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TV Stations Snub Networks On Valuable Midnight Time

World Copyright Moves Forward At NY Meeting

Experts Harmonious But Controversies Must Still Be Met

WASHINGTON, Aug. 18.—A proposed model draft of a global copyright pact edged another step forward this week as the result of a New York City conference of copyright legalists and experts. The meeting, presided over by Dr. Luther Evans, head of the Library of Congress, was characterized by an air of harmony despite the fact that the present version of the model draft shaped by the recent Paris conference of United Nations Educational, Scientific and Cultural Organization contains several controversial provisions (*The Billboard*, August 11). No attempt was made to iron out differences on the various provisions this week.

The New York confab, lasting three and a half hours Wednesday (15), was devoted largely to a review of the Paris conference and a study of the text which was publicized earlier this month for [\(Continued on page 14\)](#)

Berle's Gross May Hit 100G For 3 Weeks

NEW YORK, Aug. 18.—Milton Berle will probably collect better than \$100,000 for the next three weeks, including his Hadacol single-shotter in St. Louis. But even if his figure reaches that total, it is doubtful if he'll keep more than a fraction of it. Taxes will take a huge chunk, but besides that Berle's paying all acts on his show generous salaries.

For the three days ended Friday (17), the Roxy, which has Berle and his package, headed by Dagmar, took in close to \$60,000. Saturday and Sunday, the Roxy hopes to take in close to another \$50,000. Projecting these figures for the full week ending Tuesday (21), the take could be about \$145,000.

Berle's deal is a \$35,000 guarantee [\(Continued on page 35\)](#)

No Hex on Tex-Jinx As Air Brings 300G

NEW YORK, Aug. 18.—Sale to the P. J. Ritter Food Company this week of the Tex and Jinx Sunday morning radio show via NBC, New York, on a 26-week deal, puts the couple in a position to rack up a \$300,000 annual AM-TV take on their local shows.

Duo already has four of the five-week TV series on WNBT sold out to Pacific Mills, Pan American Airways, Brooklyn Union Gas Company and Bond Bread. Station this week optioned the fifth period, with sale likely next week, making the couple completely a.r.o.

COLOR-TV WAR FRONT

RCA, CBS Quietly Continue Battling

By JOE CSIDA and LEON MORSE

NEW YORK, Aug. 18.—The struggle for color television supremacy continued quietly on a number of fronts this week. Major proponents of the Radio Corporation of America-National Television Systems Committee electronic compatible color system (among them General Electric, Zenith, Motorola) were building Columbia Broadcasting System spinning disk color sets. Each of these compatible system proponents will build 5 or 10 CBS-type sets strictly for the purpose of demonstrating them to their distributors, probably alongside an electronic, compatible

set at the upcoming RCA field-test demonstrations. The distributors, say NTSC spokesmen, can then make up their own minds which sets they want.

The RCA field-tests, to which the public will be invited, will resume September 10 here, and a battery will be installed in the lobby of the Center Theater, where the public will be able to view the demonstrations. Field test demonstrations, as previously announced, also will be held in other major cities. The field test plans were announced by Brig. Gen. David Sarnoff, RCA board chairman, at a press conference here Wednesday (15). Sarnoff also announced at the session that RCA would have large-screen theater color television ready for demonstration before January 1, 1952. Present black and white RCA theater TV installations may be converted to color with the RCA theater color system, said the general. Price of the color conversion or the color theater system had not yet been determined, he said. All this, of course, follows announcement of the CBS-eidophor large-screen theater color TV several weeks ago.

W. R. G. Baker, General Electric topper, and chairman of the NTSC, in the meantime, told *The Billboard* this week that the committee's work was progressing satisfactorily on the engineering level and that presently he would set up an economics panel, a group of hard-headed factory men, to work out costs and pricing of sets built on whatever all-electronic standards are ultimately adopted.

Baker and Sarnoff both confirmed the probability, indicated in *The Billboard* over a month ago, that the RCA-NTSC field-testing would be satisfactorily completed by the end of the year, and that either RCA or the committee would petition the FCC for another hearing [\(Continued on page 4\)](#)

Disks by Duo Sell 4 Million

HOLLYWOOD, Aug. 18.—Within one year the Les Paul-Mary Ford duo has sold about four million disks, and is establishing a record at Capitol for consistency in hits. Altho labels, as a rule, rush out with fast follow-ups in an effort to cash in on a hit, success of the sequels are rare and far between.

In the case of Les Paul and Mary Ford, out of six disk releases, twosome has passed the million mark on one and soared beyond 400,000 on all but one. The seventh release (*Whispering* backed by *World Is Waiting for the Sunrise*) is breaking for a .25-seller with advance orders going to 122,000. Paul-Ford first album went past the 100,000 mark with recently released new album receiving strong buyer reception.

According to Capitol's figures, Paul-Ford's *Nola* and *Jealous* sold 422,000; *Goofus* and *Sugar Sweet* [\(Continued on page 14\)](#)

Senate Unit Hits "Voice"; Sarnoff Blueprints Change

WASHINGTON, Aug. 18.—A Senate Appropriations Subcommittee this week voted a \$61 million slash in President Truman's \$115 million proposed budget for *Voice of America* which has been scathingly criticized on Capitol Hill for bureaucratic waste and bungling. The Senate Subcommittee's recommended drastic cut in *Voice* outlays is twice as stiff as the \$30 million slash voted by the House last month in conformity with recommendations of the House Appropriations Committee.

The *Voice* operations have been subjected to the gravest criticism in its existence in budget deliberations by Congress this year. The *Voice* was soundly rebuked for wide-scale extravagances, inept [\(Continued on page 6\)](#)

GOLF OR CROON, CHERRY COVETS CROSBY CROWN

NEW YORK, Aug. 18.—Don Cherry who is just as much golfer as he is crooner, this week turned down a shot on the *Songs for Sale* TV seg in favor of the opportunity to participate in the National Amateur Open Championship, which will extend thru September 8, the day the show asked the singer to appear.

The show's producer, who already has lined up Fran Warre to represent the distaff side of the singing department for that week, called Al Brackman, of the Howie Richmond Office, which manages Cherry, in an effort to change Cherry's mind, but to no avail. "Who does Cherry think he is," asked the producer, "another Bing Crosby?" Answered Brackman: "If he wins the national open, he will be."

Deejays Now Have a Week

NEW YORK, Aug. 18.—Monday (20) opens National Disk Jockey Week, with political and music business brass issuing a series of pronouncements and promotional items to honor the nation's platter spinners. Disk shops are being supplied with window streamers, network TV and radio shows are using deejays as guests during the week and magazines and newspapers are being flooded with publicity on the week. Most disk manufacturers also are co-operating in the celebration.

Typical of the far-flung promotional efforts behind National Disk Jockey Week is the announcement that the Andrews Sisters, currently on a personal appearance tour in England, will visit British jocks to bring regards from American platter spinners.

Oh, yes—the Monogram-Allied Artists flickery is about to release a film called *Disk Jockey*.

NEW YORK, Aug. 18.—Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, just returned from a European tour, this week outlined his own blueprint for the *Voice of America*, in the course of a press conference here Wednesday (15). The general joined the growing horde of national figures who are swinging to the belief that the *Voice* should be taken out of the State Department and operated as a separate agency.

Otherwise, the general's blueprint for achieving what he calls effective psychological peace fare, thru *Voice*, is as follows:

(1) Head of the operation should be a top man with cabinet status. [\(Continued on page 6\)](#)

Outlets Find There's Money In Late Hours

Drop "Sustainers," Recapture Periods For Greater Gains

By SAM CHASE

NEW YORK, Aug. 18.—Television stations throuth the nation are moving toward a recapture of time used by webs for sustaining shows, and of station option time which, in the past, has been utilized by networks with station permission. In the latter case, this is particularly true of time periods classified as Class B or C, which in past years had been considered hardly salable, but which now are proving eminently desirable both from an audience and a sponsor viewpoint.

Most striking example of the trend is the situation in the 11p.m. to midnight time on the National Broadcasting Company. Last season, this time was filled by Anchor Hocking across the board with *Broadway Open House*. At its maximum spread, the show was airing over 45 stations, a hefty line-up. The stations themselves were only too eager to have the web fill this slot commercially, [\(Continued on page 4\)](#)

Foreign Plant Tally Brought By Disk Exec

CHICAGO, Aug. 18.—Continental Europe and Israel have a good start toward high total record production, Irv Green, prexy of Mercury Records, told *The Billboard* this week. Green, a former pressing plant operator before starting Mercury five years ago, predicated his judgment upon the pressing plant facilities he investigated in those countries. Green made the trip to personally consummate deals for reciprocal leasing privileges, which, up to now, he had been carrying on via correspondence.

Green pointed out that the largest pressing facilities are owned by English Decca and His Master's [\(Continued on page 14\)](#)

Bob Evans to Emsee Miss America Pageant

ATLANTIC CITY, Aug. 18.—Nitory emcee Bob Russell, who handled such chores for the Miss America Pageant for many years, gives way this year to Bob Evans, former entertainer recalled from his cotton planting and brokerage business in Helena, Ark., to serve as emcee and talent director for the 1951 pageant next month. Reason for change, according to pageant officials, was the fact that they wanted some one who could be available to them two or three weeks in advance of the event to help out in its preparation and production.

IT'S BEEN DUE FOR LONG TIME

NEW YORK, Aug. 18.—Following hard on the heels of the recent series of articles in *The Billboard* concerning inadequacies in the State Department's *Voice of America* operations, two developments indicating that changes and improvements may be made took place this week. Stories are in flanking columns.

THEATER-TV QUESTIONS

Enthusiasm Is There But Not the Answers

(Third of a Series)

NEW YORK, Aug. 18.—Some of the most significant questions in the minds of theater operators mulling installation of big-screen TV equipment are those involving circuit affiliation, percentage splits and clearance and zoning rights.

Frequently raised was the still uncertain question of affiliation. As one Pittsburgh indie operator put it, "Will independents have to be affiliated with a circuit to get the big fights or world series games, or will there be open bidding for each submitted event? It would seem to me the anti-trust laws would have some bearing on the situation, unless there were open bidding."

Another most significant consideration is that of percentages. Several operators pointed out that high percentage costs for motion pictures have resulted in too many situations where the exhibitor has little left to show for the crowded house.

Big Bite for Big Ones

"We know all too well," said one Philadelphia circuit chief, "that a high percentage picture means a low percentage profit, regardless of how we crowd in the patrons. And the risk is entirely on our part. We want to know more about the percentage arrangement that the fight promoters and others will charge. Who is going to regulate the percentages? Are we going to pay 40 or 45 per cent when we make the total investment for an ordinary fight or sporting event, and then find the same promoters asking 60 or 65 per cent of our take when a championship fight comes along? That's what happens when Hollywood brings out an extra-special picture, and instead of making money on good pictures, all we do is make more money for producers who share in none of our operating risks."

Zoning Another???

Also paramount in the minds of exhibitors is the matter of zoning. A major sore spot as far as film exhibition is concerned, the zoning situation has resulted in a tidal wave of anti-trust suits by exhibitors against distributors over the years. Exhibitors want to know what protection they will get from fight promoters in presenting TV, when they are mindful that their competitor around the corner also may have TV equipment. While exhibitors never have been too happy about the way Hollywood has the theaters in large cities for picture product, TV complications are even greater.

Certainly there can be no distinction between first-run and third-run as far as telecasting a

fight is concerned. With a film, one exhibitor gets the picture before or after another, with corresponding differences in purchase prices and admission charges. With TV, it's a one-time shot.

Inasmuch as Hollywood never has been able to derive a satisfactory formula for setting up clearance and zoning rights, many exhibitors wonder how sports or fight promoters, most of whom have little film industry background, are going to cope with a problem that has created an endless chain of anti-trust actions in Federal Courts across the country.

Line Charges, Too

Exhibitors also are mindful that in paying the promoters a percentage of admissions, the gross box-office amount is figured into the amount given to the film company, which must get its percentage slice. Adding to the costs, leaving even less to the exhibitor, is the line-charge fee paid to the telephone company. Regardless of how little or how often the large screen set is used, contracts with the phone company will require weekly line-charge fees and, when added up, this could amount to a considerable figure.

However, exhibitors generally seem to react toward theater TV as "a shot in the arm that could hardly come at a better time," as is was phrased by Jay Emanuel, veteran industry leader, who has equipped Philadelphia's Stanley Theater. Says Emanuel: "Psychologically, theater TV breaks at a time when exhibitors are receptive toward anything which will bring back patrons to the theater or help break them of home viewing habits. For the first time since grosses began to fall, exhibitors are beginning to talk excitedly. They realize, of course, that this is not movie business in the strict sense, but another phase of entertainment. Just as important as the fact that my house was packed by paying customers for the fights and that traffic was jammed in front of the house for the first time in months, is the fact that the thousands who couldn't get in helped swell the coffers of other nearby houses, and that exhibitors in other parts of the city reported

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Big "Crusade" Bally Mapped

NEW YORK, Aug. 18.—Crusade in the Pacific, the March of Time's follow-up TV film series to Crusade in Europe, will be launched in six TV markets next week. The 26 issue film package makes its video debut under the sponsorship of banking and investment interests in each city.

Stations are backing the series with thousands of dollars in special advertising campaigns based upon a complete Pacific promotion folio, which March of Time is making available to them. One local station has set a \$26,000 budget for the project.

Beginning Thursday (23), the half-hour films will bow over WNBK, Cleveland, Society for Savings; followed by WDTV, Pittsburgh (25), Mellon Bank; WBAL-TV, Baltimore (27), for Burton Guy Realty; WXYZ-TV, Detroit (28), the Detroit Bank; WSM-TV, Nashville (29), Third National Bank; KSTP-TV, St. Paul-Minneapolis (30), Northwestern National Bank.

In addition to spotting the series on local stations thruout the country, the March of Time has contracted for the American Broadcasting Company to carry Crusade in the Pacific on its five TV stations. This list will be augmented next week, when March of Time issues an additional list of new outlets and sponsors lined up for the program.

Review Index

Table with 2 columns: Review Type and Count. Includes Record Reviews (33), Classical Reviews (24), Legit Reviews (28), Night Club Reviews (37), Radio Reviews (37), Television Reviews (8), and Vaudeville Reviews (37).

Highlight Reviews

VAUDEVILLE

Berle Fractures Standees With Zany Abandon, Dagmar in Fast Roxy Show

By BILL SMITH

Milton Berle, preceded by his Texaco Quartet who brought him on via special lyrics to the Texaco theme song, proceeded to bounce out and kill 'em. Berle was on with practically every act, throwing lines with his characteristic abandon, heckling the audience and ribbing the band (if he's a conductor I want a transfer) to the explosive delight of a packed house.

and similar stock lines, he went into a special based on New York's My Town. His energy was overwhelming. He bounced, jumped, roared, howled, hoofed, did bits, either alone or with somebody else, and fractured them. Business? Well, street lines started before the first show and kept going all day.

Dagmar, with the same-size billing out front as Berle (and Betty Grable, who's in the current flicker, Meet Me After the Show) lived up to her contrived rep as "America's Most Prominent Literary Fig-

ure." Anatomically, her figure is undoubtedly prominent, a fact that Berle played on up to the hilt. Her malaprops were amusing to some and hilarious to many others. Dagmar and Berle did a couple of things, a Romeo (she pronounced it Romero) and Juliet, with a dash

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Milton Berle Show. Reviewed at the Roxy Theater, New York, Wednesday, August 15.

TELEVISION FILM

Editing on 56,000 Miles of Movies Makes 'Pacific Crusade' Exciting

By JUNE BUNDY

The March of Time's new film series, Crusade in the Pacific, scheduled for release to stations this fall, is a "military and political history of the Pacific-Asian world from 1931 to 1951," including coverage of the Korean conflict.

Judging by the first two half-hour shows, the series should do as well, if not better on the video circuit than Time's Crusade in Europe flicker, which recently completed its third sponsorship tour in TV markets. Production problems on Pacific were far greater in terms of what Time calls "sheer area and number of campaigns"—plus "conflicting interpretations of a great many actions." In view of the staggering amount of film involved (about 300 million feet—from 50 to 100 per cent more film than that assembled for the European story) film editor Jack Bush has done a masterly job on Pacific.

In the course of his editing chores, he and a group of screening aids plowed thru combat film records of the Dutch, British, Australian, New Zealand, Japanese, and U. S. Army, Navy, Air Force, and Marine Corps. Time cameramen in Korea are still filming the final reels of the 26 half-hour series.

Use of Japanese film produced some of the most effective Pacific battle records ever screened and certainly the most comprehensive, since viewers were able to watch parallel combat preparations by both sides. The first stanza of the series, tho, was probably the weakest in the lot, due to an inadequate supply of available film material on Japan prior to World War I and during the early 30's. The traditionally impassive quality of the Orient also was a factor in making the first 15 minutes dullish.

However, once the Pearl Harbor double-cross exploded across the screen, the series became exciting living history. The second half-hour, a double view of U. S. and Japanese combat activities on Guadalcanal, maintained a high-powered pace from start to finish. Crusade in the Pacific is a credit to the TV film programming field and should come as a welcome relief to audiences whose video views of the East heretofore have largely been confined to Charlie Chan.

June Bundy.

Reviewed Thursday (16). Producer, Arthur Tourtellot. Writer and assistant producer, Fred Feldkamp. Film editing supervisor, Jack Bush. Film and compilation, William Kileullen, Eric Lawrence, Wolf Matthiessen. Commentator, Westbrook Van Vorchtis. Maps, Joseph Stults.

VAUDEVILLE

Chi Cheers at Dinah's "Everything," But Specially Her Warm Friendliness

By JOHNNY SIPPET

Only criticism that can be made of headliner Dinah Shore is that she didn't play this and a lot of other towns consistently during the past six years. She has everything to ingratiate her with record buyers, who know her only as a voice on a hunk of shellac. Chief attribute is her genuine friendliness. While it's always projected on her Victor wax, it's most evident in her easy talk between tunes and her casual walks off and on, and an easy little dance she did

between choruses of one number. It's a friendliness that couples with a confidence that comes from years of experience, dating back to her break-in at WSM, Nashville, and then her sojourn with Eddie Cantor. Up to now, she's sold disks locally on her voice, but from now on she'll sell even more because of her stage savvy. Her real American-gal simplicity matches her natural good looks to make her a sander in the flesh. Biggest number was her current

hit, Sweet Violets, in which she throws out bouquets to the front rows.

Ted and Flo Vallett start off fast with their standard baton twirling. Gal has improved and expanded her tumbling while twirling one and two sticks. Their

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Dinah Shore Show. Reviewed at Chicago Theater, Chicago, Friday, August 17.

TELEVISION

Paul Dixon Formula Proves Jockey Stanzas Can Hold Sock Video Appeal

By JOE CSIDA

It took network radio better than 20 years to get around to carrying disk jockey shows. Network TV has made it in half that time. And believe it or not, it's good. After working out two hours a day before the cameras at WCPO-TV, Cincinnati, for quite some time, Paul Dixon and company have developed a deejay formula for video with all the visual appeal of a rowdy-dow vaudeville stanza and all the musical polish of a hit parade. The latter achievement is patently inevitable in the Dixon formula, since all the music is supplied via the carefully developed arrangements, excellent musicians, highly trained engineering skill and top male and fem vocalists of the recording

business. You can hardly miss musically if Perry Como, Bing Crosby, Rosemary Clooney, Tony Martin, Dinah Shore and other such warblers lend their outstanding efforts to your show.

The job of converting these disks into a highly entertaining hour of video is where the showmanship comes in. Dixon, one of the music business' best-liked, vet platter spinners, has a Red Skeltonish quality that projects tremendously over the tube. His fem cohorts, Wanda Lewis and Dottie Mack, are extremely decreative, which can be said of lots of dames, but additionally they have the unique talents needed to round out this package. Wanda quick-sketches cartoons while disks are playing,

and Dottie is a pert and excellent pantomimist. Her lip-synching and body-English on anything from a novelty like Come On-A My House (to Rosie Clooney's brash and happy vocal) to a sexy I'm in Love Again (to April Stevens' boudoir whispering) are outstanding. Dixon, himself, has mastered the mime art to a high degree.

Dixon also does a solid comedy acting job each week to a skit, narrated via tape by himself, while he goes thru the motions. On first show he did a private-eye bur-

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Paul Dixon Show. Reviewed via ABC-TV, New York, Wednesday, 8 and 15.

The Billboard logo and address information for The Amusement Industry's Leading Newsweekly, including founder W. H. Donaldson and various office locations.

"NUTS TO THE NETS!"

Local Stations Discover Payoff Late at Nights

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even the NBC's network contract has the web's time, in the evenings, run only from 7:30 to 10:30. The theory about a year ago was that time after 11 p.m. was not particularly salable.

The stations carrying the show were startled to discover that *Open House* did very well, indeed, in terms of audience. However, while the stations were becoming sold on the time's value, the sponsor found it necessary to cut down his number of outlets due, in part, to increase in the price of time and talent, and a falling off of the number of local beer firms sharing costs with Anchor Hocking. Eventually, the Monday and Wednesday segs were dropped, then the personnel was changed on the three remaining nights, and the show shortly is to be dropped

altogether.

At present, the number of stations airing the show totals only 16. The interesting result of the *Open House* experiment is that NBC will be unable to recapture the time for other purposes now. The stations have learned that the time can be sold, and have decided to keep the entire revenue via local sale rather than take the approximately 35 per cent of network revenue they derive from a web commercial.

In this stance they have been buttressed considerably by arguments put forward by firms selling film shows on a local basis. These organizations have been whispering to station managers that they are passing up a good bet in devoting station time to web shows, or allowing the web's

sustainers to make up what might otherwise be salable time. They point to product with name players which is available on a local market basis. And the station managers are falling in line. Thus, altho 7 p.m., Saturday, has been used by NBC for web shows (Victor Borge last season), reports have it that many stations want it themselves now.

Altho NBC has been talking about filling the 11 p.m. to midnight strip with a group of mysteries, this plan was effectively scotched this week by its own owned-and-operated stations in New York, Chicago and Washington, which sold Monday, Wednesday and Fridays at that hour to Camels for film shows. Film product comes via film for Television, Inc. The deal doubtless came about when the web decided it would no longer be possible to program the time on a network basis in the future, due to inability to clear sufficient stations.

WNBT, New York, quickly followed by selling Thursday night time as well. Vim bought the 11 to 11:30 period for *Quick On the Draw*, and also has the Sunday time for its *Talent Search* show. Tuesday night thus far may still, theoretically, be cleared by NBC. The web is known to be talking with Curtis Publications about that slot for the *Meet the Press* show for *Satevepost*, which must vacate the 8 p.m. Tuesday time when Milton Berle returns. How many stations can be cleared still is a moot point.

The Camel-WNBT film deal is particularly interesting in that it will buck the *Late Show* film airings of WCBS-TV. Latter is sold on a participating basis, with some dozen sponsors needed to make it pay off sufficiently. WNBT is due to embark on a major promotion campaign in the battle for audience.

All-Out Campaign Set Up for AMers

"Wherever You Go—There's Radio" Is Slogan in Detroit Station's Promotion

DETROIT, Aug. 18.—An all-out, co-operative campaign to promote AM radio institutionally is being launched, September 15, by seven Detroit stations in what is believed to be the first joint move of its kind. All appropriate media will be used, including radio itself (transcribed spots and station breaks), car cards, and newspaper advertising. The only field missing from the program is television.

The key slogan will be: "Wherever You Go—There's Radio." The slogan has been widely used by several local stations during the past four weeks. It will be incorporated into all advertising and publicity used in the venture. Individual station call letters will be kept out of such copy, altho individual stations are expected to incorporate the slogan and campaign symbol in their own newspaper,

trade and mail promotion.

Participating stations range from 250 to 50,000 watters and includes WXYZ, WJR, CKLW, WWJ, WJBK, WEXL and WKMH. The only local AM station not participating is WJLB.

The plan has been on the boards for several months and appears solidly grounded. The set-up calls for a pooling of ideas, effort and money. The precise size of the budget remains a guarded secret, but it is being shared pro rata among the stations according to their own one-time Class A rate.

A system of rotating chairmanships for the drive was set up by the steering committee of one member from each station. Hal Neal, advertising and promotion manager of WXYZ, was named chairman for the first 30-day period.

Republic First Major To Sell Flicks to TV

HOLLYWOOD, Aug. 18.—Republic Pictures this week became the first major movie studio to sell its product to TV when it closed its first video deal, selling 175 films on a one-year basis to Station KTTV. Deal, including features, Westerns and serials, is one of the largest first-run film transactions made in this area, with KTTV paying Republic an estimated \$250,000 for first-run rights. Deal was negotiated and closed

thru Hollywood Television Service, Republic's TV film subsidiary, with its prexy, Earl Collins, representing the studio, and KTTV general manager, Dick Moore, and station film director, Tom Corradine, negotiating for the station. Films include 23 Red Ryder full-length Westerns featuring Wild Bill Elliott and Gabby Hayes; 26 feature films, 26 *Three Mesquiteers* Western films, 48 half-hour serial episodes; 13 *Lone Star* Western films, with Don (Red) Barry; 23 *Frontier* Westerns, starring Sunset Carson; 26 Westerns starring Bob Steele and Johnny Mac Brown.

This marks the first time the major studio dike has broken to allow major lot product to trickle into the TV pic pool.

Iowa State College TV Shows Profit "—or Does It?"

DES MOINES, Aug. 18.—First audit of the country's only college-operated TV station, WOI-TV (Iowa State College) here, for the 10-month period ending April 30 showed a net profit of \$69,533 (if new equipment purchases are not included). The report showed revenue of \$117,786 from the networks and use of \$24,500 of school funds. Expenditures amounted to \$72,753, including \$16,783 for staff salaries and \$15,577 for general office expense.

The auditor's office and the school is in dispute how the \$79,214 for new equipment should be listed. The auditor's office wants to include the total amount, which would put the 10-month operation in the red for \$9,681, while the school claims the new equipment purchase should be on a depreciation basis.

ACTIVITY ON COLORVISION FRONT

Struggle for Supremacy Continues As RCA Resumes Tests, CBS Expands

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ing shortly thereafter. CBS, in the meantime, added a new daily color show to its program, *Tico Sleepy People*, and continues to run successful demonstrations of new types of programming, latest of which was the *Dodgers-Braves* ball game. Other baseball, and, of course, football games, as previously revealed in *The Billboard*, are upcoming. The big

problem for the CBS side continues to be a scarcity of sets for public demonstrations. Several demonstrations were put on in Cincinnati recently, but no widespread public demonstration of the CBS shows has yet been possible.

In West Berlin the CBS color demonstrations were playing to "wow" reception, according to reports. RCA was not showing color

JUGGLING TIME IN TV

NBC May Shift Option Periods in Morning

NEW YORK, Aug. 18.—The National Broadcasting Company this week was reported considering a plan to juggle station option and network time periods during the pre-noon TV hours. As one facet of the plan, it is said to be on the verge of turning the 11 a.m. to noon periods back to the stations for local use, instead of using it either for the Rudy Vallee show as originally planned, or putting the Dave Garroway stanza in as a 30-minute strip, as most recently considered. Garroway now is seen being dropped into the 12:30 to 1 p.m. strip instead.

With NBC network time established as 10 a.m. to 1 p.m., 3 to 6 p.m. and 7:30 to 10:30 p.m., the web is seeking new devices to strengthen the morning period especially. NBC execs are thinking of seeking the 7 to 9 a.m. local op-

tion period for network use, while turning the 10 to 11 a.m. network time period over to affiliates for local sale. To avoid station charges that the network is taking two hours and giving only one, the web is devising a plan whereby the 7 to 9 a.m. slot would be split up so that half of that time would be sold on a network basis, and the other half on a local basis by affiliates, on a non-network-recapturable basis.

NBC execs are said to feel that a strong show on the 7 to 9 a.m. slot would get both the web and its affiliates off to a strong, competitive jump. Nature of the show is not yet set, but it likely would get a strong personality. It's understood that the network has not yet notified affiliates about the plan, but likely will sound them out in the near future.

Foote, Cone, Belding Shuffles Top Execs

Carney Heads Board in Shift Intended to Unify Ad Agency in Battle for TV Billings

NEW YORK, Aug. 18.—A top-level reshuffle at Foote, Cone & Belding agency this week has shifted responsibilities about considerably, and moved to integrate the agency into a more compact unit. Outstanding developments were the exit of William F. Berchtold, who was executive vicepee in the New York office; election of Robert F. Carney as chairman to the president, and switch of Don Belding from the presidency to the chairmanship of the executive committee consisting of himself, Cone and Carney.

Belding, who formerly supervised both the New York and Hollywood operations, altho quartered on the Coast, now will concentrate on the Los Angeles, San Francisco and Houston offices. Cone, who in the past worked almost exclusively in Chicago, now will split his time between that city and New York, and will service many top Gotham clients.

Election of Carney to the board chairmanship comes as something of a surprise to the trade. He formerly was senior partner in the Chicago law firm of Carney, Crowell and Leibman, which served as legal counsel to FC&B.

He is regarded as the man who may unify the agency and help get it moving in a single direction during the coming period of struggle for TV billings. FC&B in the past is widely regarded as having had divided direction.

The new board of directors of the agency includes, besides Cone, Belding and Carney: W. R. Sachse, Roy Campbell Jr., J. Hugh E. Davis, Frank E. Delano, Robert J. Koretz, William J. Pringle, A. E. Rood, Fred Sibley, Jack Smock, Rolland W. Taylor and Elwood Whitney.

FC&B's New York operations will be supervised by Delano, Taylor and Whitney, with Taylor transferring from Chicago. Chicago will be headed by Campbell, Davis and Koretz, under Cone's direction. Whitney heads creative departments in New York and Koretz in Chicago. Under Belding, Pringle and Smock will head Hollywood operations; Sibley those in San Francisco, and S. R. Wilhelm those in Houston. Shifting to New York with Taylor are the Krinkles, Post Toasties and Postum accounts of General Foods. A. J. Becker and others of the Chicago staff working on General Foods likewise will move to New York.

Theater Web Gets Saddler-Pep Bout for Largest Audience Yet

NEW YORK, Aug. 18.—Theater Network Television, Inc., acquired rights to the second major championship boxing match in as many weeks as it captured the Sandy Saddler-Willie Pep featherweight bout for exclusive showing via theater TV. Last week, TNT picked up the return match between Randy Turpin and Sugar Ray Robinson for the middleweight crown.

The Saddler-Pep bout, September 26, is slated to play to the largest number of houses yet linked, despite the fact that its

Yankee Stadium locale rules out the five theaters in the New York area which this week carried the Joe Louis-Jimmy Bivins scrap. Joining the link for the first time will be theaters in Minneapolis, Detroit, Boston and St. Louis, with 25 to 30 theaters expected to be set by the opening gong. New relay facilities are expected to be brought into use for the first time in this match.

The Louis-Bivins bout played to generally disappointing houses, with six of the 15 claiming sell-outs, altho the New York Paramount, one of these, seemed to have a number of empty seats. However, the draw still was regarded as well above the average crowd for a week night.

Mutual Signs Food Sponsors

NEW YORK, Aug. 18.—Mutual Broadcasting System this week chalked up sponsorship renewals by three of the web's most important bankrollers.

Kellogg's Rice Krispies resigned 'be thrice-weekly Clyde Beatty series; Quaker Oats picked up its *Man on a Farm* tab for the third year, and Derby Foods, Inc., bought *Sky King*, a Tuesday and Thursday adventure series, for the second year.

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. BECAUSE OF YOU

3. MY TRULY, TRULY FAIR

4. SHANGHAI

5. COME ON-A MY HOUSE

6. MORNINGSIDE OF THE MOUNTAIN

7. THE LOVELIEST NIGHT OF THE YEAR

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

ADD TINT TV PROBLEMS

How Will Color Video Affect Live Vs. Film Program Question?

Less Film Will Be Used, Says TV Engineer

NEW YORK, Aug. 18. — TV audiences can expect to see a great reduction in the use of film when color comes of programming age, according to a top TV engineer. This expert pointed out that the present black and white film comes in on 525 frames, on field sequential color sets it will be received on 405 frames. This means that the definition of the color pictures will be less acceptable than black and white pictures. Since most film now suffers considerably by comparison with live video, it is expected that color film will be even farther removed from audience tolerance.

The engineer asserted that because imperfections are even more obvious to the eye in color than in black and white, chromatic film is likely to reveal even greater degradation in quality. As to the possibility of getting top color film product, he noted that most of these color films are controlled by the major film companies which, as yet, have not released even their black and white movies to TV.

Color film in movie houses, the engineer said, can be presented only by using special equipment. This equipment is not only expensive but complicated. It should be obvious that TV stations that wish to show color film will have to add similar equipment. All these factors could conceivably add up to a greater utilization of live programming in the color video scheme.

500G Tele Pix By Cathedral

HOLLYWOOD, Aug. 18. — First production undertaken by Cathedral Films with the TV field definitely in mind will be a 12-episode series devoted to the Life of Jesus Christ. Production budget will pass the \$500,000 mark. Filming gets under way Wednesday (15).

Jim Fredrich, head of Cathedral, will use two cameras in the filming, shooting simultaneously so as to have two original negatives. All 12 pix will be shot both in color and black and white, with double negative allowing the producer to make both tinted and b&w. prints from an original negative rather than a duplicate negative. Black and white will be shot on 35mm. stock while color will use 16mm. commercial Kodachrome.

Last week, Cathedral's Fredrich announced he will make available Cathedral's complete stock of church films to video, consisting of 40 productions based upon Biblical material amounting to a combined production cost of \$1,200,000.

PROS & CONS ON FILM VS. LIVE IN COLOR

NEW YORK, Aug. 18. — Probable effects of the introduction and spread of color television on the always-intriguing question of film versus live programming is getting considerable mulling on the part of trade leaders today. In the flanking stories *The Billboard* presents the opinion of a competent engineer on the new problems faced by film in connection with color video, and the actual plans plus opinions of Hollywood TV film makers on the issue.

Hartman Joins Official Films

NEW YORK, Aug. 18. — Bill Goodheart, executive vicepres and general manager of Official Films, this week hired Alan Hartman, who resigned his spot as Pennsylvania rep for the Frederick Ziv firm to join Official.

Official execs Jerry Fairbanks and Sig Rogell flew in from the Coast in midweek to huddle with Goodheart on programming and sales plans.

Most Picmakers Adopt Wait and See Position

HOLLYWOOD, Aug. 18. — Color TV may be just around the corner, but the majority of tele filmers here aren't banking on it. Most of video's movie makers are still sticking to black and white film despite talk of TV's conversion to tint. Only four of some 90 TV film producers here are willing to gamble on tele's multi-hued future by switching to color film. Others are continuing with black and white while following a wait and see policy. An interesting sidelight is the fact that the color crusading Columbia Broadcasting System is not among the film producers using color stock, but continues to shoot its *Amos 'n' Andy* series on black and white. Similarly, CBS's projected TV film shows (*I Love Lucy* and *My Favorite Husband*) are not slated for color filming.

Color and black and white crowds are far apart in their thinking. Those now shooting on color stock — Snader, Crusader Films, Dudley and Ziv—feel additional.

(Continued on page 10)

US Nudges Preem of Coast-to-Coast TV

Microwave to Bring Jap Treaty Confab September 4; Three Video Nets Sked Event

NEW YORK, Aug. 18. — An inkling of the significance coast-to-coast TV is deemed to possess in the national interest was gained Friday (17) when the date of the initial transcontinental telecast was moved up to September 4, with coverage of the Japanese Peace Treaty Conference at San Francisco. The first regular use of the facilities was to have been September 30, following a special ceremonial broadcast.

Switch was made by American Telephone & Telegraph Company at the request of the State Department, shortly after AT&T opened the microwave relay system's first two circuits for telephone messages. The second two circuits available will be those used for TV. The treaty coverage will commence at 10:30 p.m., with a special message from President Truman opening the conference. Sessions are expected to run thru September 8.

Decision to carry the historic telecasts was made immediately by American Broadcasting Company, Columbia Broadcasting System and National Broadcasting Company, with only the Du Mont web still uncertain as to plans, but considered almost certain to join the pool as well. A session was set for

Monday (20) in New York at which the webs will set pooling plans.

AT&T has been making regular TV tests via the transcontinental system, with unofficial reports indicating perfect reception. One web exec this week said that a recent test had carried a picture originated in Washington out to San Francisco and back to New York with no perceptible loss in quality.

TELECOURSE REPORT

Pupil Attendance Fair For WWJ-TV Classes

DETROIT, Aug. 18. — Education by television does not draw the same percentage of attendance as a regular academic course of resident students, but does fairly well in view of the easy temptation to cut classes, according to a final summary of results of the telecourses carried by WWJ-TV in co-operation with the University

WNEW MAY SKED BB 'HONOR ROLL' IN 'PARADE' SPOT

NEW YORK, Aug. 18. — If Lucky Strike acts on its decision to switch *Hit Parade* from Saturday to Thursday night this fall, local indie WNEW plans to program its *Billboard Honor Roll of Hits* show in the big company's old 9 p.m. Saturday time slot. Latter sizer is currently heard on Sundays, but Program Director Dick Pack thinks the switch would spark an audience increase for the station by filling the *Hit Parade* time void with a similar type music show.

Pack's theory was evolved this summer when WNEW hopped on the classical disk wagon for first time, in a move to inherit some of the longhair fans abandoned when the Columbia Broadcasting System dropped its Sunday afternoon classical series. At that time, Pack grabbed lots of space by casting Benny Goodman "against type" as a classical platter spinner.

Du Mont Files 2,129-Station TV Blueprint

WASHINGTON, Aug. 18. — Starting the ball rolling in the latest brief-filing before the Federal Communications Commission for a final TV allocations system, Allen B. Du Mont Laboratories, Inc., yesterday (17) filed nearly 100 pages of testimony and exhibits calling for a national TV allocation plan widely at variance with the one previously proposed by FCC. Scores of briefs are expected to be filed by others preparatory to the August 26 deadline for the initial group.

Du Mont declared that its proposed allocations plan would bring TV to more communities and considerably more people than would the proposed FCC plan. The Du Mont plan, devised by Dr. T. T. Goldsmith, research director, would make a total of 2,129 very-high-frequency (VHF) and ultra-high-frequency (UHF) assignments, compared to 1,916 initially proposed by FCC. The Commission has pointed out that its plan provides ultimately for more than 3,000 TV stations.

"Voice" Budget Cut of \$61 Mil Recommended

Continued from page 1

ness in programming and other grave shortcomings in waging a propaganda drive against Communism. Singled out among the Voice's faults have been the agency's tendency to spend its money on self-praise evaluations, global junketing, over-stuffed brass-hat jobs and pressure campaigns to get bigger outlays from Congress.

The record-size slash voted by the Senate Appropriations Subcommittee this week is being reviewed by the full Senate Appropriations Committee preparatory to sending an appropriations bill to the floor. Dissatisfied with the way the Voice has been operating, Congress has already voted a 90 per cent cut in the agency's supplemental outlay. If the Senate goes along with the Subcommittee's recommendation to pare State Department's 1952 regular appropriation for global propaganda from \$115 million to \$54 million, the Legislation will go to a joint Senate-House conference committee.

A move to shift the Voice from State Department to an independent agency appears to be gaining strength as the result of recurrent Congressional criticism of State's handling of the global propaganda operations. Three bills have been before Congress for several months proposing the transfer which was strongly endorsed this week by Gen. David Sarnoff, chairman of the board of directors of Radio Corporation of America. (See separate story.)

The RCA board chairman's comments drew a favorable reaction on Capitol Hill. Approval of Sarnoff's press comments came from Sen. William Benton (D., Conn.) and Sen. Karl E. Mundt (R., S. D.). Benton is author of a bill to probe the Voice so that Congress can determine whether it should be shifted to a new independent agency. Mundt is sponsor of a bill mandating the transfer.

Sarnoff Urges "Voice" Change For "Peacefare"

Continued from page 1

Working with him should be a board comprised of representatives of top governmental departments such as State and defense, plus non-governmental leaders from the fields of religion, education, etc.

(2) Operation must be adequately financed. As a rough start toward figuring costs, for example, if we are spending a hundred billion dollars on national defense in the next two years, we should spend at least 1 per cent, or a billion, for the Voice function.

(3) A complete study and re-evaluation of the job to be done must be made. (Sarnoff believes the magnitude of the task has thus far been underestimated.) In this study, specific attention must be focused on three major facets, (a) facilities required here and throughout the world, (b) appreciation of proper programming, (c) independent, unbiased research to continually evaluate real effectiveness of performance.

Sarnoff stressed the opinion that the people who are presently running State and the Voice have been doing a "good job under the circumstances, and within the limitations of their budgets." He said he believed some improvement had been shown in the past several years, but made it very plain that he felt the best job of propaganda being done today is being performed by the Russians.

Tintair Drops Out; Singer Grabs Time

NEW YORK, Aug. 18. — Tintair this week dropped its sponsorship of one quarter-hour weekly of Kate Smith's hour-long daytime strip on the National Broadcasting Company.

The vacancy didn't exist long, as Singer Sewing Machine Company immediately picked up the time.

"Here's a young singer headed for stardom"—Paul Denis

RALPH CURTIS

(Romantic Young Singer)

August 23 through September 5 at

BOB MILLER'S RIVIERA

Fort Lee, New Jersey

Pers. Mgt.:

ETHEL BURNS

Hotel Belleclaire, New York. EN 2-7700

THANKS TO: Bill Miller, Morty Curtis and Charlie Rapp for Riviera date* Legal Counselling by Andrew D. Weinberger
Special Material by Bobby Kroll Clothes Styled by Irving Heller Orchestration by Jack Haveron Publicity by Marvin Kohn



WEDDING BELLS RING AT WMTR

MORRISTOWN, N. J., Aug. 18.—Sales may be slow in the summer but there's no slump in the romance department at local radio Station WMTR. Flack Bill Shilstone reports four staff marriages and one birth.

Weddings include announcer Gerry Harris to advertising writer Bessy Chapman; program director Bob Vesel to Doris Zeeb; newsman Wallis Bishop to Carolyn Baker; and receptionist Hilda Giordano to Michael Cifrese. Birth department was headed by advertising exec Frank Martino and frau, who welcomed a baby boy. Shilstone's doleful comment: "We hope that's all for awhile. It's been a rough summer for buying presents."

Hoyt Signs 5-Year Pact With Burger

CINCINNATI, Aug. 18.—Waite Hoyt, ex-big-league hurler and long one of the nation's top baseball casters, has signed a new five-year contract with the Burger Brewing Company, Cincinnati, that will keep him simulcasting baseball games out of this town until after the 1956 World Series. Hoyt's present three-year contract with the Burger beer people expires at the end of the current baseball season.

The new pact, which it is estimated will net Hoyt around \$200,000, will put the ex-Yankee star on the air thruout the year. During the winter he will do a TV sports show three times a week on stations in Cincinnati, Dayton and Columbus, O., and Huntington, W. Va., and will have a radio sports show on a 15-station network in Ohio, Indiana, Kentucky and West Virginia.

During the next baseball season Hoyt will call all the Cincinnati Reds' baseball games on a network of 32 radio stations and as many games as the Redlegs will allow on four television stations. Under the contract, Hoyt will also report from the spring training camps in Florida and the World Series. Hoyt originates over WCPO and WCPO-TV. All Reds' games are aired via radio but only week-day daytime games are simulcast. Televising of Sunday and night contests are out.

Hoyt had been much sought after by Detroit interests as a replacement for the late Harry Heilmann in airing the Detroit Tigers' baseball games.

52 Stations Buy "Tracy"

HOLLYWOOD, Aug. 18.—Reuben Kaufman, sales head of Snader Telescriptions firm, closed deals for the recently acquired Dick Tracy series with 52 stations.

According to Kaufman, Tracy sales marks the fastest telepix distribution in the industry's history, sewing up 52 outlets within three weeks after the Snader firm acquired the comic strip series from P. K. Palmer, owner of the strip's telefilm rights.

Other comic strips to be converted to tele by the Snader firm, also previously owned by Palmer, include Moon Mullens and Brenda Starr. Production on these, Kaufman said, will get underway later in the year.

Production on Tracy series is now continuing, with pix ready to hit the tele screens this fall.

Justice Dept. Studies Petition Vs. Limited TV

WASHINGTON, Aug. 18.—Department of Justice's Anti-trust Division is mulling a formal petition filed this week by Fair Television Practices Committee calling for an investigation of the National Collegiate Athletic Association's pact for limited telecasts of next season's football games. In a letter to Att. Gen. J. Howard McGrath, FTFC chairman Jerome W. Marks questioned the legality of NCAA's TV plan.

Marks, whose committee was created recently in a crusade against closed circuit theater TV, told the attorney general that NCAA's restrictive TV plan is being enforced by the association despite opposition from some of its members. NCAA's move, said Marks, appears to be "a violation of the anti-trust laws of the United States." Should Justice Department fail to take action, continued Marks, the door will be open "to similar agreements on the part of others affecting other sports."

"This committee regards the plan of the NCAA both as illegal and the result of an error in judgment," Marks continued. "The availability of telecasts of football matches may possibly have affected the attendance at college and high school football matches, but other important factors doubtless have played a part in declining attendance."

TV Execs Will Meet Film Unit

NEW YORK, Aug. 18.—The newly formed TV Film Distributors' Board here will hold its first meeting with video station execs in two weeks. Confab is follow-up to the initial meeting of major TV film distributors here some months ago, at which time the movie men agreed to draw up an official contract setting forth suggested rules and regulations for station-distributor film sales relations.

Pros and cons of such a contract will be the key subject for the forthcoming station-distributor meet, along with discussions on setting up a reporting system to combat free replays of films, proper handling of prints and insurance of same, and a more efficient way of routing films from one station to another.

New TV Screen 15x20, at 6.5G

NEW YORK, Aug. 18.—A new large-screen, low-priced theater TV system was put on the market here this week by TV Exhibitors Giant Screen, a subsidiary of Carrier Corporation, air-conditioning unit manufacturers. The rear projection screen unit, measuring 15 by 20 feet, is priced at \$6,500, as compared to the \$15,800 sales tag tacked on Radio Corporation of America's movie TV system.

Deliveries to film exhibitors will be made in three weeks, with initial orders said to include six units to the Interstate Circuit of movie houses in Texas. Set was designed by electronic engineer Louis Castlucci, an official of the new company. Jack Ellis is sales manager.

WOR-tv channel 9

New York's greatest sports station, carrying such important sports events as The Brooklyn Dodgers, The World Series, All-Star Game, the best in basketball, boxing, wrestling, golf

Proudly Announces ITS 1951 FALL SPORTS SCHEDULE

- Monday—Boxing, IBC Bouts from St. Nicholas Arena
- * Tuesday—Boxing, from Westchester County Center
- Wednesday—Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)
- * Thursday—Boxing, from Sunnyside Gardens
- Friday—Wrestling, from Jamaica Arena
- * Saturday—Boxing, from Ridgewood Grove

Effective Immediately
WOR-tv will accept orders for fall start

There are still premium availabilities on such top show groups as the following:

- | | |
|------------------|---------------------|
| Sports | News |
| Children's Shows | Feature Films, etc. |

All time is guaranteed against pre-emption at a cost any sponsor can afford. Ask for availabilities.

*Bouts under the supervision of one of the greatest promoters and match-makers in the fight game, Joe McKenna.

WRITE, WIRE, OR PHONE

WOR-tv,

in New York

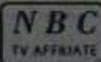
Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4
LANCASTER, PENNA.

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

Represented by
ROBERT MEEKER ASSOCIATES
New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres. A STEINMAN STATION



Television Radio Reviews

Patricia Bowman Show

TELEVISION—Reviewed Saturday (11), 6:45-7 p.m. EDT. Sponsored by Burkart Manufacturing Company, St. Louis, thru Winous-Brandon Advertising via CBS-TV. Producer, Richard Lewine, World Video, Director, Herbert Hirschman. Music, Norman Paris Trio. Cast: Patricia Bowman, femsee; Maureen Cannon, guest; the Pastels.

A modest, undistinguished song-and-dance program, the Patricia Bowman show on its preem failed to sell either the entertainment or product as well as it might have. Four numbers were packed into the 15 minutes. The Pastels (two girls and two lads) sang a fast *The Family's Always Around*; Maureen Cannon did a straight rendition of *The Trolley Song*; Miss Bowman did a dance solo against a beach setting and the finale was *Somewhere Over the Rainbow*, with Miss Cannon singing and Miss Bowman dancing. Musical background was provided by piano, bass and electric guitar.

As a femsee, Miss Bowman did not click. Even if her ballet turns did not leave her winded most of the time, she lacked the poise to put viewers at ease. She seemed to shout her intros for fear of not being heard.

Foot Clips

Commercials consisted of film clips of feet clad in Coach and Four shoes. At mid-show, shoes were on the feet of a gal who put them up on a wall while she discussed them over the phone. Sponsor identification was vague for the most part, even tho the show opened and closed with film of coach pulling up and leaving.

It was all very mild indeed. Greater imagination and punch are definitely in order.

Gene Plotnik.

Seeing Is Believing

TELEVISION—Reviewed Monday (6), 6:15-6:25 p.m. EDT. Sustaining via WNBT, New York. Producer-writer, Steve Krantz. Director, Howard Davis. Narrator, Bert Lytell.

In the filler class exclusively, *Seeing Is Believing* flashes a few photos on the screen and then has Bert Lytell narrate the story behind them. The 10-minute show is a passable means of spending time.

Tales concerned the origination of the game of blind man's bluff; Dr. Gall and his system of phrenology (reading head bumps), and the long struggle of James Hilliard to perfect an electronic microscope. The first and second story being set in the middle ages, the pictures, consequently, were hard to make out. The third was more interesting because the stills showed the differences between viewing the microbes under the old microscope and the new one. Lytell's narration was competent, but could be a little lighter.

Leon Morse.

Mr. and Mrs. Kup

TELEVISION—Reviewed Saturday (4). Sponsored by Rybutol Vitamin Company via WBKB, Chicago, 9:30-10 p.m. CDST. Agency, W. B. Doner. Producer-director, John Alexander. Cast: Mr. and Mrs. Irv Kupcinet, Henny Youngman, Les Paul and Mary Ford. Announcer, Frank Sweeney.

Irv Kupcinet, assisted by his photogenic frau, Essie, has a more relaxed approach to TV programming in this effective Mr. and Mrs. opus than on his previous TV fling, in which he attempted to do a Windy City edition of the Ed Sullivan show. Kup, who is the town's oldest (in point of service with *The Sun Times*) and only syndicated gossip scrivener, has gained a strong rep on the basis of his writing and his promotion and emceeing of several big video marathons for leading charities, but up to now the casual approach was missing.

Using his apartment as a backdrop, Kup, ably assisted by his missus, nonchalantly collates two guest interviews with some current exclusive news breaks, both local and national, into a solid half-hour package. Because of his eminence as a columnist in the Midwest, Kup can continually come up with the strongest possible guests, such as Henny Youngman and Les Paul and Mary Ford, whom he featured on this show. His interviews are excellent because he seeks to bring out little-known background of the guests on the show. Thus far, the early shows have stressed showbiz figures. Kup should attempt to get a more generally known individual to expand the audience appeal.

Reveals Cool Youngman

Show was important because it showed for the first time a very cool Youngman. The veteran comic, who previously has appeared nervous on the TV screen was completely at ease and did a very good five minutes of ad libbing against a poor background—a series of phone calls to viewers to guess the evening's mystery guest. Youngman consistently came up with lines that were boffo, indicating that on an audience participation show, where he carries only a part of the burden, he might work out very well. Paul and his spouse went over big via a gimmick whereby the primary camera showed his spinning *How High the Moon* disk, while another camera showed thru the label, as the Capitol guitarist plucked while she made with the lips in synchronization with the disk.

Sponsor should know by now how the Kup show is going, so it would be wise to eliminate the phone calls to viewers, who have sent in names to receive calls. Gimmick kills the swift pace of the show and eliminates five minutes of interesting interviewing or news that Kup might use in that time period.

Johnny Sippel.

In the Neighborhood

RADIO—Reviewed Sunday (12), 12:45-1:15 p.m. EDT. Sustaining via WOR, New York. Writer-narrator, John Savage.

In *In the Neighborhood*, which replaces Columnist Sidney Fields' show, *Only Human*, is a round-up of reports on cities and villages in WOR's 14-State listening area. Other stations, of course, have carried similar airers in the past. Each weekly half-hour program is devoted to a mike survey on the past and present history of a different town. In between the civic chatter, Commentator John Savage spins a couple of pop records, styled a la David Rose and Morton Gould.

Asbury Park, N. J., was on the map when show was caught for review, and the summer resort proved a fertile source of interesting historical data. Brushing lightly over the city's current carnival-type vacation promotions (Mrs. America contest, etc.), Savage supplied some vivid verbal contrasts to this hoopla atmosphere, via a description of Asbury Park's religious beginnings. Back in 1870, the Methodist Church founded the town as a summer place for temperance meetings and even today neighbor city, Ocean Grove, rolls up its beaches on Sunday, with swimming and motoring forbidden, and all entrances closed.

In view of the colorful copy angles present in the city's incongruous past and present, it's difficult to understand why Savage chose to dwell primarily on the fact that the *Morro Castle* tragedy took place off the shores of the beach town. Facts of the case were certainly newsworthy, but relatively speaking, not particularly important to the town's overall history.

Savage handled the commentary role well and his research job was admirable.

June Bundy.

Paul Dixon Show

TELEVISION—Reviewed Wednesday (8) and (15), 8-9 p.m., EDT. Sustaining via American Broadcasting Company, originating WCPO-TV, Cincinnati. Producer, Jack Taylor. Director, Lee Hornbeck. Writer, Lennie Goorian. Cast, Paul Dixon, Wanda Lewis, Dottie Mack, Lennie Goorian. Settings by Wanda Lewis.

Continued from page 3

lesque; on second stanza, a bit about a man buying a hat.

Two factors mess up the pace of the stanza quite badly. First is Dixon's taking phone calls from viewers. Even as on radio, deejay shows during these moments are miserable stage-waits, but the probabilities are that Dixon's smart to leave 'em in, because (again, even as in radio) they have a peculiar type of audience appeal. Second factor is the long string of plugs and station-breaks. This is unfortunate but unavoidable.

Dixon and WCPO, at any rate, are proving several things: (1) that a slick deejay formula makes good TV fun, and (2) that TV shows can be produced inexpensively. Lennie Goorian, who writes the show, also acts on it. Miss Lewis does the more-than-adequate sets in addition to her sketching and performing chores. On October 4 the show moves to Thursdays, 11 p.m. to midnight. It's a dead cinch to pull hefty audiences in that period, tho it could, for that matter, hold its own in the earlier spot.

Gus Lesnevich Show

RADIO—Reviewed Saturday (11), 4:30 to 5 p.m. Sustaining via WOR, New York. Producer-director, Bob Emerick. Cast, Gus Lesnevich, Bob Emerick.

Gus Lesnevich, a great boxer, has turned disk jockey on this show, with Bob Emerick working with him as straight man. Lesnevich has a reputation of being one of fistiana's nicest guys, and that aspect of his personality seemed to come thru strongest. The preem show was no great shakes as entertainment, and the accent was more on chatter between Lesnevich and Emerick than on platter spinning, with no more than four disks played.

The chatter had a wide variation in quality, some coming thru pretty well, with other segments sounding clumsy and contrived.

Another Look

Brief criticism and comment re TV shows previously reviewed in detail

Uncle Mistletoe

Reviewed Monday (30) 5:45-6 p.m., CDT via WENR-TV, Chicago

Uncle Mistletoe is the first Chicago show to come back on the air after a summer vacation. This is the third year for the show, which is unique in that the numerous efforts to put it on a network and merchandise the name nationally have been rebuffed by the sponsor in favor of keeping it strictly a local program. The reason is that Marshall Field & Company, the sponsors, are completely satisfied with the sales promotion done by the little pixie character whose identification with the store is extremely strong.

Format of the opening show was unchanged from last season. It opened with Doris Larson, a refreshing young lady who portrays the Lookout Lady talking with Uncle Mistletoe. She gave the first of two commercials, then she looked thru her "magic binoculars" to pick up various puppet characters starting on a new juvenile adventure. Hand puppets were used, with Johnny Coons doing all the voices. He is one of the best in the business, with an excellent variety of high-pitched voices ideally suited for such characters as Obadiah Pig and Tony Pony. Sets and production are elaborate for a 15-minute puppet show. The show is aimed at the smallest fry in the TV audience, and is a relatively expensive package. But in starting another season Field's obviously feels the pay-off is good. It is Mondays, Wednesdays and Fridays.

Jack Mabley.

Short Story Playhouse

Thursday (2), 9:30-10 p.m. CDT, via WNBQ and NBC Midwest net

This show was billed as the first showing of a James Thurber writing on television. The results were both good and bad. New York writer Don Ettlinger was brought out to Chicago to write the story, adapted from *My Life and Hard Times*. Producer Ted Mills and Robert Breen, narrator, got credits for adaptation. Wherever the credit belongs, it was a capable job of getting Thurber into dialog. The three key characters—James, Roy and their mother, played by Gerald Garvey, John Lindsay and Elmira Roessler, did a remarkably good task of underplaying, and certainly must have satisfied the most ardent Thurber fans. But the other roles were done so broadly they dragged the whole show from its lofty heights to the level of a better-than-average, slapstick summer comedy. That isn't necessarily bad. The end result was a good show. While the two boys and their mother were in command, it was true to Thurber. When the rest of the cast was on hand, it was ordinary light comedy.

Considering the perils of tackling Thurber, Mills, Breen, Ettlinger and company should be pleased with the outcome. But they didn't prove one way or the other whether justice can be done to Thurber on TV. They succeeded admirably in 50 per cent of the show, and forfeited 50 per cent possibly to a sponsor's weakness for schmaltz. But ignoring the Thurber angle, the show was a well-written, excellently produced half hour of television. The story used for the adaptation involved the father leaving town on business and the rest of the family preparing for burglars which they believed inevitable.

Jack Mabley.

Colgate Plans Strong Comedy Line on NBC-TV

NEW YORK, Aug. 18.—Colgate this week moved to strengthen next season's *Comedy Hour* TV show by adding a second director to alternate with Kingman Moore, who handled the National Broadcasting Company stanza solo last year. Jim Jordan Jr., son of Marian and Jim (Fibber and Molly) Jordan, will take over some of the Colgate shows, including all those featuring Eddie Cantor and probably some others as well.

The show, in the 8-to-9 p.m. Sunday slot, kicks off September 2 with Jackie Gleason at the helm. Cantor follows September 9, with Spike Jones taking over September 16, Tony Martin, September 23; Donald O'Connor, September 30; Cantor, October 7; Abbott and Costello, October 14. Particular attention will be paid to the initial Cantor and Spike Jones shows, which will be bucking the Ed Sullivan stanzas paying tribute to Oscar Hammerstein II. Jan Peerce may be added to the Jones cast for that edition.

It's the script that needs perking up more than anything else on the show, since Emerick flashed a knowing mike style and Lesnevich, altho not a fancy speller, has a sincere and sometimes humorous delivery.

Among other things, the show featured a taped interview with Victor Jory, in which the latter told a bit about his abortive ring career; a general sports chatter segment, with Lesnevich editorializing about baseball's reserve clause (he's for it), the Dodgers (they haven't won it yet) and local boxing clubs (he wants them supported). The champ also answered a letter from a kid on how to protect his chin while boxing and gave the first of a series of weekly awards to a kid do-gooder.

In all, the show has some promising qualities, but the initial outing was bogged down with some poor script exchanges, with Lesnevich often as not used as the butt of the humor rather than played up as the champ he was in and out of the ring.

Sam Chase.

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

ABC Plans Own Syndication

NEW YORK, Aug. 18.—Plans are being considered by American Broadcasting Company for the syndication of radio programs featuring name talent to the owned-and-operated stations of the network. The plan takes into account the recent upsurge in the sale of syndicated AM features and would be a comparatively inexpensive means of supplying name values to the web's local outlets.

Current thinking would have the plan start with use of shows currently airing over WJZ, the New York flagship, including Ilka Chase, Dean Cameron, Chollie Knickerbocker, etc. These shows would be taped and copies shipped to the other o.&o. outlets for airing there. It is expected that the talent involved would tape special introductions and closings for each city involved and also would tape, separately, the commercials to be integrated in each show, which would be sold on a local basis.

Final choice of shows to be used in the plan will rest upon selecting them for insertion into the local skeids without upsetting profitable line-ups now existing. Availability of name performers for sale on a local basis is expected to prove commercially profitable on this tape repeat basis, where it might be too expensive an operation on a live originating schedule. Should the o.&o. operation work out, there is a possibility the web might decide to syndicate these shows to other outlets as well, starting with ABC affiliates, of course.



WELCOME HOME, KATHI!

• They love her in Paris
50 million Frenchmen can't be wrong!

• They love her in New York
Viewers and advertisers can't be wrong!

• For the past sixteen months
KATHI NORRIS has had:

The highest rating of all local
daytime WNBT shows.

More sponsors than any other
daytime local WNBT shows.

*Just back from Paris with human
interest films of European life.

XXXX

WILLIAM MORRIS

WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

HERE'S THE PICTURE; IT ALL ADDS UP, TOO

COMPARISON OF NATIONAL TELEVISION
January and July, 1951

	Sets in Use*		Av. No. Viewers	
	Jan.	July	Jan.	July
Sunday				
9:00 a.m.-noon.....	3.3	2.6	2.64	2.90
noon-6:30 p.m.....	30.6	17.2	3.10	2.86
6:30 p.m.-11:30 p.m.....	49.5	29.2	3.04	2.88
Monday-Friday				
9:00 a.m.-noon.....	2.0	2.0	1.95	1.75
Noon-6:30 p.m.....	16.1	12.6	2.16	2.24
6:30 p.m.-11:30 p.m.....	47.3	30.6	2.76	2.72
Saturday				
9:00 a.m.-noon.....	5.3	5.4	2.28	2.30
Noon-6:30 p.m.....	14.6	12.5	2.42	2.46
6:30 p.m.-11:30 p.m.....	49.1	28.7	3.32	2.92

*Not adjusted for areas where there may be no television service at specified hour.

HOW HOT IS TV IN SUMMERTIME?

Videodex Survey for Billboard Gives Answer in Facts and Figures

NEW YORK, Aug. 18.—Data pertinent to the question plaguing many an agency and advertiser currently trying to decide whether to make his '51-'52 TV commitments for the full year, or to grab himself a hiatus during the summer, are briefed in this special videodex study made exclusively for *The Billboard*. Comparison of the amount of televiewing nationally for January and July, 1951, reveals that both the number of homes viewing television, as well as the number of people at each set, decreased during the summer months. However, the amount of change is related to the time of day as well as the day of week.

The attached chart shows how the evening "sets-in-use" has decreased approximately 35 per cent from January to July. Sunday afternoon also reflected some apathy toward television, with programs such as *Zoo Parade*, *Super*

Circus, *Hopalong Cassidy*, and local films realizing substantial decreases in audience size. Morning programs remain at approximately the same level, although some of this is due to increased programming in the morning time periods.

The chart also shows how, particularly for the evening programs, the number of people viewing each set has decreased during the summer months. The daytime programs on the other hand have tended to hold their position. The explanation of this phenomenon lies in studying the general change in audience competition. There is a tendency for men to do less viewing in the summer months. At the same time, children (who are not in school during the summer) are being found viewing more late evening programs as well as more daytime programs. Western films for example, opposite Kate Smith, are doing better in the summer months than in the winter months because the children are not at school. However, the above can be misleading because there are still less children viewing television, and also less children per set viewing television during the summer months. A smaller number of children are simply spreading themselves out among more programs.

television is largely a function of programming is demonstrated by noting that, while sets-in-use decrease 35 per cent during the evening, the average network program not taking the summer hiatus will decrease approximately 20 per cent. Even the latter figure is subject to great variation, with many programs having higher ratings during the summer months than the winter months, and children's programs decreasing over 50 per cent.

One important fact to bear in mind in analyzing summer television is the program structure of network programs. The summer of 1951 finds few "complete voids" in evening popular network programs. For example, on Sunday, *Toast of the Town*, *Philco Playhouse*, *Celebrity Playhouse*, *Celebrity Time* and *What's My Line?* were all carried in July, although none of them has substantial network competition. On Tuesday, however, the Milton Berle time period is left open and may tend to cause less television viewing on Tuesday evening. Saturday evening is the hardest hit evening of the week, with only *One Man's Family*, *Your Hit Parade*, *Stu Erwin* and *TV Teen Club* remaining on the air during July.

An Example

A specific example may be seen in *Howdy Doody*. *Howdy's* rating, i.e., the percentage of television homes that could have viewed the program that did see the program, decreased from 22.5 per cent to 10.9 per cent from January to July. However, not only did the number of homes viewing *Howdy Doody* decrease, but also the number of people viewing each set dropped approximately 20 per cent. In January each set that viewed *Howdy Doody* had, on the average, 1.8 children under 12 years of age viewing the screen. In July, this figure dropped to 1.4. The fact remains, however, that these 1.4 children are viewing evening programs as well as the early daytime programs.

The fact that the decrease in

SALESMEN RATE BONUS IN NBC RADIO DRIVE

NEW YORK, Aug. 18.—The National Broadcasting Company this week is reported to have advised its radio salesmen that all bona fide AM contracts they bring in will be rewarded with a bonus. The salesmen are said to be in line for a \$1,000 cash award for each new stanza peddled. Other webs have been using a bonus incentive plan in radio for some time, but this is the first time NBC has been connected with it.

Pinza Heads List as Starter For "All-Star"

NEW YORK, Aug. 18.—Ezio Pinza this week was regarded as the top prospect to head the initial fall bill on the *All-Star Revue* September 8 when that show goes into the 8 to 9 p.m. Saturday slot on the National Broadcasting Company. The sked for the preem show has been unsettled for some time, with Eddie Cantor formerly considered the best bet to open.

The top-billing slots after the preem are set well ahead, running from the second week on, in this order: September 15, Olsen and Johnson; September 22, Ed Wynn; September 29, Jack Carson; October 6, Jimmy Durante; October 13, Danny Thomas; October 20, Martha Raye; October 27, Victor Borge; November 3, Durante; November 10, Wynn; November 17, Thomas; November 24, Carson; December 1, Durante.

160,308 TV Sets Shipped for June

WASHINGTON, Aug. 18.—TV receiver shipments to dealers in June totaled 160,308, the Radio-Television Manufacturers' Association reported this week. This is 74,000 less than the previous month's figure.

The RTMA ascribed the decline partly to plant closings for vacations. The organization reported 2,470,954 sets shipped to dealers by counties for the 26-week period ended June 29.

ABC Pays 150G For Dual-Run P-T Pix Rights

HOLLYWOOD, Aug. 18.—American Broadcasting Company will pay \$150,000 for dual-run rights during a 10-month period of 10 Pine-Thomas theatrical films. Pix will be made available for sale in ABC's five owned-operated TV markets, which means net will be paying an average of \$15,000 per run per film. Deal was closed by ABC in New York with Jules Wiel, who holds rerun-TV-foreign rights to all P-T pix. Under arrangement with Wiel, P-T participates in pix' tele gains. ABC Coast film director Eloise Reeves inaugurated negotiations for the product.

This is the first time that P-T films were released to TV since the firm turned over three available-for-tele showing some 10 years ago. P-T's Bill Thomas told *The Billboard* that the pre-1948 flicks have musicians' union clearance. Films include *Take It Big*, starring Ozie Nelson and Harriet Hilliard; *Follow That Woman*, starring William Gargan; *Wildcat*, starring Richard Arlen; *Caged Fury*, with Richard Denning and Buster Crabbe; *Fear in the Night*, starring Paul Kelly, and *Swamp Fire*, starring Johnny Weismuller.

Jack Chertok Sets TV Deal With Feldman

HOLLYWOOD, Aug. 18.—Jack Chertok, who a year ago joined in partnership with General Artists Corporation's Prexy Tommy Rockwell, this week inked a similar deal with Famous Artists' head, Charles Feldman, forming a TV film producing-distributing firm. Chertok indicated the Rockwell deal is still alive despite the new arrangement with Feldman, and said final plans are now being worked out whereby the GAC head would participate in the new set-up.

Chertok, whose firm produces *The Lone Ranger* series, will now have access to top pic talent handled by Famous Artists free to take a tele plunge. Famous Artists' talent includes Hedy Lamarr, Claire Trevor, Charles Boyer, Nelson Eddy, Irene Dunne, Dick Powell, among others. While topflight screen names can't be expected for immediate use in telepix, Feldman's association with Chertok in the firm will bring them closer to the medium than before. Tie-up between Chertok and Feldman will at first result in financing more Chertok telepix productions.

Robert Hall Chain Mulls Year's WNBC Pact for \$100,000

NEW YORK, Aug. 18.—Robert Hall Clothes chain this week was reported about to make its first radio buy apart from indie stations. The deal, with WNBC, New York, would be worth about \$100,000 annually if set, and would involve programs, station breaks and spots. Unusual aspect of the contract also is that it would run a firm 52 weeks.

Sawdon is the agency for Robert Hall. Deal was being negotiated by Station Manager Ted Cott and the agency's AM-TV chief, Jerry

AMERICA'S
MOST PROMINENT
LITERARY FIGURE!

DAGMAR

Famous Star of "BROADWAY OPEN HOUSE" (NBC-TV)

She's with "Uncle Milly" for 2 weeks

ROXY THEATRE

New York City



Air Checks

Brief but important radio news

Mutual to Offer

"War Front" as Co-Op . . .

Mutual Broadcasting System will offer "War Front, Home Front" to its affiliates on a co-op sponsorship basis, beginning September 3. The show, which features an inter-city hook-up between U. S. newsmen and Mutual correspondents in the Pacific, has been carried as a sustainer for the past year.

Two Alumni Re-Signed

For "Duffy's Tavern" Roles . . .

Two former members of the cast of "Duffy's Tavern" were signed by Ed (Archie) Gardner to take over their old parts. Hazel Shermat was inked for the role of Miss Duffy, and Charlie Cantor for Finnegan. Gardner is currently in New York, scouting for a replacement for the role of Eddie the waiter. Show goes into 8:30 p.m. Saturday time on the National Broadcasting Company, starting October 6, as part of web's tandem sales operation. Airing again will be taped from Puerto Rico.

KSL, Irked at Hassle,

Cancels Wire Services . . .

Associated Press and United Press were given notice of cancellation by Salt Lake City's only 50,000 watt station, KSL, as the first move in a hassle resulting from an alleged broadcast mix-up over the Rocky Marciano-Rex Laine fight in New York July 16. Under the impression it was an exclusive from IBC for the Salt Lake area, KSL aired a recreated account of the match, within a minute or two of the fight action. However, KALL and another Salt Lake station also did a reconstruction job on the same fight.

Public Service Programs

Aid Various Appeals

Synodical radio and TV committee is campaigning for stations to ready program schedules for National Lutheran Radio and TV Week (October 28-November 3). . . . Economic Co-Operation Administration officially cited the four radio networks for "loyal and patriotic service to the Marshall Plan." . . . Worcester, Mass., station WTAG is airing a public service series tagged "Worcester and Alcoholism" on Sunday mornings. Show features discussion sessions with civic officials.

Local Sales Reported

From Scattered Areas . . .

New York station WOR, last week, inked Atlantic Refining Company as sponsor for nine inter-collegiate football games, beginning Saturday, September 29. . . . New York Times station WQXR marked an upward trend in sales this month, via the signing of four sponsors for musical programs and several spot advertisers. Former include Crawford Clothes, Capitol Records, Canada Dry Ginger Ale and Ultra Chemical Works. . . . Standard Oil of Kentucky will sponsor 11 broadcasts of the University of Kentucky football games over WHAS, Louisville, this fall. Cleveland station WGAR's kick-off on spot sales for the 1950-'51 season hit an all-time high for the outlet, showing a 126 per cent increase over the volume for the same week last year. . . . Woodward & Lothrop department store and Jelleff's, women's specialty

store, have signed 52-week contracts with WRC, Washington, marking the first time that any large Washington retailer has accepted a "spot saturation" schedule and used the same copy in both newspapers and radio.

Personnel Intelligence

From Here and There . . .

Norman Livingston, director of commercial TV program operations at WOR, N. Y., leaves that post September 1 to join Roy S. Durstine, Inc., as a vicepres. No replacement has been set to date at WOR. . . . William B. Ryan, prexy of Broadcast Advertising Bureau, Inc., reports that BAB signed an average of more than two new members every day during the first 10 days of August. . . . Arturo Toscanini returns to the U. S. early next month to ready his NBC symphony programs and cut some RCA Victor disks. . . . Ralf Brent, formerly with WBBM, Chicago, has joined WIP, Philadelphia as director of sales. . . . WSCR, Scranton, Pa. will become the 176th station affiliate with NBC September 30. . . . Adam J. Young Jr., Inc., appointed to represent CKCW, Moncton, N. B. . . . Edward J. Rogers, former Muzak staffer, has joined Frederick W. Ziv Company as an account exec in the New York area.

Kathi Norris Views Webs, Leaves WNBT

NEW YORK, Aug. 18. — Kathi Norris, top daytime TV performer in New York, this week came to an amicable parting of the ways with WNBT, over which she has aired her hour-long daily show for the past couple of seasons. Miss Norris is handled by the William Morris Office, which has been developing some network stanzas for her, and her contract with WNBT did not permit her to air via any network other than the National Broadcasting Company. Inasmuch as the Morris office has an evening as well as a daytime format for Miss Norris, and NBC currently is s.r.o. for evening hours, the station and the star agreed to part company, altho she has had the top daytime rating on the outlet and has been its most successful commercial property. Her show winds up its 1 to 2 p.m. run September 28.

The time will be filled with a new show, featuring Eve Hunter, who was named Miss Television last year in San Francisco. Show, to be sold on a participating basis, will feature interviews with name guests and some service features. Len Safir will produce for the station, which owns the package. Miss Hunter has been signed to an exclusive five-year pact.

DuPont Buys Slot On ABC-TV Show

NEW YORK, Aug. 18.—The Orlan Division of Dupont's rayon department this week signed to sponsor the 12:45 to 1 p.m. Friday seg of the Don Ameche-Frances Langford hour-long TV script on the American Broadcasting Company. Starting date is September 21. Batten, Barton, Durstine & Osborn is the agency.

This makes the fourth period sold on the show. Previously, Cory Appliances had bought two segments, and Cliquot Club had signed for one.

Telecourse Report

Continued from page 6

their jobs—a student in Retailing and the Customer was the owner of three variety stores, and a doctor took Human Biology. In contrast, two high school students signed up for Living in the Later Years.

Age composition of the students was: under 20, 8.6 per cent; 20-29, 17.2 per cent; 30-39, 27.2 per cent; 40-49, 26 per cent; 50-59, 15.5 per cent; 60 or over 5.4 per cent. Of these, 51 per cent had completed high school; 30.6 per cent, college; 9.8 per cent professional or graduate schools; 2.9 per cent business schools, and 5.7 per cent grade school only.

Du Mont Sales To Co-Ordinate With Programs

NEW YORK, Aug. 18.—Du Mont network's push for new business this fall will involve much closer co-ordination between sales and programming than in the past. Under the direction of the web's newly appointed sales head, Ted Bergmann, Du Mont is pitching its inexpensive programming to top money TV sponsors as "supplementary advertising" to whatever big time, high cost shows such bankrollers may be carrying on other webs.

During the last few months, agencies here have been toying with the idea that TV advertisers might realize more on their dollar if they concentrated on a few major markets, rather than scattering budgets across the country. In line with this, Old Gold recently picked up the tab for Du Mont's low budget Down You Go show, and is programming it in the same cities that receive the cig company's big money Amateur Hour. Theory is that the "supplementary" commercials will enable the tobacco outfit to tap new sales markets in heavily populated set ownership areas, by reaching different audiences with parallel, albeit contrasting programs.

Camel Cigarettes also is experimenting with the idea, via sponsorship of a local show over Du Mont's station in Pittsburgh, which also carries the firm's more expensive video packages.

Meanwhile, Du Mont's program head, Jim Caddigan, has been building up a stock pile of network-owned packages (average budget \$5,000). During the last 90 days, seven out of eight new shows introduced were products of the Du Mont programming department. Bergmann endorses this policy for two reasons: (1) Home-grown packages which eliminate the middleman, are cheaper to produce. (2) You can make an easier, surer sale with a tailor-made network-owned vehicle. The "sure" factor recalls that Du Mont learned a bitter lesson, when Old Gold switched Amateur Hour to another network.

Altho the other webs have practically set their fall programming, Du Mont's new "co-ordination" operation, has necessarily slowed down its own schedule.

Picmakers Adopt Wait 'n' See

Continued from page 6

tional cost of tinted productions is a sound investment in TV's future. Some day—whether tomorrow or five years hence—TV is bound to switch to color, they argue. An overwhelming abundance of film product will be on black and white. Hence, they reason, the company that can offer color pix will be able to demand more for its product as the market will want color fare, but will be virtually closed to black and white pix. These producers are filming their current pix on color stock from which they make black and white dupes. Latter are used for distribution at this time while the color original is vaulted for future returns.

On Color Stock

A few months ago, Lou Snader (Snader Telescriptions), following completion of his first 400 three-minute shorts, ordered that future Telescriptions be filmed on color stock. Snader tried out various color film stocks and decided on 16mm. commercial Kodachrome. Crusader Films, who produce The Living Book Biblical series for Forest Lawn, is using Cinecolor for the original while releasing black and white prints at this time. Carl Dudley (Dudley TV Film Corporation) sold California Parade of Fashions, series of 13 five-minute color style shots, to CBS and started lensing last week. Dudley also sold a series of 12 quarter-hour shows based on railroading to the American Association of Railroads. Also completed are 26 10-minute episodes of a series tagged This Land of Ours. Now in theatrical release but being converted for TV use is Dudley's series of 15 10-minute segs comprising This World of Hours. All were or are being shot in 16mm. commercial Kodachrome. All of the Ziv series is in color, including 52 segs each of Cisco Kid and

100,502 Louisville TV

Sets Get WAVE . . .

Altho the number of TV sets in Louisville, as of August 1, is estimated at 100,502, local video station WAVE insists that "this same figure does not apply to Louisville's other TV station WHAS." Reason for this, according to flack Cyrus D. Crites, "is that a survey showed some sets reached by WAVE-TV were not reached by WHAS."

Sundial Red Goose Shoes'

Shows Square Off . . .

Sundial division of International Shoes will sponsor a half hour show "Kids and Company" over the Du Mont network, beginning September 1 from 11:30 a.m. Johnny Olson emcees. The program which will plug Red Goose Shoes is spotted in competition to ABC's new "Foodini the Great" puppet series.

Rheingold to Launch

Contest Via TV . . .

Rheingold Beer is set to launch its annual TV campaign in the New York area for the "Miss Rheingold" contest. Beginning Tuesday (20), the company will sponsor a series of five-minute films, "Ballots for Beauty" across the board over WNBT, WCBS-TV, WJZ-TV, WABD, WPIX, WOR-TV and WNHC-TV, New Haven. The over-all schedule calls for 36 separate screenings. The agency is Foote, Cone & Belding. At the same time, another beer outfit, Ruppert Brewing Company, will sponsor "Candid Camera" over WJZ-TV, beginning Monday (27).

TV Gets New Film Leader;

Canada May Get Relay . . .

ABC publicity director, Jack Pacey replaces Robert Saudek, as vicepres and assistant to the president on the web. Saudek moves to the Ford Foundation, September 6, as director of the TV-radio workshop. . . . Western Canada reportedly will receive a relay system to give TV viewers in Vancouver a better look at programs coming from KING-TV, Seattle, 150 miles away. . . . The Society of Motion Pictures and Television Engineers has released

Short Scannings

Brief but important video news

a new-type film leader for motion picture prints, which will eliminate "blind" switching of telecasts films and will permit synchronous threading of all 16mm. projectors. New design makes several provisions for TV. . . . Three documentary TV programs about narcotics addiction are being produced at WBZ-TV, Boston University. . . . In the same public service vein, Westinghouse is sponsoring a series of three half-hour shows tagged "The Menace," designed to alert listeners to the "possibility of a narcotic menace in the New England area."

WOR-TV Studies Follow

WPIX Rate Rise . . .

WOR-TV, New York, is mulling over plans for a possible rate increase, following a move by WPIX to hike its A and B time rates 25 per cent next month. The New York Daily News station attributed the increase to increased TV set installations and increased production costs because of the station's new transmitting location on the Empire State Building. In line with this, WOR-TV is building a sales pitch around the fact that surveys show station has added more than 1,000,000 viewers since they moved to the Empire State.

Lilli Palmer's WCBS-TV

Return Off—Maybe Later . . .

Lilli Palmer will not return to her WCBS-TV, New York, video show this fall due to a film commitment, but her sponsor, Pond's is considering developing a network stanza for her after her picture has been completed. Miss Palmer's movie deal is with Stanley Kramer for "Four Poster," a flicker with a cast of two—the actress and her husband, Rex Harrison. The Harrisons are now in Europe.

Local Program Sales

Across Country . . .

Virginia Dare Wines will sponsor "The Cases of Eddie Drake," a TV film series, over WENR-TV, Chicago, beginning September 7 at 9 p.m. . . . Adams Hats is picking up the tab for a 13-week showing of "Dick Dunkel's Football Ratings" film series, via WPIX, New York. The series starts September 21 at 8:30 p.m. . . . S. A. Meyer, retail jeweler and distributor in Western Pennsylvania, has signed as a co-sponsor for a new variety program "Mr. and Mrs. Melody" over WDTV, Pittsburgh, marking the first time in local TV history that a studio production has been presented by a firm with no stores in Pittsburgh proper. . . . Crawford Clothes will sponsor the International Boxing Club matches on Monday night from the St. Nicholas Arena, over WOR-TV, New York, beginning October 1 thru May.

Sterling Offers Pubserv TV Films

NEW YORK, Aug. 18.—Sterling Television, TV film distribution outfit, is offering a new flicker tagged The Story of a Teen-Age Drug Addict, to stations across the country. Timely string on deal is that the film will be sold only to outlets which agree to utilize the 15-minute airtel as the nucleus for a regular community service series. The narcotic documentary was produced this year by Young America Films.

In line with this public service venture, Sterling is readying another series of United Nation films for release this month. New UN package explores at-home problems of individual countries in the UN.

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WE DELIVER WHAT WE ADVERTISE

Como Returns To Publishing With Own Firm

NEW YORK, Aug. 18.—Perry Como will actively return to the music publishing business September 4. His firm, known as Roncom Music, was incorporated some months ago and has already acquired a number of copyrights, two of which are published, *There's No Christmas Like a Home Christmas* and the current *Surprising*. Firm is licensed thru the American Society of Composers, Authors and Publishers.

Company will be guided professionally by Mickey Glass, who this week gave his notice to Disney Music to take on the new post. The new firm is Como's first independent publishing venture. He previously was a partner in two pubberies, first in Santly-Joy's Oxford Music and more recently in Tommy Valando's Laurel Music.

Decca Aligns Picture Tie-Ins

NEW YORK, Aug. 18.—Decca Records was busy this week arranging co-ordination of a couple of promotion tie-ins with a pair of coming pictures. Here comes *The Groom* and *David and Bathsheba*, the latter having preemed this week here. The diskery's tie-in promotions are with Paramount Pictures for *Groom*, which stars Bing Crosby and Jane Wyman, and with 20th Century-Fox for *David*. A special song, not in the flick, was written to exploit the latter by Decca's Gordon Jenkins, with Allan Roberts and Bob Allan, and was recorded for the label by Dick Haymes. *Groom* (Continued on page 32)

Empire Gets Viennola Line

NEW YORK, Aug. 18.—Empire Record Corporation, local pressing plant headed by Jack Caidin, this week took over the American distribution rights to the Austrian Viennola disk line. Tapes are currently being edited prior to the release of the disks here. Fred Herbert joined Empire to act as general sales manager for the distributing set-up. Deal was made between Caidin and the Osker Czeija Kommanditgesellschaft, Austrian manufacturer of the line. Viennola disks will first be issued on 10-inch, unbreakable, 78 r.p.m. disks to retail at \$1. First release will consist of four records, with additional releases scheduled twice a month. Disks will later be packaged as LP and 45 r.p.m. albums. Distribution will temporarily be direct to record shops.

Catalog includes classical works, waltzes, polkas and operettas, including Strauss and Kalman works.

Printers to Study Action on Cost Rise

NEW YORK, Aug. 18.—Music Printers and Allied Trades Association will hold a meeting Thursday (23) to decide what action to take as a result of a hike in paper and freight costs. The prime question is whether the printers will pass these costs on to the music publishers at this time; whether to do so later, or whatever to absorb the costs themselves.

The increase in paper costs became effective this week when the Office of Price Stabilization permitted the paper mills to raise rates from 55 to 75 cents per hundredweight. The rise in freight rates becomes effective August 22 and will vary from 6 to 9 per cent for different railroads in different parts of the country.

The new increase follows shortly

SELL DISKS VIA KIDWEAR TIE-UP

NEW YORK, Aug. 18.—Latest disk gimmick to be developed is a knitted suit for moppets. Deal was set up this week between the Peter Pan kidiskery and the Princess Pat Panty Company.

Package will be retailed at \$2.98 but will be sold only at children's wear counters in department stores and in the smaller retail shops handling clothes for tots. Tie-in involves the Peter Pan disk *Old MacDonald* and the suit bearing old MacDonald sketches. Package will be made up in sizes for boys from 1½ to 4½ years old. Possibility exists that additional disk and suit packages will be turned out by the two firms.

Victor Kidisks Feature Stars

NEW YORK, Aug. 18.—RCA Victor has lined up a series of name-strong kidisks and albums around which a large scale promotional campaign is being set up. Heading the kidisk list is the already released *Alice In Wonderland* album with the Disney flick cast. Other albums will feature such names as James Stewart, Charles Laughton, Milton Berle, Gabby Hayes, Dennis Day, Paul Wing, *Howdy Doodly* and *Kukla, Fran and Ollie*.

Movie star James Stewart handles the narration on two separate *Winnie The Pooh* story book-album packages. Milton Berle cut a 10-inch disk with Donald Duck and Mickey Mouse. Charles Laughton will be featured reading Dickens' *A Christmas Carol* in a book-album package, and Paul Wing recorded *Rudolph's Second Christmas*, a dramatized albumette about the reindeer character.

Additional kidisk items to be released this fall are *Howdy Doodly's Christmas Party*, *Songs of Kukla, Fran and Ollie* and the Gabby Hayes, Paul Wing and Dennis Day waxings for the Little Nipper junior series.

Dealers Get Decca Fall Record Plans

NEW YORK, Aug. 18.—Decca Records' distributor salesmen are apprising dealers of the diskery's fall merchandising plan, which spans September, October, November and December. Decca's plan differs from other diskers in that it offers neither discounts, added return privileges nor two-for-ones, but the diskery has made a payment arrangement similar to those being employed by competitors and similar to the one it used last fall.

The Decca plan covers the waxery's entire package catalog as well as a good number of standard single waxings. This includes

after a cost-of-living boost granted to the lithographers last month.

May Wait

Spokesman for the printers indicated that the trade may decide to wait a while before hitting the publishers with an increase in costs. Educational and standard sheet music is selling well now, but the big push on pop material will not get under way until fall. Printers during the past year have used this philosophy in their dealings with publishers. On previous rises in the cost of labor, paper and other materials, costs were not assessed to pubs until the latter's business warranted the move.

The National Music Printers and Allied Trades Association includes printers in New York, Philadelphia, Chicago, Boston and Cincinnati.

Southern Gripe Vs. ASCAP Rating May Spark Look at Old Procedures

Arbitration of Peer Kick on Availability Rules First of Kind; System's Pros and Cons Are Aired

By PAUL ACKERMAN

NEW YORK, Aug. 18.—The appeal of Southern Music Publishing Company, Inc., and its affiliated catalogs, Charles K. Harris and La Salle, all members of the American Society of Composers, Authors and Publishers, for a hike in availability rating will be arbitrated. This is admitted by high ASCAP brass to be the first time that a publisher has resorted to arbitration rather than accept the finding of the Society's classification and appeals committees.

It is understood that the Society's appeals committee offered what has been termed a "substantial" raise to the Southern catalogs, but Ralph Peer, chief of the publishing house, declined to take the proffered hike in the belief that it was inadequate. It is stated that, in the case of one of the three catalogs involved, the increase would have amounted to over 100 per cent.

The ratings of the catalogs have been static for eight years, Southern's being 100 points; Charles K.

Harris, 50, and La Salle 40.

The arbitration formula calls for a panel of three, two of whom must be ASCAP members. Southern already has named Cleffer Jay Gorney as its man. An ASCAP exec stated the Society had not yet chosen its representative. A third man, to chair the arbitration panel, will be selected by the ASCAP board. The chairman will not be an ASCAP member, "but preferably should be familiar with the music business," it was stated. The chairman at press time had not been appointed, but an ASCAP exec stated he could be such a figure as a radio man with a knowledge of music, an ex-judge, etc. "If he doesn't know enough about the music business, he'll be educated," this source stated.

Insiders feel that one of the most interesting facets in the case is the possible effect it may have on the future operations of the ASCAP availability machinery. Southern, it is understood, does not only want what it considers an adequate availability rating,

but also would like an explanation of the entire availability system and the philosophy contained therein.

Other publishers have felt similarly. Why, it is argued, should a publisher's rating remain static for many years, and when that publisher squawks sufficiently should he then be granted a hike? (Continued on page 32)

Bonbright Gets Cap V.P. Post

HOLLYWOOD, Aug. 18.—Dan Bonbright, secretary and general counsel of Capitol Records, Inc., this week was elected a veepee of the diskery, replacing Jim Murray, who resigned last week (*The Billboard*, August 18). Bonbright will continue at his other posts while taking on the new office.

In filling Murray's shoes, Bonbright will supervise the functions of the financial as well as Cap's legal departments. Formerly chief examiner of the Michigan Corporation Securities Commission and chief of renegotiations for the Detroit Ordnance District of the War Department, Bonbright joined Capitol in 1945.

Carol Chants For Columbia

NEW YORK, Aug. 18.—Columbia Records this week signed legit musical star Carol Channing to a three-year recording paper. Miss Channing's previous recording experiences were confined to her work in the making of the original cast album of *Gentlemen Prefer Blondes*, in which she created the role of Lorelei Lee and subsequently was catapulted to stardom.

She already has recorded her initial efforts for the waxery under her new arrangement, and her first dinking will be issued in about three weeks. The date was done under the direction of Columbia's pop recording boss, Mitch Miller.

Molina-Dega Signs Prado

HOLLYWOOD, Aug. 18.—Perez Prado, has inked booking pact with Molina-Dega Agency's Billy McDonald. M-D will bring orkster back into this country from Mexico November 1 for a series of concerts. McDonald concluded the deal with Prado's personal manager, Jose Preito.

Agency reps the batoner either alone, with his ork or with any band. Prado's November dates will be with his ork or with his own musicians as he is now a member of the American Federation of Musicians, Newark local.

Mr. B Finally Set For MGM Flicker

CHICAGO, Aug. 18.—Billy Eckstine, who inked a combination recording-film pact with MGM when he went with the firm five years ago, finally will capitalize on MGM's celluloid coverage, starting September 14, when he does his first acting-singing role on the Hollywood lot. Eckstine is being featured in a new musical, *Skirts Ahoy*, and has been promised by MGM film biggies that this will mark the first of a one-per-year, at least, film role.

Because of the sudden starting date, Eckstine has notified the William Morris agency and the Billy Shaw office, who were setting up a series of 77 one-night concert dates to start late in September. The package, which includes George Shearing's combo and a group of jazz all-stars, will play the dates following Eckstine's return from the film capitol.

Famous-Paramount In Disk Jock Drive

Publishers to Go All-Out for Special Promotion, Keep Usual Radio, TV Stress

NEW YORK, Aug. 18.—The Famous-Paramount music publishing empire this week became the first major pubbery to gear for all-out promotion at the disk jockey level. The pubbery will continue to work for live performances on radio and TV, but the greatest portion of its future effort will be pegged on direct and indirect contact of deejays. This new set-up ultimately may extend to include the pubbery's parent Paramount Pictures' field

representatives and studio radio activities' department to help the publisher firms' song selling efforts. Eddie Wolpin, the pubberies' general manager, set the new system in motion following his return from a visit to the studios in Hollywood.

The deejay promotion plan prompted a considerable personnel revamp within the pubberies. Larry Shayne, who has headed the Coast office for the firms, will come to New York to serve as co-ordinator of all professional activity and will work under Wolpin. The New York staff also will include Dick Stone, who remains as professional manager of Famous, Mickey Addy, Bobby Kornheiser and Danny Winchell. Ethel Berger, for 15 years in the Famous-Para Chicago office, will come to New York to serve as secretary to Shayne. Murray Luth, who has been professional manager for the Paramount firm, left this post this week and will probably set another position for himself in the next two weeks.

Sam Fox remains in charge of (Continued on page 32)

Copa Latest In BMI Suits

NEW YORK, Aug. 18.—Copacabana was this week the latest named defendant in the series of infringement suits brought by Broadcast Music, Inc. Tunes allegedly infringed were *Brazil* and *Mambo Jambo*, published by Peer International; *Amor*, published by Promotora Hispano Americana De Musica, and *Mambo No. 5*, *Mambo Kaem*, published by Editorial Mexicana Musica International.

With the publishers as co-plaintiffs, the complaint asks that the night club pay at least \$250 for each infringement, all of which allegedly took place on or about April 28.

Gordon Signs New Pic Pact

HOLLYWOOD, Aug. 18.—Mack Gordon, vet cleffer who has been on the 20th Century-Fox lot since 1935, was given a re-establishment of status by studio execs this month. New pact calls for one film a year for six years and allows the composer to do freelance work for other companies.

Cleffer's current effort at the Fox flickery is *Father Does a Strip*, co-penned by Joe Mjrow.

CAP'S HEARD OF GOLD RUSH

NEW YORK, Aug. 18.—Diskeries, with the exception of Capitol, are missing the boat in Alaska, according to a communique from Rick Lauber, program director of KTKN, Ketchikan. He pens: "Our biggest gripe is that record companies seem to forget about us. We have a large listening audience and the local merchants do a bang-up business in recordings. I can't understand their feeling in this, but our only faithful company is Capitol. We make no effort to conceal the fact that we plug Capitol. Just for our own information, we found that Capitol outsells other companies more than three to one in this area. KTKN, significantly, is the only station within 400 miles.

PATTY ANDREWS TOMMY DORSEY

with VICTOR YOUNG and His Singing Strings



HOW MANY TIMES

(CAN I FALL IN LOVE?)

Coupled with

I USED TO LOVE YOU

(BUT IT'S ALL OVER NOW)

by

THE ANDREWS SISTERS

and

TOMMY DORSEY and his orchestra

Decca 27700 (78 RPM)
and 9-27700 (45 RPM)

America's Fastest Selling Records

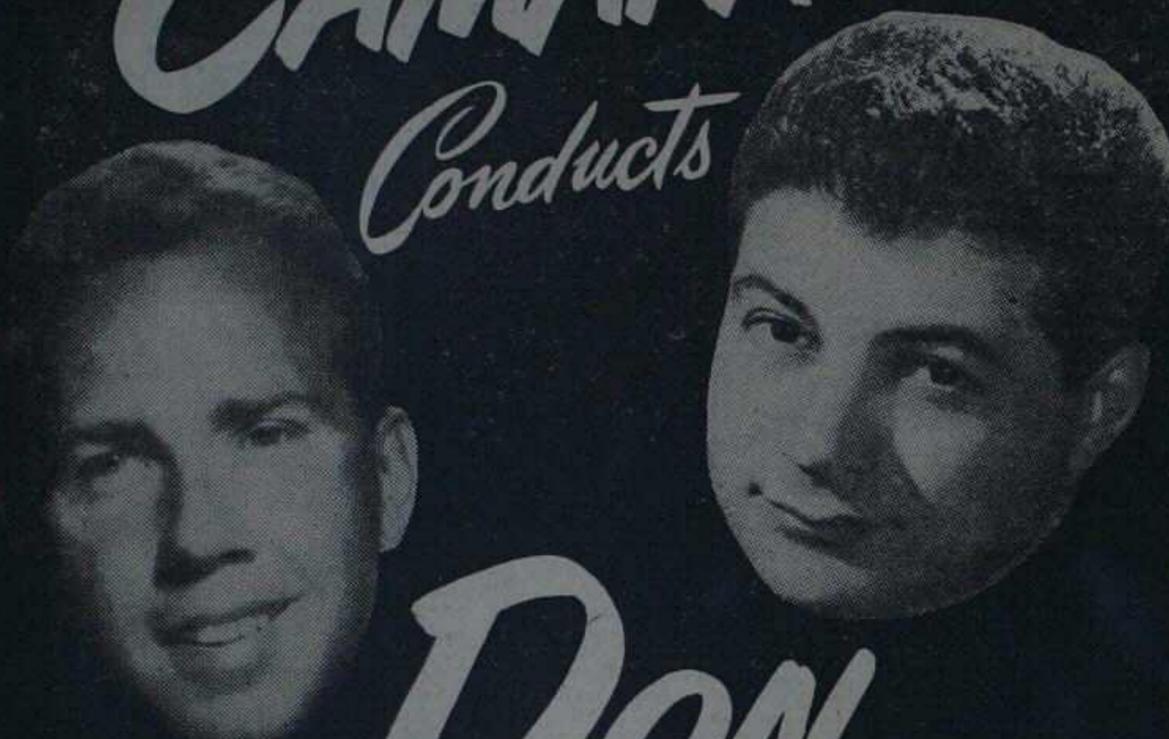


America's Fastest-Selling Records

DECCA RECORDS

CAMARATA

Conducts



DON CHERRY

Sings

MAYBE IT'S BECAUSE

I Love You Too Much and

WHILE WE'RE YOUNG

Decca 27725 (78 RPM) and 9-27725 (45 RPM)

DECCA SALUTES NATIONAL DISC JOCKEY WEEK—AUGUST 20-26

NEW RELEASES—SINGLES

Hold Me—Hold Me—Hold Me	GLORIA DE HAVEN and GUY LOMBARDO and His Royal Canadians	Decca 27741 and *9-27741
I Wish I Was		
Whispering Song Of The Bayou	GORDON JENKINS AND HIS ORCHESTRA AND CHORUS	Decca 27585 and *9-27585
Nobody Wants Me Homespun	RUSS MORGAN AND HIS ORCHESTRA	Decca 27738 and *9-27738
Black Strap Molasses September In The Rain	TOMMY DORSEY AND HIS ORCHESTRA	Decca 27709 and *9-27709
Oh! Look At Me Now Show Me You Love Me	TOMMY DORSEY AND HIS ORCHESTRA	Decca 27733 and *9-27733
Let Me Kiss Your Tears Away I Thought About You	EILEEN WILSON	Decca 27710 and *9-27710
I'm In Your Power Stormy Weather	BUDDY JOHNSON AND HIS ORCHESTRA	Decca 27711 and *9-27711
Blue Velvet	ARTHUR PRY SOCK	Decca 27722 and *9-27722
Lemme Go Dreamy Melody	TAMARA HAYES	Decca 27740 and *9-27740
Way Up In North Carolina Dry Bones	GENE RAYBURN and DEE FINCH	Decca 27739 and *9-27739
Jesus And The Atheist (Or: God's Wonderful Way) The Weapon Of Prayer	RED FOLEY	Decca 46357 and *9-46357
Cock-A-Doodle Doo Sugarloaf Rag Square Dance	RED FOLEY	Decca 46349 and *9-46349
Memories Of Mocking Bird Hill Ball And Chain Boogie	MERVIN SHINER	Decca 46345 and *9-46345
I Know What It Means To Be Blue You're Lucky That I Love You	CURLY LIPHAM	Decca 46347 and *9-46347
My Home Go Down To The Jordan	SUNSHINE BOYS QUARTET	Decca 46348 and *9-46348
I've Done Gone Hog Wild I Believe That Mountain Music Is Here To Stay	HARDROCK GUNTER	Decca 46350 and *9-46350
I'll Meet You In Church Sunday Morning Get Down On Your Knees And Pray	BILL MONROE	Decca 46351 and *9-46351
Horse Hair Boogie Down Yonder	SPADE COOLEY	Decca 46355 and *9-46355
Cherokee Boogie I Wish I'd Never See Sunshine	JIMMIE DAVIS	Decca 46356 and *9-46356
Owl Slew Playin' Myself The Blues	CECIL GANT	Decca 48231 and *9-48231
Cherokee Boogie Hobo Boogie	JOEY THOMAS AND HIS ORCHESTRA	Decca 48236 and *9-48236
Hoyer's Polka We're Bound For Happiness—Waltz	EDDIE HABAT AND HIS ORCHESTRA	Decca 45146 and *9-45146

*Indicates 45 RPM Version

TOP TUNES
By America's Favorite Artists

Come On-A My House	ELLA FITZGERALD	27680*
Too Young	PATTY ANDREWS VICTOR YOUNG	27569* 27366*
Sweet Violets		
Lonely Little Robin	JANE TURZY	27668*
My Truly, Truly Fair	RUSS MORGAN	27630*
Out O' Breath Because Of You	GLORIA DE HAVEN and GUY LOMBARDO	27666*
The Loveliest Night Of The Year	FRED WARING ETHEL SMITH TED MAXIM (Polish Vocal)	27507* 27583* 45141*
Shanghai	BING CROSBY	27653*
Jezabel	LONZO and OSCAR	46340*
On Top Of Old Smoky	THE WEAVERS and TERRY GILKYSOON	27515*
Mister And Mississippi	MILLS BROTHERS and SONNY BURKE	27579*
Bing Bong Bing	JANE TURZY	27701*
Sweetheart Of Yesterday		
Mary Rose	GUY LOMBARDO	27719*
(When We Are Dancing) I Get Ideas	LOUIS ARMSTRONG	27720*
Kisses Sweeter Than Wine		
When The Saints Go Marching In	THE WEAVERS	27670*
The Morningside Of The Mountain		
Blue Velvet	ARTHUR PRY SOCK	27722*
How Many Times (Can I Fall In Love?)	PATTY ANDREWS and TOMMY DORSEY	27700*
Peace In The Valley	RED FOLEY	14573*
Longing For You		
Josephine	RUSS MORGAN	27703*
I'm With A Crowd But So Alone		
Rose Of The Mountain	ERNEST TUBB	46343*
Belle, Belle, My Liberty Belle		
Cara Cara Bella Bella	DON CHERRY and SONNY BURKE	27717*
I Won't Cry Anymore	EILEEN WILSON	27546*
Laura		
DICK HAYMES with VICTOR YOUNG		27518*
EDDIE HEYWOOD		23812
ELLIOT LAWRENCE		27124*

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

Continental Europe In Disking Groove

Irv Green Finds Overseas Plants Capable of Vast Wax Production

Continued from page 1

Voice, the Victor affiliate, both firms owning several key pressing plants outside of those in England, their home base. In the Scandinavian countries he found 15-press plants in key industrial centers. Switzerland has 10 press plants. In Holland and Belgium he found independent facilities, operating from

six to eight presses. In France he found plants which had up to 20 presses going full blast. Italy had four to six press facilities in two cities. Germany had several 20-press plants, while Austria had only one six-to-eight press plant in action.

While jazz and longhair masters were the chief topic of conversation between Green and foreign disk reps, Green said that the most optimistic factor he found in further trade between European and American disk firms was the widespread introduction of English-speaking classes in schools in every country he visited. Disk reps in all the countries told Green that these classes are building a trade for American lyric pops and novelties, which previously were a drug on the market, because the lyrics couldn't be understood. He said that in the Scandinavian countries, France, England and Germany, he found some demand for the new speeds. He said that a number of motor manufacturers in Europe are turning out three-speed motors and playing equipment, but that individual 33 and 45 r.p.m. equipment is almost non-existent.

Diskeries Sing Peppy Tune on Opera Releases

Columbia, London Victor Plan Heavy Sked for September

NEW YORK, Aug. 18. — The longhair market, which via the LP medium has elevated the full-length opera into the position of prime merchandise, will be subjected in September to the greatest flood of full-length opera recordings issued in any previous single period.

The RCA Victor, Columbia and London diskeries are preparing multiple releases of full-length operatic recordings during the month. In addition, Cetra-Soria, whose catalog is built mainly on opera waxings, has a sizable release scheduled at hand, and it is known that several other independent firms are readying full-length opera recordings as well.

Columbia this week announced that its operatic bid for the month will be highlighted by two operas by Mozart, *The Magic Flute* and *The Marriage of Figaro*. Both operas were recorded in Vienna by members of the Vienna State Opera and the Vienna Philharmonic Orchestra under the direction of Herbert Von Karajan. Each opera will fill three 12-inch LP platters. The cast on both operas includes American basso George London, baritone Erich Kunz, soprano Elizabeth Schwarzhopf, and contralto Elisabeth Hongen. The diskery was scheduled to release a full-length *Pagliacci*, a Metropolitan Opera production, later this month. Earlier in the month, Columbia issued a Met-opera-produced *Faust* by Gounod.

London and Victor

London, which at this point is withholding titles because of the diskery's preparation of a sizable promotion plan, will issue eight full-length opera recordings September 15. Also, the diskery will issue two new additions to its full-length Gilbert and Sullivan series.

Victor previously has announced that it will make its first major invasion of the full-length opera market on LP in September. The diskery's drive releases will be highlighted by a recording of a Toscanini-conducted radio broadcast of *La Traviata*. Diskery also has ready for release a newly recorded, domestically produced full-length *Carmen*, with Rise Stevens and Robert Merrill featured in the leading roles. Victor also is converting some of its 78 r.p.m. opera recordings to the LP medium. These include the Sir Thomas Beecham recording of Gounod's *Faust* (competitive to Columbia's release this month) and *Canalleria Rusticana*, a performance conducted by the composer, Mascagni.

Roberta Lee Signs Double Decca Deal

NEW YORK, Aug. 18.—Thrush Roberta Lee was signed to a two-way Decca disking paper last week. Miss Lee, whose previous solo wax efforts were confined to a couple of small indie firms, will double between the diskery's country department and pop department.

She is now working as a member of comedian Ben Blue's troupe and is remembered for her stint as a chirp with Les Brown's band. She recorded her first sides for the waxery last week in country duets with Hardrock Gunter.

STRAUSS STARS IN DECCA DISK

NEW YORK, Aug. 18.—Decca Records' newest Gold Label release will highlight a recording of Richard Strauss' tone poem, *Don Quixote*, conducted by the late composer. The recording was made originally for the Deutsche Gramophon firm in Germany, and came to Decca as part of the latter's reciprocal deal with the European waxery. The Strauss waxing is the first of a series of similar types of recordings which Decca expects to issue in the Gold Label line, including several more of Strauss conducted by Strauss.

Copyright Pact Moves Forward In Draft Version

Continued from page 1

the first time (*The Billboard*, August 11). This week's session originally had been scheduled for September 14, but the conferees agreed to advance the date for a general study preparatory to a follow-up confab within the next three months. The next conference will go into sharp detail, it was announced.

This week's confab was attended by two dozen copyright legalists and experts from the State Department, other government agencies and from non-government interests.

Among conferees were Arthur Fisher, associate register of copyrights, Library of Congress; Abraham Kaminstein, chief of the examining division, copyright office; John Schulman, general counsel of the Authors League and of the United States delegation who worked at the Paris conference; Herman Finkelstein, American Society of Composers, Authors and Publishers; Sidgley Kaye, general counsel, Broadcast Music, Inc.; Arthur Farmer, representing publishers' interests, and Isabel Marks, representing diskery interests.

MPCE GOLF

Spina Cops Top 73 in Annual Joust

NEW YORK, Aug. 18.—The Music Publishers' Contact Employees ran off its annual Professional Men's Golf Tournament last Tuesday (14) at the Garden City Country Club, Long Island. Eighty-seven persons attended including the pluggers members of MPCE and their guests, Perry Como, Martin Block, Harry Meyerson, Manie Sacks, Johnny Johnston, Joe Carlton, Jimmy Lytell and Cork O'Keefe. The outing, hailed as one of the most successful ever by MPCE prexy Bob Miller, wound up with a steak dinner.

Jack (Swift) Spina won the pluggers tourney, with the lowest gross in the history of the tournament. He carded a 73 to go with a 10 stroke handicap. Norman Foley, Mickey Glass and Harry Santly wound up in a three-way second.

(Continued on page 16)

DECCA QUARTET

Meets Victor With Own 'Who's Who'

NEW YORK, Aug. 18.—Not to be outdone by the RCA Victor Dinah Shore-Tony Martin-Phil Harris-Betty Hutton quartet diskery, Decca Records broke this week with their own waxed impression of a who's who in show business by packaging Danny Kaye, Jimmy Durante, Jane Wyman and Groucho Marx for a coupling. The foresome's two tunes included one done by the Victor conclave, *How D'Ye Do* and *Shake Hands*, coupled with *Black Strap Molasses*.

To help promote the disk, being accorded a sizable deejay push to begin with, the waxery effected a tie-in promotion with Balanced Foods, Inc., a producer of the Gaylord Hauser promoted diet food. The food company will supply Decca with a quantity of black strap molasses in pint bottles and loaves of wheat germ bread which the diskery will use as exploitation media with deejays, its distributors and salesmen.

Esquire Foreign Rep for Discovery

HOLLYWOOD, Aug. 18.—Les Koenig, who with Albert Marx holds the reins of Discovery Records, this week finalized a deal with Esquire Records to release Discovery's product on the foreign market. Esquire, headquartered in Sidney, Australia, also covers New Zealand. Pact is not reciprocal, Discovery getting full label credit plus royalties.

Esquire Prexy L. C. Welch has selected works by Helen Humes, Page Cavanaugh Trio, Dizay Gillespie and Benny Pollack as the first releases. Also skedded are sides by Georgie Auld and George Shearing.

TRUST FUND OPERATIONS

Spot Check Indicates Scope of Musician Public Service Program

NEW YORK, Aug. 18.—The broad nature of the operation of the Music Performance Trust Fund and its public service aspects are outlined by Samuel R. Rosebaum, the Fund's trustee, in his report covering the first six months of 1951. The report, the financial phases of which were covered in the last issue of *The Billboard*, contains a "spot check on performance," using as a sample the first 15 days of March. Rosenbaum estimates that during this brief period the fund rendered about 260 performances in which 2,300 musicians participated. The latter were paid approximately \$35,000.

One-fourth of the concerts were classified as Educational and Civic, with three-fourths classified as Entertainment. The latter category included performances for veterans and servicemen, civilian hospitals, youth groups, institutions, etc.

These proportions and categories hold thruout the year, with all performances free to the public. Musicians are paid local scale.

Entertainment

The scope of the pubserv activity is indicated by the performances in the two categories. Under "Entertainment" is listed the following

HIT CONSISTENCY

Paul-Ford Etchings Set New Sales High

Continued from page 1

moved 175,000; *Tennessee Waltz* backed by *Little Rock* soared sales to 530,000; *Mockin' Bird Hill* and *Chicken Reel* is still selling despite passing the 800,000 mark; *How High the Moon* tops them all with more than 1,100,000; *Josephine* and *Sunshine* has passed the 400,000 mark while *Whispering* and *Sunrise* recently released is expected to hit a similar top selling stride.

Only artist to simultaneously hold four spots on *The Billboard's* Best Selling Pop Singles chart, Les Paul is in 15th place with *How High the Moon* after 22 weeks on the list; is in 18th place with *Josephine* after eight weeks; shot to 11th place with *World Is Waiting for the Sunrise* after two weeks, and is listed in ninth place for the backside, *Whispering*, also after two weeks.

Credit for the continuing sales success of the Paul-Ford disks can

be shared by Capitol's artist-repertoire department, despite the fact that the artists record their multi-track platters in their own studio. Cap's a.&r. braintrust is responsible for releasing the guitar-vocal sides with contrast in pace. Reason, so that same sounding "new sound" wouldn't tire buyers and thereby exhaust the market. So far, Cap's a.&r. department has delivered a noteworthy job of preguessing public tastes in the Paul-Ford releases, and by changing pace with each release, has kept the public appetite alive for more of the same.

Hampton Sets Balboa Mark

HOLLYWOOD, Aug. 18.—The late Glenn Miller's one-night attendance record at Balboa's (Calif.) *Rendezvous Ballroom* was shattered Saturday (11) by Lionel Hampton who played to 5,148 persons. Miller's high at the terpery was slightly more than 4,000, set in the early 1940's. Hampton winds up his two-week engagement Sunday afternoon (19); with an estimated fortnight attendance of 22,040, grossing \$27,550. Admission is a flat \$1.25.

Band and package (31) got a \$6,000 guarantee against a 50-50 split, a deal set up by former owner Bob Murphy prior to his sale to a group topped by H. D. White (*The Billboard*, March 31). White is trying to bring Hampton back for a pair of week-ends in October following his stand at the Oasis in late September.

Hampton and revue play for the Army Emergency Relief Fund at Camp Roberts, Calif., Monday (20). Military establishment, under Provost Marshall Capt. March J. Schwartz, will fete Hampton during day-long festivities. Following the Army date, Hampton takes his band on a month-long Northwest tour.

ARMY REPORT

Lawrence Out, Fisher Holds Fort

NEW YORK, Aug. 18.—Bill Lawrence, who was the featured warbler on the Arthur Godfrey airters and who was the first of several young singers to have been grabbed by the army, has been released from service for medical reasons and is returning to show business. His agency, Music Corporation of America, is bringing him back to activity with a string of one-night dates and also is working on theater, radio and TV work for the crooner. His first date is at Columbus, O., August 23. This will be followed with a series of gigs in the Pennsylvania-Ohio area.

Another warbler, Eddie Fisher, who has been in the service for some months, this week was transferred from Camp Hood, Tex., where he was in basic training, to the U. S. Army Band unit of Special Services in Washington, where he will do what he knows best—sing. Vic Damone, a third warbler in the service, is going thru his basic training at Camp Dix, N. J.

Key Label Plans Europe Distribution

LONDON, Aug. 18.—Robert Rolontz, topper of Key Records, American LP indie, arrived here to arrange for European distribution of his disks. He is meeting with English and Continental diskery execs to set up both distribution and exchange or purchase of classical masters or tapes.

Meanwhile, Rolontz has arranged for the British Broadcasting Corporation to use key records on deejay shows. Usual BBC restrictions on the number of disks aired do not apply to Key, since the diskery's line is not being distributed here by a member firm of the English Phonograph Record Manufacturers Association.

Coral Signs Up Three Singers

NEW YORK, Aug. 18.—Coral Records this week signed recording papers with warbler Jack Haskell, thrush Lorry Raine and singer-pianist Buddy Greco. Each of the three have recorded previously but without conspicuous success and without regularity.

Haskell, the warbler on the Dave Garroway TV show, had recorded briefly for the Coral parent diskery, Decca. He is remembered as a former Les Brown vocalist. Miss Raine, whose last disking association was with London, comes to Coral with a group of already-made masters which the diskery bought as part of the deal.

Greco, who made a few sides for London several months ago, has been attracting local attention as the result of quite a bit of TV work including a stint on the *Broadway Open House* show. He'll be used on the label primarily as a singer, tho he also is one of the better of the young pianists. Greco formerly was with the Benn Goodman crew and previously led his own trio, which recorded for the now defunct Musiercraft diskery.

R. Q. Lewis in Switch to MGM

NEW YORK, Aug. 18.—Comedian-disk jockey, Robert Q. Lewis, pulled a switch this week. Lewis, who does most of his gabbing for the Columbia Broadcasting System, switched from CBS-affiliated Columbia Records to make a recording deal with MGM Records, an associate of Station WMGM in the Loew's, Inc., set-up. WMGM formerly was WHN, on which station Robert Q. got his local start as a deejay. For Columbia Records, Lewis made a few disks which were mostly of a kiddish variety. For MGM, his first coupling is of a pop nature. He currently returned to deejay ranks with a five-day-a-week CBS network show after enjoying a lengthy run as an emcee-comic.

WESTERN UNION

CLASS OF SERVICE

This is a full rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

- DL=Day Letter
- NL=Night-Letter
- LT=Int'l Letter Telegram
- VLT-Int'l Victory Ltr.

DEAR RECORD BUYER --

SUGGEST YOU HEAR OUR "BLACK STRAP MOLASSES" AND "HOW D'YE DO & SHAKE HANDS" - DECCA #27748. HAD FUN MAKING IT - YOU'LL HAVE FUN LISTENING TO IT.

DANNY KAYE

JIMMY DURANTE

JANE WYMAN

GROUCHO MARX



"Black Strap" Molasses

AND

"HOW D'YE DO AND SHAKE" HANDS

with *Sonny Burke*
His Orch. and Chorus

DECCA
RECORDS

DECCA 27748 (78 RPM) and 9-27748 (45 RPM)

Printed in U.S.A.

Pressing Prices in Low Among Indies

NEW YORK, Aug. 18.—A spot survey taken this week among independent pressing plants showed that pressing prices were down a little from those of a few months ago, and that raw materials were more readily available than was originally expected. Such raw materials as break-resistant mixes, vinyl resins, copper, chlorine and nickel are reported to be "a little tight," but existing contracts are being filled readily. No materials

shortages of consequence are expected unless the nation goes all out on war production.

Pressing prices are down in many cases, although some plants are at the same level as a few months back. Current rate for 10-inch shellac pressings is 15 or 16 cents. Break-resistant pressings run 19 or 20 cents. Ten-inch LP pressings range all the way from 21 cents to 25 cents depending upon the disk's vinyl content. Plants report that the trend is toward the use of less vinyl in LP disks, though some labels still issue pure vinyl records. Various mixes used for the long-play records range in vinyl content all the way from 30 to 90 per cent.

Indie pressing plants also report that credit ratings of the small labels are no better than they have been for over a year—it is often difficult to get prompt payment. Association of the indie pressers formed this year still exchanges credit information on the various labels.

Kenton Concerts Bow Sept. 27

HOLLYWOOD, Aug. 18.—"Innovations in Modern Music II," Stan Kenton's second addition of his nation-wide concert series, gets underway officially September 27 at State Auditorium, Dallas. Kenton will carry a 40-piece orchestra plus chimp June Christy (*The Billboard*, August 4). Entourage is expected to break in with several dates at Texas military bases. Tour is a package by the orchestra and his manager, Bob Allison, whereby the pair will take over all auditoriums and theaters, eliminating any General Artists Corporation commissions.

Dates will be scaled from \$3.60-\$1.20. However, in small towns and college locales, top will be \$3. Concerts run two hours. Other one-nighters are as follows:

- Will Rogers' Memorial Auditorium, Fort Worth, September 28; Music Hall, Houston, 29; Municipal Auditorium, New Orleans, October 2; Auditorium, Memphis, 3; Kiel Opera House, St. Louis, 4; Memorial Auditorium, Louisville, 5; Music Hall, Cincinnati, 6; Adams Auditorium, South Bend, Ind., 7; Kellogg Auditorium, Battle Creek, Mich., 9; Masonic Auditorium, Detroit, 10; Civic Auditorium, Grand Rapids, Mich., 12; Public Auditorium, Cleveland, 13; Cornell University, Ithaca, N. Y., 14; Bushnell Memorial Hall, Hartford, Conn., 16; Symphony Hall, Boston, 17-18; Carnegie Hall, New York, 19-20; Mosque Theater, Newark, 21; Academy of Music, Philadelphia, 23-24; Lyric Theater, Baltimore, 25; Armory, Washington, 26; Mosque Auditorium, Richmond, Va., 27; Municipal Auditorium, Norfolk, Va., 28; Auditorium, Troy, N. Y., 30; Syracuse, N. Y., 31; Massey Hall, Toronto, November 1; Edgerton Sports Arena, Rochester, N. Y., 2; Kleinshans Music Hall, Buffalo, 3; Stambaugh Auditorium, Youngstown, O., 4; Memorial Hall, Columbus, O., 6; Syria Mosque, Pittsburgh, 7; Memorial Auditorium, Dayton, O., 8; Murat Theater, Indianapolis, 9; Civic Opera House, Chicago, 10-11; Municipal Auditorium, Minneapolis, 12; Municipal Auditorium, St. Paul, 13; Auditorium, Milwaukee, 15; KRNT Theater, Des Moines, 16; Music Hall, Kansas City, Mo., 17; Municipal Auditorium, Denver, 20; Salt Lake City, 21; McChord Air Force Base, Tacoma, Wash., 22; Civic Auditorium, Seattle, 25; Public Auditorium, Portland, Ore., 26; War Memorial Opera House, San Francisco, 28; Auditorium, Oakland, 29; Shrine Auditorium, Los Angeles, 30, and Russ Auditorium, San Diego, December 8. Other dates will be filled in later.

"Song" Subject Of Seattle Suit

HOLLYWOOD, Aug. 18.—A suit has been filed in Seattle's Federal District Court charging copyright infringement on *Sam's Song*. Filed by Bill Wolfstone and Bob Harvey, cleffers of *Wouldn't It Be Fun*, suit asks no relief or damages but seeks an accounting of profits on *Sam's Song* and an injunction claiming equitable interest. Named in the suit are *Sam's Song* writers, Jack Elliot and Lou Quadling. Sam Weiss Music, Inc., all diskeries which recorded the tune, American Society of Composers, Authors and Publishers, radio nets and local stations that played the tune.

A. C. Pasarow, ropping the defendants, engaged McMicken, Rupp & Schweppe, Seattle, to assist him. Also named as plaintiff is Bourne, Inc., which asks nothing in the case. *Fun* cleffers allegedly say *Sam's Song* is similar to their tune which was pubbed in 1944.

4-TUNE RECORDS

Labels Pitch 2-to-a-Side Disks Via Mail

NEW YORK, Aug. 18.—Tops Records this week started production on a new 78 r.p.m. 10-inch disk containing two current hits on each side. A similar record was developed recently by Owl, Chicago label headed by ex-deejay Irv Victor (see separate story). In both cases, the diskeries are selling the record direct to the consumer via heavy mail-order pitches on radio stations. The new Tops disk will be packaged at six platters for \$2.98.

Tops exec Sam Dickerman states that the two-tune-per-side platters will eventually be sold thru regular distribution channels. At that time the retail price will be 89 cents per record. The Tops label has been selling a regular two-tune disk for 49 cents. This part of the operation will remain the same.

No Names, Please

According to Dickerman, the new-type disks will not be offered to juke operators because running time of some of the platters goes over five minutes. As with other top disks, artists names will not be or, if used, will be relatively unimportant. The first release of the new disks will be eight records, four pop disks and four country and Western disks.

Opening radio pitches will begin tomorrow (19) over WLW, Cincinnati, with WGN, Chicago, to follow. The number of stations used will continue to increase as the label increases its production capacity. The Owl Records packages are now being sold thru the radio mail-order network.

"Yonder" Suit Near Settled

NEW YORK, Aug. 18.—The dispute between Southern Music and Babb Music, the latter a publishing affiliate of Tennessee Records, over *Down Yonder* was on the verge of a settlement at press time. Tennessee diskery, it was reported, recognizes Southern's claim to the copyright, the tune being written by Wolfie Gilbert and placed in the LaSalle catalog in 1921. Babb Music, apparently, recorded the tune with Del Wood in the belief that it was in the public domain and also printed sheet music. Broadcast Music, Inc., meanwhile, has refused to clear the tune for performance, recognizing that performing rights are controlled by the American Society of Composers, Authors and Publishers, with whom LaSalle is affiliated.

Word Out

Trade papers have already carried ads to the effect that sheet music is available, printed by Babb Music in Nashville. The understanding now is that Babb discontinues printing. Copies by LaSalle will be the only ones available.

The Tennessee diskery, too, it is understood, will acquire a Southern disking license which will be retroactive, in order to take into account the disks already sold. It is estimated these number approximately 70,000.

Capitol Steps Up Promotion on Mayo

NEW YORK, Aug. 18.—Capitol Records is intensifying its build-up of thrush Mary Mayo. Diskery will dig into a promotion allotment made for the thrush when she was signed to help start her rolling.

Key to the promotion will be a series of TV guest shots beginning over the week-end thru the next week. She is due to make five TV and/or radio appearances in a six-day span. Yesterday (17) she was on the Johnny Andrews NBC show. Today (18) she does her weekly ABC *Your Dancing Party* stint. On Sunday (19) Miss Mayo makes an appearance on the Bill Stern NBC seg. On August 21 she guests on the *Cavalcade of Bands* show with her former boss, orkster Tex Beneke. On August 22 she is due to appear on the Bert Parks' *Break the Bank* show.

Norman Sets Prado For H'wd Concert

HOLLYWOOD, Aug. 18.—Gene Norman, KFWE disk jockey, will present Perez Prado and a Latin review in concert Monday (20) at Pasadena Civic Auditorium. This is Prado's first appearance here and the presence of thousands of Spanish-speaking people combines with the success of the orkster's Mambo platters and is expected to bring upwards of 5,000 persons to the concert. Prado will conduct an orchestra composed of American Federation of Musicians, Local 47, tooters and a Cuban rhythm section.

Also on the program are Los Trovadores De Mexico, Lila Gutierrez and others. House is scaled from \$3.60-\$1.50.

London Crystallizes Promotion for Fall

NEW YORK, Aug. 18.—London Records topper E. R. (Ted) Lewis this week crystallized the diskery's fall promotion campaign following a meeting held here with the label's distributors and sales execs. The plan, finally scotching rumors of a shake-up at London, is highlighted by an extra 10 per cent discount offered to dealers on the purchase of current catalog items. Lewis also stated that there would be no personnel changes at the diskery.

The fall program under the direction of executive veepee Harry C. Kruse covers all of the label's 309 LPs, 72 45 r.p.m. albums and a special list of 30 classical 45 r.p.m. singles. The 10 per cent discount will be deducted from the invoice on the one general catalog order. In addition, a delayed billing plan calls for half payment on November 10 and half on December 10. The semi-annual 5 per cent return privilege will apply to the order. Orders must be placed with distributors by September 15. Any portion of the individual orders placed which is not filled by October 15 will be canceled by the diskery.

No Special Deals

Lewis also disclosed that the fall program will not include special deals being set-up currently on Christmas merchandise. A special kidisk program also is in the works, he said. In order to facilitate the handling of the fall program orders, the label has suspended all releases, except for a few pop disks, until September 15.

Pointed out as further evidence of the diskery's future plans in this country are a special promotion being staged on a list of 26 "light music" LP disks. London has prepared a special "light music" catalog, window streamers,

counter cards and easel window displays. Also in preparation is a complete London LP catalog.

The label has recently added such new English talents as pianist Winifred Atwell, singer Pearl Carr, South African flageolet player Willard Cole and chanter Les Howard. Frank Lee, recently named a. & r. chief in England, has taken on his new duties. Tawny Nelson remains American a. & r. chief. Lewis returns to England August 28.

Price Hikes Stymie CBOA H'wd Confab

HOLLYWOOD, Aug. 18.—Members of the California Ballroom Operators Association who were originally skeddled to huddle here this summer to seek ways to hypo ballroom biz again were blocked by local terpery ops who came to words over changing admission prices. Figueroa, Grand and Chateau ballrooms have all agreed to hike admissions, while the Colonial dancery has stood firm in its decision to keep the door price at 55 cents. Marty Landau, of the Riverside Rancho, told *The Billboard* that as soon as the ops come to an understanding, the oft-postponed conclave will take place.

Of the four ballrooms, the Colonial does not belong to the CBOA. Harry Renaud, Figueroa; Vernon Myron, Grand, and Dean Curtis, of the Chateau, were slated to meet with Landau, Lee Davis and Jack Lance in July (*The Billboard*, July 28). Proposed hike calls for an average increase of 25 cents to \$1 for the downtown terperies. Rancho's admission is \$1 on Wednesday and Sunday, \$1.20 on Friday and Saturday.

MPCE Golf

• Continued from page 14

place tie. Joe Gold won the "nearest-to-the-pin" contest, and Larry Stock won the honors in the putting match. Mike Sukin took low-gross honors. Bobby Kornheiser, most consistent of the pluggers golfers, wound up with a 184 and the booby prize. Jimmy Lytell wound up on top in the guest tourney, with Martin Block, second, and Perry Como, third.

Miller made all the arrangements for the tournament in conjunction with the MPCE tourney committee: Mickey Addy, Rocco Vocco, Murray Luth, Jack Johnstone, Harry Link and Joe Lindhart.

Trust Fund Operations

• Continued from page 14

co-sponsoring organizations like the Red Cross, Knights of Columbus, etc., who assist not only with transportation but with enlisting the services of actors, singers, etc. The usual practice in hospitals is to send small strolling units among the beds.

Perhaps the most dramatic of the hospital performances was one given at the Marine Leprosarium at Carville, La. This was a symphony program given by the Baton Rouge Symphony orchestra, attended by 500 ambulatory patients. Bedridden patients heard the concerts via wired receivers. On other occasions, dance band and concert combinations have played at Carville. During the same period (March), music was provided for another leper hospital at Mohalu, Pearl City, Hawaii, by musicians sent from Honolulu.

Types of hospitals and institutions where concerts were performed are illustrated by the following: Mercer Hospital for Invalid Women, Atlantic City; Rochester State Hospital, Rochester, Minn.; Brandon Mental Hospital, Brandon, Man.; N. Y. State Psychiatric Institute, New York; Waco State Orphanage, Waco, Tex.; Masonic Orphans Home, Louisville; Salem Home for the Aged, Joliet, Ill.; Women's Reformatory, Oaklawn, R. I., etc.

Much dance music is provided for teen-age groups, according to the analysis of the two-week March period. The sessions are given generally in recreation centers supervised by municipal authorities or interested volunteer

TV-PHONO MERCHANDISING

Victor Slashes TV Prices As Market Stimulant Plan

NEW YORK, Aug. 18.—RCA Victor this week slashed prices on nine models in its current TV set line in an attempt to spark the video set market and create store traffic. Reductions are being made just a week before the expected August 27 introduction of the company's new fall line of receivers. Price reductions, announced RCA Victor consumer products veepee J. B. Elliott, range from \$30 to \$115, and affect table models, consoles and combinations.

The 14-inch Bently went from \$219.95 to \$179.95, the 17-inch Newport from \$269.95 to \$239.95, the 17-inch Kent from \$299.95 to \$259.95, the 17-inch Highland from \$359.50 to \$289.95, the 17-inch Fairfield from \$389.50 to \$299.95, the 17-inch Regency from \$415 to \$329.95, the 17-inch Winston from \$495 to \$395, the 19-inch York from \$419.45 to \$339.95, and the 19-inch Hillsdale from \$475 to \$395.95.

The reductions are part of what RCA Victor terms its new "market stimulation plan," and is a companion piece to the firm's stabilization move last May when the company guaranteed set prices

PROGRAM TIPS FOR TV SALES

For full details of these and other TV program stories (to help you sell more TV sets) see the Television Department this and every week.

"All-Star" Line-Up

Last year's *Four Star Revue* video show on the National Broadcasting Company becomes the *All-Star Revue* this season, with Ezio Pinza almost set to lead off the season. Other new names set are Olsen and Johnson, Martha Raye and Victor Borge. Rest of line-up will include last season's favorites.

"Comedy Hour" Line-Up

The NBC-TV *Comedy Hour* will be strengthened this fall, with Colgate signing an additional director. Talent alternating on the first few shows includes Eddie Cantor, Tony Martin, Spike Jones, Abbott and Costello, Jackie Gleason and Donald O'Connor.

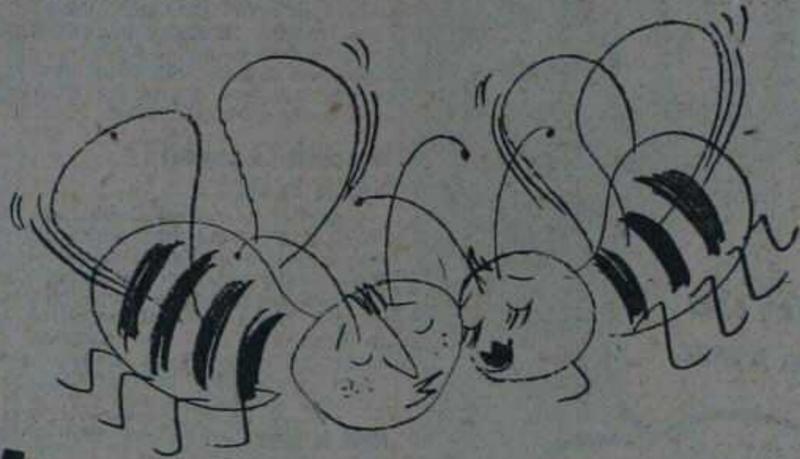
Waller, Bart Talk Over Territories

HOLLYWOOD, Aug. 18.—Ben Waller, of Ben Waller Enterprises, leaves Tuesday (21) for New York to meet with Universal Attractions topper, Ben Bart, in an effort to settle territorial differences between the two agencies. At present Waller handles their attractions in the West, and Bart working the East. It is believed the two will set the Mississippi River as the boundary line between the Coasts.

While East, Waller will set up a national tour for Jimmy Nelson and discuss a build-up campaign for thrush Mickey Champion. Waller returns to the Coast Sunday (26) in time for Charles Brown's opening at the Elks.



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Smackin'
Their Lips . . .
over the



"KISSIN' BUG BOOGIE"

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greatest



"HAWAIIAN WAR CHANT"

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DISC JOCKEY WEEK
AUGUST 20 TO 26

COLUMBIA RECORDS

for music that sends them . . . to you!

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

Music as Written

MGM to Issue First Foreign Disk . . .

MGM Records will issue its first foreign-language album on the diskery's next release. Album is called "Songs of My People" and features Yiddish folk, Liturgical and Israeli music. Album was done by Cantor Moses J. Silverman of Chicago. Diskery is planning to remote the package with its distribs thru local foreign-language stations.

RCA Victor Signs

June Valli to Pact . . .

RCA Victor last week signed thrush June Valli to a term recording paper. Thrush has been causing quite a stir as a result of a stint at the La Vie En Rose nitery in New York a couple of months ago. Her first recording session will be held shortly. Diskery's music director, Hugo Winterhalter, is working on the arrangements for the gal's initial slice session. Thrush's recording services were being bid for by several other diskers, including Mercury. She was signed by RCA staff veepee, Manie Sacks.

Vega Adds 14 Carousel

Disks to Its List . . .

Vega Records, West Coast low-priced indie label, has added 14 more sides to its list of Carousel disks. Seven new releases include standard pops, marches and light classics. Disks were all recorded at Lincoln Park, Los Angeles, using the Ross Davis Carousel. Label previously released four Carousel singles and one LP.

MGM to Issue

First Foreign Disk . . .

Show Tunes Inc., pubbery affiliated with the American Society of Composers, Authors and Publishers, has set up a diskery, Premier Recording Inc. Both firms are subsidiaries of Reemack Enterprises, producers of "The Original Amateur Hour."

New York

Pugger Howie Richmond joined RCA staff veepee Manie Sacks in a jaunt to Chicago last week to be present at Dinah Shore's opening at the Chicago Theater there Friday (17). This engagement is Dinah's first in a vaude house in several years. . . . Warbler Bill Darnel this week inked a booking paper with Associated Booking Corporation and was set to play the week of August 29 at the Olympia Theater, Miami. . . . Time magazine last week carried a piece on Columbia Records pop recording chief, Mitch Miller.

Guy Mitchell who just returned here from the Coast, bought a ranch for his parents in Tarzana, Calif. . . . The Modernaires, who were held over at the Paramount Theater here for two weeks when the Frankie Laine date at the house was canceled, will work at the theater until August 25, and two days later will begin another year's stint with the "Club 15" radio show. . . . Warner Brothers' flickery is shooting the musical version of "Where's Charley?" in England. Film is using the Frank Loesser score, and stars Ray Bolger, who created the part on Broadway.

Manning Sherwin, American composer of "A Nightingale Sang in Berkley Square" and of music for more than 15 shows, returned to this country last week after residing in London the past 13 years. . . . Horace Grennell, Children's Record Guild exec, was slightly injured in an automobile accident in Glacier Park, Mont.

Alan Dean, English singer who has recorded on the London label, is due to make his debut in this country next month. Dean intends to stay here. . . . Eddie Selecto's Selectones, currently at Philadelphia's Musical Bar, are being set for park and fair dates.

Hammond organist Beth Lee holds over at the Van Curler Hotel, Schenectady, N. Y., for three months. . . . Mills Music's "I Don't Stand a Ghost of a Chance" has been set as theme ditty of the flick "A Millionaire for Christy." The pubbery and 20th-Fox films are setting a promotional hype. . . . Solo Music, headed by Oscar Washington, has set up operation as a pop pubbery in St. Louis.

Herman Lubinsky, topper of the Savoy and Regent labels, leaves September 3 for a month's

European tour. . . . Tony Bennett goes into the New York Paramount Theater September 12 along with the Louis Prima ork. . . . Singer Pat Terry starts a four-week date at the New Orleans Roosevelt Hotel August 23. . . . Buddy Basch has been signed to handle publicity and disk promotion for Toni Arden.

Plink, Plank and Plunk unit, opening at Lou's Moravian, Philadelphia, now features Arthur Davey, who used to be with Steve Gibson's Red Caps. . . . Sax Young, former tenor sax with Eddie Vinson, is leading his own Five Imperials unit at the Cotton Club, Lawnside, N. J. . . . Three Peppers into the Club Nomad, Atlantic City, for an indefinite engagement. . . . The Top Notes, new unit formed by men formerly with Buddy Hawkins, set by the Jolly Joyce agency, Philadelphia, at the Bowling Green Show Bar, Detroit.

Chicago

D. J. Mal Bellairs, WCFL topper, became father of a son, Kimberly, August 13.

North Dakota Ballroom Operators' Association has been formed. It is the seventh regional or State chapter of the National Ballroom Operators' Association. Officers are Buckley Andrews, Dome Ballroom, Bismarck, N. D., prexy; Bob Andrews, Batchelor's Grove, Niagara, N. D., secretary-treasurer; with Jim Shaw, Tolly, N. D., Clair Ihinger, Carrington, and Doc Chinn, Fargo, on the board of directors.

Mercury may sign Wendell Hall, the red-headed musicmaker, who recently returned to showbiz with a TV show on WENR-TV here, to do some singles and material for an LP. Firm also has inked the Quintones, who were cut on a trial basis nine months ago. . . . Johnny Apt, op of the Prom Terrace, Fort Wayne, Ind., is seeking either a partner or to sell out his dancery in order to concentrate on his ice cream business in Cleveland.

Dinah Washington did a free religious benefit at a South Side church here, with 3,000 packing the church Tuesday (15).

Jane Turry, new Decca chirp, handled by Mutual Entertainment Agency here, has received a price boost of from a previous \$450 to between \$850-\$1,000 for her trio, following her two Decca hits. She is currently at Basil's, Toronto. . . . Station KAYS, Hayes, Kan., sent King Records' Cincinnati home office a dozen roses last week for "co-operation in sending the station free record releases on time." . . . Teddy Phillips' ork will play Illinois State Fair with Jack Benny and the DuQuoin, Ill. Fair with Dennis Day. Phillips returns to the Aragon here early in October.

The Milt Herth Trio, a veteran property with MCA, inked with GAC here last week. . . . John Carlo has switched from McConkey Artists to the cocktail department at Music Corporation of America.

Irv Victor, former hillbilly disk jockey, who has had trouble getting a name for his diskery, last monicker being the same as a major, this week acquired a new label, Jeb, for the waxery and a set of partners. Joe Cooper, formerly with Tell Music and Coral here, is prexy of Jeb, while Bob Broz, ex-promotion man with Mercury here and salesman for MS Distributing, is veepee and will handle the a. and r. duties. Victor is secretary-treasurer. Diskery has about 20 masters made by a number of McConkey Artists' Corporation units plus sides by the Milt Herth Trio. In addition, it is set for sessions by Henry Busse and Ray Pearl orks.

Detroit

Mary Anne Green orchestra has opened at the Shangri La. . . . Sammy Duka Trio moved into Meyers Show Bar Dearborn, Mich., Monday (13). . . . Bette Barr, Canadian songbird, has opened at Sid's Cafe, East Side spot. . . . Al Morgan bowed into the Canadian Elmwood Hotel last week, making his first local appearance. . . . Carroll and Gorman are back for a return engagement at Yeamans', formerly Lipsitz Supper Club.

The Gee Cee Trio has opened at Sid's Lounge, replacing the Fenby-Carr Quartet. . . . Lee Jackson and Bill Gallus, vocalists, are in the new Club Gay Haven show. . . . The Three Suns have returned to the Elmwood Hotel in Windsor, Ont., as headliners. . . . Herb Lanz opened Friday at the Flame Show Bar. . . . Don Pablo has brought his orchestra back to the Copa Show Club for a series of Wednesday night engagements.

Philadelphia

TV's Ernie Kovac, who does a local "Three-To-Get-Ready" disk show mornings on WPTZ and "Ernie in Kovacsland" in the afternoons for the NBC video web, has just made his first commer-

Another BMI Pin-Up Hit!

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Champ Butler (Columbia)

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TERRY GILKYSON-KATIE LEE
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SO?

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THE LORD IS A TRAVELIN' MAN

WITH THE LEE GORDON SINGERS

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The 6 Hits and a Miss

LEMME GO

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CORAL SALUTES NATIONAL DISK JOCKEY WEEK—Aug. 20-26

HIS GREATEST SACRED RECORD . . .

Eddy Arnold
THE TENNESSEE PLOWBOY SINGING—

"JESUS AND THE ATHEIST"

RCA VICTOR - 21-0495 (45-0495)

PHOENIX MUSIC CORP. (BMI)
Sole Selling Agents: General Music Publishing Co., Inc.
400 Madison Avenue, N. Y.

cial recording, a hillbilly satire titled "Hot Cakes and Sausage." Asked about the platter, the song and the singer, Ernie summed it up this way: "It's a nothing!"

Milton Schatz, former musical director of WIP, has joined the faculty of the Midway School of Music.

Artie Singer, vocal coach for most of the band singers around town, is getting three former Miss Philadelphias in vocal trim—Martha Adams Charles, Miriam Lapayowker and Betty Jane Bruce.

Stan Kenton has been added to the band array set for Club Harlem for the coming season. Carded to come in Christmas week. Bill Kenny, leader of the Ink Spots, in town soloing for the veterans at Valley Forge army hospital. Jerry Castle, former alto lead for the Bowery Hot Shots, has formed his own Broadway Jesters unit, bowing at the Skyway Cafe in nearby Hatboro, Pa. Tony De Simone, who heads the musical trio featured on KYW and TV's WPTZ here, takes to recording with his ragtime piano with "Oriental Blues."

Hollywood

Carleton Carpenter last week cut his first MGM sides as a single and is being readied by the diskery for much solo warbling. Carpenter will continue his pairings with Debbie Reynolds with whom he has waxed six sides. He was backed by Earl Hagen's ork and cut his own "Ev'ry Other Day," from his forthcoming film, "The Whistle at Eaton Falls." Other song was a standard.

A "Miss Television" contest is under way here, sponsored by Lionel Hampton, The Pittsburgh Courier and The Los Angeles Sentinel. Winner will be named September 24 at the Oasis when the orkster opens a two-week engagement. Promotion ties in with

TV-PHONO MERCHANDISING

Syndicate TV Buyers Set On Fall Line; Prices in Air

NEW YORK, Aug. 18.—Department store buying syndicates, the largest users of private-brand TV sets, already have placed their orders for fall merchandise at increased costs. Most, however, have not yet made any decisions on what the retail prices on their

sets will be. Tho the cost will be the major factor in determining fall prices, the final determining factor will be the level at which major branded lines set their prices.

Syndicate TV buyers expect that major lines will use a \$199 17-inch table model as a leader. Philco, for example, has already placed such a video set. If the pattern holds for the industry, private label 17-inch table models will be priced at about \$169. Most department stores will concentrate on their 17 and 20-inch private label sets with a few 24-inch models. The stores have thus far ignored the possibility of handling private label color TV sets.

Sales Pick-Up?

While general trade expectations are that set sales will pick up greatly within the next few months, one syndicate buyer this week pointed to an estimated 750,000 to 1,000,000 sets now in distribution pipe lines, plus the estimated fourth-quarter production of 940,000 sets as "an awful lot of sets to be moved out." Other traders claim that the sudden increase in dumped merchandise prices is a strong sign that the market will not be loaded with sets. Dump prices on 17-inch table models have risen from \$85 to the \$110 to \$125 range. Some manufacturers have also withdrawn dump offers in hopes that the sets can be sold thru regular channels.

Hampton's upcoming Snader Telescription, "Love Ya Like Mad." Gal who is named "Miss Television," will be sung to by Hampton in the tele pic, entertained here for a week, guest at a 20th Century-Fox luncheon and photographed by a Coast lenser, among other awards. Hampton, who will warble the title tune of the telescription to the winner, has set a September 17 deadline for photos of contestants. Contest headquarters are at B & B House of Styles, Los Angeles. Tune was clefted by Jules Fox and Sam Friedman. Judges are Lou Snader; Lieut. Rocky Washington, of the local police department; Jim Jordan, National Broadcasting Company producer; Joe Bleeden, The Billboard's Hollywood staffer; Sam Ishihari, local businessman; Chester Washington, Courier; Marie Mesmer, Los Angeles Daily News; Mrs. Dora Moore, Sentinel, and Walter Ames, of The Los Angeles Times.

Best biz in more than four years was chalked up at the Palladium for Les Brown's first frame. Ork drew well over 17,000 dancers and topped other bands, such as Stan Kenton, Ralph Flanagan, Ray Anthony and Jerry Gray, for the first week. . . . On August 31, L. Wolfe Gilbert's "Waitin' for the Robert E. Lee" will be 40 years old. Promotion, with endorsement by Eddie Cantor, is underway for disk jockeys to play Gilbert tunes, among which are "Ramona," "The Peanut Vendor," "Mama Inez," "By Heck" and "Marta," during the week. Gilbert's birthday also is August 31. . . . Stuart Hamblen has granted sole distribution rights of his music to Cowman Publications, Inc. Pact includes all music pubbed by Hamblen Music Company, with the exception of "It Is No Secret." . . . MGM's album of the score from "An American in Paris" will be out September 31. In the album are "I Got Rhythm," "I'll Build a Stairway to Paradise," "S'Wonderful," "Love Is Here to Stay" and "American in Paris" ballet music. Cleffings are all George Gershwin melodies. . . . Eddie Cantor will cut an Armed Forces Radio Service show this week. . . . The Jordanaires guested on Redd Harper's AFRS weekly airtel Monday (20). . . . Dimitri Tiomkin will score "Bugles in the Afternoon." . . . Thrush Jaye P. Morgan is also set for an AFRS stint. . . . Charles Wolcott does work on the score for "Gymnastic Rhythm," a Pete Smith production at MGM. . . . Russell Nype here for work on "Young Man in a Hurry" at Metro. . . . Billy Daniels joins Frankie Laine in Columbia's "Honey." Pair worked together in "Sunny Side of the Street." . . . Capitol is readying an album of "A Streetcar Named Desire" music. . . . Harms is pubbing "Close to My Heart," title tune from the Warners' pic. . . . Jan Clayton guesting at the Club Del Mar. . . . Dinah Shore's stage routines for her forthcoming p. a. tour will be handled by Charles O'Curran, who is currently staging dance sequences for Paramount's "Somebody Loves Me." . . . Musical director for the Air Force's "Wing-Ding" show at the Hollywood Bowl, August 24, will be Carmen Dragon. . . . Metro is mulling plans to remake "Goodbye, Mr. Chips" as a musical. . . . Henry Sopkin, conductor of the Atlanta Symphony, has returned home after watching production at Louis D. Snader's General Service Studios. . . . MGM's "Give the Girl a Chance" will be headed by Gene Kelly, Vera-Ellen, Debbie Reynolds and Marge and Gower Champion. . . . Jerry Seelen will pen a special song for each of Eddie Cantor's monthly Colgate Comedy Hour (NBC) shows.

Aud, Arena Men Probing Inroads of TV

CHICAGO, Aug. 18.—A joint committee from the Auditorium Managers' Association and the Arena Managers' Association has been set up to make a study of radio-TV, with a joint objective in mind. According to C. W. Van Lopik, auditorium ops' prexy, which has about 100 members, Walter Podoloff, New Haven, Conn.; Ed Furni, St. Paul, and Jim Hendy, Cleveland, were originally delegated to the committee to study video at a recent Quebec convention. Shortly after the auditorium meet, the arena men appointed two members, who have joined with the auditorium trio in a joint committee effort. Not only will this quintet investigate the inroads of TV on auditorium and arena attendance, but they already have had much discussion at both conventions over how these huge buildings can participate in TV. Furni and others suggested that perhaps in the future, arena and auditorium men might bid as a group for certain events and attractions on TV. It was pointed out that the far larger capacities of auditoriums and arenas would make it possible to drop a four-sided screen and play to a much larger audience in one spot. Rub is that when auditoriums and arenas consider any radical innovation in their policy the independently operated members of both orgs make up their minds quickly as to what policy to follow. The buildings, however, which are municipally-owned and operated, must go thru a lot of red tape before they can get the go-ahead.

ABC Puts Ban On "Molasses"

HOLLYWOOD, Aug. 18.—American Broadcasting Company this week advised its affiliates that it had placed a "do not program" ban on Black Strap Molasses, following National Broadcasting Company's recent edict prohibiting play on the same tune. Evie Hubble, of KECA's (ABC) music clearance department here, was notified by Richard Banner, of the music rights department of ABC, New York, that the lyrics mentioned national products, in competition with web's sponsors. Decca Records this month came out with a new version of Strap, supposedly with a new set of lyrics. Platter features Jane Wymann, Jimmy Durante, Groucho Marx and Danny Kaye. ABC has not banned Rotation Blues, another controversial tune. Local outlets for Columbia Broadcasting System and Mutual Broadcasting System have no word on any restrictions.

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LES BROWN and His Band of Renown

2 New Instrumentals

MY BABY JUST CARES FOR ME

and

LEAP FROG

A new Recording of His Opening Theme

GOING GREAT

OVER THE RAINBOW A PANORAMA OF COLOR

PLAYED BY LES BROWN and HIS BAND OF RENOWN

Selections include: Over the Rainbow—The Old Black Magic—Green Eyes—Aquitain—Dixie—Blue Moon—The Moon—Swing—Yellow—Deep Purple—Red Wing—Aunt

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Bob Merrill's Latest Novelty

"BELLE, BELLE MY LIBERTY BELLE"

OXFORD MUSIC CORPORATION 1619 Broadway New York 19

#1 ON "SONGS FOR SALE"

"A RING MADE OF GOLD AND A ROSE"

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THE SOCK NOVELTY!

WANG WANG BLUES

MILLER MUSIC CORPORATION

"REGGIE THE RUNAWAY ROBOT"

by

STEVE NELSON and JOAN JAVITS

having his batteries charged at

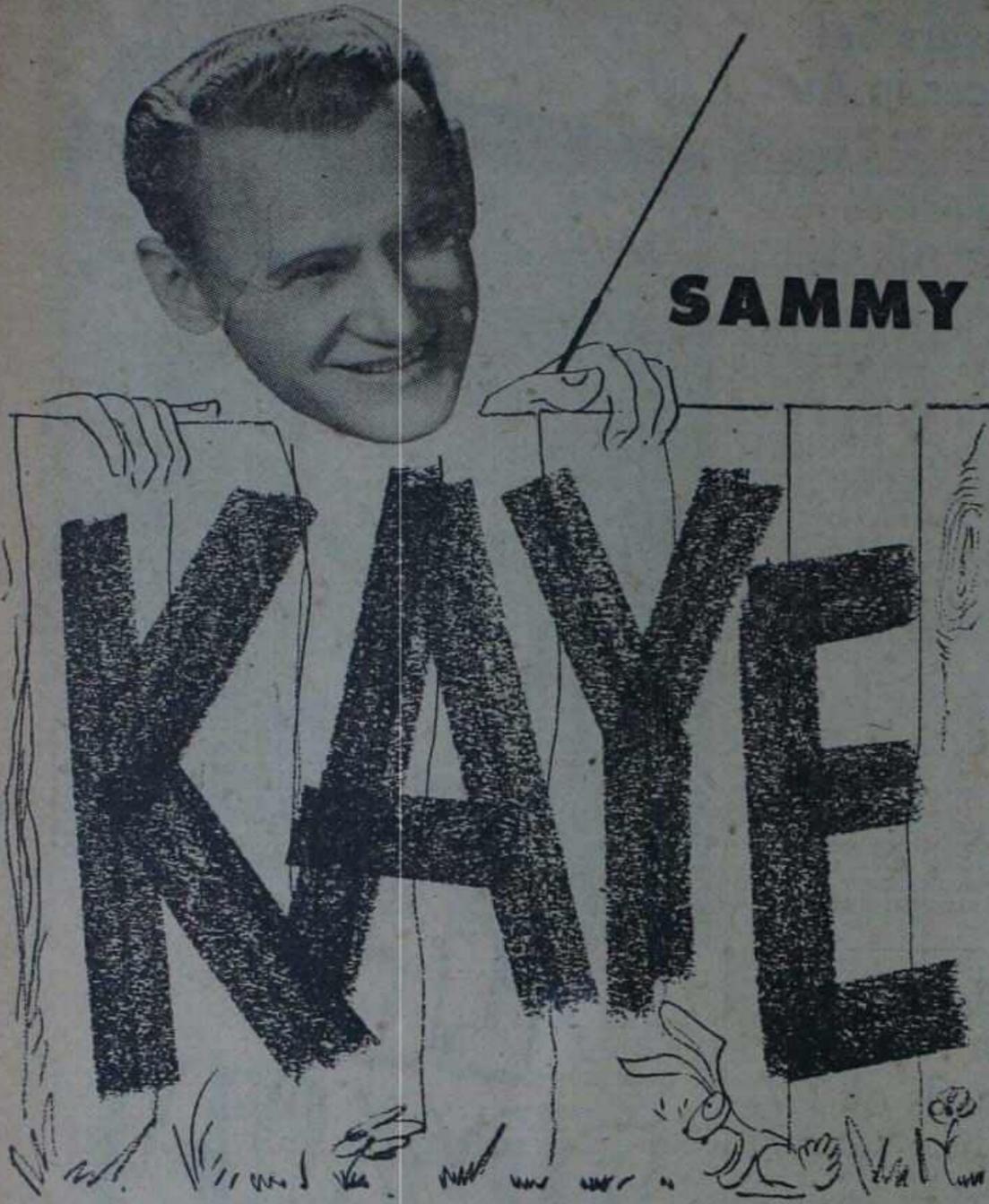
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210 West 50th St. New York, N. Y.

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LEON RENE PUBLICATIONS 2126 W. 24th St. Los Angeles 18, Calif.

WATCH FOR NEW RELEASES



SAMMY

KAYE

BE MINE TONIGHT

and **"IT'S ALL IN THE GAME"**

78 RPM 39531 33 1/3 RPM 3-39531 45 RPM 4-39531

"LONGING FOR YOU" and **"MARY ROSE"**
"WOULD I MIND?" and **"DEL RIO"**

78 RPM 39499 • 33 1/3 RPM 3-39499 • 45 RPM 4-39499 78 RPM 39421 • 33 1/3 RPM 3-39421 • 45 RPM 4-39421

"TENNESSEE TEARS" and **"DIXIE"**
 "Come back to Angoulême" and "Please don't talk about me when I'm gone"

78 RPM 39492 • 33 1/3 RPM 3-39492 • 45 RPM 4-39492 78 RPM 39376 • 33 1/3 RPM 3-39376 • 45 RPM 4-39376

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First, Finest, Foremost in Recorded Music

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

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received August 15, 16 and 17.

Last Week | This Week

1. 1. Come On-A My House

By William Saroyan and Ross Bagdasarian—Published by Duchess (BMI)
 RECORDS AVAILABLE: R. Clooney, Col 39467; R. Hayes, Mer 5671; K. Armen, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Coombs Quintette, Savoy 793; L. Prima, Robin Hood 111; K. Starr, Cap 1710; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 60544.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

2. 2. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)
 RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; I. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young, Dec 27366; C. Moody, King 977; L. Arcazar, Ork, V145151-5480; S. Jones, V 20-4209.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens, Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth; Gould and Silano, Lang-Worth.

5. 3. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)
 RECORDS AVAILABLE: L. Baxter, Cap 1493; I. Bennett, Col 39362; Bob Crosby, Coral 60440; G. De Haven-G. Lombardo, Dec 27686; J. Desmond, MGM 10947; J. Peerce, V 10-1426; R. Barber, Mercury 5843.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove, Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Mindy Carson, Associated.

3. 4. Sweet Violets

By Cy Coben and Charles Green—Published by E. H. Morris (ASCAP)
 RECORDS AVAILABLE: D. Drew-C. Parman, Ork, Mer 5672; D. Shore, V 20-4174; J. Turzy, Dec 27668; J. Davis, Columbia 39488.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

4. 5. My Truly, Truly Fair

By Bob Merrill—Published by Santly-Joy (ASCAP)
 RECORDS AVAILABLE: V. Damone-G. Bassman, Ork, Mer 4646; F. Martin, Ork, V 20-4159; G. Mitchell, Col 39435; A. Mooney, MGM 10984; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27630.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard; Vincent Lopez, Thesaurus.

6. 6. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)
 From the MGM film "The Great Caruso."
 RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith, Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darlan, Standard; Bill Milk, Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth.

7. 7. Shanghai

By Bob Hilliard and Milton DeLugg—Published by Advanced (ASCAP)
 RECORDS AVAILABLE: H. Babbitt-Modernaires, Coral 60521; Bing Crosby, Dec 27653; Bob Crosby, Cap 1525; Doris Day, Col 39423; B. Morrow, V 20-4192; B. Williams Quartet, MGM 10998.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

8. 8. Jezebel

By Wayne Shankle—Published by Broadcast Music (BMI)
 RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307; W. Atwell, London 1060; Lorne and Oscar, Dec 46340.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard; Larry Feltine, World; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus.

9. I Get Ideas

By Sanders and Dorcas Cochran—Published by Hill & Range (BMI)
 RECORDS AVAILABLE: L. Armstrong, Dec 27720; T. Martin, V 20-4141.
 (No information on electrical transcription libraries as The Billboard goes to press.)

10. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)
 RECORDS AVAILABLE: R. Allen-E. Britt, V145148-0394; 176123-0394; Martin Sisters-D. Miller, London 851; A. Miller, Gormac, CRS 1160; R. Merrick, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64661; P. Page, Mer 5595; Clark and McMullen, RFD 5072; T. Hill, Ork, Mer 5552; Sadie King, MarGregor 653.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World; Jerry Jerome, Lang-Worth.

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THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received August 15, 16 and 17

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Record Title, Artist, and Record Label. Includes tracks like 'COME ON-A MY HOUSE', 'TOO YOUNG', 'SWEET VIOLETS', etc.

England's Top Twenty

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, English Record Title, American Record Title, and Record Label. Includes tracks like 'MY RESISTANCE IS LOW', 'TOO YOUNG', 'WITH THESE HANDS', etc.

VOX JOX

Grab Bag

Station manager Joseph G. Quill, WPEP, Taunton, Mass., writes: "We also have a Bob Byron here at WPEP who not only calls the program director a slob, but also the station manager. Can't quite make up my mind whether to break a baseball bat over his head or let him go blissfully on his way. So far everything seems to be all right as long as the rating stays up." "Speaking of programs titled 'Wax Works,'" pens William Sharpe, WVIL, Villanova College, Pa., "WIP in Philadelphia had 'Wilcox's Wax Works' on the air some two years ago, and a Miami station had 'Wax Works' on about 18 months ago. So, it would seem that both Robert O. Lewis and your Reno d. j. are copy cats." Jack Gale, WTBO, Cumberland, Md., wonders if any jocks "have noticed the similarity of Ralph Flanagan's 'Winky Dink' to the 'Hucklebuck.' If you play 'Winky Dink' you'll find you can sing the 'Hucklebuck' to it perfectly. Also 'Pretty-Eyed Baby' is exactly the same as a seven-year-old platter made by Deek Watson on Manor Label, 'Satchelmouth Baby.' Gale wants jocks to send him tapes (three-minute time maximum) for his "Disk Jockey U. S. A." ailer. Tapes should list "top 10 tunes in their area," along with "platter chatter."

Ad Lib Cuttings

Jim Stewart, WGAD, Gadsden, Ala.: "Can't figure out whether Frank Sinatra's recording of 'Deep Night' is great or lousy. 'Sixty-Minute Man' is getting the big play on local jukes, but has yet to be on the air—and no wonder." Ed Farron, WKLO, Louisville, believes the English musicians are doing very nicely these days. "I've been scheduling Ted Heath, Jack Pleis, Ambrose, and, of course, George Shearing on my 'Night Shift Show,'" he pens, "and listeners are asking for more." "Just received copies of 'Good Morning Mr. Echo' by Mag Whiting and Georgia Gibbs," writes Verne Brake, KSIM, Sikeston, Mo. "I believe Miss Whiting has the better arrangement. She uses the echo chamber to its best advantage."

Preems

Mary Dee, WHOD, Homestead, Pa., opened her "Studio Dee" record shop this month. After touring with Claude Thornhill's ork as vocalist and manager, Russ McIntire has returned to WSTP, Salisbury, N. C., along with Jim (Baldy) Turner, who moves over from WGCD, Chester, S. C. Another new WSTP staffer is Hal Frazier, ex-WMVA, Martinsville, Va. Norm Keller, ex-program director, WCNH, Quincy, Fla., is now spinning 'em nightly over WMOH, Hamilton, O. Dick Brown, ex-KLV, Denver, is now handling the "240 Club" over WSNY, Schenectady, N. Y. Eddie Hubbard and frau Jackie (ex-Mercury flack) will pilot a nightly Mr. and Mrs. show over WENR, Chicago, via an hour remote from the Shangri La nitery. Warren Michael Kelly, Buffalo, is moving to WXYZ-TV, Detroit. Clair A. Weidenaar, KIKI, Honolulu, is using The Billboard's "Honor Roll of Hits" as a reference on his "Waikiki Beach Party," which originates on the Waikiki beach every afternoon. Format features records and chatter sessions with "visiting firemen and locals." Weidenaar, who spins 'em while lolling happily on the sand, says he's been dubbed "the laziest jockey in radio." Howard Garland, KVOE, Santa Ana, Calif., is moving to KFMB, San Diego, Calif. Bruce Mitchell is back with WHUC, Hudson, N. Y., after a stint with WORZ, Orlando, Fla., and would "like to hear from any friends thruout the radio biz."

Continued on page 23

Best Selling Sheet Music

Based on reports received August 15, 16 and 17

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

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Record Title, and Artist. Includes tracks like 'TOO YOUNG', 'BECAUSE OF YOU', 'SWEET VIOLETS', etc.

Songs With Greatest Radio Audiences (ACI)

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

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

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Table with columns: Record Title, Artist, and Agency. Includes tracks like 'After All It's Spring', 'Because of Rain', 'Because of You', etc.

Songs With Most TV Performances (RH Tele-Log)

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

(Week of August 9 to 15)

Table with columns: Record Title, Artist, and Points. Includes tracks like 'Because of You', 'Hello, Young Lovers', 'Shanghai', etc.

* Publisher not available as The Billboard goes to press.



**SALUTES
NATIONAL DISC
JOCKEY WEEK
AUGUST 20-26**

JUST RELEASED



A Great Follow-Up to
"Come On-A My House"

**DORIS
DREW**

WITH NOOK SCHREIER ORCHESTRA

**"WHERE'S A
YOUR HOUSE"**

AND

A REAL SOCK SLEEPER

"I WISH I WUZ"

MERCURY 5701 • 5701X45



**NEW RELEASES
EDDY HOWARD**

AND HIS ORCHESTRA

"I'M CRYIN'"

AND

**"PUT ALL YOUR KISSES
IN AN ENVELOPE"**

MERCURY 5697 • 5697X45



ALLEN GREENE

A BIG NEW VOICE!

"THE GLORY OF LOVE"

AND

**"I DON'T STAND
A GHOST OF A CHANCE"**

MERCURY 5702 • 5702X45

COUNTRY HIT! COUNTRY HIT!

DISC JOCKEYS
DEALERS
OPERATORS

pick

"HOT GUITAR"

BY

**EDDIE
HILL**

MERCURY 6347

CURRENT BEST SELLERS



**"OH HOW I LOVE YOU
DOWN YONDER"**

LOLA AMECHE

WITH AL TRACE ORCHESTRA

MERCURY 5703 • 5703X45



**VIC DAMONE
"LONGING FOR YOU"**

AND

"SON OF A SAILOR"

MERCURY 5655 • 5655X45

VIC DAMONE SINGS FROM "RICH, YOUNG AND PRETTY"

"I WONDER WHY" and "I CAN SEE YOU"

MERCURY 5669 • 5669X45



BOBBY WAYNE

"BELLE, BELLE, MY LIBERTY BELLE"

AND

"SWEETHEART OF YESTERDAY"

MERCURY 5690 • 5690X45

BY POPULAR REQUEST



**KITTY
KALLEN**

SENSATIONAL SPECIAL
MATERIAL NUMBER

**"I WISH I HAD A DADDY
IN THE WHITE HOUSE"**

AND

"THE OLD SOFT SHOE"

MERCURY 5700 • 5700X45

KAY BROWN

WITH A GREAT NEW HIT

**"BIRDS N'
BUTTERFLIES"**

AND

"FLASH IN THE PAN"

MERCURY 5696 • 5696X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... Based on reports received August 15, 16 and 17

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,100 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last	This to date	Record	Artist	Label
8	1	1	COME ON-A MY HOUSE	R. Clooney	Capitol
10	4	2	BECAUSE OF YOU	T. Bennett	Capitol
20	2	3	TOO YOUNG	Nai (Kino) Cole	Capitol
20	5	4	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Capitol
8	3	5	SWEET VIOLETS	D. Shore	Capitol
17	6	6	JEZEBEL	F. Laine	Capitol
13	8	7	I GET IDEAS	T. Martin	Capitol
13	7	8	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Capitol
2	29	9	WHISPERING	L. Paul	Capitol
5	13	10	COLD, COLD HEART	T. Bennett	Capitol
2	22	11	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Capitol
2	11	12	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Capitol
4	20	13	DETOUR	P. Page	Mercury
8	9	14	SHANGHAI	D. Day-P. Weston	Capitol
22	10	15	HOW HIGH THE MOON	L. Paul-M. Ford	Capitol
9	27	16	BECAUSE	M. Lanza	Capitol
12	12	17	I'M IN LOVE AGAIN	A. Stevens-H. Rene	Capitol
4	14	18	BECAUSE OF YOU	L. Baxter	Capitol
8	16	18	JOSEPHINE	L. Paul	Capitol
3	17	20	LAURA	S. Kenyon	Capitol
4	26	21	COME ON-A MY HOUSE	K. Starr	Capitol
2	—	22	SWEET VIOLETS	J. Turzy	Decca
9	14	23	I WON'T CRY ANYMORE	T. Bennett	Capitol
2	21	24	KISSES SWEETER THAN WINE	Weavers	Decca
2	30	24	SHANGHAI	B. Williams	MGM
16	24	26	ROSE, ROSE, I LOVE YOU	F. Laine	Capitol
22	18	27	ON TOP OF OLD SMOKY	Weavers	Decca
34	—	27	BE MY LOVE	M. Lanza	Capitol
1	—	29	SIXTY MINUTE MAN	Dominos	Federal
J	—	30	WHEN THE SAINTS GO MARCHING IN	Weavers	Decca

DEALER DOINGS

Pro Releases

Taking the opposite side on the question of the flood of new releases are at least two dealers who believe that the picture is not nearly as dark as it has been painted. Camera & Music Mart, Shamokin, Pa., for example, writes: "We do not agree with those who complain about too many releases. We say thanks for the companies turning out plenty of material, particularly during the summer. We need new material with which to attract business. The larger the quantity of releases, the larger the possibility of hits. That's what rings the cash register." Hirzel's, Lewiston, Idaho, says "Our business shows an increase over last year. We agree that there may be too many releases, but we combat the problem by selective ordering. We chose the best and ignore the rest."

News and Chatter

Ray Morrisette has changed the name of his Main Groove Record Shop, Norfolk, to the Musi Center. Location remains the same, but Morrisette is adding musical instruments and accessories to the shop's merchandise stock. . . . A truck ran into the front window of Churchill's Record Bar, Montreal. Damage is reported to be slight, but the sound of the smashed records is said to be "real crazy."

Adrain's, Hutchinson, Kan., staged a slick tie-in with the local showing of the flick "Show Boat" by offering two free passes for the movie when the original cast album was purchased. . . . Congress Variety Shop, Washington, reports good results from setting up an outdoor loud speaker playing Mario Lanza disks when the chanter's "Caruso" flick played at the theater next door. . . . The Record Shoppe, Syracuse, states that a bargain counter brings in repeat customers who make the stop regularly in search of bargains among over-stocked shellacs, older 45 disks, and soiled-cover Lp's.

Poor Deliveries

Beefing about the problem of getting hit disks delivered while they're still hits are a new group of disk retailers. Sample comments are as follows: "Same old gripe—can't get the records when they are hits."—White's Record Shop, Livingston, Mont. . . . "Can't see why RCA Victor spends money promoting records when their deliveries are so slow. We used to get records every week, now it's every two weeks. Why?"—Herbert Gray, the Music Box, Hillsdale, N. J. . . . "Could be doing pretty good in spite of the summer slump if I would get copies of the hits in time. Worst it's ever been here."—Richmond Record Shop, Richmond, Ky. . . . Sad story comes from Johnson's Home Equipment, Greenville, N. C., which writes: "Several months ago we ordered three 'Caruso' albums. Two finally showed up but with broken records. The distributor told us that he could not replace them promptly because the factory was on vacation. Finally the replacements came. They were broken, too. We sent them back to the distributor and have heard nothing since. Time after time we order RCA Victor records and get them after the popularity has gone."

Best Selling Children's Records

... Based on reports received August 15, 16 and 17

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

POSITION	Weeks Last	This to date	Record	Artist	Label
4	1	1	ALICE IN WONDERLAND	K. Beaumont-E. Wynne	Capitol
37	2	2	TWEETY PIE	M. Blanc-B. May	Capitol
80	3	3	CINDERELLA	I. Woods and Others	Capitol
14	6	4	LITTLE RED CABOOSE	Sparky-Ray Carter and CBS Ork	Capitol
14	4	5	LONE RANGER Vol I	G. Trendle	Decca
14	5	5	LONE RANGER, Vol II	G. Trendle	Decca
45	8	7	BOZO ON THE FARM	F. Colvig-S. May	Capitol
164	12	8	LITTLE TOOT	Don Wilson-The Starlighters	Capitol
26	11	9	LITTLE WHITE DUCK	B. Ives-P. Faith Ork	Capitol
160	7	10	BOZO AT THE CIRCUS	Alan Livingston-Vance Pinto Colvig	Capitol
47	9	11	BUGS BUNNY MEETS HIWATHA	M. Blanc-B. May	Capitol
22	12	12	DAFFY DUCK MEETS YOSEMITE SAM	M. Blanc-B. May	Capitol
32	—	13	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP	B. Boyd	Capitol
68	—	14	BUGS BUNNY IN STORYLAND	M. Blanc-A. Livingston	Capitol
2	—	15	LONE RANGER, Vol. IV	G. Trendle	Decca
4	—	15	TRAIN TO THE ZOO	N. Rose	Children's Guild

Best Selling Pop Albums

... Based on reports received August 15, 16 and 17

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

Last Week	This Week	Record	Artist	Label
1	1	SHOW BOAT (Original Cast)	K. Grayson-A. Gardner-H. Keel	MGM
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork	RCA
6	3	ON MOONLIGHT BAY	D. Day-J. Smith-P. Weston	Capitol
3	4	KING AND I	Original Cast	Decca
4	5	VOICE OF THE XTABAY	Yma Sumac	Capitol
5	6	SOUTH PACIFIC	Mary Martin-Eric Pinza	Capitol
7	7	GUYS AND DOLLS	Original Cast	Decca
9	8	CARNEGIE HALL JAZZ CONCERT, Vol I and II	B. Goodman	Columbia
8	9	LULLABY OF BROADWAY	Doris Day	Capitol
—	10	KING AND I	T. Martin-R. Merrill-D. Shore-P. Mangel	Capitol
—	10	OVER THE RAINBOW	Lee Brown	Coral

Last Week	This Week	Record	Artist	Label
1	1	SHOW BOAT (Original Cast) (Four Records)	K. Grayson-A. Gardner-H. Keel	MGM
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork	RCA
4	3	ON MOONLIGHT BAY (Four Records)	D. Day-J. Smith-P. Weston	Capitol
3	4	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Capitol
5	5	KING AND I (Six Records)	Original Cast	Decca
5	5	AMERICA'S FAVORITE MARCHES (Four Records)	Cities Service Band of America	Capitol
6	7	LULLABY OF BROADWAY (Four Records)	Doris Day	Capitol
7	8	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Capitol
—	9	CARNEGIE HALL JAZZ CONCERT, Vol I and II (12 Records)	B. Goodman	Columbia
9	10	OVER THE RAINBOW (Four Records)	I. Brown	Coral
10	10	COCKTAIL TIME WITH FRANKIE CARLE (Three Records)	F. Carle	Capitol

Best Selling Classical Titles

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork.	C. Callinicos, conductor	V331LM-1127
2	2	Caruso (Treasury of Immortal Performances) E. Caruso		V331LCT-1002
2	3	Bizet, Carmen, Paris Opera Comique Soloists, Clayton, conductor		Col331SL-109
—	4	Gaite Parisienne, Boston Pops Ork, A. Fiedler, conductor		V1531LM-1001
—	4	Rimsky-Korsakov, Scheherazade, Philadelphia Ork, E. Ormandy, conductor		Col331ML-4089

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork.	C. Callinicos, conductor	V1451WDM-1500
2	2	That Midnight Kiss, M. Lanza, RCA Victor Ork		V1451WDM-1330
2	3	Toast of New Orleans, M. Lanza, RCA Victor Ork.	C. Callinicos, conductor	V1451WDM-1295
5	2	Puccini, Highlights From Madame Butterfly, L. Abasco, J. Meltan, L. Brownino, RCA Victor Ork.		V1451WDM-106B
3	5	Bachmanoff, Concerto for Piano and Ork No. 2, Rubinstein, St. Louis Symphony Ork.		V1451WDM-1675

Let Today's TOP TUNES HELP YOU SELL!

The top 20 tunes each week from The Billboard

Quantity	Price
50	\$ 1.00
100	3.50
500	9.50
1000	18.00
5000	42.00

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Ordered by _____





The Sheik in a Bathing Suit ?????

GENE KRUPA'S

"SHEIK OF ARABY"

and...
"OFF AND ON"

RCA VICTOR RECORDS

20-4234

47-4234

This week's

New Releases ... on RCA Victor

Release 51-34

Ships Coast to Coast, Week of August 26

POPULAR

- DINAH SHORE**
It's All in the Game
Stay Awhile
20-4233—(47-4233)*
- GENE KRUPA**
The Sheik of Araby
Off and On
20-4234—(47-4234)*
- FRANKIE CARLE**
Who Am I
The Day Isn't Long Enough
20-4235—(47-4235)*
- FRAN WARREN**
Tryin' Too Hard
The Boy Next Door
20-4236—(47-4236)*
- TONY MARTIN**
Vanity
Oh, Beauty
20-4246—(47-4246)*
- JAN PEERCE**
What Is a Girl
The Rose I Bring You
10-3468—(49-3468)*

COUNTRY—WESTERN

- ROY ROGERS**
Punky Punkin'
The Kiwi (Kee Wee) Bird
20-4237—(47-4237)*
(The above record is also being listed in this same release under Cat. Nos. 45-5330 and 47-0290-A&B in the CHILDREN'S series.)
- PEE WEE KING**
Making Like a Train
Two Roads
20-4238—(47-4238)*
- HOMER AND JETHRO**
Sound Off—No. 2
I Love You a Thousand Ways—No. 2
20-4239—(47-4239)*

BLUES

- GENE PARRISH**
Dream Blues
Baby's on My Mind
20-4240—(47-4240)*
- THE FOUR TUNES**
The Prisoner's Song
I Married an Angel
20-4241—(47-4241)*

POP-SPECIALTY

- LAWRENCE DUCHOW**
Tubby the Tuba
Falling Apples
25-1207—(51-1207)*

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

Going Strong...

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

- ☛ **The Loveliest Night of the Year**
Mario Lanza 10-3300—(49-3300)*
- ☛ **Because**
Mario Lanza 10-3207—(49-3207)*
- ☛ **Sweet Violets**
Dinah Shore 20-4174—(47-4174)*
- ☛ **I Get Ideas**
Tony Martin 20-4141—(47-4141)*
- ☛ **Your Locket Is My Broken Heart**
Hank Snow 21-0498—(48-0498)*
- ☛ **I Wanna Play House With You**
Eddy Arnold 21-0476—(48-0476)*
- ☛ **Gimme a Little Kiss/Dreamy Melody**
April Stevens—Henri Rene's Orchestra 20-4208—(47-4208)*
- ☛ **I'm in Love Again**
April Stevens—Henri Rene's Orchestra 20-4148—(47-4148)*
- ☛ **Rotation Blues**
Elton Britt 21-0494—(48-0494)*
- ☛ **Vesti La Guibba**
Mario Lanza 10-3228—(49-3228)*
- ☛ **Marechiaro/A Vucchella**
Mario Lanza 10-3435—(49-3435)*
- ☛ **Surprising/Cara Cara Bella Bella**
Perry Como 20-4203—(47-4203)*
- ☛ **Jesus and the Atheist**
Eddy Arnold 21-0495—(48-0495)*
- ☛ **Be My Love**
Mario Lanza 10-1561—(49-1353)*
- ☛ **Because of You/What Is a Boy?**
Jan Peerce 10-3425—(49-3425)*

Coming Up...

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

- ★ **The Musicians**
Dinah Shore, Betty Hutton, Tony Martin, Phil Harris 20-4225—(47-4225)*
The Billboard Picks, August 11th issue.
- ★ **I'll Hold You in My Heart**
Eddie Fisher-Hugo Winterhalter Ork. 20-4191—(47-4191)*
Most Played Juke Box Records, Billboard, August 11th issue.
- ★ **Blow, Blow, Winds of the Sea**
Hugo Winterhalter Ork and Chorus 20-4212—(47-4212)*
The Disk Jockeys Pick, Billboard, August 11th issue.
- ★ **Slow Poke**
Pee Wee King 21-0489—(47-0489)*
Country and Western Disk Jockeys Pick, Billboard, August 11th issue.

TIPS

THE SHEIK OF ARABY

Gene Krupa and His Orchestra 20-4234—(47-4234)*



As we sat at the Western Region Distributors' Meeting listening to the plans for the fall record business, we were particularly impressed with that part of the plan which covers the single release of the October, November and December record listings.

To the best of our knowledge, such a move has never before been attempted in the record business, and because I feel Victor has the world's greatest artists and the finest recordings, plus an inherent quality in their records, which in turn has helped immeasurably in building up the great prestige enjoyed by RCA Victor records, we believe the plan to be a splendid step in the right direction.

One of the advantages in the plan, as we see it, is the advance knowledge of coming releases. All things being equal, this advance knowledge will undoubtedly in many cases be passed on to the public and should result in increased retail sales.

Another important point, we think, is that the advance information could materially help the dealer in maintaining a stock in balance with his sales. Certainly when a dealer is aware of what is coming he can regulate his buying accordingly.

Last, but not least, is RCA's generous bonus offer of a display rack or a booth demonstrator. Both of these ideas are designed to help in the sale of records, and offering them as a bonus or reward to the dealer for placing his order for the new releases is a new approach to the record business that has considerable merit. We feel quite sure that thousands of dealers throughout the country will take advantage of the opportunity to procure these items. In our area we fully expect an enthusiastic response.

Sincerely,

A. H. Meyer, President
Leo J. Mayberg Co.
San Francisco, Calif.

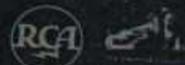
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The stars who make the hits
are on

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RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



How DISK JOCKEYS and Others Feel About The Billboard . . .



from **KECK**, Odessa, Texas
 "...you are rendering a wonderful service for disc jockeys."

586 Radio Stations asked for (and have been granted) Permission to Use Copyrighted Material published in The Billboard.

from **KNEA**, Jonesboro, Ark.
 "A must for our music librarian... a valuable aid for our entire staff."

from **WCOU**, Lewiston, Me.
 "...great work on your special section. As always you lead the field in research which is so vital to all of us."

from **WWXL**, Peoria, Ill.
 "...send a copy of Oct. 22 Billboard (Disk Jockey Supplement)... find it very helpful... the pages in our issue are getting very ragged from use."

from **KSAL**, Salina, Kansas
 "...Your special edition is extra colossal... will keep us programmed for the next three years."

from **London Records**
 "...Billboard a tremendous factor in helping promote the sale of London Records... response amazing."

from **Edward B. Marks Music Corp.**
 "...best issue devoted to disc jockeys that any magazine has ever published."

from **WESC**, Greenville, S. C.
 "...Your magazine is tops..."

from **WFRS**, Alexander City, Ala.
 "...most complete, finest trade magazine on the market."

from **KWSD**, Mt. Shasta, Calif.
 "...thanks for the fine info from your pop charts."

from **WEAS**, Decatur, Ga.
 "...Billboard is avidly read by the staff each week."

from **Columbia Records, Inc.**
 "...distributors, dealers and disc jockeys use Billboard as a constant guide in ordering and promoting records."

from **WJBW**, New Orleans
 "...have based many of our most popular programs on the information acquired from your publication."

from a **Record Distributor (Onondaga Supply Co., Inc.)**
 "...aid our salesmen tremendously in sales to dealers and operators and contacts with disc jockeys."

from **WGAI**, Elizabeth City, N. C.
 "...don't see how any dj can get along without it."

from **KDMO**, Carthage, Mo.
 "...finding it extremely valuable in programming."

from **KYOU**, Greeley, Colo.
 "...increasingly dependent upon your many excellent dj features."

from **Donahue & Coe, Inc.** (Advertising Agency for MGM Records)
 "...From the record advertiser's point of view, the Supplement is a dream come true."

from **EDDIE GALLAHER'S Manager, Tom Ahrens**
 "...no matter how busy we get, we always find time to read The Billboard for up-to-date trade information."

from **The Three Suns**
 "...The Billboard carries a great deal of weight with retailers, disc jockeys and juke box operators."

from **WNAB**, Bridgeport, Conn.
 "...the best all-around weekly report... feel lost without a copy."

from a **1950 Disk Jockey Survey (conducted by RCA Victor)**
 "...More Disk Jockeys read The Billboard regularly than any other music or amusement trade publication."

from **WCHV**, Charlottesville, Va.
 "...The Billboard has become our sole guide in the purchasing of new records."

from **WAGE**, Syracuse, N. Y.
 "...our music operations almost completely revolve around the music department of your invaluable chronicle of show-biz."



COMING...
 ... in the SEPTEMBER 15 ISSUE

from **WINZ**, Hollywood, Fla.
 "...thankful to Billboard for keeping us up-to-date on current and future releases."



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THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

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

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

- DENVER**
1. SWEET VIOLETS
D. Shore—Victor
 2. COME ON-A MY HOUSE
R. Clooney—Columbia
 3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 4. BECAUSE
M. Lanza—Victor
 5. COME ON-A MY HOUSE
K. Starr—Capitol

- NEW ORLEANS**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. COME ON-A MY HOUSE
R. Clooney—Columbia
 4. JEZEBEL
F. Laine—Columbia
 4. SWEET VIOLETS
D. Shore—Victor
 5. ALEUNA MEZZUMARE
E. Dewan Quintones—Mercury

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

- PITTSBURGH**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. DETOUR
P. Page—Mercury
 3. COLD, COLD HEART
T. Bennett—Columbia
 4. I GET IDEAS
T. Martin—Victor
 5. WHISPERING
L. Paul—Capitol

- SEATTLE**
1. COME ON-A MY HOUSE
R. Clooney—Columbia
 2. SWEET VIOLETS
D. Shore—Victor
 3. TOO YOUNG
Nat (King) Cole—Capitol
 4. THEY SAY
J. Satin and K. Pandit—Vita
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor

- ST. LOUIS**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. COME ON-A MY HOUSE
R. Clooney—Columbia
 3. DETOUR
P. Page—Mercury
 4. WHISPERING
L. Paul—Capitol
 5. LAURA
S. Kenton—Capitol

- DETROIT**
1. COME ON-A MY HOUSE
R. Clooney—Columbia
 2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 3. BECAUSE OF YOU
T. Bennett—Columbia
 4. I GET IDEAS
T. Martin—Victor
 5. BECAUSE
M. Lanza—Victor

- ATLANTA**
1. COME ON-A MY HOUSE
R. Clooney—Columbia
 2. TOO YOUNG
Nat (King) Cole—Capitol
 3. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia
 4. SIXTY MINUTE MAN
Dominoes—Federal
 5. WHILE YOU DANCED, DANCED, DANCED
G. Jenkins-M. MacCambridge

- NEW YORK**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. COME ON-A MY HOUSE
R. Clooney—Columbia
 3. TOO YOUNG
Nat (King) Cole—Capitol
 4. I GET IDEAS
T. Martin—Victor
 5. JEZEBEL
F. Laine—Columbia

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

- WASHINGTON, D. C.**
1. COME ON-A MY HOUSE
R. Clooney—Columbia
 2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 3. BECAUSE OF YOU
T. Bennett—Columbia
 4. HOW HIGH THE MOON
L. Paul-M. Ford—Capitol
 5. SWEET VIOLETS
D. Shore—Victor

- PHILADELPHIA**
1. BECAUSE OF YOU
T. Bennett—Columbia
 2. COME ON-A MY HOUSE
R. Clooney—Columbia
 3. TOO YOUNG
Nat (King) Cole—Capitol
 4. SWEET VIOLETS
D. Shore—Victor
 5. WORLD IS WAITING FOR THE SUNRISE
L. Paul and M. Ford—Capitol

- CHICAGO**
1. COME ON-A MY HOUSE
R. Clooney—Columbia
 2. BECAUSE OF YOU
T. Bennett—Columbia
 3. I GET IDEAS
T. Martin—Victor
 4. JEZEBEL
F. Laine—Columbia
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor

- DALLAS-FORT WORTH**
1. COME ON-A MY HOUSE
R. Clooney—Columbia
 2. TOO YOUNG
Nat (King) Cole—Capitol
 3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
 4. SWEET VIOLETS
D. Shore—Victor
 5. JEZEBEL
F. Laine—Columbia

The Billboard
 2160 Patterson St.
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AMERICA'S NO. 1 BAND...

FLANAGAN



The Next No. 1
Waltz Hit ...

"WHILE YOU DANCED, DANCED, DANCED, DANCED"

RCA VICTOR 20-4222 (47-4222)



The New Harlem
Dance Craze ...

"THE WINKY DINK"

RCA VICTOR
20-4222
(47-4222)



RCA VICTOR RECORDS



BIGGER and BIGGER and BIGGER!



BILLY ECKSTINE

**I'M A FOOL TO WANT YOU
LOVE ME**

78 RPM—MGM 10982
45 RPM—MGM K10982



**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



**DEBBIE CARLETON
REYNOLDS-CARPENTER**

**OH BY JINGO!
HE'D HAVE TO GET UNDER
GET OUT AND GET UNDER**

78 RPM—MGM 30385
45 RPM—MGM K30385



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

M-G-M RECORDS SALUTES NATIONAL DISK JOCKEY WEEK — AUG. 20-26

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**THE BILLBOARD Music
Popularity Charts**

**• Most Played
Juke Box Records**

... Based on reports received August 15, 16 and 17

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
8	1	1.	COME ON-A MY HOUSE	R. Clooney	Cap(78)39467; (45)4-39467; (33)3-39467—BMI
19	2	2.	TOD YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
8	3	3.	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
12	4	4.	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
9	6	5.	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
15	5	6.	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI
4	13	7.	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI
14	9	8.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
9	7	9.	SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
21	8	10.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP (C. Brown, Aladdin 3073; Oscar Peterson, Mer 8943; Dave Brubeck Trio, Fantasy 515; Erroll Garner, Col 39145)
2	17	11.	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI (Frank Williams, MGM 10904)
21	9	12.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Dec(78)27515; (45)9-27515—BMI (Bert Johnson, Merit 303; Josh White, London 1028; M. Pearl, King 978; George Cates, Coral 60436; G. Sirous Ork, Mer 5612; Vaughn Monroe, V-29-4114; Percy Faith-Burl Ives, Col 39328; Teresa Lea, Intro 6014)
5	17	13.	SWEET VIOLETS	J. Turzy	Dec(78)27668; (45)9-27668—ASCAP
7	15	14.	JOSEPHINE	L. Paul	Cap(78)1592; (45)F-1592—ASCAP (K. Griffin, Col 38889; J. (Baby Face) Lewis-F. Campbell Ork, Aladdin 3004; Madcaps, Dec 27702; Russ Morgan, Dec 27703)
3	12	15.	LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI (George Cates, Coral 60546; Russ Morgan, Dec 27703; C. Mastice-M. Ayers Ork, V 20-4219; Les Baxter, Cap 1733; L. Clinton, Broadway 1008; T. Tucker Ork, MGM 11021)
6	17	16.	I WON'T CRY ANYMORE	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—ASCAP (Georgie Auld, Coral 60446; Billy Williams Quartet, MGM 10922; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8213; Little Jimmy Scott, Roost 615)
7	21	16.	LONELY LITTLE ROBIN	Pinetoppers	Coral(78)60508; (45)9-60508—ASCAP (Marion Morgan, MGM 10999; Elton Brill, V 21-0473; M. Carson-N. Leyden Ork, V 20-4151; Rex Allen, Mer 5647; Hot Lips Johnson Ork, Dec 27631)
1	—	18.	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller	Col(78)39512; (45)4-39512; (33)3-39512—ASCAP
8	15	19.	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
1	—	20.	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748
2	27	21.	KISSES SWEETER THAN WINE	Weavers	Dec(78)27670; (45)9-27670—BMI
14	11	22.	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)56-45X45—ASCAP (Dennis Day, V 20-4140; Mills Bros., Dec 27579; Rex Allen, Mer 5647; Johnny Desmond, MGM 10974; Gene Autry, Col 39373; Tennessee Ernie, Cap 1521)
16	13	23.	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP (Miss Hue Lee, Col 39420; Lou Dinning, Cap(12)11532; Gordon Jenkins, Dec 27594; Buddy Morrow, V 20-4135; Benny Lee, London 1029; Lou Ella Raberton, Cap 1532; Art Lund, MGM 10978)
11	20	24.	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)56-46X45—ASCAP
1	—	24.	GIRL IN THE WOOD	F. Laine-P. Weston	Col(78)39489; (45)4-39489; (33)3-39489—BMI (Terry Gilkyson, Decca 27701)
5	29	26.	I WISH I HAD NEVER SEEN SUNSHINE	L. Paul-M. Ford	Cap(78)1592; (45)F-1592
1	—	26.	WHISPERING	L. Paul	Cap(78)1748; (45)F-1748
1	—	26.	SHANGHAI	B. Williams	MGM(78)10998; (45)K-10998—ASCAP
3	—	29.	I'M WAITING JUST FOR YOU	L. Millinder	King(78)4453; (45)45-4453—BMI (Bob Crosby, Cap 1595; H. Hawkins, King 969)
1	—	29.	I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI

Music Popularity Charts

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Danny Kessler, sales and recording chief for Columbia Records' r.&b. affiliate, Okeh Records, last week recorded the first Okeh sides with the Ravens and Arnet Cobb, both of whom shifted to the new label from Columbia's roster. The Ravens' disking will be the first special release of the Okeh label and will be rushed to hit the market inside of 10 days. Kessler also recorded Al Russell and the Do, Re Me Trio. On his recent Southern jaunt, he signed and waxed in Miami a piano player, Reuben Mitchell. He also made some new sides with The Treniers, whose waxings of *Go, Go, Go* is shaping up as the biggest selling item produced to date on the Okeh line. Kessler heads West Wednesday (22) to survey the coast r.&b. mart and to search for talent in Los Angeles.

Ray Barron, newly hired representative for the McConkey Artists Corporation, New York, is setting up a jazz and r.&b. department for the agency in the (Continued on page 33)

R & B Records to Watch

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

- LITTLE SIDE CAR.....Apollo 429
- The Larks.....Apollo 429

Most Played Juke Box Rhythm & Blues Records

... Based on reports received August 15, 16 and 17

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	Artist	Label
14	1	1	1	1	1	1	60 MINUTE MAN	Dominoes
								Federal 12022—BMI
9	2	2	2	2	2	2	I'M WAITING JUST FOR YOU	Lucky Millinder
								King(78)4453; (45)45-4453—BMI
5	3	3	3	3	3	3	CHAINS OF LOVE	J. Turner
								Atlantic 939—BMI
4	5	4	4	4	4	4	"T" 99 BLUES	J. Nelson
								RPM 325—BMI
16	3	5	5	5	5	5	ROCKET 88	J. Brenston
								Chess 1458—BMI
6	6	6	6	6	6	6	DON'T YOU KNOW I LOVE YOU	The Clovers
								Atlantic 934
3	7	7	7	7	7	7	I HAVE NEWS FOR YOU	R. Milton
								Specialty 407—BMI
3	10	8	8	8	8	8	THRILL IS GONE	R. Hawkins
								Modern 826—BMI
5	8	9	9	9	9	9	I'LL ALWAYS BE IN LOVE WITH YOU	C. Brown
								Aladdin 3091
2	—	10	10	10	10	10	CASTLE ROCK	J. Hodges
								Mercury(78)8944; (45)89-4445—BMI
1	—	10	10	10	10	10	I'VE BEEN LOST	"Little" Willie Littlefield
								Modern 20-801

Best Selling Retail Rhythm & Blues Records

... Based on reports received August 15, 16 and 17

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

POSITION	Weeks	Last	This	to date	Week	Week	Artist	Label
13	1	1	1	1	1	1	60 MINUTE MAN	Dominoes
							I Can't Escape From You	Federal 12022—BMI
12	3	2	2	2	2	2	DON'T YOU KNOW I LOVE YOU?	The Clovers
								Atlantic 934
10	4	3	3	3	3	3	I'M WAITING JUST FOR YOU	Lucky Millinder
							Bongo Boogie	King(78)4453; (45)45-4453—BMI
16	5	4	4	4	4	4	ROCKET 88	J. Brenston
							Come Back Where You Belong	Chess 1458—BMI
7	2	5	5	5	5	5	CHAINS OF LOVE	J. Turner
							After My Laughter Came Tears	Atlantic 939—BMI
2	6	6	6	6	6	6	BLOODSHOT EYES	W. Harris
							Confessin' the Blues	King(78)4461; (45)45-4461—BMI
5	8	7	7	7	7	7	TRA LA LA	T. Brown-Griffin Brothers
							Hoppin'	Dot 1060—BMI
1	—	8	8	8	8	8	BIG TOWN	Roy Brown
							Train Time Blues	Deluxe 3318—BMI
3	7	9	9	9	9	9	I KNOW	Ruth Brown
							I Don't Want Anybody	Atlantic 941—BMI
11	—	9	9	9	9	9	TEND TO YOUR BUSINESS	J. Wayne
							Love Me Blues	Sittin' In 588
1	—	9	9	9	9	9	ALL NITE LONG	J. Otis-M. Walker
							New Love	Savoy 788—BMI

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	TUNES	REVIEW
LABEL AND NO.	COMMENT	REVIEW
EARL WILLIAMS	Beware!	72--74--70--72
	OKEH 6812—The big-voiced chanter essays a romantic ballad in balera tempo with the George Williams ork supplying a lush background. Earl's strong chant has much appeal.	
	This Love of Mine	72--74--70--72
	Williams tries the familiar Frank Sinatra ballad here for another demonstration of sound chanting.	
AL RUSSELL-DO-RE-ME TRIO	May That Day Never Come	72--74--70--72
	OKEH 6806—An attractive ballad gets a fairly effective interpretation from Russell and the trio.	
	How Can You Say You Love Me?	72--74--70--72
	Same comment for this, another Tin Pan Alley type ballad.	

THE NEW SENSATION THAT'S SWEEPING THE COUNTRY
TERRY TIMMONS

YOU FOOLISH THING
and
Ain't Supposed to Be Like That
RCA Victor 20-4228

EATING MY HEART OUT FOR YOU
and
Worried Woman Blues
RCA Victor 20-4229

Two for the Money!
HEY, LITTLE GIRL
and
LITTLE SIDE CAR
by
BOBBY SMITH and
THE LARKS
Apollo #429
APOLLO RECORDS
457 W. 45th St., New York 19, N. Y.

Rhythm & Blues Record Releases

Ain't Supposed to Be Like That—T. Timmons (You Foolish) V 20-4228
Beware!—E. Williams (This Love) Okeh 6812
Castle Rock—4 Deep Tones (Just in) Coral 65061

Eating My Heart Out for You—T. Timmons (Worried Woman) V 20-4229
Fine and Brown—R. Sykes (Lucky Blues) United U-101
God Is on Our Side—Gay Sisters (I'm a) Savoy 4027
Home Town Woman—L. Johnson (Unlucky Blues) Okeh 6813
I Thank God for My Song—S. Rosetta Tharpe (Sim It) Decca 48230
Just in Case You Change Your Mind—4 Deep Tones (Castle Rock) Coral 65061
Kansas City Blues—R. Nighthawk (Crying Won't) United U-102

HERE'S THE ORIGINAL!
"HEY LITTLE GIRL"
by BILLY WRIGHT



ORDER THE WRIGHT RECORD ONLY ON SAVOY #810



CLIMBING FAST!

SAVOY #814

"ROCKIN' CHAIR BLUES"

Vocal by DANNY COBB, backed by

"SINNER'S HOP"

by PAUL (Mr. Hucklebuck) WILLIAMS

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

SHOW ME A BETTER PARLAY!!!

CHARLES BROWN

"I'LL ALWAYS BE IN LOVE WITH YOU"

AL 3091



BILLIE HOLIDAY

"ROCKY MOUNTAIN BLUES" AL 3102

"DETOUR AHEAD" AL 3094



Aladdin RECORDS

THE ORIGINAL AND BEST SELLING... CHESS VERSION OF "HEY, LITTLE GIRL" Backed With "BOOGIN' THE BLUES" by John Godfrey Trio CHESS #1478

CHESS RECORD CORP. 750 E. 49th Street Chicago 15, Illinois

ATLANTIC RECORDS

234 West 56th St., New York, N. Y.

Dot RECORDS, INC.
Gallatin, Tennessee Phones 880-881
2 HITS—BACK TO BACK!
"TRA-LA-LA" and "HOPPIN'"
DOT 1060
GRIFFIN BROS.

Top Moneymaker!
PRAYIN' FOR YOUR RETURN
by PERCY MAYFIELD #408
Specialty records

THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

... Based on reports received August 15, 16 and 17

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

POSITION	Weeks Last This	Record	Artist	Label
Weeks to date	Week	Week		
9	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold V(78)21-0476; (45)48-0476—ASCAP
17	2	2	I WANT TO BE WITH YOU ALWAYS	L. Frizzell Col(78)20799; (45)4-20799; (33)3-20799—BMI
6	4	3	HEY, GOOD LOOKIN'	H. Williams MGM(78)11000; (45)K-11000
3	3	4	ALWAYS LATE	Lefty Frizzell Col(78)20837; (45)4-20837; (33)3-20837—BMI
25	6	5	RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)48-0431—BMI
10	5	6	LET'S LIVE A LITTLE	Carl Smith Col(78)20796; (45)4-20796; (33)3-20796—BMI
3	—	7	SOMETHING OLD, SOMETHING NEW	E. Arnold V(78)21-0476; (45)48-0476—ASCAP
2	8	8	PEACE IN THE VALLEY	R. Foley De(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
21	7	9	COLD, COLD HEART	Hank Williams MGM(78)10904; (45)K-10904—BMI
3	9	9	IF TEARDROPS WERE PENNIES	Carl Smith Col(78)20825; (45)4-20825; (33)3-20825—BMI
2	10	9	MR. MOON	Carl Smith Col(78)20825; (45)4-20825; (33)3-20825—BMI
14	—	9	POISON LOVE	Johnnie & Jack V(78)21-0377; (45)48-0377—BMI

Coming Up

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.

1.	CHEROKEE BOOGIE	Moon Mullican King(78)965; (45)45-965—BMI
2.	MOM AND DAD WALTZ	L. Frizzell Col(78)20837; (45)4-20837; (33)3-20837
3.	UNWANTED SIGN UPON YOUR HEART	Hank Snow V(78)21-0498; (45)48-0498

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Salty Holmes (London) and Mattie O'Neil (London) became parents of a son recently in Chicago. They are making their headquarters in the Windy City. . . . Former d.j. Irv Victor is now secretary-treasurer of JEB Records, new Chicago pop firm, which also operates Folk Music Records (see separate story in Music Section). . . . Roy Rogers has signed an exclusive pact with National Broadcasting Company, which will probably work him on both radio and TV this fall.

Vaughn Monroe is set for a build-up by Republic, replacing Rogers as a major horse opera star. He will do Western-styled tunes in his flickers. . . . Don Pierce, of 4 Star and Gilt Edge, reports that the latter label has inked its first polka band, Jolly Jerry Gilbertson and His Farm Hands, a Midwest crew. Arkie (Hot Rod Race) Shibley has returned from Texas and again is working out of Coeur D'Alene, Idaho, with his Mountain Dew Boys. . . . PeeWee Suggs, lead guitarist with Slim Rhodes, WMC, Memphis, cut some 4 Star disks recently with Rhodes while on furlough from Fort Ord, Calif.

Carl (Southpaw) Thacker, formerly with Carl Story, is now working with Ray Price, not to be confused with the new Columbia warbler, at the C & W Cafe, Knoxville. . . . Curly Martin, once on the old Bluebird label, is now working at a Washington night spot. He recently left WHIS, Bluefield, W. Va. . . . Eddie Zack and His Dude Ranchers (Decca) start a new TV show September 10 on a Providence station for a beverage concern. Zack is doing a daily show of disk jockeying over WHIM, Providence, in addition to his live shows with the band.

Lone Pine (Harold J. Breaux) has been informed by Victor of Canada that they will pick up his option in September for more releases on Bluebird. He is being managed by Bob Demers, formerly a staff announcer in Northern New England. Lone Pine works out of Digby, N. S. . . . Shannon Grayson (King) is working an FM show daily over WBT, Charlotte, N. C. His Golden Valley Boys include Harvey Rabon, bass; E. C. Beatty, guitar; Millard Pressley, mandolin, Howard White, steel, and the leader's banjo. . . . Buffalo Johnson (Rich-R-Tone) heads the cast of a new American Broadcasting network sustainer which started August 11 from WJHL, Johnson City, Tenn. Cast includes the Burleson Sisters, Smokey White, Jack Lane and Toby Pealer.

Bob Nash, leader of the Lone Star Ramblers, Marshall, Tex., reports that he has inked a three-year pact with Jim Beck, of Dallas, and is dickering with a major diskery. . . . Hubert Long, personal manager of Johnny and Jack, KWKH, Shreveport, La., reports that the Victor recorders will play their first Eastern date August 26 at Camden Park, Huntington, W. Va. . . . Charley Wright, of Jim Beck's office, Dallas, reports that Clyde Moody is leaving KWKH, Shreveport, to work out of Raleigh, N. C. He has inked Jack Crawford, Houston, as his agent.

Disk Jockey Doings

Gwennie Winters has returned to do a daily show over WRYO, Rochester, Pa. . . . Shannon Grayson, the King recorder, reports that Alonzo Squires, blind d.j., is handling the folk spinning at WAYS, Raleigh, N. C. . . . Terry Washburn is emceeing the early morning h.b. stint at WKMH, Dearborn, Mich. . . . Charlie Walker, KMAC, San Antonio, has opened a new h.b. nitery the Barn. He is booking h.b. bands and singers as a regular policy. The spot has a remote over KMAC Saturday nights. Walker reports that the late Jim-

(Continued on page 34)

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.

LABEL AND NO.	ARTIST	COMMENT TUNES	1951-52	1950-51	1949-50
HANK SNOW (Rainbow Ranch Boys)	Unwanted Sign Upon Your Heart	VICTOR 21-0498—Snow punches home a peppery country torcher, with a sparkling hoedown backing by the combo.	83--83--83--83		
	Your Locket Is My Broken Heart	Tempo slows here for another trenchant sentimentalizer, country style. Another very likely entry.	83--83--83--83		
BILLY BRIGGS	Alarm Clock Boogie	COLUMBIA 20846—Briggs has a gimmick-loaded c.w. reading of his own composition already tried as r.&b. material. Disk fails to ring the bell, tho it could get some spins.	76--78--74--77		
	Chew Tobacco Rag No. 2	Briggs' follow-up to his earlier hit ditty doesn't quite live up to expectations.	78--80--75--88		
LEON CHAPPEL	Take Your Time, Mama	CAPITOL 1756—Routine effort by Chappel on an innocuous item.	65--65--65--66		
	I'm a Do-Right Daddy	Pretty much the same.	65--65--65--66		
JESS WILLARD	Java Junction	CAPITOL 1755—Except for a strong pitch to drop a nickel in the juke, this truck driver's chant is so-so material.	67--65--63--77		
	Oil the Hinges on Your Door	Little of interest here other than the danceable tempo.	65--66--64--66		
MADDOX BROS.-ROSE	No One Is Sweeter Than You	4 STAR 1570—Rose's strident pipes hand this agreeable ballad a conventional fem chanting.	65--66--64--66		
	Shimmy Shakin' Daddy	Group combines here on a hoedown styled hunk of material. Ditty gets a fine orking.	73--74--72--77		
TERRY PRESTON	Deadly Weapon	4 STAR 1573—Well-recorded country version of the Eddy Howard pop disk click. Preston's chanting is palatable.	73--74--72--77		
	Rotation Blues	Korean inspired ditty is effectively chanted by Preston and vocal group.	76--77--75--77		
TERRY PRESTON	If You Don't Believe I'm Leaving	4 STAR 1572—Fine blues material gets a strong go from Preston.	80--80--80--80		
	Crying Heart Blues	Preston teams with Georgia Brown on a Spanish waltz duet.	77--77--77--77		

Folk Record Releases

- Angel of Peace—P. Johns (Each Day) Decca 46341
- Baby Yodel—L. Frizzell (Travelin' Blues) Col 20842
- Ball and Chain Boogie—Mervin Shiner (Memories of) Decca 46345
- Cry of the Wild Goose—T. Gilkyson (I Want) Knight 2001
- Crying Heart Blues—T. Preston (If You) 4 Star 1572
- Deadly Weapon—T. Preston (Rotation Blues) 4 Star 1573
- Each Day I Live I Love You More—P. Johns (Angel of) Decca 46341
- I Want a Song—T. Gilkyson (Cry of) Knight 2001
- If You Don't Believe I'm Leaving—T. Preston (Crying Heart) 4 Star 1572
- I'm a Do-Right Daddy—L. Chappel (Take Your) Cap 1756
- I've Been Lonesome Before—J. Nelms (Should I) Decca 46346
- Java Junction—J. Willard (Oil the) Cap 1755
- Memories of Mockin' Bird Hill—M. Shiner (Ball and) Decca 46345
- My Baby Lied to Me—G. Morgan (Waltzing by) Col 20850
- No Good Without You—T. Sonebee (Year After) Coral 64102
- No One Is Sweeter Than You—Maddox Bros. & Rose (Shimmy Shakin') 4 Star 1570
- Oil the Hinges of Your Door—J. Willard (Java Junction) Cap 1755
- Rotation Blues—T. Preston (Deadly Weapon) 4 Star 1573
- Shimmy Shakin' Daddy—Maddox Bros. & Rose (No One) 4 Star 1570
- Should I Come Back—J. Nelms (I've Been) Decca 46346
- Solitary Singer—T. Gilkyson (Trail Back) Knight 2002
- Take Your Time Mama—L. Chappel (I'm a) Cap 1756
- Trail Back Home—T. Gilkyson (Solitary Singer) Knight 2002
- Travelin' Blues—L. Frizzell (Baby Yodel) Col 20842
- Waltzing by the Ohio—C. Morgan (My Baby) Col 20850
- Year After Year—T. Sonebee (No Good) Coral 64102

C & W Records to Watch

- In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the Country and Western records received this week.
- THE SISSY SONG Kenny Roberts and Tommy Sonebee Coral 64108
- TRAVELING BLUES Lefty Frizzell Columbia 20842

King DE LUXE

best sellers

Federal RECORDS

Top Selling Artists

- THE DOMINOES
- LUCKY MILLINDER
- WYNONIE HARRIS
- EARL BOSTIC
- TINY BRADSHAW
- ROY BROWN
- KAY ARMEN
- GENE WILLIAMS
- MOON MULLICAN
- HAWKSHAW HAWKINS
- COWBOY COPAS
- YORK BROTHERS

distributors

King RECORDS INC.

RCA VICTOR'S SENSATIONAL NEW COUNTRY & WESTERN ARTIST

WADE RAY

with his SMASH FIRST RELEASE

"ARE YOU FER IT?"

The Theme on his Station KXLA Show

backed by

"WALK SOFTLY"

20-4226

47-4226

RCA Victor Records

THE BILLBOARD Music Popularity Charts

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

... Based on reports received August 15, 16 and 17

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
9	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
6	2	2	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)11000
3	4	3	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
17	3	4	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
7	8	5	SOMETHING OLD, SOMETHING NEW	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
3	—	6	PEACE IN THE VALLEY	Red Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573—BMI
4	7	7	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478—BMI
2	—	8	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
11	4	9	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
11	6	9	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961

Coming Up

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

1.	HEY LA LA	E. Tubb	Dec(78)46338; (45)9-46338
2.	CHEROKEE BOOGIE	Moon Mullican	King(78)965; (45)45-295—BMI
3.	DOWN YONDER	D. Woods	Tennessee 775

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received August 15, 16 and 17

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.

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
7	1	1	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
4	4	2	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837—BMI
20	2	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
10	3	4	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
12	5	5	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
2	6	6	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
11	8	7	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
3	7	8	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825—BMI
6	10	9	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0412; (45)48-0412
5	9	10	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573—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 jockeys) but do not have strength to be listed in best selling (most played) category.

1.	DOWN YONDER	D. Woods	Tennessee 775
2.	ROTATION BLUES	E. Britt	V(78)21-0494; (45)48-0494
3.	WEAPON OF PRAYER	Louvin Brothers	MGM 10988

The Newest Country Smash... Spreading Like Wildfire...

"SWAMP ROOT"
backed with
"STEP IT UP AND GO"
by Harmonica Frank
Chess #1475-A

CHESS
RECORD CORP.

750 E. 49th Street
Chicago 15, Illinois



Eddie Hill

"HOT GUITAR"

coupled with

"STEAMBOAT STOMP"

Mercury 6347



and
The
Carlisles

"TO OLD TO CUT THE MUSTARD"

coupled with

"MY HAPPINESS BELONGS TO SOMEONE ELSE"

Mercury 6348



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

Southern Gripe Vs. ASCAP

Continued from page 11

If the modus operandi were correct, it is argued, publishers would be periodically hiked and dropped as indicated by examination and comparison of catalogs.

Want New Measure

A publisher high in the ASCAP echelon, speaking of the Southern Music case, stated that, "in time," the Society's publisher classification system would be based upon performances, with old standards being given a greater point value than newer pops. This theory has in the past been advanced by Louis Bernstein, Shapiro-Bernstein exec, as one method of eliminating publishers' complaints. The Bernstein philosophy, it is believed, would provide more of a mathematical yardstick for determining ratings.

Bernstein, however, is quick to defend the current ASCAP publisher-rating method, which allocated 55 per cent to performances, 15 per cent to seniority, and 30 per cent to availability. Even

granting that a publisher's availability might be 10 per cent off under the current system, this would still mean a very small error in view of the total of 70 per cent given to performances and seniority.

Defending the ASCAP system, one top publisher stated "we are liberal." He claimed the top bracket firms—Harms in the 11,000 point bracket, and Chappell, Feist, Carl Fischer, Mills, the Big Three, etc., in the 5,500 bracket—were lowering the ante for themselves every time they granted a hike. "But we try to err on the side of the applicant."

It was stated the arbitration proceedings would probably get underway "soon." Southern first presented its case to ASCAP several months ago. It is known that one of the sensitive points which arose was whether or not the Southern catalogs were being discriminated against because of Peer's extensive Broadcast Music, Inc., copyrights.

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.

HOW D'YE DO AND SHAKE HANDS..... Danny Kaye, Jimmy Durante, Jane Wyman, Groucho Marx... Decca 27748

Delightful humorous dinking of a feathery novelty from Disney's "Alice in Wonderland" is infested with a free-wheeling spirit by this "Who's Who in Movie-land" line-up.

I'M WAITING JUST FOR YOU IF TEARDROPS WERE PENNIES..... Rosemary Clooney Columbia 39535

Rosie is truly brilliant in her reading of "Waiting," a fast stepping r. & b. novelty. She does solo verses and multiple-dub choruses on "Teardrops," a country novelty. The harsichord-led rhythm quartet, which sparked "Come On-A My House," is back again and stokes up intense excitement on both faces.

VANITY..... Tony Martin Victor 20-4246

Martin warmly croons this fine ballad, which has been on the verge for some weeks via a Don Cherry dinking.

BING BOMB BING..... Jane Turzy Decca 27701

Miss Turzy makes use of the tape reverberation gimmick which brought attention to "Good Morning, Mr. Echo" to sell an infectious new boogie ballad. Neil Hefti's ork, with Frances Wayne, has a fine dance reading of it on Coral.

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. WHISPERING..... Les Paul..... Capitol 1748
2. CASTLE ROCK..... Frank Sinatra-H. James Ork. Columbia 29527
3. TOO YOUNG..... Spike Jones Ork. Victor 20-4209
4. BLOW, BLOW, WINDS OF THE SEA..... Hugo Winterhalter Ork. Victor 20-4212
5. GIRL IN THE WOOD..... Frankie Laine..... Columbia 39489

The Retailers Pick

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

1. CARA, CARA, BELLA, BELLA..... Perry Como..... Victor 20-4203
2. WHILE YOU DANCED, DANCED, DANCED..... Georgia Gibbs..... Mercury 5681
3. SWEETHEART OF YESTERDAY..... Guy Mitchell-M. Miller Ork. Columbia 39512
4. CASTLE ROCK..... Frank Sinatra-H. James Ork. Columbia 29527
5. DOWN YONDER..... Lawrence (Piano Roll) Cook..... Abbey 15053

The Operators Pick

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

1. SWEETHEART OF YESTERDAY..... Guy Mitchell-M. Miller Ork. Columbia 39512
2. DIMPLES AND CHERRY CHEEKS..... Andrews Sisters-Guy Lombardo Ork. (Info. Number.)
3. LONESOME..... Two Mr. F's..... Mercury 5684
4. IN THE COOL, COOL, COOL OF THE EVENING..... Jo Stafford-Frankie Laine, Columbia 39466
5. ENCHANTED LAND..... Billy Eckstine..... MGM 11028

The Country and Western Disk Jockeys Pick

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

1. ROTATION BLUES..... Eton Britt..... Victor (45)48-0494
2. UNWANTED SIGN UPON YOUR HEART..... Hank Snow..... Victor 21-0498
3. TEN TRIPS TO THE ALTAR..... Johnny Bond..... Columbia 20844
4. ROSE OF OLD MONTEREY..... Ray Smith..... Coral 60509
5. OH, DEAR WHERE CAN MY HONEY BE..... Eddie Marshall..... Victor 21-0407

Famous-Paramount Drive

Continued from page 11

the Famous-Paramount Chicago office but he will be supplemented by a second man, whose prime function will be deejay exploitation in the Chicago area and throughout the Midwest. Tubby Garon takes over Shayne's Coast duties in charge of offices there. Al Friedman has been hired in Hollywood to do the deejay promotion work on the Coast for the firms.

Wolpin, in addition, says that he will develop contact men out of each office who will specialize in deejay contact work as an apprenticeship to becoming full-fledged song pluggers. He will try this idea with two youngsters out of New York in the next few weeks.

Studio Motivation

Wolpin said that the reason for the change of exploitation tactic can be pinned to the studio which, he said, has become quite con-

scious of deejays and spot announcements as promotional aids for musical pictures. Because of this Wolpin believes that in the next few months the studio may throw open to him for greater deejay exploitation the facilities of its field men. At this point, the studio has been contacting deejays with mailing pieces and programing ideas centered on songs current in Paramount movies.

The other major pubberies have of necessity been making deejay exploitation efforts, none has aligned its personnel for the saturation type of deejay promotion which has been mapped for the Famous-Paramount set-up. If the Famous-Para plan is followed thru, it will provide the industry with the most intensive and extensive personal contacting exploitation yet conjured up by the publishing business.

Decca Aligns

Continued from page 11

has a four-song score, including the highly touted In the Cool, Cool, Cool of the Evening.

The diskery-flickery promotions will include exploitation co-ordination between 20th and Paramount field men, with Decca distributors and field men to line up deejay action. It also will include special screenings of the flickers for disk dealers, deejays, distribs and salesmen territorially. In the instance of David, the Decca disking will be played in theaters that book the flicker for a full week before it shows.

How It Works

An example of how the exploitation gimmicks work out is the disk-directed hoopla accorded David for its local opening at the Rivoli Theater here earlier this week. Each of the nine Broadway disk shops have been playing the Haymes diskings on their outdoor loudspeaker system during the week. In addition, the Roxy Theater, flagship house locally for 20th Century-Fox, will have a production number in its next stage show built around David and Bathsheba. In addition, local deejays have been pounded for performances of the Haymes slicing.

Decca Disk Plans

Continued from page 11

dren's disk drive month.

General pop and Christmas merchandise will provide the meat for the sales drives for November and December. These two months also will be reserved for the push of the diskery's selected standard single records.

The diskery has a number of key special projects which will pepper the program with promotional pegs, the fundamentally the plan deals with the waxery's extensive catalog. One of the key items due soop is the original cast recording of the Broadway hit, *Two on the Aisle*. In addition, the waxery's Gold Label line will have at least one major package each month and also has a major deal in the bag which will provide additional promotional matter.



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IS "LITTLE CAR BLUES"

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is wanted by one of America's leading independent Recording Companies. This man will contact our record distributors and also radio stations and coin machine operators in the Midwest territory. His headquarters preferably will be in Chicago. He must be free to travel, must own a car and should have some background and experience in the record industry. Letters stating qualifications and salary requirements should be sent to BOX 677, The Billboard, 1564 Broadway, New York 19, New York. Appointments will be set up in Chicago.

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I would like to sell Billboard Subscriptions and TODAY'S TOP TUNES. Please send more information.

Name

Address

City Zone State

Distributor

Territory

THE BILLBOARD Music Popularity Charts

Advance Record Releases

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

POPULAR

- At the End of the Day—Three Suns (Bird of) V 20-4221
Basin Street Blues—P. W. Hunt (Darktown Strutters) Cap 1741
Bing Bing Bing—J. Turzy (I've Got) Decca 27701
Bird of Paradise—Three Suns (At the) V 20-4221
Black Strap Molasses—T. Dorsey (September in) Decca 27709
Castle Rock—F. Sinatra-H. James (Deep Night) Col 29527
Cold Hearted Daddy—A. Trace (Oh How) Mer 5694
Coral Reef—N. Hefti (If You) Coral 50562
Cuddle Up a Little Closer—G. MacRae (Down the) Cap 1750
Dancing My Fannie Around—T. Hill (How'm I) Mer 5691
Darktown Strutters' Ball—P. W. Hunt (Basin Street) Cap 1741
Darlene Waltz—J. Pecon (Soon We'll) Cap 1754
Deep Night—H. James-F. Sinatra (Castle Rock) Col 29627
Doll Dance—R. Morgan (Who Am) Decca 27704
Down in the Depths—E. Merman (It's de) Liberty Music Shop L-206
Down the Old Dr. Road—G. MacRae (Cuddle Up) Cap 1750
Down Yonder—C. Watts (Half Past) Mer 5695
Dreamy Melody—Dinning Sisters (What-Do-Ya) Cap 1743
Dreamy Melody—H. James Ork (Who Blew) Col 39495
Dry Bones—G. Rayburn-D. Finch (Way Up) Decca 27739
Far Above Ca Yuga's Waters—Voices of Schumann (I'm Always) Cap 1572
Filigree Feet—Lee Williams (I'da, Sweet) Token T-209
Flamingo Fantasy—L. Fields Trio (Sunshine Kisses) V(45)47-4211
Fool Grows Wise, A—H. Jeffries (Love Comes) Coral 60552
Funny Man—Maggie Jackson (Louisiana) Cap 1753
Gang That Sang Heart of My Heart—F. Martin (Mediterranean Concerto) V 20-4223
Golden Train—P. Harris (Tennessee Hill-Billy) V 20-4224
Good Man Is Hard to Find—D. Clayton (Let's Bring) Token T-205
Half Past Waltz—C. Watts (Down Yonder) Mer 5695
Hawaiian War Chant—J. Stafford (Kissin' Bug) Col 39529
Hobo Boogie—B. Crosby (Tales of) Cap 1751
How D'Ye Do and Shake Hands—B. Hutton-D. Shore-P. Harris-T. Martin-H. Rene Ork (The Musicians) V 20-4225
How'm I Doin'—T. Hill (Dancing My) Mer 5691
I Get Ideas—L. Armstrong (A Kiss) Decca 27720
I Love You But I Don't Like You—P. Lee (Wandering Swallow) Cap 1749
I Want to Be Near You—P. Faith Ork (When the) Col 39528
I Wish I Had a Daddy in the White House—K. Kallen (Old Soft) Mer 5700
I'da, Sweet As Apple Cider—L. Belker-L. Williams (Fidgety Feet) Token T-209
I Wouldn't Be Where I Am If You Hadn't Gone Away—N. Hefti-F. Wayne (Coral Reef) Coral 60562
I'm Always Chasing Rainbows—W. Schumann (Far Above) Cap 1752
It's de-Lovely—E. Merman (Down in) Liberty Music Shop L-206
I've Got Those Summer Blues Again—J. Turzy (Bing Bong) Decca 27701
Kiss to Build a Dream On—L. Armstrong (I Get) Decca 27720
Kissin' Bug Boogie—J. Stafford (Hawaiian War) Col 39529
Leap Frog—L. Brown (My Baby) Coral 60550
Let's Bring Back the Old Fashioned Days—D. Hess-D. Clayton (A Good Man) Token T-205
Louisiana—K. Griffin (Side by) Col 39514
Louisiana—Pete Kelly's Big 7 (Funny Man) Cap 1753
Love Comes Along—H. Jeffries (A Fool) Coral 60552
Mary Rose—G. Lombardo (Sweetheart of) Decca 27719
Maybe It's Because—Camarata-D. Cherry (While We're) Decca 27725
Mediterranean Concerto—F. Martin (Gang That) V 20-4223
Musicians, The—D. Shore-B. Hutton-T. Martin-P. Harris-H. Rene Ork (How D'ye) V 20-4225
My Baby Just Cares for Me—L. Brown (Leap Frog) Coral 60550
Oh, How I Love You—A. Trace (Cold Hearted) Mer 5694
Old Soft Shoe—K. Kallen (I Wish) Mer 5700
Over a Bottle of Wine—T. Martin (You'll Know) V 20-4220
September in the Rain—T. Dorsey (Black Strap) Decca 27709
Side by Side—K. Griffin (Louise) Col 39514
Som We'll Be Married—J. Pecon (Darlene) Cap 1754
Stringin' Along—V. Young (Twilight Nocturne) Decca 27705
Sunshine Kisses—L. Fields Trio (Flamingo Fantasy) V(45)47-4211
Sweethearts of Yesterday—G. Lombardo (Mary Rose) Decca 27719
Tales of Hoffman—B. Crosby (Hobo Boogie) Cap 1751
Tennessee Hill-Billy Ghost—P. Harris (Golden Train) V 20-4224
Toodle-Dee-Yoo-Dee—B. Goodman (Wrapping It) Col 39513
Twilight Nocturne—V. Young (Stringin' Along) Decca 27705
Wandering Swallow—P. Lee (I Love) Cap 1749
Way Up in North Carolina—G. Rayburn-D. Finch (Dry Bones) Decca 27739
What-Do-Ya-Think of That—Dinning Sisters (Dreamy Melody) Cap 1743
When the Saints Go Marching In—P. Faith Ork (I Want) Col 39528
While We're Young—D. Cherry-Camarata (Maybe It's) Decca 27725
Who Am I?—R. Morgan (Doll Dance) Decca 27704
Wrapping It Up—B. Goodman Ork (Toodle-Dee) Col 39513
You Blew Out the Flame—H. James Ork (Dreamy Melody) Col 39495
You'll Know—T. Martin (Over at) V 20-4220

LATIN AMERICAN

- Al Marir la Tarde—Trio Calaveras (Vamonos de) V(45)51-5497
Amar en Xenizas—A. Rodriguez (Mira-Cuidadito) V(45)51-5481
Angelita—Trio San Antonio (Juanita) V(45)51-5503
Caray Caray—H. Rigual (Harina Con) V(45)51-5495
Chia Chin Chibilin—S. Herrera (Desesperanza) V(45)51-5498
Cuando el Destino—M. Aceves Mejia (Viejito Amigo) V(45)51-5496
Demasiado Joven—F. Fernandez (Ya Me) V(45)51-5494
Desesperanza—R. Pereda-S. Herrera (Chin Chin) V(45)51-5498
Marina Cow Leche—H. Rigual (Caray Caray) V(45)51-5495
Hora, The—J. Morand (Society Man) Coral 60553
It's the Talk of the Town—L. Arcaraz (Summer Time) V(45)51-5493
Juanita—Trio San Antonio (Angelita) V(45)51-5503
Las Isabeles—M. Aceves Mejia (No Volvere) V(45)51-5502
Maria Belen Chacon—Los Ruisenores (Quiera Mirarme) V(45)51-5501
Mi Ultimo Refugio—M. Luisa Landin (Que Distinto) V (45)51-5499
Mira-Cuidadito—A. Rodriguez (Amar en) V(45)51-5481
No Te Pueda Querer—Orquesta Los Churumbelos de Espana (Tres Veces) V(45)51-5400
No Volvere—M. Aceves Mejia (Las Isabeles) V(45)51-5502
Que Distinto—M. Luisa Landin (Mi Ultimo) V(45)51-5499
Quiera Mirarme en Tus Ojos—Los Ruisenores (Maria Belen) V(45)51-5501
Society Mamba—J. Morand (The Hora) Coral 60553
Summertime—L. Arcaraz (It's the) V(45)51-5493
Tres Veces Guapa—Orquesta Los Churumbelos de Espana (No Te) V(45)51-5400
Vamonos de Nueva York—Trio Calaveras (Al Marir) V(45)51-5497
Viejito Amigo—M. Aceves Mejia (Cuando el) V(45)51-5496
Ya Me Olvide de Ti—F. Fernandez (Demasiado Joven) V(45)51-5494
Mozart: Concerto No. 27 in B Flat Major Album K-595—R. Casadesu-Philharmonic Sym. Ork of N. Y.-J. Barbieroli, cond. (1-10") Col (33) ML-2186
Songs of Miguel Sandoval Album—Lydia De Ibarro-Miguel Sandoval (De Falla: Seven) (1-10") Col (33) ML-2189
William Schuman: Judith: Choreographic Poem Album—Louisville Ork-Robert Whitney, cond. —(Schuman: Undertow) (1-12") Mer (33) MG-10088
William Schuman: Undertow: Choreographic Episode Album—Louisville Ork-Schumann, cond. (1-12") (Schuman: Judith) Mer (33) MG-10088
Strauss Waltzes Vol. 2 Album—Boston Pops Ork-Arthur Fiedler, cond (1-10") V (33) LM-68
On the Beautiful Blue Danube: Tales From the Vienna Woods; Treasure Waltz
Tosti, A. Vucchella—Mario Lanza (Marchiare) V(45)49-3435
Tosti: Marchiare—Mario Lanza (A Vucchella) V(45)49-3435

CLASSICAL ALBUMS

- Gershwin: Second Rhapsody for Piano & Ork; Variations, etc. Album and Prelude 11, Prelude 11, Prelude 11—Oscar Levant-Morton Gould Ork, Col (33) L-2073
Mellow the Mood—Jazz in a Mellow Mood Album—Blue Note (33) BLP-5001; Blue Harlem; I Surrender Dear; If I Had You; My Old Flame; Profoundly Blue; She's Funny That Way; Sweet and Lovely
George Lewis and His New Orleans Stompers, Vol. 2 Album—Blue Note (33) BLP-7013; Careless Love; Down at Mablehead; Don't Go Way; Just a Little While to Slay Here; Nobody; Two Jim Blues; Winin' Blues

HOT JAZZ ALBUMS

- Sidney Bechet-Wild Bill Davison Album, Vol. 2—Blue Note (33) BLP-7014; Bechet's Creole Blues; Ce Messieu qui parie; I've Found a New Baby; Jelly Roll; Joshua; Mandy; Runnin' Wild; Tailgate Rumble
George Lewis and His New Orleans Stompers, Vol. 2 Album—Blue Note (33) BLP-7013; Careless Love; Down at Mablehead; Don't Go Way; Just a Little While to Slay Here; Nobody; Two Jim Blues; Winin' Blues

RELIGIOUS

- Hand Me Down My Trumpet—Masters Family (Happiness Comes) Col 20851
Happiness Comes on Spiritual Wings—Masters Family (Hand Me) Col 20851
Hear Me Lord—M. Downey (O Lord) Decca 14581
O Lord I Am Not Worthy—M. Downey (Hear Me) Decca 14581

HOT JAZZ

- Charlie Waltz—E. Benedict (Springtime Paik) V(45)51-1203
Collier's Clambake—G. Wetting (Collier's Climb) Col 39497
Collier's Climb—G. Wetting (Collier's Clambake) Col 39497
I Saw a Rainbow—J. Vadnal Ork (I Will) V(45)51-1204
I Will Be True Dear—J. Vadnal Ork (I Saw) V(45)51-1204
Springtime Polka—E. Benedict (Charlie Waltz) V(45)1203

Album and LP Reviews

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

POPULAR

SAXOPHONE CONTRASTS — Al Gallodoro 60
Columbia CL-6188 (33)
Summertime; Liza; Hora Staccato; Jalousie; Italian Summer; Old Vienna; Dark Eyes; Cardas. Long recognized as one of the foremost exponents of the alto sax, Al Gallodoro is herein given an opportunity to display his talents as a soloist for the edification of disk buyers. Whether the general public will cotton to this package is the big question. Selections here are all familiar. Gallodoro plays with a string group and small combo backing. In both instances, his technique is still stand-out. Makes for good change of pace material on platter segs.

RENDEZVOUS IN RIO—Roberto Inglez Ork 70
Coral(33)CRL-56032
Peanut Vendor; Green Cockatoo; Negra Consentida; Chiquita Banana; Taboo; Gopacabana; Caribbean Caprice; Uno.
Inglez, along with Edmundo Ros, ranks as the top Latin music exponent in the British Isles. Inglez's output, tho, is aimed primarily at the society element and more or less is comparable to the type of treatment Xavier Cugat has become noted for on Latin tunes. In this package, one of several being issued by Coral of Inglez's work, the orkster offers a colorful variety of Latin-styled pieces set in easily danceable rhythms and featuring his own concert-style piano in the solo spotlights. A neat album which should please the bulk of Latin-style dancers.

CONCERT HALL FAVORITES—Sydney Torch 75
Ork (1-10")
Coral(33)CRL-56031
Intermezzo; Hora Staccato; Gallop; Caribbean Caprice; Salter Dance; Entrance of the Little Fauns; Tambourin Chinois; Ribal Fire Dance.
This is a splendidly performed and recorded collection of familiar light orchestral pieces. Torch, one of the best English arrangers-conductors, is in the Kostelanetz-Gould vein. He manages to achieve his results with a more pointed and less sophisticated style than that which the American genre employ. Stacks up as first rate family fare. Colorful packaging should help as will word-of-mouth on the expert workmanship of the recordings. Deejays could look into this package for some first-rate music.

IN A SENTIMENTAL MOOD—Wool Phillips 77
Ork (1-10")
Coral(33)CRL-56036
In a Sentimental Mood; Mood Indigo; Creole Love Call; I Got It Bad; Sophisticated Lady; I Let a Song Go Out of My Heart; Salitude; Caravan.
Sited in England, these sides introduce one of that country's top music talents to us. Phillips for the past four years has been the house leader at the famed London Palladium. He is a skilled arranger and a first-rate trombonist. He employed a good deal of imagination in this set by coming up with fresh sounding concertized dance band readings of eight of Duke Ellington's most successful songs. It makes splendid light orchestral fare and is just as readily appropriate for dancers. This is a set to be highly recommended as a quality item and it should profit from word-of-mouth as well. Deejays shouldn't miss this package.

SAMBA, SAMBA — Roberto Inglez Ork 68
Coral(33)CRL-56030
Samba, Samba; Brazil; Os Quintins De Yaya; Whistle Samba; Chi-Baba, Chi-Baba; Zacetocao; Mocking Bird; Demeco.
Inglez, one of the leading exponents of the Latin dance beat in England, has here a package which accents the samba and which should prove satisfying to our domestic samba dancing crop. Some of the tunes are of the hackneyed and accepted standard samba school; the majority, tho, are fairly fresh to the samba beat and this variation takes the set somewhat away from traditional patterns used for collections of this nature.

GERGE GERSHWIN MUSIC—Jimmy Dorsey Ork (1-10") 73
Coral(33)CRL-56033
I Got Rhythm; Love Walked In; Let's Call the Whole Thing Off; Love Is Here to Stay; I Was Doing All Right; Stag That Bass; They Can't Take That Away From Me; They All Laughed.
Here's a clever paste-up job. These are sides culled from the Decca catalog of the Jimmy Dorsey band in prewar days. They include a few sides featuring the vocal efforts of Bob Eberly, now building a rep as a single. The editing job, using Gershwin songs from the J. D. catalog, provides the package with a merchandise-wise theme. Good, colorful packaging helps, too. The recordings show their age in arrangement style but still, in the main, are danceable. J. D.'s clarinet and alto are spotted regularly thruout. Incidentally, the Gershwin tunes spotted in the set for the most part are not of the everyday variety, a factor which could help create added sales.

JESS STACY PIANO SOLOS (1-10") 68
Brunswick(33)BL-58029
Fascinating Rhythm; I Can't Get Started; Stars Fall On Alabama; Indiana; I Want to Be Happy; You Took Advantage of Me; If I Could Be With You Oh, Baby.
Stacy, one of the most brilliant of jazz pianists and remembered for his historic contributions to the Benny Goodman and Bob Crosby bands, here demonstrates that he has lost little of his prowess in a tasty collection of newly recorded solos built on eight classic pops. An unbillied guitarist gets a few solo moments from out of the accompanying rhythm section. A fine keyboard jazz collection which Stacy admirers and the host of old-time jazz collectors should find to their tastes.

Record Reviews

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

How Ratings Are Determined

Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. W. S. indicates record is not suitable for a specific usage.

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

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, POPULAR. Rows include Ella Fitzgerald (Ray Charles Singers), Louis Jordan Ork (Jordan-Bill Davis), Guy Lombardo Ork (Kenny Gardner), George Barnes, Arthur Prysock (Sy Oliver Ork), Jo Stafford (Paul Weston Ork), Sarah Vaughan (Paul Weston Ork), Don Roth Trio, Jane Russell, Dick James (Stanley Black Ork), Ted Steele, Frank Sinatra.

(Continued on page 34)

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 33

POPULAR

PEGGY LEE Wandering Swallow CAPITOL 1749—A rather odd beat and choral effects create an effective setting for Peggy's undrums warble of a somewhat unique piece of material. Could be different enough to attract attention.	79--80--78--78
I Love You But I Don't Like You The thrush is in top form for a warm job with a ballad she wrote. The performance and attractive song could stir action.	79--82--78--78
MUSIC BY CAMARATA-DON CHERRY Maybe It's Because DECCA 27725—This sterling Irving Berlin revival could take root with the help of this superb reading of it. Cherry warbles with warmth and Camarata paints a glowing musical backdrop. Could be a big one.	88--89--87--87
While We're Young The fine Alec Wilder-Morty Palitz waltz draws a top drawer wailing spotting the unaffected vocalizing of Cherry and the lush cleffing of Camarata.	85--85--85--85
JANE TURZY I've Got Those Summer Blues Again DECCA 27701—The very warm Miss Turzy chirps in duplicate a pleasant bluesy ballad of her own composition.	79--80--78--80
Bing Bang Bing She may have her sequel to "Good Morning Mr. Echo" with this easy bounce ballad novelty which makes use of the same reverberation gimmick which brought "Echo" into prominence. Cute tune, fine recording, should do very well.	88--89--88--88
NEAL HEFTI ORK-FRANCES WAYNE (I Wouldn't Be Where I Am) If You Hadn't Gone Away CORAL 80562—A new dance band—a new Mr. and Mrs. idea—makes a most promising debut with a fresh-sounding, compact, easy dance beat reading of an infectious oldie. Frances (Mrs. Hefti) sings it well with a tasty assist from a male trio. Could do well.	84--86--82--84
Coral Reef (Neal Hefti ork) The Hefti crew bites into one of his own instrumental originals. Comes up a highly danceable, unbacked item with overtones of Fletcher Henderson's book for B. G. Mark this as an auspicious disk debut.	79--83--77--78
VOICES OF WALTER SCHUMANN Far Above Cayuga's Waters CAPITOL 1752—Schumann's large and rich choir puts to wax a beautiful reading of the Cornell alma mater with a modernized lyric.	75--78--75--71
I'm Always Chasing Rainbows The movie-music-concert approach is employed to make a glowing etching of this ever-popular oldie. Fine catalog item.	77--80--77--75
BOB CROSBY ORK Hobo Boogie CAPITOL 1751—Crosby with his two-beat band rings up a lively dinking of a good country boogie. The leader misses by plenty the spirit of the band in his singing of it.	70--73--68--68
Tales of Hoffman Bright instrumental conception of the familiar "Barcarolle" theme from the opera is done in the old-style two-beat swing of the pre-war Crosby gang.	74--78--73--72
TERESA BREWER I Wish I Wuz LONDON 1085—The highly attractive new ditty based on an ancient kid chant gets a typical Brewerish reading with the Jack Plesio jazz combo supplying the background.	81--82--81--81
If You Don't Marry Me Brewer gal, male quartet and the two-beat combo essay a light, alternating verse and chorus ditty here to okay results.	75--76--74--75
BUDDY GRECO Ain't Misbehavin' LONDON 1093—The young chanter and his quintet run thru a breezy reading of the oldie.	70--73--68--70
Bon Bons, Chocolates and Chewing Gum Shuffle-rhythm novelty written by folk singer Josh White gets a breezy, bouncy rendition from Greco, vocal group and jazz combo.	75--77--74--75
HARRY JAMES-FRANK SINATRA Deep Night COLUMBIA 39527—James and his one-time vocalist, Sinatra, are reunited here. Result is fine, danceable reading of the standard ballad.	80--82--79--79
Castle Rock The Al Sears jazz riff, now complete with lyric, serves as a strong hunk of jump material for the James-Sinatra combination. Fine orking big beat and some spirited chanting make this a likely new item.	86--88--85--85
PEARL CARR-JOHNSTON BROTHERS-STANLEY BLACK ORK Got Any Dough, Ma? LONDON 1066—Carr gal shows much promise in the particularly lightweight bounce ditty doesn't give her much opportunity. Ork and male group supply a neat background.	71--72--68--70
Mariandl-Andl-Andl (Pearl Carr-Dick James) The Carr-James duetting on a pretty Swiss love ballad makes for a very pleasant disk.	75--76--72--74
CONNIE HAINES-GENE DE PAUL So? CORAL 60551—La Haines and DePaul alternate with the chunting and patter of a fluffy piece of material. Could get some spins.	72--75--70--71
The Lord Is a Travelin' Man Haines gal hands a hand-clapper a bright go.	72--75--70--71
CATHY MASTICE-MITCHELL AYERS ORK The Crazy Things You Do VICTOR 20-4219—Unimpressive chanting by Miss Mastice on an okay piece of material.	65--67--63--64
Longing for You Routine coverage on 'the strong new waltz doesn't figure to bother the leaders.	70--72--68--69
DUKE ELLINGTON The Eighth Veil COLUMBIA 39496—One of the Duke's concert pieces, a pretty opus for the trumpet of Cal Anderson, should please Ellingtonians everywhere.	72--77--72--67
Monologue Subtitled "Pretty and the Well," this is an oddity, a narration by Ellington describing the wiles of women and the whims of men against a descriptive background by the band. Certainly should attract the attention of the dreary mob and could provide Ellington with a big record.	83--85--85--80
THE DINNING SISTERS What-Da-Ya-Think of That? CAPITOL 1743—The Dinnings make a fine effort with a windy novelty.	68--68--68--68
Dreamy Melody The girls blend beautifully in rendering an expert mood reading of a pretty ballad currently showing some promise.	77--79--75--77

(Continued on page 70)

The Honor Roll of Popular Songwriters

By Jack Burton

No. 105—ARTHUR JOHNSTON

A self-made man of music is Arthur Johnston.

He made the grade in Tin Pan Alley under his own power without taking the trouble to acquaint himself with the techniques of old world composers and spending years and money in acquiring a classical musical education.

Of course, he was born with sharps and flats in his blood. He mastered the piano in "six easy lessons." At the age of 13, when he left school after winning the broad-jumping championship of Greater New York, he played the organ in a Newark church. And three years later Fred Fisher hired him as a staff pianist.

Arthur Johnston soon attracted the attention and respect of another songwriter unschooled in the field of classical music—Irving Berlin—who made him his musical amanuensis and chief arranger.

When Berlin opened his Music Box Theater in 1921 with the first of his annual Music Box Revues, Arthur Johnston was in the orchestra pit giving the downbeat to Joseph Santley and Ivy Sawyer when they sang *Say It With Music*, and served in a like capacity for the subsequent musicals that the author-composer of *Alexander's Ragtime Band* produced.

In 1929 when Berlin left Broadway temporarily to enrich the film sound track with his music, Arthur Johnston went along but not just for the ride. He orchestrated the scores for *Putting on the Ritz*, *Mammy* and *Reaching for the Moon*, and for good measure, provided the musical setting for Charley Chaplin's memorable *City Lights*.

Then the films suffered from a musical blight, and Berlin with the rest of the country's top songwriters returned East. Johnston, however, remained in Hollywood. He liked the climate. He also saw on the West Coast an opportunity to strike out on his own as a songwriter. And he proceeded to emulate his former employer who had taught him what makes a popular tune click.

Arthur Johnston's first song, *Just One More Chance*, was a hit, and Dick Powell, who sang it in *College Coach*, was headed for stardom. Cocktails for Two put Carl Brisson in the film spotlight. And the popularity of *Pennies From Heaven* justified Bing Crosby's insistence that the shooting of the picture of the same title should be held up until Johnston could recover from a serious illness and complete the score.

In addition to his Hollywood assignments, Johnston has made four trips abroad to write songs for English pictures. He endeared himself to the British people in 1937 with the stirring music of *My River*, which glorifies the Thames just as Jerome Kern's *Ol' Man River* epitomizes in song the majesty of the Mississippi.

Unlike most songwriters, Arthur Johnston is besieged by autograph hounds. They mistake him for Gary Cooper for whom he could double without make-up. But he's sympathetic with their demands. He's a collector himself, and has a complete library of the original manuscripts of Irving Berlin's songs, dating back to the historic *Marie From Sunny Italy*, which netted its lyricist, a singing waiter, 37 cents in royalties but sparked the genius that carried him to heights of eminence.

ARTHUR JOHNSTON'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

Film Songs and Scores	MOON SONG THAT WASN'T MEANT FOR ME GREAT OPEN SPACES QUEEN OF LULLABY LAND TWENTY MILLION PEOPLE PICKANINNIES' HEAVEN
1932—COLLEGE COACH A Warner Bros. picture with Dick Powell, Ann Dvorak and Pat O'Brien. With Sam Coslow. Famous Music Corporation.	1934—MURDER AT THE VANITIES A Paramount picture with Carl Brisson, Victor McLaglen, Jack O'Keefe, Kitty Carlisle, Dorothy Stickney, Gail Patrick, Donald Meek and Duke Ellington. Lyrics by Johnny Burke and Sam Coslow. Famous Music Corporation.
JUST ONE MORE CHANGE (Available on the following records: 812, Gordon MacRae; 40015 in AD-62, Eddie Miller orchestra.)	LOVELY ONE WHERE DO THEY COME FROM? MARAHUANA LIVE AND LOVE TONIGHT COCKTAILS (Available on the following records: Decca 24184 in A-602, Carmen Cavallaro; Decca 25202 in A-585, Art Tatum; Decca 48050, Slim Green; Decca 24071 in A-1934, Bob Grant orchestra; Victor 27866, Mark Warnow orchestra; Victor 20-1628 and 20-2092, Spike Jones.)
1933—COLLEGE HUMOR A Paramount picture with Bing Crosby, Jack O'Keefe, Richard Arlen, Mary Carlisle, Burns and Allen and Eddie Nugent. With Sam Coslow. Famous Music Corporation.	1934—BELLE OF THE NINETIES A Paramount picture with Mae West, Roger Pryor, Johnny Mack Brown and Duke Ellington. With Sam Coslow. Famous Music Corporation.
LEARN TO CROON DOWN THE OLD OX ROAD MOON STRUCK ALMA MATER COLLEEN OF KILLARNEY CLASS ROOM NUMBER PLAY BALL I'M A BACHELOR OF THE ART OF HA-CHA-CHA	MY OLD FLAME TROUBLED WATERS MY AMERICAN BEAUTY WHEN A ST. LOUIS WOMAN COMES DOWN TO NEW ORLEANS
1933—HER BODYGUARD A Paramount picture with Edmund Lowe, Wynne Gibson, Edward Arnold and Alan Dinehart. With Sam Coslow. Famous Music Corporation.	1934—MANY HAPPY RETURNS A Paramount picture with Guy Lombardo, Burns and Allen, Joan Marsh, George Barbier, Ray Milland and Veloz and Yolanda. With Sam Coslow. Famous Music Corporation.
WHERE HAVE I HEARD THAT MELODY?	1935—THANKS A MILLION A 20th Century-Fox picture with Dick Powell, Ann Dvorak, Fred Allen, Patry Kelly, Paul Whitman's band, Roxanna, Rubineff and the Yacht Club Boys. Lyrics by Gus Kahn. Robbins Music Corporation.
1933—TOO MUCH HARMONY A Paramount picture with Bing Crosby, Jack O'Keefe, Skeets Gallagher, Judith Allen, Lillian Tashman and Ned Sparks. With Sam Coslow. Famous Music Corporation.	SITTING HIGH ON A HILLTOP SUGAR PLUM NEW O'LEANS SING, BROTHER, SING
THANKS THE DAY YOU CAME ALONG BLACK MOONLIGHT BOO BOO BOO BUCKIN' THE WIND I GUESS IT HAD TO BE THAT WAY TWO ARISTOCRATS CRADLE ME WITH A HA-CHA LULLABY	1935—THE GIRL FRIEND A Columbia picture with Ann Southern, Jack Haley and Roger Pryor. Lyrics by Gus Kahn. Robbins Music Corporation.
1933—THE WAY TO LOVE A Paramount picture with Maurice Chevalier, Ann Dvorak and Edward Everett Horton. With Sam Coslow. Famous Music Corporation.	TWO TOGETHER MILLIONS IN THE AIR CROONER'S LULLABY
THE WAY TO LOVE	1935—THE GILDED LILY A Paramount picture with Claudette Colbert, Fred MacMurray and Roger Pryor. Lyrics by Sam Coslow. Famous Music Corporation.
1933—HELLO, EVERYBODY A Paramount picture with Kate Smith, Randolph Scott and Sally Blane. With Sam Coslow. Famous Music Corporation.	SOMETHING ABOUT ROMANCE

The Isham Jones listings in last week's issue of The Honor Roll of Popular Songwriters inadvertently omitted one of Jones' important albums. This is his RCA Victor dance album, cut by Hugo Winterhalter as part of the Victor Dance Band series.

1936—GO WEST, YOUNG MAN
A Paramount picture with Mae West, Warren Williams, Randolph Scott and Alice Brady. Lyrics by Johnny Burke. Famous Music Corporation.

I WAS SAYING TO THE MOON ON A TYPICAL TROPICAL NIGHT GO WEST, YOUNG MAN

1936—PENNIES FROM HEAVEN
A Columbia picture with Bing Crosby, Midge Evans, Edith Fellows and Louis Armstrong. Lyrics by Johnny Burke. Santly-Joy, Inc.

ONE TWO BUTTON MY SHOE
PENNIES FROM HEAVEN
(Available on the following records: 25230, Bing Crosby; Decca 24076 in 1936, Fingert and Schutt, duet piano; Columbia 38208, the Modernaires.)

50 00 1
SKELETON IN THE CLOSET
LET'S CALL A HEART A HEART
(Available on Decca record 25230, Bing Crosby.)

"Pennies From Heaven" Selections, Decca record 29226 with Bing Crosby, Frances Langford, Louis Armstrong and Jimmy Dorsey orchestra. "Let's Call a Heart a Heart," "So Do I," "Skeleton in the Closet" and "Pennies From Heaven."

1937—DOUBLE OR NOTHING
A Paramount picture with Bing Crosby and Martha Raye. Lyrics by Johnny Burke. Santly-Joy, Inc.

ALL YOU WANT TO DO IS DANCE
THE MOON GOT IN MY EYES
IT'S THE NATURAL THING TO DO

1947—SONG OF THE SOUTH
An RKO picture with Ruth Warrick, Lucille Watson, Hattie McDaniel, James Baskette, Laura Patten and Bobby Driscoll. Lyrics by Sam Coslow. Santly-Joy, Inc.

SONG OF THE SOUTH

FOLK TALENT AND TUNES

Continued from page 30

my Rodgers' daughter, Mrs. Va. Albert Court Jr., is the mother of a son, Jimmy Dale, born recently. The middle name comes from Ernest Tubbs, a close friend, whose middle monicker is Dale. Mack Sanders is spinning the country sides at KFBI, Wichita, Kan. . . . Frank Page, KWKF, Shreveport, La., reports that Tex Tyler is forming a new band. Ray Atkins has left Johnny and Jack with Shot Jackson replacing him.

Chuck Handcock, KDET, Center, Tex., is doing two hours daily, in addition to a live show with a new band, the East Texas Playboys. . . . Bill Simpson has replaced Chuck McClure at WRFC, Athens, Ga. . . . Verli Mays, of WFHG, Bristol, Va., reports that the station now carries eight hours of country records per day. . . . Larry Carother KMOX, St. Louis, reports that Pat Wee King and his Golden West Cowboys drew 3,000 attendees at Acorn Park, near St. Louis recently. . . . Rex Stein, WLDJ, Jacksonville, Ill., reports that he is getting requests for "Rumbi Boogie" and "Tensea Waltz. Wonders what other funny title d.j.'s are getting bids for.

Deacon Moore, KXLA, Pasadena, Calif., reports that he is working a two-hour Sunday morning amateur country talent show. . . . Mickie Evans, WTTM, Trenton, N. J., reports that she is working weekly at the Circle A Ranch, Deer Park, N. . . . Dan Ross, WATL, Atlanta, reports that Truman Darnesinger, has joined the station. . . . Bob Neall, WMP, Memphis, writes that the Louvin Brothers (MGM) are back at work at the station. . . . Reggie Ware, KVMA, Magnolia, Ark., has opened a cafe in town. . . . Hugh L. Alison is doing three hours daily at WJBF, Augusta, Ga.

Tempo's THEME
Daring and Naughty
CYNTHIA LEE
Sings
TILT
and
6 OR 7 TIMES
Theme Release
P134

TEMPO
RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 45, California

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RECORD PRESSING
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Research Craft Co.
1037 NO. SYCAMORE ST.
LOS ANGELES 38, CALIF.

RELIABILITY - QUALITY
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TEL-AVIV BIG FOR SHOWBIZ

Lots of Entertainment Spots In Israel, Writes Leo Fuld

NEW YORK, Aug. 18. — Tel-Aviv is a big show business city, writes Leo Fuld. "It's a story that never ends. People are streaming into the country at the rate of approximately 1,500 a day, and all of them, particularly the old residents, support show business enthusiastically."

"In Tel-Aviv there are terraces for miles, all with music and singers. Also cabarets with acts; some American, picked up from Rome,

Athens and Istanbul. There is also a big circus in Ramat-Gan, a suburb of Tel-Aviv. Circus in Hebrew is called *Zirathron*. The *Zirathron* seats 3,000 and has a big program with wonderful acts from all over the world. It carries an ork, clowns and horses, but no wild animals because of the meat shortage in Israel.

"Swimming pools are big here, about 20, all open air. The Gale-Gil, a pool in Ramat-Gan has an ork and on gala nights also uses acts. Moshe Wallin, local impresario, is dickering for a water ballet from America for next season.

Jazz Is Hot

"There is also a big interest here in jazz, especially among the Sabras (native born). Lionel Hampton records are particularly big. His records are played all day over radio station Kol-Israel, especially the one's he's on when he was with the Benny Goodman Sextet.

"The only thing missing here is a disk jockey. Barry Gray would be great here, but he'd have to change his name to Baruch Ben Andre."

Fuld is now doing his third concert tour and doing better than on his previous dates. On his first night in Tel-Aviv the cops had to rope off the block surrounding the Ohel Shem Concert Hall. Fuld is doing 40 concerts (20 already finished) and all "have been sold out in advance. I am doing this tour as an honor guest of *Li La Lo* (For Me, For Him, For Her), a government sponsored theater."

"I've made so much money for them before, that they're now going to name a theater after me."

AGENTS! DUNN HAS A HOT ONE

NEW YORK, Aug. 18.—Some years ago a saloon tagged, Club Peacock, opened in Trenton, N. J. The place was dying, no customers and less business. A few months ago a major steel plant opened nearby and now the joint's jumping. In fact, business is so good (the only hard drink spot in a seven-mile area) that the operator, came into town last week to call on The American Guild of Variety Artists' Henry Dunn to seek information on how to buy acts and whom to contact. The Peacock is ready to spend real dough, said Dunn.

Berle's Gross May Hit 100G For 3 Weeks

• Continued from page 1

tee plus a 50 per cent cut of the gross, if its over \$115,000 for the first week.

When the Roxy date is finished, the whole show will go into the Chicago Theater, Chicago, for a week starting August 31. Deal there will be a straight 50-50. The Chicago Theater is expected to gross \$75,000 to \$90,000. Dagmar, going with the show, will get \$8,500 net; Berle will pay the commission.

After the Chicago date, Berle will do a Hadaool show September 8, for which he'll get \$10,000.

Misery-By-The-Sea This Season at AC

Harlem Club, Mil-\$ Pier Do Okay, But Niteries Can Talent; Fog Is No Help

By BILL SMITH

ATLANTIC CITY, Aug. 18.—Cafe biz here is now at a new low, with the exception of the Harlem Club. Saturday nights are big, but for the remainder of the week most of the clubs die. If there's any activities, it's around the bars where hostesses hustle drinks.

The hostess gimmick used to be a big thing here until this season, when the clubs were quietly told by the police to get rid of the gals and to watch their steps about selling drinks to minors. Basically, the current drive was sparked by the Kefauver Committee. The most immediate result was the lid on gambling, following up by the anti-hostess campaign. Incidentally, hiring the gals to drink with stags is a violation of the State's Alcoholic Beverage Control Laws. The heat against the hostesses was started after one gal was accused of "borrowing" a double sawbuck from a guy.

A major indication of how biz

is here is that the Cluquot Club has dropped all entertainment for the first time at the height of a season. The 500 Club, run by Harry Steinman and Skinny D'Amato, probably the biggest name buyers among the clubs here, is equally affected by the dearth of business. Current show, headlined by Jack Carter, featuring Toni Arden and girl dancer, Margo Wade, do a solid entertaining job. But as far as draw is concerned — Saturday night and that's all.

The only exception is the Harlem Club, with Larry Steele's All-Negro Show headed by Timmie Rogers. That starts at 7 p.m. and runs into 9 a.m. the following day. Operates on an admission basis, \$1.50-\$2.50; is jammed for most shows, and has street lines almost constantly. Productions are fast and furious with each and production reaching new heights that leave jammed room breathless.

Hot Bagels

The Beckman and Pransky package *Bagels and Yox*, playing at a \$4.40 top at the Million Dollar Pier, is doing big business. Muggy, hot weather has taken off the edge somewhat (no air conditioning at the Pier) but show still is the sensation of Atlantic City.

Bagels has a couple of familiar people, and some that'll surprise when the show hits New York (it's due at the Brandt Holiday Theater). Mary Forrest, a big tall blonde, belts out songs to hefty hands. Larry Alpert, comic, shows a fast delivery, good timing and fair material that may click in the big town. His basic format is yiddishisms that the customers eat up in high glee. Marty Drake (ex-Radio Rogues) killed them

(Continued on page 37)

GESUNDHEIT

Pinzas Sneeze At Capri Ads; Deal Is Off

NEW YORK, Aug. 18.—It was a mad scramble to get out from under by all parties concerned in the Claudia Pinza cafe date at the Atlantic Beach (L. I.) Capri, with the cafe ops ending up stuck for big display ads with no Claudia Pinza plus, what was more important, no Ezio Pinza showing.

Miss Pinza, booked by Jerry Rosen and managed by Alan Corelli, was sold to the Capri for \$1,000. The contract, signed by the ops, stipulated that Miss Pinza's father, Ezio Pinza, was also to appear.

On the day of the opening, Tuesday (14) the club ran ads announcing: "In Person, Ezio Pinza, Honoring His Daughter, Claudia Pinza, In Her New York Supper Club Debut. We suggest early reservations for this momentous occasion."

Ezio Pinza, seeing the ads, objected vociferously. His daughter claimed that having her father at the club was not part of the deal and went to Albert Gins, lawyer, for help. Latter claimed

(Continued on page 37)

NY Vaudeville Pulls in 306G

NEW YORK, Aug. 18. — Hot, muggy weather is the current excuse for the box office decline at the four flesh-pic houses, with some ball games thrown in for an added excuse, tho the fact is that takes at all four theaters are holding okay, with a \$306,000 total.

Radio City Music Hall (6,200 seats; average \$150,000) slipped to \$151,000 for the fourth week with *Show Boat*, plus the Myrons and Marilyn Murphy on stage. The previous week saw \$160,000. The bill started with \$167,000 followed by \$163,000.

Roxy (6,000 seats; average \$60,000) wound up its deuce of Florian Zabach, the ice show, the Hurricanes and Mr. Belevedere Rings the Bell, with \$53,000 against a preem of \$66,000. The new bill has Milton Berle, Dagmar and *Meet Me After the Show*.

Paramount (3,654 seats; average \$85,000) did \$82,000 for its second week with *That's My Boy*, plus the Modernaires, Helen and Howard, Bob Chester's Ork and Danny Lewis. The opener was a gigantic \$94,000.

Palace (1,700 seats; average \$17,000) collected \$20,000 for a 10-acter plus *Beat of the Bad Men*, against \$19,500 for previous week.

Extra Added

Brief but important night club-vaudeville news

New York

Sammy Walsh has given up the performing end of showbiz for the agency side. He'll become an act seller for General Artists Corporation working out of Chicago.

Manny Tyler, on a date in Ottawa, suffered a heart attack and is now in an Ottawa hospital. . . . Rosalind Courtright, winding up at the London (England) Embassy, was joined there by her husband, **Hernando Courtright**—he's the owner of the Beverly Hills, (California) Hotel. After England, gal goes to Spain, then to Portugal, then to Paris, and back to the U. S. for "Cavalade of Bands," due at the Radisson Hotel, Minneapolis, October 4.

Chicago Theater's August 24 bill will have **Jack Carter, Marilyn Maxwell and Don Richards**.

The Redheads were bought by the Copa with five-year options. Opening date is being worked out. . . . Frankie Laine will do a couple of weeks at the Desert Inn, Las Vegas, January 5. . . . Guy Kibbee opens at the Parkway Club, Everett, Mass., September 12 for one week. . . . E. M. Loew (his dough is in the New York Latin Quarter) offered concessionaire **Abe Ellis** a yearly sum to keep the shuttered Bop City closed.

Wally Wanger, forming new lines, opens his first bunch at the Carousel, Pittsburgh, November 12. . . . Club Charles, Baltimore, once the user of the biggest names, has been sold to a bank. **Tom Shaw**, former op, will open a restaurant in that city.

Evelyn Knight entered Good Samaritan Hospital, Los Angeles, for minor surgery. She'll be there until August 27. . . . **Ray Malone** will get to the Paramount, August 29, on the **Jan Murray** show.

(Continued on page 37)

Pauls Climb Fast for Agent

NEW YORK, Aug. 18. — Les Paul and his wife, Mary Ford, are rapidly developing into one of the newest hot properties on the General Artists Corporation list. A year ago the couple was lucky to get \$1,000. The asking price today is \$4,000.

It all began with their Capitol recording of *How High the Moon*, which skyrocketed them. Last week they closed at Capitol, Washington, and the theater did \$32,000, a record for a non-holiday week.

They were set for the Casino Theater, Toronto, but along came a Paramount date on the Frankie Laine bill and the dates were shifted to give them the New York engagement. GAC has a lot of dates for them and is now wondering how to move them out of some old ones to get them into the new ones where important money is being offered.

Repeat Poser: Is OK Binding?

NEW YORK, Aug. 18.—A new problem of when-is-an-okay-a-contract-and-when-is-it-not has sprung up again. This time in the case of Rose Marie and the Flamingo, Las Vegas, Nev.

The gal was to have opened at the club August 16 for a three-week date. But just before she started for the job, she was offered a top role in the new musical, *Top Banana*, with rehearsals to start immediately.

So the girl turned down the Flamingo, which in turn started yelling "murder!" The club claimed it had a contract, and it wouldn't let her out. It's either pay or play.

Rose Marie claimed she never signed a contract, tho she confirmed that she had okayed the deal. In any case, she argued that without a signed contract she didn't have to play if she didn't want to.

Henry Dunn, executive administrator for the American Guild of Variety Artists, made like a peace-maker and went to Paula Stone, producer for *Top Banana*, requesting she give Rose Marie permission to leave rehearsals to play the Flamingo date. He was turned down. He then suggested the gal play one week. No answer yet.

UP TO COURT

Steinman Sez No as Greshler Offers \$1,000

NEW YORK, Aug. 18. — Harry Steinman's legal hassle with Abner J. Greshler, involving an old date, which Steinman claims is due him from Martin and Lewis, is expected to reach the courts in the near future.

Last week-end, Greshler made a number of "phone calls to Steinman offering him \$1,000 to Steele the case. Steinman refused.

Steinman former op of the Philadelphia Latin Casino, signed a contract with Greshler for Martin and Lewis for two weeks at \$7,000 a week. Boys asked to be let out for radio commitments, provided they play the date later. Subsequently they refused, saying that Greshler signed the contract and not they, "so let him play it."

Greshler claimed he didn't consult Martin and Lewis when he signed with Steinman, later charges that Greshler signed all the boys' contracts in the same manner. In any event, the case is now being handled by Attorney Chaucey Olman (personal manager for Billy Daniels and Pearl Bailey). Contract was signed by Steinman, personally and not as the op of the Latin Casino.

Liquor Board Rule Stymies Club Openings

NEW YORK, Aug. 18.—The sale of at least three night clubs has been stymied by the reactivated Alcohol Beverage Control board rule that no cafe may have a liquor license until it has been in continuous operation as a straight restaurant for at least 90 days.

The major sale effected was a recently shuttered West Side club that had everything set to start rolling until the ABC laws tripped it up. Two other rooms, both on the East Side, were equally discouraged from opening by the same rules.

Under New York, ABC rules a liquor license issued to an appli-

(Continued on page 37)

L. A.'s Cellar To Try Names

HOLLYWOOD, Aug. 18.—Legitimate night life on Los Angeles' main Street (Skid Row) gets a hypo next month when the Waldorf Cellar begins a temporary name policy program. Niteries is currently operating with a hand combo (6) and a pair of strippers. Ivory Joe Hunter Sextet opens at the niteries September 4 for two weeks. Cellar will run on a seven-day-a-week sked with a \$1 admission.

Co-owner Jerry Stulman said that if the two-week stand with Hunter shows a substantial increase in biz, he will continue with name orks. Skedded to follow Hunter are Lionel Hampton and possibly Duke Ellington and Louis Armstrong.

Price Increases May Be Allowed At Some Hotels

NEW YORK, Aug. 18.—Office of Price Stabilization is expected to ease its rules about no new hike in prices above any previously charged by a hotel chain, if talent is used.

The situation was brought about this summer when the Schine chain's Ritz Carleton, Atlantic City, brought in Mary McCarthy on a guaranty-plus-covers deal. OPS promptly stepped in and ruled that as the hotel had never charged covers before, it couldn't do so now. Result was that the deal fell thru. Subsequently, however, the Schine lawyers appealed to OPS for a clarification.

The no official determination has been made, it is understood that the government agency was willing to concede that, if a hotel in a chain had a cover charge in the past, other hotels in the same chain could use the precedent without violating any of the OPS provisions.

If the ruling is applied on that basis, Schine, together with other hotels, is expected to go after big names and set up cover charge policies to meet the increased costs.

"Sign or Else," Is Coast Edict

HOLLYWOOD, Aug. 18.—Cafes have been given two weeks to sign American Guild of Variety Artists' minimum basic agreements or face having their shows pulled.

Twenty of this area's 46 leading night spots and hotels have failed to sign AGVA insurance contracts. Coast rep, Irvin Mazzei, told *The Billboard* that clubs not pacted within the two-week period will find their shows pulled until a signing is consummated.

Chez Paree, Chicago
(Wednesday, August 15)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Donn Arden. Estimated budget this show, \$8,500. Estimated budget last show, \$10,500.

Midwest showcase has smart pairing in Jackie Miles' subtle comedy characterizations and the warm, lush warbling of Billy Daniels. Following the last combo of Sophie Tucker and Joe E. Lewis is rugged, but this pairing almost equals the last. Daniels, in his second visit here, has firmly established himself as a Midwest nitery attraction. Diners are now calling for his numbers and he's getting the same kind of rapt attention accorded Tony Martin, who's probably the favorite vocal act to play here.

Daniels scores heavily with his standard song delivery, paced by numbers in which he explosively brings 88er Benny Payne into the lyrics. In one short bit, Payne does a comedy obligato over Daniels' lyrics. Bit, if expanded, could make for some terrific comedy pacing, such as the stuff Sonny Greer threw at the Late Ivy Anderson, while both were with Duke Ellington.

Miles should hire hecklers, for he did extremely well with a couple of impromptu meddlers. This ad lib repartee showed off Miles as a terrific comedy mind, for he did about five minutes with a couple of diners to sock return. The flyweight comic did more of the inimitable dialect stories than last time and netted consistent laughs. His delivery on this material derives not only yocks from the lines, but also from his satire of the dialect. Did 35 minutes and could have walked on again.

Tapstress Doris Ruby shows possibilities of having the ability to come up strong among cleat toppers. Gal has the physical equipment and the stepping know-how. Her strongest of three numbers was a syncopated Latin number in which she put plenty of showmanship.

Chez line did two numbers, unimportant in stepping or production, but vehicles for giving this gorgeous line a chance to give the customers a look.

Johnny Sippel.

Night Club-Vaude Reviews

Casa Seville, Franklin Square, L. I., N. Y.
(Tuesday, August 14)

Capacity, 1,200. Shows at 10 and 12. Price policy, \$2.50-\$4 minimum. Operator, Gene Seville. Exclusive booker, Lou Perry. Estimated talent budget, \$1,600.

The king-sized room has two acts out of three that do solid jobs. The first is Johnny Conrad and his four girl dancers (Joan Hansen, Dian Lund, Tibbey Rayburn, Audrey Barfoot); the second is Jerry Bergen.

Working in two spots, the Conrad group go thru precision terps with a flair which is exciting as it is skillful. Their basic format is interpretive, using modern, blues and Latin music for consummate effects. Conrad also does a hoofing single, showing a combo of taps reminiscent of the late Bill Robinson. The boy dancer, caught before, has improved considerably in the months passed. His group, all young and pretty kids, could do a whale of a job in any spot which wants a dance group instead of a line.

Bergen Sold

Jerry Bergen, working with his wife, was seldom better. His pantos, double talk and bits drew yocks almost from his walk-on to the new exit. The latter bit has his wife as a nurse taking him off to the booby hatch.

Gigi Durston's balladeering didn't come off for a variety of reasons. The gal is said to be suffering from a digestive disorder which has affected her so that she's now considerably overweight. According to the booker this condition has hurt her singing and her selling. But to the audience who's read of Miss Durston in the chatter columns, her appearance and selling left much to be desired.

Eddie Stone's outfit, still one of the best of the smaller groups, cut the show on the button, also playing the dance sets. Carlos Varella's rumbas filled in for the hip-swivel terps. Bill Smith.

Palace, New York
(Thursday, August 16)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO booker, Dan Friendly. Producer, Davie Bines. Show played by Don Albert's house ork.

Except for a few high spots, the current 10-actor at this house is average. Bill opens with Rich and Gibson xylophone act. The boy-girl team used the puppet gimmick but were only fair as an opener. Walter and Priscilla showed a well above average vent routine with the pair working with two dummies in a patter bit. The gal a tall, stacked, attractive blonde got big mits for her crying baby bit. Both sold nicely with skillful voice throwing. Bruce Howard impressed with a batch of movie tough guy impersonations neatly wrapped up in special material. He got big yocks for a Kefauver committee series of impressions including Senators Kefauver, Tobey and O'Conner, Frank Costello and Rudolph Halley.

Park and Clifford ran thru the acro-comedy-singing routines in their usual slick manner for a neat reception. In the number five spot and repeating here is Charles (Slim) Timblin and his standard Negro preacher act. If ever material needed scrapping, this is it. His characterizations are in extremely bad taste.

The Allan Sisters looked good in blond tresses and sequined gowns and did fairly well with close harmony on a special Song About a Man and standard Whiffenpoof and Dry Bones. The Jay Walkers got hefty applause for their acro-patter-terping-pantomim bits. The trio jumped from one to the other with fine timing and grace.

The Courtney and Sonia Van Horne ballroom act got okay results with three numbers, featuring the usual lifts and spins. Kally Brown broke it up in the next-to-closing spot with his standard material. Show closed with George and Ann Oliver running thru their slick roller skating routines, showing as good a roller skate act as is seen around.

Pic, The Guy Who Came Back. Joe Martin.

Tiffany Club, Los Angeles
(Monday, August 13)

Capacity, 175. Price policy, 75-cent admission. Shows, 10, 11, 12, 1. Owner-operator, Chuck Landis. Booking, non-exclusive. Publicity, Frank Lieberman. Estimated budget this show, \$850. Estimated budget last show, \$1,750.

One of the most charming and talented keyboard artists ever to work this area, Dorothy Donegan packs a wallop. Gal, while performing for more than a decade, is making one of her rare Coast appearances. Goes thru classics, blues and boogie to the wild delight of patrons.

Her sweet renditions are okay, especially Laura, Miss Donegan hits her best stride with boogie, displaying an almost unbelievable rapid-fire finger technique. Top showmanship is shown in her novelty of playing Tea for Two with the left hand, and Nola with the right. Revolutionary Etude, by Chopin, helps mix up her selections.

Miss Donegan is backed by Red Callendar on bass and Forest (Chico) Hamilton on drums. Joe Bleeden.

Chicago, Chicago
(Friday, August 17)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

Continued from page 3

finale, in which they pass batons with the facility of two jugglers throwing clubs, got good reaction.

The Will Mastin Trio, with Sammy Davis Jr., got the same terrific reception here they were accorded recently at the Chez Paree. With the raised stage here, the trio's tapping got the really big mitt it deserved. Young Davis should start dropping Cagney and Stewart who are done by others too often, and insert new unusual celebs, as the rest of his stuff, except Sinatra, is terrific. His new Jerry Lewis bit got tremendous reaction. Got a hand that ranked with Miss Shore's.

Artie (Mr. Kitzel) Auerbach doesn't fit with this show. Competition is too fast. Jack Benny used a small bit of Kitzel's voice as a kind of pacing for his show. He's on eight minutes, doing original but rather weak material, and unhappily following the Mastin Trio. It doesn't work out. If he could add a stooge to break the monotony of his dialect drone, it might liven the act.

Pic, The Guy Who Came Back.

Clover Club, Miami
(Sunday, August 12)

Capacity, 450. Shows at 9:30 and 12:30. Price policy, \$2.50 minimum. Owner-Operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Show played by Tony Lopez's band. Estimated budget this show, \$2,500.

Al Bernie, an exponent of the non-tumult school of comics, tops the new bill here and scores solidly with fresh material, at least for this area. His easy, relaxed delivery was a crowd pleaser in a town where the majority of comics are tumulters.

After a slow start, Bernie warmed 'em up with a satirical Latin song routine, and had 'em in the palms of his hands until the finish. Big hand at conclusion led Owner Jack Goldman to say privately that he'll bring Bernie back at height of the winter.

In the second spot was Beverly Hudson, fresh from her New York Copa date. Her refreshing voice and a wide range copped a good hand. But her gimmick of wearing blue jeans and blue man-tailored shirt doesn't jibe with her material. You'd expect the gal to thrash Western and folk tunes instead of Too Young, The Lady Is a Tramp and Alexander's Ragtime Band, her highlight numbers.

Miss Hudson was hampered further by her arrangements, geared for a large band. Tony Lopez's five-man group did the best they could with them, however. Herb Rau.

Highlight Reviews

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

Roxy, New York
(Wednesday, August 15)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily, five, week-ends. House booker, Sammy Rauch. Producer, Arthur Knorr. Show played by Paul Ash and house ork.

Continued from page 3

of Julius Caesar and Cleopatra thrown in for added confusion. The routine was out of one of their TV shows, but wherever it was out, it hit solidly. For more spice Dag belted out a couple of songs and then to get her off "this is my boy friend" came on. The latter, Stan Ross, made up like an idiot ghoul, did only a minute or so, but it was good for still more laughs.

Cristianis

The first act on were the Cristianis, out of the Latin Quarter. The three boys and two girls did a big job with their standard tumbling, acro and teeterboard routines. Fatso Marco, a Texaco vet, did a few songs for juicy mits.

Sid Gary finished way ahead with his Al Jolson take-off. His opening song, This Is Heaven to Me, a flagwaver with timely sentiments, was too slow to get him more than mild opening interest. It was his Morton Downey and his blackface bit with Berle (latter also gave Berle a chance to do an Eddie Cantor) which paid off big.

Leonard Sues and his inevitable trumpet gave Berle added ammunition for more yocks. Sues, a standard performer, threw lines, Berle caught 'em and threw 'em back, and the house yocked it up.

Strawhat Walk-Off

The show finally ended with a strawhat walk-off by Gary and Berle which segued into a fast run-on by the Magid Triplets (Texaco grads), lads about eight years old, also in straw hats, who made it a fast Darktown Strutter's Ball, and everybody off. Berle came back for a curtain and a beg off, and the spill was on.

All in all it was big show, a fast show. Berle is the topper, but he's surrounded himself with solid acts, plus the Junoesque Dagmar who apparently had as many fans out front as Berle.

London Palladium
(Monday, August 13.)

(Capacity 2,422. Prices, 49 cents-\$2.03. Two shows nightly. Moss Empire Chain booker, Val Parnell. Chief of Production Department, Charles Henry. Press Representative, John A. Carlsen. Show played by Woolf Phillips Skyrockets ork.)

Here was a bill really fit to fill the Palladium, topped by Tony Martin, who sold his sex-appeal with such skill and charm he even had the husbands yelling for him at the end of his 45-minute act.

Find of night was diminutive Pinky Lee, who opened to cold resistance which he broke with a series of masterly moves between his xylophone and tap-dance routines.

Pinky, brought here at Tony Martin's special request, took four calls, and each time came back with something new, and had them howling for more. It was a reception reminiscent of the one Danny Kaye got three years ago. There's no mistaking the Palladium pass-light. It shone for Pinky all right.

This was Tony's third visit too. He swaggered on with the same old how-lucky-you-are look, followed it up with a polished presentation of pops and seasoning of oldies—including a socko Tenement Symphony, introduced by composer Hal Borne, who was his pianist.

Florence Desmond came back with an atomic attack of an act lampooning Oliva de Havilland, Bette Davis, Judy Holliday and Irene Dunne, finishing off with an impression of radio's We Beg To Differ.

The Mack Triplets, welcomed over here so warmly two years ago, were not as effective this time because they followed the smash-hit hullabaloo kicked up by Pinky Lee. Also their big number Its So Nice seems to have become bluer since last caught. The shock value of seeing three nice girls swaying on the stage and crooning out blueish lines has worn off.

Leigh Vance.

Larry Potter's Supper Club, Studio City, Calif.
(Wednesday, August 15)

Capacity, 250. Price policy, no cover-minimum. Owner-operator, Larry Potter. Press, Kay Biddle. Shows at 9:45-12:15. Booking, non-exclusive. Estimated budget, this show, \$1,950. Estimated budget last show, \$2,000.

Richie Brothers and Lucille (4), a new act, packs an entertainment wallop, with guys and gal-delivering some ear-worthy vocals, competently accompanying themselves on instruments, and displaying a good sense of comedy projection. Trouble is that talents run unbridled with no effort made to blend them into a well-rounded, hard-hitting act. Lack of direction also reflects itself in lack of pace. Act is badly in need of bright material, which apparently they could handle to good advantage. Foursome also needs coaching on their platform antics. With more polish and given the much needed material, here's an act that can go places.

One of the brothers possesses a fine operatic tenor. Another plays a fine Benny Goodman-styled clarinet, giving the group a pop flavor. Other instruments include accordion, guitar, bass and drum. Lucille's activities are limited to soprano warbling. Her platform manner is stilted. She, along with the Richies, would benefit from dance instruction to give them poise and grace.

One of the Richie's impersonations are passable, but here again comedy material is to blame. Lad did take-offs on Frankie Laine and Vaughn Monroe after show's emcee, Mark L. Newman, had already done them earlier in the show. Impersonation of Franklin D. Roosevelt, always a touchy item because of politics and his death, didn't deter comic Richie from cracking a crude gag which was sure to offend many in the audience. Gags in general wandered too far into the smoker variety of humor.

Newman did well in emceeding show, pulled chuckles with his old gag fare, and impressed with his faithful take-offs on various showbiz celebs. Rozalle Gale for between-show entertainment, seemed too loud and boisterous for the main room, but probably would suit Potter's adjoining Alibi Room.

Lee Zhitto.

Versailles, New York
(Wednesday, August 15)

Capacity, 300. Price policy, \$4-\$5 minimum. Shows at 9:30 and 12:30. Operators, Nick Prounis-Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated talent budget this show, \$1,000.

Class East Side room has got itself a solid bill in Carmen Torres and Robert Maxwell. The neither is a marquee heavyweight, they offer one of the best performances spot has had in a long time.

The outstanding hand-puller was Carmen Torres, better known to the concert field in Latin America and other portions of the world. The slim, pretty, black-haired gal can sing. She showed a soprano voice of such clarity and brilliance that the opening show mob wouldn't let her off. Miss Torres sang long-haired numbers, with occasional lighter things in French, all of which commanded respect and silent awe. With the addition of a few English tunes plus a build-up, Miss Torres could become a real property.

Hot Harp

Robert Maxwell, harpist, no stranger to class spots, outdid himself. He mixed it up on the harp between hot jazz, blues, pop, some semi-classical and at least one long-haired number to display technique. As a change-of-pace and laugh-puller, he threw in a piano version of some of the old cornball tunes which came out of the nickel-in-the-slot boxes in the early 1920s. The audience loved it. He had to come back for a genuine encore.

Miss Torres had Ramon Bastida on the piano doing a keen backing job. Henry Beckman, who handles Miss Torres, was up in the balcony giving the light man compliments.

Bill Smith.

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Hocus-Pocus

By BILL SACHS

MEMBERS of the Chicago Magic Round Table are staging a three-day magical get-together at the Mineola Hotel, Fox Lake, Ill., September 7-9, to which all magi and their friends are invited. Chick Schoke is chairman of the event. The conclave, which will run much along the line of the get-togethers held in recent years by Percy Abbott at Colon, Mich., is skedded to become an annual event to replace the former Abbott magical shindigs. . . . Bill Neff and members of his "Madhouse of Mystery" unit, after winding up a swing of the Kentucky Schine houses at the Kentucky Theater, Lexington, with a midnighter August 11, were the guests of Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, and Mrs. Estes at the latter's home in that city. . . . J. C. Admire, veteran agent, infos that he has become associated with Fred C. Landrus (Landrus the Magician) in a school show slated to open in Illinois September 10. According to Admire, the Landrus unit will play four or five dates a week, with the venture being sold via four man-and-wife promotional crews working two weeks in advance. Crews will also sell program, Admire says. Unit will do a matinee and night show at each stand, with ducats scaled at 60 cents and \$1.20. Landrus will manage the unit and will carry a fem assistant and a specialty team. Hauls will be made in two cars and a truck. . . . Julian Rasbury has been elected president of the Jim Airey Ring No. 39, International Brotherhood of Magicians, Houston. Other officers include John Dunlap and Frank Dacus, vice-presidents; Henry Schmidt, secretary-treasurer, and Frank Werner, publicity. . . . Dr. Rexford L. North, hypnotist, is set on sponsored dates thru New England for the fall and winter, opening for the Lions' Club at Belfast, Me., September 14, and following for the Lions at Rockland, Me., on the 15th. Tour is being piloted by Billy Weinberg, of Chicago,

who fronted for North's theater and lecture dates thru the Midwest in 1948.

BLACKSTONE brought to a close a brief vaude trek with two performances at the RKO Iowa Theater, Cedar Rapids, Ia., August 7. Matinee business was fair, with night play reported as satisfactory. House was scaled from 92 cents to \$1.83 in the afternoon, and from \$1.22 to \$2.44 at night. On Wednesday morning (7), Blackstone did a show for the underprivileged children at Camp Good Health, east of Cedar Rapids. Following the Cedar Rapids stand, Blackstone and his manager, Charles MacDonald, hopped into Chicago for a brief visit, while most of the members of the unit hit out for the West Coast where they will lay off until September 14-16, when the unit reassembles to play the fair at Pomona, Calif. Blackstone's plans for the fall and winter are uncertain, but he intimates that he may give vaude another fling. Among the magical turns currently making the Borsht Belt in New York State are George Schindler, Frank Garcia, Carlton King, Rozann and Rhee, Doc Weiss, and Count D'Artell. . . . Jimmy Jimae has just concluded his second appearance in a year at the New York Palace. Among other nifties, Jimae is giving 'em cards (fans), cigarettes and pipes, ending with a torn-and-restored newspaper from which he produces a rabbit. His production of pipes from his shoes is winning him much favorable comment. . . . Lee Richards, laying off for the summer at his home in Bangor, Pa., typewrites under recent date: "It appears as tho every other working magician in the East has added a luminous ghost and a monster of some kind to his regular magic turn, billing it as a spook show. Many of the natives are becoming afraid to attend a spooker, due to being so badly disappointed by the previous one. During the last several months we have encountered six ghost shows or horror attractions of some sort. I'm glad to see, however, that there are still some top-notchers on the road. We caught Bill Neff's "Madhouse" and Jack Baker's "Asylum," and shows such as these will eventually force the stinkers off the circuits. I would like to hear from Card Mondor, if he is still working his "Dr. Dracula's Nightmares."

Liquor Board Rule

Continued from page 35

cant, assuming he fills all the qualifications, becomes dead if the place goes out of business. Liquor licenses are not transferable. Some clubs get around this by announcing a temporary shutdown, a summer holiday, renovations or some other reason that can pass muster. So if a buyer comes along it can be claimed that the room was in constant operation and no waiting period would theoretically be required. Inasmuch as it takes a bundle of cash to open a club nowadays, any potential operator who has to go thru a three-month vamp, keeping open, but without liquor, would be out of his case dough before he could even hope for any business. Before the ABC-three-month rule was enacted, a club could hope to start making a buck right from the bell. Rent would usually be taken care of by the concessionaire. Food, equipment, decorations could be bought on the cuff. Liquor would have to be paid for and cash bonds would be required for whatever talent is hired. To all this must be added today the 90-day no liquor regulations which makes the opening of new clubs in New York a big business venture.

Pinzas Sneeze

Continued from page 35

Miss Pinza hadn't seen the contract or signed it. After a series of discussions between Gins and the Capri, it was decided Miss Pinza would bow out with laryngitis. To save face, the Capri ran another ad Friday (17). This one said: "Due To Illness Of Claudia Pinza, She Will Be Unable To Fulfill Her Engagement. Upon Recovery We Plan To Have Her Return With Ezio Pinza. We Hope For A Speedy Recovery."

Burlesque Bits

By UNO

MIKE HAMMER, director of entertainment at Young's Gap Hotel, Parkville, N. Y., will be given a testimonial dinner Thursday night (23) by some of the names he started in show business. The committee for the event is headed by Jon Silo, president of the Footlighter Club, and Irving Grossman. . . . Stripper Winnie Garrett recently sold six of her original water-colors. . . . Gloria (Flame) Marlowe, after a week at the Palace, Buffalo, leaves Thursday (16) for a two-week vacation in the Berkshires, after which she starts the season with a two-weeker at the Hill-Top Club, Washington. Dave Cohn is doing the booking. . . . Abe Gore, now at Hotel Ferndale, Ferndale, N. Y., has a new straight and emcee in Leonard Faybian, a newcomer. Girl singer and talker with Abe is Blanche Frank, who with Faybian was booked by the Kurtz Agency. . . . Comic Mike Sachs was struck by a cerebral hemorrhage last week and admitted to Boulevard Hospital, New York. . . . Harry Wald, who formerly operated a concession at the Grand, St. Louis, and also managed the Garrick in that city, visited New York last week with his wife, combining a vacation and a buying trip for his World Theater, St. Louis.

RICH (SHORTY) McALLISTER, comic, recently celebrated his 55th year as a burly performer. . . . The El Rey, Oakland, Calif., thru P. A. DeCenzie, has been featuring Harry Seeber's show, which plays the Canadian National Exhibition, Toronto, August 24-September 8. El Rey recently snagged stories and pictures on the wire services via Kilt Sornberger, line girl who is attending San Francisco City College. The El Rey cast includes Norita Watson, daughter of Sliding Billy Watson, and her hus-

band, Jimmy (Bumps) Wallace; Leo Leonard, Jean (Shalimar) Greenberg and Betty Carroll. Opening last week were Sylvia (Sugar) Kane and Neva Starr. Closing were George B. Hill, to open in Hawaii; Will Hayes, to Seattle; Terry Lane, to the Los Angeles Follies; Roberta (Boots) LaMarr, to Seattle, and Betty O'Hare, to a West Coast Girl Show. Ed De Vere, of Special Service Associates, Oakland, is handling publicity.

ROXY HART pens that she has been on a short vacation, expects to go on the road next month and that Jack Montgomery now has a booking office in Chicago. . . . Jack Rubens, owner-operator of the Gayety, Toledo, recently threw a backstage birthday party for Tommy Brice. The entire cast was present, including Mrs. Warren Irons, Eddie Rubens, Al Raffie, Gloria Love, Eddie Ennis, Janie Brown, Artie Lyodd, Karen Lee, Rose O'Lee, Dee Dahl, Bob Van, Judy Carron, Georgia Lane and the Karl Spaulding Trio. . . . For those who wonder what-are-they-doing-now, Mae Dix is in the theatrical costume business in New York, and Claire Devine, widow of Henry P. Dixon, is a wardrobe mistress with the Shubert interests in Gotham. . . . Jacques Wilson is growing roses at her home in Atlanta; Lena Daley resides on a farm in Wisconsin, and Mildred Franklin is teaching at the Methodist Youth Center, near Detroit. . . . Delores Leland is still writing poetry, with her husband in the cast of a leading Broadway legit show. . . . Sunya Slane has taken a correspondence course in short-story writing and is currently submitting her work to various editors. Elvie Herndon, with her husband, is in the linen business in Connecticut.—TOM O'CONNELL, pinch-hitting for Uno.

Extra Added

Continued from page 35

Ralph Curtis, boy singer, formerly with the Ethel Burns Melody Men, will do his first single in a cafe when he opens at Bill Miller's Riviera, August 23. . . . Ken Later, together with his brother Irving, is opening Kenley's Restaurant on upper Broadway. Latter will double. He'll continue to be an agent by day; a restaurateur (maybe a waiter?) nights. Betty Holliday, ex-Ray Anthony vocalist, has been signed by Phil-Web Attractions. Paul Denis being submitted as a disk-jock-commentator. . . . Donald Novis currently in Sydney, Australia. . . . Shelia Barrett is working on 52d Street. . . . Eddie (Leonard) Davis gave his son a trip to Europe as a present. The kid sent his old man a gift from Ireland—a shillelagh and five spuds. . . . The Bill Miller is putting the Atlantic City Harlem

Misery at AC

Continued from page 35

with his tenor pipes. Lou Saxon emceed in smooth fashion. Laurette and Clymas are breaking in some new dance routines; Rickey Lane's ventriloquism drew yocks, and the Barton Brothers wound it up in characteristic fashion. Everybody was happy out front. But backstage it was a steam room.

Hotels are jammed week-ends but only so-so the rest of the week. The Brighton is getting the current play from showfolk, primarily because of its pool (the only hotel pool in the area). Rates aren't low and rooms (nothing air-conditioned), particularly in the old building, are dingy and mid-Victorian, but week-ends the pool's full of showbiz. Every act, working here or laying off here, tumults around the cabanas. Last week-end it was Dick Henry, George Wood, Harry Steinman, Ralph Berger, the Keane Sisters, Jack Carter, Benny Piermont and a half-dozen dance teams, all out there trying to get tanned in a miserable, wet muggy fog. Straight eateries are jammed. But those with shows and high minimum are bleak-looking this season.

Club's show into the China Doll, he'll have nothing to do with the spot. He's just helping out.

Miami Beach, Fla.

George DeWitt wound up at the Olympia Theater and has moved into the Casablanca Hotel's Morocco Room for a week. Jerri Blanchard also is on the bill. . . . Jack Durant is at the Nautilus, following a holdover for vocalist Richard Hayes. . . . Copa City is open during the daytime for sightseeing tourists. . . . Oscar Ruby, who operated Kelly's Stables in New York a decade ago, is operating a restaurant at the Villa D'Este Hotel. . . . The Paddock Club shutters stage shows until October 4. Jessica Rogers and Eddie Barnes will head the reopening bill. . . . Leon Kramer went into Mother Kelly's last week. Bill Jordan, who shuttered his Bar of Music August 18, reopens November 27. Tenor Harvey Bell already is set for one of the quartet of acts. . . . George Wilnor, former Jack Cole dancer, is vacationing at the Versailles. . . .

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Shubert Theaters File Anti-Trust Suit Vs. Five New York Dailies

NEW YORK, Aug. 18. — The Shubert Theater interests this week (16) filed an anti-trust suit in Federal Court against five of the New York daily papers charging them with conspiring to refuse to sell amusement advertising space to the Shubert Theater concerns.

The effect of this, according to the complaint, has been to prevent the attractions at these Theaters from taking advantage of the reduced advertising rates they would

get by virtue of the fact that the plaintiffs, owning and operating upwards of 15 theaters, could take greater blocks of advertising space than the individual producers can.

Paper Practice

Newspaper practice is to contract for theatrical advertising only with the producers, the legal managers of legit shows, considering theater ops as real estate concerns. Shuberts charge that this practice is in furtherance of the alleged conspiracy. The complaint, which was filed by the Shubert attorneys, Klein & Weir, asserts that the theater concerns are involved in the amusement business insofar as they share advertising expenses with the producers for each tenant attraction, and they get a share of the weekly gross.

Newspapers named as defendants were *The New York Times*, *The Herald Tribune*, *Daily News*, *The Journal-American* and *The Post*. Also named as defendants were the Hearst Corporation and Hearst Consolidated Publication, publishers.

The complaint charges that the

alleged combination and conspiracy, in effect for more than 10 years and still in force, is discriminatory and excludes the plaintiffs from an important means of furthering their business by stimulating the public into patronizing these theaters.

The suit asks that the defendants be enjoined from continuing the alleged agreement and combination in restraint of the sale of advertising space. No damages were asked.

Plaintiff corporations are Rebuhs Realty Company, Inc., owner and op of the Winter Garden, Broadway and Century; Select Theater Corporation for the National and Plymouth; Select Operating Corporation, Imperial; Barrymore Theater Corporation, for the Ethel Barrymore; Central Theaters Leasing & Construction Company, for the Booth and Shubert; Affiliated Theater Building Company, the Broadhurst; the 138 West 48th Theater Company, the Cort and St. James, and the Magoro Corporation, for the Majestic, Golden and Royale theaters.

Protest Aired Over Tax for Bucks Co. Silo

NEW HOPE, Pa., Aug. 18. — Several local business people appeared at a borough council meeting Monday night (13) to protest a proposed 5 per cent amusement tax aimed at Theron Bamberger's Bucks County Playhouse here. Dissenting letters from James Reilly, exec secretary of League of New York Theaters, and John Huntington, president, Stock Managers Association, were read. Final action was postponed until next council meeting.

If passed, it would probably be the first instance of a local admissions tax being imposed on a summer theater. Bamberger has protested on the grounds that theater's higher price would lower attendance at a time when the Playhouse needs more income and that it would be discriminatory.

Council President Lewis Brown, indicating there was no other sound way to raise the needed revenue, said he didn't "think the tax will keep enough people away to make a difference to the Playhouse."

Air Tie-Ups On "My L. A."

HOLLYWOOD, Aug. 18. — Co-producers of the forthcoming musical, *My L.A.*, William Trenk and Harald Maresch, are conferring with Southern California Broadcasters' Association's Bob McAndrews and Smith & Bull Advertising Agency in an effort to co-ordinate radio spots plugging the show.

SCBA is expected to recommend to its member stations that song excerpts from the musical and possibly interviews be run free as a public service gesture. Show is supported by the Junior Chamber of Commerce.

Possibility of Lisa Kirk as the lead in the production was ruled out this week by Ben Holtzman, of the William Morris Office here, who said that Miss Kirk was definitely "not in the show."

'King' Tickets Pack Two Show Trains

NEW YORK, Aug. 18.—Tuesday night (21) performance of *The King and I* was sold out by New York, New Haven & Hartford Railroad for the show train. For the first time, two trains will be used, one leaving Springfield, Mass., at 3:30, the other leaving New Haven at 4:40 p.m., with a special car due to be brought in from Boston. Two members of the King cast will ride each train.

Of the 21 show trains since March, 1949, demand for this one is reported to have been greatest.

R. I. THORNTON IS BB CLOSE-UP

NEW YORK, Aug. 18.—Robert Lee Thornton, president of the State Fair of Texas, is the man who made a \$175,000 guarantee to bring the road company of *Annie Get Your Gun* into the auditorium there in 1947. He has made the fair into a key spot for national companies. Close-up of Thornton appears in the Outdoor Department this week.

Sides and Asides

Tom Bavaar, a newcomer to legit, Friday (17) was signed for the romantic singing lead in "Paint Your Wagon." Bavaar warbles on the video show, "Club Seven," and has done several nitery engagements. James Mitchell will be the leading male dancer in "Wagon," which producer Cheryl Crawford last week pacted to open at the Winter Garden October 15. . . . Wilbur Evans will have the role of Emile de Becque in the London production of "South Pacific." Ezio Pinza was still a possibility until the middle of the week, when, just before its expiration, Metro-Goldwyn-Mayer took up its option to have him make a third film. Under the agreement negotiated by his agent Paul Small, Pinza will get \$120,000 for the film. . . . Entire take from the preem of the film version of "The Medium" will go to the American National Theater and Academy. Prices for that showing, which will be September 5 at the Sutton, range from \$5 to \$10. . . . The New York City Opera Company has announced that it definitely will stage David Tamkin's "The Dybbuk" during its fall season. The opera had been canceled out of the company's schedule of last spring. Premiere showing of the work is due October 4. . . . David Niven, film actor, has been signed to play opposite Gloria Swanson in "Nina." Producer John C. Wilson intends putting the play into rehearsal September 24. Gregory Ratoff is staging it. . . . Herman Shumlin has taken an option on "Under a Cloud," by William Marchant. That's the fourth play Shumlin expects to produce this season. Others on his busy schedule are "Lace on Her Petticoat," which is now in rehearsal and due to open September 4 at the Booth, "To Dorothy, a Son," by Roger McDougall, and a still unnamed play by Enid Bagnold, in which Glinis Johns was recently signed to appear.

Edmund Goulding is reported planning to collaborate with F. Hugh Herbert on the scripting of a four-character comedy. . . . The latest theater announced to house the forthcoming revue, "Eagels and Yox," upon its arrival on Broadway next month is the Holiday, a Brandt-operated film house. . . . Richard Burton

is the most likely one to appear opposite Dorothy McGuire in "Point of Departure," which the Theater Guild expects to put into rehearsal in November. . . . A play set during the American Revolution, "Miracle on Front Street," by Marcus Bach and Boris de Tanko, was announced as a possibility for the current season by Andrew Billings, whose last effort in legit was "Career Angel" in 1944. . . . Peter Lawrence last week announced the signing of Lawrence Tibbett and Veronica Lake for the road production of "Peter Pan." . . . The Bernarr Macfadden Foundation is offering \$1,000 for the best three-act play on the life of the publisher and physical culturist. Macfadden himself will be the only judge.

Richard Krakeur has signed to open A. B. Shiffryn's "Twilight Park" at the Fulton September 24. Under Paul Stewart's direction, the show goes into reshearsal Monday (27). In the cast of the melo are Charles Procter, Anne Shoemaker and Walter Brooke. The show will open cold. . . . Krakeur's production of "The Philemon Complex" will open at the Coronet October 18. . . . Theater Guild's "Saint Joan" went into rehearsal Monday (20). The show begins a one-week try in New Haven September 12, and two weeks at the Plymouth Theater, Boston, September 17. . . . The Theater Wing Professional Training Program is holding auditions for admissions of "experienced non-professionals" to its 10-week fall term, which starts September 17.

Hartman, Anne Shelton Sought for "Venice" . . .

George Poultney, San Francisco theater owner, has asked Paul Hartman and Anne Shelton to take leading roles in a new version of Johann Strauss' "A Night in Venice," which he would produce on the Stem. English thrush Miss Shelton is at the Copacabana. Hartman is doing the silo circuit.

Westporters Charter Non-Profit Theater

WESTPORT, Conn., Aug. 18.—White Barn Club Theater here has been chartered to operate as a non-profit foundation to give unknown authors and actors an opportunity to show their talents. A school will operate in conjunction with the theater.

Directors are Lucille Lortel, who founded the theater five years ago, and Clarence Derwent and Albert Dickason, head of the drama department at Bridgeport University.

Lesser Named in \$4,000 Court Suit

NEW YORK, Aug. 18.—A suit to recover \$4,000 from Arthur Lesser, currently producer of *Two on the Aisle*, was disclosed in Supreme Court this week when Justice Charles Breitler granted plaintiff Arthur Klar a motion for examination before trial. Klar claims to have placed that sum in escrow last November for the right to distribute souvenirs of the show, provided Lena Horne appeared in it and that it was in production by March 15.

Lesser, in defense, alleges that, by a subsequent oral agreement, Klar was to have put the \$4,000 into the show or get it via his 20 per cent royalties on other souvenirs, all of which Klar denies.

Strawhat Reviews

RIVER BOY

(Opened August 14)

Barn Stages, Nantucket, Mass.

A drama by Grant Marshall. Staged by Vincent Y. Bowditch. Setting and lighting by Lynn and Rie Postel. Production co-ordinator, Norman Mennes. Presented by barn stages.

Sally Trivett Leta Bonyne
Mat Trivett Robert Hacha
Jer Trivett Ralph Burgess
Tom Fisher Raymond Rogers
Amy Fisher Jordie McLean
Sam Wilkins Allen Fresco
Bess Wilkins Ellen Berry
Ben Herzl Russell Gold

ALSO: Meg Wylie, Oliver Cliff, Michael Enserro, Norman Mennes, Barbara Elliot, Lon Thomas and Laura Kimmins.

A production of the Pasadena Playhouse, where it was first unveiled and where the playwright serves as instructor, *River Boy* can be chalked up as a creditable effort, both on the part of the dramatist and barn stages, but scarcely sound enough for Broadway presentation.

Basically the play fails because it has two themes which, instead of blending for unity, diverge. On one hand, Ma Trivett, personifies the economic plight of the river folk and their failure to rise above a sub-marginal existence. On the other, her son, the river boy, the play's real protagonist, illustrates untamed natural man refusing to become civilized. Under the best of conditions and no matter into what class he was born, how such a person—who refuses to take responsibilities—can become successful is a question the writer might have asked. Doomed to destruction in a civilized world, Jer Trivett, the river boy, has no relation to the first theme.

The first and less satisfactory half of the play, concerned the river boy's affair with a local belle and his subsequent unwilling shotgun marriage to her. This well-mined material needed fresher treatment. In the second act, his wife died in childbirth, the river broke thru the levee, Jer Trivett was drowned, and the child was saved from the flood. All this happened in a barn seating 100 persons.

Playing a young actor's dream, Ralph Burgess gave the challenging part a forceful reading, perhaps a bit superficial. Ellen Berry, as the unwitting mother of his child, showed an impressive unaffected quality and physical charms which made his fall understandable. In the role of the river boy's mother, Leta Bonyne, gave the strongest performance of the evening. In a smaller part, Raymond Rogers was noteworthy for his folksy tramping, more of which was necessary. Jordie McLean, Robert Hacha and Allen Fresco were competent in other roles.

Vincent Y. Bowditch's direction extracted the major values from the script. Taking into consideration the small staging area, Lynn and Rie Postel's setting was a model of ingenuity.

Leon Morse.

MIRROR, MIRROR

(Opened Monday, August 6)

Ivoryton Playhouse, Ivoryton, Conn.

A comedy by George Oppenheimer. Presented and staged by Milton Stiefel. Press representative, Evelyn Lawson.

Louisa Barton Kay Francis
Philip Barton Joel Ashley
Joan Patricia Miller
Sally Jeanne Flanigan
Maid Eleanor Gould
Luke Edison Hal Thompson
Harry Bateman Arthur R. Edwards
Effe Farraday Dulcie Cooper

George Oppenheimer, an observer of the passing human comedy who knows this business of luring laughter upon a stage, has done it again. His new play *Mirror, Mirror*, described by Producer Milton Stiefel as a "sophisticated comedy" is certainly a pleasant diversion.

The yarn concerns a family with two teen-aged daughters. The wife is a 41-year-old actress who suddenly finds herself in competition with her older daughter and visualizes the end of her acting career as a death blow. Comedy situations, of course, revolve around her dilemma, with plenty of laugh-provoking dialog carrying along the yarn. The plot in spots is a bit thin, but neatly covered by Oppenheimer's skilled writing.

Kay Francis does a good job in the lead role, with competent support coming from teen-agers Jeanne Flanigan and Patricia Miller. Joel Ashley, as the husband and father, and Dulcie Cooper as another ex-actress with an actress daughter, also give solid support.

The resident Ivoryton crew, including Len Weyland, Arthur Edwards, Eleanor Gould and Hal Thompson, is good in lesser roles.

The staging of *Mirror*, is only adequate, but the show itself gives a full entertainment measure.

Allen M. Widem.

Hartf'd Winter Legit Muddled

HARTFORD, Conn., Aug. 18.—Negotiations were reported under way Tuesday (14) between Maurice Greenberg, owner of the 1,160-seat Center Theater here, and Philip Langner, Westport Country Playhouse topper to inaugurate a five-week legit season at the Center starting early in October.

Greenberg, owner of the theater for the past five years, was said to be "willing to make many concessions" in order to see the legitimate season an actuality.

Names in Mind

A number of top New York and Hollywood names were reportedly tentatively committed to appear in the local season. Plays would be presented on a weekly basis, with some serving as pre-Broadway tryouts.

The Center, has been on a first-run foreign film policy for several months. It was used in the past for both vaudeville and legit. The theater still has adequate dressing room facilities. The only other legit house here is the 3,300-seat Bushnell Memorial, which is used for musical events as well.

BROADWAY SHOWLOG

Performances Thru August 18, 1951

DRAMAS

Affairs of State	9-25, '50	375
(Music Box)		
Stalag 17	5-8, '51	119
(48th Street)		
The Moon is Blue	3-8, '51	187
(Henry Miller's)		
The Rain Tree	2-3, '51	225
(Marlin Beck)		

MUSICALS

A Tree Grows in Brooklyn	4-9, '51	139
(Avin)		
Call Me Madam	10-12, '50	356
(Imperial)		
Gentlemen Prefer Blondes	12-8, '50	706
(Ziegfeld)		
Gyps and Dolls	11-24, '50	365
(46th Street)		
Seventeen	6-21, '51	68
(Broadhurst)		
South Pacific	4-7, '48	804
(Majestic)		
The King and I	3-19, '51	164
(St. James)		
Two on the Aisle	7-18, '51	36
(Mark Hellinger)		

Dramatic Routes

Gyps and Dolls (Philharmonic) Los Angeles.
Moon is Blue (Harris) Chicago.
South Pacific (Shubert) Chicago.
Three Wishes (Curran) San Francisco.

Highlight Reviews

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

"BILL" ANSWERED

Sheriff Spector Fades As Drive Gains Tempo

By PERRY B. RAWSON
Rawson Skating Laboratory,
Asbury Park, N. J.

RESPONDING to a request to bring *The Billboard* readers up to date on 1950-'51 results accruing to Rawson's box-office drive—a campaign that features the effortless glide of natural skating—I will hand out the good news first. The movement shows increased tempo over 1949 and 1950. The mail brings more and more requests for information. More important, leaders are investigating the system.

Spots that installed the system sufficiently long ago to give it a good try-out are unanimous in reporting success. Success is usually copied. With the Korean War over many spots now sitting on the fence as observers will join up. Before 1949 and 1950 we had to "doctor" all skates and all shoes for our work. No longer do we have to do so. All this is fine fuel for the box office.

THE RAWSON SYSTEM: Let me reiterate that this system is not a new fad or "theory." Instead, it is a revival of a very old and very successful skating art—plain skating. It is the natural system of Mr. Skate himself, used by him long before other so-called systems—French, Italian, Austrian, Scandinavian, International, English, Canadian, etc.—became the issue and started the mad pursuit of false goals intent on wrecking the box office. To get the dose in one pill read Page 2 of *The Art of Plain Skating*. That page is headed: *Foreword on a lost art*. It will cost you 25 cents but may be worth a fortune to your box office.

Differ Locally

AMPLIFICATION: I am asked for amplification of the "main points" emerging since my 1950 *Billboard* report. Well, there were three box-office ratholes listed in that report (copy free if you issued it. Write Rawson Associates, Box 310 Asbury Park, N. J. Ask for Bulletin No. 83) and, from the replies I received, it is impossible to fairly assess just what are the main points. They differ locally. However, 29 ratholes—many of them unsuspected—were too much for many operators and they sat up and took notice. The report was a Godsend to some spots. To others it arrived too late. The sheriff got there first. Hundreds of rinks have closed since *The Billboard* editor's timely warning blasts of 1945, '46 and '47.

To me it seems that the vital main point needing amplification is the pathetic cry from the closed spots: "Why did I fail?" The shortest space saver I can amplify with is the "Dear Bill" letter which has now become a standard reply to questioners. It is an autopsy. We don't like autopsies, but they do disclose what killed the patient. The main point was an unfortunate miscalculation as to where the money was hidden. After the autopsy we will go into more pleasant fields, such as how to keep rinks open.

"Dear Bill: Yes, I think I can answer your recent query. Why did my rink fail? You are not alone. You have much company. *Roller-Log* lists 1,000 closings in a recent issue. There may be still more closings. My mail shows a panicky feeling in spots because of holding on to long without doing something about it. It also shows an awakening. Fakery, hokum and ballyho are falling down at the box office. In many spots the awakening may be too late.

"You ask, Why did I fail? Then you list cleanliness, dignity, dress rules, order, lighting, friendly atmosphere, etc., as some potent assets which should have kept your rink a profit maker. Those assets are fine, but they are small items. You and most all of the other closed rinks missed the big items. Almost every one of you made a serious miscalculation as to where the money lay. You overlooked the adults. The adults have the money. You played the

juvenile trade. The juveniles do not have the money.

"As most all of you miscalculated where the money lay, it was only natural that your equipment—skates, shoes, music, instruction, professional's training, etc.—was not beamed at the money source. The Rawson scouts in your territory reported constantly that you had skates, shoes, music and instruction for the scooter and for your handful of glamorous competitive skaters, but that you had no skates, no shoes, no know-how, no music, no professional, no gadgets, no instruction books for the money people—the adults. Also, even tho you list cleanliness as an asset, they reported you used powder on the floor. Powder, Bill, is not an asset.

"My answer as to why your rink had to close is an easy one to give because nearly every rink that failed was in the same fix. For many moons it had been obvious to thinking well-wishers that the industry was merely riding the vanishing tail of a boom that had passed. A few years of box office losses and the end would be in sight. *The Billboard* columns from 1945 onward were full of caution signals.

"In regard to that awakening I mentioned above, we have great hopes that this time truth in skating will be the prime factor in the great revival ahead of us.

"No one can be more sorry than I over the closing. We needed those rinks for the public to skate in. However, an imitation of the real thing is not good merchandise. It cannot be depended upon for permanent profit. We certainly have been selling an imitation.

"Sincerely,
"Perry B. Rawson."

Rude Awakening

EDUCATION: We are far ahead on the educational angle. It is on the way to solving itself. The sheriff has been a big help. He stimulates inquiry. Nowadays rink operators realize there is a difference between true and false, between edge-running and skidding-scooting, between salable and unsalable stuff. They still spend too much time at their get-together meetings discussing the unsalable instead of the salable, but they are waking up fast. The time factor is looming large. Will the sheriff get there first? Can the bankroll hold out? How to quickly push the salable stuff to the front and minimize the unsalable stuff is the problem.

Very good questions come in asking how to recognize the difference between the true and the false without being a skater. Well, in the medal grabbing racket of fooling the judges the competitive become very clever with their skidding; it may not always be apparent to the eye. But certain telltales are present. The traveled patterns—if not quicker than the eye—may show that the curved lines are skids; the turns may be squeaky and noisy. The ear cannot miss them. They are, in fact, skids, not turns at all. On skates a partner would spot the stuff immediately by the wasteful excess energy and struggle expended in forcing the skate. Another slick telltale is the bent ankle. This is a sideways bend at the ankle denoting force, effort, struggle, and is very apparent to the eye. The bent ankle has the appearance of a bad bunion, or spavin, or enlarged knuckle. It is a badge of the skidder. Insofar as box office salability is concerned it is the badge of bankruptcy.

Inventory Light

FINANCE—INVENTORY: Spots that successfully resist the sheriff are going to die rich after the coming inventory depression spends itself. They are in a business requiring only a small inventory. They are supposed to be selling a participating art—relaxation, amusement, escape—not goods and inventories in immense quantities. If, in addition to medal grabbing competitive (not numerous enough to support a box office) they have been wise enough to put in real skating on proper equipment for the non-competitive masses (who are numerous enough to support a box office) these wise spots should find themselves sitting pretty if they keep the two classes absolutely separated.

(Continued next week)

Paris Peek

By ANNE MICHAELS

Continued from page 2

News and Notes

On People and Places . . .

Folk singer Stephan Golmann is at The Water Gypsy for the summer. The Houseboat Bar is owned by a young American girl, Lisa Perrin. . . . Mouné De Rivel, Martinique singer, now at the Rose Rouge. . . . Art Simmons and Cab Kaye at the Ringside. . . .

Over at the Mars Club, Doreen Lundey has been joined by pianist-singer Dick Allen and Mel Martin. . . . Because of the slack in business, night clubs like the Venus, the Jockey, the Romance and the Quadrille are offering students entrance tickets of 25 francs, including the champagne. . . .

Harry Bloom now acting as agent for the Israeli government as well as individual directors. He is looking for big names willing to entertain in Israel. . . . Visitors in Paris include Paulette Goddard and Spencer Tracy. . . . Now the gossip on the Riviera is between Aly Khan's brother and Darryl Zanuck's daughter. The Aly Khan meanwhile is in Deauville, planning a trip to South America. . . .

According to the French sporting circles two boxers leaving for America this week should be considered contenders for world crowns. They are Heavyweight Erin Wilson and Middleweight Baby Day who make their first American appearance on the forthcoming Robinson-Turpin card.

London Dispatch

By LEIGH VANCE

Continued from page 2

Street, Harlem and A Woman Desired.

How much is he making from *My Wife*? "Well, I'd rather not say. But audiences keep coming along. We haven't closed down yet—and if we weather the mid-summer doldrums we should go on running for some time." Meanwhile the West End waits, being convinced that sophisticated audiences will never stomach the corny comedy.

Harold Lloyd Lectures

British Newspapermen . . .

Harold Lloyd, breezing thru town to check up on the takes of his re-issued *Movie Crazy* and *The Freshman* lecturing a bunch of newspapermen on *What Makes a Movie*.

He should know. That formula of the little fellow up to his eyebrow in trouble but coming out on top in the end has made him a fortune. Says he, "I have no immediate plans for work. I'm just coasting along. . . ."

Theater-TV ??

Continued from page 2

higher grosses because home TV viewers were deprived of the fights."

Emanuel, too, is concerned about the various problems mentioned earlier in this article. He, too, takes into account cost of equipment, wire charges, royalty charges, installation costs, distributor costs, and "future possibility of added union expense" plus the fact that it's still too early to tell how often attractions will be available to pay for the cost of increased overhead as well as the initial out. However, like most theater TV men, he is resigned to the fact that, in this transitory stage of the medium, operations cannot be figured to the last penny.

There is little doubt that when costs can be figured clearly and definitely, many if not the majority of exhibitors now on the fence will be much more inclined to join the parade and equip themselves for TV.

ARENAS AND AUDITORIUM

IAAM President Forecasts Legit Will Move to Auds

DETROIT, Aug. 18.—Need and demand for public auditoriums is increasing as legitimate theaters under private ownership fold up, according to C. W. Van Lopik, newly elected president of the International Association of Auditorium Managers.

Van Lopik, who manages the privately owned Masonic Temple Auditorium, Detroit, said in a recent letter that the increasingly high nut for shows will force many, particularly musicals, into auditoriums which have enough seats to make a profit possible. "We feel that eventually what will remain of the legitimate stage will survive largely in big auditoriums," he wrote. The IAAM is made up of representatives from both private and public buildings.

This should be a big year for auds and arenas all over the country. Regardless of TV, the public will demand to see a certain amount of live shows, and this is where the large buildings enter by booking theatrical and musical attractions.

Push Construction Of \$1,250,000 Aud For Spartanburg

SPARTANBURG, S. C., Aug. 18.—Construction work is being pushed on the new \$1,250,000 Spartanburg Memorial Auditorium here with all exterior brickwork finished and plasterers starting on the interior. Completion is scheduled for November 15.

Outdoor work will get under way the middle of next month and will include landscaping, construction of sidewalks, curbs and gutters and a 750-car parking lot. Interior work now under way includes partitions for rest rooms, kitchens, committee rooms, check-rooms and telephone booths.

A stage is being built and work started on the horseshoe type orchestra pit. Workmen are busy on the ground-floor arena which will seat 2,500 on stationary and movable bleacher seats. The main auditorium will hold around 3,400.

Lisbon Rink Destroyed

LISBON, Ia., Aug. 18.—Lang's Dance Hall and Skating Rink was destroyed by fire here last week. The blaze was believed to have started in the kitchen of the skating rink. Henry Lang, of this city, owns the spot.

Hartford's New Policy

HARTFORD, Conn., Aug. 18.—Hartford Skating Palace here has adopted a new policy of closing on Mondays. It is understood the rink will resume seven-day operation as soon as cool weather sets in.

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The Final Curtain

Roadshow Rep

BABCOCK—Fred A., 52, father of Frank W. Babcock, owner of Babcock's United Shows, August 10 at his home in Los Angeles.

BENNETT—Harold E., 50, formerly with the Beyers Bros. Shows and Ma Barker, concessionaire, August 5 at his home in Pomona, Calif. In later years he was employed as a laundry foreman at Pacific Colony, near Pomona. Survived by his widow, Helen; a daughter, Doris; two sisters, Ruth and Donna, and a brother, Bonnie.

BOYLE—Ed Elsworth, 58, known professionally as Bobo the Clown, August 11 in Long Beach, Calif., of a heart attack. Services August 16 in St. Anthony Church, Long Beach, followed by burial in All Souls Cemetery there.

BUTLER—Daisy, mother of Clyde Butler, at a Bellaire, O., hospital, August 8. Interment at Bellaire August 10.

CLARKE—Mary Grant, 86, mother of Grant Clarke, lyricist, August 9 in Los Angeles. Burial in Forest Lawn Cemetery, Glendale, Calif.

CONARROE—Lee S., 55, veteran circus advance man and manager of the No. 3 advertising brigade on the Ringling-Barnum circuit, August 11 near Redding, Calif., when his truck went over a cliff. Burial in Miami. (Details in Circus Section.)

DAGLER—John, 57, harness horseman, August 16 in Allentown (Pa.) Hospital. He trained trotters and pacers in his youth and raced on the New York State and New England fair circuit for several years. In 1936 he became a paddock judge, retiring several years ago.

DELMAN—Paul E., 58, veteran circus, dramatic stock and rep trouper and husband of Ethel Fletcher Delman, at Veterans' Hospital, Grand Island, Neb., August 9. As a youth, he began his tramping with the Al G. Barnes Circus, later entering the dramatic stock and tent repertoire fields, where he appeared with Brunk's Comedians, the Harley Sadler Show and the Chick Boyes Players. He was on the last named show 15 years. While with the Boyes Players he met and married Ethel Fletcher, and soon after settled in Hebron, Neb. Surviving are his widow, and a brother and sister of Cincinnati.

DUNLOP—Claude F., 50, well-known concessionaire, August 10 in St. Francis Hospital, Charleston, S. C. Survived by his widow, Dottie; his mother, six brothers and one sister. Burial in Charleston.

FONTANA—Joe V., 54, brother of Joe J. Fontana, of the L. J. Heath Shows, August 8 in a hospital in Augusta, Ga., after a brief illness. A veteran of World War I, deceased was active in civic affairs in Augusta, where he also served as superintendent of drainage. He took an active hand in the planning and building of the new Funland Amusement Park, Augusta, owned by Mr. and Mrs. T. L. Dedrick, which is slated to have its formal opening September 23. Funeral from Elliott's Funeral Home, August 12. Surviving are his widow, two children, two sisters and brother.

GOODEN—Mrs. Minnie Atyen, 52, singer, wife of the late Charles Gooden, with whom she tramped with various circuses for many years, and daughter of Mr. and Mrs. Atyen, August 13 at Alameda, Calif. She formerly resided in Maquoketa, Ia., and later moved to Haldwin, Ia., where she remained until the death of her husband nearly a year ago. Body was shipped to

Elyria, O., for burial. Surviving are a sister, Mrs. Hilda White, of near Baldwin; two half brothers, John Atyen, of Lime Springs, Ia., and Otto Bledorn, of Luscatine, Ia.; two half sisters, Mrs. Any Aachmidl, Lime Springs, and Mrs. Dora McNall, Muscatine.

In Memory of
Our Friend and Pal
PHIL (PAPPY) LITTLE
Who passed away
August 21, 1949
MARGARET PUGH
and
JOE and SALLY MURPHY

HAMERIK—Ebbe, 51, Danish musician and composer, August 10 while sailing a yawl from Norway to Sweden. Altho he composed symphonies and chamber music he was known principally for his operas, which included "Slepen," "Leonardo De Vinci," "Marie Grubbe," "Rejskammeraten" and his latest, "Drommerne," which was set for early production in Copenhagen. For several years he was guest conductor of the State Opera and the Philharmonic Orchestra in Berlin and from 1939 until 1943 was guest director of the State radio in Copenhagen.

HIGGINS—Arthur John, 62, whose Art Higgins "Pollytown Maids" Company was a popular attraction in the old tabloid show days, in San Antonio July 29 of leukemia. Deceased started in show business with his father, Franklin Higgins, on the old Healy & Bigelow Quaker Medicine Show. His last appearance was with the Gagnon & Pollock rep show. His father died in 1939. Interment was made in Mission Burial Park, San Antonio. Surviving are his widow, Merlyn Murray Higgins; a son, Arthur B., and a brother, Frank C. Higgins.

In Memory of
WALTER
"WHITEY" LONG
August 23, 1944
MAE, MILDRED, ELIZABETH

HYMAN—Mortie, 67, theatrical booking agent and former vaude character actor, August 15 in Chicago.

JOUVEY—Louis, 63, one of France's leading stage and film actors, August 16 at the Athenes Theater, Paris, where he was holding readings for a production of Graham Greene's novel, "The Power and the Glory," this fall. As a young man he worked briefly as a pharmacist and devoted his free time to the provincial stage. Between 1910 and 1914 he was character actor, property man and electrician in several Paris theaters. In

1915 he designed the Theater Du Vieux-Columbar, modeling it after the Elizabethan stage, and there played leading roles and worked on scenery and lighting. He served as director and leading actor from 1924 until 1934 of the Comedie Des Champs-Elysees after becoming stage manager in 1922. "Dr. Knock" by Jules Romains was one of the first critical successes at the theater, but popular acclaim came with "Au Grand Large," by Sutton Vane, presented in 1926. Beginning with "Stegfried" in 1928, he offered almost all the works of Jean Giraudoux, including "Amphitryon 38," "Judith," "Tessa," "The Trojan War Will Not Take Place," "Electra," "Song of Songs" and in 1945, "The Madwoman of Chailot." Many of these plays were presented at the Athenes, where he and his company moved in 1934. He first produced there "The School for Wives," using the intricate stage machinery he introduced with Cocteau's "The Infernal Machine" in 1930. He also directed plays at the Comedie-Francaise, and among his last works were Moliere's "Don Juan" in 1947 and revivals of earlier hits. In March of this year he brought nine members of his Athene Troupe to New York, where they gave "The School for Wives" for three weeks at the Anta Playhouse. In 1918 he also visited New York with a company of 20, sponsored by the French government and presented 25 plays in the same number of weeks at the Garrick Theater. Among films in which he appeared, starting in 1932, were "Dr. Knock," "Topaze," "Volpone," "Carnival in Flanders," "Un Carnet De Bal," "The Lower Depths," "Mr. Flow," "Return to Life" and "Jenny Lamour."

MARCHETTA—Louis, 61, father of Andy Buff, radio, TV and film actor associated with the Porgie Music Company, August 17 in New York.

MARGETSON—Arthur Charles, 54, British actor, August 12 in London after a long illness. His first stage part came in "Theodore and Company" during 1917 at Edinburgh, Scotland. Until retiring last year due to illness, he had made five trips to America. His last was his longest, starting in 1920, when he opened in New York in "Billy Draws a Horse," and ending with his return to England last year. His first appearance in America came in "Passing Show of 1922." Other American showings included "Mainly for Lovers," "A Case of Youth," "Charley's Aunt" and a tour with Jane Cowl during 1940 in "Captain Brassbound's Conversion," "Theater," "Flare Path" in 1942, "Another Love Story" in 1943, "Mrs. Kimball Presents" and "Lovers and Friends" in 1944. He played father in "Life With Father" for a year in New York and was last seen in that city during 1950 in "Clutterbuck." His movies included "The Loves of Madame DuBarry," "A Clown Must Laugh," "Larceny Street" and "Sherlock Holmes Faces Death." He was a member of the Players Club and the Lambs. His widow and brother survive.

SCHNABEL—Arthur, 68, one of the world's foremost pianists, or uremia at the Grand Hotel, Azenstein, Switzerland, August 15. A former resident of New York, Schnabel had gone to Switzerland two months ago for a long rest because of heart trouble.

In Loving Memory
TYANA
BABETTE SCHUETZ
Who Passed Away Aug. 25, 1946



We miss you always, only God knows how much.
(BETTY PATRICK)
MR. AND MRS. FRITZ HUBER

SHURE—Yetta, 79, wife of Nathan Shure, president of N. Sure Company, Chicago novelty merchandisers, at Oak Park, Ill., August 14. Other survivors are two daughters and two sons. Services in Chicago.

TEAUBMAN—Sophie, 85, former Metopera star, August 16 in New York after a brief illness. Born in New York, she gave a recital when she was 18 at the old Steinway Hall in that city and later won a scholarship to the National School of Opera. She studied in Europe and was coached by Cosima Wagner at Balreuth, Germany, before her debut came with the National Opera Company in New York. With this group she sang in "Tannhauser," "Salomith in 'The Queen of Sheba'" and Marguerite in "Faust," both in New York and on tour. Starting in 1887, she sang for 18 seasons with the Metropolitan Opera, appearing in the first American performances of Wagner's "Goetterdaemmerung" in 1888 and "Das Rheingold" the following year. Other roles at the Met came in the first offering of "Barber of Bagdad" by Cornelius in 1890, as Eivira in "Don Giovanni" in 1898 and in "Stegfried" and "Carmen." She also sang in Munich, Cologne, Vienna and at Covent Garden, London. After her retirement, she taught voice in New York. A daughter, three grandchildren and three great-grandchildren survive.

WEADICK—Mrs. Gay, 68, wife of the originator of the Calgary Stampede, at High River, Alta., August 9, of coronary thrombosis. In her youth, the former Flores LaDus was world's champion woman trick and fancy ropier and traveled extensively over North America and Europe. She and her husband were prominent in rodeo activities in Southern Alberta. Burial was in High River.

RECENT visitors to the Toby and Ora Slout Players Tent Show included Art Miller, general agent of Al G. Kelly & Miller Bros. Circus; Al Sager, from the old Tim Doolittle Gang out of Detroit; Merritt Green, director of the Hillsdale Civic Players; Mr. and Mrs. William Grube and Ralph (Blackie) Blackwell, who has been spending several weeks traveling with the show while preparing for his fall bookings in schools. Emily Stanley, wife of Guy Stanley, magician, and former member of the show, visited in Manchester, Mich. Show is running into competition from fairs and will day and date Kelly-Morris Circus at Hastings, Mich. Business continues to hold up well. Klink Lemmon set the season's record for banners in Hillsdale, Mich., plastering almost every available space in the tent.

TALBOT'S Family Show has been doing fair business recently in Northern Wisconsin. . . . Writing from Falmouth, Mass. . . . A. N. Anderson, who agented the Carol Players the past season and will again be ahead of the same trick, writes: "It's pitiful to see some of the stabs at drama that are made in many of the summer theaters I have visited since getting back East. I laugh when I compare them with some of the fast and smooth acting that I have seen with small-cast road shows and family shows. These summer thespians are all steamed up with lecture drama and are as tense in spots as a lion trainer in a cage of lions. Overschooled in the art of acting, many times they play tragedy as tho it were

comedy and vice-versa. They are all full of the book of Broadway, which is a bad look from which to make a rounded actor. I look for a big drop in barn acting in the near future. Folks I have talked with are writing it off as boarding-house entertainment." . . . Ted Kirby has been working a platform show in Central Washington. . . . Albert Viator reports good biz from the Quebec sector and has some fairs booked. He features 16mm. pix. . . . Doc E. M. Dailey has a platform show in Central Montana. From Dallas, Tex., H. H. Kiley asks that someone send The Billboard for publication the roster of Goff's Comedians, season of 1940. . . . Al Tint, vet tab, rep and minstrel man, cards from the Coast that he sold his home and with the proceeds bought property in Sun Valley, Calif. He lives in one building and rents the other two.

SLIM WILLIAMS, the Dark-town Deacon, last week rambled into Baton Rouge, La., from Washington to open there with his feature pic, "Yes Sir, Mr. Bones." Feature, says Williams, is booked on a Southern tour thru November 27 and Ches Davis and a four-person unit will tour with the picture as the stage attraction. Featured along with Williams in the pic are Cotton Watts, Emmett Miller, Ben McAtee, Ned Haverly and Chick Watts. Slim says he'd like to read news notes here from Happy Kelleem, Rex Van, Happy Benway and all fans of the American Minstrel Association, of Columbus, O. Slim recently was made general field manager of the Showmen's Fellowship League by Leo F. Heller.

Drivin' 'Round the Drive-Ins

TRI STATES THEATERS has filed an application with the National Production Authority to build a \$45,000 drive-in theater at Pittsburg, Tex. . . . M. E. Hamm recently opened the 500-car capacity Trail Drive-In at Greenville, Tex. . . . The Country Club Drive-In has been opened at Lubbock, Tex. It is located on an eight acre tract and has a 500 car capacity. B. W. Hall is owner-operator. . . . The 326 car-capacity Bay City Drive-In has been opened by the Frels Theater Circuit at Bay City, Tex. There are 150 bench seats for walk-in patrons. . . . Boyd Prather is constructing a drive-in at Hale Center, Tex. He's scheduled to open the 221-car capacity spot within the next several weeks. Drive-in is to be known as the XII.

the Wren Theaters to the Mena Drive-In Theater, Mena, Ark. Wren Theaters also own the Lyric and Lil theaters, Mena, purchased a year ago from L. E. Gwaltney. W. I. Green Jr., is manager for Wren. Longacre, who has managed the Mena Drive-In Theater since it opened in 1949, will continue to make his home in Mena, where he is actively associated with the Union Bank.

WORK has been started on a new 300-car capacity drive-in at San Saba, Tex., to be owned and operated by Theater Enterprises, Inc. Wayne Horton, who manages the Palace Theater there for the circuit, also will manage the new spot. . . . Robert Mann has been named San Antonio city manager for the Statewide Drive-In Theater Co. He has been with 20th Century-Fox the past 10 years. . . . Ken Lemke, formerly publicity director for the Josephine Theater, San Antonio, has joined the staff of the Kibg Drive-In, San Marcos, Tex.

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DEAR HUSBAND
PHIL G. LITTLE
WHO PASSED AWAY
AUGUST 21, 1949

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New Features For Billboard After Historical 56-Year Run



Polack Winds Up Rich Calif. Tour

Stern Reports Attendance Records Set At Most Stands During 18-Week Trek

EUREKA, Calif., Aug. 18. — Polack Bros.' Western Unit closes its 18-week tour of California here today, last of a four-day run. Louis Stern, managing director, said that most of the 21 stands in the State produced new attendance records. In several cases, the new margins were made possible by adding performances.

The California tour started at Santa Rosa April 16, and the show has been in the State continually since then with the exception of one four-day stand at Reno, Nev., which tabbed the biggest business of the four times Polack has been there for the Shrine.

As in previous years, the Western Pacific Railroad ran a special train to bring about 1,200 children from Winnemucca and intermediate points to the circus at Reno. Buses brought more

youngsters from other towns.

Salinas, Santa Cruz Big
Prior to the Reno run, Polack scored a sizable increase for the two days at Salinas, despite cold, damp weather, and a similar boost in business at Santa Cruz, a three-day stand.

One of the biggest gains of the season was made at Modesto, Calif., a two-day stand. The preceding week at San Jose wound up with a new local record made possible by addition of a matinee on opening day. It was a policy thruout California to open with a matinee at each town. In the past, longer dates had opened with night shows.

PNE Coming Up
Eureka was drawing record-promising crowds early in the run. From here, Polack will jump to Vancouver, B. C., for its appearance at the Pacific National Exhibition. In the past, the show has played for seven days at the PNE forum, but this season it is booked for the full 11-day run, with extra performances on the final two days.

Mickey Blue has been commuting between Eureka and Vancouver by plane to handle promotion in both spots. George W. Westerman jumped from Reno to Denver, Joe O'Donnell is in Seattle, which follows Vancouver. From Seattle, the show moves to Kennewick, Wash.; Roseburg, Ore.; Klamath Falls, Ore., and Denver.

Polack will be following Ringling-Barnum in several of the coming stands, while Ringling is heading into territory played by Polack. The shows' Seattle dates overlapped when Ringling last played the Coast, but this year there will be about two weeks between.

Eddy Arnold Set For Six Nights At Fort Smith

FORT SMITH, Ark., Aug. 18.—Eddy Arnold, hillbilly star, was signed recently for a six-day engagement at the Arkansas-Oklahoma Livestock Exposition here September 24-29. He is set to head an hour-and-a-half show nightly in the fair's Harper Stadium.

Advance ticket sales for the Arnold show already has been started under the direction of Jim Krone, fair manager. Exposition this year will operate with a free outside gate after many years with a paid gate policy and is being billed as a "district free fair."

Eddie Young's Royal Crown Shows will be on the midway.

3,000 See 43d Annual At Foam Lake, Sask.

FOAM LAKE, Sask., Aug. 18. —Forty-third annual one-day fair staged by the Foam Lake Agricultural Society attracted more than 3,000 persons and was regarded as successful by H. J. Helgason, president.

FAIR SIGNS TV HEADLINER

York, Pa., Inks Ken Murray For Grandstand One-Nighter

YORK, Pa., Aug. 18. — TV's force as a talent builder-upper is not going unrecognized by major fairs, execs of which figure that their annual expositions can cash in on the video build-up.

What is believed the tip-off on things-to-come in a happy marriage of fairs and TV was contained in an announcement by the York Inter-State Fair here that it had packed the Ken Murray show for a one-night engagement at this year's event.

Sam J. Lewis, an old and wise hand as manager of the York event, long has been one of the most vigorous fair execs in flushing out new-type attractions. His deci-

Conn. Shriners Set New Dates

BRIDGEPORT, Conn., Aug. 18. —New dates of October 17-21 have been set for the Exposition of Progress to be sponsored by Pyramid Temple here. Original dates were September 5-9.

Shrine officials announced that summer vacation shut-downs caused many exhibitors to request more time in preparing displays. Jacob S. Hawie, potentate, is general chairman, assisted by Gabriel Hawie.

KING \$\$ PACE SLOWS; SOUTHWARD HOP LOOMS

WILLIMANTIC, Conn., Aug. 18. —King Bros.' Circus was three days from the end of its long stay in New England and the East here Wednesday (15), and while some stands were off from the high pace set earlier, others still turned up with top business.

Willimantic was worth a half house for the matinee and a three-quarter night crowd in humid weather climaxed by a shower at night. Hunt Bros.' Circus played

the town about three weeks earlier. In Torrington, Conn., Tuesday (14), the show had similar half and three-quarter houses. Matinee was 30 minutes late because of mechanical trouble with some trucks. A city recreation department affair affected circus attendance at night. Gloversville, N. Y. (11), was more like most of the King run in these parts. Matinee was a turn-away and the night house was near capacity. The 12 elephants paraded at noon. Glens Falls, N. Y. (10), had a near-capacity matinee and full one at night. At Bennington, Vt. (9), the matinee was three-quarters and the night show drew near-capacity. Mills Bros. is due there September 14. Pittsfield, Mass. (8), gave two overflow houses with limited seating in use.

Ken Murray
Murray is set for the fair's opening night, Monday, September 10, and will share the grandstand stage with the revue, *On the Town*, staged by Frank Wirth, New York outdoor booker, and some circus-type acts booked thru Wirth. Latter acts and the Wirth revue will hold thru the run of the six-day fair.

For TV talent, major fairs offer a good chance to pick up a bundle on one nighters that can either be sandwiched in between their video appearances or made during the summer when many of the top-budgeted shows are off the air and the fair season hits its peak.

Apart from the moola to be had, personal appearances at the major expositions can do much to add to the talent's build-up, for traditionally, most newspapers and radio outlets pull out all stops in plugging the big fair in their State or trading area. Sponsors are not unaware of the benefits to be accrued from such p.a.'s and in most instances probably would push

(Continued on page 55)

ILL. STATE FAIR GATE, GROSSES OUTPACE 1950

Midway Up 23%, Paid Attendance Soars 40%, Grandstand Biz Rises

By HERB DOTTEN

SPRINGFIELD, Ill., Aug. 18.—Illinois State Fair thru Friday (17), eighth day of its 10-day run, was far out in front of its 1950 edition. Patronage, particularly paid attendance was up substantially, and the fair's receipts from practically all sources represented sharp increases over last year.

In the past fair execs here have side-stepped releasing figures on paid attendance and income from various departments during the run of the event, but Hubert W. Elliott, secretary, gave out with some that show clearly how much stronger than last year the current fair is going dollarwise.

Paid attendance for the first eight days was up 40 per cent over last year, when for the first time in many years the fair began to tighten its long loose outside gates.

Elliott declined to release the comparative figures for publication but did show them to point up the 40 per cent increase.

The fair continues to release only daily attendance to the daily press, and as of 5 p.m. Friday Elliott placed the gate, both free and paid, to that point at "about 700,000."

Vets' Day Clicks

Biggest single day of the first eight was Sunday (12), Veterans' Day, when veterans were admitted free to the grandstand and outside gate. Estimated crowd for the day was announced at 214,000.

Oldsters among showmen making the fair declared that day to be one of the biggest of recent years here. The midway was so jammed that it was impossible for the rides, shows and concessionaires to handle all the people

during the peak hours.

Ride and show grosses for the Amusement Company of America (the former Hennies Shows) was up 23 per cent for the first seven days. Each day of the first seven returned higher ride and show takes than the corresponding days last year. Sunday (12) yielded the biggest gross and Thursday (16), Governor's Day, the second largest. Guest of honor Governor's Day

(Continued on page 53)

Sheehan Water Show Grosses 171G in Seattle

SEATTLE, Aug. 18.—Al Sheehan's Aqua-Follies, sponsored by Greater Seattle, Inc., August 2-12, grossed \$171,000, with 75,000 customers attending the 5,200 seat Aqua-Theater. Thirteen performances, including 2 "midnight matinees" were furnished perfect weather, with ducats priced from \$2 to \$3.50, tax included. During several performances extra wooden bleachers were used, with a policy of 600 rush seats held for the night of each show.

Guy Williams of Greater Seattle, Inc., estimated that 25,000 of those attending the Sheehan show were from out of town. A new policy of traveling box offices was instituted this year in the surrounding towns of Bellingham, Everett, Tacoma, and Bremerton.

The Aqua-Follies highlighted the 1951 Seattle Seafair, the yearly civic celebration, which brought more than 100,000 extra people into the city. Greatest all-over attendance day was August 4, which featured the Gold Cup Races on Lake Washington and boasted a cumulative attendance of 250,000. Greater Seattle Inc., grossed \$8,000 by renting moorages on the Lake Washington boom sticks at the rate of \$20 to \$30 per boat.

It was estimated that \$1,000,000 a day was spent by out of town Seafair visitors at various spots and hotels in the area. Seafair will be expanded during the summer of 1952 for the Seattle Centennial.

Portland Okays Ringling Permit

PORTLAND, Ore., Aug. 18. —City council here reversed an earlier ruling which would have canceled a license issued to Ringling Bros. and Barnum & Bailey Circus for Tuesday and Wednesday (21-22), and the show will appear as billed.

Dates coincide with those of the Multnomah County Fair, 13 miles from Portland, and county authorities had requested that the city cancel the permit. R-B contracting agent Leon Pickett appeared before the council to regain clearance for the show. The council had asked the circus to select a later date, but Pickett pointed out that if the permit were denied the show train would sit idle in Portland for the two days.

Meanwhile, in Dallas, Bill Lester, contracting agent, was to appear before the city council in connection with the show's rental of a lot there.

The new lot in Los Angeles, which the show contracted last week after a long search, is a 17-acre tract at Rodeo Road and Jefferson Boulevard, a mile west of the LaBrea and Exposition lot used last year. Show will unload at LaBrea and Exposition as it did last year. Other Los Angeles lots considered by the show included the 1950 site; Crenshaw Center, used in 1941, and a Coliseum and Crenshaw site.

DICKERS FOR MORE LAND—

Ohio State Fair Negotiates To Add 205 Acres to Plant

COLUMBUS, O., Aug. 18. —Size of the Ohio State Fair grounds here will be increased from its present 135 acres to as much as 340 acres if negotiations now under way materialize.

The State is seeking to buy 80 acres from the Columbus Southern Ohio Electric Company and an additional 125-acre to the north of the present site. Latter tract consists of 160 vacant lots and 140 lots on which homes have been built. Howard S. Foust, who is

both fair manager and State agricultural director, recently revealed that the State already has taken options on parts of the 135-acre tract.

The price for the 80-acre site recently was set at \$157,000 by the Franklin County Court, but the utility company, holders of the title can appeal the court's decision.

Sum of \$500,000, appropriated by the General Assembly for additions and betterments, is available for the purchase of the land.

Foust pointed out that plans to develop the land will be drafted after it is acquired. "In any event, it would be 10 or 15 years before the fair could use all of it," Foust said.

Tentative plans call for a building to house junior fair activities. Foust said that he would like to see a building where big name bands could play during the winter.

Escanaba Gate May Top 1950 Despite Rain

ESCANABA, Mich., Aug. 18.—Upper Peninsula State Fair here, thru Friday (17), its fourth day, equalled its good '50 attendance and would have been well ahead were it not for yesterday's rain that held down traffic at the front gate. In its first three days the fair romped well ahead of a year ago and given good weather today and tomorrow, may still top its '50 gate, according to John MacInnis, who is in his first year as manager.

Grandstand turnouts are well ahead of last year. Despite Friday's weather, which washed out the night show, the Barnes-Caruthers revue is out-grossing its '50 predecessor. The Joie Chittwood Auto Thrill Show pulled good crowds for both its Tuesday performances and auto races by Frank Winkley drew big throngs Wednesday and Thursday. Winkley will close the fair Sunday with a program of stock car sprints.

W. G. Wade Shows, which is providing the midway attractions here this year for the first time, was feeling the increased spending and according to fair officials is a full 5 per cent ahead of last year. Wednesday's business was big with kids flocking over the fun zone all day.

Fair boasts a record farm machinery exhibit this year and livestock entries are taxing the space capacity. Plant improvements include a new cattle barn and a new fence around the race track.

A. C. Gives Icer 5-Year Lease

ATLANTIC CITY, Aug. 18. —City commission has authorized a new lease assuring the return of the Ice Capades show to Convention Hall here for the next five years, with the paper providing for a new percentage split and giving the ice revue use of the auditorium arena and skating rink in the hall.

New lease is for 1952, between July 18 and August 31, with an option for renewal for four additional seasons. Present lease expires at the end of the current season and provides for a payment of 30 per cent on gross receipts as rental. The new paper calls for the icer to pay Convention Hall as rental 10 per cent of gross admissions up to \$300,000 and 15 per cent of the gross above that amount. Both amounts are to be reckoned after taxes.

Hall will furnish its regular employees, but all extra help must be hired by the show promoters.

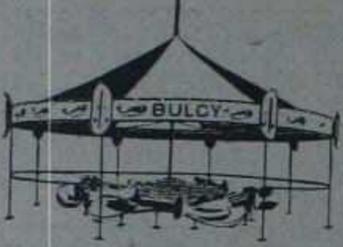
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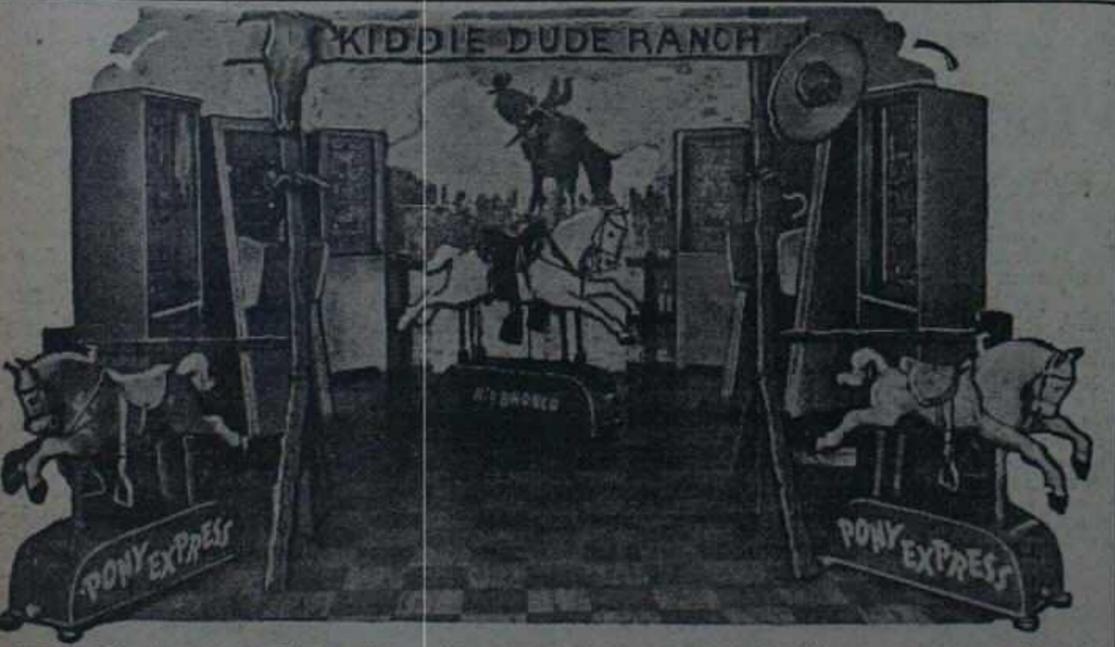
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CLOSE-UPS: BOB THORNTON

Coins Words, \$\$ Too, For Dallas, Its Big Fair

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

AS MUCH as it can be said of any one man, the State Fair of Texas—nation's largest annual—owes its present plant, prosperity and progressiveness to R. L. (Bob) Thornton. He has been president of the fair since 1945. (It re-



R. L. (Bob) Thornton

sumed in 1946 after a wartime lapse.) Since the 1946 fair, the exposition has had a steady average yearly increase in attendance of 129,000 which gave it a record total of 2,176,519 in 1950. It has earned nearly \$2,000,000 in the past five years—most of which has been plowed back into the plant to give it even greater potentialities.

Tall and big-built, cigar-smoking and gray-haired, Bob also is chairman of the board of directors of the Mercantile National Bank of Dallas, one of the largest banks in the Southwest. From the penthouse of his modernistic 27-story bank building—built during the war when everybody said it couldn't be done—Thornton can look approximately two miles across Dallas to the 187-acre, \$35,000,000 State Fair Park that he helped develop as a site for the Dallas fair.

Centennial Site

In the middle 30's the State was excited about the 100th anniversary of Texas' independence from Mexico, coming up in 1936, and all the major cities—Houston, Fort Worth, San Antonio and Dallas—were battling for the honor—and the profit—of having the big central centennial celebration. Dallas had been the site of the State fair since 1886 and even in 1935 the fair had the nation's largest annual attendance. But the advantages to Dallas of a world-fair type exposition were obvious. Thornton helped raise the \$1,500,000 from Dallas businessmen that made it possible to bring the Texas Exposition to Dallas and then served as chairman of the exposition's executive committee.

Bulk of the \$25,000,000 for the exposition was supplied by the State and city, but the businessmen's \$1,500,000 swung the balance and it's a businessman's fair today, with no subsidy from any branch of federal, State, city or county government.

Whatever investment was made has been repaid many times over. (Continued on page 52)

Talent Topics

With Jimmie Durante in the grandstand show at the Canadian National Exhibition will be Eddie Jackson, working in the Durante turn; Regina Resnick, Metropolitan Opera singer; Boy Foy, juggler; Blackburn Twins and Pam Caban, dancers; Nursaka, repeating her "Rhapsody in Blue" number of two years ago, and Lois and David Adams, dancers. Also featured at the CNE will be Spike Jones and the U. S. Air Force Band.

Three Vesses, aerialists, were the free act playing Rockaways (N. Y.) Playland last week.

Gus Sun Agency, Springfield, O., will pick up the option of the Juggling Jewels for 1952.

The Van De Velde Troupe, hand balancing, set some kind of a travel record recently when they planed, trained and trolled from Honolulu to Fort Dodge, Ia., for a date. The quartet left Hawaii aboard an airliner, switched to streamliner at San Francisco, and then to interurban train from Boone, Ia., to Fort Dodge. Albert Van De Velde re-

newed acquaintances in the latter city with Karl L. King, director of the municipal band, whom he has known for over 25 years.

Donald F. Nothdorft, human cannon ball known professionally as Donaldo Zacchini, donned army Khaki Friday (10) at Fort Sheridan, Ill. . . . Rose Miller, widow of Pat Miller, was in Chicago recently from Peru, Ind., where she visited with Pete and Thelma Loe. While in the Windy City she stopped off at the Park Ridge Trailer Camp to renew old friendships with Agnes and Mickey McDonald.

Talent set to play the Multnomah County Fair, Portland, Ore., includes the Sons of the Pioneers, and the Faretti Family, aerialists.

Hilo Hattie, with Carlyle Nelson and the Beachcombers, have been set for the grandstand show at the Lancaster, Calif., fair. Also skedded for the fair are Pineapple Pete, Malihini Bob, Max Day and the Hawaiian dancers, Moana and Lei Aloha. . . . Jimmy Jamison, high diver, opened Friday (17) in Chicago at a North Side American Legion celebration for three days.

Kaylette, high act, moved to the Urbana, Ill., fair after closing at Wauseon, O. . . . Free acts at the Louisiana, Mo., carnival and festival included Norma Webb, accordion; Loretta La Pearl, dogs; Slingerland Kids, dancers; Joe Page, tumbler; Elmer and His Mule, comedy; John and Janie, acro; Arlene Mardel, contortion; Savilla Trio, wire, and Consuelo, trapeze. Acts were booked thru Joe Smith, St. Louis.

Nicholas M. Boila has been named by I. W. Curry, president of the Houston Fair Association, to produce the grandstand show October 27 thru November 11. Boila will use approximately 30 acts and will sign most of the talent in Hollywood, where he now resides.

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Beers-Barnes Blows Mich.; Hops to South

HUNTINGDON, Tenn., Aug. 18.—Beers-Barnes Circus was midway in an 11-day hop thru Tennessee here Thursday (16) after a quick switch in route which brought the show back from Michigan to its established territory.

Beers-Barnes had moved into Michigan July 5 and found business off at most spots. Consequently, decision to return to south of the Ohio river was made, and after making St. Louis, Mich., it jumped 500 miles to Cloverport, Ky. (July 23). Two Michigan stands were blown.

Wind-up in Michigan had been good, with Howell, Perry and St. Johns giving strong business, and St. Louis winning top money for the northern run.

In Kentucky the show had a fair night house in Cloverport, good takes at Hawesville and Irvington, but little at Leitchfield. Beaver Dam was fair and the next stand, Morgantown, had two packed houses for one of the best days of the season. Good business at Greenville, Ky., was followed by fair houses at Calhoun, Seebree, Clay, Princeton and Kut-tawa. Show will move into Alabama following Tennessee stands.

Meanwhile Clyde Beatty, Kelly-Miller and Kelly & Morris were jockeying for position in Michigan.

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DEPT. B-825 MUNCIE, INDIANA

Ellsworth Boyle, Clown, Wire Act, Dies in California

LONG BEACH, Calif., Aug. 18.—Funeral services were held here Thursday (16) for Ed Ellsworth Boyle, known professionally as Bobo the Clown, who died suddenly here in his hotel room Saturday night (11). He was 52.

Boyle had appeared in the clown alleys of the Ringling Bros. and Barnum & Bailey, Hagenbeck-Wallace and other circuses.

Services were held in St. Anthony Church with Jimmy McGarrigle, public relations man at the Long Beach Amusement Company, singing at the requiem mass. Burial was in All Souls Cemetery here. He is believed to leave a wife and son but they could not be located. He is also believed to have had a brother, Charles, a New York theatrical agent.

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Cole-Walters Wins In Dakotas, Iowa

WEST BEND, Ia., Aug. 18.—Business for Cole & Walters Circus, while off slightly from the lucrative pace set last season, has been "quite satisfactory," Manager Herb Walters said this week. The show, now in its 20th week, has lost only two days to weather despite 53 days of rain early in the season.

Stands in the Dakotas have been most rewarding, he said, with full houses being the rule there. Business in Iowa has been a welcome surprise as the outfit continues to score altho natives are busy with the harvest season.

Show continues to move on 10 trucks with two more ahead. Big top is a 70 with two 30s and a 40, and the Side Show is a 50 with three 20s. A pit show with a chimp also is carried.

Program Shuffled

Only change in the staff since opening has been in the Side Show, where Ted LeVelda has replaced Ted Milligan, who returned home because of illness. Major turnover has been in the backyard, which now is described as the strongest in the show's two-year history.

Joining recently were the Jackson Troupe (3), Max Craig Family (3) and Teresa Morales. Earlier, a five-piece band headed by Jack Bell was added. It includes George Bell, trumpet; Ben Kenner, sax; Bill Stewart, trombone, and Gene Davis, drums. Mildred Welbes continues at the show's electric organ.

Staff members include:

Herb Walters, general manager; Tom McLaughlin, general agent; Dick McLaughlin, brigade manager; with Fred Crowthers, Ralph Bliss and Jack Lewis; Helen Walters, tickets; Ernest Wisgard, 24-hour agent; Don McLaughlin, office manager; Red Foker, general superintendent; Charley Rex, property boss; Frank Ellis, legal adjuster and concessions; Corky Clark, elephants (4); Norman Auday, electrician, and Tille Keys, Cook. In the concession department are Grady Hardin, Frankie Bell, Lee Bradley, Lil Bell, Cathie Matchett and Vi Bradley.

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Hagan-Wallace: Fitzgerald, Ga., 22; Tifton 23.
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

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All Valley: Mission, Tex.
American Beauty: (Fair) Eldon, Ia.
American Eagle: Ridge Farm, Ill.; (Fair) Golconda 28-31.
American Midway: Emporia, Kan.
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Badger State: Windom, Minn., 20-22; Appleton 24-26; Henning 27-29; Clarissa Sept. 1-3.
Baker United: (Fair) Martinsville, Ind.; (Fair) Converse 28-Sept. 1.
B. & C. Expo: Vernon, N. Y.
Bam's Attrs.: (Fair) Dayton, Pa.; (Fair) Funkstown 27-Sept. 1.
Becht, Lee: (Fair) West Union, O., 21-24; (Fair) Lebanon 25-Sept. 1.
Bee's Old Reliable: (Fair) Lebanon, Ky.
Bernard & Harry: Peterborough, Ont., Can.; Dresden 28-30.
E & H: Lewis, S. C.; Lynchburg 27-Sept. 1.
Big Four: Strasburg, Ill.
Big State: (Fair) Mountain View, Okla.
Bluff City: LaBelle, Mo.; Bucklin 28-Sept. 1.
Blue Glass: Bridgeport, Ill.; (Fair) DuQuoin 26-Sept. 3.
Bodart: Ladysmith, Wis., 20-23; Mondovi 24-26.
Bogle, P. C.: Butler, Mo.; Aurora 27-Sept. 1.
Boone Valley: Sac City, Ia., 20-22; Toledo 24-25.
Brodbeck: Cheney, Kan.; Hardtner 30-Sept. 1.
Brodbeck-Schrader Rides, No. 1: (State Fair) Garden City, Kan., 27-31.
Brodbeck-Schrader Rides, No. 2: (State Fair) Pueblo, Colo.; Mulvane, Kan., 29-30.
Buck, O. C.: (Fair) Malone, N. Y.
Buffalo: (Fair) Angelica, N. Y.
Burke's Greater: Cameron, Tex.
Burke, Harry: Breaux Bridge, Ia.
Burkhardt: Roseville, Ill., 21-24; Mackinaw 28-30.
Capital City: (Fair) Harboursville, Ky.; (Fair) Maryville, Tenn., 27-Sept. 1.
Carpenter Bros.: Jackson Center, O.; Kalida 29-Sept. 1.
Casey, E. J.: (Fair) Emo, Ont., Can., 20-22; (Fair) Kenora 23-25; Red Lake 27-28; (Fair) Dryden 29-30.
Cattlet Greater: Holton, Kan.
Cavalcade of Amusements: Muskegon, Mich.
Cavalcade of Fun: Rockton, Ill., 23-26.
Central States: (Fair) Wakeeney, Kan.; Belleville 27-31.
Cetin & Wilson: (State Fair) Sedalia, Mo.; (State Fair) Indianapolis, Ind., 28-Sept. 7.
Chanos, Jimmie: (Fair) Hicksville, O.; New London 31-Sept. 3.
Cherokee Am. Co.: Neodesha, Kan.
Coleman Bros.: (Fair) Altamont, N. Y.
Collins, Wm. T.: (Fair) Preston, Minn., 27-28.
Columbia: Orland, Me.
Coney Island: Marshall, N. C.
Conklin: (Fair) Three Rivers, Que., Can., 20-23; (Fair) Sherbrooke 25-31.
Continental: Ticonderoga, N. Y.; Westport 28-Sept. 1.
County Fair: Bassett, Neb., 24-26; Hay Springs 29-31.
Crafts Expo: (Fair) Gridley, Calif., 22-26.
Crafts Fiesta: San Pedro, Calif., 20-26.
Crafts 20-Big: Plymouth, Calif.
Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Crossville 27-Sept. 1.
Dan-Louis: (Fair) Hardinsburg, Ky.; (Fair) Leitchfield 27-Sept. 3.
Dickson, H. B.: Clayton, Okla.
Dobson's: (Fair) Ellsworth, Wis., 21-24; Black River Falls 25-28.
Douglas Greater: (Fair) Chehalls-Centralia, Wash.
Down River Am. Co.: (Fair) Bay City, Mich.
Drago: Wabash, Ind.; Knox 27-Sept. 1.
Drew: James H.; (Fair) Parkersburg, W. Va.; (Fair) Pennsboro 27-31.
Dudley, D. S.: Kermit, Tex.; Andrews 27-Sept. 1.
Duke's Bazaar: Lima, Pa.
Dumont: Cape Charles, Va.
Dyer's No. 1: (Fair) Boone, Ia., 30-32; Lancaster, Wis., 24-26.
Dyer's No. 2: (Fair) Greenfield, Ia., 20-23; Aurelia 24-25.
Eastern Am. Co.: Lincoln, Me.
Eddie's Expo: (Fair) Washington, Pa.; (Fair) Stoneboro 27-Sept. 1.
Evans United: (Fair) Osborn, Kan.; (Fair) Horton 26-Sept. 1.
Ferris, Carl D.: (Fair) Watertown, N. Y.; (Fair) Little Valley 27-Sept. 1.
Fidler's United: Salem, Ill.
Fleming, Mad Cody: Hiwassee, Ga.; Blue Ridge 27-Sept. 1.
Francis, John: Gary, Ind., until Sept. 3.
Franklin, Don: (Fair) Boerne, Tex.; (Fair) Coleman 27-Sept. 1.
Frontier: Telluride, Colo.; (Fair) Rifle 28-Sept. 3.
Gem City: (Fair) Urbana, Ill.
Gentsch, J. A.: Canton, Miss.
Georgia Am. Co.: Moultrie, Ga.
Gladstone Expo: (Fair) Burkesville, Ky.; (Fair) Hodgenville 27-Sept. 1.
Gold Bond: Medford, Wis., 23-28.
Gold Medal: Kenok, Ia.; Elkville, Mo., 27-Sept. 1.
Gooding Am. Co., No. 1: (Fair) Greenville, O.
Gooding Am. Co., No. 2: (Fair) Wellington, O.
Gooding Am. Co., No. 3: (Fair) Lima, O.
Gooding Am. Co., No. 4: (Fair) London, O.
Gooding Am. Co., No. 5: (Fair) Chillicothe, O.
Gooding Am. Co., No. 6: (Fair) Tiffin, O.
Gooding American Expo.: (Fair) Midland, Mich.
Gooding Greater: (Fair) Marion, O.
Gooding Parks Attrs.: (Fair) Painesville, Ohio.
Grand American: (Fair) Humboldt, Ia., 20-23; (Fair) Princeton, Mo., 28-30.
Great Lakes: Hoytville, O.; Port Jefferson 29-Sept. 3.
Greater Dixieland: Vivian, La.; Gurdon, Ark., 27-Sept. 1.
Greater Midway: Aynor, S. C.
Groves Greater: Colfax, La.

- Hagensick: Hubbell, Neb., 24-25; Appleton, Mo., 28-31.
Hale's: Weeping Water, Neb., 22-24.
Hames, Bill: Sherman, Tex.
Hammond, Bob: Decatur, Tex.; (Fair) Richardson 27-Sept. 1.
Hannum, Morris: Kutztown, Pa.; Mansfield 27-Sept. 1; Lehighton 3-8.
Happy Attrs.: Logan, O.; Ferrysville 28-Sept. 1.
Happyland: Caro, Mich.
Harrison Greater: (Fair) Tasley, Va.; (Fair) Hertford, N. C., 27-Sept. 1.
Hawkeye State: (Fair) Ida Grove, Ia., 20-22.
Heller's Acme: South Hill, Va.; (Fair) Leaksville, N. C., 27-Sept. 3.
Heh, L. J.: (Fair) Dickson, Tenn.; (Fair) Oneida 27-Sept. 1.
Hiawatha: Swanton, O.
Hill's Greater: (Fair) Casper, Wyo.; (State Fair) Douglas 28-Sept. 1.
Home State: (Fair) Pipestone, Minn., 20-22; (Fair) Canby 24-26; (Fair) Parker S. D., 27-29.
Hottle, Buff: (Fair) Peoria, Ill.; Jackson, Mo., 28-Sept. 1.
Howard Bros.: (Fair) Bellefontaine, O.; (Fair) Caldwell 27-Sept. 1.
Imperial: Fairbury, Ill.
Imperial Expo: Kenewick, Wash.
Inland: Skidmore, Mo.; Burlington Junction 28-Sept. 1.
Interstate: Wise, Va.
Joyland Midway: West Branch, Mich.
J. & B.: Manassas, Va.
Johnny's United: Evansville, Ind.; (Colored Fair) Gallatin, Tenn., 27-Sept. 1.
Jollytime: Stony Creek, Va.
Karras, Gust, Greater: Onawa, Ia., 20-23; Little Sioux 25; Hopkins, Mo., 30-Sept. 1.
Kile, Floyd O.: Waldron, Ark.; (Fair) Booneville 27-Sept. 1.
LaCrosse: Canaan, N. H., 24-27.
Lane, Sammy: Alton, Mo.; (Fair) Ellington 27-Sept. 1.
Lawrence Greater: Ronoverste, W. Va.; Woodstock 27-Sept. 1.
Lee Am. Co.: Selma, Ala.
Lee United: (Fair) Petoskey, Mich.; Thompsonville 28-30.
Lone Star: Salisbury, N. C.; Burlington 27-Sept. 1.
Maddox Bros.: (Fair) Cottonwood Falls, Kan., 23-25; (Fair) Newton 28-31.
Magic Empire: Owensboro, Ky.
Manning, Ross: (Fair) Sandy Creek, N. Y.; (Fair) Ballston Spa 27-Sept. 1.
Marks, John H.: Oslax, Va.; Roanoke 28-Sept. 1.
Meeker: The Dalles, Ore.
Merriam's Midway: Oakland, Neb., 23-25; Columbus 28-31.
Merryland: Manistee, Mich.; Kaleva 31-Sept. 1.
Midway of Mirth: Greenville, Ill.
Midway of Mirth, No. 2: Cressa Park, Ill.
Midwest: (Fair) Montpelier, Idaho; Alton, Wyo., 30-Sept. 1.
Mighty Hamontree: (Fair) Louisa, Ky.; (Fair) Irvine 27-Sept. 1.
Mighty Hoosier State: (Fair) Frankfort, Ind.
Mighty Page: Richmond, Va.; Tappahannock 27-Sept. 1.
Model: West Union, Ia.
Moore's: (Fair) Albion, Ill.; Oblong 27-Sept. 1.
Mound City, No. 1: Elsberry, Mo.
Mound City: (Fair) Pleasant Hill, Ill.; (Fair) Rison, Ark., 27-Sept. 1.
Motor State: (Fair) Big Rapids, Mich.; Hale 27-31.
Murphy's Tri-State: (Fair) Howard, S. D., 21-22; (Fair) Tyler, Minn., 23-26; Lake Preston, S. D., 27-28; (Fair) Tripp 28-Sept. 1.
Nelson, George W.: (Fair) Estherville, Ia., 20-22; Coon Rapids 23-24; Sibley 27-30.
Newall Greater: (Fair) Greenup, Ill.
New York Gaiety: Angelica, N. Y.; Batavia 27-Sept. 1.
Northern Expo.: Forsythe, Mont., 21-23; Baker 24-26; Sidney 27-29; Glendive 30-Sept. 3.
Orange Bowl: Berlin, Ga.; Hahira 27-Sept. 1.
Page Bros.: Madison, Tenn.
Page Bros., No. 2: (Fair) Lewisburg, Tenn.
Palmetto Expo.: Miniota, S. C.
Palmer: (Fair) Chatham Hill, Va.; (Fair) Galax 2-8.
Pan-American: Richmond, Calif., 22-26; San Leandro 28-Sept. 3.
Parada: Paola, Kan., 20-22; Garnett 24-31.
Paul's Am.: (Fair) Lockwood, Mo.; (Fair) Marshallfield 27-Sept. 1.
Peck Am.: Boswell, Ind.; Palmyra, Ill., 26-29; Mason 31-Sept. 3.
(Continued on page 50)

Bob Stevens Sells To Henry Vonderheid

CINCINNATI, Aug. 18.—Bob Stevens has informed The Billboard that he has sold his interest in Bailey Bros' Circus to his partner, Henry Vonderheid, who will close it tomorrow. Vonderheid will play fairs with the acts.

Under the Marquee

Reported from Johannesburg, South Africa, last week was the finale of Pagel's Circus. Creditors placed the show under control of the court late last season and the show was sold at the Pagel Farm, Pretoria. Boswell Bros. bought two elephants. Roos Turnbull bought lions, camels, tent and seats. The Poole Wagon Company was the major creditor. William Pagel died in 1948, and

Dressing Room Gossip on Page 67

WEST COAST HEADQUARTERS FOR CONCESSION SUPPLIES

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3,000 Small, Thin, "Traveler" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, Per 1,000, \$1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M, 2.50

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Smaller Size, 3/4" diam. Red or Green Plastics, M, 1.50

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Lee Conarro, R-B Car Mgr., Dies in Crash

REDDING, Calif., Aug. 18. — Leland S. Conarro, about 55, manager of the Ringling-Barnum banner brigade, Advance Car No. 3, died Saturday (11) a few minutes after the truck he was driving went over a cliff near here. He was alone in the truck. Members of his billing crew were following in another vehicle and arrived at the scene immediately after the accident. Conarro, a veteran of many years with circus advance crews, had been on the Ringling advance for several seasons. Surviving are his widow and one son, who were waiting for him in San Francisco, and two sons by a former marriage, living in Cincinnati. Funeral services were conducted at Miami, the family's home, Friday.

LOS ANGELES, Aug. 18. — Charles V. Turner was named this week to succeed L. S. Conarro as banner brigade manager on the Ringling-Barnum circus. F. A. (Babe) Boudinot, general agent, announced the appointment here. Turner first joined the Ringling show in 1912 and has been with it during several seasons since. He was with Hagenbeck-Wallace in 1935 and with the Col. Tim McCoy Wild West Show in 1938. More recently he was ahead of the Blackstone magic show. His home is in St. Louis.

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KIDS' PHONY ARROWS LEAD KING ASTRAY

BENNINGTON, Vt., Aug. 18.—Puzzled drivers of some King Bros.' Circus trucks found themselves at the dead-end of a back country road after moving out of here recently. Although they had followed route markers closely, they were 25 miles from the proper highway. They didn't learn until later that youngsters in Bennington had spent hours rerouting the circus with their own version of the show's arrow system. The prank, however, had little effect on the next day's schedule for the King show.

MICHIGAN MEANS MOOLA TO BEATTY

Lucrative Take Seen as Crowds Vary From Three-Quarters to Near-Capacity

MARQUETTE, Mich., Aug. 18.—Clyde Beatty Circus rolled thru Northern Michigan this week, stacking up consistently big

Ohio Gives K-M Okay Turnouts At Night Shows

MIAMISBURG, O., Aug. 18.—More weak matinees and strong night houses were the rule for Al G. Kelly & Miller Bros.' Circus in Ohio this week. Heat affected attendance in several spots.

Here Wednesday (15) the show had a one-quarter matinee but a near-capacity night house. This was another spot where K-M was credited with being the first major show in about 20 years. At Middletown, O., Tuesday (14), the circus drew its near-capacity at night and the matinee was light. Rogers Bros.' Circus is coming in August 30. It was a half-house at the matinee and near-capacity at night at Xenia, O., Monday (13), as the K-M show again experimented by edging close to a major city, in this case Dayton.

Greenfield, O., was the Sunday (12) matinee-only stop and it drew a near-full house. Circleville, former base for Mills Bros., was a winner, with both shows only slightly below the full mark.

HW Near Full At Charleston

CHARLESTON, S. C., Aug. 18.—Dub Duggan's Hagan-Wallace Circus played here to near-capacity business (10), with pony and dog acts among those winning attention. One display had 10 ponies in the center ring and groups of five and six ponies in the others. Dog acts were described as strong.

Other feature acts on the program included Dorothy Hill's high-jumping horse, an aerial bar novelty, the single elephant, clowns, and a precision routine by aerial ballet. Among visitors was Arthur Hoffman, former Side Show operator and one-time partner in Heritage Bros.' Circus.

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BAILEY BROS.' CIRCUS

Spokane Packs Top For R-B; Montana Stands Win Crowds

Turnaway, Full, Near-Capacity Come Out for Big One in Washington

SPOKANE, Aug. 18.—Turnaway business greeted Ringling Bros. and Barnum & Bailey Circus here Tuesday (14) for the opening night show of the two-day, three-show stand. Second day in Seattle brought a near-capacity crowd for the matinee and another sell-out at night, for top-level business across the board.

No matinee was given on the first day to allow time for the 258-mile jump from Missoula, Mont. Show arrived in plenty of time. Ticket wagons closed 30 minutes before show time as the turnaway crowd packed the top. Side Show business boomed. On the second day, Spokane Lions' Club brought a number of under-privileged children to the show. Clarence Watkins, working man, was found dead on the lot Wednesday (15). Prior to the Seattle stand, Ringling had played to a near-capacity matinee and three-quarter night house at Missoula, Mont., Monday (13). A Sunday (12) stand at Butte, Mont., only other stop in the State, brought a full house for the matinee and a three-quarter night crowd. Show drew business from Anaconda, Helena and other spots within a 65-mile radius. Ogden, Utah, Friday (10) stand, came thru with a near-capacity matinee and straw night house.

crowds that added up to one of the best weeks Beatty has had recently. Three-quarter houses were the minimum and plenty of near-full houses spiced the run. In Marquette, Monday (13), the Beatty aggregation scored a full one at night and a three-quarter matinee. Kelly & Morris Circus had been scheduled to show here earlier but when its auspices withdrew, the motorized show laid over here a day.

Previously, Beatty had played Saturday and Sunday (11-12) at Hancock, Mich. The Saturday opener was slightly late because of a train delay but drew a three-quarter house. Night business was near-capacity. With a matinee-only scheduled for Sunday (12), Beatty played to another near-capacity crowd.

Ishpeming, Mich. (10), came thru with two three-quarter houses. The matinee was delayed two hours by railroad tie-ups. At Ashland, Wis. (9), Beatty had near-full matinee-only business.

Polack Eastern Takes Top '50

CHICAGO, Aug. 18.—Polack Bros.' Eastern unit is well ahead of last year, with established stands generally winning 10 and 15 per cent more than previously and new towns scoring well, it was reported this week.

The show resumed at Quincy, Ill., Thursday (16) after a layoff following the end of a three-day stand (9-11) at Dubuque, Ia. Earlier, Bloomington, Ill., turned in a substantial increase over previous grosses, and Peoria, Ill., produced the best business of 11 years. Salt Lake City and Boise, Ida., were big grosses.

A show spokesman said two stands this season have been losers and that no shows have been lost to weather during the time the show has been playing outdoors.

Rogers Business Big

DOVER, Del., Aug. 18.—Rogers Bros.' Circus drew a half-house for the matinee here Monday (13) but a full house at night, when cooler weather prompted more towners to venture outside.

At Crisfield, Md. (10), the Rogers show played to a three-quarter matinee and an enthusiastic turn-away night house.

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Mills Turnouts Strong in Ohio

CANTON, O., Aug. 18.—Mills Bros.' Circus played to a three-quarter matinee and full night house here Wednesday (15). The big turnout here followed similar big crowds at Talmadge, O., Tuesday (14).

In Barberton, O., Monday (13) Mills attracted a half-house in the afternoon and a slim one-quarter house at night. Local auspices apparently relaxed somewhat this year, and crowds fell short of the turnouts of previous two years.

South Euclid, O., was a homecoming stand for the Mills brothers, and attendance reflected local interest as well as effort by the American Legion sponsors. Matinee was three-quarters and night house was full for the Saturday (11) stand.

Lorain, O. (9), turned out in force to give Mills a full house at night. The matinee was half filled. Show was in on payday for 14,000 steel workers.

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A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on September 12, 1951, at 10:00 a.m., at which time, and this one time only, all producers will be given an opportunity to present their proposals.
EDWARD H. ROHDE, Secy.-Treas.
St. Louis Police Relief Assn., 1200 Clark St., St. Louis, Mo.

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La Grande, Ore., 23; Union, Ore., 24; Baker, Ore., 25; New Plymouth, Idaho, 27; Emmett, Idaho, 28; Meridian, 29; Mt. Home, 30; Glenns Ferry, 31; Kimberly, Sept. 1; Rupert, 2; or Hugo, Okla.

ACTS—TRAMPOLINE
Pat Knight, Wally Wallace, answer. Promotional Directors with references. Indoor Circus starts October 1st. Red, Duke, Tex, Cummings, Jack Shenck, answer.
AL KAYDA
518 SASSAFRAS ST., ERIE, PA.

NELSON REVISITED

Ride Man's Kidspot Perks on Small Nut

By TOM O'CONNELL

GARDEN CITY PARK, N. Y., Aug. 18.—Since opening Kiddie Haven here, modest moppet spot, about a year ago, Arthur Nelson, ride manufacturer and operator, has enjoyed excellent business. And the trick has been turned while holding expenses to a minimum.

Not a nickel has gone for ad-

vertising or promotion to boost the park. Spot's one full-time employee, Angelo Sorge, is paid \$75 weekly thru the year. For that sum he handles about everything at the six-ride location. Nelson's firm, the Weld-Built Body Corporation of Brooklyn, does all construction of devices, installation and heavier maintenance work.

The brusque ride man dismisses the advertising-promotion angle with the comment that he has had no time for it. When the park opened last year he planned to use radio but found that business built so well that there was no need for the medium. In addition to operating the park and making stationary rides, Nelson's company also supplies truck-mounted kiddie rides and furnishes the New York City Police Department and the American Automobile Association with custom-built tow trucks.

Six Rides Sufficient

Nelson, who opened in 1950 with four rides, holds to the theory that six rides are plenty for a kiddie

(Continued on page 47)

Philly Area Spots Slate Biz Boosters

PHILADELPHIA, Aug. 18.—Number of major promotions and events have been scheduled by outdoor operators in this area to insure a fast finish for an up-beat season.

Tomorrow (19) Forest Park at Chalfont, Pa., stages a Mumpers' String Band Festival, with seven bands coming in from this city for the event. At Clementon Lake Park, Clementon, N. J., Felin's Days will be staged this week thru Wednesday (22), with free and part-paid tickets distributed by Felin meat dealers in the area. On Wednesday (15) the park was the scene of the National and Middle Atlantic Swimming Championships.

Riverside Beach Park, Pennsville, N. J., stages its second annual bubble gum contest Tuesday (21), with a Wild West show and Stu Wayne's Tiny Tot Show preceding the crowning of King and Queen Bub. Larry Chrisman, manager of the park, announced that the spot's seaplane base will be opened for visitors during the remaining weeks of the season and that the roller skating rink will be open every night until the end of the season.

Wildwood, South Jersey resort, has the U. S. Army Band coming in for two concerts Monday and Tuesday (20-21) at Convention Hall. Wildwood also will be the site of the National Coaster Derby, September 15, and the New Jersey American Legion Convention is set for September 6-8 and the New Jersey Firemen's Mutual Benevolent Association for September 9-11. Atlantic City will go with the traditional Miss America Pageant during early September weeks.

AMERICAN WAY

Rosenthal To Counsel Israel Spot

NEW YORK, Aug. 18.—Jack Rosenthal, who with brother, Irving, owns Palisades (N. J.) Park leaves by plane September 19 for Israel where he will act as an advisor to the government of the young nation on Luna Park at Joffa.

Jack will arrive in the country September 20 and expects to stay a few weeks. He will be the guest of the government while there and will offer general counsel on steps to be taken to hypo the spot's business. At present, the park has six rides, games and a Penny Arcade.

Wis. Zoo Buys Bull

PRAIRIE DU CHEIN, Wis., Aug. 18.—A young elephant has been added to Rose Park Zoo here operated by John Pettera. The 1,200-pound animal was delivered by Edward Ward, of Meems Bros. & Ward, Sparkhill, N. Y., animal dealers. Two black leopards also were delivered.

Pettera housed the new animals in a recently completed building. The private zoo includes 94 cages of birds and animals.

THE PERILS OF BARBARA

NEW YORK, Aug. 18.—Barbara Minnerly, 4-year-old daughter of Russell Minnerly, who works on the Merry-Go-Round crew at Rockaways' Playland here, and a resident of Rockaway Beach, wound up in Yonkers, N. Y., all because of a last look.

The tot, who spends much of her time at the park, was spotted by a Playland employee, Monday (13) who figured that she was left over from a Yonkers outing that had departed at 6 p.m. Somehow she was identified as the daughter of a Yonkers woman and dispatched, uncomplaining, to that city.

Upon receipt of Barbara the woman put matters right. The child was turned over to Yonkers police, who notified their Rockaway counterparts. They drove to Yonkers and picked up Barbara, who eventually was reunited with her father.

Bathers Badgered

SALT LAKE CITY, Aug. 18.—A badger in the bathhouse upset routine at Sunset Beach here this week, when the animal frightened several patrons and chased a youngster into the dance pavilion.

BIRTHDAY PROMOTION

Op Believes Party \$\$ May Top Kidspot Nut

CHICAGO, Aug. 18.—How birthday party promotion at Katy Road Kiddieland in Houston "just happened" and now promises to expand to a point where it would cover operational expenses of the

entire layout were told here this week by Harry Hennies, owner of the Texas kidspot.

Hennies, until this year owner of a major carnival, had not known of party promotion plans in Kiddielands when he opened this spring, he said, but patrons suggested that he had a likely spot for such affairs.

Parties were drafted to give parties of 10 or more youngsters use of the spot's 14 rides for an hour and 15 minutes at \$1 per child. Groups of 30 or more kids were provided with a birthday cake and ice cream in addition to the rides, and the prices remained the same.

Dozen Per Week

Parties soon numbered about a dozen a week, Hennies said, and frequently brought as many as 50 or 60 children each. Once the program was underway, need for a pavilion was recognized and a 20 by 40 building with canvas walls was constructed. For next season, Hennies plans to add more pavilions.

Standard picnic tables are located in the pavilion and for parties they are equipped with table cloths and other service. The kiddie park is not open to regular trade until late afternoon, Hennies pointed out, and parties are scheduled between 10 a.m. and 4:30 p.m.

He was enthusiastic about new traffic which parties have brought to the park and described them as an effective advertising medium. Kids who attend parties turn up later during regular operation hours, he said.

Radio Show Boosts

Hennies also has taken sponsorship of a children's radio program in Houston. He told of plans to renew the 13-week contract, but said he probably would drop the show during the winter months that his spot will be closed. November 15 has been set as a tentative closing date.

The program, *Big John and Sparky*, is aired from 8 to 9 a.m. on Saturdays. Commercials, Hennies said, were recorded at the Kiddieland and are run into the continuity of the show as part of the characters' comments rather than during breaks in the program.

Effectiveness of the program is being illustrated by distribution of cards entitling kids to a free tour of the park on their birthdays. In the first week, 150 cards were honored and the average now is 200 per week. The cards are good for one ride on each device in the park.

Hennies reported that business at his Kiddieland has exceeded the daily, Saturday and Sunday gross goals set before opening. He was in Illinois this week to visit the State Fair.

Shows to Replace Two Rides at Palisades

NEW YORK, Aug. 18.—The plans still are in the nebulous stage, Palisades (N. J.) Park management plans to remove two rides next season and replace them with shows, one of which will be a water offering, Irving Rosenthal announced this week.

He had no further details to give on the switch, and the report was part of long-range planning for next year. Palisades' kiddie park also will be moved to a new location and enlarged, with designer and Superintendent Joe McKee furnishing a kiddie Roller Coaster.

In line with a New Jersey court ruling handed down last week stating that skillo, bingo-type game, was legal, Palisades had skillo set-ups working in old bingo locations Wednesday night (15). Noro Morales and his rhumba band and the Otaris, aerialists, were held over for a second week as the free attractions. Big Joe, kiddie attraction appearing over WINS and WABD-TV both New York, was set to appear at the park today.

To provide a strong finish, a Republican Party outing, which is expected to pull 35,000 in a strong

G. O. P. State, is slated for September 8, the day before the closer. Gov. Alfred E. Driscoll, of New Jersey, and bigwigs from the national party echelons are set to attend.

Cottage Grove Outing, Ride Trade Builds

PASADENA, Md., Aug. 18.—Cottage Grove Beach, known formerly as Heintzman's, is working to an expanding picnic schedule this season, with the largest outing of the year, a Westinghouse Electric employees affair, set for August 25. School and organizational picnics have comprised the bulk of the spot's outing business so far.

H. W. Walters, veteran Baltimore ride op, reports good takes for his seven devices. Walter Newland is chief ride mechanic, and Jack Few, formerly with rodeos, has the pony track.

Reese H. Jones, press, said the spot was created at the site of an abandoned shore fun zone and is the only waterfront spot in the area.

Plans for major construction were curtailed by defense restrictions on amusement building, he said.

Spot's Marine Dining Room and Cocktail Lounge is drawing trade from Baltimore for shore dinners, while outdoor pavilions are being booked for crab feasts.

Capt. Harry Baldwin, formerly known in show business as Hercules, operates sightseeing, moonlight and fishing cruises from the park with his Diesel cruiser on Chesapeake Bay.

Fitzpatrick Quits Flack Post at A. C.

ATLANTIC CITY, Aug. 18.—After a public airing of differences between this resort's publicity director and the city commissioners, Will Fitzpatrick resigned the former post, with no replacement made as yet.

Heated discussions between the parties came as a result of use made of Boardwalk loudspeakers. They plugged various events and carried courtesy announcements for Philadelphia radio stations which made promotional tie-ups with the resort. Boardwalk merchants, it was charged, complained about the use of the sound system. They held that plugs invited the public to leave the Boardwalk for other amusements. It was pointed out that since city ordinance forbids the merchants to use the speakers to attract patronage it was hardly right for the city to make such use of it.

Sound system originally was set up for emergency announcements. Fitzpatrick, differing with the commissioners on use of the speakers, resigned, and the move hurt the resort's baby parade last week. Apart from the fact that the event did not get the press, radio and television coverage it received in the past, seven of the eight Philadelphia string bands set for the parade canceled.

Miss Universe Group Starts Budget Plans

LONG BEACH, Calif., Aug. 18.—Work on the staging of the Miss Universe contest here is underway, following the setting up of a budget. With the festivities to include a parade, welcoming banquet and coronation ball during seven days of festivities in June, 1952, the budget committee, headed by L. P. (Pat) Murphy, general manager of the Long Beach Amusement Company, is already studying expenditures.

The contest is being sponsored by the Catalina Swim Suit Company, Pan American Airways, Universal Pictures and the City of Long Beach. It is estimated that Catalina Swim Suit will spend approximately \$300,000 on the event. Pan American will fly all the winners, both from this and foreign countries, to this city.

Mason Knight, president of the Long Beach Amusement Company, operators of the Nu-Pike, heads the local committee. He leaves here Monday (20) for the Canadian National Exhibition and will visit New York and Atlantic City, looking over the Miss America contest

Eastern Parks, Stores Tie in With Hopalong

BEVERLY HILLS, Calif., Aug. 18.—A tie-in between amusement parks and department stores has been made to promote Hopalong Cassidy Enterprises items on the Eastern seaboard.

Three Eastern amusement parks—Steel Pier, Atlantic City; White City, Worcester, Mass., and Crescent Park, Riverside, R. I.—are co-operating in the promotion plan whereby tickets will be distributed by Hoppy corrals in the department stores. The tickets allow the children to enter the park either free of charge or at half price.

Steel Pier started the promotional tie-up July 20 for eight weeks. White City gets underway on the play Friday and Saturday (17-18) with Hopalong Cassidy Days. Crescent Park designated August 17 and August 24 in the name of the moppets' idol.

Plan calls for the showing of Hopalong's films and the distribution of merchandise.

Ops Donate Rides For Kids Annual At Salt Lake City

SALT LAKE CITY, Aug. 18.—An estimated 10,000 kiddies jammed Lincoln Park here last week for the 11th annual Lee Lovinger Day, this year a memorial to the local business man who had staged it prior to his death this year.

Rides were donated by Gardiner, Amusement Park Service for a three-hour period and were operated on a ticket basis during the rest of the day. Art Gardiner, co-owner of the company, said 15,000 rides were chalked up during the free period and that business held up well after the free-ride time. Free refreshments were provided for youngsters at the park and in hospitals.

Area Pushes Mardi Gras At Rockaways'

NEW YORK, Aug. 18.—Rockaways' Playland management reported this week that local merchants and residents were solidly behind the Mardi Gras planned for September 4-8 in the Rockaways area and that Maurice Fitzgerald, president of the borough of Queens, Park site, will be a guest at the festivities.

Taverns in the Rockaway region have been equipped with ballot boxes, with patrons casting votes for their king and queen candidates. Merchants will sponsor floats in parades during the week. Park directors see the event providing a powerful post-season business stimulant, with much of the doings to take place at the park.

Saturday and Sunday (11-12) yielded only fair business, with Sunday after 7:30 p.m. hit hard by rain.

Pine Island's Biz Perks Up

MANCHESTER, N. H., Aug. 18.—New Pine Island Park here, taken over recently by Harry Prince, well-known promoter is doing big business. George A. Freeman, spot's public relations director, said this week. Freeman added that the new Kiddieland is proving popular with the small fry.

Free attractions booked by Freeman thru the Al Martin Agency, Boston, include the Flying LaMars, Cycling Kirks, Royal's Chimps, Wesley's Seals, Aerial Chapmans, Keller's Animals, Sol Solomon and Erick Erickson.

Major rides include Ferris Wheel, Roller Coaster, Merry-Go-Round, Dodgem Airplane, Whip, Chairplane and Dragon's Den. Other attractions include Penny Arcade, ballroom and roller rink.

Kidspot Perks on Small Nut

Continued from page 46

spot. With any more the play slows down, he claims. He feels that patrons arrive at Kiddie Haven with the idea of giving the spot a bang-bang visit and do not cotton to long stays, while kids choose among many rides. Again, if the moppet sees a number of devices, Nelson holds that he may want to give them all a whirl, while his guardian may not want to spend the time or money.

The spot's rides, all Nelson-manufactured, are Ferris Wheel, Tank, Water Boat, Merry-Go-Round, Locomotive and Whisp. The last-named is a Whip-type ride, so termed because W. F. Mangels holds a patent on the name Whip as applied to amusement devices. Retaining the base structure of a Jeep ride used last year, Nelson refitted the device as a tank, equipped with cannon and machine guns.

Locomotive Draws

By his admission, prime attraction at the park is the eight-engine locomotive ride, which also pulls business for the other devices. Each engine bears the name of a

Philly Zoo Finds Seal; More Publicity Flows

PHILADELPHIA, Aug. 18.—Philadelphia Zoo, which scored extensive publicity in connection with the birthday of its gorilla, Bamboo Sunday (5), bounced right back into the headlines with wire service coverage about the discovery of a hooded seal in the Delaware River.

The seal, of a species not usually found so far south, was captured and taken to the zoo, where it was treated for illness.

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America's Favorite Skill Game for

Parks, Resorts or Location. Capacity 80 Games Per Hour. 5c or 10c coin slots optional.

PHILADELPHIA TOBOGGAN CO.

130 E. Duval St., Philadelphia 44, Pa.

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FREE FAIR

HANOVER, PA.

Sept. 3 to 9 Inclusive

WANT—Concessions, Shows, Free Acts.

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Good clean Attractions, Rides and Concessions for an amusement park at beach, August 30 through September 8; 10 to 12 thousand people a week. Contact me at 1125 1/2 Washington Street, Columbia, South Carolina. Phone Number 24979.

J. E. DICKSON

FOR SALE

Stationary Park Merry-Go-Round

One of the finest. Capacity approx. 100. Late Model. Very Good Condition. Original cost over \$80,000. WILL SACRIFICE. Can be seen in operation now. Excellent for Kiddie Park and others. Box 443, The Billboard, 1364 Broadway, New York City.

FOR SALE

14-Unit Greyhound Race Game

Condition like new. Will sell Racer only or will sell Racer with location. Which ever buyer wants.

BOX D-79, Care Billboard Cincinnati 22, O.

For Immediate Sale

Hodges Kiddie Hand Car Ride—6 cars and track. Very good condition. Used 8 months. Very reasonable.

M. J. ELKIN

2817 Cortez St., Chicago 22, Ill. Phone: Armitage 6-1512

ANY SIZE  ANY CAPACITY
MINIATURE TRAIN CO.
RENSSELAER, INDIANA

town in this Long Island vicinity and is fitted with bells and the throttle quadrants of airplanes. The engines are hooked to a central power plant by individual shafts and move over a flat, circular sheet of steel.

Nelson said that numerous prospective buyers have queried him about the device since it was mentioned a few months ago in *The Billboard*. Altho it has been in operation at his spot since June and is a top-grosser, he is not satisfied with minor mechanical bugs that remain in it. He intends to take the model back to the shop in September for further work and then place it on the salable list.

Enteries Aid Biz

Ferris Wheel is spotted at the front of the storm-fenced park, which is located on Jericho Turnpike, connecting link with New York City. A McGinnis restaurant, representing a fairly strong name in the New York area, adjoins the spot, and a Howard Johnson eatery is situated across the highway. Nelson spotted the Ferris Wheel at the front to catch the eyes of diners in the Johnson restaurant. He feels that it earns its keep in this fashion but otherwise is not much of a money-maker.

On weekdays the park opens at noon and week-ends at 10 a.m. A good week, says Nelson, brings in about \$1,000. The sum represents nothing but ride revenue, since refreshments and merchandise are not pitched. Nelson withheld statistics on what he has netted in a year of operation, but he would not be adverse to opening two similar parks. He has sought locations in the Bronx and in Northern New Jersey without success.

Operates Thru Winter

Park operated thru the winter, except when snow covered the ground, to fair results. The trade is dispersed rather than local and repeat business is strong. Prices remain at 9 cents per ride or three for a quarter. As with other kiddie park operators located in this close-to-the-beach region, Nelson finds that business is best on days of medium temperatures rather than the hot ones which send potential patrons to the ocean.

On the manufacturing side of his enterprise, Nelson currently produces Kiddie Ferris Wheel, Whisp and Merry-Go-Round stationary rides. He said he had not experienced much difficulty in obtaining material. The locomotive ride probably will be ready for production soon, and Nelson is tinkering with plans for the Comet, a jet plane ride. However, he has not been pushing the sale of stationary devices too heavily. The ride man claims that in the past year he had the opportunity to sell several complete kiddie parks, but potential customers could not find suitable locations.

High on Mobile Units

In the mobile department, the Whisp and Merry-Go-Round are available. In this branch Nelson is thinking of making a truck-mounted Ferris Wheel. He is high on the advantages of mobile units over stationary ones, claiming that with a daily \$40-\$70 gross range the former brings in more cash than the latter.

Anent mobile rides, Nelson has launched a survey to cope with a problem basic in their manufacture. He said that in the past he sold mobile devices to many persons who discovered that the cities they chose as bases of operations had restrictions on the rides. Nelson has been quizzing municipal authorities in cities of 300,000 or more population and to date has discovered about 25 locations where mobile rides are prohibited.

10 ELECTRIC SKEE BALL ALLEYS

BANGAFITTY TRADE MARK

All in A-1 condition. Operating at Ramona Park, Grand Rapids, Mich.

\$500.00 Takes the Lot

CONTACT

L. R. ANDERSON CO.

% DON WILLIAMS

Ramona Park

Grand Rapids, Mich.

Political Parties Vie at Jantzen

PORTLAND, Ore., Aug. 18.—Picnics continued to pull large crowds to Jantzen Beach here, Manager Earl G. Swanson said this week. Coming up Sunday (26) is Republican Party's outing with Sen. Joseph McCarthy of Wisconsin as chief attraction.

The GOP, he said, is expected to try exceeding the 5,000-person turnout recorded by the Democrats at Jantzen three weeks earlier, when Sen. Estes Kefauver spoke. Shriners' outing drew 8,000 recently.

Jantzen also had expected a large turnout when the University of Oregon Alumni Association staged a picnic, but the old grads failed to materialize in numbers.

Ike Carpenter's orchestra averaged a poor 500 person for a three-night stand at the Jantzen ballroom. Scale was \$1.50 per person on Friday and Sunday and \$1.75 on Saturday.

Off-Season A. C. Drive To Continue

ATLANTIC CITY, Aug. 18.—Atlantic City Co-Operative Advertising Campaign Committee spent more than \$66,000 in its first year of operation, it was announced this week, and the efforts to gain a steady off-season trade will be continued another year. Group met this week at Central Pier here, where the final report was made by Adrian Phillips, advertising counsel.

Joseph I. McDonnell, general chairman, said the committee will attempt to raise \$100,000 for advertising purposes in 1951-'52. Decision to extend the life of the group was made following reports showing that the initial expenditure did much to boost winter trade.

Visitors made 5,000 keyed inquiries as a result of the newspaper, radio, television and direct mail drive. Committee is composed of businessmen representing interests dependent on the tourist custom. The group was formed late in 1950 with the idea of selling the resort as a January-February-March spot. Special emphasis will be placed on a fall as well as a winter campaign this year.

Coney Island, N. Y.

By UNO

Monroe Ehrman, chief of the publicity department of the Chamber of Commerce, informs that there definitely will be no Mardi Gras this year. . . . Parades of bands and engines plus various competitions for trophies will be staged here Thursday (23) by the New York State Volunteer Firemen. The flame-fighters' group, with 100 companies represented, meet Monday (20) thru Friday (24) at the Hotel Astor, New York. Bill Nicholson, executive secretary of the Chamber, is arranging the details.

Meyer Harris, detective on the Miami police force, and his wife, Honey, who is a sister of Joe and Al Kirsch of Kirsch's Eatery, are spending the summer as guests of the Kirsch family on Coney. . . . Recently married Martin Faber, one of the two sons of Nathan Faber, is working in the intelligence division of the U. S. Army.

Louis St. Angelo's World in Wax on the Bowery was broken into by persons unknown recently. The intruders decapitated several figures, deposited the heads in the rest rooms of the near-by Howard Johnson's and gave several customers quite a turn.

Local police force of 127 patrolmen and 68 sergeants has been increased by 97 more of the former and four of the latter. . . . Radio and television's Norman Brokenshire and singer and record name Rosemary Clooney aided

Thursday night (16) in the selection of a Miss Redhook-Gowanus-South Brooklyn on the Atlantis roof, Stillwell Avenue and the Boardwalk. The contest, sponsored by the Chamber and the Brooklyn Eagle, to choose a Miss Brooklyn was in its seventh lap, with next Thursday's running tabbed for Miss Coney Island and devoted to gals who did not register from other sections of the borough.

Dave Rosen's Palace of Wonders on Surf Avenue still offers Charles Phelan, weight-lifter; Carl, the Alligator Boy; Alzoria the Turtle Girl; Milo, the Mule-Faced Boy, and Johanna, the Bear Girl. . . . Fred Sindell's Cavalcade at Surf Avenue and West 12th Street has added dancer Kordova, who joined Thursday (16), Betty Rome, talker, and Al Strauss, ticket seller. Before joining Kordova worked the Chi Chi Club in New Jersey, the Golden Pheasant in Los Angeles and various New York niteries. Fred reports that business at his spot has slowed

(Continued on page 67)

Heavy Take for Scale

CHICAGO, Aug. 18.—Mike Doolan's Green Oaks Kiddie-land here has installed a plastic Humpty-Dumpty scale, which drew pennies from 2,000 youngsters the past two weeks. Scale is a custom-built model.

High Quality KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

CEDAR POINT ON LAKE ERIE

Can place Rock-o-Plane, Looper, Bubble Bounce, Eli Wheel, Little Dipper or any Ride that does not conflict for 1952 season. Have building for Wax Exhibit and location for Glass Blower or other exhibit. Contact

E. S. STARR

CEDAR POINT, SANDUSKY, OHIO

ROTATION AND ELECTRIC BINGO

185 BEACH 98TH ST.—ROCKAWAY BEACH, N. Y.—148 BEACH 116TH ST.

FOR SALE—Patented Electrical Group Games now operating. Orders also being taken for spring delivery. Proven money makers.

RIDES FOR SALE *** PARK TO LEASE



5 RIDES IN EXCELLENT CONDITION

3 ABREAST MERRY-GO-ROUND TILT-A-WHIRL #5 ELI FERRIS WHEEL
OCTOPUS, 8 CARS KIDDIE TRAIN

GROUNDS CAN ACCOMMODATE 2 MORE RIDES, LOCATED IN THE MOST BEAUTIFUL PARK IN THE SOUTH IN THE HEART OF MAIN BOARD WALK. WELL ESTABLISHED, FAST GROWING BEACH. SEASON OPENS APRIL 1ST, CLOSES LABOR DAY, BUT CAN OPERATE WEEK ENDS LATER. BIG GOVERNMENT INSTALLATION WITHIN TEN MILES NOW GOING ON. THIS DEAL IS FLEXIBLE, WRITE FOR DETAILS. THIS IS A WELL ESTABLISHED BUSINESS AND WILL BEAR INVESTIGATION. DUE TO MY AGE I WISH TO RETIRE.

A. J. KAUS SEASHORE PARK

BOX 743 CAROLINA BEACH, N. C.

Springfield, Mo., Hits All-Time High

New 190,000 Attendance Mark Set; Royal Crown Midway Gross Up 18%

SPRINGFIELD, Mo., Aug. 18.—Favored with good weather all week, the Ozark Empire Fair closed its seven-day run here Friday (17) with a record 190,000 attendance that topped last year's previous high of 186,467.

In addition to setting several daily records, midway grosses by the Royal Crown Shows were 18 per cent ahead last year. Grandstand receipts were up an estimated \$1,500, and concessionaires throughout the grounds generally expressed satisfaction with their takes.

A new grandstand record was chalked up opening day by the Joie Chitwood Auto Thrill Show, which grossed in the neighborhood of \$8,000. Wonder Bros' Circus,

augmented by the Roxyettes, 16-gal line, was the night grandstand attraction Sunday (12) thru Tuesday, and receipts from this attraction were ahead of '50. Show was booked thru Boyle Woolfolk, Chicago.

Sunday's big car races, staged by Al Sweeney and Gaylord White, were up from '50. A 100-mile stock car meet, presented by Frank Winkley on Tuesday, drew good crowds into the stand.

The Aut Swenson Thrill Show equaled '50 figures at its Thursday night performance but rain Friday morning held that afternoon's crowd down. Running races on three afternoons proved a good attraction, with patronage slightly up from a year ago. Final event in front of the grandstand was yesterday afternoon's semi-stock car races presented by the Ozark Speedway Association before a full stand.

Fair's exhibits were generally up with the exception of livestock, according to Glen Boyd, secretary. Industrial exhibit space was filled to capacity.

Gross Receipts Up 15% Over '50 At Lincoln, Ill.

LINCOLN, Ill., Aug. 18.—Logan County Fair was up 15 per cent in gross receipts for its six-day run which ended Saturday (11). Buff Hottle Shows on the midway kept pace with the higher attendance by returning the largest ride and show gross of recent years here.

Smiley Burnette planned in from Hollywood for opening day and did a single number halfway thru the Western horse show program. Other attraction highlights included a comic opera by a community cast, a tractor rodeo, five afternoons of harness and running horse races, plus acts booked in by Boyle Woolfolk Agency, Chicago.

Improvements this year included the construction of a fine arts building costing \$7,500 and a new main gate entrance.

Premiums aggregated \$40,000. Fair officials included W. E. Layman, secretary, and L. M. Hardin, concession superintendent, with Barrett Rogers, a member of the Illinois General Assembly, as president.

Ionia Grandstand Up; Midway Rides in Hike

IONIA, Mich., Aug. 18.—Total grandstand attendance at the Ionia Free Fair, which closed its six-day run here Saturday night (11) was 65,492, an increase of about 10 per cent over last year.

Rides and show grosses of the Celin & Wilson Shows surpassed the C. & W. 1950 take by 17 per cent, Rose Sarlow, fair secretary, announced.

Total attendance at the fair was estimated at 450,000 by Miss Sarlow. Weather, excepting opening day, kids day, was excellent. The tee-off day was hit by intermittent drizzles.

Stock car races Friday (10) pulled considerably better than last year, with big car races the following day topping the '50 draw by a slight margin.

Weymouth, Mass., Gate Hurt by Rain

WEYMOUTH, Mass., Aug. 18.—Attendance mark for the Weymouth Fair, which opened Sunday (12) and ended today, stood at 90,000 persons yesterday (17), with Secretary Milton Danziger reporting that rain on three days had hampered efforts to meet last year's gate figure of 128,000 for the run.

Annual opened with a horse and ox drawing event before the 1,300-seat grandstand, where reserved seats were offered for 50 cents, and 25,000 persons were present. Monday drew 18,000, and Tuesday (14), Children's Day, brought in 24,000. Rain Wednesday (15), Ladies' Free Day, failed to halt 22,000. Women were admitted thru the gate (50 cents plus a dime tax) by paying the federal levy.

Ready Plant At Barrington

GREAT BARRINGTON, Mass., Aug. 18.—Crew of workmen this week began repainting buildings of the Barrington Fair, to be held here September 9-15. Grandstand will not be repainted.

Edward J. Carroll, president and general manager of the fair association, announced that with a few exceptions judges for the various exhibits and departments have been selected. Premium books are now being distributed by mail.

Rain again Thursday (16) held Governor's Day attendance to 12,000 and knocked out entirely the night grandstand show. Secretary of State Edward J. Cronin was on hand to represent the governor. With rain falling once more yesterday, Danziger estimated the gate at 14,000 persons.

Pari-mutuel runnings races were staged at the fair thru today, and as of yesterday Danziger said this year's handle was off 13 per cent from the \$371,000 recorded in 1950, mainly because of the bad weather. The George A. Hamid grandstand show, embracing six acts with Henry Cogert as unit manager and presented nightly Sunday thru today, also suffered from the rain, Danziger said. Fireworks displays were offered Monday, Tuesday and today.

LaGasse Amusements No. 2 unit was the midway org. Mrs. Marie LaGasse, visiting the fair, reported that the show's take was the best scored at this annual in seven years, according to the fair secretary. Bush & Laube operated grandstand concessions, and their take was reported equal to last year's sum.

Annual got a record number of exhibitors this year, with the sale of space halted July 1. For this year's edition, all roads were asphalted, and two new beer gardens were installed. A new eatery, the Turf Club Cafeteria, received a good play, Danziger said. The cafeteria is situated partly in the grandstand and partly in the surrounding grounds.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended August 17.

The complete list of Fair Dates was published in the issue dated July 28. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2180 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

ARIZONA

Flagstaff—Coconino Co. Fair, Sept. 28-30. Thomas F. Anderson.

ARKANSAS

Searcy—White Co. Fair, Oct. 10-13. Jack Deredeyne.

VERMONT

Manchester—Manchester Fair, Sept. 14-16. R. A. Fucci, Rutland, Vt.

Comm'l Exhibit Space Sales Up \$5,000 at Tulsa

TULSA, Okla., Aug. 18.—Make-ready for the annual Tulsa State Fair, September 15-22, is further advanced than last year, it was disclosed at a recent meeting of the fair's executive committee. Sale of commercial display space tops last year by more than \$5,000. Verser Hicks, treasurer, reported.

Income from sources other than the fair is pacing '50. The fair's share from hard top auto race still dates thru August 4 totaled \$7,008.70, compared to \$6,266.69 for the corresponding period last year.

Kiddie Park

Kiddie Land Park, established last March by Robert K. Bell in one corner of the grounds, has netted the fair \$2,951.60.

Plant improvements costing \$184,322 have been made since July of last year. These included remodeling of the north end of the grandstand to provide 1,100 additional reserved seats, construction of a 40 by 60 foot portable stage for grandstand shows, laying of 2,100 feet of drainage tile, installation of 30 floodlights thruout the grounds, erection of much new fencing, addition of a new \$15,000 rest room unit, repairs to others, and general painting and repairs.

Seven Counties Attractions Set

ELIZABETH CITY, N. C., Aug. 18.—Lawrence Greater Shows will be the midway org. George A. Hamid office will supply grandstand talent and Joie Chitwood's auto thrill show will be presented at the Seven County Fair to be held here September 17-22. Fair offices opened Wednesday (15). Norman Y. Chambliss is manager of the event.

Harness horse racing will be staged every afternoon. Children's Days will be staged September 18, 19 and 21. Chambliss has started distribution of 2,500 premium books, and the grounds and race-track have been put in shape. Dr. T. L. Stackhouse will be official starter for the horse races, Ben C. Mayo will be presiding judge, and J. Holland Webster, racing secretary.

Quincy, Calif., Tabs 28,512

QUINCY, Calif., Aug. 18.—For its four-day run, August 9-12, the Plumas County Fair here was attended by 28,512 persons as against 24,083 in 1950, Tulsa E. Scott, secretary-manager, announced.

A sellout crowd witnessed the competition for the Pacific Coast logging title, won by Mike Luzzi of Crescent City. Other features were automobile races and a two-day rodeo.

According to Arthur Peter, president of the fair board, livestock activity was the heaviest in the 88 years of the fair. West Coast Exposition Shows were featured on the midway.

Davenport Climbs 15% Ahead of '50

Grandstand Attendance Jumps 10%; Midway Grosses Top 1950 Business

DAVENPORT, Ia., Aug. 18.—Aided by ideal weather all week, the Mississippi Valley Fair romped past its 1950 pace attendance-wise, and thru Friday (17) the front gate was an estimated 15 per cent ahead of a year ago, according to Frank Harris, manager. A good part of the increase was attributed to lower admission prices at the outside gate but excess also credited some of the bulge to this year's heavily laden attraction program.

Grandstand crowds are large and attendance was at least 10 per cent up from 1950, according to Harris.

The Ernie Young Revue, which opened Wednesday night for five performances in front of the stand, is being enthusiastically received and crowds have been building steadily all week. The show is the first of its kind here for several years and is receiving good notices all over the Quad Cities. The WLS Barn Dance show opened the fair Tuesday night with a crowd estimated at around 2,600.

Afternoon attractions are drawing well. The Western Horse Show Wednesday afternoon pulled a three-quarter stand, while the Joie Chitwood Auto Thrill Show, in for two matinees Thursday and Friday, pulled excellent crowds. Big car auto races are skedded for this afternoon and Sunday under the management of Frank Winkley.

Johnny Denton's Gold Medal Shows, playing the midway here for the first time, was reported to be running around 10 per cent ahead of 1950, when a railroad show was on the fun zone. Kids' Day, Wednesday (15), gave the rides and concessions an all-day big play.

Talent line-up in the Young show includes the Olveras, perch; Larry

Thompson, roller skates; the Vikings, hand balancing; Chuck Brown and Rita, comedy bar; Chris and Rse, high pole; Marimba Co-Eds, musical; Belmont Brothers, jugglers; Dennis and Darlene, songs; Curry, Byrd and Le Roy, comedy; Novak and Fay, comedy, and a 16-gal line. Thearle-Duffield fireworks close each night's show.

Departmental-wise, the fair is well ahead of recent years. Livestock entries are the biggest in six years, and tents are being used to house the overflow in the cattle barns. The women's department this year is outstanding and the biggest on record, according to officials.

Superior, Wis., Bids to Beat Record '50 Run

SUPERIOR, Wis., Aug. 18.—Tri-State Fair here Friday (17), fourth day of its six-day run, matched its record '50 pace and provided with good weather its final two days expects to beat last year's mark by at least 10 per cent. Spending is up and the Royal American Shows, midway attraction, are romping a full 15 per cent ahead of last year, according to Seegar Swanson, fair secretary.

Weather was ideal the first four days and grandstand patronage heavy. The Barnes-Carruthers night revue is ahead of a year ago and is getting top notices thruout the area. The Chippewa Valley barn dance group drew satisfactory crowds to its Tuesday and Wednesday matinees and the Douglas County 4-H pageant and amateur show, which played in front of the grandstand Thursday and Friday afternoons, was an extremely popular attraction with the rural folk.

Advance sale on stock car races both today and Sunday are big, according to Swanson, and top crowds are expected at both meets. Races are being staged by the St. Cloud Speedways.

Reports from the independent midway indicate a big bulge in spending with nearly all operators running ahead of last year.

Excellent response from nearby communities has put the fair's exhibits well ahead of a year ago with all space crowded. The school and 4-H entries are a full 25 per cent above last year.

Detroit Fair Inks Bob Hope

DETROIT, Aug. 18.—The Michigan State Fair set the first of its '51 name attractions last week by signing Bob Hope as the feature for its coliseum show the first two days of the fair, James D. Friel, manager, announced.

Two other headliners, not yet set, will follow the comedian and a supporting show is also still to be named. The Andrew Sisters were previously reported as being the choice for the second two nights but confirmation of the dates is lacking.

Billings Gate Up 7 1/2% In First Four Days

BILLINGS, Mont., Aug. 18.—The Midland Empire Fair, thru Thursday, its fourth day, was 7 1/2 per cent ahead of a year ago attendance-wise and chalked up this increase despite rain its first two days.

Grandstand attendance the first four days was also well ahead of a year ago at both day and night attractions and the pari-mutuel handle at the afternoon running races was substantially ahead of '50. Monday thru Wednesday, betting was up an average of 13 per cent but on Thursday wagering topped the same day a year ago by a phenomenal 40.4 per cent. As an added attraction at the races, Leo Cremer is presenting his rodeo between the heats.

The Barnes-Carruthers night grandstand revue is drawing rave notices and pulling good crowds to the 8,119-seat grandstand. The latter is completely roofed this year for the first time. Act line-up in the B-C revue includes Johnny Burke, comedy; Excess Baggage, dogs; Keaton and Armfield, comedy; Nita and Peppi, hand balancing and acro; Aaron and Broderick, comedy; Antaleks, perch; Adrianna and Charley, trampoline; Johnny Mack, dancer; Stuart Singers, songs; Martell and Mignon, adagio; and Betty and Benny Fox, high pole. Thearle-Duffield Fire-

works, follow the evening performances under the helm of Art Briese.

Siebrand Bros' Carnival and Circus started off slow due to rain the first two days but has picked up remarkably since and provided with good weather expects to wind up well ahead of last year. Kid's day, Tuesday (14), was hurt by the showers.

Livestock entries here this year are the largest since 1941, according to fair officials and all industrial exhibit space was sold out well before the gates opened.

Mineola Skeds Military Band

MINEOLA, N. Y., Aug. 18.—Thru President J. Alfred Valentine, the Mineola Fair, to be presented here September 11-16, will offer the 125-piece military band from near-by Mitchell Field in two concerts, night and the afternoon of September 15.

Concerts will be given as part of the Armed Forces Veterans' Association Celebration. The Army and Navy also have arranged for exhibits of new weapons. The Air Force Association has been assigned an individual tent for a model plane display.

Wausau, Wis., Sets All-Time Record Crowd

WAUSAU, Wis., Aug. 18.—Over 30,000 people jammed into the Wisconsin Valley Fair here Sunday (12) to set an all-time record for the 83-year-old exposition. A 100-lap stock car race was the feature attraction for the final day of a record-breaking week favored with ideal weather.

All parking space was taken by noon. SRO sign was hung up at the grandstand ticket office as the lines formed for the speed marathon that drew a record number of late model entries. Herschel Buchanan, Shreveport, La., 1950 IMCA stock champion, copped the grind in a 1951 Nash. Races were staged by National Speedways, Inc. (Sweeney-White). Big cars drew a near-capacity crowd on Thursday (9).

W. G. Wade Shows racked up the largest gross in the history of the fair, according to Secretary Harry Kiefer, with the take up a hefty 30 per cent on rides and shows.

A new "Avenue of Flags" greeted fair-goers from the main entrance to the grandstand, and over 800 feet of concrete retaining wall was constructed on the outer rim of the race track in keeping with a yearly improvement program instituted by the board. More wall will be added by next year, making this the only county fair in the State to boast of a full half-mile of concrete wall.

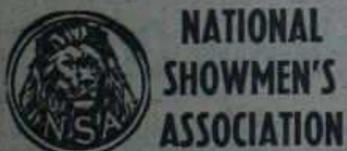
Randolph Avery was in charge of the Continental Varieties, Barnes-Carruthers revue, in front of the grandstand that drew good crowds Thursday thru Sunday nights. Thearle-Duffield Fireworks climaxed the program.

Aut Swenson's Thrillcade played to average crowds Friday and Saturday afternoons, with Ramon La Rue and his helicopter act drawing plaudits.

Saturday was Press Day, an innovation here, and attracted 52 editors and radio men and their wives. They attended the thrill show, visited the midway, then were treated to a dinner as guests of the fair board at the Junior Achievement Building.

Nelson Bennett Injured

CENTERVILLE, Ia., Aug. 18.—Nelson Bennett, member of the Staples Rodeo Company, was seriously injured when kicked in the head several times at the Appanoose County Fair here last week. Bennett was taken to the St. Joseph Hospital here.



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Lake Charles Pacts Talent

LAKE CHARLES, La., Aug. 18.—Talent, consisting of about two dozen acts, will be featured at the six-day Southwest Louisiana Fair and Port Exposition, which gets under way here Wednesday (29). Patrick J. O'Toole, expo director, said this week. Acts include Fred Lowery, Catherine Toomay, Johnny Bachemin, Leon Payne, Hank Lochlin and Uncle Willie Pratt. They will be presented in continuous performances on two stages, O'Toole said. Eight bands, hill-billy and standard, have been contracted to provide the musical background.

Exposition, primarily a home show to boost local trade and products, will be held in the McNeese State College arena and auditorium, under sponsorship of the Young Men's Business Club of Lake Charles. Ample parking and transportation facilities have been set up to take care of an anticipated 100,000 visitors. O'Toole says that more than 250 exhibitors have signed contracts to participate in the show.

Production is being handled by O'Toole, head of Western States Productions, for the second consecutive year. His brother, Jack, is assisting him.

Mason City Heads For New Gate Mark

MASON CITY, Ia., Aug. 18.—The North Iowa Fair is setting a record-breaking pace attendance-wise and thru Friday (17) was an estimated 15 per cent ahead of last year, according to M. C. (Cap) Lawson, fair's secretary. Given good weather today and Sunday, Lawson expected to top last year's record 83,445 and possibly go over the 100,000 mark.

Ideal weather prevailed all week following an opening-day rain that let up late in the afternoon and permitted the night grandstand show to play to capacity. The night attraction, Voorhees-Fleekles Ice Varieties of 1951, has pulled sell-out crowds each night since, and the advance sale for the final two nights is large.

The Joie Chitwood auto thrill show had a fair crowd Thursday afternoon and will go again this afternoon. Stock car sprints, staged by Frank Winkley, were run to a crowd of 2,200 on Wednesday afternoon and the Winkley big car races on Friday afternoon had an estimated 2,500 in the stand.

A 100-mile stock car race is skedded for Sunday.

Model Shows, on the midway for the first time, are getting good business and reported running ahead of '50 figures. Friday was kid's day and rang up big takes all day long.

Fair's exhibits are large, according to the various department superintendents, and all livestock barns are filled to capacity. The women's department is substantially ahead of last year in the number of entries.

Line-up of talent in the ice show includes Daphne Walker, DeWitt Twins, Bob and June Ballard, Temple and Kirby, Don Wusso, Johnny Mallandares, Jay Seiler, George and Carol Stover, Rusty Rogers and Buddy Schroff. Bill Sey is handling press and Johnny Cress and his ork provide the music.

Lakehead Expo Near '50 Attendance Mark

PORT ARTHUR, Ont., Aug. 18.—Officials of the Canadian Lakehead Exhibition here announced this week that attendance had fallen 974 short of the 1950 record. Last year's total was 146,248, compared with 145,274. Exhibition closed a week's run Saturday (11).

Attendance was scored despite heavy and prolonged rains on three of the six days. Monday (6) was a near wash-out. Tuesday was rained out after 10 p.m., and a downpour Thursday afternoon and evening cut heavily into attendance.

Cattle entries were above previous years while the demand for industrial exhibit space under the grandstand and in the new Lakehead Auditorium was heaviest ever. Entries for horticultural and vegetable shows and for the two-day kennel show were up.

Lakehead folk, hungry for entertainment, brought traffic near

a halt on the midway Wednesday afternoon and Friday and Saturday evenings as unprecedented crowds established new single-day attendance records.

Secretary-Manager Wilfred Walker said Saturday night that he was "well satisfied" with the attendance.

"It is too early to make plans for the 1952 edition," he said, "but expansion definitely is in our books. Money already has been set aside for a new cattle judging arena."

Wyoming Sets Show, Midway

DOUGLAS, Wyo., Aug. 18.—A diversified night grandstand entertainment program has been set up for Wyoming State Fair here, August 29-September 1, Gordon L. Roush, secretary-manager, announced this week. Highlighting the talent roster will be Williams and Lee Rhythm Ramblers.

Low Fine will emcee the two-hour nightly stage presentation, which includes Mack and Jack, jugglers; Rink Wright and Company, equilibrists; the Four Millers, tumblers; Skating Siglers; Captain Miller's Canine Revue, Musical Battons and a chorus.

Hill's Greater Shows have been contracted to provide the midway. Special awards for outstanding work in the art department have been added to regular premiums in that section. Also revised this year is the premium list of the arts and crafts department.

Opening Day Tops '50 Bow At Santa Ana

SANTA ANA, Calif., Aug. 18.—California's only manager of two successful fairs, R. M. C. Fullenwider, got the Orange County Fair off to a five-day run here Wednesday (15) with attendance 43 per cent over the initial day in 1950. He also manages the Riverside County Fair and National Date Festival held in February in Indio.

Featuring an ostrich race, the opener was attended by 14,437. This was on the basis of turnstile count, which was unavailable last year. The night's program featured a free local talent show with the horse show featuring 491 animals starting Thursday for afternoon and night events. Admission to the arena event is 25 cents for children and 75 cents for adults with a special section at \$1 and \$1.50 for boxes, including taxes. This is on top of a gate admission of 50 cents for adults and 25 cents for children from 6 to 12 years old.

The ostrich races are the local stunt as against the camel races Fullenwider stages in Indio. The four birds are hitched to sulkies and driven by two boys and two girls, all expert horse drivers.

An improved agricultural exhibit building, remodeled at a cost of \$65,000, is being used. The flower show and large junior department with livestock are being shown under canvas. Tents and structures give 150,000 square feet of show space.

Fullenwider has served as manager of the Riverside County Fair for the past five years. Along with this post, he had served in an advisory capacity at the Orange County Fair for three years, taking active charge the first part of 1951.

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AUGUST 21-25

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TUESDAY—Women's Day—Youth Day—Bill Bohack of WPAT.
WEDNESDAY—Better Homes Day—Louise Powers of WNJR.
THURSDAY—Farmers' Day—Margaret Arlen of WCBS.
FRIDAY—Government Day—Governor DeLoach and John B. Gambling.
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SPRINGFIELD, ILL., FAIR'S MIDWAY GROSS RISES 23%

Velare Sky-Wheel Has Record Day; Generally Good Fair Season Seen

SPRINGFIELD, Ill., Aug. 18.—Any remaining doubt that this is going to be a big fair season—bigger at any rate than last year for touring carnivals was erased here this week at Illinois State Fair, where ride and show takes were galloping ahead of last year.

The Amusement Company of America, which until recently had operated under the Hennies Shows title, is back on the midway for the second year, and thru Thursday, seventh day of the 10-day fair, it has registered good-sized gains each day over the corresponding day last year to ring up an over-all 23 per cent increase.

Wis. Annuals Up 12 Per Cent For E. Farrow

MENOMONIE, Wis., Aug. 18.—E. E. (Ernie) Farrow's Wallace Bros. Shows continued its record-breaking pace at the Dunn County Fair this week and grosses thru Friday (17) were running well ahead of '50.

Org is in its fourth Wisconsin fair and despite rain is topping '50 figures by close to 12 per cent. Records were broken at Darlington, Monroe and Jefferson. Three more Wisconsin annuals are yet to be played, Manitowoc, Elkhorn and Beaver Dam, followed by Greenville, Miss., and seven additional Southern fairs.

Show is carrying 14 rides, 7 shows and close to 50 concessions. Staff is unchanged with Farrow as manager; Margaret Miller, secretary; Jack Downs, general agent, and Glen Edwards, bill-poster.

Conklin Adds 5 Rides To CNE Midway Line-Up

TORONTO, Aug. 18.—J. W. Conklin's midway at the Canadian National Exhibition will offer five additional rides, four of them kiddie devices, the fifth will be a Roller Coaster built in Canada for Conklin.

Kiddie rides new here will be Jeep, two-abreast Skooter, Over the Waves and Twisting Rocket. The Coaster was built by Charles Cooper for \$35,000. It has four dips in a 130 by 65-foot area and its highest point is 22 feet.

Conklin again will have a tie-in with The Toronto Telegram, giving coupons for cut rates on rides during the second week of the exposition.

Shows to be offered by Conklin include Zorro Gardens, managed by Harry K. Seiber; Monkey Motordrome, managed by Ronnie Marla; Side Show, under Pete Kortis; Hollywood Midgets, managed by Mrs. Ike Rose; Betty Lou Williams, the four-legged girl, coming from Riverview Park in

Va. Greater \$ Satisfactory At Snow Hill

SNOW HILL, Md., Aug. 18.—Satisfactory business resulted from Virginia Greater Shows' week's stand here ending Saturday (11) under American Legion Post auspices. Altho rain threatened a few times it did not interfere with the stand.

Carroll Miller's Circus Side Show went well, with a Monkey Speedway and Ike and Mike Matina featured. Frank Capania left for his home in New Jersey but is keeping his three concessions on the shows. Mrs. Dot Prue returned to the shows following a two-week vacation.

Attendance this year is up considerably over 1950 but inasmuch as the fair had done nothing particularly unusual to hypo the gate it is figured by veteran midway operators that fair attendance generally will be up this year.

The ACA's line-up of shows and rides is slightly stronger than last year and this undoubtedly played a part in raising the gross. But, as an offset, the midway had to compete with an almost corresponding increase in other interesting features on the grounds.

Sunday Draws 214,000

Sunday's (12) fair attendance which was estimated at 214,000 gave shows one of the biggest days ever experienced on the midway. The lot was clogged during the peak hours, making it difficult to handle all the people.

J. C. McCaffery and Paul Olson, ACA execs, sold much real estate, far more than last year, and the layout is tight from front to back. All of the concessions are of the hanky pank variety, with individual operators reporting business ranging from fair to good.

Evelyn West Joins

Evelyn West, the Hubba, Hubba Gal, joined the shows here to head

Gould Pacts Romeo Cele

ROMEO, Mich., Aug. 18.—Leonard Gould Shows, which last played the date in 1949, have been signed to provide the midway at this year's 20th annual Romeo Peach Festival here September 1-3, it was announced this week. Representing the festival committee at the contract signing were Jules Clevo and Edward Jacobs.

Mummers Parade and crowning of the Peach Queen will be held Sunday (2), with the Kiddies' Parade slated for Labor Day (3).

up the revue, and the show, priced at \$1, was pacing the back-end units. The Motordrome, operated by Del Crouch, was running sec-

(Continued on page 53)

Ray Williams' Detroit Stand Big for Games

DETROIT, Aug. 18.—Ray Williams Shows did excellent concession business, but rides did only so-so during the Paradise Valley stand on the streets at the fringe of the downtown district. As part of the 250th Birthday Festival celebration, the event drew an exceptional share of

(Continued on page 53)

DAVENPORT UP 10% FOR GOLD MEDAL ORG

Windstorm Smacks Denton Midway, Wrecks Gal Show, Minstrel Fronts

DAVENPORT, Ia., Aug. 18.—Johnny Denton's Gold Medal Shows, on the midway of the Mississippi Valley Fair for its first time, is setting a '50-topping pace here this week and thru Friday (17) was 10 per cent ahead of last year when a railroad show played this annual.

Rides, shows and concessions are all sharing in the business and Wednesday (15), kid's day with 9-cent rides, saw the midway crowded from early morning until late at night.

Org was struck by a storm Tuesday night that came after midnight and didn't hurt the grosses but blew down the fronts on the office-owned Girl and Minstrel shows with an estimated \$5,000 damage.

Line-Up

Line-up here includes 12 rides, 8 shows and 40 hanky panks. Joe Duncan, office manager, took delivery on a new Allan Herschell Skyfighter, which is racking up good takes here. Speed Palmer's Motordrome joined here along with a midget cattle show.

Shows moved here from Quincy, Ill., where spending was only fair despite ideal weather all week. The Denton org will play 14 more fairs in Missouri, Tennessee, North Carolina, Alabama, Georgia and Florida and will again winter in Bainbridge, Ga.

Staff here is unchanged with Denton as owner-manager; Mrs.

RAS UP 15% At Superior, Wis.

Record-Breaking Canadian Grosses Sustained at First U. S. Fair Date

SUPERIOR, Wis., Aug. 18.—The Royal American Shows continued its record-breaking pace at the Tri-State Fair here this week and, altho attendance thru Friday (17) was about equal to '50, rides and shows were racing 15 per cent ahead of last year. Spending is up all over the area and the Royal American back-end packed them in all week.

The Sedlmayr org railed here from Port Arthur, Ont., its final Canadian stand and in line with other spots over the border, racked up a new record gross there, topping '50 takes by a full 7 per cent.

The record showing at the Canadian Lakehead Exhibition was accomplished with little or no help from the weather. Tuesday evening (7) the grandstand blow-off was chased home by a downpour that lasted over an hour. A second rain on Thursday kept attendance down and this was followed by several drizzles and consistently cool evenings.

All departments racked up big winnings at the exhibition with the Leon Miller-produced Moulin

Rouge and Leon Claxton's Harlem in Havana leading the back-end.

Layout of the lot at Port Arthur creates plenty of trouble for Edward (Pop) Dailey, lot superintendent, with the front end laid down in Fort William and the back-end in Port Arthur. Midway is split by the Neebing River, with its two parts connected by a bridge.

Coleman Wins Over Obstacles At Middletown

MIDDLETOWN, N. Y., Aug. 18.—Despite rain two days and the loss of another day originally scheduled for the Orange County Fair, Dick Coleman, of Coleman Bros. Shows, reported yesterday (17) that his gross for the date was 10 per cent ahead of that scored last year.

Annual had been set for Sunday (12) thru today, but the hullabaloo kicked up in the past months over this State's blue laws prohibiting Sunday entertainment brought cancellation of the opener and a switch to Monday (13) as the first day of the run. The rain struck Thursday night (16) between 7:30 and 9:30 and also fell on the previous day.

Coleman opined that without these hampering factors his take might have gone as high as 40 per cent over the 1950 mark. The Irish Horan auto thriller packed the grandstand yesterday, he said, and big car racing was scheduled for the closer. The show carried a Rolloplane, Kiddie Whip and Boat rides for this year's edition of the fair that were not present here in 1950.

Playing Kingston, N. Y., the previous week, rain during the early sessions held the show to a par with last year's score. However, Coleman was satisfied since the show grossed as much with the loss of two days as had been made with a full run in 1950.

Next date for Coleman is the Albany, Schenectady and Green County Fair at Altamont, N. Y., slated for Tuesday (21) thru Sunday (26).

Robinson Org Hits Winner At Mason City

MASON CITY, Ia., Aug. 18.—Jack Robinson's Model Shows hit a winning pace here at the North Iowa Fair this week and thru Friday (17) was at least 5 per cent ahead of last year, according to fair officials.

Good weather prevailed after a rainy opening day, Tuesday (14), and Children's Day on Friday came up with big winnings for the shows and rides.

Org was here for the first time, moving here from Janesville, Wis., where good weather produced a profitable stand. Line-up here included 11 rides, 6 shows and around 35 concessions. Mrs. M. Merritt joined here with two concessions.

Robinson org will move from here to the West Union, Ia., fair and then to the Dayton, Ia., rodeo for Labor Day.

Baker United Org Inks Anderson Cele

ANDERSON, Ind., Aug. 18.—Baker United Shows have been signed to provide the midway at the Junior Chamber of Commerce Celebration which opens at the fairgrounds here Labor Day and continues thru the week.

Negotiations were handled by Owner Tom Baker, with Hob Hiegle and Kenneth Lewis representing the jaycees. Bill Mitchell, jaycee promotion man, will handle radio and newspaper publicity.

PURSE STRINGS LOOSENED

Sullivan Business Up 15% On Canadian Fair Circuit

TORONTO, Aug. 18.—Wallace Bros. Shows wound up their Canadian "B" fair route after racking up grosses 15 per cent ahead of last year, according to Owner J. P. (Jimmy) Sullivan, who stopped over here this week for a couple of days. Only decrease was in front-end business, he said.

Two reasons were given by the showman for the increased business, namely, the good weather generally and the optimism of a good crop on the Western prairie lands. Provided the present cold weather doesn't nip the crops, a bumper harvest is expected.

Help situation was found bad by Sullivan. "They won't work, and when you do get them, they turn out to be unreliable despite the fact that wages have more than doubled during the past few

years," he said. "The situation is worse than during the war."

Biggest Show Hits

Most successful of his shows, he said, was Hells Bells, which was among the four new ones added this year. Others are the rodeo, Naughty '30's and Inferno in Paradise.

Among new rides he has are an Auto Scooter, fire truck for kids, a new Funhouse and the Mars Express.

Top business on the circuit was done at Prince Albert, where Sullivan outgrossed anything in his 12 years on the circuit.

The Wallace shows opened the "B" circuit in Lethbridge June 25, and the next day they were blanketed in three inches of snow, followed by rain. Moving into Weyburn, Sask., more rain plagued the shows for a day, but the

weather broke and two good days were experienced.

Biz Up 20 Per Cent

At Yorkton weather again was up 20 per cent over last year, and in Moose Jaw weather again was in the show's favor, with business up 25 per cent over last year.

Moving into Manitoba, the unit set up in Portage La Prairie, where business was up 15 per cent over last year, but at Carman, "for some unexplained reason," business was bad despite good weather.

At Yorkton weather again was favorable and business was up 20 per cent, while at Melfort, Sask., everything was bad, weather and business, too. Lloydminster conditions showed no change, while at Vermilion a slight increase was shown despite a day's rain. Ver-

(Continued on page 53)

Midway Confab

Henry and Helen Patterson have joined Kenneth Armfield's Midwest Amusement Company with bingo and concessions and report business okay. . . . Mr. and Mrs. Buck Tilghman, with their son and daughter-in-law, were visitors to Virginia Greater Shows at Snow Hill, Md.

Ray Brumley, who has his Fun-house and jewelry layout booked on the Gem City Shows, is mending nicely at U. S. Hospital, Dwight, Ill., following three recent operations, and expects to be released by mid-September. Many cards and flowers from friends have eased the stay there considerably. Brumley pencils. . . . Danny Pinelli is still laid up in Donnelly Memorial Hospital, 2200 Hamilton Avenue, Trenton, N. J. . . . The mother and sister of Gypsy Gaze have joined her again this year to work cowboy hats on fairs on the Hennies Bros.' midway.

John Gallagan, one of the top concession lads around, reports that the fairs played so far this season are running ahead of those for the same period last year. Big John also adds that his first three fairs, North Vernon, Ind.; Marion, Ill., and Rockport, Ind., have re-booked with him for 1952. . . . George A. and Serpentina Johnson took delivery on a new station wagon while playing the Village Hotel nitery, Erie, Pa., recently. Herman Weiner, concessionaire, made a hurried trip to Miami recently to visit Mrs. Weiner, who is ill at their home, 1713 S. W. Terrace, that city.

Glenn O. Case closed with the San Valley Shows in Kansas recently and made a 600-mile hop to Texas to join the Texas Midway Shows playing the smaller cotton towns in that State. Case has booked his slum spindle and is serving as sales agent for The Billboard. He reports that the shows' bossman, O. E. Sims, recently returned from a booking trip with some good spots up his sleeve. . . . Jack and Lulu Galuppo report that a combination of good food, good service and entertainment via television has given them good business all season with their cookhouse on Prell's Broadway Shows. . . . J. Lee (Buck) Smiles, of the Cavalcade of Amusements, celebrated a birthday during the show's recent engagement in Akron, with his co-workers gathering on the occasion to toss him a frolic. . . . Walter B. Fox, former carnival general agent and executive, now in the advertising business in Mobile, Ala., passed thru Cincinnati last Saturday (18) en route to Greenville and Erie, Pa., for a two-week visit with his brother and other relatives.

Cecil Rice, of the Johnny T.

Tinsley Shows, is slated to be released this week from Lawson General Hospital, Atlanta, where he was taken recently following a heart attack. . . . Pete Hox, bull-whip manipulator well known in the carnival field, is currently playing hillbilly parks in the Midwest with such Western names as Tex Ritter, Pee Wee King and Bob Hastings. . . . Mrs. Mayo Tinsley, wife of Johnny Tinsley, co-owner of the Johnny T. Tinsley Shows, played host recently to Mrs. T. H. Davis and family of Decatur, Ga. Mr. Davis is governor of the Moose Lodge in Georgia and has been a frequent visitor on the Tinsley lot in recent weeks.

Burgess Romas, kiddie ride foreman on the John H. Marks Shows, has been called by the Army. Mrs. Birdie Birmingham, sister of Mrs. George Sleeman and Jack Weiss, nephew of bingo operator Harry Weiss, have been visiting on the show.

Virginia Kline was injured in an automobile crash near Los Gatos, Calif., recently when her car was struck by another vehicle and badly damaged. Mr. and Mrs. Art Brainerd, her brother and sister-in-law, also in the car, were injured but not seriously. En route back to Salem, Ore., Mrs. Kline visited Crafts Exposition Shows at Napa, Calif., where the personnel was saddened by the death of Maybelle Crafts, wife of the org's owner. Mrs. Kline also recently visited Mr. and Mrs. V. J. Yearout at Portland, Ore. They were formerly with the John Francis Shows. . . . Betty McKee Pruitt, daughter of Al McKee and granddaughter of Eddie Vaughn, was married July 12 to Bill Jacobs in Birmingham. About 50 guests attended the ceremony.

Sam and Bobbie Hyson, of Athletic and Girl Show fame, now residing in Elkins, W. Va., were nightly visitors on the Vivona Bros.' Shows during the org's recent engagement there. "They have a swell layout," scribbles Sam. "Talked over old times with Doc White and Professor Vidola and wife. Wouldn't take much to join out again on an outfit like Vivona has." . . . Recent additions to the Linda Lopez Side Show on Hill's Greater Shows are Chuck and "Coo Coo" Stafford. Others in the line-up are Billie Bell Taylor, Bobbie Huckleberry, Catanna Rose, Jimmie Farmer, Jet La-Marr and Minnie Wee Long.

While the Hannum Shows played the Dallastown (Pa.) Fair recently, Mr. and Mrs. Odelle Piltzer and Windy Kirksy were guests at a dinner party given at the home of Mrs. Helen Rief, retired concessionaire, formerly of the Mighty Sheesley Midway.

WADE GREATER SHOWS

BERLIN FAIR, MARNE, MICH.
August 27 to 31

★ CAN PLACE ★

Ball Games, Pitch Till You Win, Custard, Age and Scale, Photos, Grab, Balloon Darts, Novelties and other Merchandising Concessions.

—SHOWS—
Especially want

CIRCUS SIDE SHOW

for this Fair and balance of our Fair season.

WADE GREATER SHOWS

O. Buck Saunders, Mgr.
Sandusky, Mich. (Fair), all this week.

P.S.: Wauseon, Ohio (Fair), follows Marne.

W.G. WADE SHOWS

WESTERN MICH. FAIR
Ludington, Mich., August 27-September 1

→ CONCESSIONS ←

Photos, Ball Games, Hi-Striker, Basketball, Fish Pond, Cane Pitch, Glass Pitch and other Hanky Panks. Short Range Gallery open.

WANTED

GLASS HOUSE and SNAKE SHOW

W. G. WADE SHOWS

Mt. Pleasant, Mich. (Fair), all this week.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Want for week of August 27 to September 1 for La Fayette, Indiana

This show positively holds exclusive contract for the Firemen's Jubilee at Speedway Stadium. No show has played this town in four years. Your winter bank roll can be made on this spot. Following La Fayette, another big one—Gas City Glass Festival on the main street, Sept. 3 thru 8.

Will book a few choice Concessions for these two spots, open midway. Can place Hanky Panks, Wheels that work for stock, Scales, Fish Ponds, Add 'Em Up, Pitch Till You Win, Cigarette Gallery, Ball Games, Coke Bottles or any Games that work strictly for stock. Good opening for Shows, Fun House, Working World, Girl Shows, Monkey or Snake Show, Motordrome will get well here. 50,000 people to work to all week. Remember, this show gets the good ones and catches the pay days. Choice spots in Indiana are played by this show. If you have not been doing so well this season, ask our Concessioners on this show what they have done. Join up and you will wind up with your winter bank roll. In Gas City, parades, free acts, band concerts, something going on all the time. Get with the show that plays only the best and that knows only the choice spots in Indiana. Better hurry, as space is limited. All replies, wire:

BILL GEREN

Fair Grounds, Frankfort, Indiana, all this week.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

PROUDLY ANNOUNCE Their 1951 Route of Fairs and Celebrations

LABOR DAY CELEBRATION Athens, Ga., Sept. 3-8, Legion Park	COWETA COUNTY FAIR Newnan, Ga., Sept. 24-29	RANDOLPH COUNTY FAIR Reanoke, Ala., Oct. 15-20
GREAT ELBERTON FAIR Elberton, Ga., Sept. 10-15	TROUP COUNTY FAIR Hogansville, Ga., Oct. 1-6	GREATER PIEDMONT EXPO. & FAIR Alexander City, Ala., Oct. 22-27
SPALDING COUNTY FAIR Griffin, Ga., Sept. 17-22	UPSON COUNTY FAIR Thomaston, Ga., Oct. 8-13	CRENSHAW COUNTY FAIR Luverne, Ala., Oct. 29-Nov. 3

TALLEDEGA COUNTY FAIR AND TURKEY FESTIVAL, Talladega, Ala., Nov. 5-10
BIG ARMISTICE CELEBRATION, NOV. 12-16, TO BE ANNOUNCED LATER

SHOWMEN CONCESSIONAIRES RIDE OPERATORS

NOTICE: We sincerely believe the above route of Fairs and Celebrations surpasses any route ever offered by a motorized show. These are all bona fide dates properly sponsored, financed and presented. If you are in doubt, suggest that you contact the Chamber of Commerce or any City or County Official in any of the above cities.

WANT RIDES—LOOPER, DARK RIDE, SKY FIGHTER, TRAIN, BOAT, FUN HOUSE, GLASS HOUSE. WANT WANTS SHOWS—WILD LIFE, ANIMAL SHOW, MIDGETS, MECHANICAL CITY, FAT SHOW, SIDE SHOW. WANT WANTS CONCESSIONS—ALL LEGITIMATE CONCESSIONS OPEN: CUSTARD, NOVELTIES, PHOTOS, HIGH STRIKER, GRAB STANDS, HANKY PANKS OF ALL KINDS. WANT FREE ACTS—CAN USE HIGH CLASS AERIAL ACT FOR ATHENS. WILL ALSO PLACE ACT FOR BALANCE OF SEASON BEGINNING SEPT. 17, GRIFFIN, GA.

DECORATORS, NOTICE WANT HIGH CLASS DECORATORS WITH CLEAN MATERIAL TO DECORATE THE ABOVE CITIES AND FAIR GROUNDS. ALL ADDRESS: JOHNNY T. TINSLEY SHOWS, Atlanta, Ga., Until Sept. 1st

Royal Crown Up 18% At Springfield, Mo.

SPRINGFIELD, Mo., Aug. 18—Eddie Young's Royal Crown Shows wound up their biggest stand of the season here Friday (17) at the Ozark Empire Fair, and final figures showed a gross of 18 per cent over last year's midway take.

Opening day, Saturday (11), saw the carnival rack up the biggest opening day gross on record here, and Sunday (12) a new one-day midway mark was established for the fair.

Cam Caldwell's Motordrome and Jimmy Chavanne's Side Show consistently topped the midway all week with Joe Sciortino's Girl Show and the King Cotton Club Revue following closely. Skooter, Ferris Wheels and Merry-Go-Round reaped big takes with all the kid rides sharing in the winnings.

Dick Dillon joined here with his Mechanical City, and Lynn Greco, wife of Don Greco, came on with an iron lung for the rest of the fair season. Bob Mack, show's general agent, and Mrs. Mack are back on the show.

Owner Young and wife, Dolly, hosted many visitors here during the week. Included were Mr. and Mrs. M. E. Twedell and Mr. and Mrs. Robert Venus of the Muskogee, Okla., Fair; Jim Krone, of the Fort Smith, Ark., Fair; Clarence Lester, Tulsa (Okla.) State Fair, along with Jim Foster, conces-

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 18.—Inasmuch as the James E. Strates Shows were playing this city last week, our visitations were confined largely to nightly visits with that show. Other visitors to the Strates lot included Jack Hoffman, Hoffman Sales Company, and H. W. Jones and Samuel Lipsin, of the H. W. Jones Concessions.

Carl Ferris Shows and H. K. Leeworthy Concessions, operating jointly at the Ithaca (N. Y.) Fair, were visited Wednesday afternoon (8).

Fifty-three memberships recently were issued to the Carl Ferris Shows and 50 to the H. W. Jones Concessions.

Standings in the annual personnel membership race are as follows: James E. Strates Shows, 250; Carl Ferris Shows, 60; H. W. Jones Concessions, 50; B. & C. Exposition Shows, 33; Gaiety Shows, 30; Reno DiMarco Concessions, 19; Holman's Rides, 10, and Gooding Greater Shows, 3.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

12 Rides — 2 Ferris Wheels — 8 Shows — 10 Light Towers

CRISFIELD, MARYLAND, This Week.

THE BIG KELLER, VIRGINIA, FAIR, August 27th-September 1st

Speedway Festival, Princess Ann Speedway, Norfolk, Virginia, Sept. 3-8	Tri-County Fair New Bern, No. Carolina, Oct. 1-6
The Biggest Little Fair in Virginia, Tidewater 8 County Fair, West Point, Virginia, Sept. 10-15.	Franklin County Fair Louisburg, North Carolina, Oct. 8-13
Nash County Fair Spring Hope, North Carolina, Sept. 17-22	American Legion Fair Edenton, North Carolina, Oct. 15-20
Warren County Fair Warrenton, North Carolina, Sept. 24-29	American Legion Fair Wadesboro, North Carolina, Oct. 22-27

WANT—Photos, Novelties, French Fries, Short Range Gallery, High Striker, Ball Games, Penny and Cigarette Pitches (No Glass Pitches or Fish Bowls wanted); Pitch Til Win, Fishponds, Dart Balloons, All Hanky Panks open. Good opening for Percentage Dealers. Gus Morgan wants agents for Pan Game, Coca-Cola Bottles and Guess Your Age.

WANT—Pony Ride, Unborn, Wild Life, Snake Show, Fun House or Glass House, Motor Drome or any other good Show of Merit.

All Mail and Wires to
WM. C. (BILL) MURRAY

Gladstone Exposition Shows

Want for Larue County Fair, Hodgenville, Ky.

Hanky Panks of all kinds, Grab, Buckets, Six Cats, Swinger.
Want small Shows with own equipment: Snake, Illusion, Geek, Monkey, Crime, etc.
Want Kid Ride not conflicting with Pony or Tractor.
Benton, Ky., Labor Day week, then Dresden and Jackson, Tenn.
Fairs. Address:

FORREST O. POOLE, Mgr.
Burkesville, Ky., this week.

TOPSFIELD FAIR

Topsfield, Massachusetts
SEPTEMBER 2-8, INCLUSIVE

Can use Legitimate Concessions only. No grift—no Mitt Camps.
A good Girl Show, Animal Show or Ten-in-One would do well here. CONTACT

RIDES, INC.

397 RIVERSIDE AVENUE MEDFORD, MASS.
Mystic 8-9671—6-2288—C. S. Borggaard or Jack Flynn

LAKEVIEW AMUSEMENT PARK, AUGUSTA, GA.

This Park established since 1950.

In the Heart of Augusta—Buses right to the Main Gate. 25,000 People in the area to draw from. "H" Bomb Workers and Soldiers. We operate all year around.

BIG LABOR DAY CELEBRATION WITH MOTOR BOAT RACES

WANT Merry-Go-Round, Ferris Wheel, Roll-a-Plane, Octopus, Tilt-a-Whirl, Hi-Ball, Little Dipper, Shooter (L. C. McHenry, get in touch). Can use a few Kiddie Rides that will not conflict with what we have. These Rides must be in first class condition. If you are interested in business, and no tear-downs, get in touch with us at once.
WANT Motordrome, small Animal Circus, Monkey Show. Can use 10 or 15 U-Drive-It Motor Boats. This can be a good business.

CONCESSIONS: All Merchandise Hanky Panks, Soap and Age, Photos, French Fries, High Striker, Ball Games, Milk Bottles, Bingo, Grab, Frozen Custard, Ice Cream Sandwich, Basket Ball, Arcade, Skee Ball Alley, Popcorn, Long Range Gallery, etc. This Park is open Seven Days every week. Plenty of Radio advertising, plus newspapers, with new Parking Lot across from Main Gate.

Write or wire: LAKEVIEW AMUSEMENT PARK, Box 794, Augusta, Ga., or BENJAMIN BRAUNSTEIN, Mgr., Care Richmond Hotel, Augusta, Ga.

JIMMIE CHANOS SHOWS

Want for Labor Day, Saturday, Sunday and Monday, New London, O.: Bingo, legitimate Concessions of all kinds. Want 10 or 12 Hanky Panks for Preble County Fair, Eaton, O.: St. Paris Corn Festival, on the street, and Lions' Fair, around the Court-House, Winchester, Ind. Space limited. Roy Laughman, Winchester, Ind., wants Free Act for last week in September. Want Octopus Foreman who can drive semi and any Ride Men who can drive semis. Joe Turner wants Wrestler for Athletic Show. All reply to

JIMMIE CHANOS
FAIR GROUNDS, HICKSVILLE, OHIO

GOLD BOND SHOWS

ALL FAIRS: MEDFORD, WIS., AUG. 22-28; PLYMOUTH, WIS., AUG. 31-SEPT. 5; RICE LAKE, WIS., SEPT. 6-9

WANT CONCESSIONS: All kinds—Ball Games, Photos, Darts, Popcorn, Pitch Games, Coke, Cigarette Shooting Gallery, Basket Ball, Bumper, Cotton Candy and Apples, Ice Cream, etc.
WANT SHOWS: Side Show, Mechanical, Snake, Illusion, Motordrome, Hillbilly.
WANT RIDES: (For balance of season) Pony, Boats, Tilt-a-Whirl, Caterpillar or Flying Scooter. No phone calls—All reply by wire.
MICKEY STARK, Mgr., as per route above.

EVANS UNITED SHOWS

Can place Hanky Panks exclusive, Jewelry, Hi Striker, Photos, Grab, Fish Pond, String, Whisky Bottle, Glass Pitch, Ice Cream, any others not conflicting. Have these Fairs: Osborne, Kans., Aug. 21 to 24; Horton, Kans., Tri-County Fair, Aug. 29 to 31; Morgan County Fair, Versailles, Mo., Sept. 4 to 7; Howard County Fair, Fayette, Mo., Sept. 13 to 15; Concordia, Mo., Street Fair, Sept. 17 to 21; Stover, Mo., Street Fair, Sept. 27 to 29; Lincoln, Mo., Street Fair, Oct. 4 to 6. No racket—no gypsies. For Sale—24-passenger Electric Train, also 24-seat Chair Swing, 21-foot Tower.

Contact
CLAY M. EVANS
as per route

BAKER'S GAME SHOP

THE BEST, NOT THE CHEAPEST

Wheels, all sizes, both flat and upright; Skillo, Spindles, Track, 12, 15 & 24 numbers, Chuck and P.C. Wheels, Bazaar Ride, Wheels, Baker Four Ball Buckets, also new style old fashion Buckets, new Six Cats and Big Toms, Razzies, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pega, Chuck Lows, Penny Pitches, Pea Pool, End Board Outfits, Wheel Laydowns, Under and Over Cloths, Best the Dealer Cloth; New Country Store Wheel Spindles, size 12x23 inches, new Ping Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

CATALOG TO PROFESSIONAL OPERATORS ONLY
8108 DESOTO DETROIT, MICHIGAN

BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.

you won't get stung!

Want for balance of week here and balance of season. Shows of all kinds including Girl Shows, committee money only. Concessions: Can place Hanky Panks of all kinds, also Snow, Photo, Diggers and others. What have you? For Sale: Set of Mirrors and Laughing Sal for Fun House, new condition.
Lebanon, Ky., this week; Mt. Sterling, Ky., next; followed by six of the best School Fairs in Kentucky. Address

DAVID J. HULS

Care BEE'S OLD RELIABLE SHOWS, INC., as per above route.

Coins Words, \$\$ Too, For Dallas, Its Big Fair

Continued from page 42

however. The Wall Street Journal estimates annual spending by visitors to the Dallas fair now approximates \$12,000,000.

Fair Face Changed

In 1936 the entire face of the fair was changed and foundation for the future was laid.

The armed forces took over the fairgrounds in 1942-45. In 1945, Thornton was elected president of the fair and things began to pop. Convinced that the way to make a terrific success out of the Dallas fair was to shoot the works at any and all times when it seemed justified, Thornton illustrated that theory in 1947, as plans were made for the second postwar fair. Annie Get Your Gun was the current Broadway hit. A national company was being formed starring Mary Martin, a li'l ol' Texas girl from Weatherford.

Legit Hit Favored

Entertainment at the Dallas fair had always emphasized legitimate theater in the fair's huge (4,301 capacity) Auditorium, rather than grandstand spectacles. But the New York producers of Annie Get Your Gun, being unfamiliar with fairs and possibly a little leary of them, were doubtful about the fair's ability to pack in the customers in sufficient quantity. They demanded an advance guarantee of \$175,000, to be placed in escrow, for the show's appearance at the fair. This was the kind of talk Bob Thornton could understand—money talk. "Advance 'em the \$175,000," he said. Chuckling about that today, Thornton says, "Everybody thought I was crazy. But I knew what the show did on Broadway, and that ole cash register tape is the only way to buy a show."

Annie netted the fair \$16,000. South Pacific, at the fair last year, also involved a large advance, but it brought the fair a net profit of \$50,000. Guys and Dolls, set as the Auditorium attraction this year, required a substantial guarantee also, but nobody's worried. From Thornton down to Booker, who carries water on the midway, everybody at the fair believes Guys will do almost as well as Pacific, which set a new indoor gross record of about \$394,000 for its 16-day run.

Broadway Benefits

Mainly because Thornton's advice was followed in the case of Annie, the Dallas fair has become a pivotal point for national companies of Broadway hits and should benefit by this arrangement for years to come. And the fact that the fair can deliver places Thornton and his aids in a most enviable position when it comes to dealing with Broadway producers.

"Our reputation has come to a point now, where we don't have to actually put up a guarantee of \$175,000 like we did for Annie in 1947, because they know we can get the right totals on our cash register tape," Thornton says. "Today, they need us more than we need them. And they know they can trust us to hit top box office."

Born in Texas

Thornton makes a great to-do about being "just an ole country boy," but there's nothing to indicate he'll ever be in danger of being city slicked. He was born in a dugout near Hicon, Tex., a little over 70 years ago. His folks moved to Ellis County in 1887 to pick cotton. They lived first in a couple of tents, then in a box house. Thornton helped clear land with a brush ax, picked cotton and walked eight miles to school, where he found he was good at figures and baseball. He also found he was bad at English, a condition which he has nurtured to this day, with the result that he is the most quoted person in Dallas with the possible exception of Dizzy Dean.

Thornton worked in a store for \$25 a month, later went to Dallas to business college. He also was a traveling salesman. He recalls the time he went to the St. Louis World's Fair in 1904, where with a friend he roped a third party into the old badger game where you toss coins, odd man the winner. Thornton and his partner got their signals mixed, however, and both threw tails, the sucker winning all the money. Thornton went back to Dallas broke.

Starts Bank

After a fling at the infant auto loan business, he decided to start a bank. With \$7,000 in borrowed cash and \$13,000 in auto loan notes, he started up in a hole-in-

the-wall spot vacated by a restaurant. His was the first bank in Dallas to lend money for autos, a practice other bankers at the time thought unsound. The bank succeeded in a big way. Thornton first visited the Dallas fair in 1890.

Wins Distinction

Thornton is a man of distinction in his own community, just as the State Fair of Texas is a giant among its kind. He organized the Dallas Citizens Council, one of the most powerful groups of its kind in the nation. When writers from Fortune magazine went to Dallas to do a story on this businessmen's group, Thornton coined a new word to describe its members—and, incidentally, himself. He called them the "dydamic" men of Dallas and this word was eagerly seized upon by the bright young men from Fortune who used it in big type over the story, as did the Reader's Digest when the story was carried by that publication.

"Dydamic," of course, was Bob Thornton's cotton-patch pronunciation of "dynamic" and he said it in exactly that way because he knew it would be a stopper. The bright young men from Fortune doubtless returned to New York convinced they had a bit of Texas idiom in the raw, and the showman in Thornton unquestionably reveled.

Civic Leader

In his role as civic leader, Thornton has won all kinds of awards, is a past president of the Dallas Chamber of Commerce, and led a drive for a half-million dollars to advertise Dallas in the nation's top periodicals as a good place in which to live.

As Dallas' greatest salesman, he once led a fund drive on behalf of the Dallas Symphony Orchestra. An unlikely post for a self-styled country boy. At a recent Gridiron Dinner of the Dallas Press Club, Thornton was represented as telling the longhairs how to make money with the symphony.

The things that have been accomplished by the fair during Thornton's administration have been remarkable. Hundreds of thousands of dollars have been plowed back into the fairgrounds plant. The Cotton Bowl has been increased from 46,000 to a 75,311 capacity at a total cost of \$1,600,000, this thru a gimmick that nobody but a banker would likely have thought of. In 1948, bonds were sold, \$100 redeemable bonds that gave the holder a priority on a ticket to any game played in the bowl for each bond. The tickets had to be purchased at list price, of course. These bonds were snapped up rapidly.

Expansion

The next year, to finance further expansion, 20-year ticket options were sold, giving the option-holder nothing but the right to buy tickets to football games in the bowl. These were quickly sold and there is still a brisk traffic in these options in the football-happy Southwest. Other refurbishing and construction have been done at the fair with a free hand: the Auditorium was air-conditioned in 1950 at a cost of \$250,000 and a new livestock judging pavilion, costing \$125,000 is being built for the 1951 fair. An \$800,000 Automobile Building was completed in 1949. The fair has, of course, set all kinds of attendance and gross records for American annuals in the past several years. And a year-round operation has been set up.

Thornton believes in running the fair on the theory of a cash register under every bush, and the annual's yearly gross now is in the neighborhood of \$10,500,000.

Thornton's vision is worth almost as much to the fair as its magnificent plant. He believes the fair should be bigger and better every year, progressing as the Southwest progresses. He points to such features as the annual Rural Youth Day, which draws 90,000 boys and girls from farms and ranches in 225 Texas counties.

"We are sowing the seeds of great exhibitions for many years in the future by bringing these thousands of boys and girls to the fair each year," he says. And he insists that "each year there must be something added, something new in order to give its patrons something more for 50 cents."

America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
USED CONCESSION TENTS
10x16, 10x18, 10x20, in stock for
IMMEDIATE DELIVERY
Flameproof Material.
All Excellent Condition.
Bernie Mendelson—Charles Driver
O. Henry Tent & Awning Co.
4842 N. CLARK ST. CHICAGO 40

RALPH R. MILLER

Opening Show Simmesport, La., week Oct. 1; Villa Platte, week Oct. 8, Colored Fair.
Wants No. 5 Wheel Foreman, Country Store. Help to report at Baton Rouge, La., last week in September. Place exclusive Bingo, Palmistry, Cookhouse, \$25.00; all other Stock Concessions, \$15.00 week. Toothpick, can place you now on sets. Bruno, have unlimited amount Flaker and Glass and your Milk Cans. If you want all winter's work, come at once. Have 1948 Caterpillar loaded on two 30 ft. trailers for sale. Will buy late model Spiffire and Set Outfits. Girard, Kansas, Fairgrounds week Aug. 30; Fort Scott, Kansas, week Aug. 27.

RIDE MEN

SECOND MAN ON WHEEL.
GOOD TILT MAN. TOP SALARIES WITH GOOD TRUCKS TO DRIVE. CONTACT

SPOT MASON, Mgr.
STAR-LITE SHOWS
PER ROUTE

Thomas Amusement Enterprises

Want Rides, Shows and Concessions for Big Church Festival week of Aug. 20 to 25, Morris and Pennsylvania Streets, Lyons, Ind., best lot in the city. All Concessions open. Have Goldsmith to follow, Aug. 27 to Sept. 1. Have other good spots following. Will stay out until October. Rides—Will book Roll-o-Planes, Spiffires and Tilt. Don't wire or call, come on in. Can use a few Ride Men.

JOHNNY "KOOKIE" KUGGERMAN, Mgr.

DROME RIDERS

Lady and men. Top salary. Les and Eunice please contact.

GEORGE MURRAY

Care Strates Shows, Hamburg, N. Y., this week; Syracuse follows.

TWIN CITY SHOWS

Want Stock Concessions of all kinds for Missouri's biggest County Fair, Marshall, Mo., Fair, Aug. 28-Sept. 1; Ava, Mo., Fair, Sept. 5-9. No phone calls. Want Ferris Wheel. Wire

George Crable, Foreman
Plattsburg, Mo., Aug. 20-25.
All Fair Secretaries and Celebration Committees, have two open dates in September.

THE NEW ROMAN TARGET

One of the finest stock concessions ever built. Write for prices and free literature.

C. A. WOODIN
Rt. 1, Joplin, Mo.
Phone 2784-M

LESLIE'S TRAILER PARTS and ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 4, going south, Atlanta, Georgia. Fairfax 2626

COUNTY FAIR GOODING RIDES

On the Streets, Auburn, Ind.

Aug. 27-Sept. 1.

Want any Concessions not banned by Indiana. No gambling law. No flats.
PETE WALTER, Sec., St. Joe, Ind.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

Our Buddha Papers

Tells Fortunes by Magic
Still only \$7.00 per 1000 postpaid
S. BOWER
Belle Mead, N. J.



CAN USE NOW

USEFUL PEOPLE FOR SEVERAL SHOWS
FOR PEEP SHOW—NEED DANCERS
FOR SNAKE SHOW—CAN USE GIRL
OR GEEK FOR PIT AND GOOD
GRINDER ON FRONT

Have well framed Single-O Show.
Open for Man and Wife or Single
Dancer and Man on front.

All replies to me, Care TURNER
BROS. SHOWS, Fairgrounds, Terre
Haute, Ind., this week; following
Care BLUE GRASS SHOWS, Du Quoin,
Ill., until Labor Day.

RAY E. THOMAS

FOR SALE

MERRY-GO-ROUND

Allan Herschell 36 ft. 3-Abreast with
Iron Fence in first class condition. Ride
looks like new, with Wurlitzer Organ
with drums.

PRICE \$5,000

Can be seen in operation at Hudson,
New Hampshire, Aug. 29 to Sept. 3 at
St. John the Evangelist Church Carnival.
Also Bingo Top Khaki, 30x40; Push Pole
with Side Wall, Table and Stools com-
plete. Bought last fall, used very little.
Cost \$700, will sell for \$325 after Sept. 3.

HENRY BUSHAY

Old Car Barn Salem Depot, N. H.

FOR SALE

40 ft. Allan Herschell Merry-Go-
Round with organ, brand-new Sky-
fighter, Ferris Wheel, 7-Car Tilt-a-
Whirl, Plane Swing, Ridee-O. These
rides are just like new; have to sell
as I lost my lease to the park.

Contact

CARL PULINE

2712 West 12th St., Erie, Pa., or
Telephone 3-7893

D. S. Dudley Shows

WANT

Foreman for Tilt-a-Whirl, Foreman for
Ferris Wheel, Second Men for nine rides.
Must drive trucks. Will book any Hunky
Pank. Place any Hunky Pank Agents,
Red Page and Mickey, come on. People
for Girl Show and Monkey Show. Have
complete Shows. Want Gypsy Mitt
Camp.

Kermit, Texas, Aug. 20 to 25; Andrews,
Texas, Aug. 27 to Sept. 1.
Contact D. S. DUDLEY

ROY ALLEN

WANTS

Razzle Agents, capable Man to
take head, Army pay day next
week. Answer

Hartsville, S. C.

WANTED

A GOOD CLEAN CARNIVAL TO PLAY
PALMYRA, MO., FALL FESTIVAL,
WEEK SEPT. 3 CONTACT

EVERT STEVENS

Palmyra, Mo.

Attention, Managers

At Liberty after Sept. 2.
One set of beautiful Rides for Southern
Fairs and Dates. One new Parker Merry-
Go-Round, one Train, one Kid Ferris
Wheel, one Fairy Swing. The best of
equipment and flush, P.C. must be low.
Have 3 Hunky Panks that throw out
stock, also Popcorn Machine. Write,
wire or phone 2-0452.

J. A. MILLIKEN

3531 Campbell Ave., Lynchburg, Virginia

WAX FIGURES

OF EVERY DESCRIPTION
Two Handed Wax Babies in Glass Jars.
These Babies look like the real thing.
With permanent shipping case.

B. W. CHRISTOPHEL
WAX FIGURE STUDIO

2928 Folsom Ave., St. Louis 16, Mo.

BINGO CALLER

Top salary for good Man. Want Man
and Wife for Popcorn, Snow Flows,
built in trailer

PARADA SHOWS

Paola, Kan., Aug. 20-21-22; Garnett,
Kan., Aug. 24-31.

CARNIVAL WANTED

TO PLAY IN NASHVILLE, N. C., WEEK
OF SEPT. 10TH.

Contact

P. E. TAYLOR, Chief

Nashville Fire Dept.
Nashville, N. C.

Springfield Midway Up 23%

Continued from page 50

ond to the revue.
Western Show, headed by Lash
La Rue, Western singing star, was
getting good business. The La
Rue unit hit the local gazettes
grandstand show, was photoed on
the lot with La Rue.

Recent additions to ACA's line-
up are Lee Cuddy's Funhouse and
Dan Fast's Snake Show. The Sky
Wheel, owned and operated by
Curtis and Elmer Velare, has been
doing outstanding business. Sun-
day (12) the spectacular device
grossed \$2,672.85, the largest single
day's business since it was first
brought out. The ride works at
35 cents here.

While Sunday's gross was the
largest in the ride's history, the
Sunday business did not represent
the biggest single day's load it
carried. At the Dallas Fair last
year it carried more passengers

in one day but that day's gross
was less, totaling \$2,529, ride then
being priced at 25 cents.

Thursday (16) gave the Sky-
Wheel another big day, when it
grossed \$2,170. From here the
Velare ride goes to Toronto for
the Canadian National Exhibition.

Of the regular ACA rides, the
Skooter, managed by Lou Barber,
is the top grosser. Getting a big
play here, as it has since it was
added early in the season, is the
large, portable Roller Coaster.

Visitors to the show here in-
clude R. H. McIntosh and Bishop
Lay, secretary-manager and treas-
urer respectively of Alabama State
Fair, Birmingham; P. T. (Pa)
Streider, veteran manager of
Florida State Fair, Tampa, and
R. C. McCarter, general agent of
Cetlin & Wilson Shows.

Sullivan Business Up 15%

Continued from page 50

greville showed no change. Red
Deer's business was off in the
afternoon, with the weather ex-
tremely hot, but in the cool even-
ings business picked up.

Hypos Business

At Battleford a strong hypo
was given business by having the
Prime Minister of Canada open
the fair, tho the final day's take
was dampened by rain.

Top spot on the circuit was
Prince Albert, where three good
days racked up the biggest gross.
Wallace Bros.' Shows have had
in 12 years on the "B" Circuit.
Topnotch promotion and good or-
ganization, "where officials really
went out and sold the fair to the
people and made them fair-con-
scious," explained the inflated
gross, Sullivan said.

At Moose Jaw, Sullivan pointed
out, the whole town got behind
the fair again, and good business
was experienced. From Moose

Jaw a 2,200-mile jump was made
by the show to join Conklin Shows
at Three Rivers, Que., after which
the combined units will take in
Sherbrooke, Que., and Quebec
City.

Eyes Quebec Business

Sullivan is hoping business will
be better in Quebec than it was
in the spring, when bad weather
brought down the curse upon the
unit.

The worst business experienced
by Sullivan this year was in Win-
nipeg, where only four days out
of two weeks was good due to
the weather.

Sullivan reported that Hank
Blade, manager of Wallace Bros.
Shows and formerly with major
football teams and the Chicago
Blackhawks hockey team, has re-
ceived a number of offers to be-
come manager of various hockey
teams in the West, but nothing
definite has been set by Blade.

Illinois Runs Ahead of 1950

Continued from page 41

was Vice-President Alben Barkley.
The whopping midway business
convinced the last of the Doubt-
ing Thomases among midway op-
erators here that the fair season
in the Midwest will prove sub-
stantially better than last year.

Better-than-1950 business was
reported by eat-and-drink and
novelty concessionaires, even tho
there are far more such concessions
on the grounds than in any recent
years. On the midway the game
concessions, all hunky panks, are
more numerous than last year, and
operators reported fair-to-good
business.

The fair is celebrating its 99th
anniversary, and its advance cam-
paign was built around that fact.
Advance promotion otherwise fol-
lowed the past pattern.

Autry Bow Big

Gene Autry, in Friday (10),
opening night in front of the
grandstand, gave the event a
stronger take-off than any recent
year. Autry and his company, in
on a \$10,000 guarantee as against
a 60 per cent guarantee, played to
an excellent grandstand but did
not top the guarantee.

Saturday night (11) Autry
themed his CBS radio network
show from here around the State
fair, instead of his customary Mel-
ody Ranch. The fair comes back
tonight and tomorrow night with
Jack Benny and his show in front
of the stand. Benny, who is in on
\$20,000 guarantee as against 60 per
cent of the grandstand for the two
nights' gross, will be supported by
Eddie (Rochester) Anderson; Rose-
mary Clooney, vocalist; Marjorie
Reynolds, screen actress; Frank
Remley, the Dunhills, the Stuart
Morgan Dancers, Pryde and Day
and Teddy Phillips and his ork.

For the Benny show, the stand
is scaled at \$3 for box seats, \$2 for
reserved seats, whereas for the
Autry appearance it was priced at
\$2.50 and \$1.80.

B-C Revue Draws

Big grandstand draw Monday
thru Friday (13-17) was the No. 1
Revue produced by Barnes-Car-
ruthers Theatrical Enterprises,
Chicago. WLS National Barn
Dance, perennial attraction here,
was in for the Saturday night show
(11) and did its customary good
business. Grandstand boxes went
at \$1.50 and reserved seats at \$1
for the Barnes-Carruthers and
WLS shows.

Grandstand grosses thru Thurs-
day were up more than 10 per
cent over 1950, with the Autry ap-
pearance and the strong draw of
the Barnes-Carruthers revue ac-

counting largely for the increase.
Figures released by Elliott showed
the total grandstand take for both
afternoon and night shows thru
Thursday to be \$91,372, as against
\$81,300 last year.

Night grandstand patronage was
running way ahead of daytime
patronage with the night shows
thru Thursday grossing \$54,041 as
against \$37,311 for the daytime
show. Harness horse races, in-
cluding a full grand circuit pro-
gram, comprised the principal day-
time attractions thru Friday.

Big car races were skedded for
this afternoon and motorcycle
races for tomorrow afternoon.
Both programs are assured of
grandstand sellout.

New to the attraction program
this year is *Holiday on Ice*, but the
icer, spotted poorly, failed to win
money thru the first eight nights
Show is presented sans a top, with
bleachers on one side and a high-
rising temporary grandstand on the
other. Two shows, one abbrevi-
ated to one hour, starting at 6:45
p.m. and priced at \$1, and another,
the full show, priced at \$1.50, are
staged nightly.

Fair this year offered \$318,000
in premiums for an all-time high
here.

Ray Williams

Continued from page 50

civic attention, including the pre-
sence of the mayor and several
members of city council.

The date, sponsored by some
300 Nergo organizations, also had
the co-operation of 35 other na-
tional groups.

Total of 96 concessions, one
of the largest at any stand in
Detroit was booked, with \$7,000
taken in as concession space rental
alone, according to Cameron D.
Murray, concession manager.

4 Spots Booked

The Williams Shows have book-
ed four more strong local stands
in the city and suburbs, on the
strength of this showing:

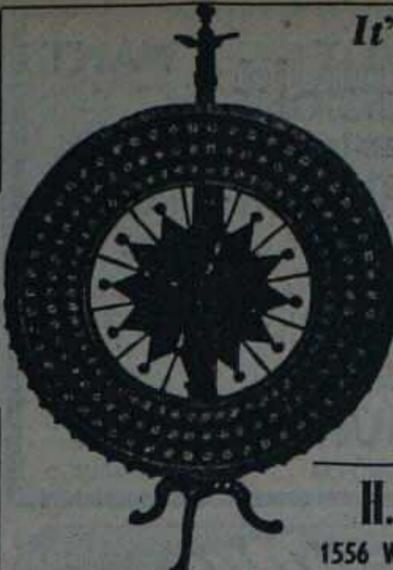
Gamble Post, American Le-
gion, Fenkell and Wyoming Ave-
nues, the first carnival on this lot
in 18 years.

St. Joseph Alumni Association
in the Eastern Market parking
lot, September 19-30, first for
this location.

Optimist Club of Hamtramck,
the first show to play in Key-
worth Stadium in 23 years, Octo-
ber 1-14.

Faust Post, American Legion,
at St. Jean and Vernon Highways,
October 16-30.

It's the Original!
EVANS' JUMBO DICE WHEEL
THE FINEST EVER MADE



Here's Chuck Luck in its most popu-
lar form. Richly ornamented and
trimmed, Evans' Original Jumbo
Dice Wheel has the extra brilliant,
irresistible flash that wins top takes
every season anywhere! A jewel for
dependable performance. 40" and
32" diameters for prompt delivery at
reasonable prices. Write NOW for
catalog.

H. C. EVANS & CO.
1556 W. CARROLL AVE., CHICAGO 7, ILL.

ALPENA FREE FAIR
Alpena, Mich., August 29-September 3

Want Funhouse, Mechanical City, Snake, Animal, Monkey, Motor Drome, etc.
Can place Novelties, Taffy Candy, Glass Pitch, Ball Games, Penny Arcade
and all kinds of Merchandise Concessions. Eating and Drinking Stands
of all kinds. Ride Help who drive Semis.

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

Marshall, Mich. (Fair), all this week.

50TH ANNUAL LABOR DAY CELEBRATION
FARWELL, MICH.
SEPT. 2-3

Want Glass Pitch, Ball Games, Custard, Hi-Striker, Eating Stands,
etc. No X. Want any Show except Girl, neatly framed. No
Flats or Mitt Camps, please. Manistee, Mich., this week; Kaleva
follows; then Farwell. Reserve space now. First come, first
served.

RED CRITTENDEN MERRYLAND SHOWS C. CRITTENDEN

FARMERS' FAIR AND FESTIVAL
RIVERSIDE COUNTY, HEMET, CALIFORNIA, SEPT. 5-9, INCLUSIVE

FRANK W. BABCOCK SHOWS
FURNISHING MIDWAY ATTRACTIONS

ALL CONCESSIONS OPEN
LUCKY BOYS NEED NOT APPLY

Contact **JIM CONES**
CHANDLER HOTEL, 834 SO. MAIN ST., LOS ANGELES 14, CALIF.
Phone: Trinity 5965

WANTED

Five or six-ride Carnival, eight to ten Concessions; no grift, no Mitt Camp, no gypsies.
Four days and nights at Tri-State Fair, Deming, New Mexico September 20 thru 23.

SELDON BAKER
MANAGER, TRI-STATE FAIR, DEMING, NEW MEXICO

CENTENNIAL GREATER SHOWS

WANT WANT WANT

Concessions of all kinds for four big Fairs and Celebrations, beginning with "aul
Bunyan Days, Fort Bragg, California, Aug. 28 thru Sept. 1. Contact
CHARLOTTE PORTER, Porter Hotel, 114 Truk Street, San Francisco, Calif.
Phone: TUxedo 5-9590
MARGARET McCLOSKEY—DONALD WASILAK Owners.

MOTOR STATE SHOWS

Want for Big Rapids Fair, Mich., and other Fairs following—Hale, Prescott, East
Jordan, with a route of Celebrations after the Fairs.
Hanky Panks, Hi Striker, etc. No racket or gypsies. Can use Foremen for Tilt and
Little Beauty Merry-Go-Round, must drive. Come on, will place you.

JOE FREDERICK, Mgr.
Big Rapids, August 21-24; Hale follows.

One of America's Oldest and Most Reliable
Suppliers of Carnival and Concession Merchandise!
Send for Complete Catalog and Price List!

Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

STOCK TICKETS

One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
Fifty Rolls 22.00
100 Rolls 40.00

ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

What this country needs is not
a working majority, but a
majority working.

We manufacture
TICKETS
of every description

THE TOLEDO TICKET COMPANY
714-114 Erie St.
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED Cash With Order Prices	
2,000 \$ 4.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.30
50,000 20.50
100,000 23.00
250,000 33.00
1,000,000 258.00

Best of Machine
Best of Coupons, Double Price

WANT - - - WANT - - - WANT CONCESSIONS

AUGUST 27-SEPTEMBER 1 INCLUSIVE

DELPHOS, OHIO, CENTENNIAL

GAMES ONLY — NO EATS OR DRINKS

VERY LIMITED SPACE HERE AND ONLY A FEW GAMES WILL BE BOOKED. THOUSANDS OF PEOPLE WILL ATTEND. PAGEANTS, BANDS, PARADES, ETC.

WRITE—WIRE—PHONE

GOODING AMUSEMENT CO.

1300 NORTON AVE. UN 1193 COLUMBUS, O.



WANT FOR THE FOLLOWING FAIRS—FAIRS—FAIRS

WANT
App and Scale
Water Games
Hi-Striker
Lead Gallery
Glass Pitch
Pitch-Tilt-U-Win
And any other
legitimate Concessions. Good opening for flashy Binge for balance of season.

Bedford County Fair, Bedford, Va.
Marlboro County Ag. Fair, Bennettsville, S. C.
Putnam County Fair, Eatonton, Ga.
McDuffie County Fair, Thomson, Ga.
Pulaski County Fair, Hawkinsville, Ga.
Coffee County Fair, Douglas, Ga.
Mitchell County Fair, Camilla, Ga.
Followed by Winter Dates in Florida.

Will book or lease
Ferris Wheel to
double with ours.
Any Ride that does
not conflict.

Monkey Show
Motordrome
Snake Show
Penny Arcade
Fun House
or any other
Grind Show

Charley Shansey, contact. Fizzle Brown can use a few more capable Grind Store Agents. Need experienced Mechanic and Electrician and Ferris Wheel Foreman, top salaries. Can also place experienced Ride Help who drive semis. All answers to Al Wallace or Fizzle Brown. Want Cookhouse that caters to show people for balance of season. Morgantown, W. Va., this week; Shinnston, W. Va., next week; followed by Winchester, Va., Labor Day Celebration. Owing to disappointment can place Sensational Free Act for season.

New York Gaiety Shows, Inc.

WANTED FOR BATAVIA, N. Y.

GENESEE COUNTY FAIR, AUGUST 27 TO SEPTEMBER 1

5 nights of fireworks, horse racing, free acts, firemen's and vets' parades, backed by all organizations of Genesee Co.

Concessions of all kinds, Eats, Games, etc. Penny Arcade, Mechanical Shows, Girl Revue, RIDES: Tilt, Rolloplane, Flyoplano, Little Dipper, Kiddie Automobile. Wire answer to

ANTHONY SANTILLO, General Manager

Care Western Union, Angelica, N. Y., this week.

PUNXSUTAWNEY FAIR

DAY AND NIGHT

Punxsutawney, Pa., August 27-September 1

Want independent Shows (no Girl Shows) of all kinds. Excellent locations for all legitimate Game Concessions. Fair midway does not have to buck a long grandstand show. Free acts and other entertainment limited to one hour. Write or wire

JACK RISHELL, Secy.

Punxsutawney, Pa., or BEAM'S ATTRACTIONS, DAYTON, PA., this week for space.



WANT FOR GARY, IND., COMMENCING AUGUST 24 AND TO SEPT 3 INCLUSIVE (Army Lot, 11th & Madison Sts.)

CONCESSIONS THAT WORK FOR STOCK, CORN GAME FOR BALANCE OF SEASON, RIDE HELP WHO DRIVE SEMIS. Jack Vinson, wire.

ARKANSAS AND MISSISSIPPI FAIRS FOR A LONG SEASON. Address:

JOHN FRANCIS, Mgr.

Gary, Ind., until Sept. 3; then per route.

HARRISON GREATER SHOWS

Want for Hertford County Fair, Hertford, N. C., August 27-September 1

Concessions of all kind open. No exclusive. All Eating and Drinking Stands open. Have complete outfit for Girl Show with two or more girls. Want Ride Help on all Rides and Semi Drivers. Top salary and bonus. Have Smith and Smith Chairplane for sale or will trade for any other Ride or Kiddie Rides. All mail and wires to

FRANK HARRISON

Tasley, Va., Fairgrounds, this week; then as per route.

Mighty Hammontree Midway

Can place for following Fairs:
ESTILL COUNTY FAIR, IRVINE, KENTUCKY, Aug. 27-Sept. 1.
And 3 more Fairs to follow.

CONCESSIONS: Want legitimate Concessions of all kinds. Open Midway, no exclusives. Good proposition for Photos, Jewelry, Novelties, Custard, Eats and Drinks and Lead Gallery.

HELP: Want Foreman for Octopus, Second Men for Merry-Go-Round, Chairplane and Loop-o-Plane. Want Talker for Wild Life Show. Lewy Duchene wants Girls for Girl Show. All wires and replies to:

WILLIAM O. HAMMONTREE, General Manager
Louisa, Ky., Fair now; Irvine, Ky., Fair next week.

DON FRANKLIN SHOWS

WANT FOR SOLID FAIR ROUTE THRU NOVEMBER 13

Cookhouse, Custard and Photos. RIDE HELP: Foremen for Spitties and Caterpillar, top salaries, or percentage (Slim Tomlin, contact); Second Men who drive semis for all Rides. Want Shows and Rides for Texas, Texas, Texas, Fair, Sept. 14 thru 22. All replies to

DON FRANKLIN SHOWS

Fairgrounds, Boerne, Texas, this week; Coleman, Texas, Fair, next week.

From the Lots

Crafts 20 Big

ROSEVILLE, Calif., Aug. 18.—Org did well at the Placer County Fair. Mrs. Mildred Mideke has returned after convalescing from an operation in North Hollywood. Mr. and Mrs. L. Midgett introduced Leah Katherine, born July 28 in Fairfield. Sunday, in Roseville, personnel met at the cafeteria for a surprise party on LeRoy Heileman. He was presented with a portable radio on his 14th birthday. Whitey Bahr and Red Wilson are managing Cachini's concessions and Bill McMahon manages those owned by Frank Warren. Show manager is Warren, assisted by Charlotte Warren. Mrs. Catherine Hurtt is secretary, and Joe Hurtt, in charge of cashiers.

Rides: Loop-o-Plane, Chuck Hanes; Auto Skooter, H. C. Harvey; Merry-Go-Round, Loyd Inman; Ferris Wheel, Robert Grubbs; Tilt-a-Whirl, Woody Ward; kiddie rides, Scotty DeWolfe; mechanic, Blackie Miller; electrician, Clarence Heileman; towers, Johnny Metzger; front gate and purchasing agent, Johnny Mideke.

Concessions: Candy wagon, Charlotte Warren and Goldie Reeves; cookhouse, Mr. and Mrs. Jack Keck; Penny Arcade, Mr. and Mrs. Jake Boyd; top store, Whitey Bahr; Hollywood blimp hats, Smokey Hagg; bird store, Al Cohen; ball game, Robert Bobo; balloon store, R. L. Frazier; ham store, L. Midgett and Milly Sage; pan game, Bill McMahon, Harry Wallace and Snuffy Couch; long-range, Jess Sprinkle; rat wheel, Gene Kingsley; photo gallery, Mrs. J. Sprinkle and daughter Laura; hoop-la, Mr. and Mrs. Fred Towne; glass pitch, Red Wilson, Bob Stearns; gold fish pitch, Gus Mouceri; derby, the Rudy

Jacobis and Harry Fradkin; novelties, Bennie Haberman; cat racks, Steve Vaughn, Red and Gene Dauer, Bill Good, L. L. Barta, Harry Morrissey. — MRS. H. C. HARVEY.

Crafts Fiesta

PLACENTIA, Calif., Aug. 18.—Shows made the short hop from San Diego here in good time. After the rides were set up, some men had to double back to San Diego to drive the extra rides that were used back to quarters. Business started off slowly, but with dances on Saturday and Sunday, sponsored by the American Legion, the week-end turnout was excellent. Mrs. Pugh has been of considerable aid to the office the last few weeks. Ricky and Mary Baumgarten visited their children in Long Beach. Mr. Crafts was on the lot for a few days. Miles Galland bought a new truck. Mrs. Crafts' death cast a shadow over the show, as she had many friends. —SIDNEY SMITH.

Johnny T. Tinsley

ATLANTA, Aug. 18.—This week finds the org breaking in a new lot in the Northeast section. Painters and builders are refurbishing the show for our fair season which begins September 10 at Elberton, Ga. The latest addition to route is the Labor Day Week celebration at Athens, Ga., sponsored by the American Legion.

Electrician Jimmy Miller purchased a new car; Mr. and Mrs. John Howley a panel truck; Ruth Minturn a new top for her concession. Jack Collins purchased a pitch-tilt-you-win. The Nolands are getting their share of business with Wonder bars. Joe Tuller has been on the sick list but is improving.

Mrs. Kate Thompson and daughter, Myra Ann, visited their hubby and daddy for a few days. Pop Akers has taken over the Snake Show. Dave Fineman is doing well with his concession. Bill Young, of the cookhouse, made a flying trip home to Miami last week and August 13 his partner, Carl (Hunky) Kalansky, planned to visit his family in Miami for a few days before the fairs start. —H. SAWYER.

LABOR DAY CELEBRATIONS

COLORADO

Bennett—Harvest Festival, Aug. 31-Sept. 1. C. E. McEvoy.

Oak Creek—Sept. 1-3. Frank Hubbard.

ILLINOIS

Glasford—Am. Legion, Aug. 31-Sept. 3. Charles H. Snyder, Kingston Mines, Ill.

Grayville—Tri-State Oil Show, Sept. 1-3. Ivan F. Stekman.

Shannon—Am. Legion Home-Coming, Sept. 1-3. Richard Stevens.

Streator—Labor Day Assn. Sept. 1-3. Fred J. Salvati.

INDIANA

Freetown—Odd Fellows, Sept. 1-3. Wayne Goble.

IOWA

Mason City—Labor & Trade Assembly, Sept. 1-3 at fairgrounds. J. W. Griebling.

KANSAS

Kiowa—Pittsburg—United Trades & Labor Council. Syracuse—

KENTUCKY

Paducah—Central Labor Union. J. E. Loyvo.

MAINE

Woodland—Central Labor Union, Sept. 1-3. Floyd L. Coons Jr.

MICHIGAN

Manton—Harvest Festival, G. M. Bassett.

Michigan Center—Boaters Club, Aug. 31-Sept. 3. Harold Champion.

Romeo—Peach Festival, Sept. 1-3. Donald W. Payne.

MINNESOTA

Tracy—Box Car Day, John Vahle Jr.

MISSOURI

Deepwater—Labor & Harvest Picnic, Sept. 3-4. Dr. C. R. Townsend.

NEBRASKA

Schuyler—Am. Legion, Sept. 1-3. Albin Vlasak.

OHIO

Coshocton—Central Trades & Labor Council. Fred Tish.

OKLAHOMA

Ralston—Am. Legion Home-Coming, R. A. Spaulding.

PENNSYLVANIA

Harrisburg—Klappa Club, Dr. Wm. J. Ross.

SOUTH DAKOTA

Buffalo—William Gardner Jr.

Newell—Junior Chamber of Commerce.

Wagner—Chamber of Commerce, Sept. 2-3. James D. Miller.

Winner—Chamber of Commerce. A. Irene Harris.

UTAH

Wellsville—Founders Day & Dairy Show, Sept. 3-4. Melvin H. Archibald.

WEST VIRGINIA

Paden City—Athletic Assn. Aug. 30-Sept. 1. Lester C. Doak.

Parkersburg—Industrial Union Council, C. F. Mch, Box 1036.

WISCONSIN

Madison—Federation of Labor, Sept. 2-3.

WYOMING

Evanston—Cowboy Days, Sept. 1-3.

San Fernando, Calif., To Explain Judging

SAN FERNANDO, Calif., Aug. 18.—Visitors to the San Fernando Valley Fair at Devonshire Downs here, for five days starting August 30, will know why horse show judges pick certain horses.

Max P. Schoenfeld, secretary-manager, has instructed judges to keep the public posted on why they make selections. The move is part of the fair's theme on education.

Peck Amusement

AMBOY, Ill., Aug. 18.—Mulberry, Ind., played last week, yielded good business, with business picking up each night following the Tuesday (7) opening, Friday (10), night of a big fish fry, brought out natives in large numbers to give everyone a big night.

Mrs. Peck rejoined for the rest of the season and is delighted with her 33-foot Vagabond trailer, equipped with television. The set was a surprise gift to her by Mr. Peck.

Three kiddie rides have been added to the show.—FAY CURTIS.

Page Bros.

GALLATIN, Tenn., Aug. 18.—Bill Forkun and his lion act has closed. Pop Fisher has joined with his glass pitch. The new panel front for the Girl Show, mounted on a semi, has been completed, giving the show four panelled fronts. Move in here from Scottsville, Ky., was short and made with ease.—W. E. PAGE.

Herb Pence Wants

Agents for beautifully finished 32 foot over 12 and 16 foot Balloon Store. All Fairs until November. Martinsville, Indiana, this week; with Baker United Shows. Then three big ones in a row—Charleston, W. Va.; Memphis, Tenn., and Birmingham, Ala. Contact here or at Charleston Fair Grounds opening Sept. 1.

COLUMBIA SHOWS

Now booking for Orland, Blue Hill, Pembroke, Cherryfield Fairs. Choice locations available now. Can use one Flat Ride, two Kid Rides. Joe Wells wants Pin and Count Store Agents. Marion Burns, contact Frank Cleasby. Wire, don't write.

WIRE, ORLAND, MAINE

FOR SALE

Concession Trailer, size 10 by 8, all glass, both sides open, plenty room, used 4 months, factory built; Star Jumbo Pop Corn Machine, Candy Floss Machine, Candy Furnace, Apple and Carmel Corn Kettles, Double Bottle Gas System. Big money maker. 3 weeks' work at its present earnings will pay for same. Help shortage reasons for this ad. First \$1850.00 takes it; see at Ohio State Fair Grounds, Aug. 20 to 31 (near grand stand). AL HATCH, Ohio State Fair, Columbus, Ohio

WANTED

MERRY-GO-ROUND

Small portable machine. Send photo and full details. FOR SALE—Late model Caterpillar Ride, \$5,000.00 full price.

W. O. KING

Box 241 Mt. Clemens, Mich.

FOR SALE

Cookhouse—22'x32', 24 ft. semi tractor. Most modern, sidewalls, awnings, stainless steel grill, French fryer, hot and cold water hook-up, 3 G.E. bottle coolers (each 15 case size). Write or see H. Miller, Montezuma, Ind. Will be at Corydon, Ind., Aug. 29; Indianapolis Fair, Aug. 27-Sept. 3. Can be seen at either spot. Will finance if buyer can put up good security. We will be set up in front of Purdue Bldg. at Indiana State Fair.

WANTED

NAIL STORE AGENTS Starting Eastern Idaho State Fair, Blackfoot, Idaho, Sept. 10-13; Albuquerque Fair follows and Fairs until November. PHONE OR WIRE: S. J. "SIMMY" CAROL L. Mastanwka Hotel, Palmer, Alaska, Aug. 23-Sept. 2. P.S.: Reason for this ad, Greeny Pluda in hospital. Can use one Agent for Palmer, Alaska, Fair, Aug. 31-Sept. 3. Plane fare guaranteed.

WANT CARNIVAL

For two big future Farmers' Harvest Festivals, second and third issues in October.

BOB LEE

Box 206 High Point, N. C.

Girls Nail Game Agents

Riley Bain, good proposition for you here. Man has plenty of painting for you. Mildred, Irene, Billie, Ginger, come on to Canton, Miss.

DOM MARCONI

J. A. Gentsch Shows, per route.

WILL PLACE

For Appleton, Mo., August 28-31; Fairview, Mo., September 5-8, and balance of season.

Bingo, Whiskey Bottles, Cake Bottles, Fish Pond, Hunky Panks not conflicting.

C. E. HAGENSICK

Hubbell, Nebraska, August 24-25.

FOR SALE

Cookhouse, Butane Equipment, with or without transportation. May be seen in operation. Genesee Shows, Frankfort, Ind., this week; La Fayette, Ind., next week. Priced to sell.

J. B. SEITZ

WANTED

Agents for Pan Game and Rat Game. Also other PC. Dealers. Will give Head of Outfit to capable Man. Contact

TONY

Care Vivona Bros. Shows, Christiansburg, Va., August 29-31.

Mad Cody Fleming WANTS

Wants Eli Operator, Electrician, must drive. All Fairs. Few Concessions, Stock, \$22.00 a week; Custard, \$100.00.

Hiwassee, this week; Blue Ridge, week of Aug. 27; all Georgia.

WANTED

For all Fairs through middle of October. Stock Concessions of all kind. Can use Floss, Apples, Novelties. Agents for Office Concessions.

RAINES AMUSEMENT CO.

Richmond, Kansas, Aug. 29-31.

Coming Events

CALIFORNIA
 Lodi—Lodi Grape Festival & Nat'l Wine Show, Sept. 21-23. C. S. Jackson.
 San Leandro—Community Fair, Aug. 20-Sept. 1. Frank M. King, City Hall.

COLORADO
 Arvada—Arvada Harvest Festival, Sept. 7-8. Stan H. Stolte.
 Fort Lupton—Tomato Days, Sept. 1-3.
 Rocky Ford—Ark. Valley Day & Watermelon Day, Sept. 4-6.

CONNECTICUT
 Hartford—Tobacco Festival, Sept. 11-13.

IDAHO
 Cottonwood—County Stock Show, Sept. 12-14. George Cook, Orangeville.

ILLINOIS
 Alton—Am. Legion Expo, Sept. 12-15. Andrew J. Osborne, City Hall.
 LeRoy—Free Fall Festival, Sept. 6-8. O. J. Lere.
 Liberty—Lions' Celebration, Sept. 13-15. C. A. Gamble.
 Ridge Farm—Tomato Festival, Aug. 23-25. D. W. Brewer, Lions Club.
 Strasburg—Home-Coming, Aug. 23-25. Floyd Weber.
 West Union—Fall Festival, Aug. 22-25. Max Ellis.
 Wilsonville—Firemen's Home-Coming, Aug. 22-26. Louis Pellegrini.

INDIANA
 Bluffton—Street Fair, Sept. 18-22. Curtis O. Ellis.
 Denver—Fall Festival, Sept. 19-22. Mrs. Harry Alliman.
 Lapas—Lions Club Celebration, Aug. 20-25.

KANSAS
 Chanute—Mexican Fiesta, Sept. 15-16. Nick Bonilla.
 Harper—Street Fair, Aug. 20-23. C. V. Terrell, Fair Assn.

LOUISIANA
 Abbeville—La. Dairy Festival & Fair, Sept. 21-22. Roy R. Theriot.
 Jennings—Golden Oil Jubilee of La. Sept. 21-23. Address Box 37.

MARYLAND
 LaPlata—Farm & Home Show, Sept. 13-16. Jack Taylor.

MICHIGAN
 Detroit—250th Birthday Festival, July 24-Sept. 9. William A. Mayberry.
 Detroit—Gift Show, Sept. 2-6. Walter E. Offinger, 15-117 Mdse. Bldg., Chicago.
 Michigan Center—Labor Day-Homecoming Celebration, Aug. 31-Sept. 3. Rebt. Steinbrunner.
 St. Louis—Harvest Festival, Sept. 27-29. Russell M. Bush.
 Scottville—Harvest Festival, Sept. 27-28. W. A. Pratt.

MINNESOTA
 Melrose—Harvest Festival, Sept. 14-16. Al J. Westendorf, Chamber of Commerce.
 Windom—Flax Day Celebration, Sept. 12.

MISSISSIPPI
 Newton—State Dairy Show, Sept. 26-28. I. M. Nichols.

MISSOURI
 Carrollton—Fall Festival, Sept. 13-14. Eva Chaney.
 Chillicothe—Am. Legion Festival, Sept. 10-12. E. B. Barnes.
 Concordia—Fall Festival, Sept. 17-22. John D. Allen.
 Dexter—Fall Festival & Agri. Show, Sept. 17-22. Thomas J. Ross.
 Gorin—Fall Festival, Sept. 5-7. Homer M. Park.
 Hannibal—Fall Celebration, Sept. 10-15. F. T. Russell.
 Holden—Free Fall Fiesta, Sept. 26-28. R. L. West.
 Jackson—Am. Legion Homecoming, Aug. 28-Sept. 1. Burton (Grub) Short.
 Liberty—Horse Show, Sept. 6-8. Louis Lancaster.
 Lucerne—Stock Show & Rodeo, Aug. 30-Sept. 1. Edwin Butler.
 Maryville—Fall Harvest, Sept. 5-9. Jr. Chamber of Commerce.
 Monett—Dairy Show, Sept. 14-15. Olen L. Ayes, Chamber of Commerce.
 New London—Fall Festival, Aug. 22-25. S. G. McCune.
 Palmyra—Fall Celebration, Sept. 5-8. W. E. Sears, Chamber of Commerce.
 Portageville—National Soybean Festival, Sept. 26-29. Joseph A. DeLisle.
 Queen City—Corn & Stock Show, Sept. 13-15. George McCuskey.
 Salem—Fall Festival, Aug. 30-Sept. 1. Robert F. Malady.
 Stover—Fall Festival, Sept. 27-29. Leo F. Fischer.
 Trenton—Fox Hunters Assn., Sept. 10-14. Wayne Lowe.
 Wellsville—Fall Festival, Aug. 23-25. Allen Uddyke.

NEBRASKA
 Gothenburg—Harvest Festival, Sept. 21-22. Keith Werdman, Chamber of Commerce.
 Hay Springs—Friendly Festival, last week in Aug. John H. Keriakedes.

NEVADA
 Ely—Nevada Fair of Industry, Aug. 24-26. Darwin Lambert.
 Reno—Horse Show, Aug. 23-26. Joe Cribbins.

NEW JERSEY
 Atlantic City—Miss America Pageant, Sept. 4-8. Lenora B. Slaughter, Convention Hall.

NEW YORK
 White Plains—Better Home Show, Sept. 23-26. The Birdsell Co.

OHIO
 Andover—Street Fair, Sept. 8-9. William S. Grabert.
 Ashland—North End Street Fair, Sept. 6-8. John J. Porter.
 Canal Winchester—Am. Legion Fall Festival, Sept. 12-15. Denver C. Gies.
 Cedar Point—Fall Festival, Sept. 6-9. Karl W. Kurtz, C. of C., Sandusky, O.
 Cincinnati—Tri-State Gift Show, Netherland Plaza, Sept. 9-13.
 Cincinnati—Food & Home Show at Zoo, Aug. 13-26. John F. Heusser.
 Columbus—State Gift Show, Aug. 26-29. Walter E. Offinger, Mdse. Mart., Chicago.
 Hoytville—Home-Coming, Aug. 20-25. Rex W. Testenorth.
 Jeromesville—Lions & Legion Home-Coming Carnival, Aug. 23-25. Raymond E. Faust.
 Scioto—Fall Festival, Aug. 23-25. Charles W. Hueff.
 Seaman—Fall Festival, Sept. 20-22. H. M. Sauterfield.

OKLAHOMA
 Eudora—State Dairy Show, Sept. 4-8. O. E. Zink.
 Eudora—Cherokee Strip Celebration, Sept. 14-16. Vernon Benson.
 Gilson—Gilton District Fair, Aug. 30-Sept. 3. Paul Hoover, Chamber of Commerce.

OREGON
 Portland—Portland Gift Show, Aug. 26-28.

PENNSYLVANIA
 Lyon Station—Fire Co. Fiesta, Aug. 21-Sept. 3. Earl F. Heffner, Plectwood, Pa.
 Mechanicsburg—Central Pa. Firemen's Fair, Sept. 3-8. Harry De H. Stoner.
 North East—Grape Carnival, Sept. 20-22. Harry B. Couse, Am. Legion.
 Orbisonia—Old Home Week, Sept. 3-8. W. Max Ewing, Vol. Fire Co.
 Titusville—Old Festival, Aug. 20-25. H. W. Bush, 740 W. Spring St.

SOUTH DAKOTA
 Burke—Home-Coming Days, Aug. 24-25. Karl E. Zuta.
 Lake Preston—Watermelon Day, Aug. 27-28.
 Madison—Turtle Days, Sept. 7-8.
 Salem—Harvest Festival, Aug. 27-28. Loren Gutsaler.
 Timber Lake—Days of 1910, Aug. 24-26. Carl Little.
 Vermillion—Days of '59, Aug. 29-30. H. O. Gunderson, Chamber of Commerce.

TENNESSEE
 Petersburg—Colt Show, Sept. 4-5. Thomas L. Warren Jr.
 Shelbyville—Tenn. Walking Horse Nat'l Celebration, Aug. 28-Sept. 1. F. J. Scudder.

TEXAS
 Corsicana—Live Stock Show, Sept. 24-29. R. W. Knight.
 Coleman—Fall Festival, Aug. 30-Sept. 1. Nathan Cleit.
 Lufkin—Texas Forest Festival, Sept. 24-29. Herman Brown.

UTAH
 Brigham City—Peach Days, Sept. 7-8. D. M. Mason, Chamber of Commerce.
 Cedar City—Live Stock Show, Sept. 6-8. Dr. John H. Beal.
 Payson—Golden Onion Days & Homecoming, Sept. 1-3. E. H. Bates.

VIRGINIA
 Gordonsville—Vol. Fire Co. Celebration, Sept. 3-8.

WASHINGTON
 Grandview—Junior Fair, Sept. 6-8. Dale F. McKenzie.

WEST VIRGINIA
 Parkersburg—Celebration in City Park, Labor Day Week. H. E. Richards.
 Point Pleasant—Farm Youth Show, Sept. 27-29. Warren T. King.

WISCONSIN
 Bloomer—4-H Fair & Livestock Show, Aug. 24-26. Adalbert W. Pehr.
 Mount Horeb—Fall Frollic, Sept. 6-8. Jergen M. Mos.

CANADA
 Schumacher, Ont.—Northern Ontario Exhn., Sept. 13-19.

Marks Gross At Washington Proves Solid

WASHINGTON, Aug. 18.—John H. Marks Shows' stand at Benning Road and Oklahoma Street here provided everyone with a big pay-off, with two Saturday kiddie matinees (4-11) sponsored by Pepsi-Cola pulling large crowds. Manager Marks had 1,000 orphans as his guests on the second of the days.

Cash and Gertie Miller have joined with a Monkey and Pre-historic shows; Jimmy Simpson and his Chocolates Revue, with Dave Wile managing, came on, and Joey Hoffman also joined for the org's fair season. Slim Kelly again will play the Mineola (N. Y.) Fair next month. Tiny Mae Coleman, wife of Merry-Go-Round foreman Joe Coleman, is at her home in Selma, Ala., following surgery.

Al Mercy's and Jack Weiner's Charm Hour Revue recently received a nice spread in Look magazine. French Casino Posing Show of Virginia Mercy bowed here, with Jerry Buck making the openings. The show, starting its fair season this week at Lynchburg, Va., grabbed a half-page spread of pictures in *The Lynchburgh Advance*.

Conn. Event Sets Dates

ELLINGTON, Conn., Aug. 18.—September 25-26 are the dates for the annual Four Town Fair of the Union Agricultural Society, to be held here this year.

Fair rotates among this city, Ellington, East Windsor and Somers. Lee Ryder, of Ellington, is society president and also fair committee chairman. Boyd R. Grant, secretary of the group for the past 30 years, has resigned, with D. Everett Neelans succeeding him.

Fairs Sets TV-ers

hard to have their TV stars make the fairs.

As for the fairs, they are always on the prowl for something to give freshness and added pulling power to their attractions. Thus, to them TV's talent builder is precisely what they're looking for, providing that price demands are in line with their capacity to pay.

Besides the Murray show and the Warth offering, other attractions set for the coming fair here include Freddy Martin and his ork, in for one night. Negotiations are under way with Guy Lombardo to have his orchestra in for an afternoon and night grandstand appearance.

Cleanest
Finest
Most Dependable

James H. DREW SHOWS

GREAT PENNSBORO, W. VA., FAIR
 August 27 to 31 Inclusive

CHARLESTON, W. VA., FAIR
 September 1 to 9 Inclusive

With Circuit of Large Fairs Ending Middle of November

Can Place Fly-O-Plane, Little Dipper, Train or any ride that does not conflict. Special opening for Spitfire.

Will Place all Shows with own equipment. Notice, have choice location for Iron Lung at Charleston, W. Va.

Will Place All Hanky Panks and Eating and Drinking Stands. Want Long and Short Range (None here now).

Address this week, Parkersburg, W. Va. Fair: Pennsboro, W. Va., Fair, Aug. 27 to 31.

WANTED

CONCESSIONS AND SHOWS FOR CELEBRATIONS AND FAIRS. CAN ALSO PLACE RIDE HELP

MOUND CITY SHOWS
 Esberry, Mo., this week

GIFFORD ROBERTS

Contact me at once on Model Shows, West Union, Iowa.

DALE PARRISH

FOR SALE

DERBY—\$2,500.00

16 Units with realistic Mechanical Track on 28 foot steel frame trailer with aluminum siding. Good condition.

JACK DOKE
 5403 Haylor Ave. Long Beach 2, Calif.
 Phone: METcalf 3-7070

A-1 CANVASMAN

Also Wanted—Semi Driver. Contact at once.

ELIZABETH A. MEYERS WAR SHOW
 c/o FAIRGROUNDS
 ST. PAUL, MINN.

WANT RIDE HELP

Two Second Men for Ferris Wheel and Tilt-a-Whirl. No drunks. Good salary. Living quarters Free. No ups or downs. 30 miles from New York City. Join at once.

MAX GRUBERG AMUSEMENT PARK
 Long Beach, L. I., N. Y.

DANCER

FOR GIRL SHOWS

Top wages. Contact

DALE PARRIS
 Model Shows, West Union, Iowa

DIGGERS OUTFIT

Complete, ready to work, six machines framed for money or stock, 10 ft. center top, \$650.00.

BRADLEY
 Eddie's Expo, Washington, Penna.

CONCESSION TENT—NEW

FOR SALE—BEST OFFER

12'x14'x9' WALL—FLAMEPROOF

SORRENTINO
 77 Park Avenue, New York City
 Phone MU 3-6169

MIDWAY OF MIRTH SHOWS

WANT AGENTS

For Six Cats, Swinger, Balloon Darts, Scales, Penny Pitch and P.C. All replies to:

CURLY LIVELY
 Fair Grounds, Greenville, Ill.

WANTED

Popcorn, Bingo, Grab. All Concessions open for 22 Unit. Will book any Ride not conflicting. Contact

STANLEY WARWICK
 Midway of Mirth Shows 22
 Cissna Park, Ill., this week; then New Baden, Ill., Homecoming.

WANTED

Concession Help in Girl Show

Address

Johnny Korliss
 Interstate Shows Wise, West Va.

CONTINENTAL SHOWS

WANT FOR THE BEST LITTLE FAIR IN NEW YORK STATE

WESTPORT, N. Y., AUG. 28-SEPT. 1

Photos, Pop-Corn, Ball Games, Pitch-Till-You-Win, Custard, Eating Stands, or any Concession permitted in New York State. Come on, we will take care of you.

This week, Ticonderoga, N. Y.; next week, Westport, N. Y., Fair.

ROLAND CHAMPAGNE
 Ticonderoga, N. Y.

CRAFTS 20 BIG SHOWS

NOW BOOKING CONCESSIONS FOR

LOS ANGELES COUNTY FAIR

POMONA, CALIFORNIA

FRESNO AND PHOENIX TO FOLLOW

CRAFTS 20 BIG SHOWS

7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.
 PHONE SUNSET 2-3131

F. C. BOGLE SHOWS

WANT WANT WANT

Stock Concessions, Ball Games, American Mitt Camp, Pitchmen, Shows with own equipment, useful People all departments, Ride Men who drive semis.

CRAWFORD COUNTY FAIR, Girard, Kansas, Thursday-Saturday, August 23-25.

Bourbon County Fair, Fort Scott, Kan., Monday-Saturday, Aug. 27 to Sept. 1. Auto Races, Fireworks, Nite Shows—35,000 attended last year.

Kansas' biggest Labor Day Celebration, Louisburg, Kan., Monday, Sept. 3; followed by 4 days and nites, on the square, Maryville, Mo., Harvesta Celebration.

For space, WIRE or PHONE Mgr. F. C. Bogle Shows, Inc. Girard, Kansas, Fairgrounds, Aug. 22 or later.

P.S.: It's true, we play the Butler, Mo., and the Aurora, Mo., Fairs, two of the best.

RUMBLE GREATER

Wants SHOWS AND CONCESSIONS

for

Lyons, Ind., Fair, this week; Madisonville, Ky., Fair, Aug. 27 to Sept. 1—have Rides booked only; Providence, Ky., Fair, Sept. 4 to 8; Terre Haute (Twelve Points), Ind., Sept. 10 to 15, on the streets—sponsored by the Twelve Points Merchants' Association.

CAN USE ONE MAJOR RIDE AND ONE KID RIDE FOR THE ABOVE AND BALANCE OF SEASON.

Denver Rumble, Lyons, Ind., this week

then as per route

NOW BOOKING ON THE STREETS

20th Annual ROMEO PEACH FESTIVAL

Michigan's largest Labor Day Celebration, Saturday thru Monday, Sept. 1-3 (day and nite). 75,000 attendance on Labor Day. Limited amount of space for stands. Can place Grab, Photos, Lead Galleries, Ponds, Popcorn, Stock Wheels, Ball Games, etc. Bingo, Ice Cream sold. All wire and mail to

LEONARD GOULD
 1731 Leo Place Phone: TR 30189 Detroit 6, Mich.

ORANGE BOWL SHOWS

Can place Ago and Scale, Jewelry, Ball Games and other Merchandising Concessions, Second Men for Chairplane, Ferris Wheel, All replies

FRANK ROSS, Mgr.
 Berlin, Ga., Aug. 20 to 25; American Legion Tobacco Festival, Mahira, Ga., Aug. 27 to Sept. 1.

SUNSET AMUSEMENT COMPANY

Want for Columbia, Mo., Fair, followed by Fairs at Warrensburg, Cape Girardeau, Lamar and Holden.

Side Show, Animal Show, Monkey Show, Fun House and Mechanical or Lung. Can use Ball Games and Hanky Panks. Will place Ride Men.

Monticello, Iowa, this week; Columbia, Mo., next.

UNITED STATES SHOWS

WANT FOR CLAY COUNTY FAIR Clay, W. Va., Aug. 20-25

Six Cats, Coke Bottles, Jewelry, Set Concession and Slum Spindle.
 WANT Mechanical City and Animal Show. WANT ANOTHER FREE ACT.
 Frank Cook, contact at once.
 Braxton County Fair, Sutton, W. Va., follows Clay, then the BIG ONE, Webster
 County Fair, Webster Springs, W. Va.
 Gigantic Labor Day Celebration. Don't miss it.
 You can have a wonderful week there, then North Carolina after that. All wires to
L. P. BRADY Clay, W. Va., this week.

The Great MARTINSVILLE, VA.

4 COUNTY (COLORED) FAIR
 LABOR DAY WEEK — SEPTEMBER 3 TO 8

FREE ACT WANTED

Start at Martinsville
 AND REST OF SEASON, CLOSING NOVEMBER 10
 —COMPLETE ROUTE—CLOSING NOV. 10—

MARTINSVILLE, VA., FAIR, SEPT. 3-8
 WHITACRES, N. C., TOBACCO FESTIVAL, SEPT. 10-15
 PINE TOPS, N. C., TOBACCO FESTIVAL, SEPT. 17-22
 GAFFNEY, S. C., SEPT. 24-30
 PICKENS CO. FAIR, EASLY, S. C., OCT. 1-6

OCONEE CO. FAIR, SENECA, S. C., OCT. 8-13
 ROYSTON, GA., FAIR & LIVE STOCK SHOW, OCT. 15-20
 GREENVILLE, S. C., 35TH ANNUAL COL. FAIR, OCT. 22-27
 ANDERSON, S. C., COL. FAIR, OCT. 29-NOV. 3
 ELBERTON, GA., COL. FAIR, NOV. 5-10

IF LOOKING FOR 10 WEEKS' WORK, COME ON.

WILL BOOK

X on Custard, Novelties, Photos; all Hanky Panks open. Few choice Stores and Wheels. Cook House
 that will feed showfolks, French Fries, Diggers.

CAN PLACE RIDE HELP THAT DRIVE—10 RIDES—TWIN WHEELS

WOLFE AMUSEMENT

THIS WEEK, CHASE CITY, VA.

NEXT WEEK, ROXBORO, N. C.



WANT FOR BLOUNT COUNTY FAIR, MARYVILLE, TENN., WEEK OF AUG. 27-SEPT. 1

Sept. 3-8 Maury County Fair Columbia, Tenn.	Sept. 10-15 Lincoln County Fair Fayetteville, Tenn.	Sept. 17-22 Lee County Fair Opelika, Ala.
---	---	---

FOLLOWED BY EIGHT BIG COUNTY FAIRS IN GEORGIA AND ONE IN FLORIDA

CONCESSIONS—Legitimate Stock Concessions of all kinds. All Hanky Panks, Gadgets Workers,
 Jewelry, Coke Bottles and Ball Games. Can use Two Merchandise Wheels. Country Joe,
 contact.

SHOWS—Mechanical, Fat, Side Show, Wild Life, any worthwhile Show with own equipment.

RIDES—Little Dipper, Train or Dark Ride.

HELP—Wheel Foreman and Second Men who drive semis.

All replies J. L. Keef, Barboursville, Ky., this week.

BLUE GRASS SHOWS

C.C. (SPECKS) GROSCURTH PRESENTS
 FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR THE BIG DU QUIN STATE FAIR

9 Big Days, starting Sunday, Aug. 26, and including Labor Day, followed by 4 Big
 Days at Montgomery County Fair at Clarksville, Tenn. Legitimate Stock Con-
 ceptions of all kinds—Hi Striker, Wonder Bar, Hats, Photos, Short Range, Derby; have 3 choice lo-
 cations for Age and Scales. Mouse, Diggers and Rotaries for stock only. We have fence to
 fence on all games. Last call for the big one.

SHOWS Midget, Glass House, Unborn, Motordrome, Wildlife, Iron Lung.
HELP Foreman for Merry-Go-Round, First and Second Men on
 all rides, also Electrician who understands Sperry Search-
 light. All must be licensed semi drivers.

ALL ADDRESS: C. C. GROSCURTH, BRIDGEPORT, ILLINOIS

NOTE—CAN USE BOTH MAJOR AND KIDDE RIDES AT DU QUIN.

Carnival Routes

• *Continued from page 44*

Peo Dec: Yadkinville, N. C.; Welcome, 27-
 Sept. 1.
 Penn Premier: (Fair) Huntington, Pa.
 Pioneer: (Fair) Troy, Pa.; (Fair) McCon-
 nelshurg 27-Sept. 1.
 Playtime: (Fair) Marshfield, Mass.; (Fair)
 Windsor, Me., 29-Sept. 1.
 Powell's Expo: Forest, O.; (Fair) Paul-
 ding 29-Sept. 1.
 Powellson Greater: Uhrichville, O.; Solo
 30-Sept. 1.
 Prett's Broadway: (Fair) Cumberland, Md.;
 (Fair) Indiana, Pa., 27-Sept. 1.
 Raines Am.: (Fair) Richmond, Kan.;
 Reid, King: (Fair) Lyndonville, Vt.; (Fair)
 Morris, N. Y., 27-Sept. 1.
 Rockwell: (State Fair) Pueblo, Colo.; (Fair)
 Winfield, Kan., 28-31.
 Rogers A. B.: Greenwich, N. Y.
 Rogers Bros.: (Fair) Pine River, Minn.,
 29-32; (Fair) Barons 23-26; (Fair) Two
 Harbors 29-Sept. 1.
 Royal American: (State Fair) St. Paul,
 Minn., 25-Sept. 3.
 Royal Crown: (Fair) Sioux Falls, S. D.
 Royal Midwest: Kempion, Ind.
 Royal United: Lake City, Minn., 29-32;
 Zumbrot 23-25; Adams 27-28; Wilton
 Junction, Ia., 30-31.
 Ruggles: Williams Bay, Wis.
 Rumble Greater: Lyons, Ind.; Madisonville,
 Ky., 27-Sept. 1.
 Schafer's Just for Fun: Greenville, Tex.
 Siebrand Bros.: (State Fair) Boise, Idaho;
 (Fair) Piler 29-Sept. 1.
 Smith's Funland: Ansted, W. Va.; Weston
 30-Sept. 1.
 Smith, George Clyde: (Fair) Luray, Va.
 Snapp Greater: Sturgeon Bay, Wis.
 Southern Valley: Helena, Ark.
 Sparks, J. A.: Crossville, Tenn.
 Brader, M. A.: Goodland, Kan., 21-24;
 St. Francis 28-31.
 Star-Lite: Onaga, Ia.
 Star Am Co.: Walnut Ridge, Ark.
 Stephens: Glenwood, Mo.
 Stephens, C. A.: Kingsport, Tenn.; (Fair)
 Greenville 27-Sept. 1.
 Strates, James E.: (Fair) Hamburg, N. Y.;
 (State Fair) Syracuse 1-3.
 Sunset Am. Co.: (Fair) Monticello, Ia.;
 (Fair) Columbia, Mo., 30-Sept. 1.
 Tassell, Barney: Galthersburg, Md.
 Tatham Bros.: Lacon, Ill., 29-33; Mark
 24-25.
 Tennessee Valley Am.: Fayetteville, Tenn.
 Texas Kidd: Granger, Tex.
 Texas Midway: Whitney, Tex.
 Thomas Am.: Lyons, Ind.
 Thomas, Art B.: Fergus Falls, Minn.;
 Canton, S. D., 27-28; Vermillion 29-30;
 Tyndall 31-Sept. 1.
 Thomas Joyland: (Fair) Crown Point, Ind.
 Tinsell, T. J.: (Fair) Torrington, Wyo.;
 (Fair) Stockton, Kan., 27-Sept. 1.
 Top Top (Western): Phillips, Wis., 24-26;
 Chilton 21-Sept. 3.
 Tinley, Johnny T.: (Turner Mason &
 Ashby St.) Atlanta, Ga.
 Tivoli Expo.: (Fair) Anna, Ill.; Metropolis
 28-Sept. 2.
 20th Century: Albert Lea, Minn.
 Twin City: Plattsburg, Mo.; Marshall 28
 Sept. 1.
 Turner Bros.: (Fair) Terre Haute, Ind.;
 (Fair) Olney, Ill., 26-31; Grayville Sept.
 1-3.
 Tyler's Overland: Oneda, Ill., 24-25; San
 Jose 11-Sept. 1.
 United Expo: Columbus, Kan.
 United States: Clay, W. Va.; Sutton 27
 Sept. 1.
 Veterans United: Worthington, Minn., 21-
 23; Madison, Neb., 24-26.
 Victory Expo.: (Fair) Ahlens, Kan.
 Virginia Greater: Crisfield, Md.; (Fair)
 Keller, Va., 27-Sept. 1.
 Vivona Bros.: Christiansburg, Va.; Roanoke
 Rapids, N. C., 27-Sept. 1.
 Wade Greater: (Fair) Saultic, Mich.
 Wallace Bros.: (Fair) Manitowoc, Wis.
 Wallace Bros.: (Fair) Three Rivers, Que.,
 Can., 20-21; (Fair) Sherbrooke 24-31.
 Wallace & Murray: Morgantown, W. Va.;
 Shinnaton 27-Sept. 1.
 W.B.J. No. 1: Elmire, O.; (Fair) Pember-
 ville 30-Sept. 1; No. 2 Unit: Clinton,
 Mich.
 West Coast: (Fair) Gresham, Ore.; Med-
 ford 28-Sept. 2.
 West Coast Expo.: Ukiah, Calif., 22-25.
 Wicox, Dick: (Fair) Dover, Me.

Weyburn, Sask., Rodeo Tops 10,000

WEYBURN, Sask., Aug. 18.—
 Hot weather helped the two-day
 Broncho Daze Rodeo here under
 Weyburn Junior Chamber of Com-
 merce auspices. Attendance was
 10,706, with 2,106 attending on the
 first afternoon and 2,000 in the
 grandstand at night; 3,250 the
 second day and 3,350 at night.
 Prize money for rodeo events was
 \$1,450 plus entry fees.

For the third year, night
 grandstand attraction was the
 Bob di Paolo revue provided by
 K. D. Enterprises, Calgary. Gay-
 land Shows were on the midway.
 Rodeo parades were held down-
 town on both days and street
 dances were held at night. A car
 giveaway was a feature.

Wilson Famous: (Fair) Princeton, Ill.;
 (Fair) Henry 28-31.
 Wilson Greater: Winalow, Ariz.; Prescott
 30-Sept. 1.
 Wolfe Am. Co.: Chase City, Va.; Roxboro,
 N. C., 27-Sept. 1.
 Wolf's: St. James, Minn.
 World of Mirth: Ottawa, Ont., Can.
 World of Pleasure: Marshall, Mich.
 Young, Monte: Burley, Idaho.

COOKHOUSE WANTED

Must be in keeping with the standard of the show.

MARKS SHOWS
Per Route.

AGENTS WANTED

FOR BEAR HOOP-LA, ALSO OTHER AGENTS. (MEL REYNOLDS, GET IN TOUCH.)

Sedalia, Mo., now; Detroit, Nashville, Atlanta to follow. Wire before coming on care Western Union.

JIMMY ANNIN

RIDE HELP WANTED

FOREMAN, \$60.00; SECOND MEN, \$40.00. PAY EVERY DAY.

AMERICAN MIDWAY SHOWS
Emporia, Kansas, this week

For Sale—For Sale— CHEAP ROCK-O-PLANE

COME AND GET IT
CHARLES CHANEY
Elsberry, Mo., this week; Baden (North St. Louis), next week.

CAVALCADE OF AMUSEMENTS

Can place capable Foreman for Caterpillar, salary 85.00 week.
 Foreman for Hi-Ball, salary \$85.00 week. Long season of
 fairs. (Cliff Hodge, contact me at once.)

Can place capable, dependable Man for Dipper. Want Rope
 Men for Ferris Wheels, salary \$50.00 week. Can place Mule
 Drivers and Train Hands. Want Help for Two Grabs. Griddle-
 men and Waiters for Cookhouse

WANT FOR MICHIGAN STATE FAIR, DETROIT

Legitimate Slum Stores that are prepared to pass State Police
 inspection, such as Milk Bottles, Basketball, Coke Bottles,
 High Strikers, Bozo, also Photos. Will sell "EX" on Scales
 and Age. Want Eating and Drinking Concessions. Will sell
 "EX" on Novelties, privilege open.

Can place Hanky Panks and Concessions for Jackson, Tenn.,
 Sept. 10-15; Nashville, Tenn., Sept. 17-22; Atlanta, Ga.,
 Sept. 27-Oct. 7.

Limited amount of space at all these fairs.

All address: AL WAGNER

Muskegon, Mich., until Aug. 28th; then Michigan State Fair,
Detroit.

MOUND CITY SHOWS #3

WILL BOOK BINGO FOR WEST PLAINS, MO. FAIR, AUG. 23-24-25. NEED RIDE
 HELP IN ALL DEPARTMENTS. WILL BOOK HANKY PANKS THAT DO NOT
 CONFLICT, SUCH AS BALL GAME, GLASS PITCH, FISH BOWL, BALLOON DARTS.
 WANT AGENTS FOR SIX CAT AND NOVELTIES.
 West Plains, Mo., this week; Lynn, Mo., Aug. 30-Sept. 1; then the big one—Ahan, Ill.,
 under Alton Labor Assembly—one of the biggest Labor Day spots in the country.
 A. C. (WHITEY) SLATEN, MGR.

MIGHTY PAGE SHOWS

Tappahannock, Va., Fair, August 27 thru September 1. Followed by 10 Best Fairs in North and South Carolina. Then Florida.

WANT Eating and Drinking Stands, Stock Stores of all kinds, Give Ex. on Novelties, Photos, Jewelry, Waffles and French Fries, Pin Store, Swinger and Buckets open, also few choice Wheels and P.C.

SHOWS: Big Snake, Wild Life, Glass or Fun House, Mechanical or anything not conflicting. (Good proposition to Motordrome, virgin route for Drome.) Want Side Show Acts and Girls for Girl Show.

RIDES: Roto Whip, Live Pony, Boat Ride or any nice Kiddie Rides not conflicting. We have all the Major Rides we need. Ride Help: Foremen for Roll-o-Plane, Chairplane and Spitfire. Good Second Men that drive on all Rides. Pay every Tuesday and bonus at end of season.

WANT Billposter to join on wire. All replies to

BILL PAGE

Richmond, Virginia, this week; Tappahannock, Va., Fairgrounds next week.

P.S.: Want to buy 30x60 or 40x80 Top.

Heller's Acme Shows, Inc.

Rockingham County Agricultural Exposition and Farmers Fair, Leaksville & Draper Highway. 8 Big Days—8 Nights, August 27 thru Sept. 3, big field day Labor Day. All union members admitted free; then Henry County Fair, Inc., Collinsville, Martinsville Road, Va., 5 days Sept. 4-5-6-7-8; then Madison, N. C., Agricultural Fair, Sept. 10 to 15; then High Point, N. C., Sept. 17 to 22; then Clayton, N. C., Sept. 24 to 29; then Farmville, N. C., Oct. 1 to 6; Beaufort County Agrl. Fair, Washington, N. C., Oct. 8 to 12. This is a big Agricultural Fair with horse racing every day and big grand stand acts. Carteret County Fair, Beaufort, N. C., Oct. 14-19. After this five others to be announced in next issue, including Warsaw, N. C., Big Legion Celebration. You all know this one, Nov. 5 to 10, closing here.

Want Shows: Monkey Show (Mr. Mun, write), Girl Show, Fun House, Side Show, Motordrome and Grind Show. Want Rolloplane, Octopus, Dark Ride, Caterpillar, Ride-o or Whip. Will book Ferris Wheel for duals. All Concessions open. No exclusives, but will not overload midway. Want Popcorn, Candy Apples and Custard. Few Wheels open. Those joining now will be given preference at Fairs. Live-and-let-live prices to all. Want Bingo, good proposition for same.

All address as per route, Harry Heller, General Manager South Hills, Va., Aug. 20-25; then all Fairs until Nov. 10.

CARL D. FERRIS SHOWS

Want for Jefferson County Fair at Watertown, N. Y., this week; Little Valley, N. Y., Fair, August 27-September 1; followed by one of the best Labor Day Fairs (Dunkirk, N. Y.).

CONCESSIONS: Eats of all kinds, Hanky Panks or any Legitimate Concessions.

SHOWS: Any Grind Show, Snake or any new show. Jig Show with own outfit to join for Southern fairs. Art White Shows, contact us at once. Watch for future ads for Southern fairs.

FOR SALE: Penny Arcade complete, can be seen in operation on the show.

Contact **FLOYD BAILEY**

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Last Call for Gallatin, Tenn., Colored Fair; Centerville, Tenn., Hickman County Fair; Huntingdon, Tenn., Carroll County Fair; Lexington, Tenn., Fair; Scottsboro, Ala., Jackson Co. Fair; Athens, Ala., Colored Fair.

CONCESSIONS WANTED: Popcorn, Floss, Custard, Pronto Pups, French Fries, Gadgets, Ball Games, Basket Ball, Hit and Miss, Pan Game, Penny Pitch.

SHOWS WANTED: Minstrel Show (Doc Thomas, contact), Monkey, Wild Life, Fun House, Glass House and Illusion. Will book Spitfire or Rolloplane.

Shin Songer wants Scale Agents. Joe Saladino wants Lulu to come home.

All replies to

JOHN PORTEMONT

Evansville, Indiana, this week.

C. A. STEPHENS SHOWS

Wanted for Greene County Fair at Greeneville, Tenn.

CONCESSIONS: Lead Gallery, Custard, Novelties, String Game, Ballgon Darts, Striker, American Camp, Pronto Pups and Ball Games.

SHOWS: Mechanical City and Grind Shows. Can place half and Half with flashy wardrobe for our Side Show.

RIDES: Place Rolloplane, Spitfire or live Pony Ride. Kingsport, Tenn., this week.

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Fish and Duck Ponds, Pitch-Till-U-Win, all Hanky Panks open. Want Girl Show, Penny Arcade, Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers.

All reply Luray, Va., this week.

WANT FOR WESTON, W. VA., FIREMEN'S CELEBRATION

25,000 visiting firemen, Aug. 30 to Sept. 1.

Grab, Photos, Popcorn and Stock Stores of all kinds, excellent proposition for Girl Show with own outfit. Need Grind Shows. Eddie Schuitz wants Bingo Countermen and Caller, also Pan Game and Ball Game Agents. All replies to

SMITH'S FUNLAND SHOWS

ANSTED, W. VA., THIS WEEK.

Morris Hannum Shows

One of the Great Eastern Shows

MANSFIELD, PA., FAIR

AUGUST 27-SEPTEMBER 1

LEHIGHTON, PA., FAIR

SEPTEMBER 3-8

WANT INDEPENDENT SHOWS AND LEGITIMATE CONCESSIONS.

RIDE HELP WHO DRIVE SEMIS. ONE FOREMAN AND CREW FOR NEW TILT.

FERRIS WHEEL FOREMAN AND SECOND MEN ON ALL RIDES.

COUNTER MEN FOR MACK'S BINGO.

All replies to **MORRIS HANNUM**

KUTZTOWN, PA., FAIRGROUNDS NOW; THEN MANSFIELD, PA., FAIR.

GOLD MEDAL shows

WANT WANT WANT

FOR NORTHEAST MISSOURI STATE FAIR, KIRKSVILLE, MO., FOLLOWED BY BETHANY, MO., AND TWELVE MORE BIG ONES.

CONCESSIONS—CAN PLACE ALL EATING AND DRINKING STANDS. Custard, Sno Cone, Popcorn, Candy Floss, Pronto Pups, Novelties, French Fries, Jewelry, Hi-Striker, Wonder Bar, Taffy Candy and so forth. Will book all legitimate Hanky Panks.

RIDES—Will book Dark Ride, Roll-O-Plane, Fly-O-Plane, Spitfire, Scooter, Little Dipper, Kiddie Wheel or any ride not conflicting.

SHOWS—Want Wild Life, Fat Show, Mechanical City, Midgets, Big Snake, Crime Show, Wax Figures and Penny Arcade.

Show holds contracts for twelve bona fide fairs. Join now for the next four big ones as follows: Northeast Missouri State Fair, Kirksville; North west Missouri State Fair, Bethany; Dyer County Fair, Dyersburg, Tenn., and Madison County Fair, Huntsville, Ala.

Call Johnny J. Denton or Norman Anderson, Gold Medal Shows Office, Keokuk, Ia., this week.

VIVONA BROS. Combined SHOWS

Want for Roanoke Rapids, N. C., Harvest Festival and Fair, Aug. 27-Sept. 1 and 11 more fairs to follow:

OPEN MIDWAY. Popcorn, Snow Balls, Glass Pitch, Candy Floss, Cat Rack, Buckets, Jewelry, Short Range, Derby, Rotaries, Hanky Panks of all descriptions and Eating and Drinking Stands, American Palmistry—positively no gypsies.

RIDES—Tilt, Caterpillar or any Flat Ride not conflicting with what we have. Can place Train Ride for balance of season.

SHOWS—Walk Thru, Monkey, Unborn and Motordrome. Prof. Vidalia wants Musicians and Performers for Minstrel Show.

HELP—Ferris Wheel Foreman, Second Men on all rides, Semi Drivers preferred. Contact this week at Christiansburg, Va.

INDIANA STATE FAIR

August 29 to September 7 inclusive, Indianapolis, Ind.

GREAT READING FAIR

September 9 to 15 inclusive, Reading, Pa.

EXCLUSIVE SCALES AND AGE OPEN FOR INDIANA STATE FAIR

WANT—Hi Ball, Little Dipper, Fly-o-Plane or any ride that doesn't conflict for long circuit of Major Fairs closing middle of November.

Earl Chambers wants Talker and Help for Monkey Circus.

WANT—Chair-o-Plane Foreman and Experienced General Help in all departments.

All address this week:

CETLIN & WILSON SHOWS

Missouri State Fair, Sedalia, Mo.



LAST CALL

NEBRASKA STATE FAIR, LINCOLN, SEPT. 1 THRU 8

LAST CALL

CONCESSIONS—Novelties, Jewelry, Popcorn, Snow, Grab, Cookhouse, Ball Games, Hoopla, High Striker, Darts, or any game of skill that can use merchandise.
RIDES—Caterpillar, Rocket, Spitfire, Fly-o-Plane, Rock-o-Plane or Looper. Also Kid Rides not conflicting.
SHOWS—Monkey Show, Fat Show, Midget and any well-framed and flashed Grind Show.
RIDE HELP—First and Second Men for office rides, must be sober and can drive semi truck.
GIRLS for office-owned revue. Contact Joe Sciortino.
All replies to E. L. YOUNG, Manager, Sioux Falls, S. D., this week.

**BOOKING NOW FOR LABOR DAY WEEK CELEBRATION
GORDONVILLE, VA., FIRE DEPT.**

Giving Away Cars, Prizes, Fireworks, Parade, Hillbilly Shows followed by Orange, Keysville, Brookneal, Va., Tobacco Festivals. Don't let size of towns fool you.

Can place Concessions of all kinds (no grift). Shows of merit and one or two Major Rides.

Next week, Aug. 27, Chapel Oaks Colored Fire Dept. Right on the Maryland-D. C. line.

Wire this week, Montgomery County Fair, Gaithersburg, Md.
BARNEY TASSELL UNIT SHOWS

BUFF HOTTLE SHOWS

WANT TO BUY, BOOK OR LEASE MERRY-GO-ROUND, MUST START SEPT. 10 AND STAY UNTIL OCT. 20. WANT SCOOTER, DARK RIDE, LITTLE DIPPER OR MINIATURE ROLLER COASTER TO START SEPT. 10 FOR BALANCE OF SEASON. WANT CONCESSIONS OF ALL KINDS FOR THIBODAUX, LA. First to book will be first located at Donaldsonville and Franklinton, La. Fairs. WANT SHOWS THAT DO NOT CONFLICT TO JOIN JACKSON, MO. NEXT WEEK, TRENTON, TENN., TO FOLLOW. 3 MISSISSIPPI FAIRS—8 LOUISIANA FAIRS TO FOLLOW COUNTING SPLITS. SHOW CLOSING NOVEMBER 11.

All Replies: BUFF HOTTLE, MGR., JEFFERSON HOTEL, Peoria, Ill., this week. P.S.: CAN STILL USE HANKY PANKS AT PEORIA FAIR THIS WEEK.

**J. A. SPARKS SHOWS
WANT FOR ALL FAIRS**

Will book Bingo, Cookhouse, Guess Your Age, Derby Racer, Glass Pitch, Penny Pitch, Grab, Popcorn, Candy Apples and Floss. Want Six Cats and Buckets. Ray Johnson, tried to call you two days.
Will book complete Girl Show or will furnish same. Want Mechanical City, Monkey Show, Geck Show, Wild Life, Side Show or any Show of merit.
Want Man to handle Concessions in Girl Show. Want Ride Foremen for Tilt, Wheel, Swing and Roll-o-Plane.
Will book any Flat Ride not conflicting. Good proposition for Merry-Go-Round. Will book or buy.
All replies to J. A. SPARKS, Crossville, Tenn., this week.

WILSON GREATER SHOWS

Want for

Prescott, Ariz., Labor Day Celebration, on the Streets.

Corn Game, Short Range, Cook House, Hanky Panks of all kinds. Will book Grind Shows with own transportation. Can use two Ride Men that can drive. Can place Agents for office-owned Concessions.

Winslow, Ariz., August 20-26; Prescott, 30-Sept. 3; Williams, Sept. 5-9; Holbrook Fair, Sept. 12-16; then eight weeks in the cotton

ROYAL MID-WEST SHOW

Want Concessions of all kind—Popcorn, Apples, Photos, Novelties, Custard, Basket Ball, Fish Pond, Age and Scales, Shooting Gallery, Cork Gun.
Now booking Concessions for Labor Day, Cromwell, Ind., one of the big ones. Will sell X on Corn Game for this spot. Sunman Fair the last 4 days.
Rides: Can use any Kiddie and Major we don't have.
Shows: Monkey, Snake, Girl, 5-in-1.
ROXIE HARRIS, General Delivery, Kempton, Ind.

8 RIDES GREAT LAKES SHOWS 8 RIDES

Want for long season and one of the BIGGEST Labor Days in Ohio, Port Jefferson, Aug. 29 to Sept. 3.
All kinds of Concessions: Ball Games, High Striker, Fish Pond, Buckets, Custard, Candy Apples, French Fries, Jewelry, Novelties, Balloon Darts and Six Cats. RIDE HELP who drive semis, top money to good men. Will book any worth-while Show with or without top, committee money. Book Rides not conflicting. Charles Schaefer, unable to reach you; contact at once.
Hoytville, Ohio, Street Fair, this week; Port Jefferson, Ohio, next week; followed by Sardinia, Ohio, Street Fair.

Jeanne and Dale Barron Want for Girl Show

Can place dependable Girls to strengthen our show for strong route of Fairs. Salary no object. Wire, do not write. Will advance money for transportation. Rex Allen, contact. Can give you a good deal for two red-hot dates, you know them. For the Wild Life Unit #2 want experienced Animal Keeper. No driving. Joe Lee, Bill Palmer, Sam Randolph, others if available, contact.
Wire this week, c/o LAWRENCE GREATER SHOWS, State Fair, Ronceverte, Louisville, W. Va.

PEE DEE SHOWS

Can place for Firemen's Celebration, Welcome, N. C., week of Aug. 27-Sept. 1; Harvest Jubilee, Reidsville, N. C., week of Sept. 3-8.
Place Bingo that works for stock, Ball Games, Penny Pitch, Hi-Striker, Candy Floss, French Fries, Guess Your Age, any Hanky Panks. Shows with own outfits. Can place two Kiddie Rides. Need Foreman for Smith and Smith Chairplane. Also other Ride Help. Must drive.
Address: This week, Yadkinville, N. C.

A. M. P. SHOWS

Concessions: Photos, High Striker, Devil's Bowling Alley, Buckets, Six-Cats, String Game, Dart Store, Water Games, Bumper Store, Novelties, Lead Gallery, Pan Game, Rat Game and any other Hanky Panks.
Shows: Side Show, Monkey, Snake, Unborn, Wild Life or any other worth-while Show. Want Electrician. All replies to
A. M. PODSOBINSKI, Appomattox, Virginia, this week.

Gooding Amusement Co.

WANT SHOWS

FOR FOLLOWING SOLID ROUTE OF RED HOT FAIRS:

KENTUCKY STATE FAIR
LOUISVILLE, KY.

MID-SOUTH FAIR
MEMPHIS, TENN.

MISSISSIPPI-ALABAMA FAIR
TUPELO, MISS.

CHATTAHOOCHEE VALLEY EXPO.
COLUMBUS, GA.

AND OTHERS

FAT SHOW—Att., Blackhalls
MIDGET SHOW—Att., Mrs. Singer
ILLUSION SHOW—Att., McAskill
HILLBILLY SHOW OR WESTERN
CRIME SHOW—Att., Stanley
WAR SHOW—Att., Eliz. Meyers
ANIMAL SHOW, WILD WEST, ETC.

Also Place Shows for Other Dates

ALSO WANT

FUN HOUSE—Beginning at Louisville. Attention, Tio Zucchini, Youngblood, etc.

WRITE—WIRE—PHONE

1300 Norton Ave. Columbus, O.
UNiversity 1193

WANT

FOR 10 BONA FIDE FAIRS

Mechanical City, Pin Head or any Grind Show not conflicting. Columbiana, Aug. 27-Sept. 1; Heflin, Sept. 3-8; Decatur, Sept. 10-15; in Ala. Free gate at all Fairs.

LEE AMUSEMENT CO.

Selma, Ala., Aug. 20 thru 25.

MOUNTAIN STATE SHOWS

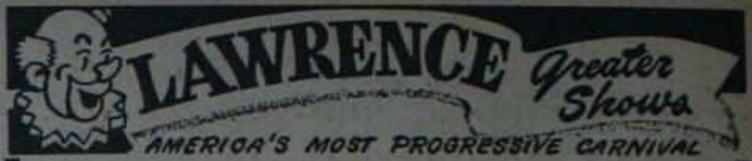
Surplus Rides for Sale
One 22-foot Parker Merry-Go-Round, perfect shape, new horses, platform, top and side wall, completely factory rebuilt; one Bucking Bronk Ride, five bronks, mounted on 20-foot trailer, perfect shape, beautiful fluorescent front, and one Kiddie Rocket Ride, good condition. These Rides are in perfect shape but must sell, as I have too many Rides for my small show. Contact till Sept. 1: JIMMY NOLIN, c/o Martin Mfg. Co., 527 North Fontron St., Hutchinson, Kansas, Phone 4993; then Arkansas and cotton country.

AGENTS WANTED

For Scales and Age, Coupon Darts, Fish Pond and Airplane Bumper. Immediate openings.
RUSTY WAGNER
Pleasant Hill, Ill., Aug. 20-25; then to Arkansas string of Fairs.

Greater Midway Shows

Can place for eight weeks of Fairs and Festivals in N. C.
Ferris Wheel, Shows with or without outfits, Place Ball Games, Mox Joint, Hoop-La, Scales and Age or any Hanky Panks. Place Ride Help on all Rides.
Aynor, S. C., this week.



"A 50-CAR RAILROAD SHOW MOTORIZED"

Want for Woodstock, Va., Fair and the Virginia State Fair at Staunton to follow.

CONCESSIONS: Cookhouse, Frozen Custard, Eating and Drinking Stands, legitimate Concessions of all kinds. Midway open. Pat McGee no longer with us.

SHOWS: Any Grind Shows of merit, couple to handle Fun House (guaranteed salary and percentage).

RIDES: Octopus, Little Dipper and Dark Ride.

HELP: Man to handle Kiddie Land, Second Men on all Rides, must drive trucks. Salary and bonus.

All Address: Ronceverte, W. Va., now; then as per above route.

WANTED

Foremen and Second Men for Octopus, Flyoplane and Dipper; also Second Men on Tilt and Kiddie Rides, who drive semis.

Want Legitimate Concessions of all kinds for Marshfield, Wis., Fair., Sept. 1 to 5. All replies to

WM. T. COLLINS SHOWS

Preston, Minn., this week.

Need More Rides for Your Fairs?

FOR SALE

Super Rolloplane, in first class condition, exceptionally good buy, with or without transportation. This ride is in fine mechanical order, has had good care, tubes are in fine condition, single phase tilt and lift motors are nearly new, all lights are O.K., metal fence and ticket box are A-1. This ride must be seen to realize its excellent condition. Ride can be seen in operation at Candor, N. Y., Aug. 21-25; Slatersville Springs, N. Y., Aug. 28-Sept. 2. Will deal for cash or \$5 Eli Wheel. Can place Concessions for these two dates. Fireworks twice each week.

TIP-TOP SHOWS of Syracuse, N. Y. R. V. (DICK) NEUGENT.

FOR SALE FOR SALE

GREATER RAINBOW SHOWS

A Complete Carnival in Every Detail

LITTLE BEAUTY MERRY-GO-ROUND, \$5 ELI WHEEL, TILT-A-WHIRL, KIDDIE TRAIN, KIDDIE AIRPLANE, SHOWS, CONCESSIONS, 5 RACK SEMIS, 2 VAN SEMIS, 2 STRAIGHT TRUCKS, BINGO, 75 FT. FRONT, 2000 FT. OF CABLE, LIGHT TOWERS, JUNCTION BOXES, OFFICE TRAILER AND MISCELLANEOUS ARTICLES. This equipment will be sold to the highest bidder. Now set up and operating in prosperous park. Come look it over and set your own price.

ROGER WARD, 2116 B Ave., Lawton, Okla.

Bland, Va. Sept. 3 to 8th Fair and Horse Show	Lovingslon, Va. Sept. 10th to 15th (Firemen's Annual Carnival)	Lebanon, Va. Sept. 17th to 22nd Fair and Horse Show
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(Mathews, Va., this week.) Crew, Va., V.F.W. week of Aug. 27. Big Pay Day, center of town. Get your winter's bankroll on these dates.
Want Grind Shows, Usher, Snake Show, Working World, nothing to large, contact. Can place Cook House, Grab, Popcorn, Candy Apples, Candy Floss, French Fries, Custard, Snow Ice, Ball Games, Cork Gallery, Long and Short Range. Will sell exclusive on Novelties, Penny Pitch, Photos, etc. No Flaties. Want Train Ride or any Kiddie Ride except Autos, one more Flat Ride. Want Wheel Foremen and Chairplane Foremen, Kiddie Ride Man. Long season. Pay every night, bonus to reliable Men. No drunks. Cyril, come on.
Write or wire Mathews, Va., this week; then per route.
I. K. WALLACE ATTRACTIONS, MATHEWS, VA.

KLENKE AMUSEMENT

Gaylord, Michigan, 4-H Fair, August 21-22; Atlanta, Michigan, 4-H Fair, August 24-26; Tawas City, Michigan, August 28-September 1.

Want Concessions—Basketball, Hi Striker, Age and Scale, Hanky Panks, Floss, Snow-Ball, Popcorn, Apples and Grab. Rides—Can use Kid Rides. Ride Help—Need Capable, sober Second Man on Wheel and other Ride Help.

MARVIN BACON, Mgr.

CONY ISLAND SHOWS

FAIRS START PENNINGTON GAP, VA., SEPT. 3-8.

Then Fairs in North Carolina, Georgia and Alabama into November.
Want to book Rides: Tilt, Caterpillar, Spitfire and Kiddie Rides. Want Manager with inside for Side Show. Will furnish 40-foot front and top for 25% to office. Want Girl Show, Illusion, Unborn, Monkey, Fat Show and Mechanical City, Operator for Fun House, Kid Auto and Chairplane. Want Performers and Musicians for Minstrel Show. Want Concessions of all kinds, Photos, Lead Gallery, Mitt Camp, Lads and Novelties. Want Ride Help in all departments.
MARSHALL, N. C., THIS WEEK.

FOR SALE

Must make room for new Rides for 1952 season.
One No. 5 Eli Ferris Wheel, very good shape; one Smith & Smith Kiddie Chairplane, one Smith & Smith Airplane Ride and one Sunshine Train Ride. Rides have never been on the road, 1949 models, and can be seen in operation on the Million Dollar Pier, Atlantic City, N. J. Write or wire for information to
COASTAL AMUSEMENT CO. OF N. J., ATLANTIC CITY.

PETE KORTES WANTS

High-class Mind Reading Act for
CANADIAN NATIONAL EXHIBITION, TORONTO, opening August 24, and
LONDON, ONTARIO, EXHIBITION to follow.
Phone immediately.
PETE KORTES, c/o Royal York Hotel, Toronto, Ont., Canada.

WANT WANT WANT

SULLIVAN COUNTY FAIR, Forksville, Pa.

August 29-Sept. 1, inclusive.

With Garrett and Confluence, Pa., to follow, then to our dates in Virginia.
SHOWS: Any Independent Show with own equipment and transportation. DAVE LOGAN and CASPER HINKLE, please note.
CONCESSIONS: Fish Pond, Duck Pond, Age and Weight, Photos, Long and Short Range Gallery, Striker, Bumpers, String Game, Cork Gallery, Jewelry, Add-On-Up Darts, etc.
Address all mail and wires to MEL SOBER, 343 Market Street, Sunbury, Pa.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

100,000

\$29.00

10,000 ... \$ 9.50

20,000 ... 11.75

50,000 ... 18.25



CONVERSE ANDERSON
BAKER UNITED SHOWS

Miami County Free Fair, Converse, Ind., Week of August 27th.
Jaycee Fall Festival, Anderson, Ind., in the Fairgrounds—Labor Day and All Week.

CONCESSIONS: Can place all kinds of legitimate Stock Concessions. No exclusive on Hanky Panks. Exclusive contract open on Photos, Long Range, American Palmistry, Novelties.

SHOWS: Any worth while Attraction—Side Show, Animal, Revue, Funhouse, Arcade, Motordrome.

RIDES: Can place one Major Ride not conflicting.

ACT: Want Outstanding Act for Anderson.

RISE HELP: Foreman for Wheel, Merry-Go-Round, Roll-o-Plane, must be drivers Second Men on all Rides.

SHOWFOLKS: DON'T OVERLOOK ABOVE DATES—THIS SHOW OUT UNTIL OCTOBER.

MARTINSVILLE, INDIANA, THIS WEEK
TOM L. BAKER, OWNER **JIM WILLMAN, MGR.**

FOR SALE
2 KRON PLATFORM SCALES
Including electric sign above
Price \$500 each f.o.b. Little Rock.

MAX GOODMAN
952 Meridian Ave.
Miami Beach 39, Fla.
Phone: 58-6929

WANT INFORMATION
Regarding the whereabouts of Ronald Gilmore, New England States; was with Lagasse in 1949, operating Roll-a-Whirl Ride. Also C. E. Riley, South Central States, with Shamrock Shows in 1950. Wire or phone collect.

Have one repossessed and rebuilt Roll-a-Whirl Ride, 1949 model, for balance due. Bargain, terms to responsible people.

ROLL-A-WHIRL CO.
St. James, Mo.

American Eagle Shows
WANT
FOR RIDGE FARM TRI-COUNTY TOMATO FESTIVAL AUG. 20-25.
CONCESSIONS OF ALL KINDS.
ALSO GIRL SHOW.

Colconda, Ill. (Fair), Aug. 28-31 follows; then Brownsville, Tenn. (Fair), Sept. 3-8; Ripley, Tenn. (Fair), Sept. 10-15.

Address:
DANNY ARNETT, MGR.
Per Route.

CARNIVAL WANTED
Big July 4th, 1952, Celebration
Buffalo, Mo. V.F.W.

WANTED
Two experienced Tractor Semi Drivers, work on 15-car portable Lusse Scooter; prefer those with Scooter experience. \$50.00 week and bonus. Come Daytona Beach until Labor Day; joining Gooding Unit, Kentucky State Fair, Louisville; use Good Second Man on Ferris Wheel, Operator for Kiddie Whip. Address: SCOOTER MANAGER, 164 South Ocean Ave., Daytona Beach, Fla. Phone 9339.

CAN USE
Good Agents for a long season of choice spots.

PAUL MILLER
Fairgrounds, Crown Point, Ind.

Number 5 Eli Wheel
FOR SALE—\$3,500.00
Can be seen in operation Columbia, Missouri, Fair, Aug. 28 to Sept. 3, or Monticello, Iowa, now Possession after Columbia.

SUNSET AMUSEMENT CO.

WANTED—WANTED
For James E. Strates Side Show A-1 Side Show Talker. Drink cause of this ad. Can use useful Side Show People at all times. Whitey Asher and Carl Balmer, contact.

CLAUDE BENTLEY
Cortland, N. Y., now; Hamburg, N. Y., next week.

AMERICAN READERS WANTED
Join immediately. Full season's work, all Fairs.

PRINCESS ZULIEKA
SIEBRAND BROS. CIRCUS-CARNIVAL
Boise, Idaho, this week; then Filer, Idaho; then per route.

Motor State Shows
Tilt-a-Whirl Foreman, also Foreman for 32 ft. Little Beauty, Merry-Go-Round. Come on to Big Rapids, Mich., now; then as per route. Highest wages if you know how to set up Rides.

JOE FREDERICK, Mgr.
Big Rapids, Mich., Hill 25th.

DYER'S LOTTA HOOEY
Want anything recent, capable, handled in efficient manner. Shows, Rides, Concessions, contact McATEE, Greenfield, Iowa, Aug. 20-22; Aurelia, 24-25, No. 1 Unit. Can also place Tomies, Tilt, Roll-o-plane, Funland. What have you? Shows, Rides, Concessions open. Boone, Iowa, Aug. 20-22; Lancaster, Wis.; Mineral Point follow. Sneak spot, 27-29. Contact **DYER'S GREATER SHOWS**

WANT
For Northwest's oldest and best Labor Day, September 23, Wagner, S. D. Girl Show, Athletic Show and a few Concessions not conflicting. Phone, wire or write.

MURPHY'S TRI-STATE SHOWS
Madison, S. D., or per route.

WANTED
FOR MAZON, ILL., FAIR, AND THEN OUR MISSISSIPPI FAIR ROUTE

Concessions—Glass Pitch, Long Range, Balloon Dart, Coke Bottle, Grab Joint, Hanky Panks of all kinds working for stock. Will book percentage south.

Shows—Animal, Mechanical, Motor Drome, Side Show with own equipment.

Ride Help—Foreman for Wheel, Octopus, Merry-Go-Round, Tilt; must drive semi. Also second men. Contact this week. We open our Southern tour Sept. 8th, at Louisville, Mississippi. We played this route last year and know it's good. Out till Nov. 11.

PECK AMUSEMENTS
Boswell, Ind., Fair, Aug. 21-24. Palmyra, Ill., Aug. 26-29. Mazon, Ill., Fair, Aug. 31-Sept. 3.

MARKS SHOWS
MILE LONG PLEASURE TRAIL
GREAT ROANOKE, VIRGINIA, FAIR
WEEK OF AUGUST 27
FREDERICKSBURG, VIRGINIA (AGRICULTURAL FAIR), WEEK OF SEPT. 9, AND FAIRS UNTIL THE MIDDLE OF NOVEMBER.

WANT **WANT** **WANT**

CONCESSIONS: Legitimate Merchandise Concessions of all kinds.

SHOWS: Unborn, Fun House, Glass House, Arcade.

RIDES: Dark Ride, Tilt-a-Whirl, Pony Ride.

HELP: Electrician who understands GMC Diesel Motors and can handle Big Show.

ALL REPLIES TO: MARKS SHOWS, Galax, Va., this week; then per route.

1300 HORTON AVE., COLUMBUS 8, OHIO. Phone University 1193

WANT SHOWS AND RIDES THAT DO NOT CONFLICT—NO GIRL SHOWS—
FOR THE FOLLOWING DATES:

Jackson, Mich., August 26-31	Saginaw, Mich., Sept. 9-15
Auburn, Indiana, Free Street Fair, August 27-Sept. 1	Adrian, Mich., Sept. 17-22
Charlotte, Mich., August 28-Sept. 1	Centerville, Mich., Sept. 17-22
Hartford, Mich., Sept. 3-8	Bluffton, Indiana, Free Street Fair, Sept. 18-22
Hart, Mich., Sept. 5-7	Hillsdale, Mich., Sept. 23-29

All well-established fairs. Write, wire or phone

Oldest . . . Largest . . . Most Reliable

GREATER DIXIELAND EXPOSITION
Wants for 8 Fairs and Balance of Season

Foremen for Merry-Go-Round and Tilt; other Ride Help who drive semi, come on, will place you. Place Cookhouse, Grab, Custard, Popcorn, Jewelry, Hi-Striker, Hoop-La, Darts, Heart Pitch and any legitimate Stock Concession. Want Kiddie Rides except Auto and Pony. Place Major Ride that doesn't conflict for the Fairs. Place any clean Show with own equipment. D. M. Conrad and Ray Kramer wants Agents for Stock Concessions and Penny Pitch. No Flats or Gypsies on this show.

Vivian, La., now; Gurdon, Ark., next week; then per route.

LONE STAR RIDES
Want for Toronto, Ohio, Firemen's Celebration and Fair, Aug. 27 to Sept. 1. Fish Pond, Cork Gallery, Clothes Pins, Cat Rack, Milk Bottle, Age, Scales or any Concession working for stock.

J. G. BAKE, Mgr.
TORONTO, OHIO PHONE: TORONTO 325

TIMONIUM STATE FAIR
TIMONIUM, MARYLAND
August 29th through September 8th. Want Girl Show, Mechanical Show, Ten-in-One, Wild Life, etc. Stan Roy wants Agents. Grandstand Show nightly. Last year's attendance 250,000. Contact

LES SPONSLER
326 NORTH CHARLES STREET BALTIMORE, MARYLAND

BALLSTON SPA FAIR
AUGUST 27-SEPTEMBER 1
Can place Hanky Panks of all kinds, Novelties, Eat and Drink. Can place Second Men on Rides. Mt. Holly, N. Jer., Garden State Fair to follow. Write or wire

ROSS MANNING, Sandy Creek, N. Y.

BERTHA BERT
WANTS **WANTS**

Talker who can cut it. Bill King, answered your wire. Wire again. Half and Half to feature. Have Cook House. Best treatment. Ben Oglesbie, waiting

c/o CEM CITY SHOW, CHAMPAIGN, ILLINOIS

FLOYD S. WOOLSEY WANTS
RISE SHOW PEOPLE. Talkers, Ticket Sellers, Knife Thrower, Whip Act, Musical, especially would like to hear from Hawaiian Troupe; any strong Working Act in keeping with a high class Side Show that has good Fair Route including Hutchinson, Kansas. Also have brand new, beautifully framed Snake Show for right party to take over. Bobby Babette, answer. Have good proposition for you.

All replies to **FLOYD S. WOOLSEY**, Care Wm. T. Collins Shows Preston, Minn., this week; then per route.

WANT FOR
LOGAN CO. FAIR & LIVESTOCK SHOW
BOONEVILLE, ARK., AUG. 28 TO SEPT. 1ST
FOLLOWED BY THESE BONA FIDE FAIRS

SEBASTIAN CO. FAIR, Greenwood, Ark., Sept. 3-8; POLK CO. FAIR, Mena, Ark., Sept. 10-15; CALHOUN CO. FAIR, Hampton, Ark., Sept. 18-20; BRADLEY CO. FAIR, Hermitage, Ark., Sept. 25-28; GRANT PARISH FAIR, Verda, La., Oct. 2-4; PITKIN COMMUNITY FAIR, Pitkin, La., Oct. 8-13; CONCORDIA PARISH FAIR, Ferriday, La., Oct. 15-20; TANGIPAHOOA PARISH COLORED FAIR, Kentwood, La., Oct. 24-28; ARMISTICE DAY CELEBRATION, Mamou, La., Nov. 7-11.

All Eats and Drinks open. Grab, Custard, Ice Cream, Apples, etc. Hanky Panks of all kinds open at Fairs. Good opening for Rat or Pan, Bumper, Coke, Darts, Pitch-To-Win, etc. 6 Cats and Buckets that work stock only. Keep this route for future reference. 8 Rides. No Gypsies. Privilege is right. Season is long, get set now. One Grand Show with own equipment, 5-in-One, Monkey, etc. Also one more Ride for 10 good weeks. What have you available? Prefer Tilt or Octopus. Want Bingo Help, must drive. Want A-J Merry-Go-Round Foreman. Write your own ticket if you can cut it. No drunks here. Also Wheel Man and Second who drive, come on. All replies:

FLOYD O. KILE SHOWS
WALDRON, ARK., Aug. 20-25; then BOONEVILLE FAIR.

SPENCER, MASS., FAIR
3 BIG DAYS 3 BIG NIGHTS
September 1st-2nd-3rd

Will sell exclusive privileges for Grandstand, Novelties, Ice Cream.

Want one outstanding Show to feature. Will give exclusive on shows to one person.

Have limited amount of space for concessions. What have you? All replies to

HARRY J. KAHN, Spencer, Mass.

Percell's PIONEER SHOWS
high class midway attractions

Fulton County Fair day and night, Aug. 27 to Sept. 1; Orbisonia, Pa., Tri Community Fair, Labor Day week, fireworks, parades, then McClure, Pa., the Bean Soup Fair, followed by Carbondale Centennial, oldest town in the coal region, Sept. 17-22, biggest best doings in the State.

WANT — Legitimate Concessions of all kinds. Want Eat and Drink Concessions. Want help on Rides, Bingo Clerks. "Stretch" Rice wants agents. Buddy Bernstel wants Girls and Snake Show Operator. All replies this week Troy, Pa.

Stretch Rice, Bus. Mgr.; Mickey Percell, Gen. Mgr.

JUNCTION CITY, OHIO, AUG. 29-30-31-SEPT. 1
ON THE STREETS

Want Penny Arcade, Ball Games, Photo, Short or Long Range Callers, Age and Weight Any legitimate Concessions that work for 15¢ and 25¢. No Flats. One Show.

GRATZIANO AND CARLIN
P.O. Box E, Buckeye Lake, Ohio Phone 2771

DRAGO **DRAGO**
WANTS

For Wabash Fair and Knox around the Courthouse and balance of season. All kinds of Concessions working for stock. A good clean Girl Show for Knox, first show of the season. We need a Manager for Athletic Show at once who has Gloves and Tights. We have ring and transportation.

PAUL DRAGO
1711 E. Markland Kokomo, Ind.

MIDWAY OF MIRTH SHOWS
WANT **WANT**

Popcorn, Cookhouse or Grab, Stock Concessions, Ride Help who drive semis. Bill Russell, contact. Want Wheel Man.

Will book Girl Show for Labor Day only at Cape Girardeau, Mo

Address: Greenville, Ill. (Fair), this week; then Murphysboro, Ill.

WANT LEGITIMATE CONCESSIONS

For Fergus, Falls, Minn., Fair, Aug. 22-23-24-25; Canton, 3, Dak., 27-28; Days of '49, Vermillion, S. Dak., Aug. 29-30; Tynedall, S. Dak., Aug. 31-Sept. 1; Winner, S. Dak., Labor Day; Madison, Minn., Fair, Sept. 6-7-8-9.

ART B. THOMAS BOMBSHELL SHOWS

GRAND AMERICAN SHOWS
Want for 4 Missouri Fairs and 4 Arkansas Cotton Festivals until November 11th. Want Concessions that work for Stock—no grift—no Mitt Camp. Want Shows with own equipment. Want Ride Help who drive. Humboldt, Iowa, Fair until August 23; Princeton, Mo., Fair, August 27-30; then as per route.

L. O. WEAVER, Mgr.

Solid Year Going At Atlantic City

ATLANTIC CITY, Aug. 18.—From a business standpoint, this resort is enjoying one of the best seasons in its history, with overall conditions improving considerably over 1950, which was considered a good year.

Nearly every line of business marked an increase in July this year over the same month last year. While movies reported a drop of

21 per cent, Richard Endicott, manager of George A. Hamid's Steel Pier, said admissions during July just past were 11 per cent over those of July, 1950, and termed business "very satisfactory."

Most restaurants reported higher volumes during July this year, with boomings business on week ends. Train travel was 12 per cent lighter than July of last year, but it indicated that more patrons came by car, with gas sales estimated at 6 to 8 per cent greater than July, 1950, and parking meter collections greater. All hotels and rooming houses reported banner business.

Bank deposits, a usually reliable business index, for July this year were \$77,608,195 to \$68,721,445 for July, 1950, and \$58,886,042 for the same month in 1949. Luxury tax collections for this July were not available but for June this year, the \$154,671.28 recorded was 28.9 per cent ahead of June, 1950.

Cedar Rapids Off '50 Pace In Early Days

CEDAR RAPIDS, Ia., Aug. 18.—The All-Iowa Fair here was slightly behind 1950 thru Wednesday (15), its fourth day, with rain Tuesday morning held accountable for the decrease in front-gate patronage. Annual set a new opening-day record, Sunday (12), when 23,390 people poured onto the grounds. Previous high of 22,465 was set in 1949.

Attractions pulled good crowds despite threatening weather. The Barnes-Carruthers night grandstand show drew 4,029 Sunday night, with attendance the following three nights ranging from 1,500 to 3,200, depending on the weather.

Aut Swenson's Thrill Show, in for one performance Sunday afternoon, got an estimated 4,500 into the big grandstand, and running races, Monday and Tuesday, had fair attendance at both programs.

Motor Races

AMA motorcycle races are skedded for this afternoon, with the Joie Chitwood Thrill Show in for the evening. AAA big car races will be run Sunday afternoon under Sam Nunis, and the annual Hawkeye Downs Tournament of Drums will close the fair that night.

Special events were big this year, with the annual Farm Family Day hurt somewhat by the Tuesday morning rain. Fair's flower shows drew large entries and created much interest and all commercial exhibit space was sold out well ahead of opening day.

Talent Included

Talent in the B-C night grandstand show included the Noble Trio, bars; Willie West and McGinty, comedy; Lester Cole and His Chansonettes, songs; Ming and Ling, Chinese hillbillies; Woolford's Dachshunds; Belletones, songs; Vernon and Bumpy, hand-balancing; James Evans, juggler; Nagel and Hilga, cat act; Piroksa, ballet; Art James, roller skates, and a 16-gal line. Afternoon acts included the Strong Foursome, ropes and whips, and the Ashtons, acro and juggling.

Plant improvements this year include a new sewer system and the start of a project to level off the south side of the grounds to increase midway and parking space.

Wetaskiwin, Alta., Draws 9,000; Wins Provincial Grant

WETASKIWIN, Alta., Aug. 18.—Third annual two-day exhibition here, under Wetaskiwin Agricultural Society auspices, drew an estimated 9,000 customers, an all-time high. Entries were up, particularly in the junior classes.

Officials were told by David Ure, Alberta's minister of agriculture, that the fair had met requirements set by the province and was now entitled to a provincial grant.

Features included fireworks, chariot races, a demonstration parachute jump, baseball tournament, horse races and a downtown parade. Livestock and other entries were double last year's total. Manager is Roland Recknagle, with Mrs. Freda Nelles, president, and Mrs. R. Kirkwood, secretary.

Elliott in Steiner Org

CORSICANA, Tex., Aug. 18.—Wild Bill Elliott, of cowboy movie fame, has bought controlling interest in the Steiner Rodeo livestock. Steiner org will appear at the local livestock show and rodeo, October 2-8. The rodeo stadium here seats 5,000. R. W. Knight is manager of the local event.

THE LIGHT(S) FANTASTIC

COPENHAGEN, Denmark, Aug. 18.—Rolly & Arny, eccentric comics, had the unique experience of stopping the show before ever starting their act during a Thursday night (9) performance of the Circus Schumann here.

As the boys began their routine all lights went out due to local power plant failure. The bandmaster gave the signal for a catchy tune, and a clown performed while emergency lights were switched on for the half-hour it took to restore normal conditions.

As for the patrons, they joined in a community sing, and when the band switched to dance melodies left their seats for some light fantastic in the ring.

Stunts Up German Org's Attendance

BERLIN, Aug. 18.—Utilizing publicity stunts which grabbed a good share of space in the local press, the Circus Belli drew a reported 170,000 persons, among them John McCloy, United States High Commissioner for Germany, and his family, for the month here, ending last week.

Show opened at the Radio Tower Gardens in the Western sector, making its initial local stand. Big top has a capacity of 4,800 and the program runs about three hours. The first six shows of the afternoon-night schedule were sellouts.

Attention-getters staged by show management included a swimming match between seals and girls and an angle worked with the cooperation of the West Berlin police, who were staging a campaign for traffic safety. Two show camels were placarded with: "Thou we are only dumb camels we know how to behave and obey the traffic regulations."

McCloy, his wife and daughter were present for the night show Tuesday (7). Circus manager presented her with a pony. A heavy advance sale was recorded for a special midnight show Saturday (11) for the benefit of the Berlin Zoological Gardens.

Standout circus acts are American Frank Jackson with a group of eight stallions; Paul Schmidt, four juggling seals; Artur Belli's horses, zebras, camels and elephants; high school riders, Elvira and Harry Belli, and a lion-taming act. This show is unknown to locals, the family name has been important with other circuses and in vaude houses for the past 20 years.

Out in the Open

Milton G. Cummins, who was with Ringling-Barnum circus many years ago and worked in indoor and outdoor show business for 23 years, will leave his Franklin Square, N. Y., home late next month for Bisbee, Ariz., where he plans to establish a tourist recreation center, with facilities to accommodate carnivals and rodeos. . . . Jan Murray, comedian appearing over WCBS-TV, New York, visited Rockaways' Playland, Sunday (12).

Contribution of \$1,000 by George A. Hamid, owner-operator of Atlantic City's Steel Pier, last week highlighted initial contributions to the annual campaign of the Betty Bacharach Home, resort institution for crippled children.

Thomas Baker, Cheboygan, Mich., former secretary of the Michigan State Department of Agriculture, was recently named to the board of managers of the Michigan State Fair. He succeeds George A. Prescott, who died recently.

Gen. George C. Marshall, Secretary of Defense, will take part in the Canadian National Exhibition. Mrs. Marshall will open the women's section of the show.

New York State assemblymen and senators were on hand to act as judges in Rockaways (N. Y.) Playland's annual sweater girl contest staged Thursday (16) at the park. Charles Riker, editor of See magazine, also was an official.

Tracy Central Pumping Plant Cele Clicks

TRACY, Calif., Aug. 18.—Art Craner marked his 50th anniversary in show business here by handling the Tracy Central Valley Project Pumping Plant dedication which pulled 100,000 people during the three-day week-end run. The ceremonies marked the completion of the \$877,000,000 irrigation canal.

Craner, who was employed jointly by the U. S. Bureau of Reclamation and the Tracy Pumping Plant Celebration, Inc., began work on the dedicatory event five months ago. His queen contest grossed \$15,000, which is believed to be a record for a rural area. A dance held in connection with the festivities pulled 3,000 admissions and 755 people attended the luncheon at \$5 per plate given for the queen and visiting dignitaries. The dance and luncheon were held in the Tracy ballroom, one of the State's newest auditoriums.

Notables Attend

The dedication was attended by Oscar Chapman, Secretary of the Interior, who represented President Truman; Governor Warren and many other notables.

The program included, in addition to the luncheon and dance, two parades. Crafts' Exposition Shows played the midway, being set up on a lot in the city.

Craner took over the local project after serving for 14 years as manager of the famous May Day celebration in Los Banos, 60 miles away. The TPPC was handled on a promotional basis with a gross of over \$40,000 and a net of over \$3,000.

4 Alberta, Sask., Annuals Set Top Attendance Marks

REGINA, Sask., Aug. 18.—The three Alberta towns on the Western Canadian Class B fairs loop, together with Lloydminster, Sask., reported record attendances and entry lists, with the weather excellent all the way.

Wallace Bros.' Shows were on the midways and the Sun-Grossman unit, International Capers of 1951, was the grandstand fare.

Three-day Vermilion show recorded the highest gate and grandstand receipts in its 45-year history. Entries were the highest in years, with livestock particularly heavy. A farm machinery display and a junior calf club show and sale were features.

Manager of Red Deer's 61st annual, D. W. Robertson, said the three-day event there was one of the most successful ever staged from the entry and attendance standpoint, with grandstand shows all sell-outs.

Features at Red Deer were horse racing, chuckwagon races, a car giveaway, livestock parade and junior calf club competitions. Show was officially opened by David Ure, Alberta's minister of agriculture.

Three-day Vegreville fair was successful all the way. Machinery, auto and horticulture exhibits were features and a farm boys' and girls' camp was held. Manager is Tom Casson; secretary, W. Morton, and president, L. S. Cole.

George K. Ross, secretary-manager of the three-day Lloydminster exhibition reported that warm weather after a long spell of rain helped make his show highly successful, with attendance and entries well up from last year. A feature was the fair's first display of farm machinery. Farm boys' and girls' camps were well attended and harness races were held.

Collins Champ of Sask. Rodeo Loop

WEYBURN, Sask., Aug. 18.—Bill Collins, of Stettler, Alta., was named champion all-round cowboy of the Saskatchewan Rodeo Association following the two-day Broncho Daze Rodeo here in the four circuit rodeo at Swift Current, Assiniboia, Lloydminster and Weyburn. Collins totaled 799 points. He also won the calf-roping and steer decorating awards at Edmonton and Calgary.

Reg Kessler, Rosemary, Alta., won the Weyburn all-round cowboy trophy and the bareback riding honors for the circuit. Saddle bronk winner for the four rodeos was Len Harvey, Penticton, B.C.

A ROSE IS A ROSE, ETC.

NEW YORK, Aug. 18.—Roses were in bloom and some confusion during an elimination staged Thursday night (16) at the Atlantis niteroy on Coney Island here as part of a contest to select Miss Brooklyn.

Several contestants were involved in the proceedings, among them two girls who bore the identical name, Rose, and similar-sounding last names. Principal difference between the two was in physique, one being statuesque and the other short and slender. Radio and television name Norman Brokenshire was emcee, and when the winner's name was announced, up stepped the larger Rose to receive a banner denoting her Miss Redhook-Gowanus-South Brooklyn.

After some minutes of confusion and a rustle among spectators, the slighter Rose came forward to inform Brokenshire that she was the winner. The right Rose finally was chosen following the name mix-up.

Allen Heads Act Line-Up At Oil Show

GRAYVILLE, Ill., Aug. 18.—Rex Allen, Republic Pictures' new singing Western star, has been pacted to head the talent roster at the second annual Tri-State Oil Show to be held here September 1-3. Other features include the Sons of the Pioneers and Betty Taylor, West Coast radio and TV performer.

Allen currently is heard on his own air seg, The Phillips 66-Rex Allen Show, carried over a 67-station Columbia Broadcasting System network each Friday night. His August 10 show plugged his appearance and that of the Sons of the Pioneers at the local show.

Since the oil show was inaugurated last year, the title has been registered and the event incorporated as a non-profit organization. Last September's staging effort attracted thousands of tri-State visitors. In addition to the entertainment features, numerous exhibits of light and heavy equipment used in the oil and allied industries were displayed.

John D. Finch again handled talent and special publicity negotiations for this year's show. He returned here recently upon completion of his business in Hollywood.

Also on the talent roster are Al Ross, acrobatic tramp clown, and a high act scheduled for the last two days. Turner Bros.' Shows again will provide the midway rides and concessions.

Middletown Fair For Kelly-Miller

MIDDLETOWN, O., Aug. 18.—Playing to uniformly good business on the season to date but not quite up to par of that of 1950, the Al G. Kelly-Miller Bros.' Circus showed here Tuesday (14) to a light matinee but good night attendance. Weather was extremely hot. The org scored with the local public and press with its pleasing program, 16 bulls and extensive menagerie.

One of the top acts in the program is the seven-people Jim Conley riding turn appearing next to closing. Their performance and wardrobe is first class.

Cincinnatians who visited here included Jim Fleming, former trouser; Dr. William Heubener, circus fan, and E. W. Evans and Charles Wirth, of The Billboard. Roger Bros.' Circus shows here August 30.

Philly Zoo Sets Attendance Mark

PHILADELPHIA, Aug. 18.—Record attendance of more than 15,000 persons visited the Philadelphia Zoological Gardens, Sunday (15), with the banner crowd credited to the hoopla surrounding the 25th birthday of a gorilla, Bamboo, touted as the oldest of his kind.

Attendants reported that about every third person who entered the gates sought the gorilla. The beast was given extra rations on the occasion.

As Always



NEVER UNDERSOLD

Many imitators have copied our "Sunburst"

The original (our own tools and dies) "Sunburst" Necklace and Ear. Set now reduced in price to combat imitations sold elsewhere. Retail for \$7.50 per set. Your cost \$10.80 per doz. sets, boxed. Available in colored center (5 assorted colors), also in black and white, brown and white, imitation Cameo centers and Onyx. This special offer for limited time only.

Also available in Opal, Fire Opal and Black—\$12.00 per doz. sets, boxed.

2 assorted samples sent postpaid \$3.00. State your business. Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only—Free catalog on request.

STERLING JEWELERS

44 E. Long St. Columbus, Ohio

TAKE A LOOK! FAIR SPECIALS

- Western Painted Straw Hats 5.45 Dz. Rubber Inflatables, 5 ass't. 27.00 Gr. Opera Glasses, pearl ass't. 23.00 Gr. Telescopes 21.00 Gr. Airplane Bombers 16.00 Gr. Pop Guns, ass't. colors 24.00 Gr. Water Guns, 350 shots 4.25 Dz. Rubber Sabers, long 30.00 Gr. Flying Birds, inside whistle 4.50 Gr. Colored Hula Doll, very flashy 24.00 Gr. Confederate Flags 2.25 Dz. SPECIAL! Cub Hunter Knife 2.75 Dz. FUR MONKEYS 4 inch, bright colors 3.50 Gr. 7 inch, Hi Hat 7.00 Gr. 9 inch, Hi Hat 12.00 Gr. 11 inch, Cloth Hat 18.00 Gr. 12 1/2 inch, Hi Hat 3.50 Dz. TINSEL BEADED FEATHER DOLLS 4 inch 7.50 Gr. 7 inch Hi Hat, w/boots 14.00 Gr. 9 inch Hi Hat, w/boots 24.00 Gr. 10 inch Hi Hat, w/beads 27.00 Gr. 12 inch Hi Hat, w/boots 24.00 Gr. 15 inch Hi Hat, w/boots 6.50 Dz. Colored Hula Doll, w/bell 24.00 Gr. White Hula Doll, w/bell 21.00 Gr. SILK PARASOLS—FAIR SPECIAL 15 inch Parasol crooked handle 22.40 Dz. 21 inch Parasol, crooked handle 3.00 Dz. 21 inch Parasol, flowered 3.00 Dz. 28 inch Flower or Multi-Color 4.50 Dz. BALLOONS 24 Dart Balloons 3.75 Gr. 21 Round Animal Print 4.75 Gr. 15 Paddle Mottled 5.50 Gr. 23 Round 2.75 Gr. 10 Mouse Head, big ears 6.00 Gr. 25 Patriotic, ass't. 7.50 Gr. 24 Cat 7.50 Gr. Fair Price List Now Ready. Football Price List Now Ready. 25% deposit with all orders.

CHARLES SHEAR

150 Park Row New York, N. Y. Tel: Worth 2-2397

CUTLERY and FLATWARE



Attractively Boxed, Stainless Steel Throughout 18 Pc. Set

PRICE EA. \$2.60

34 or more sets (smaller quantity, \$2.80 ea.)

Amazing values in silverware and cutlery sets for all type of operation. Write for catalog.

25% with order F.O.B. N. Y. THOMAS A. WOLFE, INC. Dept. 78, 1132 B'way, N. Y. 10, N. Y.

MEN'S AND LADIES' ELGIN • BULOVA BENRUS • GRUEN

Rebuilt like new—takes an expert to tell the difference. MEN'S ELGIN Jewel, New 10K R.G.P. top case. New dome crystal. New rhinestones dial. Leather strap. Add 10% FEDERAL TAX 15% with order. Balance C.O.D. \$10

KANE WATCH CO., Room 201 104 Canal St., New York 2, N. Y. FREE WATCH CATALOG

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 15¢ A WORD—MINIMUM \$3 All Classified Advertisements must be accompanied by remittance in full. FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ARRANGING FOR BAND, ORCHESTRA—Piano, Vocals; manuscripts corrected and prepared for publication; school songs and manuscripts for estimate; prompt service. Val's Arranging Studio, P. O. Box 2159, Daytona Beach, Fla. au25

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes, subscriptions, \$2. add \$1 for four gag-packed back issues. Emcee-B, P.O. Box 883, Chicago. au25

1,000 PARODIES, ROUTINES, SPECIALTIES in 1952 catalog; plus "Comie's Gagster" and monthly "Entertainer's Informer," \$1. Sebastian 5138 Cahuena North Hollywood, Calif. au25

AGENTS & DISTRIBUTORS

AAA—SENSATIONAL TALKING CHRISTMAS and Birthday Cards; pull tape and retails "Merry Christmas"; 150% profit; wholesale prices. Minna, P.O. Box 18214, S. Los Angeles 33, Calif. au25

AAA BEST DEAL TALKING CARDS—SAMPLES \$1.00 per doz.; \$12.50 a gross. Columbia Wholesale Supply, 7250 Melrose, Hollywood 45, Calif. au25

AAA NOVELTY KNIVES, THROWING DAGGER, \$10.80 doz.; sample \$1.15 prepaid. Presently, 212 Essex St., Boston, Mass. Free catalog BB 777. au25

ALUMINUM SPIRALS—89 DOZEN; SAMPLE \$1; new style, no tape. Agents wanted. Syd Gellis, 100 N. Harper Ave., Los Angeles 48, Calif. au25

ANIMALS, OTHER MECHANICAL TOYS. Suction Cup Novelties; big profit; easy to demonstrate; attracts everybody; special offer to demonstrators only; \$12 Retail Ass't. over 2 doz. per. only \$5. Brand, 154 W. 27th, N.Y. au25

ART STUDIES THAT ARE DIFFERENT—In beautiful album; sample album, \$1; large selection, quantity prices. Jay's, Box 684, Dayton, O. au25

BIG PROFITS—SAUCY PIN-UP DECALS! Brilliantly colored durable lacquers; also complete range Stock Signs, PX Novelties, Tourists, Stickers, samples, enclose 10¢ packing-postage. Box 58, Morris Hts. Station, New York City 31. oct

HIGHER PROFITS—SELL KOEHLER BUSINESS Signs; over 1,500 varieties; free catalog; 15 samples, \$1 postpaid. Koehler, 335 Goetz, Lemay 23, Mo. au25

BUY DIRECT FROM MANUFACTURER—Earrings, cast drops, dollar retailers, \$3 per doz.; Rhinestone Chain Necklaces and Earrings, Sets, boxes, \$7.50 per doz.; all orders c.o.d. Jewelry Wholesalers Co., 421 Seventh Ave., New York 1, N. Y. au25

CARDED MDSE. HEADQUARTERS—Knives, Combs, Handkerchiefs, Pocket Knives, Pens, Shot Laces, Razors, Blenders, etc.; over 1000 items; write for price lists. Maloney & Sons, 1063 W. Broad St., Columbia 8, O. oc13

COLORFUL SPIRAL SPINNERS—NEW LOW prices, faster sales; aluminum, 3 1/2 inches wide, red, green, blue, gold; 10-ft. sample, \$1; dozen, \$7.50; 15-ft., \$10.80 dozen; 20-ft., \$12.60 dozen; 30-ft., \$17.64 dozen; agent's 4-ft. demonstrators, ref. return wire, with details; cash orders postpaid, c.o.d. 1/2 deposit. Cox, Box 232, Venice, Calif. au25

COMPLETE LINE OF PLASTICS—Scaloped Table Cloths, Aprons, Drapes, Cottage Sets; also Yard Goods; lowest prices; free catalog. Samuel Rosenzweig Access. Co., 43 Amboy St., Brooklyn 12, N. Y. au25

DO YOU NEED MONEY? \$35 IS YOURS for selling only 50 boxes of our 300 Christmas Card line; this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples. Personalized Christmas Cards, Stationery, Napkins; write today; it costs nothing to try. Cheerful Card Co., 271 White Plains, N. Y. au25

EXTRA CASH QUICK, EASY! SELL friends newest greeting cards; profits to 50¢ per \$1 box; 21-card, \$1; Comic, Christmas, All-occasion assortments; Gift Wraps, Ensembles, exclusive items; experience unnecessary; special offers; bonus; prompt service. Write for free samples Name Imprinted Christmas Cards, Stationery, Napkins, Book Matches, feature assortments on approval. Free catalog. Elmira Greeting Card Co., C-2320, Elmira, N. Y. au25

FOOTBALL CONCESSIONAIRES—SELL Rain Capes, army surplus, 3 for \$1; \$7.50 per 100; no c.o.d.'s. Charlie White, Fort Oglethorpe, Ga. au25

FREE MERCHANDISE TO NEW CUSTOMERS \$1 wholesale value, your selection; sensational "get acquainted" offer; rush 25¢ (refundable) for illustrated Bargain Catalog and \$1 free merchandise certificate; save up to 50% on Hosiery, Drygoods, Toys, Stationery, Blades, Carded Goods, Jewelry, hundreds more. Reliable Jobbers, 211 N. Desplaines, Dept. H-31, Chicago 8. au25

FREE FOLIO—100 MONEY MAKING deals; Formulas, Secrets, Plans; Wholesale Supply Sources; unusual items. Kalamita-A, Box 572, Dayton, O. au25

FREE SAMPLES—CALENDARS, SPECIALTIES; must give us full information first letter. Complete Advertising, Dayton, Va. au25

GIRL PHOTOS—THE LARGEST, MOST beautiful collection of 350 different poses on 4 1/2 glossy photo-prints, \$1 with wholesale price. Connors Service, 370 Beach St., Suite 106, Haven (16), Conn., Dept. BB17. sel

GREETING CARD SALESPERSONS—MAKE \$50 quick even more—selling America's leading 21 Card Christmas assortments; samples on approval; everyday assortments, gifts; free samples Personalized Christmas Cards; write today. Train Art Studios, Dept. A-38, Vermillion, O. au25

KEY CHAINS, \$1 GROSS (MINIMUM 7 gross); Midget Knives, 1 1/2 inch folded, \$5.00 gross, plus postage, excess returned; sample dozen, assorted, \$1, ppd. Unlous Plastics, 472 Hendrix, Brooklyn 7, N. Y. au25

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 322 North Jefferson St., Chicago 8. au25

NYLON HOSEY BARGAINS—10,000 DOZ. Mill Close Gut Prices; Mill Rejects, \$1.25 per doz.; Better Grade, \$3.50 per doz.; Select Grade, \$6.50 per doz.; these prices on 10 dozen lots or more; sample order 6 pair Mill Rejects, 2 pair Better Grade, 2 pair Select Grade for \$4; postpaid if check with order. Allen Hosiery Co., P.O. Box 1676, Chattanooga, Tenn. au25

POST CARDS—THE FASTEST SELLING Comic Post Cards you will find anywhere; choice territories are open in several States; send \$1 today for our complete complete details of our distributors setup. Baxter details of Box 175, Amarillo, Tex. sel

FUSHBUNTON KNIVES, \$7.20 DOZ. PREPAID; shipped postpaid; attention, shive rakes. Present Specialty, 212 Essex St., Boston, Mass. Free catalogue BB 444. sel

SALESMEN, DISTRIBUTORS—FAST SELLING

Costume Jewelry direct from factory; big picture catalog free. Pickcraft, B-19 Bank Attleboro, Mass. au25

SELL RUBBER BALLOONS—ONE GROSS (BM) assorted with wholesale rates, \$1 Rubber Toys; samples, \$1. Dvarkadas, Third Bholwada, 38BB, Bombay 2. au25

SELL MIN-VI-TA, THE ENERGY GIVING tablet, 14 vitamins, ten minerals, month's supply sells \$3; sample dozen, \$15; sample bottle, \$1.50; lower prices in quantities; your label if desired; details free. Thorison, Manitowish, Wis. au25

SIGN SALESMEN—HOT NEW ITEM! Amazing new Changeable Letters, stick to glass by themselves; send name for free sample. Gray Enterprises, 6912 Hollywood, Los Angeles 28. au25

SOUVENIR SEASHELL KEY CHAIN—Imprinted resort's name; ideal for Florida, California, other resorts. Whatnots Co., 255 S. Metropolitan, Atlantic City, N. J. np

UNSEEN, UNBELIEVABLE, THRILLING Greeting Cards; artistically painted on natural skeleton leaves; samples airmail (BM), \$2. Motiwalla, Third Bholwada, 38BB, Bombay 2. au25

UP TO \$75 WEEKLY—AMAZING PENCIL writes four colors, red, blue, green, orange; sample, 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample, 25¢, or eight samples, four pencils, four pens, \$1 prepaid. Louis Balogh, 1703B Roosevelt, Valparaiso, Ind. au25

100,000 YARDS PRINT CLOTH MONTHLY, \$15 per 100; here is the reason we ship money makers in every State and nearly every county; Socks, pitchmen quality, 65¢ doz.; beautiful Sub-Standard, 85¢ doz.; Ladies' Nylons, pitchmen quality, \$1.25 doz.; Sheer Fancy Fashions, imperfect, \$3.30 dozen; Double Edge Razor Blades, unconditionally guaranteed, \$29 per case of 10,000; c.o.d. or cash. Siebert's, Chattanooga 4, Tenn. au25

ANIMALS, BIRDS, PETS

A LARGE VARIETY OF SNAKES FOR IMMEDIATE DELIVERY: Giant Tropical Indigos, beautifully colored Cribos, Giant Green and Red Rattlers, Central and South American Boa Constrictors, Florida Yellow Chicken Snakes, Horned Lizards, Tarantulas and others; Dens of Snakes, \$20 and up; the largest and most colorful dens on the market at the cheapest prices. Half grown Jaguar, Ocelots, Wild Cats, Agouti, Capybaras (world's largest Rodents), Sloths and Monkeys. This week's special: "Young Squirrel Monkeys, suitable for pets, \$2.50 and 4 to 5 ft. Central American Boa Constrictors, 4 for \$15. Tarpon Zoo, Tarpon Springs, Fla. au25

BABY RANCH RAISED COATIMUNDI, \$27.50; Demused Skunks, \$15; Giant Tame Raccoons, \$10; Mice, \$17 hundred; Seconds, \$11; White Rats, 35¢; Monkey Faced Owls, \$12; Vultures, \$5; Monkeys, Boas, Giant Blue Bulls. Ray Singleton, Rattlesnake, Fla. au25

HEALTHY SNAKES, ALLIGATORS, ARMADILLOS, Iguanas, Horned Toads, Basking Terrapins, Prairie Dogs, Crows, Wild Cats, Timber Wolf, Jungle Rats, Monkeys, Grey Fox, Coatimundis, Deodorized Skunk, Orange Squirrels, White Squirrels, Peafowl, Swans, Rats, Guinea Pigs, Rabbits, Bantams, Raccoons, Owl, Otto Martin Locke, Phone 141, New Braunfels, Tex. sel

LARGE ALLIGATOR—OVER 7-FT. LONG, years in captivity, excellent feeder, perfect condition, \$75. Trails End Zoo, St. Stephen, S. C. au25

MONKEYS, CINNAMON RINGTAIL, TAME Babies, \$30; Adults, \$20; Owl Monkeys, \$25; Manes Marmosets, special, \$22.50; Florida Bob Cat, young, \$35; Baby Caiman Crocodiles, \$10; Iguanas and Tegus, \$17.50; S. A. Boas, 7 ft., \$25; 8 1/2 ft. Indigo Snake, \$25; large S. A. Turtles, \$6; Saffron Finches, \$5 pair; Troupial, \$15. Southern Pet Supply, Zoological Dept., 5135-37 S. W. 8th St., Miami, Fla. au25

PENGUINS, \$150 EACH, LILFORD CRANES, \$175 pair; Sarus Cranes, \$200 pair; Demoiselle Cranes, \$150 pair; Giant Baboons, \$50 each; American Grackles, \$300 each, etc. Memm Bros. & Ward, Sparkill, N. Y. au25

SNAKES, SOUTH AMERICAN BOAS, CINNAMON RINGTAIL MONKEYS, \$27.50; four for \$100; Rare Birds and Monkeys of all kinds on hand for immediate shipment upon receipt of 25/100 deposit. Vogstad Wild Animal Farm, 2230 N.W. 103 St., Miami, Fla. au25

WANTED—AFRICAN LION CUB, healthy, not inbred; write in full detail. Pat Moore, 1636 Walnut St., Jacksonville, Fla. au25

WILD LIFE SPECIAL—MOTHER AND BABY Giant Anteater, Porcupine, Iguana, Coatimundi, Agouti, Opossum, Sloth, Cinnamon Ringtail, Owl Monkey, Green Monkey, Spider Monkey, total price, \$465; 1/2 cash, balance c.o.d. Tropical Hobbyland, 1525 N.W. 27 Ave., Miami, Fla. au25

BUSINESS OPPORTUNITIES

BIG MONEY CLEANING VENETIAN Blinds; small investment for equipment starts your own lifetime business. G. S. Co., 442 N. Seneca St., Wichita 12, Kan. au25

BIG PROFITS—MAKE FAST-SELLER CHEMILE Monkey Trees, Christmas Palmetstas, Santas; literature free. Velva, Buhemia 8, N. Y. oc27

CROSS BOW SHOOTING GALLERIES make money; easily portable; year round business; low cost; special price now. Superior, Box 34, Vernon, Calif. au25

DONKEY BASEBALL SHOW—PORTABLE 2,800 miles, social body, good condition; Jack Bartlett's trained donkeys, basketball shoes etc. now playing Canada; sacrifice cash, \$2,000 or will consider partner. Write Donkey Show Co., 6701 River Rd., Waterville, O. au25

FOR SALE—50x100 SKATING RINK FRAME Rink, metal top, fully equipped, good city, army, marine bases; owner ill, consider partner. Joyland, Box 78, Albany, Ga. au25

NEW ELECTRIC MACHINE BAKERS greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; write for 60 page, most interesting free recipe. Norbert Ray Co., 3055 South 15 Ave., Minneapolis 7, Minn. au25

PROFIT 100% SELLING LOW-PRICED guaranteed quality Watches direct to consumer; free catalog. Modern Technical Supply, 55-88 West 43d St., New York 18. sel

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 67 in this issue.

OUTSTANDING LAMP VALUES! AND SENSATIONAL ITEMS FOR PARK AND CARNIVAL OPERATORS



- Flying Birds, Gr. 1.00
4" Feather Dolls, Gr. 1.00
6" Feather Dolls, Gr. 12.50
7" Feather Dolls, Gr. 18.00
9" Feather Dolls, Gr. 30.00
12" Feather Dolls, Gr. 45.00
Hula Dolls, Gr. 15.00
7" Fur Monkey, Gr. 9.00
9" Fur Monkey, Gr. 15.00
11" Fur Monkey, Gr. 21.00
21" Animal Print Balloons, Gr. 5.50
24" Cat Balloons, Gr. 9.50
24" Balloon Sticks, Gr. 7.75
Fox Tails, Hundred \$10.00—\$25.00 H4.

No. 195 CRYSTAL 32" PLUSH BEARS HURRICANE LAMP \$36.00 Doz. \$1.30 ea. \$15.00 per dz.



25% Deposit With Order—Balance C.O.D. F.O.B. Pittsburgh.

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SENSATIONAL OFFER—\$5.50 VALUE

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GENUINE SILEX MODEL SP 12 GLASS COFFEE MAKERS 12 CUP SIZE COMPLETE AS ILLUSTRATED WITH GLASS FILTER \$2.00 EACH F.O.B. BALTO. 100 CASE LOTS ONLY

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Heavy 1/20 14K R. G. P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Trey every 2 doz.) Doz. \$12.95. For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps. FREE WHOLESALE CATALOG Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied. Joseph Bros. 55 Wabash Ave. Dept. B-25 Chicago 3, Ill. Chicago's Largest Watch Rebuilders

"SPECIAL"

PROMPT SHIPMENT. PLACE ORDER NOW. 1,000 DOZEN GENUINE ALLIGATOR LEATHER LINED BELTS, COVERED BUCKLE, ONE INCH WIDTH, "HONEY" COLORED. SIZES 30 to 44. JOBBERS' PRICES ON REQUEST. P. O. BOX 266 ST. AUGUSTINE, FLA.

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SEND FOR FREE COPY TODAY! Our general catalog illustrates the most complete line of Novelties and Premium Merchandise, including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, Toys and hundreds of other items. GELLMAN BROS. 110 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

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ALCME PREMIUM SUPPLY CORP. 111 South 12th, St. Louis 4, Mo.

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

IMPORTED EXPANSION BANDS



Heavy Duty men's flexible bracelet in chrome plated or gold plated finish.

CHROME	GOLD PLATED
No. B27W109	No. B27W108
DOZEN 4.00	DOZEN 5.00

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In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic lens bar. Scientific Chromopic 4-base curvature lenses.

Men's Model Retail 98c	Ladies' Modified Model. Retail 98c
NO. B201J271	NO. B201J272
8.00 Dozen	8.00 Dozen

Lots of 12 doz., per doz. 7.38

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N7	4 inch	8.40
B34N8	7 1/2 inch	18.00
B34N9	8 inch	21.00
B34N9	9 inch	24.00

BALLOONS SPECIAL PRICES

No.	Balloons	Per Gr.
B35N124	4-inch round	1.75
B35N126	7-inch round	2.25
B35N128	9-inch round	2.40
B35N129	11-inch round	4.00
B35N132	4x18 airship	1.40
B35N144	8x24 airship	3.25

HIGH HAT MONKEYS

No.	Size	Per Gr.
B38N78	4 inch	3.50
B38N81	7 inch	7.25
B38N82	9 inch	15.90

CANES, WHIPS AND BATONS

No.	Description	Per Gr.
B37N8	Baton With Bell	14.00
B37N7	Swagger Cane	9.90
B37N10	Lash Whip	15.90
B37N1	Pennant Cane, heavy grade, per 1000	18.00

DANGLING COMPOSITION NOVELTIES

No.	Size	Per Gr.
B38N71	2 1/2 inch Donald Duck	3.25
B38N74	4 inch Donald Duck	6.00
B38N73	2 1/2 inch Frogs	3.25
B38N75	2 1/2 inch Spider	3.25
B38N79	2 1/2 inch Hula Doll	3.25
B38N80	4 1/2 inch Hula Doll	6.00
B38N77	4 1/2 inch Skeleton	6.00

PARADE CANES

Maple finish, 1/2 inch diameter, 34 inches long.

No. B35N4 Per Gr. Per Doz. 24.00 2.25

NOVELTY HATS

No.	Description	Per Gr.
B34N14	16 inch Coolie Hat	24.00
B34N43	Hat Band, per 1000	14.00

SPECIAL CHINA HEAD CANES

No. B16N110—Fine quality China Head Canes with assorted heads: Dice Head, Baseball Head, Golf Ball Head, Police Dog Head, Bull Dog Head and Horse Head. Per gross 14.50

B17N22—Cane Rack Rings, per 100: 4.75

CARNIVAL SUPPLIES

No.	Description	Per Gr.
B21R14	Cork Gun, Each	3.25
B21R24	Corks, Per thousand	2.75
B21S74	Comic Buttons, 1 1/2 inch, per 1000	10.00
B46N22	Leis, per gross	2.00

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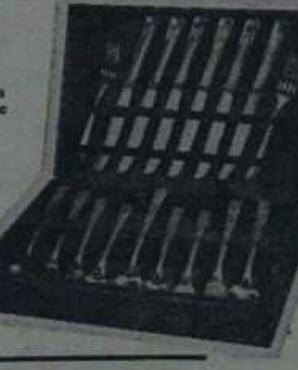
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SILVER PLATED 32-Pc. SERVICE FOR EIGHT

8 Knives 8 Soup Spoons 10 Sets
8 Forks 8 Teaspoons \$5.10 or More
#288 Sample Set... \$5.50 Set

34-Pc. SERVICE FOR EIGHT
8 Knives 8 Soup Spoons 10 Sets
8 Forks 8 Teaspoons \$5.50 or More
2 Table Spoons
#208 Sample Set... \$6.00 Set

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No. 1088 • Each \$1.00
ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.



NOVELTY AND CARNIVAL SUPPLIES

CELLULOID FEATHER DOLLS			HIGH HAT MONKEY		
No.	Size	Per Gr.	No.	Size	Per Gr.
34A7	4"	8.40	38A76	4"	3.30
34A9	7 1/2"	18.00	38A81	7"	7.50
35A148	12"	50.00	35A277	9"	15.00
DANGLING COMPOSITION NOVELTIES			PAPER PARASOLS		
38A71	2 1/2" Donald Duck	3.25	38A40	18" Diam.	9.00
38A72	2 1/2" Frogs	3.25	38B41	23" Diam.	18.00
38A73	2 1/2" Spiders	3.25	NOVELTY HATS		
38A74	2 1/2" Devil	3.00	38B	12" Coolie	18.00
38A77	4 1/2" Skeleton	6.00	45A14	16" Coolie	24.00

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In Business in Chicago for 35 Years

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Now \$12.95—Lots of 3. Beautiful Plush Box Included. Sample—\$15.00 Ex. 25% Deposit—Balance C.O.D.

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421 CALUMET BLDG.

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FRANKLIN 2-2557
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SEND FOR FREE COPY TODAY
CATALOG SIGNET RING 8.00 GRG.
IDENTS 7.20 gr. Exp.

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BUNDLE CLOWN ODDS, ENDS, ST: VEL-vet Curtains, bargains, Red Wigs, Chorus Costumes, Striptease, Oriental, Orchestra Coats, Curtains, Minstrels, Wallace, 2416 N. Halsted, Chicago. oc6

THEATRICAL PAPER MACHE MADE TO order. John Fracturina, Box 272, Riviera Beach, Fla Formerly of N. Y. for 45 years. oc6

FORMULAS & PLANS

"TEXBURGER"—THE SANDWICH THAT is different; sells faster than hamburger, barbecue or hot dog; no special equipment to buy; serve it anywhere; manual containing recipe sent postpaid for only \$2; satisfaction guaranteed. Haskell D. Boyer, P.O. Box 1498, Fort Worth, Tex. au25

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available, from \$35; Candy Corn Machines, Peanut Roasters, Sno-Cone Machines, Krispy Kuru, 120 S. Halsted, Chicago, Ill. oc29

NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Floss, aluminum lined Popcorn Kettles, copper Candy, Carmelcorn Kettles, Northside Co., 509 E. 4th, Indianapolis, Ia. oc29

SNO-KONE MACHINE—GOLD MEDAL, \$135 new, A-1 condition, \$95. Hicksville Farmers Market, Hicksville, L. I., N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

AERIAL RIGGING—130 FEET, SWAYING pole; Shelby steel aircraft cables; excellent condition; complete, \$500. Bernice, 2302 Brunswick Ave., Trenton, N. J. au25

ALL 16MM. SOUND—7,500 REELS FEATURES, Shorts, Serials, 45 reels sound \$3; DeVry, Natco Projectors \$150. Roshon, 128 North Court, Memphis 3, Tenn.

AUDITORIUM OR THEATER SEATS—Walnut Ply with compartment under seat for hat, 6 to 8 in row; can be divided; original cost, \$12 each; practically new condition; sacrifice price, \$2.50 each; 500 available. Manhattan Office Equipment Co., 639 New York Ave., N.W., Washington, D. C.

AUTOMATIC MECHANICAL SHOOTING, Gallery Equipment, Ammunition, Rifles, etc.; Hi health C. C. Cannam, 1901 Lothrop St., Omaha, Neb.

HALLROOM, STAGE, RINK AND NITE Club Lighting Effects; Crystal Showers, Spotlights, Motor Cycle Wheels. Newton, 22 W. 14th St., N.Y. 11, N.Y.

BIG 3 DAY RODEO, AUG. 30, 31-SEPT. 1—Seminole, Okla., will sell Concession Privileges for ice cream, cotton candy, popcorn, novelties. Briggs, Telephone 59269, Tulsa, Okla.

BARGAINS—USED 16MM. SOUND SUBJECTS; Panorama, Shorts, Comedies, Features, Specialties; hundreds of titles; free list. Gaines, 5105-B Mulford, Ekokie, Ill. au25

CANDY FLOSS MACHINE, ROLLED Candy Cones, Creators 41 Popper; Peerless Gasoline Popper, fine condition; Concession Trailer. James Rosetter, Albany, O.

CONCESSION TRAILER, JUMBO POPPER, Floss Machine, Candy Furnace, Carmel Corn Kettle, Plenty Motor, size 10x8, factory built; double gas system, \$1,650. Help shortage reason for selling. See at Ohio State Fair, Aug. 2 to 31 by grandstands, Al Hatch, Ohio State Fair, Columbus, O.

CORNEL EMBROIDERY HAT MACHINE, complete; 7 Ft. Umbrella, 2 gross Crew Hats, \$250. Nelson Saylor, mailing address, Temperance, Mich. Home address, Lambertville, Mich.

FORD TRUCK—DIESEL POWER PLANT, Band Wagon, located in N. Mex. E. H. Black, 6601 Royal St., Houston 9, Tex.

FOR SALE—34 SEAT, 18 FT. SMITH & Smith Chairplane and Fence, only used three seasons. Leroy Motor; it's in operation near Baltimore, Md., as good as new; will trade on Merry-Go-Round. Box #C-427, c/o Billboard, Cincinnati, O.

FOR SALE—2 DeVRY 16MM. SOUND PROJECTORS; 1 Ampro, 1 Holmes, 35mm. portable; all new condition at half price. Heard Theater, Franklin, Ga. oc1

FOR SALE—COMPLETE TRUCK CIRCUS, Tents, Seats, Chairs, Light Plants, Trucks, Trailers, Side Show, etc.; Revolving Ladder, \$25; Trampoline, \$75; Swinging Ladder, \$7; Headless Girling Chair, \$40; Cal-Hope and Engine, \$300. Llew Brison, St. Thomas, Ga.

PARK MERRY-GO-ROUND—COMPLETE except horses; new paint; \$600. 100 Meridan Ave., Trenton, N. J.

SET OF FOUR MOUNTED ANIMALS FOR pictures; Bear, Pony, Bucking Horse, large Buffalo. Phone: Sevierville 2335, C. C. Richardson, Pigeon Forge, Tenn.

SHETLAND PONIES, KID STREET CAR, Handcar Ride, & Scooter Cars; trade for Hobby Horse Ride or what? F. Shafer, Washington, Ind.

SMALL MOTORHOME, COMPLETE WITH Motorcycle, new canvas, semi to haul name; also Sound System. Address Jake Davis, 1750 W. 26 St., Erie, Pa.

THEATER CHAIRS, SCREENS—FOLDING Chairs, Projectors, Tents, Sidewalk Bleachers, Wanted, Folding Chairs, Lone Star Film Co., Box 1734, Dallas, Tex.

TWO LIKE NEW HOLMES 35MM. EDUCATOR Projectors and Stands, \$650; Western, \$10. C. L. Yeager, Box 362, North Little Rock Ark.

WANT MONEY? HERE'S AN OUTFIT that should make you real money. Locksmith's Key Machine, works on 110v. and 6v. Many hundreds of popular blanks; also Numerical Name Machine, of Key Checks, Tags, Discs; large supply of Key Chains, Tags, also Plastic; several thousand Key Chains catalog value over \$750, first \$300 takes all. Keyes Nelson, 214 S. Fourth, Springfield, Ill.

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Merchandise Topics

Pittsburgh
 Milton D. Myer Company is offering costume jewelry, including pearl sets, at \$19.75. . . .
 United Merchandise Company has baseballs, catcher's mitts and flashlights at \$1. . . . Jada Novelty Company has a portable typewriter for \$19.98. . . . A. H. Report Company says its inexpensive Gralett watch carries a guarantee by the factory against defect. . . . Coin Machine Agency reports its line of watches going good. . . . John Robbins Company has three-foot-diameter plastic swimming pools retailing at \$7.95. . . . United Wholesale Company is offering airplane models from 10 cents to \$1, holster sets from \$1 to \$4.95 and sun glasses from 15 cents to \$1.98.
 John Robbins Company is handling lines of jewelry, clocks, lamps, electrical goods, aluminum wear, and leather goods. . . . Robert Hensel Company has shirt-pocket paper notebooks that are low in price and carries your advertising message on the cover. . . . Robert Seltzer has a pocket holder, a light fabric that keeps your pocket in condition if you continually use it as a receptacle for pen or pencil. . . . A. H. Report Company has new figurine lamps, Japanese cigarette lighters fully automatic at \$1, and a combination lighter and cigarette case at \$3.50-\$3.95. . . . M. J. Golden's piggy banks are proving so popular that banks are buying them for promotional work. . . . United Merchandise Company is offering ball pens with refills and sun glasses. . . . Milton D. Myer Company has dolls of all nations, \$1 to \$1.98, comprising brides, grooms and cowgirls. The firm also announces big picture lamps at \$42 a dozen, hurricane lamps at \$15 a dozen and 32-inch plush teddy bears at \$36 a dozen. Firm has a new display room.

Chicago
 Joseph Brothers is offering 15 and 17-jewel watches in new George Washington round cases, with black suede bands. Watch duplicates \$150 models and has reconditioned movements. From reports that this is one of its best sellers. It is priced at \$12.95.

Los Angeles
 Dorothy Langinger, of the Hep-Cap of Hollywood Company, has brought out a new cap that is available in corduroy, twill, faded blue denim and terry cloth. Cap is the jockey type with ears, eyes and red tongue on the head covering. Eyes are large button-like gadgets with the "eye-ball" rolling from the motion of the person wearing it. Sizes are small, medium and large. . . . Ted Field, of the Field Company, reports that the back-to-school-time has created a big demand for the Blimp Caps which his firm manufactures. Cap has an extra large visor and cap is available in color combinations with white. . . . "A Day With Doty" is a new book published by the Superior Novelty Engraving Company. Book is 8 1/2 by 11 inches and the cover is in two colors. There are 12 model photos, with clever captions and a verse.

From All Around
 Plastic, rubber and soft Lone Ranger Dolls for premium and salesboard use have been introduced by International Doll Company. . . . Sure Safe Company offers the specialty trade its Sure-Safe cord shortener, a gadget that takes up extra cord between the electrical outlet and appliance. The plastic item in ivory or brown sells for \$8.25 per gross postpaid.

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New Western Design! TEXAS LONGHORN
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P D Q CAMERA COMPANY
Dept. 88
1141 N. Cleveland Ave., Chicago 10, Ill.

Under the Marquee

Continued from page 42

his widow had carried on the operation.

Terrell Jacobs was guest of CFA members J. J. Hennessy, Henry Van Loon and Ward Shafer following a performance of his circus while the James E. Strates Shows were in Rochester, N. Y.

Linwood Farlow, assistant superintendent of elephants on Ringling-Barnum about 30 years ago, caught Rogers Bros' Circus at Salisbury, Md., August 9 and came away with enthusiasm for the show's observance of circus traditions. The show had a straw night house despite competition, Farlow states.

Acts at the Trenton, Neb. Pow-Pow included the Four Millers, Frank and Bernice Dean and the Alvers Family, reports Joseph Fleming. The Millers and Deans were guests at the Fleming home.

Cleveland Browns football players were guests at Mills Bros' Circus at Bowling Green, O. Benefit show at the university hospital there was played by Jinx Adams, The Antoinettes, The Rickerts, The Wallabies, Captain Seagraves and clowns, reports Jack LaPearl.

H. M. (Cocky) Kilpatrick, old-time billposter, recently was released from a t. b. sanatorium at Black Mountain, N. C., after spending six years there taking treatment. He was on bill cars of Sparks, Cole Bros., Downie, Hagenbeck-Wallace, Robbins, Ringling-Barnum and Russell Bros. circuses. He was last on the road ahead of the Dodson show in 1944. He is at home in Bessemer City, N. C., working part time as relief projectionist at the Roxy and Buddy theaters.

Ray Goody, wire walker, off the road this season, is selling autos in Cleveland. He saw the Mills show in Fort Wayne, Ind.

Art Concello, of Ringling-Barnum, was back at Sarasota, Fla., winter quarters for a short stay last week, attending the Tarpon Tournament ball held there.

Denmark's King Frederik and Queen Ingrid and the three young princesses occupied ring-side seats for a Monday (13) performance of the Circus Benneweis in Copenhagen, Denmark. The Joe Hawthorns were entertained by Judge Samuel Schenker and James Morgan when they were in Annapolis, Md.

Hamid-Moton Circus will open at the Maple Leaf Gardens, Toronto, October 1 for a week. Len Humphries is handling local details for Bob Morton.

Emmett Sims, circus press agent, will be with Pat Purcell in advance of the Skating Vanities roller show. . . . Ab Johnson, old-time clown, is working at the Shubert Theater, Chicago. Advance men for Hunt Bros. Circus were at LaPlata, Md., Tuesday (14) to bill the town for Wednesday (22). . . . Art Peets, formerly with Ringling-Barnum, is tour manager for the eight-horse hitch playing fairs for Wilson & Company, packers.

Pipes for Pitchmen

By BILL BAKER

Blatant pitchmen to contemporary: "I play all smoke-stack cities and no crossroad villages."

When a pitchman is out of place, everything else is.

CHIEF GRAY FOX
blasts from Vernon, Ind., that business on the season thus far has been only fair. He expects conditions to get better by the fall, however. The Chief says that his son, David, well known in pitch circles, will be inducted into the Air Force next month.

Pitchmen have only themselves and those who played the spot ahead of them for some existing hotel conditions.

Now is the season for big tips and heavy gelt.

MRS. ROBERT (MAE) NOELL . . . cards from Bedford, Va., that she is now a mother-in-law. Her son, Bobby, was married secretly early this spring and he and his wife are with Noell's Gorilla Show and traveling in the trailer purchased by the Noells last winter from Cash Miller. Mae also reports that Alice Etting, wife of Doc Etting, is back in the hospital at Lamarque, Tex., and would like to read letters from friends.

Who's planning to work the Canadian National Exhibition at Toronto?

When everything else is lost, remember that the future remains.

HARRY GREENFIELD on a recent day off, took a stroll around Times Square, New York, and culled the following notes: Hymie Summers, America's No. 1 corn punk worker, is a licensed auctioneer and working in a jewelry auction store on the Square. Hymie had a packed store and plenty of bidders. Old-timers have their ears and eyes on this new corner waiting to see what a pitchman's technique can do. But don't worry boys. New York pitchmen have something on the ball. I have seen too many of them make a big success in the arts of selling. I also was pleased to see Irene Roth making a comeback after a few years' vacation. She's now working in the F. W. Woolworth store on Broadway pitching astrology charts. Irene has a wonderful flash and she's a top pitchwoman. Sol Addis, the old-time lecturer, is still punching away at Paul and Danny's Novelty Store on 42d Street and Sixth Avenue. He's working costume jewelry. Coney Island's native son, Big Jack, also is working this spot with handwriting analysis which packs terrific flash.

If you make a practice of studying yourself and work to win, you'll have little difficulty in succeeding.

The pitchman lives on less when he has much more to live for.

IN ANSWER
to a recent query in this corner, Speedy Hascal letters from Cleveland that he was admitted to a hospital July 5 and expects to undergo surgery within the next two months. "The operation is a major one," writes Speedy, "and requires a number of tests before I can undergo it. However, I expect to be home by Christmas. My wife, Ruth, has jumped down Pittsburgh way to make a few sales and shops with Svengali decks and mice and will be back in Cleveland soon. We were pleased to note that our good friend, Morris Kahntroff, has returned to the U. S. He's a wonderful fellow and has taught me many fine points of the pitch game. If all goes well

Large Walking Bear, \$4.50 doz.; Small Walking Bear, \$3.50 doz.; Jumping Rabbit, \$2.40 doz.; Jumping Dog, \$3.25 doz.; Hula Hula Large Circus Elephant, \$4.50 doz. 25% dep. bal. C.O.D. DOVAL SALES CO. 2 East 46th St. New York 17, N. Y.

A NATURAL 25c SELLER
The School Season is On

Mechanical Pencil with Clip

Provel—Revel—Expel

\$13.50 per Gr.—Carded
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15% Deposit With Order. Balance C.O.D.

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We have 'em! Ladies' & Gents' Birthstone, Emblem & Zircon 10K & 14K. R.G.P. & Sterling Silver. Sample Zircon Ring, Sterling \$2. Wholesale Catalog FREE. State your business.

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CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration

Grease, Ink Stains rise right up in cold water. Use over and over. Package holds 4 18"x27" Towels. Selling \$1.25. 50¢ gross. Send \$1 for sample package. 5 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

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FREE CATALOG

Be our agent for watches, rings and costume jewelry. Make big money. All merchandise guaranteed. Free 16-page catalog—no obligation.

MARVEL WHOLESALE WATCH CO.
Dept. G, 213 N. 7th St. St. Louis 1, Mo.

during my hospitalization, you can be sure that Ruth and I again will be out working the fairs next year. We'd like to read notes from Fred and Millie Hudspeth, Morris Kahntroff, Doris and Ed Gaffney, Earl and May Davis, J. B. Clark, Jim and Toni Lobaugh, Art and Sue Fredette, Mr. and Mrs. George Hess Jr., Jerry Hahner, Joe Colby and Eddie Wahl. We're still located at Euclid Beach Trailer Park. I'm still at Sunny Acres Sanitarium, Warrensville, O., but expect to be transferred to City Hospital before long for surgery. I guess that you guys and gals know that Bob Roach still is in the hospital at Oak Forest, Ill."

It doesn't take much of your time to encourage other road folk in their efforts.

Far too many pitchmen are judged by the size of their reputations.

THE JERRY FRANTZ . . . med show, currently in its second week in Hanover, Pa., and which opened its season at Wind Gap, Pa., May 21, continues to do good business, Fred Landrus, magician, reports. Roster includes the 72-year-old owner and trouper, Jerry Frantz, lecturer; Mrs. Frantz, business manager; Jean Frantz, who assists her father and works concessions; Maggie Frantz, who also works concessions and does bit parts along with Jean; Windy and Kitty Britton and daughter, Dale; Burt Leslie, and Landrus, who presents his magic, mentalism, hypnotism, illusions and vent.

From the amount of business being done by some pitchmen they are ready to greet winter with enthusiasm.

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We help you establish a ready route of 50+ Dealers

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Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling consumer goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. **WRITE TODAY!**

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Big Profits

Own your own business stamping key, checks, name plates, incalculable profits. Sample plates. Sample with name and address. 25¢

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ILLUSTRATED CARTOON BOOKLETS!

5¢ PER FOLLOW! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$1.00 ALL INTERESTING! \$1 POSTPAID \$5.00 PER DOZ. C.O.D.'S!

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PAPERMEN

Can use a few more good Papermen for Kentucky circulation

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PITCHMEN

Genuine Plastic Rayon Towels, regular \$1.00 packages for only 34¢, made to your specifications!

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17345 Harper Ave. Detroit 24, Mich.

New OAK-HYTEX POLKA DOT KAT HEAD



JUST INTRODUCED, and Creating A Real Sensation.... White Kathead balloons with polka dots in red, green or blue all over the balloons. A great flash!

No. 15-KPD . . . per gross, \$9.35

Be one of the first with this big money maker.

ORDER FROM YOUR JOBBER

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Oak Balloons

For immediate shipment Write for FREE Catalog

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618 W. St. Clair Cleveland 13, Ohio

CARNIVAL SUPPLIES

	Dozen	Gross
15" Oak Kat Head Balloon	1.00	8.00
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Spirals, Serpentine	8.00	
10 Gallon Cowboy Hats	\$4.35	48.00
Mexican Style Miniature Straw Hats	.75	8.50
Crook Handle Chesterfield Cane	2.00	23.50
Crook Handle Heavy Bamboo Cane	2.00	23.50
Crook Handle Medium Bamboo Cane	1.00	10.50
Whistle Whips	1.35	16.00
12" Shriner Fur Monkey	6.75	
10" Shriner Fur Monkey, box of 2 dozen	4.00	22.50
9" Acrobatic Fur Monkey	1.75	19.75
No. 718 Kazoo Slide Trombone	2.13	24.00
Jag Finselled Flying Birds, box of 3 dozen	2.40	8.80
Pin Whistle, box of 3 dozen	2.40	9.00
18" Rayon Parasol	2.50	29.00
38" Rayon Parasol, American Flag Design	3.75	42.00
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316 Fan	1.25	14.50

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NEW!! FAST PROFIT CHRONOGRAPH

with gold plated expansion band

\$6.50

3 DIALS—5 HANDS—PUSH BUTTONS

Gold-plated comb. exp. and mesh band. \$9.95. Retailer, each, extra 50¢.

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IMMEDIATE DELIVERY!

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Get Top Money—Top Quality—Top Profits

STERLING SILVER INDIAN HEAD RING
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\$9.75 Doz.
Sells on Sight.

STAINLESS STEEL EXPANSION BRACELETS

- 26 Double Heart
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\$2.75 DOZEN - \$30 GROSS
HEAVY NICKEL PLATED IDENT. BRACELETS

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REAL VALUES

Lapel flag bows. Bright colors. Heavy cardboard. Metal pin.
MA2126 Gross 35¢

Round metal whistle 1 1/4" diam. Bright colors
MA3016 Gross 85¢

Felt hat bands. Comic sayings. Black on asst'd. colors 18" length.
MA9286 Per 100 40¢

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Established 1880
TERRE HAUTE, INDIANA

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Yes, We Still Have All Metal

SLICERS

With a new, improved high carbon blade that meets all requirements for a speedy demonstration. (This blade won't take a back seat for any blade on the market.)

\$34.00 Per Gross
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25% Deposit With Order.

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Makes You Amazing Money by doing amazing tricks with money.

Sells for Only \$1

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Write for quantity prices.

PUT IT IN PROSPECTS' HANDS—then try and get it back. Sells like wildfire. IF YOU SELL TO THE PREMIUM USER, gold stamped in lots of 50 or more at only 2¢ per unit extra. Your profit up to 100%.

SPECIAL, GET-STARTED OFFER—\$1
Mystic Folders (83 value) for only \$1.00 postpaid—24-hr. service on all orders.

W.A.B. MFG. CO. 2223 Palmer Ave. Chicago 47, Ill.

Dressing Room Gossip

Clyde Beatty

The rains and cool weather have stayed with us all thru the Upper Peninsula country of Michigan. Business has held up well. The surrounding lakes have afforded good fishing to the many anglers on the show, and Clyde Beatty, Johnny Cline and Ted DeWayne have taken advantage of it. Jerry and Joan Lewis celebrated their fifth wedding anniversary in Duluth. Harry Golub made a spectacular appearance on the Side Show bally as a magician, but he couldn't find the gimmick to the linking rings. Charles Cooper is a new member of the concession department. E. C. Casher took a week off to catch some of the shows in Chicago. Jersey Shanks, Side Show boss canvasser, has been hospitalized but will return in a few weeks. Margarita Caudillo, Jerry DeWane, Harry Sobie, and Don Lakin celebrated birthdays.

Barbara Weir fell while practicing traps between shows and has been out of the program for a few days. Don Lakin and Chick Sherman are on a business trip to New York. Jeff Murphree, Charles Ralmer, Jerry Lewis and Dick Doud entertained at the Crippled Children's Hospital in Marquette. William (Hammerhead) Dwyer is keeping the prop department moving okay. Dorothy Herbert is busy these days since her Chihuahua gave birth to three puppies. Scranton Harry Moran does a good job of keeping the water buckets filled. Mr. and Mrs. Fred Ringler are guests of Mr. and Mrs. Beatty. Charles Hilderra has been having a spell of lumbago. Jack Bibson, no longer considers himself a cowboy after being thrown from his horse while taking the ring stock to the train. Jack's sprained knee from the fall is much better. — LAURENCE CROSS.

Polack Eastern

Dubuque, Ia., was a new date for us and it turned out well with a beautiful stadium and good weather. Nella Troy has new operatic records and their new trailer is a haven for the music lovers among the trailerites. Ralph Heller's mother is on for a visit with Ralph and Evelyn, who had the Dubuque date. An old trouper, Rich Schute, played the show on drums. John Prohaski, visited, as did Mr. and Mrs. Hoagley, circus fans. Several parties were held at the new Elks Club. The Aussies have new costumes made by Margaret Smith. Bob Loraine is a new member of the Pastebord Club. Kenneth Waite has some new wigs. Red Carter is doing the balloon chase and announcing in the Superman gag. Willis Alley and Al Perry are on for a visit. Bill and Dorothy Kay are in Pensacola and also have the Mobile date. The new flags and bunting atop the aerial acts are a credit to Ev Howell, our purchasing agent.

The next meeting of the Gourmet Club will feature a fish fry on the Mississippi River. Miss Luxem, high pole act, joins soon. Connie Welde has her new wire act ready. Ye scribe is setting special music for same. Jack Crispin has left for home after spending a few days in clown alley. Mr. and Mrs. Herb George recently visited and took pictures of some of the acts. Betty Codreano has an infected tooth and has been making trips to the dentist. Mr. and Mrs. Hanel's children are on for a visit. Valerie Antelek rejoined the family act at Great Falls, Mont., after a visit on the show with her husband. Ed Rayercraft paid us a visit and is getting new cars for his friends in show business. Happy Hunt visited. Tom Gorman was on the lot recently. Josh and Lil Kitchens were entertained at a party held by Dick Clemons and family.—HENRY KYES.

Polack Western

Business was big in Reno. Harold Ward and Mildred Keathley were married August 7. Jack Harris was best man, and Gene Randow gave away the bride. George and Opal Paige gave a reception for bride and groom. Lola Dobritch, of the Ringling show, visited her husband, Emil Goetschis, and son Emil Jr. The Claussens and Curt and Mellita Wicons enjoyed a stay at Lake Tahoe. Joe Sherman rates a medal for his swell job of being conductor and reservation expert for our train jumps. Don Dorsey and Hans and Karl Goetschis can really stage hot jam sessions.

Armand Guerres' daughter from France is vacationing on show. Chester Sherman was visited by an original member of the Kenneth Walte Troupe, Jack Graham. Visitors: Sgt. and Mrs. George A. Corsey and niece, the Johnny Jordans and family, the Martin Bodies and family, Homer Stack, Louise Plant, the Ray Ormans, George Emmons, Jack Graham, Jack Wynn and son Jim, Evelyn Joyce Cook, Barbara Cook and Sis Madison Hopes. — HARRY DANN.

Cole & Walters

Ted LaVelda has taken charge of the Side Show. Mr. and Mrs. LeRoy Overstreet, formerly with Walter Savidge Company, visited. Teresa Morales has joined, doing traps. Her husband, Matches, is working on concessions. Dale Madden Jr. visited at West Bend. Birthdays for Chief Keys, Lillian Bell and yours truly. Mr. and Mrs. Tom McLaughlin and son visited, as did the Wells boys.

Other recent visitors included Frank Whalen and Clifford Helton, formerly of Gil Grey; Mr. and Mrs. Gentry and family, Mr. and Mrs. Montague, Dough Riggs and son, Bill Sigres, Glenn J. Jarmes; Mr. and Mrs. Guthrie, of the old Tillon-Guthrie Players, now operating a theater, and Mr. and Mrs. Bradley, theater ops. Skid Russell is back on concessions. Tom and Tiny Twist, formerly with the org, will work for Fernandez Shows in Honolulu this winter. Carl Rankin lost part of his ring finger in an accident.—MILDRED WELBES.

Rogers Bros.

Terry Senter, former bandsman and brother of Lloyd Senter, ended his visit and returned home. Ernie White, with King Bros., visited. Org recently lost a tiger. Felix Morales has been out of the program due to a back injury. Bob Meek and Mickey Brannon now have the grease joint. Some folks visited Campa Bros., which was near by. Parents of Mrs. Patsy Maynard visited; also Roscoe Downs and family, and Harry and Heddy Mae, who were with this show first part of the season. — HARRY VILLEPONTEAUX.

Billers Bros.

While making the jump to Iroquois Falls, Ont., Jimmie Marks was killed by a truck. Silent prayer was offered during the night show in his spot in the program. A priest lit candles the next morning and said prayers. Johnnie Sobole's grease stand is doing well. After a few days of illness, Martha Simga is again doing her wire turn. Rita Biller is back in the Wild West line-up. — IRA GASKILL.

Coney Island, N. Y.

Continued from page 47

down some during the past two weeks due to oppressive heat and humidity.

At the Variety Follies on Stillwell Avenue, Joe Boston continues to make openings and acts as talker, with Whitey talking tickets. Dancers include Lillian, Ann Gardner and Peggy Rogers, with Casey as announcer.

With the season nearing an end, many are making plans for further activity. Raven, a top attraction of Cavalcade, will head for Chicago and various night spot dates, and Madge Carmile, another Cavalcade name, envisions a few months of rest before resuming work. Prince Arthur and Princess Lola, midget and fat woman, respectively, of Cavalcade and billed as the world's most unusual married couple, will leave Monday (20) by plane for Toronto, where they will be midway attractions at the Canadian National Exhibition, August 24-September 8. Fred Sindell and Jimmy Herd are managing the pair, and newsreels have been lined up to cover the departure from La Guardia Field, New York. It will mark Lola's first aircraft jaunt.

Talker Justin Wagner, of Cavalcade informs that his wife, Lucille, gave birth to a boy, Stephen, recently. . . . Walter Budd probably will return to the burlesque circuits at season's end.

Maraca King, maracas and bongo drum player who is a Cavalcade feature attraction and formerly was with Xavier Cugat's orchestra, has night club dates lined up in Albany, N. Y.; Kingston, Jamaica, British West Indies, and Trinidad when work ends here. His plans also include hooking up with Sindell at a later date.

By TOM O'CONNELL
Pinch Hitting for UNO

Salesboard Sidelights

Secure & Secure, Chicago firm headed by Irv and Mort Secure, reports many new locations getting on the Scatter Ball bandwagon. Mort stresses that the game has had results at cent, nickel, dime and quarter play. Game's accurate play check is another point to stress, says Irv to his road staffers. . . . Harold Boex, who recently resigned as vice-president of Pioneer Manufacturing, Chicago, reports that he has received several interesting offers from some of the industry's trade leaders.

Tiny Charley, one of Superior Products' quick-moving numbers, continues to draw inquiries from all parts of the nation. This model has 300 holes and five numbers per ticket. . . . Harlich Corporation has a new board called Match the Colors and firm officials have high hopes for this item. On this unit winners open two seals and if colors match they get a grand award. If the colors are not the same they get half the grand award. Match the Colors has 1,200 holes and is intended for quarter play. Harlich designers say one of the bright spots on the unit is its 147 winners which give many players a chance to score well.

Push cards are still getting good play at Ray Mertz & Company, Chicago, and W. H. Brady & Company, Chippewa Falls, Wis. Superior Products has just introduced several new models equipped for nickel, dime and quarter play. Simultaneously, firm came out with an accompanying catalog.

Jerry Scanlon, Chicago, says he

is making steady progress with his latest numbers. . . . At Empire Press, Chicago, the heavy attention was being placed on push cards as well as late-model boards. . . . Down South Bend, Ind., way Galentine Novelty has come up with some innovations in jar deals.

SAVE PLENTY OF MONEY DEAL WITH EMPIRE

FINEST & MOST COMPLETE LINE OF PUNCHBOARDS At LOW LOW Prices

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WE ALSO CARRY A COMPLETE LINE OF PUSH CARDS 10 holes to 200 holes

PUSH CARDS Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE W. H. BRADY CO., Mfrs. Established 1914 CHIPPEWA FALLS, WIS.

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New Texas State Law Makes it necessary for us to liquidate our entire stock of Punchboards, Bingo Refills, Pads and Pushcards at less than one-half regular price. A real opportunity for distributors and operators. Write for complete list today. NOWOTNY-BURRELL & CO. 907 Roosevelt Ave., San Antonio 10, Tex.

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Only advertisements of Used Machines accepted for publication in this column.

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Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices. What have you to sell? Stock Postal: 2952 Milwaukee Ave., Chicago, Ill. 822

A-1 BARGAIN—43 BELVED ONE CENT Vending, models 200-C, 300-M, 400-M; twenty four with stands, like new; Penny Scales and other equipment, \$300 takes all. Phone 5-3863, Robert Stuckey, 1413 Linden Ave., Springfield, O.

BARGAINS USED EQUIPMENT—5 BALL free play, Shuffle Games and One-Balls; write for list. General Novelty Co., Chanutte, Kan.

CIGARETTE AND CANDY MACHINES RE-conditioned and refinished to factory specifications; we carry all types of conversion mechanisms, king size kits and parts; practically every type cigarette machine; we buy cigarette and candy machines. Central Vending Machine Service Co., 3067 Parrish St., Philadelphia 4, Pa.

Billers Bros.

The weather in Canada can't make up its mind. The days are hot and the nights are cold. The elkskin shoes trimmed in seal fur, which many of us bought, come in handy.

Rita Biller is busy with requests from everyone for new wardrobe. With the Canadian tour almost over, people come on the lot every day with new purchases which we hope will upset our countrymen. Tommy Bentley and Billy Dick, who have been on the sick list, are back on the show. We were sorry to hear that Jerry Pressley's father, Pete Pierre, of the King show, was ill. He helped build our show and was with us for two years. We are glad to have Lucille Marks back.—IRA GASKILL.

Campa Bros.

Alphonso Campa Jr., is recovering from an infected arm. Org is back in Virginia and business continues good. At Culpepper, Va., it was a turnaway at night and three-quarter matinee. Concert is holding 'em with Tommy Scott's Hollywood Hillbilly Show and the bucking elephant. Recent visitors included Mr. and Mrs. Howard Bary, Cheerful Gardner, Mr. and Mrs. R. A. Miller, Dr. and Mrs. William Mann, Mrs. S. E. Badger, Mrs. Willard Park and son Henry, Mr. and Mrs. Bob Reynolds, baby and brother-in-law. — MILLIE CURTIS.

CLOSEOUTS—EXHIBIT SHUFFLE BOWL Conversions, \$45; like new United Shuffle, \$119.50; Floor Sample United Skee Alley, \$95.50; Koney Dividend, \$55; like new Genco Tri-Score, \$135; Royal Flush Pool Tables, \$79.50; like new C. C. Play Ball, \$98.50; Seeburg Post War Wallomatics, \$17.50; Seeburg Shoot the Bear, \$345, perfect. Miller-Newmark Distributing Co., 42 Fairbanks St., N. W. Grand Rapids, Mich. Phone 9-8632, 3743 Grand River Ave., Detroit 8, Mich. Phone TYler 8-2230.

DIGGERS, ROTARIES, ARCADE MACHINES; selling out cheap; Iron Claws, Fries for Carnivals; Merchantmen, Electro Hoists, Motors, Parts, Supplies, National, 4243 Sanson, Philadelphia, Pa.

EXCEPTIONAL BUY ON JUKE BOX Route; due to death of husband must sell route consisting of 24 phonographs, like new, located in Northern Montana oil basin; route doing very well; \$9,500 cash or terms. Phone or write Mrs. F. B. Turner, Wolf Point, Mont. 821

FOR SALE—REBOUND CONVERSION Units for Bally and United, \$19.50 each; original price, \$48.50. Disappearing Pin Conversion Units for Bally and United, \$24.50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

FOR SALE—10 JOLLY-BOY ICE CREAM Machines; decided to enter other business; must dispose; state your offer. Anthony Marzano, 608 S. Morgan, Chicago 7.

FOR SALE—PRE-WAR ROCK-OLA MUSIC Boxes and other equipment; will sell for parts; name your own price. Clarence A. Munson, Conrad, Mont.

FOR SALE—5 COIN OPERATED RADIOS, RCA and Trading, 10 Tubes under Pillow Speakers, 25 Silver Kings 3 cent bulk vendors. Box 114, c/o Billboard, 1564 Broadway, New York 19, N. Y.

SHIPMAN TRIPLEX STAMP MACHINES, \$30 ea.; guaranteed Amity Clear Machines, \$24 ea.; Popcorn Machine, \$12.50. U. S. P., 100 Grand, Washington 2, Conn. 8215

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOust 7-1448.

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flatto Mfg. Co., 3436 S. W. 8 St., Miami 44, Fla.

WANTED—USED FORD BALL GUM MACHINES; state serial number, range, and price. S. L. Ehrle 1635 S. Elwood Tulsa 14, Okla. 821

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine. Equipment, Runyon, 123 West Runyon St., Newark 8, N. J.

12 DIGGERS, 5c ELECTRIC WITH TOP Frame, Bally, Sidwall, Booter, Cable, good; perfect; digger size, 25" x 19" x 31"; Truck available; make offer. Box 2C-430, c/o Billboard, Cincinnati, O.

20 DIGRESTER MODEL M 1c GUM Vendors, capacity 750 sticks; price, each \$15; 6 1949 Model Northwestern Dual Bulk Peanut Vendors, original cost \$40, price, each \$15; Phillies Clear Vendors, \$15 each. Chicago 12. Automatic Merchandising Co., 2021 Carroll, Chicago 12.

26 TWO-COLUMN NEW YORK POSTAGE Stamp Machines, excellent condition; mechanically perfect; \$9.50 each; 25% deposit, balance c.o.d. Flatto Mfg. Co., 5436 S. W. 8th St., Miami 44, Fla.

75 VENDALL CANDY VENDERS—A-1 condition, repaired, reconditioned since removal from location; some with bases, others wall-mounted; \$5 each. Automatic Merchandising Co., 2021 Carroll, Chicago 12.

ATTRACTIVE—UNUSUAL PUSH CARDS We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY! Designed, Manufactured by RAY MERTZ & CO. 525 S. Dearborn St., Chicago 5

JAR DEALS and PUNCHBOARDS Write for Circular Galentine Novelty Co. South Bend 24, Ind.

WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES • S • E • C • TIP BOOKS • E • I Buy Direct From Manufacturer at Very, Very Reasonable Prices. A • L — Columbia Sales Co. — L 302 MAIN ST. WHEELING, W. VA. L Phone: Wheeling 340

Coin Exports Near \$3,000,000 Marker

Present Pace Certain to Break Record; Venezuela Tops Canadian Music Sales

WASHINGTON, Aug. 18.—May coin machine exports to 25 nations in virtually all parts of the world totaled 2,136 games, music boxes and venders, with an aggregate price of \$361,807, or approximately 49 per cent more than the \$248,882 spent by foreign operators the same month last year. Figures for May bring the total for the first five months of 1951 to \$2,291,291. Music sales, the traditional leader, represented 48 per cent of all coin

machine shipments in May, or \$172,340. Game exports amounted to \$118,813, and venders, the remaining \$70,654.

Juke sales were made in 17 countries in May, with the key buyers being operators in Venezuela. They spent \$62,001 for 104 units and paid an average price of \$596 for both new and used products. Salvador, meanwhile, accounted for 31 units, purchased for \$17,561. Canadian coin machine importers were third, spending \$16,790 for 74 new and used pieces. Proof that Canadians concentrated on older machines was the unit price of \$229.

Other major juke box buyers for the month were operators from Belgium, Cuba, Guatemala, Colombia, Dominican Republic, Mexico, Chile and Uruguay. Among the newcomers to the music list were Israel, Palestine, Ireland and Sweden. The last two have been music buyers occasionally over the years but this was Israel's initial music importation. In the previous month Israel coinmen purchased venders and games, so it appears this market will continue to develop rapidly in the immediate months ahead.

Chief Vender Importer

Canadian firms were the chief importers of venders in May, purchasing 333 units for \$31,185. The

(Continued on page 69)

NICKEL PHONE CALLS BITING DUST IN UTAH

SALT LAKE CITY, Aug. 18.—Nickel pay phones are on the way out in Utah, with dime chutes slated for the "near future," as the result of a ruling by the Utah Public Service Commission.

The dime charge for local calls and an increase of 62 cents per month in the average telephone bill were authorized recently by the commission.

Altho the Mountain States Telephone and Telegraph Company had originally asked for an increase of \$2,164,000, the boost granted amounted to \$1,378,931, or 64 per cent of the amount requested.

Webb Appoints Iowa Distrib

CHICAGO, Aug. 18.—Webb Corporation appointed C. A. McComas & Company distributor in the Iowa territory, President Irving Webb announced this week.

Headed by C. A. McComas, firm headquarters in Iowa City.

Webb is now making delivery on Shoot That Tiger, a new type 6-foot shuffle game featuring animated tigers which fall off a simulated mountain when player makes a hit.

Ma Shops, Kids Ride; All Happy Coin-Operated Ponies Score In New York Supermarkets

NEW YORK, Aug. 18.—Foodville, Inc., budding supermarket chain, is finding that coin-operated hobby horses pay off both financially and promotionwise. As a kiddie lure the mechanized steeds have been so successful during their first week's trial that Milton Cohen, Foodville president, plans to set aside ample space in his next store for moppet diversion.

Cohen said one pony grossed \$65 its first three days on location. The other, the runner up, took in \$44 over the same stretch. While collections for a full week still remain to be made, the horses seem to be maintaining this fast pace.

The coin devices, made by Memphis Metal Manufacturing, are operated in the food markets by Harmel Enterprises, a Brooklyn firm. The deal with Foodville gives store management one-third of the gross as commission. It also requires Harmel to visit the locations only for tough out-of-order calls. Foodville will empty the cash boxes weekly and mail the operator his share of the revenue. Play meters on the horses insure accounting accuracy.

The two supermarkets using the equipment are situated in the newly developed, semi-suburban neighborhood of Queens. Kiddie population is high in the area and youngsters usually accompany

mothers on shopping trips. The horses, on sturdy dollies, are rolled out in front of the stores each morning, ready to canter or gallop at youthful bidding. A ride, lasting 100 seconds, costs a dime. On rainy days awnings protect kid patrons. Sunday is a day of rest for the ponies.

Cohen admitted to some worry during the first couple days of operation that, while the horses would produce income, they might have an adverse public relations effect. Some parents complained their shopping time was unduly prolonged while kids lined up waiting their turn to mount. But beefs diminished quickly, said Cohen, and most store patrons seem

(Continued on page 72)

Milw. Ops Get Premium Okay For High Score

MILWAUKEE, Aug. 18.—Use of premiums for high score awards on bowling-type coin machine amusement games met with official okay in the Beer City when Deputy District Attorney Joseph E. Tierney this week cleared the practice in an opinion requested by the police department.

"The score," he said, "is the result of skill and is not based on chance. This makes it legal to award prizes to those players having the largest score."

Police had halted practice of pulling winners from list of players each week, regardless of high score. Location owners and operators claimed they held these drawings to prevent highly skilled competitors from winning too frequently. Tierney suggested, as an alternative, the use of a handicap method similar to that used in golf and bowling.

New Hampshire Summer Resort Business Booms

CONCORD, N. H., Aug. 18.—A survey of summer recreation spots in New Hampshire reveals that thus far "business appears booming." Figures on business at resorts showed jumps of 7 to 17 per cent over last year.

Mount Sunapee State Park reported the greatest gain, with business increased by 17 per cent over last year, according to the State Planning and Development Commission. The Aerial Tramway at Cannon Mountain announced a 7 per cent increase in business.

If business continues, New Hampshire is expected to surpass last year's \$125,000,000, considered "excellent."

New Miami Firm

MIAMI, Aug. 18.—Super Vending Corporation here has obtained a charter to deal in coin machines. Authorized capital stock is listed at 50 shares, no par value. The incorporators include Lloyd W. Staebler, Albert Albertelli, Irene L. Staebler, and Abel Albertelli.

DETROIT 3G JACKPOT

Motor City Location Sets Shuffle Tourney

DETROIT, Aug. 18.—Plans for a one-location shuffleboard league set-up with big cash prizes are being completed by Norman Firebaugh, operator of Firebaugh's Shuffle Alley here. Unique drawing card will be cash prizes comparable to those offered in bowling, including \$1,000 first prize for a four-man team, with total prizes of \$3,000.

The Firebaugh Alley was opened a year ago and is equipped with eight boards, placed side by side,

Midwest Coin Confab Space Near Sell-Out; Miller Set

OMAHA, Aug. 18.—With floor space contracts mailed to manufacturers and suppliers this week, the Midwest Coin Machine Show planning entered its final phase. Also set this week for participation in the convention was George A. Miller, president of the Music Operators of America, scheduled as the featured speaker at the banquet, which will conclude the three-day meet October 16.

While the official pacts for exhibit space were going out, approximately one-third of the 40 to 50 available booths were already set, with record manufacturers, needle companies, and music machines included in those reserving space. Indications were that the space would be gone before the October 1 deadline.

Largest CM Show

Sparked by Mike Imig, presi-

dent of the South Dakota Phonograph Association, and Howard Ellis, secretary-treasurer of the Nebraska Phonograph Operators Association, who are hosting the convention, the Midwest Coin Machine Show now shapes up as the

Portland Jumps Game Ban Gun

PORTLAND, Ore., Aug. 18.—Altho a court order restrained the city council until September 10 from abolishing games here, commissioners are acting on their own in banning new operations from taverns and cafes.

Commissioners are using their licensing powers over establishments which sell liquor or beer to halt placements.

Growing Used Mch. Scarcity Hits Mart

CHICAGO, Aug. 18.—Higher demand for most types of coin machine products highlighted *The Billboard's* Index of Advertised Used Machine Prices (appearing elsewhere in this issue). Whereas a couple of months ago the variety of late-model games, juke and venders was comparatively wide, now the problem seems to be to find similar units.

A general rundown shows older

and late-model music equipment as well as many types of games either held at the same prices of recent weeks or advanced slightly. Part of this increased demand stems from the accent on foreign sales of a few months ago when domestic activity hit a low point (see export story in this issue).

In Seeburg products for the first time in weeks, such standbys as M48, 47M and Plaza, were not offered for sale. Similarly affected were Wurliitzer's 24, 61, 71 50A, 600 and 750E models. AMI models A and B also were in demand again this week.

Game Picture

In the amusement game division, made up of some novelty units, roll-downs, counters, giant pins and late-model products by Bally, United, Chicago Coin, Williams and Gottlieb appeared to grow increasingly scarce. Among those missing for the first time in weeks were Chicago Coin's Football and Fiesta, Exhibit's Bowling Champ, Gottlieb's Daily Races and United's Carolina.

Vending sales, steadiest on the used market, continued diminishing in the listings. In all, approximately 23 different models which had been fixtures on the index were not listed this week. Most of these were Uneda, Columbus and Northwestern products.

largest over-all industry meet held outside Chicago. The 10-State orgs which are participating in the convention, stressed the meet is planned as a permanent annual affair, that it is an operator-only sponsored event, and that operators set the October date so that they could not only meet to discuss industry problems in business sessions, but accomplish their late fall and winter buying of all types of coin machine equipment. The latter was especially true of those operators from the Dakotas, Colorado, Montana, Kansas, and the Wisconsin and Minnesota areas, where trips to a buying center are delayed for weeks at a time because of distances involved and winter weather conditions.

Set State Meet

Imig said the SDPA had confirmed its meeting for October 15 at Omaha, with the association holding its own session in the SDPA rooms on that date. Org will resume its regular quarterly meeting in South Dakota again in January, 1952.

Wisconsin, North Dakota, Minnesota, Iowa and Nebraska orgs will also hold independent confabs in their headquarters at the Paxton Hotel here during the course of the convention.

THE WORK BENCH

Easy Ways to Adjust Game Step Switches

By HOWARD P. SCHLEY

A step switch is really an overgrown relay, as last week's *Work Bench* pointed out. In coin machines, the step switch has many uses: Step switches are used as counters and flashers, as sequence timers, and in a wide variety of other electrical jobs.

The step switch is a complicated switch that can control a great number of different circuits. For example, the score in most pinball games is counted on a step switch.

How It Works

The usual type of step switch is advanced by a solenoid. Each impulse to the solenoid advances a toothed wheel, or gear, one notch. This is turn advances a set of wipers or contacts on a commutator plate. The wheel may be

reset to zero by another solenoid, as in the case of a pinball's score step switch. Or, as in the case of a free-play counter, it may be reset one step as a game is played, or advanced one step when a free game is won.

In other games, arcade equipment for example, the step switch may provide the continuity of the game, keep track of the balls played, count wins and losses, etc.

Altho each coin machine manufacturer has his own method of building a step switch, close examination will show they all are similar in action. The advance solenoid plunger is linked mechanically to an advance arm which travels in just the right method to advance the toothed wheel one notch. Some sort of adjustment is usually provided so

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Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of *The Billboard* are:

PAUL-FORD TEAM HOT FOR CAPITOL. Duo establishing a record on consistency of hits (General Department).

DECCA ALIGNS PICTURE TIE-INS. The record company arranges push on film hits (Music Department).

FOUR-TUNE RECORDS. Independents try new gimmick of two hits to side, as yet not suitable for juke (Music Department).

CAPITOL STEPS UP MARY PAO PROMOTION. The diskery is intensifying build-up (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

WPOA Confab Airs Dime Play, Direct Sales, Op Problems

Await National OPS Ruling Before Continuing Tests; Set Sept. Meet

GREEN BAY, Wis., Aug. 18.—The Wisconsin Phonograph Operators' Association held its regular monthly meeting here Monday (13) with more than 25 operators in attendance. In one of the most important get-togethers in recent months, Clinton Pierce, WPOA president, conducted discussions covering 10-cent play in the Badger State, the upcoming Six-States Midwest Coin Machine Show to be held in Omaha, October 15-16, legislative matters on State and national levels, and, finally, direct-to-location sales.

On the subject of dime play, which consumed much of the actual business session of the meeting, operators who had started testing the higher per-play price reported they were, for the most part, back to a nickel. Reason for the move was the recent Office of Price Stabilization action in several areas which ruled tests started after January 1 were barred. As a result, ops discontinued their tests, and it was generally conceded they will now wait until there has been a ruling on a national level.

Operators also pointed out that

the Tavern League in Wisconsin, thru its own publication, has advised location owners of the OPS ruling.

Air Other Matters

The direct-to-location sales problem which has been affecting operators thruout Wisconsin for some months was discussed again at the August meeting, and it was found the situation has lessened in the past 30-days, with the heaviest concentration still in the Sturgeon Bay area.

Discussion of the Midwest Coin Machine Show was held, and it was indicated the association would have a large group in attendance. This subject will be further discussed at the September meeting, and there is a possibility the October WPOA meet will be held at the Paxton Hotel in Omaha simultaneously with the big show—a move which is being followed by most of the six sponsoring orgs.

Next meet will be held in Brodhead, home of Pierce, who is also mayor of that community, on September 10. Doug Opitz, Milwaukee, secretary-treasurer of WPOA, was on the rostrum with Pierce.

lanta; Royal Distributing, Cincinnati; S & M Sales Company, Memphis; Sandler Distributing, Des Moines; M. M. Branson Distributing, Louisville; Coin Automatic Music Company, Johnson City, Tenn.; Ideal Novelty, St. Louis; Southern Music, Charlotte, N. C.;

(Continued on page 70)

Rocket Op Showings, Production Started

CHICAGO, Aug. 18.—Initial distributor showings for the new Rock-Ola Super-Rocket '52-50 started this week, and will continue thru the next few weeks, it was announced here. Not only are distributors holding showings in their own headquarters, but they will cover their territories with hotel viewings in various towns and cities. A number of reps have set post-Labor Day unveilings so as to catch those ops who are now vacationing.

Arthur Weinand, vice-president in charge of sales, was in Pittsburgh early this week to tee-off the B. D. Lazar showing, while Larry Papen started his Eastern swing at the J. J. Golombo showing in Boston, which ran from Monday thru Wednesday evening (13-15).

Production, on a controlled basis as was announced to distributors during their recent meeting in Chicago, is on schedule, Weinand stated, and operators who place orders during showings will get quick delivery. All distributors now have models on their floors, and will get their allotments as they come off the lines.

Plan Showings

Distributors who will participate in the national showings are Badger Novelty Company, Milwaukee; Binco Amusement Company, Fort Wayne, Ind.; Boyle Amusement, Oklahoma City; Brilliant Music, Detroit; H. B. Trinch, Butte, Mont.; Consolidated Distributing, Kansas City, Mo.; Franco Distributing, Montgomery, Ala.; Hacola Distributing Company, Buffalo; LaBeau Novelty, St. Paul; Lake City Amusement, Cleveland; Modern Distributing, Denver, and Puget Sound Novelty, Seattle.

Also Robinson Distributing, At-

Calif. Op Assn., Location Reps Discuss Ops' Dime-Play Problem

LOS ANGELES, Aug. 18.—George Miller, president of the California Music Guild and Music Operators of America, conferred with Ray Adams, president of the California Tavern Owners' Association, and music men in laying the ground work for securing Office of Price Stabilization approval of an increase in the per-play price to a dime.

Miller emphatically denied he may extend the limits of his CMG to include this city. At present, Bakersfield, in Kern County, is the Southern border.

The reverting of dime-play machines to a nickel followed the release of the August bulletin of the California Tavern Owners' Association in which it was pointed out that the location owner was responsible to ops.

After conferring with Adams Thursday (16), Miller told *The Billboard* they, as State representatives of associations, had found that their fields were closely allied and that they could be of assistance to one another.

Orgs Confer

Miller said the purpose of his visit to Los Angeles was to help clear up the matter regarding ops. While here he met with Hal Sherry, local representative of Local 1052, International Brotherhood of Electrical Workers, and Dave Wallachs, of the Southern California Music Guild. He also received statements from several operators to support the argument that the dime play was imperative

to show a profit in operation. Adams said he was primarily interested in meeting with Miller to protect his membership.

"As far as the dime play is concerned, there is no objection if it is done legally," Adams said. "If the ops had said that the operators were fully responsible, it would not have been mentioned in the bulletin. When the law said operator and location were jointly responsible, we acted to protect our membership. I am going along with them (music operators) and assist in getting Washington to render a hurry-up decision. In the meantime, we'll do everything we can to keep our people from getting into trouble. We are going to ask that they hold up on putting on 10-cent play until an approval has been issued."

Adams said he would co-operate in the organizing of the music operators, if Miller decided to extend his territory to include Los Angeles County. The tavern owners representative emphasized he felt the matter could have been worked out had a strong association been in operation here.

Miller emphatically stressed he

was uninterested in Southern California. He added that the meeting with Adams was "very pleasant and constructive." He said he was assured the tavern group does not object to dime play, if clearance is given by ops. Miller added that Adams would co-operate on a State-wide basis, too.

The music representative said he was primarily interested in keeping both operator and tavern owner advised of the true facts and that he hoped that information of a disquieting nature would not be issued. The Washington attorney of the National Tavern Association will be advised of the local meetings with Harrison Call, CMG legal counsel, carrying a letter from Adams to this representative.

Miller said he did not plan to make the trip to Washington, leaving the details to Call.

Sioux Distrib To Handle S-45 Thru 3 States

APPLETON, Wis., Aug. 18.—Sioux Distributing Company, Minneapolis, this week was appointed distributor for the Ristocrat S-45 counter model, selection juke box by Joe Cohen, general manager of the manufacturing firm. Firm will cover Minnesota, North and South Dakota, Cohen stated.

Distributor firm is headed by Sam Deutsch, general manager, who said showings will be held thru the assigned territory in the near future.

Meanwhile, shipments of the 45 r.p.m. juke are now going abroad thru the firm's export division in Chicago, headed by Joe Calderon. Quantity shipments to Canada, South America and Europe were made this week, and others are scheduled to be made during the next few weeks. Showings will be held in foreign countries as soon as equipment is available for sale, Calderon stated.

S. D. Location Assn. Warning Hits 10c Play

MADISON, S. D., Aug. 18.—Dime play tests, slow to get underway in this State, received a jolt this week when the South Dakota Retail Liquor Dealers' Association, thru its secretary, K. G. Klem Oldre, issued a warning against juke price hikes pending an Office of Price Stabilization ruling. The State org sent its letter after receiving a telegram sent to all such associations by the National Licensed Beverage Association—a telegram which has brought similar action in other States (see separate story in this issue).

Following is the message sent by (Continued on page 70)

Jukes Continue To Head Export

Continued from page 68

average price per unit was \$94. Other automatic merchandiser customers were operators in the United Kingdom, Venezuela, Mexico, Siam, Japan, Italy and Ecuador.

Game shipments consisted of large quantities to Canada, Belgium and France and medium-sized orders to Venezuela, Cuba, Siam, Japan, British Malaya and the Netherlands. Unit prices varied from the \$250 spent by Malayan firms to the \$61 by Frenchmen. The wide difference was attributed to the Malayan firms who purchased late-model equipment.

With seven months yet to be accounted for, export distributors predict that 1951 will become a record year, replacing 1947 when more than \$5,000,000 worth of coin machines were sent abroad. Four years ago the driving force was the frantic attempt by foreign firms to stock up before embargoes became effective, particularly in Canada. This year the heavy export sales stems from a continued expansion of established markets and the constant exploitation of new ones.

OMA Holds Up Dime Play for OPS Rule

PORTLAND, Ore., Aug. 18.—Conversion of juke boxes in Oregon to dime play, scheduled to be completed September by many ops, will not be attempted pending clarification of the status of the industry under Office of Price Stability regulations.

Decision was reached at a meeting of the Oregon Music Association at the Multnomah Hotel

Thursday (9) after Irene Coyle, OMA secretary, read a letter from George A. Miller, president of the Music Operators of America and State president and business manager of the California Music Guild.

Miller, after stating that Guild attorney Harrison Call returned from Washington with word that (Continued on page 72)

Coin Machine Exports

MAY, 1951

Country	Total		Phonograph		Vendors		Amusement Games				
	No.	Value	No.	Value	No.	Value	No.	Value			
Canada	1,022	\$117,202	74	\$16,790	\$229	333	\$31,185	\$ 94	615	\$69,074	\$112
Venezuela	245	71,501	104	62,001	596	78	2,633	34	63	6,867	109
Belgium	244	36,731	28	16,679	596	216	20,052	93
Salvador	31	17,561	31	17,561	566
Cuba	33	12,590	27	10,220	382
United Kingdom	11	12,341	11	12,341	1,122
Siam	58	11,003	50	9,590	192	8	1,413	177
France	175	10,603	175	10,603	61
Guatemala	18	9,847	18	9,847	547
Mexico	61	9,843	36	4,870	135	25	4,973	189
Japan	32	6,917	13	4,902	377	19	2,015	101
Colombia	9	5,985	9	5,985	665
Uruguay	25	5,354	25	5,354	214
Dominican Republic	7	4,384	7	4,384	631
Chile	10	4,250	10	4,250	425
Italy	2	2,525	2	2,525	1,262
British Malaya	10	2,500	10	2,500	250
Israel-Palestine	4	2,400	4	2,400	600
Honduras	4	2,240	4	2,240	560
Netherlands Antilles	3	2,009	3	2,009	669
Netherlands	14	1,428	14	1,428	102
Ireland	4	1,422	4	1,422	355
Ecuador	9	1,332	9	1,332	148
Sweden	7	1,089	7	1,089	155
Nicaragua	5	1,005	5	1,005	201
Other Countries	93	7,745	14	4,054	289	63	1,173	19	16	2,518	156
TOTALS	2,136	\$361,807	410	\$172,340	...	584	\$70,654	...	1,142	\$118,813	...

MGNJ 1st to Co-Op in Juke 'Feather' Drive

NEWARK, N. J., Aug. 18.—The Music Guild of New Jersey this week became the first local phonograph association to pledge musical aid to the Red Feather Community Chest in its fund-raising drive next October. Special disks, tunelessly soliciting financial help from listeners, will be featured in at least 1,300 juke boxes in the Newark area and other New Jersey communities co-operating in the drive, said Dick Steinberg, MGNJ executive director.

Red Feather executives have already contacted George Miller, head of the Music Operators of America, to secure MOA sponsorship of juke program on a national basis, it was learned.

The charity disk, *It's a Big Red Feather*, by Phil Davis, backed by Gus Haenschen's *Give Your Best to Community Chest*, will be distributed to operators thru local Community Chest officials. Special stickers on machines will call attention to the record.

Record Reviews

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

LABEL AND NO. ARTIST COMMENT TUNES



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
VAUGHN MONROE ORK		
Cot Her Off My Hands VICTOR 20-4218—Vaughn offers a fine dance side with a rewritten oldie providing satisfying material. He sings it with a vocal group assist. He does a strong sealing job and if the song connects, Vaughn's bound to be in for a big chunk.	84--85--84--84	
Laura Lee Meredith Willson's new song is an alma mater girl friend item on big lines based on NYU's "Violet" anthem. Vaughn and a chorus do it handsomely. There's strong potential here.	86--87--86--86	
LES BROWN		
My Baby Just Cares for Me CORAL 60550—The crisp Brown ensemble comes up with a winning instrumental revival of a fine oldie. His most lively instrumental try since "Love To Keep Me Warm."	84--86--83--83	
Leap Frog This is a re-recording of Brown's well known riff theme song.	74--74--74--74	
RAY BARBER-RUSS CASE ORK		
It's Over MERCURY 5689—A pretty new ballad is warbled nicely by Barber with a tasty choral and small band backing.	72--74--70--72	
Mary Rose Modest and pleasing coverage of one of the prettiest and likeliest ballads of the day.	74--75--73--74	
FONTANE SISTERS		
Makin' Like a Train VICTOR 20-4213—The girls make a valiant effort with a weak rhythm novelty but can't overcome the handicap.	63--65--60--65	
Castle Rock The lyric version of the Johnny Hodges instrumental hit makes good meat for the girls to bite into. A likely remission if the opus makes a pop connection.	82--84--81--82	
RUSS MORGAN		
Doll Dance DECCA 27704—Bouncy instrumental dishing of an infectious oldie makes for fine dancing and listening. Typically tasty Morgan.	78--80--77--77	
Who Am I? Morgan croons a winning schmaltzer he cowrote to a simple, skillfully tasty dance backing. Has the feel of his "Da Tied" and could crop up a "sleeper."	83--83--83--83	
GEORGE SIRAVO ORK		
I've Got You Under My Skin MERCURY 5688—Easy dance beat instrumental treatment of the Cole Porter classic should draw spins by deejays and where dancers congregate.	71--75--68--70	
Farewell, Farewell to Love Sue Bennett cuts an effective vocal of a new lyric set to Siravo's "Barbecue Riffs" instrumental. An attractive rhythm ditty and good treatment of it.	72--75--70--71	
HERB JEFFRIES		
A Fool Grows Wise CORAL 60552—Jeffries projects nicely as he struggles with a ballad which has been around for some months.	66--66--65--66	
Love Comes Along The warbler turns in one of his finest Coral singing jobs to date on a pleasant new ballad.	73--75--72--72	

MAGGIE JACKSON Funny Man CAPITOL 1753—A new thing with a fresh, glowing style which is a cross between Sarah Vaughan's Peggy Lee's and Ella Fitzgerald's makes an auspicious debut with a rather arty ballad. She sounds like a potent talent.	77--82--75--75
Louisiana (Pete Kelly's Big 7) Kelly, being built via a radio effort, leads his two-beat ponder thru a relaxed reading of a Dixie fave. Catchy tune should appeal to the new two-beat generation.	74--77--73--73
TOMMY DORSEY	
Black Strap Molasses DECCA 27709—This rhythm paragon to Gaylord Kraker isn't exactly what the doctor ordered for Tommy. Comes off as a rambling, rather dull slice.	67--67--67--66
September in the Rain Now this is T. D. at his most familiar and most efficient. The oldie draws a medium beat treatment that spots the maestro's inimitable tram. Fine dance music and a pretty rundown of the song.	77--80--75--75
RALPH FLANAGAN ORK	
While You Danced, Danced, Danced VICTOR 20-4222—Flanagan comes up with a tasty dance band coverage of the promising ditty Harry Prime warbles it precisely but coldly.	79--82--76--78
The Winky Dink One of the Flanagan band's best instrumental efforts is this "Hittlerback"ish opus trimmed with a swinging, toe-tapping, danceable Jimmy Mundy arrangement. A strong instrument entry which should meet the favor of the jocks, at least.	83--86--80--82
SPIKE JONES ORK	
Too Young VICTOR 20-4209—Jones turns in one of his devastating satires of a current number one ballad. Dinking opens with a sock and wears thin as it goes on. Jones bugs will want it anyway.	83--85--83--82
So "Elp Me Rather frail item for Jones is this British-influenced novelty.	71--72--72--70
PERCY FAITH ORK	
I Want to Be Near You COLUMBIA 39520—Lots of spirit and gangy flavor went into the making of this catchy new 6/8 opus. Peter Hanley does the vocal sale against a chorus-ork effort. If song catches, this could do very well.	83--84--82--82
When the Saints Go Marching In Percy builds excitement and spirit to an extreme on his coverage of the evergreen, now stirring as the result of a Weavers' plattering.	83--84--82--82
LES PAUL-MARY FORD	
The World is Waiting for the Sunrise CAPITOL 1748—Mr. and Mrs. Paul have a sock-bang reading of the oldie in the "How High the Moon" vein and should have another big one as a result.	91--92--92--90
Whispering Les revives the oldie as an instrumental with the constant trick beat running thruout. A strong coupling which help make this a runaway coupling.	88--88--88--88
BOSTON POPS ORK (Fiedler Cond.)	
Medley From Walt Disney's Alice in Wonderland (Parts 1 & 2) VICTOR 145149-3451—Sammy Fain's delightful music for the new Disney flick based on the classic adventures of Alice provides the Pops with an ideal change-up item which should do well for the Boston org. Fain's melodies have been arranged for the Pops by top-flight pop clefifer Hoge Winterhalter in the fashion of a breezy suite with little wasted motion and with accent on rich instrumentation of the melody lines. Could be a strong pop as well as Pops entry. Good for multiple-play jukes as well. Fine deejay program material.	84--88--85--80

(Continued on page 73)

Rocket Showings

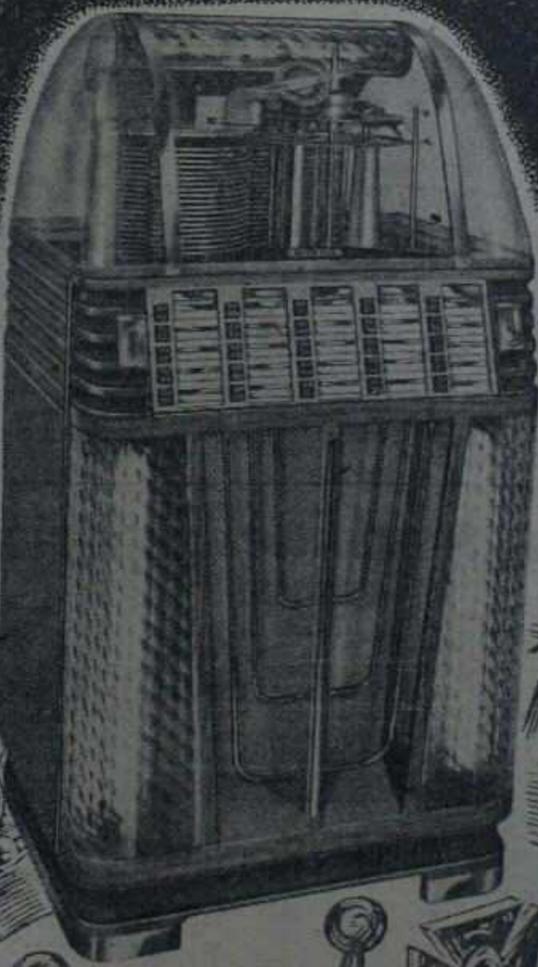
Continued from page 68
Southern Music Distributing, Orlando, Fla.; United Amusement, San Antonio; Scott-Crosse, Philadelphia; Sea Coast Distributors, Elizabeth, N. J. (set for August 21-22); Wertz Music Supply Company, Richmond, Va.; H. Z. Vending, Omaha; Paul Hawkins, Tucson, Ariz. and World Wide Distributing Chicago.
Foreign reps will also hold showings, but no information on dates has as yet been received.

S. D. Location

Continued from page 69
Oldre to all board members in South Dakota, most of whom have a juke box on location:
"I just received a telegram of great importance from Paul Jorgensen, co-ordinator of the National Licensed Beverage Association, which reads as follows:
"We have learned OPS plans crackdown on places raising charge for play on juke boxes from 5 cents to 10 cents. OPS will hold dealers as well as machine operator liable and severe penalties for overcharge are possible, including civil forfeiture and criminal penalty. Operation of juke boxes on liquor premises is construed by OPS as a service under regulation. Price charged your customer cannot be raised above that charged during period from December 19 to January 25, 1951, unless adjustment is granted by OPS under provisions of C.P.R. 34."
"In briefly checking this situation this office has not been able to find where the machine operators have made a raise in the playing of juke boxes from 5 cents to 10 cents, but it is possible, and we want to take all precautions now and inform members of this OPS regulation.
"Due to the vast importance of this information this office is asking the assistance of all local associations as well as board members in passing this information on to the dealers in their town, communities and respective districts. If we wait for a general bulletin the information may be too late. The secretary of the coin machine operators, Mr. Scott, of Mobridge, has been contacted and informed of this matter."

THE NEW ROCK-OLA
Rocket Reigns Supreme!

Model 1434

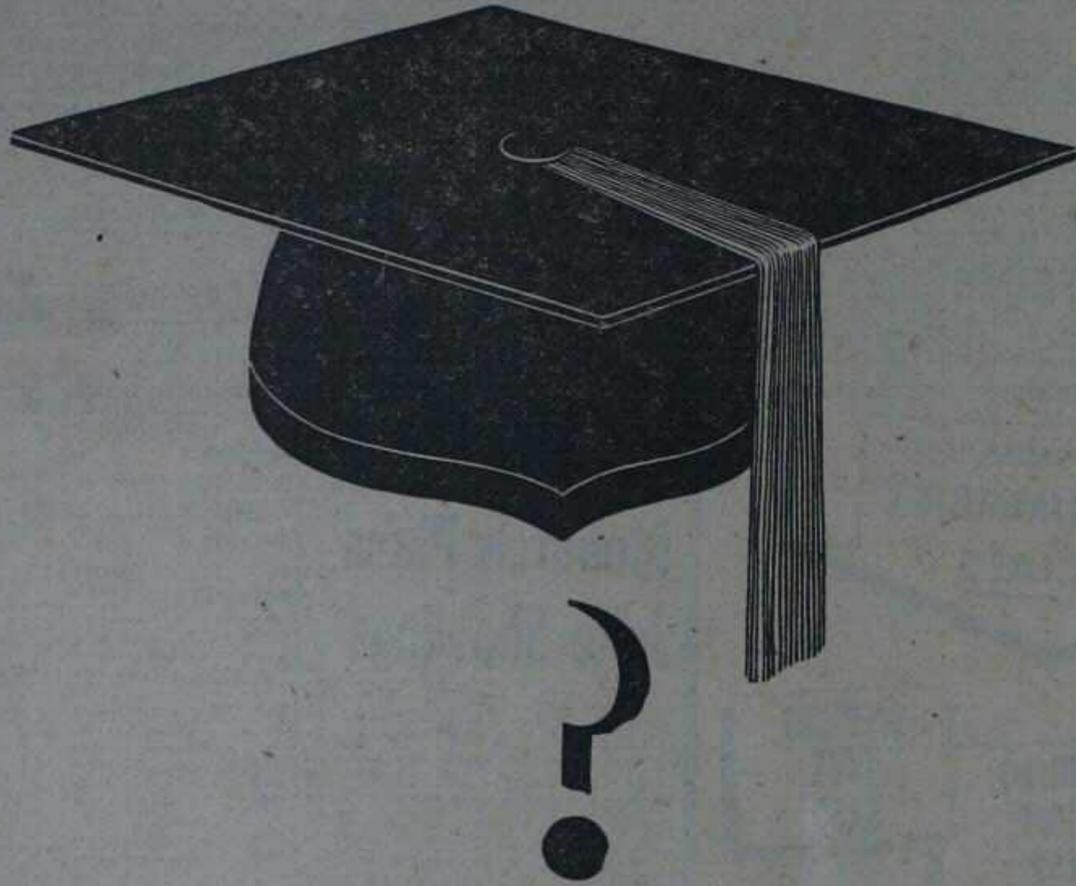


The best
phonograph for your
top locations. Greater operating
economy—makes more money

★ To help you make more money—
all phonographs are set at the
factory for 1 play for 10¢—
3 plays for 25¢— Easily
changed for other
combinations desired.

50
SELECTIONS





Who's a Smart Operator?

YOU ARE when you select a juke box* that has location appeal, that stands out with sparkling color and motion.

YOU ARE when the juke box* you buy is priced reasonably enough to leave you working capital to exploit your route.

YOU ARE when you appreciate the added profit which comes with a juke box* that plays dependably on with little or no need for costly service.

YOU ARE when you invest your money in a juke box* that maintains its high trade-in value, returns such a large share of your original investment.

* Operators Wise Buy AMI's



AMI Incorporated

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN

VOX JOX

Continued from page 22

Goodson McKee, WACO, Waco, Tex., enters the National Guard camp this month. . . . Bob Harrington, WBIS, Bristol, Conn., has taken over the station's morning slot (7-8) with a "discapade" tagged "I Remember Yesterday." Harrington uses own disks on show (has about 6,000) and plays oldtimers like Marion Harris, Bert Williams, etc. Show is "beamed strictly to the high button shoe and hoop-skirt trade." . . . Bob Larsen, WEMP, Milwaukee, is "emseering" thruout the State this summer—fairs, etc." . . . Bob (The Lonesome Guy) Lee, WCAV, Norfolk, Va., joins WPEO, Peoria, Ill. . . . Art Laboe's "Roving Disk Jockey Show" is

expanding, via an afternoon addition for a chain of TV stores, over KXLA, Pasadena, Calif., and KGFU, Hollywood.

Kiddies Ride

Continued from page 68

happy to give the children the chance to work off some surplus energy during shopping chores.

Cohen said his next outlet, now in the blueprint stage, will incorporate a well-equipped amusement section. Horses as well as, other coin-operated devices and miniature rides will comprise the attractions. Attendants will be on hand to take care of junior while mother shops.

PLYMOUTH, Mich., Aug. 18.—Klopp Engineering, Inc., manufacturers of coin counters and coin handling equipment, moved from its Detroit facilities to a new plant at Livonia this week. Firm has been in business since 1924. New mailing address is Plymouth, Mich.

3-WAY PARLAY BOOSTS JUKES FOR S. D. OPS

ABERDEEN, S. D., Aug. 18.—A three-way parlay, with juke box operators, patrons and a recording artist involved, helped boost phone play in this area, and paved the way for some further promotion in October at the Midwest Coin Machine convention.

Ernest Tubb, whose records draw a heavy play in South Dakota, made a personal appearance here recently. Many operators thru the State were advised of the Tubb booking thru their org, the South Dakota Phonograph Association, in time to feature Tubb's latest releases and, at the same time, to promote the date.

A number of ops then traveled to Aberdeen to meet Tubb, and to work out a deal with the artist, whereby he would appear at the MCMC in Omaha October 15-16 and also at the banquet which will wind up the meet.

Deal worked out all down the line—the date drew record houses, the jukes got a heavy play, and ops came off with a top attraction for their convention as well as increased grosses.

Monarch Plans Juke Showings

CHICAGO, Aug. 18.—Monarch Coin Machine Company, distributors for the Evans Constellation phonograph in part of Indiana, will hold a series of showings of the phonograph next month, Clayton Nemeroff and Charlie Pieri, firm toppers, revealed this week.

Showings, to be conducted by Pieri, will start as soon as Monarch's new headquarters here are finished. Firm has moved into new offices and showrooms, but remodeling will not be finished until early next month, at which time all equipment handled by the firm will be displayed at an open house for the trade.

Music showings will be held in hotels, with operators in each area receiving an invitation to attend.

OMA Dime Play

Continued from page 69

automatic phonograph operation specifically comes under OPS Ceiling Price Regulation 34, recommended ops hold off tests until such time as the association office gets a complete ruling.

The letter noted, however, that any conversion prior to the base period December 19, 1950, and January 25, 1951, would not come under OPS regulations.

Set Special Meet

Mrs. Coyle was instructed by the membership to seek recommendations from the national org. A special meeting of the OMA was set for September 6 to hear Mrs. Coyle's report, the next regular meeting being scheduled for October 11.

Thursday's meeting was called to order by Nels Cheney, Coos Bay, vice-president. Lee Jones, of Portland, president, was in California on his honeymoon.

Mrs. Coyle reported ops in neighboring Vancouver, Wash., have indicated interest in membership, and discussion arose as to eligibility of Washington people in the Oregon association. Board of directors agreed to decide the question.

Detroit Jackpot

Continued from page 68

machine for soft drinks. Patrons come to play the game, or to watch, and are drawn strictly by the sport.

Biz Fair

Business has been fair during the past year, Firebaugh said, but the establishment did suffer a slump during the summer.

An attempt to organize league play on a similar basis was made last season, but did not work out successfully. The idea was apparently attempted too early in the growth of shuffleboard here, coming in the first year of league play.

Plans call for careful selling of the idea, with the objective of attracting good players with sub-

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 August 18	Issue of August 11	Issue of August 4	Issue of July 28
AIREON				
Coronet		\$150.00	\$150.00	\$150.00
Deluxe	\$49.00	49.00	49.00	49.00
Fiesta		125.00	125.00	125.00
1200		25.00		
AMI				
Model A	319.00 325.00	319.00 337.00		319.50 350.00
Model B	429.00 475.00	429.00(2)	399.50(2)	339.50 434.00
MILLS				
Constellation	169.50	169.50		
Empress	39.00 39.50	39.00 39.50	39.00	39.00 69.50
Throne				59.50
PACKARD				
Manhattan	149.00 149.50	149.00	149.00	149.00
7	79.50	79.50	79.50	79.50
RISTAUCRAT				
45		95.00	95.00	95.00
ROCK-OLA				
Command	39.00	25.00 39.00	39.00	39.00
Deluxe 39		65.00	65.00	65.00
Master 40		65.00	65.00	65.00
Playmaster	64.50 69.00	64.50 69.00	64.50 69.00	64.50 69.00
Super '40	49.50	49.50	49.50	49.50 59.50
'41		65.00	65.00	65.00
'46		175.00	175.00	175.00
'47		225.00	225.00	225.00
1418	49.50	49.50	49.50	49.50
1422	125.00 129.00	125.00 129.00	125.00 129.00	125.00 129.00
1424		130.00 149.50		
1426	159.00 189.00	150.00 159.00	169.00	169.00
SEEBURG				
Casino		25.00		
Classic	59.00	59.00	59.00	59.00
Colonel	49.50 59.00	25.00 49.50	49.00 59.00	49.50 59.00
Envoy	49.50 69.00	49.50 69.00	49.50 69.00	49.50 79.00
Gem	49.00	49.00	49.00	49.00
Hi Tones	49.50	49.50	49.50	49.50
H-146 M Hideaway	159.50 219.00	159.50 219.00	219.00	189.50 219.00
H-147 M Hideaway	189.50	189.50		
H-148 M Hideaway	219.50 289.00	219.50 289.00	289.00	239.50 289.00
H-246 M Hideaway	259.00	175.00 259.00	259.00	199.50 259.00
Hightone ES	59.00	59.00	59.00	59.00
Major	59.00	59.00	59.00	59.00
Plaza		25.00		
Regal	49.00	49.00	49.00	49.00 49.50
Voque		25.00		
47M				215.00
M 48 (Blonde)		319.50	339.50	339.00
146	150.00 195.00	150.00		
146 M	159.00 195.00	159.00 239.00	169.00 219.50	169.00 199.50
146 S	139.00 195.00	139.00	150.00	150.00(2)
146W	195.00			
147 M	189.00 279.00	189.00 235.00	195.00 279.00	195.00 229.50
147 S	169.00	169.00	175.00	175.00
148 M	349.00	349.00	349.00	369.00
148 M1	369.00	369.00	369.00	389.00
148 S		335.00		
1941 RC Special	79.00	79.00	79.00	79.00
1946 RC Special	249.50	249.50	249.50	249.50
1947 RC Special	274.50	274.50	274.50	274.50
8800		25.00 75.00	75.00	75.00 79.50
9800		25.00 85.00	85.00	85.00
WURLITZER				
28		25.00		
61		50.00	50.00	50.00
71		75.00	75.00	75.00
500	49.00 49.50	35.00 45.00	49.50 75.00	49.00 49.50
500 A		49.50 65.00	65.00	59.50 65.00
500		25.00		
600		75.00	49.50	75.00
600K	49.00	49.00	49.00	49.00
600R	49.00	35.00 49.00	49.00	49.00
616	79.50	25.00 79.50	79.50	
700	79.50	70.00 79.50	79.50(2)	
750	109.50 119.00	109.50 119.00	109.50 119.00	109.50 119.00
750E		80.00	75.00 99.50	
780	89.00	89.00	89.00	89.00
780E	89.50	89.50		129.50
800	79.00	79.00	79.00	89.00 89.50
850	59.00	25.00 58.00	44.50 59.00	69.00 89.50
950	49.50	25.00 49.50	49.50 75.00	49.50 75.00
1015	195.00(2)	195.00(2)	195.00 185.00 195.00(3)	199.50(2)
1017	199.50 219.00	199.00 199.50	199.50(2)	199.50(2)
1080	225.00 250.00	219.00 225.00	209.50 219.50	225.00(2) 229.00
1100		250.00	225.00 229.00	275.00
1017	259.50	259.50	259.50	259.50
1080	229.00	229.00	229.00	185.00 229.00
1100	369.00 374.50	369.00 374.50	339.50 350.00	339.50 349.00
1250	450.00 489.00	450.00 489.00	450.00 489.00	450.00 495.00
Victory	39.00	39.00	39.00	39.00

WILL LOAN
Up to 50% of equipment value
(if located in Southern States)
On well established music routes with responsible people. Give list of equipment and amount wanted to borrow and your reference in first letter.
BOX D-73
Care The Billboard Cincinnati 22, O.

MUSIC SYSTEMS, Inc.
MIDSUMMER SPECIALS

SEEBURG 147S--\$169
SEEBURG 147M--\$189

SEEBURG 146M \$159
SEEBURG 146S \$139

WALLBOXES
SEEBURG 3-WIRE, 5; Postwar \$20.00 WIRELESS 5c \$15.00

WRITE-WIRE PHONE

WURLITZER 1015--\$195
1250--\$450

AMI MODEL A \$325.00

IMMEDIATE DELIVERY
1/3 Deposit, Bal. C.O.D.
Crating \$7.50 Extra.

MUSIC SYSTEMS, INC.
Detroit, Mich. 10217 Linwood
Grand Rapids, Mich. 245 N. Division
Cleveland, O. 2600 Euclid
Toledo, O. 1302 Jackson

ANNOUNCING THE GREATEST PHONOGRAPH ON THE MARKET!

BIGGER PROFITS. LESS SERVICE CALLS
SEE THE NEW ROCK-OLA

Super ROCKET '52-'50

OPERATORS
All Rock-Ola Rocket phonographs are set at the factory for one play 18" and three plays 35". Easily adjusted to any other combination desired.

Now on Display in Our Showrooms

DAN STEWART CO.
140 E. 2ND. SOUTH SALT LAKE CITY, UTAH

MODEL 1434

stantial prizes. Community newspapers, radio, and other media will be used in the campaign.

Plan Kick-Off
Kick-off is to be a "Party for Shuffleboard" August 28, with free refreshments as an attraction. Among the guests planning to attend is Fred Chlopan, executive director of the Detroit Shuffleboard Association. Firebaugh is an active member of the latter group and works closely with it, altho his operation is markedly different from any other here, and is not designed to fit into the regular association league set-up. He plans to encourage the formation of several leagues which will be able to use the facilities of his alleys for regular play on various nights during the season.

Record Reviews

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

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

LABEL AND NO.	ARTIST	COMMENT TUNES	RECORD	RECORD	RECORD	RECORD
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Continued from page 70

SPIRITUAL

FRIENDLY BROTHERS QUARTET						
	Hide Me in Thy Bosom		74--74--74--N5			
VICTOR 22-0140—The foursome blends nicely in a roundelay reading of the traditional gospel work.						
	Tree of Lebanon		72--72--72--N5			
Another traditional spiritual gets a smooth, a capella treatment.						
GOLDEN GATE QUARTET						
	Lord, I Want To Be a Christian		77--77--77--N5			
MERCURY 8243—The well-known quartet puts plenty of feeling into the beautiful and familiar chant.						
	Seven Angels and Seven Trumpets		80--80--80--80			
Group has a fine gospel chant here in the spirit of "Shadrach." Could get some pop action.						
BLUE JAY SINGERS						
	Open My Mouth to the Lord		78--78--78--N5			
DECCA 48226—Tener lead sparks the group in a driving, a capella reading of an old, realistic-like religious opus.						
	While the Blood Runs Warm In Your Veins		78--78--78--N5			
More of the same here.						
SISTER ROBERTA THARPE						
	Sin Is To Blame		80--80--80--80			
DECCA 48210—The sister's chanting and guitar-picking adds up to a highly effective religious moralizer with more than a little straight P.B. appeal.						
	I Thank God for My Song		78--78--78--78			
Tempo here is much more relaxed as the Sister shouts her thanks.						
CAY SISTERS						
	I'm a Soldier		79--79--79--N5			
SAVBY 4627—Gospel team turns in a spanking hunk of religious wax accompanied by organ, tambourine, hand-clapping and gang-singing.						
	God Is On Our Side		80--80--80--N5			
Fem shouters and male voices combine on a slow-rocking religious item based on Jersey Joe Walcott's new lammas quote. Disk is dedicated to Walcott and Joe Louis.						

INTERNATIONAL

TONY PUSKARZ						
	Rudolph—Polka		73--73--73--73			
POLA 146—The hit kiddie, "Rudolph, the Red Nosed Reindeer" makes good polka material as demonstrated by the strict tempo Puskarz band. Some Christmas season appeal here.						
	Don't Cry Baby—Polka		74--74--74--74			
Slick arrangement of "Rock a Bye Baby" and other familiar lullaby. Themes as polka material. Dring is bright.						
GUY CHOOKORIAN & HIS ANOTI FOUR						
	Yegoor Im Doonus		60--60--60--60			
LIGHTNING 10—The twist to end all disk twists is this hunk of wax. It's "Come On-A My House" in Armenian. Instrumentation is authentic. Center Chookorian figures to please the Fresno Armenian.						
	No Real		67--70--65--67			
Chosiorian chants in accented English here. It's an Oriental-flavored melody played by Armenian-Syrian instruments with the lyric about an immigrant's new found problems. Could get some spin on comedy says.						
FRANK WOJNAROWSKI ORK						
	Merry Widow Polka		78--78--78--78			
DANA 3057—Group has taken the familiar "Merry Widow Waltz" and put it to polka rhythm here. Result is a good hunk of wax the not as strong as some of Wojnawski's previous disks.						
	Frankie & Charlie Polka		79--79--79--79			
Group sounds a lot happier with this ditty, the the triple-temper trumpets are not too well recorded.						
RAY HENRY ORK (Eddie Kosak)						
	Aj Jaj Jaj		78--78--78--78			
DANA 735—Converted to the oberet rhythm is the well-known Latin-American standard "Ay, Ay, Ay." Lyric, in Polish, is handled by Eddie Kosak and mixed voice group in a gang-sing reading.						
	Bierz Kogo		80--80--80--80			
A happy hunk of wax here as the band essays a typical Eastern polka with clarinets showing the way. Kosak and the band supply a spirited vocal.						
SIX FAT DUTCHMEN (Jack Lanz-Dick Stahl)						
	Du Du Liegst Mir Im Herzen		80--80--80--80			
VICTOR 1451 51-1202—The Midwestern polka group essay the standard German folk waltz to come up with a good hunk of teep wax. Lanz and Stahl combine in chanting the lyric in German.						
	Overshoe Landler		75--75--74--76			
More waltz time here as the band comes up with a relaxed Landler instrumental.						

CHILDREN

SALLY & LEE SWEETLAND						
	The Mouse and the Frog (Parts 1 & 2)		80--80--80--N5			
CRG 5020—Despite the title this is actually a disk containing four old folk songs from Wales, England, Germany and Austria. Each has been given an English lyric well-suited to the 5-8 years olds. Mouse and frog are used to set the moppets to sing along on each ditty. Excellent diction, right tempo and full orchestral aid to the general effectiveness. Best suited for the girls.						
DAVID PFEFFER						
	Little Pedro (Parts 1 & 2)		79--79--79--N5			
CRG 5025—Here's a cute collection of Latin-American folk tunes sung in English with some Spanish tossed in. Cast of Pfeffer, Denise and David Anderson, Sally and Lee Sweetland are excellent in portraying the various characters involved in the search for Mr. Bullfrog. Okay kid material for the 5-8 group, the the older ones would appreciate it most. Dring is authentic Latin-American.						
DAVID PFEFFER						
	Circus at the Opera		83--83--83--N5			
CRG 5022—Stars gimmick here has the moppet falling asleep at the opera and dreaming about the day just spent at the circus. Characters from "Carmen" combine animal sounds with operatic readings of the vocal parts. In almost every way this is one of the best kidlinks issued by CRG. Performance, story and all are top-flight entertainment and good education.						

(Continued on page 80)

Ways to Adjust Game Switches

Continued from page 68

that the proper stroke can be maintained.

Switch Lubrication

Step switch lubrication includes light oil for the main bearing and for the advance and reset arm bearings. The toothed wheel should be covered lightly with grease, and the commutator plate kept clean and covered with a thin film of grease.

Contacts on the commutator plate may become worn or burned after a great deal of play. If need be, they may be replaced with copper or silver contact rivets; often they can be reshaped, refaced and buffed to a smooth finish. Wiper contacts tend to wear more quickly than commutator plates, but they are easily replaced.

Solenoid plungers should not be lubricated with oil or grease. They are designed to operate without lubricants. The only possible lubricant is graphite, but even that should be used sparingly and only when necessary. Then only use powdered graphite, not the graphite compounds.

Making Adjustments

Often the action of a step switch seems hard to understand, and the mechanic will hesitate to make adjustments. In checking the action, the first thing to determine is whether the wipers are centering over the contacts. If a faulty score is registering on a pinball, carefully check the advancing action of the solenoid. By watching the action it is possible to discover if a step switch is advancing two for one, or occasionally missing a step.

The action of the switch should be checked electrically rather than mechanically. In other words, find the switch that operates the advance solenoid and check the action that way rather than attempting to decide the adjustments by working the step switch by hand.

Reshaping Plungers

Since the solenoid plungers must be made of soft iron, rather than steel, to prevent their becoming permanent magnets, they tend to wear and to change their shape slightly. The end of the plunger that hits the stop will tend to become battered and to mushroom. They may be easily reshaped with a file, but should be made as

smooth as possible to prevent wear on the solenoid sleeve.

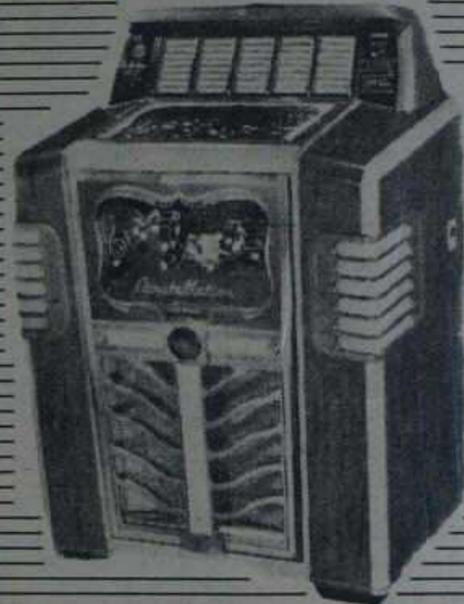
Solenoid sleeves are made of brass, and they too will wear in time, particularly if the plunger has a tendency to pull to one side or the other. If a sleeve becomes badly worn on one side it is sometimes possible to turn the entire solenoid in its bracket and thus equalize the wear.

WURLITZER

10¢ 25¢

Conversion

See your Wurlitzer Distributor for information and parts on dime-quarter conversion of all Wurlitzer post-war equipment.



LOOK AT 'EM ALL!

Before you invest in another phonograph, make this vital 8-Point Comparison:

PRICE — STYLE — PERFORMANCE — TONE — DURABILITY
ECONOMY — EARNING POWER — ADAPTABILITY

Like an ever-increasing number of profit-minded Operators, you'll buy Evans Constellation!

EVANS' 20 RECORD, 40 SELECTION

CONSTELLATION Built with YOUR Future in Mind

You Won't Be Sorry—if you act today to insure your Operating for tomorrow! See your Evans Distributor or write Factory direct while you still have the opportunity to buy Constellations!

H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' "PUSH-OVER" AD, PAGE 86

No. 1
EVERYWHERE!

Finest Return per Investment in the Music Field today!



RISTAUCRAT S-45

Here's the winner for hundreds of locations that can't pay out on a large juke box. The smart eye-catching S-45 is LOCATION PROVEN . . . it's making profits right now for smart operators in spots like taverns, restaurants, drug stores, hot dog stands and hundreds of similar locations.

Still making the 2 for 5¢ non-selective 45.

Contact Your Local Distributor



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

FOR SALE

TELEPHONE WIRED MUSIC

30 Units, Rock-Ola, Single Line, Studio Equipment Talk Over the Music, 30 Locations, Mirrored Cabinets, Studio Record Racks, Complete Set of Studio Phonograph Records, Miscellaneous Parts & Equipment. Write Us for Your Wired Music Needs.

CRYSTALETTE TELEPHONE MUSIC EQUIPMENT COMPANY

601 EAST 4TH ST. SANTA ANA, CALIFORNIA

VENDING MACHINES

Frozen Juice Concentrates Growing Factor in Vending

Fla. Citrus Commission Studies Equipment, Mulls Sponsorship

JACKSONVILLE, Fla., Aug. 18.—With \$80 million gross business during 1950 leaving frozen citrus juice concentrate producers only a "smidgen" net, leaders in the field are showing increased interest in automatically merchandising their product. Eying plus business thru vender outlets as a major solution to their problems, the

most recent move along this line was that of the Florida Citrus Commission, which is giving consideration to subsidizing one or more manufacturers of juice vending machines.

At a special meeting FCC had three venders demonstrated with a view to adopting the sponsorship proposal. However, commission's members, altho highly favoring the plan, cautiously state the program is subject to checking as to its legal phases.

Two of the three venders presented for FCC sponsorship approval are the product of going concerns: Dole Valve Company, Chicago, and Ebeco Manufacturing Company, Columbus, O. Third machine, designed by Henry A. Simpson, an engineer and citrus grower, introduced a new type of vending process.

All three machines are set for production, but their proponents stated they did not have enough capital to turn out the number required to substantially increase the sales of citrus juices by this (vender) method. Thus the interest of FCC in the equipment, centering on possible financial-backing of one or more venders.

Simpson's units features placement of 1½ ounces of frozen concentrate in paper cups at concentrate plants (for which placement machinery is already designed) with a layer of ice on sides, bottom and top of concentrate preventing direct contact with the

cup. The ice seal, excluding all air, serves to keep the concentrate fresh indefinitely. Machine capacity is 1,525 cups, each individually prepared for consumption on insertion of a dime. Later causes a jet of water to mix and aerate the concentrate into a six-ounce drink.

Both the Dole Valve and Ebeco machines are of conventional design, permit vending of standard three-parts water and one-part concentrate juice drinks.

Minute Maid

Initial large scale move in the field of citrus juice vending, undertaken by Minute Maid in 1949 after development of a special machine in co-operation with Mills Industries, Inc., is now in high gear. Currently Minute Maid is introducing a new two-flavor version of the machine, offering a choice of an orange or lemonade drink. In some instances, dollar volume of the dime juice machines is above adjacent units vending nickel Coca-Cola, according to franchise Minute Maid operators.

Spurring action by FCC is the fact that while orange juice consumption has been increasing, the increase has been mostly in homes and beverage field has been "scarcely scratched outside of homes." Meanwhile, the output of frozen concentrates has been gaining faster than total consumption, resulting in large overstocks.

SCALE MECCA; 1,000 WEIGHS IN SEVEN DAYS

CHICAGO, Aug. 18.—A new attraction at Green Oaks Kiddieland here, in the form of a specially made plastic Humpty-Dumpty penny scale, drew 2,000 moppel customers over the past two weeks. Scale operator, Alexander Postage Stamp Service, reports youngster line up during busy evening hours to weigh themselves on the \$250 Hamilton custom scale.

Robert Alexander, head of the stamp-scale operation, also announced the five-and-dime chain, Neisner Bros., has indicated interest in quantity installation of similar scales thru its stores.

Highway Steel Sold; Ends Bev Vender Output

CHICAGO HEIGHTS, Ill., Aug. 18.—Highway Steel Products Company, which manufactured two bottle venders, was purchased this week by United States Radiator Corporation of Detroit. Under the new ownership, vender production will be discontinued. The Detroit firm will use the 100,000 square foot Highway Steel plant and equipment to produce steel and aluminum airplane landing mats for the U. S. Air Force.

Initial vender production was undertaken by Highway Steel early in 1948, with the introduction of a single-flavor machine supplied to Seven-Up and Hires company bottlers. Later, with the introduction of a selective vender both models were made available to independent operators.

Intro Writing Paper Vender

AUSTIN, Tex., Aug. 18.—Texas Writing Service announced a notebook paper vender, Tex-Write, priced at \$29.95. Unit, in a one-foot square wooden cabinet, vends various size writing paper up to 8½ by 11-inches, is adjustable to sell nickel, dime or quarter packages and has two moving parts.

Firm also manufactures a pencil vender at \$37.50. No construction details were released.

Spacarb Gets Positive Pump On 4-Drinkers

Accurate Within 1 CC.; Lifts Cost of Machine \$35

STAMFORD, Conn., Aug. 18.—All four flavor mechanisms of new Spacarb drink venders will be fitted with new positive displacement pumps designed to insure uniform sirup throw. H. F. (Pete) Foster, sales manager, announced this week. The new pumps, called Tru-Throw, will control sirup flow within plus or minus 1 cc., despite Baume fluctuations, he stated.

Developed by William V. King, Spacarb chief engineer, the pump was first used in a recent batch of machines built for the Pepsi-Cola Company. Beginning Wednesday (22), all production-line Spacarb machines will be equipped with Tru-Throw.

On the same date, the price of the Spacarb four-drinker will be raised \$35 to a new list of \$1,271, with changer, Foster declared. He said conversion kits to permit incorporation of the new pump in earlier Spacarb machines will be made available within a few months.

Silver-King, Ball-Gum Intro Combo Package

CHICAGO, Aug. 18.—Introduction of a new vender-product combination was announced this week by both Silver-King Corporation and Ball Gum, Inc., with development of the former's 7/8 and 15/16 inch ball gum Super-vender and latter's 7/8 inch, 100 count to the pound bubble ball gum.

New Silver-King unit, \$13.95 each or \$10 per unit in 100-machine lots, features a special rotary mechanism for sure vending action of both large-size ball gums without adjustment. Harold Burt, president, stated change-over units for all Silver-King bulk venders are available at \$3.50.

Ball-Gum, Inc., offers the 7/8 inch size ball gum at 25 cents per pound. Minimum shipment is 150 pounds.

NAMA Cup Division Skeds N. Y. Confab

CHICAGO, Aug. 18.—National Automatic Merchandising Association's cup vending division will hold a special meeting at the Lexington Hotel, New York, September 12. The day-long meet will cover the following three subjects pertaining to bulk beverage vending:

1. Dr. W. L. Mallman, Michigan State University, will report on detergents, their application and value in cup operations.

2. A report on a proposed model ordinance affecting bulk beverage equipment by Dr. Mallman and Fred L. Brandstrader, NAMA legislative counsel.

3. Discuss the part the cup vending division will play in the annual NAMA Convention in Cleveland in November.

Gim Pays Off for Reluctant Cig Op

ITHACA, N. Y., Aug. 18.—Martin Wells, a game and phonograph operator who drifted into cigarette vending almost against his will, now has some 60 cigarette machines on location, all due to a simple but effective promotion gimmick.

Head of the Ithaca Amusement Company, he insists he has yet to solicit his first location or lose one already snared to a competitor. He credits his growth from five venders two years ago entirely to the use of premium match-book covers, 200 of which are worth a carton of cigarettes to the machine patron.

In the amusement end of the coin machine business since 1936, Wells always parried requests for cigarette equipment. He didn't want to expand into merchandise vending. Only after World War II did he relax his policy and install a few pieces as an accommodation to favored proprietors.

But after he started loading machines with the special match covers the expansion rate gathered momentum. Within a year his cigarette route grew to 40 pieces; an additional 20 were added the past year.

Patrons who save the match covers turn them in to their favored location for redemption, rather than Ithaca Amusement headquarters. This procedure, says Wells, helps foster good-will between customer, location owner and operator. Smokers get faster and more convenient service.

Proprietors gain a new hold on customer loyalty.

Waitresses, Wells has found, are productive, tho unwitting location solicitors. A girl who has left one eatery for another may have accumulated some 50 covers, and learns with dismay that her new place of employment doesn't use a Wells' machine. Anxious to round out her 200, she often is successful in influencing her boss to switch operators.

Wells currently pays out an average of 14 cartons a week to thrifty smokers. But machine volume has increased, and he figures the cost of the free cigarettes a smart investment.

Portland Ops Hold 5c Soft Drink Line

PORTLAND, Ore., Aug. 18.—Vending machine prices for soft drinks in the Portland area this week withstood wholesale price advances for some brands, altho there was discussion among some operators of the necessity for going to 6 or 7 cents a bottle.

Wholesale prices on half a dozen brands advanced 16 cents to 96 cents a case of two dozen—the new ceiling set by the Office of Price Stabilization. Coca-Cola and Pepsi-Cola remained at 80 cents.

W. R. Moore, manager, Portland Bottling Company, said prices advanced to 96 cents for the five brands the firm vends in machines: Seven-Up, Hires Root Beer, Mission Orange, Mission Grape and Mission Strawberry. Price stays at 5 cents in machines at industrial locations, which constitute 98 per cent of the firm's vending business. He said, however, there was discussion of raising the price to 6 or 7 cents in locations such as service stations, where machines are location-owned, and possibly to 10 cents in other locations, "depending on dealer attitude." Increase to 6 or 7 cents would involve conversion to chutes receiving pennies in addition to nickels.

At Pepsi-Cola Bottling Company, Sales Manager William Deutsch said Orange has been increased to 96 cents while Pepsi-Cola remains at 80 cents. He said no decision has been reached on

Cole Products Opens Cleveland Sales Offices

Names M. Auerbach Divisional Mgr.; Sets Detroit Office

CHICAGO, Aug. 18.—Cole Products Corporation announced this week the appointment of M. J. Auerbach as divisional sales manager for Ohio and Michigan. New office was opened in Cleveland at 11219 Superior Avenue, Dick Cole reports. Establishment of a second office in Detroit is scheduled shortly.

Auerbach, associated with the vending industry for over 15 years, was most recently with Automatic Products, New York, as a partner and sales manager. Earlier he was with American Drink-O-Mat in a similar capacity.

Working under Auerbach will be two district managers, Louis J. Cantor, with 15 years' background with National Vendors, and Otto J. Broz, who continues in a sales position with Cole Products.

Danco Pacted By DuGrenier; To Sell Direct

BALTIMORE, Aug. 18.—The Danco Coin Machine Company has taken on the Arthur H. DuGrenier line of cigarette machines for direct sale to locations, it became known this week. F. A. Davis & Company, tobacco jobbers, formerly handled the venders on an exclusive basis in this territory.

Altho DuGrenier promotion originally emphasized direct-sale tie-ins with tobacco distributors, the deal with Danco is representative of several more recently made with established coin machine distributors. Other coin machine firms now handling DuGrenier equipment for direct sales include outlets headed by Sam Taran, in Florida; Herman Paster, Minneapolis, and Tony Parina, the West Coast.

Penny Refunder Firm Bows Out

CHICAGO, Aug. 18.—Following months of delay due to a series of re-designings, tight materials and "lack of interest in the trade," Change-O-Matic Company announced this week that it was abandoning efforts to market a mechanical penny refunder unit for candy venders.

The refunder, which was to have sold at \$16.50 and permit vending of odd-cent candy bars (The Billboard, February 24), had been reworked several times by the firm in an effort to make it "fool-proof." However, with materials restrictions combined with a luke-warm operator attitude, officials decided to call off production.

VENDING AND RECREATION

Op-Concessionaire Team Develops Park Route

CHICAGO, Aug. 13.—A city-wide municipal park operation of candy, gum, nut and ice cream venders is in the making here as a result of a co-operative arrangement between two concessionaires and one operator. Currently, Automatic Merchandising Company, working with Consolidated Concessions, Inc., and Cafe Brauer, has placed more than 138 machines in 63 of the city's 100 parks whose field houses make them potential automatic merchandising centers.

Full story of the unique operation appears in the current issue

of Vend, sister publication of The Billboard. Highlights of the co-operative arrangement include special servicing, placement and maintenance systems by the operating firm.

Enter Venders

Initially, the operation came into being when Bill Burns, head of Consolidated Concessions, moved to build better over-all gross returns from his Park District concessions. Eying the virgin territory offered by the scores of parks scattered thru the city, venders presented themselves as the logical (Continued on page 75)

FDA Cautions Against Charm Use Dangers

WASHINGTON, Aug. 18.—U. S. Food and Drug Administration this week issued a warning to parents to prohibit their children from using vending machines delivering trinkets along with confections. The FDA warned that small children, are prone to put the trinkets in their mouths. "When this brightly colored merchandise is intermingled in the glass globe of the machine it attracts children of any age group that would be likely to put inedible objects in their mouths. There is danger that the trinkets will lodge in the child's windpipe," the FDA said.

"When machines of this type were seized in Norfolk in August, 1950, the owner contested the seizure but the U. S. Court there upheld the government's action. The case was appealed to the U. S. Court of Appeals for the Fourth Circuit which reversed the Lower Court, July 24, on the grounds that the candy and gum were not adulterated because the trinkets were not actually imbedded in them."

FDA officials plan to ask for a Supreme Court review of the case.

Airline Boosts NAMA Confab

CHICAGO, Aug. 18.—National Automatic Merchandising Association members in Main Line Airway cities, via a special mailing this week by United Air Lines, were urged to fly to Cleveland for the association's convention at the Cleveland Auditorium, November 12-15.

Action makes this the second year the airline has co-operated with NAMA in urging attendance at the annual meeting.

New Dad's Dispenser

CHICAGO, Aug. 18.—Dad's Root Beer Company this week announced a new counter fountain dispenser. Unit is available with a self-contained ice chest or it may be attached to a carbonating and cooler system.

Charter Canteen Co.

CHARLESTON, W. Va., Aug. 18.—Secretary of State has issued a charter to Canteen Service Company of Ashland. Capital listed was \$1,000; incorporators H. A. Selway, Lelia Selway and K. B. Wurtz.

Ball Gum Assn. Skeds First Meet Nov. 12-13 in Cleveland

CHICAGO, Aug. 18.—National Association of Gum Vendors announced this week it would hold its first annual convention in Cleveland, November 12-13, at the Hollenden Hotel. Milton T. Raynor, NAGV's general counsel, said an election of association officers and directors would be held during the meeting. The electees will replace the present temporary official staff appointed by group's organizing committee following its

formation last May (The Billboard, June 2).

With a definite convention program still to be announced, it was reported discussion would include various matters affecting ball gum operation generally, with special attention to the use of charms.

Raynor reported NAGV had "now built a strong enough membership to assure its existence financially." He pointed out the association's efforts during the U. S. versus the Cavalier Vending Corporation case contributed toward the reversal of the original decision, contending that the vending of charms or trinkets does not violate the Federal Pure Food and Drug Act.

Hold Fees

Membership fees remain unchanged, Raynor stated. Operators with up to 350 machine routes are charged \$25 annually; those having up to 700 venders, \$50;

Amer. Citrus Hot Dog Unit Roams Chicago

CHICAGO, Aug. 18.—With its predictions of initial July production still not materializing (The Billboard, July 7), American Citrus Corporation's Electronic Hot Dog Vendor continues to be represented by a single experimental machine, which this week was placed in its fourth test location in less than a year.

American Citrus' contract manufacturer, Schwab Manufacturing Company, Chicago, after turning out a second pilot model, has not received delivery of production cabinets for the hot dog vender from that supplier, Ice Cooling Appliance Corporation, Morrison, Ill. Latter firm stated several weeks ago cabinet production was still in the experimental stage.

Lag Factor

Another factor in the production lag was seen in a plan to use Schwab's own as yet unproduced ice cream vender mechanism for the hot dog unit, retaining latter's electronic cooking device and discarding its present vending, refrigeration mechanisms.

Currently, the pilot hot dog machine is operating in the lobby of the Biograph Theater on the city's North Side. Previously, it had been installed in the Riverview Park amusement center, with the first two test placements in Loop public garages.

New Chase Sales Rep

ST. LOUIS, Aug. 18.—Chase Candy Company announced the appointment of J. Waldo Whitfield as sales representative for Houston and the surrounding area. Whitfield was formerly a salesman for the Morse Wholesale Company in the same territory.

Martin Candy Machine Set For 2d Run

CHICAGO, Aug. 18.—James H. Martin & Company, patent owner and national distributor of the Dugrenier-made candy vender, announced plans this week to start a second unit production run following early completion of the initial production.

Second-run machines will incorporate two design improvements: a "sold out" indicator for each column and a strengthened frame, according to Martin.

Price of the vender remains \$215, including base and 200-coin capacity nickel changer. Martin declared all sales were being made to operators.

Halt Cig Loss Leader Sales In Conn. October 1

BRIDGEPORT, Conn., Aug. 18.—Cut-price selling of cigarettes as "loss-leaders" to entice customers into stores will be illegal in Connecticut after October 1. On that date retailers will be barred from selling cigarettes to customers at a mark-up of less than 4 per cent above the price paid the wholesaler.

Administrative details on the new law are now being worked out by State Tax Commissioner William F. Connelly and Ernest S. Goodrich, director of the agency's excise division.

Workings of the law will be explained to the trade at a meeting shortly. Administrative rulings supplementing the legislation will be announced at that time.

Candy, Ice Cream Lead G.I. Purchases

FORT LEONARD WOOD, Mo., Aug. 18.—The average soldier here spends 19-cents of every PX dollar for candy and ice cream, according to a survey of in-camp purchases. The average GI spends \$22 each month at the PX outlets and an additional \$3 with PX concessionaires.

While beer and soft drinks were top demand camp items during World War II, present trainees evidence a taste for sweets. Switch is attributed to fact that the GI's are younger than those of the early 1940's.

Theater Convensh To See Bev Units

NEW YORK, Aug. 18.—Three beverage vender manufacturers have reserved exhibit space at the Theater Owners of America trade show and convention, to be held here at the Hotel Astor September 23-27. Other vending firms are expected to sign for booths before lists are closed. TOA executives declared this week.

Topics important to theater-men due for discussion at the confab include the place of refreshment concessions in theater finances.

Vending firms already signed are Automatic Products Lyon Industries and Spacarb, Inc. The list of exhibitors also includes many candy manufacturers.



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NEVER BEFORE A SALE LIKE THIS! **AMAZING \$1.00 SALE**

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Perfect—Reconditioned MONEY BACK IF NOT SATISFIED

- NORTHWESTERN DE LUXE, 1¢ and 5¢, each \$14.95
- NORTHWESTERN MODEL 33 BALL GUM, 1¢, each \$7.45
- NORTHWESTERN MODEL 39 MDSE, 1¢, each \$7.45
- NORTHWESTERN MODEL 33 PEANUT, 1¢, each \$6.95
- VICTOR ESQUIRE MDSE., 1¢, each \$7.45
- MASTER MDSE. or BALL GUM, 1¢, each \$6.50
- MASTER MDSE., 5¢, each \$7.50

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1¢, 5¢ or 10¢ Immediate Delivery!
Vends all bulk mds., or Ball Gum & Charms. Specify which type when ordering.

Northwestern Vendor Merchandise SALTED NUT SELECTIONS

Vir. Blanched Juniors	30¢ Lb.
Spem. Talled Peanuts	25¢ Lb.
Deluxe Salled Mixed Nuts	30¢ Lb.
Salled 430 Count Cashew Suits	69¢ Lb.
Salled Hill-Billies	35¢ Lb.

RAKE'S VENDING CANDIES

Licorice Licenses	23¢ Lb.
Boston Baked Beans	33¢ Lb.
Rainbow Peanuts	32¢ Lb.
Bridge Mix	33¢ Lb.
Burnt Peanuts	22¢ Lb.
Pearled Rainbow Peanuts	23¢ Lb.

All of above mdse. pkd. in 30 lb. ctns.; also pkd. in 10 lb. ctns. @ 1¢ extra per lb. Add 5¢ per lb. over list price to all bulk orders less than 60 lbs.

RAKE'S BALL GUM VARIETIES

Rainbow (Bubble), 144 count	24¢ Lb.
Rainbow (Bubble), 170 Count	34¢ Lb.
Rainbow (Bubble) 210 count	24¢ Lb.
Rainbow Bio Gum (Jumbo Size), 15 1/2" 30 lb. ctns.	24¢ Lb.

Ball Gum pkd. in 25 lb. ctns. Full freight allowed on ball gum orders for 200 lbs. or more, shipped from factory only.

RAKE'S PISTACHIO NUTS

Jumbo Queen, Red Lip	63¢ Lb.
Fancy Large Tulips, Red Lip	59¢ Lb.
Shelik Brand	47¢ Lb.

Pistachios pkd. in 60 lb. ctns.

FOR N. W. TAB GUM VENDOR

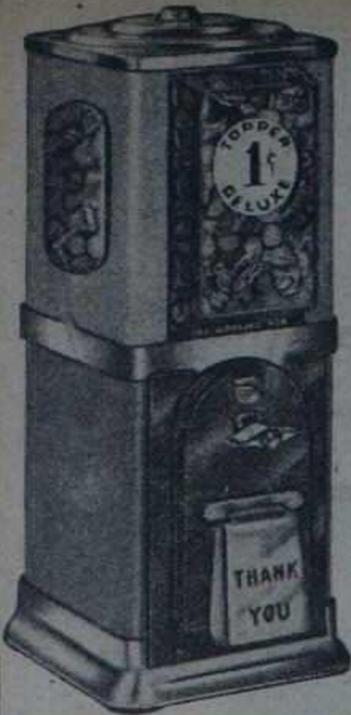
Adams Gum (All Flavors), 100 count	42¢
Wristley Gum (All Flavors), 100 count	44¢
Fruit Chams (Assd. Flavors), 100 count	48¢
Suchard, 200 count	\$1.20
Hershey, 200 count	1.30

Min. Order 25 Boxes, Any Assl.

RAKE'S ACCESSORIES & EQUIPMENT

Single Vending Machine Stand	\$4.30
Double Vending Machine Stand	5.35
Triple Vending Machine Stand	6.75
Mod. 47 Cab. Stand	13.50
Wall Brackets	1.00
Double Cross Bar for Two Machines	1.25
Triple Cross Bar for Three Machines	\$1.75
1¢ & 5¢ Comb. Pocket Coin Counter	1.35
1¢ or 1¢ Comb. Coin Counting Scale	19.50
Route Cards, Collection Cards	1.25
Per 100	1.25
Model 49 Globes, \$1.25; Carrying Caps	.50

RAKE COIN MACHINE EXCHANGE
809A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



Victor's TOPPER DELUXE
WITH SIDE DISPLAY WINDOWS.
Also Available in Double, Treble
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Supplies in Brief

Bottle Report

WASHINGTON, Aug. 18.—Shipments of returnable beverage bottles in June totaled 947,756 bottles, gaining sharply from the previous month's total of 782,248, but falling well below the total of 1,035,648 for June, 1950, it was reported by Commerce Department's Census Bureau. Shipments of non-returnable beverage bottles totaled 21,618 in June, compared with 20,301 the previous month, and 27,994 in June, 1950.

Production of returnable beverage bottles in June reached 937,657, the census reported. This compares with 857,109 in May. Stocks on hand at the end of June totaled 599,846, compared with 667,208 returnables at the end of May.

Tobacco Sales

WASHINGTON, Aug. 18.—Total sales of tobacco wholesalers in June reached \$184 million, a \$1 million drop from May, Commerce Department's Census Bureau reported. Cumulative sales for the first six months of this year were 6 per cent ahead of sales in the first half of 1950.

Regionally, sales gains over the previous month were reported in

New England (up 1 per cent), West North Central (2 per cent) and Middle Atlantic (3 per cent). While the West South Central indicated no change, all other areas showed declines of from 1 to 7 per cent.

However, sales increases of 1 and 2 per cent over a year ago were reported by all but two regions—New England, which experienced a decline of 3 per cent, and the Mountain Region, which showed a whopping gain of 12 per cent.

The dollar value of stocks in the hands of tobacco wholesalers at the end of June was 2 per cent below the May 31 level, but 18 per cent above June 1950 inventories.

Candy Sales Up

WASHINGTON, Aug. 18.—Manufacturers' sales of confectionery and competitive chocolate

(Continued on page 77)

'Hang-On' Venders Seen Boosting 1c Gum Consumption

NEW YORK, Aug. 18.—The increasing use of penny gum machines as supplementary units to larger venders is credited by the American Chicle Company with boosting consumption of Dentyne, Beeman's and Chiclets, R. B. Kyle, sales manager, said this week.

He attributed part of American's climbing sales curve to its switch a year ago from distributors to the direct sale of operators moving substantial gum volume. List prices were thus reduced to a current low of 38 cents per 100 tabs, he pointed out.

"The addition of operators to our direct list," he stated, "and the increase in our business reflects the increasing number of candy, cigarette, beverage and other operators who have found it advantageous to include penny gum machines in their operations so that they might translate into additional sales the millions of pennies that are daily circulated in change from cigarettes, sales taxes, odd prices, etc."

Vending and Recreation

Continued from page 74

cal solution to profitable confection merchandising. Because staffing, stocking and servicing each individual park with attendants for manual sales would be costly, Burns turned to Automatic Merchandising Company for machine installations.

Before final arrangements were made with Automatic, Burns had interested another park concessionaire, Cafe Brauer, in adopting a similar vender plan.

To date, 44 candy bar machines, many carrying dime bars in one

or two columns, 132 penny tab gum and peanut venders and six ice cream units have been installed. Plans are to further diversify with cold and hot beverage equipment.

Peak Biz

September thru May is the peak season for various class groups which use the field houses at least six days a week. Such instruction offered by the city includes wood working, fly casting, archery, swimming, weaving, etc. Each class meets at least once or twice a week; has from 12 to 100 members. Field houses cater to an average of three such classes daily in the cooler months. In addition, potential vender customers are present in the thousands of people who pass thru the field house and park grounds daily.

Usually, venders are placed in field house corridors, but where space restrictions or other factors enter the picture, units are placed in the class or recreation room proper.

Earnings

Automatic Merchandising reports the low gross of \$5 per month from some park candy machines is acceptable, due to the better showing the unit makes on a yearly basis. Highs for candy machines run up to \$80-\$90 per week for the major field house installations. However, this is the exception. Penny units do an unusually heavy business.

On the debit side of city park operation are three factors:

1. Vandalism, which occurs on a wider level than in the average plant installation (however, extent is directly dependent upon neighborhood in which the park is located).
2. Service calls, at a higher rate than normal, due mainly to the unusual quantity and variety of foreign objects introduced into coin chutes.
3. High refilling costs, resulting from difficulty in arriving at a set servicing schedule. Latter vary widely as classes meet and special events occur.

Over-all, however, the operator-concessionaire team finds the park operation profitable.

From the Chicago Park District itself, comes word from recreation chief Walter Roy denoting full approval of the vending program. Roy anticipates the extension of the program to its fullest potential for the benefit of the park-going Chicagoan.

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Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

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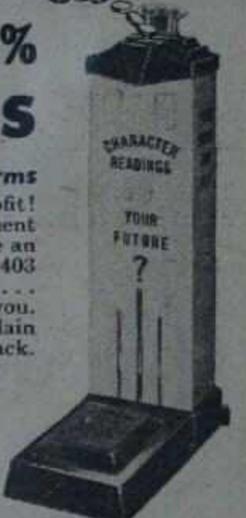
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SPECIAL AUGUST CLEARANCE SALE!

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 - 20 Exhibit Metal Post Card Machines, 2 Col. 10.95
 - 25 Hunter Ball Gum Games, 1c 24.50
 - 20 Almond Venders, 5c, NEW 4.95
 - 10 Atlas Bantam Venders, 5c 8.95
 - 25 Adams Gum, 1c 9.95
 - 25 Peanut Machines, 1c, 2 Col. 9.95
 - 10 Northwestern Deluxe, LIKE NEW 14.50
 - 10 Wurritzer - 1015 Juice Boxes, Late Model, Reconditioned and Plated 375.00
 - 10 Cigarette Machines, 25c, 9 Col., Reconditioned 90.00
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WANT TO BUY Stoner Candy - 4 Col., Silver Kings, all Counter Games.
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BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 3 \$8.75
EACH MODEL 1c or 5c Lots of 25 \$7.75

Nut and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
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FREE 5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

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OUR PRICES ARE STILL LOW! CIGARETTE MACHINES

- Rowe Royal, 8 Col. \$ 85.00
 - Rowe Royal, 10 Col., 400 Pack Cap. 90.00
 - Rowe Crusader, 10 Col., 425 Pack Cap., King Size Included 145.00
 - Rowe Imperial, 8 Col., 240 Pack Cap. 77.50
 - Uneda Model A, 9 Col., 370 Pack Cap. 85.00
 - Uneda Model 500, 9 Col., 350 Pack Cap., King Size Included 95.00
 - DuGrenier Model S, 7 Col., 210 Pack Cap. 69.50
 - DuGrenier Model W, 9 Col., 200 Pack Cap. 82.50
- \$5.00 Additional for Silver Quarter or King Size Vending.

CANDY MACHINES

- Rowe Candy, 120 Bar Cap. \$85.00
- Uneda Candy, 162 Bar Cap. 75.00
- U-Select-It, 54 Bar Cap. 35.00
- Advance Candy, 40 Bar Cap. 25.50
- Vendall Candy (New) Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT
ALL RECONDITIONED AND REFINISHED UNCONDITIONALLY GUARANTEED 1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

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LOW PRICES on Spanish Peanuts, Virginia Peanuts, Mixed Nuts, Cashews and Pistachio Nuts. Write for prices to
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LANSDOWNE, PA.

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ACORN
The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk mde.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperature held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

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415 Neptune Street Pittsburgh 20, Pa.

WRITE FOR CATALOG
On Bulk Venders, Merchandise Games, etc.

COPPER CHARMS
Large size, new series, 1,000... \$3.95
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.35
"Hop Cat" Buttons, 1,000 5.95

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.
\$3.25 each
We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.
715 Ennor St. Baltimore 3, Md.

SUNBRAND Pistachio Nuts
LARGE (43 Count) 40c LB.
JUMBO SIZE (38 Count), 60c LB.
Packed in triple 5 lb. bags. Shipped 12 to a carton. Min. 300 lbs. Importers & Roasters for a Quarter Century.

AMERICAN PISTACHIO CORP.
111 Rea St., New York 13, N. Y.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

FOR EXTRA PROFITS!



Famous MILLS Model 107—Display PENNY GUM VENDOR

FACTORY RECONDITIONED and GUARANTEED. By Special Arrangement With **HAL R. MEEKS** we now carry this outstanding gum vendor in stock for the convenience of Eastern operators... **WRITE FOR PRICES AND DETAILS**

J. SCHOENBACH Distributor of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N.Y. Resident 2-2900

Northwestern TAB GUM VENDERS



Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

NORTHWESTERN SALES & SERVICE 1134 TREMONT ST., BOSTON, MASS.

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 Epy & Co., Inc. 31-15 144th Place, Jamaica 7, L.I., N.Y.



"The Magazine of Automatic Merchandising"

"I am enjoying my subscription to VEND very much. It certainly is a big asset to the vending business."

DUFF H. MASSEY JR. 2207 Chestnut Fort Worth 6, Tex.

VEND 2160 Patterson St. Cincinnati 22, O

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name
Address
City Zone 21419

Coinmen You Know

Indianapolis

The Armstrong Vending Company is now operated by Woodrow Armstrong, who took over his brother Earl's interest. No change in personnel will take

place until later, according to the new owner, who reports business good after the usual summer slump. . . . **George Morgan**, operator, Peru, Ind., was a business visitor last week. . . . **Ed Boxwell**, operator at South Bend, Ind.,

was on the row buying parts. . . . **Hershell Mann**, Shaffer Music Company, is spending his vacation fishing. . . . The Seeburg 45-r.p.m. phono is now on display at the Shaffer Music Company showrooms. . . . **Mrs. Lottie Berman**, head of Sicking Company, Inc., reports good sales of games and merchandise with operators coming in every day. . . . **Hal Bailey**, collector for the Janes Music Company, accompanied by his wife, is fishing at Tomahawk, Wis. . . . **Manager Joe Flynn**, Shaffer Music Company, has an ear infection.

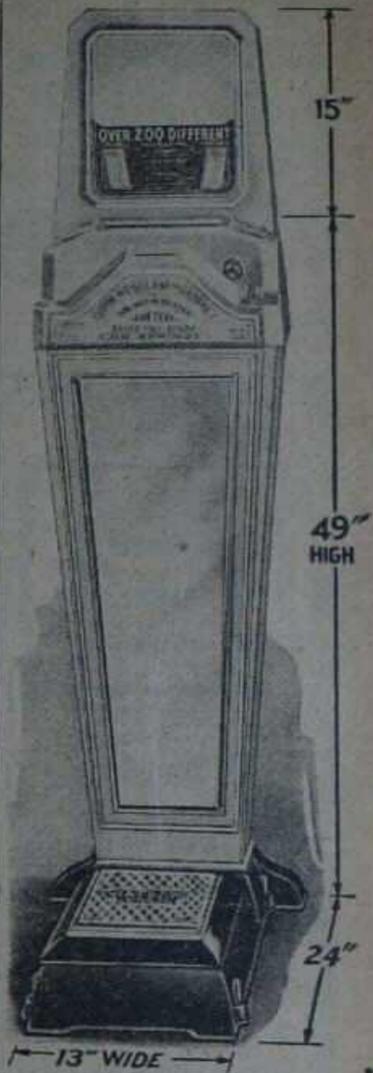
THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 18	Issue of August 11	Issue of Aug. 4	Issue of July 28
Adams Gum 1c.....		9.95	59.95	59.95
Advance Ball Gum, 1c.....	25.00	25.00	25.00	25.00
Advance Candy.....		39.50	39.50	
Ajax's Hot Nut.....				8.95
Atlas Bantam 5c.....	50.00	50.00	50.00	59.50
Candyman 72 Bar.....				450.00
Coca-Cola Drink Machine.....		9.95	9.95	
Columbus Ball Gum 1c.....		15.00	15.00	15.00
Columbus 2c Comb, 5c.....				3.00
Columbus Model A&M.....		7.50	7.50	7.50
Columbus 1c Bulk.....		8.00	8.00	8.00
Columbus 5c Bulk.....		69.50	79.50	69.50
DuGrenier Model (S) (7 Col.).....	49.50	62.50	49.50	89.50
DuGrenier Model W.....		89.50	89.50	89.50
Electro Serve Popcorn 5c.....		19.50	19.50	19.50
Kirk's Astrology Scale.....	95.00	95.00	95.00	95.00(2)
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Master's.....		10.00	10.00	6.00
Masters 1c Novelty.....		8.50	8.50	8.50
Match Box Machine, 1c.....		4.95	4.95	4.95
Mercury Grip Scale.....	27.50		49.50	47.50
Monarch 18 col.....	85.00			
National 9A.....	75.00			
National 9 col. 25c.....		89.50	89.50	89.50
National 930.....	85.00		85.00	85.00
New York Stamp.....		12.50	12.50	
Northwestern De Luxe, 1c and 5c.....	24.50	15.00	24.50	15.00
Northwestern Merchandiser.....				15.00
Northwestern Tab Gum.....	25.95	24.95	25.95	25.95(2)
Northwestern 33 Ball Gum.....	7.50	7.50(2)	7.50(2)	7.50(2)
Northwestern 39's.....		7.50	7.50	5.00
Northwestern 40.....		6.95	6.95	6.95
Pistachio Nut Vender.....				6.95
Pop Corn 5c.....	89.50	89.50	89.50	59.50
Postage Stamp.....		17.50	17.50	17.50
Rowe Candy.....	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.).....	145.00	145.00	145.00	145.00
Rowe Imperial (6 col.).....	50.00			
Rowe Imperial (8 col.).....	77.50	69.50	77.50	69.50
Rowe President.....	85.00			82.50
Rowe Royal (8 col.).....	45.00	85.00	85.00	85.00
Rowe Royal (10 col.).....	85.00	90.00	90.00	90.00
Rowe 7 col. Gum & Mint, 5c.....		20.00	20.00	20.00
Shipman Stamp.....	39.50	22.50	22.50	
Shoe Shine Machine.....	95.00			
Sirois Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....		8.00	9.95	8.00
Silver King Hot Nut.....		12.50	12.50	5.00
Silver King Target King.....	27.50	19.50	19.50	19.50
Stoner B col. 5c.....		125.00	200.00	125.00
Target Hunter (Silver King).....	27.50	19.50	19.50	19.50
3 col. Cigar Machine.....		29.50	29.50	29.50
U-Chu Ball Gum, 1c.....		5.00	5.00	5.00
Uneda Candy 102 Bar.....	75.00	75.00	75.00	75.00
Uneda Model A (9 col.).....	85.00	85.00	85.00	85.00
Uneda Model Pack A (B col.).....		69.50	69.50	69.50
Uneda Pack E (6 col.).....		49.50	49.50	49.50
Uneda (500).....	69.50	69.50	69.50	95.00
Uneda (9 col.) Model 500.....	95.00	95.00		
Uneda (15 col.).....	85.00			
U-Select-It.....	35.00	49.50	35.00	49.50
Victor Model V.....		8.50	9.00	8.50
Victor's Tapper.....				5.00
Watling Fortune Head.....	80.00			
Watling Tom Thumb.....	60.00			
Watling Tom Thumb Jr.....	95.00			145.00
Watling 200 Fortune.....				165.00



WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES
Invented and made only by
WATLING Manufacturing Company
4650 W. Fulton St Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINCITE Chicago

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information. It means BIG PROFITS! **\$51.50** F.O.B. Chicago. Pop your own corn or buy fresh ready-to-eat popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc. 3440 W. NORTH AVE CHICAGO 47, ILLINOIS

Supplies in Brief

Continued from page 76
products totaled \$59 million in June, a gain of 8 per cent above the previous June, Commerce Department's Census Bureau estimated. Despite the gain from the previous year, the estimate is 9 per cent below May, 1951. For the year to date, reported sales were up 10 per cent from the corresponding period of last year. Poundage sales as reported by 117 establishments in June were down 4 per cent from the previous June. Dollar value of sales of this group was up 9 per cent from the previous June, indicating a continuing trend toward higher average prices per pound of confectionery. For the first six months of 1951, these establishments reported increases over the same period of last year of only 1 per cent in poundage sales, compared with 12 per cent in dollar value. Bar goods poundage for the first half of this year totaled 376,707,000 pounds, up 2 per cent over the corresponding period of last year, while valuation reached \$142,093,000, up 14 per cent over the previous corresponding period. Package goods reached a six-month total of 74,387,000 pounds, up 4 per cent over the previous corresponding period, while its valuation reached \$32,868,000, a gain of 13 per cent. Bulk goods dipped 2 per cent to 76,160,000 pounds for the first six months of this year, but valuation of \$20,816,000 showed a 9 per cent gain in that period.

BALLGUM OPERATORS AND DEALERS "SILVER-KING'S" NEW ROTARY "SUPERVENDOR"

VENDS NEW LARGE SIZE 1/2 "SUPER-GUM" (100 to the Pound) or regular 15/16" size. Here is the answer to swindling sales, or where "CHARMS" are prohibited. "SILVER-KING'S" new "SUPERVENDOR" will outsell ordinary gum 5 to 1 with no incentive prizes needed. Entirely new rotary mechanism in Silver-King built especially for the job. New locations and larger profits secured with ease \$10.00 in quantities. "SUPERVEND" Changeover parts available for all Silver-Kings—\$3.50 per set. Nut and Ball Gum Candy, Charms, vendors, 1c-5c U.S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" **SILVER-KING CORP.** 322 Diversey Parkway Chicago, Ill. Order now "SUPERVENDORS" today

HERE'S REAL VALUE!



UNIV. TWIN BOWLER FLYING PINS \$129.50
WMS. DOUBLE FEEDER \$149.50
Floor Sample

18-20-22' FT. ROCK-OLA SHUFFLEBOARDS \$119.50
Good Condition
Write for quantity prices

SPECIAL OF THE WEEK!
Rock-Ola-Shuffle Jungle \$49.50
Rock-Ola Shuffle Lane 39.50
Rock-Ola World Series 39.50

SHUFFLE GAMES
Nationwide Baseball—8 Ft. Shuffle Game \$49.50
Chi. Coin Trophy Bowl 149.50
Chi. Coin Bowling Classic 129.50
Bally Speed Bowler 99.50
Univ. Twin Bowler 69.50
Esh. Shuffle Bowl Conversion 59.50
United Shuffle Alley 39.50
Exhibit Strike 99.50
Genco Baseball 69.50
United Express 195.00
Bally 1951 Shuffle Baseball 195.00

SHUFFLEBOARD SUPPLIES
Fast Wax, case (12) \$4.50
Pucks (Set of 8) 12.00
Score Sheets, 10 pads 7.50
Shuffle Game Wax, case (12) 3.30
Fluorescent Lights, pair 17.50
Used Wall-Type Scoreboards 79.50
Overhead Scoreboards 95.00
Premiums! Write for List

PURVEYOR SHUFFLEBOARD CO
4322 N. Western Ave.
Chicago 18 Ill. (Uniper 8-1514)

100%
Return privilege within 10 days if not satisfied with our reconditioned equipment

WURLITZER 616
Fully reconditioned. Perfect condition. Ready for location.
\$79.50 (crated)
1/3 With Order Balance C.O.D. Send for Complete List

DAVID ROSEN
Exclusive AMI Dist. - Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

FOR SALE

5 TURF KINGS. Each \$210.00
4 CHAMPIONS. Each 95.00
CITATIONS. Each 50.00
JUST 21 30.00
ROBIN HOOD 30.00

All machines are in A-1 condition
1/3 Deposit Balance C.O.D.

NASTASI DISTRIBUTING CO.
1010 Poydras St. New Orleans 12, La.
MA. 6386

4-Player KEENEY LEAGUE BOWLERS \$250.00

Bally SPEED BOWLERS \$49.50

Write for List of Our Stock!
DAVE LOWY & CO.
Exclusive Distributor for Keeneey Products in the Metropolitan Area and Ho. M. J.
594 Tenth Ave. NEW YORK, N. Y.
Phone: CHICKERING 4-3100

WANTED TO TRADE
Wurlitzer Model 1250 Phonographs for Free Play Turf Kings and Coal Towns

LIEBERMAN MUSIC COMPANY
257 Plymouth Ave. No. Minneapolis, Minnesota

CLOSE-OUT!
Brand New in Original Cases Tri-Scores \$113.00

Six Shooters Cyclone United Rebound S.A.
Bowling Play Ball Bomber Hit-Run

Write for Low Prices!
Special 40 Hot Rods—make offer!

Lehigh Specialty Co.
826 N. Broad St., Philadelphia 23, Pa.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 18	Issue of August 11	Issue of August 4	Issue of July 29
Advance Rolls (Genco) (roll-down).....	\$39.50	\$39.50	\$35.00 39.50	\$35.00 39.50(2)
All Babi (Gottlieb).....	49.50	45.00 49.50	39.50 49.50	39.50 45.00
Alice in Wonderland (Gottlieb).....	39.50 45.00	39.50 45.00	39.50 45.00	39.50 45.00(2)
Aquacade (United).....	50.00 59.50	44.50 50.00	50.00 59.50	50.00 59.50
Arizona (United).....	110.00	89.50	109.50	100.00
Baby Face (United).....				65.00
Ballerina (Bally).....				50.00
Bally Hop (Bally).....		29.00		29.00
Band Leader (Keeneey).....	69.50			59.50
Bango (Chicago Coin).....	49.50		49.50	49.50
Banjo (Exhibit).....	34.50(2)	34.50	25.00 34.50	29.50 34.50
Bank-a-Ball (Gottlieb).....	85.00	85.00	85.00	85.00
Barnacle Bill (Gottlieb).....			59.50	44.50 65.00
Basketball (Gottlieb).....		79.50 109.00		99.50 109.00
Be Bop (Exhibit).....	34.50 114.50	114.50		114.50
Bermuda (Chicago Coin).....	34.50		20.00 25.00	29.50 34.50
Big Top (Genco).....	79.50	75.00 79.50		79.50
Black Gold (Genco).....	69.50(2) 74.50	44.50 50.00	69.50(2)	69.00 69.50(2)
Blue Skies (United).....	39.50 54.50	54.50	39.50 54.50	39.50 50.00
Bomber (Chicago Coin).....		199.50		145.00 204.50
Boston (Williams).....	104.50	95.00 104.50	79.50(2) 104.50	79.50 95.00
Bowling Champ (Exhibit).....		75.00		69.50 75.00
Buccaneer (Gottlieb).....	45.00 49.50	45.00 69.50	45.00 54.50	45.00 49.50
Buffalo Bill (Gottlieb).....	69.50	95.00		69.50 74.50
Buttons and Bows (Gottlieb).....	79.50	59.00 79.50	75.00 79.50	59.00 69.50(2)
Camel Caravan (Genco).....	79.50	79.50 84.50		75.00 79.50
Canasta (Genco).....	59.50 109.50	59.50 119.50	119.50	67.50 75.00
Can-Can.....		39.50		109.50 119.50
Carnival (Bally).....	44.50 69.50	69.50	69.50(2)	44.50 69.50(2)
Catalina (United).....		44.50		75.00
Catalina (Chicago Coin).....	29.50 49.50	25.00 29.50	29.50 29.50	29.50 39.00
Champion (Bally).....	79.50 99.50	62.50 79.50	79.00 149.50(2)	100.00 110.00
Cinderella (Gottlieb).....	30.00 34.50	30.00 34.50	30.00 49.50	30.00 39.50
Circus (Exhibit).....	69.50	69.50	69.50	72.50 99.50
Citation (Bally).....	74.50 125.00	60.00 74.50	49.00 65.00	125.00 134.50
Cleopatra (Marvel).....				69.50
College Daze (Gottlieb).....	99.50(2) 104.50	95.00 99.50(2)	99.50 104.50	95.00 104.50
Coney Island (Exhibit).....	34.50			34.50
Contact (Exhibit).....			25.00	50.00
Control Tower (Williams).....				169.50
Cover Girl (Gottlieb).....		45.00		45.00 50.00
Cover Girl (Keeneey).....	24.50	24.50		30.50
Crazy Ball (Chicago Coin).....	29.50 34.50	29.50 39.00	29.50	29.50 34.50
Daily Race (Gottlieb).....	69.50 74.50			15.00
Dallas (Williams).....	69.50 74.50	79.50(2)	79.50(2)	74.50 75.00
De-Icer (Williams).....	109.50	109.50 114.50	109.50	109.50
Dew-Wa-Ditty (Williams).....	39.50(2) 40.00	39.50(2) 40.00	39.50(2) 40.00	39.50(2) 40.00
Double Feature (Gottlieb).....	75.00 149.50	75.00 145.00	149.50	129.50 145.00
Double Shuffle (Gottlieb).....	94.50	89.00 94.50	79.50 94.50	79.50 89.00
Dreamy (Williams).....	115.00 119.50	115.00	115.00	115.00 119.50
El Paso (Williams).....	79.50	79.50	79.50	69.50 75.00
Fiesta (Chicago Coin).....		19.50		79.50 90.00
Fighting Irish (Chicago Coin).....	139.50	110.00 139.50	139.50	125.00
Fighting Phils.....	44.50			44.50
Floating Power (Genco).....	69.50(2)	34.50 69.50(2)	49.50 69.50	64.50 69.50
Flying Saucers (Genco).....		112.50 129.00		125.00 129.00
Four Horsemen (Gottlieb).....	139.50 145.00	139.50 145.00	139.50 145.00	120.00 139.50
Football (Chicago Coin).....		49.50	79.50 89.50	79.50(2) 95.00
Freshie (Williams).....	89.50 99.50	74.50 89.50	89.50	89.50 99.50
Georgia (Williams).....		110.00		125.00 130.00
Go Rummy (Gottlieb).....	100.00	100.00	100.00	100.00 110.00
Go-Go (Williams).....	44.50			44.50
Gold Cup (Bally).....	64.50 84.50	45.00 64.50	40.00 79.50	79.50 84.50
Golden Gloves (Chicago Coin).....		95.00		110.00
Gondola (Exhibit).....	49.50	50.00		49.50 64.50
Grant Award (Chicago Coin).....	55.00 59.00	55.00 59.00	55.00 59.00	49.50 55.00(2)
Harvest Moon (Bally).....	69.50	69.50	69.50	69.50
Harvest Time (Genco).....	84.50 109.50(2)	87.50		125.00
Hawaii (United).....	19.50	19.50		24.50
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50 39.50
Holiday (Chicago Coin).....	44.50			75.00
Hot Rod (Bally).....	149.50	139.00 149.50	149.50	75.00 139.00

	Issue of August 18	Issue of August 11	Issue of August 4	Issue of July 29
Humpty Dumpty (Gottlieb).....	\$29.50 30.00	\$29.50 30.00	\$15.00 25.00	\$29.50 34.50
Irish Poker.....	99.50	99.00		99.00
Jack 'n' Jill (Gottlieb).....				49.00 49.50
Jamboree (Exhibit).....			25.00	65.00
Jockey Special (Bally).....	54.50 64.50	54.50 64.50	34.50 54.50	64.50 64.50
Joker (Gottlieb).....				150.00
Jumbo (Bally).....	44.50		39.50	39.50 44.50
Just 21 (Gottlieb).....	59.50 69.50	34.50 59.50	39.50 59.50	50.00 59.50
K. C. Jones (Gottlieb).....	119.50	119.50	119.50	95.00
Kilroy (Chicago Coin).....	16.50	16.50		17.50
King Arthur (Gottlieb).....				120.00
King Cole (Gottlieb).....				55.00
Knock Out (Gottlieb).....	134.50 139.50	135.00 139.50	100.00 139.50	135.00(2)
Lady Robin Hood (Gottlieb).....	39.50	39.50	39.50	39.50 50.00
Leap Year (Marvel).....	39.50			145.00
Liberator.....		75.00		150.00(2)
Lucky Toning (Williams).....	84.50 99.50	75.00 89.50	89.50 99.50	89.50 99.50
Lucky Star (Gottlieb).....				50.00
Madison Sq. Garden (Gottlieb).....	140.00	140.00	140.00	140.00(2)
Major League Baseball (United).....	34.50 39.50	39.50	39.50	34.50 39.50
Majors of '49 (Chicago Coin).....	35.00 39.50	35.00 39.50	35.00 39.50	35.00 39.50
Manhattan (United).....	22.50 34.50	22.50	25.00 39.50	22.50 29.00
Mardi Gras (Genco).....	34.50 49.50	49.00 49.50	49.50 99.50	34.50 44.50
Maryland (Williams).....	79.50(2) 99.50	79.50(2) 99.50	79.50 99.50	75.00 79.50
Melody (Bally).....		75.00		99.50 110.00
Mercury (Bally).....		64.50 72.50		50.00
Merry Widow (Genco).....	34.50 39.50	39.50	39.50	34.50 39.50
Minstrel Man (Gottlieb).....		145.00		50.00 54.50
Monterrey (United).....	22.50 34.50	22.50 45.00	150.00	24.50 45.00
Moon Glow (United).....	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Morocco (Exhibit).....	49.50	49.50	35.00 49.50	35.00
Nevada (United).....	25.00	25.00	25.00	25.00
Nifty (Williams).....	139.50	139.50	144.50	144.50 145.00
Oasis (Exhibit).....				135.00 149.50
Oklahoma (United).....	99.50	64.50 95.00	79.50 99.50	79.50 99.50
Old Faithful (Gottlieb).....	114.50			110.00
One, Two, Three (Genco).....	49.50 59.50	59.00 59.50	59.50	114.50
Paradise (Gottlieb).....	49.50	34.50 49.50	49.50	54.50 59.00
Photo Finish (Universal).....	99.50 139.50	75.00 99.50	159.50 175.00	49.50 75.00
Pin Bowler (Chicago Coin).....	175.00	159.50 175.00		159.50 175.00
Pinch Hitter (United).....		135.00		135.00
Pinky (Williams).....	74.50	34.50		59.00 60.00
Play Ball (Chicago Coin).....	59.50(2)	54.50 64.50	64.50 100.00	160.00
Playland (Exhibit).....		100.00		64.50
Playtime (Exhibit).....		59.50		85.00
Puddin' Head (Genco).....	54.50 69.50	69.50		49.50 50.00
Quarterback (Williams).....		59.50 85.00	79.50 95.00	95.00(2)
Rag Moo (Williams).....		120.00		135.00(2)
Rainbow (Williams).....		45.00		144.50
Ramona (United).....	54.50	29.50 54.50	19.50 54.50	54.50 59.00
Rancho (Bally).....		75.00		45.00
Rip Shorter (Genco).....	99.50	64.50 99.50	99.50	99.50
Robin Hood (Gottlieb).....	34.50(2) 35.00	34.50 35.00	25.00 34.50	34.50(2) 35.00
Rocket (Bally).....	139.50	139.50	139.50	79.50 49.50
Rocket (Genco).....	109.50	114.50	114.50	114.50
Rockette (Gottlieb).....	115.00	140.00		100.00 145.00
Randevoo (United).....	30.00 39.50	25.00 30.00	30.00 39.50	30.00 39.50
Round Up (Gottlieb).....		49.50 95.00		45.00 49.50
St. Louis (Williams).....	69.50(2) 79.50	69.50 79.50	74.50 79.50	50.00
Sally (Chicago Coin).....	30.00 34.50	30.00 54.50	30.00 39.50	30.00 34.50
Samba (Exhibit).....	34.50 97.50	97.50		55.00
Saratoga (Williams).....	59.50 64.50	59.50		54.50 59.00
Screwball (Genco).....	34.50 39.50	24.50 39.50	34.50 39.50	34.50(2)
Select-a-Card (Gottlieb).....	59.50 69.50(2)	49.50 59.50(2)	64.50 69.50	39.50(2)
Serenade (United).....		65.00 85.00		55.00(2)
Shanghai (Chicago Coin).....	34.50 49.50	49.50	34.50 49.50	34.50 49.50
Shantytown (Exhibit).....	119.50	109.00 119.50	119.50	65.00
Sharpshooter (Gottlieb).....	84.50 99.50	44.50 99.50		109.00 110.00
Shoo-Shoo (Williams).....				119.50
Show Boat (United).....				89.00 95.00
Shortstop (Exhibit).....		25.00		145.00 154.50
Show Boat (United).....		44.50 60.00		155.00
Singapore (United).....		39.50		29.50
South Pacific (Genco).....	99.50 119.50	59.50 89.50	89.50 119.50	44.50 60

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 18	Issue of August 11	Issue of August 4	Issue of July 28
ABC Bowler (Keeney).....	\$65.00	\$65.00	\$65.00	\$65.00
ABC Bowler (Chicago Coin).....	149.00			
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide).....	49.50	49.50	49.50	49.50
Baseball Line (Electro Games).....				
Bowling Alley (Gottlieb).....	34.50	35.00	34.50(2)	35.00
Bowling Alley (Chicago Coin).....	55.00	64.50	55.00	64.50
Bowling Classic (Chicago Coin).....	139.00	139.50	139.00	139.50
Bowling League (Genco).....	34.50	35.00	34.50	35.00
Deluxe Bowler (Williams).....	65.00	69.00	35.00	65.00
Double Bowler (Keeney).....	165.00	165.00	175.00	165.00
Double Header (Williams).....	149.50(2)	149.50(2)	145.00	149.50
Double Shuffle Alley (United).....	79.50	79.50	79.50	79.50
Double Shuffle Alley Express Rebound (United).....	229.50	229.50	229.50	229.50
Four Player Shuffle Alley (United).....	295.00	295.00	285.00	295.00
Four Player Shuffle Alley (Genco).....	30.00	39.50	25.00	30.00
Hi Score Bowler (Universal).....	159.00	195.00	195.00	195.00
Hi Score Bowler (Bally).....	255.00	275.00	250.00	265.00
King Pin (Keeney).....	67.50	85.00	65.00	85.00
League Bowler (Keeney).....	275.00	275.00	285.00	275.00
League Bowler (4-Player Rebound) (Keeney).....	269.50	275.00	270.00	275.00
Lucky Strike (Keeney).....	75.00	85.00	85.00	85.00
Pin Boy (Keeney).....	19.50w/p	27.50	34.50	34.50
Shuffle Alley (United).....	25.00	34.50	25.00(2)	34.50
Shuffle Alley Express 2 Player (United).....	199.50	199.50	199.50	199.50
Shuffle Alley Express (United).....	69.00	69.50(2)	69.00	69.50
Shuffle Baseball (Bally).....	175.00	195.00	195.00	195.00
Shuffle Baseball (Chi. Coin).....	65.00	65.00	65.00	65.00
Shuffle Bowl (Exhibit).....	89.50	89.50	89.50	89.50
Shuffle Bowler (Bally).....	34.50	44.50	34.50	44.50
Shuffle Bowler (United).....	45.00	45.00	44.50	45.00
Shufflecade (United).....		145.00	145.00	145.00
Shuffle Champ (Bally).....	75.00	89.00	89.00	89.50
Shuffle Jungle (Rock-Ola).....	49.50	55.00	49.50	55.00
Shuffle Lane (Rock-Ola).....	39.50	39.50	39.50	39.50
Shuffle Lane (United).....	34.50	34.50	34.50	34.50
Shuffle Pool (Nationwide).....	44.50	44.50	44.50	44.50
Shuffle Skill (United).....	44.50	44.50	44.50	44.50
Shuffle Slugger (United).....	135.00	159.50	125.00	145.00
Single Shuffle Alley Rebound (United).....	199.50	199.50	199.50	199.50
Speed Bowler (Bally).....	42.50	59.00	59.00	59.00
Speed Bowler (Keeney).....	69.50	79.50	69.50	79.50
Strike (Exhibit).....	99.50	85.00	99.50	99.50
Super Shuffle Alley (United).....	49.50	49.50	49.50	49.50
Super Tain Bowler (Universal).....	135.00	145.00	135.00	145.00
Ten Pin (Keeney).....	34.50	34.50	34.50	34.50
Ten Pin (Chicago Coin).....	149.50	150.00	149.00	150.00
Twin Bowler (Universal).....	69.00	69.50	65.00w/p	69.00
Twin Bowler (Williams).....	129.50w/p	89.50	129.50w/p	89.50
Twin Bowling Alley (Chicago Coin).....	45.00	75.00w/p	45.00	59.50w/p
Twin Shuffle Alley Rebound (United).....	214.50	215.00	214.00	215.00
Twin Shuffle (Williams).....	25.00	34.50	25.00	34.50

• Amusement Games

	Issue of August 18	Issue of August 11	Issue of August 4	Issue of July 28
ABC Marketizers (Gottlieb).....	119.50	119.50	119.50	119.50
Bill (Chicago Coin).....	27.50	27.50	39.00	39.50
Ball Roll (Genco).....	39.50	39.50	30.00	39.50
Base Winds (Genco).....	34.50(2)	39.50	34.50	39.50
Billiard (Chicago Coin).....	24.50	34.50	24.50	39.00
Big Action (Genco).....	29.50	34.50	25.00	29.50
Big Game (Gottlieb).....	125.00	125.00	125.00	125.00
Big Score (Genco).....	109.50	119.50	94.50	95.00
Big Game (Williams).....	34.50	69.50	69.50	79.00
Big Game (United).....	34.50	69.50	69.50	79.00
Big Game (Exhibit).....	99.50	95.00	109.00	109.00
Big King (Bally).....	325.00	210.00	325.00	210.00
Big King (United).....	109.50	59.50	109.50	95.00
Big King (Exhibit).....	49.50	25.00	49.50	49.50
Big King (Williams).....	29.50	34.50	29.50	34.50
Big King (United).....	19.50	19.50	19.50	19.50
Big King (Exhibit).....	30.00	49.50(2)	30.00	34.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.50
Big King (Williams).....	39.50	39.50	39.50	39.50
Big King (United).....	30.00	34.50	25.00	30.00
Big King (Exhibit).....	49.50	49.50	49.50	49.5

LOOK AT THESE PRICES!

Take Advantage of our Overstock of Used Equipment

SEEBURG 146S \$125.00
SEEBURG 147S 165.00

Add \$25.00 for Seeburg Remote Equipment

WURLITZER 1015 \$165
AMI "B" 425

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6 1/2 FT. LONG, 2 FT. WIDE. 10¢ coin chute. Brand new and low priced so the elms become your PROFITS instead of PAYMENTS on the game! Player gets 15 shots for 10¢. Automatic puck return. MOVING ANIMAL TARGETS run continuously across board on electric conveyor like real shooting gallery. Player slides puck to hit bull's-eye when moving target and flashing lights synchronize. Players return daily to improve skill. Animated electric tiger leaps off cliff each time target is hit. Scoreboard goes to 5 million. Built for thousands of dollars of trouble-free play. Send it back if not 100% bug proof. All mechanics in top score-board. Any kitchen mechanic can service. Plugs into any AC outlet. Newly manufactured; not used or reconditioned.

No. 1025—IMMEDIATE DELIVERY. Ship. wt. 225 lbs. Send full amount if possible; or \$25.00 deposit, balance C.O.D. Each \$99.50

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(References: Dun & Brad.; also Merchants National Bank, Chicago)

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- TRIMOUNT HAS NEW ENGLAND'S LARGEST STOCK OF USED GAMES, MUSIC AND ARCADE EQUIPMENT.
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IN USED PHONOGRAPHS, ATLAS SETS THE STANDARD FOR QUALITY AT REASONABLE PRICES.

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Seeburg 146 (Postwar)	\$47.50	Wurlitzer 1250	\$495.00
Seeburg 146	195.00	A. M. I. "B"	475.00
Wurlitzer 1015	225.00	A. M. I. "A"	345.00

Above, AS IS, with all parts, but NOT reconditioned or refinished at SPECIAL DISCOUNTS!

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NEW

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SEE Clay Nemeroff or Charley Pieri or WRITE

Coinmen You Know

Continued from page 77

Miami

Paul Russell, formerly designer and mechanic for Nate Schneller, Philadelphia, is now working on conversions for Skill Games, Inc. . . . Joe Mangone took to the road on a selling trip with Watch My Line, Gottlieb game.

Gerilyn Gross, infant daughter of Gil Gross, CPA for Taran Distributing, is probably the youngest child in the country to have a social security card. When she was five days old, her daddy made her a partner in his accounting firm, and as a "self-employed" individual, Gerilyn had to be covered by social security, hence the card.

M. L. Spratlan Sr., Ace-Saxon sales manager, received wedding anniversary congratulations from the "Ace-Saxon Family," as did Catherine Teaney of the office staff. Birthday felicitations went to Milton Smith, shop man; Mr. Richmond of the stock room; Jack Fisher, routeman, and Astrid Bjerg, bookkeeper.

greeting cards went to routeman Sherwood Browning and Lenese Mullanox, the latter a member of the office staff at the Fort Lauderdale branch.

Glenn Whitfield, of Whitfield Music, Wildwood, Fla., purchased several music pieces at Bush Distributing Company. Among other out-of-town Bush customers who drove to Miami recently were George Culverhouse, of Culverhouse Music, Fort Pierce, and C. H. Carrington, of West Palm Beach. Both purchased the new Williams Hayburners game.

Danny Hudson, principal routeman for Smokes, Inc., vacationing in North Carolina. . . . Taran's truck driver Willie Robinson took off for Georgia on a holiday. Robinson's co-worker, Warner Dewey, likes to collect snakes in his spare time and has a good-sized bunch already.

With the hottest weather of the summer at hand, cup drink operators are hard pressed to meet

the demand. The tourist business continues excellent on the Beach with a consequent upturn in coin machine volume, especially cigarettes. Mrs. Doris Shapiro, secretary at Supreme Distributors, reports vended cookie sales in industrial locations are holding up well.

Ken Willis, Bush Distributing Company, is getting the red tape cleared away for a selling trip in South America which will last about two weeks. Willis says the company's domestic and export business is running far ahead of previous summers. He returned recently from the firm's Jacksonville office and reports that buyers from Georgia resort areas are especially active.

Jack Felber, office manager at the Miami office of Bush Distributing Company, returned with his family from a vacation trip to New York. . . . Ozzie Truppman, Bush official, made a trip to the firm's Jacksonville branch office.

Lenny Baitler, Taran Distributing, says the export business is excellent, especially Cuba where a bumper sugar crop and generally prosperous conditions are loosening purse strings. Puerto Rico also is a heavy buyer of coin machines these days, Baitler states.

Eddie Petrocine, North Dade Amusement Company, moved into his new North Miami home. . . . Sonny Lomborg returned from a selling trip to Tampa, St. Petersburg, Clearwater and Key West.

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWED	REVIEWED	REVIEWED	REVIEWED
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Continued from page 73

CHI DREN

DELMAR MOLARSKY-CARTER HARMAN
Castles in the Sand (Parts 1 & 2) 77--77--77--NS
CRG 1008—Well-produced is this disk containing seven liddlelles about the day's activities at the seashore. Full and good diction are on the credit side. The marked for the 2-4 age group, some of the words may be too foreign to the very young, the older kids might like this seasonal item.

LEE SWEETLAND
Indoors When It Rains (Parts 1 & 2) 78--78--78--NS
CRG 1021—The youngsters willing to listen should get some fine rainy day ideas from this disk. Suggestions include: play Indian, sail ships in the tub and play with blocks. Sweetland's handling of the lyric is first-rate. Good activity record for the pre-school set.

NORMAN ROSE
Sugar Lump Town (Parts 1 & 2) 82--82--82--NS
CRG 1023—This is a fine disk for the 2-4 group. Adventure tale tells of a trip to a candy town. Included are a pony, bear, ducks, donkey and train each written-in to entice the muggles to some activity in impersonating the story characters. Norman Rose's reading is excellent.

LEE SWEETLAND
Let's Be Fireman (Parts 1 & 2) 79--79--79--NS
CRG 1024—Must bees should go for this one. True the use of authentic sounds, the muggles can easily be transported into the world of real firemen. Story is told in narrative and song form—opening with the suggestion that the kids take out their toy engines. Well done.

CLASSICAL

MARIO LANZA (RCA Victor Ork. Callinicos, cond.)
Tosti: Marechiaro 84--85--85--82
VICTOR 145149-3435—A lively Neapolitan item, with a street song flavor, is sung forcefully and colorfully by Lanza. He does it in his "Caruso" flicker; add this to his current dazzling popularity and this should be a mighty popular etching.

Tosti: A Vucchella 84--85--85--82
Another "Caruso" item, also with a Neapolitan character, is sung with a sudden intensity by Lanza. The coupling should score particularly well in Italo-American tubes.

FIRST PIANO QUARTET
Foster: Medley 82--84--82--80
VICTOR 145149-3307—"Swanee River," "Oh Susanna," etc., come in for an amusing and brief medley treatment by this popular keyboard four. An idea commercial entity.

Anderson: Fiddle Faddle 82--84--82--80
The lively Anderson novelty comes off as an ideal opus for the four pianos as the Quartet does it. There's "pop" value in this conception as well as the potential for the market, which already has been created for this quartet.

LEONARD WARREN (RCA Victor Ork. Frank Black, Cond.)
Kern: Ol' Man River 70--73--70--86
VICTOR 145149-3307—Warren, backed by a rich Frank Black-conducted string, does a rather stuffy job with the "Show Boat" classic, now prominently in the public eye as the result of the new movie. Will do mainly for Warren admirers.

Speaks: On the Road to Mandalay 75--80--75--70
Warren does greater justice to this melody. There's lots of guts and muscle in his reading. Makes a good standard coupling for the Metopera baritone.

AMPARO ITURBI
Infante: Guadalquivir 75--77--73--NS
VICTOR 145149-3309—Miss Iturbi plays fearfully, and with an apparent affection and understanding, a beautiful piano piece in the spirit of Albeniz and/or Granados by a modern Spaniard.

Faure: Impromptu No. 3 in A Flat, Op 34 73--75--70--NS
Faure, after learned the French-German, graduated a keyboard music that flows easily with accent on rich melodic lines. This piece is an excellent sampling of it played with vigor by Miss Iturbi.

LATIN AMERICAN

FERNANDO FERNANDEZ
Ya Me Olvide De Ti 77--77--77--77
VICTOR 1451-31-5494—Fernandez' chanting on this bolero ballad is properly romantic-sounding. The Luis Arcaas ork supplies a fine backing in modern dance band style.

Demasiado Joven 79--79--79--79
The pop hit, "Too Young," is handled as a bolero too, in this Latin-American version. Good coverage for the Spanish speaking public. Again the Arcaas ork is first-rate.

JOSE MORAND ORK
The Hora 80--80--80--80
CORAL 80553—Exotic European folk dance makes for a fine instrumental flourish as played by the Morand ork. Good temp material.

Society Mambo 77--77--77--77
Ork has a relaxed mambo here for the Manhattan's East Side Cellar.

Vital Statistics Births

A boy, Frederick, born to Mr. and Mrs. George Schroeder in Milwaukee July 27. Father is a coin machine jobber in that city. Child was the couple's fifth.

Pittsburgh

M. J. Abelson, general sales manager, Oak Manufacturing Company, received a letter from William H. Schrack, of Wyomissing, Pa., suggesting that the telephone number of the company refilling vending machines be displayed on the machine so that machines may be serviced promptly.

Howard Begelman is paying close attention to his equipment in dairy and confectionery stores.

Charlie Trent, Vandergrift, Pa., who recently underwent a major operation at Presbyterian Hospital, is taking a two months' vacation.

Harry Rosenthal, manager, Banner Specialty Company, completed a trip thru Northern Pennsylvania from Erie to Kane to State College, Pa. His new secretary, Helen Pearch, formerly was with Mechanics Service.

Eddie Shore, sales manager, Atlas Novelty Company, reports that although biz has been quiet this summer as usual, things nevertheless have been better than last year.

Latest fishing trip of Harry Rosen, president, Milk Vending Service Company was to Port Ontario, Canada.

S. P. Moore, district sales manager, Tri-State Automatic Candy Corporation, reports they put in a new set-up including a Stoner vender at the theater in Arnold, Pa.

Joe Blonstein, partner, Coin Machine Agency, spent a two weeks' vacation to Nantucket Sound.

George B. McDonough, Bureau of County Parks, reports that because the County wishes to preserve both North and South Parks as much as possible in their natural state, vending machines are restricted. Only relaxation is for the five-day Allegheny County Free Fair around Labor Day.

Clyde Sigal, of S & S Service golfs in the 80's, operates in Shaler Township.

Lou Sabatini of Grindstone, Pa., has invented a new type home.

Miro and Bill Chiketti, of Jeanette, Pa., are going after odd stops where people congregate in village store locations.

Lester D. Wynick, partner, Coin Machine Agency, has taken on small card machines for stores, and has Northwest tab gum machines on display.

Alfred Rosonrweig, of Milk Vending Service Company returned to work following weeks overcoming an injury.

Don Dadio, of Beaver Valley Music Company, vacationed along Lake Erie.

Twin Cities

Minnesota coinmen were mourning the death of two of their number in recent weeks, Charles Potter, of Fairmont, and William F. Suprenant, of Red Lake Falls.

Both were pioneers in the coin machine business, Potter for 25 years and Suprenant about 15 years.

David Lieberman, son of Harold Lieberman, Lieberman Music Company, left by automobile for Palo Alto, Calif., where he will enroll as a student at Stanford University.

Arlene Sorem is the new secretary to Matt Engel at Mayflower Distributing Company.

Eddie Lapage, of International Falls, Minn., in the Twin Cities to buy music, said business up his way at the Minnesota-Canadian border is good this summer.

Sid Levin, of Lieberman's, has his wife home from a Rochester hospital, but she is confined to bed where it will take her about a year to recover from a serious operation.

Pete Vanderhyde, Dodge Center, Minn., was in town buying machines.

Bill Hunder, Wheaton, Minn., operator who uses an airplane to make his route rounds, was in the Twin Cities shopping and to visit his brother.

Don, a sightless Minneapolis attorney, Partners Stanley Matyas and Fred Kovenan, of Pi-More Amusement Company, Moose Lake, were in shopping.

So was Bruce Windherst, of Huron, S. D., who said business out his way has been good.

Bud Harrison, Howard Sales Company, is vacationing at Osakis, Minn.

Lew Rubin, Liberman sales force and his wife went to Breezy Point on Gull Lake, Minn., for a week's vacation.

Doris Messig, of the Lieberman Record Department, is back at work following a holiday.

John Czerniak, of Duluth, who doubles as coin machine operator and locksmith, reported that both businesses are doing well.

At Lieberman Music Company, Jonas Bessler said Wurlitzer Music is getting considerable attention from operators while the first sample of Gottlieb's new game, Watch My Line, has brought good response from coinmen who are placing orders.

Archie Labeau, Labeau Novelty Sales Company, St. Paul, spent a week fishing in Northern Minnesota.

Bruce Anderson, Fosston, Minn., ex-G.I., who has been in the coin machine business four years, is doing well on his route and was in the Twin Cities buying equipment to expand his operations.

Stan Woznak, Little Falls, Minn., coinman, in this area recently reported opening his new record shop in Little Falls earlier in the week. Store is in a new building which Woznak erected to house his coin-machine service shop as well as the record store.

Mr. and Mrs. Gerald Johnson, Menominee, Wis., operators, do their fishing almost daily in lakes right in their home town, they reported on a visit here recently.

Altho they are kept busy, Al and Mildred Birkemeyer, Litchfield, Minn., coin operators, find time to get out to their cabin at Lake Coronis.

Chicago

Joe Kline and Wally Finke, First Distributors topper, report that their new set-up will have three complete showrooms covering games, premiums and other types of coin machines.

An intercom system, as well as new switchboard, will be set up next week. Finke is sticking with the rebuilding program, while Kline is handling the sales.

Mal Finke, who left his sick bed to visit the recent gift shows here, reports a number of new items will be featured in the knotty pine showrooms devoted exclusively to the premium end of the business.

Meanwhile, sales of used games and other equipment is building steadily, Kline reports, and the Chicago Coin Hit Parade units are also moving.

Reports coming in from the field to David Rockola, president of the Rock-Ola Manufacturing Company, and J. Raymond Bacon, executive vice-president, indicate the showings now being held for the new Super-Rocker '52-50 are drawing heavy operator turnout, with sales ahead of all expectations.

Art Weinand, vice-president in charge of sales, was in Pittsburgh last week for a showing, and will visit as many others as his busy schedule will allow.

Larry Papen is also in the East covering the distrib-sponsored showings.

Clayton Nemeroff and Charley Pieri, who head Monarch Coin Machine Company, have moved to their new quarters on Lincoln Avenue here, and report that as soon as the workmen have finished, sometime after Labor Day, they'll have an open house for ops in this area.

Pieri, who has been sticking close to home base during the move, plans to hit the road next month, kicking off with a drive in Indiana on behalf of the Evans Constellation.

Williams Manufacturing Company is busy with output on the Hayburner game. A host of distributors came in for conferences with Sam Stern and Bill Ryan, last week.

Visitors included Bill Confer, St. Louis; Ray Williams, Commercial Music, Dallas; Harry Silverberg and Bill Betts, W-B Novelty, Kansas City, Mo.; Al Seigel, Canadian distributor; Irv Blumenfeld, General Vending Sales, Baltimore; Fletcher A. Blalok, Delta Sales, New Orleans, and FAB Distributing, Atlanta.

World Wide Distributors is getting much action with the new Rock-Ola music box and Al Stern.

Len Micon and Monty West feel certain they have come up with an effective sales campaign. Firm will hold a formal showing for operators in a few weeks.

Used and new games continue to move at a brisk pace. Micon's parents celebrated their golden anniversary at the Beverly Hills Hotel, Beverly Hills, Calif., Saturday (18) but pressure of business kept Len from attending.

At United Manufacturing there also was a heavy run of visitors in for discussions on the six-player Shuffle Alley and 3-4-5 games. Among them were Sam London and son, Milwaukee; Bob Jones, Redd Distributing, Allston, Mass., plus Fletcher Blalok and Ray Williams.

Sam Lewis, Chicago Coin, reports good sales results on the Horse Shoe game. Ed Levin finally made the move to a new apartment after 18 years at his previous address.

Owners Sam Wolberg and Sam Gensburg are mapping out a fall sales campaign.

Joe Caldron, Trans-World Trading, is taking his vacation one day at a time and usually spends it on the golf course.

Les Rieck, manager of H. C. Evans' music division, plans to attend the Midwest coin meet in Omaha this fall. Firm is making every effort to keep up prompt deliveries of the Constellation.

Another Evans product, the Push-Over merchandise machine is getting good early reception, Fred Morris reports.

Dud Ruttenberg, CMI exec is leaving for a vacation ending Labor Day.

Webb Corporation reports several calls from operators who have had favorable results with Shoot That Tiger, animated target shuffle gamet. They state the six-foot length of the unit is practical for small and large stops.

C. A. McComas, Iowa City, was in for a conference with Irving and Fred Webb.

At D. Gottlieb & Company the accent continues on Watch My Line, the new type five ball. Firm has had a constant flow of visitors, including several from overseas.

Alvin Gottlieb says the 14 possible winning combinations on the game has developed steady player appeal.

News from Bally revolves about the increased demand for Bright Lights and Shuffle Line and the operator reception to the giant pin, Futurity.

Phil Weinberg, district manager, is back in Dallas after a long trip thru the West

(Continued on page 83)

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Coinmen You Know

Continued from page 81

Coast. . . . Jack Nelson is back from a trip to Philadelphia, Washington and Baltimore. Lou Bossberg and Ray Bosworth, New Orleans Novelty, New Orleans, attended the all star Cleveland Browns football game here while in for a business visit. . . . Ralph Nicholson, Bally and Como district manager, has completed a swing thru Indiana. . . . S. I. Neiman, National Coin Machine Distributors Association public relations chief, says full plans are moving well but the real impetus will come after Labor Day.

Tho he found unseasonably cold weather almost daily, Jack Nelson Jr., wrote orders consistently on a swing thru North and South Dakota, Minnesota and Wisconsin for Eastern Electric's cigarette machine.

New York

Big news locally is the skedded showing Tuesday and Wednesday (21-22) of the new Rock-Ola Super Rocket* at Seacoast Distributors, in Elizabeth, N. J. Dave Stern, head of the outlet, promises a gala affair with refreshments for all attending. Seacoast staffers who will assist Stern at the showing include Bob Sliifer, Charlie Reissner, Ed Adams, Herman Halperin, Ruth Burr, Marie Svadik and Tom Burke.

Beverly, daughter of Jack Mitnick, AMI regional rep, was to be married Sunday (19). . . . Herman Silver, head of Empire Music, is back from a month's vacation in Elberon, New Jersey seaside resort. . . . Mike Giordano and Phil Spinapolic, of G. & S. Amusements, Beacon, N. Y., were in town shopping last week.

Harry Ebbin, partner in Brooklyn's Unedeo Vending Service, visited Niagara Falls and other Upstate New York communities, picking up surplus equipment from cigarette ops. Firm does a flourishing reconditioned-machine business. . . . Dave Simon, of Simon Sales, is on the receiving end of a flood of orders for United's six-player Shuffle Alley.

For Joe Young, of Young Distributing, the current heat wave is a welcome change. Altho it might slow somewhat operator traffic on the street, it pushes ice cream consumption way up. And Young runs one of the largest ice cream operations in the city. . . . Harry Koepfel, co-topper of Koepfel Distributors, leaves next week for a vacation trip to Canada.

New York

Hirsh De La Vies, of the Hirsh Coin Machine Exchange, Washington, is advertising locally for a top juke and pin mechanic who wants to switch residence to the Capitol. . . . Sid Mittleberg, Progressive Music chief, has bought a new home in Merrick, L. I. . . . Al Denver, president of Automatic Music Operators' Association, left Thursday (16) for a two-week vacation in the Adirondacks.

Ernie Levine, of Pacific Music, is attending a Knights of Pythias convention in Saratoga Springs. . . . Vincent Cappelzola, of Cappie's Music, underwent a minor operation last week. . . . Nelson

Clark, experimental engineer for Eastern Electric, is profiled in the current issue of the manufacturer's Electro News.

Los Angeles

Eleanor Chabolla, secretary for Badger Sales Company in the exporting department, leaves September 1 for a trip to Mexico. She will visit Mexico City, Acapulco and other cities. She will be away two weeks. Also leaving this week for vacation is Jack Leonard, of the Badger parts department. He will visit relatives in Chicago for a fortnight.

Aubrey Stemler returned from a three-week tour of Mexico which took him to all of the principal cities, including Tampico. Another visitor south of the border was Frank Navarro, music machine operator here. Stemler and Navarro made the trip by automobile with Stemler having trouble with his car, leaving it in Yuma for repairs. . . . Al Silberman, Badger sales, left on an extended business and vacation trip to Chicago and New York.

Stewart Metz, S. & A. Novelty Company in San Bernardino, is back from a trip which included Mexico. . . . Stan Rouso, representative of the Stoner Manufacturing Company, is on a combined business and pleasure trip into the Northwest. He spent several days in San Francisco on the way north. . . . Phil Sreden, of the Western Vending Machine Operating Company, is back from a business trip to San Diego.

D. W. Price reports his defense plant is going full force. He has several ideas for coin machines on the blueprint table but manufacture will be delayed until the present contracts have been completed. He has his own plant with machines being added almost daily to take care of precision work, which will help when the coin controlled devices are made.

Hartford, Conn.

The Connecticut State Coin Association continues its membership growth, Abe Fish, CSCA president, reports. . . . About 12 Stamford area coin operators have formed the Stamford Operators' Association. The unit, according to Abe, hasn't voted to join the State organization as yet, altho it's believed that its primary objectives will be similar to the State group. Hartford area coin men in attendance at the initial Stamford meeting were Fish, James Tolizano, Superior Music; Joe Naclerio, Waterbury,

and Tony Wilkas, West Hartford. Wilkas, incidentally, is recovering from a serious illness which had him bedded down for quite a while.

Jim Tolizano, Superior Music, has replaced George Savelli as alternate local delegate in the Connecticut State Coin Association. Savelli had to resign because of business. . . . Mrs. Mary Fish, mother of the CSCA president, is planning a Sun Valley trip in the fall. She spent about six months last winter in Arizona.

Lou Chack's family (he's general manager of General Amusement Game) has been vacationing at Old Colony Beach.

Connecticut State Coin Association's aims to eventually extend its activities from primarily business sessions into social gatherings for all members of the family are being realized, according to Abe Fish, president.

"We're planning a clambake, to be held around August 25, with several hundred coin men and members of their families in attendance," Fish said. . . . Nat Cutler, Pat Montano, and Ken Jarrett are general chairman in charge."

Tentative plans also call for a dinner and dance, to be held early in September, with Frank Marks and Mac Perlman lining up arrangements. The locations will be announced shortly.

Vacations occupy a major share of the news. Mac Perlman, of Atlantic-New York Corporation, headed north to Maine for a few weeks of hunting and fishing. Leon Hatch, Redd Distributors, was slated to leave for the Rocky Mountains. Vin Donofrio, Danbury area coinman, left for Sun Valley, Idaho. . . . Irv Komper of Runyon Sales, New York, visited Fish's office at General Amusement Games.

The CSCA has its 68th member, Fred Fust, shoreline coin operator. . . . Cut-price selling of cigarettes as "loss-leaders" to draw customers into Connecticut stores, will be illegal after October 1.

Detroit

Louis Markovich is organizing the L. & J. Vending Company on Whitecomb Avenue. . . . Genevieve Koniers record buyer for Music Service Company, is on a two-week vacation at Niagara Falls. Eddie Clemons, head of the firm, is trying to figure another trip to follow his recent jaunts to Alaska and Mexico. Leonard Farber and William Mihalo are forming the Olympic Vending Com-

Calendar for Coinmen

- August 21.—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- August 23.—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.
- August 23.—Connecticut State Coin Association, bi-monthly meeting, Hotel Bond, Hartford.
- August 27.—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- August 27.—Baltimore Amusement Machine Operators' Association, Mandell-Ballou, Baltimore.
- August 27.—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- August 28.—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- August 28.—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- August 28.—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- August 30.—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- September 3.—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- September 6.—Oregon Music Association, special meeting, 827 S.W. 13th Avenue, Portland.
- September 10.—Wisconsin Phonograph Operators' Association, monthly meeting, Brodhead, Wis.
- September 11.—California Music Guild, monthly meeting, 311 Club, Oakland, Calif.
- September 11.—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- September 13.—Connecticut State Coin Association, Inc., semi-monthly meeting, Hotel Bond, Hartford.
- September 13.—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
- September 19.—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
- October 11.—Oregon Music Association, bi-monthly meeting, 827 S. W. 13th Avenue, Portland.
- October 14, 15, 16.—Midwest Coin Machine Show, annual meeting and exhibit, Paxton Hotel Omaha.
- November 12-13.—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.
- November 12-15.—National Automatic Merchandising Association, annual convention and exhibit, Cleveland Auditorium, Cleveland.



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Chi. Coin ACE BOWLER	145
Chi. Coin SHUFFLING CLASSIC	125
United SHUFFLE SLOGGER	125
Univ. SUPER TWIN BOWLER	125
Bally SHUFFLE CHAMP	85
Keeney KING PIN	85
Keeney LUCKY STRIKES	75
United SHUFFLE ALLEY EXPRESS	65
Universal TWIN BOWLER	65
Chi. Coin SHUFFLE BASEBALL	65
Williams DELUXE BOWLER	45
Keeney ABC BOWLER	45
Bally SPEED BOWLER	35
Chi. Coin BOWLING ALLEY	35
Gottlieb BOWLETTE, 4 ft.	35
Bally SHUFFLE BOWLER	45
Keeney PIN BOY	25
Genco BOWLING LEAGUE, 10 ft.	25
Genco GLIDER	25
Williams TWIN SHUFFLE	25
United SHUFFLE ALLEY	25

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GAME

pany on Monterey Avenue. . . Mike Benson, head of Michigan Nickle Company and president of Detroit Shuffleboard Association, is vacationing in Yellowstone Park. . . Frederick E. Turner, former president of the Automatic Merchandisers Association, is back from vacation, but still handicapped by rheumatism.

Fred R. Malsbary, Indianapolis, believed to be dean of the Nik-O-Lok field in this country, was a recent Motor City visitor. . . Joe Auton, manager of King Pin Distributing Company, made a quick trip to Kalamazoo and Lansing.

Milwaukee

Herb Geiger has been making plans for the Milwaukee NAMA session at the Wisconsin Hotel August 20. Discussion of several important matters will follow the opening luncheon. Hot-test issue is the problem of direct sales of vending equipment to location owners. Other matters on the agenda are legislation, current federal, State and local tax proposals, rising cost of doing business and the NAMA insurance plan. A sizable delegation from the Windy City NAMA headquarters is expected to attend the meeting. Leading the group will

be Bill Fishman, regional chairman.

John Cigan, vending machine op from Wausau, recently sold his holdings to Stan's Specialty.

Badger Candy Club's Fall Carnival, held August 4 at the Ambassador Hotel, was a huge success. Attendance registrations included a large number of vending machine people, who stayed to partake of the buffet lunch and the dance which followed in the evening.

Cadbury-Fry candy bars, selling for a dime, are making their way into more and more vending machine columns according to Herbert J. Mitchell, who fronts this line in Wisconsin.

Visitors from Cleveland spending a week as guests of Mr. and Mrs. Frank Bartnik, of Banaco Music, are Mrs. Witalis and daughter Nancy. The Witalis family operates Western Music.

With Frank Bartnik returned from his Canadian sojourn, and front office gal, Alice Antczak, back from her stay at Lake Gilmore, routeman Johnny Zane is making preparations for a vacation trip to Missouri.

Biggest smile in town these days is being flashed by George Schroeder, whose wife presented him with a boy July 27. Baby was named Frederick. His first four were girls.

Meanwhile, biz at the George Schroeder Company is good, with United Six Players and other shuffle games in demand. New route serviceman, recently added to the payroll, is Daniel Karolczak.

Herman Paster keeping things under control at the Paster Distributing Company headquarters, while Sam Cooper is vacationing at the boss' summer home at Crossed Lake, Minn. Other local coinmen spending some time at Crossed Lake are Glenn Gaedtke, of G. & W. Novelty, and Erv and Joe Beck.

C. S. Pierce, coin machine operator and mayor of Brodhead, Wis., was among the contingent of civic leaders from all over the State who journeyed to Milwaukee recently to view new municipal stadium now under

construction. Along with a group of fellow mayors, Pierce had his picture in the local papers.

Joe Pelligrino, one of the owners of P. & P. Distributors, was prevailed upon by some fellow coin machine operators to play his first game of golf recently. After scoring 72 for nine holes, Joe remarked he'd stick to his hobby of wood carving.

Operators who do business in Delavan, Wis., will have to have a permit for each piece of equipment they have on location. The sticker, under a new set-up recently enacted by the city fathers to bring in more revenue, will cost \$5.

Quickie visitors to Milwaukee on buying missions were Bob MacLean, of Kenosha; Art Vailancourt, Racine; Louis Albofante, Kenosha; Mrs. Wilfred Sawyer, East Troy, and Leo Bartel, Wau-paca.

RHYTHM AND BLUES NOTES

Continued from page 29

Gotham offices. Barron already has set for booking thru his office such jazz names as Red Rodney, Rudy Williams, Allan Eager, Oscar Pettiford, Sol Yaged, Jimmy Archey, etc. Rodney, jazz trumpeter who played with Charlie Parker's unit, has organized his own unit. . . Prestige Records will issue singles and LP disks of masters brought back by Leonard Feather from Sweden. The disks will be issued under the tag, "Leonard Feather's Swing Swedes."

Sidney Bechet, 62-year-old veteran of the jazz wars, was married this week in France. . . Tenor saxist, Don Byas, who was building quite a reputation in this country before he went to France a few years ago, intends to make Paris his permanent home. . . But James Moody, tenorist who grew with the bop movement and the Dizzy Gillespie ork, shortly will return here from Paris where he has been free lancing. . . June Richmond, who is remembered for her stints with the Andy Kirk band of the 1930's and the Jimmy Dorsey ork, is a big favorite in the Scandinavian countries. She's been there for three years and is working for top money currently in a Stockholm nitery.

Leroy Kirkland this week was hired as staff arranger for the r.&b. department of Savoy Records. The diskery also signed Danny (Run Joe) Taylor a blues shouter, to a term paper. Savoy is readying for release its first wax done with Little Sylvia. Lee Magid, Savoy recording exec, returned to New York this week after slicing new wax with blues singer Billy Wright in Atlanta. . . Buddy DeFranco's new band will provide the band spots and background music for the Billy Eckstine show at Apollo Theater here for the week beginning August 31. . . London Records is excited about a West Indian piano discovery, Winifred Atwell. The gal's dinking of "Jezebel," done instrumentally, is a top-selling item in England.

Orville (Baggy) Hardiman, who had his own Five Kings unit for many years and once provided the instrumental backing for Savannah Churchill on wax, left Philadelphia with his guitar to join the Lynn Hope combo at the Ebony Club, Cleveland. . . Steve Gibson and the Red Caps, currently rounding out their sixth consecutive summer season at the Martinique Cafe, Wildwood, N. J., already were set by proprietor Jack Diamond to return in 1952. The unit also is set for the winter, taking in Miami Beach for the first time with a 16-week engagement starting December 17 at the Copa City nitery.

W. Va. Cig Tax
CHARLESTON, W. Va., Aug. 15.—The State Tax Department estimated revenues for the first month under West Virginia's new 4-cent cigarette tax would amount to approximately \$800,000.

The 1951 Legislature increased the cigarette levy from 1-cent per package to 4-cents effective July 1. One-cent was earmarked for a veterans' bonus and 2 cent for school purposes.

Because it was unable to process a flood of July receipts in time to include them in the July report, the department said the report probably would show net receipts of about \$425,000.

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Chi Coin BOWLING CLASSIC . . . 145	United SHUFFLE ALLEY . . . 35
Bally SHUFFLE SLUGGER . . . 125	Genco GLIDER . . . 25
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<p>Miscellaneous EQUIPMENT Seeburg SHOOT THE BEAR \$225 Exhibit SILVER BULLETS . . . 175 TELEQUIZ, With Film . . . 135 Williams STAR SERIES . . . 125 Exhibit DALE GUN . . . 95 Williams SUPER WORLD SERIES . . . Write</p>	<p>SEEBURG M100 Phonograph 100 record player. Really beautiful. Write for price.</p>
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Rag Map . . . 125	Three Feathers . . . 95
Goff, Spel Bowler . . . 115	Black Gold . . . 115
South Pacific . . . 115	Harvest Time . . . 115
Georgia . . . 110	Hot Rod . . . 125
Fighting Irish . . . 110	Madison Sq. Garden . . . 125
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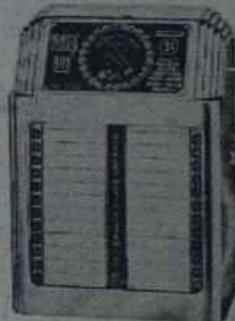
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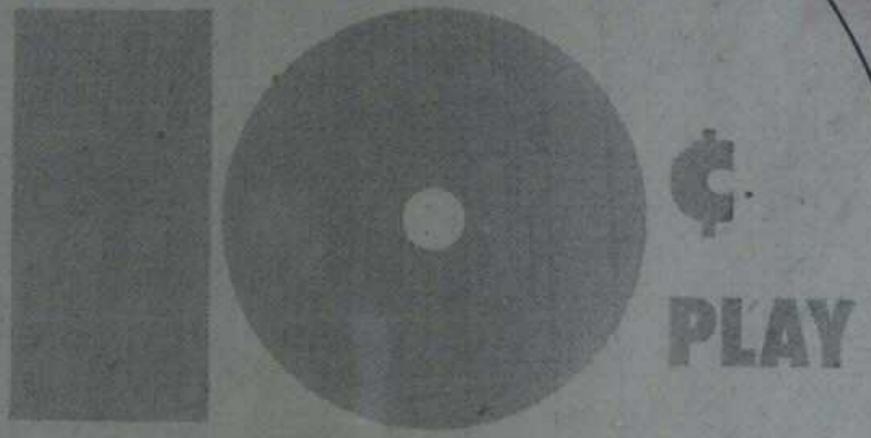
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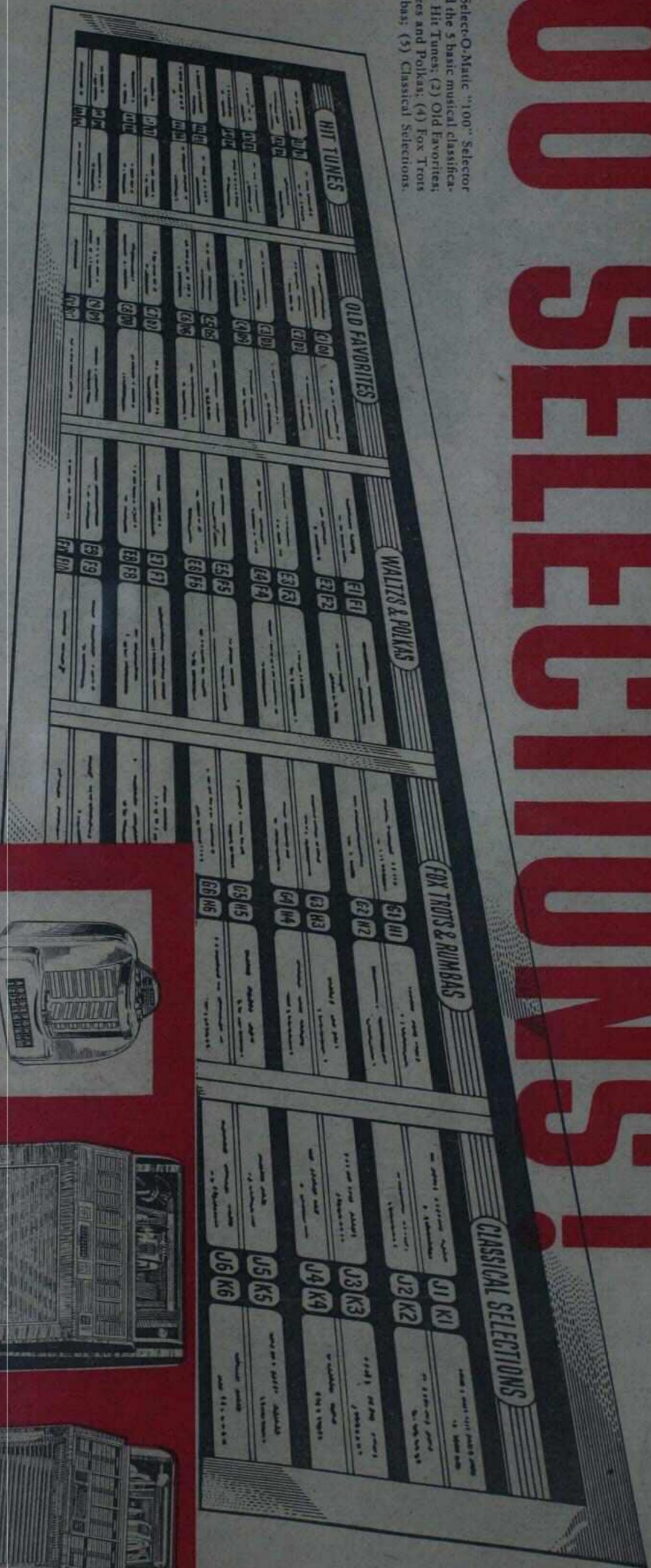
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