CENTRAL PARKWAY MAIN 8751 CINCINNATI 14, OHIO

# Here's the new MOVING target

that stops 'em cold!

GENCO'S  
**Shuffle TARGET**

• Nothing like it in shuffle tables • Popular as a carnival shooting gallery!

**SHUFFLE TARGET**  
is new, fast, dynamic! For 1 or 2 players. Attract a crowd, keeps things humming, shuffles profits into "target" at terrific pace!

NEW PUCK REBOUND  
far fast, smooth performance. Adjustable target wheel can be raised or lowered for any location. All operating equipment in back of target.

CALL, WIRE, WRITE  
YOUR DISTRIBUTOR  
NOW!

**GENCO**  
2621 NORTH ASHLAND AVE. - CHICAGO 14, ILL.

## Coinmen You Know

• Continued from page 79

Richard Wagner, manager of Cain-Cailoute, Inc., Wurlitzer distributors, reports more activity in the Indianapolis territory. Business over the State has shown a marked improvement. Dick says... Collections are as good as can be expected... While 10 cent play is going good in some spots, operators here are hesitant about changing to dime coin chute.

The balance of Ferber Automatic Music was sold Monday (9). Al Ferber, a captain in the Army Air Force, received special leave from a Massachusetts air base to sign over the business to Sid Mittleberg, popular chief of Progressive Music. Deal is believed to have involved some 60 jukeboxes and locations.

### New York

Moe Mandell, head of Northwestern Sales & Service, was rushed to Brooklyn's Adelphi Hospital Wednesday morning (11) for an emergency appendectomy. Phil Raisin, of Banner Novelty, has moved his route headquarters to new offices at 4311 Church Avenue, Brooklyn.

Martin Berger, of Cigaromat Corporation of America, leaves next week on a sales junket thru New England. Harry Weiner, his associate, will supervise machine shipments at the home office. Ben Golob, Colisnac rep who has an office in the Cigaromat suite, reports demand continues high for the ice cream machines. Golob covers several Eastern Seaboard States for Atlas Colisnac manufacturer.

Jack Wilson, who operates Modern Vending out of Newburg, N. Y., was in town last week on a shopping trip. He brought along his wife and children.

Ray Knoss, of Arrow Music, is vacationing in Port Jervis, N. Y. In charge of the phone room during his absence is Sol Reppaport. Harry Suskind, Master Music topper, left Tuesday (10) for a three-week stay in Florida.

Barney Sugerman, Runyon Sales tapper, returned last week from a Western biz trip. His service chief, Jack Prigoff, is being congratulated on the birth of a daughter, Barbara Susan Monday (9), born to Mrs. Edith Prigoff at Horace Harding Hospital, Queens. Stephen, 13-year-old son of Meyer Parkoff, is spending part of his vacation helping out with clerical duties at Atlantic New York.

Teddy Seidel, is getting set for a couple of weeks in an up-State resort. He retains his title as leading Coinrow sidewalk salesman.

Joe Hirsch, manager of Associated Amusement Machine Operators of New York, and John Heifer, whose financial backing has helped avert many equipment deals, are still hospitalized after suffering heart attacks.

## Calendar for Coinmen

- July 18—Weather Operators Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
- July 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- July 26—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- July 26—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- July 31—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- July 31—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- August 1—Coin Machine Operators' Association of Harris County, monthly meeting, Chamber of Commerce Building, Houston.
- August 2—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.
- August 2—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
- August 2—Washington Music Guild, Inc., monthly meeting (site varies), Washington.
- August 6—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- August 7, 21—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- August 8—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, McCabe's Building, Detroit.
- August 12—Washington 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.

for better buys  
buy McGinnis

**THOROUGHLY RECONDITIONED PIN GAMES**

Double Feature \$32.50	Flighting Irish \$ 9.50	Monterey ..... \$ 27.50
Miami ..... 24.50	Happy Go ..... 17.50	Super Hoosier ..... 27.50
Riviera ..... 19.50	Lucy ..... 19.50	Trial ..... 27.50
Manhattan ..... 24.50	Keeney ..... 21.50	Trade Wins ..... 27.50
	Keeney ..... 21.50	Tropical ..... 29.50

**SHUFFLE TYPE BOWLING GAMES**

- Keeney League Bowler (4-Way)..... \$27.50
- Keeney King Pin..... 21.50
- Keeney Pin Boy..... 29.50

**NEW EQUIPMENT ON OUR FLOOR**

- Keeney's LITE-A-LINE
- Keeney's BIG LEAGUE BOWLER
- Keeney's ELECTRIC CIGARETTE VENDOR
- Dawson-Johnson COIN COUNTER
- MERMAID-BRIGHT LIGHTS-FIVE STAR-FUTURITY

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

**METAL TYPER MACHINES**

Goodness as Standard  
Rebuilt, Reconditioned Like New  
All Work Guaranteed.  
Write for Prices

We carry in stock all parts and final Adjustment Discs.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave., Chicago 22, Ill.

A-1 Condition Fully Guaranteed

**TELEQUIZ**  
COMPLETE WITH FILM \$145

Order Now... Just a Few on Hand!

**MITCHELL NOVELTY CO.** 3506 W. National Avenue Milwaukee, Wisconsin

**GETTING READY TO MOVE!**  
WHAT DO YOU WANT IN RECONDITIONED EQUIPMENT—ALL TYPES—AT ROCK-BOTTOM CLEAN-UP PRICES!

**CHICAGO COIN HIT PARADE—NEW**

No Indiana Operators—Contact Us for New EVANS' CONSTELLATION PHONES • All New Cams Also Available. WRITE—WIRE—PHONE

**MONARCH COIN MACHINE CO.**  
1363 N. FAIRFIELD AVE. PHONE BR 6-1630 CHICAGO 22, ILL.

They are reported to be in serious condition.

George Trad, president Trad Television, has his exhibit lined up for the NAMM confab in Chicago July 16-19. In addition to the firm's coin video unit, Trad will show two home consoles. Assisting at the Trad Booth in Chicago's Palmer House will be Alex Brown, sales manager, and Joe Loone, plant superintendent.

Ed R. Wurgler, general sales manager for Wurlitzer's phonograph division, was here early last week for confabs with Joe Young, local distributor. J. E. Connors, Drake-America sales exec, is on a combined vacation and biz trip. Firm markets a line of vending bars.

Al Cohen's Jersey juke route, Ajax Music Company, has bought out Thompson Music Machine Company, of Plainfield. Harold Chassen manages Ajax. Bob Jacobs, of Riteway, reports mircarta top alley conversions are still in high demand.

Twin Cities

Operators in the Twin Cities area still were shving away from any dime music play, altho phono coinmen in the resort areas of the State were thinking about the boost from a nickel. Business in general has picked up at several jobbing firms where it is reported the operators, in turn, are speaking of improved takes for themselves, even tho the vacation-time weather this year has not been at its best.

Sid Levin, of Lieberman Music Company staff, expects his wife home in a few days, altho he will have to be chief cook and bottle washer around the house for a year while she recuperates from a serious operation at the Mayo Clinic in Rochester, Minn. Sol Stone, of the Gopher Sales Company, Minneapolis, is back on the job following a vacation at the swanky Breezy Point resort in Northern Minnesota.

Around sporting his uniform in coin machine circles is Lt. Danny Heilicher, of the U. S. Air Force, home for several days from his base in the State of Washington. Danny and his older brother, Amos, are partners in a coin machine operation, record distributor and television whole selling business in Minneapolis. Activity at Mayflower Distributing Company, St. Paul, reports Matt Engel, sales manager, has been brusik in recent weeks.

One-balls and new and used phonographs are moving well at Lieberman's, Wurlitzer jobbers, Sid Levin reports. Jonas Bessler, of that firm, is in Detroit visiting relatives for a one-week "quickie" vacation. The appearance next Friday at the Froen Ballroom of the Las Brown ork for a one-nighter is being tied in with some promotion for Coral Records on which he now waxes. The label is a Lieberman distribution here.

John Howe, Foley, Minn., operator, was in the Twin Cities looking over the market for new equipment for his route. Frank Davidson came up from Spooner, Wis. to load up on supplies he needs for his operation in that territory. Harry Gallop, of Menominee, Wis., made one of his frequent trips to this sector to pick up supplies. Lew Ruben, of Lieberman's, is smiling broadly because his golf game has shown improvement.

Archie Labeau, of Labeau Novelty Sales Company, reports business holding up in good shape, with operators picking up equipment at a good pace. Dave Ziskin, of Dave's Distributing Company, is pleased with the trade coming in thru his doors these days, he said.

Chicago

World Wide Distributors, thru Len Micon, reports demand for games and music equipment is going along steadily despite the poor weather in many resort locations. Monty West is planning a trip thru the Illinois, Iowa and Indiana territory. Joe Calderon, Trans World Trading, played host to Irving Solovay, Central American operator. Calderon, who also heads the Ristaurat export division, has received letters of credit from three countries for volume orders of the S-45, the 45 p.p.m. music box for which deliveries started a few weeks ago. At Chicago Coin Machine Company, Sales Manager Ed Levin

finds demand for firm's three products, Horse Shoes shuffle game, Band Box and Hit Parade going along steady. Sam Lewis has been busy with long distance calls for the Horse Shoes game. S. I. Neizman, public relations director for the National Coin Machine Distributors' Association, reports several of the points approved at the group's June meeting are being pushed to the action stage. The Gottlieb plant, closed for the past two weeks for group vacations, was set to resume output bright and early Monday morning (16). Firm has had a skeleton crew on hand to handle emergency requests.

Exhibit Supply Company officials, pleased over the results of its 50th anniversary promotion program ended July 3, are hard at work on new trade ideas. Meanwhile, they are handling volume shipments for Gun Patrol, Six Shooter, Pony Express and Big Bronco. Ford Sebastian and Frank Mercuri believe the interest in the Kiddie Dude Ranch idea is catching on fast and expect this part of the business to boom in the weeks ahead. First one was opened last week at Wyandotte, Mich. (The Billboard, July 14).

Herb Perkins, Purveyor, back from a swing thru the East. He visited New York, Philadelphia and Washington among other stops and found business conditions favorable. Currently, the expanded and remodeled Purveyor quarters is getting real action on premiums with games sales steady. Joe Calderon, Trans World Trading, was happy as a kid over winning a radio at the Recorded Music Service Association's field day. Mrs. Gillette, one of the few women operators in a major city, won a Rock-Ola Cellarette. Prizes were donated by manufacturers and distributors as well as the association.

Mike Spanola, Automatic Distributing, had the pleasure of shopping for a beautiful set of golf clubs which AMI put up as an operator's prize. Joe Klina was doubly happy to see his friend, Wally Fluke, back on the job last week. Wally was sick recently, so Klina, one of the trade's busiest guys any time, was really burning the midnight oil. Clayton Nemroff and Charlie Pieri think they will be in their new Monarch coin quarters for a long time. They say if anybody wants them to help them move not to be bashful.

At the Bally plant, Bright Lights continues a hot item and all hands are pouring out effort to keep up with demand. Dan Moloney is due back from a Northwest trip. Visitors of the week included George Wrann, Walbox Sales, Inc., Dallas; R. F. Jones, Bill Erskine and C. N. McMurdie, three of the boys who run Jonesland. Jack Rosenfeld, St. Louis distributor, is vacationing in the West. At Ace Present Sales, Ralph Sheffield reports business going along at a good pace and lots of operator traffic. Visitors at the Como plant to order more Stadium games included Herman Pasler, Mayflower Distributing, St. Paul; Barney Sugarman, New York; Clarence Camp, Memphis, and Si Redd, Allston, Mass.

Harry Miehle, Williamsport Amusement Company, Williamsport, Pa.; was a visitor at United Manufacturing last week. Miehle is a rabid sports fan and has been affiliated with boxing commission in his area for a number of years. Murrill and Johnny Casola will celebrate their 17th anniversary Tuesday (17). Others stopped in during the week included Mrs. Lou Casola, wife of the Rockford, Ill., distributor and her friend, Mrs. Irene Nicholas. The glamor girls were in on a shopping tour.

Ed Wurgler and A. D. Palmer, Wurlitzer officials, had a two-day stop in Chicago after a similar stint in New York. Palmer says such trips are a little ragged but it is the only way they can get around to all the people in the trade and still get thru their business at the factory. Both were glad to say trade conditions are encouraging.

Les Rieck, manager of the music division at H. C. Evans & Company, reports the group's customers will be back Monday (16) and once again everything will be normal. Rieck was part of the skeleton crew during the past two weeks which took care of emergency parts requests.



"There is no substitute for Quality!"

NEW...  
MAGNETIC — EXCITING  
DRAMATIC! GOTTLIEB



- NON-ROTATION SEQUENCE
- SPOTTING ROLL OVERS
- ADVANCE ROLL OVERS • MYSTERY ROLL OVER • SAFETY GATE • BONUS HOLE • 4 FLIPPERS • "POP" BUMPERS.

LOCATION-TESTED, PLAYER APPROVED FOR APPEAL, SPEED, ACTION! OPERATOR-CERTIFIED FOR MORE PROFITABLE PLAY!

ORDER FROM YOUR DISTRIBUTOR NOW!

D. GOTTLIEB & CO. 1140-50 N. KOSTNER AVENUE, CHICAGO 31, ILLINOIS

**JULY REMOVAL SALE**  
**OUT THEY GO**  
**TURF KINGS**  
Made us an offer.  
**FIRST COME—FIRST SERVED**

Brand New Machines  
UNITED A.B.C.  
UNIVERSAL STAR  
BALLY BRIGHT LIGHTS  
UNIVERSAL WINNER

Write for Prices

**FRANK SWARTZ SALES CO.**  
815-A Fourth Ave., S. Nashville 18, Tenn.

**DALE EXHIBIT GUNS**  
**\$49.95**  
F.O.S. Detroit

**Music Service Co.**  
2633 Woodward Detroit, Mich.

**WE STILL HAVE THEM IN STOCK**

EX. BIG BRONCO..... WRITE FOR PRICES  
EX. PONY EXPRESS.....  
CRUSADER.....

5x FLIPPER HOCKEYS  
New in original \$125.00  
cases, while they last \$85.00  
AIR HOCKEY.....  
16 Page 108 JUNE CATALOG PAGE

**NIKE MUNYER**  
577 10th Ave. (at 42nd St.)  
New York 18, N. Y. BEV897 9-4477

**WANTED**

Post-war Photomatic, Photo graphs and Holly Cranes.  
Wurlitzers, Model 1100, 1015 and 1080  
Seeburgs, Model M100 and 100A  
Late Rock-Olas and other phono graphs.  
Holly Cranes, late model.

Write Today—  
**LIEBERMAN MUSIC CO.**  
257 Plymouth Ave. No.  
Minneapolis 11, Minn.

**YOUR RELIABLE DISTRIBUTOR**

**RECONDITIONED 5-BALLS**

Buccaneer	\$43.00	Fourtopmen	\$145.00
Alice in Wonderland	45.00	Knockouts	150.00
1875	45.00	Dreamy	150.00
Humpty Gump	35.00	Teacard	30.00
Build Up	35.00	Bank-a-Ball	65.00
Sally	30.00	Dev-We-Dilly	40.00
Somerset	30.00	Qin Bummy	100.00
Reverence	30.00	Madison Sq.	40.00
Wisconsin	30.00	Garden	140.00
Cinderella	30.00	Abwickade	50.00
Melons	35.00	Nevada	35.00
Grand Award	35.00	Robin Hood	35.00
Yanks	30.00		

**ONE-BALL CLOSEOUTS**

Photo Finish	..\$175.00
Champion	..200.00
Citation	..125.00

**WILLIAMS MUSIC MITES**  
with stands  
**WRITE FOR PRICE**

**NEW EQUIPMENT** UNITED ABC — UNIVERSAL STAR — NEW KENNY ELECTRIC CIGARETTE VENDORS

Write to complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers

**AUTOMATIC COIN**  
**MACHINES & SUPPLY CO.**  
TELEPHONE: CApitol 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**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

**FOREIGN BUYERS WE ARE NOW DELIVERING**

Gottlieb's **MERMAID**  
Williams **SNOOKS**

WRITE FOR OUR COMPLETE PRICE LIST AND A FREE SUPPLY OF OUR HANCOY ORDER FORMS

**WE HAVE SATISFIED CUSTOMERS ALL OVER THE WORLD**

**INTERNATIONAL AMUSEMENT CO.**  
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

*Chicago Coin's*  
**BIG MONEY EARNER!**  
 NEW SHUFFLE-TYPE GAME  
**"HORSE-SHOES"**  
 OPERATORS  
 CALL IT TOPS IN SHUFFLE GAMES!  
 CAN BE OPERATED IN ALL 48 STATES



MAKE RINGERS—  
 DOUBLE RINGERS

10c & 20c PLAY  
 1 OR 2 PLAYERS

COMPETITION  
 SKILL—SPEED

EASY SERVICE  
 FEATURES

PLAYER  
 APPEAL

SIZE  
 2 Ft. Wide  
 8 Ft. Long

**CHICAGO COIN MACHINE COMPANY** 1725 DIVERSEY BOULEVARD  
 CHICAGO 74, ILLINOIS

**NEW! NEW! NEW! NEW!**  
 Buckley...  
**RACE HORSE**  
 Amusement Game

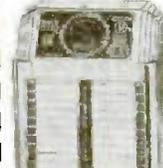


... FREE PLAY ... REMOTE CONTROL ...

**Buckley CRISS-CROSS**  
 Automatic Payout  
 Jackpot Belle  
 5¢ - 10¢ - 25¢ - 50¢ - \$1



**WALL & BAR BOX**  
 20-24-32 Records  
 5¢ or 10¢ Play



**BUCKLEY MANUFACTURING CO.**  
 4223 W. LARK ST., CHICAGO 24, ILL.  
 16 E. FOURTH ST. RENO, NEVADA  
 F. CICCARELLI 54 LA CANEBIÈRE MARSEILLE, FRANCE  
 14 CARSON ST. LAS VEGAS, NEVADA

**FOR BETTER BUYS ... BETTER BUY NOW**  
 DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

**ONE BALLS**  
 TURF KINGS  
 WINNERS  
 PHOTO FINISH  
 THESE ARE PRICED TO SELL  
 PHONE US FOR PRICES

**COUNTER GAMES — NEW**  
 NIT-A-Header, \$22.50; 10 or More, \$19.50  
 ABT Model F, \$47.50; 10 or More, \$37.50  
 ABT Mod. S.G., \$47.50; 10 or More, \$37.50  
 Kicker & Catcher, \$37.50; 10 or More, \$29  
 Advance Shockers, \$19.50

**ARCADE EQUIPMENT**

Ch. Coin Hockey, \$ 75.00	Ace Bomber, \$ 95.00	Silver Bullets, \$149.00
Evans Ten Strike, 75.00	Heavy Hitter, 85.00	Western Baseball, 85.00
Air Radar, 115.00	Lo-Boy Scap, 50.00	Bar Gun, 375.00
Phonomat, Leta, 100.00	Phonomat, Early, 350.00	Texas Lesquer, 50.00
Operator & Film, 115.00	N-Ray Poker, 85.00	Astronome, 100, 120.00
Sims Crush Up, 75.00	Wms. All Stars, 115.00	Rocket Buster, 65.00
Star Series, 165.00	Parosque, 125.00	Evans Play Ball, 375.00
Date Gun, 85.00	Vitalize, 65.00	Bally Big Inn, 100.00
Kirk's St. Mt. Scale, 95.00	War Seed Ball, 150.00	Pitch'Em-Bat-Em, 125.00
Movie Pen, 125.00	Hi-Ball, 60.00	Mut. Fishing Wall, 125.00
Col. Coin Pistol, 130.00	Atomic Bomber, 170.00	Undersea Reeler, 95.00
Whit. Thompson Gun, 115.00	Pop Corn Box, 95.00	Panorama, 125.00
Ball, 350.00	Carver Pistol, 95.00	Ch. Coin Basket, 125.00
Seven N. Pool, 70.00	Bomberg, 45.00	Ball Chime, 190.00
Table, 350.00	Goole, 115.00	Suez Bomber, 95.00
Lighting Cabinet, 75.00	Receale, 175.00	Life League, 95.00
Lighting Box, 95.00	Sky Fighter, 125.00	Quarterback, 95.00
Metal Tray, 375.00		

**GUARANTEED USED ONE BALLS**  
 AT LOWEST PRICES  
 CHAMPION ..... \$149.50  
 CITATION ..... 99.50  
 GOLD CUP ..... 79.50  
 JOCKEY SPECIAL ..... 69.50  
1/2 dozen with all orders

**SICKING, INC.**  
 America's Oldest Distributor  
 Established 1893  
 1401 Central Pkwy.  
 Cincinnati 14, O.

**FOR SALE**

34 New Rot-A-Top Warnings, in original cases  
 10 New Mills Blue Belts, in original cases  
 10 Heavy Rotaround Cases  
 20 Jewel Bells, like new  
 30 Used Warnings Rot-A-Tops  
 15 Used Mills

Come and get them. Prices right.  
**The Ohio Novelty Co.**  
 Ashland, Ohio Tel. 10801

**MUSIC**

Packard Wall Boxes \$17.00	Airon Flute \$110.00
Rock-Ola '31 45.00	Airon Coronet \$110.00
Rock-Ola '40 65.00	Seeburg 8500 75.00
Rock-Ola '41 65.00	Seeburg 1400 75.00
Wurlitzer 608 75.00	
Wurlitzer 100 65.00	
Wurlitzer 51 50.00	
Wurlitzer 71 65.00	
Wurlitzer 950 75.00	
Wurlitzer 43 95.00	
Rock-Ola '44 175.00	
Rock-Ola '47 225.00	

**AMI Distributors**  
 1401 Central Pkwy. Cincinnati, Ohio

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
 2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO  
 ALL PHONES: TOWER 1-6715



**WATCH THIS AD EACH WEEK FOR EXCEPTIONAL BARGAINS**  
**This Week**

THRONE ..... \$50.00

AIRON  
 Blondo Bomber ..... \$75.00  
 Floda ..... 75.00

ROCK-OLA  
 1426, 1947 Model ..... \$175.00

**W. B. DISTRIBUTORS, INC.**  
 1912 Market St. St. Louis, Mo.  
 SEEBURG DISTRIBUTORS

**TELEPHONE SPECIAL!**  
**HOLLYCRANE**  
 COIN-OPERATED CRANE  
 THOROUGHLY RECONDITIONED **\$250.00**

**AND TOP-SPOT VALUES FOR TOP PROFITS ON ANY LOCATION!**

<b>RECONDITIONED 5-Balls</b>	<b>USED PHONOGRAPHS</b>
Heavy Duty ..... \$ 29.50	Wurlitzer 700 ..... \$ 79.50
Mardi Gras ..... 34.50	Wurlitzer 7501 ..... 99.50
Triple Action ..... 34.50	<b>WURLITZER 850</b> ..... 44.50
<b>SPIN BALL</b> ..... 19.50	Wurlitzer 1015 ..... 219.50
New Ball ..... 19.50	Wurlitzer 1250 ..... 539.50
Flaring Power ..... 49.50	Seeburg 5-10-25s Wallbox, Ba. 49.50
Harmonic Ball ..... 59.50	ROCK-OLA ROCKET, NEW—WRITE
Golden ..... 79.50	
Old Faithful ..... 99.50	
<b>NEW</b>	
Four Horseshoes ..... 100.00	
Four Horseshoes ..... 129.50	
<b>USED SHUFFLE GAMES</b>	<b>USED JUMBO PIN GAMES</b>
Un. Shuffle Alley ..... \$19.50	Jockey Special ..... \$ 34.50
<b>BALLY SHUFFLE BOWL</b> ..... 34.50	Gold Cup ..... 40.00
ER ..... 15.00	Citation ..... 94.90
Daily Speed Buzzer ..... 15.00	<b>SPECIAL ENTRY</b> ..... 29.50
Bally Shuffle Champ ..... 25.50	Photo Finish ..... 139.50
	Champion ..... 199.50
	Turf King ..... 249.50

**COVEN** distributing company  
 3101 Elston Chicago 18, Ill.  
 Independence 2-2210

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for **Bally and Wurlitzer** Products Phonographs

**WHEN YOU'RE DOING BUSINESS WITH TRIMOUNT**  
*You're doing business . . .*

**Because:**  
 Trimount is an exclusive Gottlieb, Williams, Seeburg and Universal distributor.  
 Trimount has New England's largest parts department.  
 Trimount is one of the largest exporters of coin-operated equipment.  
 Trimount has New England's finest service department.  
 Trimount carefully packs and crates all shipments to arrive ready for location anywhere in the world.

**ARE YOU ON OUR MAILING LIST?**  
 If not, send us your name and address

**Remember IN NEW ENGLAND IT'S TRIMOUNT!**

**TRIMOUNT**  
 40 WILIAM STREET BOSTON 18, MASS  
 Tel. BR 6-9100

**WANTED**

Citations, Champions and Turf Kings in Van load lots. Wire low down price to

**MR. HAWES**  
 Health Distributing Co.  
 Macon, Georgia

**EVERY PIECE GUARANTEED**

<b>FIVE BALLS</b>	<b>PHONOGRAPHS</b>
OLD FAITHFUL ..... \$ 99.50	147 SEEBURG ..... \$249.50
TRI SCORE ..... 109.50	146 SEEBURG ..... 179.50
UTAH ..... 84.50	SEEBURG VOICE ..... 64.50
AQUACADE ..... 64.50	SEEBURG COLONEL ..... 64.50
ST. LOUIS ..... 64.50	1422 ROCK-OLA ..... 144.50
GRAND AWARD ..... 64.50	400 AIRCON CORONET ..... 144.50
TELECARD ..... 64.50	820 WURLITZER ..... 49.50
BALLY'S HOT ROD ..... 74.50	1015 WURLITZER ..... 209.50
<b>ONE BALLS</b>	<b>MISCELLANEOUS EQUIPMENT</b>
TURF KINGS ..... \$149.50	31x47 POOL TABLE COMPLETE \$149.50
CHAMPION ..... 149.50	4x8 POOL TABLE ..... 149.50
CITATIONS ..... 109.50	C. C. BOWLING ALLEYS ..... 64.50
PHOTO FINISH ..... 144.50	UNITED SHUFFLE ALLEY ..... 34.50
GOLD CUP ..... 89.50	BOWLETTE ..... 39.50

ONE-THIRD DEPOSIT, BALANCE C.O.D. OR SIGHT DRAFT  
**PARKER DISTRIBUTING COMPANY**  
 311 8TH AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194

# FINAL WEEK! Our Greatest SALE!

All Merchandise in This Sale Completely Reconditioned—Ready for Immediate No Hidden Charges... Crating Included! All This at These

## LOW, LOW PRICES!

### POST-WAR PHONOGRAPHS

Seaburg 1944 AC Special	\$79.50	Wurlitzer 1100	\$124.50
Seaburg 1941	\$72.50	Rock-Ola 1429	\$124.50
Wurlitzer 1013	\$129.50	Packard Model 7	\$79.50
Wurlitzer 1000	\$124.50		

### PRE-WAR PHONOGRAPHS

Seaburg M.L. Toned	\$49.50	Wurlitzer 950	\$49.50
Seaburg Colonial	\$49.50	Rock-Ola 1429	\$49.50
Seaburg Economy	\$49.50	Rock-Ola 1429	\$49.50
Wurlitzer 750	\$124.50	Rock-Ola 1429	\$49.50
Wurlitzer 800	\$99.50	Rock-Ola 1429	\$49.50

### ACCESSORIES

WLLS Wireless Seaburg 40 Boost	\$27.50	Deluxe Bowler	\$79.50
WLLS Wired Seaburg 40 Boost	\$25.00	Speed Bowler	\$79.50
1200 Wurlitzer 50-100 Boost	\$25.00	Die Gun	\$49.50
1025 Wurlitzer 50 Boost	\$25.00	All Star Baseball	\$79.50
1025 Wurlitzer 50 Boost	\$25.00		

### NEW GAME SPECIALS

Tri-Scare	WRITE	Pin Boy Shuffle Bowler	\$49.50
Double Header	WRITE	Do Granger Model W	\$49.50

### 3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins Shuffle Alley Bowling League Shuffle Lane	Take Your Choice \$34.50 EACH	Pin Boy Shuffle Bowler	\$49.50
--	-------------------------------	------------------------	---------

### FIVE-BALLS

Triple Action	\$27.50	Virginia	\$29.50	Some	\$27.50
Happy Wander	\$29.50	Yonkers	\$29.50	Warren	\$29.50
Screw Ball	\$29.50	Delta	\$29.50	Wagon	\$29.50
Trade Winds	\$29.50	Marion	\$29.50	Oklahoma	\$29.50
Raymond	\$29.50	Super Hockey	\$29.50	All Stars	\$29.50
Happy	\$29.50	Super Hockey	\$29.50	Alice in Wonderland	\$29.50
Tri-Scare	\$29.50	Super Hockey	\$29.50	Levy Robin Hood	\$29.50
Spin Ball	\$29.50	Lucky Innings (New 11-14)	\$29.50	Mummy Dumpty	\$29.50
Crazy Ball	\$29.50	Rendezvous	\$29.50	Burtons & Bess J.	\$29.50
Thrill	\$29.50	Blue Skies	\$29.50	Double Shuffle	\$29.50
Catalina	\$29.50	Major League Base	\$29.50	Comets	\$29.50
Tenth	\$29.50	Ball	\$29.50	Hil Parade	\$29.50
Sunny	\$29.50	Major League Base	\$29.50		
Shanty	\$29.50	Major League Base	\$29.50		
Dev-W-Dirty	\$29.50	Hi Pass	\$29.50		

Terms: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEABURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

# J. L. Lenden Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2603-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 3612



## NAVajo MONEY MAKER

EVERYBODY PLAYS IT!

- Small investment
- Excellent returns
- Easy to operate
- Takes Patrons, Nickels Ors or Foreign coins
- Usually returns investment each month
- Large profits for distributors
- Initial cost your only expense
- Every business place a location

DISTRIBUTORS OR OPERATORS—Order a coin acceptor supply. Samples \$1.00. Cash with orders & 4 or more, \$12.50. 1/3 cash with order balance C.O.D. Wire phone or air mail.

Candle & McCrory Mfg. Co. 110 East Van Buren St. Phoenix, Arizona. Phone 2742 or 34954

## BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION **\$39.50**

FOR UNIV. TWIN BOWL, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY Electric Motor Driven Matches Cabinet Design & Easy to Install & Repair and Leases Visible in Center of Unit.

Coin Operated Electric. Fits all Shuffleboards, 3 or 16 Play. Center Overhead. \$135.00 Wall Model \$90.00

### SCOREBOARDS

7845 PULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 33824

## M & T SALES CO.

## AMI

Chicago Coin Bowling Alley w/plastic pins. \$49.50  
Knock Out \$139.50 July 31  
C.C. Playball \$59.50 Select-a-Card \$19.50

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St. Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio.  
240 Jefferson St. Lexington 2, Ky. 3011 E. Maumee Ave. Ft. Wayne 4, Ind.  
125 W. North St. Indianapolis, Ind.

### "Central Ohio Coin Quality Buys"

3 Seaburg BEAR GUNS Like New \$369.50	UNITED'S A-B-C 3-COIN	Keeney's LITE-A-LINE 6-Coin
SHUFFLE ALLEYS NEW CHL. Coin—HORSESHOES United—3 PLAYERS United—8-BALL ALLEY USED Keeney—W. LEAGUE BOWLER, 4 Player Keeney—King United—DOUBLE EXPRESS United—ORIGINAL ALLEY United—ORIGINAL with Pins Keeney—18 PINS Keeney—PIN BOY Game—GLIDER Game—BOWLING LEAGUE	UNIVERSAL'S 5-STAR 5-COIN	ONE HALLS New WINNERS FUTURETY

Distributors for **AMI** CENTRAL OHIO, WEST VIRGINIA

Used CITATIONS CHAMPIONS TURE KINGS

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

## CENTRAL OHIO COIN MACHINE EXCHANGE

825 E. HIGH—COLUMBUS 18, OHIO

### SHUFFLE GAMES

NEW UNITED 6-PLAYER SHUFFLE ALLEY

United Semi-Automatic 18' Bowler  
United 5-Player Keeney League Match Bowler

United High Score Bowler  
United Shoe Alley Universal Shuffle Tournament

RECONDITIONED \$195.00  
Unk. Double SA Express Robbed, 9 1/2" \$229.50  
United Shuffle Skagger \$159.50  
United 2-Player SA Express \$199.50  
United Single SA Robbed \$199.50  
United Double Shuffle Alley \$79.50  
UNITED SHUFFLE ALLEY EXPRESS... 74.50

United Super Shuffle Alley \$49.50  
Champion Bowling Alley \$19.50  
With Disappearing Pin Conversion \$59.50  
Universal Super Twin Bowler \$145.00  
Champion Bowling Alley \$145.00  
Champion Bowling Classic \$140.00  
Champion Trophy Bowl \$150.00

UNITED TWIN REBOUND... 214.50

Bally Shuffle Bowler \$275.00  
Bally Speed Bowler \$79.50  
Knechtel Shuffle Pool \$49.50  
Cottrell Bowler \$69.50  
Keeney ABC Bowler \$75.00  
Keeney League Bowler, 4 Player \$275.00  
Wm. Douglas Header \$149.50

### ARCADE

Midget Movies Write \$175.00  
Jingles & Songs \$59.50  
Latest Mod. \$175.00  
Wm. Star \$139.50  
Chl. Coin Pistol \$49.50  
Target Master \$59.50  
Chl. Coin Range \$49.50  
Gen. New \$109.50  
TELEQUIZ \$39.50  
CHALLENGER \$24.50  
Gam. 3-Way \$22.50  
Acme Shooter \$24.50  
Hi-a-Homer \$24.50  
New \$24.50  
Est. 50 Shooter Write \$24.50  
Est. 50 Pin Ball Write \$24.50  
Un. Team \$24.50  
Wm. Shuffle Write \$24.50  
Wm. Shuffle Write \$24.50  
World Series Write \$24.50  
Shipman Art \$49.50  
Chicken Sam \$49.50  
Kick & Catcher \$27.50  
Peter and John \$27.50

### CONVERSIONS

Disappearing Pin Conversion UNIV. TWIN BOWLER \$49.50  
CHL. SHUFFLE BOWLER \$39.50  
Rebound Conversion for UNITED SHUFFLE ALLEY \$39.50  
Disappearing Pin Conversion for UNITED BALLY and GINCO SHUFFLE ALLEYS \$9.50  
UNITED Dis. Pin Conv. for Shuff. 16 Alley, Used \$29.50

One-Half Deposit With Order. Balance C. O. D. or Sight Draft.

## Empire Coin MACHINE EXCHANGE

1012-18 MILWAUKEE AVE. CHICAGO 22, ILL.

### UNITED'S A-B-C

3-COIN  
Greatest 3-ball free-play game ever made! Est. in Ill. and Mich.

### VARIETY

UNIVERSAL'S 5-STAR 5-COIN  
79 ways to win on each of 5 cards. It's terrific for free-play territorial in truck!

### QUALITY

Chicago 3 Ft. SHUFFLE HORSESHOES  
Games 8 in 10 Ft. SHUFFLE TARGET

### SERVICE

E-Z-BOWL  
Convert your shuffleboard into fast, exciting, rebound shuffle game. Official bowling scoring.

\$179.50

### WE WILL BUY

Your Route of Vendors, Music and Pins. SEND DETAILS

### WANTED IN TRADE

Surf Kings  
Esh. Jokers  
Cott. & Games 5 Balls

### S-BALLS

NEW Baby Bright  
Light  
Chl. Coin Three Ball, Marmad  
Bance Hit & Run

Hot Rod \$149.50	Bandol \$64.50
Glacier \$129.50	Underhill \$49.50
Rockit \$129.50	One Two Three \$39.50
Tri-Scare \$119.50	Swamp \$39.50
3 Monkeys \$119.50	Grand Am \$39.50
Conoco \$119.50	Ball \$39.50
South Pacific \$114.50	Samson \$39.50
Blue Bird \$109.50	Blue Bird \$39.50
Colosse \$104.50	Mummy Dumpty \$49.50
Golden Moon \$99.50	Mummy Dumpty \$49.50
Maryland \$99.50	Jack 'n Jill \$49.50
Bluebird \$99.50	Mercury \$49.50
Bluebird \$99.50	Mercury \$49.50
Lucky Innings \$99.50	Mercury \$49.50
Double Shuffle \$99.50	Mercury \$49.50
Acme \$99.50	Mercury \$49.50
St. Louis \$99.50	Mercury \$49.50
Double \$99.50	Mercury \$49.50
Maljors of '49 \$79.50	Mercury \$49.50
Belton & Bow \$79.50	Mercury \$49.50
Telecard \$79.50	Mercury \$49.50
Telecard \$79.50	Mercury \$49.50
Big Top \$79.50	Mercury \$49.50
3 Fairways \$79.50	Mercury \$49.50
Super Hockey \$79.50	Mercury \$49.50
Tucson \$69.50	Mercury \$49.50
Black Gold \$69.50	Mercury \$49.50
Harvard Model \$69.50	Mercury \$49.50
Headline Power \$69.50	Mercury \$49.50
Succanor \$69.50	Mercury \$49.50
TEMTATION \$64.50	Mercury \$49.50

### VENDERS

SMOKESHOP 612  
CUSTOM \$229.50  
ROYAL \$179.50  
REBA \$179.50  
Acorn Vendor \$179.50  
12 or 16 \$149.50  
Acorn 12 Churn \$149.50  
Atlas of Summit \$149.50  
Footy \$149.50  
Blower \$129.50  
E.C. \$129.50  
W.M. \$129.50  
U-Select \$99.50  
Do Lutz, Ltd \$49.50  
N.W. Van Dam \$49.50  
32 Ball Gum \$49.50  
Prestway \$49.50

### I-BALLS

Terr King \$329.50  
Champion \$175.00  
Photo Finish \$159.50  
CITATION \$134.50  
Gold Cup \$49.50  
Jackey Special \$49.50  
General \$49.50  
Victory Special \$49.50  
Winner \$49.50

### DIGGERS

Hollyram \$699.00  
6th Merchant \$69.50  
Wurtler 1010 \$379.50  
Hollywood \$395.00  
John Crane \$119.50  
Bull \$179.50  
Claw \$179.50

## REAL BUYS at the RIGHT PRICE!

All games are cleaned, checked and ready for action. You know you can buy with confidence!

JOE ASH

ONLY \$34.50 EA.  
Major League Mummy  
Yank  
Tri-Scare  
Cinderella

ONLY \$44.50 EA.  
Glam Jumbo Grand Award  
Jack & Jill

ONLY \$64.50 EA.  
Bowling Champ  
Katie Case  
Saratos

ONLY \$79.50 EA.  
Dollar Playline  
1/2 Dep. Bnl C.O.D. P.O.B. Phila

## ACTIVE AMUSEMENT MACHINES CO.

646 N. Broad Street, Philadelphia 30, Pa. Phone: FRgment 7-8993

"You can always depend on Active—ALL WAYS!"

## SPECIAL!

TRI SCORES, Brand New... \$135 Ea.  
WRITE FOR PRICES ON THE FOLLOWING:

Metrol Max	Cyclone
Metrol	Conquest
Joker	Shoe Show
Reactor	Shuffle

Lehigh Specialty Co. 824 N. Broad St., Philadelphia 30, Pa.

## RELY ON DAVIS FOR PHONOGRAPH

VALUE	QUALITY	GUARANTEE
1250 WURLITZER \$524	148-ML \$389	
1100 \$379	148M \$369	
1010 \$229	147M \$299	
1015 \$229	146M \$239	
AMI \$449	H148M Hideaway \$299	
ROCK-OLA \$199	H246M Hideaway \$269	
	H146M Hideaway \$229	

Photographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis & Post Guarantee for \$35 Additional per Machine.

SEABURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$81	750 \$119	1422 \$120
Invoy \$79	780 \$89	Playmaster \$69
Colonial \$59	800 \$89	Commander \$69
Major \$59	850 \$89	MILLS \$39
Hightone \$59	500 \$89	Empress \$39
Regal \$59	600K \$59	Delux \$46 \$49
Com \$66	600B \$59	PACKARD \$59
	Victor \$59	Manhattan 76 \$149

### WALL BOXES

SEABURG	WURLITZER
3WS-156 5-10-25 \$49.00	302B 5/10/25 \$39.00
3WS-156 5/10-25 \$49.00	125 5/10/25 4-Wire \$9.00
3WS-156 5/10-25 \$49.00	120 5c 4-Wire \$4.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

## DAVIS DISTRIBUTING CORP.

SEABURG FACTORY DISTRIBUTORS  
738 ERIE BLVD. EAST SYRACUSE, N. Y. Phone 5-3194

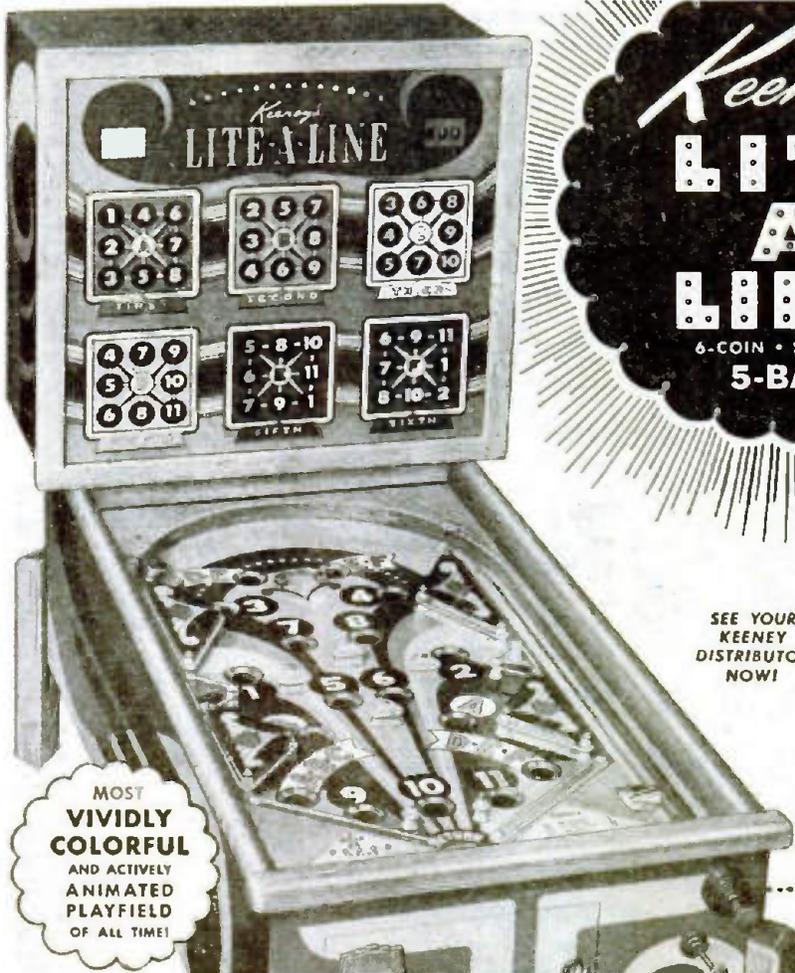
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

## DISTRIBUTORSHIP FOR SALE

Distributorship of leading coin-operated machines—Rock Ola, Gottlieb, Williams, Universal for sale. Good location, big shop with lots of storage space. Owner retiring. Parts and machine inventory. \$10,000 will handle. Write

### BOX D-61

c/o THE BILLBOARD CINCINNATI 28, OHIO



*Keeney's*  
**LITE  
 A  
 LINE**  
 6-COIN • SIX PANEL  
**5-BALL**

**TAKING  
 LOCATIONS  
 LIKE  
 WILDFIRE!**

**1 to 6 COINS  
 PER PLAY!**

Player inserts up to 6 coins to lite up as many as 6 panels on the lite box thereby increasing his scoring opportunities. Replays register on lite box.

Scoring principle: Lite up any line of 3 horizontally—vertically—diagonally—or lite up all letters A to F. Lite up four corners or double diagonally on any panel played. SIXTY-ONE DIFFERENT SCORING COMBINATIONS with 10 WAYS TO SCORE ON EACH CARD plus lite up of all letters, A to F!

● No 'dead' balls until pocket is scored • Balls return for replay at bottom of playfield • No kickers • Player can score on 3-4 or 5 balls • 4th and 5th balls can boost score higher.

SEE YOUR  
 KEENEY  
 DISTRIBUTOR  
 NOW!

MOST  
 VIVIDLY  
 COLORFUL  
 AND ACTIVELY  
 ANIMATED  
 PLAYFIELD  
 OF ALL TIME!



**OUT NEXT WEEK**  
 Distributed July 24th

The  
**Billboard**  
**EXPORT**  
**SPECIAL**

News—Features of interest to every coinman all over the world.

**ADVERTISERS:**  
 Take advantage of the extra interest this issue will have in this country as well as overseas.  
**AD DEADLINE: JULY 19TH**

**WANTED!**  
 CASH \$ DOLLARS  
 paid for  
 NEW & USED

- ★ SHUFFLE MACHINES
- ★ JUKE BOXES
- ★ WALL BOXES
- ★ ONE BALLS
- ★ FIVE BALLS
- ★ BEAR GUNS
- ★ BAND BOXES

Write **BILLBOARD**, BOX D-38  
 Cincinnati 22, Ohio

Turf Kings . . . \$219.50  
 Champions . . . 99.50  
 Photo Finish . . . 119.50  
 Citation . . . . 64.50

WRITE OR PHONE COLLECT  
 TEL.: TULANE 6729

1/3 Deposit, Balance Sight Draft.

**GENERAL DIST. CO.:**  
 223 N. Broad Ave., New Orleans, La.

**100%**  
 Return guaranteed within 10 days  
 not satisfied with our record driven equipment

**WURLITZER 616**  
 Fully repaired. Perfect condition. Ready for location.  
**\$79.50** - Cashed

1/3 With Order, Balance C. O. D.  
 Send For Complete List.

**DAVID ROSEN**  
 Exclusive AMI Dist. Ea. Pa.  
 455 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2103

**SENSATIONAL  
 MUSIC BUYS  
 FROM ATLANTIC!**

**SEEBURG** at . . . . \$350  
**AMI "A"** at . . . . \$150  
**SEEBURG 146's** at . . . . \$150

POST WAR 5¢ WIRELESS WALL BOXES #W156 at . . . . \$18.75  
 RECONDITIONED - COVERS SPRAYED

**IMMEDIATE DELIVERY!**  
 1/2 Dep. Bal. C.O.D. P.O. N. Y. - Cashing \$7.50 extra

Don't Wait! All Orders Filled in Rotation!  
**WRITE, WIRE, PHONE**

**Atlantic New York Corp.**  
 Exclusive SEEBURG Distributors

583 10TH AVE. NEW YORK 18, N. Y. CHICKERING 4-0760

**EVANS'**

**PROFIT STIMULATING  
 COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

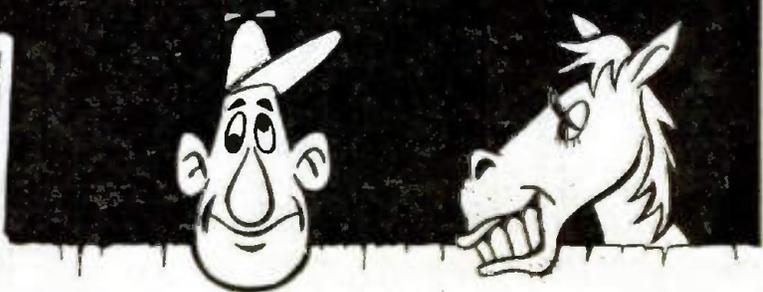
**MIAMI COLOR**

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!  
 Write for descriptive literature.

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS  
 SEE EVANS' CONSTELLATION AD ON PAGE 72



*Williams*  
**HAYBURNERS**



**HAS MORE  
 ACTION!**

LULU BELL Says:  
 "HAYBURNERS cops the  
 big play everywhere!"



**ORDER FROM YOUR DISTRIBUTOR NOW!**



CREATORS OF DEPENDABLE  
 PLAY APPEAL!  
 4242 W. FILLMORE ST. • CHICAGO 24, ILL.

# INSURE YOUR FUTURE WITH

# Bally<sup>®</sup> FUTURITY

THE FUTURE may look like a big black question-mark, but you can insure your future with FUTURITY. Because FUTURITY is designed and built to keep you going good when the going gets really rough. Remember...the harder Americans work in the hard-working, defense-building days ahead, the more eagerly they'll turn to the fun they find in FUTURITY. That's when you'll congratulate yourself for every FUTURITY you own and wish you owned twice as many. The extra play-appeal built into FUTURITY will put extra dollars in your pockets now. And, come what may in the future, you'll be sitting pretty to weather the storm if your routes are fortified with FUTURITY. Get set for the long pull... get FUTURITY now.



ALL THE PROFIT-PROVED  
PLAY-APPEAL OF TURF-KING

PLUS

**NEW  
FUTURE-PLAY  
ATTRACTION**

NEW Future-Play idea increases exciting power two ways: first, because players play extra coins to catch one of the three fascinating next-game advantages; second, because the next-game advantages provide a powerful repeat-play stimulator. FUTURITY includes famous "Citation" advancing odds, Player's Choice buttons popularized in Turf King, all the profit-proved Bally pinball features... plus the new profit-boosting Future-Play idea.

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**UNITED'S**  
**A-B-C**



**NEW  
 DIFFERENT  
 5-BALL  
 REPLAY  
 GAME**

APPROXIMATE SIZE  
 4 FT. LONG BY 2 FT. WIDE

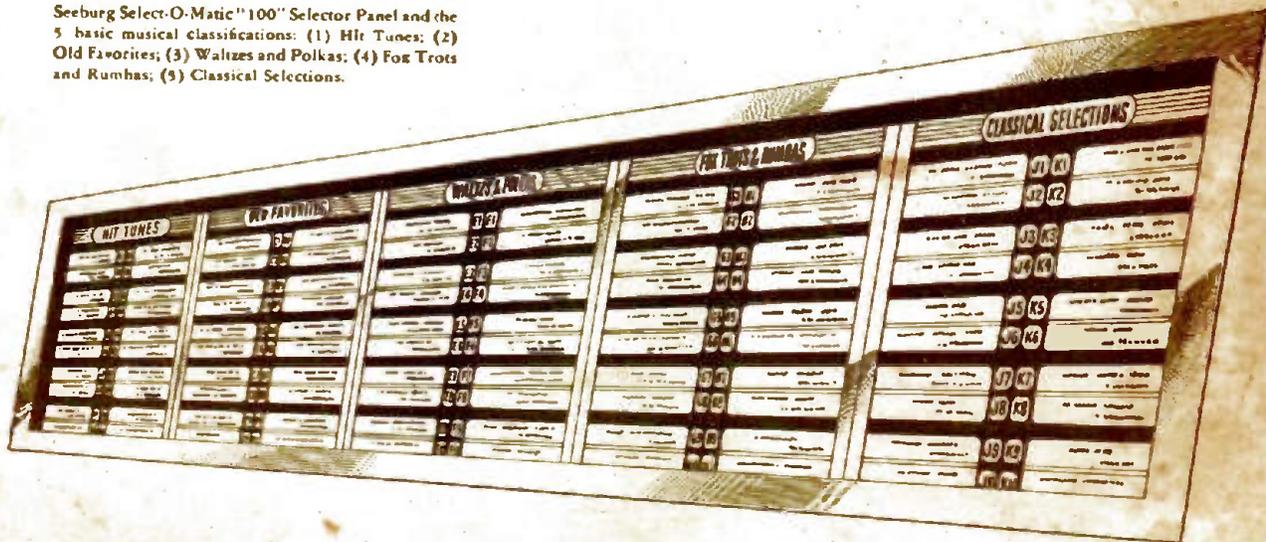
**SEE  
 YOUR  
 DISTRIBUTOR**

**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



# "MUSIC FOR EVERYONE" IN EVERY LOCATION

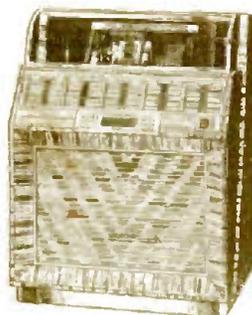
Seeburg Select-O-Matic "100" Selector Panel and the 5 basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.



when the **MUSIC SYSTEM**  
**HAS 100 SELECTIONS**

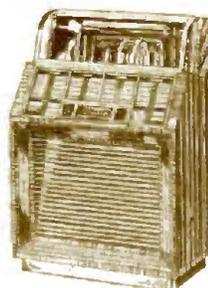
  
**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
1500 N. Dayton Street  
Chicago 22, Illinois

America's Finest and Most Complete Music Systems



at 78 rpm

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



at 45 rpm

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



the  
**Wall-O-Matic**  
**100**

An electronic development overshadowed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.