

The Billboard

SEPTEMBER 1, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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"Sell Radio" Drives Roll; Stations Start Slugging

Nets Accused Of Disservice To Industry

Specific Charges Voiced Against 3 Radio Webs, 1 TV

By SAM CHASE

NEW YORK, Aug. 25.—The National Association of Radio Station Representatives this week charged that recent moves by three radio networks and one TV web were seriously undermining the structure of American broadcasting. Sales plans engineered by the webs, according to NARSR, are not illegal but are very shortsighted in that they may cause wholesale casualties among affiliates, and while "stations can conceivably get along without net-

(Continued on page 4)

AGVA Acts on Movie-Television

NEW YORK, Aug. 25.—The American Guild of Variety Artists moved closer to the closed-circuit theater television problem when it formulated a code calling for minimum rates, conditions under which shows can be televised, and method of payments.

Each union board member unable to attend meetings has been mailed a resolution asking that approval be given to the national executive board to start the ball rolling.

Under this resolution, AGVA (Continued on page 36)

ABOUT TO DIE OR WANNA LIVE?

NEW YORK, Aug. 25.—A radio documentary titled *Are You About to Die* will be presented by the National Broadcasting Company just prior to the Labor Day week-end, August 31, from 10 to 10:30 p.m. Designed, to shock listeners into a realization of the horror of automobile accidents, the show will use actual tape recordings of traffic victims dying, of bereft families weeping, of a man pried from a smashed car after a crash.

In only one instance was the web unable to get an actual sound effect—the actual sound of an accident. To fill this lapse, NBC hired a crash driver to smash his car into a brick wall, with a tape recorder working in the car. At the point where the impact stopped the recorder, the broadcast's narrator will tell listeners that that is where they, too, could have stopped.

FROM WJLS, NEW ORLEANS.—... HAVE heard many of our most popular programs on the information acquired from your subscription. Coming in the September 15th issue—The Billboard's Big Annual Disk Jockey Programming Guide.

ARITHMETIC

70% Beats 30%, Claims Affiliates

NEW YORK, Aug. 25.—Latest network move to offend members and execs of the National Association of Radio Station Representatives is that involving plans of the Columbia Broadcasting System for airing the Red Skelton show Skelton, whose TV show is to air via the National Broadcasting Company, is under contract to Norge for an AM stanza, which the Russell Seeds Agency originally had planned to place via transcriptions on a local spot basis.

According to NARSR execs, CBS sales personnel swung the (Continued on page 4)

Chi in Orks' 1-Nighter Boom

CHICAGO, Aug. 25.—A survey made of the one-night booking departments of General Artists Corporation, covering the period since January 1, showed that the three agencies scheduled 699 one-nighters up to August 15. Music Corporation of America did not reveal its books, but tradesmen estimated that MCA's dates would bring the total number of Midwestern one-nighters to a figure over 1,000 dates.

This imposing number of one-nighters is testimony to the potency of the ork business in Midwestern sectors. The figures were brought to light when local bookers, sparked by the recent GAC revamp (*The Billboard*, August 11), which was stirred by an accumulation of gripes, pointed out that the Midwestern booking chore has assumed (Continued on page 14)

Broadcasting's Services to Be Given Airings

By BEN ATLAS

WASHINGTON, Aug. 25.—National Association of Radio and Television Broadcasters is broadening a new program of industry-wide services aimed at closer co-operation and harmony among members of the industry to further its expansion, it was announced this week. NARTB president Harold E. Fellows announced that foremost among the new services for NARTB members will be a 15-minute transcription sent to them each month to use as a broadcast to the public on the advertising, news, entertaining and public service value of radio. The reverse side of the disk will have a series of spot announcements promoting radio listening.

Fellows said that these transcriptions will be the first step in a program of "employing radio to sell radio" much in the same way the "newspaper uses its own facilities to sell its own service." The transcription will feature top names in radio, government and business.

Starting next month a second NARTB service will be in effect with a weekly publication, *Government Highlights*, which will report on daily actions taken by major government agencies affecting the industry. Other details of the expansion plan unfolded by Fellows include:

Formation of a radio industry committee to promote the continuation of baseball game broadcasts; a group insurance plan; greater assistance in research, government relations, and employee-employer relations; establishment of a D. C. office for use of visiting NARTB members; a running record of radio's services to the nation and the world.

RADIO REALLY SHOWS THE WAY

HOLLYWOOD, Aug. 25.—An example of the power of radio provided a new twist in law-making when Los Angeles city councilmen this week listened to a transcription of the August 9 *Dragnet* show prior to framing legislation curbing TV repair racketeers. Show was used to lay the scene of the repair racket evil prior to debate on type of law needed.

PIRACY

'Disklegger' Is Plague to Record Mfrs.

By JOE MARTIN

NEW YORK, Aug. 25.—Almost every diskery with a hit record on its list is being plagued by the industry's newest form of record bootlegger or pirate. Latest unscrupulous and illegal move is to dub a pop hit disk and press it on platters bearing counterfeit copies of the original label. Such bootlegged platters have been flooding the market in some territories recently at 25 cents per disk to retailers willing to take the chance of handling the pirated wax. One bootlegger is pressing more than 50,000 disks a week in four plants located in the metropolitan area.

The various attempts to catch the pirates have been made, none has thus far been successful. At the present time, Harry Fox, music publishers' agent and trustee, is reported to be hot on the trail of one of the biggest record bootleggers in operation. Latter has visited both dealers and distributors here offering pressings of most of the best selling records. Several firms here have placed orders in hopes of apprehending the (Continued on page 11)

'Radio United' Plan Drawn on National Basis

Broadcast Ad Unit Follows Projects Tried in 2 Cities

By JUNE BUNDY

NEW YORK, Aug. 25.—Broadcast Advertising Bureau, Inc. is readying a "master plan," Radio United, designed to spark full-scale co-operative promotion of radio by stations across the country this fall. Scheme was inspired by recent success of community radio promotion projects set up by six Tulsa stations and seven stations in Detroit. Both groups are pooling their resources, talent and facilities to publicize radio as the most economical and effective advertising medium.

The BAB Radio United plan, (Continued on page 4)

NBC Color-TV May Span U. S.

HOLLYWOOD, Aug. 25.—High-level trade reports indicate that the first transcontinental color telecast may well take place on New Year's Day, with the National Broadcasting Company's coverage of the Tournament of Roses Parade and the Rose Bowl game which follows. Use of the RCA color system would make it possible for black and white sets to get regular reception of the events which NBC has contracted to lens, and several indications seem to point to such a likelihood.

For one thing, both the parade and the game itself are colorful in the extreme, and lend themselves especially well for colorcasting. Also, it would, in a sense, be history repeating since NBC aired the first transcontinental radio broadcast with its coverage of the 1926 Rose Bowl game. Finally, and perhaps most important, it would serve as an unofficial but potent bid to the Federal Communications Commission to reconsider its color stand. Also, by placing the issue before the public, RCA and NBC would, in effect, appeal FCC's (Continued on page 10)

EVEN ESKIMOS READ BILLBOARD

DALLAS, Aug. 25.—The man who sold refrigerators to Eskimos has nothing on Sammy Bert, snow cone concessionaire at State Fair Summer Midway here. Bert received an order for a snow cone machine from Alaska. The order was in response to his advertisement in *The Billboard*.

FROM WQAL, ELIZABETH CITY, N. C.—... don't see how any d.j. can get along without *The Billboard*. Coming in the September 15th issue—The Billboard's Big Annual Disk Jockey Programming Guide.

U. S. Fairs Do Bumper Biz, Topping Former Record Highs

By HERB DOTEN

CHICAGO, Aug. 25.—Fairs are enjoying a bumper year—bigger than last season by a country mile—reports from thruout the U. S. and Canada show.

One major expo—Missouri State Fair, Sedalia—is well on its way

Hope Earnings Hit \$1,000 a Minute

HOLLYWOOD, Aug. 25.—Bob Hope, already showbiz's top earner, hits a new money making high when he will receive \$1,000 a minute for two 15-minute Hadacol personal appearances. Hope will play the Hadacol dates (Cincinnati, September 4; Louisville, September 5) as a single sans accompaniment, getting \$15,000 per quarter-hour appearance in each town.

to eclipsing its previous peak gate by about 140,000 paid customers.

Another—Wisconsin State Fair, Milwaukee—is piling up an all-time record for grandstand grosses, topping even its attendance of last year.

Illinois State Fair, Springfield, wound up Saturday (25) with dollar increases in every department, even tho it stiffened its outside paid gate policy

Bumper Exception

Or other State annuals this week, only Colorado State Fair was taking it on the chin. The Pueblo annual opened as a severe polio epidemic waned and was jolted as a result. Going into its final day today, the fair's gate was down 50 per cent and some of its

other income-producing sources, notably the midway, were hurt even more.

The Pueblo fair, incidentally, was the only one to be hit by polio this year. Moreover, all indications are it will be the only one to be hit.

Generally, fairs only worry (Continued on page 43)

Silo Bow Set for Jenkins Musical

NEW YORK, Aug. 25.—Gordon Jenkins has completed a new musical show with Tom Adair which will receive its premiere performance in summer stock at the Keene Summer Theater, Keene, N. H., Monday (27). Show is called *Heaven Come Wednesday*. This is Jenkins' first legit musical effort since *Along Fifth Avenue*, which also was done with Adair.

FROM EDWARD B. MARKS MUSIC CORP.—... best issue devoted to disk jockeys that any magazine has ever published. Coming in the September 15th issue—The Billboard's Big Annual Disk Jockey Programming Guide.

Billboard Backstage

By JOE CSIDA

Walter Winchell, Ed Sullivan, Robert Ruark and Louella Parsons may all have more readers than I have, but they sure don't have smarter ones. Like Dr. J. E. Schmidt, of Baltimore, who not only reads Backstage regularly, but writes one of the best pieces this corner ever carried.

Got a note from Doc last week with reprints of pieces in *The Baltimore Sunday Sun* and an unidentified paper about a book the M. D. as just completed. It's called *The Vocabulary Guide*, and from the description it figures to make a bum out of the best of the dictionaries, and give Mr. Roget's *Thesaurus* a real run for word-welding honors. *The Vocabulary Guide* will enable you to find a word simply by looking up its meaning and, Lord love the Doc, you'll be able to find the only word that accurately and completely expresses a specific thought. For example, if you were trying to find the word to express "adorn by dress," the single, the one and only word for it is "prink." Just plain "adorn" wouldn't do, because you can adorn all kinds of people and things with all kinds of things (Will I be able to use the Doc's book!).

"Adorn with elegant clothes," for instance, is "deck," and "adorn cheaply" is "bedizen." "Adorn with clothes, trappings, as on a horse," is "caparison," and "adorn with interlacing lines" is "fret." The Doc's tome has 43 different "adorns." "Adorn with improved teeth," is "bishop," and "adorn with smart dress" is "titivate."

Alcectis Is Khamsin

We typewriter pounders have a great weakness for making what we hope will be considered striking metaphors and literary allusions. Books like Bartlett's *Familiar Quotations* have made more than one writer seem like a most learned character. And what the Doc's book will do for us along those lines is only slightly short of sensational. If you want to talk about a hot wind, for example, you nonchalantly write: "The khamsin enveloped him..." A khamsin, says *The Vocabulary Guide*, is a hot southerly wind coming from the Sahara. Or, if you are describing a frau who has made great sacrifices for her old man, you simply refer to her as "alcectis." Alcectis, according to Doc's book, is a mythological wife who died to save her husband.

Doc has been working on this monumental project, as a hobby, for more than 20 years. He's got filing cabinets stacked with 64,000 cards, each of which contains a thought and a word which exactly expresses same and/or some of those neat allusions and metaphoric gems.

Aside from his practice, an active interest in electronics, and the word hobby, Doc doesn't do very much. He's written another book called *A Key to Metaphor and Literary Allusions*, has collaborated on an electronic textbook, and has two popular medical tomes in the works. One's called *You'll Never Die Laughing*, and the other *Intimate Problems in Medical Practice*.

I'm waiting for that *Vocabulary Guide*, tho. When it comes, there'll be no more phaneromania over trying to knock out Backstage. Phaneromania? That's nail-biting, reveals *The Guide*. I'm probably a chump for doing this piece about the book. I should have kept quiet, awaited its arrival and started to write one scintillating, brilliant column after another. This is how a guy blows a chance to become show business's most erudite columnist.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 25.—Subscription TV was a whispered topic around White House corridors the other day when Ellis Arnall, who represents Motion Picture Theater Owners of America, was closeted for 15 minutes with President Truman at the White House. Speculation was touched off when a newsman recalled that Arnall's group recently voiced encouragement for Subscription TV. However, White House confab had nothing to do with video or movies, according to Truman intimates. Story is that the President and the former governor of Georgia talked politics—specifically, 1952 politics.

Don't Aim Your Boy For Radio Career . . .

Don't raise your lad to be a radio announcer. The field is crowded and will stay that way for awhile, according to a new 575-page edition of *The Occupational Outlook Handbook*, released this week by Secretary of Labor Maurice J. Tobin and Administrator of Veterans Affairs Carl A. Gray Jr. Job prospects for entertainment are fairly good, tho. Field is quite crowded right now but horizons are spreading, the experts say. End of TV freeze presumably will open lots of jobs for professional talent.

It'll mean openings, too, for time salesmen, executives, scripters, promotion men, etc. Meanwhile, there's plenty of room for bright young skilled radio and TV technicians, says the new edition of the handbook. Demand for electronic technicians will stay strong.

Anti-Theater-TV Unit Gets D. J.'s Ear . . .

Fair Television Practices Committee got an exceptionally fast response this week from Justice Department on petition filed only a week ago urging an investigation of restrictive telecasts of sports events. Assistant Attorney General H. Graham Morrison sent a letter to FTFC Chairman Jerome Marks promising to give "immediate attention" to Marks' request for a probe of National Collegiate Athletic Association's pact for limited televising of next season's football games. Morrison added: "Your continued co-operation in keeping the Department of Justice advised will be greatly appreciated."

Uncle Sam Sees More Money in Offing . . .

Government experts see increased revenue pouring into

amusement industry in coming months. Forecast is based on boom in employment and personal income, and also on changes in consumer spending habits. Personal income has soared to an all-time high annual rate of \$251 billion. Employment has gained almost a million in a single month, reducing nation's July figure on idleness to lowest for that month since World War II. Viewed by government economists as a sure bet for higher showbiz spending is a growing sales resistance among customers in retail shops. Despite soaring income and jobs, folks are spending less coin for housewares and clothing. According to Commerce Department's Office of Business Economics, consumer buying in the last four months "has represented an unusually low proportion of income available for spending." Secretary of Treasury John W. Snyder, talking this week about current boom in earnings, said it's become so terrific that more people than ever are turning to "vacations hitherto undreamed of." Besides, they're apparently buying disks and TV sets aplenty despite reports of heavy inventories. Uncle Sam's revenue from excises on disks and radio-TV sets has been running far ahead of previous year.

Showbiz Wages May Fall Under Federal Control

WASHINGTON, Aug. 25.—Widely split on whether wage controls apply to a vast segment of the entertainment industry currently exempt from price ceilings under the Defense Production Act, the Wage Stabilization Board is preparing to carry the problem directly to the Attorney General and to Economic Stabilization Director Eric Johnston.

The issue, which has torn the WSB in one of the most tumultuous backstage battles since the board's creation, affects more than 10 million workers in industries exempt from price control. These include workers in radio broadcasting, TV, motion pictures, bands and orchestras and scores of other showbiz activities involving professional entertainment talent.

WSB's ruckus over the issue erupted this week (22) in a 60-page report by a six-man panel which based its findings on three days of public hearings in which testimony was given by more than a score of witnesses and briefs were filed by 35 organizations, including a large number of showbiz groups.

The six-man WSB panel composed of two public members, two

(Continued on page 41)

"Voice" Hit in Capitol Again

WASHINGTON, Aug. 25.—Climaxing a lengthy and bitter debate on the State Department's (*Voice of America*) operations, the Senate late yesterday (24) voted to go along with a House-approved slash of \$30 million in President Truman's \$115 million request for State's 1952 global propaganda outlay.

Despite the extent of the cut, the finally-approved fund of \$85 million is \$22 million higher than what the Senate Finance Committee had recommended.

The committee, like the House Appropriations Committee, had sharply rebuked the *Voice* for extravagance, inept programing, global junketing and overstuffed brass-hat jobs.

The hot floor debate gave added evidence of Capitol Hill's determination to reform the spending habits of the State Department's International Information and Educational Exchange Service which handles the global work.

Sen. Karl E. Mundt (R., S.D.), who himself has sponsored a reorganization of the propaganda operations, succeeded in heading off the Finance Committee's \$54 million slash. In an 11th-hour move, he pushed thru an amendment by a 52-16 vote, raising the outlay to \$85 million. President Truman is expected to okay the appropriation, even tho it is less than he wanted.

The *Voice* was a target of attack on the Senate floor every day this week from the time the State-Justice-Commerce appropriation measure was reported out of Committee. The bill contains \$25 million for foreign broadcast operations, unchanged from the House version. Remainder of the \$85 million goes for motion pictures, press and Educational Exchange Service.

Index

Burlesque	38
Carnival	53
Circus	52
Classified Ads	63
Coin Machines	70
Fairs and Expos	54
Final Curtain	42
General Outdoor	43
Honor Roll of Hits	20
Legitimate	39
Letter List	68
Magic	38
Merchandise	63
Music	11
Music Charts	20
Music Machines	75
Night Clubs	36
Parks and Pools	48
Pipes for Pitchmen	66
Rinks-Arenas	40
Roadshow-Rep	41
Routes	47
Salesboards	69
TV-Radio	4
Vaudeville	36
Vending Machines	71

London Dispatch

By LEIGH VANCE

LONDON, Aug. 25.—Ecdysiast Gypsy Rose Lee is taking a provincial Bristol, Manchester, Southampton and Newcastle tour. Miss Lee says: "I am a devoted mother, insatiable angler, maker and collector of model railways, a novelist, film actress and woman of good works. I am not a strip-teaser," she says firmly.

Then why the furs? Why the furore? What are the crowds flocking to her theaters going to see? "Very little really. I am a fraud as regards stripping," she says.

And that's what the French Customs men thought too when she left Le Touquet on her way here laden with seven trunksfull of clothes, "costumes for my act."

Miss Lee was not embarrassed. "I put on a great deal to take off very little," she explains. "I wear so much when I come on stage that I can hardly walk. At the end I still wear my dress of rhinestones weighing 70 pounds. You can't call that stripping."

London hasn't seen this act yet. But at present the reaction is, "If she makes her living by taking off her clothes, isn't it bad business to arrive protesting that that is the last thing she does?"

Nudes Abound on Stage, Can Miss Lee Draw! . . .

But with the present parade of nudes dressing the British stage, it seems unlikely that one lady still wearing 70 pounds of rhinestones will be the draw she once would have been.

The Public Morality Council is concerned by what it calls "this increasing nudity . . ." The English law says that women may appear on the stage naked to all intents and purposes so long as they stand still.

In fact, the girls always wear a little something somewhere, but static as they are no one but a prude could call them half as "arousing" as their tribe of half-

(Continued on page 41)

Paris Peek

By ANNE MICHAELS

PARIS, Aug. 25.—Everyone in Paris, including the newsdealer who sold us the paper with the news of Louis Jouvet's death, has taken it as a personal tragedy.

Jouvet was an institution in France, and perhaps the chief mainspring of the French theater and cinema. Some of the greatest productions of the French stage have come from the Theatre Athenee since 1930 when he took over its ownership. Along with Dullin, Pitoeff and Baly, "the informal cartel," he was responsible to a large degree for the renaissance of the French theater after World War I. America had seen him twice. Between 1917 and 1919 he spent a year and a half in New York, where he acted at the Garrick Theater with a French repertory company, and again last winter his entire troupe appeared under ANTA's sponsorship in Moliere's *L'Ecole Des Femmes*.

Jouvet, 63, collapsed during a rehearsal of Graham Greene's *The Power and the Glory*, which he was preparing for an October opening. His condition remained so serious as to prevent him from being moved to a hospital, and Jouvet died in his theater, 37 hours after his collapse while the lobby filled with some of the greatest names in France and crowds of admirers lined the sidewalks.

He was one of the most controversial personalities on the Paris scene. Loved by many and hated by others, still with his death all have felt the loss of what could be called a national hero.

Production Holes on Stage, Cinema & Clubs . . .

Elizabeth Hener, new director of the Theatre Edward VII, is to open September 15 with Gaston Bobert's adaptation of Henry James's *The Innocents*. . . English playwright Bruno Stuart makes his French debut when Maurice Rostand's translation of his *Play for Eight* opens in Paris this fall. The show-

(Continued on page 41)

Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 25.—Favorite topic of conversation as old as the industry itself continues to be Hollywood's need for bright writing, fresh ideas and new faces. Don Hartman, Paramount's new supervisor of production, is an exciting example of a guy who's out to do something about it. Coming from the film colony's creative ranks as one of its top writers (he created the *Road* series at Paramount before leaving the lot for writer-director assignments at Metro), Hartman returned to Paramount a few months ago to put into action what others have been content to leave in conversation.

As a writer, Hartman is throwing full emphasis on the scripting phase of picture production, striving for strong original screen material rather than relying too heavily on acquiring stories from the stage or novels. In outlining this plan, Hartman told us that the drive for original stories does not mean Paramount will overlook strong properties displayed on Broadway. As a matter of fact, Paramount just bought *Stalag 17*. But concentration on original photoplays is expected to result in a freshness of product that will make the forthcoming films stand out in sharp contrast to the tired formula stories.

This will be achieved in three ways. The new and different will be sought from the existing writing corps. Writers who have proved their merit in other fields will be brought in (James A. Mitchener of

Tales of the South Pacific fame was signed to write an original screen story). Furthermore, Hartman has a plan in motion to develop new screen writers, and it's from the young and untried that he expects to get some of the freshest story ideas.

Hopefuls Pushed Out, Need New Chances . . .

In helping groom new writers Hartman is hitting at the core of one of filmdom's toughest problems. As he explains, the industry's expansion into expensive productions has eliminated the proving ground for the young hopeful scripters. Today, a writer must be an established, top-flight penman or he has no chance to prove his worth. In screen writing today, especially at the major lots, a guy either gets in at the top or not at all.

Paramount, under Hartman's direction, is now hiring all research department personnel with an eye to their future as writers. People in the research department are no longer content to dig up dry facts, but have been ordered to be on the lookout for story points. If a researcher goes into the historical background of a *South Pacific* island, he is asked to turn in more than dates and customs of the inhabitants. If, in the researcher's diggings, he comes across colorful individuals or situations that would lend a twist to the story, he

submits these to the writers handling the picture. This search for angles is expected to sharpen the tyro's story sense. The youngsters who display an unusual knack in developing these will be brought into the writing corps.

Writer-Directors Part Of Hartman Credit . . .

Hartman is a strong believer in writer-directors. A writer takes extraordinary interest in a story that he knows he will direct.

Since Hartman's return to Paramount, all the studio's story properties—including those which were filmed—have been surveyed to determine their future value. In some cases, stories which have been used will be rewritten and used again. Hartman is quick to point out that these will not be straight remakes. Nothing is as dead on the screen as a remake. Instead, the basic ingredients will be altered and reshuffled in such a way to utilize inherent factors in the stories which had been overlooked in the original screen portrayal.

New faces will be forthcoming from Paramount's *Golden Circle* group of youngsters being groomed for stardom. Members of the *Circle* will be seen in a forthcoming technicolor musical tagged the *Golden Circle*. Under Hartman, Paramount will increase the number of musicals in production and also will double the number of color films.

CASE HISTORY

Unionites Give Vets Therapy Via Radio

By DENNIS McDONALD
NEW YORK, Aug. 25.—With approval by the American Federation of Radio Artists at the recent convention in Minneapolis the Veterans Hospital Radio Guild has come a step closer to its ultimate goal—rehabilitation work via radio in all 126 Veterans Administration hospitals thruout the country.

The VHRG began at Halloran Hospital in 1948 with a small group of radio people consisting of Jean Tighe, Carl Rigrod, Patsy Campbell, Latham Ovan, Alex Kramer, Joan Tighe, Peggy Burt and Budd Collyer. It has now grown to about 180 volunteer members.

The theory behind VHRG is that entertainment for veterans is fine for what it does, but the bed patients need more than that. So a plan was devised for the patients themselves to provide their own entertainment.

House Speeds Air Copyright For Writers

WASHINGTON, Aug. 25.—The House Judiciary Subcommittee on Copyrights and Patents this week favorably reported the Bryson Bill to extend copyright protection to poets, authors and novelists whose works are transcribed, aired or telecast "for profit."

The bill, sponsored by Rep. Joseph R. Bryson (D., S. C.), was given a lengthy hearing earlier this session when it drew support from the Authors' League, the U. S. Copyright Office and publishers' interests.

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Nor is each project just paper work. Each hospital is equipped with an intercom system of from one to five channels, and each bed is equipped with headphones, since loud-speakers are considered detrimental to general welfare.

To carry on this volunteer organization, the VHRG adopted a charter in November, 1949, and papers were filed in Albany. Office space was first provided for them by Bob Hawk, who gave them his living quarters for six months when he went to the

Rome Round-Up

By SYD STOGEL

(This column appears in the first issue of each month.)

ROME, Aug. 25.—This is the mystery that has been puzzling the natives: Who were the 51,000 persons who shelled out an average of \$2 a head to see Holiday on Ice during what is normally the worst week of the year in Italian show business?

This year, of course, Rome was deserted more than ever before during Ferragosto, and historians are now trying to figure out where the Holiday On Ice spectators came from. The show, we might add, got wonderful notices in the local press, and the unprecedented box office returns prove again that there's a gold mine (if you don't mind blocked lire!) over here for good entertainment.

Prof. Invents 50 Smells For Film Projection . . .

American picture companies worried about TV might look into the contraption invented by Professor Alberto Basso-Ricci of Milan, who claims he's perfected a machine capable of producing 50 different smells during the projection of a film.

Speaking of films, the Italians spent 13.1 per cent more for entertainment in 1950 than they did in the previous year. According to statistics compiled by the Italian Society of Authors and Publishers, last year Italians spent a total of \$100,000,000 on films alone, despite an increase in admission fees of more than 50 per cent since the war.

Igor Stravinsky is in Milan rehearsing the Scala's orchestra for the world premiere of his opera, (Continued on page 41)

Review Index

Record Reviews 32
Classical Reviews 24
Legit Reviews 39
Night Club Reviews 37
Radio Reviews 9
Television Reviews 9
Vaudeville Reviews 37

Highlight Reviews

GRANDSTAND

It's the Schnoz All the Way In Lavish CNE Extravaganza

By JIM McHUGH

Jimmy Durante and his big nose reached into the mammoth 25,000 seat grandstand at the Canadian National Exhibition, Toronto, Friday night (24) and created a host of good-will ambassadors among the near-capacity audience that viewed the first of 14 performances.

The two-hour and 10 minute performance was Durante all the way with the comic working hard on three separate and lengthy occasions. Outscoring the comic in applause was the repetition of the production number, Rhapsody in Blue, the eye-filling stage spectacle interpreting the famed music of George Gershwin which show producer Leon Leonidoff first introduced at New York's Radio City Music Hall and which was seen here three years ago.

sor, Danny Kaye, last year, and Olsen and Johnson, the year before. The 900-foot stage, including wings, and the 25,000-plus audiences that will view each show starting tonight, have a tendency to dwarf the personality and efforts of any performer, no matter how great. Olsen and

(Continued on page 46)

Canadian National Grandstand Show featuring Jimmy Durante; reviewed Friday night, August 24, at Toronto.

TELEVISION

"Lottery" Punches Home, Tying in Preachment With Great Technique

By JOE CSIDA

In this, the last of an eight-week series of live dramatic shows (rather than the half hour, Hollywood-produced films regularly used, and scheduled to resume Tuesday (28)) Fireside Theater did itself proud. Taking Shirley Jackson's powerful short story, The Lottery, Fireside burned a real public service mark into the record of this Tuesday evening National Broadcasting Company series sponsored by Procter & Gamble for Ivory Soap.

The Lottery smashed home a preachment against superstition and intolerance rarely equaled by many much more extravagantly ballyhooed and pretentious straight publicity offerings. Miss Jackson's story of the small town which follows the annual practice of having all residents over the

age of six draw in a lottery to determine which member of the citizenry is to be stoned to death by the good neighbors is potent tale-telling to begin with. And Ellen Violet's video adaptation retained the real guts of the piece. But the big punch was developed by someone's decision (writer? director? Producer McCleery?) to shoot virtually the entire half hour in tight close-ups of the actors' faces. At least 27 minutes of the 30 found the cameras trained on the heads, and in many moments just the profiles and/or eyes of one or another of the cast.

This technique resulted in picturing the terror experienced by the villagers all thru the drawing, right up to the stoning. The stoning scene, as a matter of fact, was the only weak spot in the show.

It was ill-defined, and it's questionable that viewers unfamiliar with Miss Jackson's yarn were able to determine exactly what the mob was doing to the unfortunate mother who drew the black ticket. Margaret Hayes as the mother, Don Kennedy, Andy Duggan, John O'Hare and John Hamilton all turned in taut, exciting performances to make Lottery a real winner.

TELEVISION—Reviewed Tuesday (21), 9-10 p.m. EDST, via WNBT. Producer, Albert McCleery. Writer, Shirley Jackson (original short story). Adaptation, Ellen Violet. Cast: Margaret Hayes, Don Kennedy, Andy Duggan, John O'Hare, John Hamilton, others. Sponsored by Procter & Gamble, thru Compton Agency.

NIGHT CLUB

Mary McCarty's Got Everything; Rodriguez Team Is Up There, Too

By JOHNNY SIPPEN

Merriell Abbott's beef against high-priced acts (The Billboard, May 26) continues to pay off a handsome profit for the Empire Room of the Palmer House, Chicago. The veteran producer-booker has come up with a terrific show, using two local newcomers.

Mary McCarty packs probably the biggest wallop of any first-timer who ever worked here. The ex-musical comedy comedienne has everything. Her deft handling of a maze of different comedy routines, ranging from a fern drunk to an original satire on girl singers, was tops. The newcomer taught some oldsters here a lesson when she cut her opening-night stint to 25 minutes. Most

others wear out their welcome by working too long. Got yocks all the way and a huge hand at closing.

Teddy and Phyllis Rodriguez aren't far behind Miss McCarty. Tho their intricate footwork, a high spot of their ballroom work, can be fully appreciated by only the ringersiders, their wonderfully rhythmic movements kept eyes glued on them. They showed great versatility, doing a little of everything well during their stint. Their Charleston closer is a raucous thing, visually and musically, and a perfect ending.

Paul Sydel, the veteran canine balancer, has come up with a refurbished act that's the end in handling the quadrupeds. Susie's two-flip aerial whirl to a paw-

stand on Paul's outstretched palm was just one of many mitt-grabbing tricks. The tiny Chihuahua has been worked more into the act, doing, in addition to comedy, some standard bits that pulled mitts.

The Abbott Dancers returned with this show, doing two well-routined productions, best of which was a cigarette bit built around choreographer Bob Frellson, who should be worked into more numbers from now on.

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Fred Townsend. Production and booking, Merriell Abbott. Estimated budget this show, \$5,800. Estimated budget last show, \$5,500.

STADIUM

Hamid Production Socks, Rocks Audience at Ottawa Exhibition

By JIM McHUGH

A skillful blending of old and new features makes George A. Hamid's Grandstand Follies of 1951 sock night show fare for the top Eastern annuals at which it will appear this year. The major revue-type offering of the New York agency holds the line of the proven format—elaborate production numbers interspersed with top variety acts—that has enthralled audiences at fairs for years. On the whole, it equals in every way the 1950 effort of the Hamid clan, and that was gen-

erally credited as their best effort to date.

It's a double-action effort this year, with George Jr. credited with the production. The junior member of the firm had free rein. As plans became known it was thought that the horses might have run away, since the show opens with the singing of The Lord's Prayer while 20 line girls, robed to the heels in white and carrying electric candles, go thru a patterned professional routine to create an inspiring and devout

scene that had the Monday night (20) audience in Ottawa respectfully hushed until the house lights washed out the scene, when they unclasped their hands and thundered applause.

The expected exhilarating opening follows immediately as the gals (Continued on page 46)

George A. Hamid & Son's "Grandstand Follies of 1951"; reviewed at the Central Canada Exhibition, Ottawa, Monday night, August 20.

"Sell Radio" Drives Are Rolling; Stations Start Slugging It Out

Nets Accused Of Disservice To Industry

• Continued from page 1

works, the networks can't get along without stations."

Specific targets of criticism by NARSR Director Murray Grabhorn are the Columbia Broadcasting System plan to sell the Red Skelton radio show (see adjoining story); the American Broadcasting Company's "pyramid" sales plan; the National Broadcasting Company's "tandem" and six-second chimes sales plan, and an unnamed TV network's film sales plan.

Basis for the charges in each case basically are the same. NARSR feels that the webs are intruding into the stations' national spot sales picture, from which the outlets receive a "70-cent dollar" and are substituting network-concocted participation shows which net the stations a "30-cent dollar." This, says Grabhorn, throws station economics out of kilter and actually is endangering the existence of some outlets.

Grabhorn's position is that a station's blueprint calls for an expectancy of X dollars from network business, of which it gets a 30 per cent cut; X dollars from national spot business, of which it keeps a 70-cent slice, and X dollars from local business, most of which it keeps completely. Current web practices, says Grabhorn, force stations to anticipate a larger proportion of 30 per cent dollars and a smaller proportion of 70 per cent dollars than an operation was geared to work on.

In 1950, national spot sales totaled about \$120,000,000, of which the stations got a 70 per cent slice. Network business amounted to about \$121,000,000, of which the stations take was about 30 per cent. A major shift in this balance could prove precarious, said Grabhorn. "If the networks keep chipping away," he said, "they may not leave enough stations to have a network with. It's an industry problem, not just a station problem."

Similar practices now are starting to crop up in TV, too, he charged. He cited one video web (unnamed) which approached an advertiser who had produced a film series. Separate prints of the series were made for each station which was to have been bought, on a national spot basis the network offered to take on the series on a network basis, altho time was cleared with each station on a national spot basis. Result is the stations are to be paid at network rates.

Pyramid

One web replying to NARSR was ABC, whose pyramid plan is under fire. A top ABC exec this week said that "no station would take our plan if they would lose revenue by it." He added that, mathematically a station can make as much out of ABC's pyramid plan as from a national spot sale, but that the station reps gain no commission on a web deal, and this is the real cause for the furor.

The pyramid deal involved is that for Clarettes, placed via 114 ABC stations thru Dancer-Fitzgerald-Sample. Three shows carry one-minute plugs for the product: *Stop the Music*, *The Sheriff and Defense Attorney*. The web says 285 outlets not involved in the Clarettes deal have been given permission to sell announcements on the shows on a local spot basis, of which they will get the 70 cent cut, from which they must pay a small amount toward the \$750 per show talent costs, which otherwise would have to be borne completely by Clarettes, which just renewed the eight-week deal thru September, and is expected to enlarge its coverage thereafter.

Net's Side

Those stations getting the Clarettes announcements are faring as well, said the ABC exec, as they would if they sold a one-minute announcement on card rate which involved deductions for discount,

ARITHMETIC

70% Beats 30%, Claims Affiliates

• Continued from page 1

deal by assuring the Seeds agency that the web would secure the coverage desired by Norge at a price under the cost of the e. t. campaign. This had caused considerable commotion at NARSR, which currently is waging a multifaceted campaign on other fronts (see other story, this issue) against alleged network undercutting of local station prerogatives.

Norge had planned an e. t. campaign to embrace 46 non-TV markets. Of these CBS has affiliates in 45. The web's plan is to slot the show in the 9 p.m. Wednesday time just preceding the Bing Crosby show. The 43 outlets bought for Norge would inject local cut-in commercials on cue, with the remainder of the stations carrying plugs for CBS-Columbia television sets, Columbia Records, etc. The web also has an alternative plan of supplying the entire show on tape for airing simultaneously at the allotted hour.

NARSR says the plan has met considerable opposition from CBS affiliates, with close to 20 stations already having rejected the deal. Another element that rubs stations the wrong way is that CBS has told the outlets that, if the show is aired live off the wire, they must forego the usual station charge to the sponsor for cutting in with a local plug. This charge varies by market, but usually averages about \$25, altho some are based on a charge of 10 per cent of the half-hour rate.

Most of the rebellious affiliates replied that, if the deal were carried at all, they would have to charge the normal cut-in fee. If the show is aired by tape, they say, they would charge Norge the regular national spot rate.

Basis for the station squawk is that, if the business had been placed direct via e. t.'s, as per the original plan, they would retain about 70 per cent of the take. On a web basis, this is reduced to about 30 per cent.

ABC Signs TV Crime Series

NEW YORK, Aug. 25.—The American Broadcasting Company this week signed with packager Wilbur Stark for a new TV series titled *Crime With Father*, to be scripted by Lawrence Menkin. The show goes into the 9 p.m. Friday period.

Story line will feature Rusty Lane as chief of a homicide bureau, with Peggy Lobbin playing the daughter who extricates him from the messes he gets into. Show will use live camera shots of non-studio areas, such as alley ways, halls, etc., especially in chase sequences.

commission, etc., not including such overhead as engineering, announcer, logging, billing and filing affidavits.

As an example, he took the case of a station whose card rate was \$100 per hour. Cost to the sponsor is \$20 on the pyramid plan, based on the five-minute rate, which is 20 per cent of the station hourly rate. Of this, the station would retain roughly between 35 and 40 per cent, he said, or about \$8.

On a national spot sale for one minute, he said, the station usually would get 12 to 15 per cent of its hourly rate, or roughly about \$15. Discount for national advertisers, who usually utilize a station to a degree warranting it, would run from 25 to 35 per cent on current practices. On a 25 per cent basis, this would leave \$11.25. Agency commission would cut this down to \$9.45, and the station would retain only \$8.03 after the station rep's cut was deducted. He said the 3-cent difference is not worth arguing about to anyone except station rep—whose cut is entirely eliminated by deals such as "pyramid" and "tandem."

'Radio United' Plan Drawn by Prexy of BAB

• Continued from page 1

which will be officially launched in November, hinges on an advertising budget allotment scheme, calling for stations to devote half of their regular promotion money to selling radio in general, rather than making individual pitches based on competitive data comparisons with other radio stations. In addition, the BAB proposes that each station in a community contribute to a *Radio United* advertising pool, with amount of contribution scaled to individual station facilities.

BAB Prexy William B. Ryan already has polled the president of each of the State Associations of Broadcasters to make recommendations for top-flight promotion men to work as a special committee on this and other projects. The BAB will back up the drive with elaborate *Radio United* promotion kits, containing sample ad mats, spot announcements and other special gimmicks designed to sell radio.

Three Points

In brief, Ryan said, BAB community station co-operation plan advocates three major policies:

1. Station operators should meet at least once a month to discuss their over-all commercial sales problems and the strategy for meeting and solving these problems locally. In line with this, they should pool their resources for local surveys and research of a non-competitive nature and try to present a consistent picture of radio's fundamental values to potential sponsors.

2. They should plan a full year's activity in public service programming, with local and national charity groups guaranteed a specific number of plugs during the year.

3. Stations should set up a shared-cost plan on audience promotion as outlined above.

In spite of the optimistic outlook of the BAB tho, some trade sources are convinced that the organization will run into quite a few obstacles in its effort to put co-operative radio promotion on a national basis.

Some months ago, Ted Streibert, prexy of WOR, New York, conceived a similar idea, and made ambitious plans for Manhattan radio stations to band together and sell radio on a co-operative basis. Slogans were set, ads were drawn and space was available, but, at the first meeting execs from other New York City stations vetoed the co-op plan, altho they all agreed that it had merit on an individual promotion basis.

However, WOR's plan may have been stymied because it was proposed by an individual station, and broadcasters may be more receptive to the BAB's industrywide promotion. Altho some of the stations involved also operate television outlets, the BAB said that *Radio United* copy will make no concessions to the affiliations, regarding them as separate competitive operations, promotionwise.

CBS Signs New Movie Figure

NEW YORK, Aug. 25.—Columbia Broadcasting System continues to draw on motion picture manpower. Latest move in this direction is addition to the organization of Sid Garfield as director of exploitation of the CBS radio network. Announcement was made by CBS radio administrative veepees, Lou Hausman. Garfield resigned his job as Eastern publicity and ad director of Samuel Goldwyn Productions to take the CBS slot. He starts at the web September 10.

Prior to his work with Goldwyn, Garfield was with Warner Bros. in New York for eight years, handling special publicity assignments.

EDITORIAL

Up & At 'Em—But Fast

It is refreshing and exciting to see AM broadcasters all around the country rolling up their sleeves to sell radio. The Broadcast Advertising Bureau's and the National Association of Radio and Television Broadcasters' new efforts in this direction (reported in the adjoining columns), coming hard on the similar campaigns by local groups in Detroit and Tulsa, are certainly long-needed steps in the right direction.

It should be remembered, however, that efforts to sell radio have been made in the past, and that none of them has proved too successful. Most such drives fell on their faces for one reason: Lack of real support on the part of the broadcasters themselves. It is to be hoped that events of recent months, all a part of the evolutionary effects of television, have brought a majority of the broadcasters to the realization that it's now or never. Radio has a big job to do, and it's got to be done hard and fast.

The somewhat desperate economic situation facing radio as a whole is nowhere better exemplified, in our opinion, than in the odd development (also reported on page 1 this issue, and in adjoining columns) which sees the networks and their affiliated stations battling each other for the same business. On this complex situation we have no comment. Certainly it behooves network radio executives to make every effort to hold up sales grosses. Whether and how deeply they are cutting into their affiliated stations' grosses, we aren't prepared to say. And, without question, stations must do everything in their power to hold up their own revenue. There is much to be said for both the web and individual stations positions in the present tussles.

But one thing is clear: Both networks and stations must start selling radio as a medium like it has never been sold before. The more individual effort expended along these lines, the more joint promotion executed, the less friction there eventually will be between all factions of radio broadcasting.

F. C. & B. Agency Names 7 as New Veepees

NEW YORK, Aug. 25.—The reorganization of the Foote, Cone & Belding agency continued late this week with the election of seven new vice-presidents. This includes six in the Chicago office: A. J. Becker, W. R. Forrest, Carl C. Hertzberg, Hugh L. Lucas, Carl M. Post and J. W. Switzer Jr. R. G. Beaumont, of the Houston office, also was named a veepee.

Earlier this week, Roger Pryor and F. Winslow Stetson Jr. were named vice-presidents. Pryor heads the agency's radio and TV departments, and Stetson works on some of the General Foods accounts in the house. The upping of Pryor was regarded as particularly significant, with FC&B expected to make a major bid for agency leadership this fall. Several FC&B accounts are known to be preparing for entry into video, and the agency's department has been further strengthened by naming Tom McDonnell director of AM-TV production, and George Wolf as manager of AM-TV programs.

ABC Named in Contract Suit

NEW YORK, Aug. 25.—A contract for 12 weeks of spot announcements for New England Air Lines, which never came off, was the subject of a breach-of-contract suit filed in Federal Court this week against American Broadcasting Company.

Cavanaugh-Shore & Company, Inc., an ad agency, charges that ABC failed and refused to make facilities of WJZ-TV here available for the across-the-board spots after confirming the order. They seek \$50,000 damages. The spots were to have followed the nightly *teletext* shows, beginning in June. Suit was removed from New York Supreme Court, where it started in July.

Flamingo Gets TV Film Properties

NEW YORK, Aug. 25.—Flamingo Films, this week, reportedly took over the TV distribution rights to two video film packages *Top Views on Sports* and *Adeleide Hawley's Woman's Page*. Heretofore the shows have been handled by United Artists.

Switch was said to stem from the fact that Flamingo reportedly sunk a pile of money into the programs recently to reinforce the producers' dwindling bank roll.

EMERGENCY

London Calls On U.S. Stars For 'Big Show'

NEW YORK, Aug. 25.—Charles (Bud) Barry, radio program veepee of the National Broadcasting Company, this week sent a hurry call from England for some top American talent for the London preem of the fall *Big Show* series. The stanza originally was to have utilized mainly British acts, with Tallulah Bankhead on hand as femcee, but a scarcity of quality acts has made a switch in plans necessary.

The web late this week was in touch with Bob Hope, Jimmy Durante and Judy Holliday in an effort to get any or all of them to fly over for the London stanza. Show is to be taped September 16.

Dinah Is Set for NBC-TV Show

NEW YORK, Aug. 25.—Dinah Shore this week inked an exclusive TV contract with the National Broadcasting Company and was set to air twice weekly, originating live from Hollywood, starting either November 20 or 27. She replaces John Conte on Van Camp's *Little Show*, in the 7:30 p.m. EST slot, Tuesdays and Thursdays. Roberta Quinlan's *Showroom* stanza for Mohawk is on the same time period the other three days.

Miss Shore's deal is for a period of either 29 or 30 weeks, depending on which date is finalized for the preem. The deal jelled after Campbell Soups, which had an option on the entire 7:30 strip, decided against picking it up.

Martin-Lewis Radio Series In the Works

NEW YORK, Aug. 25.—A new radio series featuring Dean Martin and Jerry Lewis was in the works at the National Broadcasting Company this week. Altho still in the blueprint stage, the show is considered a probable bet for a fall preem.

Martin and Lewis had an NBC series last season, which did not fare too well. However, web top-pers believe that the comics have come a long way since then via TV, personal appearances and films and now are a sound bet for radio, even tho their antics won't be visible.

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. COME ON-A MY HOUSE

4. SHANGHAI

5. THE LOVELIEST NIGHT
 OF THE YEAR

6. MY TRULY, TRULY FAIR

7. SWEET VIOLETS

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

Sponsor Sets Precedent by Offering Show to Other BR's

Ballantine Tries to Recoup 'Intrigue' Costs Thru Sales to Non-Competitors

NEW YORK, Aug. 25.—Ballantine beer, which is sponsoring a film series titled *Intrigue* via video stations in 12 eastern cities, this week decided to release the program for sale on a regional or local basis to non-competitive sponsors in other cities. This is a rare instance of a sponsor which owns a TV show actually peddling the stanza to other bankrollers for markets which it is not itself using.

The move by the P. Ballantine & Sons Brewery is regarded as setting a precedent which may well be followed by other bankrollers. In essence, it means that a sponsor which cannot sell its own product

in some markets can recoup its program investment by selling the show to other bankrollers in the unused markets.

The show is to tee off the first week in October. Films are being shot in Europe at the locales where the stories take place. The mystery-adventure sagas run 30 minutes each, with protagonists a boy and girl newspaper correspondent.

Sheldon Reynolds is writer-director of the series, which features Jerome Thor and Sydna Scott in the lead roles. Cities to be used by

Ballantine include New York, Boston, Washington, Schenectady, N. Y., Norfolk, Philadelphia, New Haven, Conn., Providence, R. I., Miami Lancaster, Pa., Binghamton and Wilmington, N. Y.

Rodgers to Do Special Score For NBC Video

NEW YORK, Aug. 25.—Latest big music name to sign for a special TV assignment is Richard Rodgers, who this week was inked by the National Broadcasting Company to compose an original, full-length score for the web's video series titled *Victory at Sea*. The series of 26 shows, which will tee off late this season, will detail naval operations of the allied nations during World War II and will be one of NBC's most elaborate documentary efforts.

Previously, Irving Berlin had been set by the web for a big one-shot hour-long show, titled *Salute to America*, which will air from 8 to 9 p.m. September 12. Berlin is permitting use of some of his past hits, is writing some new material for the show and probably will emcee the event as well. His fees are to be contributed to the Boy Scout and Girl Scout funds. Set this week for the show were Margaret Truman (who will sing *God Bless America*), Dinah Shore and Tony Martin.

Rodgers' pact is his first for television and will constitute a full-scale musical impression of tremendous battle scenes and other material to be represented visually by hitherto unreleased films, being made available by the Navy Department, the British Admiralty and the Canadian government.

Truman Airs New Bond Drive Sept. 3

WASHINGTON, Aug. 25.—President Truman and Secretary of the Treasury John W. Snyder will launch the new Defense Bond drive over five radio networks Labor Day, September 3, it was announced this week.

The President will speak from San Francisco. The broadcast will feature Army, Air Force, Coast Guard and Marine bands.

Radio Makers Plan "Small Business"

WASHINGTON, Aug. 2.—Radio-Television Manufacturers' Association announced it has inaugurated a program to assist "small business" manufacturers in the radio-television industry, especially in the procurement of subcontracts for military production.

The org has scheduled a small business conference to be held in New York September 18 at the opening of a three-day RTMA conclave.

NBC Auditions Old Parlor Game

HOLLYWOOD, Aug. 25.—An audition of a new quiz show based on an old parlor game was cut this week in Hollywood by the National Broadcasting Company, featuring Jack Paar as emcee. Titled *Don't Answer That Question*, the radio airer is packaged by Frank Cooper.

CBS Estimates 200,000 Color Audience by Fall

NEW YORK, Aug. 25.—Approximately 200,000 people per week will be seeing Columbia Broadcasting System's color telecasts come about mid-fall, according to Adrain Murphy, president of the CBS Laboratories Division. This will be the point at which the web's colorcasts of top college football games will be hitting their peak.

The Murphy does not minimize the production difficulties faced by CBS-Columbia, Inc., the parent company's set manufacturing division, he feels, after most recent confabs with Dave Cogan, president of CBS-CI, that about a thousand CBS-type color sets, of various manufacturers, will be installed in public places by late October or early November. Murphy estimates that these sets will draw an average number of

viewers around the 200 figure.

The Columbia manufacturing problem was eased somewhat this week when Crescent Manufacturing Company, Chicago electronics firm, decided to go into production on the spinning color wheel and motor unit. Crescent hopes to be able to produce the wheel and motor at less than the approximately \$180 figure at which Webster-Chicago is putting them on the market.

ON AND OFF

Official-Fairbanks Deal Tip-Off On TV Films' Growing Pains Era

By JOE CSIDA

NEW YORK, Aug. 25.—Dissolution of the Official Films-Jerry Fairbanks merger last week, and resignation of Aaron Katz as president of Official, is the most recent tip-off on the growing-pains stage thru which much of the television film business is still going.

When the deal was made just a few short months ago it was hailed as somewhat of a major coup for all parties concerned. Official, by terms of the original agreement, took over the entire Fairbanks issue of 3,000 shares of stock. In exchange for the Fairbanks stock, the Fairbanks interests were given 175,000 shares of Official stock. Of this Frank Mullen got 35,000 shares and Bill Grenent, Fairbanks' sales manager, 5,000 shares.

Last week when the parties decided it would be better to operate independently, the dissolution was worked out on the following basis:

Official has distribution rights to all present Fairbanks products, and will serve as distributor for new Fairbanks productions. The Fairbanks group was given back its full 3,000 shares of stock, with the Ike Levy-Billy Goodheart official organization relinquishing all hold-

TV MAKES ODD BEDFELLOWS

NEW YORK, Aug. 25.—TV has done some mighty funny things to show business, and the Official-Fairbanks dickering contains a few odd aspects in this vein. Not too many years ago Frank Mullen was executive vice-president and general manager of the National Broadcasting Company. Ike Levy, of course, was a member of the board of directors, and an important force, in the rival Columbia Broadcasting System. Last week when the smoke cleared from the Official-Fairbanks deal, Mullen wound up with 35,000 shares of stock in Official, in which Levy is the major stockholder. Full details in adjoining stories.

ings in Fairbanks' outfit. The Fairbanks group returned 135,000 of the original 175,000 shares of Official stock they had been given. Of the 40,000 shares retained by (Continued on page 10)

C. L. Glett in CBS Veep Post

HOLLYWOOD, Aug. 24.—Charles L. Glett, former veepee in charge of TV for the Don Lee network, and more recently administrative assistant for local station KTSN, has been named veepee in charge of network service for the Columbia Broadcasting System's Hollywood radio division and veepee in charge of CBS's TV network services here. Post was described by CBS brass as a "co-partnership (with Harry Ackerman) in charge of CBS in Hollywood." Ackerman is CBS's Hollywood radio program veepee and also the web's Hollywood TV program veepee.

At the same time, CBS appointed William D. Shaw, eastern sales manager of radio sales, as general manager of KNX here and the Columbia Pacific Network, effective Monday (27). Edwin Buckalew was named assistant general manager of KNX and the Columbia Pacific Network.

EDITORIAL

Benton in Costume

One of the more ludicrous sights around the broadcasting business (tho it could turn out to be not so funny) is Sen. William Benton wearing Frieda Henneck's skirts and Comm. Eugene McDonald's hat, and waving a large blue book in his strong right hand.

In a piece called *Television With a Conscience* in the current issue of *The Saturday Review of Literature* the advertising man who got religion plays some stale variations on the old theme that commercial broadcasters do a putrid public service and educational job. He comes up with some equally stale, and amazingly naive solutions. Donning Miss Henneck's prettiest Sunday-go-to-meetin' frock he speaks out bravely for channels for educational groups, and setting the Zenith president's hat at a jaunty angle he says a number of channels should be set aside for pay-as-you-see television.

And naturally he makes out a pontifical case for his proposed citizens' advisory board "composed of 11 outstanding private citizens drawn from the fields of education and communications and from among leaders in the civic, cultural and religious life of the nation." They wouldn't be a program censorship board, says the senator. They would just "... in an annual report to Congress, to the Federal Communications Commission, and to the public ... review how well radio and television are serving the public interest. This annual report would point up broadcasting's successes and failures. Most importantly it would suggest how radio and TV could serve the public better. Undoubtedly the board would try to determine answers to those difficult and perennial questions: 'What is an educational program?' Undoubtedly the board would occasionally recommend new legislation to Congress."

The senator hasn't said yet how this board would know what kind of programs are being broadcast and telecast, let alone judge same. Are they personally going to watch enough shows to know what's going on? If they aren't who is going to view the shows for them? Who is qualified to say a show is or isn't public service, and/or educational? We wonder if the senator or his board would have called *The Lottery*, as presented on *Fireside Theater* by Procter & Gamble in an effort to sell a few bars of Ivory Soap, public service (see review on page 3 this issue). We would.

What are the qualifications for judging television programs? What are the senator's own qualifications? In 1935 he sold out his interest in Benton & Bowles. In 1934 and 1935, the last two years of the senator's participation in broadcasting, he had the following public service shows on the National Broadcasting Company's network: *Wizard of Oz*, *Cap'n Henry's Showboat*; *Clara, Lu 'n' Em*; *Sal Hepatica Revue*, *Town Hall Tonight*, *Colgate House Party*, *Palmolive Beauty Box Theater*, *Lanny Ross and His Log Cabin Orchestra*, *Music at the Haydn*, *House of Glass*, *Tony and Gus*, *Phil Cook*, and *Ida Bailey Allen*. Remember them?

But we shouldn't be irritated. It is difficult to understand why the radio, and now the video broadcasters haven't maintained the high standard of educational and public service programming set for them by the senator.

CASE HISTORY

Unionites Give Vets Therapy Via Radio

• Continued from page 3

Coast. Since then, it has moved to the Henry Hudson Hotel. The operation of the org is guided by a board and consists of 180 voting members—100 hours in the hospitals is a requirement to become a voting member.

People Count

Spokesmen Jean Tighe and Carl Rigrod stress the fact that the organization is not a talent finding group, tho whenever real talent is found they do what they can to

encourage it. The VHRG is more interested in people—like the policeman who was afraid of people, and finally, thru his radio work in the hospital, was able to go back to his job; the steamfitter who wrote a whole musical score for one of the programs and is now studying music, and countless other cases.

The work is definitely catching hold. To meet continued requests from the VA for more work in more hospitals, the VHRG is making plans for a fund-raising campaign within the next two months. It is also preparing a complete handbook, which will sell for \$1, to be out soon, giving all the information necessary for any group interested in assisting rehabilitation of veterans.

At present, seven of the 126 hospitals are getting VHRG service. The industry has given the org full co-operation on plugs. The Columbia Broadcasting System, so far, has given 44 free station spots, and all the other stations in the area have given plugs. The Red Cross and the American Women's Voluntary Service have also given them full co-operation, but what the group needs most is more dough and a lot more volunteers.

U. S. Readies H'wood Probe

WASHINGTON, Aug. 25.—The Long-anticipated transfer of House Un-American Activities Committee hearings to Hollywood may take place September 4, according to a committee spokesman. The committee has been making preparations for the scene-shift for several months.

There are still some hurdles in the way of launching into the hearings in the film center, it was disclosed here, but efforts are being pushed to get started September 4. Witnesses will come from radio-TV and other segments of the entertainment field, as well as filmdom, it was pointed out.

WJJM & THEATER AIR BB 'TOP 10'

LEWISBURG, Tenn., Aug. 25. — Local Station WJJM and the Dixie Theater here have set up a unique promotion tie-up based on The Billboard's Music Popularity Charts. Theater Owner-Manager John Boyd provides an overture of the weekly "Top 10" disks before every flicker performance.

Disks are spun in projection room and beamed over theater sound system, while credits are shown on screen. The concerts are plugged over WJJM, via special spot announcements, inviting listeners to attend the Dixie and catch the nightly music programs. A similar idea is under consideration for Boyd's other theater, the Hi-Way 50 Drive-In.

Murray Settles Down on ABC-TV After NBC Exit

NEW YORK, Aug. 25.—Beginning September 19, The Arthur Murray Show will move into the 9:30-10 p.m. spot on the American Broadcasting Company's video network, alternating with The Don McNeill Show.

Murray winds up his last half-hour local seg over WNBT, here, Monday (27), since the web is pre-empting that time (10-10:30 p.m.) for its fall programming line-up. The terp king will keep his long-time variety format intact, with Mrs. Kathryn Murray continuing as emcee. Airing will be budgeted at about \$10,000, and all production costs will be carried by Murray, with his branch studios across the country paying for local time charges in their area. Station clearance is still up in the air. But Murray has requested 42 outlets thru his agency, Ruthrauff and Ryan.

Move marks Murray's third show tie-up with ABC. He launched Arthur Murray Party Time, a couple of years ago over WCBS-TV, New York; moved to WJZ-TV, New York; then switched to Du Mont; moved back to ABC, and finally settled down on WNBT this summer, hoping to pick up an NBC network time slot in the fall. When the NBC opening failed to materialize, he completed negotiations for the ABC time.

HE MAKES NEWS THE HARD WAY

NEW YORK, Aug. 25.—George Crandall, Columbia Broadcasting System Radio Network Director of Press Information, continues to score with his longhair musical works.

Latest Crandall composition to be given a big-league airing is his Revery, which organist E. Power Biggs will play on his September 2 show. Stanza will feature the works of American composers exclusively. Musical company Crandall will keep on this show consists of Virgil Thomson, Edward Ballantine, Rowland Leach and William Selby.

U. S. to Codify TV Coverage

WASHINGTON, Aug. 25. — A "code of conduct" proposing to assure TV and radio of full coverage of Congressional hearings was placed before the Senate yesterday in a resolution sponsored by Sen. Estes Kefauver (D., Tenn.), former chairman of the Senate Special Committee Investigating Crime.

Kefauver's resolution requires Congressional committees to give full coverage opportunities to all news media, including TV and radio. However, committee chairmen would be given discretionary power to halt TV, radio or news-reel coverage in the event these prove to be an "annoyance" to the witnesses.

ATLANTA TV DEAL KICKS UP STORM

Ex-Governor's Son Charges FCC Approved "Monopoly" in Battle Over 4 Channels

WASHINGTON, Aug. 25.—In the strongest attack so far on the Federal Communications Commission for its handling of the battle to control the four TV channels in Atlanta, Edward D. Rivers Jr., son of the former Georgia governor, yesterday (24) charged that FCC was permitting a "suspicious" deal between two Atlanta companies engaged in "monopoly" practices. Rivers also charged that the commission was "violating" the law since its orders in the Atlanta case in effect denied without a hearing his own application for a TV channel.

Atlanta Newspapers, Inc., which owns the radio-TV interests involved in the merger, filed a petition denying charges against its transaction and claiming that there is no "community of interests" with the purchase of its TV station WSB-TV.

Rivers' charges against the newspaper group were contained in a petition asking FCC to reconsider the whole Atlanta TV case which involves a fight for TV channels by political figures in several States as well as two Atlanta newspapers and the Georgia Institute of Technology. The crux of the case rests with FCC's sanction of radio-TV transfers resulting from a merger of The Atlanta Journal, owned by former Ohio Gov. James Cox, with The Atlanta Constitution. FCC gave the "green light" to the merged radio-TV interests

on condition that the newly formed company, Atlanta Newspapers, Inc., relinquish either WSB-TV, formerly owned by The Journal or WCON-TV, formerly owned by The Constitution.

The alleged "deal" Rivers accuses FCC of condoning is the sale of WSB-TV by Atlanta Newspapers to Broadcasting, Inc., a group of Atlanta businessmen, for \$500,000. Rivers' petition calls the sale "suspicious on its face" since the owners of WSB-TV "could have found a number of buyers for the station who would have been willing to pay far in excess of the amount involved, and perhaps \$2 million or more for WSB-TV."

The petition declares that there is a "community of interests between some of the stockholders of Broadcasting, Inc., and Atlanta Newspapers, Inc.," and lists the names and companies holding stock in both. In his petition, Rivers also declares that FCC's August 8, 1951, order sanctioning the sale of WSB-TV in effect denies his own three-and-one-half-year-old application for an Atlanta TV channel, and since the denial was made without a hearing the FCC is in violation of the Communications Act. Rivers is currently operating Radio Station WEAS in Decatur, Ga.

Meanwhile, Atlanta newspapers filed an answer to an appeal made recently by the Georgia Institute

(Continued on page 10)

NBC Banking On Names for TV-Film Plan

HOLLYWOOD, Aug. 25.—For its TV film syndication, National Broadcasting Company is banking on screen names, this week inking Brian Donlevy for the top role in its telefilm version of Don Sharpe's Dangerous Assignment. Another Sharpe radio package, Texas Rangers, is also being converted for TV via film. Joel McCrea, who has the lead in the radio version, will not be carried over into TV. Web is currently combing for some one to take the tele lead, while McCrea retains the part in the radio show. Reason why McCrea won't take the tele role, altho he's free to do video, is conflict with theatrical film chores.

Sharpe is also working on a tele film show starring Rosalind Russell, plans now being discussed with NBC. Web recently snared Roy Rogers' tele pix for its video film syndicate.

Two Sharpe packages will be filmed each in series of 26 half-hour episodes. Production budget will be \$18,000 per seg. Production headquarters will be set up on the Goldwyn lot. As package owner, Sharpe will participate in the pix' tele revenue.

L. A. Outlets To Cover Jap Treaty Meet

HOLLYWOOD, Aug. 25.—To avoid the heated wrangling which forced a pooling of facilities in covering Gen. Douglas MacArthur's San Francisco arrival, all Los Angeles area outlets will share in bringing the Japanese treaty signing ceremonies from San Francisco. Storm brewed and threatened to break this week when KTSN (Columbia Broadcasting System) and KECA-TV (American Broadcasting Company) between them sewed up the single phone company microwave channel linking Los Angeles and San Francisco. Local stations' coverage is expected to be considerably more extensive than that which will be beamed Eastward as the first coast-to-coast live TV shot. Local viewers are expected to see close to 24 TV hours of coverage, treating all phases of the historic event.

NBC-TV to Air Church Series

NEW YORK, Aug. 25. — A weekly religious TV series has been skeddied by the National Broadcasting Company for airing in the 1 to 1:30 p.m. period Sundays, starting September 30. Series will be done with the co-operation of the three major faiths in proportion with the numerical strength of these faiths. Thus, of every six programs, three will present a Protestant appeal, two Catholic, and one Jewish. Series arises from a request made by the web's station program advisory committee.

Programs will feature preaching and singing. Preachers will be selected in co-operation with the faiths involved and the stations where the programs will originate. The web will offer the show both live and by kines.



Faith of our Fathers

Every Sunday evening at 6:30 P.M., WDEL-TV televises a half-hour religious service under the auspices of the Wilmington Council of Churches.

Representative clergymen and choral groups from the City's churches are invited to participate in this weekly service. The half-hour program of spiritual guidance and interpretation is under the direct supervision of the chairman of the Television and Radio Committee of the Church Council.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

WDEL-TV

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GRID BITES STUN WESTINGHOUSE

Schools Hold Out for Big Dough; Sponsor, Half Set on NBC-TV, Gulps

NEW YORK, Aug. 25. — Altho Westinghouse reportedly has set about half of its schedule of football games to be telecast this fall via the National Broadcasting Company, the bankroller is said to be finding the operation far more costly than expected. The estimated budget for rights is deemed likely to be virtually trebled by the time all the deals are set.

The schools each negotiate their

own deal with Westinghouse, and the bigger institutions know that their games are essential to a strong schedule, so they can hold out for whatever amount they desire. Some schools are doing just that.

An indication of the difficulties confronting Westinghouse is seen from the case of Notre Dame. The Irish stood to take in some \$500,000 for rights to its four home games this year until the National Collegiate Athletic Association plan ruled out sale of all but one home game. Westinghouse is known to have allotted some \$68,000 for rights to buy one Notre Dame tilt—that against Southern Methodist. On a prorated basis that is just over half the amount Notre Dame would have realized for one game had it made its \$500,000 deal.

Irish Opposition

The Irish, having been opposed in principle to the NCAA deal all along, are not inclined to be over-friendly to a one-game sale. If the sum were worth while, however, they'd be apt to go along. But the \$68,000 bid from Westinghouse is miles short of the mark. The same situation, to a lesser extent, is true with Penn, which was to have collected some \$275,000 from the American Broadcasting Company for its home schedule.

Three things are being done to meet the situation. More money by a bushful is to be expended on rights. Westinghouse now is using some of its own top execs to negotiate deals with schools, apart from the personnel of the agency, Ketchum, MacLeod & Grove, already at work at this task. Also, the number of games to be shown is being cut down from 25 originally planned to about 23 now blueprinted, with 20 likely to be the final number.

NARTB Reports Local Newscast Is Top Revenue

WASHINGTON, Aug. 25.—Altho revenue produced by station-originated newscasts is proportionately higher than that received for other types of programing, only 7 per cent of station time on the air is devoted to locally originated newscasts, a survey conducted by the National Association of Radio and Television Broadcasters has revealed.

The NARTB survey, conducted by the association's research director, Dr. Kenneth Baker, also indicated that locally originated news composes an average of 30 per cent of a metropolitan newspaper and 60 per cent of a small city or rural paper.

Calling attention to the results of the NARTB survey, Robert K. Richards, director of public affairs, told a meeting of station executives at Roanoke, Va., Thursday (23) that "the great untapped source of news for the American broadcasting station is your own home town." The NARTB study also revealed, however, that 45 per cent of the stations using station-originated newscasts consider them more expensive than other types of programs while 38 per cent of these stations report their cost at about the same. And only 17 per cent believe local news less costly.

Simpson to Ankle R. Seeds Agency

HOLLYWOOD, Aug. 25.—Unless policy differences are patched up, Jack Simpson is expected to resign as Russell Seeds Agency radio-TV director. Simpson will end an eight-year affiliation with the agency as a result of differences arising from the Red Skelton Show, which kicks off this fall via National Broadcasting Company. Departure, however, is not expected until the Skelton show

KOVACS DEFIES GRAVITY IN COKE PLUG GIMMICK

PHILADELPHIA, Aug. 25.—WPTZ's Ernie Kovacs figured he could get more visual attention if he could pour sponsoring Coca-Cola upwards. Working with Director Joe Behar on his early morning TV show, he developed a simple trick creating added sponsor identification for Coca-Cola and lots of puzzlement among the viewers. The camera opens on a long shot of Kovacs holding the Coke and a glass. It dollies in for a close-up on his hands, which are inverted. Just as Kovacs is about to pour, the camera switches to an inverted lens. When the Coke is poured, it appears to flow upward, filling the glass from the top down. The froth appears to be bubbling out of the bottom of the upside down glass. The camera then dollies back from Kovacs, switches to a regular lens and catches Kovacs drinking the Coke.

HOT DEMURRER

Chiselers Can Be Told Off; Here's a Way

By PAUL MARTIN
Manager, Station WCCC,
Hartford, Conn.

Editor's Note: The following article by Paul Martin is representative of the feelings of many radio stations around the country toward the still-growing efforts of numerous organizations to garner free radio plugs. Latest development of this type on the network front is detailed in a story in the adjoining columns.

We independent radio stations are digging our own graves by allowing our time to be taken from us. It's not even given away, because in many cases we don't even know we're giving it. It's being taken from us with the help of our own staffs.

Do you allow your performers to use so-called "news" releases that are sent to them or you by softly purring con men or women who address them (or you) by first names in best mimeograph intimacy? Do you pick up envelope after envelope in the mail addressed to the station in which there is so-called filler material, designed to sugar-coat commercial plugs?

Millions of dollars are going down rat holes of unproductive public relations because you won't pick up your McKittrick Directory and send a letter to the sales executives of the parent company telling him you "sell" time. You don't give it away.

Maybe if he gets letters like that from a thousand stations he won't be led so easily to spend thousands of dollars for high publicity boys in the hope of wheeling time.

"Spend 3 Cents"

It's not enough that you take care not to use their material. Spend 3 cents to tell the parent company you don't use it. Maybe some of the money that's being wasted now will go into radio.

How many times a week do you let your disk jockeys give away your time, chasing halfbaked celebrities for interviews that drive your listeners away, or promoting contests which give them originals and sponsors hundred of dollars' worth of free time in return for a \$12.50 prize given locally; or a shot, at fantastic odds, at a substantial "national prize" given nationally? How many movies do you plug free without a nickel's worth of advertising being spent on your station?

Try turning somebody down sometime. Try telling them time is for sale. We tried it, and it got us results. A certain company that had never used our station bought a schedule shortly after we bounced back their "news" release, and a movie manager who got mad the first time we didn't roll out the carpet for his obscure interviews, came back a few weeks later with a spot schedule. Even if this being hard-to-get doesn't keep you from keeping your

TOBACCO SCOREBOARD

Videodex Tabs Smoke Firms' Hits and Flops

Based on Videodex Reports for June, 1951

	# of Cities	National Videodex Rating	# of Homes Reached
American Cigarette & Cigar Co.			
Big Story (NBC), Friday, 9 p.m.	37	17.7	1,858,000
Philip Morris & Co.			
Horace Heidt (CBS), Monday, 9 p.m.	54	20.4	2,351,000
Racket Squad (CBS), Thursday, 10 p.m.	39	13.2	1,106,000
Riggio Tobacco Corp.			
Leave It to the Girls (NBC), Sunday, 7 p.m.	10	11.6	662,000
U. S. Tobacco Co.			
Martin Kane (NBC), Thursday, 10 p.m.	60	32.0	3,894,000
American Tobacco Co.			
This Is Show Business (CBS), Sun., 7:30 p.m.	48	15.8	1,714,000
Robert Montgomery (NBC), Mon., 9:30 p.m.	33	28.7	2,632,000
Your Hit Parade (NBC), Saturday, 10:30 p.m.	48	26.3	2,802,000
Liggett & Myers Tobacco Co.			
Godfrey & Friends (CBS), Wednesday, 8:30-9 p.m. time segment	49	32.1	3,622,000
Perry Como (CBS), Mon., Wed., Fri., 7:45 p.m.	41	11.2	1,114,000
Stork Club (CBS), Tues. & Thurs., 7:45 p.m.	32	5.9	539,000
R. J. Reynolds Tobacco Co.			
Jack Carter Show (NBC), Saturday, 8 p.m.	30	16.5	1,610,000
(Partial sponsorship)			
Camel News Caravan (NBC), Mon. thru Fri., 7:45 p.m.	39	13.5	1,327,000
Vaughn Monroe (CBS), Tuesday, 9 p.m.	38	14.6	1,483,000
Man Against Crime (CBS), Friday, 8:30 p.m.	38	24.0	2,254,000
Garry Moore (CBS), Mon., Wed., Fri., 1:30 p.m.	53	5.1	597,000
(Partial sponsorship)			
P. Lorillard Co.			
Original Amateur Hour (NBC), Tues. 10 p.m.	58	28.5	3,470,000
The Web (CBS), Wednesday, 9:30 p.m.	32	22.4	2,228,000
Stop the Music (ABC), Thursday, 8:30-9 time segment	47	18.0	1,801,000

Definitions:
of Cities: The actual number of cities in which the program was telecast.
National Rating: The average ratio of the total number of TV homes viewing the program to the total number of sets in all cities carrying the program. This rating is weighted on the basis of the NBC estimate of the number of sets in each television area.
of Homes Reached: The average total number of homes tuned to the program.

H'w'd Agencies Girding For Microwave Activity

HOLLYWOOD, Aug. 28.—Ad agencies here are slowly but surely girding themselves for the expected hyped activity once Hollywood goes on the national TV map with completion of coast-to-coast microwave relay facilities. Preparation appears slight on the surface but goes deep into the agencies' organizational structure to allow rapid expansion as the need arises. Agencies are avoiding hasty staff increases, preferring to follow a wait-and-see policy, but are clearing the decks to take on the load as it arrives.

J. Walter Thompson is merging its Hollywood and downtown offices at a new headquarters to be centered on Wilshire Boulevard.

Stations Kick Vs. Free Plugs Ala 'Molasses'

NEW YORK, Aug. 25.—Current network ban on the tune Black Strap Molasses (which Decca disked with Danny Kaye, Jimmy Durante, Jane Wyman and Groucho Marx) is highlighting growing station resentment against various devices which special exploitation agencies have been using for some time to get free radio and TV plugs for products. The National Broadcasting Company's Station Planning and Advisory Committee, as a group, put considerable pressure on the web to bar the tune and platter from its air on the basis of free plugs it contains. SPAC also points to many plugs coming thru on such items as Ajax, Coca Cola, Hadaacol, etc.

Columbia Broadcasting System's "censorship" board banned the tune not only because of Hadaacol plug, but because CBS considers that the lyric gives "medical advice" which may be taken seriously by some listeners. Song claims, says CBS, that the molasses "is good for sexual debility, insomnia, nerves and underweight condition."

The American Broadcasting Company has cleared the tune, but only on the provision that the reference to Hadaacol be eliminated.

Article in the adjoining columns by Paul Martin, station manager of WCCC, Hartford, Conn., while not dealing specially with Molasses, indicates feeling of many indie stations on the matter of

According to JWT's Conny Jackson, new building gives the agency greatly increased operating space. From an organizational standpoint, office merger will avoid overlapping of activities which has been going on as a result of the present set-up. Overlapping results from accounts who use TV nationally and on a local spot basis heretofore divided between both offices, thereby calling for double attention to a single account.

Footo, Cone & Belding recently switched Burt Oliver from its Dallas office back to Hollywood to fortify the local operation under Ed Cashman. Young & Rubicam's radio-TV veepee, Ed Meade, is due here within the next few weeks to survey the local picture and decide on expansion needs. Calkins & Holden, headed here by Veepee Harry Witt, this week named Andy Potter as its radio-TV director to handle the Dinah Shore Stakeley-Van Camp tele show. Biow's Jack Runyon says agency is geared for local expansion once the need is here. BBD&O's Wayne Tiss feels present staff will be able to handle the biz load for the immediate future, but will be able to grow rapidly with increased programs. McCann Erickson's Hank Boream last week completed a 10-day survey of the local operations with an eye to future expansion.

KTLA Adds Hour To Daytime Sked

HOLLYWOOD, Aug. 25.—Effective next week, Paramount's KTLA will add another daytime hour-and-a-half to its broadcasting sked, kicking off week-day operations at 4 p.m. with feature film fare aimed at kid viewers.

Feature pic will be followed at 5 p.m. with Handy Crafters Club conducted by playground recreation department personnel of various near-by communities, teaching kids craft hobbies. At 5:30, Doye O'Dell will go on in his usual time slot, station thereby giving kid viewers a daily two-hour program block.

CBS Finalizing Torme Color Deal

NEW YORK, Aug. 25.—Columbia Broadcasting System this week was just about ready to finalize a deal with singer Mild Torme to emcee an afternoon variety show on the web's color schedule.

This would mark the second afternoon color show for the web, and the most ambitious of any regularly scheduled studio-produced color show to date.

See 70% of TV Stations Out of Red This Year

WASHINGTON, Aug. 25.—Radio and TV broadcasters are expected to continue improving their financial status the rest of 1951, with 70 to 75 per cent of TV stations moving out of the red for the first time, the National Association of Radio and Television Broadcasters predicted this week. Financial facts on the industry were reported in a study by NARTB Research Director Dr. Kenneth Baker, and interpreted by Richard P. Doherty, NARTB's director of employee-employer relations, before broadcasters at the Association's District 4 annual meeting in Roanoke, Va., this week.

During 1950, TV revenue rose considerably, but a majority of the stations finished the year in the red, the NARTB study revealed. Stations showing a profit did so by only a slight margin. The ratio of TV and radio operating costs to revenue dropped one point during 1950 to 84 per cent. Profits before taxes were slightly higher in 1950 than the year before, and less than 25 per cent of the stations lost money in 1950 as compared with 33 per cent in 1949. Large stations, and those in metropolitan areas, however, saw 1950 revenues fall below the 1949 level, the study revealed.

Doherty told the Roanoke meeting that opportunities for reasonable profit exist only for radio stations with yearly revenues above \$50,000. Stations operating between \$45,000 and \$50,000 must observe the strictest economies, he emphasized.

Doherty also predicted that during the coming winter costs will rise because of higher wages and a continuing shrinkage in the labor market.

NARTB's District 1 meeting in Boston has been changed from November 5-6 to November 15-16.

Judgeship for Hennock Still Being Held Up

WASHINGTON, Aug. 25.—Senate Judiciary Committee is readying to set a new date for a hearing on President Truman's federal judgeship nomination for Commissioner Frieda B. Hennock, of Federal Communications but canceled it when Chairman Pat McCarran (D., Nev.) found that a quorum of the committee's members could not be mustered.

The committee has received notices from several persons voicing a wish to make appearances when the hearing is held.

Most of the appearances, it was disclosed, will be in support of Miss Hennock's nomination. A number of the witnesses will be from broadcast fields. However, the Bar Association has indicated it will file new briefs or make oral presentations along lines of protests already filed against the nomination. The hearing, when staged, will be public.

With October 1 earmarked by congressional leaders as the adjournment goal for Congress, efforts will be made to schedule an early hearing, a committee spokesman said, in order to avoid getting

Drill Call

TELEVISION—Reviewed Thursday, 8-3-30 p.m. Sustaining via WOR-TV. Presented by WOR-TV News and Special Features Division as a public service in co-operation with the U. S. Navy.

Drill Call has been broadcast for 42 weeks. Program caught was one of a special series of six based upon aspects of the Naval Reserve training program. Titled *Survival At Sea*, the half-hour job was modestly produced and straightforwardly presented, and it registered with considerable impact.

The subject matter is arresting: How to survive when the commanding officer gives the order to abandon ship. Splitting the lesson into three parts, the program demonstrated how a Navy man gets ready to go over the side and into the drink; how he actually jumps, and thirdly, what he should do when he's in the water.

Thru the script runs a recurring philosophy. This is the thought that ships are replaceable, but men are not—and therefore it is incumbent upon the Navy and every man therein to reduce loss of life to a minimum. The mere demonstration of rescue gear and life-saving equipment; the recounting by petty officers of how to swim away from a ship and how to avoid burning oil on the water; the showing of a life raft's equipment and the explanation of how to use the various items, all are in themselves dramatic. They bring the listeners closer to a fact of life, and it is well that the material is presented with restraint rather than overproduction and hoopla.

The program was seen via kinescope recording. No professional actors, of course, and none needed.

Paul Ackerman.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

New Theater

NBC, Sunday (19), 7:30-8:30 p.m.

This hour-long dramatic series, which formerly was aired as an afternoon show tagged *University Theater*, now has this excellent time slot for the summer and has added Eva LeGallienne as hostess. The show retains the high dramatic standards set in its earlier form, as amply demonstrated on this production, an adaptation of the E. M. Forster novel, *A Passage to India*.

The George Lefferts adaptation kept the tone and feel of the book in portraying the uneasy relationship between British officials in India and cultured Indians who resented being treated as inferiors. Neatly interwoven was the subtle involvement of the neurotic Adela, repelled by her stuffy British fiancé with a brilliant young Indian medic, climaxed by the Indian's molesting the girl. Top jobs were done by Louis Van Rooten, Eileen Erakine and Ivor Francis in their portrayals. Edwin King's direction moved things briskly within the thoughtful framework. The series deserves a long and well-slotted run.

Sam Chase.

The Second Mrs. Burton

(CBS, Wednesday 22)

Plotwise, *The Second Mrs. Burton* is still emoting in the standard radio soap opera tradition, complete with clichés and coy chatter. However, the series has contrived to slip the housewife some sugarcoated advice at the same time, via a weekly "family counselor" guest star.

Some of Mrs. Burton's loyal following may resent the fact that the guest stint cuts down her suffering to practically nothing, but the public-service angle of the feature should justify its inclusion to most listeners.

Eleanor Kilgallen, radio-TV casting director, was guest counselor on the show caught (22), and she gave a surprisingly frank analysis of the sparse opportunities available in radio and TV today for newcomers. Egged on by Patsy Campbell (Mrs. Burton), Miss Kilgallen quoted alarmingly low-income figures for the average actor and advised young hopefuls to get plenty of experience in their own hometown first. The gal was as gracious and self-assured as her big sister Dorothy.

This week Sylvia Schur, food editor for *Look* magazine, will guest and dispense info on how the ladies can help their husbands reduce.

June Bundy.

Television Radio Reviews

Tag the Gag

TELEVISION—Reviewed Monday (20), 8-3-30 p.m. EDT. Sustaining via NBC-TV. Producers, Roy Buffum, Director, Jac Hein, Writer, Bob Phillips. Cast: Hal Block, emcee; Morey Amsterdam, Jean Carroll, Harvey Stone and Herkie Stiles.

Morey Amsterdam, Jean Carroll, Harvey Stone and Herkie Stiles constitute an impressive roster of comics. As long as *Tag the Gag*, the comedy-quizzier, can gather such an assemblage of wits, it should have no trouble getting reasonable-sized audiences.

The aforementioned made up the panel on the show reviewed. They gave plenty of gags, no rib breakers, and an abundance of oldies, but the group looked sharp, and there was fun to spare.

The format inevitably harks back to the old *Can You Top This?*, but there's no laughmeter. A couple of theses act out a joke sent in by a viewer. Just as they get to the punch line, there's a loud clanging and the action stops short. After the line is flashed on the screen for home viewers, it's up to the panel to guess it.

Biggest Yocks

Of course, the panel got the biggest response from their wrong guesses, tho they eventually got the right one every time. After the answer, each member of the panel unofficially told a joke on the same subject.

They went thru six such turns in the allotted time. When an actor was shown pushing a pie into another's face, and the punch line was: "What Flavor?", the house didn't exactly collapse, but there were no audible sobs or yawns either. Midway there was a quickie, wherein the panel was asked, "What's the fastest thing in the world?"

Block Funny, Too

Hal Block, acting as moderator, took this one with his ears back. He pulled a few yocks himself, only at the beginning did he read a few famous lines, such as: A letter from a listener, "If your show is not funny, I'm President of the U. S.—signed Harry S. Truman"; or a letter from Dagmar—"Your show really makes for a full half hour"—look how she spells full, f-o-u-l. Block reads them slowly and clearly, and was consistently pleasant.

The format provides a good excuse for showing a quartet of comics sort of off guard, not really pushing their stuff, just playing around, having and making fun. It's sound entertainment.

Gene Plotnik.

Bachelor's Haven

TELEVISION—Reviewed Monday (20), 7-7-30 p.m., EDT, sustaining via KTSB, Hollywood. Packaged by Columbia Broadcasting System. Moderator, Johnny Jacobs. Panel members: Zsa Zsa Gabor, Marie Windsor, Paul Coates and Peter Leeds. Writer-producer, Bill Brennan. Director, Bob Wuitlan.

Bachelor's Haven is one of the brightest, freshest panel shows to come this way in some time. Based on the premise that every dog should have its day, show attempts to give the males a chance to howl at the way they're being mistreated by the so-called weaker sex. Listeners write in their beefs, the panel considers them, and Moderator Jacobs, as one-sided as a grafting judge, continually rules in favor of the man's side. Males are indeed fortunate that there's a biased moderator on the scene for panelists Marie Windsor and Zsa Zsa Gabor (wow!) are no match for the best efforts expended by Paul Coates and Peter Leeds. While males on the panel dish out sharp patter to defend the guys, just a glimpse at their lovely counterparts on the panel would surely sway a jury to the gals.

Show also allows viewers to phone in queries and address them to whatever panel member they please. It all makes for happy viewing, for the questions, of course, are quite funny as are the answers. For light viewing, this one is well worth the time. Show is definitely sponsor-worthy. It moves along at a merry pace thanks to the witty and sometimes uninhibited remarks of Los Angeles *Mirror* columnist Paul Coates and girlishly winsome retorts by Miss Gabor. Lee Zitto.

The Lonesome Road

RADIO—Reviewed Monday (20) 8:45-9 p.m. EDT. Sustaining via ABC, New York. Producers, The National Committee on Alcoholism and the Communication Materials Center of Columbia University. Writer-narrator, Gunnar Back.

Prior to the recent flurry of "narcotic addiction" public service broadcasts, the American Broadcasting Company's new transcribed documentary series on the evils of alcoholism might have seemed stronger stuff. The term "shot" has far more sinister implications today tho, and the taped confessions of habitual tipplers have little shock value when compared with incredible reports of teen-age dope addicts and heroin binges at local high schools.

However, aside from the timeliness angle, the series has an undeniable public service value. Overall production on the initial airer was smooth and thoroly professional, imparting an air of quiet authority, rather than sensationalism. Soft-spoken commentator Gunnar Back traced a brief history of the "nature of alcoholic illness," supplemented by descriptions of their personal symptoms by four problem drinkers. The quartet included a society matron, who started drinking during the war because she was "too tired" to do her house work and "couldn't get help"; a business man, and two "skidrow" residents.

Effective Sermons

Sermon-wise, the last two cases were most effective, particularly one's account of a D.T. nightmare—"Then the match sticks turned into people playing banjos, and the cockroaches grew long antennas to grab me." The other "skidrow" case said he decided to take treatment, "when I started going crazy hearing violins playing one chord of the Star Spangled Banner for hours and hours."

June Bundy.

Uncle Lumpy's Cabin

TELEVISION—Reviewed Monday-Friday (20-24), 5-5:30 p.m. EDT. Sustaining via WJZ-TV, New York. Producer, Howell-Rogin Studio. Director, Robert Massell. Script and cast, Hugh Brannum and Tom Howell.

If it's true that little children like line drawings, silly adventure stories and grandpa, then *Uncle Lumpy's Cabin* has something to offer them.

Hugh Brannum's portrayal of Lumpy, the affectionate, leisurely and rather clumsy geezer, seemed an appropriate companion for preschool tots. He talked into the camera as if a kid were right there listening. About half of each stanza he spent reading episodes from his "Li'l Orley" series. Stories were illustrated by rear-projection slides on his "picture cupboard." By means of superimpositions, they got effects of rolling eyes, running around and other simple animation. Constant piano music backed each tale.

Other Antics

Brannum took up the rest of his time building bird houses, smashing alarm clocks, telling how to find Indian arrowheads, reading mail and chatting with his frequent visitor, Sam, the postman.

To register best with the kiddies, Brannum's *Lumpy* seemed short on one attribute: wisdom. It's okay to be cute, but not dumb. He ought to leave the laughs to Sam.

On the whole, the show seemed paced about right to keep tots preoccupied for a half hour a day.

Gene Plotnik.

DOCUMENTARIES

Stranger (and Rated Higher) Than Fiction

NEW YORK, Aug. 25. — Increased popularity of radio documentaries is highlighted by the fact that three of the Mutual Broadcasting System's top rated week-night shows are documentary sustainers.

Airers include *Crime Fighters*; *The Hidden Truth*, based on the files of Leonard Keeler, inventor of the lie detector, and *Caravan*, saga of early California history.

Video Chef

TELEVISION—Reviewed Tuesday (21), 5 to 5:30 p.m. Sponsored by Associated Food Stores via WPIX, New York, thru Furmanfeiner & Company. Producer, Videocast Productions. Director, Pete Molnar. Cast, Joel Holt.

This new weekly cookery stanza is designed to show the housewife how to toss together a hasty dinner after a day over the hot bridge table (or in front of the TV set), and is supposed to enable the lady of the house to satisfy with the least effort the digestive demands of friend husband. Show is conducted by Joel Holt, who, from some of his remarks, is a reformed musician. Holt's guest on the show caught was band leader Bob Chester, and Holt mentioned that he himself once played with Buddy Brannan, who now is with Guy Lombardo's outfit.

Chester's part on the show was vague. He admired the appearance of the dish Holt turned out—a sort of Hawaiian chicken fricassee, in the shell of pineapples—but said that he personally was a meat-and-potatoes man. Aside from these new brief exchanges, and a plug for Chester's current run at the Paramount, the guest had little to do.

First part of the show had Holt demonstrate how to prepare the dish. Chester's appearance was sandwiched between that demonstration and the appearance of the gal who submitted the prize winning recipe of the week. This turned out to be a hausfrau who proceeded to reel off details of her favorite concoction.

Holt is a good-looking, smooth-talking lad who sounds convincing in his spiel. The guest portion of the show, however, needs some strong working over to make it worth the time. Commercials stressed a number of products sold at the Associated Food Stores, with Dick Bell handling the pitches in a hearty manner. Camera work was adequate.

Sam Chase.

All Around the Town

TELEVISION—Reviewed Wednesday (22), 3:30-4 p.m. EDT. Sustaining via CBS-TV. Producer-director, Rai Purdy. Cast: Mike Wallace, emcee, and guests.

This show puts the guts of New York on view. Each segment is staged at a different spot in the city. Besides interviews of key persons doing business in the locality, all local landmarks, with their history and significances, are brought in.

One stanza this week was shot on the steps of the sub-treasury building, just in front of the statue of Washington. Among the guests were Elaine Barrier, former actress and now a customers' broker at Francis I. DuPont and Company; Henry Gemill, youthful editor of *The Wall Street Journal*; Frank Totten, v.-p. of Chase National Bank, and Georgie Price, who is an investment broker besides being an entertainer.

Emcee Mike Wallace hastened to basic questions with each guest. With an apparent relish for data of all sorts, Wallace would get out of his guest such knowledge as the origin of their respective firms, how big they are, whom they do business with and their fundamental advice on matters of finance.

At mid-show and end, the camera panned the whole Wall Street area, getting handsome shots of the stock exchange, Trinity Church, the sub-treasury building and all the traffic, while Wallace gave a quick travelog.

Wallace was entirely personable. His enthusiasm for the material was almost infectious, and his pacing, tho at times too fast, allowed not a dull moment. Town makes shrewd use of the medium for educative purposes.

Gene Plotnik.

FCC Okays KTSB Move to Mt. Wilson

HOLLYWOOD, Aug. 25. — The Federal Communications Commission this week granted the Columbia Broadcasting System permission to move the transmission site of KTSB from here to Mount Wilson.

Construction on the new site will begin immediately, and CBS execs expect the station to be operating with the increased power within 60 days.

Mike and Buff

TELEVISION—Reviewed Monday (20), 10:30-11 p.m. EDT, Monday thru Friday. Sustaining via WCBS-TV, New York. Producer, Frances Buss. Director, John Baird. Cast: Mike Wallace, Buff Cobb, Vincent and Adele Sardi Jr.

This chromatic Mr. and Mrs. caper features the activities of Mike Wallace and Buff Cobb, his pert strawberry blonde frau. The Wallaces were really living it up on their initial telecast (20) what with having "eggs a la Winchell," champagne and the Vincent Sardi Jr.'s, for breakfast. Utilizing a compact three-room set (living room, bedroom and kitchen), the program spotted the couple just in from Chicago and settling in their new Manhattan apartment.

The housewarming routine provided CBS's hue-and-cry boys with a flexible, surprisingly smooth demonstration gimmick. The Wallaces obliged by unpacking a trunk, containing a veritable cornucopia of colorful camera subjects, including a garish scarf, assorted household knick-knacks and, of all things, a couple of black and white still photos. The latter looked a bit green around the borders.

Tiny Trouble

Additional tint plugs were obtained later when Miss Cobb chatted with Adele Sardi about the respective merits of drapery samples altho some of the printed materials emerged as vari-colored blurs in close-up. By contrast, Buff Cobb's halter-neck-styled black and yellow checkered dress remained consistently color-genic, as did Mrs. Sardi's bright blue frock.

The tele-color system itself revealed the usual amount of lensing flaws—fading away at times to a paler spectrum and springing back suddenly to shock the viewer's color sense with some implausible brightness of hue.

One of the show's three cameras reportedly went out of commission shortly after the program began, which may account for the fact that close-ups were practically non-existent after the first few minutes. However, it was probably just as well. Ex-Disk Jockey Wallace, a dark, good looking young man, fared well in the close-ups, but "Buffie" was positively tallow-faced in an early shot, with the greenish pallor of something out of *Dracula*. Mrs. Sardi, wearing a darker tan make-up, showed up better.

Pace Perky

Pacewise, the show perked up considerably when the Sardis arrived. The cafe man and his Chi ex-actress wife turned the Wallace house into a "home" via relaxed chat about their famous restaurant and its star-strung clientele.

Toward the finish, Sardi hustled into the kitchen where he supervised Mike's preparation of "eggs a la Winchell"—(a fried egg yolk peaking thru a "key" hole in a slice of toast). The egg performed nicely before camera, with nary a broken yolk, but Wallace seemed a trifle undone in his culinary role, and understandably so. Sardi, who was poised and pleasant thru-out, would be a good bet for a video show of his own, color or otherwise.

All in all the Wallaces are bright, appealing young folks, tho still a bit too tense at times for the show's ultra-relaxed format. However, they've both scored high in the "easy delivery" department on black and white; so it shouldn't be long before they master the trick of being equally nonchalant in color.

June Bundy.

Production of Radio-TV Sets Drops in July

WASHINGTON, Aug. 25.—Due largely to vacation plant shut-downs, radio and television set production in July dipped to its lowest level of the year. Radio-Television Manufacturers' Association reported this week. An estimated 116,000 TV sets and approximately 539,500 radios were manufactured during the month, reflecting declines of more than 50 per cent.

Revised RTMA estimates on set production for the 30-week period ended July 27 estimated TV set production during the first seven months of 1951 at 3,433,674 and radios at 8,413,136. Radio receiver output during the 30-week period was divided into the following categories: home sets, 4,233,611; auto sets, 3,264,043, and portables, 915,482.

Air Checks

Brief but important radio news

Australian Web to Carry MGM Series . . .

Beginning Monday (27), the MacQuarie Broadcasting network, largest commercial radio outfit in Australia, will carry two MGM radio series "The Hardy Family" and "Doctor Kildare." The programs will be beamed to all six capital cities and to a large number of provincial towns. Each airtel will include a plug for an MGM movie. The deal is considered a significant move toward closer radio-movie relations in Australia following as it does the purchase of controlling interests in Aussie locations by theater exhibitors Ernest Turnbull, of Hoyt's Theaters and Charles Munro.

Personnel Shuffles In Radio Field . . .

CBS radio broke out in a rash of new appointments this week. Carl Ward, assistant general manager of WCCO, Minneapolis-St. Paul, was named general manager of SCBC, New York, succeeding Dick Swift, who will devote full time to management of WCBS-TV. . . . Wendell B. Campbell, Western sales manager for CBS radio network sales, became general sales manager of CBS radio sales. . . . Carl J. Burkland, general sales manager for CBS radio sales, was appointed director of station administration. . . . William Shaw, Eastern sales manager, trekked to Hollywood as general manager of KNX. John C. Grant joined the CBS legal department. . . . Adam J. Young, Inc., is new station rep for WAIT, Chicago. . . . Ross Donaldson has succeeded Thomas Adams as supervisor of literary rights and playing-reading for NBC. . . . Young & Rubicam last week appointed George H. Gribbin head of radio-TV commercial department, and William J. Colihan, manager. . . . WFDR, New York, program director, Guy Wallace has resigned that post to join Radio Free Europe as an exec producer. . . . Robert I. Kennell, ex-manager of WONS, Hartford, Conn., became resident manager of WICC, Bridgeport, Conn., this month, coincidental with the station's 25th birthday. . . . Sol Robinson, sales manager of WLIZ,

Bridgeport, this week, became part owner and general manager of WLAD, Danbury, Conn. He will remain with WLIZ until October 1, while managing WLAD, via "remote control."

Sales Notes From Coast-to-Coast . . .

A new Hollywood gossip airtel, which bows over ABC September 10, under the sponsorship of Hazel Bishop Lipstick, will feature a tie-up with Photoplay Magazine, Hollywood flicker publication. Commentator hasn't been decided on, but sponsor will pull a switch on typical fem movie scribe type and make emcee a man. . . . A. G. Spalding & Bros., Inc., sporting goods outfit, will again sponsor the national tennis championships at Forest Hills over Labor Day week-end, with SQXR, New York, pegged as key station in a special coast-to-coast network of indies schedule to carry the broadcasts. . . . Something new in public service gestures was recorded by KYW, Philadelphia, last week when the station substituted the Office of Price Stabilization's district office as local sponsor of the NBC series "Lorenzo Jones." KYW pulled the switch when the show's national soap advertiser decided to delay sponsorship of the series in Philly until he developed distribution in the area. Until then, KYW will continue to turn the daily plug over to the OPS.

New Program Notes From Stations & Agencies . . .

Mutual producer Chuck Vincent is readying a new astronomy series which will take listeners to a different planet each week. . . . Ethel Jane King, woman's director of KFH, Wichita, Kan., has set up an "Operation Library Flood Relief" on her daily program "E. J.'s Notebook" to collect books for flood-stricken Midwest libraries. To date, she and other staffers have received more than 7,500 from listeners, with Joyland Amusement Park contributing a reduced rate ride ticket for each one donated. . . . Ex-New York City political office holders will be given a chance to air their beefs against the present administration this fall, via a new radio show "The Foley Square Reporter," packaged by Henri Leiser, Guy Bolam and Roy Gordon, series will be taped in Foley Square, where WEBD commentator Richard H. Roffman and Bernard B. Goldberg will interview public officials of today and yesterday. Former New York councilman, Edward Rager is scheduled for the first show. . . . Mary Morgan, of CKLW, Detroit, is broadcasting a news digest of official case history of narcotic addicts culled from the files of various agencies organized to combat the current dope menace.

DISK JOCK IN DANSE MACABRE ON KILOCYCLES

JAMESTOWN, N. Y., Aug. 25.—Local Disk jockey Don John Ross, of WJTN here, has hit upon a rather macabre, but nonetheless effective, public service idea—the rehabilitation of neglected graveyards.

Using the slogan, "Let's Fix Up Those Old Graveyards," Ross has enlisted active participation in the campaign on the part of his listeners. He and a group of dialers pay regular visits to local cemeteries, where they "scrub tombstones, cut the grass, weed—and generally do what is to be done to make the place look alive again."

FCC Gets Sharp Criticisms of Du Mont TV Plan

WASHINGTON, Aug. 25.—More than a dozen briefs poured into Federal Communications Commission this week, sharply opposing the TV allocations plan offered last week by Allen M. Du Mont Laboratories, Inc. (The Billboard, August 25). Several collegiate and school groups were among the foes, assailing Du Mont's plan for failure to leave room for non-commercial educational TV channels.

Assailing the Du Mont plan for its provision to reduce the separation between TV channels was Crosley Broadcasting Corporation, which declared that the Du Mont blueprint would jeopardize Crosley's channel on WLW-D, Dayton, O., as well as WLW-C, Columbus, O., and Crosley's application for a new TV station in Toledo.

Others who filed in opposition to the Du Mont plan on similar grounds included Balaban & Katz, licensee of WBKB, Chicago; Sangamon Valley TV Corporation, Springfield, Ill.; WWJ-TV, Detroit; Tri-City Broadcasting Company, applicant for a TV station in Wheeling, W. Va., and Palmett Radio Corporation, Columbia, S. C.

Miami University at Oxford, O., filed in opposition, complaining that the Du Mont plan would deprive the college of a TV channel. Miami added that it could well afford to run a station, asserting that the expenses of from \$250,000 to \$300,000 to start a station is less than that required to build "a good college classroom." Miami added that a classroom would reach a much smaller audience.

Other educational groups which filed against Du Mont's plan included Fordham University, University of Connecticut, University of Buffalo and School District No. 4 of Lane County, Ore.

Big Year Ahead For TV Football In Southwest

DALLAS, Aug. 25.—With advance tickets indicating an excellent football year in the Southwest, an increase in televising of grid games seems likely also, in spite of limitations applied elsewhere in the country.

Southwest Conference rule is that only sellout games may be televised, and only one game for each school. However, special permission may be obtained for more.

More than 10 games are sold out already, or will be by the time the season gets under way, but only six of them will be played in Dallas, Fort Worth or Houston, only college cities in Texas with television facilities.

Texas-Oklahoma and Texas-Southern Methodist games in Dallas undoubtedly will be televised. Texas Christian will televise its games in Fort Worth with Texas A&M and SMU (school must obtain special permission to televise SMU game). Rice, at Houston, reportedly is interested in televising all its sellout games, which include tilts with Texas A&M and Navy.

Short Scannings

Brief but important video news

Mainly Personal, Mostly in N. Y. . . .

Richard A. R. Pinkham, circulation manager and director of The New York Herald Tribune, Inc., joins NBC next month in the newly-created post of manager of planning for the NBC TV network. . . . Ralph Whitaker, Ralph Baruch and Richard Dawson appointed account execs with Du Mont sales. . . . George Finley, Howard Hayward, Ben Skolnik and Karl Klimcheck added to WPIX, New York, sales force. Warren T. Mayers and David Lasley have joined C. E. Hooper, Inc. Mayers, formerly advertising manager of Look Magazine, moves over as Eastern rep of Hooper Brand Ratings and Media-Meter reports with title of vicepres and director of Hooperreports, Inc., a new firm furnishing the two new services. Lasley, ex-NBC staffer, will headquarter in Chicago as account exec for Hooper's Midwest and Pacific Coast operations.

Vincent J. Manno, formerly general manager of Smith Davis Corporation, has moved his new brokerage-financing-consultant firm into new offices at 50 East 58th Street. . . . Jim McGuire is leaving the Martin Saunders Agency, to open his own offices, Variety Artists Productions. McGuire plans to concentrate on TV, handling variety acts, models and scripts. . . . John K. Teaford, St. Louis industrialist and motion picture financier, is opening a New York office this month and will enter the TV production field.

Sales, Sales All Over TV's Map . . .

International News Service has sold its Super Projectall to

WBTV, Charlotte, N. C. and XELD-TV, which will be operating soon from Mexico, with studios in Brownsville, Tex. . . . A INS-Telenews chalked up four new sales of its newsweek series, the weekly news review to KMTV, Omaha, and the daily newsreel to WNHC-TV, New Haven, Conn., (under the sponsorship of G. F. Fox Department Stores, beginning September 3.) WTMJ-TV, Milwaukee, October 3, and XELD-TV, Brownsville, Tex. . . . Rand Drive, one of the largest chains in the Tri-State area of Ohio, has signed to sponsor a five-minute late-evening news program over WDTV, Pittsburgh, marking the first time the chain has included TV in its Pittsburgh advertising budget. . . . New business lined up for WNBW, Washington, includes a thrice weekly feature film seg for Camel Cigarettes; weekly half hour mystery series for Ballantine Beer; 52-week campaign for P. & G.'s "Cheer" spots; "The News," by Beal Motors, beginning September 11, and way Stores (Skylark Bread) for another series of "Safety Circus."

Audience, News From Baltimore, Omaha . . .

Baltimore's TV set figure reached 307,615 August 1, as compared to last year's 191,515 figure, according to a survey by the Baltimore Television Circulation Committee, with a total of 3,197 video set sales reported for July. TV sets in the WKY-TV Omaha City, area totaled 93,478 as of August 1. . . . In Omaha, WOW-TV reports that set sales increased as the result of its announcement that WOW-TV will carry 32 full-length football games this fall. The Nebraska-Iowa Electrical Council reported 495 set sales this week, making a total of 82,036.

Atlanta TV Deal

Continued from page 7

of Technology for FCC to hold up its decision approving the sale of WSB-TV, Georgia Tech, thru its counsel, Paul A. Porter, who was U. S. Price Administrator during the war, also is asking for an Atlanta TV channel for the Station WGST in Atlanta. Atlanta Newspapers' answer denied many of the charges made against its transaction with Broadcasting, Inc., claiming that there is no "undisclosed understanding between these corporations." It also declared that much of the stock that linked the two companies had been sold.

On and Off

Continued from page 6

Fairbanks' interests Mullen keeps his 35,000 and Greent his 5,000.

Billy Goodheart, whom Ike Levy brought in as executive vice-president several months ago, of course replaced Katz as Official's president. Goodheart now is in complete charge of the Official operation and, with Levy, has plans underway for new product to be produced by Official itself in this country and abroad. Goodheart and Levy, it is reported, are continuing to survey other producing firms with an eye toward expanding the Official catalog. In the meantime, Goodheart is building his sales organization and concentrating on developing agency, advertiser and station relationships for Official.

Fairbanks, in the meantime, has swung back into production of several new features (see adjoining story). Aaron Katz has announced no immediate plans, but it was rumored that he may join Flamingo Films in an executive capacity.

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BOX D-31, Care The Billboard, Cincinnati 22, O.

SRO Sign on ABC Mornings As Cig Buys

NEW YORK, Aug. 25.—With the sale this week of the two remaining segments of *Break the Bank* to Philip Morris, and a 15-minute strip to Serutan, the American Broadcasting Company had only one 15-minute strip to sell to attain an s.r.o. basis in the morning hours. Sole unsold slot is the 11 to 11:15 a.m. period, and that is regarded as close to sale also.

Philip Morris not only picked up the Tuesday and Thursday periods of *Break the Bank*, but also bought the 3:45 to 4 p.m. strip for a soap opera, and renewed its *Modern Romances* show in the 10:45 to 11 a.m. strip. *Break the Bank*, which airs from 11:30 a.m. to noon across the board, is sponsored by Bristol-Myers on Mondays, Wednesdays, and Fridays. The Serutan buy was the 12:15 to 12:30 p.m. strip for Victor Lindlahr on minimum full network starting September 17. The Philip Morris soap opera was not set at week's end, but is apt to be either *Against the Storm* or *Romance of Evelyn Winters*. This is the web's initial afternoon soaper and it will be backed by a sustaining soaper in the 3:30 o'clock slot.

NBC Color-TV

Continued from page 1

stand by going over its head to the viewers themselves. And, lastly, the January timing would fit in well with RCA's plans to petition the FCC right after the New Year.

It would be a gaudy feather in the NBC-RCA bonnet if they could combine for the initial cross-country colorcast. It is believed that officials at the Columbia Broadcasting System had some similar plan in mind during the bidding for rights to the Rose Bowl game, but because the CBS system is not compatible, the audience with black and white sets would have been unable to view the proceedings. The price for the event was much too high for CBS to undertake it for colorcasting only.

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WE DELIVER WHAT WE ADVERTISE!

Record, Sheet And Instrument Sales Up 12%

WASHINGTON, Aug. 25.—Sales of disks, sheet music and musical instruments shot up 12 per cent in the first six months of 1951, compared to the same period a year ago, the Federal Reserve Board announced this week. June, 1951, sales jumped as high as 25 per cent above those of June, 1950. Stocks also continued big, with items on hand in June, 19 per cent above the same month in 1950.

Stocks of TV, radio and phonograph sets in June were 107 per cent above the year before, while sales for the first six months of 1951 dropped 2 per cent below those of the same period in 1950. Sales for June, 1951, were 11 per cent below June, 1950.

Agency Signs Miss Clooney

NEW YORK, Aug. 25.—Rosemary Clooney has signed a three-year booking management contract with the Music Corporation of America. The thrush, who mushroomed overnight into one of the hottest singers in the business as the result of her smash etching of *Come On-A My House*, had been booked on a free lance basis until she signed with the agency. It is understood that the thrush and her manager, Joe Shribman, received a tidy bonus from MCA in exchange for her signature.

Her pact with the agency covers all aspects of show business. The agency currently is working on film work for the gal, following up on three offers which already have been submitted for her.

Kidisk Guild Skeds Albums

NEW YORK, Aug. 25.—Children's Record Guild in September will release a top prestige item in the kiddie field. This will be the first two sets based on the *Here and Now Storybook*, Lucy Sprague Mitchell's noted book for kiddies, published by E. P. Dutton. The two sets will be *The Fog Boat Story*, aimed at the 2-to-4 age group, and *Silly Will*, for the 5-to-8 age group.

Deal is exclusive for CRG, and marks the first time the writer and publisher have granted recording rights.

Horace Grenell, director of CRG, and Irv Katz, sales manager, this week returned from an extensive business trip.

NOBLESSE OBLIGE

Flanagan and Morrow In Boosters' Deal

NEW YORK, Aug. 25.—Traders who think it's an oddity when one band leader makes an effort to stump for another, saw this week the absolute epitome of gentlemanly gestures. These consisted of an exchange of arrangements and cross-plugs which may shortly become a reality as a new means of name-band promotion with something of an institutional twist attached.

The new idea is being brewed by the Flanagan, Hendler & Woods personal management office, with its two bands, Ralph Flanagan and Buddy Morrow, to serve as the guinea pigs in the cross-plug experiment. Intention is to help sustain Flanagan's reputation and box-office values and to build the

WHISTLE A HAPPY TUNE!

NEW YORK, Aug. 25.—Music publisher Reed Evans, among others, has a cheerful new tune making the rounds. It's called *There She Goes*, and has been recorded by DeeJay-Comic Robert Q. Lewis. The following is his thumbnail description of the song: "This song is based on a wolf whistle. Every fellow who ever stood in front of the local drug store knows it, and every girl who passed by understands it."

Cap Maps Screen Tie-Ins on Two Warner Flickers

HOLLYWOOD, Aug. 28.—Capitol Records is mapping far-reaching promotional screen tie-ins on behalf of exploiting two sound-track albums from Warner Bros. films. Cap will release in album form the sound-tracked scores of WB's *Streetcar Named Desire* film, with score by Alex North, and Ray Heindorf as musical director.

Cap is pressing and distributing star interviews to disk jockeys. In return, Warners is furnishing diskery with scripts from the film to be used in pushing the release. *Desire* will be released September 20.

Other WB film whose sound-track will be issued in album form is *Painting the Clouds With Sunshine*, featuring voices of Dennis Morgan and Lucille Norman. Both were inked by Cap to protect album rights. Film and disk package will be issued in October.

Special theater displays are being created and will be used both in theater lobbies and dealer windows. In addition, Cap is furnishing dealers with screen commercials for use in local theaters where films are playing.

OLD WINE, NEW ZIP

Film Revival Mighty Help for Old Tunes

NEW YORK, Aug. 25.—Notable illustration of the power of a film to revive old tunes is afforded by the MGM production of *Show Boat*, which went into its sixth week at the Radio City Music Hall. The score was first heard in 1927 when the original production of the Edna Ferber-Jerome Kern-Oscar Hammerstein opus opened at the Ziegfeld Theater

with Howard Marsh, Norma Terris, Helen Morgan, Charles Winninger, etc. Today, after a lapse of so many years, the *Show Boat* score is the hottest sheet music seller, according to a leading jobber. Latter states the score is definitely the biggest current stimulant in the sheet music business.

According to Chappell & Co., Inc., the score has been selling in excess of 30,000 per week. It fell off somewhat from this figure lately, but is expected to bounce again when the film is released nationally. Topper in the *Show Boat* score is *Make Believe*, with *Why Do I Love You?* a runner-up. The tunes retail at 50 cents.

The *Show Boat* flick has similarly bounced up sales of the MGM sound track album. Album went on sale three weeks prior to the film's debut and in that time sold 51,000. Since then, it has hit a total of well over 200,000.

The resurgence of the *Show Boat* score is particularly interesting in view of recent opinion on the part of some a. and r. men that film and legit scores were losing their punch. In a *Billboard* survey of the last fall-winter legit season, it was shown that only three records out of 102 disks made from show scores had any appreciable success. This is aside from sales of original cast albums.

The sheet music business generally, according to a leading jobber, is now definitely on the upgrade. Sales of pops are picking up, and educational material is

(Continued on page 35)

"Disklegger," Riding High, Floods Phony Label Widely

Presses 50,000 Disks a Week But Is Foxy Enough to Escape Sleuths

• Continued from page 1

bootleggers, but in almost every case final delivery was never made because the pirate grew leery of the orders.

The key bootlegger in this area is known to operate under four different aliases and to have as many as a half dozen bank accounts. No one here knows his real name or how to get in touch with him. Procedure by which it is hoped he will be caught is top secret. The pirate is known to be shipping from plants in Brooklyn and on Long Island. It is commonly agreed that counterfeit labels are being printed in Philadelphia.

Bootleggers also are in operation in Tennessee, Philadelphia and Chicago. St. Louis and Chicago, formerly key centers for the pirates' operations, are reported to have "cooled off" lately. Typical of the people said to be involved in the bootlegging racket are a

New York distributor, a Philadelphia distrib, and one in Richmond, Va. Also said to be involved are a Chicago diskery who at one time had a financially successful indie label, and several big city record dealers. Several independent pressing plants are also known to have pressed pirated disks at times when legitimate business was slow.

Pirates who have been operating in the jazz and collectors' items fields are still active, but to a much smaller degree. At least six such labels are still being sold in this area. Also quiet, but not dormant, is the party record business. Many of the pirates are involved in party disks, jazz and pop dubbing. And in several instances the pirates are sufficiently brazen to send their disks to newspapers for review, and to sell them to well-known and legitimate record shops.

Aside from the amount of money the pirates are costing the legitimate manufacturers, they have offered a few amusing moments to the trade. One major diskery is known to have dubbed several sides for an LP disk from a pirated label which originally had dubbed the material from the major's European affiliate records.

Muzak Studios In N. Y. Bought By RCA Victor

NEW YORK, Aug. 25.—The RCA Victor Division this week concluded negotiations for the purchase of the New York studios of the Muzak Corporation. It is understood the personnel at the 46th Street studios will remain, becoming employees of RCA Victor.

Muzak will continue its wired music service and associated transcription service. Its recording, pressing and processing work apparently will be continued at its Elizabethtown, Ky., plant.

Acquisition of the Muzak facilities is expected to ease production for RCA Victor's Custom Record division, which has been undergoing an expansion as a result of heavy sales.

Drop Royalties Withholding Tax

WASHINGTON, Aug. 25.—The Senate Finance Committee late yesterday struck from the House-approved tax bill a provision calling for payment of a withholding tax on royalties and dividends. The House provision would have required withholding of the tax on royalties by either the publisher, or manufacturer or royalties collection agency, such as American Society of Composers, Authors and Publishers.

The decision to kill the provision is "only tentative," the committee said. But little chance was seen that the group would reverse itself before a final bill is reported to the Senate.

The committee also disagreed with the house on capital gains tax increases. Also, it agreed tentatively on a compromise hike in personal income taxes.

Mercury Pays Apollo to Use Daniel's Wax

NEW YORK, Aug. 25.—Mercury Records this week acquired from Apollo Records for a cash settlement the rights to issue a Billy Daniels single disk and album package built on the latter's conception of *That Old Black Magic*, the song most associated with the performer.

The unusual circumstances arose when Mercury, figuring to capitalize on Daniels' nifty material, found that the warbler had sliced *Magic* for Apollo some years ago under a pact which prohibited him from doing the song for another waxery for a five-year period. The prohibitive period still has more than a year to go, and Mercury Veepee Joe Carlton was forced to pay Apollo for the right to issue his own slicing of the song.

Opera & Ballet on Upswing for Fall

New Season Will See More Dance Units In New York and More Singers on Road

NEW YORK, Aug. 25.—There'll be more ballet companies working this coming season and more operatic activity nationally than last year. Local opera will, however, be a little off from previous seasons. Prognostications were made this week by Hy Faine, executive secretary of the American Guild of Musical Artists.

According to AGMA, the coming ballet season will see the Bal-

let Theater operating a longer season than last year, the Ballet Russe appearing here and the Sadler's Wells Theater Ballet troupe scheduled for a tour. The Schuberts are importing a Spanish ballet company for the coming season. In addition, the New York City Center Ballet group is expected to run a longer season.

The operatic field is expected to be most active out of the New York area, tho the Metropolitan and the City Opera companies will be in full swing here. The Charles Wagner Company will tour the country, Philadelphia will operate two companies, and the New England area will have the Connecticut, Rhode Island and New England opera theater groups. A new opera company is set to perform in Shreveport, La., and the rest of the standard operatic groups in larger cities will operate much as in previous seasons.

According to Faine, the "Italian wing" will be somewhat less active. Fortune Gallo's company has no plans for a tour this season, tho the Salmaggi group will be back in action here. Several single performance groups are also set with dates in various localities.

802, Theaters Spar 1st Round

NEW YORK, Aug. 25.—Local 802, American Federation of Musicians, and the League of New York Theaters this week entered into contract negotiations. Current paper expires Labor Day, Union, it is understood, has asked a 15 per cent hike in scale and a hike also in the minimum number to be employed in legit musicals. Union also wants a welfare fund set up.

The theaters countered with what it termed a "moderate" wage increase and rejected all other demands. A spokesman for the league said business was such that the musicians' demand could not be granted.

The musicians indicated they would not accept the league's offers.

Next round next week.

In Just Two More Weeks the entire music-record industry will be reading and using The Billboard's Big Annual

Disk Jockey Programing Guide

A SUPPLEMENTARY SECTION OF THE SEPTEMBER 15TH ISSUE



**DICK
HAYMES**



A Great performance of a Great new Song

**DAVID
AND
BATHSHEBA**

and

JUST ONE OF THOSE NIGHTS

with Victor Young and His Singing Strings

DECCA 27737 (78 RPM) and 9-27737 (45 RPM)



America's Fastest Selling Records

America's Fastest Selling Records

**DECCA
RECORDS**

RED'S
GREAT
VERSION!



RED FOLEY

JESUS AND THE ATHEIST

Or God's Wonderful Way

and **THE WEAPON OF PRAYER**

Decca 46357 (78 RPM) and 9-46357 (45 RPM)

PERRY BOTKIN

Brings Back Banjo with

BOTKIN'S BANJO BAND

and

**THE WORLD IS WAITING
FOR THE SUNRISE**

Decca 27730 (78 RPM) and 9-27730 (45 RPM)

THE SKYLARKS

THE GLORY OF LOVE

and

YOU AND I

Decca 48241 (78 RPM) and 9-48241 (45 RPM)

A FRESH
NEW
SINGING
TEAM!

NEW RELEASES—SINGLES

How D' Ye Do And Shake Hands From Walt Disney's "Alice In Wonderland"	DANNY KAYE, JIMMY DURANTE, JANE WYMAN and GROUCHO MARK Black Strap Molasses	Decca 27748 and *9-27748
I Don't Stand A Ghost Of A Chance With You Featured in 20th Century Fox Picture "A Millionaire For Christy"	INK SPOTS	Decca 27742 and *9-27742
I'm Lucky I Have You		Decca 27742 and *9-27742
There Never Was A Baby Like My Baby Give A Little—Get A Little	ELLA FITZGERALD	Decca 27724 and *9-27724
Both from Musical Production "Two On The Aisle"		
You Blew Out The Flame In My Heart	TOMMY DORSEY	
The Hula Hula Boogie		Decca 27723 and *9-27723
Darling, How Could You Inspired by Paramount Picture "Darling, How Could You?"	JERRY GRAY	
Dreamy Melody		Decca 27754 and *9-27754
I'm Waiting Just For You Woman Is A Five Letter Word	CASS DALEY and HOAGY CARMICHAEL	Decca 27743 and *9-27743
Pray'r In The Twilight I Know There's A Place For Me	THE KING'S MEN	Decca 14584 and *9-14584
Does Jesus Care Don't Forget To Pray	STUBBY AND THE BUCCANEERS	Decca 14587 and *9-14587
Jesus And The Atheist (Or: God's Wonderful Way) The Weapon Of Prayer	RED FOLEY	Decca 46357 and *9-46357
Tennessee Blues Sixty Minute Man	HARDROCK GUNTER and ROBERTA LEE	Decca 46363 and *9-46363
Down Yonder Margie	HAROLD CARMACK	Decca 46362 and *9-46362
The Glory Of Love You And I	THE SKYLARKS	Decca 48241 and *9-48241
All Of You I Got A Heartache	LESTER HARRIS and JOEY THOMAS and HIS BAND	Decca 48232 and *9-48232
My Expectations Every Day Every Hour	MARIE KNIGHT	Decca 48233 and *9-48233

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

Selections From the Musical Play

THE KING AND I

Carmen Cavallaro

A-881 \$4.15	9-378 \$3.75	BL 5342 \$3.00
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BLESSED ASSURANCE

Sister Rosetta Tharpe

A-878 \$4.15	9-365 \$3.75	BL 5354 \$3.00
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NEW CHILDREN'S SET

ROUND UP TIME IN TEXAS

Andy Devine

K-24 \$1.00	1-122 954	
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TOP TUNES

By America's Favorite Artists

Come On-A My House ELLA FITZGERALD	27680*
Too Young PATTY ANDREWS VICTOR YOUNG	27569* 27366*
Out O' Breath Because Of You GLORIA DE HAVEN and GUY LOMBARDO	27666*
Sweet Violets Lonely Little Robin JANE TURZY	27668*
My Truly, Truly Fair RUSS MORGAN	27630*
The Loveliest Night Of The Year FRED WARING ETHEL SMITH TED MAXIM (Polish Vocal)	27507* 27593* 45141*
Shanghai BING CROSBY	27653*
I Get Ideas LOUIS ARMSTRONG	27720*
The World Is Waiting For The Sunrise PERRY BOTKIN	27730*
Peace In The Valley RED FOLEY	14573*
I Want To Be With You Always Satins And Lace ANDREWS SISTERS and RED FOLEY	27609*
Jesus And The Atheist The Weapon Of Prayer RED FOLEY	46357*
On Top Of Old Smoky THE WEAVERS and TERRY GILKYSON	27515*
Kisses Sweeter Than Wine When The Saints Go Marching In THE WEAVERS	27670*
Bing Bang Bing JANE TURZY	27701*
Smooth Sailing ELLA FITZGERALD	27693*
Vanity DON CHERRY	27618*
How Many Times I Used To Love You ANDREWS SISTERS and TOMMY DORSEY	27700*
I'm Waiting Just For You CASS DALEY and HOAGY CARMICHAEL	27743*
Whispering GORDON JENKINS	27585*
The Girl In The Wood TERRY GILKYSON	27708*
Maybe It's Because While We're Young DON CHERRY and MUSIC BY CAMARATA	27725*
Belle, Belle, My Liberty Belle Cara Cara Bella Bella DON CHERRY and SONNY BURKE	27717*

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

Survey Reveals Midwest as Busiest for One-Night Stand

Four Agencies, in 1951, Have Booked A Thousand Dates for Single Shots

Continued from page 1

a complex nature. They contend that many bands are being jumped regularly into their territories, the only really consistent band area in the nation at this point, when work for the traveling orks, mostly of the name variety, is unavailable elsewhere.

GAC and ABC showed over 300 dates apiece for the period and it is assumed that MCA matched these figures on the competitive level. MAC booked 91 dates in the period. The total thus runs

over 1,000 dates for a 255-day period which, on crude figuring, averages out to four per day. The three Chi offices reporting in the survey booked a total of 35 bands in this period and it can safely be estimated that MCA had between 15 and 25 different bands working the territory in the seven-and-a-half-month span.

Booking Breakdown

The actual breakdown of booking offices shows that GAC has booked 107 dates during this period. Polk booked these dates. The compilation, according to orks, follows: Ray Anthony, 28 one-nighters; Buddy De Franco, 3; Jimmy Dorsey, 49; Larry Faith, 2; Shep Fields, 18; Jimmy Featherstone, who was with GAC until mid-June, 7; Ralph Flanagan, 7; Jan Garber, 39; Woody Herman, 41; Pee-wee Hunt, 5; Red Ingle, 2; Louis Jordan, 2; Stan Kenton, 11; Johnny Long, 17; Clyde McCoy, 20; Hal McIntyre, 11; Jimmy Palmer, 23; Tony Pastor, 29, and Ray Robbins, 3.

ABC's Paul Bannister accounted

for 301 dates during the same period. A breakdown of the Joe Glaser bookings includes: Louis Armstrong, 4; Lionel Hampton, 21; Ivory Joe Hunter, 20; Betty McGuire, 3; Les Brown, 35; Henry Busse, 16; Russ Morgan, 3; Larry Fotine, 27; Frankie Carle, 32; Elliott Lawrence, 30; Tiny Hill, 107, and Duke Ellington, 3.

Significant Note

It is significant to note that the Hill bookings outdistance all other orks and bear out a recent story in *The Billboard*, which showed that a name band can be booked consistently in a territory if the ork's price and library is right. Hill, working only the Midwest, is playing for ops. such as Tom Archer, Des Moines ballroom baron, as often as once per month.

McConkey Artists' Corporation's Arnie Prager set 91 dates during this period. Ray Pearl played 57 dates; Leo Pieper, 28, with Don Reid doing eight one-night stands. All one-nighters worked by MAC orks were booked by the Midwest office.

Vinyl Resins Supply Opens Up for Disks

NEW YORK, Aug. 25. — The problem of obtaining sufficient vinyl resins for record pressing needs appears to be almost completely alleviated according to local diskeries. Most manufacturers reported that for the first time in over a year orders for vinyl resins were being filled promptly and fully. Jobbers of the disk material are also reported to be offering vinyl in large amounts at prices only minutely above the standard price of 36 cents a pound. Earlier this year there had been some trade talk on a possible shortage of vinyl and other disk materials. Last week's *Billboard* carried results of a spot survey made among independent pressing plants here which disclosed that most raw materials are not as tight as had been expected.

Howard to Rest; Future Uncertain

CHICAGO, Aug. 25.—Eddy Howard this week decided to shelve his baton for an indefinite period and take a long rest, with the sidemen from his band reportedly attempting to keep the band together until he returns. He closes his current stand at the Aragon Ballroom here September 9, after which his plans are indefinite. Howard will probably cut several Mercury Record sessions with the band before the break-up and will do more dishing later in the year.

It's understood that Music Corporation of America, whose pact with Howard runs out in a month, huddled with Norm Lee, singer and saxman who fronted for Howard at the Aragon for several days last week and Phil Radtke, band's pianist-manager, trying to work out a deal to book the ork.

A number of questions remain to be clarified before the ork, comprised of sidemen who have been with Howard for a minimum of five years, can take over as a new unit. The question of whether the sidemen can utilize the Howard library has not been settled. What use of the Howard monicker that the new band might make also is being deliberated by Howard and his personal manager, Biggie Levin.

CBS Rehires Walt Murphy

NEW YORK, Aug. 25.—Walter Murphy, publicity chief of Columbia Records, moves to the Columbia Broadcasting System September 10 to take over as top magazine contact in the network's radio publicity department headed by George Crandall. Murphy was with CBS publicity prior to taking the Columbia Records assignment.

The switch back to AM broadcasting follows on the heels of Crandall's rebuilding of his radio publicity set-up, which will give strong play to national magazines. Murphy did a notable job in this field, particularly during the early phases of the diskery's promotion

CHI CRAZY OVER NAME JAZZ UNITS

Lounges, Niteries Up Prices; Battle For Biggies Sees Long Range Booking

CHICAGO, Aug. 25. — With more lounges and night spots bidding for jazz units here, prices are going up and the battle for names is seeing some long range booking.

Frank Holzfield, manager of the Blue Note, local jazz citadel, already is booked to November 2, with some tentative bookings well into 1952. Blue Note, which currently has Duke Ellington's big band until September 6, has the following attractions booked: Stan Getz and the Basin Street Six, Mercury recording Dixie group, September 7; Sidney Bechet and as yet unbooked unit, September 21; Red Nichols and His Five Pennies and Marian McPartland's Trio, new unit just inked by Associated Booking; Johnny Hodges and another unit, November 2. It's almost certain that Louis Armstrong's group will work the spot before January 1, but the recently announced Armstrong flicker for MGM make it impossible to set a definite date at this time!

The Preview, Randolph Street bistro recently taken over by the Schwartz-Mitchell combine, will go into big-time names and was reportedly dickering for the big four of jazz, the Charley Ventura, Buddy Rich, Chubby Jackson and Marty Napoleon quartet, at the Silhouette until mid-September. The Silhouette has nothing looked to follow the big four, but it's understood that op Joe Saletta will shell out big dough after the phenomenal success of this unit, which he paid \$2,500 weekly.

The big four originally went

into the Silhouette for two weeks and were held over three more weeks. Chicago ops seem to be finding that jazz attractions can be held for longer periods, as jazz interest grows here. The Count Basie small group, which went into the Capitol Lounge 10 days ago, has been put on indefinitely since their opening. Marty Dannenberg, of the Hi Note here, has picked up Anita jazz chirp as star until Dinah Washington opens a two-weeker September 14. It's understood that Al Greenfield of the Band Box, which re-opened with a smaller budget jazz combo policy, is dangling big loot if he can get a top name for a long run.

TV-PHONO MERCHANDISING

Set Makers Plan Fall Drive But Worry at Possible Result

NEW YORK, Aug. 25. — It is generally agreed in the TV set industry that this coming fall probably will see the set makers firing some of their biggest promotional and advertising guns at the public in order to pull out of the sales slump in which most have found themselves for some time. Yet there are many traders who see the possibility that much of the advertising may be at cross-purposes, confuse the public and even result in additional lost sales.

On the one hand will be the ads pitching trade-ins, easier credit, prices, slick furniture stylings and each company's individual selling gimmick. All, except the last named, would tend to bring customers into the store. The individual sets' promotable gimmick, however is expected to include

La Fleming Framing Act

HOLLYWOOD, Aug. 25.—Paramount Pictures' Rhonda Fleming is preparing a theater act with which she hopes to intersperse her film career. Actress is being groomed both as a singer and dancer and has Famous Artists handling the p.a.'s. To date, Miss Fleming has only warbled in two pix, Connecticut Yankee and *The Great Lover*, both at Paramount.

Gal gets a chance to break in several routines over the Labor Day week-end when she joins deejay Johnny Grant's troupe in entertaining servicemen stationed in the Canal Zone. Her most recent

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.

Special TV Music

Such big names composing talents as Richard Rodgers and Irving Berlin have been set to write special musical scores to TV shows. Rodgers will write for *The Victory at Sea* show and Berlin for *Salute to America*. Latter show will feature Margaret Truman, Dinah Shore and Tony Martin.

TV Church Series

For the many who would like to see religious programs on video, NBC has set a Sunday afternoon series which will alternate half-hour shows for Protestants, Catholics and Jews in proportion to the numerical strength of each faith.

Quality, Canada Mercury Tie-In

TORONTO, Aug. 25.—In a dollar-saving move Mercury Records of Canada and Quality Records, distributors of MGM Records, have amalgamated their physical facilities, it is reliably reported here. This move was not unexpected inasmuch as both companies have been doing a considerable amount of job work for each other. Under the proposed plan, Mercury Records owned by Al Siegel will move its injection molding machines from Newmarket to the spacious plant of Quality Records. Mercury will press the 10 and 12-inch long playing records, while Quality will handle the 78's. Mercury's production of the large size LP's under the injection molding process is the only one of its kind in Canada.

It is stressed both companies will continue present sales organization and in no way will there be any amalgamation other than physical, which has been done strictly for saving of dollars by cutting overlapping overhead. Official announcement of the plan is believed almost ready for hatching and is expected within two or three weeks. The space saving by Mercury in the move from its plant at Newmarket, a suburb of Toronto, will allow Siegel more space for his Wurlitzer machines and parts. Siegel is Canadian distributor for Wurlitzer.

Columbia's Fall Kidisk Program Stars Pack of 5

Big Hype Planned For October With Display Materials

NEW YORK, Aug. 25.—Columbia Records' fall kidisk promotion centers around the simultaneous release of five disks as a package, including dealer display materials. At the same time the label has decided to issue children's material as single records only—steering clear of albums except for extra-special items. The big hype on the kidisks is set to take place during October, with dealers being offered a new catalog, streamers, window displays, counter cards, etc. A similar five-disk package will be released for the Christmas season.

The fall package includes a new Rosemary Clooney kidisk, *Daddy, Handy and Candy*, a new song written for Burl Ives, *The Little Engine That Could*, a Mr. 1. Magnation disk of *All Aboard the Showboat* and disks titled *Lead a Little Orchestra* and *The Tap Dance Record*. Material was all produced by Hecky Krasno, Columbia kidisk a. and r. chief.

According to Krasno, Columbia also will start heavy promotion on its seven-inch playtime series of 25-cent disks. Added to the playtime series will be Arthur Godfrey waxings of *Rudolph*, the *Red Nosed Reindeer*, *Frosty the Snowman* and *Alice in Wonderland*. Additional Columbia pop artists will be used in new Playtime disks.

Columbia's 10-inch kidisks will continue to feature Gene Autry, Burl Ives and Rosemary Clooney. Added to the artists roster are Josef Marais and Miranda. The seven-inch line now carries such artists as Godfrey, Gene Kelly, Glenn Rowell, Jerry Wayne, Harry Babbitt and Ray Heatherton.

Glenn Miller Off-Air Album Waxed by RCA

NEW YORK, Aug. 25. — The echoes of the late Glenn Miller's band will be brought to the fore by RCA Victor Records in November when the diskery issues an album of off-the-air recordings of the Miller pre-service band doing eight previously unrecorded selections. Victor originally has contemplated issuing an album of the Miller crew taken off at a concert in Boston in 1940 but these selections, uncovered by Boston deejay Norm Prescott, didn't meet the waxery's quality standards and included selections which are otherwise available in the catalog.

The new Miller package was compiled from air checks made of his still-remembered across-the-board CBS Chesterfield show during 1940 and 1941. The selections were re-recorded on tape and the final masters were drawn from as

(Continued on page 35)

Diskery, Radio Artist Code Defines Terms

NEW YORK, Aug. 25.—The code of fair practice for phonograph recordings, the document negotiated by the American Federation of Radio Artists and major diskeries, was signed this month by most of the record companies who participated in the talks. *The Billboard* already has carried certain facets of the agreement, including the pay scales obtaining for singers in groups. The full document, however contains a number of provisions and limitations, similar to those in the AFRA transcription code. Here are provisions not yet reported in the press.

1. Upon application by the diskery, AFRA agrees to exempt from terms of the agreement such talent who were engaged because of reputation acquired in fields other than those covered by the Associated Actors and Artistes of America, which is the AFL international covering all performers and is the parent union of AFRA.

apply "insofar as the first side, record or album for which they were originally engaged" is concerned. Waivers may also be obtained for such singing groups as glee clubs, choirs and choruses

(Continued on page 35)

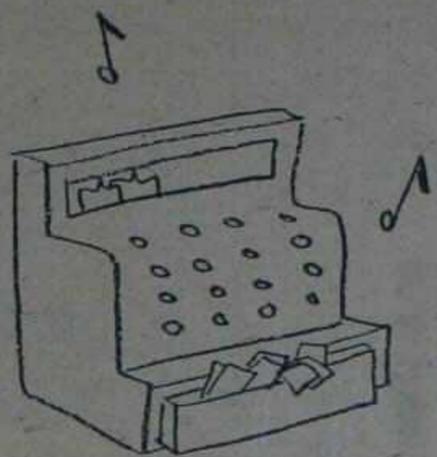
Bea Kaye on Victor Label

NEW YORK, Aug. 25. — RCA Victor will make an album with Beatrice Kaye, the thrush who is noted for her delineation of songs from the Gay '90s. Miss Kaye was signed by the diskery solely for the one album, with an option for other waxings. She previously recorded for Columbia Records.

RCA music director, Egan Wintenthaler, will arrange and conduct for the singer.



Styled to sell
by the
No. 1
song stylist



Frankie Laine

sings



"The Girl in the Wood"

and

"WONDERFUL, WASN'T IT?"

78 rpm 39489 • 33 1/3 rpm 3-39489 • 45 rpm 4-39489

exclusively on

Columbia Records

for music that sends them... to you!

Morrow Band Starts Fast

NEW YORK, Aug. 25.—Buddy Morrow and his crew got to work a bit quicker than was anticipated. They made their first public appearance yesterday (24) at the Steel Pier, Atlantic City, as a last-minute replacement for Gene Krupa's band, which originally was skedded to play the date. Krupa was forced to cancel when earlier in the week he was put out of action by an appendectomy.

Morrow, in rehearsal in New York preparatory to a group of New England one-nighters for his break-in, was called on to fill the date after Music Corporation of America, which books Krupa, couldn't come up with an adequate replacement. Morrow is booked thru General Artists Corporation. The Pier is one of the top dates on the band circuit and reportedly never before has provided an ork with a break-in date.

Date for Parks

Following the Pier, Morrow returns here to play city park dates thru the week. From these he'll move into Frank Dailey's Meadowbrook September 7 for a three-week stand. At the Meadowbrook, Morrow will help the op resume his noted *Matinee at the Meadowbrook* Saturday afternoon one-hour airers. Show will be heard this year on the Mutual network following the football games.

Morrow will follow the Meadowbrook with a week at the Vogue Terrace, McKeesport, Pa., and then head thru Ohio and the Midwest on a one-nighter string. He already is set to open March 18 at the Palladium Ballroom, Hollywood, and work thru April 15. He follows Ralph Flanagan into the ballroom.

Morrow's is a conventional band built around his trombone and features four reeds, three trumpets, three trombones and three rhythm. His vocalists are Frankie Lester, who formerly sang with Hal McIntyre, and Jean McManus, a West Coast newcomer who flew in from Hollywood to make the Pier date.

104 PLANS 50-YR. CELEBRATION

SALT LAKE CITY, Aug. 25.—Fifty years in business will be celebrated by Local 104 of the American Federation of Musicians in a series of entertainments beginning Labor Day.

The kick-off event includes a kiddie show, community sing and band concert, and a public square dance at Salt Lake's Liberty Park, Guy W. Heric, local president, announced this week. Eugene Jelesnik, station KDYL music and talent director, is arranging for entertainment for the first event. Music will be thru union auspices.

The kids' show will include magic, a puppet show, singing and juggling. Salt Lakers are being urged to plan their Labor Day afternoon at the park, with a picnic before the program.

Upped Costs Are Studied

NEW YORK, Aug. 25.—Music Printers and Allied Trades will make a complete study of increased costs of paper, labor and supplies and, at a meeting September 13, will decide whether the increased costs can be passed on to the publishing industry. Printers decided upon such a course of action at a meeting this week. Gil Clappin, executive secretary, stated the association would keep the publishers' problems in mind "in order to minimize whatever increase is found absolutely essential." This week's meeting was precipitated by recent hikes in paper and freight (*The Billboard*, August 25).

Clappin indicated that another cost of living hike for lithographers is expected to become effective October 1. Previous ones occurred in April and July. An escalator clause in the printers' labor agreement provides for wage rises accordingly.

Discovery Preps Jazz Time Divorce

HOLLYWOOD, Aug. 25.—Discovery Records, which this spring turned over its operation of Good Time Jazz Records (*The Billboard*, May 19), may split with the jazz label. Indications this week were that Discovery's prexy Albert Marx and GTJR's Les Koenig would part company and that several thousand dollars would be put into the indie from an undisclosed source.

A GTJR spokesman told *The Billboard* that running Discovery's "business took much of Les' time," to the extent that GTJR's own sales were falling off. Marx who had no comment to make, did not deny a parting of the ways was taking place. Koenig is in the East visiting distributors and is expected to return to the Coast Thursday (30).

It was learned, however, that any break-up between the two companies would not necessitate a dividing of talent. Since Discovery and GTJR joined forces, the former's distribution set-up has been reshuffled and an attempt has been made to bring books up to date. Only sides cut since the merger were with the Red Norvo Trio. Johnny Richards recently was released from his pact as musical director.

Shearing to Play Symphony Concert

NEW YORK, Aug. 25.—George Shearing, the blind jazz pianist whose quintet has been one of the leading units on the hot belt the past two years, will perform as guest soloist with the Eastman-Rochester Symphony Orchestra December 2.

Howard Hanson, conductor of the orchestra and head of the Eastman School of Music whence the symphony is drawn, extended the invitation to the jazz pianist. It is understood that Shearing has composed a concerto which will be included in his program with the symphony orchestra.

Long Lists on Victor's Sked

NEW YORK, Aug. 25.—Over 100 albums in Red Seal, Collectors', Pop and Children's series will be added to the RCA Victor catalog between now and the end of the year. More than 30 albums will be issued each month from September thru November. The December release will be about a dozen new sets.

Included in the Red Seal and Collectors' series of classical albums will be recordings by such artists as Arturo Toscanini, Ezio Pinza, Wanda Landowska, Pablo Casals, Marion Anderson, Jose Iturbi, Mario Lanza, Gladys Swarthout and Ronald Colman. Pop albums will include those by Frankie Carle, Eddy Arnold, Harpo Marx, Tony Martin, Tommy Dorsey, Xavier Cugat, Fats Waller, David Rose, Glenn Miller and Jimmie Rodgers.

Dance Bands On Victor List

NEW YORK, Aug. 25.—RCA Victor is gunning for the dance band business on wax again. The diskery, which last year ran off one of the leading terp ork exploitations a long time, when it issued a flight of 17 albums simultaneously featuring dance music, is marketing a second series of albums in its "here come the dance bands again" project. The second group, at this point, numbers four packages. The featured orks in the second series are Ralph Flanagan, Vaughn Monroe, Wayne King and Freddy Martin.

Flanagan produced his second package of Rodgers and Hammerstein, Martin his second of Jerome Kern, King did Franz Lehar as a sequel to Johann Strauss, and Monroe did Cole Porter to follow his Victor Herbert package in the first series. The second series will be made available on three speeds; the first group was issued only on 78 and 45.

Jones' House Tops Dorsey In Salt Lake

SALT LAKE CITY, Aug. 25.—Spike Jones and his uninhibited music mayhem men copped the top house over Jimmie Dorsey's organization when the two outfits appeared here last week-end.

Here from a three-week stand in Las Vegas, Nev., the Jones boys drew some 6,000 paid admissions in a two-night stand at the Lagoon dance pavilion. Dorsey, opening shop at the downtown Jerry Jones' Rainbow Randevu spot apparently did not draw as heavy a play, altho Randevu operator Jones said he made a good showing.

King Cole Topper

During the previous week-end, the King Cole trio outdrew his own performance last year by approximately 2,000 in a two-night stint, presenting two shows each night. Straight dance music chores were handled by local George Engar's band. The King drew approximately 6,000 paid admissions over the two nights at the Rainbow. Jones attributed his zoom in popularity to one of his newest records, *Too Young*, a Capitol disk.

The next name slated for the Rainbow is Ray Anthony, August 31 and September 1. The Lagoon has signed Joe Reichman, who will appear over Labor Day, while the local American Federation of Labor organization takes over the park for its annual picnic.

Decca's Toronto Head Of Promotion Resigns

TORONTO, Aug. 25.—Bill Bradbeer, promotion manager in the Toronto territory for Decca Records, is resigning his post as of October 1. His future plans have not been made known by him.

It is understood his resignation stems from the fact that the parent company wants to headquarter all promotion work of the company in Montreal, where the Canadian head office is located, and Bradbeer was unwilling to move.



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"DOWN YONDER"

By L. WOLFE GILBERT

featuring **CHAMP BUTLER**

COLUMBIA 39533

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HAROLD
MOONEY



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AFM Planning Intl. Salute To H'w'd Bowl

HOLLYWOOD, Aug. 25.—American Federation of Musicians, Local 47, will sponsor an International Salute to the Hollywood Bowl, September 15 at the Bowl. Les Brown is set as featured conductor, with Johnny Green and David Rose skedded for guest appearances. A 200-piece symphony orchestra will present music of all nations. Tootlers are working gratis, with funds raised going towards the continuance of the Bowl.

Tentatively skedded are Yma Sumac, Jose and Amparo Iturbi, Mario Lanza, Lauritz Melchior and Suwa Nijjiko. Andre Previn is also slated for piano solos. Tonight an orchestra of 105 men and 10 women, under the baton of Fabien Sevitzky, are skedded to perform on a Salute to the Hollywood Bowl, 9-11, on KECA-TV and the ABC Pacific radio web. Program will originate from Local 47 offices. Simulcast will feature a notable group of conductors, including Sigmund Romberg, Les Brown and David Rose. Andy and Della Russell, the Roger Wagner Chorale and the Hollywood String Quartet will also make appearances.

This is the third time the union building has housed a tele remote. First was a year and a half ago when the site was dedicated and the other, in April for a show supporting a municipal bond issue. Al Armer, who produced the union's Music for Wounded Shows, is producing tonight's program. Pitches for donations will be made to listeners and not the audience.

Paul Webster To Free Lance

HOLLYWOOD, Aug. 25.—Clefver Paul Francis Webster will free lance upon completion of his present pic deal at Metro-Goldwyn-Mayer, a movie which follows closely on the heels of other songwriters who gave up term contracts for a play-the-field set-up. Other penners are Harry Warren and most recently Mack Gordon. Webster's current flick is the Fernando Lamas-Lana Turner starrer, *The Merry Widow*.

Upon completion of the metro pic, Webster will attempt to line-up other film work, a possible musical and make necessary changes on the score for the upcoming legiter, *My L. A.*, which he co-clefved with Sammy Fain. Play's score was begun two years ago, and includes such tunes as *Little Grey, Home In The Red, Farmer's Market Hoedown*, and the title song.

Evans Adds 3d Pubbery

NEW YORK, Aug. 25.—Music publisher Redd Evans this week expanded his holdings with the creation of a third publishing firm which will be called by his name, Redd Evans Music Company. He already has two pubberies, Jefferson Music, an American Society of Composers, Authors and Publishers licensed house, and Valiant Music, a Broadcast Music, Inc., affiliate. The Redd Evans music firm will be licensed thru ASCAP.

First song in the new firm is a novelty item, *There She Goes*, which has been recorded by Robert Q. Lewis on MGM Records and by Percy Faith on Columbia Records. Evans is lining up additional material for the new firm. He currently is running at full steam with *Too Young* and *Vanity*, both in his Jefferson firm.

Victor Goes Strong For Polish Linguals

NEW YORK, Aug. 25.—RCA Victor's international record division is set to make an all-out bid to capture the Polish language and polka disk markets. First move was the signing this week of the Walter Sulek orchestra. The group has already cut its first sides for Victor.

Diskery is reported to have plans to sign additional polka groups and also is forming its own house orchestra for recording Polish language material.

TONY BALLY

Bennett Gets Bigtime Push On Broadway

NEW YORK, Aug. 25.—Tony Bennett's first Broadway theater appearance at the Paramount, September 12, will be surrounded by some of the most unusual and expensive promotional gimmicks. Largest single item on the budget is a \$1,000 for a plane to sky-write "Tony Bennett at the Paramount" over roof-tops here. Total exploitation budget set by Bennett's manager, Raymond G. Muscarella, and press agent Sid Ascher is over \$2,000.

Other gimmicks include the giveaway of roses to the first 500 girls attending the theater, 500 pocket handkerchiefs stenciled "Swiped From Tony Bennett," T-shirts with the chanter's name and photo, 1,000 signs on commercial trucks in the area, the use of a 100-word commercial on Long Island's "sound-casting" plane, and a cocktail party for disk jockeys and local juke box operators.

Welk Nixes Aragon Deal

HOLLYWOOD, Aug. 25.—Lawrence Welk, who opened Thursday (23) at the Aragon Ballroom on Lick Pier, Ocean Park, denied he was going to buy the ocean terperly but admitted he was offered it for purchase. Price was undisclosed. In on a six-month contract, Welk said that taking on as large a place as the Aragon would tie him down. He added that he had enough investments to allow him to refuse the offer.

Ballroom may try gimmicks to insure strong mid-week biz. An "over 30" admitted at a cut rate is being planned for Wednesday, while a similar discount is being muled for Thursdays as a tie-in with a dancing school. Orkster will work only five nights a week, Monday and Tuesdays being dark.

Plans for a transfer of management of the dancery were near completion this week. However, a spokesman for Lick Pier Company was reluctant to reveal details. It is believed that the threesome presently leasing the ballroom, Horace Dunn, Pop Gordon and Joe Jordan, will be replaced by the Lick outfit as of September 1.

V. Monroe Hoosier Hit

MONTICELLO, Ind., Aug. 25.—Vaughn Monroe, in a one-nighter at Ideal Beach, Shafer Lake, August 14, played to 2,244 paid admissions at \$1.67 plus 33 cents tax. This was approximately 700 more than Monroe drew on his last appearance there in June 1950.

It was the largest band crowd of the past three seasons and third best in the history of the resort. The record is held by Eddy Howard, with over 2,500 paid and Glenn Miller, second, with slightly under 2,500.

Al Cassady is currently playing for nightly dancing thru Labor Day. The ballroom business at Ideal Beach is reported generally on par with that of the 1950 season.

Cole Breaks Up Trio for Sole Billing

HOLLYWOOD, Aug. 25.—With rumors persisting that Nat (King) Cole was breaking up his noted trio *The Billboards*, July 7, the musician's manager, Carlos Gastel Friday (24) announced that effective immediately, the trio will not be featured with Cole and that Cole will receive sole billing. What this actually amounts to is that Cole's three sidemen are now free to leave at will and on future Cole bookings, he will be able to work with any threesome he desires. Currently at Top's in San Diego, the singer opens a two-week stand at the Tiffany Club here Monday (27).

John Collins is replacing Irving Ashby as guitarman with the group. However, it is doubtful whether he will arrive from New York in time for the local engagement. Oscar Moore, Ashby's predecessor with the combo, is mentioned as a fill-in for the Tiffany date. Joe Comfort, bass, has also expressed intentions of leaving, but will play the Tiffany two-weeker. Jack Costanzo will be on percussion. It is believed Cole will do little if any recording with his present combo. His success with Les Baxter and Peter Rugolo has prompted the 88'er to abandon trio backing on disks and continue with production background.

Victor Signs New Musical

NEW YORK, Aug. 25.—RCA Victor this week picked up the original cast recording rights to the upcoming Broadway musical, *Paint Your Wagon*. This makes the second Stem musical of the yet unopened season to have set original cast albums. Capitol recently picked up the rights to *Top Banana*. Victor is reported to have invested in the show. The company previously put money into *Call Me Madam, Make a Wish* and *Seventeen*.

Score for *Paint Your Wagon* was written by Allan Jay Lerner and Frederick Loewe. Show, produced by Cheryl Crawford, is set to open at the Winter Garden Theater October 15. Cast includes James Barton, Tony Bavaar, Daniel Reed and Olga San Juan.

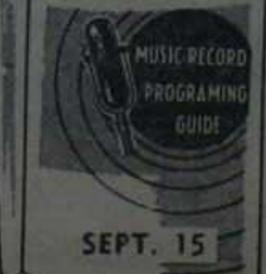
Plagiarism Suit Is Off

NEW YORK, Aug. 25.—The plagiarism suit filed last December against Cleffer Frank Loesser and some 23 other defendants over the tune, *Bushel and a Peck* has been discontinued, according to an order filed in Federal Court here this week.

Tucson, Ariz., tunesmiths, Edwin E. Holder, Charles S. English and Otto Nihof had charged that the tune infringed a lyric they copyrighted July 7, 1950. They added 10 radio and television stations and networks, seven record companies, the *Guys and Dolls* company and its producers as co-defendants.

In Just **2** Weeks . . .

The Entire Music-Record Industry will be reading the results of the 1951 **Disk Jockey Popularity and Trade Aspects Survey**



It's just one of 14 Valuable Features and Reference Lists in **The Billboard's Annual Disk Jockey Programming Guide**—a supplementary section of the **Sept. 15th Issue**

Music as Written

Kaye Commercializes "Lead a Band" Idea . . .

Maestro Sammy Kaye has organized a company to merchandise his "So You Want to Lead a Band" idea. Kaye has currently licensed a toy manufacturer, dress and necktie company.

Krupa Stricken; Braun Opens Publishing Firm . . .

Gene Krupa was stricken last week while playing with his orchestra at the Surf Club, Virginia Beach. He was rushed to Mary View Hospital for an appendectomy. Gene Braun has entered the publishing field with his own firm, Venture Music Publishing Company, a Broadcast Music, Inc., affiliate.

Mills Sails to England For Scouting Trip . . .

Publisher Jack Mills and Mrs. Mills left this week on the Queen Mary for England. Mills will probably be away six weeks, during which time he will visit Mills' representatives in England and the Continent. He will also scout material.

Amos Easton Signs 5-Yr. Pact With Specialty . . .

Blues singer Amos Easton has come out of retirement and inked a five-year term pact with Specialty Records. Diskery's first sides on the warbler are "Strange Angel" and "Lonesome Trail Blues" and will be in the racks September 10. Easton's ork (7) backed on the sessions.

Good Time Jazz Records Adds Three Distributors . . .

Good Time Jazz Records last week brought its number of national distributors to 23 with the inking of three new outlets. Jazz diskery also indicated signing a fourth firm in the Minneapolis area. Pacted were Davis Sales Company, Denver; Mercury Distributors, Miami, and Reid Distributing Company, Birmingham. GTJR has made no move to expand its two distributors in Canada.

New York

Danny Ferguson has been booked to open in the Hotel Texas Keystone Room, Fort Worth, September 4. He will replace Ran Wilde and band.

Morris Diamond, now doing disk promotion, has added a couple of accounts to his roster.

These include Robert O. Lewis, for whom Diamond is working on "Where's-A Your House," and Campbell Music now pushing Victor's Jan Pearce disk of "The Rose I Bring You." Warbler Peggy Anne Ellis now doing 12 air shows weekly. These include an across-the-board CBS-TV show nightly with Rayburn and Finch and a daily disk jockey program over WNEW. Thrush is setting up semi-monthly meetings at Dave Dreyers' pubbery for closer co-operation with the music fraternity.

Miguelito Valdes has been signed to a Decca recording contract. The Latin-style shouter was inked to do an album of south-of-the-border items for which he is noted. He previously recorded for RCA Victor's international department. Mercury veepee Joe Carlton takes to the road Monday (27) to spend a week visiting East Coast distribs and deejays on behalf of the diskery. Columbia pop recording boss, Mitch Miller, took off Friday (24) for a two-week trek to Hollywood for a series of recording sessions. Mack Clark, erstwhile contact man and brother of the late Buddy Clark, has given up the music business and will take a fling in the publicity business. His first account is Chandler's Restaurant, from whence Barry Grey delivers his nightly spiels. Charlie Barnet, who recently disbanded his big ork for the umpteenth time, will return in September in front of a sextet. Buddy Bernier will take up the publisher relation post with the Fred Waring organization now that Jay Johnson left the org. Oscar Robbins will serve as professional manager of Lion Music, the new affiliate of the big three. Buddy Greco opens at the Clover Club, Miami, August 31.

Rose Glastel, George Pincus' good right arm, is in Mt. Sinai Hospital recovering from a gall bladder operation.

Chicago

Cole Keyes, ex-MCA ork location booker, has been hired by McConkey Artists' Corporation as a parttime band consultant. Charlotte Conger, secretary to Jack Whittemore, GAC one-night man, and formerly secretary to Bill Polk and Paul Bannister, is becoming an airline hostess with Chicago and Southern.

The Zanzibar, Denver, is using a straight admission charge of \$1, in preference to its previous cover and minimum, with Nellie

Lutcher, and reports better business. Andy Anderson, the ex-McConkey booker, is now managing the Pacific Square Ballroom, San Diego, Calif. Henry Durst, the MCA one-night man is on a rigid diet. Dick Stern, ex-McConkey booker here, is public relations director of Ludman Corporation, Florida window manufacturers.

Hollywood

Carl Cotner, former musical director for Gene Autry, has inked 15 windjammers for his new sweet Western band. Phyllis Lynne joins the ork as vocalist. Cotner continues to head up music department for Autry on radio, disks and TV. Harry Babbitt has been named honorary mayor of Lake Arrowhead. Newest indie pubbery here is Sunland Music. Initial plugs are "So I Lied," "Twenty Dreams Ago" and "Tears of Joy." Sunland topper is Joseph Ankney. MGM's "Jumbo" will be produced by Roger Edens. Doris Day has cut "Beside a Babbling Brook," for WB's Gus Kahn biopic. Lawrence Welk opened at the Aragon Ballroom Thursday (23) on a six-month pact with a ditto option. Ginger Rogers sliced "Just One Kiss" at Decca, with Victor Young backing. Mercury's Alexander Brothers held over at Lou's Village, San Jose. Two tunes from "The Strip," "La Bota" and "A Kiss to Build a Dream on," were recorded by Monica Lewis on MGM. Victor Young completes score for "The Greatest Show on Earth," he will have done the job in four weeks. Music for Susan Taurog's "Everybody's Favorite" TV show will be directed by George Cates. Latter will front a 15-piece ork. MGM's Jack Cummings is supervising final editing on Metro's "Texas Carnival," "Lovely to Look At," "Mexican Village" and "Give the Girl a Chance." Leigh Harline will score "I Want You," for Samuel Goldwyn. "As Summer Turns to Fall" has been placed with Archie Levington's Midway Music Company. Tune was cuffed by Robert De Leon and Bernard Yuffy. Aileen Stanley Jr., has the fem lead in Warner's "About Face." 20th Century-Fox's "East Is East" will be scored by Emil Newman and Terry Morse. Marguerite Piazza will perform the role of Mimi in "La Boheme" September 2 in Boston. Pat Wymore sings and dances in WB's "The Big Trees."



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and

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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 22, 23 and 24.

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; R. Armen, Federal 14003; E. Fitzgerald, Dec 81216; B. Keyes-F. Coombs Quintette, Savoy 793; L. Primo, Robin Hood 111; K. Starr, Cap 3740; The Three Sons, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 60544
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus

3. 2. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: L. Baxter, Cap 1493; I. Bennett, Col 39363; Bob Crosby, Coral 60440; G. De Haven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; R. Barber, Mercury 5643
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Mindy Carson, Associated

2. 3. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)
RECORDS AVAILABLE: F. Allison, V 20-4165; F. Andrews, Dec 27569; T. Arden, Col 39221; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366; C. Mondy, King 977; L. Arcara Ork, V145151-5400; S. Jones, V 20-4269
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth; Gould and Silas, Lang-Worth

4. 4. Sweet Violets

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

5. 5. My Truly, Truly Fair

By Bob Merrill—Published by Sankly-Joe (ASCAP)
RECORDS AVAILABLE: V. Damone-G. Bassman Ork, Mer 4646; F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mueney, MGM 10904; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27430
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 Robbin (ASCAP)
From the MGM film "The Great Caruso."
RECORDS AVAILABLE: A. Blyth, MGM 10152; F. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Warren, Dec 27507; B. Hart, Merit 301
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darlan, Standard; Bill Hill Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth

9. 7. I Get Ideas

By Saunders and Dorcas Cochran—Published by Hill & Range (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27726; T. Martin, V 20-4141
(No information on electrical transcription libraries as The Billboard goes to press.)
ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated

7. 8. Shanghai

By Bob Hilliard and Milton DeLugo—Published by Advanced (ASCAP)
RECORDS AVAILABLE: H. Bobbit-Medcrales, 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.)
ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens Ork, Associated

9. 9. In the Cool, Cool, Cool of the Evening

By Johnny Mercer and Hoagy Carmichael—Published by Burke-Van Heusen (ASCAP)
RECORDS AVAILABLE: L. Brown, Coral 60526; F. Carl, V 20-4186; B. Crosby-J. Wynan, Decca 27678; V. Damone, Mer 5678; A. Lund, MGM 11625; D. Martin, Cap 1763; J. Stafford-F. Lane-P. Weston Ork, Col 39464; C. Powell-Flet Blue Flames, Col 39467
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard

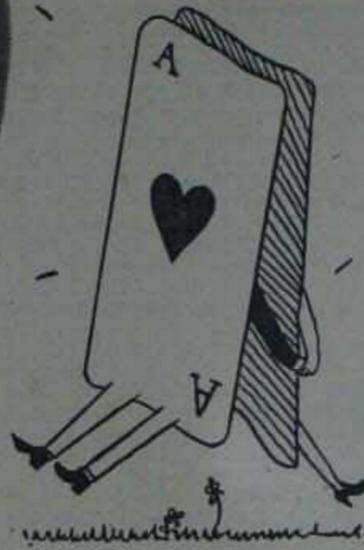
10. Mr. and Mississippi

By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aulry, Col 39371; D. Day, V 20-4148; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5845; Tennessee Ernie, Cap 1521
ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fortne, World; Hank Fenty, Standard; Chuck Foster, Lang-Worth

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by

SAMMY KAYE

"TENNESSEE TEARS"

and
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78 rpm 39492 • 33 $\frac{1}{3}$ rpm 3-39492 • 45 rpm 4-39492

Going Great

"IT'S ALL IN THE GAME"
and **"BE MINE TONIGHT"**

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Capitol Buyer's Guide

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	78 45
	<small>rpm rpm</small>
"TELLING ME YES, TELLING ME NO," "DON'T FAN THE FLAME" Peggy Lee and Mel Torme.....	1738 F1738
"TENNESSEE BLUES," "I CAN'T FORGET YOU" Dinning Sisters and Jan Garber	1726 F1726
"JUMP FOR JOE," "LAURA" Stan Kenton.....	1704 F1704
"LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson.....	1745 F1745

HOT SELLERS!

POPULAR

"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford.....	1748 F1748
"TOO YOUNG," "THAT'S MY GIRL" Nat (King) Cole.....	1449 F1449
"MAKE BELIEVE LAND," "I'LL ALWAYS REMEMBER YOU" Nat (King) Cole	1747 F1747
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford.....	1451 F1451
"COME ON-A MY HOUSE," "HOLD ME, HOLD ME, HOLD ME" Kay Starr	1710 F1710
"I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE" Les Paul and Mary Ford	1592 F1592
"I'VE GOT YOU UNDER MY SKIN," "THAT'S MY BOY" Stan Freberg	1711 F1711
"FOOLS RUSH IN (WHERE ANGELS FEAR TO TREAD)," "HOLIDAY FOR STRINGS" Voices of Walter Schumann.....	1536 F1536
"BECAUSE OF RAIN," "SONG OF DELILAH" Nat (King) Cole	1501 F1501

WESTERN & FOLK

"JUKE BOX BOOGIE," "SAILOR'S BLUES" Ramblin' Jimmie Dolan	1720 F1720
"SOON WE'LL BE MARRIED—POLKA," "DARLENE—WALTZ" Johnny Pecon	1754 F1754
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" "Big Bill" Lister	1488 F1488
"I'M A DO-RIGHT DADDY," "TAKE YOUR TIME MAMA" Leon Chappell	1756 F1756
"LOST JOHN BOOGIE," "LET'S SETTLE DOWN" Merle Travis	1737 F1737
"I'M NOT IN LOVE, JUST INVOLVED," "ROSES REMIND ME OF YOU" Eddie Dean	1729 F1729
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528 F1528
"BLACK STRAP MOLASSES," "LOVE AND DEVOTION" Tex Williams	1700 F1700
"JAVA JUNCTION," "OIL THEM HINGES ON YOUR DOOR" Jess Willard	1755 F1755



Week Ending
SEPTEMBER 1, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

new coupling

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THAN
EVER!**

Les Baxter

WITH CHORUS AND ORCHESTRA

"BECAUSE OF YOU"

CAPITOL'S BIG BALLAD HIT NOW COUPLED WITH

"SOMEWHERE, SOMEHOW, SOMEDAY"

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three great **FERDE GROFÉ** albums

 Grand canyon suite THE CAPITOL SYMPHONY ORCHESTRA Conducted by the Composer SUNRISE • CLOUDBURST • SUNSET THE PAINTED DESERT • ON THE TRAIL	 Death valley suite THE CAPITOL SYMPHONY ORCHESTRA Conducted by the Composer FUNERAL MOUNTAINS • SAND STORM 48ER EMIGRANT TRAIN • DESERT WATER HOLE	 Grand canyon suite and Death valley suite (Both in one 33 1/2 rpm Album)
--	---	--

POPULAR		78 rpm 45 rpm
GISELE MacKENZIE <small>with Kitty May and the Orchestra</small>	J'ATTENDRAI (I'LL BE YOURS) MY GREATEST LOVE	1768 F1768
BOB EBERLY <small>with Orchestra Conducted by Harold Mennen</small>	BUT NOT LIKE YOU A KISS TO BUILD A DREAM ON <small>From the Motion Picture "The Trail"</small>	1769 F1769
THE DINNING SISTERS <small>with Orchestra Conducted by Jack Carver</small>	KISS ME GOODBYE, LOVE IN ALL OF MY DREAMS (I CAN STILL HEAR YOU SAY "I LOVE YOU")	1770 F1770
LES BAXTER <small>His Chorus and Orchestra Conducted by Les Baxter</small>	STAY AWHILE (A SERIOUS SQUARE DANCE) YOU'LL KNOW <small>From the RKO Picture "We Knew Mr. X"</small>	1773 F1773
TENNESSEE ERNIE	KISSIN' BUG BOOGIE WOMAN IS A FIVE LETTER WORD RUSH RELEASE!	1775 F1775
JOE "FINGERS" CARR	IVORY RAG <small>with the Cap Hear</small> DOWN YONDER RUSH RELEASE!	1777 F1777
WESTERN & COUNTRY		
SKIBBETS McDONALD	I'M HURTIN' RIDIN' WITH THE BLUES	1771 F1771
BOOTS FAYE and IDAHO CALL	YOU TRIED TO RUIN MY NAME ASLEEP AT THE SWITCH	1772 F1772

THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received August 22, 23 and 24

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Copyright info. Includes records like 'COME ON-A MY HOUSE', 'TOO YOUNG', 'BECAUSE OF YOU', etc.

VOX JOX

Sponsor Talk

Don Porter, KUGN, Eugene, Ore., is now sponsored locally "every night, 12 hours a week." Local sponsorships have been on the increase lately...

Ad Lib Cuttings

Listeners tossed a surprise birthday party for Nick Barry, of Nick and Nack, WCMW, Canton, O., last month at the studio, complete with cake, ice cream and gifts.

Gab Bag

"Does Capitol still make records or is it because I'm in Tennessee?" asks Jim Travis, WJMM, Lewisburg, Tenn. "Even we all down here behind the confederate curtain, have pop audiences!"

Best Selling Sheet Music

Based on reports received August 22, 23 and 24

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Copyright info. Includes records like 'LOVELIEST NIGHT OF THE YEAR', '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.

Table with columns: Record Title, Artist, and Copyright info. Includes records like 'Because of You', 'Bonnie Nite', 'Come On-A My House', etc.

Songs With Most TV Performances (RH Tele-Log)

The Richard Hunter (RH) Tele-Log is based on the monitoring of all programs broadcast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago.

Table with columns: Record Title, Artist, and Copyright info. Includes records like 'Because of You', 'Come On-A My House', 'We Kiss in a Shadow', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Copyright info. Includes records like 'TOO YOUNG', 'MY RESISTANCE IS LOW', 'WITH THESE HANDS', etc.



Moving Up!

**VIC
DAMONE**

"LONGING FOR YOU"

coupled with "Son of A Sailor"

MERCURY 5655 • 5655X45



A HIT!

**PATTI
PAGE**

"WHISPERING"

MERCURY 5707 • 5707X45

...And riding high... **DETOUR...** 5682



On Top!

**GEORGIA
GIBBS**

"WHILE YOU DANCE"

Picked As The No. 1 Version DJ's, OP's Dealers

MERCURY 5681 • 5681X45



New Hit!

**DORIS
DREW**

"I WISH I WUZ"

AND

"WHERE'S A YOUR HOUSE"

MERCURY 5701 • 5701X45

MOVING UP FAST!



EDDY HOWARD

"I'M CRYIN'"

"Put All Your Kisses In A Paper Envelope"

MERCURY 5697 • 5697X45



LOLA AMECHE

"OH HOW I LOVE YOU"

"Down Yonder"

MERCURY 5703 • 5703X45



TWO MR. F's

(SKIP FARRELL • JACK FULTON)

"LONESOME"

"Good Old Days"

MERCURY 5684 • 5684X45



REX ALLEN

"THE LAST CAROUSE"

"Hot Time In New Orleans"

MERCURY 5686 • 5686X45



BOBBY WAYNE

"BELLE, BELLE MY LIBERTY BELLE"

"Sweetheart of Yesterday"

MERCURY 5690 • 5690X45



BILLY DANIELS

"LADY OF THE EVENING"

"If I Could Be With You"

MERCURY 5674 • 5674X45



KITTY KALLEN

"THE OLD SOFT SHOE"

"I Wish I Had A Daddy In The White House"

MERCURY 5700 • 5700X45



KAY BROWN

"BIRDS N' BUTTERFLIES"

"Flash In The Pan"

MERCURY 5696 • 5696X45



A Hit! **"HOT GUITAR"** By **EDDIE HILL**
MERCURY 6347

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 22, 23 and 24

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 1,400 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last	This to date	Record	Artist	Label
9	1	1	COME ON-A MY HOUSE Rose of the Mountain	R. Clooney	Capitol 39467; (45)14-39467; (33)13-39467—BMI
11	2	2	BECAUSE OF YOU I Won't Cry Anymore	T. Bennett	Capitol 39362; (45)14-39362; (33)13-39362—BMI
21	3	3	TOO YOUNG That's My Girl	Nat (King) Cole	Capitol 1449; (45)14-1449—ASCAP
21	4	3	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza	Vocalion 3300; (45)14-3300—ASCAP
9	5	5	SWEET VIOLETS If You Turn Me Down	D. Shore	Vocalion 4174; (45)14-4174—ASCAP
14	7	6	I GET IDEAS Tahiti, My Island	T. Martin	Vocalion 4141; (45)14-4141—BMI
3	11	7	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford	Capitol 1748; (45)14-1748—ASCAP
18	6	8	JEZEBEL Rose, Rose, I Love You	F. Laine	Capitol 39367; (45)14-39367; (33)13-39367—BMI
6	10	9	COLD, COLD HEART While We're Young	T. Bennett	Capitol 39449; (45)14-39449; (33)13-39449—BMI
14	8	10	MY TRULY, TRULY FAIR Who Knows Love	G. Mitchell-M. Miller	Capitol 39415; (45)14-39415; (33)13-39415—ASCAP
3	9	11	WHISPERING World Is Waiting for the Sunrise	L. Paul-M. Ford	Capitol 1784; (45)14-1784—ASCAP
5	18	12	BECAUSE OF YOU Unless	L. Baxter	Capitol 4193; (45)14-4193—BMI
3	12	13	BELLE-BELLE, MY LIBERTY Belle Sweetheart of Yesterday	G. Mitchell-M. Miller	Capitol 39512; (45)14-39512; (33)13-39512—ASCAP
9	14	14	SHANGHAI My Life's Desire	D. Day-P. Weston	Capitol 39423; (45)14-39423; (33)13-39423—ASCAP
5	13	15	DETOUR Who's Gonna Shoe My Pretty Little Feet	P. Page	Mercury 5682; (45)14-5682—BMI
10	16	16	BECAUSE For You Alone	M. Lanza	Vocalion 3207; (45)14-3207—ASCAP
23	15	17	HOW HIGH THE MOON Walkin' and Whistlin' Blues	L. Paul-M. Ford	Capitol 1451; (45)14-1451—ASCAP
13	17	18	I'M IN LOVE AGAIN Roller Coaster	A. Stevens-H. Rene	Vocalion 4148; (45)14-4148—ASCAP
1	—	19	DOWN YONDER Mine, All Mine	D. Woods	Tennessee 725—BMI
9	18	20	JOSEPHINE I Wish I Had Never Seen Sunshine	L. Paul	Capitol 1592; (45)14-1592—ASCAP
1	—	20	WHIP' YOU DANCED, DANCED, DANCED While We're Young	G. Gibbs	Mercury 15681; (45)14-15681—ASCAP
4	—	22	VANITY Powder Blue	D. Cherry	Decca 27618; (45)14-27618—ASCAP
10	23	23	I WON'T CRY ANYMORE Because of You	T. Bennett	Capitol 39362; (45)14-39362; (33)13-39362—ASCAP
3	24	24	KISSES SWEETER THAN WINE When The Saints Go Marching In	Weavers	Decca 27670; (45)14-27670—BMI
5	21	25	COME ON-A MY HOUSE Hold Me, Hold Me, Hold Me	K. Starr	Capitol 1710; (45)14-1710—BMI
3	24	26	SHANGHAI Wonderous Word (Of The Lord)	B. Williams	MGM 10998; (45)14-10998—ASCAP
2	30	27	WHEN THE SAINTS GO MARCH- ING IN Kisses Sweeter Than Wine	Weavers	Decca 27670; (45)14-27670—BMI
4	20	28	LAURA Jump for Joe	S. Kenton	Capitol 1704; (45)14-1704
1	—	28	I GET IDEAS A Kiss to Build a Dream on	L. Armstrong	Decca 27720; (45)14-27720—BMI
1	—	28	CASTLE ROCK Jeep's Blues	J. Hodges	Mercury 8944; (45)14-8944—BMI

DEALER DOINGS

Trade Talk

"We're remodeling the complete shop and can now sympathize with those dealers who've already gone thru it—what a mess!"—Turntable Record Shop, Columbus, O.

"I've yet to see one dealer say that he likes this Merry-Go-Round the manufacturers have put us on. I mean the cycle of slow business—too many releases—customer confusion—more slow business. But has anything happened to alleviate this whirl?"—Barb Lewis, Barb's Melody Shop, St. Johnsbury, Vt.

"Why don't the disk jockeys please explain that they are playing records before they are released to the stores? Many customers firmly believe that the dealer is holding out on them!"—Wilbur Martindale, Fort Myers, Fla.

"Thanks to all the people who responded to my request in Dealer Doings for information about the Cyril Smith record. It's nice to know there are so many helpful people in our business and that they all read The Billboard."—Dorothy Richards, Richards Music Company, Safford, Ariz.

"Records can be sold in the summer. The manufacturers finally got going on some good releases and got behind them with promotion. Moral is you can sell if you promote."—Bob Wilson, Wilson's, Park Ridge, N. J.

King Records Signs Fotine

NEW YORK, Aug. 25.—King Records this week signed orkster Larry Fotine to a long term waxing contract. Fotine previously recorded for Decca. First sides on the King label will be Yes, Yes, Yes, written by the orkster, and Now and Forever. According to King proxy Syd Nathan, the agreement calls for Fotine to record all of his own tunes in addition to other pop material.

Fotine was originally a staff arranger for Sammy Kaye and also arranged for the Blue Barron ork. The orkster has also written a batch of pop tunes. His Yes, Yes, Yes has also been waxed by Martha Tilton and Harry Babbitt on the Coral label.

Modern Returns to Spiritual Pressings

HOLLYWOOD, Aug. 25.—Modern Records returns to the spiritual field after an absence of three years. Diskery will release four sides on Modern and its subsid, RPM, September 10. The eight sides will be distinguished from rhythm and blues fare by yellow and black labels in contrast with platter's red and silver current designs. Regular monthly releases will follow the initial etchings.

Gospel artists include Rev. G. W. Killens and the Mount Calvary Baptist Church Congregation, Swanee River Quartet and Rev. Louis Narcisse and the Celestial Tones. A fourth group will be named soon. All gospel tunes are 78 r.p.m. fare.

Prado Sets Record At Holly'd Zenda

HOLLYWOOD, Aug. 25.—Perez Prado netted \$3,726.48 Saturday (18) in a one-night appearance at Zenda Ballroom. Evening grossed \$6,210.88. Ballroom capacity is 2,300. However, Prado drew 2,986 exceeding the previous attendance high of 2,200. Box office closed at 10:15 p.m. when it became apparent no more dancers could be squeezed in.

Billy McDonald, of the Molina-Dega Agency who has the orkster under exclusive contract, will bring the mambo king back into this country in November for another

Best Selling Children's Records

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

POSITION	Weeks Last	This to date	Record	Artist	Label
5	1	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn	Vocalion 437; (45)14-437; (33)13-437
36	2	2	TWEETY PIE (One Record)	M. Blam-B. May	Capitol 3074; (45)14-3074
81	3	3	CINDERELLA (Two Records)	I. Woods and Others	Vocalion 399; (45)14-399
15	5	4	LOVE RANGER, Vol. 1 (He Becomes the Lone Ranger) (One Record)	G. Trenfle	Decca 152; (45)14-152
15	4	5	LITTLE RED CABOOSE (One Record)	Sparkie-Ray Carter and CBS Ork	Capitol 105; (45)14-105
165	8	6	LITTLE TOOT (One Record)	Wilson-The Startleers	Capitol 3003; (33)13-3065
48	11	7	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blam-B. May	Capitol 3072; (45)14-3072
46	7	8	BOZO ON THE FARM (Two Records)	P. Coleig-B. May	Capitol 3076; (45)14-3076
15	5	4	LOVE RANGER, Vol. 1 (He Becomes the Lone Ranger) (One Record)	G. Trenfle	Decca 152; (45)14-152
161	10	10	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Capitol 3030; (33)13-114
27	9	11	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Capitol 709; (33)13-709
7	—	11	TEDDY BEAR'S PICNIC (One Record)	F. De Vol	Capitol 3083; (45)14-3083
23	12	13	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blam-B. May	Capitol 3073; (45)14-3073
27	—	14	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Capitol 1360; (45)14-1360
49	—	14	JOHNNY APPLESEED (Three Records)	Dennis Day	Vocalion 390; (45)14-390

Best Selling Pop Albums

Based on reports received August 22, 23 and 24

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 84; (33)13-559
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza, RCA-Victor Ork	Vocalion 1506; (33)13-1127
3	3	ON MOONLIGHT BAY	D. Day-J. Smith-P. Weston	Capitol 267; (33)13-6186
4	4	KING AND I	Original Cast	Decca 876; (33)13-9008
6	5	SOUTH PACIFIC	Mary Martin-Ezin Pinza	Capitol 850; (33)13-4180
5	6	VOICE OF THE XTABAY	Yma Sumac	Capitol 244; (33)13-244
7	7	GUY'S AND DOLLS	Original Cast	Decca 825; (33)13-8036
8	7	CARNEGIE HALL JAZZ CONCERT, Vol I and II	B. Goodman	Capitol 160; (33)13-160
9	9	LULLABY OF BROADWAY	Doris Day	Capitol 235; (33)13-6188
—	10	AMERICA'S FAVORITE MARCHES	Cities Service Band Of America	Vocalion 351; (33)13-6

Last Week	This Week	Record	Artist	Label
1	1	SHOW BOAT (Four Records) (Original Cast)	K. Grayson-A. Gardner-H. Keel	MGM 84; (45)14-84
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork	Vocalion 1506; (45)14-1506
3	3	ON MOONLIGHT BAY (Four Records)	D. Day-J. Smith-P. Weston	Capitol 267; (45)14-267
5	4	KING AND I (Six Records)	Original Cast	Decca 876; (45)14-260
4	5	VOICE OF THE XTABAY (Four Records)	Yma Sumac (Four Records)	Capitol 244; (45)14-244
9	6	CARNEGIE HALL JAZZ CONCERT, Vol I and II (12 Records)	B. Goodman	Capitol 160; (45)14-160
10	7	COCKTAIL TIME WITH FRANKIE CARLE (Three Records)	F. Carle	Vocalion 305; (45)14-305
8	8	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Capitol 850; (45)14-850
—	—	ALICE IN WONDERLAND (Two Records)	Original Cast	Vocalion 437; (45)14-437
5	10	AMERICA'S FAVORITE MARCHES (Four Records)	Cities Service Band Of America	Vocalion 315; (45)14-315

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

Classical Reviews

TCHAIKOVSKY — NUTCRACKER SUITE AND SUITE FROM SWAN LAKE (1-12") 82

Capitol (33)13-8140
French National Symphony Ork—Roger Desormiere conducting.
Capitol has a ripe pair of chestnuts to offer in this standard, commercially conceived package. The works involved are among the most popular on the longhorn market; the titles provide sufficient identification. The "Suite" of "Swan Lake" music covers the half dozen most popular selections from the score of this richly melodic ballet. Desormiere, the rising young French maestro, has fashioned clean-cut and crisp readings of the evergreen. The set makes use of Cap's newest art packaging idea and it is both attractive and effective.

MUZIO OPERATIC RECITAL—Claudia Muzio-Car. Lorenzo Molajoli, Cond. (1-12") 76

Columbia (33)13-4404
Arias from La Traviata, La Boheme, Norma, La Sonnambula, La Forza Del Destino, Andrea Chener, Melistonte, L'Arlesiana and duets with Francessca Merrill from Otello.
The phenomenal soprano Claudia Muzio is the subject of the latest of Columbia's requested releases. Made in the early thirties, these recordings have excellent clarity and definition and are generally cleaner than some of the others in the diskery has issued in the series. This is indeed fortunate. For here is the preservation of a talent which comes upon us all too rarely. Miss Muzio's vocal flexibility and her remarkable theatrical intensity are clearly demonstrated in this set. There is none like her on the operatic scene today. Lovers of opera, whether they know of Muzio or not, should be thrilled with this collection.

BRAHMS—SERENADE NO. 1 IN D MAJOR, OP. 11—Bamberg Symphony Ork; Robert Heger, Cond. (1-12") 67

Mercury (33)13-10076
With the exception of the charming and frequently heard Minuet, this is a fairly obscure score of the young Brahms. It is a winning romantic piece that is somewhat more windy than it could have been to hearless US springs qualities. Heger has guided the Bamberg Orchestra thru a competent, if at times a bit heavy-handed, reading of the work. The recording is late, toward brilliant highs. Collectors of Brahms would hardly want to miss this rather rare, yet major work.

MOONLIGHT AND ROSES—Denny Vaughan with rhythm section (1-10") 75

Capitol (33)13-5038
Rice Room, Moorview; Waves of Fidelity; Moon Over Miami; Moonlight and Roses; The Moon Was Yellow; I'm Bringing a Kiss, Red Roses; Star the Light of the Silvery Moon.
With the moon and the rose as thematic material, Denny Vaughan, the versatile Canadian pianist-orkster-arranger-singer, here demonstrates his keyboard prowess in a rickable album. The piano-and-rhythm patterns, has proved a successful formula for album sales and this one has all of those essential qualities to make it a contender for sales. It certainly could help make the public more familiar with Vaughan. His piano playing style emphasizes melodic values through its taste and leans minimally toward the modern. A good, relaxed package. Dealers should investigate and operators could find it useful for the titles.

(Continued on page 25)

Best Selling Classical Titles

Best Selling 33 1/3 R.P.M.

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	Vocalion 1127	Vocalion 1127
2	2	Caruso (Treasury of Immortal Performances), E. Caruso	Vocalion 1007	Vocalion 1007
4	2	Rimsky-Korsakov: Scheherazade, Philadelphia Ork, E. Ormandy, conductor	Capitol 4099	Capitol 4099
—	4	Gounod: Faust, Metropolitan Opera, Kurt Adler-Fausto, Cleve, conductor	Vocalion 1112	Vocalion 1112
4	5	Gaite Parisienne, Boston Pops Ork, A. Fiedler, conductor	Vocalion 1001	Vocalion 1001
3	5	Bluet: Carmen, Paris Opera Comique Soloists, Cluyton, conductor	Capitol 109	Capitol 109

Best Selling 45 R.P.M.

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	Vocalion 1500	Vocalion 1500
2	2	Taast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	Vocalion 1395	Vocalion 1395
3	2	Rachmaninoff: Concerto for Piano and Ork No. 2, A. Rubinstein, St. Louis Symphony Ork	Vocalion 1075	Vocalion 1075
—	4	That Midnight Kiss, M. Lanza, RCA Victor Ork, Bussell L. Albenese, J. Mellon, L. Brownings	Vocalion 1390	Vocalion 1390
2	4	That Midnight Kiss, M. Lanza, RCA Victor Ork, Bussell L. Albenese, J. Mellon, L. Brownings	Vocalion 1390	Vocalion 1390

The Exotic... "OH BEAUTY" *The Great...* "VANITY"



Tommy Martin

20-4246 (47-4246)*

... with a Powerhouse coupling -

This week's

New Releases

... on RCA Victor

Release 31-35

Ship Coast to Coast, Week of September 2

POPULAR

RALPH FLANAGAN and His Orchestra
 ("The Blues" from) An American in Paris
 Love Is Here To Stay 20-4247—(47-4247)*

RAY NOBLE and His Orchestra
 Loretta
 I Want To Be Near You 20-4248—(47-4248)*

HENRI RENE and His Orchestra
 Intermezzo (A Love Story)
 Moonlight Sonata 20-4250—(47-4250)*

EDDIE FISHER with HUGO WINTERHALTER'S Orchestra
 Turn Back the Hands of Time
 I Can't Go On Without You 20-4257—(47-4257)*

THE THREE SUNS
 Kol Nidrei
 Ebb, Ebb 20-4258—(47-4258)*

COUNTRY—WESTERN

JOHNNIE AND JACK and the Tennessee Mountain Boys
 Humming Bird
 Let Your Conscience Be Your Guide 20-4251—(47-4251)*

DALE EVANS with the Roy Rogers Riders and Orch.
 Put All Your Kisses in An Envelope
 I'm Gonna Lock You Out of My Heart 20-4242—(47-4242)*

WILF CARTER (Montana Slim) the Singing Cowboy
 Tears Don't Always Mean a Broken Heart
 Wha Hoppen? 20-4252—(47-4252)*

RHYTHM-BLUES

RUDY TRAYLOR and His Orchestra
 I'm Lucky I Have You
 Green Light 20-4253—(47-4253)*

JOHNNY HARTMAN with Norman Leyden's Orchestra
 I Ran All the Way Home
 Lemme Go 20-4254—(47-4254)*

*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.

- \$ Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- \$ I Get Ideas
Tony Martin 20-4141—(47-4141)*
- \$ Because
Mario Lanza 10-3207—(49-3207)*
- \$ Sweet Violets
Dinah Shore 20-4174—(47-4174)*
- \$ Your Locket Is My Broken Heart
Hank Snow 21-0498—(48-0498)*
- \$ I Wanna Play House With You
Eddy Arnold 21-0476—(47-0476)*
- \$ Over a Bottle of Wine/You'll Know
Tony Martin 20-4220—(47-4220)*
- \$ Vesti La Giubba
Mario Lanza 10-3228—(49-3228)*
- \$ Because of You/What Is a Boy?
Jan Peerce 10-3425—(49-3425)*
- \$ I'm in Love Again
April Stevens—Henri Rene 20-4148—(47-4148)*
- \$ Be My Love
Mario Lanza 10-1561—(49-1561)*
- \$ Gimme a Little Kiss/Dreamy Melody
April Stevens—Henri Rene 20-4208—(47-4208)*
- \$ I Love the Sunshine of Your Smile
Merv Griffin 20-4181—(47-4181)*
- \$ The Rhumba Boogie
Hank Snow 21-0431—(48-0431)*
- \$ I'll Hold You in My Heart
Eddie Fisher 20-4191—(47-4191)*

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.

- ★ Blow, Blow, Winds of the Sea
Hugo Winterhalter 20-4212—(47-4212)*
#4 Disc Jockey Pick, Billboard, August 25th issue.
- ★ Cara Cara Bella Bella
Perry Como 20-4203—(47-4203)*
#1 Retailers Pick, Billboard, August 25th issue.
- ★ Rotation Blues
Elton Britt 21-0494—(48-0494)*
#1 Country and Western Disc Jockey Pick, Billboard, August 25th issue.
- ★ Belle, Belle, My Liberty Belle
Merv Griffin with Hugo Winterhalter 20-4217—(47-4217)*
#25 Most Played Disc Jockey Records, Billboard, August 25th issue.

TIPS **DINAH SHORE'S** **STAY AWHILE** **20-4233**

THIS WEEK'S MAIL BAG

Down here in Dallas there's an old saying that in Texas the weather is always either good or unusual. This summer the weather has mostly been unusual, as temperatures have soared above the century point for weeks at a time. But as if to make up for it, the record business has been good. All through the heat customers have continued to buy records all our dealers report retail sales running from 25 per cent to 200 per cent higher than a year ago. And, despite the heat, they are busy putting into practice our 101 Best Seller program. We of the Adleta Company realize that RCA Victor has come forward with the most bold and helpful step the record business has seen for years in offering dealers a 100 per cent exchange on what amounts to more than half of our catalog business. Nelson Thornton, our record manager, and Wayne Bennett, RCA Victor field representative, scheduled dealer sessions as rapidly as possible, covering Dallas (Temp. 107°), Ft. Worth (105°), Wichita Falls (104°), Abilene (102°), Waco (104°), Tyler (105°) and Texarkana (104°). The result: Our dealers agree that RCA Victor has come forward with a program, no longer merely designed to "save" the record business as was the launching of the 45 system, but now to enable us all to reap the profits that we have been building toward for three years. RCA's sales statistics show that in this area the 45 system was accepted more quickly and became the larger part of the record business earlier than was the case elsewhere in the United States. Our market is well balanced among all types of music, and record buyers more quickly converted to the system that is standard and offers flexibility. The result is that every drive we have conducted on 45 players since the system was originally launched has bogged down because of a shortage of record-player merchandise. The Fall promises to be no exception. RCA Victor's 45 bonus plan provided that the buyer of any machine containing a 45-only record player is entitled to a bonus of albums valued at more than \$6. This means that the purchaser of a 45 attachment (45J2) gets \$18.95 worth of merchandise for \$12.95. This RCA Victor 45 player promotion is the greatest bargain the record business and I have ever seen. No other company except RCA Victor could afford such an expensive program to expand the dealers' record business. Our dealers know this, and they are accepting the quotas we have set for them so that they can get their share of the tremendous record market that awaits them. The opportunity lies before us to build a record industry never before dreamed of. Every TV set buyer should also have a record player. Every owner of a 78 rpm turntable (there are still 16,000,000 of them) should be converted to the new speed; with only one-fifth as many 45 turntables in use, we are currently doing nearly half of the total record business. And a new generation of buyers becomes wage-earning each year. The new markets are almost inexhaustible. We can assure the dealers of America that with the 101 Best Seller program and a hard hitting 45 rpm instrument promotion, this Fall will be the biggest and best in more than 50 years of record business. E. P. Miles, Sales Manager, Adleta Company, Dallas, Texas.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE BILLBOARD Music Popularity Charts

• Best Selling Pops by Territories

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

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

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. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
6. JEZEBEL
F. Lane—Columbia
7. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
8. SWEET VIOLETS
D. Shore—Victor
9. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell—M. Miller—Columbia
10. COLD, COLD HEART
T. Bennett—Columbia

LOS ANGELES

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. TOO YOUNG
Nat (King) Cole—Capitol
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
6. HOW HIGH THE MOON
L. Paul—M. Ford—Capitol
7. WHISPERING
L. Paul—Capitol
8. BELLE, BELLE, MY LIBERTY BELLE
G. Mitchell—M. Miller—Columbia
9. I GET IDEAS
T. Martin—Victor
10. SWEET VIOLETS
D. Shore—Victor

DENVER

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. SWEET VIOLETS
D. Shore—Victor
5. MY TRULY, TRULY FAIR
G. Mitchell—M. Miller—Columbia
6. TOO YOUNG
Nat (King) Cole—Capitol
7. WHISPERING
L. Paul—Capitol

DETROIT

1. BECAUSE OF YOU
T. Bennett—Columbia
2. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. SMOOTH SAILING
E. Fitzgerald—Decca
5. COME ON-A MY HOUSE
R. Clooney—Columbia
6. BECAUSE
M. Lanza—Victor
7. WHAT IS A BOY?
A. Saffery—Columbia
8. I GET IDEAS
L. Armstrong—Decca
9. I GET IDEAS
T. Martin—Victor
10. SWEET VIOLETS
D. Shore—Victor

DALLAS-FORT WORTH

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. SWEET VIOLETS
D. Shore—Victor
5. TOO YOUNG
Nat (King) Cole—Capitol
6. BALLIN' THE JACK
D. Kaye—Decca
7. DOWN YONDER
Del Wood—Tennessee
8. WHISPERING
L. Paul—Capitol

CHICAGO

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. I GET IDEAS
T. Martin—Victor
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. COLD, COLD HEART
T. Bennett—Columbia
6. JEZEBEL
F. Lane—Columbia
7. WHISPERING
L. Paul—Capitol
8. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
9. SHANGHAI
Billy Williams—MGM
10. TOO YOUNG
Nat (King) Cole—Capitol

BOSTON

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. COLD, COLD HEART
T. Bennett—Columbia
4. I GET IDEAS
T. Martin—Victor
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. I WON'T CRY ANYMORE
T. Bennett—Columbia
7. SWEET VIOLETS
D. Shore—Victor

NEW ORLEANS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. TOO YOUNG
Nat (King) Cole—Capitol
4. JEZEBEL
F. Lane—Columbia
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. SWEET VIOLETS
D. Shore—Victor
7. ALEUNA MEZZUMARE
E. Dream—Mercury
8. MY TRULY, TRULY FAIR
G. Mitchell—M. Miller—Columbia
9. I GET IDEAS
T. Martin—Victor
10. SHANGHAI
Billy Williams—MGM

PITTSBURGH

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. COLD, COLD HEART
T. Bennett—Columbia
4. DETOUR
P. Page—Mercury
5. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
6. WHISPERING
L. Paul—Capitol
7. CASTLE ROCK
H. James—F. Sirotra—Columbia

(Continued on page 33)

JOHNNY DESMOND'S BIGGEST HIT!!!

"MISTER AND MISSISSIPPI"

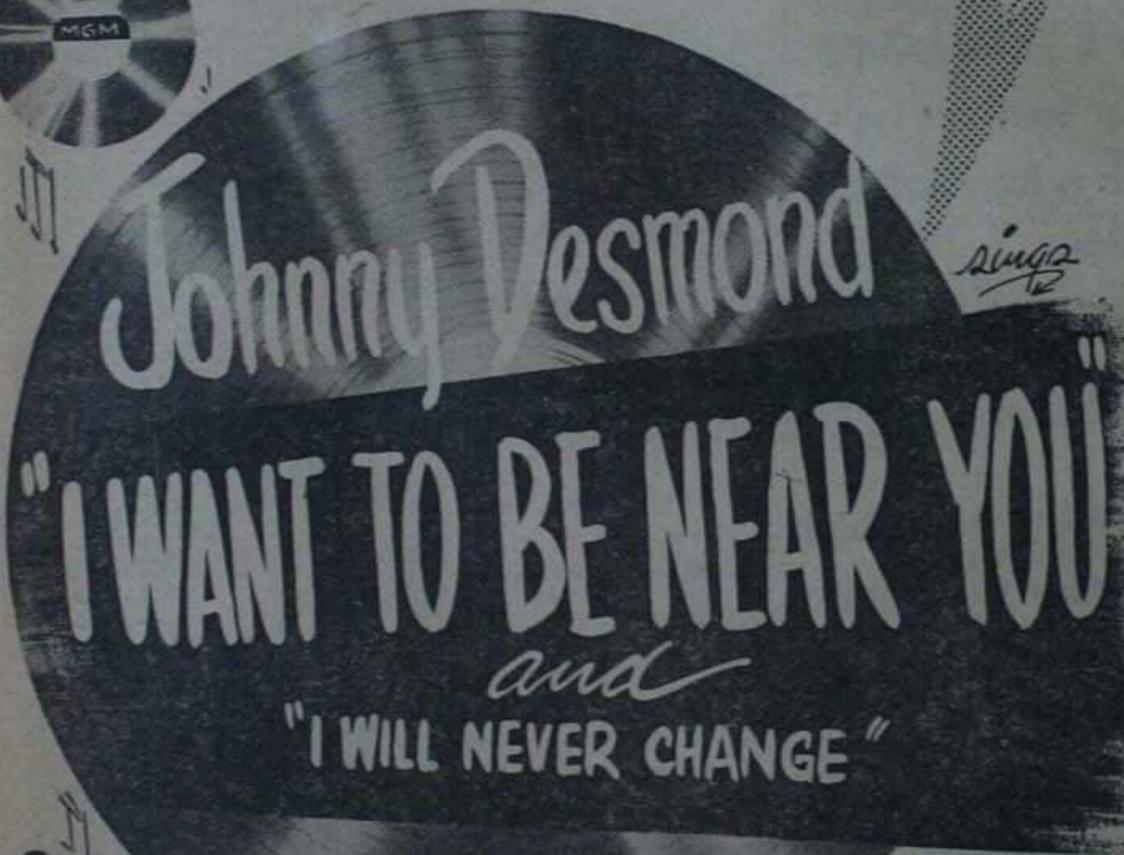
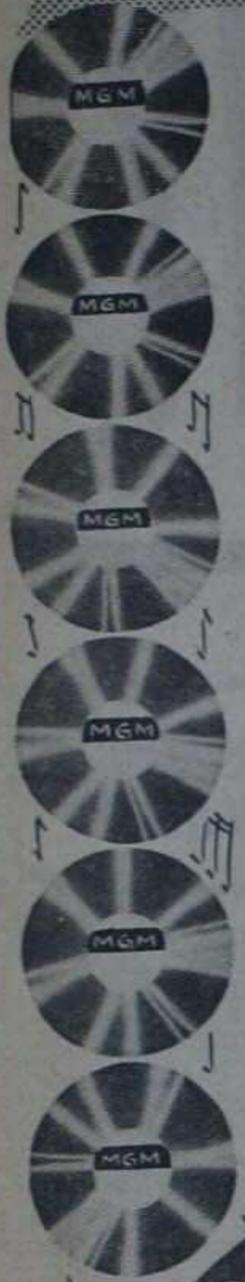
"ADIAMO"

"A BUSHEL AND A PECK"

"PIGALLE"

"PICNIC SONG"

"C'EST SI BON"



MGM
#11027-(78)
#K-11027-(45)

The Billboard Picks

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

..... Johnny Desmond MGM 11027

I WANT TO BE NEAR YOU
A really moving, spirited 6/8 novelty in the mode of the day is delivered with gusto by Johnny with rock and roll from Tony Martello's band and the Ray Charles Singers. Percy Faith's orchestra and chorus treatment of the title should also be watched.

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

MGM RECORDS ARE BETTER THAN EVER...

In Just **2** Weeks ...

Record Dealers, Operators and Disk Jockeys will be reading and benefiting by

"How Deejays Work with Dealers and Ops"

It's just one of 14 Valuable Features and Reference Lists in

The Billboard's Annual Disk Jockey Programming Guide —a supplementary section of the

Sept. 15th Issue

Again!...

DINAH SHORE

HITS - Singing...

"STAY
AWHILE"

and
IT'S ALL IN THE GAME



RCA VICTOR Records

20-4233 (47-4233)

M-G-M MAKES 'EM
BILLBOARD PICKS 'EM

The Billboard Picks

Billy Eckstine
ENCHANTED LAND
Eckstine belts out in big style a poetic new lyric set to the familiar strain of the classic melody.

BILLY ECKSTINE

ENCHANTED LAND (Song Of India) I'VE GOT MY MIND ON YOU

78 RPM—MGM 11028 • 45 RPM—MGM K11028



The Billboard Picks

Johnny Desmond
I WANT TO BE NEAR YOU
A really exciting, spirited 6/8 novelty in the mode of the day is delivered with style and swing.

JOHNNY DESMOND

I WANT TO BE NEAR YOU I WILL NEVER CHANGE

78 RPM—MGM 11027 • 45 RPM—MGM K11027

M-G-M's BIG BEST SELLERS

TENDERLY	DAVID ROSE and his Orchestra	78 RPM—MGM 30384
THE FLYING HORSE		45 RPM—MGM K30384
OH BY JINGO! HE'D HAVE TO GET UNDER—GET OUT AND GET UNDER	DEBBIE REYNOLDS and CARLETON CARPENTER	78 RPM—MGM 30385
		45 RPM—MGM K30385
THE MORNINGSIDE OF THE MOUNTAIN F'R INSTANCE	TOMMY EDWARDS	78 RPM—MGM 10989
IT'S ALL IN THE GAME ALL OVER AGAIN	TOMMY EDWARDS	45 RPM—MGM K10989
		78 RPM—MGM 11035
		45 RPM—MGM K11035
SHANGHAI THE WONDROUS WORD	BILLY WILLIAMS QUARTET	78 RPM—MGM 10998
I APOLOGIZE BRING BACK THE THRILL	BILLY ECKSTINE	45 RPM—MGM K10998
HEY, GOOD LOOKIN' MY HEART WOULD KNOW	HANK WILLIAMS	78 RPM—MGM 10903
DEAR JOHN COLD, COLD HEART	HANK WILLIAMS	45 RPM—MGM K10903
HOWLIN' AT THE MOON I CAN'T HELP IT	HANK WILLIAMS	78 RPM—MGM 11000
WEAPON OF PRAYER THEY'VE GOT THE CHURCH OUTNUMBERED	LOUVIN BROTHERS	45 RPM—MGM K11000
		78 RPM—MGM 10904
		45 RPM—MGM K10904
		78 RPM—MGM 10961
		45 RPM—MGM K10961
		78 RPM—MGM 10988

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

Yes! M-G-M RECORDS ARE BETTER THAN EVER!

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

Based on reports received August 27, 23 and 24

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,538 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. Dates 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	in date	Week	Week	Record	Artist
9	1	1.	1.	1.	1.	COME ON A MY HOUSE	R. Clooney
							Capitol 78139467; 4514-39467; (3313-39467)—BMI
20	2	2.	2.	2.	2.	TOO YOUNG	Nat (King) Cole
							Capitol 7813449; 4514-3449—ASCAP
9	3	3.	3.	3.	3.	SWEET VIOLETS	D. Shore
							Vocalion 78120-4174; 4514-4174—ASCAP
10	5	4.	4.	4.	4.	BECAUSE OF YOU	T. Bennett
							Capitol 78139362; 4514-39362; (3313-39362)—BMI
13	4	5.	5.	5.	5.	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller
							Capitol 78139415; 4514-39415; (3313-39415)—ASCAP
16	6	6.	6.	6.	6.	JEZEBEL	F. Laine
							Capitol 78139367; 4514-39367; (3313-39367)—BMI
							(Alexander Bros., Mar 5620; A. Green, Mar 5622; B. Hart, Merit, 307; W. Atwell, London 1060; Lanza and Oscar, Dec 46340)
5	7	7.	7.	7.	7.	DETOUR	P. Page
							Mercury 7815682; 4515-68245—BMI
15	8	8.	8.	8.	8.	LOVELIEST NIGHT OF THE YEAR	M. Lanza
							Vocalion 78110-3300; 4514-3300—ASCAP
3	11	9.	9.	9.	9.	COLD, COLD HEART	T. Bennett
							Capitol 78139449; 4514-39449; (3313-39449)—BMI
							(T. Fontane, Merc 5693; Hank Williams, MGM 10984)
10	9	10.	10.	10.	10.	SHANGHAI	D. Day-P. Weston
							Capitol 78139423; 4514-39423; (3313-39423)—ASCAP
6	13	11.	11.	11.	11.	SWEET VIOLETS	J. Turzy
							Decca 78127668; 4519-27668—ASCAP
2	18	11.	11.	11.	11.	BELLE, BELLE, MY LIBERTY BELLE	G. Mitchell-M. Miller
							Capitol 78139512; 4514-39512; (3313-39512)—ASCAP
							(Merv Griffin, V 20-4212; Bobby Wayne, Merc 20-5690)
9	19	13.	13.	13.	13.	I GET IDEAS	T. Martin
							Vocalion 78120-4141; 4514-4141—BMI
2	20	13.	13.	13.	13.	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford
							Capitol 7813748; 4514-3748—ASCAP
							(A. Hipsley-D. Ellington, Col 30195; The Starlight Trio, Fantasy F-5013)
22	10	15.	15.	15.	15.	HOW HIGH THE MOON	L. Paul-M. Ford
							Capitol 7813451; 4514-3451—ASCAP
							(G. Brown, Aladdin 3071; Oscar Peterson, Mer 6943; Dave Brubeck Trio, Fantasy 515; Erroll Garner, Col 30148)
8	14	16.	16.	16.	16.	JOSEPHINE	L. Paul
							Capitol 7811592; 4514-1592—ASCAP
							(R. Griffin, Col 3889; J. (Baby Face) Lewis-F. Campbell, Aladdin 3004; Madcap, Dec 27707; Russ Morgan, Col 27733)
8	16	16.	16.	16.	16.	LONELY LITTLE ROBIN	Pinefoppers
							Capitol 78160508; 4514-60508—ASCAP
							(Marion Morgan, MGM 10990; Elton Britt, V 21-047; M. Carson, N. Kaye, V 20-4151; Rex Allen, Mer 5647; Mel (Lionel) Lincoln, Dec 27651)
22	12	18.	18.	18.	18.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers
							Decca 78127515; 4519-27515—BMI
							(Bill Johnson, Merit 303; Jack White, London 1028; M. Pearl, King 978; George Cates, Coral 60476; G. Sirois, Mer 5612; Knight Monroe, V-20-4114; Percy Faith-Bill Lee, Col 39728; Terro Lee, Lib 6014)
4	15	19.	19.	19.	19.	LONGING FOR YOU	V. Damone
							Mercury 7815655; 4515-65545—BMI
							(George Cates, Coral 60546; Russ Morgan, Dec 27703; C. Macklin-M. Ayers, V 20-4219; Les Baxter, Cap 1731; L. Clinton, Broadway 1008; T. Tucker, MGM 11021)
7	16	20.	20.	20.	20.	I WON'T CRY ANYMORE	T. Bennett
							Capitol 78139362; 4514-39362; (3313-39362)—ASCAP
							(George Auld, Coral 60446; Billy Williams Quartet, MGM 10978; Eileen Wilson, Dec 27546; Dixie Brown, Jubilee 4029; Dinah Washington, Mer 8211; Little Jimmy Scott, Royal 6157)
2	26	20.	20.	20.	20.	WHISPERING	L. Paul
							Capitol 7813748; 4514-3748—ASCAP
							(G. Jenkins, Decca 27585; F. Frodo, Decca 27081)
2	—	22.	22.	22.	22.	LONGING FOR YOU	S. Kaye
							Capitol 78139499; 4514-39499; (3313-39499)—ASCAP
5	—	23.	23.	23.	23.	I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter
							Vocalion 78120-4191; 4514-4191—BMI
							(Tommy Arden-Percy Faith, Col 39525)
1	—	23.	23.	23.	23.	WONDERFUL WASN'T IT	F. Laine
							Capitol 78139489; 4514-39489; (3313-39489)—ASCAP
							(Bill Farrell, MGM 10948; Mills Bros., Dec 27579)
3	21	25.	25.	25.	25.	KISSES SWEETER THAN WINE	Weavers
							Decca 78127670; 4519-27670—BMI
17	23	25.	25.	25.	25.	ROSE, ROSE, I LOVE YOU	F. Laine
							Capitol 78139367; 4514-39367; (3313-39367)—ASCAP
							(Milo Hue Lee, Col 39420; Lou Diamond, Decca 12-11532; Gordon Jenkins, Dec 27594; Buddy Morrow, V 20-4125; Benny Lee, London 1049; Lou Ella Robertson, Cap 1532; Kay Lark, MGM 10978)
12	24	25.	25.	25.	25.	MY TRULY, TRULY FAIR	V. Damone
							Mercury 7815646; 4515-64645—ASCAP
2	24	25.	25.	25.	25.	GIRL IN THE WOOD	F. Laine
							Capitol 78139489; 4514-39489; (3313-39489)—BMI
1	—	29.	29.	29.	29.	DOWN YONDER	D. Woods
							Tennor 775—BMI
							(E. Willis, V21-0420; Lawrence Cook, Abbey 15053; Eddie Smith and Choir, King 986; C. Watts, Mer 5695; C. Butler, Col 39533)
6	26	30.	30.	30.	30.	I WISH I HAD NEVER SEEN SUNSHINE	L. Paul-M. Ford
							Capitol 7813942; 4514-3942
2	26	30.	30.	30.	30.	SHANGHAI	B. Williams

THE BILLBOARD Music Popularity Charts

Rhythm & Blues Record Releases

All Because of You—C. Gant (Deal Yourself) Swing Time 209
 If of You—L. Harris (I Got) Decca 48232
 Hey, You're Still a Square—P. Mayfield (Two Years) Swing Time 258
 Rock Blues—"Nature Boy" (Windy City) U-103
 Boogie Choo Choo Train—M. Scott (Somebody Gated) Coral 55063
 Mer Blues—J. Witherspoon (Landlord Shuffle) Swing Time 257
 The Boogie—M. Jackson (I'm Lucky) King 452
 Character Boogie—J. Thomas (Hobo Boogie) Decca 48236
 Come Back—E. McGriff (Note Droppin' Papa) Jubilee 5062
 Creamin' Boogie—J. Dash Sextet (For Squares) Sittin' In With 6-14
 Crazy About You, Baby—Sonny Boy Williamson (Eyesight to) Trumpet
 Dying Won't Help You—R. Nighthawk (Kansas City) United U-102
 Yourself Another Hand—C. Gant (All Be-) Swing Time 209
 Street Boogie—R. Callender Sextet (Polina) Federal 12045

(Continued on page 80)

Most Played Juke Box Rhythm & Blues Records

Based on reports received August 22, 23 and 24

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

POSITION	Weeks Last This	to date Week Week	RECORD	ARTIST	Label
15	1	1	60 MINUTE MAN	Dominoes	Federal 12022—BMI
10	2	2	I'M WAITING JUST FOR YOU	Lucky Millinder	King(78)4453; (45)45-4453—BMI
6	3	3	CHAINS OF LOVE	J. Turner	Atlantic 939—BMI
17	5	4	ROCKET 88	J. Brenston	Chess 1458—BMI
5	4	5	"T" 99 BLUES	J. Nelson	RPM 325—BMI
7	6	6	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
1	—	7	BLOODSHOT EYES	W. Harris	King(78)4461; (45)45-4461—BMI
4	8	8	THRILL IS GONE	R. Hawkins	Modern 826—BMI
4	7	9	I HAVE NEWS FOR YOU	R. Milton	Specialty 407—BMI
1	—	10	GO GO GO GO	Treniers	Okeh 6804—ASCAP

Best Selling Retail Rhythm & Blues Records

Based on reports received August 22, 23 and 24

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

POSITION	Weeks Last This	to date Week Week	RECORD	ARTIST	Label
13	2	1	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
14	1	2	60 MINUTE MAN	Dominoes	Federal 12022—BMI
8	5	3	CHAINS OF LOVE	J. Turner	Atlantic 939—BMI
11	3	4	I'M WAITING JUST FOR YOU	Lucky Millinder	King(78)4453; (45)45-4453—BMI
2	—	5	GLORY OF LOVE	Five Keys	Aladdin 3099
2	9	6	ALL NITE LONG	J. Otis-M. Walker	Savoy 788—BMI
4	9	7	I KNOW	Ruth Brown	Atlantic 941—BMI
2	—	7	CASTLE ROCK	J. Hodges	Mercury(78)8944; (45)89-44X45—BMI
6	7	9	TRA LA LA	T. Brown-Griffin Brothers	Dot 1060—BMI
2	—	9	WILL YOU BE MINE	Swallows	King(78)4458; (45)45-4458—BMI

RHYTHM & BLUES NOTES

By HAL WEBMAN

The Five Keys, new vocal group hitting on all four on the strength of a fast-growing Aladdin recording of "The Glory of Love," have been signed to a term-booking management contract by Billy Shaw, of the Shaw Artists Corporation. Shaw picks up the group on his contract beginning Labor Day, September 3, and has set the unit into Club Harlem, Philadelphia, starting that day for a week. . . . Fats Waller Jr. is making a bid to take up where his late father left off. He's formed a group to be known as Fats Waller Jr. and His Rhythm. He plays piano and sings. His first job will be at Gamby's, Baltimore nitery, beginning September 3 for a week.

Eddie Messner, of Aladdin Records, is going to sponsor a talent contest thru a belt of Southern theaters. The contest will begin in October. Messner will tour

(Continued on page 79)

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 BOY Savoy 81b
 Little Sylvia-Heywood Henry Ork
 HOW LONG MUST I BE BLUE Savoy 81b
 Little Sylvia-Heywood Henry Ork
 CHEROKEE BOOGIE King 4472
 Moose Jackson

NOTE: Both sides of the Savoy Disk.

Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDED	RECORDED	RECORDED	RECORDED
JOHNNY OTIS ORK I'll Ask My Heart SAVOY 812—Linda Hopkins projects strongly on a new ballad item.		78--79--77--78			
Warning Blues The thrash turns in a sock job on a blues rocker. Otis backs her with a solid orking job. Gal delivers like a femme Joe Turner.		80--81--79--80			
THE SWALLOWS Since You've Been Away KING 4466—One of the best of many new vocal groups turns in an effective slicing of a pleasant schmaltz ballad.		80--80--79--80			
Wishing for You This side should provide the group with a bid for a hit. Performance is cleaner and sharper and the tune follows a simple, direct line. Good bet.		83--83--83--83			
BILL DAVIS TRIO Catch 'Em Young, Treat 'Em Rough, Tell Them Nothin' OKEH 6808—Organist Davis really blows a mess of swinging Hammond on this bright coverage effort on a breezy rhythm novelty. He helps sing it too. Jazz spinners should find use for this as well as r.&b. whirlers.		71--74--70--70			
Eyesight to the Blind Good coverage on a clever blues which is a hit by The Larks on Apollo. Hightop is Davis' wonderful blues organ.		74--74--74--74			
TODD RHODES ORK I Shouldn't Cry (But I Do) KING 4469—Kitty Stevenson sings this rambling vehicle well enough to a booming beat backing.		67--68--66--68			
Gin, Gin, Gin The Rhodes crew rocks crisply on a catchy beat spot which tells of the pleasures and evils of drinking gin.		72--72--69--74			
LUCKY MILLINDER ORK No One Else Could Be KING 4476—Annisteen Allen and Melvin Moore get a good duet sound going in this direct sequence to "I'm Waiting Just For You." The beat is there, good sound. Not on a par with the original but could do well.		81--81--80--81			
The Grape Vine Moore and the band's vocal group combine on a rocking ode to wine.		74--75--72--73			
4 DEEP TONES Castle Rock CORAL 65061—So-so coverage on the likely new riff ditty by an ordinary male group.		68--70--67--68			
Just in Case You Change Your Mind Group doesn't sound any better on a ballad.		67--69--66--67			

TWO NEW SIZZLING SELLERS!!
 by Billy Mitchell

BED SPRING BOOGIE
 Blue 126

THE DEACON'S PLAN
 with Mattie Noel
 Blue 127

other best sellers

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 MULLT COLONY 110
 WOOD ECKER 101
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 by PERCY MAYFIELD
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BOBBY SMITH and THE LARKS
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"WARNING BLUES"
"I'LL ASK MY HEART"
 Savoy #812 Johnny Otis Ork.
 Vocal by
LINDA HOPKINS

Both Sides picked by Billboard & Cashbox!

"ROCKIN' CHAIR BLUES"
 Vocal by Danny Cobb
"SINNERS HOP"

SAVOY #814
 by PAUL
 (Mr. Hucklebuck)
 WILLIAMS

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

A GENE PARRISH SMASH HIT!

"DREAMY BLUES"

and

"BABY'S ON MY MIND"

RCA VICTOR
 20-4240
 47-4240

RCA VICTOR Records

THE BILLBOARD Music Popularity Charts

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

... Based on reports received August 22, 23 and 24

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
10	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)148-0476-ASCAP
7	2	2	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)11000
4	3	3	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)14-20837; (33)3-20837-BMI
8	5	4	SOMETHING OLD, SOMETHING NEW	E. Arnold	V(78)21-0476; (45)148-0476-ASCAP
12	9	5	LET'S LIVE A LITTLE	Carl Smith	Col(78)20837; (45)14-20837; (33)3-20796-BMI
1	—	6	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)14-20837; (33)3-20837
18	4	7	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)14-20799; (33)3-20799-BMI
5	7	7	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478-BMI
3	8	9	MR. MOON	Carl Smith	Col(78)20825; (45)14-20825; (33)3-20825-BMI
4	6	10	PEACE IN THE VALLEY	Red Foley	Dec(78)46319; (45)19-46319; (78)14573; (45)14573-BMI

Coming Up

1.	DOWN YONDER	Del Woods	Tennessee 775
2.	CHEROKEE BOOGIE	Moon Mullican	King(78)965; (45)45-965-BMI
3.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489

• Advance Folk (Country & Western) Record Releases

Are You For It?—W. Ray (Walk Softly) V 20-4226
 Catch 'Em Young, Treat 'Em Rough, Tell 'Em Nothin'—H. Penny (I Like) V 21-0501
 Cock-a-Dooodle Doo — R. Foley (Sugarfoot Rag) Decca 46349
 Crazy Rhythm—C. Atkins (Hybrid Corn) V 21-0500
 Don't Tell a Lie About Me Dear—Skeets Yaney (Train Track) MGM 11037

Down Yonder—S. Cooley (Horse Hair) Decca 46355
 Every Time I Think of You—H. Hill (I'm Gettin') Coral 64103
 Everything Reminds Me of You—T. Scott (Uncle Sammy) Federal 10026
 Fence Jumper — A. Smith (Tears Don't) MGM 11040
 Horse Hair-Boogie—S. Cooley (Down Yonder) Decca 46355
 Hybrid Corn—C. Atkins (Crazy Rhythm) V 21-0500
 I Believe That Mountain Music Is Here to Stay—H. Gunter (I've Done) Decca 46350
 I Like Mofastes—H. Penny (Catch 'Em) V 21-0501
 I'm Gettin' Too Little Lovin'—H. Hill (Every Time) Coral 64103
 If I Can't Have You—J. Walker (Out of) Intro 6024
 If You Don't Believe I'm Leaving, Just Count the Days I'm Gone—R. Allen-E. Marshall (Playhouse of) V 20-4227
 It Hurts Me—B. Newman (Rover, Rover) King 973
 I've Done Gone Hog Wild—H. Gunter (I Believe) Decca 46350
 Kissin' Bug Boogie—T. Ernie (Woman Is) Cap 1775
 Kiwi (Kee Wee) Bird—R. Rogers (Punky Punkin) V 20-4237
 Lonesome Truck Drivers Blues—R. Smith (Rock All) Coral 64104
 Out of Money, Out of Place, Out of Style—J. Walker (If I) Intro 6024
 Playhouse of Love—E. Marshall-R. Allen (If You) V 20-4227
 Plumb Appravatin' Ain't It—C. Robison (Sunday Drivers) MGM 11044
 Punky Punkin—R. Rogers (Kiwi Bird) V 20-4237
 Rock All the Babies to Sleep—M. McCray (You're My) Decca 46354
 Rock All the Babies to Sleep—R. Smith (Lonesome Truck) Coral 64104
 Rover, Rover—B. Newman (It Hurts) King 973

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FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Dee Kilpatrick, hillbilly a. & r. rep for Capitol in Nashville, has ankled the Hollywood diskery. . . . **Tex Williams and Kenny Roberts** were starred in three half-hour shows of the forthcoming "Old American Barn Dance" series of TV film shows, currently being assembled by promoter **Bill Bailey and Fred Niles**, of Kling Studios (The Billboard, August 18). Williams is now going a d.j.-type TV show over a Hollywood station, in which he does the commentary between showings of Western and h.b. film shorts. Roberts is set to do one show per week for the next six weeks over a Dayton TV station in conjunction with a bond drive aimed at the kids. Roberts also will do the Brush Creek Follies guest spot September 15 on KMBC, Kansas City, Mo. This show is starting to use traveling names on its Saturday night jamborees.

Ralph Stanley, of the Stanley Brothers (Columbia), was critically injured August 17 in an auto accident in Virginia, according to **Murray Nash**, of Acuff-Rose. . . . MGM records has added **Andy Wilson**, staff announcer and singer at WLAC, Nashville, to do sacred material. . . . **Louis (Ramblin' Lou) Schriver**, d.j. and talent promoter at WJLL, Niagara Falls, N. Y., was in Nashville last week booking talent for his fall promotions.

Sunny Clapp, the tunespinner, has moved from Miami to Nashville. . . . **Jimmy Dale** (Federal) is now working at WAAT, Newark, N. J. . . . The WLS National Barn Dance pulled 13,300 admissions at the grandstand show at the Illinois State Fair, Springfield, August 11. **Smiley Burnette** and **Salty Holmes** were added for the date. **Gene Autry** and **Pat Buttram** made impromptu appearances on the show. Autry was with WLS around 1933, while Buttram left there in 1945.

Smiley Burnette (Capitol) works the JC Rodeo, Wichita, Kan., September 14-16; Kansas State Fair, Hutchinson, 17-20, and starts the Canadian tour with Gene Autry's troupe October 1 for 10 days. He is set for the Golden Hotel, Reno, October 24-November 6. . . . **Chat Atkins** (Victor) reports that he has successfully undergone surgery for a bone tumor in his mouth and will be back at work soon. He and the **Carter Sisters** are still at WSM, Nashville.

Skeets Bennett, the Louisiana Skeeter, is taking a vacation after eight months on the Foreman Phillips BK Ranch show over KECA-TV, Los Angeles. . . . **Max Raney**, WHAM, Rochester, N. Y., who operates the Bar M Ranch, East Bloomfield, N. J., reports that his park is doing much better on a smaller entertainment budget. He reports he "does less people but ends up making more money." He keeps show talent budget at \$500 per week. Raney reports horse-pulling contests are the biggest draw. He also has a restaurant on the grounds. The remainder of his talent sked is **Lulu Belle and Scotty**, August 26; **Horse Pull**, September 2; **Smiley Burnette**, 3; **101 Ranch Boys**, 9; **Hawkshaw Hawkins**, 16.

Seventy-five country music reps attended a dinner given by the Aberbach brothers, of Hill and Range Songs, August 3 at Riverside Rancho, Los Angeles, for **Hank Snow**. The Armed Forces Radio Service taped the entire show. Snow received two

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.
 KISSIN' BUG BOOGIECapitol 1775
 Tennessee ErnieCapitol 1775

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received August 22, 23 and 24

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
8	1	1	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)14-11000
5	2	2	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)14-20837; (33)3-20837-BMI
21	3	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)14-20799; (33)3-20799-BMI
11	4	3	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)148-0476-ASCAP
3	6	5	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)14-20837; (33)3-20837
13	5	6	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)14-20796; (33)3-20796-BMI
4	8	6	MR. MOON	Carl Smith	Col(78)20825; (45)14-20825; (33)3-20825-BMI
7	9	8	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0412; (45)148-0412
12	7	9	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)14-10961
6	10	10	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)19-46319; (78)14573; (45)19-14573-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.	ROTATION BLUES	E. Britt	V(78)21-0494; (45)148-0494
2.	CHEROKEE BOOGIE	M. Mullican	King(78)965; (45)145-965-BMI
3.	HOT GUITAR	E. Hill	Mercury(78)16347

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received August 22, 23 and 24

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
4	4	1	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)14-20837; (33)3-20837-BMI
10	1	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)148-0476-ASCAP
18	2	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)14-20799; (33)3-20799-BMI
11	6	4	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)14-20796; (33)3-20796-BMI
7	3	5	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)14-11000
1	—	6	MOM AND DAD WALTZ	L. Frizzell	Col(78)20837; (45)14-20837; (33)3-20837
22	9	7	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)14-10904-BMI
26	5	8	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)148-0431-BMI
3	8	9	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)19-46319; (78)14573; (45)19-14573-BMI
3	9	9	MR. MOON	Carl Smith	Col(78)20825; (45)14-20825; (33)3-20825-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)145-965-BMI
2.	DOWN YONDER	Del Woods	Tennessee 775
3.	UNWANTED SIGN UPON YOUR HEART	H. Snow	V(78)21-0498; (45)148-0498-BMI

Have you heard???

"TOO OLD TO CUT THE MUSTARD"

MERCURY 6348

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—a supplementary section of the Sept. 15th Issue

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THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

AND SO TO SLEEP AGAIN.....Patti Page.....Mercury 5706

Patti should do it again! Here she fashions a jingly dubbed four-part harmony job on one of the most potent mood ballads to show in many moons. Coupling is a live change of pace, a swingy rhythm and blues item "Write Me One Sweet Letter," which could accumulate rock and juke action.

OVER A BOTTLE OF WINE.....Tony Martin.....Victor 20-4223

Martin has a likely Latin-flavored sequel to "I Get Ideas" in this completely re-freshing performance of a clever piece of material. The rhythm section and piano setting and a light hum-and-scat bit round out a worthwhile effort.

SMOOTH SAILING.....Ella Fitzgerald.....Decca 27693

A recent issue, this unusual side, intended as a fan and jazz item, has taken a pop foothold in several sectors and is making a concerted bid for general favor. Ella does a scot from start to finish on a simple Arnett Cobb riff, with an exciting assist from a driving organist, rhythm section and the Ray Charles Singers.

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. I WANT TO BE NEAR YOU.....Percy Faith Ork.....Columbia 39528
2. HAWAIIAN WAR CHANT.....Jo Stafford.....Columbia 39529
3. MAKIN' LIKE A TRAIN.....Fontane Sisters.....Victor 20-4213
4. BING, BONG, BING.....Jane Turzy.....Decca 27701
5. BLOW, BLOW, WINDS OF THE SEA.....Hugo Winterhalter Ork.....Victor 20-4212
6. MAKE BELIEVE LAND.....Nat (King) Cole.....Capitol 1747
7. ENCHANTED LAND.....Billy Eckstine.....MGM 11028

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. CASTLE ROCK.....Frank Sinatra-Harry James Ork.....Columbia 29527
2. I'LL ALWAYS REMEMBER YOU.....Nat (King) Cole.....Capitol 1747
3. SURPRISING.....Percy Como.....Victor 20-4203
4. THE MUSICIANS.....Dinah Shore, Tony Martin, Betty Hutton, Phil Harris.....
5. KISSIN' BUG BOOGIE.....Jo Stafford.....Columbia 39529

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. DIMPLES AND CHERRY CHEEKS.....Andrew Sisters-Guy Lombardo Ork.....
2. SWEETHEART OF YESTERDAY.....Guy Mitchell-Mitch Miller Ork.....Columbia 39512
3. BELLE, BELLE, MY LIBERTY BELLE.....Don Cherry.....
4. SWEETHEART OF YESTERDAY.....Bobby Wayne-George Basman Ork.....Mercury 5690
5. HAWAIIAN WAR CHANT.....Ames Brothers.....Coral 60510

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. JESUS AND THE ATHEIST.....Eddy Arnold.....Victor (45) 48-0495
2. HEY LA LA.....Ernest Tubbs.....Decca 46338
3. PRECIOUS LITTLE BABY.....Ernest Tubbs.....Decca 46338
3. UNWANTED SIGN UPON YOUR HEART.....Hank Snow.....Victor 21-0498
5. KNOCKIN' BLUES.....Ann Jones.....King 972

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
FREDDY MARTIN ORK Gang That Sang "Heart of My Heart," The VICTOR 20-4223—This was the coupling on the withdrawn etching of "Clair de Lune." Reviewed 7/21/51.		81--80--80--84
Mediterranean Concerto The new mating is one of the most attractive in the Martin concerto series. It couples a full, rich melodic content with a beautifully executed Murray Arnold piano solo. Should do very well, particularly with the spinners.		85--86--85--84
CINDY LORD Cherry Pink and Apple Blossom White MGM 11041—A handsome new Frenchie is warbled sensitively by a promising new thrush, who is the closest thing to Dinah Shore to come along in ages.		73--76--71--71
Just Like a Gypsy The 16-year-old gal gets a strange cross in style, between Dinah Shore and Nat Cole, in her chant of a so-so ballad.		68--70--66--68
BUDDY DE FRANCO ORK Make Believe MGM 11045—The very competent new DeFranco band slices a fine dance instrumental of the great ballad from the currently revived "Show Boat" score.		73--77--70--71
Why Do I Love You This other "Show Boat" ballad is well done in dance time by the DeFranco crew with the maestro's clarinet prominent thru both sides.		73--77--70--71
ROSEMARY CLOONEY I'm Waiting Just for You COLUMBIA 39535—Rose sings up a storm on this fast-stepping r. & b. item and should bring it into strong contention in the pop field. The hot harpsichord of "Come On-A My House" is back and still is swinging. Should be the thrush's big follow-up.		89--90--88--89
If Teardrops Were Pennies The harpsichord-led quartet builds a fiercely driving backdrop for the thrush's multi-voiced cry with this country novelty hit. The spirit's here, it's not the quality, and the side should do well.		87--88--86--86
SAMMY KAYE ORK It's All in the Game COLUMBIA 39531—The lovely Dawes melody, with its new lyrics, is treated to a subdued ensemble vocal reading with Cliff Ayres filling the solo spots. A fine mood disk.		85--85--85--85
Be Mine Tonight Sammy comes up with a production on this new pop version of "Noche de Ronda." Barbara Benon sings the solo effort and doubles to do soprano obbligato in the instrumental bridge. Pleasing side.		80--80--80--80
DEAN HESS-DELL CLAYTON ORK Let's Bring Back the Old-Fashioned Days TOKEN T-205—A light bounce novelty is handled crisply for dancing by the Clayton band, a reincarnation of the early Sammy Kaye crew. Hess handles the vocal adequately.		57--60--56--56
Good Man Is Hard to Find, A Hess does a fairly dull job with this fine old novelty.		55--60--50--55
BENNY GOODMAN SEXTET Toodle-Dee-Yoo-Dee COLUMBIA 39515—With Nancy Reed piping the lyric of her own cute novelty, the Goodman sextet whips up a tasty slice. Benny puts to wax one of the finest of his recent solos.		77--80--77--75
Wrappin' It Up BENNY GOODMAN ORK The big Goodman band, circa 1951, produces another in the series of recordings of 1940 Fletcher Henderson arrangements of 1935 tunes. This is one of the classics and it's done with bite and great swing. Highlights are Benny's clarinet and Billy Butterfield's magnificent trumpet.		80--82--80--78
TONY MARTIN You'll Know VICTOR 20-4220—Martin does a soulful turn with a pretty but windy new movie ballad.		75--75--75--75
Over a Bottle of Wine Could be that this will be Martin's follow-up to "I Got Ideas." With only a rhythm section and piano providing a Latin backdrop, the crooner creates that same intimate and suggestive glow that made the first. A strong entry.		86--86--86--86
LEROY HOLMES ORK Make Believe Land MGM 11045—Nothing particularly attractive about this ork-chorus dance treatment of one of the promising ballads of the day.		67--68--66--68
Place in the Sun, A Dull treatment of a pleasant enough ballad written to create exaltation for a movie of the same title.		65--65--65--65
BILL HAYES Love of a Gypsy, The MGM 11042—Fine warble and Joe Lippman orking of a heavy new ballad.		69--72--68--68
I've Got an Idea for a Song The TV singer again impresses with a sincere and well-projected effort on a pretty, but rather difficult ballad.		73--78--71--71
RAYMOND SCOTT ORK Yesterday's Ice Cubes MGM 11036—A series projection of one of the silliest rhythm ditties of the year makes waste of a splendid Dorothy Collins vocal effort.		55--55--55--55
Mountain High, Valley Low Scott's artful ballad from "Lute Song" is done with sincerity and without frills by Miss Collins and the Scott crew. This is a reissue of a worthy item.		72--75--72--70
LIONEL HAMPTON ORK Shalom! Shalom! MGM 11039—The Hamp has a ball with a familiar berach. Chorus, vocal and a lengthy, but provocative, vibes-clarinet-drum frelatch section make the dicking. Odd for Hamp, but interesting.		75--78--74--73
Hannah! Hannah! Some sort of idea here but the thematic material hasn't the folkiness or excitement of the episode.		69--69--69--69
DICK HAYMES David and Bathsheba DECCA 27737—Excitement and stir are the goals of this etching of a song specially written for the exploitation of the movie epic now showing. Haymes belts it patently with a first-rate ork-choral background. Should get plays.		79--80--78--78
Just One of Those Nights Haymes is in top form for a glowing revival of a pretty and nearly forgotten ballad. Beautiful job, backing by Victor Young's lush strings.		81--82--81--80
DANNY KAYE-JIMMY DURANTE-JANE WYMAN-CROUCH MARX How D'Ye Do and Shake Hands DECCA 27748—The all-star line-up really enjoys itself and transmits the happy spirit in a jocular and funny etching of a bright, light jingle from the Disney "Alice in Wonderland" flick. Could be a big record.		89--92--88--88
Black Strap Mosses Once again, the spirit's the thing in the stars' rendition of the catchy novelty item designed for the Gaylord Hauser "Live Longer" set. The sack performance could attract attention to this side as well.		82--84--80--82

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
TONY FONTAINE Why Do I Love You MERCURY 5645—Fontaine reads the "Show Boat" ballad nicely with an assist from a chorus and ork.		73--75--71--73
Cold, Cold Heart Excellent coverage dicking of this country ballad which is taking on signs as the result of a Tony Bennett etching.		
ELLA FITZGERALD There Never Was a Baby Like My Baby DECCA 27744—Ella, the insignificant, does as much as could possibly be done to make this rhythm novelty from "Two on the Aisle" sound like something of substance.		72--75--70--70
Give a Little—Get a Little There's even less she can get her teeth into on this ditty from the same show score.		68--68--68--68
MARTHA TILTON I Wish I Wuz CORAL 46559—This modernized jingle is done prettily by Miss Tilton with a spirited assist from a chorus of kids. Has a zippy quality which could attract attention.		81--83--80--80
Lifti Marlene Martha revises the war-bred ballad in an especially handsome ork-chorus setting. Fine mood is established and she sings the stuffings out of the rich melodic tune. If there's a chance the tune could catch again, this dicking could do it.		83--85--82--82
RUSS MORGAN ORK Homespun DECCA 27738—Tasty ballad in the tasty style of the Morgan band with Russ handling the plaintive lyric. For Morgan fans and dancers.		76--77--75--77
Nobody Wants Me Russ does a ballad he sings in the coming flick, "Disc Jockey." It's a plain, simple ballad done with the usual skill, both vocally and instrumentally, of the maestro.		76--77--75--77
EILEEN WILSON I Thought About You DECCA 27710—Miss Wilson turns in an unaffected slow beat reading of a fine ditty with a tasty ork-group backing.		75--77--73--75
Let Me Kiss Your Tears Away Clever production and a simple, retentive and schmaltzy tune blend into a fine etching which could surprise. Miss Wilson's dry style is especially effective here.		82--85--81--81
CARMEN CAVALLARO Deep Night DECCA 27735—Cavallaro, long absent from the waxworks, returns with a sack etching in the voodoo spirit of "Enfers" built around the standard. Spectacular piano and driving rhythm with choral effects could build up big business for this one.		86--86--86--86
It's All in the Game A class ballad built on the Dawes melody is introduced gracefully and in flowing style by Cavallaro at the keyboard. Don Burke rounds out the tasty dicking with a good vocal chorus.		81--82--80--80
TOMMY DORSEY ORK Oh! Look at Me Now DECCA 27733—T. D. here re-records one of his classic slices with Bob Lawson and Frances Irvin filling the vocal parts that originally were done by Frank Sinatra and Connie Haines. It will stand as a good reproduction of a great original. T. D. does it this way in the coming "Disc Jockey" flick.		80--80--80--80
Show Me You Love Me Miss Irvin, coming along nicely as a singer, provides the vocal on a lukewarm ballad done by T. D. in the same movie.		71--72--70--71
GORDON JENKINS ORK-CHORUS Whispering DECCA 27585—Jenkins employs his chorus briefly in a primarily instrumental rendition of an oldie, currently in the state of revival via a Les Paul slice. Gordon makes a tasty, tongue-in-cheek, good-humored item of it.		83--85--82--82
Song of the Bayou Jenkins' effort to create a super-dramatic etching of a fine standard just doesn't come off as intended. It's just plain pretension.		74--75--73--73
TOMMY DORSEY ORK You Blew Out the Flame in My Heart DECCA 27723—Depend on Tommy always for tasty, skillful dance music! That's the profit of experience. Here's a typical example of a splendid dance etching. Frances Irvin fills the vocal spot.		77--80--75--75
Hula Hula Boogie, The A rather odd blend of boogie wogie and a Hawaiian theme doesn't make for the best of material, but Tommy gives it all. Miss Irvin sings it and Charlie Shavers tosses a fine trumpet solo.		71--72--70--71
HOAGY CARMICHAEL-CASS DALEY Woman Is a Five-Letter Word DECCA 27743—A clever calypso-ish novelty is done with inguish delight by Miss Daley and Mr. Carmichael. Could catch the fancy of those with creative imaginations.		80--82--78--80
I'm Waiting Just for You The team lends a country-ish flavor to this reading of the R. & B. item which is catching pop-wise. The drag two-beat backing keeps things moving along. Could catch a place if the song connects big.		83--83--82--83
AL TRACE Cold-Hearted Daddy MERCURY 5634—Chirp Lela Amesche bands a shuffle-rhythm ditty a bright charting.		69--71--67--70
Oh, How I Love You Amesche gal, Bill Spary and male group combine on another alternating waltz and chorus waltz. Material is superior to the interpretation.		72--73--70--72
KITTY KALLEN Old Soft Shoe, The MERCURY 5760—Miss Kallen duets with herself on dubbing job. This one, a fitting new ditty just like the title says, is cute.		74--74--72--76
I Wish I Had a Daddy in the White House This is a piece of special material with which Miss Kallen has been regaling theater and night club audiences. The lyrics are clever and amusing, some may consider it in questionable taste.		74--74--74--75
CLEM WATTS Down Yonder MERCURY 5635—The sleeper hit is handled here with a lyric chanted by a gal called Ames Bewell. It adds up to clay coverage of the original.		71--72--70--71
Half Fast Waltz, The The double-entendre waltz novelty gets an okay reading from the ork and boy-girl duet.		66--65--63--69
PHIL HARRIS Golden Train VICTOR 20-4224—Harris and fem chorus band a spiritual-like moralizer a routine reading.		69--71--67--68
Tennessee Hill-Billy Ghost The c. & w. ditty makes good pop material for Harris. Driving leads a heavy assist.		73--75--71--72
GEORGIA GIBBS Cherry Pink and Apple Blossom White MERCURY 5687—Miss Gibbs is effective in her reading of an atrocious new story-ballad in a catchy Latin tempo.		84--84--84--84
Got Him Off My Hands A few teeth ballad is prettily enhanced by the Gibbs gal's strong production.		86--86--86--86
NORMAN KAYE Gypsy Didn't Tell Me Your Name, The CAPITOL 2757—Making his bow on wax, the label's new charter shows promise as he bands a Come-like reading to a lovely new ballad.		79--81--78--78
Stranger, The A somewhat serio piece of material gives Kaye another chance to demonstrate his charming capabilities. Tune was written by the composers of "The Young"		77--80--75--76

(Continued on page 7)

Album and LP Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
RANCH HOUSE FAVORITES—Bob Willis and His Texas Playboys (1-10") MGM (33) E-91	Play's Jumper, Silver Lake Blues, Playin' Chimes, Boathill Drag, Texas Drummer Boy, Hag, Slop and Jump Over Texas; I Ain't Got Nobody, Spanish Fantasies.	72
LAZY RIVER—Dues Bradley Quintet (1-10") Coral (33) ORL-56035	Lazy River; Rags of the Rio Grande; Salsalito; Ohio; Missouri Waltz; Down the River of Gold; Dreams; Swannee River; Moonlight on the Colorado; On the Banks of the Wabash. Bradley, musical director of WSM, Nashville, is one of the few who have very successfully bridged the gap between country and pop music. His quartet has found a ready market for its records among all segments of the population. A master at setting and keeping the right tempo, Bradley demonstrates his rhythm facility here in a package of eight familiar ditties—each about a river. The group—organ, electric guitar, bass, guitar and drums—presents a first rate selection of instrumentals well suited for dancers or listeners.	78
MORTON GOULD PROGRAM—Morton Gould Ork (1-10") Columbia (33) ML-2190	Espana Cani; Pavane; The Donkey Serenade; Dark Eyes; Where or When; Ay, Ay, Ay.	78
MOODS FOR MODERNS—Irving Zathmary Ork (1-10") Madison (33) MA-LP-257	Dick-Zockery; Pitter Patter Polka; Irish Washerwoman; Ay, Ay, Ay; Billy Boy; Polly Wolly Doodle; Oh! Dear, What Can the Matter Be; Salvo's Romance.	66
THE DELL TRIO PRESENTS (1-10") Columbia (33) CL-6185	Pizzico Petz; Lament; Chintzowet; My Chintzowet; September Song; I'm in the Mood for Love; Caravan; The Dookey Serenade; Blue Danube.	67
GEORGE WETTLING'S JAZZ BAND (1-10") Columbia (33) CL-6189	Collier's Clambake; Collier's Clinic; Rose Room; After You're Gone; Indiana; As Long as I Live; A Good Man Is Hard to Find; Memphis Blues.	72
THE DAVE BRUBECK TRIO (1-10") Fantasy (33) 3-1	Pizzico Petz; Chintzowet; My Chintzowet; You Stopped Out of a Dream; Singin' in the Rain; Let's Fall in Love; Body and Soul; Indiana; Lovers.	72
THE DAVE BRUBECK TRIO (1-10") Fantasy (33) 3-2	Sweet Georgia Brown; That Old Black Magic; September Song; Spring Is Here; It's Wonderful; Tea for Two; Blue Moon; Unchained.	72

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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

- And So to Sleep—M. Whiting (Beer Barrel) Cap 1784
- Arizona Moon—Four Aces (Sin) Victoria V 101
- Ask Me (Because I'm So in Love)—Dinning Sisters—B. Crosby Ork (Oklahoma Hills) Cap 1766
- Be Mine Tonight—S. Kaye (It's All) Col 39531
- Beer Barrel Polka—M. Whiting (And So) Cap 1784
- Black Strap Molasses—D. Kaye—J. Durante—J. Wyman—G. Mars (How D'Ye) Decca 27748
- Botkins' Banjo Band—P. Botkin (World Is) Decca 27730
- Boy Next Door—F. Warren (Tryin' To) V 20-4236
- Cherry Pink and Apple Blossom White—C. Lord (Just Like) MGM 11041
- Cold, Cold Heart—T. Fontane (Why Do) Merc 5693
- David and Bathsheba—D. Haymes (Just One) Decca 27737
- Day Ton's Long Enough—F. Carle (Who Am) V20-4235
- Deep Night—C. Cavallaro (It's All) Decca 27735
- Diggin' for Old Back Coal—B. DiVito (Take My) Tower 1508
- Don't Put a Tax on the Beautiful Girls—C. Steward (Wooden Shoe) Coral 60560
- Down Yonder—C. Butler (Way Up) Col 39533
- Dreamy Melody—J. Fina Ork (Who Am) MGM 11038
- Dreamy Melody—T. Hayes (Lemme Go) Decca 27740
- Give a Little, Get a Little—E. Fitzgerald (There Never) Decca 27724
- Got Him Off My Hands—D. Day (Kiss Me) Col 39534
- Gypsy Didn't Tell Me Your Name—N. Kaye (Stranger, The) Cap 1757
- Half Fast Waltz—B. Ruehle (I Wish) Sharp S-38
- Hannah! Hannah!—L. Hampton Ork (Shalom! Shalom!) MGM 11039
- Hey! Babe!—Huntington Park Ballroom Ork (Keep a) Orbit 690
- Homespun—R. Morgan (Nobody Wants) Decca 27738
- How D'Ve Do and Shake Hands—D. Kaye—J. Durante—J. Wyman—G. Mars (Black Strap) Decca 27748
- Hula Hula Boogie—T. Dorsey (You Blew) Decca 27723
- I Thought About You—E. Wilson (Let Me) Decca 27710
- I Wish I Had Someone to Love Me—B. Ruehle (Half Fast) Sharp S-38
- I Wish I Wuz—M. Tilton (Lili Marlene) Coral 60559
- I'm Waiting Just for You—R. Clooney (If Tears) Col 39535
- I'm Waiting Just for You—Cass Daley—H. Carmichael (Woman Is) Decca 27743
- If Tears Were Pennies—R. Clooney (I'm Waiting) Col 39535
- It's All in the Game—C. Cavallaro (Deep Night) Decca 27735
- It's All in the Game—D. Shore (Stay Awake) V 20-4233
- It's All in the Game—S. Kaye (Be Mine) Col 39531
- I've Got an Idea for a Song—B. Hayes (Love of) MGM 11042
- I've Got the World on a String—M. Royal—M. Davis (September in) Swing Time 251
- Just Like a Grave—C. Lord (Cherry Pink) MGM 11041
- Just One of Those Nights—D. Haymes (David and) Decca 27737
- Keep a Lock on Your Heart—Huntington Park Ballroom Ork (Hey, Babe!) Orbit 691

- Kiss Me Goodbye, Love—D. Day (Got Him) Col 39534
- Lemme Go—T. Hayes (Dreamy Melody) Decca 27740
- Let Me Kiss Your Tears Away—E. Wilson (I Thought) Decca 27710
- Lili Marlene—M. Tilton (I Wish) Coral 60559
- Love of a Gypsy—M. Hayes (I've Got) MGM 11042
- Make Believe—B. DeFranco (Why Do) MGM 11043
- Make Believe Land—L. Holmes Ork (Place in) MGM 11045
- Mountain High, Valley Low—R. Scott Ork—Dorothy Collins (Yesterday's Ice) MGM 11036
- Nobody Wants Me—R. Morgan (Homespun) Decca 27738
- Off and On—G. Krupa (Sheik of) V 20-4234
- Oh, Beauty!—T. Martin (Vanity) V 20-4246
- Oh! Look at Me Now—T. Dorsey (Show Me) Decca 27733
- Oklahoma Hills—Dinning Sisters—B. Crosby Ork (Ah! Me) Cap 1766
- Place in the Sun—L. Holmes Ork (Make Believe) MGM 11045
- Rain I Bring You, The—J. Pearce (What Is) V 10-3468
- September in the Rain—M. Royal—M. Davis (I've Got) Swing Time 251
- Shalom! Shalom!—L. Hampton Ork (Hannah! Hannah!) MGM 11039
- Sheik of Araby—G. Krupa (Off and) V 20-4234
- Show Me You Love Me—T. Dorsey (Oh! Look) Decca 27733
- Sin—Four Aces (Arizona Moon) Victoria V 101
- Song of the Bayou—G. Jenkins (Whispering) Decca 27585
- Stay Awake—L. Bester (You'll Know) Cap 1773
- Stay Awake—D. Shore (It's All) V 20-4233
- Stranger, The—N. Kaye (Gypsy Didn't) Cap 1757
- Take My Heart—B. DiVito (Diggin' for) Tower 1508
- There Never Was a Baby Like My Baby—E. Fitzgerald (Give a) Decca 27724
- There She Goes—R. Q. Lewis (Where's-A Your) MGM 11056
- Tryin' Too Hard—F. Warren (Boy Next) V 20-4236
- Vanity—T. Martin (Oh, Beauty!) V 20-4246
- Way up in North Carolina—C. Butler (Down Yonder) Col 39533
- What Is a Girl—J. Pearce (Rose Is) V 10-3468
- Where's-A Your House?—R. Q. Lewis (There She) MGM 11056
- Whispering—G. Jenkins (Song of) Decca 27585
- Who Am I?—F. Carle (Day In!) V 20-4235
- Who Am I?—J. Fina Ork (Dreamy Melody) MGM 11038
- Why Do I Love You—B. DeFranco (Make Believe) MGM 11043
- Why Do I Love You—T. Fontane (Cold, Cold) Merc 5693
- Woman Is a Five Letter Word—C. Daley—H. Carmichael (I'm Waiting) Decca 27743
- Wooden Shoe Waltz—C. Steward (Don't Put) Coral 60560
- World Is Waiting for the Sunrise—P. Botkin (Botkin's Banjo) Decca 27730
- Yesterday's Ice Cubes—R. Scott Ork—D. Collins (Mountain High) MGM 11036
- You Blow Out the Flame in My Heart—T. Dorsey (Hula, Hula) Decca 27723
- You'll Know—L. Bester (Stay Awake) Cap 1773

CHILDREN

- Gay Canary—A. Trace (Syncopated Clock) Mercury MMP-82
- Syncopated Clock—A. Trace (Gay Canary) Mercury, MMP-82

Best Selling Pops by Territories

Continued from page 26

WASHINGTON, D. C.

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
4. I GET IDEAS
T. Martin—Victor
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. SHANGHAI
Doris Day—P. Weston—Columbia
7. SWEET VIOLETS
D. Shore—Victor
8. TOO YOUNG
Nat (King) Cole—Capitol
9. WHILE YOU DANCED, DANCED, DANCED
G. Gibbs—Mercury

PHILADELPHIA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. SWEET VIOLETS
D. Shore—Columbia
4. WORLD IS WAITING FOR THE SUNRISE
L. Paul and M. Ford—Capitol
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
6. CASTLE ROCK
H. James—F. Sinatra—Columbia
7. TOO YOUNG
Nat (King) Cole—Capitol
8. I GET IDEAS
T. Martin—Victor
9. MY TRULY, TRULY FAIR
G. Mitchell—M. Miller—Columbia
10. WHISPERING
L. Paul—Capitol

ST. LOUIS

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. LONGING FOR YOU
T. Brewer—London
4. DETOUR
P. Page—Mercury
5. DOWN YONDER
Del Woods—Tennessee
6. LAURA
S. Kenton—Capitol

SEATTLE

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
3. TOO YOUNG
Nat (King) Cole—Capitol
4. KISSES SWEETER THAN WINE
Weavers—Decca
5. BECAUSE OF YOU
T. Bennett—Columbia
6. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
7. JEZEBEL
F. Laine—Columbia
8. GIRL IN THE WOOD
F. Laine—Columbia

ATLANTA

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. WORLD IS WAITING FOR THE SUNRISE
L. Paul—M. Ford—Capitol
4. TOO YOUNG
Nat (King) Cole—Capitol
5. MY TRULY, TRULY FAIR
G. Mitchell—M. Miller—Columbia
6. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
7. KISSING BUG BOOGIE
J. Stafford—Columbia



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- 3001 "Darktown Strutters' Ball"
- "Big Blue Eyes" Don Belloc's Orch.
- 3002 "Pretty Little Bells" Sunday Smith—Vocal Four Music Makers
- "Marmaduke the Spook"
- 3003 "Jazz Me Blues" Mill Herth
- "Something Old—Something New"
- 3004 "Lonely Little Robin" Grace Wilson
- "If I Should Lose You" Lurlean Hunter with Denny Farnon Orchestra
- 3005 "Moonlight in Vermont"
- "Imagination" Lurlean Hunter
- 3006 "There Goes My Heart" Denny Farnon Orchestra Vocal—Acc. Meadowlarks

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THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 106—VERNON DUKE

In the concert halls of Europe and America, he is known as Vladimir Dukelsky, the eminent composer of ballets, oratorios and symphonies.

On Broadway, however, his name appears as Vernon Duke on the marquee boards of the theaters where his revues and musical comedies are playing.

And the reason for his dual personality is quite simple:

Vladimir Dukelsky, who prefers classical to popular music, is partial to caviar and vintage wines. So in order to satisfy Vladimir Dukelsky's patrician appetite, Vernon Duke writes the kind of songs that yield fat commissions and royalty checks. In other words, Vernon Duke's swing tunes bring in the swag that keeps Vladimir Dukelsky from an attic room and a starvation diet, the common lot of the symphonic composer.

This Dr. Jekyll and Mr. Hyde of the music world was born Vladimir Dukelsky at Pskoff, Russia, October 10, 1903. At the age of nine, he was studying composition with Clere and piano with Domdrowsky, and four years later, entered the Kiev Conservatory of Music to complete his musical education. Then came the Revolution, and the Dukelskys, a White Russian family, fled to America to escape the wrath of the Communists.

On his arrival in New York in 1922, Vladimir Dukelsky turned to music for a livelihood, playing piano in a show-every-hour burlesque house and writing the background music for a magician's act. He also made the acquaintance of George Gershwin who helped school him in composing music to the American taste.

Returning to Europe in 1924, Vladimir Dukelsky attracted the attention of Diaghleff, the celebrated impresario of the Russian ballet, who commissioned him to write the music for the ballet *Zephyr et Flore*, which was performed in Paris, Berlin, Barcelona, Monte Carlo and London, where Charles B. Cochran, the English producer, put him under contract.

While in the English capital, Vladimir Dukelsky wrote a musical play, *The Yellow Mask*, with Edgar Wallace, author of mystery thrillers, which definitely established the young composer in the field of lighter music. In 1929, visiting America for a second time, he found regular employment in a Long Island picture studio where he wrote and arranged incidental film music.

Duke Tag

A year later, Vladimir Dukelsky became Vernon Duke, putting into practice what George Gershwin had taught him in the interpolated

numbers he wrote for the Garrick Gaieties of 1930, *Shoot the Works* and *Americana* before composing the complete score for *Walk a Little Faster* in which he made his first bid for Tin Pan Alley fame with April in Paris.

He was then commissioned by the Shuberts to provide the music for the *Ziegfeld Follies* of 1934 and 1936-'37. In 1941, he became a typical American songwriter with *Cabin in the Sky* in which Ethel Waters introduced songs that had their seed in the Deep South far from the steppes of Russia. He also completed the unfinished score of *The Goldwyn Follies* following the death of George Gershwin and saw musical America from the Hollywood angle.

During this time, while Vernon Duke was making important

money, Vladimir Dukelsky was indulging his artistic temperament, composing the First Symphony in F Major, the Second Symphony in D-Flat Major, the End of St. Petersburg oratorio and several other classical works.

In the past two decades, Vladimir Dukelsky alias Vernon Duke, who prefers Bach to boogie-woogie, has acquired a thorough knowledge of the American musical idiom along with his American citizenship papers. A man with dual names, who converses in Russian, French, German and English with equal facility, he makes Carnegie Hall his playground and Broadway his workshop. And it has worked out exceedingly well, too, since he has delighted the masses and the masses alike with his music.

IT'S NOT SO GOOD TO BE BAD
LOVE ME TOMORROW
LOVE TURNED THE LIGHT OUT
LAZY STEP
BOGGY-WOOGY
HONEY IN THE HONEYCOMB
SAVANNAH

1941—BANJO EYES

A musical version of "Three Men on a Horse" with book by Joe Quinlan and Lucy Ellison, lyrics by Harold Adamson and John LaTouche, and starring Eddie Cantor in a cast that included Jane Clay, Bill Johnson, Lionel Stander, Roy Mayer, Audrey Christie and the DeMarras. Noble Music Corporation.
I'LL TAKE THE CITY
THE TOST OF THE BOYS AT THE POST
I'VE GOT TO HAND IT TO YOU
WHO STARTED THE RHUMBA!
IT COULD ONLY HAPPEN IN THE MOVIES
MAKE WITH THE FEET
BANJO EYES
HAVEN'T A NICKEL TO MY NAME
NOT A CARE IN THE WORLD
WE'RE HAVING A BABY (MY BABY AND ME)
WE DID IT BEFORE (WE'LL DO IT AGAIN)
By Charles Tobias and Cliff Friend.

1941—THE LADY COMES ACROSS

Book by Fred Thompson, and Dawn Powell, lyrics by John LaTouche, and presented by a cast headed by Evelyn Wyckoff, Coe Lewis, Ruth Weston and Misha Auer. Miller Music, Inc.
YOU TOOK ME BY SURPRISE
SUMMER IS-A-COMIN'
LADY
THIS IS WHERE I CAME IN
I'M FEELING LUCKY TODAY
MODES MADE IN MANHATTAN
I'D LIKE TO TALK ABOUT THE WEATHER

1943—DANCING IN THE STREET

Book and lyrics by John Cecil Holm, Matt Taylor and Howard Dietz, and presented by a cast headed by Mary Martin, Dudley Diggs and Ernest Borgnine. Chappell & Company, Inc.
A FRIENDLY BAR
BAY OF BOTANY
INDEFINABLE CHARM
BOYS, BOYS
CANCAN IN THE CANTEN
CIVILIAN
COMFORTS OF HOME
DANCING IN THE STREETS
GOT A BRAND NEW DADDY
HIP, THE GIRLS ARE MARCHING
IN MY DREAMS
IRRESISTIBLE YOU
KEEP YOUR AMATEUR STANDING
KISS YOUR BABY GOOD-BYE

1944—JACK POT

Book by Guy Bolton, Simey Shelton and Ben Roberts, lyrics by Howard Dietz, and presented by a cast that included Warrelle Farrar, Allen Jones, Jerry Lester, Benny Baker, Betty Garrett and Mary Wickes.
THE LAST LONG MILE
BLIND DATE
I KISSED MY GIRL GOOD-BYE
A PIECE OF A GIRL
MY TOP SERGEANT
SUGAR FOOT
WHAT HAPPENED!
CRIST FOR DEMILLE
HE'S GOOD FOR NOTHING BUT ME
WHAT'S MINE IS YOURS
IT WAS NICE KNOWING YOU
NOBODY EVER PINS ME UP
ONE TRACK MIND
THERE ARE YANKS

1944—SADIE THOMPSON

A musical version of "Sadie" with book and lyrics by "Sam Harts" and Lanning Hatfield as "Sam Davidson." Book and lyrics by Rouben Mamoulian and Howard Dietz. Paramount Music Corporation.
BARREL OF BEANS
FISHERMAN'S WHARF
WHEN YOU LIVE ON AN ISLAND
POOR AS A CHURCH MOUSE
THE LOVE I LONG FOR

VERNON DUKE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Stage Musicals

1932—WALK A LITTLE FASTER

A revue with Beatrice Little, Clark and McCullough, Evelyn Hoey, John Humbley and Donald Burr. Lyrics by E. Y. Harburg. Harms, Inc.
CAN CAN
THAT'S LIFE
OFF AGAIN, ON AGAIN
APRIL IN PARIS
(Available on the following records: Victor 10-1137, Dorothy Kirsten; Victor 20-3057, Coleman Hawkins; Decca 24062 in A-1932, Carmen Cavallaro; Decca 23161, Hildegard; Capitol 10129 in CD-81, Paul Weston orchestra; Columbia 35703 in C-32, Edly Dechin; Columbia 71832-D, Lily Pons.)

WHERE HAVE WE MET BEFORE?

A PENNY FOR YOUR THOUGHTS
NONCHALANT
TIME AND TIDE
END OF A PERFECT NIGHT
SPEAKING OF LOVE
FRISCO FANNY
By Earl Crozier and Henry Sullivan.
MAYFAIR
By William Waller and Roland Leigh.

1934—ZIEGFELD FOLLIES OF 1934

Presented by Billie Burke (Mrs. Florence Ziegfeld) with a cast headed by Fannie Brice, Jane Roman, Patricia Bowman, Willie and Eugene Howard, Everett Marshall and Vilma and Buddy Ebsen. Sketches by H. L. Phillips, Fred Allen and David Freeman. Lyrics by E. Y. Harburg. Harms, Inc.
WATER UNDER THE BRIDGE
I LIKE THE LIKES OF YOU
SUDDENLY
Lyrics by Billy Rose
(Available on Decca record 23162 in A-149, Hildegard.)

THIS IS NOT A SONG

WHAT IS THERE TO SAY?
(Available on the following records: Decca 21163 in A-149, Hildegard; Decca 18113, Bud Freeman and Windy City Free; Capitol 15335, Coleman Hawkins.)

THAT'S WHERE WE CAME IN

MUSIC BY SAMUEL PEKRAM.
TO THE BEAT OF MY HEART
MUSIC BY SAMUEL PEKRAM.
THE LAST ROUNDUP
By Billy Hill.

WAGON WHEELS

By Billy Hill and Peter DeRose.
SARAH THE SUNSHINE GIRL
By Ballard MacDonald, Billy Rose and Joe Meyer.

COUNTESS DUBINSKY

By Ballard MacDonald, Billy Rose and Joe Meyer.
SOUL-SAVING SADIE

By Ballard MacDonald, Billy Rose and Joe Meyer.

MOON ABOUT TOWN

MUSIC BY DANA SOESBE.

TIME IS A GYPSY

MUSIC BY RICHARD MYERS.

THE FOLLIES' ENSEMBLE

MUSIC BY SAMUEL PEKRAM.

1936—ZIEGFELD FOLLIES OF 1936-'37

Sketches by David Freedman, lyrics by Ira Gershwin, and presented by a cast that included Fanny Brice, Bobby Clark, Gypsy Rose Lee, Clio Daley, Jane Pickens and Hugh Cameron. Chappell & Company, Inc.
TIME MARCHES ON
HE HASN'T A THING EXCEPT ME
AN ISLE IN THE WEST INDIES
THE ECONOMIC SITUATION
SENTIMENTAL WEATHER
WORDS WITHOUT MUSIC
MODERNISTIC MOE
I CAN'T GET STARTED (WITH YOU)

(Available on the following records: Apollo 765, George Auld; Capitol 15047, Billy Butterfield; Columbia 30147, Dizzy Gillespie; Decca 24417, Ray Eldridge; Majestic 1102, Merry Mac; Majestic 1136, Cootie Williams; Mercury 427, Maurice Rocco; Mercury 332, Teddy Wilson; Victor 20-1500, Benny Berigan; Victor 20-1934, Artie Shaw; Victor 36208, (47-2962), Benny Berigan; Victor 45-0008, Dinah Shore; Decca 23162 in A-149, Hildegard; Capitol 48015 in AD-62, Benny Carter; Columbia 37815 in C-156, Charlie Tepper; Columbia 37915 in C-135, Billie Holiday; Columbia 36633, in C-93, Teddy Wilson.)

MIDNIGHT BLUE

By Edgar Leslie and Joe Burke.

HARLEM WALTZ

By Richard Jerome and Walter Kent.

YOU DON'T LOVE RIGHT

By Ted Seymour and Vee Lauenburg.

RIDING THE NAILS

By Edward Heyman and Harold Spina.

ARE YOU HAVIN' ANY FUN?

By Jack Yellen and Sammy Fain.

1941—CABIN IN THE SKY

Book by Lynn Root, lyrics by John LaTouche, and starring Ethel Waters in a cast that included Dorothy Wilson, Todd Duncan, Rex Ingram and Katherine Dunham. Miller Music, Inc.
THE GENERAL'S SONG
PAY REED
TAKING A CHANCE ON LOVE
(Available on Columbia record 36838, Len Brown orchestra.)
CABIN IN THE SKY
(Available on Decca record 25125 in A-473, Ella Fitzgerald.)
DO WHAT YOU WANNA DO
MY OLD VIRGINIA HOME ON THE NILE

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Washington, D.C. 4
Wolfe Gilbert
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Down Yonder tremendous hit.
Even bigger than Robert E. Lee.
Eddie Cantor

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Two Stars with A Single Thought

Another "ROBERT E. LEE"

"Down Yonder"



AL JOLSON

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8192 W10 Blue
Tulsa, Okla. 135 P
Apr. 5, 1921

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165 West 47 St., New York
Congratulations on your new hit Down Yonder. It is as big a hit for me as Swannee. Need I say more? Believe me it's another Robert E. Lee. Good Luck. Your Pal Al Jolson 323 P

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CANTOR TELEGRAM

A92 W 10 Nite
Washington, D.C. 4
Wolfe Gilbert
165 West 47 St., New York.
Down Yonder tremendous hit.
Even bigger than Robert E. Lee.
Eddie Cantor



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- Abbey—L. (PIANO ROLL) COOKE
- Mercury—LOLA AMECHE AND AL TRACE ORCHESTRA
- Capitol—JOE "FINGERS" CARR
- RCA-Victor—FREDDY MARTIN
- Columbia—CHAMP BUTLER
- Tennessee—DELL WOOD
- King—EDDIE SMITH
- MGM—FRANK PETTY TRIO

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and NOW

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GARDEN IN THE SKY
 DANCING LESSON
 SIREN OF THE TROPICS
 LIFE'S A FUNNY PRESENT
 BORN ALL OVER AGAIN
 SAILING AT MIDNIGHT
 THE MOUNTAINS OF NEBRASKA

Interpolated Numbers in Stage Musicals

- 1930—GARRICK GAITIES OF 1930**
A revue with Edith Meiser, Albert Carroll, Imogene Cline, Sterling Holloway, Phillip Lee and Ray Heasterman. Harms, Inc. I'M ONLY HUMAN AFTER ALL. Lyrics by Ira Gershwin and E. Y. Harburg. SHAVIAN SHIVERS. Lyrics by E. Y. Harburg.
- 1930—THREE'S A CROWD**
A revue with Clifton Webb, Fred Allen and Libby Holman. Lyrics by Howard Dietz. TALKATIVE TOES.
- 1931—SHOOT THE WORKS**
A revue with Heywood Braun, George Murphy, Imogene Coca, Jack Hazzard and William O'Neil. Lyrics by E. Y. Harburg. MUGHACHA. With Jay Garner.
- 1932—AMERICANA**
A revue with George Givot, Albert Carroll, Don Barclay, Rex Weber, George Tappan and Peggy Cartwright. Lyrics by E. Y. Harburg. LET ME MATCH MY PRIVATE LIFE WITH YOURS.
- 1935—THUMBS UP**
A revue with Clark and McCullough, Hal Lelloy, J. Harold Murray, Eddie Carr, Ray Doney, the Pickens Sisters and Shiela Barrett. Harms, Inc. AUTUMN IN NEW YORK.
- 1936—THE SHOW IS ON**
A revue with Bert Lahr, Beatrice Lillie, Mitzie Mayfair, Gracie Barrie and Paul Hackett. Lyrics by Ted Fetter. Chappell & Company, Inc. NOW. (Available on Decca record 23161 in A-149, Hildagard; Decca DA-29165 in DA-362, Kitty Carlisle.)

Film Music

1942—CABIN IN THE SKY
An MGM picture with Ethel Waters, Lena Horne, Eddie "Rochester" Anderson, "Fats" Waller and Duke Ellington, and utilizing music from stage production of the same name.

Vernon Duke Album

Decca A-149 With Hildagard and Vernon Duke and Leo Kahn at dual pianos. "April in Paris," "Now," "I Can't Get Started (With You)," "What Is There To Say?" and "I Cling To You."

Glenn Miller

Continued from page 14

many as a dozen performances of the selected titles. Several of the recordings will feature lead-in announcements by Miller himself and will aurally reflect crowd reactions and concluding applause.

The selections in the album are: *One O'Clock Jump*, *Going Home*, *St. Louis Blues*, *My Blue Heaven*, *Jersey Bounce*, *Georgia On My Mind*, *Everybody Loves My Baby*, and *Tiger Rag*. All the etchings are instrumentals. The album is being readied as a promotion project for the diskery and a considerable exploitation program on its behalf has been blueprinted.

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Make Extra Dollars
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1951 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low cost of only 25c a week.

You get an eye-catching attention getting, full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple, easy to handle, low in cost, a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You'll find your self using them in all your record booths, in your counter and even in your show windows because they sell off and PAY OFF BIG!

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

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

Diskery, Radio Artist Code

Continued from page 14

of philanthropic, educational or religious organizations.

Engagement Call

2. With regard to engagements, artists shall have notice of the date, time and place of recording, estimated number of sides and time required for rehearsal and recording. Compensation shall be computed from the time the artist's services commence in the studio, and not later than 30 minutes after the time of his call. Where an artist has an engagement requiring him to leave the recording session any time after 30 minutes beyond the estimated close of the recording session, the company agrees that if it is advised of such conflict, then artist's attendance at such conflict shall not be considered a breach of contract.

3. Cancellations of individual engagements: Should an artist's engagement for a session be canceled, the diskery agrees to pay the artist's minimum call or his contract price, whichever is higher, except where cancellation is for gross insubordination or misconduct. With regard to a canceled session, the artist shall be paid no less than his minimum call, unless he shall have been notified of the cancellation at least 24 hours in advance of the first scheduled call.

4. No provisions in existing contracts between diskery and artist, which are considered more favorable to the artist than the provisions of the newly adopted code, shall be deemed modified by the code.

Artist Defense

5. In the event that the recording for which an artist is engaged is "complained of because of the nature of the material," and a lawsuit results—whether civil, criminal, private or governmental, "the company agrees at its expense to defend the artist and to pay all judgments and charges incurred in connection with the defense. This provision does not apply in cases "where the action is in respect of material furnished by the artist, or acts done by the artist without authorization of the company."

6. Diskeries agree that whenever agreements are made with independent contractors who engage artists, such agreements shall include a provision requiring such contractors to abide by the provisions of the code.

A no-strike no-lockout clause provides that the diskery cannot engage in any lockout, and AFRA shall not take part in any strike, pending arbitration. However, failure of either party to comply with the arbitration award releases the other party from its obligations under this no-strike

no-lockout paragraph.

The code applies to actors, narrators and singers who make records other than hillbilly, folk, rhythm and blues and foreign language disks, in New York, Chicago and Los Angeles. The agreement ends July 1, 1953, and automatically renews itself for one year unless terminated by either party giving the other party at least 60 days' notice. In the event of such notice, negotiations commence.

House Speeds Air Copyright For Writers

Continued from page 7

giving poets, novelists and authors the same protection accorded to musicians and dramatists.

If enacted into law, copyright royalty payments would be required for use of any poetical or prose works on commercial disks and for performance of them on radio and TV. As explained by the sponsor, the bill is aimed to fill a gap in the copyright law which had been enacted long before the advent of TV, radio and long-playing records. An effort will be made to get the bill before the full committee within the next few weeks even tho the house is virtually in recess until September 12. Speedy action is needed to get the bill to the floor soon after the resumption of regular house sessions inasmuch as Congressional leaders are hoping for a wind-up of business of both Houses by October 1.

Ray Wetzel Dead; Dorsey Cuts Date

DENVER, Aug. 25.—Ray Wetzel, ace trumpeter for bandsman Tommy Dorsey, was killed northeast of here this week in a car-truck accident.

Wetzel, 27, was riding with his wife, Bonnie, 25, in a car driven by Ward L. Townsend, 22, of the Bronx, New York, when the accident occurred. Mrs. Wetzel suffered back injuries and was taken to the Sedgwick, Colo., hospital. Her husband died of a crushed chest.

The Dorsey band had just closed at Lakeside Amusement park here and was headed for a one-nighter at North Platte, Neb. Despite a reported capacity crowd of dancers waiting there, the North Platte engagement was canceled because of Wetzel's death.

RCA Custom Disk Sales Re-Aligned

NEW YORK, Aug. 25.—James P. Davis, manager of the RCA Victor Custom Record Sales Division, recently announced the re-assignment of Ralph C. Williams as Eastern rep specializing in brand-line sales and Richard E. Bylandt as manager of the New York orders and service section of Custom Record Sales.

The shift emphasizes a marked increase in Victor's brand-line phono manufacturing business, it was stated.

"Songbag" Draws Suit Vs. BMI Over "Clara"

NEW YORK, Aug. 25.—Charging that the publication of the tune *We Never Mention Aunt Clara* in Carl Sandburg's New American Songbag was an infringement of their copyright, Eugene and Ruth E. Willis filed suit against Broadcast Music, Inc., in Federal Court this week.

The plaintiffs claim that they, with Henry Jensen and wife, composed the original tune prior to February 15, 1946, and obtained a copyright for it that year.

Utah Symp's Season Skedded for Oct. Bow

SALT LAKE CITY, Aug. 25.—Utah Symphony's 1951-'52 concert season will open early this year, with scheduled opener October 27. Past seasons have opened in November.

Slated as guest artist at the Symphony's first program is Jan Peerce, Metropolitan Opera tenor. The season's artist line-up includes Ricardo Odnoposoff and Jascha Heifetz, violinists, and Grant Johannesen, Kenneth Wolf, Oscar Levant and Andor Foldes, pianists.

Noblesse Oblige

Continued from page 11

of organization and will shortly be making the rounds. He also has been spreading the Morrow gospel on his deejay appearances.

Morrow, who went to work last night (24) on his first job (see other story this department), will in turn play on the job one of Flanagan's new record arrangements rescored for his four-reed set-up, likewise will make a pitch on behalf of Flanagan, and will talk Flanagan with the deejays.

In addition to this set-up for personals, Morrow and Flanagan, thru the management office, have agreed that, wherever possible, each would plug the other radio remotes. That is, on standard, half-hour dance remotes, one would play the other's latest record arrangement as one of the selections on the seg.

This is the first known example of such specific cross-plugging, tho there have been instances in recent years, tho rare, of one band leader stumping for a brother maestro for promotional reasons. Best recent example of this was Guy Lombardo's pitch on behalf of Freddy Martin when the latter opened at Cafe Rouge of the Hotel Statler last winter.

Old Wine, New Zip

Continued from page 11

beginning to move fast. One marked activity is the hike in the demand for standard folios. Jobbers state that novelty items, as *Come On—A My House and Sweet Violets*, are moving very fast.

The past summer, it was stated, was one of the best summers in years from a sheet sale point of view—and this despite the fact that pubs increased the price of sheet music.

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 City.....Zone.....State.....
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MAY THE ANGELS WATCH OVER YOU

RADIANT RECORDS, 20 W. JACKSON CHICAGO

AGVA Adopts Code For Theater Video

Union Seeks to Assume Jurisdiction, Altho TVA Questions Its Authority

Continued from page 1

will seek to assume full jurisdiction of closed-circuit TV. It will ask for separate and distinct payment for each performance and an additional fee for every outlet where the performance is viewed.

The situation was brought to a head when Television Authority at its meeting last week questioned AGVA's right to make a deal with Knickerbocker Productions, a Cleveland outfit headed by Jack

Fine and Sam Johns, which intends to start moving September 14. Under this deal, Knickerbocker is to pay principals \$125 minimum, and \$75 minimum for chorus. Idea is to have live shows six days a week in the Knickerbocker Theater (formerly the Metropolitan) at 50 cents admission. On the seventh day the house would be closed, but films would be taken of the show and subsequently sold for video purposes.

Henry Dunn, AGVA topper, denied to TVA that such a deal had been consummated, but admitted that Jack Irving, AGVA Midwest regional director, was negotiating on the terms mentioned above.

As a result of this meeting and the belief that a deal between Knickerbocker and AGVA had been made, Dunn was told that TVA would not permit any encroachment on its jurisdiction. The curious thing about this minor hassle is that Irving, besides being AGVA's second in command, is also TVA's rep in that area.

Following this meeting, AGVA decided to formulate steps to take control of closed-circuit TV where its members were concerned. Union executive board meets Tuesday (28) to decide on next steps.

Miltie Hypes Roxy Up to Terrific 145G

NEW YORK, Aug. 25. — The Roxy, with Milton Berle on top, took the play away from the competition last week with one of the biggest grosses the house has had in a long time. The Music Hall and Paramount also did well, but are gradually fading.

Radio City Music Hall (6,200 seats; average \$150,000) did \$140,000 for the fifth week with *Show Boat* plus the Myrons and Marilyn Murphy on stage. Show started with \$167,000 and went to \$163,000, \$160,000 and \$151,000 successively.

Roxy (6000 seats; average \$60,000) came up with a whopping \$145,000 the initial week of the Milton Berle show plus *Meet Me After the Show*. Show runs another week, then moves to Chicago for one week.

Paramount (3,654 seats; average \$65,000) dipped to \$61,000 for the third week with *That's My Boy*, *Modernaires*, Bob Chester and Danny Lewis. Show started with \$94,000, and went to \$82,000 for the second frame.

Palace (1,700 seats; average \$17,000) did \$17,500 for 10-acter plus *Guy Who Came Back*, against \$20,000 for the previous week.

Ask Consul Aid To Halt Mex Acts

HOLLYWOOD, Aug. 25.—Molina-Dega Agency here, handling top Latin talent, has appealed to the Mexican consul to stop below-the-border acts from entering this country and working for wages under American scale.

American Guild of Variety Artists has attempted to police these acts, but the AGVA has been unsuccessful in maintaining union scale at Latin houses in this area. Present plan calls for the consul here to clear all contracts of south-of-the-border acts prior to their arrival in the United States.

Agency's Billy McDonald told *The Billboard* that there are many Mexican promoters who are working with Coast agents in bringing Latin talent to the Coast, capitalizing on their willingness to work at low wages. McDonald decried this "usury of human beings," and hopes some sort of means can be devised to protect the acts. AGVA is willing to join the other unions in organizing theaters but to date has been able to accomplish little in settling the matter.

Proser Poser Goes to Court

NEW YORK, Aug. 25.—William Hammerstein placed a motion in New York Supreme Court this week to confirm an arbitrator's award against Monte Proser and his late Theater Restaurant here. The controversy involved a contract made February 5, which called for Hammerstein to direct the production of *Billion Dollar Baby* at Proser's club.

Arbitrator Chester Van Tassel awarded Hammerstein \$334,400.

GRESHLER SAYS \$500 OFFERED

NEW YORK, Aug. 25. — Abner J. Greshler denied offering Harry Steinman \$1,000 to settle the latter's suit against him for \$14,000 for violation of a play-or-pay contract which Steinman claimed he had for Martin and Lewis, made about two years ago when Greshler handled the boys.

"I never offered him \$1,000. I offered him \$500 to get rid of a nuisance suit," said Greshler. "Furthermore, I didn't call Steinman a number of times. I merely returned his phone call."

Greshler also said that Steinman's present lawyer, Chauncey Olman, is the fourth attorney to appear for Steinman. "Steinman offered to settle with me when he was on the Coast for \$1,500 but I refused."

"Love" Cast In Rehearsal At Carroll's

HOLLYWOOD, Aug. 25. — A cast of 50 went into rehearsal this week for Earl Carroll's *Holiday for Love* revue, originally skedded to preem this month and now moved back to September 7. Change in date was made after analyzing the Labor Day period at Carroll's for the past 12 years. Study shows that biz has been low at that time, therefore it was decided to open following the holiday rather than before.

Harley Hardman, exec of Show Enterprises, corporation producing the revue, this week denied the Shuberts were considering purchasing the nitery and added that he doubted whether they had even been interested in the spot during the last few years. New revue features scenic effects similar to third-dimension settings. Development will have a surprise effect and also create an optical illusion.

Chi Schroeder To Test Names

CHICAGO, Aug. 25. — The Schroeder Hotel chain is experimenting with a big name policy for a 15-day period, starting September 1, when the grand ballroom of the Duluth Hotel, Duluth, Minn., is converted into a nitery for a stay by Hildegard. Hotel intends to use a minimum and cover during her stay. If the Milwaukee chanteuse goes over, the hotel will put in an entertainment policy of similar caliber during the summer when the town is a tourist mecca.

Walter Schroeder, prexy of the Midwest hotel chain, it's reported, is reddyng a big name and band policy sometime later in the summer or early fall for the Empire Room of the Schroeder Hotel, Milwaukee. Room is being renovated and will house a major talent budget when it reopens.

Extra Added

Brief but important night club-vaudeville news

New York

According to a letter received by Jerry Rosen, indie agent, Donald Novis, currently at the Celebrity Club, Sydney, Australia, was such a hit that club owner, Joe Taylor, besides holding Novis over for another month, is giving him a present of a round-the-world-trip, including hotels. Diana Barrymore goes into the Celebrity September 29.

Herkie Styles, still carrying the torch for his ex-wife Mary Hatcher, pleaded with Eddie Elkort to book him in England. "I want to prove to Mary I can be a big hit without her." Jack E. Leonard was offered the Palladium at a big price, provided Leonard would go away. Leonard

SPAN IS THE MAN: BIG TALENT MOGUL

Buys 35 Acts a Week at 6G for CBS' Steve Allen Show; Palace Is Big Help

NEW YORK, Aug. 25.—One of the largest buyers of variety acts in the East, perhaps thruout the country, is not a theater or a night club—it's a television show. It is the *Steve Allen Show* on Columbia Broadcasting Company, with Al Span as the man who does the looking and the buying.

Span buys about 35 acts a week on a budget of \$6,000, using all kinds of turns, flash, singers, dancers, novelties and even comics. Last-named, however, are carefully screened so as not to conflict with Allen.

Show now runs an hour and half daily, with acts getting from two to five-minute spots. Acts come from various fields of showbiz, fairs, carnivals, cafes and theaters. Span admitted that the Palace shows are probably the biggest feeders of talent so far. Other acts, however, are submitted regularly by agents. Some acts are auditioned; some with standard routines are bought on the agent's say-so.

Before taking on the Steve Allen talent-buying job, Span was in radio for CBS for 18 years. Subsequently, he became a sound man on the West Coast, then a director,

producer and, finally, the current show.

Before going into radio, Span was part of the song and dance team of Span and Gould. Act used to work the Gus Sun Time and traveled for awhile with a Paramount-Public unit.

Besides the Steve Allen Show, Span is also the talent buyer for CBS' *Songs for Sale*. Latter program has a talent nut of \$2,500 and uses two top singers weekly.

L.A. Ambassador Sets Eigen for DeeJay Chores

NEW YORK, Aug. 25.—The Ambassador Hotel's Coconut Grove, Los Angeles, will start a series of new gimmicks early in October that will tie in motion picture names who are amateur painters and will nut Jack Eigen, local disk jock, in the top spot as commentator.

Idea was cooked up by Cabot & Michelin, bookers for the Schine Hotels, of which the Ambassador is part. The large bar adjoining the Coconut Grove will be turned into an art gallery and the various flicker names who fancy themselves as Utrillos and Picassos will be asked to display their efforts. Among the names who have done creditable work with canvas and brush are Claudette Colbert, Clark Gable, Gregory Peck, Mrs. Louis B. Mayer and a flock of others. Each painting will be for sale, with the proceeds going to the actor's designated charity.

Eigen's job will be to spin disks and interview buyers and sellers. Time will be bought on KFEW and will be six nights weekly from 11 to 1:30. Eigen's deal will call for about \$10,000 a year plus a suite at the Ambassador. He will also participate in the commercials.

Dagmar Pact Suit Settled

NEW YORK, Aug. 25.—The suit brought by Danny Hollywood against Dagmar, charging violation of her personal management contract, was settled last week for a flat sum plus a percentage of Dagmar's earnings for the life of the contract, which still has four years to run.

The action against Dagmar was brought by the law firm of Goldfarb, Mirenburg & Vallon who charged that the gal had violated her managerial contract with Hollywood by signing with Jaffe & Jaffe. The suit was started, but after a series of conferences, it was dropped, and a settlement was reached.

Dagmar's now being handled by Jaffe & Jaffe.

They Still Eat!

WASHINGTON, Aug. 25.—Sales in eating and drinking places during July rose to \$970 million as compared to July 1950 sales of \$991 million the Department of Commerce reported this week. This report, adjusted for seasonal changes, also showed that sales in eating and drinking establishments dropped off during July from this June's height of \$993 million.

Ferdinando Bankrupt

BRIDGEPORT, Conn., Aug. 25.—Felix Ferdinando, operator of the Club Ferdinando, Hartford, has been declared bankrupt by the United States District Court, New Haven, by Judge Carroll C. Hinckes this week. Ferdinando's voluntary petition showed debts of \$90,079.87 and no assets. He formerly operated a restaurant on Long Island.

turned it down because he would have to fly.

Julie Wilson, due at the St. Regis September 13, turned down a 20th-Fox pic deal for \$12,500 per flick because it would have meant no television. Harvey Stone is moving to Hollywood. Ann Shelton goes to the Town Casino, Buffalo; the Shamrock, Houston, and either Ciro's or Mocombo, Hollywood, after she winds up at the Copa, September 5. Orson Bean is tripping; currently at the Palace, nights at the Village Vanguard and regular weekly stint on the Philip Morris "Playhouse" TV-er.

Dave Brubeck combo (4) opened last week at the Surf Club. Side- (Continued on page 38)

**Bill Miller's Riviera,
Fort Lee, N. Y.**
(Thursday, August 23)

Capacity, 125. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated cost of present show, \$7,500.

This one, another in a series of two-weekers booked by Bill Miller, has Victor Borge in the star spot with Ralph Curtis and Ethel Burns and Her Melody Men in the featured slot. The rest of the show, plus the productions, remained basically the same as the one that started the season.

Booking seemed a strange one for Borge, who is believed better suited for chi-chi hotel rooms rather than such big commercial spots like the Riviera. Borge, however, wasn't on for more than a few minutes before he had them hanging on his words. Oddly enough, a typical rambunctious Riviera opening night crowd was attentive most of the time. Maybe it was because his sotto voce delivery needed attention that it got it; in itself a tribute to Borge, one of the few top attractions here who managed to get silence. Borge's material was basically the same as caught before with a couple of new bits thrown in. His method of introducing slapstick into dignified piano works was startling enough to send them into gales of laughter. His wry sense of the ridiculous was never displayed to better effect. If there was any fault in Borge's act it was his overlong stay aboard.

Ralph Curtis, a tall, thick, black-haired young man, showed a powerful tenor voice of considerable quality and exceptional range. But outside of these not inconsiderable qualities he showed a number of faults. Improper material was one. His stuff consisted of Stars in Your Eyes, Loveliest Night of the Year, Where Shall I Go? and Wunderbar. The pacing of all these tended toward a monotony even though each was well sung. Boy needs brighter stuff and has to be taught not to belt out each number to show off voice range. He also showed improper walk ons and offs. He works with a five-boy group, all with lusty voices; Ethel Burns is on the piano. But despite amateurish drawbacks there was no doubt that Curtis was a hit. His fancy ranging into various registers completely caught the audience. It applauded Curtis and the group long and loudly. If the boy can acquire show savvy and make his hands and feet behave, he can have a great chance.

The productions were as beautiful as ever. The Latin number in particular was a kind of cold fire. Nancy Crompton, ballerina, continued to get the big hands. Clark Ranger and Sherry Stevens were as good as ever; the Latin terping of Michael Terrace and Nilda were continued attention-getters. Walter Nye, fronting for the show, was on the button. Rene Touzet handles the rumbas in floor-filling style. Bill Smith.

**Chateau Madrid,
New York**
(Wednesday, August 22)

Capacity, 300. Price policy, \$2.50-\$3 minimum. Shows at 9 and 12. Operator, Angel Lopez. Publicity, Zusman-Bayne. Estimated budget this show, \$1,200.

The big thing here is Catalino's Latin band tho, as an added plus, Spel has brought Nino Yacovino in from Miami Beach, Fla., as the only act on the show.

Yacovino, a stocky, pencil-mustached, brash emcee type, is of the old belt-out-everything school. His material is a strange melange of bits identified with Joe E. Lewis, Jackie Miles and three or four others. But he does them all with such overwhelming bravado it is difficult to resent the carbon bits. Here and there he throws in a song in a big, booming fashion, bouncing around the floor at the same time. In between his songs, he throws situation gags. If the Great Yacovino (that's the way he prefers to be billed) intends to go on making with jokes, he'd better learn something about timing. The gags aren't too bad. Other comics get laughs with 'em, but timing! Well, that's something else.

Yacovino's biggest number is Nino, the Great Yacovino, a rumba that he explained at length has been recorded by various companies including RCA Victor (Won't somebody please buy my record? he pleaded). Lad hit that one with full pipes and a mad dash across and around the floor that was almost frightening. Well, that's one way to be a hit. Scare 'em to death! Bill Smith.

Night Club-Vaude Reviews

**Driftwood Room,
Nautilus Hotel,
Miami Beach, Fla.**
(Friday, August 17)

Capacity, 300. Two shows nightly, 9:30, 11:30. Price policy, \$2 minimum. Booking, non-exclusive. Show played by Marty Beck's orchestra. Estimated show budget, \$1,000.

Continuing its standard policy of presenting a girl vocalist and a comedian, this spot's current attractions include Jack Durant and Phyllis Arnold.

Summed up, Durant's act consists of songs, patter and pratfalls. He hits the hardwood three seconds after he comes on stage, flopping on his backside in the second bar of a satirical operatic vocal. From that time on until the finale, he's somersaulting, cartwheeling and bouncing on the floor amid a line of gags and impressions.

He has an okay delivery and the people even liked the time-worn gags in addition to the fresh stuff.

Intense Thrush

Miss Arnold, opening the show, is an intense-type thrush, her vocals verging on the dramatic. She gets a good hand, particularly for her Hallelujah! She's backed up unusually well by Marty Beck's musical organization, newcomers to Miami Beach. The band does a slick job, contrasting neatly with the pick-up group which held down the bandstand for the past several months.

Herb Rau.

**Morocco Room,
Casablanca Hotel,
Miami Beach, Fla.**
(Friday, August 17)

Capacity, 350. Two shows nightly, 9:30, 11:30. Price policy, \$3.50 minimum. Owner-operators, Julius Gaines and Maurice Pollack. Booking, non-exclusive. Show played by Boucher-Stanley orchestra. Estimated show budget, \$1,000.

The surprise act of the current Miami Beach summer season is easily Jerri Sullivan, TV thrush, who deals out more class and finesse than practically any fem warbler who's hit here this year. She's got voice, top-grade arrangements, personality and looks.

The gal works straight no vocal tricks, no body work and no disturbing arm movements. She accords unusually fine treatment to such ballads as I've Got the World on a String and Do I Love You? Changing pace, she punches out the jazzy Sing You Sinners with as much slickness as the slow tunes.

Dewitt Witt

Following a week at the Olympia Theater, Miami, George Dewitt moved across the bay into this room on the bill with Miss Sullivan. Altho playing to a room one-tenth full on the late show, Dewitt's funny satirical impressions had the people laughing from start to finish. He showed an easy-going delivery and projected himself nicely. Boucher-Stanley's ork does an okay background job.

Herb Rau.

Mocambo, Hollywood
(Tuesday, August 21)

Capacity, 220. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charlie Morrison. Press, Charlotte Rogers. Estimated budget this show, \$5,000. Estimated budget last show, \$3,500.

For polish, poise and personality, you can't beat Ella Logan. Highland lassie returns to the Strip for what promises to be another smash stand. Altho her song cycle consists of well-known standards, her interpretation of each number lends renewed freshness and makes one enjoy the song as tho he were hearing it for the first time. A highly visual artist, she relies on body movement, facial expressions and gestures to punch home the lyric.

Her style of song-selling embraces all moods of music with equal conviction and sincerity. She can bring a tear with her treatment of The Thrill is Gone. (Continued on page 38)

**Boulevard Room, Hotel
Stevens, Chicago**
(Tuesday, August 21)

Capacity, 425. Price policy, \$1.10 and \$1.50 cover, with \$3 and \$3.50 minimums. Shows at 8:30 and 11:30. Producer, Merriell Abbott. Publicity, Audrey Lindgren. Choreography, Dorothy Littlefield. Estimated budget this show, \$5,500. Estimated budget last show, \$5,500.

This edition of the ice show series, which has been running here over two years, is the best, both on the basis of a solid theme well carried out and three excellent specialty acts. Format is a series of well-correlated autumnal vignettes, depicting a county fair, the changing of the seasons and the harvest square dance. Costuming, especially the change of season bit, was terrific.

Show a Standout

While the well-produced revue generally gets lots of credit, it's smart booking of the three acts that makes this show a standout. During the change of seasons portion, the Three Scarecrows, wearing garb more realistic than any Wizard of Oz figure, go thru a hokey tumbling session that would be great even if they were doing it on a wooden stage. It is terrific when seen on skates flying over the ice. The English import novelty trio keep up a tremendously fast pace that wins them a salvo.

Phil Romayne and Terry Trent, good-looking blond team, are the best in a long line of blade adagio teams to work here. First off, they do more time and do it better than the others. Boy handles the girl slowly and gracefully on the lifts and his one-handed work got big returns. In addition to their bit in the revue, they do another four minutes during the finale.

Juggler Hits

Elimar, another import, is the first skating juggler used here. His juggling of a tennis racket between two juggling sticks was the big bit, along with some expert balancing of objects on the end of a cigar held in his mouth. His closer, with a maze of strobe rings going in different directions, was highly effective visually.

Orrin Tucker's 12-piece local crew is in for the 12-week span of the show. Tucker's warbling is still the highlight, along with chirp Scottee Marsh.

Johnny S'ppl.

Palace, New York
(Thursday, August 23)

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

Palace this week tried five fairly new acts with somewhat spotty results. Show caught had only nine acts; closing turn fell out. A 10th act was added by the end of the opening day.

Bill opened with Johnny Argo and Doris Faye, who demonstrated a tapping style better suited to class night spots and legit musicals. They got off to an okay mitt, however, with a colorful routine to Calypso music which included a costume change. Captain Shaw's standard animal act, with Bobby, the monkey, was a solid applause-getter.

Dorothy Loudon, in her first theater appearance, did well with Some of These Days, a la Tucker, and a Southland medley of oldies. The gal belts in the old two-a-day manner.

Rigoletto Brothers' novelty turn, combining patter, magic, acro and clown-dummy bits, got big results. Most of the magic was standard but the routing was slick.

Orson Bean, young comic doubling from Village Vanguard, had a tough time with his slick, shaggy-dog material. He kept punching and did fair with a solid impersonation of two Englishmen, but was obvious-unsuited for the house.

Elly Ardely's trapeze balancing act was strong here, as it was with the Ringling show. The gal's looks, costuming and balancing on a free-swinging trapeze added up to a sock act for any theater equipped to handle this type of turn.

Danny Crystal got nowhere for the first half of his act. His rapid- (Continued on page 38)

**Biltmore Bowl, Biltmore
Hotel, Los Angeles**
(Tuesday, August 21)

Capacity, 850. Price policy, \$1 cover week nights, \$1.50 Saturdays. Shows at 9 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Press, Maury Folodare. Estimated budget this show, \$5,500. Estimated budget last show, \$5,000.

Follies in Fashions is a fast-moving package, with the three acts rating strong in audience appeal. Show is headlined by Marjorie Garrettson, who with a display of enormous vitality and stage presence built her song satire bit into top-drawer entertainment.

She starts slowly with Sophie Tucker-like material and gradually catapults snickers into hefty yocks and continued mitting. Her piano work in a medley of oldies scores, especially with the middle-age crowd. A throw-back to the old vaude shouters, Miss Garrettson begs off after showworthy renditions of Charley, My Boy; Walk, Jenny, Walk, and No Boat Like a Row Boat.

Ruth Harrison and Alex Fisher clown thru a couple crazy dance routines. Wearing deadpan expressions, the hoofers force laughs with a tango bit and a fast jivey number. Show opener, June Edwards, amazes with twists, contortions and clever acros. A fragile lass, she peels to a scanty costume and makes difficult bends appear easy. Gal seemed nervous but it didn't bother her act. Closed to warm hand. Dorothy Dorben line (10) is nice to look at, but that's all. Should spend more time working together.

Hal Derwin fronts a house ork (12) and cuts a smooth show. Alex Studer backs for Miss Garrettson. Derwin offers easy dance rhythms for dance-minded patrons. Joe Bleeden.

**Five o'Clock Club,
Miami Beach, Fla.**
(Friday, August 10)

Capacity, 250. Shows at 9:30 and 1. Price policy, \$3.75 minimum. Operator, Jack Casey. Publicity, Les Simmonds. Show played by Lenny Dawson's ork. Estimated budget this show, \$3,250.

Combo of Buddy Lester, Singer Joyce Bryant and the terp-team of Eva and Raul Reyes is a slickly balanced bill, with each of the acts causing more than the average amount of excitement.

The Reyes team is about the most explosive Latin dance act on the boards. Both are well-costumed, and unique in that they swing away from the usual type of south-of-the-border footwork into novelty work for a bundle of appeal.

Miss Bryant parlays a concert-like, wide-ranged voice with unusual arrangements into top-form vocal showmanship. With a sleek stage appearance, she scored solidly with Love For Sale, Too Young and Place Pigalle, from which she segued into a medley of French songs.

Lester, of course, has long been a local favorite. But now he's back with a load of fresh stuff and, combined with the old, he keeps customers rollicking with his brand of zany vocal and sight comedy. Lenny Dawson's band keeps the back-grounding going in his usual fine fashion. Herb Rau.

**Latin Villa,
Kansas City, Mo.**
(Saturday, August 11)

Capacity, 500. Owned and operated by Eddie Spitz and Milton Morris. Cover, 75 cents to \$1. Booking, non-exclusive. House booker, Frank Tracy. Estimated budget this show, \$850.

Current revue at this largest and newest of Kansas City niteries is by far the best the spot has featured since switching from a straight band to a floorshow policy—which doesn't mean that mobs will break down the doors to get in.

The show, tho high in talent, doesn't have any well-known performers, altho two acts in the hour-long presentation make the whole affair worth while.

Calli O'Rourke, petite redheaded (Continued on page 38)

Oasis, Los Angeles
(Monday, August 13)

Capacity, 250. Five shows nightly. Price policy, \$1 admission weekdays, \$1.20 week-ends. Owners-operators, Jerry Horne, Les Shear. Press, Jules Fox. Estimated budget this show, \$1,500. Estimated budget last show, \$2,750.

Current layout makes up in entertainment what it lacks in marquee value. Bill introduces to local denizens the Johnny Hamlin Quintet, formerly a fave in San Diego. Group amazes by playing 13 different instruments and gets a large-ork sound of the five lads.

George Kirby's accurate mimicry deserves attention of TV producers. Held over, Kirby continues to pull big hands with his singing of Treas, ala Al Hibbler. Impressions of Wallace Beery, Rochester, Jimmy Cagney, Peter Lorre and clever army and telephone routines make him a standout niterie item.

Emsee Joe Adams, fresh from his vaude debut at the Paramount, does a good job. More relaxed than on his tele show, Adams handles intros smoothly, jokes with customers and warbles What Will I Tell My Heart? Chirp Mauri Lynn is a talented gal but is a long way from a polished bistro chanter. Her Good for Nothing Joe was best offering.

Hamlin's combo offers top backing and cuts varied tempi for intimate hoofing. Joe Bleeden.

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Hocus-Pocus

By BILL SACHS

A NEW mystery show, "Arabian Nights Revue" featuring Bob Milo, West Coast magic lad, is slated to bow soon at Long Beach, Calif., for a proposed coast-to-coast trek. Piloting the new magic layout will be Charles (Kid) Koster, veteran circus and legit agent, who says that all equipment will be new and is now under construction in Hollywood. A new line of pictorial printing will give the unit a circus billing. Koster reports. Troupe will make the hop on two trucks and a bus. Harry Delmar will have charge of the advance, with Eddie Long as the billing agent two weeks in advance. Tom Henry is stage manager, and Alex Gunther, carpenter. Bob Thorson, hypnotist, left Houston recently to play eight weeks of Canadian fairs booked by Bill Siros, of

Amusement Enterprises, Houston. Siros also has Douglas the Magician booked for an extended tour thru North Carolina, Virginia, Mississippi and Alabama with magic and spookery. . . . D. Andrews, 16-year-old trixster played the Decatur (Mich.) Celery Festival with part of his two-hour show August 23. . . . The Kramien Horror Show, comprising Kramien, two male assistants at the Pacific National Exhibition, and a line of five girls, current at the Pacific National Exhibition, Vancouver, B. C., August 22 thru September 4, is slated to hit out across country soon under the direction of Dave Stidolph, West Coast promoter. At the PNE, the unit is housed in a 500-seat tent theater with a castle front, with Bob Emerico, magus, out front for the bally. Show, in its second season at the PNE, features eight illusions, highlighting the disappearing horse. . . . Lucille and Eddie Roberts have been handed another extension at the Mount Royal Hotel, Montreal, with their mental magic, making 10 weeks in all at the spot. They wind up there September 4. . . . Jack Fields has just concluded a two-weeker at Montreal's Top Hat. . . . Dave Curtiss, magician and sharp-shooter, is displaying his talents with the Hall & Leonard "Varieties" on the American Midway Shows.

George Johnstone, of the magical turn, George and Betty Johnstone, typewrites from Chicago: "It looks as though rough luck is still dogging me. Had my car trunk snapped open two nights ago and my whole act (one large suitcase) stolen. Fortunately, it wasn't the expensive flower-and-silk act but my comedy act. With the help of Francis Ireland and a few of the Chicago boys I was ready to go to work again the next night. The thieves were evidently after the spare tire but saw the fibre suitcase and, thinking that more valuable, made off with it. I would have loved to see their faces when they opened it and saw all that miscellaneous trash. I'll bet they wished they took the tire. And so do I." Gerber the Magician, after a two-week return stand in Peoria, Ill., during which time he gave a lecture before the local Ring of the International Brotherhood of Magicians, is back in St. Louis where he is set on club dates the next four weeks. Prince Julian is in his 13th week of an indefinite engagement at Hubert's Museum, New York. Rochelle Forest, fem magician-mentalists' is working club and resort dates in and around New York. In late October she hits out for Miami to work niteries for the fall and winter. Lyle and Company, now winding up their summer tour of Canadian resorts and beaches, return to the States after Labor Day to work niteries dates. Lyle takes his unit to Florida early in January to remain thru March. . . . The Amazing Maurice writes from Myrtle Beach, S. C.: "Up here in the rebel country playing to large crowds. The great Rajah Raboid follows for seven days. Saw the Great Zylah before I left Miami. He has been playing all over Florida and making plenty of loot with his spook show. On October 1, I take over the assistant-manager duties for the season at the Big Barn, Miami. I will emcee and do my magical turn plus hiring and firing."

Extra Added

Brief but important night club-vaudeville news

Continued from page 36

men are Freddie Dalton, Paul Desmond and Herb Barman. . . . Betty Bello is at the Haig. . . . Bob Savage is set for a future booking at the Fairmont Hotel, San Francisco. Johnny Richards is penning his act. . . . Singer Portia Nelson bowed at Cafe Gaia Thursday (23) with Bobby Short. . . . For health reasons and pie commitments, Dean Martin and Jerry Lewis got out of their date at Ciro's. Op Herman Hover will bring the pair back either in October or November. Hover is planning to hold over Kay Thompson and the Williams Brothers to fill the M. & L. gap.

Philadelphia

Herman Comroe has remodeled the front room of his Powelton Cafe, which opens for the new season Monday (27). . . . The darkened Click is being offered for use as a "night club, restaurant or bowling alley." . . . Zan-zibar adds a floor show to the musical entertainment, plus providing a new originating point for the nightly disk jockeying of Ramon Bruce via WHAT.

Mickey Shaughnessy, currently at Club Avalon, Widdwood, N. J., is due on the Columbia movie lot September 16 to start his first screen chore. He'll do Pat, the butcher, in "The Marrying Kind," which will star Judy Holliday.

Hollywood

Skedded for Ciro's are Lisa Kirk, Lili St. Cyr, Pearl Bailey, Ames Brothers, Guy Mitchell and Kay Thompson. Last-named will work the Christmas date. . . . John work the Christmas date. . . . Johnny Hamlin combo (5) in an extended stay at the Oasis. . . . The Hurricanes will replace the Boliano Ivanko Four who were ordered back to Paris when their passports expired. . . . Tiffany Club's owner Chuck Landis back to work after an operation. . . . Larry Potter's Supper Club celebrated its fifth anniversary Wednesday (15).

Miami Beach, Fla.

Lenny Kent, racking up biggest business in the history of the Sans Souci Hotel's Blue Sails Room, is heldover an extra week. Helen Forrest follows. . . . Al Bernie also is heldover an extra stanza at Jack Goldman's Clover Club. . . . Sea Gull's 21 Room is now featuring warbler Marian Murray and pianist Irving Laibson. . . . Marian Morgan follows Jerri Sullivan and George DeWitt into the Casablanca Hotel's Morocco Room. . . . Singing-comedian Bea Morley has been added to show at Mother Kelly's. . . .

Here and There

The Ambassadeurs, cabaret in the Palace Hotel, Copenhagen, opened its season Thursday (16). Peter Rasmussen's orchestra plays the show and dance sessions. Floorshow has Morris Aeros, Spanish dancer; Three Torianis, Danish jugglers, and Deli & Rix Ohll comedy duo. . . . The Atlantic Palace, Copenhagen, has a current show, headed by the (6) Gimma Boys, acrobats; and the Bareskis, comedy dance duo. . . . LaVerne and Jon, dance stylists, and the Epony Trio, trampolinists, head the bill at the Valencia. D'Varza (formerly known as Johnny Anderson) the pianist, is currently appearing at the Cork Room, San Antonio local cocktail lounge.

The Andrews Sisters will do a week for Loews, Boston, when they return to the U. S. and will follow that with a week at Harry Altman's Town Casino, Buffalo. Both spots will pay them \$10,000. . . . The Ink Spots will do nine days in the Latin Casino, Philadelphia, starting September 18 for \$5,500, a net deal. . . . Pasty Abbott, Abbey Lee and Dave Barry will be in "Borscht Capades" when it opens here September 17. . . . Capri, Atlantic Beach, L. I., cafe, has a new booker and is rumored to have dropped plenty on the season.

Burlesque Bits

By UNO

MACK D. FERGUSON and wife, Vivian Keenan, after a month's vacation in Shreveport and Mobile, Ala., opened at Augie Circelli's Gem-Follies, Chicago, August 17, replacing Happy and Virginia Ray, who concluded an eight-month stand at the house, where Virginia was producer of the line. The Rays are now vacationing at their home in Atlanta. . . . Sammy Price and Betty Jo Morgan closed at the Gem-Follies August 23, after three weeks, to open on the Midwest for Milt Schuster in Minneapolis. Criss Hillery and Dorothy Norman replaced them at the Gem-Follies. Augie Circelli has on his staff Willie Gordon, backstage manager; Jackie Richards, line producer, and Al Ritchie, stage manager. Dexter Maitland remains as straight man. Rosa (Baby Dumplin') Chagnon is vacationing in Ocean City, Md., after four weeks at the Chanticleer, Baltimore, and a month at the Sand Bar, Ocean City. Hubby Wally Chagnon is working the Boardwalk at Ocean City.

BENITA FRANCIS sustained a sprained ankle and hip in a recent auto accident, forcing cancellation of a trip to Honolulu, where she was to open August 24 at the Beretania Theater for Harry Vins. She will be off work for at least a month. Her plans call for a return to the Barbary Coast, San Francisco, where she was featured for eight weeks recently. . . . Winnie Garrett opened Tuesday (26) for two weeks at the Gayety, Baltimore. . . . Marie Manners pens from Philadelphia, that she appeared recently on the Sealtest-sponsored "Big Top Circus" TV show carried over Columbia Broadcasting System from that city. — TOM O'CONNELL, pinch-hitting for Uno.

Caught Again

CAPRI, Atlantic Beach, L. I.—The new show of Joey Adams, Fran Warren, Al Kelly and the Speed Kings packs a hefty entertainment wallop. Unfortunately, on opening night (21) a cloud-burst-kept attendance down. But even with that handicap the room was half filled. . . . Joey Adams, working with all the acts, did a slick emceeing job, tho the major yocks came when he was working with Al Kelly. The new combo built for giggles and finally segued into those hefty bellies that are bread and meat to comics. Kelly's seldom been better. His double talk bits with Adams were rib ticklers. Adams also worked with the Speed Kings and did a short acting bit with Fran Warren. Miss Warren was the more skillful. . . . Fran Warren was in excellent voice, despite a sore throat. She did four pops and a standard and could have done more to judge from the applause. . . . The Speed Kings, a two-boy dance act, did a series of knee drops, fast terps and challenge bits, getting the show off to a fast start. Bill Smith.

Latin Villa, K. C.

Continued from page 37
songstress, works in the No. 2 spot. The gal sings and looks well and sells with personality plus. . . . Also Bright
The second bright spot is Tito Cavalaro's spirited tap routine. The terpster works himself to exhaustion for an almost continuously applauding audience. He's one of the best dance acts to hit town in a long time. . . . Other acts on the bill are Frank Reynolds, singing emcee; Carol Bridges, whose looks are far better than her contortion act, and the house line, optimistically named The Cover Girls, who are seen in several production numbers, one featuring Connie Keyes. . . . The only major criticism is that George TiDonna's Orchestra, tho cutting the show well, plays much too loud. With this corrected, the Latin Villa can boast a pretty good show for the summer trade. Phineas Rosenberg.

Palace, New York

Continued from page 37
fire delivery suffered from a lack of material. He managed to draw an okay mitting with a closing routine impersonating types of singers. . . . Jack and Mildred Pitchon, legit-voiced pair, looked good and got good results even tho the gal's pipes overpowered those of her partner. . . . Buck and Bubbles closed at show caught with their usual results—close to show-stopping. Pic, Criminal Lawyer. Joe Martin.

Mocambo, Hwd.

Continued from page 37
then put them in the aisles with laughter in a song re-enactment of Take Me Out to the Ball Game. For rhythmic contagion she rides the beat on such ditties as Sunny Side of the Street, I've Got the World On a String, Who Cares, and provides a torchy touch to After You've Gone. There's old-world charm in her Irish County Dots, which she performs sans mike. For sock wind-up, she leaves 'em clamoring for more with a delightfully rollicking treatment of My Bonnie. . . . Tippy and Cobina, side-splitting monkey act, is held over from the last show to add to the enjoyment. Eddie Oliver ark's competent backing supports Miss Logan admirably and provides toe-trembling dance rhythms. Lee Zito.

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Sides and Asides

Edward Mabley's comedy, "Glad Tidings," formerly known as "Sacred and Profane," (reviewed in The Billboard, July 14) will have its Broadway opening at the Lyceum, October 10, under Harold Bromley's sponsorship. Melvyn Douglas is staging the play and starring. Also in the cast are Signe Hasso and Patricia Bennett. Show has been touring all summer, while Mabley polished the script. . . . British actress Audrey Hepburn is the best possibility to have the title role in Gilbert Miller's production of "Gigi." Anita Loos, who wrote the play, and Colette, who wrote the novel on which it is based, are said to have recommended her. . . . Subway Circuit's Flatbush Theater, Brooklyn, ends its summer season Sunday (26). Windsor in the Bronx closes September 2, and the Brighton and Jamaica

concludes September 9. George Brandt will bring Mae West in "Diamond Lil" back to the Stern, September 11. Brandt was convinced of the drawing power of the production by its grosses in the strawhats and on his own Subway Circuit this summer. "Lil" will be displayed at the Broadway Theater at Popular prices, and will have two Sunday performances weekly. . . . Charles Winninger, whose last legit stint was in 1934, has signed for a starring role in the revival of "Music in the Air." . . . Viola Rubber, in association with film actress Nancy Carroll, will produce Robert McEnroe's comedy, "Mulligan's Snug." Casting is due to begin in October. Jose Ferrer had an option on the script last season. McEnroe's newest script, "Summer Motley," will be offered to the Theater Guild first. . . . L. Bush-Fekete's adaptation of the French comedy by Jean Bernard Luc is being called "Faithfully Yours." That's the play heretofore known as "The Philemon Complex." It's opening October 18 at the Coronet. Yul Brynner this week pacted a seven-year non-exclusive deal with Paramount Pictures. . . . Possible producer of Authur Laurents' latest play, "Time of the Cuckoo," is Robert Whitehead. . . . Ben Gross, radio-TV editor of The New York Daily News, and Charles Zerner, New York Times staffer are authors of a play entitled "What This Town Needs."

"My L. A." Cast Near Completion

HOLLYWOOD, Aug. 25.—Casting for the original musical, My L. A., is near completion, according to business manager Lou Epstein. Show is expected to be in rehearsal in early September. Auditions are still being conducted however, and most recent to perform are Carol Ann Beery, Lloyd Bridges, Pamela Britton, Susan Cabot, Dick Erdman, Georgeann Garner, Darryl Hickman, Mona Knox, Pat Michaels, Carol Richards, Howard Ross, Claudette Thornton and Virginia Toland.

The above are in addition to Lois Andrews, Bob Turner, Nelson Barclift, Roland Dupre, Doug Fowley, Roy Roberts and Jean Urie, who were heard at earlier auditions. No contracts have been signed altho producers William Trenk and Harold Maresch have been auditioning and interviewing for almost two years. Actors Equity here has had no notification from the producers regarding posting of bond, which will probably run close to \$16,000.

Texas Whoops For "Dolls"

DALLAS, Aug. 25.—Advance sale for *Guys and Dolls*, State Fair of Texas Auditorium attraction for run of fair, October 6-21, is reported to be running slightly ahead of advance for last year's Auditorium show, *South Pacific*, which set new indoor gross record for 16-day run of \$394,000 at fair last year.

Dolls advance sale opened later than *Pacific*, but is being pushed by comparable advertising campaign in newspapers covering area bigger than entire Eastern seaboard section of country. Ticket orders are rolling in from cities as far as 600 miles from Dallas.

BROADWAY SHOWLOG

Performances Thru August 25, 1951

DRAMAS

Affairs of State	9-25, '50	383
(Music Box)		
Stalin 17	5- 8, '51	127
(48th Street)		
The Moon Is Blue	3- 8, '51	195
(Henry Miller's)		
The Rose Tattoo	2- 3, '51	235
(Martin Beck)		
MUSICALS		
A Tree Grows in Brooklyn	4- 9, '51	147
(Alvin)		
Call Me Madam	10-12, '50	364
(Imperial)		
Gentlemen Prefer Blondes	12- 8, '50	716
(Ziegfeld)		
Guys and Dolls	21-24, '50	513
(46th Street)		
Seventeen	6-21, '51	76
(Broadhurst)		
South Pacific	4- 7, '48	918
(Majestic)		
The King and I	3-19, '51	172
(St. James)		
Two on the Aisle	7-18, '51	44
(Mark Hellinger)		

Two Tours Set For Fledermaus; D. C. Dilemma

NEW YORK, Aug. 25.—There will be two productions of *Die Fledermaus* on tour this season. So far neither one of them has definitely been booked into Washington, D. C., where they would become involved with Equity's anti-segregation policy.

The more ambitious production, produced by the Metropolitan Opera, goes into rehearsal September 4, and starts its tour in Philadelphia September 24. Its engagements will run about a week each. Also on its itinerary are Boston, New Haven, Pittsburgh, Syracuse, Rochester, Buffalo, Baltimore, Richmond, Chicago, Cincinnati, Cleveland, St. Louis, Minneapolis, Kansas City and Denver.

The other *Fledermaus* troupe which is being booked by the Sol Hurok office, will play one to three-night stands and will not require the huge stage and transportation facilities of the other. The tour starts in Hartford, October 15, and will include Philadelphia, Houston, Dallas, Oklahoma City, New Orleans, Birmingham, Boston, St. Louis and Chicago.

The Hurok company has made a bid to appear at Constitution Hall in Washington the night of October 20. But the Daughters of the American Revolution, owners of the house, maintain a "white artists" clause in the booking contract forms, making the house verboten for Equity companies. However, it seems likely that the DAR will revoke that wording from the contract at a meeting early in October, which would make the booking possible.

All concerned were this week optimistic about the outcome. Dorothy Maynor, Negro soprano, has been booked into Constitution Hall for a recital this season, which would indicate a change of policy.

The Met company of *Fledermaus* could not have played Constitution Hall in any case, since its stage is not large enough to hold the production. So far, no house appears available in Washington that meets necessary non-segregation qualifications.

"Yox" to Skip Philly Try-Out

ATLANTIC CITY, Aug. 25.—Instead of warm-up weeks in Philadelphia before opening at the Mayfair Theater in New York on September 24, the *Bagels and Yox* revue, which has been chalking up fancy business figures at the Million Dollar Pier Theater here, will stay put.

The Yiddish-flavored English revue will continue at the resort playhouse thru the Miss America Beauty Pageant, which will take it to September 8. It will give the show a record 10-week run here. Management originally planned to call it quits on Labor Day.

Greek, Hwd., Drops 150G On the Season

HOLLYWOOD, Aug. 25.—Greek Theater has revealed an expected summer loss of \$150,000, with *Annie Get Your Gun* remaining the sole hope of absorbing a large part of the deficit.

Bittersweet, the fourth alfresco production, winds this week with an approximately \$40,000 frame. Week's estimated legit take is set at \$99,900, slightly under last week's \$101,700.

Guys and Dolls, in its fourth stanza at the Philharmonic, took in close to \$54,500; *Love or Money*, shuttering tonight (25) at the Ivar, \$3,300; *Susan*, at Circle, \$1,600, and *Players' Ring*, *Ring Around the Ring*, \$500.

Off-Broadway Reviews

YOURS TILL YESTERDAY

(Opened Tuesday, August 21)

Provincetown Theater

A drama by Ken Parker. Staged by Keith Taylor. Setting by Leonard Ralph and John McKensie. General manager, Herbert H. Kaye. Stage manager, Charles Miller. Press representative, Ted Warner. Presented by Joyce Slone. Florence Finch Dee Wood
Mrs. Brady Ruth Volner
Jake Leonard Ralph
Eve Bennett Jayn Fortner
Dante Sutton Russell Dennis
Sylvia Sutton Nell Clarke
Anna Sutton Netha Stanton

Ken Parker, who several years ago began to write plays in between ice-skating chores at the Center Theater, has written a new one. Joyce Slone has put it on at the Provincetown Playhouse for a couple of weeks. It is a drama, called *Yours Till Yesterday*, and its content makes a reporter suspect that Parker has been reading Tennessee Williams with not too beneficent results.

Yesterday abounds in Williams-esque abnormal frustrations, spotlighting a fanatically possessive sister who horns in to break up the marriage of a not-too-brilliant brother and, of course, finally gets her come-uppance. She seems to be an incestuously-minded lass, but it turns out that she's only the lad's adopted sister after all, so that takes the edge off that. Anyway, she makes it very tough thruout three acts for the ever-loving dance-hall gal that brother has married—until mama steps in and fixes daughter's wagon.

Maybe, Back Bay Boston families have these little problems. This reporter wouldn't know. However, while *Yesterday* is well enough constructed, and Parker's scripting is materially improved, it has none of the bite or the drive in characterization to make it stand up to its obvious purpose as a study of human relations. Much of the time it wavers between the incredible and the dreary. Parker has bitten off a bigger premise than he can chew.

Acting-wise, *Yesterday's* show-casing ranges from good to pretty bad. Nell Clarke plays the predatory sister with an over-obvious relish. This, however, may not be entirely her fault, as the character is written primarily in one key. Dee Wood is more believable as the pushed-around wife, and Russell Dennis brings an honest performance to the confused brother. Best stint in the proceedings is contributed by Jayn Fortner as a hard-boiled friend, who gives a loosely written part considerable impact.

In sum, *Yesterday* has the bones of a play. But it needs radical surgery in the matter of grafting real meat on it. As it stands now, it is strictly for off-Broadway consumption. Miss Slone is trying hard at the little Provincetown. She deserves to make a go of the operation. *Yesterday*, however, is not the answer.

Equity Members Get 5.7% Hike

NEW YORK, Aug. 25.—Actor's Equity Council Wednesday (22) notified the League of New York Theaters that the cost of living hike on minimum salaries included in the basic agreement between the two orgs goes into effect September 2.

The boost, of approximately 5.7 per cent, will apply to minimum Actors' Equity and Chorus Equity salaries of \$75 in New York, and elsewhere when no traveling is involved.

Gaslight Theater To Bow in Miami

MIAMI, Aug. 25.—A gaslight theater, similar to operations in California and Birmingham, bows here September 13 with *10 Nights in a Barroom* as its first production.

The theater is under the direction of Charles D. Miller, of Birmingham, who came to Miami two years ago when the late Laurence Schwab and St. John Tyrrell launched their Music Circus Operetta Theater.

BILLY THE KID

(Opened Monday, August 20)

Carnegie Recital Hall

A melodrama by Walter Woods. Staged by Elizabeth McCormick. Sets, Maurice Gordon. Stage manager, Harry Bergman. Costumes, Marie Kennedy. Press representative, Bernard Simon and Robert Ganshaw. Produced by Elizabeth McCormick, Stanley Cobleigh and Miriam Morton. Presented by Phenix Theater. Stephen Wright Edwin Christie
Con Hanley Guy Arbury
Boyd Denver Tom Rutherford
Colonel Bradley Walter P. Applier
Nellie, his daughter Carol Teitel
Mose, his orderly John Regan
Bill Wright (Billy the Kid) Michael Higgins

A new off-Broadway group which calls itself the Phenix Theater has opened shop at the Carnegie Recital Hall for a summer stock season of six weeks. The opener, Walter Woods' ancient melo *Billy the Kid*, is a revival of a similar off-stem production, three years ago, both versions staged by Elizabeth McCormick. The 1948 showing rated kudos from a number of New York dailies, but something has happened in the interim. Miss McCormick has had a set-back with this one.

Billy becomes a desperado after the shooting of his mother and step-father by a dastardly villain. And altho his wicked deeds have Robin Hood overtones, his life is motivated by revenge. He finally meets up with the villain, tortures him and is about to kill him when the truth comes out that said despicable character is his real father. All ends happily, however, and Billy finds the "straight and narrow" when the villain is killed by his own cutthroats. The spirit of revenge is then squelched in the Kid, and he takes our heroine into his arms.

Rough Opener

Along the way there are some amusing scenes in true melo style, and certainly plot-wise Woods gives plenty of material. But the fault lies not with the script but with its presentation, which is rougher than any one of the cutthroats. The style of acting is neither consistent among the cast nor with the script. The pacing is slow, and no one on stage seems to enjoy his job. Many of the "amusing" scenes make a labored demise. Some of the production faults may be laid at the door of opening night mix-ups, a major factor in stock, but the direction and the acting share to some degree in the disappointment.

Brighter Side

On the brighter side, Michael Higgins is an excellent choice for the Kid, and Tom Rutherford turns in a fine job ultimately after a slow start. James Harwood and John Regan, in support, do a great deal to give the melo its true style, but the former has been given some very awkward bits of business which, in the light of the general underplaying of the production, stand out as ridiculous. The rest play more or less in the modern vein, leaving it up to the lines to convey the old-melo style.

Billy will doubtless develop via playing—the show will run two weeks—but the current concept will have to be considerably stepped up. The script itself can be a lot of fun, and this reporter hopes the cast comes to realize it.

—Dennis McDonald

Akst Huddles With Gleason Over Musical

HOLLYWOOD, Aug. 25.—Harry Akst is preparing to leave for New York for huddles with Jimmie Gleason regarding a musical. Pair plan to set to music a Broadway play from the 1928 era. Production is reportedly several months away with a 1952 opening mullied.

Akst recently filed suit against the late Al Jolson's estate for \$51,800. The pianist is claiming wages while making film, radio and stage appearances with the late singer from October, 1948, until last October when Jolson passed away. Suit has been docketed but no date for hearing is set.

Allen M. Widem.

"BILL" ANSWERED

Sheriff Spector Fades As Drive Gains Tempo

By PERRY B. RAWSON
Rawson Skating Laboratory,
Ashbury Park, N. J.

(Continued from last week)

I'm not a financier, but maybe you have a spare dollar bill and would like to read a little about the coming inventory crash that is going to make all other panics look like tea parties. For the idle dollar bill you can buy Mr. William J. Baxter's recent booklet, *Lower Prices Coming*, by writing to International Economic Research Bureau, New York 5, N. Y.

Mr. Baxter believes the scientists are taking over so fast that, war or no war, they can give us so much overproduction that we can't take it; he thinks they have already done so by filling warehouses and feed bins till they are bursting at the seams all over the nation; he predicts it is the inventory boys who are going to get it in the neck this time. He says the banks are all right, and the stock exchange is all right. Rink men can rejoice, after reading it, that they are selling an art item which bypasses all inventory headaches—or at worst has only little ones.

Equipment Here

SKATES: It is now possible to buy direct from rink or manufacturer skates designed especially for Rawson system work. Without any doctoring these skates can be put into immediate use for plain, mass, dance and all box-office work. All others should be doctoring as per page 9, *Shortcuts*, or as described under the chapter heading *How to Do It in The Billboard* article (August 20, 27, September 3, 1949). Otherwise the cash customers will quit you.

SHOES: It will now be possible to buy direct from rink or manufacturer specially made comfort shoes designed to Rawson laboratory specifications for our work. The heels are 1½ inches high. The counter is soft leather. The toe is wider and not pointed or pinched. The shoes are not expensive. Other shoes were heretofore doctoring as follows: The cramped toe was slashed with a razor blade. The heels were raised for all but fannies to 1½ inches. The painful hard counters were broken with a heavy hammer. In many cases the counter licked the hammer and could not be broken.

BALANCE: Here's an item on which the nation is asleep at the switch and will not seem to learn. Even with 1½-inch heels for all but fannies, there are still hundreds of slender skaters who need the extra lift of a pair of heel pads to bring the backward skating balance where it ought to be. This shows how badly off the balance has been and why so many quit the game. In testing out balance for backward skating we find the entire nation (except fannies) has been skating on heels that are too low for our work. This applies to ice also, and a special ice dance skate is now available that is 5/16 inches higher in the rear

stanchion to correct this faulty balance item. If skating is balance in motion, what good is the motion if balance is faulty?

Foolish Question

WHICH IS EASIER, false or true? They've got the answer in the books but still they ask it. A "natural" is always easier. True skating on the Rawson system is so much easier to do and to teach—against the false imitation—that there is no comparison whatever. You'll find this one answered in that aforementioned *Foreword on a Lost Art*.

POWDER: One of the listed ratholes was powder and milady's expensive hairdo. You can't get away from this one. Either lick it or prepare to get licked by it. We are not going to capture the fems with powder on the floor, so we suffer a double loss. The fems are supposed to lasso the male customers. The Rawson edge-running system needs no powder. Edges hold the floor without powder. What else have you got to offer? This, too, is a main point.

JUVENILES: We are just waking up to the fact that the tiny tot juveniles—the baby skaters—have been gyped for years by fond but ignorant parents who gave them high, wide and handsome contraptions called skates which really had nothing to do with skating. Thus a nation of scooters is born. Where were the rink operators while this crime was being perpetrated?

RENTAL SKATES: This important item can also qualify as a main point. There's a pretty large flow of questions over rental skates. It's a major box-office rathole. Different localities have different problems along this line, hence the lab has no miracle answers that will cover all cases. I can give you a few tips that have worked out well where they have been tried.

First, doctor the 10-degree skates for bindspots and flexibility. Then raise the heels to 1½ inches. If you insert soft red rubber they tell me the scooters come back saying, "I can't skate on red rubber." So we advise the use of camouflage rubber, which is soft rubber of any dark color, dark green, dark blue or black. They cannot distinguish that these are not the inflexible hard black rubbers seemingly made of Portland cement. Even tho tightened down to inflexibility the customers are on rubber instead of clay. They may feel some edges on corners once in a while. They may turn into skaters. They may experience a different "feel" on the corners, altho they will be hopeless on the straightaways. They may help you in the conquest of powder if you can sneak a little flexibility into the skates once in a while when they are not looking. They may begin to feel the joys of skating. Anyway you will be saved a lot of truck changing.

A profitable and rewarding ex-

50G-Blaze Hits Pa. Skate Rink

HARRISBURG, Pa., Aug. 25.—Fire of unknown origin destroyed the roller skating rink at near-by Willow Mill Park Friday (17), with owners Ira J. Brehm and Harry Stoner estimating the loss at \$50,000. The rink was partially insured.

Near-by dwelling housing, a refreshment stand and an apartment occupied by Brehm and his family was badly damaged by the blaze.

Experiment has been made in some spots by equipping say about 25 pairs of rentals with soft rubber of dark color. Mark these outfits with a distinctive heel mark. Observe performance of same. You may earn a young fortune. From the above it is easy to understand why I wrote up the skate room rathole as follows: "Proposed future home of the boss—a gold medal rathole."

Knotty Problem

PROS CHANGING SYSTEMS: Here's another main point—a honey. "How about changing over the figure and free style professional to Rawson system work? Can it be done?" they ask me. This question puts me on the spot. The professionals are my friends; so are the bosses. Neither one really understands the difficulties involved. The switch can be made, but it is one of the toughest skating jobs I have ever undertaken when and if the figure skating system and its contortion has been built up in the body over a long period of time, say several years.

Bluntly and briefly the answer is that I can't take it, the pro can't take it, the boss can't take it. So let's face it. I'll tell the exact truth as I see it. You can do what you like about it. Here is what we advise them from the lab:

We can do a good job and a quick one on speed professionals, hockey players and good plain skaters. We are no longer accepting figure skaters to be "changed over" unless they are members of the box office family—wife, husband, son, daughter, etc. Members of the family can and will take the year or more of gruelling work needed to undo all the contortion of the school figure system and its anti-box office struggling, forcing and twisting. That is the first item—to get rid of it before the Rawson natural system can be poured into the body.

A year is too long in many cases, but it is safer to figure on a year. That makes the cost too high for any but members of the official family. One such member of the family—formerly a competition skater—wrote in after several months of work: "I would be much better off if I had never seen a pair of skates before." (There's one to paste in your hats.)

But why bother to change over a fine work of art? It takes years to achieve what our figure skating professionals have technically built up. Why spoil it? These fine artists in a rare art—figure skating and free style—are needed where they are. We still want our competitions, shows and glamor, even if henceforth conducted as a side line instead of the main dish. A main dish which can be afforded only by big population centers able to furnish immense turnover of customers. Also, it is a heavy blow to the pride of a professional to be asked to "come down" to teaching the masses who are going to have no use for figure skating. If he were not 1,000 per cent enthusiastic over switching, the operation would never be a complete success.

A family member can become 1,000 per cent sold (that's 10 times over par) on the idea—a salaried employee never. The pro will also have to scrap the high-cost outfits he is used to and would have to appear in the identical low-cost outfits we are developing for the box office mealtickets. On cost of time and transportation and hotel bills, we can develop 10 from scratch while we are busy changing over one. The systems are too different, too antagonistic. Read about them in the books. I advise very careful study of this problem.

(Continued next week)

ARENAS AND AUDITORIA

Little Idle Time Anticipated For New Huntington Building

By Daphne (Dee) Poff
HUNTINGTON, W. Va., Aug. 25.—An occasional Sunday will be the only dark time at the new Memorial Field House at Marshall College here, according to Marvin A. (Mike) Lewis, manager.

The field house, first to be constructed in this country with privately subscribed bond revenue, is under direction of the Cabell County Recreation Board of Huntington.

"It appears to me that the only way auditoriums in America can pull their weight is to be subsidized for recreation purposes," Lewis stated. "Our recent summer program for county recreation started June 15 and we will continue thru the year to keep busy with recreational activities as well as with entertainment, sports events, and other activity for the public."

Rogers, Heidt, Jones In

The building already has housed Roy Rogers, Horace Heidt and Spike Jones shows, a funeral directors' convention, a buyers' mart and an appliance show.

September bookings include the Hadacol Caravan, a buyers' mart and civic style show. *Holiday on Ice* is booked for October, and in December the Harlem Globe Trotters, basketball team, will be in. Local basketball, dances, special events and civic affairs plus the Marshall College basketball games will fill in other dates.

Major ice skating and water shows; indoor circuses, rodeos, boxing, basketball and hockey are being booked, Lewis reported. Assistance will be given by the building staff for banquets, balls, talent shows, dances, radio and television productions, beauty contests, and pageants, he said.

Seats 5,900-8,000

The field house seats 8,000 for

AC Sees Five-Year 'Ice-Capades' Pact

ATLANTIC CITY, Aug. 25.—A new contract, possibly for five years, is in the making for assuring the return of *Ice-Capades* to Convention Hall here each summer. Contract for the show, which opened July 20 and continues thru September 2, expires this year. It ran for three years. New contract will be submitted to the City Commission since the auditorium housing the show is city-owned.

Ice-Capades, one of the resort's biggest drawing cards, was launched here with the original *Ice Follies* in 1937. When the *Follies* moved to the West Coast, *Ice-Capades* was formed and opened here in 1940. It has played here consistently each summer excepting during the war when the army took over Convention Hall.

Portland Oaks Inks Pritchards

PORTLAND, Ore., Aug. 25.—Dale and Jeanne Pritchard have been signed for their second year as professionals at the Oaks Park Skating Rink, Manager Robert Bollinger announced this week.

Classes start September 10. Bollinger said that the way business has held up during the summer promises good fall and winter sessions for the rink.

Spillman and Soap Company in Tie-In

SAN ANTONIO, Aug. 25.—Children up to 14 years old, presenting one Cashmere Bouquet soap wrapper, were entitled to free skating privileges at the North St. Marys Roller Rink each Saturday between 10 and 12 a.m. during August.

Arrangements were made by Joseph A. Spillman, manager of the rink and the soap manufacturer.

Richland Refurbishes

HARTFORD, Conn., Aug. 25.—Irving Richland, of the Hartford Skating Palace, has plans under way for extensive interior remodeling and redecorating for the fall.

stage shows, conventions and other platform attractions. For arena-type entertainment, the building has 4,000 permanent seats in balconies; 1,800 seats on side bleachers, and 162 seats on roll-away bleachers, for a total of 5,964.

Floor space of the arena is about 200 by 90 feet. Equipment includes a \$80,000 ice-making machine and a removable floor which can be erected in 2 hours and knocked down in 55 minutes. Facilities for press, radio, television and staff requirements are provided.

Lewis said the building is open for meetings of various kinds, any large road-show, or tournaments requiring two floors of professional basketball size. Public ice skating sessions and wrestling will be scheduled between events, but Lewis said these activities would be limited by the full schedule.

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Drivin' 'Round the Drive-Ins

JUDGE RAYMOND J. DEVLIN of Common Pleas Court, Hartford, Conn., has denied a motion of the Torrington Drive-In Theater Corporation, Torrington, Conn., for a temporary injunction to prevent members of Local 402, International Alliance of Theatrical Stage Employees and Moving Machine Operators of the United States from picketing the theater. In its application for an injunction, the corporation stated that it employs a motion picture projectionist at the theater who is licensed by the State, and that it is engaged in no labor dispute with its employees. It further alleged that the defendant union, thru its agents and servants, has been since April 19, 1951, unlawfully patrolling and picketing in front of its property, carrying posters stating, "This theater does not employ members of Local 402, Motion Picture Operators, American Federation of Labor."

JOSEPH E. LEVINE has opened his new 800-car capacity Round

Hill Drive-In Theater at Springfield, Mass. **Lou Schaefer**, formerly with Western Massachusetts Theaters and M&P Theaters in Connecticut, has been named manager. . . . **Willard B. Rogers**, president of Will Rogers Drive-In Theater Corporation, Manchester, Conn., has disclosed that construction on the firm's \$200,000 drive-in theater at Columbia, Conn., will be completed next spring.

A NEW POLICY of three program changes per week has gone into effect at the Hartford Drive-In Theater, Newington, Conn. Attractions now start on Sundays, Tuesdays and Fridays. **Jay Finn** is manager. . . . **James P. Nadeau**, who operates the Sunset Drive-In Theater, Rochester, N. H., has announced plans to build a drive-in at Newington, Conn. He already has received a National Production Authority permit to construct. An early fall opening is planned.

Federal Control of Wages

Continued from page 2

industry members and two labor representatives, produced a volume of findings and counter-findings, riddled with dissents. A majority of the panel, the public and industry members, voiced belief that industries exempt from price controls under the Defense Production Act are not by terms of that law exempt from wage controls. But the panel was almost unanimous, too, in declaring that ample doubt exists on the legal point to warrant the board's seeking appropriate legal advice on the issue from Attorney General J. Howard McGrath.

The vexing problem, meanwhile, will be taken up by the WSB at an early meeting, it was disclosed by WSB Chairman George W. Taylor, who added that any recommendations which might be developed by the WSB will be submitted to Economic Stabilizer Johnston.

Radio-TV Ads

Under the Defense Production Act, major segments of the entertainment industry, along with the newspaper industry, common carriers and public utilities, have been specifically exempted from price controls. For instance, section 402-E of the act says, in effect, that price controls don't apply to theater admissions or radio-TV ads. On the question of whether the price-exempt industries should, as a matter of policy, be exempt also from wage controls, WSB's panel submitted widely split views. Public members and Panel Chairman Theodore W. Kheel voiced belief that the WSB should recommend to the Economic Stabilization director that "an order be

issued exempting from wage controls those industries which are completely exempt from price controls and not subject to any other form of price or rate regulation."

Public member and Panel Vice Chairman Richard A. Lester recommended that WSB review all cases where there are no price controls of any kind, and exempt those industries from wage controls where such action would not be "unstabilizing." Kheel and Lester jointly recommended that WSB should not exempt from wage controls those price-exempt industries which are subject to some form of public regulation, such as utilities.

Industry members Fred R. Rauch and Irvin D. Shapiro disagreed with everything Kheel and Lester recommended, except the point concerning outright exemption for government-regulated utilities and similar industries, including most of showbiz, should be brought under wage controls until they were able to prove that wage controls were unnecessary to carry out the Defense Production Act.

Labor View

Labor member Woodruff Randolph held that Congress intended that wages could be stabilized only if and when ceiling prices were established. He recommended that WSB, unless it undertakes to order wages raised to compensate for increased living costs, confine its wage orders to price-controlled industries, and only to the extent that wage adjustments would affect price ceilings. Labor member Stanley Ruttenberg argued that Congress did not intend price exempt industries to be subject to wage control. He said that, if WSB considers over-all stabilization necessary, the board should "recommend to Congress that all industries be subject to price control and, therefore, all industries subject to wage stabilization."

Kheel and Lester urged WSB to consider establishing separate tripartite panels, commissions or divisions of the board to handle wage stabilization in industries exempt from OPS ceilings but subject to other public regulation on their rates. All of the panel members voiced varying views on what they thought the intent of Congress was in the Defense Production Act.

Showbiz Reps

Among showbiz interests represented at hearings which led to the panel's findings were: American Federation of Musicians, American Federation of Musicians of the United States and Canada, Hollywood A. F. of L. Film Council, Motion Picture Association of America, National Association of Radio and Television Broadcasters, Radio and Television Guild (AFL), National Restaurant Association, Radio Officers Union (AFL), Hotel and Restaurant Employees and Bartenders' International Union, New York Hotel Trades Council (AFL), Congress of Industrial Organizations, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada (AFL), Television Authority, American Federation of Radio Artists, Motion Picture Salesmen of America, and Communications Workers of America (CIO).

Rome Round-Up

By SYD STOGEI

Continued from page 1

Rake's Progress, September 8 at the La Fenice Theater in Venice. . . . Rome's top drama critics are devoting enormous space and praise for George Strehler's production of the first part of *Henry IV* at Villa Floridiana in Naples. . . . Strehler recently returned from Palestine where he staged several plays in Tele Aviv. . . . Local municipal officials are planning a series of symphonic concerts at the Coliseum. The idea is to construct a stage in the ancient arena and thus give music lovers and tourists a place to go during the interval when the opera season at Caracalla Baths close and the opening of the season at the Rome Opera House. . . . Margaret Rowland, the ex-Trans World Airlines hostess who made good in pix, passed thru here on her way to the Island of Ischia to work with Burt Lancaster in *The Crimson Pirate*. . . . Also at Ischia for a rest is Maestro Arturo Toscanini, who returns to New York September 15. . . . Mrs. Paul Muni has joined the film star who is here to do a pic directed by Joseph Losey. . . . Walt Disney and family sailed from Genoa early this month, putting an end to rumors that he would do a film here.

Hereafter, RAI, the State's radio monopoly, will pay royalties for literary, dramatic and musical works broadcast over the Italian networks, according to an agreement signed with the Italian Society of Authors and Publishers. The pact covers the next two years and includes provisions for royalties to foreign authors who are members of units affiliated with the Italian society. . . . Istituto Luce, which used to be the leading newsreel outfit under Fascism, has been reorganized and is making a comeback under government sponsorship. . . . Roberto Rossellini has turned over the final script outline for his *Europe 51* to his writers, and shooting is planned to start in October.

Paris Peek

By ANNE MICHAELS

Continued from page 2

edy will be produced at the same time in England, and there is a possibility of a New York showing under Gilbert Miller's sponsorship. . . . Salvador Dali to produce a film in Paris with the title of *Diverse Irrational Facts*. Scenes consist of such scripting as people on bicycles with five-pound loaves of bread balanced on their heads. . . . Sugar Ray Robinson is supposed to have signed a contract to do the lead in the French film of Sartre's *The Respectful Prostitute*.

Author Victor Perly, who wrote the prize winning scenario, *Les Maudits* at the Cannes Festival last year, is finishing plans for *People Without Countries*, dealing with the cases of D. P.'s waiting in Marseilles for transportation to Israel. The film is to be done in the mixed languages of its characters, with the D. P.'s themselves forming the major part of the cast. . . . In from London with Harry Green are Revere and Roche, who have been topping the bill in the Bertalan Montagu Circus with their act, *Beauty and the Beast*. . . . Two creole singers, Martinale and Alberto at the Cannes a sucre. . . . Magicto the Magician, at the Bolte De Sardines. . . . The Freres Jacques return this week to their club, the Rose Rouge, after touring in Argentina and Brazil. Meanwhile, Singer Dany Daubeson is doing a two-month tour of Brazil before returning to Paris in October where she opens at the Drap D'or.

New Films Coming Up, Americans Popular . . . As usual, John Kitzmiller is hard at work in Italian flicks. . . . He's now doing *The Guadalupa Road* with Lea Padovani and Marina Berti, then he starts *The Girl From Trieste* with Carla del Poggio, and finally he's signed for *The Luce Massacre*. . . . Another American actor in great demand here is Canada Lee, who will be back in Rome after he finishes *Cry The Beloved Country* in London.

Roadshow Rep

TEXAS has fewer small shows than at any time in the last 20 years," letters **Ralph Commely** from Gainesville. "I have a platform show but will not remain long in the Lone Star State. I plan to move toward Wyoming where I put in most of last winter with an indoor fair promotion." . . . **Kibbie's Show** has been working Eastern Oregon recently to fair returns. **Austin Kibbie**, head of the family trick, is an old-time 10-20-30 performer and manager. Unit will attempt a one-day stand coast-to-coast trek with a four-person cast. . . . **Doc Frank Carver** is laying off in Duluth, Minn., until his lecture and solo show tour starts. Carver says that he plans to be in Canada by the end of winter. . . . The **Turgeon Show** has been playing Northern Minnesota to good returns. . . . **James Conerty** has been doing okay with 16mm. pix in Pennsylvania camp locations. He will move to feature pictures as soon as his August tour ends. . . . **Willard Davidson**, who has been laying off in Boston, soon will open his solo show in Western Massachusetts. His tour of the West will take him thru the same territory he played last year. Davidson has a religious type show and carries pix of his own filming. . . . **E. E. Dailey** is in North Little Rock, Ark., framing an indoor museum and fair-type proposition with which he expects to spring soon. Dailey has been promoting indoor fairs in the Southwest for a number of years.

CARL D. BELL, who has had his platform show in Texas for the past three months, has moved into Oklahoma. He next plays New Mexico territory which he toured last summer. . . . **Ca-hill Brothers** have been successfully presenting 16mm. pix in summer camps in Central Washington. "I've been doing advertising work here for the past two weeks," letters **Arthur Stratton** from Paola, Kan. "It reminds me of the last time I was here and saw *Walter's Comedians* 10 years ago. I'm wondering what members of the show are still active." . . . **A. H. Nolan**, who has promoted amateur minstrels and other simon-pure entertainment in the East and Middle West for many years, has turned to hypnotism, his first love, and is showing small towns in Western Canada. He's also sandwiching in some vaude dates. . . . **Florian Players** open their annual trek to the West Coast soon in Pennsylvania. A cast of four will do the show. . . . **Henry Curran**, veteran vaude performer, has a platform show working to good returns in Montana. . . . **Charles Stone** says that he has been working a busking show with his son around Twisp, Wash., to good business. Stone was in advance of **Uncle John Spruceby** and other one-night units for several seasons. . . . **Bird's Show**, following several weeks vacation, gets going soon in Philadelphia and will move toward the Southwest and territory the show has played for several seasons.

W. R. DOLLIVER, who took his solo show off the road about a month ago after a Western trek that began last fall, reports from Karns City, Pa., that he expects to head west soon. "Have almost a season of dates booked in spots I worked last winter and spring," he says. "My nephew, **Robert Flower**, will advance me. Broadway bills won't go in that country, and some of those who have

come from California to book road shows have had indifferent luck. I saw a few outfits that were working dance and show out of radio stations, but they are like tent shows. They only work in a narrow territory and it's easy with a one-day stand show to shake them off. Family tricks are numerous and the swiftest and neatest trick I met was the **Howe Show**, all of one family. I am moving now toward New Mexico where I will get going shortly, but will work dates all the way down to that State."

M. N. (MEL) ANDREWS writes from Phoenix, Ariz., that he opened his regular season of solo dates August 27 and will play the same territory he has made for the past three years. He'll also play a number of dates in Western Kansas late next winter. He's been vacationing in Phoenix for the past few weeks. . . . **Charles Kelleher**, who has a platform-busking show in South Dakota, plans to move toward the Southwest soon. He reports that business has been only fair. Kelleher spent last winter in New Mexico where he had an oddities show and promoted indoor fairs. . . . Writing from Strong, Me., **Leon Durochle** says that "Maine has too much show for small units. There is an influx of monkey-carnivals and phony promotions which makes it tough for seasoned and honest shows. There is not enough population to carry such a load. Plan to move toward Eastern Canada soon where I will work my oddity show until the road season for feature pix opens." . . . **Dotty Family** has been vacationing at Carson City, Nev., but will get going soon for a wide tour that will reach up into Oregon and Washington. . . . "This sector is somewhat tougher than formerly," writes **B. B. Cullen** from Enid, Okla. "However, I am meeting expenses and will move on to my solo show soon."

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New Costume For Billboard After Historical 56-Year Run



London Dispatch

By LEIGH VANCE

Continued from page 2

naked sisters who dance around them.

Showmen here feel that spectacles depending on nudity show a poverty of mind more to be pitied than condemned. Says one: "You can use nudes to 'dress' a stage. You can't build a complete show out of them. Audiences demand movement and variety. There's very little of either about nudes." So maybe Miss Lee's heavily shrouded form will bring new blood to the nude business over here.

Car Suppressors May Be Law to Stop TV Trouble . . .

Motorists may be made to fit suppressors to their cars to prevent interference with TV sets. The interference shows like a snowstorm on the screen, gives great annoyance to viewers near main roads who complain they cannot see anything on their screens at all. Manufacturers say suppressors can be fitted for around 30 cents.

BACUS—78, father of Roy Bacus, commercial manager of WBAF-TV, Fort Worth, August 11 in Dallas.

BAYLESS—Mrs. Alma, 64, a trouper for 35 years with various circuses and carnivals, in Memorial Hospital, Laurinburg, N. C., August 8 of eschima after six days' illness. Deceased was a member of the Ladies' Auxiliary of the National Showmen's Association, New York. Services in Laurinburg were attended by members of Marion's Greater and Royal Duke shows, with interment in Hillside Cemetery, that city. Survived by her husband, William (Bill) Bayless.

BEDIGER—Adelaide Theresa, 53, organist and singer, recently in Bridgeport, Conn., after a brief illness. Survived by a sister, Mrs. Edward J. Gaffney, Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn.

BELFORD—Delbert, one of the original members of the Six American Belfords, Risley act, August 15 at his home in Kansas City, Mo. Burial in Mount Olivet Cemetery, Kansas City. Surviving are his widow, Anne; two daughters, Mrs. Billy Grubb, Detroit, and Mrs. George Busang, Toledo, and a brother, Webster, Fort Wayne, Ind.

BELTON—Harry F., 72, clarinetist with Milwaukee orchestras for many years, recently at his home in Wauwatosa, Wis. Born in England, he played with British Army bands before coming to this country in 1903. He was clarinetist with the Milwaukee park band for 25 years and with the Davidson Theater pit orchestra, Milwaukee, for 11 years. Survived by his widow, two sons and three daughters.

BODAS—Joe, 58, of the Bodas Duo, perch act, at his home, 129 North Baltimore Avenue, Ventnor, N. J., August 16 of cancer. Interment in Newtonville, N. J., August 21. Survived by his widow, Anna, two daughters, Mrs. Hildegarde Clements and Mrs. Eugenia Chamberlain, and seven grandchildren.

BOWSER—J. G., 68, veteran repertoire and med show performer, recently in an Orlando, Fla., hospital of cancer. Surviving are his widow, Opal, and son, George, of Longwood, Fla., and a stepdaughter, the former Fay Gaskins, of Lakeland, Fla.

CARD OF THANKS

I want to thank all Shows and Members who responded so liberally when I was in distress at the time of my loving wife's death, also for the Beautiful Flowers. Also, to all those on the Marion Greater Shows for their many acts of kindness and helpfulness. I was with Ray Allen, to I want to thank him and all his co-workers and their families for their great co-operation. Also the Ladies' Auxiliary and the N.S.A. of New York for their beautiful flowers.

WM. "BILL" BAYLESS

BRACKETT—Quincy A., 66, radio pioneer and co-founder of Station WEPB, Springfield, Mass., August 12 at Boothbay Harbor, Me., where he was on vacation. He went to Springfield in 1921 to start production of radio receivers, transmitters and allied equipment for the Westinghouse Electric Corporation. In 1935 he joined Lewis Bress in organizing WEPB and was president of the outlet until last April, when his son-in-law, Alan Tindal, succeeded him and he became vice-president. He was assistant to Les De Forrest at the Western Electric Laboratories, New York, from 1908 to 1910, joined Westinghouse late in

the latter year and during World War I was in charge of the company's radio equipment production for the armed forces. Between the end of the war and his assignment to the Springfield Westinghouse plant he was an engineer for KDKA, the country's first broadcasting station. His widow and daughter survive.

BRUNN—Jacob, 58, ringmaster of Circus Brunn, August 16 in Copenhagen, Denmark. He was a member of a long-established circus clan widely known throughout Scandinavia. Circus Brunn is operated by his brother.

CLAUSEN—Hilmar, 63, Danish actor and theater manager, August 18 in Copenhagen. He began his career with Emil Wulff, director of the Frederiksborg Theater, rose rapidly as an actor and director, and was associated with the Casino, Rialto and the Bonbonniere in Copenhagen before assuming control of the Dagmar Theater in that city. He operated the last-named spot as a revue house in summer and a pic cake house in winter. Much of his early fame was gained as director of the two theaters in Tivoli Park, the Glass Hall and the Tivoli Summer Theater.

COOK—Lawrence A., 52, charter member of the American Federation of Musicians, at his home in Tonawanda, N. Y., August 14. Joining the AFM when he was 13 years old, Cook played the W. E. Butterfield restaurants on the RKO Circuit in Michigan for 15 years. Burial in Elm Lawn Cemetery, Tonawanda. A son, Lawrence H. Cook, survives.

COOMERS—Ernest P., 64, in recent years a ticket man with thrill shows and rodeos, in Chicago August 11. Survivors are his widow, who was known in legit as Susan Murray; three daughters, Ruth Dell, circus aerialist; Rose Friedley and Agnes Banty, all of Chicago; four brothers and a sister. Burial in Chicago.

DE BASIL—Col. Wassily, director of the Original Ballet Russe, July 27 at his home in Paris. Following a career in the Russian army, he went to Italy at the time of Bolshevik revolution and shortly after to Paris. He first organized a group of entertainers there and then a ballet company, which bowed at Geneva, Switzerland, in 1920. He organized Ballet Russe de Monte Carlo in 1932, with which he toured the world. The company visited America several times, and over the years it became known as the Original Ballet Russe. Among his successful productions were "Le Coq d'Or," "La Symphonie Fantastique," "Pagatini," "Le Bal des Cadets," "Cotillon" and "Francesca de Rimini." Tamara Toumanova, Tatiana Riabouchinska, Irina Baronova, David Lichine and Vladimir Dokoudovsky danced under his direction.

FALLER—Jacob (James), 65, author of plays for the Yiddish and Broadway stage, August 24 at Orangeburg, N. Y. His work "The Hotheads" was given on Broadway in 1924 and he also wrote "Meet the Wife" and "Tables Turned." His widow, a daughter and a grandson survive.

HEBNER—Dora, 70, mother of Walt Heebner, former Coast a. and r. director for RCA Victor and more recently Spade Cooley personal manager, August 17 in Philadelphia. In addition to her son, her husband, Reuben, and another son, Reuben Jr. survive. Interment in Hillside Cemetery in that city.

HIGHTOWER—Theressa, 50, August 3 in Dallas, Tex. She was employed for more than 15 years by various motion picture exchange companies in that city.

HOERS—Stephen B., 62, author of play and movie scripts, August 23 at his home in Scarsdale, N. Y. He worked on the West Coast for many years before going east. He was a member of the Authors League. His widow, a son, two sisters and two brothers survive.

HOPPER—John A., 64, banker and son of the late stage comedian, De Wolf Hopper, August 13 at his home in New York. His widow and a half-brother survive.

HURBAUGH—Mrs. Clarice Mae, who with her husband, Verne, and daughter formed the DeWright Trio, which for years toured the major vaude circuits, as well as in tab and rep, July 16 at University Hospital, Columbus, O., after a lingering illness. She was a native of Steubenville, O., and with her husband and daughter resided in Columbus the last 20 years. The Hurbaugh family trouped for years over the old Gus Sun tabloid circuit and also appeared with various tent rep organizations, including Chester's Comedians, the Phelps Players and the Leonard Players. For several years following 1932 she played Ma in "Folks of Pleasant Valley" over Station WJNS, Columbus. Later she was with the Three Eagles, vocal trio, over WHKC in the same city. Burial in Green Lawn Cemetery, Columbus, July 19. Surviving besides her husband and daughter, Mrs. Al Longstreth, are two brothers, J. William and George Everett; a sister, Mrs. Charlotte Cook, and three grandchildren, all of Columbus.

KINGSLEY—Harold I., 58, former musician, August 8 in Detroit of a heart attack. He was with John Philip Sousa Navy Band during World War I and later played in the Michigan Theater orchestra, Detroit.

LAMBERT—Constant, 45, musical director of Sadler's Wells Ballet for 15 years until 1947, August 21 in London, England. At 20, Serge Diaghilev chose him as the first English composer to write a number for the Russian ballet, "Romeo and Juliet," first produced at Monte Carlo in 1930 and later in Paris and London. His second, "Pomona," was premied at Buenos Aires in 1927. He came to the top in 1929 with the English production of "Rio Grande" for chorus, solo piano and orchestra. He conducted his most recent work "Tiresias," given by the Sadler's Wells troupe last month at the Festival of Britain. Other compositions included a piano concerto, piano sonata, eight Chinese songs and music for chorus and orchestra. He directed many of Sadler's Wells' performances in Europe and America and his ballets, "Horoscope" and "Apparitions," were given by the group.

McLENDON—Mrs. Laura Martin, 68, mother of Robert F. McLendon, former well-known carnival executive, at the home of her daughter, Mrs. Mary McL. Hildreth, Savannah, Ga., August

20. Funeral August 21, with interment in Bonaventure Cemetery, that city. Survived by seven children, one sister, 16 grandchildren, 11 great-grandchildren and two great-great-grandchildren.

MANTHEY—Carl E., 58, father of Carl Manthey Jr., Punhouse operator on Vivona Bros. Shows, recently at Norwich, Conn. Another son, a daughter and a sister survive. Burial in Fairview Cemetery, New Britain, Conn.

MARK—James A., 49, of Jimmie Mark and Lucille, bicycle act, this season with Hiller Bros. Circus in Englehart, Ont., August 3 of injuries sustained when struck by a truck while walking on the highway. He started his career with the Charley Ahern bicycle act in 1919, later joining the Sig Frana bicycle troupe. Mark had appeared in musical comedy, vaude and burlesque, and also worked in several film shorts. In late years he and his wife worked parks and fairs. He toured extensively in life war theaters with a USO unit in the last war.

MAYS—Robert Lee (Bob), 72, former electrician with Alamo Exposition and Western States Shows, August 2 at his home in San Antonio. Interment in San Jose Cemetery, that city.

MURPHY—Frank J., 61, formerly with the Wolfe Greater Shows, July 24 in Minneapolis after a two-year illness. His widow, Idah, survives.

PETROFF—Peter, 66, father of Thes Cochrell, burlesque and night club dancer, of a stroke August 7 at Beloit, Wis. Also surviving are his widow and two sons.

ROSE—Meyer, 68, father of David Rose, composer and ork leader, August 12 in Chicago, where he had been visiting a brother.

SCHAEFER—Prince Albert (Bob), 50, comedian, in New York August 14. Schaefer was an old-time blackface comedian, touring the South many years, and later switched to straight comedy. A native of Macon, Ga., he had resided in New York the last eight years. Funeral and burial in Macon August 16.

SLOCUMB—Karl, 67, one-time president of the Georgia State Fair, in Macon recently after a long illness. Slocumb, an engineer and prominent manufacturer, was the first president of the fair after its purchase by the Macon Chamber of Commerce from private interests several years ago. Funeral and burial in Macon.

TOL TEETER

MEMORY OF
SEPTEMBER 2, 1941



Ten years ago today
Since you went away
But it seems only yesterday,
Your Wife, NELLIE

TIMMERMAN—Doris, 23, secretary to the commercial manager of KEVL-TV, San Antonio, August 12 in an auto wreck at Fort Worth.

TREMAINE—Henry Coke, 55, in Steppny, Conn., August 18, after six months' illness. He has been production manager at Columbia Records, Inc., the past nine years. Survived by his widow, Edna; a son, Harry, of New York; a daughter, Mrs. Alice Pearson, Ipsalanti, Mich.; two sisters, Mrs. Dorothy Kempton, Fairfield, Conn., and Mrs. Ruth Swift, New York. Burial in Steppny Cemetery, Steppny, August 20.

WATSON—Renald W., 50, for the last nine years with Charles T. Goss's Glass House and prior to that for 14 years in the warlike department of the Ringling-Barnum circus, in San Claire, Wis., August 9 of a complication of disease. Body was shipped to Hot Springs, where interment was made in

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Hot Springs Showmen's Association died August 14.

WILLS—Drusilla, 68, British character actress, recently in London. Her first stage appearance was made as the Lady Passenger in "The Silver King" in 1903 at Hammerstein, England. In more than 40 years of stage and movie appearances, she played most of London's theaters and toured Britain extensively. Among her roles were Liane Allen in "The Bat," Mrs. Badger in "The Young Person in Pink" and Curtis in a 1928 modern-dress version of "The Taming of the Shrew." In 1929 she appeared at the Killings Theater, New York, with a cast topped by Sir Laurence Olivier in "Murder on the Second Floor." Her second American appearance did not come until 1948 with a supporting part in the English film, "Champagne Charlie."

Marriages

BECHET-ZIEGLER—Sidney Bechet, top jazz soprano sax man, and Elizabeth Ziegler, August 17 at Antibes, France. He had been playing at a nitery in Juan-les-Pins on the Riviera.

CRISTIANI-KING—Mogador E. Cristiani, of the Cristiani Family, riding act, and Nancy J. King, aerialist, both with King Bros. Circus at Manchester, N. H., July 30.

LOPEZ-KANE—Robert Lopez, nonpro, and Kathryn Kane, night club dancer, recently in Houston.

MARTIN-GUILD—Ernest H. Martin, co-producer of "Guys and Dolls," and Nancy Guild, actress, August 16 in San Mateo, Calif.

NOELL-OVERSTREET—Robert Earl Noell, son of Bob and Mae Noell, of Noell's Ark Gullies Show, recently to Jean Overstreet, nonpro, of Clearwater, Fla.

RICH-SIBELLA—Kenneth Rich, nonpro, and Angela Sibella, in charge of radio traffic for WOAI-AM-TV, San Antonio, recently in that city.

ROSSNER-BERNER—Lieut. Mill Rossner, ex-press agent, and Sara Berner, radio character actress, August 1 in Las Vegas, Nev.

STERN-LINDENBLIT—Concert violinist Isaac Stern and Vera Lindenblit, August 17 in Ramat Gan, Israel.

STURGES-MELLEN—Preston Sturges, playwright, producer and director, and Sandy Mellen, actress, August 15 in Los Angeles.

TORRENCE-KREIS—Frank Torrence, of Torrence and Victoria, and Madeline Kreis, widow of Phillip Kreis, formerly of the Wallenda unit, recently in Detroit.

WARD-KEATHLEY—Harold Ward and Mildred Keathley, both with Polack Bros. Circus, Western unit, at Reno, Nev., August 1. They are performers with the Ward-Bell Flyers, aerial act.

WEBB-McLEAN—Robert Webb, motion picture director, and Barbara McLean, Academy Award winner for editing Darryl Zanuck's "Wilson," August 19 in Westwood, Calif.

WEST-ARDEN—Brooks West and Eve Arden, radio, pic and stage actress, August 24 at Bridgeport, Conn. He is her leading man in summer stock productions.

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Tommy Carson	Sam Levy
Max Sharp	Bob Hallock

Johnny Miller	Cappy Martin
Tom Evans	Mr. & Mrs. Joe Sanfratello
Murphy Rosenberg	Mrs. Rhea Carson
Irving Burk	M. H. Saul
Leonard Duncan	Duke Dougherty
Bill Woodall	Stella & Bob Young
Louis Gueth	Norman Y. Chambliss
Roy McGovern	Al Selzer
Jones' Bingo	Louis Conti
Buster Morgan	A. Hynes
Al Palitz	Harry Johnson

ROSS H. TUCKWILLER
President West Virginia State Fair

Conklins Register 25% Increase on First Day at CNE

\$\$ Jump as Gate Dips Slightly; Operators Shoot for 500G Handle

TORONTO, Aug. 25.—The fabulous Conklin midway at the Canadian National Exhibition yesterday recorded a 25 per cent increase in gross business over the first day of the annual in 1950, and appeared to have a good shot at the hoped-for \$500,000 handle. Soaring business was tabulated despite the fact that the initial day's attendance was off some 2,500 from last year, with about 105,000 clicking the turnstiles. While the crowd was tremendous by all ordinary standards, the vastness of this model plant tends to space patronage out like the wide-open spaces of Texas. Shows, rides and concessions appeared to be sharing in the gravy, a spot check by midway impresario J. W. (Patty) Conklin

showed early this morning. Increases of 40 per cent at Belleville, Ont., and 30 per cent on the opening day at Three Rivers, Que., indicated to Secretary Neil Webb that money is plentiful and folks are anxious to spend. For the first time since the lush production days following the war, the midway here is without a new major ride unit. As a result, the outlook for new major riding devices in time for next season is gloomy. However, just about everything produced in the post-war era, together with standards, is here. With the fair shooting for a 3,000,000 gate, the attainment of that figure would almost certainly assure Conklin of a \$500,000 take. (Continued on page 55)

DROUGHT, HEAT POSE THREAT TO TEXAS FAIRS

DALLAS, Aug. 25.—As the fair season approaches, Texas cotton farmers are lamenting an estimated \$100,000,000 loss to 100-degree heat since August 1. Texas' worst heat wave has resulted in drought that has lasted nearly two months. Karl Hunt, secretary of the Dallas Cotton Exchange, said the August 1 federal cotton yield forecast of 5,000,000 bales would have to be cut by 10 to 15 per cent. This means that 500,000 to 750,000 bales (each worth \$200-plus) have been lost to the heat since August 1. It is too early to predict the probable effect of this damage on outdoor show business in Texas, where amusement parks and carnivals have done excellent business so far this season. It appeared that when final returns of heat damage to the cotton crop were in, fairs might be biggest sufferers, depending as they do on the harvest.

Baxter Tells Plan For '52 R. R. Circus; Dickers for Cole

Texan Sells Oil, Orders Canvas; Once Planned Show With Davenport

HOUSTON, Aug. 25.—T. R. Baxter announced here this week that he expects to take out a 30-car railroad show in 1952, using a well-known title and opening in Illinois. At the same time it was learned that he is negotiating for the purchase of Cole Bros.' Circus, now owned by Arthur Wirtz and Jim Norris of Chicago. However, the sale has not yet gone thru. Baxter has placed an order with the United States Tent & Awning Company, Chicago, for new canvas, including a 150 with three 50's and a 90 with three 40's. Baxter negotiated with B. C. Davenport last winter but their plans for starting a show failed to materialize, Baxter said, because trustees of his father's estate declined to permit the investment. He said that since that time he has sold his interest in the estate's Texas oil wells and "is leaving the oil business to enter the circus business." From the sale, he said, he acquired several million dollars. Cole Bros.' sources confirmed that he had been negotiating for the show but said that sale was still in an unsettled stage. An inventory of the show property has been prepared for Baxter. The Cole property is at Peru, Ind., winter quarters, and much of the stock is traveling with grandstand show units of the Barnes-Carruthers Theatrical Enterprises at Midwestern fairs. The Cole show has appeared only at the Chicago Stadium in April since it closed in Pennsylvania a

year ago. One report was that Baxter originally hoped to open the show for a late-season tour this year, but that it could not be prepared in time. Baxter was with the Patterson-Gentry show in the early 1920's. His father, the late William A. Baxter, was associated with Jake L. Hammon and John Ringling in building the Oklahoma, New Mexico and Pacific Railway.

Joseph Dobas Passes in N. J.

VENTNOR, N. J., Aug. 25.—Joseph Dobas, 59, aerial acrobat, died at his home here Thursday (16) after a long illness. He toured Europe and South America before coming to the United States in 1923 to join Sells-Floto Circus. With his wife, Anna, and his two daughters, Auegenia and Hildegard, billed as the Four Dobas, he played the Million Dollar Pier in Atlantic City during 1932-'33. In later years the act was featured at the Steel Pier in Atlantic City. A fall suffered two years ago while performing forced his retirement. In addition to his widow and daughters, survivors include two stepbrothers, a sister and seven grandchildren. Funeral services were held here Tuesday (21), with interment in Methodist Church Cemetery, Newtonville, N. J.

FREE ADS HELP

Horan Thrill Group Tabs Bigger Takes

HAMBURG, N. Y., Aug. 25.—Business at still dates and fairs is considerably ahead of 1950 for Irish Horan and his Lucky Hell Drivers. Grandstand attendance surged ahead about 1,500 for the thrill group's initial performance at the Erie County Fair Monday (20). Attendance on Tuesday (21) and Thursday (23) was just about as good. Horan said that only good weather was needed for the season to wind up as one of the best scored in recent years. Losses, when they occurred, were invariably due to the weather, he said. An excellent tour thru Canada, including a bang-up date at Montreal, boosted the still date takes slightly ahead of last year.

Motor Company and Sun Oil Company advertising programs. Dodge featured the Horan thrillers in one and two page ads appearing in the Saturday Evening Post, Look, Newsweek, Better Homes and Gardens, Progressive Farmer, Farm Journal, and other nationally circulated periodicals. Sunoco used film clips of Horan auto stunts and interviews with the impresario on many of its fall and winter television and radio sports broadcasts. Literally millions of listeners and readers have been made aware of the Horan thrill group as a result of these major advertising efforts. The Dodge pitch alone reportedly cost about \$500,000.

Flooded Out K. C. Stadium To Reopen Doors

KANSAS CITY, Mo., Aug. 25.—Riverside Stadium, closed for over a month because of flood damage, will reopen this week, according to officials here. For the time being, the only activity at the new stadium will be bi-weekly stock car races. Boxing and wrestling may be resumed later but this is doubtful. All events will be canceled in case of threatening weather until the all-dirt parking lot is graded and paved. Rain turns the lot into a quagmire and many cars previously had to be towed out. The Hadaacol road show, featuring Jimmy Durante, occupies the spot on September 13 and additional seats will be installed for that day to boost seating capacity to about 20,000. Barnes-Carruthers Cavalcade of Stars is tentatively slated to come in on September 24 for a week but this is not definite. All repairs to the installation are not complete but the bleachers, which floated from one side of the track to the other, are all back in place. Track is in fair condition.

Fairs Do Hefty Biz, Top Former Records

• Continued from page 1

as usual has been weather—but thus far this year the weatherman has been kind. Erie County Fair, Hamburg, N. Y., the Empire State's largest county fair, did get a touch of rain this week but even so its attendance thru the first four days was out-running 1950 by 20 per cent.

Canadian Exhibit Up
Central Canadian Exhibition, Ottawa, also caught some rain this week, yet its gate was up and its grandstand patronage notched several percentage points higher than 1950. Milwaukee and Sedalia fairs, which showed the greatest upsurge in strength this week, are managed by Jack Reynolds and Bill Preston, respectively, both of whom are in their 30's and who are rated among the most progressive secretary-managers in the field.

For Reynolds, this is his farewell year at Milwaukee. He moves January 1 to Springfield, Mass., to assume the managerial reins at Eastern States Exposition. He is going out in a blaze of glory. Grandstand business, always strong at Milwaukee, thru the first six days of its nine-day run was up 22 per cent over last year, with the gross after takes to that point totaling \$147,000. Midway business to the same point also was up sharply, as mirrored by a 17 per cent increase over the previous record gross for amusement rides. As for gate attendance, the count for the first six days was \$39,537, compared to \$11,835 to the same point last year.

Sedalia Booms Along
Missouri State Fair, meanwhile, was headed for a gate of about 500,000, which would give it a hike of 140,000 over its previous peak. On Sunday (19) the Sedalia event rang up the highest single day attendance in its history, some 83,710 paying thru the turnstiles to surpass the previous peak by over 12,000.

Grandstand records topped at Sedalia, with both the night and afternoon attractions joining in setting record-breaking grosses. On the midway, the rides and shows thru the early days of the fair were up 17 per cent over last year. Sedalia's whopping draw and thumping business was doubly impressive because per capita spending was down as a result of the loss sustained by many Missourians in the recent floods. For years the attendance estimates announced by Illinois State Fair have been suspected by those in the outdoor business, but showmen who worked the fair were in general agreement that business was up substantially over last year. Midway rides and shows returned a 22 per cent higher take than last year, and this was the real clue to the greater draw at Springfield this year.

R.R.'s and Airlines Promote Dallas Fair

DALLAS, Aug. 25.—Transportation companies that benefit directly from the State Fair of Texas are going all out to help promote the event this year. Texas Pacific Railway Company, which gave fair permanent exhibit in form of a locomotive last year and which has scored high attendance with streamlined train exhibit at the fair last two years, is mulling possibility of expanding rolling stock exhibit this year. The year 1951 is 100th anniversary of railroads west of Mississippi River and a co-operative railroad exhibit also is being considered. Pioneer Airlines, based in Dallas, is distributing window cards, 25,000 pamphlets, and 1,500 seat pack booklets for fair, and will sell State Fair package including tickets to Guys and Dolls, Ice Circles, SMU-Missouri and SMU-Rice football games, along with airline tickets to Dallas. Pioneer blankets West Texas and reports excellent business from a similar promotion last year. Package deal is new this year, however. Airline also is running special State Fair ads in towns it serves. Airlines Boost Fair
Trans-Texas Airways, another Texas airline, based in Houston, also is boosting fair by distrib-

uting literature. Braniff Airlines, based in Dallas but serving a much wider territory than the other two lines, is co-operating with the fair's live-

OLD STANDBY

Life Looks At History Of Carrousel

NEW YORK, Aug. 25.—Life magazine took a six-page look this week at one of outdoor amusement ventures' standby money-makers, the Carrousel, in the piece authored by Richard W. Johnston, with Steeplechase Park here and the Allan Herschell Company, Inc., (Continued on page 43)

CNE OPENER DRAWS 105,000

First-Day Crowd Off 2,500; Midway Grandstand \$\$ Up

TORONTO, Aug. 25.—With a 3,000,000 gate as its announced goal, the Canadian National Exhibition got away to a bad start yesterday when the initial crowd dipped about 2,000 under last year's 107,500 despite perfect weather. Official count was 105,000. General Manager Elwood Hughes is not perturbed, however. The opener is not one of the biggest days. Moreover, the midway reported a 25 per cent gain with fewer people on hand, and the night show, featuring Jimmy Durante, is nearing a sellout. Night show opened to a four-

fifths house, considered excellent for the preem, and the outlook for attendance at the afternoon sessions, featuring Jack Kochman and His Hell Drivers, and an elaborate circus program staged by George A. Hamid and son, is the best in several seasons. Indications yesterday were that attendance included a big percentage of Americans, a welcome sign. Receipts showed a considerable percentage of U. S. currency, and a continuation of this trend spells additional prosperity for the exhibition and all concerned with it. Today might well be the biggest day of the annual, if the excellent

weather that prevailed today continues. Labor Day is expected to result in an even bigger influx of visitors from the United States. General George Marshall, U. S. Secretary of Defense, officially opened the exhibition, marking the first time that this honorary task has been performed by an American. Efforts to spend as much money as possible in Canada for essentials is being continued. Personnel in the night grandstand show, except for principals, is almost wholly Canadian. American name dance bands, featured here for a number of years, have been replaced by Canadian orks.

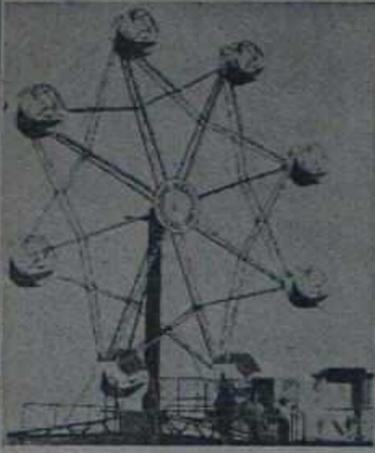
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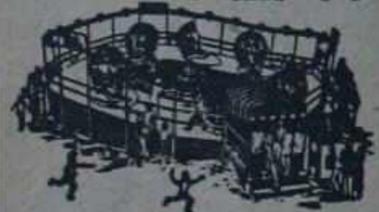
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CLOSE-UPS: JACK JOYCE

Humps Humberg Routed; Now Camels Walk Miles

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By SAM ABBOTT

JACK JOYCE makes camels walk miles for him. And this puts him in a class by himself, as his four-dromedary Liberty act on Polack Bros.' Circus is the only one of its kind in America today.

The camels started walking, professionally, July 20, 1950, when Joyce began training them in preparation for the show's opening in Hammond, Ind., January 22. Working with green animals, Joyce had no idea how much could be accomplished in the way of a finished act. There had been camel acts on other shows, but Joyce had never seen them. Then, too, there was an opinion expressed by many that the animals were incapable of training. With an unknown goal, the humped beasts were put thru their paces for six and eight hours daily.

Joyce was quick to find that his charges, which he had brought from Australia with 16 others for Louis Goebel, Thousand Oaks, Calif., animal dealer, learned much the way any other animal does. The main problem was to get them receptive to training. These ships of the desert didn't want to be launched.

Stern Backs Act

Training was not started until

the act had been sold to Louis Stern of the Polack organization. With the go-ahead from that show-



JACK JOYCE

man, Joyce adapted for his camels some of the tricks done by Liberty horses and some done by elephants. While the marching in single, double and quadruple files may seem to be imitations of those turns done by horses, Joyce advises that doing it with camels is far different. His animals also do pedestal stands, often with more vigor than the horses.

Now that the animals are trained (Continued on page 62)

N. Y. Blue Laws Hit Ops in Pocketbooks

SYRACUSE, Aug. 25. — This State's blue laws, which hold a large grasp on the operation of amusements on Sunday and were placed on the books in 1788, have hit the pocketbooks of at least six outdoor enterprises to date in a greater or lesser degree.

Perhaps the biggest loss looms for the James E. Strates Shows, midway org contracted for the State Fair here, September 1-8. The announcement was made earlier this year that due to the blue laws there would be no Sunday play this year at the annual. There was some talk of rushing legisla-

tion thru that would wipe out the old measures, but nothing concrete has been done to date.

Orange County Fair at Middletown, N. Y., was slated for a Sunday (12) thru Saturday (18) run, but the blue laws lopped off the opener. The one hurt here was Dick Coleman and his Coleman Bros.' Shows. Despite the fact that the show, the fair's midway occupant, wound up 10 per cent ahead of the gross registered in the previous year, the take might have been much better, especially since two other days were hit by rain. Coleman also will lose tomorrow (26) at the Tri-County Fair, Altamont, N. Y.

Oscar C. Buck reported yesterday (24) that his O. C. Buck Shows, playing the Franklin County Fair at Malone, N. Y., this week, lost an opening day originally scheduled for Sunday (19) due to the strictures. In this in-

(Continued on page 68)

Macon Assigns Larger Space For King's WQ

MACON, Ga., Aug. 25. — King Bros.' Circus will need additional space at Central City Park for winter quarters because of the increased size of the show. A Mack Dodd, chairman of the city council's parks committee, said more space had been assigned to the show. Heretofore, the show has used three large buildings and several parking lots.

Arrangements for the show to return to the park in November were made recently with the council. Last year the city constructed a special trailer park for the use of the winter circus colony here.

James M. Beach, contracting agent for the King show, spent several days here this week while contracting several stands in South Georgia for late September. He was a resident of Macon for the several years he was general agent of Downie Bros. and other shows.

Another King trouper, Frank Sotiro, Side Show boss canvasman, also was in the city for several days at attend a funeral. Sotiro started with King in 1919.

Hamid-Morton Sets Wilmington Stand

WILMINGTON, Del., Aug. 25. — Hamid-Morton Circus will play the ball park here September 24-29 under Shrine auspices. Tickets are scaled at \$1.20 and \$2.40, with kid discounts going for 60 cents. Advance sale starts September 18. Matinees are scheduled for Wednesday, Thursday, Friday and Saturday (26-29).

Chitwood East Unit Proves Big Cash Grabber

WALTON, N. Y., Aug. 25. — Buddy Wagner's Eastern unit of Joie Chitwood's auto thriller continued at a top-grossing pace during afternoon and night appearances Saturday (18) at the Delaware County Fair here, with Paul Williams, secretary of the annual, announcing that 12,816 persons, largest crowd in the fair's history, were on the grounds for both shows.

Williams said that the Chitwood org topped by almost 3,000 persons the previous one-day record held by the late Lucky Teter and established in 1941. Wagner, formerly a thrill troupe operator before

(Continued on page 62)

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2	Otto Stephen	Iowa	No. 5 531.75
3	F. G. Mattingly	Ky.	No. 16 748.32
4	H. L. Schrader	Mo.	No. 5 448.25
5	O. & H. Smith	W. Va.	No. 5 582.88
6	F. E. Gooding	Ind.	No. 13 571.45
Total			\$4,348.58
Average per wheel for the day			\$724.76

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Talent Topics

Earl Armstrong, formerly of the Roscoe Armstrong Ford act, and who is now wearing khaki took his first furlough from Fort Miles, Del., and visited Fisher and Graham Trio, aerialists at Tipton, Ind. Armstrong also caught the opening of the Diamond Horse-shoe Rodeo at Stonington, Ill. Since returning to camp, he visited Campa Bros.' Circus and Rogers Bros.' Circus. . . . **Capt. William Heyer** and his horse, Starless Night, will be an added attraction at the nightly horse show at the Minnesota State Fair, St. Paul. The show will be held in the fair's new Hippodrome.

Bert Dearo, slack-wire, writes from Culbertson, Neb., that the weather in that part of the country has been excellent, with hot, dry days and cool nights. Bert along with **Corrine Dearo**, high performer, played the Sidney, Neb., and Culbertson, Neb., annuals. Others in the line-up there included **Lew Fine**, comedy and emcee; **Billy Irwin**, table rock; **Jean Hamilton**, songs and comedy; **Harrison Family**, unicycle; **Bill Wallace**, organist, and **Gil Snyder**, musical. The Dearos were also skedded for fairs at Fergus Falls and Morris, Minn., and then to Canfield, O.

Ralph Ruhl, erstwhile parachute jumper and high diver, formerly billed as **Frenchy Veon**, has been ill for several weeks at the home of his parents in Canton, O., Ruhl, who spent 39 years in outdoor show business was recently featured in a biographical sketch in The Canton (O.) Repository. . . . **Joe Milsop**, hillbilly, has given up his thrill-driving aspirations since he took a ride with one of the Kochman drivers at the Clearfield, Pa., fair.

Talent set for the Montgomery County Fair, Dayton, O., September 3-6, includes the **Flying Lavals**; **Judy and Jeanette**, high performers; **Four Whirlwinds**, skating; **Eddie Doyle**, juggling; **Franklin and Astrid**, hand balancing; **Four Merrils**, acro; **Los Gitanos**, perch; **Beatrice Dante**, chimp act, and **Naitto**, dogs. Show, booked thru Pan American Booking Agency, will also have the **Jean Shuppert** line and the **Bob Copfer Quartet**.

Karlo the Clown, infos from Venice, Calif., that he was with the **John Billsbury** grandstand unit at the Ferndale, Calif., fair.

Also in show were the **Three D's**, **Dwight Moore** and **His Dogs**, **Paul Velarde**, **Four Musketeers**, **Serenade Musical Wonder Horse**, **Princess Musetta**, **Snow's Alpine Animals**, the **Lennons** and the **Great Romero**. . . . Supporting acts at the DuQuoin, Ill., fair will include the **Ben Yost White Guards**, songs; **Perry Franks** and **Janyce**, dancers; **Asia Boys**, contortion; **Marvellos**, musical magic; **Wimpy**, clown; **Hurricanes**, adagio; **Marie Louise** and **Charles**, trapeze, and the **Three Glens**. **Manhattan Rockets** will be the girl line.

June Richmond, American singing comedienne, has been signed to appear in a Copenhagen version of the musical, **Carousel**, which opens at Glass Hall in Tivoli Park, Copenhagen, September 13 for a winter run. . . . **Three Manleys**, comedy trio, left Copenhagen last week to fill dates in America and Canada. They are booked by **Stanley Wathon**, New York.

Bob Miller, roller-skating champ, will be one of the attractions at the 75th Anniversary Celebration at Avalon, Pa. Booking was handled by **Larry Kenneth Attractions**.

Zenka Malikova, fem high-wire single, hopped from Rochester, N. Y., to West View Park, Pittsburgh, last week for a return stand, to remain thru Labor Day. She played West View July 31 to August 12.

Burton's Birds, who were awarded an Oscar for their performance in the film "Bill and Ted," produced by **Ken Murray**, will be featured at the Lake County Fair, Lakeport, Calif., September 1-3. . . . The home of **Sherman Crane**, rodeo clown, in Westminster, Calif., was recently razed by fire. Crane was on the road at the time. A barking dog aroused neighbors who pulled two bicycles and a small trailer from the garage.

Louis and Cherie, who appeared on the "Big Top" TV show from New York Sunday (25), are appearing this week at Elridge Park, Elmira, N. Y., and follow with the **Leighton (Pa.) Fair** week of September 3.

Jaqueline Teeter, high pole performer, is recuperating from an appendectomy in Winamac, Ind. Miss Teeter was stricken while en route to the Troy, O., Fair, and expects to be confined for several weeks. Her address is R. R. 2.

Wally Overman has been set for 10 weeks of one-nighters by **H. McLaughlin**, of Consolidated Artist Booking Agency, San Antonio, opening September 24 and running thru December 3. Overman is said to be getting \$400 per week for the trek. He is slated to sail for England around mid-December. . . . **Speedy Babbs**, currently at Hopyland, Venice, Calif., with his **Globe of Death**, will appear on **Art Baker's** "You Asked For It" network TV show from New York September 7. Babbs made the film sequences for the program in Los Angeles last week. He reports that he has another TV appearance coming up soon—wrecking an airplane and dusting himself off and walking away from the wreckage. That is the way he has it planned, anyway. He is also slated to do a **Pete Smith** short before he returns East. For that stunt he plans to tear an airplane to pieces in mid-air, and when it refuses to fly anymore, bail out via parachute.

San Antonio Expo Names Dept. Heads

SAN ANTONIO, Aug. 25.—Committees for the third annual San Antonio Exposition, to be held here shortly after the first of the year, were named this week by **E. W. Bickett**, president.

W. M. Thornton, heads advance tickets sales; **Mark L. Browne**, general livestock; **Dr. Harold Bagtorg**, publicity and advertising; **Lucian T. Jones**, finance and budget; **R. Beal Pumphrey**, courtesy and information; **R. P. Tull**, commercial exhibits, and **Fred Shields**, horse show.

Wisconsin a Cinch To Chalk New Mark

MILWAUKEE, Aug. 25.—Going into its next to the last day here today, the Wisconsin State Fair was rated a cinch to set an all-time attendance record for its normal nine-day run. To equal the previous peak total of 721,781 set last year, a week-end gate of only 117,625 is needed. The fair is figured to close to 170,000 in its final two days. Last year the final week-end yielded a gate of 160,000. At the close of business Friday (24), the gate count stood at 604,255, an increase of about 53,000 over last year's attendance to the same point.

Record attendance has caused excellent, if not record business for many segments of the annual. Grandstand receipts thru Friday aggregated \$167,000 after taxes, as compared to \$126,000 to the cor-

responding point last year. Night grandstand attendance, always big here, accounted for a large portion of the \$41,000 jump in the grandstand net for the first seven days. The rides in the permanent State Fair Park set-up have been enjoying a sharp upturn in patronage. Figures for the first five days put the ride grosses for that period at 17 per cent higher than for the same period in '50 and generally, food concessionaires reported better than '50 business. Most drink concessionaires, however, reported a drop-off, which they charged to the cooler weather of this year.

Fun on the Farm
New plant improvements is the Fun on the Farm zone, an area consisting of midway shows, (Continued on page 60)



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Out in the Open

Matt Saunders, who once handled press on the old Buffalo Bill Show, provided patrons of the Loew-Palace Theater, Bridgeport, Conn., which he manages, with laughs when he set up a pin-the-tail-on-the-donkey game in the lobby to push the pic "Francis Goes to the Races," which deals with a talking mule. . . . **Jack Rosenthal** of Palisades (N. J.) Park, not only will visit Luna Park, Haifa, Israel, on his flying trip, which starts September 19, but will stop off at Rome, breeze thru Northern Italy, spend a few days at the Festival of Britain and in Switzerland and wind up the junket with two weeks in Paris. The Israel spot is operated by disabled war vets, and Jack's advice is being sought on the layout, which includes a Ferris Wheel, Merry-Go-Round, 10 Auto Skooter cars, 10 water boats, and open-air theater with four Kiddie rides, Penny Arcade, Mirror Maze, a building housing merchandise wheels and food and drink concessions.

Chester I. Levin, of the Midwest Merchandise Company, Kansas City, Mo., was called to the bedside of his father in Atchison, Kan., August 16. His father passed on soon after his arrival. Funeral services were held August 19, with interment at Stanley, Kan. . . . **N. S. Alexander**, of Woodside Park, Philadelphia, was a recent visitor to Olympic (N. J.) Park. **H. P. Schmeck**, of the Philadelphia Toboggan Company, also turned up at the latter spot for inspection of its Roller Coaster, on which he will perform further redesigning. . . . **Earl Purdie**, operator of the Lion Drome at Palisades (N. J.) Park, who was banged up badly in a fall recently, is recovering at his Palisades home. Earl reports that business for his unit has been on a par with last year.

Clarence Bell, veteran press agent, has been handling promotion in the Hartford, Conn., area on several flickers for Columbia Pictures, New York, during the past several weeks. . . . **Ocean Beach Park Board**, which supervises city-owned and -operated

Ocean Beach Park at New London, Conn., has set Sunday, September 9, as official closing date

P. T. (Pa) Strieder, manager of the Florida State Fair, Tampa, was a Chicago visitor Thursday (24) on his annual visit to Midwestern fairs. He had already been at the Illinois State and Wisconsin State fairs and was en route to visit annuals at Des Moines, St. Paul, Indianapolis, Detroit and Toronto.

Bob Parker was in Chicago Friday (24) en route from North Carolina points to his home at Delavan Lake, Wis.

Jack Rosenthal, who with his brother **Irving** operates Palisades (N. J.) Park, last week made his first visit to Rockaways' (N. Y.) Playland since 1938. . . . **Phyllis Chaimowitz**, secretary to **Dick Geist**, jack-of-all-trades at the Rockaways spot, appeared on **Arthur Godfrey's** "Talent Scouts" TV show from New York Monday (20). . . . The New York State Fair, Syracuse, and the New Jersey State Fair, Trenton, are on the visiting list of **Ed Kelmans**, operator of Indian Point Park, Peekskill, N. Y.

Jack Morris, son of vet promotion man **Charles (Doc) Morris** and now handling promotion chores at White City Park, Worcester, Mass., brought the spot one of the best week-ends of the year last week via a tie-up between the park, Hopalong Cassidy Enterprises and local stores, with Hopalong merchandise distributed to moppets holding tickets. . . . **Pete Drambour** of Seaside Park, adjacent to Rockaways' (N. Y.) Playland, is planning new flash for the outside of the spot and will add one major thrill ride for next season.

Woodland, Calif., 40,000 Attendance Matches '50 Gate

WOODLAND, Calif., Aug. 25.—An estimated 40,000 people attended the "free-gate" Yolo County Fair, which closed its annual four-day run here Sunday (19). This year's figure equaled that of 1950.

On closing day, thousands visited the exposition. The day's featured events were a Rotary Club barbecue, model airplane meet, a livestock parade, vaudeville show and folk dancing. The rodeo on Saturday was attended by 3,000, according to **Stuart Waite**, manager.

Waite said that entries in all divisions and branches increased 25 per cent over 1950. A special division was added this year for 4-H Club members and Future Farmers of America.

Friday (18) was marked by a seven-division parade in the downtown area, starting at 11 a.m. Crafts Exposition Shows, managed by **Roger Warren**, are featured on the midway for the second consecutive year.

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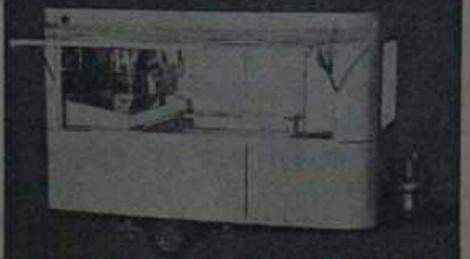
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Hamid 'Follies' Rocks Audience at Ottawa

Continued from page 3

doff their vestal cloaks revealing Easter finery and emulate New York's traditional Fifth Avenue parade before a set depicting St. Patrick's Cathedral as seen from the promenade of Rockefeller Center. Half of the girls are togged out in top hats and tails to complete an eye-catching picture. Art Matheus, emcee, and Jean Pascal and Rita Perry, fem vocalists, do a nifty job on the expected holi-

day lyrics and get the show into high gear.

A novel twist this year is the use of transcribed sound effects. The sounding of cathedral chimes heralds the opening production number depicting spring. The summer scene lights up with the Atlantic City surf booming over the amplifiers. The recorded sounds of hunting dogs in pursuit of the fox puts the smell of autumn in the air.

Three acts filled in the waning minutes of twilight here to open the show. Clark and Bailey, accomplished acro-comedians, were followed by the spectacular Les Idalys in their novel aerial turn featuring an upside-down unicycle gimmick, and the Tucker Troupe, a fast-moving trio of girls on the trampoline. Ladd Lyon, working with a girl plant in the audience, sold his comedy balancing turn effectively after the Easter number.

Roxyettes worked with beach balls measuring several feet in diameter in the Atlantic City number. Set depicted the resort's Boardwalk, with Hamid's Steel Pier modestly outlined on a single panel. The smooth Peggy Taylor adagio trio was featured with the chorus, attractively decked out in solid black bathing suits and colorful beach robes, lolling on the simulated sands in the background.

The Madcaps, two lads with harmonicas, buffooned their musical ability with numerous comedy bits that kept the audience howling. Robert Baudy's Greyhounds followed, smoothly routined in the manner of liberty horses and winding up with the sock stage-coach hold-up bit with costumed monkeys riding the canines.

A take-off on the Navy's shore patrol gives the Roxyettes a chance to do one of their eye-filling precision numbers. Gals are attired in abbreviated sailor suits and come on with signal flags which they later abandon in favor of

SUMMER SPECIAL

Gotham Daily Gives Mighty Plug to King

NEW YORK, Aug. 25.—The New York World Telegram and Sun selected a stretch of typical local summer weather last week to offer its readers almost a column and a half of text and a page width of pictures seven inches deep on King Bros.' Circus and the clan Cristiani, backbone of the show.

Article was written by staffer Frederick Woltman and appeared in the Saturday (18) edition of the paper, which has a circulation of 326,543 for that day. The piece, datelined Newburgh, N. Y., site of a one-day stand for the show, figured as one of the largest single chunks of publicity given a circus, with the exception of Ringling-Barnum, by a New York gazette in recent years. The story ran under an eight-column banner headline and went into detail on the important part played by the Cristianis and their in-laws in the show's operation.

night sticks. The staccato time steps culminating in the ever-popular high-kick proved as solid as ever. The Armandis Ricardys follow with their fast-moving and intricate teeterboard turn.

Some of the show's best costuming is shown in the September number. Gals are attired in full-length gowns paneled in myriad autumnal colors. Fans are used in standard routines and depict the falling of leaves.

The Therons, bike act, fill the stage with their unique wheel presentation. The four girls and three men wowed the audience with their multiple tricks. Art Matheus, emcee, sang a number of standard favorites and proved just as popular as last year.

Major production effort is embodied in the finale, Christmas number, a stage-filling spectacle that enraptured the audience. Roxyettes come on in colorful winter costumes, with 12 of the chorines in hand-propelled sleighs. Entire chorus has bells in different pitches sewed to their costumes, thus enabling them to perform two sock ball routines. Props include 24 Christmas trees containing 640 lights, each propelled by a chorine, plus a larger tree centered upstage. Glen Childers, electrician, also utilizes electrical snow effects to complete the breathtaking winter scene.

There has been no stinting in any department. Sets are colorful and massive, the costuming bright and rich and the lighting all that could be desired. The smooth-performing Roxyettes provide the necessary professional momentum seldom seen on such a scale off Broadway and Lee Barton Evans, company manager, keeps the spectacle paced nicely from start to finish.

George A. Hamid Jr. is producer; Lee Barton Evans, company manager; Art Craig Matheus, master of ceremonies; Glen J. Childers, electrician; Tex Hamilton, stage carpenter; Jack Glickman, cornet; Mickey Blas, drummer; Bernice Feldman, Roxyettes captain, and Flo Kelly, producer of dances.

ESE Registers Space Record

WEST SPRINGFIELD, Mass., Aug. 25.—Eastern States Exposition, to be held here September 16-22, hung up a new record when it was announced last week-end (18-19) that space for concessions and farm machinery exhibits for this year's edition was sold out. A limited amount of exhibit space in the Industrial Arts Building remained, but it was expected that this also would go by fair time.

Some five acres of outdoor tented space used by farm machinery manufacturers and distributors was disposed of two weeks ago, and a waiting list was set up for whatever room might become available. Each year the annual gives first crack at space for the following year to concessionaires and exhibitors before going to the waiting list.

Early sellout of space has fair officials confident that the run this year will be successful.

Durante Smash Hit At Toronto Annual

Continued from page 3

Johnson did the best job of filling the huge area, even though many of their offerings were too compact. Kaye got as close to the audience as he could, working from platforms hauled by mobile units. Durante does the same, and tries even harder when he works directly on the track with an abbreviated line.

Much of Durante is lost, and the same was true of Kaye and, to a lesser extent, of Olsen and Johnson, because no one in the audience, including those in the front row, can catch the all-important muggings, pantomime and bits of business that make these performers sock showmen.

Emphasis this year is on props, always a big feature here, and talent, except for the principals, is short. Except for the top acts, the performers are all Canadians, an appeasement measure to stifle the squawks of a sizable group urging the spending of money within the Dominion. Canadians were used in large numbers last year for the first time and the group endeavors were unfinished. Their efforts this year are much better, with the 48 line girls doing one precision number that adds up to a fair facsimile of the Rockettes, except for an odd arm and leg being out of line.

Show opens with an overture, followed by Park View on the Turn of the Century, first of four principal production numbers. Included are 48 line girls, the ballet corps and choral ensemble, standards in each of the major numbers. Boy Foy, clever unicyclist-juggler, keeps the pace fast. The Blackburn Twins and Pam Cavan try hard thruout, but their arts are largely lost on the audience because of the distance at which they work. The set is lavish and nostalgic, containing a village green and bandstand, with a brass band and park benches and ornate lighting standards.

The Dassies, acro-tumbling combo, followed, and scored heavily. Durante comes on in a prop train, which belches real smoke in copious quantities to obliterate the first couple of minutes of typical Durante antics lasting some 20 minutes.

Carmen Pot Pourri is the second major production. Regina Resnik, Metropolitan opera songbird, is featured with Donald Dickson. Sets are massive, and costuming lavish, and all ensemble groups participate, with Lois and David Adams and Eva Von Gensey featured vocalists.

Schnozola follows with Regina Resnik to rehash the notable TV skit he did with Helen Traubel. Miss Resnik was willing and tried hard but the skit was below par.

Rhapsody in Blue, featuring Nirska, Lois and David Adams, and Clyde Ellzey, solo pianist, was outstanding. It proves that simplicity can often outshine an overabundance of production.

Weakest spot in the show is Stage Door Johnnies, a sizable effort featuring the Blackburn Twins, with Pam Cavan, and the Glee Club.

An elaborate prop, with Club Durante in three-foot-high neon letters and holding a full orchestra, provides a backdrop for Durante and his side-kicks, Eddie Jackson, Eddie Roth and Jules Buffano. Jackson rates heavy applause on his own.

Finale is The Big Parade, most elaborate of all numbers. Regina Resnik and Donald Dickson ably handle the patriotic vocals. A full military band and 85 soldiers in precision drilling share honors with the line girls who are dressed in attractive Mountie costumes. Set depicts main entrance of the Exhibition, almost on full scale.

with the Toronto skyline blinking in the distance.

Fireworks, staged by the T. W. Hand Company, conclude the night show. Enough powder is used to stage a successful Latin-American revolution.

Production art director, Jack Ray; scenery, Richard Rychtarik; designed by Frank Spencer and executed by Malabar, Ltd.; orchestra and choral director, Antonio Morelli; dance director, Aida Broadbent; assistant choreographer, Gail Grant; original music and arrangements by Morelli; general stage manager, William Johnson; stage manager, Archie Thompson; production co-ordinator, Sol Shapiro, William Morris Agency.

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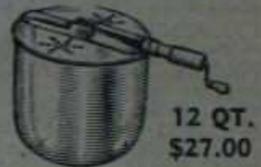
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Liberal, Kan.
Allen Bros.: Augusta, Ga., 30-Sept. 3.
American Beauty: Carroll, Ia.
Am. Corp. of America (Hennies): (State Fair) Des Moines, Ia., 29-Sept. 3.
City 3-8.
American Eagle: (Fair) Golconda, Ill.; Brownsville, Tenn., 4-9.
American Midway: Kingman, Kan.
A. M. P.: Richland, Va.
Badger State: Henning, Minn., 27-29; Clarissa Sept. 1-3.
Baker United: (Fair) Converse, Ind.
Beam's Attrs.: (Fair) Punxsutawney, Pa.
Becht, Lee: (Fair) Lebanon, O.; Loveland 3-8.
Bee's Old Reliable: Mt. Sterling, Ky.
Bernard & Barry: Dresden, Ont., Can., 28-30; Windsor Sept. 3-8.
B. & H. Am. Co.: Lynchburg, S. C.; Ham-lingway 2-8.
Big Four Am. Co.: St. Elmo, Ill.
Big State: (Fair) Apache, Okla.
Blue Grass: (Fair) DuQuoin, Ill., 27-Sept. 3.
Bluff City: Bucklin, Mo.; Marceline 3; Lexington 5-8.
Bodart: Baraboo, Wis., 27-30; Shawano 31-Sept. 3.
Bogle, F. C.: Fort Scott, Kan.
Borderland: Wharton, Tex.
Brewer's United: Rosenberg, Tex.
Brodebeck: Hardtner, Kan.
Brodebeck & Schrader Rides, No. 1: Garden City, Kan., 1-4.
Brodebeck-Schrader Rides, No. 2: Mulvane, Kan., 29-30.
Buck, O. C.: (Fair) Rhinebeck, N. Y.; (Fair) Bath 3-8.
Burdick's Greater: Lott, Tex.
Burke, Harry: Rayne, La.
Burkhardt: Mackinaw, Ill., 28-30; Kingston Minn. Sept. 1-3; Elmwood 4-8.
Capital City: (Fair) Maryville, Tenn.; (Fair) Columbia 3-8.
Capitol City Amusements: Princeton, Ind., 1-3; Hopstean 5-8.
Carpenter Bros.: Kallida, O., 28-Sept. 1; Oakwood 2-3.
Casey, E. J.: (Fair) Dryden, Ont., Can., 28-30; Sioux Lookout 31-Sept. 1; Kenora 3; Pine Falls, Man., 5-6.
Cathert Greater: Herrington, Kan.; Hume, Mo., 5-8.
Cavalcade of Amusements: (State Fair) Detroit, Mich., 31-Sept. 9.
Cavalcade of Fun: Cherry Valley, Ill., 6-8.
Central States: Belleville, Kan.; Holston Sept. 3.
Cetlin & Wilson: (State Fair) Indianapolis, Ind., 28-Sept. 7.
Chano, Jimmie: New London, O., 31-Sept. 3; (Fair) Medina 5-8.
Cherokee Am. Co.: Burlington, Kan.; Pittsburg 3; Chandler, Okla., 5-8.
Coleman Bros.: (Fair) Norwich, Conn.
Coleman, C.: Washington, La.
Collins, Wm. T.: (Fair) Marshfield, Wis., 1-5; (Fair) Redwood Falls, Minn., 6-8.
Columbia: (Fair) Blue Hill, Me., 1-3; (Fair) Pembroke 6-8.
Coney Island: Sneedville, Tenn.; Pennington Gap, Va., 1-8.
Conklin: (Fair) Sherbrooke, Que., Can.; (Fair) Quebec City, 1-9.
Continental: Westport, N. Y.
County Fair: Sargent, Neb., 27-29; Chambers 30-Sept. 1.
Crafts Expo.: Lodi, Calif., 28-Sept. 2.
Crafts Fiesta: Oceanview, Calif., 30-Sept. 9.
Crafts 20 Big: Sanger, Calif., 29-Sept. 1; Lancaster 5-9.
Cumberland Valley: (Fair) Crossville, Tenn.; (Fair) Cookeville 3-8.
Crescent: Ketchikan, Alaska, until Sept. 10.
Dan-Louis: (Fair) Leitchfield, Ky.
DeLuxe: Rockville, Conn.
Dobson's United: Black River Falls, Wis., 27-28; Luxemburg 30-Sept. 3.
Down River Am. Co.: Mt. Clemens, Mich.; River Rouge 3-8.
Drago: Knox, Ind.
Drew, James: (Fair) Penneboro, W. Va.; (Fair) Charleston Sept. 1-9.
Dudley, D. S.: Andrews, Tex.
Dumont: Suffolk, Va.
Dyer's Greater: Mineral Point, Wis., 31-Sept. 4.
Dyer's Lotta Hooley: Hanover, Ill., 27-29.
Eastern Am. Co.: Woodland, Me.
Eddie's Expo.: (Fair) Stoneboro, Pa.
Ferris, Carl D.: (Fair) Little Valley, N. Y.; (Fair) Dunkirk 3-8.
Evans United: (Fair) Horton, Kan., 29-31; (Fair) Versailles, Mo., Sept. 1-8.
Fidler's: Depue, Ill., 27-Sept. 3; Jacksonville 4-8.
Fleming, Mad Cody: Blue Ridge, Ga.
Francis, John: Gary, Ind., 27-Sept. 3.
Franklin, Don: (Fair) Coleman, Tex.; (Fair) Nacogdoches 4-8.
Frontier: (Fair) Rifle, Colo.; (Fair) Hotchkiss 5-8.
Gem City: Paducah, Ky.; Athens, Ala., 3-8.
Gentsch, J. A.: Union, Miss.
Georgia Am. Co.: Moultrie, Ga.
Gladstone Expo.: (Fair) Hodgenville, Ky.; (Fair) Benton 3-8.
Gold Medal: Kirksville, Mo.
Golden Rule: (70th & Woodland) Philadelphia, Pa.
Gooding Am. Co., No. 1: (State Fair) Columbus, O.
Gooding Am. Co., No. 2: (Fair) Burton, O.
Gooding Am. Co., No. 3: (Centennial) Delphos, O.
Gooding Am. Co., No. 4: (State Fair) Columbus, O.
Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.
Gooding American Expo.: (Fair) Auburn, Ind.
Gooding Greater: (Fair) Jackson, Mich.
Gooding Park Attrs.: (Fair) Canfield, O.
Grand American: (Fair) Princeton, Mo., 28-30; (Fair) Unionville Sept. 5-8.
Great Lakes: Port Jefferson, O., 28-Sept. 2; Bardonia 5-8.
Greater Dixieland: Gordon, Ark.; (Fair) Benton 3-8.
Greater Midway: Dillon, S. C.
Groves Greater: Bunkle, La.
Hagensick: Appleton, Mo.; Fairview 5-8.
Hale's Shows of Tomorrow: (Fair) Kearney, Neb.
Hames, Bill: Paris, Tex.; Gainesville 3-8.
Hammond, Bob: (Fair) Richardson, Tex.; (Fair) Baytown 3-8.
Hannum, Morris: (Fair) Mansfield, Pa.; (Fair) Lehighton 3-8.
Happy Attrs.: Perryville, O., 28-Sept. 1; (Fair) McConnellsville 5-8.
Happyland: Traverse City, Mich.
Harrison Greater: (Fair) Hertford, N. C.; Bethel 3-8.
Heller's Acme: (Fair) Leakeville, N. C.; (Fair) Collinsville, Va., 4-8.
Hennies (Am. Corp. of America): (State Fair) Des Moines, Ia., 28-Sept. 3.
Heth, L. J.: (Fair) Oneida, Tenn.; (Fair) Jamestown 3-8.
Hill's Greater: (State Fair) Douglas, Wyo.; (Fair) Mitchell, Neb., 3-8.
Horse State: Parker, S. D., 27-29; Wood Lake, Minn., 30-Sept. 1; Forman, N. D., 3-5; Jordan, Minn., 6-9.
Hottle, Buff: Jackson, Mo.; Trenton, Tenn., 3-8.
Howard Bros.: (Fair) Caldwell, O.
Imperial: Alledo, Ill.

Inland: Burlington Junction, Mo.
Interstate: (Fair) Morristown, Tenn.; (Fair) Besierville 3-8.
J. & B.: Mount Rainier, Md.
Johnny's United: (Colored Fair) Gallatin, Tenn.
Jollytime: Jarratt, Va.
KATRAS, Gust. Greater: Hopkins, Mo., 30-Sept. 1; Jamesport 3-5; Gall 6-8.
Kile, Floyd O.: (Fair) Booneville, Ark.
LaCross: Bradford, Va., 1-3.
Lane, Geo.: Savannah Beach, Ga., 27-Sept. 3.
Lane, Sammy: (Fair) Ellington, Mo.; (Fair) Salem 3-8.
Lawrence Greater: Woodstock, Va.; (Fair) Staunton 3-8.
Lee United: Thompsonville, Mich., 27-29.
Lone Star: Burlington, N. C.
Maddox Bros.: (Fair) Newton, Kan.; (Fair) Buffalo, Okla., 6-9.
Magic Empire: (Fair) Marion, Ky.
Manning Bros.: (Fair) Ballston Spa, N. Y.; (Fair) Mt. Holly, N. J., 3-8.
Marks, John H.: Roanoke, Va.
Marvel: Prairie City, Ill., 31-Sept. 1; Colchester 3-4; Cuba 6-8.
Meeker: (Fair) Ellensburg, Wash., 30-Sept. 3; (Fair) Lewiston, Idaho, 5-9.
Merriam's Midway: Columbus, Neb., 28-31; Schuyler Sept. 1-3; Guthrie Center, Ia., 4-7.
Merryland: Baldwin, Mich., 27-29; Kaleva 31-Sept. 1; Farwell 2-3; East Jordan 5-8.
Midway of Mirth: Murphysboro, Ill.
Midwest: Afton, Wyo., 30-Sept. 1; Evans-ton 2-3.
Mighty Hammonree: (Fair) Irvine, Ky.; Booneville 10-15.
Mighty Hoosier State: LaFayette, Ind.
Model: Merville, Ia.; Baxter Springs, Kan., 3-8.
Mighty Page: Tappahannock, Va.; (Fair) Dunn, N. C., 3-8.
Model: Dayton, Ia., 27-Sept. 1; Merville 3-8.
Model Shows of Canada: St. John, N. B., Can.
Moore's Southwestern: Oblong, Ill.
Motor State: Hale, Mich.
Murphy's Tri-State: (Fair) Tripp, S. D.; Wagner 2-3; Bridgewater 4-6; Madison 7-8.
Mound City: (Fair) Rison, Ark.
Mound City: (6034 N. Broadway) St. Louis, Mo.
Nelson, George W.: Sibley, Ia., 28-31; Graettinger Sept. 3; Lake Mills 4-5.
Nessler Greater: (Fair) Windsor, Ill., 27-30; (Fair) Pana 31-Sept. 3.
New York Galey: Batavia, N. Y.
Northern Expo.: Sidney, Mont., 27-29; Glendive 30-Sept. 2; Williston, N. D., 3-5.
Oklahoma Expo.: Turley, Okla., 30-Sept. 4.
Orange Bowl: Hahira, Ga.
Page Bros.: (Fair) Hohenwald, Tenn.; (Fair) McMinnville 3-8.
Page Bros., No. 2: (Fair) Hohenwald, Tenn.; (Fair) Spencer 3-8.
Palmer: (Fair) Galax, Va., 3-8.
Palmetto Expo.: Aynor, S. C.
Pan-American: San Leandro, Calif., 29-Sept. 3; Modesto 6-9.
Parade: Garnett, Kan.; West Mineral 3-8.
Paul Am.: (Fair) Marshfield, Mo.; (Fair) Monett 3-8.
Peck Am.: Palmyra, Ill., 27-28; Mason 31-Sept. 3.
Pee Dee: Welcome, N. C.; Reidsville 3-8.
Penn Premier: Gratz, Pa.; (Fair) Post Royal 3-8.
Pioneer: (Fair) McConnellsburg, Pa.; (Fair) Oriskany 3-8.
Playtime: (Fair) Windsor, Me., 28-Sept. 3; (State Fair) Lewiston 4-8.
Powelson Expo.: (Fair) Paulding, O., 29-Sept. 1; (Fair) Richwood 2-5.
Powelson Greater: Scio, O., 30-Sept. 1; Coshocton 2-3.
Prell's Broadway: (Fair) Indiana, Pa.; (Fair) Ebersburg 3-8.
Reid, King: (Fair) Morris, N. Y.; (Fair) Schaghticoke 3-8.
Rockwell: (Fair) Winfield, Kan., 28-31.
Rogers Bros.: (Fair) Two Harbors, Minn., 28-Sept. 1; Bovey 3.
Royal American: (State Fair) St. Paul, Minn., 27-Sept. 3; (Fair) Topeka, Kan., 5-14.
Royal Crown: South Sioux City, Neb., 28-30; (State Fair) Lincoln Sept. 2-7.
Royal Expo.: Dublin, Ga.; (Fair) Claxton 3-8.
Royal Midwest: Sharpville, Ind., 27-30; Crownwell 31-Sept. 3; Sunman 5-8.
Royal United: Wilton Junction, Ia., 30-31; Matherville, Ill., Sept. 1-2; Galesburg 3-6; Nauvoo 7-8.
Rumble Greater: Madisonville, Ky.; Providence 4-8.
Schafer's Just for Fun: Norman, Okla.
Siehrand Bros.: (Fair) Filer, Idaho.
Silver Slipper: Irvine, Ky.
Smith Am. Co.: Lawton, Okla.
Smith's Funland: Weston, W. Va., 29-Sept. 1.
Smith, Geo. Clyde: Front Royal, Va.; (Fair) Warsaw 3-8.
Smith, George Clyde: (Fair) Warsaw, Va., 3-8.
Snapp Greater: Oshkosh, Wis., 27-31.
Southern States: Panama City, Fla., 27-Sept. 3.
Southern Valley: Wynne, Ark.; Malvern 3-8.
Southwestern: Oblong, Ill., 27-31; (Fair) Shawneetown Sept. 2-7.
Sparka, J. A.: (Fair) Knoxville, Tenn.; (Fair) Clinton 3-8.
Srader, M. A.: St. Francis, Kan.; Syracuse 3.
Star Am. Co.: Careway, Ark.
Stanton: (Fair) Oilton, Okla.; (Fair) Stanton 2-3.
Stephens, C. A.: (Fair) Greenville, Tenn.; (Fair) Mountain City 3-8.
Strates, James E.: (State Fair) Syracuse, N. Y., Sept. 1-8.
Sunset Am. Co.: (Fair) Columbia, Mo., 30-Sept. 3; (Fair) Warrensburg 5-8.
Tassell, Barney: Chapel Oaks, Md.; Gordonsville, Va., 3-8.
Tatham Bros.: Toluca, Ill., 31-Sept. 3; Mt. Pleasant 5-10.
Texas Midway: Italy, Tex.
Thomas, Art B.: Vermillion, S. D., 28-30; Tyndall 31-Sept. 1; Winner 2-3; Madison, Minn., 6-9.
Thomas Joyland: Kentland, Ind.
Towell, T. J.: (Fair) Stockton, Kan.; (Fair) Egoli 3-8.
Tinsley, Johnny T.: (Kane & Butler) At-lanti, Ga.; Athens 3-8.
Tip Top (Western): Chilton, Wis., 31-Sept. 3; St. Croix Falls 6-9.
Tivoli Expo.: Metropolis, Ill., 27-Sept. 3.
Turner Bros.: (Fair) Olney, Ill.; Grayville Sept. 1-3; Eldorado 5-8.
20th Century: (Fair) Fargo, N. D.; (Fair) Huron, S. D., 3-8.
Twin City: Marshall, Mo.; Ava 3-8.
Tyler's Overland: San Jose, Ill., 31-Sept. 1; Manito 2-4.
United Expo.: (Fair) Mountain Grove, Mo.; (Fair) Harrison, Ark., 3-8.
United States: (Fair) Sutton, W. Va.; (Fair) Webster Springs 3-8.
Victory Expo.: Salina, Kan.
Virginia Greater: (Fair) Keller, Va.; Nor-folk 3-8.
Vivona Bros.: Roanoke Rapids, N. C.; (Fair) Leakeville 3-8.
Wade Greater: (Fair) Marne, Mich.; (Fair) Wauseon, O., 3-8.
Wade, W. G.: (Fair) Ludington, Mich.; (Fair) Pinconning 6-8.
Wade's, Roscoe T.: Joyland Midway: Ovid, Mich., 27-30; Belding Sept. 1-3.
Wallace Bros.: (Fair) Sherbrooke, Que., Can.; (Fair) Quebec City Sept. 1-5.
Wallace Bros.: (Fair) Elkhorn, Wis., 30-Sept. 3.
Wallace & Murray: Shilunston, W. Va.; Winchester, Va., 3-8.
Washita Valley: (Fair) Tishomingo, Okla.; (Fair) Fletcher 5-8.
W. B. J.: (Fair) Pemberville, O., 28-Sept. 1; Stryker 2.

(Continued on page 58)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Lansing, Mich., 28; Kale-mazzo 28; Grand Rapids 30; Muskegon 31; Benton Harbor Sept. 1.
Billie Bros.: Kendallville, Ind., 30.
Capell Bros.: Friend, Neb., 29.
Cole & Walters: Avoca, Ia., 28; Griswold 29; Villisca 30; Bedford 31.
Gould, Jay: Fremont, Neb., 27-29; Beatrice 30-Sept. 1; Stanberry, Mo., 3-4; Knox City 5-6; Pittsfield, Ill., 7-8.
Hagen Bros.: Canton, Ill., 27; Beardstown 28; Hannibal, Mo., 28; Mexico 30; Fulton 31; Jefferson City Sept. 1.
Hagan-Wallace: Vidalia, Ga., 27; Dublin 28; Swainboro 29; Statesboro 30; Syl-vania 31; Wyanboro Sept. 1.
Hunt Bros.: Iver, Va., 31.
Kelly-Miller: Sturgis, Mich., 27; Three Rivers 28; Nappanee, Ind., 29; Plymouth 30; Knox 31; Wabash Sept. 1; Alexandria 2; New Castle 3; Knightstown 4; Shelbyville 5; Edinburg 6; Columbus 7; Bloom-ington 8.
Kelly-Morris: Owosso, Mich., 28.
King Bros.: Williamston, N. C., 28; Green-ville 28; New Bern 30; Kingston 31; Golds-boro Sept. 1; Durham 3; Greensboro 4; Salisbury 5; Gastonia 6; Stateville 7; Winston-Salem 8.
Lock Haven 29; Emporium, Pa., 28; Lock Haven 29; Newark 30; Wilkes-Barre 31; Scranton Sept. 1; Hackettstown, N. J., 3; Stamford, Conn., 4; Bridgeport 5; New Haven 6; Hartford 7; Brattleboro, Vt., 8.
Polack Bros.: Eastern: (Ball Park) Clinton, Ia., 28-29; (Lippincott Field) South Bend, Ind., Sept. 1-3; (Colliseum) Marion, O., 7-8.
Polack Bros.: Western: (Fair) Vancouver, B. C., Can., 27-Sept. 3; (Ice Arena) Seat-le, Wash., 5-11.
Ringling Bros. and Barnum & Bailey: San Jose, Calif., 28; (Cow Palace) San Francisco 28-Sept. 3; Santa Barbara 5; Long Beach 6; Santa Ana 7; San Diego 8-9.
Robinson, Don: Hamilton, Ga., 27; Lump-kin 28; Richmond 29; Ellaville 30; Ogle-thorpe 31; Vienna Sept. 1; Smithville 3; Stevens Bros.: Emmett, Idaho, 28; Meri-dian 29; Mountain Home 30; Glenn 31; Perry 31; Kimberly Sept. 1; Rupert 2; American Falls 3; Lava Hot Springs 4; Soda Springs 5; Montpelier 6.
Wallace & Clark: Portales, N. M., 31.

Misc. Routes

Banks, Alfred, Rabbit Foot Co.: Erwin, Tenn., 29-Sept. 10.

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Dallas Beats Heat; Midway Money Up

Set Labor Day Promotion; Football, Hadacol Events to Hype Ride Business

DALLAS, Aug. 25. — Texas' worst heat wave in history has failed to hurt attendance perceptibly at the State Fair summer midway here. Crowds have been good, having no place to go that was cooler. Business is far ahead of last year, altho Fred Tennant Jr., midway superintendent, thinks take probably has been lessened somewhat by 100-degree-plus temperatures.

Temperature by Sunday (19) had hit 100 degrees or more every day since July 2, with a high of 107 on several days. Heat broke last week, but temperatures still hovered in the 90's.

Public swimming pools have registered all-time high in attend-

ance for season so far and several private pool operators have scored with publicity stories by dumping crushed ice in water to lower temperature to swimmable level.

State Fair midway has several promotions coming up that are expected to boost business before midway closes September 17 to get ready for State Fair.

Professional football game in Cotton Bowl August 24 is expected to draw 65,000, and sports events in bowl are always good news for midway ops, since bowl is only few yards from midway entrance.

Chance Vought Club from big aircraft company at Grand Prairie has bought midway rides for daytime outing August 25. The event will follow pattern of last year's deal, with all rides free to some 16,000 members of club. Tennant has arranged with city for club members to use Fair Park swimming pool at reduced rate. There'll also be club-sponsored softball games and children's contests. Outing is second for club at Fair Park this year. In June, Tennant arranged for two private performances of the Gainesville Community Circus for the club in front of grandstand.

TV Promotion Set

For first time in years, the park will point big promotion guns on Labor Day. Sanger's Department Store will sponsor Webster Webfoot Day on midway with \$2,500 worth of merchandise prizes to be given away. Webster Webfoot is Sanger's television personality, a duck ventriloquized by Jimmy Weldon. Merchants have contributed 300 prizes to make up total. Three free shows will be presented on midway stage during day. Webster Webfoot will appear and Lady Barbara's Dog and Pony Show, regular midway free act, will be held over for Labor Day.

Hadacol company is renting Cotton Bowl for one-nighter September 17. Observers believe box-top deal could draw as many as 40,000 people into stadium, giving midway a bonanza. Hadacol played a ball park last time it was in Dallas and drew capacity.

Westview Dancers Given Orchid Buds

WESTVIEW, Pa., Aug. 25.—Orchid buds are being flown from Hawaii for distribution to patrons of Westview Park's ballroom as a promotion by the Pepsi-Cola Company. Purchase of two bottles of the firm's drink entitles the buyer to an orchid.

Publicity for the gimmick is carried in the ballroom's newspaper advertising of big name bands. In addition, the deal is plugged in a throw-away which is distributed to patrons at the gate.

TV Coverage Slated For Rock's Mardi Gras

NEW YORK, Aug. 25.—Plans for the Mardi Gras to be staged in the Rockaways area of Long Island, September 4-8, under sponsorship of the Daniel M. O'Connell Post 272 of the American Legion took more definite shape following a conference this week between Rockaways' Playland execs and Ted Cott, manager of WNBC and WNBT, key radio and TV stations of the National Broadcasting Company.

It was agreed that WNBT would carry locally 20-minute telecasts of events during the event on each of the days except Thursday, September 6. A float parade opening day will be covered by WNBT as well as WPIX, television outlet of the mass-circulation New York Daily News. A parade of volunteer firemen from Nassau, Suffolk and Westchester counties will be scanned the second day. The fourth day, the choosing of an honorary mayor and a king and queen of the event will be covered. For the closer, the cameras will look in on

BRASS RING

Life Photos Herschell, Coney M-G-R

CHICAGO, Aug. 25.—Life takes Merry-Go-Rounds for a three-page color spin in its August 27 issue. A double-page photograph shows the 49-year-old device at Steeplechase Park, Coney Island, which Life says is valued at \$250,000.

The mag predicts this ride will still be spinning "when fads like the Atomic Bomber have yielded to the Interplanetary Dipsy-Doodle."

Third page in the spread shows the shop of Allan Herschell Company, North Tonawanda, N. Y., with men painting a batch of Merry-Go-Round horses.

A separate picture in the same issue shows the late W. R. Hearst, newspaper tycoon, about a Merry-Go-Round.

3-Day, 3-Way Tie-Up Slated For Palisades

NEW YORK, Aug. 25. — Palisades (N. J.) Park is set to go August 30, 31 and September 1 for the Hopalong Cassidy-Bond Bread local department store tie-up recently entered into by several other parks in the East.

Irving Rosenthal, co-owner of Palisades, said that 2,000,000 tickets would be issued by stores handling the Bond line and by Macy's and Abraham & Straus department stores in New York and the Packard-Bamberger chain in New Jersey. The entire metropolitan area will be blanketed with the ducats, which give holders a photo of Hopalong, a Hopalong comic book and a crack at \$500 worth of Hopalong-approved merchandise in prizes. Irving predicted a turnout of 150,000 for the three days.

With good weather aiding, business at the park over last week-end was excellent, Irving said. Free attractions at the spot thru this week were the Bruno Family, high wire, and Buddy Williams' orchestra. Bertica Serrano, Latin-American singer currently featured at the Waldorf Hotel here with the Miguelito Valdes crew, played a one-shot last night (24) backed by the Williams group.

Mrs. America contest eliminations, always a strong guarantee of a good finish at Palisades, are set for September 4-6 at the park. A trick scheduled for yesterday afternoon had a fem artist working at the end of a ladder borne by a helicopter that advertised the park. Thursday (23), Irving was working on clearance with police and the Civil Aeronautics Authority for the trip, which would start at Teterboro (N. J.) Airport, hit the park, swing over this city and the State of Liberty and return to Palisades.

A. C. Centennial Work Moves at Lagging Pace

ATLANTIC CITY, Aug. 25.—Six war surplus searchlights, valued at \$38,000 each, will be purchased by the city for use in conjunction with lighting plans for the Atlantic City Centennial Celebration in 1954. Chairman Ezra C. Bell announced this week. He made a trip to Boston last week with Director of Public Works William Casey to inspect lighting equipment for the event.

Bell said the lights could be obtained for \$2,500 each, and bids are now being sought by the city. They will probably be used on the piers or Boardwalk and both Bell and Casey recommended to the city commission that they be bought. An appropriation of \$25,000 was made earlier this year to implement a long-rang lighting plan devised in co-operation with the Atlantic City Electric Company and the Edison Electric Institute. Flood lighting of the Absecon House also was started earlier this year.

Still to be determined is whether the centennial will be designed to attract new business or entertain the normal flow of patrons. It is estimated that 16,000,000 visitors come here each year and that with proper handling, the celebration year might draw 40,000,000.

However, little actual progress, except for the proposed searchlight purchase, has been made since planning began three years ago. A centennial flag has been adopted and placed on all hospitals here to inform visitors of the coming event and application has been made for a commemorative stamp. There has been little organized effort for forming of an authorized body that would be in general charge of the event.

Portland Spots Continue Ahead Of Last Year

PORTLAND, Ore., Aug. 25.—Good weather continued this week to pull customers into Portland's two funspots in greater numbers than a year ago. Earle G. Swanson, manager of Jantzen Beach, and Robert Bollinger, manager of Oaks Park, reported summer business holding above par.

Outing of Northwest Stores was a drawing card for Jantzen Thursday (16), when 8,000 customers of groceries belonging to the association presented tickets. Event was promoted for several weeks thru more than 20 stores. Midget races that night pulled a strong 6,000, Swanson stated.

Commercial truck drivers' Roadie preliminaries Saturday (18) crowded the stands at the Jantzen track. In the ballroom recently, Claude Thornhill's orchestra drew 2,500 at \$2 each.

Oaks was host to about 100 crippled youngsters brought by the Society for Crippled Children Friday (17). About one-third of the youngsters were wheelchair cases, but park attendants worked out techniques for their riding any of the park's devices. In addition, a month's promotion of a straight Kiddies Day (22) was reaching its peak early this week.

The Oaks funspot observed its anniversary during the week ending Saturday (11) with a park-wide 9-cent rate for rides for adults and children. Bollinger said crowds equalled those of a year ago.

Oaks Park's Looper was moved to Gresham, Ore., for the Multnomah County Fair, which opened Monday (20). Bollinger said all of the portable rides at Oaks will be taken to Salem for the Oregon State Fair, which opens September 1. Other rides which the company owns in Tacoma also will be taken to Salem for the fair.

N. C. Park Chartered

CHAPEL HILL, N. C., Aug. 25.—Dogwood Acres Lakes, Inc., here, has obtained a charter to conduct public and private amusement parks. Authorized capital stock is \$100,000, with \$300 stock subscribed by K. B. Cole, J. R. Durham and M. J. Dawson, all of Chapel Hill.

The mayor merely designated directors of the resort's convention and publicity bureau as a committee to handle preliminary details, with Bell as chairman.

It has been pointed out that 1954 also marks the 100th anniversary of White Horse Pike, main traffic artery leading here, and State participation might be obtained. It also has been proposed that the city stage an Industrial World's Fair, which could get federal help. Another suggestion was that the resort hire top names in show business to stage the celebration for their publicity value.

Hampton Beach Carnival Seen Hitting Jackpot

HAMPTON BEACH, N. H., Aug. 25.—Carnival week, which opened here Thursday (23), and ends Wednesday (29) was expected to hit the all-time jackpot for this spot by John Dineen, chairman of the committee in charge, with all special features of former years retained.

Scheduled are the Miss Hampton Beach beauty queen selection, Children's Day speedboat races, a talent parade and the Carnival Ball in the Casino. Free ice cream and candy will be distributed on kid's day. Added attractions are a baby show and style show offering a prevue of fall fashions. A fireworks display and a fire-fighting demonstration also will be given.

Dineen arranged for a 60-piece band from Forge Village, Mass., and a 55-piece band from Barrington, R. I., and two free acts to appear during the week.

Company Tries Morning Picnic At Kennywood

PITTSBURGH, Aug. 25. — An estimated 70,000 Westinghouse Electric employees and their families flocked to Kennywood Park for the company's 63d annual outing. It was the 33d time the event has been held at Kennywood, and the record of never losing to rain in that time was maintained.

For a new twist, Westinghouse publicized its picnic with five-column newspaper ads which named the park in a headline.

To encourage part of the crowd to come during morning hours, spreading the turnout over more time, gate prizes for children under 16 were awarded to early arrivals. T. H. Owens, Westinghouse picnic chairman, said the step was taken so the crowd could be handled in a single day. Idea was for some employees to bring children in for morning rides and a noon picnic and leave the park before other employees arrived.

Owens, whose committee members number 275, commended the park management for its part in the annual affairs.

Conn. Beast Farm Slated For Funspot

NEWINGTON, Conn., Aug. 25.—Ralph Emerson, who operates Emerson's Wild Animal Farm here, has disclosed plans to eventually expand the spot into a full-fledged park. At present, the farm features lions, cheetahs, monkeys, sea lions, deer and a Kiddieland zoo.

Emerson said he is seriously considering immediate installation of numerous rides, with emphasis on units with kid appeal. Further amusement facilities would be brought in later.

Further Work On Olympic Coaster Set

IRVINGTON, N. J., Aug. 25.—Front section of Olympic Park's Roller Coaster, severely damaged by a storm last fall and repaired for use early this season, will be redesigned by H. P. Schmeck, of the Philadelphia Toboggan Company, to conform with the rear portion of the ride, Robert Guenther park treasurer, announced this week.

Principal damage done by the blow was to the rear section of the device, and Schmeck supervised rebuilding, with most of the project completed before the season started. Guenther said he did not see any difficulties over construction work arising with the National Production Authority, as no steel, copper or aluminum will be involved in the job.

Business over last week-end (18-19) was as good as the good weather experienced. Free-acts at the park thru this week included the Ridolas, comics; Dellan's Boxing Cats; Ferdinand and Jerry, equilibrist, and Lillian Wittmack, with her horse, Evening Star.

A fireworks display will be offered Labor Day, with the swim pool shuttering that night. The park closes September 9, and plans for next season's operation now are being formulated.

Krasners Lose 5½G in Holdup

DENVER, Aug. 25. — Mr. and Mrs. Ben Krasner, operators of Lakeside Amusement Park here, were forced by two bandits to hand over more than \$5,500 after the men had entered the Krasner home and forced them to return to the park office Sunday (19).

The robbers intercepted the Krasners as they parked their car in their garage after closing the park for the night. Back at the park office, a night watchman was held up and forced to wait with the Krasners in the office while one of the men removed money from two safes.

Mrs. Krasner and the night watchman were warned not to call police, while Krasner was forced to accompany the men as they returned to their car. Upon his release, Krasner awakened a man in a near-by house and telephoned police.

WESTVIEW TAKES CONNEAUT SPREE

PITTSBURGH, Aug. 25.—Practicing what they preach for company outings, 400 employees of George M. Harton's Westview Park here loaded into charter buses and excursioned to Conneaut Lake Park for an all-day picnic, with W. J. Tarr's Conneaut crews doing the work.

Lagoon Picnic, Dance Score Top Turnouts

SALT LAKE CITY, Aug. 25.—An estimated 20,000 persons flocked to Lagoon Park here last week for the Kennecott Copper Corporation picnic. Park Manager Peter Freed said the crowd established a new attendance record for the season and turned in good grosses for the midway and pool.

Freed also reported heavy play thruout the park Friday and Saturday (17-18) when Spike Jones and his orchestra drew 6,000 to the funspot, setting a new top for dance turnouts this year.

Park will wind up the season on Labor Day week-end with an American Federation of Labor expected to prove a heavy draw the same week-end.

Indian Point Slates Pyro, 3 Rides, Acts

PEEKSKILL, N. Y., Aug. 25.—Altho not in the concrete stage, present plans of Ed Kelmans, operator of Indian Point Park here, call for the addition of three rides, free acts and fireworks displays next year, which will be his third full season.

Octopus, a dark ride and a Funhouse are in the running for selection now. A platform and all necessary rigging must first be erected to accommodate free attractions, which will be spotted two days a week at the park. Kelmans figures to offer pyro on Saturday nights.

Kelmans said the spot may go as much as 25 per cent ahead of last year's business pace by season's end, which, with recent additions, comes September 23. Four outings are included in the extra days. Kelmans is not too confident over the outlook for Labor Day, explaining that even in the days when Indian Point was operated as a way station for excursion boats business was never too heavy for that holiday.

Week-end of August 11-12 saw 23,000 motorcyclists staging an encampment at the park. Spending was heavy, Kelmans reported, and the spot's beer gardens and dance hall remained open until 4 a.m., Sunday. Weather for the week-end was excellent. Last week-end (18-19) also had fair skies, and the take for both days was healthy.

Running now at Indian Point is a photo contest open to park visitors, with takers of the best shots receiving prizes. Entrants waive control over further disposition of the pictures, and Kelmans plans to use the best snaps for a montage of the park which will be used as an outing and excursion lure.

Coney Island, N. Y.

By UNO

Jack Casper, talker with the Variety Follies on Stillwell Avenue, is undecided on his plans for activity following the end of the season here. Head front man Joe Boston, and ticket taker Whitey, both of the same spot, will go out with the James E. Strates Shows, taking leave Thursday (30). Joe will work as a talker with Jack Norman's Broadway to Hollywood revue, and Whitey will carry over as ducat pusher with Irvin C. Miller's Brownskin Models. They both will join the Strates org at the New York State Fair, Syracuse, September 1-8, and remain about 11 weeks. Joe may also join Tirza and her troupe for the State Fair of Texas at Dallas, October 6-21.

Tirza plans to make the Dallas event with a group of six to eight girls, with the revue titled Wine and Women and Tirza doing her specialty. Ray Marsh Brydon, bigwig of the Dallas midway, engaged them for the date, which will last the run of the fair. With gaged them for the date, which her will go talkers Bill Dely and Bill Taylor, with Dely as head front man. Following the Texas stand, Tirza probably will take the girls to a Miami nitery for futher work.

Singer Hattie Green, who has played Hollywood and New York night spots and the flickers, is proving a strong draw at Fred Sindell's Cavalcade on Surf Avenue. Additions made last week at Cavalcade and who will finish out the season are Varney, China Doll, Patricia and Charlotte. . . . Betty Meyers, wardrobe mistress for Tirza, will trek to Dallas and then to Miami. She and Daisy Duval, Tirza's mother, plan to open a costume, beach togs and accessories shop at the Florida city. Daisy was tendered a birthday party at a Gotham night spot, August 27, by her family.

Further report on personnel at Steeplechase Park includes the following concessionaires: Max Brenner, penny pitch game; Louis Fox, Penny Arcade; Mr. and Mrs. Angel, frozen custard; Mrs. Saltzman, poker roll; Louis Rifkin, bottle ball game; Pete Pappos, frozen custard; Weisman & Gains, Penny Arcade; James Corines, bar and grille; Joe Frigenti, poker roll, ball game and shooting gallery; De Polo & Bruns, bar and grille and lunchrooms; Mary De Polo, ice cream and frankfurters; Gus Tallam, candy stands; James

Vanvakos, cotton candy stands; Strates Vergos, souvenirs; Ralph Haim, hot corn and soft drinks, and Louis Theil, parking lot.

Manager James J. Onorato of Steeplechase Park reported that August 14-19 was one of the best stretches for business the spot has enjoyed. An outing of the National Fraternal Order of the Deaf staged Saturday, August 18, proved one of the biggest this season, with 1,500 on hand. . . . Judges for the eighth running being presented by the Chamber of Commerce and The Brooklyn Eagle weekly on Thursday at the Atlantis roof included Michael Brown, sailor Sigmund Bajack, Jody Fair from the Institute of Modeling and Ray Barber. Eugene Bannigan, assemblyman and Democratic leader from the 11th assembly district of Kings County was emcee for the evening.

Chamber publicity pilot Monroe Ehrman tells that 5,000 volunteer firemen from thruout the State were present to take part in trophy-awarded contests August 23. A reviewing stand was erected by the park department for the events at the New Bowery, between West Fifth and Sixth Streets, which will be the site of the new aquarium. . . . Tirza recently was guest at two parties. One was given by George C. Tilyou and Capt. Mitchell, new precinct head replacing Capt. Fagen, at Lahe's Irish House. The second was at Steeplechase Park, a shindig given by Tilyou for the staff of The Baltimore Sun. Naturally, snaps were taken of Tirza.—TOM O'CONNELL, pinch-hitting for Uno.

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Palisades Sets Crabbe for '52

NEW YORK, Aug. 25.—Signing of television and movie name Buster Crabbe to appear at Palisades (N. J.) Park next year was announced yesterday (24) by Jack Rosenthal, co-owner of the park.

Deal was completed during an overnight visit Thursday (23) by Rosenthal to Crabbe's Silver Saddle Ranch at North Branch, N. J. Rosenthal is well satisfied that the cowboy-swimmer has proved his drawing power during his half-season stint this year.

All details of Crabbe's work have not been figured out. There is a possibility that Palisades' kiddie park will be tagged Buster Crabbe Ranch. Crabbe's duties as a swimming instructor will continue, starting about June 15, to tie in with the closing of schools, and running thru Labor Day.

Old Standby

• Continued from page 43

ride manufacturers, getting a neat play.

Story traced the development of the Carrousel, and its value was trenchantly put by Paul Huedepohl, exec secretary of the National Association of Amusement Parks, Pools and Beaches, who said: "It's like a shirt. Maybe it isn't your best piece of clothing, but you're never without one." The 15-passenger, 49-year-old El Dorado at Steeplechase was given a two-page color shot, while the Herschell shop was given a page, also in color.

Observe 100th Annual

BROOKLYN, Conn., Aug. 25.—Windham County Agricultural Society will observe the 100th anniversary of the Brooklyn Fair this year, September 14-16, reports Norbert Desrocher. The event is said to be the oldest in Connecticut to run consecutively. Among attractions slated are horse racing Friday and Saturday, fireworks Saturday and Sunday nights, plus daytime entertainment.

Robbers Clip Denver Spot Owner for 5G

DENVER, Aug. 25.—Benjamin Krasner, owner of Lakeside Park here, was kidnapped and robbed of \$5,566 this week by two gunmen who stopped Krasner and his wife, Miriam, at the garage of their home.

Krasner said he and his wife were arriving home from the park when the men stepped from shrubbery near the garage. They drove the couple back to the park, disarmed a deputy marshal there, forced Krasner to open the safe in the spot's main office and took the money.

After warning Mrs. Krasner and the deputy not to sound an alarm, the gunmen took Krasner to his car, drove around for a short time and then let him out, unharmed. The car was found later in the northern section of the city.



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Ottawa \$ Pace Up Despite Dip In Early Days

Weather Hampers Initial Days; Hamid, WOM Win 1952 Pacts

OTTAWA, Aug. 25.—Cold and rain belted the Central Canada Exhibition on Tuesday and Wednesday (21-22) after a Monday (20) opening that was marked by near-record spending despite a dip in attendance. Rain on Monday morning undoubtedly curtailed attendance from the outlying districts. While the weather prospects thru today's finale are not good, fair execs feel that records will be set if they get days that will dawn clear and remain that way.

To date the losses to weather have not been complete on any one day. The weather cleared late Tuesday afternoon to accelerate the slow clicking of turnstiles to a staccato pitch as 51,977 patrons jammed thru the gates, mostly after four o'clock. While the total was well under the 63,332 counted on the same day a year

ago, it was well above the 1949 total of 45,472.

On Monday 51,977 paid as against 63,332 in 1950 and 45,472 in 1949. Heavy rains late Sunday (19) which lasted thru the early morning hours on Monday prepared officials for a possible total loss on the preem date. The weather cleared, however, and the moppets, who mark this day as their own, arrived early in hordes. Altho attendance was off 6,000 on the opener, the spending pace on the midway topped last year by 16 per cent. Afternoon and night grandstand shows were slightly ahead while the horse show remained about even and the dancing, with Blue Barron and his ork featured, was off slightly.

By week's end the night show, George A. Hamid's Grandstand Follies of 1951 was continuing its notable record of never having lost a performance here to weather in more than 20 years. After the usual light opening night house attendance hit capacity and sell-out proportions.

H. H. McElroy, general manager, who has long stressed the

[\(Continued on page 50\)](#)

JUKE BOX FIRM EXHIBITS WARES

APPLETON, Wis., Aug. 25.—A new type crowd-attracting exhibit made its debut at the Upper Peninsula State Fair in Escanaba, Mich., last week (14-19) when the Ristocrat Manufacturing Company here, thru its Ironwood, Mich., distrib., Range Amusements, displayed its counter-model, mobile juke box. The small music machine, recently introduced by Ristocrat, is also on display at the Minnesota State Fair in St. Paul, starting today, and at the Lansing (Mich.) Fair. (For complete details see Coin Machine section.)

Timonium Inks Melville Show

TIMONIUM, Md., Aug. 25.—Maryland State Fair, which gets its 11-day run under way here August 29, has booked a Frank Melville grandstand show for seven nights of the event. Show will be presented immediately following the regular races.

New and powerful illumination has been set up for the parking, midway and exhibit area, Lee Sponsler, midway manager, said this week. He said that increased midway, agricultural and heavy machinery space sold this year totaled 20 per cent higher than at any time in his six years at the annual.

Crowds Build Daily At Hamburg Event

Increase Tops 3,200 First 3 Days; Special Events, Attractions Aid

HAMBURG, N. Y., Aug. 25.—The 110th annual Erie County Fair hit a record pace on Monday (20), opening day. By Wednesday (22) the increase in attendance and spending was continuing, even tho the weather for the current run is not as good as it was a year ago.

Fair officials are confident that the fireman's day, staged yesterday, and the return today of AAA-sanctioned big car auto races after an absence of one year, will boost attendance to a near-record high.

Attendance thru Wednesday was about 3,200 over last year even tho high winds and rain hit on Tuesday to wash out some of the potential. Paid attendance at the six-day event hits about 100,000, George C. Sipprell, treasurer, said.

Midway Spending Up

James E. Strates, owner of the shows bearing his name, reported

midway spending up about 16 per cent. Attendance at the night grandstand shows, with a George A. Hamid program of acts featured thruout the run, and Irish Horan's Lucky Hell Drivers in for four nights, was also reported up. About \$33,000 offered in premiums has the numerous permanent exhibit halls jammed.

Fireman's day, staged yesterday, annually accounts for one of the

[\(Continued on page 50\)](#)

OAKLEYS PAY OFF

Dallas Builds Good Will With Press Pass Policy

DALLAS, Aug. 25.—State Fair of Texas claims to have the most liberal press pass policy in the nation for an event of its kind—and feels it's well worth it.

Fair each year designates its opening as Press and Radio Day, reservations for which are now rolling in on expo's publicity department. Invitations are mailed to all daily and weekly newspaper publishers and editors in both Texas and Oklahoma, all radio station owners and managers in Texas, a selected list of newspaper publishers in Louisiana, Arkansas and New Mexico, editors of livestock breed magazines and other helpful publications, newspaper and radio people in neighboring city of Fort Worth and nearly all

Sedalia Hits Record Paid-Gate Pace; Eyes 500,000 Attendance

Record 83,710 Single Day; Grandstand, Midway Up

SEDALIA, Mo., Aug. 25.—The Missouri State Fair, with 35-year-old Bill Preston serving his first year as secretary-manager, was well on its way Friday morning (24), the seventh day of its nine-day run, to establishing a new all-time attendance mark.

Going into the last three days, the fair's paid count stood at 321,036, and execs figured that, given continued good weather in the stretch run, the final count would approach, if not pass, the half-million mark.

Previous record attendance was 360,021, set last year when the fair ran eight days, one less than the current run. Day added was Saturday (18), which accounted for 20,493 admissions. Each of the subsequent days thru Thursday (23) showed a substantial attendance increase over the corresponding day last year.

Sunday Record

Sunday (19) yielded the largest day's attendance in history, 83,710 paying 30 cents thru the outside gate. That total surpassed by more than 12,000 the previous record of 71,629, chalked up last year.

Reflecting the increased attendance and aided by what execs believe to be the strongest night grandstand show ever presented here, grandstand receipts soared to new heights. Big car auto races staged Sunday (19) by National

Speedways (Al Sweeney and Gaylord White) were raced before more than 20,000 paying customers, of which about 4,000 paid to get inside the track inclosure, tho they know they would have to stand up.

A Barnes-Carruthers revue, a new feature here, scored a big success. The unit which featured Lottie Mayer's Water Ballet, opened Tuesday night and is skedded to run thru tonight. On Thursday (23) two performances were given, the first to a turnaway crowd in front of the 10,000-capacity grandstand bleachers.

On the midway rides and shows of the Cetlin & Wilson Shows, playing the fair for the first time, registered a 17 per cent higher gross in the early days of the fair than in the corresponding period

[\(Continued on page 50\)](#)

Pueblo, Colo., Hit by Polio; Gate Off 50%

Youth Activities Canceled; Midway, Grandstand Suffer

PUEBLO, Colo., Aug. 25.—The Colorado State Fair, belted by an outbreak of polio that bordered on an epidemic, closed its eight-day run here Friday (24) with attendance, grandstand business and midway takes off an average of 50 per cent. To top this off, the fair was hit by rain its first three days.

The polio incidence which reached its climax the week before the fair, tapered off during fair week but by that time the damage had been done. The annual's entire youth program was canceled before opening day, ticket cancellations for the grandstand shows were numerous and advance ticket sales fell off sharply.

Bright Spot

Only bright spot of the run, lengthened by one day in observance of Colorado's 75th birthday, was the pageant Colorful Colorado, staged in front of the grandstand Sunday and Monday by the John B. Rodgers Producing Company. This event was a sellout for both its night performance with Sunday afternoon attendance just fair. One other spot that did well was the fair's Little Theater, where Eddie Peabody and the Beef Trust

[\(Continued on page 50\)](#)

Mason City Draws Record 90,418 Gate

V-F Ice Show Tabs New Grandstand Attendance Mark

MASON CITY, Ia., Aug. 25.—The North Iowa Fair wound up its '51 run Sunday (19) after pulling a record 90,418 thru the front gate in six days and breaking all marks with its night grandstand attraction. Previous all-time attendance was 83,896, set a year ago.

The night grandstand attraction, Voorhees-Fleckles ice show, pulled capacity each of its six nights with the exception of Saturday (18) when attendance fell slightly below a fullhouse. Total receipts from the night attraction ran over \$30,000, compared with last year's \$20,800.

Afternoon grandstand crowds were below a year ago, by around 8,000. Exception to this was Sunday afternoon's 100-mile stock car races, staged by Frank Winkley, which pulled close to 6,000 customers who overflowed the grandstand and crowded the infield.

Jack Robinson's Model Shows, hurt by rain the first few days, were slightly below the '50 midway grosses here.

Stockton, Calif., Crowds Running 43% Ahead of '50

STOCKTON, Calif., Aug. 25.—At the end of four of its nine-day run which started Saturday (18), the San Joaquin County Fair here was ahead 43 per cent in attendance and its pari-mutuel handle up 20 per cent. According to E. G. Vollmann, secretary-manager, the event has set its goal at 160,000 in attendance and a tote record of \$1,000,000.

The pari-mutuel play hit a new high the initial day with \$189,567

for 10 races compared with the previous record in 1949 of \$154,176. Opening day's action last year was \$116,038. Last year's wagering was \$850,000.

Features of the 30th annual event are nine days of nighttime entertainment and seven days of horse racing. Some 1,350 exhibitors are vying for \$111,850 set up as prize money in the usual county fair classification.

The entertainment program includes Christensen Bros.' Rodeo for five performances each of the four opening nights and a Sunday matinee. Stageshow is booked by Ken Daily of San Francisco, and features Nick Lucas, Johnny O'Brien, harmonica; Buster Shaver and Olive; the Mercer Bros.; Virginia Hill, vocalist, and Martez and Luccia, dance duo.

Henri Warner is staging special events for the second year. Starting work on the program May 15, Warner has a program of community participations to fill the entire run.

Foley & Burk Shows are featured on the midway.

Turlock, Calif., Tabs 61,047 Gate

TURLOCK, Calif., Aug. 25.—Stanislaus District Fair closed its six-day run here August 11, with total attendance of 61,047 as against 49,950 last year. C. A. Riggsbee, secretary-manager, said that the annual topped every day of the 1950 run.

The event featured Foley & Burk Shows on the midway for the 14th year. The free grandstand show was booked by Raynor Lehr, North Hollywood booker. Also on the program was a free horse show.

Shreveport, La., Works on Stand

SHREVEPORT, La., Aug. 25.—Louisiana State Fair here is concentrating most of its plant improvements on the grandstand this year and in addition to a complete new paint job, is widening sidewalks and streets in the area, according to W. R. Hirsch, secretary-manager. The sidewalk that runs from the east end of the stand to the Merchant's Building, is being doubled in width to avoid congestion that has taken place after the night grandstand revue.

newspaper reporters, photographers and desk men and helpful radio people in Dallas. This list totals about 1,400

Press Day line-up for the 1951 fair makes available tickets to

[\(Continued on page 50\)](#)

Escanaba Cracks Gate Mark For Second Straight Year

ESCANABA, Mich., Aug. 25.—Upper Peninsula State Fair, which closed its six-day run here Sunday (19), broke all past attendance records for th. second straight year when an estimated 150,000 came thru the front gate, to top '50 figures by 25,000, according to John Macinnis, new fair manager.

The new mark at the front gate was set despite rain on two days which failed to wash out any of the annual's major attractions.

Largest grandstand crowd of the week turned out Sunday (19) when over 8,000 auto race fans overflowed the stand to see stock car races staged by Frank Winkley. Rains that night hurt attendance at the closing feature, a local amateur show.

Barnes-Carruthers night grandstand revue had its biggest night of the week on Saturday (19) with a capacity stand after drawing well all week. Despite rain that

afternoon, a heavy horse pulling contest drew close to 4,000.

Altho the fair's independent midway grosses were slightly off from a year ago, W. G. Wade Shows racked up winnings that topped '50 carnival takes by 5 per cent.

Two Negro Annuals Skedded for Macon

MACON, Ga., Aug. 25.—Two Negro fairs will again be held here this fall, the Middle Georgia Colored Fair, October 8, and the Georgia State Colored Fair, October 29-November 3.

Plans had been discussed for a merger but nothing concrete developed. Lone Star Shows played the midway of the Middle Georgia annual last year and both fairs are reported to have made money.

Hunt Expands 1951 Program

GREENVILLE, Tex., Aug. 25.—An expanded scale of operations has been set for the third annual Hunt County Fair to be held here September 25-29. R. E. Kimbrough, vice-president, announced this week. Horse races have been added to the program and the event's run has been lengthened to include a Negro Day. Kimbrough said that a State charter had been granted the annual recently, making it a non-profit affair.

United Exposition Shows will provide the midway attractions and a merchants' display will be set up in the foods building. A beef cattle show, a Jersey show and a 4-H Club show have been added to the line-up of features.

Running races will be held each afternoon, with Tuesday night (25) being designated Preview Night. A free gate will prevail that night. Wednesday has been designated Greenville and Hunt County Day, with Thursday being Kiddies' Day. Friday will be known as Negro Achievement Day and Saturday, Farmers' Day.

Casper, Wyo., Gathers Steam After Slow Bow

CASPER, Wyo., Aug. 25.—The Central Wyoming Fair got off to its usual slow start here Monday (20) but at midweek gathered momentum and expected to equal, if not surpass, '50 figures at both its gate and grandstand.

A Barnes-Carruthers revue, which held forth in the grandstand the first three nights, drew fair crowds. Leo Cremer's rodeo, which took over Wednesday, was expected to draw its usual large crowds in this rodeo-minded territory.

Hill Bros.' Shows, midway attraction this year, arrived late due to a breakdown en route but were up and ready for business on Tuesday.

Selection of Miss Wyoming and several other special events rounded out the afternoon grandstand program.

Quincy Gate Jumps 4,429

QUINCY, Calif., Aug. 25.—With all figures computed, the annual Plumas County Fair here pulled 4,429 people more than in 1950. Attendance was 28,512 as against 24,083 for the four-day event which closed August 12. Event beat last year's turnstiles every day except one, the second, when the crowd was 94 off.

The annual, headed by Tulsa E. Scott, secretary-manager, featured auto races, rodeo and loggers' show. The grandstand admission averaged \$1.50. Grandstand seats 1,500.

West Coast Shows were featured on the midway for the first time. Rodeo stock was supplied by Ray Hicks with Lynn Merri the high-lighted rider.

Weather, Blue Law Harpoon Tri-County Run

ALTAMONT, N. Y., Aug. 25.—Without statistics handy, Secretary Carl Lohnes of the Tri-County Fair, Tuesday (21) thru today, estimated yesterday that rain the previous week and bad weather again during the run, plus the loss of tomorrow (26), due to State Blue Laws, would put the annual 20 per cent off from the 1950 attendance figure of 60,000 persons.

Col. Jim Eskew's J-E Ranch Rodeo was the attraction at the nightly thru the run, in addition to Tuesday and this afternoon. Dick Coleman's Coleman Bros.' Shows was the midway presentation.

Rain all last week made the grounds muddy. Altho the opener, Children's Day, was hit by rain, Coleman's show did good business, Lohnes said. Wednesday night was threatening, and the temperature dropped below 50 degrees Thursday (23).

Strong draw of the week, Lohnes said, was Junior Rodeo Day, staged yesterday under cloudy skies. Kids coming to the fair dressed in rodeo costumes were judged by the Eskew troupe to select the most likely looking cowpoke. Lohnes definitely was ranked over losing tomorrow, due to Blue Law restrictions on Sunday operation of amusements, and added to a chorus of complaints already registered in saying that steps should be taken against the measures.

Pacific Intl. To Feature 'Wagons West'

PORTLAND, Ore., Aug. 25.—For the first time in its 41-year history, Pacific International Livestock Exposition, Inc., will present a dramatic, musical and dancing spectacle titled, Wagons West, as a feature of its October 6-13 run. The show, featuring a cast of 1,000, will run thru the entire event.

Featured in the show will be a queen from each of the five States that originally made up the Oregon Territory. The queens are being selected by the governor of each State. Also represented in the feature will be 4-H Club boys and girls from Montana, Wyoming, Utah, Washington and Oregon.

Wagons West is being produced by Geller Productions, of Hollywood. John W. Judd, executive director, has been directing this type of entertainment for 23 years. Walter Holt, Pacific International's manager, said. Robert Campbell is production director and choreographer. Phillip Butler, of Hollywood, will be conductor.

Gate Up 9.8% At Santa Ana

SANTA ANA, Calif., Aug. 25.—The 1951 Orange County Fair ended its annual five-day run here Sunday (19) with general admissions up 9.8 per cent and attendance at the horse show 60 per cent over 1950.

Fair attendance was reported as 97,500, with total paid 55,744. Comparative figures for 1950 were 85,000 and 50,771. However, this year the admissions were checked by turnstile.

Opening Wednesday (15), the first night show in the arena featured local talent and no admission was charged. Friday's matinee was for children and also free. For the horse show which was featured for four nights and two matinees with pay gates, the attendance was 8,611 as against 5,379 a year ago.

R. M. C. Fullenwider, secretary-manager, left here over the weekend for Riverside, where he makes his headquarters. He leaves soon for the East on a combination business and pleasure trip.

Waco, Tex., Seeks Okay Of New Plant

WACO, Tex., Aug. 25.—Plans and request for final approval of the proposed \$1,200,000 McLennan County Fair plant have been forwarded to Production Marketing Administration Washington office by B. F. Vance, State PMA chairman.

Pat Taggart, president of McLennan County Fair, Inc., said local and State PMA committees feel that proposed fair plant is badly needed for promotion of better agricultural practices in Central Texas. Taggart said the plant is closer to reality as result of this support than at any other time.

County bonds for \$1,200,000 were voted by county electorate in March for construction of seven buildings, one livestock exhibition building, four livestock buildings, one youth exhibit building and one community exhibit building.

Previous PMA approval had been obtained, but since no construction had been started before May 3, 1951, another approval must be obtained.

Attendance Up, Grandstand Off At Davenport

DAVENPORT, Ia., Aug. 25.—The Mississippi Valley Fair wound up its six-day run here Sunday (19) with a front gate count 5,000 ahead of last year while its night grandstand attraction was off around 1,500 from '50, Frank Harris, manager announced.

Final week-end attendance was good on the grounds and spending with the concessions and the carnival was up. Stock car races, staged Saturday afternoon by Frank Winkley, were run off before 2,683 and big car races a Sunday pulled a little over 2,000 into the stands.

Night grandstand revue, booked thru Ernie Young, Chicago, got off to a good start Wednesday night, but pulled slim crowds to its final three nights.

Weather was ideal in the final two days and as a result, Johnny Denton's Gold Medal Shows came in for a winning stand that topped fun zone business here last year.

Exhibitors were nearly all pleased with the results they got from their displays and a large number indicated they would return next year.

Pomona Event Adds Features

POMONA, Calif., Aug. 25.—Two features for the first time at the Los Angeles County Fair here, September 14-30, will be the 1951 national skish casting tournament and the presentation of the \$2,500 Pacific Coast Quarter Horse Futurity.

The casting competitions will be held, September 20-23, under sponsorship of the Izaak Walton League, represented by Clinton Flynn of the Anaheim chapter. Specialized fishing equipment is banned. Top casters from all parts of the nation will compete for national championships with prizes to be donated by Southern California and national manufacturers. The grand prize will be an all-expense three-day vacation at the Flamingo Hotel in Las Vegas.

In addition to the seven official skish events, two special events have been added—the new skish squidding and the popular one-ounce surf spinning. Events will be cast in three divisions, men, women and juniors. Each will be divided into three classes according to ability. However, all casters will compete on the even basis for championship titles and trophies.

With Herman Sharpe in charge, the racing program will start opening day. Full daily schedules of thoroughbred and harness racing are to be featured also. In the young quarter horse races 28-two-year olds have been named for the new event, which is planned as an annual affair. On September 16 speed trails will give a preview with the finales to be held September 22.

Ferndale Tabs 36,236 Gate; 288G Wagered

FERNDALE, Calif., Aug. 25.—Final accounting of the Humboldt County Fair, which ended its six-day run here Sunday (12), showed that the event pulled an attendance of 36,236 and handled \$288,314 thru the wickets. Run this year was one day more than in 1950.

Starting on a Tuesday rather than Wednesday in previous years, the annual exceeded every day of 1950, except on the closer when this year's figure was 4,851 as against 5,249 for last year. The new schedule allowed an extra day of racing with the parimutuel activity totaling \$218,314 for 46 races. Last year there were 34 races and a wagering of \$162,432. Dr. J. N. D. Hindley, secretary-manager, said.

The fair featured the afternoon races every day except Sunday. The grandstand show was John Billsbury's Hippodrome Thrill Circus and acts were also presented between races. A fireworks display was held Friday night (10).

Fair continued its policy of charging \$1.25 admission in the afternoon, with the ticket being good for the races. At night a 60-cent gate admission was in effect with the grandstand tariff at 90 cents. All prices included tax.

Frock & Meyer Shows were on the midway for the second consecutive year. A Kiddieland was featured.

Alexander City Enlarges Grounds, Sets Attractions

ALEXANDER CITY, Ala., Aug. 25.—The Greater Piedmont Area Exposition will open here October 22 for its six-day run with a greatly expanded fairgrounds and facilities, Frank Penton, recently appointed manager, announced.

A large part of a city park has been taken over by the fair and additional exhibit space will be provided by the use of an airplane hangar located in the park.

Exhibitors from four counties will be on hand and early entries in the livestock department indicate a record showing there. Two children's days and Lucky Ford Day are two of the featured special events.

Johnny T. Tinsley Shows will again furnish the midway attractions. Fireworks and free acts will be presented nightly.

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But when you use Barnes-Carruthers
You Get the Best in Entertainment and "Know-How" That Comes With 42 Years of Experience.
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Theatrical Enterprises, Inc.
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FRANK COOK
AMERICA'S FINEST COMEDY WIRE ACT
WORKS 7 FEET LOW TO 70 FEET HIGH
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Have week of Sept. 10th open.
Have few more fair dates open. Contract now and make your program complete.
New booking indoor dates.
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TERRYVILLE COUNTRY FAIR
Terryville, Conn.
TWO DAYS—SEPT. 15 and 16
CONCESSION SPACE AVAILABLE.
CARL MILLER
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"SENSATIONAL"
Criss-cross swaying pole thrillers
DORIS and VERN Orton
in
A FLIRTATION IN THE SKY
Mr. Talent Buyer—Now more than ever you need
THE ACT WITH CROWD APPEAL
Represented by AL MARTIN AGENCY
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Swing & Sway the Orton Way!

CONCESSIONS WANTED
Eat—Drink—Peanuts and Pop Corn—Frozen Custard—Snow Cones—Candy Floss—No Games—For the
34th Annual
PANHANDLE SOUTH PLAINS FAIR
October 1-6 at Lubbock, Texas
Attendance over 150,000—One Million Bale Cotton Crop will be harvested. Write—Wire—Or Call
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COMEDY SENSATIONAL THRILLS
THE LAMBERTIS
PRESENTING
Splendid Artistry on the High Wire
NOT THE FINEST NOR THE BEST BUT JUST AS GOOD AS ALL THE REST
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TEXAS CITY, TEXAS SEPTEMBER 19-22
INDEPENDENT SHOWS, CONCESSIONS
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BERNIE SLOANE, Mgr. Galveston County Fair Assn. Texas City, Texas

WANTED
Rides and Shows. Don't phone.
EARLY COUNTY FAIR & PEANUT FESTIVAL
October 29 to November 3
CHESTER CLARDY
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WANTED
For Brooklyn Fair, Brooklyn, Conn.
Sept. 14-18, days and nights. Rides, Shows, Concessions. No crystals or food concessions.
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For week of October 15
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POLICE CIRCUS
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CIRCUS ACTS
 Will book Organized Rodas for our Concert, will give 40% of the take with a suitable guarantee. Steel, answer.
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EXPERIENCED

This is deal you can get a bank roll on if you can cut it. Proceeds for children's playground and activity fund. Banners, U.P.C., Tickets. Want only clean workers on this and others to follow. Steady pay, every day. County carded. If you drink, limp, write word, you won't last. This is a BIG MILLS BROS. CIRCUS date. The best sponsors and towns follow to Nov. 15th. Ed Tripp, come in.

WIRE: PROMOTION MANAGER
 38 Ferry St., 3rd Floor, South River, N. J. If interested wire—if I want you I'll wire back. You pay yours. I'll pay mine. Give your address. I want only people who are INTERESTED IN BIG MONEY.

ONE CREW MANAGER—3 PHONEMEN

I want a Crew Manager and Phonemen who can work clean and the way I want them in. No lay-offs—one town a week. Phones and collectors waiting for you; best auspices. Everything set up for you. Tickets only for the best name in show business—CLYDE BEATTY RAILROAD CIRCUS. This is the first time I have advertised for men in years. JACK KNIGHT, c/o Clyde Beatty Circus, Hotel Marion, Little Rock, Ark. where I will be August 28 and 29. No collect wires or calls, please.

CIRCUS ACTS
WEEK OF OCTOBER 1
 Send Photos and Lowest Price
CIRCUS COMMITTEE
 149 Memorial Plaza Springfield, Mo.

FOR SALE
 2 YOUNG FEMALE GUNCOA, 2 1/2 and 3 1/2 years old, beautiful animals. Brand New Steel Arena and Aluminum Props for sale.
 Can place Ticket Sellers and Working Men in all departments. Calliope Player wanted. TERRELL JACOBS WILD ANIMAL CIRCUS, c/o James E. Strates Shows, Syracuse, N. Y.

30 ONE NITE STANDS
IN HEART OF AMERICA
 Now booking Dramatic, Musical Comedy, Vaude Units, Indoor Circus, Concert Artists. Percentage basis, tell all in first Address.
RYAN & WILSON CIRCUIT
 229 Ridge Bldg. 913 Main St.
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Human Oddity Photos!
 625 different 5x7 photos of top-notch authentic human oddities for sale. Double sexed (male), mule faced, lion and dog faced, four-legged woman, frog boy, Siamese, rubber skinned, etc. Ten photos for \$1.50 and complete lists. Fifty different photos for five dollars. ALSO available hundreds of old and new circusiana photos, same as above. BERNARD KOBEL, Box B, Frankfort, Ind.

3 PHONEMEN WANTED
 Ticket Deal—Veterans' Organization. 3 Deals to follow, Dick Day, call collect, Central 6612, St. Louis, Mo. Address
BILL BUTLER
 c/o BILLBOARD
 296 Arcade Bldg. St. Louis, Mo.

JIMMY RISON
 REPRESENTING
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SHRINE CIRCUSES
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 STEADY WORK—NO LAY OFFS
 Qualifications: Must be gentlemen, willing to work, clean and steady.
 THREE BIG EASTERN DATES ABOUT TO START
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EVANS-CHILDERS CIRCUS, INC.
 Room 1106, 234 W. 48th St. New York, N. Y.

Seattle, Portland Go Big for Ringling

Centralia Keeps Up High Average; Kay Burslem Bumped in Fall to Net

PORTLAND, Ore., Aug. 25. — Ringling Bros. and Barnum & Bailey tabbed thumping good grosses at Seattle and Portland stands, with Centralia, Wash., adding an equally good one-day score. Night houses showed most of the strength.

Evening performances in Portland Tuesday and Wednesday (21-22) were sellouts. The matinees were only half filled, with hot weather taking the blame on the first day.

Centralia was good for a three-quarter matinee and near-capacity night score on Monday (20). It was the show's first time there in about 10 years.

Seattle opened Friday (17) with a night-only schedule that gave a tent-packer. A full matinee and overflow night were scored Saturday (18). Sunday in Seattle gave a three-quarter matinee and half house at night.

Straw at Kennewick
 Earlier, Kennewick, Wash. (16), gave a straw night house and half matinee, with some of the draw coming from the Hanford atomic plant area.

Kay Burslem, member of the Concello flying act, received minor bruises Wednesday (22) when she bounced off of the safety net. Her fall was broken by James Crocker.

In Seattle, 20 extra busses were assigned by the transit company to handle circus crowds. Lot was about six miles from the city. A good advance sale had presaged strong business there, and Bill Roddy, press agent, arranged with a drug chain to display circus lithos and push soda fountain items with circus-style names.

Roddy handled press in Seattle. Frank Braden moved from Spokane to Klamath Falls and Portland and was scheduled to jump in to San Francisco to handle the date there in the Cow Palace.

REUNION

Old Troupers Meet to Honor Virg Campbell

FAIRBURY, Neb., Aug. 25. — More than a dozen old-timers attended the recent Jefferson County Fair's celebration in honor of Virg Campbell, last of the original Campbell Bros. Circus family.

Campbell rode at the head of a parade which included a band, several floats and 150 horses. Parade Chairman Harold Acker presented a wreath of roses to Campbell at the fairgrounds Wednesday (8).

Included among those at the reunion were W. E. David, former clown now of Seward, Neb.; Nora Ramsey, former clown now of Kearney, Neb.; Harold Chatelain, band leader, Fairbury; E. M. Jackson, Lincoln, Neb., magician; Al Wallace, Lincoln, balloon ascensionist; W. E. Whittington, Auburn, Neb.; J. L. Cochran, Falls City, Neb.; O. J. Steel, Fairbury; P. M. Schubach, Lincoln; Pearl Rickey, Fairbury; Dr. E. C. Marx, Lincoln, musician; Herb Smith, Lincoln, musician, and Joker Monroe, clown.

David was master of ceremonies at the fairgrounds, where a half (Continued on page 66)

King Business In Southland Starts Strong

CHARLOTTESVILLE, Va., Aug. 25.—The East gave a good send-off and the South gave a rousing welcome as King Bros. Circus wound up its Yankee dollar har- (Continued on page 67)

BEATTY BUSINESS HITS HIGH IN MICH.

Traverse City Throngs Meet Train, Jam Both Performances; New Tops Due

BAY CITY, Mich., Aug. 25. — Clyde Beatty Circus won hefty houses all along the line in Michigan this week and at Traverse City, where a crowd of 6,000 met the train, the show played to a turnaway matinee and full night house.

In Bay City, the Beatty stand Wednesday (22) coincided with Children's Day at the Bay County Fair, but the circus drew a three-quarter matinee and a full night house.

Owosso, Mich., gave a three-quarter and near-capacity combination Tuesday (21), and Cadillac had a three-quarter matinee and two-thirds night crowd on Sunday (19). Kelly & Morris had played Cadillac August 10.

RINGLING PLANS 3D CUBAN RUN

PORTLAND, Ore., Aug. 25. —A unit from the Ringling Bros. and Barnum & Bailey Circus will return to Havana in December for the show's third annual appearance there. Decision for the return was made despite only moderate returns from last year's engagement there.

Ohio Matinees Build for K-M; Nights Strong

2 Buckeye Spots Weak; Most Hold To Near-Capacity

FREMONT, O., Aug. 25.—Al G. Kelly & Miller Bros. Circus played a pair of weak ones but generally won strong business in Ohio this week, with matinee crowds showing greater power.

The matinee here Wednesday (22) was near-capacity and the night house was strawed. Findlay, O., Tuesday (21) had a half house for the matinee but a near-capacity night crowd.

Ottawa and Delphos, O., were the disappointments. Delphos was the Sunday (19) matinee-only (Continued on page 66)

KING BROS. CIRCUS WANTS

15 Billposters and Lithographers. Must be thoroughly experienced and active. State age. Two A-1 fast Best Butchers who can drive trucks. Combination. Colored Drummer, also Comic who can sing and dance, Salt-makers, Pushers and Seat Men on big top. Meats and sleeper berths furnished. All accommodations the best. Address:
 New Barn, N. C., Aug. 20; Kinston, N. C., 21; Goldsboro, N. C., Sept. 1; Durham, N. C., Sept. 2, and Greensboro, N. C., Sept. 4.

Hagen Bros. Circus

Wants for balance of season and indoor dates—Acts, Clowns, Cook, Workingmen, Promoters and Telephone Salesmen.
 Contact
HARRY ALLEN, Mgr.
 Black Hotel, Okla. City, or as per route.

STEVENS BROS. CIRCUS WANTS

Billposters, Lithographers, \$75 per week and berth. Also Saltmaker, Animal Butchers, Clowns, Girls for Web and Ladders, Ground Acts, Working Men and Truck Drivers, come on. Sept. 1, Kimberly, Idaho; 2, Rupert; 3, American Falls; 4, Lava Hot Springs; 5, Soda Springs; 6, Montpelier; 7, Cokeville, Wyo., or Hugo, Ohio.

PHONEMEN
 Book, Banner, UPC's
 Call or wire prepaid.
CIRCUS CHAIRMAN
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WANTED
 Trade Riders and Riders—Earl Sutton, answer, with or without stock. Phone or wire
STEELE'S CAVALCADE OF STARS
 Alpena, Mich., until Aug. 31; then London, Ohio.

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 For Outstanding World-Famous Attraction. Able to Contact Auspices and Universities. Permanent Position With Great Potentialities for Right Party. Give full details, references, etc.
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PHONEMEN
 Book, U.P.C., Tickets, Banners, Good Cities and Auspices already booked.
CHR'M, Circus Office
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 Tel. 64811

WANTED
 2 or 3 Phone Men—Banners and U.P.C.'s. Full winter's work. Contact
BILL OSBORNE, MELODY CLUB
 120 Main Street Woodbridge, N. J.

4 PHONEMEN—4
 Book, Banners, U.P.C. Tickets, Circus Dates, Strong Auspices—Shrine, Police, Firemen. NO DRUNKS TOLERATED. No collect phone calls or collect wires accepted. Contact
HARRY MASON
 New Liberty Hotel Cleburne, Texas

WANTED
2 PHONEMEN
 Book and Tickets, 25%. Plenty of work, deal just starting.
DOC V. TATE
 Windsor Hotel Whaling, W. Va.

WANTED
Two Elephant Men
 Steady, year-around work, top wages.
MACK MacDONALD
 Polack Bros. Circus, Western Unit, as per route.

Billie Leaves Canada; Most Turnouts Weak

BRAMPTON, Ont., Aug. 25.—Billie Bros. Circus was scheduled to wind up its Canadian tour this week-end, crossing back into the States Sunday (26). Altho some recent stands in Ontario and Quebec have been good, business generally has been weak.

Here Tuesday (21) the show had a poor matinee and three-quarters night house. Stand was a day prior to the opening of the Canadian National Exposition 20 miles away. One truck went off the road en route from Oshawa.

Billie followed a local fair at Oshawa, Monday (20), where it attracted a half and a three-quarter house. Midland, Ont., Friday (Continued on page 66)

WANTED AT ONCE
 Circus Double Drummer. Must be union. Join on wire as per route in Billboard.
JACK BELL, Bandmaster
 Cafe & Walters Circus
 Griswold, Iowa, Aug. 29; Villisca, 30; Bedford, 31.

PHONE MEN
 New organization. Reliable sponsors. Seeking Top Men and Crew Managers. Labor, Fire and U.P.C. deals. Write immediately.
B & B ORGANIZATION
 Land Title Bldg. Broad & Chestnut Sts. Philadelphia, Pa.

Two Nights Big For Mills Bros.

MONESSEN, Pa., Aug. 25.—A pair of strong night crowds marked Mills Bros. Circus business this week, as the show scooted for New England territory.

In Monessen Wednesday (22) the matinee was three-quarters full and the night house was strawed. Matinee was delayed 90 minutes by truck breakdowns and delays on a steep hill near the lot. Use of elephants in getting trucks up the hill attracted crowds and was believed to have boosted the turnout. Police were the auspices.

The second big night house came at Sewickley, Pa., Monday (20), where the show had a near-capacity plus a three-quarter matinee under American Legion auspices.

Earlier, the show played to a pair of half houses at Uhrichville, O. (16). At Youngstown, O. (17). (Continued on page 67)

HANOVER, Pa., Aug. 25. — Bailey Bros. Circus and the Jerry Frantz Medicine Show played on the same lot here last week. The circus had a fair matinee but the night house was light.

Hamburg Grosses Up 16% for Strates

Increased Earnings Registered At All Annuals Played to Date

HAMBURG, N. Y., Aug. 25.—Earnings during the first half of the Erie County Fair here were running about 16 per cent ahead for the James E. Strates Shows, indicating that the six-day run, ending today, would be a banner one.

Fairs played by the Strates org to date have all bested the marks set in 1950 on a day-to-day basis. The still date season has been about on a par with last year, altho the vagaries of the weather makes final evaluation difficult. With fair business clicking, and a solid

line of annuals lasting thru November, the show and its personnel seem due for a highly lucrative year.

The gross on opening Monday (20), Children's Day, topped last year by a hefty 20 per cent. Business was hurt on Tuesday (21) when high winds and rain hit, but grosses were reported practically on a par with 1950.

The high winds ripped two tops on midway units with losses somewhat minimized in that the canvas was slated for replacement.

Preps for Big One

Considerable work was in progress here in preparation for the show's scheduled appearance at the New York State Fair, Syracuse, commencing a week from today. Show, after jumping from here, will kill the remaining days completing the midway set-up at the big one. Considerable paint will be added and much new canvas is slated for delivery prior to opening there.

Strates has clicked to date at annuals in Bedford and Clearfield, Pa., and Cortland, N. Y. Latter was hit hard by rain and the show's run there was shortened as it tore down a day early to make the move here. Even so, grosses were reported comparable to last year on a day-to-day basis.

Show is packed with power and well equipped to handle the biggest of fair crowds. It will have that chance next week at Syracuse, later at York, Pa., and again at Raleigh, N. C., among others.

Publicity Plentiful

Publicist Starr DeBelle has scored major hits, up to and including full-page picture layouts, thru the season. The Terrell Jacobs Circus and its animal features have aided considerably in the promotion of space, he reports.

Show upped its gate admission fee from 20 cents to 25 cents early in the still date season and the record charge will probably be maintained next year, Strates said. Discount tickets to the circus were offered each person paying the gate charge and patrons appeared thoroughly satisfied. No opposition to the increased fee was reported at any time and records show that the overall attendance was not affected in any way.

The cost of railroad movements and the impossibility of arranging economical routing continue as the principal bugaboo of show train units, Strates said. The days of \$2,000 moves are well in the past with costs of \$3,000 and \$4,000, and even more, the rule today, he said.

Show is currently moving on 45 cars, five more than last year, necessitated early this season when the circus and other units were added.

Orville Crafts Plans 40 Rides At Pomona Fair

POMONA, Calif., Aug. 25.—Orville N. Crafts' shows, the 20-Big Exposition, and Fiesta, will be united here when this organization plays the midway of the Los Angeles County Fair for the fourth consecutive year. Fair opens September 14 for 17 days.

Crafts plan to use 20 major rides, 20 kid rides, 3 shows and approximately 100 concessions in the Fun Zone, which was established last year. The Kiddieland will be separate from the adult midway. In setting up the moppets play area this year an additional Merry-Go-Round and Ferris Wheel will be installed.

Crafts' Fiesta Shows turned in a banner run ending Sunday (19) when it was featured at the sixth annual San Gabriel Valley Fair in Baldwin Park. The show used eight major and six kid rides. Concessions were operated by the committee.

Ferris Org Set For Sacramento

SACRAMENTO, Aug. 25.—Ferris Greater Shows will open here for the first time on the midway of the California State Fair Thursday (30) for the 11-day run. The show moves in here a distance of 257 miles from Paso Robles, where it closes at the San Luis Obispo County Fair tomorrow.

Ferris shows will offer 20 major and 30 kiddie rides, making up the layout with rides booked from Foley & Burke, Superior, and Frock & Meyer shows.

Kiddie rides will be spotted on the Mall, a separate section from the midway. This area will be in charge of William (Bill) Meyer and Mrs. Rose Ferris. An additional area of 12,000 square feet has this year been assigned to the section with the siding to be 16 feet high and feature nursery characters designed by Mrs. Meta Olgardt. The side-walling and decorations cost \$6,000, Larry Ferris, show owner, said.

The Ferris Show closed Sunday (19) at the Orange County Fair in Santa Ana. The organization jumped 427 miles from Antioch, Calif., to Santa Ana to play the date and then 317 miles to Paso Robles.

In Santa Ana the concessions were sold outright to Cecchini & Levaggi, who had approximately 55 stands.

WOM Take Zooms 16% at Ottawa as Rain Hits Crowds

Bergen Unit Displays Power; Wins Midway Contract for '52

OTTAWA, Aug. 25.—The potent grossing power of Frank Bergen's World of Mirth Shows was forcefully demonstrated here at the Central Canada Exhibition when the Monday (20) take zoomed a remarkable 16 per cent even tho the annual's attendance slumped to 51,977, almost 6,000 under the 63,332 played to a year ago. Fair execs awarded the 1952 midway contract to the shows Wednesday (22).

Opening crowd was affected by adverse weather early in the day. Preem session looked like a total loss in the early morning hours when moppets normally would be lined up outside the gates. The clearing came early, however, and while the number of farm boys and girls was cut, the city kids were out in hordes.

The weather has not been good and every day has been hurt to some extent by the uncertain elements. With good weather prevailing thru today's final sessions—and perhaps even without it—the fun zone might hit a record \$150,000 handle. The results of the opening day make such a gross a probability.

34 Rides on Midway

The show unveiled here a record 34 major and moppet-riding devices plus 14 shows. The ride line-up is such to gladden the heart and tax the spending capacity of any youngster. The kids get a fair shake all around with all units tagged at 10 cents for their special days. Their parents can stretch their dollars pretty well, too, since midway features operate at a 50-cent top.

Bergen has geared the show, as

always, for this key spot in his route of annuals. The units are sparkling and the embellishments complete and polished. Working crews went on the job here Monday in brand new uniforms which have their names stitched over the left breast pocket and the show title embossed on the back. Outfits are ordered for each individual well in advance and the fit and appearance is striking.

A still date in Portland, Me., (Continued on page 60)

Rain, Blue Law Plague Buck At Malone, N. Y.

MALONE, N. Y., Aug. 25.—Rain and the loss of an originally scheduled opening Sunday told a sad story this week for O. C. Buck Shows, playing the Franklin County Fair here, Monday (20) thru today, with Manager Buck envisioning yesterday (24) a drop of 15-20 per cent from the gross registered here last year.

Opener was Children's Day and hit by rain that stopped at 3:30 p.m., with the show managing to go ahead of the same day in 1950. Rain fell steadily thru Tuesday (21) and Wednesday (22). Buck was looking for a big evening Thursday (23), but rain struck once more as the night grandstand show broke. Altho play was limited, the score wound up 10 per cent above the corresponding day last year. Yesterday was overcast, and Buck reported that evenings all during the run were chilly.

Blue law bugaboo of this State popped up once more. The measures halted Sunday (19) custom here and generally snafued proceedings. The Jack Kochman Auto Thrill Show was slated for a performance on that day, with the presentation switched to yesterday. A show today already was set. However, the rain forced a move-up of one day in horse race dates scheduled Tuesday thru Thursday. Kochman's org lost its date yesterday as a consequence.

George A. Hamid office, New York, supplied the grandstand show, but the offering was eliminated Tuesday and Wednesday afternoons due to the weather. Buck's show was in here with the same number of units used last year, and in the face of perverse elements, he was not too unhappy over the results of the stand.

Montana Is Okay For Northern Expo Despite Bad Luck

HAVRE, Mont., Aug. 25.—Business of Northern Exposition Shows continues satisfactory with the shows moving on schedule and all of the equipment back in operation following a series of accidents.

Following the July 4 stand, the semi carrying the Merry-Go-Round overturned in a ditch with the vehicle and ride being badly damaged. The battered ride was stored while Mike Smith, shows' owner, located a truck and trailer. The amusement device was then shipped to winter quarters in Worthing, S. D., for repairs and replacement of the organ.

When the ride returned to the show, the truck transporting it became bogged down in a creek. This accident made it necessary to overhaul the truck and refinish the horses. This mishap was followed by another one when the driver attempted to go thru a low overpass.

Smith stated that help was a problem thruout the area which his shows cover.

Prell Org Fair Skein Betters '50 by a Third

CUMBERLAND, Md., Aug. 25.—Prell's Broadway Shows continued their route of annuals this week with the Cumberland Fair, Monday (20) thru today, at a pace that saw the show 30 per cent ahead to date over the events played last year.

Much of the credit for a solid stand here was given to fair management, with a kiddies' matinee yielding double the 1950 score. This year's version of the fair marked the first time that a pay gate was used, and the opinion was that the gate upped attendance considerably.

Prell org is booked solid with annuals until November 17, including the Indiana (Pa.) Fair, Cambria County Fair, Ebensburg, Pa.; Waynesboro, Va., marking an initial run; Frederick (Md.) Fair; Mecklenburg County Fair, Chase City, Va.; Wayne County Fair, Goldsboro, N. C.; Sampson County Fair, Clinton, N. C.; Athens (Ga.) Fair, South Carolina State Colored Fair, Columbia, and the South Georgia Fair, Valdosta.

Management of the Indiana (Continued on page 60)

Harvest Time Ups Md. Take Of Va. Greater

POCOMOKE CITY, Md., Aug. 25.—Virginia Greater Shows' week-long stand here ended Saturday (18) came at the harvest time, and migratory workers spent heavily and gave the org solid takes each night under Veterans of Foreign Wars sponsorship.

Lot was at the edge of the city on a main highway. The Veterans gate prizes donated by local merchants, with a television set and a bicycle as the big giveaways for the closer. Frankie Carleo, cookhouse manager, left Tuesday (14) for Burlington, N. C., and returned Friday (17) with his wife, who will spend a few weeks on the show.

Ga. Amusement Inks Peach State Annuals

VIDALIA, Ga., Aug. 25.—Homer Scott, owner-operator of Georgia Amusement Company, which has been out of Georgia only three weeks since its organization in July, said this week that his shows have been contracted to play eight Georgia fairs beginning in September. He added that Mrs. Scott's health has improved to the extent that she was able to return to the org.

Ride help, Scott said, includes J. L. Sears, Leroy Martin, Thomas D. Casper, Frank Reynolds, E. J. Broxton, Ernest Roberson, A. L. May, R. D. Holland and Manning Seabolt.

Concessionaires are Mr. and Mrs. Claude Gentsch, bingo; Mr. and Mrs. Hank Stulken, Russell Powers and Mr. and Mrs. R. Bain. Arthur Stone has the Five-In-One Show. Al Benlo is the free attraction.

Fun on the Farm Feature at Wisconsin

MILWAUKEE, Aug. 25.—Midway show area at the Wisconsin State Fair here has a new look, the result of the introduction of Fun on the Farm, a zone that, besides shows, embraces four eateries and 16 games concessions. Over all, the new set-up is an improvement over the hodge-podge show area of the past. Operators are Ralph Ammon, former manager of the fair here, and Archie Gayer, veteran midway show operator, who are in on the first year of a 10-year lease. Ammon and Gayer black-topped a street running down the center of the site, which is about 250 by 250 feet, and also black-topped a street running off the main stem. Spotted down the length of the center street are newly erected permanent structures housing eateries tagged Chicken Box, where boxed chicken dinners are sold at \$1; Picnic Spot, where patrons may eat and buy drinks, and Potato Patch, Dairyland and Melon Patch, where French fries, milk and dairy products and watermelons are sold. The eateries are attractively set up, with huge, painted signs topping them to point up the Ammon-Gayer theme, Fun on the Farm. Original plan was to have perma-

nent-type fronts but difficulties arose and most of the units have touring carnival-type fronts.

Shows currently in operation are Sam Howard's Water Thrills and his Girl in the Well; Voorhees-Fleckles Ice Varieties; Ray Marsh Brydon's Ka We Ba, Fat Show; Bill Dawson's Big Dog-Little Dog, plus four shows operated by Bill Morton, and two by Steve Stephenson. Morton has a Magic Show, Monkey Show, Funhouse and Glass House, while Stephenson has a Monkey Drome and Glass House.

Howard's Water Show, a permanent repeater here, has been the top money-getter.

The Voorhees - Fleckles unit, which opened Monday (20), has been dropping money here. WLS Barn Dance filled in on the ice's location for the first two days and scored good business then. Sixteen games concessions are in the Fun on the Farm area. They are operated by a group of which Jack (Fireworks) Duffield is one of the principals, with Hank Shelby, an old hand at games concessions, in charge. Traffic to the area is light, due, it is believed, to the fact that there is no sock attraction in the zone. No one reported business up to expectations.

Muskegon Okay For Al Wagner

MUSKEGON, Mich., Aug. 25.—Business built here for Al Wagner's Cavalcade of Amusements, after the org lost Monday night (20), its opener, to rain. Shows will remain here thru Tuesday (28) before training to Detroit for the Michigan State Fair.

Vince Carson and his Models of 1952 joined here. Cast includes Jack Spangler, comedy; Mary Elaine and Miss Estell, singers; Rita LaFont, Brenda Napier, Joan Randolph, Anita Parker, Angela Kennedy, Olga Neigel, Elice DuPont, Dodee Jensen, Alice Sonier, Leatha Smith and Arliss Flynn, dancers.

Glen Porter, who has the Side Show, was released from the hospital. Frank J. Lee, press agent, closed here and announced he was joining the Clyde Beatty Circus.

Radio co-operation here was excellent with many of the show's personnel making with personal appearances. Circus fan Bob Johnson, program director of WKBE, was a nightly visitor on the lot.

Ferris Workers Join AFL Union

SANTA ANA, Calif., Aug. 25.—Ferris Greater Shows, owned and operated by Rose and Larry Ferris, became the first carnival in this area to sign with the Building Service Employees, AFL.

The shows' employees are now members of Local 102 according to owner Ferris. The contract was signed with Ferris, representing his organization, and Ed Gund, the union. The local headquarters are in San Diego.

Ferris declared that all points of the contract had been discussed and that he and the show's personnel "are happy over the arrangement."

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WANTED WANTED WANTED

SHOWS—WILD LIFE, UNBORN, SNAKE, FUNHOUSE, GLASS HOUSE, FAT SHOW, HILLBILLY, WAR SHOW. MANAGER FOR MONKEY SPEEDWAY, MINSTREL SHOW. WE HAVE COMPLETE OUTFIT—HAWAIIAN SHOW.

9 MORE FAIRS TO FOLLOW

1st Annual AMERICAN LEGION COMMUNITY FAIR
WAYNESBORO, VA.
September 10-15

RIDES—DARK RIDE, FLY-O-PLANE, OCTOPUS, ROCKET, KIDDIE BOAT RIDE.

RIDE HELP—Semi Drivers preferred.
CONCESSIONS—ARCADE, ROTARIES, HOLLY CRANES, HANKY PANKS, ALL KINDS OF EAT-DRINK STANDS.

Capable American Reader with own transportation and Ticket Seller for Mitt Camp. Mrs. Patrick Finnetty wants Ball Games Help. Will sell the X on Novelties, also Age and Scales.

All Answer **SAM E. PRELL, Indiana, Pa.** Ebensburg, Pa., To Follow.



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WANT FOR THE FOLLOWING FAIRS STARTING WITH GARDEN STATE FAIR, MT. HOLLY, N. J., SEPT. 3-8

CONCESSIONS: Want Eating and Drinks; give Ex. on Novelties, Photos, Waffles, French Fries, Sno Cone, Short Range, Hankies. Blinky Bernstein wants Razzle and Pin Store Agents. Willie Lewis wants Count Store Agents.

SHOWS: Side Show Working Acts. Couple to handle Life Show, Contact Earl Myers. Can place Jig Show, have complete outfit. Can use Drome. Any show with own equipment. Will give good proposition to a Monkey Show.

RIDES: Can place Tilt or Rolloplane.

SAVE THIS ROUTE LIST — IT MEANS MONEY

MARTINSVILLE, VA.,
WHITE FAIR
September 10-15

LYNCHBURG, VA.,
FAIR
September 17-22

STATESVILLE, N. C.,
FAIR
September 24-29

LEXINGTON, N. C.,
FAIR
October 1-6

JACKSONVILLE, N. C.,
FAIR
October 8-13
45,000 Marines Camp Lejeune

Three more dates to be announced. Positively will play Florida Fairs. Write or wire—ROSS MANNING, Ballston Spa (Fair), N. Y.



WANT FOR TEXARKANA FOUR STATES FAIR

9 BIG DAYS AND NIGHTS, SEPTEMBER 14 THRU 22

PLACE RIDES, Shows and Concessions. Book Octopus, Fly-o-Plane, Rock-o-Plane, Looper, Dark Ride, Kid Train, any major or Kid Ride not conflicting.

WANT WORTHWHILE SHOWS in keeping with our midway, 10-in-1, Motordrome, Snake, Mechanical, Illusion, Glass House, Freak Animal, Midget Cattle, Fun House; all shows open except Monkey. No girl shows wanted.

CONCESSIONS—Place Cook House, Grab, French Fries, Custard, Snow, Floss, Popcorn, Chocolate Dips, Root Beer. "Sell exclusive on Monogrammed Hats: Barnes, contact"; one Long Range, Photos, Hanky Panks of all kinds, no grift, \$7.00 per ft; 10 ft. minimum.

RIDE FOREMAN for Caterpillar and Spiffire; top salary or P.C. Second Men who drive, all rides; Ticket Sellers.

This week, Coleman, Texas, Fair; next week, Nacogdoches Fair, September 4 thru 8; Texarkana, September 14-22, followed by Wharton, Rosenberg, Angleton, Bryan, Beeville, Refugio and Alice; all topnotch Texas Fairs. All replies

DON FRANKLIN, Mgr., or GUS TUCKEY, Asst. Mgr.

Midway Confab

Constance Gallagher, daughter of Mrs. J. L. Gallagher, has returned to Biloxi, Miss., where she is recovering from injuries sustained in a fall at the Mansfield, Mo., fair. . . . Francis and Ivy Doran have joined the Hall & Leonard Varieties on American Midway Shows. . . . Elsie Miller, secretary of the Ladies' Auxiliary of the Showmen's League of America, has moved to 4004 N. Avers Avenue, Chicago 18. . . . Mrs. L. M. Jackson, of Brewer's United Shows, is convalescing at her home, 3902 Linder Street, Houston, after undergoing a major operation at Jeff Davis Hospital there.

Frank Scott Sr. had his rides at St. Paul Orphanage, Pittsburgh recently for several days as a benefit engagement for the children. Louis McCabe operated the rides. . . . Leo M. Bistany, business manager of Penn Premier Shows, has pulled his Ferris Wheel out of Lakeside Park, Macon, Ga., and will send it on the road. J. W. (Bob) DeLawter, ride foreman, recently dismantled the wheel and took it to Atlanta.

Louis Augustino, former Side Show operator and concessionaire with the Virginia Greater Shows, is still confined in Ward 8B, V. A. Hospital, Dublin, Ga., where he has just undergone his fourth operation. He will be there for some time. . . . Globe-circling Bill Powell recently finished his latest jaunt to faraway places and is back in America making the fairs with the World of Mirth Shows. . . . George Elser, custodian of the Heart of America Showmen's Club, Kansas City, Mo., has begun renovating the clubrooms in time for the official opening slated for October 26.

Mrs. M. L. Finrow, of the Crescent Shows, reports that the org will remain in Ketchikan, Alaska, until September 10, playing weekends until September 1, and then going into daily operation for the 10-day Labor Day Celebration which winds up on the 10th. . . . Mrs. Anita Grant, wife of the late Al Grant, veteran prize candy salesman, has purchased a new Trotwood trailer and is spending the summer at Ocean City, Md., with her daughter and son-in-law, Rosa and Walter Chagnon, and granddaughter, Bonnie Lee. Rosa, better known in burlesque and carnival circles as Baby Dumplin', is lolling on Ocean City sands while husband Wally earns the groceries hustling on the Boardwalk there.

Pop C. H. Sornsen escaped serious injury recently when a Kansas twister lifted his unhitched house trailer over a wire fence and 100 feet into an adjoining field. Pop got out of it just before the big wind hit. He estimates damage to the trailer at \$250. . . . Earl B. Walsh, showman and show builder, says his season came to a sudden end recently when his newly built, 25-foot exhibit trailer of old-time autos was demolished in a highway crash while making a hop to join the Jay Gould Million-Dollar Circus. His truck and trailer were a total loss, he says. Walsh reports that he is returning to New York for a few days to pick up his house trailer, and then will hit out for Florida. . . . Jimmie and Helen Watts, Side Show and Girl Show operators, off the road this season, are operating a beer garden and tattoo shop near Camp Stewart, Ga.

Tubby Hale, of the Hale Shows of Tomorrow, was seriously burned recently when he came in contact with a wire carrying 2,300 volts while making an adjustment on a Diesel engine. He suffered from shock and severe burns about the hands and abdomen. . . . Art Brainerd and wife are back in Kansas City, Mo., following an extended vacation on the West Coast, where they visited friends and relatives. . . . Buck Ray is playing celebrations and picnics out of Kansas City, Mo., with his string of concessions. . . . George and Hattie Hawk report an excellent season with their concessions at Fairlyland Park, Kansas City, Mo., where W. Harry Duncan, Fairlyland manager, has managed to chalk an attendance record on the season to date, despite strong opposition and the recent flood.

Ray Brumley, Funhouse opera-

tor on Gem City Shows, who has been in Veterans' Hospital, Dwight, Ill., the last six weeks, has been removed to Hines' Veterans' Hospital, for observation. Ray recently underwent several throat operations at Dwight and has been showing considerable improvement. . . . Mr. and Mrs. Rocco Masucci, owners of the Virginia Greater Shows, hopped into Orange, N. J., from Crisfield, Md., August 22, to attend the funeral of Rocco's brother, Millard, held Thursday (23). . . . Dave Curtiss, magician and sharpshooter, has joined Hall & Leonard's "Varieties" on the American Midway Shows.

Vito Cerrone, concessionaire with Virginia Greater Shows, was confined to his living trailer by illness during shows stand at Pocomoke City, Md. Mr. and Mrs. Buck Tilghman, of Salisbury, Md., were visitors on the org at Pocomoke City.

C. J. Sedlmayr Jr., general manager of the Royal American Shows, was a Wednesday (22) visitor in Chicago, en route to rejoin the show at the Minnesota State Fair, St. Paul. Sedlmayr was returning from a quick trip to Tampa where he saw his new youngster for the first time. . . . Rumble Greater Shows, formerly known as Rumble's Rides, is skedded to play the Twelve Points Business Association celebration in Terre Haute, Ind., September 10-15. Show will be the first one to play the streets there in over 35 years. . . . Andy (Diggers) Allan is at the Melrose Park, Ill., Celebration and will play Chicago area lots until after Labor Day when he will head for fairs and celebrations. He reports business as spotty all summer.

Doc R. V. Hollis typewrites from Chicago: "I took in the opening of the Illinois State Fair, Springfield, just for the fun and a cup of cookhouse coffee, having been off the road since 1946, when I was with World of Mirth. In 1935, the year before the Henries Bros. Shows took to the rails, I operated the Illusion Show on there. A few of the old-timers are still with it, and it was lots of fun talking over old times. It was a great surprise to see Al Charles, fresh from night clubs, with Evelyn West, able to top the back-end after only two days of operation with a complete new organization, front and back, against two of the strongest and best-organized girl shows on the road. It may be of interest to a lot of people who still believe it takes more than the center pole to get the scratch these days. I hope to be with it again some day."

Rosa Lee Woods and Baby Doris have joined Frank Zorda's 20-in-1 on the Wallace & Murray Shows. Eddie Woods has charge of the front. Zorda posts that Fitz Brown has 30 concessions with the Wallace & Murray org, and getting a good play. Muscles Miller, he reports, has purchased a new Lincoln. The show is headed South for 14 fairs. Red Hicks has joined as manager. . . . Capt. Fred Munn is now engaged in the produce business in Miami, not Clifton, N. J., as recently reported.

Mr. and Mrs. Nelson (Red) Wilkins, French fries operators on Vivona Bros. Shows, recently celebrated their 35th wedding anniversary with a party while the show was in Pennsylvania. Those attending included John Babe and Morris Vivona; Mrs. Kathleen Vivona, with her sons, Phil and Don; Mr. and Mrs. Herb Williams, Mr. and Mrs. Tony Mamasiello, Mr. and Mrs. De Wise Purden, Bill Hoxie, Charles Hunter Jr., Bill Davis, Bob Reynolds, Robert Gilford, G. Barr, James McCabe, Bill McCoy, John Ivan, Mr. and Mrs. Al Irish, Bob Johnson, John Taylor, Ethel Vivona, Mr. and Mrs. Steve Parrello, Mr. and Mrs. Charlie Norman, Ted Lewis and Carl E. Manthey Jr., Mrs. Rosilee Johnson, nitery performer from Philadelphia, entertained.

Archie Brumley, concession op with Thomas Joyland Shows, was skedded to rejoin the show Sunday (26) after spending a week with his son and sister in St. Louis. . . . Buck McClanahan, ride owner, is confined to St. Mary's Hospital, Rochester, Minn., where he is recuperating from

an operation performed at the Mayo Clinic.

Mr. and Mrs. Harry Simonds last week left Chicago on their annual vacation. . . . Mel Harris has returned to Chicago, as have Virgil Sells and Al Rossman. . . . Max Friedman has returned to San Antonio following a Chicago visit. . . . Lou Keller, presi-

dent of the Showmen's League of America, visited Cavalcade of Amusements at Kokomo, Ind., and Thomas Joyland Shows in Crown Point, Ind. . . . Henry Polk is playing Chicago lots. . . . Joe Streibich, secretary, Showmen's League of America, left Chicago last week to visit Royal American Shows' midway at St. Paul.

Conklins Start Big at Toronto

Continued from page 43

The midway record chalked up in 1947, is somewhat over \$400,000. Principal improvement this year is the changeover of the midway electrical circuits from 25 to 60 cycles. Old ratio necessitated changing of virtually all motors used on American equipment. American showmen with U. S. apparatus can now bring it in and be ready to go as is for the first time.

Prices of all units remains the same, as they have during the Conklin tenure, with the exception of the Velare Bros.' mammoth Double Wheel, which is operating for 35-cents this year, 10-cents more than last year. The 6-tickets-for-50-cents deal continues in Kid-deland, which features more than 20 riding units.

Preem day saw bingo revenues shoot up about 25 per cent and a similar gain was registered by the new miniature Roller Coaster over the unit used last year. Charley Cooper built the new coaster at the Conklin winter quarters. Unit has the thrills and

a kick in its dips that is not far short of the major units.

Principal improvements have been made on the concessions, with \$3,000 expended on improving the refreshment stands alone. New refrigeration units have been added to the concessions dispensing perishables. Secured this year for merchandise are Scottish short bread and toffee, both items imported from England.

While operational costs are up about 10 per cent, there has been no shortage of help for the Conklin operations, which include units in Sunnyside Crystal Beach and Belmont Parks.

Units here are Ralph Phillips', Water Show; Pete Kortez' Side Show; H. Sever, Zorro Gardens; R. Marleau, Monkey Drome; F. Woods, Rose's Midgets; W. Mc-Askill, headless girl; Dick West, four-legged girl; Jack Ray, Snake Show; Jimmy Hurd, Strange Couple; Mrs. Carlos, Glass House; W. Davis, Magic Carpet; S. Baker, Old Mill; H. Larsen, The Thing; Howard Barry, British Africa Zoo.

Rides are: Moon Rocket, Spitfire, No. 3 Ferris Wheel, Twister Fly-o-Plane, Caterpillar, Auto Skotter, Laff In the Dark, Flying Skooter, 2 No. 16 Ferris Wheels, Blackout Taxi, Hurricane, Roll-o-Plane, Looper, Tilt-a-Whirl, Octopus, Coaster, Whiz Bang, Merry-Go-Round, Sky Wheels. The following kiddie units: 2 Ferris Wheels, Jet Plane, Pony Track, Bulgy, Horse and Buggy, Sky Fighter, Herschel Boat, Herman Auto, Mangel Whip, Eberstein Boats, Sebo's Twister and Over the Waves; Giboe's Plané, Merry-Go-Round, Auto; Phillipson's Truck Ferris Wheel, overland Fire Engine and Kiddie Train.

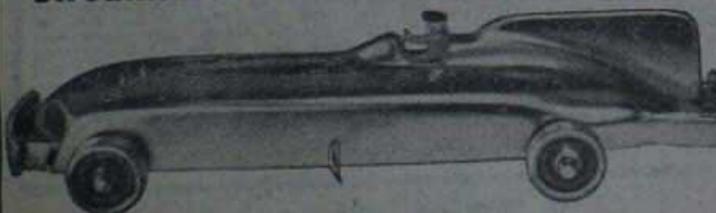
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RIDES FOR SALE
 8-Car OCTOPUS—Fair condition, will sell reasonable.
 Little Dipper—good as new, with or without Semi-Trailers.
WORLD OF PLEASURE SHOWS
 Alpena, Mich. (Fair), until September 3

EVANS'
Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated, ball-bearing wheels. No overhead wires. Weight, 15 lbs. Complete with bumper posts.
 WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES
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O. C. BUCK SHOWS
DROME OPERATOR AND TALKER WANTED
 To finish balance of Fair Season, closing Oct. 8, Danbury, Conn. Plying the best Drome Territory in the East. Have complete outfit, including cycles. Wire O. C. BUCK, Rhinebeck, N. Y.

Royal Exposition SHOWS

Evans County Fair, Claxton, Ga., Sept. 3 to 8; Jenkins County Legion Fun Festival, Millen, Ga., Sept. 10 to 15; Screven County Legion Fun Festival, Sylvania, Ga., Sept. 17 to 22; Toombs-Montgomery County Fair, Vidalia, Ga., Sept. 24 to 29; Jefferson County Fair, Louisville, Ga., Oct. 1 to 6; Middle Georgia Fair, Milledgeville, Ga., Oct. 8 to 13; Bulloch County Fair, Statesboro, Ga., Oct. 15 to 20; Burke County Fair, Waynesboro, Ga., Oct. 22 to 27; Georgia State Colored Fair, Macon, Ga., Oct. 29 to Nov. 3; American Legion Fall Festival, Pelham, Ga., Nov. 5 to 10.

RIDES—Want a Tilt-a-Whirl or Caterpillar only, have all other rides we need.
SHOWS—Want Motordrome, Side Show, Animal Show, Snake Show, Girl Show and one or two well-flashed Pit Shows. All must have own outfits and transportation.

CONCESSIONS—Want long and short Range Galleries, Mug Outfit, Balloons, Ball Games, Rotaries, Candy Floss, Palmistry, Jewelry, Custard, etc.

WANT A CAPABLE AND EXPERIENCED MAN WHO DRIVES SEMI TO UP AND DOWN MARQUEE, SELL TICKETS ON FRONT ENTRANCE, ALSO SUPERVISE A 50x140-FOOT EXHIBIT TENT. WILL ALLOW ONE REGULAR EXTRA MAN FOR THIS WORK, BUT YOU MUST BE CAPABLE AND SOBER. No time for writing. WIRE, but pay your own. We pay ours. K. C. McGary, contact Betty Osteen at once. All wires and mail to Dublin, Georgia, this week; then 10 consecutive weeks as per above route.

J. P. BOLT or ROYAL EXPOSITION SHOWS

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WARI FOR ATHENS, GA., LABOR DAY WEEK CELEBRATION BEGINNING NEXT MONDAY, SEPT. 3

Followed by

THE FINEST ROUTE OF SOUTHERN FAIRS EVER OFFERED BY A MOTORIZED SHOW

ELBERTON, GA., SEPT. 10-15	ROANOKE, ALA., OCT. 15-20
GRIFFIN, GA., SEPT. 17-22	ALEXANDER CITY, ALA., OCT. 22-27
NEWNAN, GA., SEPT. 24-29	LUVERNE, ALA., OCT. 29-NOV. 3
HOGANSVILLE, GA., OCT. 1-6	TALLEDEGA, ALA., NOV. 5-10
THOMASTON, GA., OCT. 8-13	ARMISTICE CELEBRATION, NOV. 12-17

F A I R S

WANT RIDES
 ONE MORE MAJOR RIDE—WHIP, SKY FIGHTER, LOOPER OR ANY NEW RIDE NOT CONFLICTING
 KIDDIE RIDES
 LITTLE DIPPER, LIVE BONIES, TRAIN.

R S

WANT HIGH STRIKER, NOVELTIES, FROZEN CUSTARD, HATS AND PENNANTS AND LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS. (POSITIVELY NO COUPON OR COUNT STORES). ADDRESS:
JOHNNY T. TINSLEY SHOWS
 ATLANTA, GA., UNTIL SEPT. 15; ATHENS, GA., NEXT WEEK.

THE MIGHTY GEM CITY SHOWS

WANTED FOR THIS PROVEN SOUTHERN ROUTE OF FAIRS WANTED

Limestone County Fair, Athens, Ala.; Tennessee District Fair, Lawrenceburg, Tenn.; North Alabama State Fair, Florence, Ala.; Fair and Dairy Show, Columbus, Miss.; Fair and Dairy Show, Meridian, Miss.; Forest County Fair, Hattiesburg, Miss.; Fair and Cotton Celebration, Selma, Ala.; Calhoun County Cotton Celebration and Fair, Anniston, Ala.; Organized Veterans' Fair, Alexander City, Ala.; Covington County Fair, Andalusia, Ala.; And Two Other Fairs Pending.

CONCESSIONS—Hanky Panks of all kinds, especially want Photos, Ball Games, High Striker and Stock Stores of all kinds. **RIDE HELP**—Can place Ride Help on all Rides, must drive semis, for long season's work and out all winter. **SHOWS**—We are in the process of reorganizing our back end. Bob Edwards is no longer connected as manager and director of shows. Can place Shows of all types, including Girl Show, Freak Show, Glass House and Big Show complete, we have Big Show Top and Front. Also can use Side Show Acts. Address all replies

THOMAS D. HICKEY, Owner-Manager
 W. J. WILLIAMS, Assistant Manager DON GRECO, Concession Manager
 PADUCAH, KY., THIS WEEK; ATHENS, ALA., TO FOLLOW

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

GOLD MEDAL shows

WANT WANT WANT

For Northwest Missouri State Fair, Bethany, Mo., followed by Dyer County Fair, Dyersburg, Tenn., then Madison County Fair, Huntsville, Ala., 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.

CAN PLACE Motordrome.

SHOWS—Want Wild Life, Fat Show, Mechanical City, Midgets, Big Snake, Crime Show, Wax Figures and Penny Arcade. Want Girl Revue Operator with 3 or more girls for 80-ft. beautiful new panel front.

CAN PLACE COOKHOUSE FOR BALANCE OF SEASON

Show holds contracts for twelve bona fide fairs. Join now for the next four big ones as follows: Northeast Missouri State Fair, Kirksville; Northwest 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, Bethany, Mo., this week.

PRINCETON

INDIANA'S BIGGEST LABOR DAY, ANNUAL MINERS' CELEBRATION

Saturday, Sunday and Monday, Sept. 1, 2 and 3

HOOPESTON

Illinois National Sweet Corn Festival, Sept. 5-6-7-8. This is a tremendous annual event with all the trimmings, Parades, Special Attractions and the National Crowning of the queens from several States. This event is big enough to be covered by Pathe and all other news reels, so don't blank out the rest of Labor Day week.

Indianapolis, Ind., September 10-15, followed by the Brown County Fair, Nashville, Ind.; then the Annual Pumpkin Show at Versailles, Ind.

COME ON CONCESSIONS—Everything open except Six-Cats and Bingo.

RIDES—No rides needed. We have 12 of our own but can always use top flight Foremen. We positively pay the highest salaries.

SHOWS—Will book any attractive Show with own equipment. Address all replies as per route. We answer all wires.

BARON PAUL, Owner

Carnival Routes

Continued from page 47

- West Coast: Medford, Ore., 28-Sept. 2; Alameda 4-8.
- West Coast Expo.: Lakeport, Calif., 30-Sept. 2.
- Wilcox, Dick: (Pair) Springfield, Me., 1-3; (Pair) Guilford 4-8.
- Wilson Famous: (Pair) Henry, Ill., 28-31; Roanoke Sept. 1-3; (Pair) Sandwich 5-9.
- Wilson Greater: Prescott, Ariz.
- Wolf's: Caledonia, Minn., 28-Sept. 1.

Wolfe Am. Co.: Newboro, N. C.; (Pair) Marquetteville, Va., 2-8.
World of Mirks: Essex Junction, Vt.
Young, Monte: Trenton, Utah.

WANT BINGO
For Rest of Season
DUMONT SHOWS
Suffolk, Va.

C.C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT
For Montgomery County Fair, Clarksville, Tenn., starting September 4, followed by the Clay County Fair, West Point, Miss.; then the Big One at Jasper, Ala.
Legitimate Stock Concessions and Hanky Panks of all kinds.
SHOWS—Will book non-conflicting shows with own transportation and equipment; liberal terms.
HELP—Can place Merry-Go-Round and Tilt Foremen, also First and Second Men on all rides; must drive semis and be licensed drivers.
All address
C. C. GROSCURTH, Du Quoin, Ill.

WANT BIGGER & BETTER WANT

GLOUCESTER COUNTY FAIR

PAULSBORO, N. J.

September 3 (Labor Day) to September 8 Inclusive
6 BIG DAYS—6 BIG NITES WITH
RADIO ENTERTAINMENT & TROTTER RACES

Mon.	Tues.	Wed.
PETE TAYLOR	BILL HALEY	MAC McGUIRE
WKDN	WPWA	WIP

ON CARNIVAL MIDWAY
THURSDAY, FRIDAY AND SATURDAY—AFTERNOON AND EVENING
33 Cowboys — RODEO — 77 Animals
Want Rides not conflicting. Shows—Motor or Monkey Drama; Lew Alters, Jimmy Frenzi, J. Boyle Hinkle, contact. CONCESSIONS—Pitch-Till-You-Win, Hoop-La, Novelties, Photos, Fish Pond, String Game, Penny Arcade, Mi-Striker, Gold Fish, Crow Halls, Scales and Age, Long and Short Galleries. Skill Stores that can stick to a quarter and a half. Contact
DUKE'S BAZAAR & FAIR TRADING
Phone: Chester, Pa., 3-3430, DUKE Media: Pa. Philadelphia: Pennypacker 5-4350
S. KRAUSE, Earle Hotel, 110 S. Tenth St., Philadelphia, Pa.

Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

PENN PREMIER SHOWS

worlds * cleanest * midway

Days 6 Nights JUNIATA COUNTY FAIR, PORT ROYAL, PA. Days 6 Nights
Opening September 3 thru 8
Pennsylvania's Largest Labor Day Fair

FOLLOWED BY THE GREAT MECKLENBURG COUNTY FAIR, CHARLOTTEVILLE, VA., SEPT. 10-15

- CONCESSIONS** Can place all kinds of Eating and Drinking Stands, Novelties, Fish Pond, Hoop-La, Glass Pitch and any other legitimate Concessions.
- SHOWS** Can place Arcade, Unborn or any other kind of Show not conflicting. Al Renton can place all kinds of Working Acts for Circus Side Show; also Ticket Sellers. Can place immediately one Motordrome Rider. Good treatment, top salary or will cut money.
- RIDES** Can place Fly-o-Plane, Caterpillar or any other Ride not conflicting. Can place Ride Men on Rides who drive semis. Must be sober and reliable.

Reserving space now for Charlottesville, Va., Fair. Space limited.
We have eleven more Fairs to go thru the Carolinas. Booked solid until Armistice Day, then Florida route. Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr.
Gratz, Pa., this week; Port Royal, Pa., next; followed by Charlottesville, Va.; then Durham, N. C.

THOMAS Land Joy Shows

WANT Will book Girl Show for Kentland, Indiana, Fair, Sept. 3-7. Can also place Hanky Pank Agents for Milk Bottles, Balloon Darts, Photo Gallery, Fish Pond, Cat Rack, French Fryer, Huckley Buck, Pitch Games, P.C., Derby, Arcade. Wanted—Ride Foreman and Second Man. Also Bingo Help. Have contract for following Fairs: Kentland, Ind.; Nelsonville, Ohio; Oakland, Md.; Parsons, Kingwood and Elkins, W. Va., and six Southern Fairs to follow. All wire
L. I. THOMAS, Mgr.
KENTLAND, IND., UNTIL SEPT. 7

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Lions' Club Festival, Aug. 27-Sept. 1, followed by one more still spot. Then eight top-ranking Fairs, starting at Stamps, Arkansas, Sept. 10; Vernon Parish Fair, Leesville, La., Sept. 17-22; Jackson Parish Fair, Jonesboro, La., Sept. 24-29; Avoyelles Parish Fair, Marksville, La., Oct. 1-7; Lincoln Parish Fair, North Louisiana State Fair, Ruston, La., Oct. 8-13; Sabine Parish Fair, Many, La., Oct. 15-20; Union Parish Fair, Farmerville, La., Oct. 22-27. Followed by top cotton and cane spots, booked solid until New Year's Day.
Ride Help—Want Chairplane Foreman, must be sober and drive semi. Second Men on all Rides, must be sober and drive semi. Want Waiters for office-owned Cook House. Happy War wants Side Show Act. Curley March wants Colored Musicians and Performers. Rides—Will book Octopus, Little Dipper, Fly-o-Plane or any Ride not conflicting. Will book Kid Rides except Train, Auto or Ponies. Concessions—Can place Grocery Store, Aluminum Store, High Striker, Country Store, Bumper, String Game, Short Range, Sewing Machine or any Hanky Pank working for stock. Will place Rat Game. Will place Grab Stand, Pop Corn, Snow Cone, Foot-Long Hot Dogs, Ice Cream Bars, Juice, Peanuts, or what have you? Shows—Can place Monkey Show, Fat Show, Mechanical Show, Fun House or any Show of merit except Snake Show or Minstrel. Want Manager for office-owned Snake Show. All replies:
Bunkie, Louisiana, Aug. 27-Sept. 1; then per route.

A.M.P. SHOWS

Juggy

CONCESSIONS: Rat Game, Fish or Duck Pond, Dart Stores, String Game, Hoop-La, Photos, High Striker, Penny Pitch, Cane Rack, Buckets, Swinger and any other not conflicting. **WANT GIRL SHOW** with or without equipment, Side Show, Monkey Show, Life, Animal or any worth-while attraction. Want Electrician. All replies to
A. M. PODSOBINSKI, A. M. P. Shows, Richlands, Virginia, this week.

VIVONA BROS. Combined SHOWS

WANT FOR TRI-CITY FAIR STARTING LABOR DAY, LEAKSVILLE, N. C., AND ALLEGHANY COUNTY FAIR, COVINGTON, VA., SEPT. 10-15. 9 MORE FAIRS TO FOLLOW.
OPEN MIDWAY. Popcorn, Snow Balls, Glass Pitch, Candy Floss, Ice Cream Dip, Cat Rack, Buckets, Jewelry, Short Range, Derby, Rotaries, Hanky Panks of all descriptions and Eating and Drinking Stands, American Palmistry—positively no gypsies.
RIDES—Excellent show for Train Ride. **SHOWS**—Any money-getting Grind Show. Can use working Side Show Acts. Prof. Vidalia wants Musicians and Performers for Minstrel Show. Can place high type Free Act to feature. **HELP**—Second Men on all rides. Semi Drivers preferred. Useful Show People in all departments. Contact this week at Roanoke Rapids, N. C., all this week.

DIESEL OPERATOR AND ELECTRICIAN

Wanted for four Caterpillar plants. Must be experienced Show Electrician, capable of wiring show and taking care of plants. Can also use Assistant Electrician. Salary no object. Jimmy Zibrisky, wire me.
E. L. YOUNG, Mgr., ROYAL CROWN SHOWS
SIOUX CITY, IOWA, THIS WEEK

WANTED

People for Med. Show. Long season. What can you do? Anything considered.
RAY SMITH
White Show, Hutchinson, Kans.

JIMMIE FERENZI

Wants Girls for Revue Type Show. Also Girls for Posing Show. Could use a Talker with Girls to take my other show. Good salaries. Also have an exclusive on a night club in Miami. Those who come on now will have preference to work all winter. Salaries A. G. VFA scale. Would like to hear from my friends. Address: This week, Williams Grove Park, Mechanicsburg, Pa.; next week, The Great Staunton Fair, Staunton, Va. Care of LAWRENCE GREATER SHOWS.

NORTHERN NECK AGRICULTURAL FAIR

Warsaw, Va., week Sept. 3 to 8

WANTED—Ball Games, Fish and Duck Pond, Long and Short Range Lead Gallery, Glass Pitch, Penny Pitch, High Striker, Candy Floss, Grab, Hoopla; all Grind Concessions open.

WANTED—Girl Show, Minstrel Show, Glass House, Mechanical City.

WANTED, RIDES—Octopus, Tilt, Pony Ride and Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers, Agents for Hanky Panks and Ticket Sellers. All replies to

GEORGE CLYDE SMITH SHOWS

Front Royal, Va., this week; Warsaw, Va., next week.

PECK AMUSEMENTS

WANT

For their Mississippi Fair Route: Louisville, Lexington, Newton, Waynesboro, Charleston, Shaw and others to follow. We are out till November 11. We played this route last fall and know it's good. Plenty of money South this year. We open in Louisville September 8.

CONCESSIONS—Hit and Miss, Balloon Dart, Cork Gallery, Glass Pitch, Short Range, Long Range, Set Spindle, Buckets, Six Cat, other Hanky Panks.

SHOWS—Can use a couple more Shows, no girl show.

C. S. PECK

Palmyra, Ill., Aug. 26-29; Mazon, Ill. (Fair), Aug. 31-Sept. 3.

BARNEY TASSELL UNIT SHOWS

WANT FOR LABOR DAY WEEK CELEBRATION, SEPT. 3, GORDONSVILLE, VA.

Followed by my usual tobacco festival towns. Parades, Fireworks, Free Acts, prizes every night and auto given away. Don't let size of town fool you.

CAN PLACE Hoopla, Devil's Bowling Alley, Short and Long Range Shooting Galleries, Ball Games, Cat Rack, Cork Gallery, Blower, Penny Pitch and Penny Arcade or any other strictly legitimate Concessions.

WANT Funhouse or any Shows of merit. Can use 1 more major Ride not conflicting.

BARNEY TASSELL UNIT SHOWS

This week Chapel Oaks, Md. All wires and mail to Hyattsville, Md.

The Great MARTINSVILLE, VA.

Five County Colored Fair, Sept. 3 to 8

ALL CONCESSIONS OPEN. Can use Eating and Drinking Stands, Mitt Camps. Good Hanky Pank territory, come on. "X" on Diggers. Want Chairplane Foreman, top salary. Earl Myers, contact me. All wires to Ben Wolfe.

WOLFE AMUSEMENT
ROXBORO, N. C., THIS WEEK.

LAST CALL

On the Streets, Romeo Peach Festival, Sept. 1-3; Romeo, Mich., Saturday thru Labor Day—3 Big Days and Nights.

Want Merchandise Concessions of all kinds. Ball Games, Ponds, Dart, Novelties, Grab, etc. Bingo, Ice Cream, Popcorn, Glass Pitch sold. Space is limited, contact now. All wires and mail.

LEONARD GOULD

1731 LEE PLACE, DETROIT 6, MICH. PHONE: TR 3-0189
P.S.: 1947 Spitfire for sale. Can be seen in operation. \$3,500.00.

GENERAL AGENT WANTED

For Animal and Snake shows. Small towns, one-night stands. Must have car, sober, married preferred. Good proposition. Contact.

TEX J. ALLISON

Douglas, Wyo., until Sept. 1, then Mitchell, Neb., until Sept. 8

JOLLY TIME SHOWS

Want for 10 weeks of Fairs and Celebrations in tobacco and cotton country; Hanky Panks of all kinds, Six Cats, Swinger, Photos, Buckets, French Fries and Shows with own equipment. Small percentage. Nina Scott, get in touch with Dick Palmanteer. Couple for Illusion Show; write, wire; no phone. Jarratt, Va., week of 27th; then as per route.

PAGE BROS.' SHOWS

ALL FAIRS

Want Foremen for Merry-Go-Round, Wheel and Tilt, Second Men on all Rides, Jewelry, Custard, Arcade and Hanky Panks of all kinds, Hohenwald, Tenn., Fair now; McMinnville, Tenn., Fair next week.

WADE GREATER SHOWS

FULTON COUNTY FAIR
Wauseon, Ohio, September 3 to 8

★ CAN PLACE ★

Ball Games, Pitch Tilt You Win, Custard, Age and Scale, Photos, Grab, Balloon Darts, Novelties and other Merchandising Concessions.

WANTED
MOTORDROME AND MONKEY SHOW
for this Fair and balance of our Fair season.

WADE GREATER SHOWS
O. Buck Saunders Mgr.
Marne, Mich. (Fair), all this week.

P.S.: Branch Co. Free Fair, Coldwater, Mich., follows Wauseon.

W.G. WADE SHOWS

20TH ANNUAL FREE FAIR
Pinconning, Mich., September 6-7-8

→ CONCESSIONS ←

Photos, Ball Games, Hi-Striker, Basketball, Fish Pond, Case Pitch, Glass Pitch and other Hanky Panks. Short Range Gallery open.

WANTED
GLASS HOUSE AND MONSTER SHOW

W. G. WADE SHOWS
Ludington, Mich. (Fair), all this week.



LAWRENCE

Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

"A 50 Car Railroad Show Motorized"

WANT FOR THE STATE FAIR OF VIRGINIA, STAUNTON, VA., SEPT. 3-8; ELIZABETH CITY, N. C., FAIR, SEPT. 10-17, AND THE MT. AIRY, N. C., FAIR TO FOLLOW. WE HAVE THE STRONGEST ROUTE OF FAIRS IN NORTH CAROLINA.

COOKHOUSE THAT CATERES TO SHOW PEOPLE

CONCESSIONS: ALL CONCESSIONS OPEN FOR ALL OF OUR FAIRS. Can place Eating and Drinking Stands, Glass Pitches, Frozen Custard, Chocolate Dips, etc., etc.

RIDES: Octopus, Little Dipper, or any Rides not conflicting with what we have.

SHOWS: ORGANIZED GIRL REVUE. POSING SHOW (must have 4 or more Girls and in keeping with our standard); MECHANICAL CITY, MIDGET, GLASS HOUSE, OR ANY GRIND SHOWS. WANT FUN HOUSE OPERATOR.

HELP: CAN USE A FEW GOOD FOREMEN AND WANT SECOND MEN ON ALL RIDES. (Highest salary and bonus.)

All address LAWRENCE GREATER SHOWS, Woodstock, Va., this week, then as per route above.



BRYDON & THOMAS

AMUSEMENT PRODUCERS

Permanent Mailing Address:
390 ARCADE BLDG., ST. LOUIS 1, MO.

"Our Prompt Attention Whether a One Day Picnic or the Texas State Fair"

LAST CALL FOR DALLAS, LAST CALL
TEX., STATE FAIR, OCT. 6-OCT. 21

16 DAYS—2½ MILLION TO PLAY TO—16 NIGHTS

WANT unusual Shows with own equipment. Everything must be first class shape. Mail photos and exact size. An A-1 Monkey Show wanted.

WANT to hear from all those who have arranged to play this date. Give me your present address. CAN USE a few more specialty and exotic Dancers, Hammond Organist with own organ.

NEED Working Men, Ticket Sellers, Canvas Boss, good Sailmaker, Electrician, Show Artist. All to go to work Sept. 25. ALL REPLY NOW UNTIL LABOR DAY, SEPT. 3

RAY MARSH BRYDON

c/o FAIRGROUNDS DU QUOIN, ILL. Thereafter to Fairgrounds, Dallas, Tex.

INTERSTATE

Shows

WANT
WANT
WANT

For Sevier County Fair, Sevierville, Tennessee, September 3-8, followed by North-East Georgia Fair, Gainesville, with 10 more to follow.

SHOWS: Glass House, Fun House, Penny Arcade, any non-conflicting Grind Shows.

RIDE HELP: Want Foremen for Twin Wheels, Rolloplane, Merry-Go-Round, Chairplane, and Second Men on all rides.

WILL BOOK: Tilt, Spitfire, Little Dipper, Caterpillar for the balance of the season.

OPEN MIDWAY: All Eating and Drinking Stands, Foot Long Hot Dogs, Ice Cream, French Fries, Snow Cones, Hoss, etc. Long Range Gallery, Short Range Gallery, High Striker, Jewelry, Novelties, Hanky Panks of all kinds.

WANT Man and Wife to take complete charge of Cook House that knows how and will cater to show people. Want Man to take complete charge of Grab.

George Kelly no longer connected with this show.

All replies to **H. B. ROSEN**
Hamblen County Fair, Morristown, Tennessee

www.americanradiohistory.com

FOLKS CELEBRATION SHOWS

Want for Ararat Shrine Ceremonial, Southern Jurisdiction, and Labor Day Celebration, Sept. 3-8 incl., Clinton, Mo.; then Ray County Free Fair, Richmond, Mo., Sept. 11-16.

RIDES: Little Dipper, Miniature Train, Pony Ride, Boat Ride, Kiddie Auto Ride, Sky Fighter, Dark Ride, Rolloplane or any other rides we do not have.

SHOWS: Can place good capable Shows with own outfits. Can place Talkers and capable Show People.

CONCESSIONS: Can place Cookhouse, Corn Game, Ball Games, Mitt Camp, Fishpond, Bowling Alleys, Shooting Gallery, Candy Floss, Popcorn, Frozen Custard and other Hanky Pank concessions.

Barney Allen wants Agents for Grind Stores. Gussel Floyd, contact at once.

HELP: Can place first-class Sign and Scenery Painter and Electrician. Wanted at once—Sober Billposter with own truck. Capable Ride Foreman, wire me. This show going south to Texas and New Mexico for long season.

Wire **FOLKS CELEBRATION SHOWS, CLINTON, MO.**

SMITH AMUSEMENT CO.

WANT FOR ENID, OKLA.—SEPT. 10 THRU 15—6 BIG DAYS AND NIGHTS—RACING, FREE ACTS, ETC.

Want Hanky Panks of all kinds. Eats, Drinks, Popcorn, Custard, Floss. Good opening for Cookhouse. Buckets, Swinger, Bowling Alley, Blower Agents—Want Hanky Pank Agents. (Grady Ford, contact.) Ride Help—Foreman for Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round. Also Second Men. (Poncho, contact.) Rides—Roll-o-Plane, Octopus, Train. Good opening for Fun House. Shows—Man and Wife to take Girl Show, completely framed, for soldiers' pay day. Man for Snake Show. (Hedy Jo, call.) Want Mechanic for trucks. Ride Men, report here at once.

ROLAND SMITH, Warren Hotel, Lawton, Okla.

LABOR DAY CELEBRATION

GROVEPORT, OHIO, SEPT. 3-8

GROVE CITY, OHIO, SEPT. 13, 14 and 15

ANNUAL STREET CELEBRATION

CONCESSIONS WANTED—Bingo, Glass Pitch, Novelties, Rotaries, French Fries, Photo, Long and Short Range Galleries and Hanky Panks.

FRED NOLAN, Moxahala Park, So. Zanesville, Ohio

PHONES: 2-8252 and 2-7671

COLEMAN SHOWS WANT

FOR OPENING DATE, WASHINGTON, LA., THURSDAY, AUG. 30. Uptown Location, Mixed Lot.

All Concessions open, Hanky Panks only. No flats, set or camps. Ride Help for three Major Rides. Will book Jenny and two nice Baby Rides now. Also more Major Rides for La Salle Parish Fair of Jena, and Concordia Parish Fair, uptown Ferriday. Everything open, including Bingo, Custard and Photos. Want useful, sober Show Help. Mr. Al Steiner, Lewis Rose, Bob Hoard, Blackie, contact or come on. Out till Knox in the cotton and yams.

LOOK—RIDE MEN—LOOK

Liberal Reward for Information Leading to Recovery of Fly-O-Plane Ride, Truck and Trailer.

Fly-o-Plane was loaded on 33-ft. Hobbs Trailer, pulled with 1947 Chevrolet Truck. Last seen going east on Aug. 23 on Highway 30 near Rock Falls, Ill. Wire

JOHN FRANCIS

c/o THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

UNITED EXPOSITION SHOWS WANT

SIDE SHOW, COMPLETE, OR ACTS TO COMPLETE FRAME UP. HAVE TOP AND BANNERS.

Hanky Pank Concessions of all kinds. Man and Wife for double Ball Games. Man with help for Nail Joint, Agents for Snow and Candy Floss. Also Skillo and Count Store Agents. Want Buckets and Six-Cat Head Agents. Ride Help that drive. Going south now—biggest cotton crop in the history of Texas. Have 9 more Fairs, then Houston Shrine Circus. Address: **C. A. VERNON, Mgr., Mountain Grove, Mo. (Fair), this week; then big Labor Day Celebration, Harrison, Ark., around the square.**

WANTED—C. A. STEPHENS SHOWS

For Mountain City, Tenn., Bean Festival

CONCESSIONS—Custard, Lead Gallery, Concessions working for stock. General Concession Help of all kinds. Waiters, Cook and Griddle Man for show-owned Cookhouse. **RIDES**—Place one more High Ride, Second Man for Twin Wheels. Counter Man for Bingo. **SHOWS**—Place any worth-while Show, no junk.

GREENEVILLE, TENN., FAIR, THIS WEEK

PEE-DEE AMUSEMENT

Can place for Harvest Jubilee, Reidsville, N. C., week Sept. 3; Both Ware Community School Fair, Sept. 13, 14 and 15.

Place Bingo that works for stock, Ball Games, Hi-Striker, Candy Floss, Pitch-Tilt-U-Win, Eating Stands and any Hanky Panks that works for stock.

Want Shows with own outfits. Can place 2 Kiddie and 1 Flat Ride. Need Ride Help on all Rides. Most drive.

Address this week, Welcome, N. C. All wires care Western Union, Lexington, N. C.

JOHN FRANCIS SHOWS

DUE TO DISAPPOINTMENT AND LAST-MINUTE CANCELLATION HAVE LABOR DAY WEEK OPEN.

Address: **JOHN FRANCIS, c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.**

T. W. "SLIM" KELLEY

WANTS WANTS

SHAKE SHOW TALKER. ALL FAIRS WITH MARKS SHOWS. CAN PLACE HIGH-CLASS FREAKS AT MINEOLA FAIR. TOP SALARIES FOR TOP PEOPLE. NO DRUNKS NEEDED. ADDRESS:

Roanoke, Va., this week; then Fredericksburg, Va., then per route.

RAYNELL

WANTS Underwater Worker

For Relief in "DIVINIA SHOW"

Also TALKER

Girls for Posing Show, Extra Bally Girls, Working Men for top, Boss Canvasman who can and will take care of equipment.

Wire or Call **RAYNELL** c/o Cullin & Wilson Shows Indianapolis, Ind.

STATE FAIR SHOWS

WANT

All Concessions and Hanky Panks, especially want Corn Game, Diggers, Mitt Camp, Snow Cones, Candy Floss, Percentage, Show all open, 20 per cent. For Oilton, Okla., Aug. 30-Sept. 1 (Street Fair); Ralston Street Fair; Bristol County Fair, Perry (on Court House Square); Cherokee Strip, Sept. 15-17; then East Texas.

For Sale—Rides, Transformers (50 & 75 kw.), Side Show complete, Bingo Wire **C. A. COFFE, Mgr., Oilton, Okla.**

BILLPOSTER

WANTED

Must be sober and capable. We furnish truck. Long season of Fairs.

Address:

AL WAGNER c/o Cavalcade of Amusements Detroit, Mich. (Fairgrounds) Aug. 28 to Sept. 9.

WANTED

Tilt-a-Whirl Foreman, top salary to A-1 man. Can also place another Second Man. J. C. Snell and Bob Dee Hale, wire. Address:

WILLIAM PINK

Franklin Hotel, Des Moines, Ia., until Sept. 4, then c/o Hennies Shows, Knoxville, Tenn., Sept. 7-15.

FOR SALE FOR SALE FOR SALE

HALF INTEREST IN ORGANIZED CARNIVAL. THE BEST MOTORIZED SHOW ON THE ROAD, WITH A COMPLETE ROUTE ENDING IN NOVEMBER. WILL TAKE \$35,000.00 cash. Show will inventory at \$225,000.00. Don't answer unless you can do business. No curiosity seekers. Address: **BOX 825, c/o Billboard Pub. Co., 290 Arcade Bldg., St. Louis 1, Mo.**

2 DERBY CALLERS

WANTED AT ONCE

DON'T WRITE, WIRE.

CARL HANSON

c/o State Fairgrounds Detroit, Mich.

WANT CARNIVAL

For brand-new Fair just opening this year.

3 or more Rides, with Shows and Concessions, for week of Sept. 24-28 Contact

HESTAND BROS.

Mass, Tenn.

WANT

STOCK CONCESSIONS.

Labor Day, Cromwell, Ind. A good one. Sept. 5-8, Surman, Ind., Legion Fair. Sept. 11-15, Peoples, Ohio.

ROXIE HARRIS

General Delivery, Sharpville, Indiana. After Aug. 10, Cromwell, Indiana.

BURDICK'S GREATER SHOWS

Can place for following Fairs—Mesquite, Grand Saline, Brenham, Bellville, all Texas Fairs in the Cotton, Hanky Pank Concessions, Party with Talent for Girl Show, Auto Ride, Tilt, Octopus or any Flat Ride. Fair Secretaries. Have week of Oct. 1-6 and Oct. 15-20 open. Need Ride Help, pay every nite Burdick Shows, Lott, Tex., week August 27-Sept. 1st.

WANT

Advance Agent with car who can route 8-Hide Motor Truck Show in good Southern spots. All replies at once to

D. MURPHY

General Delivery, Port Jefferson, Ohio. This week.

WANT

Good Agents for long season of choice spots.

PAUL MILLER

FAIR GROUNDS, DETROIT, MICH.

WANTED

Nail Agents. Also Agents for Roaming Target.

GENE CAIN

WALLACE BROS. SHOWS Elkhorn, Wis.

CONEY ISLAND SHOWS

WANT FOR PENNINGTON GAP, VA., FAIR, SEPT. 3-8, and eight other Southern Fairs to follow. Big Armistice Day Celebration.

This show stays out all winter

WILL BOOK, BUY OR LEASE RIDES THAT DON'T CONFLICT

WANT Kiddie Train.

WANT Concessions of all kind. Good opening for Photos, Novelties, Cookhouse, Grab, Popcorn, Ice Cream, Mitt Camp, Lead Gallery and Hanky Panks.

BILL HUNTER WANTS Agents for Skillo, Grind Stores, Buckets and Bowling Alley.

WANT Man and Wife to operate small Cookhouse.

WANT SHOWS—Side Show Manager with inside. Will furnish 80-ft. top and front for 25% for all Fairs. Want Monkey Show, Girl Show, Illusion, Mechanical City, Unborn, Wild Life or any good show. 25% to office. Will furnish outfits.

WANT Musicians and Performers for Minstrel Show. Want Caterpillar, Tilt, Roll-o-Plane, Merry-Go-Round and Chairplane Foreman and good Ride Help on Twin Wheels, Octopus and Kid Autos. Want sober Electrician.

Sneedville, Tenn., this week; Pennington Gap, Va., Fair, next week.

BOB EDWARDS WANTS

To thank Thomas D. Hickey for a pleasant spring and summer season

Want help to enlarge Show for State Fair dates. Posing and Dancing Girls for Detroit, Nashville and Atlanta. Salary, \$60.00 and \$75.00. For Denise Darnell Show, to open Memphis, Tenn., Acts and Dancing Girls. Top salaries. Want for Minstrel Show, Singers, Dancers, Chorus Girls and Musicians. Contact "Fathead" Williams, Minstrel Show, Fairgrounds, Jackson, Mich. Want girls who swim for Water Show, to open in Louisville, Ky. Will pay up to \$100.00. Can use Bally Girls on all shows. \$50.00 per week. Also Ticket Sellers and Canvasmen, prefer Drivers. All contact

BOB EDWARDS, c/o CAVALCADE OF AMUSEMENTS

State Fairgrounds, Detroit, Mich., or at locations above

UNITED STATES SHOWS

WANT French Fries, Jewelry, Coke Bottles, Slum Spindle. Spot and Set Concessions.

WANT Grind Shows, Snake and Ten-in-One.

Gigantic Labor Day Celebration at Webster Springs, W. Va., next week. Miners having Safety Day on Sept. 3.

WANT additional Free Act for Webster Springs.

All Wires and Phones to

L. P. BRADY

Care Sutton Fair Grounds, Sutton, W. Va., this week

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. 4-8-7-8; 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 8; Beaufort County Agri. 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. Have complete outfit for Plantation Show. Want Shows: Monkey Show (Mr. Mun, writal), Girl Show, Fun House, Side Show, Motordrome and Grind Show. Want Rolloplane, Octopus, Dark Ride, Caterpillar, Bidee-O or Whip. Will book Ferris Wheel for duals. Want Chairplane Foreman. 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.

All address as per route, Harry Heller, General Manager

Leaksville, N. C., Aug. 27-Sept. 3; then all Fairs until Nov. 10.

MARION GREATER SHOWS

ATTENTION, SHOWMEN! Will book high-class Attractions for our 11 major Fairs.

ATTENTION, RIDE OWNERS! Thompson Bros., Ted Lewis, contact at once.

Concessions: Will book ex on Custard and Diggers. Want large de luxe Bings. Dannie Donoso, Al Boxall and Bill Jones, contact. Want legitimate Concessions of all kinds for the following Fairs:

Chesterfield County Fair, Paoland, S. C., week Sept. 10-15; Dillon County Fair, Skillet Fairgrounds, Dillon, S. C., week Sept. 22-27; the Greater Williamsburg County Fair, Kingstree, S. C., Sept. 24-29; Greater Cleveland County Negro Fair, Shelby, N. C., week Oct. 1-6; York County Fair, York, S. C., week Oct. 8-13; the McCormick County Fair, McCormick, S. C., Oct. 15-20; the Greater Aiken County Fair, the biggest County Fair in the State of South Carolina, Aiken, S. C., Oct. 22-27; Clarendon County Fair, Manning, S. C., Oct. 29-Nov. 3; Chester County Fair, Chester, S. C., Nov. 5-10; Berkeley County Fair and Exposition, Mancks Corner, S. C., Nov. 12-17; Kershaw County Farmers' Fair, Camden, S. C., Nov. 19-24. All replies:

MARION GREATER SHOWS

Marion H. Spillers, Owner; F. E. Spain, Bus. Mgr. Hartsville, S. C.

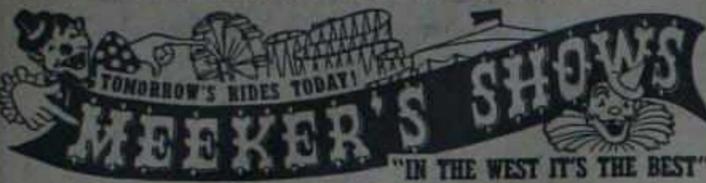
J. A. SPARKS SHOWS

Want Cookhouse, Short and Long Range Shooting Gallery, Six Cats, Bucket Store, Derby, All Hanky Panks open, Glass Pitch. No exclusives. **RIDES:** Will book Octopus. Good proposition for Merry-Go-Round. Want Ride Superintendant; Foremen for Ferris Wheel, Tilt and Rolloplane and Ride Men on all Rides. **SHOWS:** Will book Big Snake, Wild Life, Mechanical City, Unborn or any good Show of merit. Want Secretary, man or woman. Need Help for Concessions inside Girl Show. Iron Jaw, get in touch with me

Clinton, Tenn., Fair, Sept. 3-8; Woodbury, Tenn., Fair Sept. 10-15.

Contact **J. A. SPARKS, Knoxville, Tenn., this week.**

NOTICE—CONCESSIONAIRES AND SHOWMEN
Get Your Winter Bankroll. Space Still Available



Hold exclusive contract for the Central Washington Fair, Yakima, September 26-30. 156,000 paid admissions last year. No shortage of money.

WANT Stock Concessions of all kinds—no exclusive. WANT Grind Shows, Minstrel or Hillbilly Show, Side Show or any other worth-while attraction. Contact now—first come, first served. Some space available for Lewiston Round-Up, Sept. 5-9.

RALPH MEEKER, Owner-Manager, Ellensburg, Wash.

LEO LANE SHOWS
"The South's Finest"

WANTED For Allendale, S. C., Lions' Club Annual Festival, Sept. 10 to 15. First show this year.
WANTED Wadley, Ga., Sept. 17 to 22.
WANTED Monkey Show, Fun House or any clean Show (no Girl Shows wanted). Frozen Custard, Cook House or Sit Down Grab, Short Range Gallery, Pitch Till Win, Scale and Age, Novelties, Coke Bottle, Balloon Dart, Bowling Alley or any Hanky Panks not conflicting. No grift or gypsies. Want sober and reliable Ride Help now; drivers preferred. A-1 Wheel Foreman, Foreman for two Kiddie Rides, Second Man on Tilt, Operator for Roll-o-Whirl, Can use Ticket Sellers and Concession Help.

All Address:
LEO LANE
SAVANNAH BEACH, GA., UNTIL LABOR DAY

Percell's
PIONEER SHOWS
high class midway attractions

Orbisonia, Pa., Tri-Community Fair, Labor Day Week; then McClure, Pa., Bean Soup Fair; followed by Carbondale, Pa., Centennial, oldest town in coal region, Sept. 17 to 22nd, biggest and best doings in the State. Space limited. Want Legitimate Concessions. Want Eat and Drink Stands. Want Help on Rides, Bingo Help. "Stretch" Rice wants Agents. Buddy Burnstel wants Girls and Snake Show Operator. All replies McConnellsburg, Pa.

"STRETCH" RICE, Business Mgr., or
MICKEY PERCELL, Gen. Mgr.

JAMES E.
STRATES SHOWS
AMERICA'S BEST MIDWAY

Can place Flageolet Player for new Show, also Workingmen for Shows and Rides. Have locations at New York State Fair for Popcorn, Peanuts, Candy Apples and Floss. Eight days starting September 1st. Claude Bentley wants Side Show Acts and Freak to feature.

JAMES E. STRATES
Syracuse, N. Y., this week and next.

SCHAFFER'S JUST FOR FUN SHOWS
WANT THIS IS IT, FOR A SURE WINNER THE REST OF THE YEAR WANT

Good proposition for Side Show. Want Man and Wife to handle "Streets of Paris" Show. Also interested in good arcade. Will sell "Yes" on Popcorn and Custard. Will also book Hanky Panks, reasonable. Will book any Rides not conflicting, prefer Dark Ride or Dipper. This Show has the cream of Oklahoma—Norman, Aug. 27 to Sept. 2; then into Ardmore, Sept. 4 to 10. Also have attractive Fairs in Texas. We will stay out late. W. H. (Bill) Bonta wants Agents for office owned Grind Shows, Pins, Rolldown and Razzes. Attention—Minor, Averill and Lorenz, answer if not placed. ANSWER Norman, Okla., this week (Please, No Collect Calls).

W. A. Schaffer Owner
W. H. (Bill) Bonta Legal Adjutor

ELLIOTT AMUSEMENT CO.

Want for Manton Labor Day Celebration, Saturday, Sept. 1st and Labor Day. Hanky Panks of all kinds. No P.C. or flats. For Sale—Conderman Ferris Wheel and Transportation. In good condition. All replies to

MRS. L. W. ELLIOTT
ELLIOTT AMUSEMENT FRUITPORT, MICH.

CHARLESTON, W. VA., FAIR
9—BIG DAYS & NIGHTS—9
September 1 to 9 Inclusive

Have location for one more Major Ride and two Kiddie Rides, same must open this Saturday, Sept. 1st. Want experienced Ride Help and Working Men in all departments. Report to Charleston Fairgrounds Saturday, Sept. 1st, 7:00 a.m. Address

JAMES H. DREW SHOWS
PENNSBORO, W. VA., FAIR UNTIL AUGUST 31ST

MOTOR STATE SHOWS
WANT WANT

For Inco Co. Fair, Hale, Mich., Aug. 27-31; also Prescott big Labor Day Celebration, 2 days, with East Jordan following.

All kinds of Hanky Panks and legitimate Concessions. Ride Help on all Rides.

HEBRON, OHIO, FALL FESTIVAL
September 19, 20, 21, 22

WANT CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK.

GRATZIANO AND CARLIN
P. O. BOX E, BUCKEYE LAKE, OHIO PHONE 2771

WANTED

Concessions for
Ford County Fair
Melvin, Illinois
September 5, 6, 7 and 8

Contact
LOU ADAMS
Antioch, Illinois

or
LOUIS FREEHILL
Melvin, Illinois

GOING SOUTH

First in some of the best cotton towns. Can use all kinds of Concessions, open Midway. Can use Cook House or Grab Stand that caters to show people. Will book Bingo, Chairplane, one Kid Ride, or what have you for balance of season?

Will sell Flying Scooter with or without transportation. Double Loop with trailer and all the iron for a 37 Tilt, Roll-o-Whirl. Will sell or trade for a late Tilt or late Merry-Go-Round. No phone calls, please.

Kingston Mines, Ill., Aug. 30 to Sept. 3; Elmwood, Ill., Sept. 4-5; Sparta, Ill., Sept. 10-15.

BURKHART SHOWS

DYER'S GREATER SHOWS

Want for Mineral Point, Wisconsin, Aug. 31-Sept. 4th; Odell, Ill., Free Fair follows. Eats, Drinks, Hanky Panks, Custard, Lead Gallery Shows with own equipment. Any Ride not conflicting. W. Helena, Ark., Fair, Sept. 17-22; Forest City, Marianna follow. If you want cream get in the cotton. Mrs. Moore wants Man and Wife to take charge of truck load Concessions, good deal, contact immediately.

OKLAHOMA EXPOSITION SHOWS

Want for Fairs—Playing Turley, Okla., Hugo, Madill and Antlers to follow. Can place Ride Help. Will book Rides that do not conflict with ours. Want Hanky Pank Concessions. Will book Grind Store and Skillo. Can place Agents for office owned Concessions. (Nackie and Tex, contact Choc Preskill.) All replies to Turley, Okla., Aug. 30-Sept. 3; then Hugo.

SIDE SHOW

People available to augment a show on big carnival, good route. Plus feature. See show (run all season) at Revere Beach by Labor Day. Acts on salary, feature on percentage.

W. J. O'BRIEN
Phone: Revere 8-1927 bet. 6 and 7 p.m.
Revere Beach, Mass.

FOR SALE

Cookhouse—22'x52', 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 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.

CHEROKEE AMUSEMENT CO.

Want Wheel Foreman, must be sober and capable. Concessions: Photos, Lead Gallery, Fish Pond, Darts, Jewelry or any not conflicting, for Pittsburg, Kan., Labor Day; then into Oklahoma for Chandler, Wewoka, Holdenville, Shawnee, all County Fairs, with more Fairs and Celebrations which end Oct. 27th.

Contact **J. W. MAHAFFEY**
Burlington, Kansas

AL GAINES SAPP
WRITE AT ONCE
IMPORTANT

H. GLUCKMAN
1012 First St. Ft. Myers, Florida

JOHN P. COLORITE
Please Contact

R. C. BRYAN
605 TAMPA ST TAMPA 2, FLA.

WANTED

Bingo Counterman and Relief, Caller Contact

DAVE FINEMAN
JOHNNY J. TINSLEY SHOWS
Atlanta, Ga., this week; Athens, Ga., next week.

WANTED AT ONCE

Good Annex Act that can work straight or strong. Also Fire Act, Magician and Juggler.

W. B. SUTTON
O. C. BUCK SHOWS, Rhinebeck, 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
NORTH HOLLYWOOD, CALIF.

7283 BELLAIRE ST. PHONE SUNSET 2-3131

DOWN RIVER AMUSEMENT COMPANY

For St. Clair Beach Homecoming and Labor Day Celebration

CONCESSIONS—Hanky Panks for any legitimate Concession. SHOWS—Any worthwhile Grind Show, Glass House, Fun House, Motordrome, Wild Life, Iron Lung. HELP WANTED—Ride Help who can drive semis.

St. Clair Beach, Mich., all this week; River Rouge, Mich., next week; then Ypsilanti, Mich. Home Office, 10138 W. Jefferson, River Rouge 18, Mich.

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

WANTED TO BUY—RIDES, LARGE AND SMALL. PRICE MUST BE RIGHT.

Contact **JIM CONES**
CHANDLER HOTEL, 834 SO. MAIN ST., LOS ANGELES 14, CALIF.
Phone: Trinity 5965

LABOR DAY CELEBRATION
BELDING, MICHIGAN, SEPT. 1-2-3
BIGGEST CELEBRATION IN MICHIGAN

Want Concessions of all kinds. Can place Pop Corn Wagon, Candy Apples, Carmel Corn, Candy Floss.

Manistee County Fair, Onkema, Mich., Sept. 5 to 8.
Pius Church, Sept. 13 to 16, Suburb of Detroit.
Out Till Snow Flies.

ROSCOE T. WADE
JOYLAND MIDWAY ATTRACTIONS, OVID, MICHIGAN, TILL AUG. 30TH

THE HARRY BURKE SHOWS WANT

FOR FALL FAIRS STARTING PLAQUEMINE, LA., WEEK SEPTEMBER 10

Mechanical City, Dark Ride, Fun House, any clean Grind Show. Also Clothes Pin Pitch, Watch-La, Bumper Game, Scales, Novelties, French Fries, Hats, Don Tyler, Ray Schill, Shorty Weir, Norman Smith, write or come on. Also C. C. McClung and Texas Dolly. All replies to

HARRY BURKE SHOWS
Rayne, La., week September 3, or Plaquemine, week 10.

FOR SALE **FOR SALE**

GREATER RAINBOW SHOWS
A Complete Carnival in Every Detail

LITTLE BEAUTY MERRY-GO-ROUND, 25 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.

VICTORY EXPOSITION SHOWS
WANT NOW AND FOR BALANCE OF SEASON—ALL FAIRS

Cookhouse, Ball Games, Fish Pond, Basketball or any Stock Concession. Can place Hanky Pank Agents. Want Side Show, Illusion or any good Grind Show. Can place Ferris Wheel Foreman, also Help on other Rides. J. A. McDonald can place Arcade Mechanic (Tex Danich, wire Joe Williams). Address Salinas, Kansas (Fair), this week.

BE WITH A POWELSON UNIT
Popcorn, Bingo, Concessions of All Kinds

Coshocton, Ohio, Labor Day.....Sept. 2-3
McCannalsville, Ohio, Fair.....Sept. 5-8
Tuscarawas, Ohio, On Streets.....Sept. 4-8
Lucas, Ohio, On Streets.....Sept. 6-8

POWELSON AMUSEMENTS
BOX 125 PHONE 1089M COSHOCTON, OHIO

STOCK TICKETS

One Roll	\$ 1.50
Five Rolls	4.50
Ten Rolls	6.50
Fifty Rolls	23.00
100 Rolls	40.00

ROLLS 3,000 EACH
Double Coupons
No C.O.D. Orders
Size: Single Tkt., Tkt

Some folks call 'em nick towns because there's no place to go they shouldn't.

Manufacturers of
TICKETS
of every description

THE TOLEDO TICKET COMPANY
114-116 Erie St.
Toledo (Ticket City) 3, Ohio

SPECIAL PRINTED Cash With Order Prices:

2,000	\$ 6.90
4,000	7.80
6,000	8.70
8,000	9.60
10,000	10.50
15,000	15.50
20,000	18.50
30,000	20.50
50,000	23.90
100,000	33.00
200,000	33.00
1,000,000	258.00

Roll or Machine
Double Coupons, Double Price

Morris Hannum Shows

One of the Great Eastern Shows

Lehighton, Pa., Fair, Sept. 3-8, open Labor Day

Want Independent Shows and Concessions of all kinds.
Open midway.

Want Ride Help who drive semis for Tilt, Wheel and all other rides.

Reply to
MORRIS HANNUM
Mansfield, Pa., Fair

MIGHTY PAGE SHOWS

WANTED FOR HARNETT COUNTY FAIR, Dunn, N. C., Sept. 3 thru 8, FOLLOWED BY RUTHERFORD COUNTY FAIR, RUTHERFORDTON, N. C.

CONCESSIONS: Eating and Drinking Stands, Long and Short Range Lead Gallery, Ball Games, Water Games, Hoop-La and Pitches, "X" on Snow Cone, French Fries and Jewelry, Novelties, Pin Store, Swinger and Buckets open. SHOWS: Motordrome, Snake, Monkey, Wild Life, Fat Life, Crime and Fun or Glass House.

CAN USE EXPERIENCED OR INEXPERIENCED DANCERS FOR GIRL SHOW. Salary \$60.00 a week.

RIDES: Live Pony, Kiddie Auto, Boat Ride, Rolo Whip Train or any Kiddie Ride not conflicting. All replies to

BILL PAGE, Tappahannock, Virginia, this week.
P.S.: Tommy Carson no longer here.
The following people contact Mack House: Ben Hazen, Red Hart, Whitey Rungie, Johnny Connors and Jackie Davis.

CONCESSIONS WANTED for

V.F.W. Celebration, Loveland, Ohio, Labor Day thru Sept. 8; Homecoming, Sabina, Ohio, Sept. 10-15.

Can use flashy Bingo for balance of season. Any legitimate Concessions that work for 15c and 25c and throw stock. Have opening for Coke Bottles (Dudley, come on in); Cotton Candy and Apples, French Fries, Party who pulled off Aug. 25, don't come back.

LEE BECHT AMUSEMENTS

Warren County Fair, Lebanon, Ohio, Aug. 28-Sept. 1; then as per route.

ALLEN BROS.' SHOWS

AUGUSTA, GA., AUG. 30 TO SEPT. 3

Can place one or two Kiddie Rides, Tilt or any Flat Ride. Place A-1 Girl Show with or without equipment, Snake Show, Monkey Show, Side Show, Wild Life. CONCESSIONS—Want Pop Corn, Candy Apples, Age, Scale, any and all Hanky Panks, \$15.00 week. Positively no flat joints. HELP—Place Ride Men that drive, Girls for office Girl Show, useful Carnival Help. Address:

ROY ALLEN
AUGUSTA, GA.

P.S.: Can place Bingo.

Bland, Va. Sept. 3 to 8th Fair and Horse Show (Mathews, Va., this week.) Crew, Va., V.F.W. week of Aug. 27. Big Pay Day, center of town. Get your winter's bank roll on these dates.	Lovingsfon, Va. Sept. 10th to 15th (Firemen's Annual Carnival)	Lebanon, Va. Sept. 17th to 22nd Fair and Horse Show
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Want Grind Shows, Usher, Snake Show, Working World, nothing too large, contact Can place Cook House, Grab, Popcorn, Candy Apples, Cakes, 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 Chair plane Foremen, Kiddie Ride Man. Long season. Pay every night bonus to reliable Men. No drunks. Curtis, come on.

Write or wire Mathews, Va., this week; then per route.
I. K. WALLACE ATTRACTIONS, CREWE, VA.

NESSLER'S GREATER SHOWS

Wanted for Tri-County Fair and Labor Day Celebration, Pana, Ill., Aug. 31 to Sept. 3.

Concessions of all kinds, PC if you have two or more stanky Panks, nice Sit-Down Grab or small Cook House, Book Bingo after Labor Day, shows: Girl and Athletic or any Show with own equipment. Rides: Any Ride not conflicting. Can use good Ride Help. Address:

B. NESSLER, Windsor, Ill., Aug. 27-30; Pana, Ill., Aug. 31 to Sept. 3.
P.S.: This Show is heading south for the cotton.

GREAT LAKES SHOWS

Want for one of the biggest Labor Day Celebrations, Port Jefferson, Ohio, on the street, Aug. 29-Sept. 3, and for balance of long season south.

CONCESSIONS of all kinds, especially Balloon Barts, Six Cats, Fish Pond, Custard, High Striker, Ball Games, Buckets, Shooting Gallery, "X" on nice Bingo, Popcorn, Glass Pitch, Diggers and Mouse Game. Want Ride Men who drive semis on all Rides. Top money. WANT SHOWS: Give "X" to one person. Have Top. Big spot following Port Jefferson at Sardinia, Ohio, Sept. 5 to 8, Street Fair. Cash prizes, water lights, free acts. Jack Vinson, get in touch at once.

CONCESSIONS, COME ON

South Paris, Maine, Fair, September 11 to 15

King Reid Shows' "Maine" Unit can place all kinds of Concessions, Grind Stores, P.C. Novelties, Refreshments, Floss, Popcorn, etc. Reasonable rates for best Concession. Also want one or two more first-class Shows

Wire this week, Morris, New York; next week, Schaghticoke, New York.
KING REID SHOWS

ALABAMA AMUSEMENT CO.

Wants for 6 good spots, Mississippi and Alabama, commencing Sept. 10th. Sebastopol, Miss., good, clean Grab, Stock Concessions of all kinds except Bumper, Darts, Penny Pitch and Dish Outfit. Good Spots for Bingo, also Grind Shows, No Girl Shows. Can use one Major Ride

BERNEY SMUCKLER

P.O. BOX 1607

MERIDIAN, MISS.

Blue Laws Hit Pocketbooks

Continued from page 11

stance, the slice really hurt, since rain knocked the shows' gross down 15-20 per cent under last year's score.

Buck was not the only loser at Malone. The Jack Kochman auto thriller was penciled in for the opening Sunday, and then, due to the blue laws, was switched to yesterday. However, the rain forced the annual's directors to change their horse racing dates from Tuesday (21) thru Thursday (23) to Wednesday (22) thru yesterday. As a result, the Kochman org lost one of its days.

Mineola Cuts Run

This week the Mineola Fair, originally set to be held on Long Island, September 11-16, announced that the closing day, Sunday, would be eliminated from the run. A desire not to create a rumpus of any sort was the reason given for the cut.

Series of cancellations began early this season when the Ringling-Barnum circus found itself involved in an aborted date at Poughkeepsie, N. Y., that was set for a Sunday. Altho R-B normally does not book Sunday stands, two American Legion posts in that city purchased the show outright for two performances. When it became clear that State officials would not let the show proceed,

Legionnaires became highly vexed and have been applying steady pressure for repeal of the blue laws since the fiasco. Within a week of the Poughkeepsie affair, the Big One was forced to cross off a Sunday date set for Tonawanda, N. Y., with the blue laws once more the reason.

Stock Promoters Win

The cancellations have been going on despite the fact that stock car race promoters have twice this month defied the measures and been cleared of any law-breaking. At Naples, N. Y., a promoter was acquitted recently, and Thursday (23), Joseph Simmons, after conducting stock races Sunday (19) at Gardenville, N. Y., and being arrested, also was cleared. In the former case, the blue laws were held to be unconstitutional by defense counsel and in the latter, it was maintained that the laws had no specific intention of prohibiting stock events.

Altho the biggest part of the damage seems to have been done, fairs that may be affected by the measures include the Vernon Fair, Vernon, N. Y., Tuesday (21) thru tomorrow (26); Columbia County Fair, Chatham, N. Y., September 1-3, and the Montgomery County Fair, Fonda, N. Y., September 1-5.

Wis. Cinch to Hit Record

Continued from page 45

games concessions and eateries. Ralph Ammon, former manager of the fair, and Archie Gayer, who for some years has been identified with midway shows here, are operators of the area, in their first year under a ten-year lease. The area was black-topped and permanent eating stands were erected by the Ammon-Gayer combination. Games in the area are operated by a group of which Jack (Fireworks) Duffield is one of the principals, with Hank Shelby, a veteran at games concessions, supervising operations.

Principal added attraction on the fair's program is an atomic energy exhibit. Also outstanding is the heavy TV schedule from the grounds. Jack Reynolds, fair manager, announced that the event was off the nut Friday morning, with three days to go. He anticipated the fair would wind up with a near record if not a record profit as well as an all-time record attendance. For Reynolds this is a last fair. He assumes the managers' post at the Eastern States Exposition, Springfield, Mass.,

January 1. He will be succeeded here by Bill Masterson, who has been his assistant.

Grandstand attraction bill follows the past pattern closely. The Barnes-Carruthers No. 1 revue is in for eight nights ending tonight. Acts working in the revue here include Tip, Tap, Toe, tap toe dancers; Nino, wonder dog; Palenberg's bears; Risko and Nina, juggling; Stan Kramer and Company, puppetiers; Shyrettos, unicycle; Frank Librise, comedy; Kimris, aerial thriller; Cimses, aerial motorcycle and Josephine Berosini, high wire, with clown Happy Kellems working comings. Fireworks are by Thearle-Duffield Fireworks Company, Chicago. Three days of harness horse races, four of auto races, and one of motorcycle races went into the afternoon bil. New twist this year was to break the stock car races into two afternoon programs, with cars of less than 140-horsepower, such as Chevrolets, Fords, etc., racing one afternoon, and higher horsepower cars the other afternoon.

WOM Ottawa Take Up 16%

Continued from page 53

was cut short to expedite the move here. As a result, managers had more than a day to shape up their units and the entire fun zone was spic and span for the opening.

Bernard (Bucky) Allen's front end operations showed careful planning and perfect presentation, as always. Number of concessions is the same used at all of the shows' dates with no attempt made to expand the front end in view of the hefty crowds assured here.

Bergen and Allen, who last year constructed a special neon-lighted entrance for the fun zone here,

Prell Org Fair

Continued from page 53

event has put \$180,000 on new buildings and improvements, and the Ebsenburg annual has sold all exhibit space in 16 buildings, booked the Mills Brothers singing group for a Saturday, September 8, grandstand show and slated a contest to select the best from 22 bands on Children's Day. The Ebsenburg annual has always proved one of the strongest for the Prell show. Charles M. Powell is directing the first annual fair at Waynesboro, with the assistance of the American Legion.

Prell's 1952 season will kick off January 21 at Sarasota, Fla., and proceed to Eustice, Fla., March 24-29. Eight weeks will be spent in winter quarters, with extensive alterations scheduled.

Charley Gross, who joined two weeks ago, has a new Mercury. Pat J. Finnerty is the owner of a new Buick and Paul Prell, who has eight concessions on the show, has a new Oldsmobile. Carl Prell, son of Joe, came on the show here for a three-week vacation, while Joe returned here after a trip south.

this year came up with a new unit. Original unit, seen here and admired by Howard Singmaster, president of the Allentown (Pa.) Fair, was moved permanently to that event by the showmen.

Shows' staff works to perfection here while egging each other on to added effort. Trainmaster Al Moody started it off with a record run. Lot superintendent Harry Hauck had the rolling stock on top of Eddie Cenname's lot markers by mid-morning. Gerald Snelens, general factotum, had his innumerable chores straightened out in fast time and then went on to land four-column pictures on the first pages of each of the local dailies to herald the arrival of the shows.

The show has been hit by rain on numerous occasions thruout the season with the result that many units are not holding as much cabbage as they were a year ago. But managers are happy in the knowledge that they will get off the nut here. The two fairs played to date, Bangor and Presque Isle, Me., both grossed better than a year ago. The signs point to a banner fair season, they say.

Attractions presented here were: Shows: Monkey Circus, Funnin in the Barn, Posing, Life Show, Bug House, Illusion, Wild Life, Side Show, Club Ebony, Motordrome, Dorita, War Show, Snake Show and Alligator Show.

Rides: Merry-Go-Round, four Ferris Wheels, Spitfire, Scooter, Octopus, Silver Streak, Ridee-O, Looper, Caterpillar, two Roll-o-Planes, Little Dipper, Boat Ride, C-Cruise, Dark Ride, 1/20 miniature trains, kiddie airplane, Tilt-a-Whirl, Rocky Road to Dublin, live pony ride, Chairplane, Hi-Ball, kiddie jeep, Sky Fighter, circus Buggy Ride, kiddie Merry-Go-Round, kiddie auto, kiddie Whip, and kiddie Ferris Wheel.

WANT-WANT

Concessions—Free Acts

UTICA, O.,
HOMECOMING

October 4-5-6—on the Streets.
Legitimate Games Only—Sensational Free Acts.
Contact Immediately

STEWART ANDERSON

c/o Mystic Theater, Utica, Ohio

FOR SALE

Concession Trailer, size 16 by 8, all glass, both sides open, plants neon, used 4 months, factory built, Star Jumbo Pop Corn Machine, Candy Floss Machine, Candy Furnace, Apple and Carmel Coro 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

FOR SALE

Penny Arcade, 3000 ton, flashy all-illuminated 30 ft. front, 65 like new machines (slip covers for same), fluorescent interior lighting, 2 ton '48 Chevrolet tractor with 2 speed axle and 8.25 tires, 24 ft. Frushauf semi. Also has Wurlitzer amplifier and speaker. \$5,000.00 takes all. Can be seen at Aledo, Ill., Aug. 27-31; Mendota, Ill., Sept. 1-3; LeRoy, Ill., Sept. 4-8.
H. W. LUEHR

FOR SALE

Sacrifice

Roll-A-Whirl, 1949, titled Barrel-of-Fun, and Kiddie Fire Engine, Both Rides complete, A-1 condition. See them operating Pen Arzyl, Pa., Aug. 31 to Sept. 3. Can be bought or traded separately or together. Address: writes
C. A. SPANCAKE
3424 Pulton St.
Laureldale, Pa.

FOR SALE

8-tub Octopus with trailer, \$3,500. New motor, new bearings this season. Can be seen in operation. Good condition.

A. WORZALA

248 N. Homan Ave. Chicago, Ill.
Phone: Sacramento 3-7733

FOR SALE

16 Big Eli Ferris Wheel Seats. Excellent condition. Contact

JOHN E. MILLER

Forest Park Highlands, St. Louis, Mo.

FOR SALE

DERBY

With 15 running horses. 34-ft. Aluminum Trailer, A-1 condition. Complete with P.A. System. Now operating. Can be seen at NEWTON STATE FAIR.

NEWTON STONE

c/o Ferris Greater Shows, per route

Popcorn--Carmel Corn Trailer For Sale

16 ft. completely equipped Crestor 41 Popper, Carmel Corn Kettle, Bottled Gas, attractively finished with neon, electric brakes, good tires, turn lights. Priced to sell at once. Write or wire

C. L. MYERS, 320 1/2 Columbus

Grand Haven, Michigan

WANTED

Agents for Pan Game and Ruff Game. Also other PC Dealers. Will give Heat of Outfit to capable Man. Contact

TONY

Care Vivona Bros. Shows
Roanoke Rapids N. C., this week

NOTICE

NAIL AGENTS

Attention, Jimmie Collins, Pat Mitchell, others. Join now—Kirkville, Mo., Fair.

JULIUS S. WATTS

GOLD MEDAL SHOWS

WANT FOR

SEBASTIAN CO. FAIR

Greenwood, Ark., Sept. 2-6. Especially want Bat or Pan, Grub, Custard, Stock Stores of all kinds. Come on. Will place you. Want Joe Major Ride, good Grind Show, Fun House, all fairs thru Nov. 11th. Ride Hoop-La, Merry-Go-Round, etc. If you want to work we need you and pay every week. Come on, also Bingo Help. Contact Mer. Floyd O. Kilo Shows, Booneville, Ark., Fair, this week.

MARVEL SHOWS

Want for all Celebrations through September, then South. Photos, Popcorn, Ball Games, Athletic Show, Fish Pond, Balloon Darts, Country Store, Cork Gallery or any other Hanky Panks not conflicting. Contact LEW REESE at MARION FULLERLOVE, Prairie Bluff, Ill., Aug. 31-Sept. 1; Colchester, Ill., Sept. 3-6; Cuba, Ill., Sept. 4-7.

WANT AGENT

For Pan Game. Must set up and tear down on same. Also Agent for Pitch-Tilt-You-Win. Wire

MINDEN, VIVONA BROS. SHOWS

ROANOKE RAPIDS, N. C.

MIGHTY HAMMONTREE MIDWAY

Can Place for Following Three Fairs

- OWSLEY COUNTY FAIR, BOONEVILLE, KY., Sept. 10 thru 15
- OVERTON COUNTY FAIR, LIVINGSTON, TENN., Sept. 10 thru 15
- JACKSON COUNTY FAIR, GAINESBORO, TENN., Sept. 10 thru 15

To fulfill our obligations for the above three Fairs, will book Rides, Shows and Concessions for committee money.

CONCESSIONS—Want Legitimate Concessions of all kinds. Open Midway. Want Photos, Jewelry, Lead Gallery, Glass Pitch, Penny Pitch, Hoop-La, Bumper, Darts, Balloons, Custard, Eats and Drinks. RIDES—Will book Flat Rides and Kiddie Rides for above Fairs for committee money. SHOWS—Will book Grand Shows of all types. Must have own equipment. HELP—Want Foreman for Octopus. Want Second Men on Merry-Go-Round, Loop-O-Plane, Chairplane and Kiddie Rides. Want Agents for office-owned Hanky Panks, Rufus Robbins, answer, Talker for Wild Life Show. All wires and replies to WILLIAM O. HAMMONTREE, General Manager, Irvine Ky., Fair this week.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

Anderson, Ind., Fairgrounds. J. C. Celebration, Labor Day and All Week.

Peru, Ind., "Legion Days" On the Streets, Week of September 10.

Parades, Bands, Contests. Space Here Limited.

CONCESSIONS—Want Merchandise Concessions of all kinds. No exclusives. SHOWS—Any worthwhile Attraction. RIDES—One or two Major Rides not conflicting. Converse, Ind., this week. DON'T OVERLOOK THESE DATES SIX MORE WEEKS OF CELEBRATIONS.

WANTED CONCESSIONS OF ALL KINDS

(No Exclusives)

For Mississippi-Alabama Fair and Dairy Show TUPELO, MISS., OCT. 2-6

And Chattahoochee Valley Exposition COLUMBUS, GA., OCT. 8-13

CONTACT:

MORRIS LIPSKY Baltimore Hotel, St. Louis, Mo.

OR

BUDDY PADDOCK Richmond Hotel, Augusta, Ga.

CARNIVAL FOR SALE

All or any part. Illness and help shortage causes retirement. Have 4 Rides, 7 Trucks, Trailers. Brand new 50 Kw. Pot, closed Van for same. 15x20 ft. Bingo, Streamlined Trailer Cookhouse, 3 Light Towers, 20x40 ft. Girl Show, New Banners, Miscellaneous Power Tools, Spray Gun, Several Concessions, New Canvas Front Arch. Can be seen 28th & California Sts., Denver, until Sept. 3, \$12,000.00 cash or \$6,000.00 down, 2 years on balance. (Noah Kennedy, wire me.) Address: LARRY NOLAN, Box 2015, Denver, Colo. P.S.: Also For Sale—1947 Super Roll-o-Plane, with or without Dodge Tractor and Springfield Semi. Perfect shape. Both motors perfect. Low cash price.

RIDE HELP—WANTED—RIDE HELP

Experienced Foreman for Portable 15 Car Luxe Scooter. Must understand cars, furnish reference this year and last, be able to drive semi trailer and sober. Willing to pay best salary. Also experienced semi driver work on Scooter. Experience not necessary. Preference given those with Scooter experience. This Ride joins Gooding Unit, open Louisville, Ky., Sept. 7th. Join on wire. Also Foreman and Second Man for Ferris Wheel, must drive. An experienced tractor driver, will give all winter's work in Florida hauling fruit. Wire: MANAGER SCOOTER, Boardwalk, 166 South Ocean Ave., Daytona Beach, Fla. Phone 9339. Note—Little Mack, get in touch with us.

FIDLER'S UNITED SHOWS

Want for Alton, Illinois, Waterfront American Legion Annual Celebration, Sept. 12-13 Can place Shows of all kinds with own equipment. Also Hanky Pank Concessions of all kinds. Pigout, Ark., Fair, Sept. 20-22. Can place Ride Help who drive semis for Ferris Wheel, Tilt and Fly-o-Plane for 2 Unit. Out until the snow flies. Contact SAM FIDLER, Mgr., Jacksonville, Ill.; Depue, Ill., through Labor Day; Jacksonville to follow.

BLUFF CITY SHOWS

Want Stock Concessions of all kinds. Especially want Coke Bottles, Cork, String, Grab Scales, Photo. On account of disappointment want Popcorn and Cotton Candy. Have plenty Ride Help and Shows. Bucklin, Mo., Aug. 28-Sept. 1; Marceline, Mo., Sept. 3-4-5; Lexington, Mo., Sept. 6-7-8; Lutesville, Mo., Sept. 12-15; 4 Cotton Fairs follow Wire or come on.

THE DU PONT COMMUNITY Y.M.C.A. FAIRS

At PENNINGTON, New Jersey, Sept. 19, 20, 21, 22, 1951. Free Acts and Band Concerts nightly. Want any legitimate Concessions. No wheels nor dopies. Especially want Cookhouse or Grab Stands.

GOLDEN RULE SHOWS

A. L. BLACKMON, St. Vincent's Hospital, 70th and Woodland Ave., Philadelphia, Pa., until Sept. 15th.

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D. S. Dudley Shows WANTED

Foreman for Tilt-a-Whirl, Foreman for Ferris Wheel, Second Men for nine rides. Must drive trucks. Will book any Hanky Pank. Place any Hanky Pank Agents Red Page and Mickey, come on. People for Girl Show and Monkey Show. Have complete Shows. Want Gypsy...Mitt Camp. Andrews, Texas, Aug. 27 to Sept. 1. Contact D. S. DUDLEY

ELECTRICIAN WANTED AT ONCE

\$75.00 PER WEEK PLUS BONUS

Must know G.M.C. Plants and Transformers.

JOHN L. ROBINSON
Model Shows, Inc., Dayton, Iowa, this week; Meville, Iowa, next.

AMERICAN BEAUTY SHOWS

WANTED—Tilt Foreman and Second Men on all Rides. Girl Show with own equipment. Motordrome, Mechanical Show and Monkey Show. Want few more Hanky Panks for Webster City, Iowa, Fair; Audubon, Iowa Fair; then Arkansas Fairs. Also want Concession Agents. Carroll, Iowa, this week; then Webster City, then Audubon.

SLUM STORE AGENTS

Wanted for 8 Arkansas Fairs including Pine Bluff, Camden, Hope and Danville. All big Hanky Pank spots—Penny Pitch, Fish Pond, Basketball and others open. Metropolis, Ill., through Labor Day; Pocahontas, Ark., Sept. 4-8. Address CHARLIE ELDER c/o TIVOLI EXPOSITION SHOWS

WANTED

Concessions of all kinds including Hanky Panks, for Carondelet Celebration, St. Louis, Mo., Sept. 8-16, and 7 Fairs to follow.

MOUND CITY SHOWS
1417 Grattan St St. Louis, Mo.

FOR SALE

A real bargain, one complete Electro Freeze, Custard outfit. Come and look it over. Sold to highest bidder. Can be seen at carnival grounds week of Aug. 27 at Chicopee Mass.

JOS. L. BURY
DeLuxe Shows Rockville, Conn.

WANTED AT ONCE

Bingo Caller and Manager, Agent for Count Store and Skills.

G. R. WHITESIDE
c/o HELLER'S ACME SHOWS
Leaksville, N. C.

WANT

Stock Concessions for Ohio, Tenn., Street Fair, Sept. 8 to 15. Ride Help for Wheel—Must drive semi. For Sale—Popcorn Trailer, complete \$400.00. Will book on show for rest of season. For Sale—Wheel, Swing and Kiddie Rides. Contact ALBERT BARKER At Ohio if interested.

WANTED

Experienced Chorus Girls, willing to work. Also one good Comedian and Musicians. (Earl Jenkins, contact.)

JIMMY LANE
c/o BILL JAMES SHOWS, Paris, Tex., this week; Gainesville, Tex., next.

WANTED

MAIL STORE AGENTS Starting Eastern Idaho State Fair, Blackfoot, Idaho, Sept. 10-15; Albuquerque Fair follows and Fairs until November. PHONE OR WIRE: S. J. "SIMMY" CARROLL, Matanuska Hotel, Palmer, Alaska, Aug. 23-Sept. 3. 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.

FOR SALE

Short Range Shooting Gallery, built in all-steel trailer, \$100 if sold at once. Ready to operate. Want to buy 3-Abreast Merry-Go-Round no junk; also Kiddie Auto Ride.

H. REED
P. O. Box 83 Newport, Ky.

WANTED

WHEEL FOREMAN

Second Men on all Rides. PARADA SHOWS

Carnett, Kans., this week; West Mineral, Kans., next week.

ALAMO EXPOSITION SHOWS

Wanted—ALAMO EXPOSITION SHOWS—Wanted

Can place Colored Minstrel. Can furnish top. Can place Side Show, have 60x40 top. Motor Drome, Illusion Show, Penny Arcade. Can place Boxers and Wrestlers for Athletic Show. Rides—Little Dipper, Loooper or any Rides that do not conflict. Can place Merry-Go-Round Foreman, leads on one semi. Can place Hanky Panks, no exclusives. For the following Fairs:

- LIBERAL, KANSAS, FAIR, AUG. 27 TO SEPT. 1
- DODGE CITY, KANSAS, SEPT. 3 TO 8th
- DUNCAN, OKLAHOMA, SEPT. 10 TO 15th
- DENTON, TEXAS, SEPT. 17 TO 22nd
- LUFKIN, TEXAS, FOREST FESTIVAL, SEPT. 24 TO 29th
- CARTHAGE, TEXAS, OCT. 1 TO 6th
- CENTER, TEXAS, OCT. 8 TO 13th
- EUNICE, LOUISIANA, FAIR, OCT. 16 TO 21st

Next to the State Fair, with two more Fairs pending.

ALL FAIRS

Those closing with the Show will be given preference for Charro Days at Brownsville, Texas, Feb. 16th to 23rd, 1952. All contact JACK RUBACK, Manager, Liberal, Kansas, Aug. 27 to Sept. 1. This show now booked until Armistice week.

Northern Exposition Shows WANTS

FOR NORTH DAKOTA STATE DAIRY SHOW JAMESTOWN, N. D., SEPTEMBER 24-28

Straight Sales Concessions—Pitchmen, Demonstrators, Jewelry, Novelties, Pennants, Hats, Apples, French Fries, Paper Men, Long Range Lead Gallery or any straight sales Concession. Can Use for Balance of Season—All Fairs and Celebrations until October 1.

SIDE SHOWS—Mechanical, 10-in-1, Snake, Fun House, Motor Drome or any show not conflicting. Can use few more Hanky Panks; no grind stores here.

Contact Sidney, Mont., Aug. 27-29; Glendive, Aug. 30-Sept. 2, then as per route.

MIKE SMITH

EAST VANDERGRIFT, PA., CENTENNIAL CELEBRATION

SEPT. 3-8—DAY AND NIGHT—OPENS NOON LABOR DAY

4 BIG PARADES—FIREWORKS—FREE ACTS

Can book all kinds of Legitimate Concessions and Shows for this event.

WRITE OR WIRE

BEAM'S ATTRACTIONS
FAIR GROUNDS, PUNXSUTAWNEY, PA., for space.

SOUTHERN STATES SHOWS LAST CALL

WANT sober, reliable Ride Operators on Major Rides and Kid Rides; must drive truck and have license. Also Billposter with car.

CONCESSIONS: Have opening for several Stock Concessions. What have you? Fine opportunity for good Cook House or Sit Down Grab, must be clean.

SHOWS: Any clean money-getting Shows that cater to ladies and children. No Girl Shows.

Account of disappointment can use sensational Free Act. State lowest salary for long sure season in Southern Georgia and Florida. All answers to

JOHN B. DAVIS
Long Beach Resort, Panama City, Fla., thru Sept. 9. Open at Warrington, Fla., Sept. 15.

NO GATE NO FLATS GEORGIA AMUSE. CO.

THE SHOW WITH THE EARNED REPUTATION

Want for Labor Day Celebration right uptown, Ashburn, Ga., and remainder of season, near Cookhouse or Sit-Down Grab that caters to show people. Also have opening for Heart Pitch, Snow and Floss, Funk Rack, Milk Bottle, Penny Pitch, Cork Gallery, Hoop-La, String Game, Long and Short Range Gallery, Cane Rack, Duck and Fish Pond. Now if you Concessionaires want a real route of Fairs and Celebrations with a nice clean show that tolerates no drunks, junkies, or city closing flat outfits, our show is your best bet as I believe I know more about Georgia spots than any showman on the road, as I have lived in Georgia 46 years. Shows will book you if you have something to offer. No Girl Shows. All replies to

H. H. SCOTT, Moultrie, Ga., right uptown

P.S.: All Show Owners, Notice—We have a 3-cent sales tax in Georgia; you are required to get a certificate number when you enter the state.

F. C. BOGLE SHOWS, INC.

Now booking Legitimate Concessions of all kinds for Louisburg, Kansas, Labor Day Celebration, Monday, Sept. 3; Maryville, Mo., Street Celebration (Harvesta), Tuesday through Saturday Sept. 5, 6, 7, 8. Want Octopus Foreman, best salary, plus bonus.

For space, wire (Don't Phone): F. C. BOGLE, Mgr., Fairgrounds, Fort Scott, Kansas

FOR SALE FOR SALE

A complete Carnival consisting of 11 up-to-the-minute Rides. A fleet of dependable Trucks and Trailers, Concessions, etc. Come and look it over. If you are looking for a bargain, this is it. Will sell to the highest bidder. Dreamers and curiosity seekers, please save your time and mine.

1564 Broadway BOX NY 135D, c/o THE BILLBOARD New York 19, N. Y.

SOUTHERN VALLEY SHOWS

Want for the following Fairs: Malvern and Arkadelphia, Ark.; Coshatta, Olla, De Ridder, Winnsboro and Bastrop, La.; then Cotton Spots until the snow flies. Want Hanky Panks of all kinds, good opening for Glass Pitch. All Shows open. Want to book Octopus, Spittire and Chairplane. Contact EDDIE MORAN, Mgr., Wynne, Ark. (Fair), this week; Malvern, Ark. (Fair), next week.

P.S.: Want good Cookhouse for balance of season.

Attention, All Midways and Carnival Companies

The National Peanut Festival of Dethan, Alabama, hereby serves notice that we positively will not sponsor any Midway Attractions in connection with the 1951 National Peanut Festival, nor will we allow any advertising of such event as being under this sponsorship.—NATIONAL PEANUT FESTIVAL

SPLINTER ROYAL WANTS

FOR TEN GEORGIA FAIRS

COMMENCING AT CLAXTON, GEORGIA, SEPT. 3 TO 8, ENDING AT
PELHAM, GEORGIA, NOVEMBER 10

Joe Zeno wants Count Store Agent. Also Peek Store Agents. Man to handle five Stores, must be able to drive semi trailer. Man to handle two Kiddie Rides, Train and Airplanes. Also exclusive on Novelties. Yellow and Ann Lee King need Jig Shows for these spots. All answer to

SPLINTER ROYAL

Royal Exposition Shows, Dublin, Ga., this week; Claxton, Ga., next.

WANT

FOR SALINE COUNTY FAIR, BENTON, ARK., SEPT. 5-8; FOLLOWED BY PARAGOULD, ARK., SEPT. 10-15; HAMBURG, ARK., SEPT. 17-23; NEW BOSTON, TEXAS, SEPT. 25-30; WINNFIELD, LA., OCT. 2-7; MANSFIELD, LA., OCT. 9-14; NATCHITOCHE, LA., OCT. 16-21—ALL FAIRS

Place Cookhouse, Custard, Popcorn, Derby, Scales, Hoop-La, Fish Pond, Bowling Alley, Slum Blower and Sets, Short Range, and any Concession working for stock only. No racket or Gypsies. Place Spitfire or Flyplane or any Major that doesn't conflict. Want Kiddie Rides except Auto and Ponies. Place Shows with own equipment—Five or Ten-in-One, Monkey, Mechanical, Motor Drama, Minstrel, Athletic, etc. Want Fun House. Want Foremen for Tilt, Octopus, Merry-Go-Round. Place Second Men on other Rides who drive. Can use good Agents on Slum Stores. All reply

GREATER DIXIELAND EXPOSITION

Gurdon, Ark., now; then Benton and per route above.

ANCHOR TENTSCONCESSIONS, BINGO TENTS, RIDE TOPS,
MOTORDOMES, SHOW TENTS**ANYTHING IN CANVAS**

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**GIRLS****GIRLS****FOR GIRL SHOW**

Want Stripper to feature. Lorraine Davis, wire and come on. Top salary and bonus. Also want Girl Show Talker. Michigan State Fair Wire

F. W. MILLER

FAIRGROUNDS, DETROIT, MICH., AUGUST 28-SEPT. 9.

HARRISON GREATER SHOWS

Want for Bethel, N. C., Firemen's Fall Festival and Jubilee, Sept. 3-8, followed by Chatham Co. Agricultural Fair, Pittsboro, N. C.; then the big one, Durham, N. C.—Colored Fair, with seven more Fairs to follow. Can place Concessions of all kinds. Ball Game, Penny Pitch, Shooting Gallery, Ace, Scale, Novelties, Photos, Custard and Floss. A few choice Concessions open. Want Man to take care of Show with smallest mules in world. Zulu wants Side Show Acts and Annex Attraction. Robert Terrell wants Musicians and Performers for Minstrel Show. Want Fine Act for balance of season if price is right. Want Ride Help for Rolloplane, Octopus and Chairplane Foreman and Second Men and semi drivers. Top salary and bonus. Long season South. Will book set of Kiddie Rides. Have A-1 Chairplane for sale or trade for Kiddie Rides. Want A-1 Mechanic with own tools. Due to disappointment, want Cookhouse that caters to show people, also A-1 Bingo to join on wire for balance of season. All mail and wires to FRANK HARRISON, Hertford, N. C., this week; then as per route.

CAVALCADE OF AMUSEMENTS

WANT

WANT

Foremen for Looper, Caterpillar and Little Dipper. Also Waiters and Griddlemen for Cookhouse. Pullman sleeping accommodations. Address

AL WAGNER, Mgr.

Michigan State Fair Grounds, Detroit, Mich., Aug. 29-Sept. 9.

PAGE BROS.' SHOWS #2

Want Cookhouse, Diggers, Custard, Hanky Panks of all kinds. Two Grind Stores. Shows with own outfits. Electrician.

JIM MORAN, Mgr.

HOHENWALD, TENN., FAIR NOW; SPENCER, TENN., FAIR NEXT WEEK.

JOE DARPEL WANTS FOR SIDE SHOW

One more Outstanding Working Act. Also Man and Wife for Ticket Box, also place Bally Girls. All Fairs to end of season. Useful People, come on, will place you. Address c/o BILL HAMES SHOWS, Paris, Texas, this week; Gainesville and Tyler to follow; then the West Texas Fairs, starting at Amarillo (all Texas Fairs)

PHIL COOK WANTS

CAPABLE MAN TO HELP ON DIGGERS. MUST BE GOOD DRIVER, GOOD PAY, LONG SEASON. WORLD OF MIRTH SHOWS
ESSEX JUNCTION, VERMONT

GIRLS WANTED

To enlarge our Shows for Fairs starting Lincoln, Neb., need Girls for Girl Show and Posing Show. We pay top salaries and furnish wardrobe and transportation. Can place Singer, Acrobatic Dancer and Novelty Acts. All answers

J SCIORTINO

Royal Crown Shows, S. Sioux City, Neb., Aug. 18 to 20; Lincoln, Neb., after that.

**Humps Humbug Routed;
Now Camels Walk Miles**

• Continued from page 44

and well on their way in show business, Joyce has no fear of the act being duplicated. And as the act is new, Joyce knows from experience that bookers will not buy something they have never seen. When he wrote agents offering them the camel act, all answers followed the same pattern: "Where have you played? Let's see some clippings on the act." Joyce can show reviews today, but now he doesn't need them because the act has worked for the next several years.

Had it not been for Stern, managing director of Polack's Western Unit, there would be no camel act today. Stern thought it was an excellent idea, particularly for his show. As that circus appears mainly under sponsorship of the Shrine, which accents Arabian symbolism, the camels afford an additional selling point. Stern backed up his way of thinking with a sizable sum, reported to be about \$35,000 a year. Joyce went to work. The opening in the Indiana city told what happened, except that Joyce admits today that the animals do a much better act than he had anticipated.

Carries "Understudy"

Altho he has the only act of its kind, Joyce is not resting on his laurels. This is the first time he has ever carried a spare. When he handled Liberty horses, he always felt that another animal could be picked up almost any place and be made ready for the act in not more than 60 days. With camels it is different. They have to be imported, and that alone takes time and money. To guard against interruptions in his act, Joyce had a young camel that goes along mainly for the ride and gets into the act only occasionally. But having an understudy to a camel gives Joyce peace of mind. Having the spare ready in case a regular can't work is worth the cost of extra feed and transportation, he believes.

The extra animal made several appearances recently when one of the cows calved. Another calf was born on the train while the show was en route from Indianapolis to Santa Rosa, Calif., earlier this year.

That Joyce would be the one to hurdle the barriers of endless training was not surprising. He has trained animals for 31 of his 45 years, at various times having dog, seal, elephant and horse acts. He has never attempted to train cats, and ruled out chimps when one bit him years ago.

Born in Europe

John James Joyce was born in Vienna, where his father's show, Jack Joyce's American Wild West Show, was exhibiting. This was one of the first shows to put a bucking horse or Wild West show on a stage. The elder Joyce had taken his show to Europe about 1902, and its personnel included Will Rogers and Cy Compton. However, that first route was canceled when one of the horses bucked off of the stage and into the audience. The indoor rodeo resumed its tour about 1904 and continued until 1924. Then Jack's father returned to this country to play fairs and the Keith-Orpheum Circuit with Liberty horses.

Jack Joyce was educated in boarding schools in London, Berlin and other European cities, joining his father's show during the summers. About 1920 he was allowed to handle an act of his own, but it was not until 1927 that he was featured.

Joyce joined Ringling Bros. and Barnum & Bailey in 1929, training horses under the watchful eye of Jorgen M. Christiansen. Soon after going with Ringling, he was assigned to take 31 head of horses to Coney Island's Luna Park, then owned by Samuel Gumpertz, who also was interested in the circus. These animals were to serve as mounts for the 31-piece Czechoslovakian band that John Ringling had imported for winter concerts in Sarasota, Fla.

Continuing under the Ringling banner, Joyce was with Hagenbeck-Wallace Circus until 1935. It was on the Hagenbeck show that he met and married the former Martha Vannerson, daughter of a bar performer and herself an aerialist. After the marriage, she forgot the traps and devoted her talent to equestrian endeavors.

With Cole, Barnes

Upon closing with Hagenbeck, Joyce joined Cole Bros.' Circus as a horse trainer, leaving that post in 1937 to tour with the Al G. Barnes-Sells Floto Circus, which brought him to the West Coast.

Joyce decided to make California his home and soon he was busy at Metro-Goldwyn-Mayer Pictures where he was engaged in 1938 to handle the imported horses in the film *Florian*.

In the spring of 1940, Joyce realized a boyhood ambition when he bought a circus—animals and equipment of the 1938 Seils-Sterling edition. He never operated it as a complete unit, however, and disposed of some of the property to other circuses. But the stock that he kept was used in the free acts with which he toured the West.

Lure of the circus was a little more than Joyce could resist. So in 1943 he became equestrian director for Russell Bros.' Circus. He continued in that capacity and had his own acts on the show in 1944. When Clyde Beatty took over the show in 1945, Joyce was with him. He remained with Beatty until 1947, with the exception of a year when Joyce was in the Army doing chores far removed from horse training. Upon leaving the Beatty show, Joyce again struck out on his own, this time with a highly successful Wild Life Show which played principal West Coast fairs.

Works for Wirth

This attraction was put aside in 1948 when he flew to Australia to break high school and Liberty horses for the Wirth circus of that country. It was while he was with Wirth that the camel act began to jell. Goebel had made arrangements for importing 20 camels. Knowing that Joyce would be returning about the time the animals would be shipped, he asked him to play nursemaid to the shipment. Joyce and the camels arrived in the United States in June, 1950.

Within a month after landing, the camels were being put thru their paces in the ring at the Goebel farm. Those not selected for Joyce's act were broken for riding and harness work in movies.

The Joyces have a son, Johnny, 10, who is a finished horseman and had been looking forward to the day when he'd have his own horse act. Now that his father has blazed a new trail, Johnny's future billing may read: "Johnny Joyce and His Performing Camels."

**Hammond Wins
At Okla. Spot**

ANADARKO, Okla., Aug. 25.—Bob Hammond Shows played its first stand outside of Texas here last week at the American Indian Exposition and racked up winning takes all week.

Attendance and spending was well ahead of last year and Saturday (18) was Jim Thorpe day, honoring the well-known Oklahoma athlete.

Chitwood East

• Continued from page 44

joining Chitwood last spring, said that business for two units in the East, the other piloted by Bob McFarland, was 40 per cent up from last year. Good weather and strong radio and television exploitation were offered as the main reasons for the rise.

Show moved here from Jersey City, N. J., where a crowd of 11,812 was on hand at the fifth-mile track at Roosevelt Stadium. Carmen Bilotti, regularly a fight press agent, did the advance work for the date and landed features in *The Jersey City Observer*, *The Hudson Dispatch* and video interviews from New York. Wagner reported sell-outs at Baltimore's Westport Stadium, Somerset County Fair, Meyersdale, Pa.; Crawford County Fair, Bucyrus, O.; Jennerstown, Pa.; Pitman, N. J., and Lycoming County Fair, Hughesville, Pa.

According to Wagner, 1,000 were turned away for the Baltimore stand, and a repeat date is slated for September. At Meyersdale the thriller did the biggest business in the annual's history Wednesday (15) and was held over for the following night.

Stunt personnel on the unit includes Christie (Snooks) Wentzel, Billy Carter, Larry O'Brien, Dick Cobb, Buddy Brooks, Bobby Cornell, Don White, George (Crash) Cummings and Pete Christian. Earl Whitehouse is business manager, with Gerry Walker as advance agent and publicity director. Wagner handles announcing chores.

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JOHN L. ROBINSON

Dayton, Iowa, this week; Merville, Iowa, Sept. 3-8.

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Unit No. 1—1 Little Beauty Merry-Go-Round, 1 #5 Eli with new power plant, 1 24-Seat Chairplane, 1 Single Loop, 2 Kid Rides, Unit 23—1 Parker Merry-Go-Round, 1 #12 Eli, 1 24-Seat Chairplane, 2 Kid Rides, 1 Roll-a-Plane, 1 Tilt-a-Whirl, 1 Shetland Pony Ring. All Rides can be seen in operation at Duluth, Minn. Unit No. 2 is permanently in operation in the heart of Duluth, Minn., population 120,000. The Unit is a money maker. Reasons for selling, am retiring.

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Outstanding Free Act. To join Show at Couchalta, La., Sept. 17, for five weeks' work. Contact

EDDIE MORAN

Southern Valley Shows, Wynne, Ark. (Fair), this week; Malvern, Ark. (Fair), next week.

Girl Show Help Needed

Need experienced or inexperienced Girls. Percentage or \$50.00 plus \$10.00 bonus per week. Also need Talkers and Ticket Sellers. Tom Dawson, please phone me collect.

ERNE SLAVIN

Home State Shows, Wood Lake, Minn., this week; then per route.

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Concessions of all kinds for Ford County Fair at Melvin, Ill., Sept. 5-8

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4 inch Hi Hat, w/boots... \$ 4.00 Gr.
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19 inch Parasol, crooked handle... \$2.40 Doz.
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25% Deposit, Balance C.O.D.

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artificially and nutrition to large audience; must be mature, personable with distinct personality; able to travel; excellent pronunciation for right person; Box C-428, Billboard, Cincinnati, O.

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tone and phrasing; also commercial pianist; state age, draft, if single, permanent address; Box 464, Billboard, Chicago.

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name band; mostly locations; Box C-438, Billboard, Cincinnati, O.

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with society commercial style, and read; steady work in above average clubs and hotels; \$80 weekly; cut or no notice; write or wire Johnny Engro, Park Hotel, Great Falls, Mont.

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replacement immediately; Wire Lee Williams, 1611 City National Bank Bldg, Omaha.

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want to contact musicians, singers and entertainers for winter location; Carl Colby, Alexandria, Minn.

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Duo, Trio who sing, entertain for South; union; send photos particulars; Southern Artists' Bureau, Godeaux Building, New Orleans.

WANTED—EXPERIENCED PIANO MAN,
also Accordion, Tenor Sax, established combo, Florida location; on beginners; Bill DeVista, General Delivery, Pensacola, Fla.

WANTED—A MAN TO OPERATE PORT-
able skating rink; must be experienced, a good skater and know how to take care of tent; write or call at once; Robert R. Williams, Jellison, Tenn. Phone 375-J.

WANTED—PIANO MAN; MUST BE ABLE
to play good tenor hand style; also Latin, good jazz and have a good beat; use all arrangements, no stocks; very fine band; 3 1/2 hours, six nights a week; permanent location; salary \$75. Write or wire Charlie Wood, 800 East 14th, Odessa, Tex.

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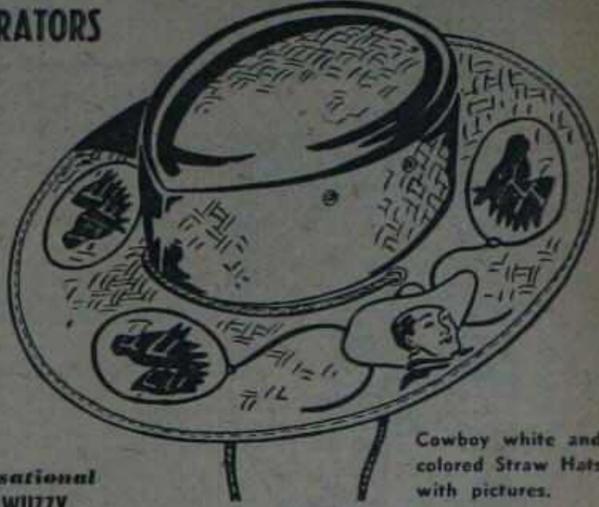


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GREAT CALVERT—BOOKED SOLID MAY
to November; this small ad made it possible; price \$250. Calvert 164 Averill Ave., Rochester, N. Y.

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SILVER PLATED 32-Pc. SERVICE FOR EIGHT

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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

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\$1 Seller. More than 100% Profit.
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51 GAUGE, 15 DENIER, DUPONT
NYLON HOSE, \$6.50 Doz.
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Reg. \$1.00 Pkg. of six
34c
Free Workers With Each Order
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Pipes for Pitchmen

By BILL BAKER

We know you write well, but not often enough to the Pipes column. Get the ink sticks working, boys and girls.

DUDE MURPHY... is still reported to be working Illinois spots to good money counts.

Sound merchandising ideas will sell almost anything. That's why the pitchman uses them.

LET'S HAVE some pipes from Fred and Millie Hudspeth, Art Nelson, George Haney, Charley Courteaux, Chief Gray Fox, Doris and Ed Gaffney, Earl and May Davis, J. B. Clark, Jim and Toni Lobaugh, Art and Sue Fredette, Mr. and Mrs. George Hess, Jerry Hahner, Joe Colby and Eddie Wahl.

Some pitchmen have found that it wasn't necessary to quarantine some tips against contagious spending.

MIKE GUNN... pens from Vancouver, B. C., that he recently cooked up a frantic chicken feed there, but there were no potatoes on the menu because Eddie Murray was not on hand. Gunn says he was ably assisted by Doc Rafferty, of med note, with both being supervised by Doc Finkelstine.

Labor Day is no misnomer for a lot of pitchmen we know who are working the fairs.

ALICE ETTLING... widely known in Pitchdom and wife of Doc Ettling, veteran pitcher, is back in the hospital at Lamarque, Tex., and would like to read letters from friends.

Most pitchmen follow the rule of spending and then talk of economy afterward.

BYRON L. BOWIE... is playing fair dates in Canada with glass cutters and mending tissues. Bowie is teamed up on the Canadian trek with William S. Hockely. Following the jaunt, Bowie returns to New England for the late Maine fairs.

One of the best ways to help the pitch business is to stop calling it a racket when talking to a layman.

SOL ADDIS... old-time lecture ace, continues to punch away at Paul and Danny's Novelty Store on 42d Street and Sixth Avenue, New York, with costume jewelry.

"THAT WAS... a swell gesture on the part of the boys who contributed to the fund for Bob Roach," letters Red Kelso from Detroit. "All of which brings to mind the fact that with a fraternity as big as ours, why can't a fund of some kind be set up to take care of our unfortunate contemporaries. Now take Ned House who broke his leg recently. Many of you don't know him. I do, and he's a swell fellow. But if he has had as rough a season as most of us he's in a heck of a fix for finances. My idea of a fund is this: There must be at least 2,000 of us thruout this country who could afford at least \$1 per month for membership. This money could be put in the hands of the officers in an organization set up for the purpose or some other agency to handle its disbursements. It should be spent only on members who are in dire need. In other words, benefits would be paid only for illness or in case of accidents which so many of us have. This idea could be worked out. Not by me, but by some of the smart boys in the fraternity. Remember, the boys who are up now never know when they'll be down."

The successful pitcher is never, devoid of the art of showmanship.

KENTUCKY and Tennessee dates continue to prove lucrative spots for E. C. Pardee, who is working sheet in those States.

Honest and clean methods are the true roads to permanent success.

MEMBERS OF the pitch fraternity reportedly working the Canadian Class A Circuit of Fairs include Dude Wilson; Jean Kane, gadgets; Mike Gunn, bulbs; Al Salem and Harry Masters, pens and gadgets; Big Jack Anthony, calls; Glenn Rosenberg, shampoo; Teddy Hess, gadgets; George Hess and Jean

Gregory, shampoo; Chet Nairne, med; Sherman Lemon, screens; Al McCall, fizz caps; Gabby Fields, rugs; Ann Olson, darners; Doc Rafferty, liniment; Ben and Polly Sesol, horoscopes; Tiny Hogan, med; Tubby McDonald, screens; Jack Rice, gadgets, and Jack Kern, combs.

A pitchman considers himself a one-man organization and conducts himself accordingly.

CHARLES C. LUDWIG... is still in Minnesota territory where business has been above average.

Fancy Freddie Says: "My difficulty is that after the gross is checked, I don't even hold the net."

MAL BUCKLEY... is still at the Friendly Tavern, Tampa, recovering from a foot injury sustained on a recent fishing trip.

Supplant old ideas with new ones and you're on the road to success.

THE ALLANS... Al and Fern, are at their home in Chicago recovering from injuries sustained in an auto accident last month en route from Edmonton, Alta., Sask., while playing the Western Canada Class A Circuit of Fairs.

Most successful pitchmen perspired to be big when they were small.

FOLLOWING... a successful tour of New England stands with his med show, Frank Curry is reported to be heading South with his entourage.

Old Troupers

Continued from page 52

hour was turned over to the old-timers. He outlined the history of the old Campbell show and introduced the visitors. Nora Ramsey sang two old clown songs, Monroe, known as the clown artist, announced he planned to paint a mural of the Campbell show and present it to the fair association.

Campbell, who is 83, said that he was pleased to see the veterans of his family's show. The Campbell show operated out of Fairbury under the ownership of Virg. Al, Ed and Charles Campbell; Lee Greer and Fred Hatfield. It began in the 1880's and closed in 1912.

TERRIFIC! NEW! EXPLODING PENS
EXPLODING PEN
LOOKS LIKE BALL POINT PEN
WORKS WITH ANY TYPE CAP
FAST MONEY MAKER ATTRACTIVELY CARDED
\$3.50 Dozen on Card. Sample Card \$4.00.
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All Extra Heavy Mountings
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Only Genuine Rolled Gold Plate Sold
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NEW Catalog Listing Complete Line Female Assortment—\$7.50—\$15.00—\$25.00.
31 Per Doz. Deposit on All C.O.D. Orders. Immediate Delivery—Any Quantity.
DES MOINES RING CO.
1155 26th Street Des Moines, Iowa

Ottawa's Pace Up

Continued from page 65

friendship between the United States and Canada and has fostered this relationship by creating an International Day, in which Governor Dewey of New York participated last year, this year elaborated on the international theme by securing the attendance of all 32 foreign counsels residing in Ottawa. Flags were presented to the Exhibition by each of the foreign legations and the resultant display in front of the Assembly Hall was both colorful and inspiring.

Diplomats Participate
McElroy reported that each of the foreign officers appeared anxious to participate in the event. A luncheon staged in their honor on Wednesday August (22) was said to mark the first time that all 32 diplomats had participated in a single function here. In addition to the foreign representatives residing here, the mayors and other dignitaries of neighboring American communities were also invited and participated, as in the past.

New decorative lighting features have been added to the promenade area between the principal exhibit buildings. The buildings, all renovated and redecorated since the war, were spotless and filled to capacity with exhibitors. New records were set in the number of exhibits with many departments already taxed to the saturation point.

The sale of tickets in advance has been pushed even more this year than in the past. A new automobile, awarded each night on the basis of numbered tickets sold in advance, is a powerful stimulus. The winners are reported in the press the morning after each drawing and much conversation revolves around the possibility and hope of winning one of the new vehicles.

Entertainment Plentiful
Patrons are treated to an almost continuous program of free entertainment, consisting mainly of dancing and musical competitions. The opportunity to view at close hand important personages, such as Premier Leslie Frost who opened the event, serves as additional lure.

Frank Bergen's World of Mirth Shows again furnish the entire midway which this year spots a new mammoth, neon decorated main entrance which was constructed by the show org especially for this event. George A. Hamid & Son again furnish all grandstand attractions, with the exception of fireworks which are presented by the T. W. Hand Company.

Bergen and Hamid were both awarded contracts for 1952.

Ohio Matinees

Continued from page 52

stand, and while most of these produce top business for K-M, this one gave a half house. Ottawa followed on Monday (20) with a one-quarter matinee and half house at night.

At Bluffton, Ind., Saturday (18), K-M had a near-full matinee and overflow night house. Circus followed the 4-H Club Fair there. Great Lakes Shows stayed over after the fair closed and was on the fairgrounds lot with the circus.

At Union City, Ind., (17) Kelly-Miller ran into a bonanza of local enthusiasm. Merchants observed circus day by running three-day sales, and show execs said local officials were among the most co-operative contacted this season. The matinee drew three-quarters and the night house was stowed.

Eaton, O. (16), was another high spot. Matinee was near-full and evening performance had a capacity audience.

Billie Leaves

Continued from page 52

(17), came up with a one-third matinee and half night house. Maria Eleana Bolanos received shoulder and wrist injuries and dislocated an elbow when she fell from her iron-jaw rigging during the show at Midland. She was taken to St. Andrew's Hospital, Midland, where she was expected to remain for several weeks.

Gravenhurst, Ont. (16), gave the show one-quarter and half houses, with the Rotary Club as auspices. Weather was rainy and matinee was 30 minutes late. Some attaches have not been with the show since the Mont Joli, Que., stand.

"FAN BLADES OPEN THE DOOR"
to real profits for you! Makes friends and customers for you, insures repeat business and leads to more sales of other items... and LARGER PROFITS FOR YOU!

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Get Top Money—Top Quality—Top Profits

STERLING SILVER INDIAN HEAD RING \$52.29 \$9.75 Doz. Sells on Sight.
STAINLESS STEEL EXPANSION BRACELETS
288 Double Heart \$25 Small Oblong
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A NATURAL 25c SELLER
The School Season is On!
Mechanical Pencil with Clip
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\$13.50 per Gr.—Carded
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15% Deposit With Order, Balance C.O.D.
WHOLESALE OUTLET CO.
345 Fifth Ave., New York, N. Y.

New Western Design!
TEXAS LONGHORN in Metal!
A NATURAL FOR COUNTRY FAIRS
4 1/2" long, 4 1/2" high from horn to 8 1/2" x 4" Beautiful high lighted bronze finish. Immediate delivery
\$19.20 Doz.
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selling our highly profitable lines of quality Costume Jewelry, Wallets, Religious Jewelry, Razor Blades and Cosmetics. Write NOW for full particulars to:
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9 NEW SCENTS! EXCITING SFRAGS!
Presenting "Parfums Des Loueur"—the perfume with thrill, excitement and promise in every drop! The fragrance is subtle that will yet sweep you out within its presence! It introduces all the new scents within its presence! A sample of "Parfums Des Loueur" will be sent you free of the new fragrance! Write NOW for full details—Free, only 50c. Or send for full details—Free.
PARFUMS DES LOUEUR
1201 1/2 W. Washington Ave. South Bend, Ind.

ILLUSTRATED CARTOON BOOKLETS!
55¢ FOLLOW UP! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10.00 ALL DIFFERENT \$1 POSTPAID \$10.00 NO POSTAL C.O.D.'S!
REGULAR SALES
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The Clown with the Stop-Light Nose—a Sure-Fire Hit!
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STAND-OUT

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Mdse. Topics

From All Around

Vibro-Roll Products, Inc. is manufacturing a new toy jeep. Operated by electric motor and powered by two flashlight batteries, it runs forward or backward under control of a push-button remote control box and sells for \$3.95. **Eastern Seaboard Plastics**, this month, begins distribution of its Bilrite Wallet assortments which incorporate a new development in plastic embossing methods. **Baroda Manufacturing Company** recently introduced its Higgins TV Snack Wagon. **Kimberly Products Company** is offering a new Blessed Event cigar band display unit, with each package selling for 15 cents.

Samuel Tabuman, Inc. is offering an indelible-ink pen, which reportedly writes on cloth, wool, rayon, cotton and leather and should prove a good servicemen's item. Pen sells for \$1, with refill cartridges priced at 50 cents. **Artistic Toy Company** is offering an assortment of washable stuffed toys to retail at from \$1 to \$3. **Jiffy Enterprises, Inc.** is distributing its new Jiffy Picture Hangers which enable one to hang pictures and wall decorations on many surfaces until now considered impossible. The firm's hangers and eyelets come in packages of six and retail for 25 cents. A novelty item titled, "Back Seat Driver," has been put on the market by **Glencoe Sales**. Molded of polystyrene, the item is a caricature of the typical back-seat driver. It consists of a car, driver and back-seat driver. The back-seat driver is attached to the toy car by a coil spring and any motion or vibration causes her to act up. Unit is 3 1/2 inches long and 4 inches high.

Los Angeles

Magic Glo Company is offering the auto aerial intensifier, which, when attached to the car's antennae, brings in stations difficult to get. Item is a tubing about five inches high with translucent red electrets around the insulated and non-corrosive staff. Thru a patented process, about four feet of additional aerial is made available for use in traveling across deserts and mountains. Thru a simple attachment of a clamp and screw mounting, the intensifier is easily installed. May also be used on indoor TV aeriels. **Lexington Sales Company** has introduced Pin-Ups in Soap. On each bar of toilet soap is a full-color photo reproduction of a gorgeous Hollywood bathing cutie. The picture is guaranteed not to wash off. Item is packed 72 bars to a display box with each box containing an assortment of eight different beauties.

King Business

Continued from page 52

vest and hopped 500 miles to Dixie.

The final Eastern stand was Newburgh, N. Y., Saturday (18), where the show attracted two three-quarter houses. After the long Sunday jump and a Monday stand in Annapolis, Md., the circus played to a full matinee and straw night house in Alexandria, Va., Tuesday (21).

Charlottesville came on Wednesday (22) with two near-capacity turnouts.

Several of King's late stands in Connecticut were typical of its long stay in the Northwest. New Britain (16) produced three-quarter and near-capacity business. Waterbury (17) had a near-full matinee and a straw night house. In New Britain the night show lasted 1 hour 15 minutes; rain began at 9 p.m.

Truck troubles interfered in three spots. Reserved chairs didn't arrive in time for the Newburgh matinee and some seats were not put up at New Britain. In Charlottesville, the wardrobe truck was late.

Nights Big

Continued from page 52

the matinee was delayed while show officials and representatives of the auspices, a fish and game club, negotiated a settlement on the guarantee. Show drew about 3,000 at the matinee and less than 1,000 at night. Warren, O. (18), gave two half houses. Conservation League was the Warren auspices.



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in luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

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Consisting of ball point pen, fountain pen and pencil. In beautiful gold embossed box. Comes with set.

\$4.00 per doz.
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Confederate Flags, 12" by 18" with stick and spear complete. \$2.50 doz. \$27.00 gr.

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Complete in a box with price tags

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Beautiful 5-piece set Pen, Pencil, Ball Point Pen, Knife and large Flashlight Key Chain. Complete in beautiful box with price tag. \$9.50 doz.

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- 16" Rubber Inflate Animals, Dz. 3.50



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- 7 inch 14.40 Gr.
- 9 inch 22.00 Gr.
- 12 inch 35.00 Gr.

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- 8" w/High Hat 10.80
- 9 1/2" w/High Hat 13.50
- Jumbo Fur Monkey 32.50

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- 18 inch spread \$27.50 Gr.
- 22 inch spread 36.00 Gr.
- 24 inch spread 39.00 Gr.
- 28 inch spread 4.50 Dz.
- 22 inch spread 5.75 Dz.
- 24" Stars & Stripes Parasols 39.00 Gr.

HATS

- Western Galton Type Straws, dz. \$3.75
- Fuzzy Wuzzy Rainbow Colors, dz. 4.50
- Spanish Hats (Slight Seconds), gr. 24.00
- Laced Felt Western Hats 3.50 Dz.

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- Metal Hopping Chick w/chirp, gr. \$12.00
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- Jumping Fur Dog dz. 3.00
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25% deposit w/order, balance C.O.D. Send for Catalog.

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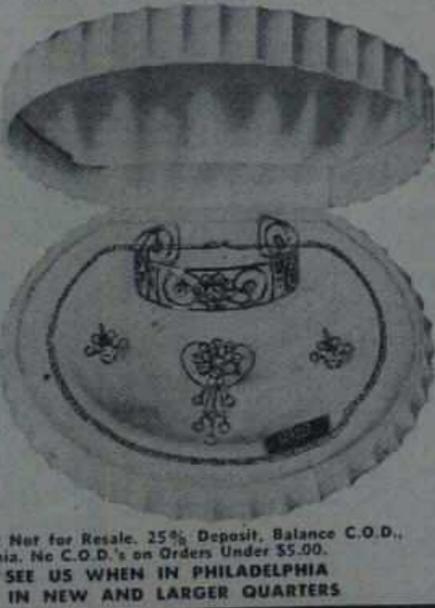
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MAIL ON HAND AT CINCINNATI OFFICE
 2160 Patterson St. Cincinnati 22, O.

Parcel Post
 Allen, Wilbur H. (Books) 36c
 Bailey, Earl 40c
 Bridenstine, Robt. 48c
 Hyman, Al 15c
 Kicker Joe 20c

Abbott, Joe
 Abel, Barrett
 Aberle, Mrs. Duckie
 Aberly, Bill
 Akst, Harry
 Alford, Sidney
 Allard, Maurine
 Allen, Barney
 Allen, Earnest
 Allen, P. F. C. Frank
 Allen, Rex & M.
 Allen, Roy
 Amarantes, Rev. R.
 Amy, Ray
 Amy, Virginia
 Anderson, Alex A.
 Anderson, James
 Andes, Gene
 Andrews, Guy
 Ansbury, Mr. Pat
 Anthony, Milo
 Arbogast, John
 Arthur, John
 Asher, Chas.
 Ayers, Helen
 Badger, C. V.
 Barfield, Dell
 Barron, Jeanne
 Baxter, Joe
 Beist, Spencer
 Benberg, Arthur L.
 Benberg, Ethel
 Binder, Ollie
 Bishop, Rev. Helen
 Blackburn, E. J. (Mrs)
 Blackhall, Thos. S.
 Blank, Ted
 Blatsky, Frank
 Bloom, Days
 Boecker, Earl
 Bona, Raymond
 Bourgoine, Linnie
 Brady & Leedy Shows
 Brady, Frank J.
 Brauer, Elbert Kelly
 Brangle, Lawrence J.
 Brantly, Morgan
 Brazil, Horace
 Bresk, Frank
 Brenner, Paul
 Bridgeman, Eddie
 Brinkley, Bruce
 Britt, Stella & Bert
 Bromell, Surie
 Brooks, Geo. H. (Kern)
 Brower, Joe
 Brown, Brownie
 Brown, Walter
 Bryant, Howard
 Bryer, Ollie & May
 Buch, C.S.
 Buchs, J. L.
 Burke, Pvt. Roy (A. F. 5483160)
 Burns, Bobbie
 Butler, Ethel
 Butler, Josephine
 Cannon, Mrs. Ollie
 Cannon, Tom
 Capeau, Chas. L.
 Carr, Kay
 Carr, Neil
 Carroll, Martha E.
 Carver, Frank
 Cassen, James P.
 Chisholm, John Edw.
 Chomack, Mike
 Ciemens, Mrs. Larin
 Christ, Tom
 Chihurri, Mrs.
 Clawson, Bert
 Cobb, Bob (Western Attractions)
 Cohen, Benj.
 Cohen, Jerry
 Cohen, Murray
 Colchie, Nicholas
 Conrad, Lloyd
 Connell, Mr. Chesteen M.
 Conon, Geo.
 Cooke, Jess M.
 Cooper, Chas. Podd
 Cooper, James B.
 Copland, Norman
 Hunter
 Costello, Frank
 Cotron, Earl
 Cottrell, W. J.
 Craig, Al
 Crane, Sid "Custard"
 Crawford, J. W. Tex
 Crawford, Dale
 Crockett, Tex
 Cross, Allen Healy & Cross
 Cube, Joel R.
 Dando, Glen
 Davis, Mr. Darris (Dave) G.
 Davis, Eugene
 Davis, H. Slim
 Davis, Linda
 DeCotis, Romaine
 DeLap, Robt.
 DeVoss, Stanley A.
 DeWald, Friends
 Del Rio, Carolyn
 Dearduff, Roy
 Decker, Joe
 Demetro, Archie
 Demetro, Steve
 Demetro, Tom
 Deninger, Geo. O.
 Dennis, Mrs. J. W.
 Dennis, Frank
 Denuva, Michael
 Devine, James
 Dillon, James
 Dingler, Aubrey H.
 Dion, Joe
 Dixon, Dr. O. C.
 Donaldson, Ruth
 Donavan, H. D.
 Dundoneu, Jerry
 Donovan, Mrs. Ann
 Donovan, Mrs. J. Bob
 Duffey, Jr., Harry Wm.
 Dunn, Chet
 Durbin, Ted (Foley & Burke Shows)
 Eckman, Susie
 Eddis, Harry P.
 Eddy, Mrs. Samuel
 Edwards, Robt.
 Ehrhart, Burton
 Elam, H. M.
 Elliott, Donald
 Ems, Phillip & Mrs.
 Ephraim, Pete
 Evans, Evan M.
 Everett, Vern
 Falter, Harry
 Farley, Shun
 Farron, James
 Feland, John
 Fendler, Mr. Evelyn
 Feist, Chas. A.
 Fluso, Mrs. Terry
 Fitzpatrick, Freddie
 Fluke, Janos & Mrs. (Gorky Base)

MAIL ON HAND AT CHICAGO OFFICE
 188 W. Randolph St. Chicago 1, Ill.

Fontanez, Mrs. Rafaela
 Forbes, Chas. H.
 Fox, Bennie
 Fox, Helen B.
 Frances, Betty
 Francis, Edw.
 Frederick, Ray
 Freeman, Robt.
 Foster
 Frost, Bill
 Fyfe, James G.
 Fuller, Wm. Edwin
 Gallagher, Luke James
 Gamble, Edw.
 Garey, Jimmie Peg
 Garner, Lenno
 Garvey, W. R.
 Gast, E. H.
 Gatton, Frederick
 Geddis, Geo.
 Gee, Lillie Kentuck
 George, Alice
 George, Carl (Snappy Motor Drum)
 George, Tom
 Gerard, Albert C.
 Geyer, Celesta Mrs.
 Geyer, Mrs. Alesta (Dollie Dimples)
 Gibson, E. S.
 Gil, Russell N.
 Gilly, Ralph
 Gillis, Mrs. Irene
 Gilmore, Eddie
 Givens, G.
 Givens, Pedro
 Gluckman, Marshall
 Gluckman, Mrs. Mildred
 Good, Dan
 Goodwin, J. P. Jimmy
 Gordon, Harry
 Gould, Eddie
 Gray, Gil (Gil Gray Circus)
 Greens, Edw.
 Gregory, Eunice
 Gruber, Walter (Lanky)
 Grier, Jerry
 Gross, Frank
 Guillaume, Edw.
 Guinn, John C.
 Gunn, Leonard
 Guyman, Guy H.
 Hale, Claude Lee
 Haisel, Heime
 Hall, Mrs. Geo.
 Hamilton, Soony
 Hancock, Mrs. W. H.
 Haudler, Bill
 Hardy, Bob (Domino)
 Harris, Mrs. Jean
 Harris, Everett
 Hasson, Robt.
 Hatcher, Billy
 Hayes, Johnny
 Hayes, W. S. Bill
 Hazelwood, Mrs. Howard (Gagen Bros. Circus)
 Heck, Robt. A.
 Henderson, Mrs. Ella
 Hensley, Elice
 Heih, Bob & Blanche (Heih's Expo Show)
 Hines, C. E.
 Hines, Eddie
 Hoard, Bob
 Hobbs, D. T.
 Hocter, Millie
 Hoke, Homer E.
 Hoffman, Louis
 Hoger, Jones H.
 Horner, Red Bingo
 Hubler, Geo.
 Hudson, Mrs. Alice
 Hurlinger, J. Mose
 Hunter, Mrs. Lillie Mae
 Hunt, Ralph
 Hunter, Bill
 Hyton, E.
 Hyman, Al
 Irwin, Bobby
 Jackson, Morton W.
 Jackson, Wyman W.
 Jacobs, Bob
 Jacobson, Hymie
 Jenkins, Betty Lou
 Jewelrycraft
 John, Miller
 Johns, Geo. C.
 Johnson, Mrs. E. S. (Rusty)
 Johnson, Harry Lee
 Johnson, Mr.
 Jones, Haskell
 Jostoff, Michael
 Karns, Cliff
 Keefer, Geo. W.
 Keeler, Elsie & John
 Kellow, Paul
 Kelly, Eddie
 Kesler, John J.
 Kimmel, Bill
 Kinris, Les
 King, A. B.
 King, Clara Mrs.
 King, H. L.
 King, Harold Lee
 King, Hazel Logan
 King, Jack
 Kirk, Jesse J.
 Kirk, F. Ellen
 Kirk, Skip
 Kirksey, Marvin C.
 Kiskman, Eddie & Mrs.
 Kirsch, Rezman
 Kiwan
 Kizer, G. B. C.
 Kjos, Mrs. B. C.
 Kjos, Mrs. O.
 Kins, Charles & Peggy
 Knighton, Albert
 Kolling, Bernard
 Kopp, James L.
 La Blanc, Louis
 La Mont, Laddie
 La Vais, Flying (Bill)
 Lamb, L. E. Barney
 Lambert, Homer W. (Speed)
 Lamont, Bert & Gladys
 Lane, John J.
 Lang, Bob
 Larabee, Jeanne
 Laughlin, John J.
 Lawrence, Carl J.
 Lawrence, Larry
 Layton, Johnnie
 Le Paige, Bert
 Lee, Charles Newton
 Lee, Doris
 Lee, Dorothy "Chick"
 Leslie, Burt
 Lester, Geo.
 Lewis, Washington
 Levin, Harry
 Levine, Lefty
 Lilly, Harold J.
 Litzenburg, Mrs.
 Litzner, Loretta
 Longston, Strawberry & M.

MAIL ON HAND AT NEW YORK OFFICE
 1564 Broadway New York 19, N. Y.

Allen, Casey F.
 Appelman, John
 Blackburn, Mr. & Mrs. Thomas
 Blair, Juan
 Bradley, Doc
 Brandt, Bea
 Eardwood, Houston J.
 Gaudin, Murray
 Hastings, Margaret
 Jones, T. H.
 Kelly, Jack & Betty
 Kelly, Joseph H.
 Kraemer, Danny
 Lambert, Homer W. (speed)
 Lewis, Willie
 Marks, Sarah
 May, Sidney
 Ollis, Paul
 Paul, Russell, Betty
 Rokos, Henry
 Rosas, Robert
 Sicard, Arthur
 Summers, Carl Wm.
 Thibault, Edward F.
 Tilford, Lew
 Trohanovsky, Alex
 Water, Clarence
 Wiener, Adolph
 Wilde, H. J. Jr.
 Wilson, Hugh
 (Wilson & Dobson)
 Morrison, Fred & Babe (Zimmer)
 Hiffel, Sam
 Rogers, Hideo
 Scott, Robert
 Scott, E. H.
 Shafter, E. J.
 Smith, H. J.
 Smith, Roy G.
 Stafford, Mary E.
 Thibault, E. F.
 Thompson, Betty
 Wallace, Eugene
 Wilcox, C. M.
 Zimmer, H. E.
 Vaughn, Cecil
 Velare, Elmer
 Wade, Merwin "Doc"
 Walker, Honey Lee
 Wall, Johnny
 Walker, William S.
 Walkers, Mark Adam
 Walker, Lester Irish
 Walters, Lee
 Walton, Raymond
 Wardell, Harry
 Washington, R. L.
 Waters, Bob & Betty
 Walters, Tom & Betty
 Webster, Fred & Mrs.
 Weeks, Harry
 Wells, Marsha
 Wheeler, Frank Ed-ward
 Whelpiey, Rancel Joseph
 White, Jimmy
 White, Louis
 White, Marjorie E.
 Whyte, Marjorie B. B.
 Wieske, Raymond Lewis
 Williams, Ben L.
 Williams, Bob
 Williams, Mrs. Christine
 Williams, Guy L.
 Williams, Maude E. H.
 Williams, Reed
 Williams, John
 Williams, George
 Willis, Madam Francis
 Wilson, Shirley
 Wilson, Cliff (Dist. Co.)
 Wilson, Clyde
 Wilson, Robert Mrs.
 Woolly, Jim
 Yeley, Lester
 Young, Albert Grant (Frenchy)
 Young, Joseph L.
 Ziemons, Mary

MAIL ON HAND AT ST. LOUIS OFFICE
 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post
 Dion, Mr. & Mrs. Ted 20c

Airt, Mrs. June
 Allison, T. J.
 Arrowood, L. B.
 Baaka, Fred Edward
 Bacon, Sanders C.
 Bales, Pete J.
 Bamagari, Mrs. Edna
 Back, Joe
 Beckman, Fred
 Brink, Arthur
 Britt, Rose M. M.
 Brumbrugh, Pretty
 Bee Rocky
 Burnett, William L.
 Burridge, Frank
 Burto, Leon C.
 Burton, Jack C.
 Caldwell, Sam
 Canipe, Mrs. Walter
 Carter, John
 Childs, Chauncey William
 Childs, Donald C.
 Christolm, John E.
 Clark, Clara
 Cox, Donald O.
 Conroy, L. M.
 Conroy, Roy
 Cusson, Joseph B.
 Cutler, Rose & Louis
 Dail, Earl
 Darlingham, C. W.
 Davis, Mark
 Davy, Mr. & Mrs. Jack
 Dawson, Mrs. Tom J.
 Demetri, Steve
 Denbush, Sam & Sarah
 Dickerson, Harry
 Dillon, James H.
 Duffy, Roy T.
 Eagle, Chief Ed
 Knawiller, Mr. & Mrs. Babe
 Enos, Phillip B. & Loreen M.

Lasater, Fred
 Lee, Robert Edward
 Logan, Edna J.
 Lichtenwaler, Raymond Herbert
 Long, Jack
 Lunzer, Richard John
 McClintock, DeWayne W.
 McClung, Leo
 McCoy, William
 McDonald, Norman L.
 McMillen, John W.
 Marba, Ruth
 Marvas, Helen
 Marzetta, Alta
 McPherry, Wayne
 Middleton, Betty
 Middleton, Odell
 Miller, Miss Elsie
 Mitchell, Gus
 Moorehead, C. W.
 Murrehouse, E.
 Murrus, Tilo
 Morris, Alia L.
 Munson, Harry
 Murphy, J. H.
 Murray, W. O.
 Noble, Irwin E.
 Nordyke, Mr. & Mrs. Ed
 O'Neil, Patrick John
 Patterson, John H.
 Payne, Earl
 Pennington, R. F.
 Pflizer, Edna
 Pines, James S.
 Presson, Phil Juan
 Price, Mickey
 Propst, Mrs. Paul E.
 Randall, A. L.
 Rich, Arthur & Virginia
 Richardson, Joe
 Richardson, Joe G.
 Richmond, Harry H.
 Rieley, Eddie
 Roberts, Max
 Robertson & Coker Amusement
 Robinson, Mr. & Mrs. Ralph
 Roedel, R. G.
 Rohs, Strawberry
 Rose, Martin R.
 Rosenfeld, Jimmie
 Starr, Andy
 Sanderson, Thelma Mae
 Sayre, Clarence
 Schaller, Mr. & Mrs. Lloyd G. C.
 Scheffel, Mr. & Mrs. Wm. G.
 Shinn, Albert T.
 Shultz, Frank
 Snyder, Mr. & Mrs. E.
 Sokolowski, Peter V. & Rebecca
 Spain, Jack
 Staley, W. A.
 Staley, Loyal
 Staley, Jack
 Starr, Joe
 Stephens, W. F. Sr.
 Steward, Ben
 Sullivan, Clarence K.
 Thomas, J. H.
 Thomas, Kenneth B.
 Thompson, Frank
 Tomlin, Lawrence L.
 Thornton, Chester L.
 Toton, Mrs. O. A.
 Tovey, Ed E.
 Tomson, Gertrude
 Treppach, Stanley
 Tucker, Christine
 Turner, Alvin R.
 Vaughn, Curtis W.
 Vaughn, L. J.
 Vinson, Jack E.
 Wacker, Mr. & Mrs. Thomas J.
 Warwick, Stanley
 Watson, James Jr.
 Weaver, W. H.
 Weeks, Jr.
 Weir, Mr. & Mrs. Joe D.
 West, Harry
 Wheelock, Lenore
 Wheelock, Ray C.
 Whitaker, A. H.
 Whitson, L. W.
 "Whitt"
 Wildrick, Edmer
 Williams, Harry T.
 Winters, C. L.
 Wilson, Elmer E.
 Worfel, Roy
 Wright, Harold J.
 Ziemons, Mary

MAIL ON HAND AT CHICAGO OFFICE
 188 W. Randolph St. Chicago 1, Ill.

Artist, Frances
 Atwood, Irvin
 Brady, King
 Cavanaugh, Robert
 Dixon, M.
 Edwards, Robert
 Gardner, Cheerful (Mary)
 Goldstein, Sam (Majestic Greater Shows)
 Gist, Pinkie
 Hiller, Ed
 Hubbard, Harley D.
 Hartz, R. A.
 Miller, Thomas H.
 Mitchell, Eddie Jim
 Morrison, Fred & Babe (Zimmer)
 Hiffel, Sam
 Rogers, Hideo
 Scott, Robert
 Scott, E. H.
 Shafter, E. J.
 Smith, H. J.
 Smith, Roy G.
 Stafford, Mary E.
 Thibault, E. F.
 Thompson, Betty
 Wallace, Eugene
 Wilcox, C. M.
 Zimmer, H. E.

MAIL ON HAND AT NEW YORK OFFICE
 1564 Broadway New York 19, N. Y.

Allen, Casey F.
 Appelman, John
 Blackburn, Mr. & Mrs. Thomas
 Blair, Juan
 Bradley, Doc
 Brandt, Bea
 Eardwood, Houston J.
 Gaudin, Murray
 Hastings, Margaret
 Jones, T. H.
 Kelly, Jack & Betty
 Kelly, Joseph H.
 Kraemer, Danny
 Lambert, Homer W. (speed)
 Lewis, Willie
 Marks, Sarah
 May, Sidney
 Ollis, Paul
 Paul, Russell, Betty
 Rokos, Henry
 Rosas, Robert
 Sicard, Arthur
 Summers, Carl Wm.
 Thibault, Edward F.
 Tilford, Lew
 Trohanovsky, Alex
 Water, Clarence
 Wiener, Adolph
 Wilde, H. J. Jr.
 Wilson, Hugh
 (Wilson & Dobson)

Extra Special!
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 An exceptional value! Fancy matching expansion band, sweep second hand, 7 jeweled Swiss movement. Guaranteed with every watch.
14 K. Gold-Plated JEWELLED WATCHES \$4.25
 Complete with fancy matching EXPANSION BAND
 Special \$4.25 ea.
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 211 N. 7th St. - St. Louis 1, Mo.

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 Also portable cameras. Write for details.
P D Q CAMERA CO.
 1165 N. Cleveland Ave., Chicago 10, Ill.

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A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines all makes, models, lowest prices. Milwaukee Ave., Chicago. Mark Postel, 8222

MACHINES—AS IS CONDITION—all locations, all with floor stands. 618 National, 2nd, 6-10 National, 245 Vendetta, 245, cash in advance. Paul Hirsch, 6963 Oak Lane, Indianapolis 20, Ind.

CIGARETTE AND CANDY MACHINES re-conditioned and refinished to factory specifications. We carry all types of conventional mechanisms, king size kits and parts for practically every type cigarette machine. We buy cigarette and candy machines. Central Vending Machine Service Co., 3967 Irish St., Philadelphia 4, Pa.

COMBINATION COUNTER FOR PENNIES—black and silver, \$2.50 postpaid; save time by using the Speedy Starters for Pennies and Nickels, \$1 postpaid. Heintz, 628 Kelden Ave., Detroit, Mich.

COIN-OPERATED TELEVISION sets, also dime Pop Corn Sets. Machines, service. Write Box C-434, Billboard, Cincinnati.

BOILERS, ROTARIES, ARCADE MACHINES selling out cheap. Iron Claws, Dept. for Carnivals, Merchants, Electric Hoists, Motors, Parts, Supplies. National, 4213 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 Northeastern Montana oil country, route doing very well; \$9,500 cash terms. Phone or write Mrs. F. B. Turner, Wolf Point, Mont. 261

FOR SALE—50 VENDOR MASTER KLEENEX Vending Machines like new. Write, wire John Freyberg, 354 W. Beverly Blvd., Whittier, Calif.

MUSIC AND PINBALL MECHANIC WANTS change of climate on account of wife's health. 1015 1/2 St. with one company; can furnish references. Ellis Currier, 3306 Lamar St., Little Rock, Ark.

RECONDITIONED ATLAS BANTAM TRAY Vendors, \$5 each; guaranteed A-1 condition. act promptly. Econ, 1601 Monroe Ave. Rochester, N. Y.

SHIPMAN TRIPLEX STAMP MACHINES, \$25 ea. guaranteed. Amity Cigar Machines, 122 1/2 S. Popcorn Machine, \$12.50. U. S. P. 100 Grand, Waterbury 2, Conn. 2615

SHIPMAN DUPLEX STAMP MACHINES in good operating condition, \$20 f.o.b. Reed Distributing Co., Room 510, 319 High St., Holyoke, Mass.

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Platts, Mfg. Co., 5936 E. W. 8 St., Miami 44, Fla.

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Dept 7-1448.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Hornbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANTED—USED FORD BALL GUM Machine, state serial number, range and price. S. L. Ehrle 1635 S. Elmwood, Tulsa 4, Okla. 261

WANTED—WATLING TOM THUMB Scales, any condition; give details of condition and best price, or let us rebuild our scales. Heineman Scale Service, 656 Eldon Ave., Detroit, Mich.

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine. Equipment, Hunyon, 123 West Union St., Newark 4, N. J.

SAVE PLENTY OF MONEY DEAL WITH EMPIRE

FINEST & MOST COMPLETE LINE OF PUNCHBOARDS At LOW LOW Prices

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Chicago 10 Illinois
PHONE: MOHAWK 4-4113

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., Mrs.**
Established 1914
CHIPPewa FALLS, WISC.

Sedalia Hits Record

Continued from page 50

last year, when the now defunct Johnny J. Jones Exposition supplied the midway attractions.

While attendance and grandstand patronage was up sharply, per capita spending was off. The drop-off in individual spending was laid to the losses suffered by many fair patrons in the recent floods. In the light of the lower per capita spending, execs were delighted with the 17 per cent jump in the midway gross.

C & W Strong

A vastly stronger Cetlin & Wilson attraction line-up than that of the Jones shows last year was credited for the big increase in midway business. Pacemaker among the money-getters on the midway is the Raynell Show, headed at this spot only by Sally Rand.

Saturday (18), opening day, offered motorcycle races, also staged by Sweeney and White, and drew what was rated as a good turnout for the first time in.

Grand Circuit harness horse races, in for five afternoons beginning Monday (20), were run to good crowds the first four afternoons. Tom Moore and his radio show were offered in front of the grandstand two mornings, Monday and Tuesday, at 50 cents admission, and played to about 3,000 persons both mornings.

Horse Show

A Horse Show was the scheduled night grandstand attraction Saturday and Sunday (18-19) but rain forced Sunday night's program into the Coliseum. Except for slight rain on one other occasion, fair enjoyed good weather thru the first six days.

Big-car races are slated for this afternoon, stock car races for tomorrow afternoon, with both programs by Sweeney and White. Joie Chitwood's Thrill Show will be the attraction in front of the grandstand tomorrow night.

Carl McIntire, fair's publicity director, revised the advertising campaign this year, buying time from every radio station in Missouri, as well as advertising in all Missouri newspapers.

Air-Tight Gate

Fair is operating with an airtight gate. "Everybody pays," policy is pointed up by the presence of a corps of Pinkerton Detective Agency men who keep an eagle eye on the gates.

One of the features of the fair's program was a Missouri ham breakfast served to more than 350 State dignitaries in the big top of the Raynell Show. Guest of honor was John Snyder, U. S. Secretary of Treasury. On Friday night (10), a pre-venue dinner was also held in the Raynell top. Officials of the fair and their guests were hosted at cocktails, dinner and a showing of the Raynell Show. Richmond Cox, C. & W. press agent, emceed the event.

Pueblo Hit

Continued from page 50

did four-a-day. Despite the light attendance on the grounds the Peabody unit played to capacity all week in the 1,000-seat building.

The Leo J. Cremer-produced rodeo, which was in for eight matinee and evening performances was run off before slim crowds all week. The rodeo was augmented by acts from the Barnes-Carruthers acts and topped off each night with Thearie-Duffield fireworks.

Kids Area Okay

Tinkertown, new kids' area, which incorporates rides, playgrounds and a picnic space did surprisingly well considering the light front-gate traffic, according to William H. Kittle, fair secretary.

L. R. Schrader Show, reported little business on the midway and estimates were that grosses from rides and shows were fully 50 per cent below '50. Barnes-Carruthers acts that played with the rodeo, included the Rudenkos, Barretts, Cathalas, Captain William Heyer and his horse, Larry Griswold and Stan Volera.

horses and women's races. Cow-horses are to be ridden with stock saddles and curb bits. First money will be 80 per cent of the purse; second money, 30 per cent, and third money, 10 per cent. Purses total \$600.

Salesboard Sidelights

Columbia Sales Company

Wheeling, W. Va., is getting results from its new line of pull ticket games. Another model going well has a football theme. . . . Rake Philadelphia, has just come up with a new line of premiums for board operators. . . . W. H. Brady, Chippewa Falls, Wis., now has increased its line to 275 different size and style units.

New fall releases are now being delivered by Superior Products, Inc., Chicago. They were designed for nickel, dime and quarter play. . . . Nowoathy-Burrell & Company, San Antonio, is liquidating its stock of boards and push cards because of the Texas Law which becomes effective September 7.

Secure & Secure, Chicago firm headed by Irv and Mori Secure, is rolling along with Scatter-Ball

Oakleys Pay Off

Continued from page 50

Guy's and Doll's and/or Ice Cycles (only matinee tickets are offered, with a limit of two ducats to a paper or radio station, but two tickets to each show will be issued where requested), the Aut Swenson Thrillcade, the SMU-Missouri football game at night, and all midway shows (thru co-operation of midway contractor, Ray Marsh Brydon). Gate admissions, of course, go along with the tickets.

Gate Passes Mailed

Only gate passes are mailed out prior to Press Day. Other tickets have to be picked up by guests in person at Picnic Pavilion on Press Day. Guests pay federal tax on all tickets at same time they pick up tickets.

The actual list price of the gate and attraction tickets it is possible for one Press Day guest to use would amount to \$9.20, including tax and not including admission prices to midway shows. This figure is based on a single guest using a 60-cent gate pass, \$4.90 Guy's and Doll's ducat and \$3.70 football ticket.

Average Press Day attendance is about 1,500. About a third of those invited respond, but fair execs figure on an average of three guests from each paper or radio station. Most tickets are donated by attractions, but fair's actual expense is considerable nonetheless.

Sells Grid Ducats

For past two years fair has made arrangements with universities of Texas and Oklahoma to sell limited number of tickets to Texas-Oklahoma football game on second Saturday of fair to newsmen at list price of \$3.70 each. Game is always a sellout and tickets are in great demand, hence radio and press people appreciate this service as much or more than free passes. For example, one Clovis, N. M., publisher will visit fair twice this year—on Press Day and for Texas-Oklahoma game. Clovis is approximately 650 miles from Dallas.

Press Day invitations keep publicity department staff busy for about two months prior to opening day, filing application blanks and straightening out requests by correspondence.

Fair figures that time a money spent on Press Day is basic to the successful operation of fair. Expo feels that 1,500 community leaders who help mold opinion in their own towns are its best emissaries of good will to spread the word about the fair. In addition, fair gives Press Day much credit for extremely high acceptance of fair's publicity.

Working press passes are handled separately, of course, and special arrangements are made to take care of local reporters, deskmen, radio announcers, etc., who are working when Press Day activities are under way on opening day.

and the boys feel the game will make new operator friends. . . . Galentine Novelty Company, South Bend, Ind., reports steady action on both boards and jar deals. . . . Chuck Stow, Seattle, is setting up a fall sales campaign for his Stow Sales Company, Coast rep for the Gardner line.

Over at Harlich Corporation, Chicago, the latest hot one is Match the Colors. This unit with a new approach to design has 1,200 holes. It is on quarter play and built with 147 winners. Operators have told Harlich staffers that the high number of potential winners has been a play incentive since its inception. . . . At Empire Press, Chicago, push cards and new boards are vying for special attention from visiting ops.

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.**
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JAR DEALS and PUNCHBOARDS
Write for Circular
Galentine Novelty Co.
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NEW FALL RELEASES
Available in 5c, 10c & 25c Play
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SPECIAL PRICES TO SALESBOARD AND PREMIUM TRADE!
Write: Be sure to state your business in detail!
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609-5 SPRING GARDEN STREET PHILADELPHIA 23, PA.

SALESBOARDS
28¢ 1000 Charley Bds. . . . prf. \$50.00 \$ 55
5¢ 1800 Double Fin prf. 24.00 28
2¢ 1850 Lu Lu Bds. . . . prf. 18.00 1.49
25¢ 1600 J. P. Charlies . . . prf. \$52.00 \$1.23
10¢ 1000 Jump Money . . . prf. 30.00 1.98
5¢ 1000 J. P. Girl's Bds. . . prf. 26.00 1.23
DELUXE SALES CO.
BLUE EARTH, MINN.

SALESMEN
If you are now calling on operators of coin machines, we have an additional non-conflicting line that has earned our former representative at least \$600 a month for—out 10 years. Protected territories open. Send us details of what you now sell and territory you can cover. **BOX 462, c/o The Billboard Pub. Co.**
188 W. Randolph St. Chicago 1, Ill.

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Immediate delivery at lowest market prices
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Manufacturers
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HARISON 7-2971
CHICAGO 3, ILL.

Material Allotment Notices Set To Reach Manufacturers in Week

Each Firm Dealt With Individually
Production Cut Back at Least 30%

CHICAGO, Aug. 25. — Coin machine and vending machine manufacturers who have applied for materials allotments under the Controlled Materials Plan will know next week how many new machines they will be able to build in the last quarter of 1951.

In Washington, CMP and National Production Authority spokesmen said allotment notices were being drawn up this week

and would be mailed out to manufacturers sometime next week.

As of October 1, all manufacturing industries will be placed under CMP with specific ceilings on their use of the three critical metals—steel, copper and aluminum. Until now, only refrigerated vending machines have been under CMP.

Effects of Order

Briefly here's what CMP will mean to the coin machine and automatic merchandising industries:

1. Every manufacturer will be limited in his production after October 1.
2. Unlike World War II, allotments of metals will not be issued

on an industry-wide basis. Each manufacturing plant must file for its own allotments, and the allotments will be made on an individual company basis.

3. The maximum any company can file for is 70 per cent of the steel, 60 per cent of the copper and 50 per cent of the aluminum it used during the base period, January thru June, 1950.

4. It is practically certain that no manufacturer will receive as large an allotment as he requests for the fourth quarter. There just won't be enough of the metals to go around.

Minimum Cut 30%

5. New machine production, as a result, will be cut at least 30 per cent under base period production.

Altho each company's allotment will be figured individually, the same formula will apply to all, thus assuring all companies a fair proportion.

Spokesmen for NPA and CMP said fourth quarter applications for materials had been received from every established manufacturer of vending machine equipment. But the spokesmen said late this week they estimated they had received

(Continued on page 71)

Empire Coin To Celebrate 10th Birthday

CHICAGO, Aug. 25. — Empire Coin Machine Exchange, distributors of all types of coin-operated equipment here, will celebrate its 10th anniversary September 1. Firm is headed by Gil Kitt, who founded Empire September 1, 1941, after having been associated with the coin machine field in various capacities in other parts of the country.

In addition to its line of new equipment, Empire has a large stock of used machines. Its headquarters at 1012-14 Milwaukee Avenue include large showrooms, parts and service departments, and a complete shop for rebuilding used units.

In recent years Empire has become one of the largest distributor-exporters of coin machines in the field, shipping new and used machines to all parts of the world.

Kitt was one of the founders of the National Coin Machine Distributors' Association, and has been one of its most active members.

Rumor Telequiz Readying Entry In Game Field

CHICAGO, Aug. 25. — Telequiz Corporation, manufacturers of the Telequiz machine, is readying a new four-player shuffle game, it was learned this week, thus marking its entry into this phase of the industry.

Game, it was understood, is being developed by W. Roehlke, former operator and manufacturer, who developed one of the early light-up pin conversion units for the initial shuffle games.

The quiz machine featured a series of questions on films. When a patron inserted a coin, the questions were shown, in sequence, with the patron punching a button to indicate his answers. Units have been used in arcades and in armed forces installations.

Exhibit Skeds Canadian Natl. Expo Showings

TORONTO, Aug. 25. — Exhibit Supply Company began a full scale showing of its current products at the Canadian National Exhibition which opened here yesterday and runs thru September 8.

Handling the Exhibit Supply showing for the duration is Clare Meyer, firm official. Sales Manager Frank Mencuri will also be on hand for several days. Display includes the Rotary Merchandiser, coin-operated mechanical horses and may be augmented later by a preview of a new product now in the development stage.

Vancouver Pin Ban Delayed

PORTLAND, Ore., Aug. 25. — Ops this week won more time to remain in business thru legal action against a city ordinance in neighboring Vancouver, Wash., which would prohibit operation of pinball games.

In a hearing on a temporary order restraining the city from enforcing its ordinance, Clark County Superior Judge Charles W. Hall heard oral arguments by attorneys representing operators and the city. Tuesday (14) Judge Hall granted Virgil Scheiber, attorney for the ops, one week in

(Continued on page 80)

CMP Output Curbs To Spark Demand

CHICAGO, Aug. 25. — The business has been slower this summer than many manufacturers and distributors had anticipated, the traditional fall spurt which begins right after Labor Day is expected to pose some critical demand problems, most of which will be caused by allotments under the Controlled Materials Plan (see separate story).

Currently, the CMP production limitations, effective thru the final quarter of 1951, are expected to cut game output to a point that supply will be outstripped by demand. While a scramble for available equipment has not been in evidence yet, realization of the impact by the nation's operators within the next few weeks is expected to cause considerable confusions.

Williams Gets Four Distributors In 11 States

CHICAGO, Aug. 25. — Williams Manufacturing Company thru Sales Manager Bill Ryan announced the appointment of four new distributors to handle Williams products.

New reps are: Leiberman Music Company, Minneapolis, headed by Harold Leiberman, for Minnesota, North and South Dakota.

S. L. London Distributing Company, Milwaukee, owned by Sam London, for Wisconsin and the upper Michigan peninsula.

Music Sales, Memphis, headed by Buster Williams, for Louisiana, Arkansas, Mississippi, and part of Tennessee.

W. B. Music, Kansas City, Mo., headed by Harry Silverberg, for Kansas and part of Missouri.

Williams now is in production on Hayburners.

While the basic effect of CMP materials allotments appears to be aimed at the manufacturing level, with few new units coming off the lines, demand for late-model equipment and eventually most of the vintage models is bound to jump sharply as an aftermath. Another factor figuring heavily in the demand picture is the continued expansion of the export market.

Redevelopment primarily as an outlet for surplus equipment the past few years, the export coin trade has now become big business on its own and more domestic coinmen have entered this field as a specialty or expansion in the past 18 months than any comparable period in the past 25 years. Foreign coinmen, aware of the problems in getting equipment in the 1940-'45 period, have already begun stocking up against foreseeable new output and used equipment availability.

MCMC Confab Draws Record, Juke, Game, Premium Firms

OMAHA, Aug. 25. — With the Music Operators of America now scheduled to hold its executive board meeting in this city immediately following the Midwest Coin Machine Convention October 15-16 (see separate story this issue), the show this week was also assured of having the top record, coin machine and supply firms on hand as exhibitors.

Among the firms now set to display at the show are Decca and Victor, record manufacturers; Ristaucrat and H. C. Evans, phonograph manufacturers; Purveyor and American, shuffleboard firms, and First Distributors, representing a series of premium manufac-

turers. Other leading disk and phono firms have reserved space, but until contracts are signed, their names would not be revealed, convention execs said.

Mike Imig and Howard Ellis, co-convention chairmen, said that reservations now coming in for room space indicate the heaviest turnout ever recorded for an overall coin machine convention held outside Chicago. Too, a complete agenda covering the business sessions is now being completed, and committees to handle these sessions are now being set.

Set Speakers

Among the featured speakers at the convention will be George A.

MORE THAN DIAMONDS

South Africa Proves Bonanza for Coin Ops

JOHANNESBURG, South Africa, Aug. 25. — This city and its suburbs, while offering a minimum of coin machine locations, is, nevertheless, a profitable area for coin machine operators.

Principal locations here are candy stores, tea rooms and road houses, with pin games and juke boxes the primary items in use. There are no arcades and locations for venders are at a minimum.

Practically all equipment used here has been imported from England, and is of American manufacture. Most of the equipment is old, and the more aged pieces are located in small, out-of-the-way stores. But despite their vintage, the grosses are consistently high—especially in comparison with the small patronage enjoyed by most of the spots.

All equipment is placed on location by operators on a percentage basis. Relations between location and operator are excellent, and there has been no anti-coin machine propaganda.

Only venders seen here are those manufactured by Drink-Mat in the U.S. several years ago. There are some hideaway jukeboxes, but most of the music is provided by console models which are in plain view of the patrons. Waiting Scales are fairly well sprinkled thru the area, but the predominant equipment is the pin game—with practically every U.S. manufacturer represented by his machines in one part of the city or another.

C. Bothner & Son, Ltd., of this city, is the major coin machine distributor, handling all types of equipment.

Used Game, Music Prices Holding Up

CHICAGO, Aug. 25. — Prices on almost all types of coin machines listed in The Billboard's Index of Advertised Used Machine Prices held at the same levels this week. For the first time this month the number of games and music boxes offered for sale increased but the vender list continued to shrink.

The Amusement Game division, including giant pins, some novelty units, roll-downs and counters as well as the traditional five ball, featured multiple listings of Gottlieb's Just 21, Knock-Out and Humpty Dumpty; United's Serenade and Aquacade; Bally's Champion and Citation, and Chicago Coin's Cinderella.

In shuffle games there were higher price quotations but the over-all picture remained at the same price offerings as the past few weeks. Since cooler weather

is one of the factors which steps up shuffle game interest more action in this field was expected after Labor Day. Arcade activity, brisk since mid-spring, remained at the same levels, while several older model units appeared for the first time in the Index.

Music Quotations

Music quotations also remained at the same levels of the past few weeks but the number of older units decreased and more late model numbers appeared. This shift was apparently influenced somewhat by the accent of distributors on foreign sales of pre-war models. Units with the greatest number of listings in the current Index (appearing elsewhere in this issue) were Wurlitzer's 1015, 1100 and 1250; Rock-Ola's

(Continued on page 75)

Shuffle Firms Plan Fall Sales Campaign

CHICAGO, Aug. 25. — Shuffleboard, due for a resurgence this fall according to operators who are still in the picture, got an added shot in the arm this week when it was learned that a big push on the part of manufacturers will start with the Midwest Coin Machine Convention in Omaha October 15-16 (see separate stories this issue).

Purveyor Shuffleboard Company, local manufacturer and operator of shuffleboards which recently purchased the Standard Shuffleboard Leagues, Inc., and routes operated by Peerless and American Shuffleboard, New Jersey manufacturer, which for the past two years has sponsored national championship meets, will spearhead the drive this fall by exhibiting at the MCMC—and, at the same time, assist all operators in establishing leagues in their areas.

Tying in with the shuffleboard exhibits will be a special exhibit by First Distributors featuring

premiums and prize items for use by shuffleboard operators to promote play at their locations.

Herb Perkins, president of Purveyor, this week said his leagues, covering most of the Midwest, will start functioning next month, and regional and national tournaments are scheduled to be held next spring, with leagues operated by other firms eligible to compete in the play-offs.

American will again operate its leagues and the Detroit Shuffleboard Association leagues will start next month. Rock-Ola is continuing its shuffleboard manufacturing and reports increased sales in the past month.

Decision to begin a major push for board placements was made after manufacturers reported receiving a number of requests from former locations to again place boards in their spots. Perkins said there has been a constant demand during the past month for boards, and with salesmen co-operating with operators, this demand should grow steadily for the balance of the year.

EASY TO LOSE; A GUN HELPS

NEW YORK, Aug. 25. — There's more than one way to lose at gin. Max Weiss, cigarette operator, and Jack Semel, game operator, can vouch for that.

Together, with Irv Borden, Weiss' route manager, they were having a friendly game at M. W. Vending headquarters in Brooklyn Saturday (18) when two strangers walked in. They might have stayed to kibitz, but instead they flashed guns and ordered the card players to empty their pockets. They left hurriedly with \$505 in cash and a \$300 watch owned by Weiss.

Expect Vender Sales to Ease Juice Surplus

Florida Growers Want to Finance Dispensing Units

ORLANDO, Fla., Aug. 25.—If 100,000 frozen juice vending machines, or manual dispensers, could be placed on location, the annual per capita consumption of citrus juices could be boosted from 1.4 ounces per day to 2 ounces per day and the woes of Florida citrus growers would be ended.

That is the conclusion the Florida Citrus Commission has reached after a lengthy study of the matter during which the J. Walter Thompson Advertising Company was brought into the picture.

Florida citrus growers have long been toying with the idea of setting aside a sizable allotment of dollars from their advertising budgets to subsidize the manufacture and installation of both coin and manually operated juice dispensers. The idea is to find some practical method of disposing of millions of gallons of surplus juice.

600,000 Potential

Ralph Henry, acting advertiser of the Florida Citrus Commission, stated there are 600,000 potential outlets for the citrus juice dispensers. This figure was based on research conducted by J. Walter Thompson. Concentrating on only the top 100,000 locations, Henry

(Continued on page 72)

Flower Vender Exhibit Draws Florists' Eye

GRAND RAPIDS, Mich., Aug. 25.—Florists meeting here this week for the annual convention of Telegraph Delivery Service Florists got a look at the corsage vending machine designed by Federal Dispenser Corporation, Hollywood.

The coin-operated corsage vender, a four-selection, refrigerated device which has been tested the past two years on the West Coast, was on display in the basement of the Civic Auditorium, where the florists' exhibits were set up.

Called the Flower-O-Mat, the dispenser delivers a boxed corsage of the customer's choice, complete with a pin. Capacity of the machine is 80 corsages—20 of each kind. Delivery is fully automatic.

Milton H. Wiser, Los Angeles, representing Federal Dispenser, said his company will soon install a Flower-O-Mat on test location in Grand Rapids, Mich.

CHARMS AND TRINKETS

Bulk Ops Wait Next Move in Charm Case

NORFOLK, Aug. 25.—Bulk operators thruout the nation are following closely the progress of a legal battle between the government and Cavalier Vending Corporation, of Norfolk, which will have far-reaching effects on the use of charms in bulk vending machines.

The government has announced its intentions of appealing a United States Circuit Court of Appeals ruling which reversed a District Court decision. (The Billboard, August 25). The District Court at Norfolk decided in favor of the government, charging the use of charms in bulk venders is a violation of the Federal Food, Drug and Cosmetic Act, commonly called the pure food act.

"A Local Matter"

On appeal, however, the District Court decision was reversed, and the appeals court stated, "If there is anything objectionable in what is done (vending charms with candy or gum), it arises not out of any adulteration of the candy or gum

FIRE STARTS PLANT POPPIN'

MEMPHIS, Aug. 25.—Things were popping all over Memphis this week as the Wilson Bros. Toy Factory went up in smoke to the tune of \$50,000.

The fire-ravaged plant housed thousands of tiny pop corn machines and 8,000 cans of corn. Once the fire began generating real heat the corn started popping and eventually attracted a crowd of hundreds, including many children who looked on with mouths watering. Firemen could not determine the origin of the blaze.

Hit Sanitary Venders Under Pa. Proposal

HARRISBURG, Pa., Aug. 25.—An attempt to strengthen Pennsylvania's law against the sale of prophylactics thru vending machines is being pushed in the State Legislature.

While the machines are illegal, the law against them was regarded as a "nuisance" by most local officials and was seldom enforced.

Forces trying to evoke the existing laws and eliminate the vending machines entirely claim there are 25,000 of them in operation thruout the State.

Druggists Opposed

Sparking the campaign against the vending machines is the Youngs Rubber Corporation, which has a special investigator working full time in the State. The Pennsylvania Pharmaceutical Association, which would like to see all prophylactic sales confined to drugstores, is aiding the project.

Many variety stores and cut-rates handle prophylactics, which is not against the law. But the sale of them thru vending machines carries a fine of up to

(Continued on page 73)

Miami Drink Sales Up From 5 to 15%

Unusually Warm Summer, Bumper Tourist Crop, Help Boost Gross

MIAMI, Aug. 25.—The unusually hot summer which Miami is experiencing is proving a boon to cup and bottle venders according to spot-check which disclosed volume gains from 5 to 15 per cent.

Don Boerema, manager of Vending Corporation of America,

Manufacturers to Get Material Allotment Notices by Next Week

All Manufacturing Industries Go Under CMP Rule Beginning October 1

Continued from page 70

applications from only 60 per cent of the remaining coin machine manufacturers.

Some Haven't Filed

This means, the spokesmen said, that some coin machine manufacturers either figure they have sufficient inventories of metal on hand or have simply neglected to file an application to date. How the government agencies arrived at the 60 per cent figure was not disclosed, nor were the names of the companies who had filed applications available for inspection since this is confidential material.

A few applications from vending machine companies had already been processed at the end of this week, NPA authorities said, but the vast majority of applications were still going thru the governmental mill.

One provision of the CMP regulations may prove helpful to cer-

tain manufacturers of coin-operated machines. That is the provision which allows manufacturers who build more than one product to use their metal allotments for any one or all of the products the firm makes.

In other words, a manufacturer who had both a phonograph and a game in production during the base period, could apply for an allotment based upon the total usage for both types of equipment. Having received the allotment, he could then use all of the metals for his game line and stop production of the phonograph.

Advance Allotments

Some vending machine manufacturers, NPA said, received advance allotments in the third quarter which will be deducted from their fourth quarter totals.

Altho each manufacturing company will receive an allotment and

a CMP symbol, the manufacturer has no absolute guarantee that he will be able to purchase up to the limit of his allotment since priority and rated orders must be filled first.

By and large, however, CMP authorities were emphatic in their statements that manufacturers of coin-operated machines would fare no worse than other non-defense industries.

PENNY FAMINE

Pennied Pack Drains Stock

DETROIT, Aug. 25.—Cigarette vending machines, and the boosting of retail Coca-Cola prices to 6 cents here, have caused a penny famine, according to the Federal Reserve Bank.

Altho the shortage of 1-cent pieces is critical in Detroit, Federal Reserve authorities said the situation was worse elsewhere—particularly in the East.

Arthur J. Wiegandt, assistant cashier in charge of coins at the Federal Reserve branch here, said: "We have never been able to figure out why pennies have never reached the saturation point here. We have shipped the coins in for a long time."

Venders Cause

Wiegandt and branch Vice-President H. J. Chalfont have now concluded that cigarette vending machines are the principal cause.

"We can find no other explanation for the continuing shortage," they said. "We noticed a change when cigarettes went to 22 and 23 cents in the machines."

Chalfont said all six of the United States mints were working two shifts, seven days each week, to clear up the shortage of pennies. Thus far, he added, the mints haven't been able to ease the shortage.

Mass. Solons Vote 1c Cig Price Hike

BOSTON, Aug. 25.—The Massachusetts House of Representatives in a marathon session voted an increase of 1 cent per package in the State tax on cigarettes.

It is expected the increase will go into effect shortly after September 1. It will boost the present 5-cent State tax on each package of cigarettes sold in Massachusetts to 6 cents.

Immediately, opponents of the tax boost predicted that it would result in widespread bootlegging

(Continued on page 72)

L. A. CIG OPS HONOR GRUBER AT LUNCHEON

LOS ANGELES, Aug. 25.—Cigarette vending machine operators and other tobacco industry interests will honor Lewis Gruber, vice-president of P. Lorillard Company at a Gruber luncheon to be held Wednesday, September 5, in the Oval Room of the Hotel Ambassador.

Chairman of the luncheon committee is George M. Seedman, president of the Rowe Service Company, Los Angeles, and a director of the National Automatic Merchandising Association.

Approximately 40 persons are expected to attend the luncheon. In addition to Gruber, other Lorillard men present will include Manny Yellen, West Coast sales manager, and Barney Regan, Los Angeles manager.

Controlling Stock In Allis-Chalmers Installation Sold

Geiger Buys Control; Rumor Has Zuehlke Entering Manufacturing

MILWAUKEE, Aug. 25.—Controlling interest in the Founteen Company, which operates exclusively in the giant Allis Chalmers plant in suburban West Allis, has been purchased by Herb Geiger, of Geiger Automatic Sales. Geiger has taken over active management of the firm from its founders, Merle Zuehlke and Herb Westphal.

Geiger's purchase of an interest

in Founteen, and Zuehlke's subsequent retirement from management of that firm, raised considerable speculation here concerning Zuehlke's plans.

Bought Into Arctic

The end of July, Zuehlke announced he had purchased stock in Arctic Vender Sales, of Appleton, which manufactures the Arctic ice cream bar vending machine. In addition, Zuehlke was understood to have secured a voting trust for additional stock held by Arctic's vice-president, Lloyd Merkl (The Billboard, August 4).

At the time Zuehlke announced he would keep his headquarters in Milwaukee where, in addition to operating, he and Westphal handled sales for a number of vending machine manufacturers, including Spacarb, Inc., and Arctic.

At the time Zuehlke announced he had bought into Arctic, that firm's president and founder, Gordon Haase, was not available for comment. Since, however, Haase has been reportedly dickering to buy Zuehlke's stock, neither Haase nor Zuehlke could be reached for comment this week.

Founteen Formed in '47

Founteen was formed in 1947 to operate Spacarb drink equipment in the Allis Chalmers plant. Later, Zuehlke and Westphal added Arctic ice cream machines and a number of candy, gum and nut venders. The bulk of Founteen's business, however, is concentrated in soft drinks and ice cream.

Geiger who started operating automatic merchandising machines in 1933, said Founteen will continue to operate as a separate corporation, but the firm will share

(Continued on page 73)

Hires States Sales Up But Canada Slips

PHILADELPHIA, Aug. 25.—In the nine months ended June 30, the Charles E. Hires Company made sales totaling \$5,109,773, compared with sales of \$4,921,258 in the same period a year ago. Net profit, after a provision of \$87,500 for estimated taxes on income, amounted to \$257,869. Net profit for the same period a year ago was \$152,934.

In Canada, Hires' only wholly owned subsidiary, Charles E. Hires Company Ltd., showed a net loss of \$9,528 on sales of \$88,707. In the same period a year ago, Hires' Canadian sales were \$95,222, resulting in a loss of \$4,201. The Canadian company's figures are quoted in Canadian dollars.

Chase Volume Gain 12%

ST. LOUIS, Aug. 25.—Altho its sales for the year ended June 30, 1951, were 12 per cent ahead of the previous year, the Chase Candy Company here showed a loss of \$57,026.74. R. A. Wenger, chairman of the board, reported to stockholders this week.

Even so, Chase showed considerable improvement: since the year previous when the firm had a loss of \$1,450,002.

Sales for the year just ended totaled \$11,425,458, Wenger reported. Fall business, already booked, points to good progress, Wenger said, and installation of labor-saving equipment, especially at the San Jose, Calif., plant is completed.

Aleck Abrahamson New Chunky Vice-President

NEW YORK, Aug. 25.—Aleck Abrahamson has been appointed vice-president in charge of sales for the Chunky Chocolate Corporation, according to an announcement by Jeff Jaffe, president.

Abrahamson formerly held a top sales post with Sweets Company of America.

Badger Venders Meet To Mull Op Problems

MILWAUKEE, Aug. 25.—The first of the recently inaugurated National Automatic Merchandising Association area meetings in Wisconsin drew 36 members and

guests at the Wisconsin Hotel Monday.

Chairmaned by Herb Geiger, the session teed off with a luncheon at noon, followed by a forum discussion of pertinent operator problems.

Heading the panel at the speaker's table were NAMA staffers Pete Malloy, Fred Brandstrader, Bernard Osmond and Herb Kagel, from Chicago. Also on hand to aid in answering queries regarding the new NAMA insurance program was John Hancock Insurance Company group sales representative, Gerald Ryan.

The session opened with a membership building pitch by Malloy. Other subjects thrown open for discussion were legislation, direct sales of machines to locations, insurance and dime candy bar sales. The list of those in attendance included: Brandstrader, Kagel, Osmond and Malloy, NAMA staffers; A. R. Obourn, Obourn Vending Service, Janesville; Mr. and Mrs. George Card, George Card Sales Company, Madison; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee; E. Z. Gregory, Gregory Company, Madison; Robert J. Mathesan, Automatic Sales Company, Racine; Tom Hungerford, National Vendors, Inc., St. Louis; Louis Jacobs, Jacobs Novelty Company, Stevens Point; Nick Novacic, West Allis Vendors, West Allis; Joe Spasaro, George Ziegler Company, Milwaukee; A. A. Weidman, National Vendors, Inc., Detroit; Ed Levin, Schiller-Wright, Inc., Milwaukee; Ruth L. Bender and Howard Lemke, Kwik-Kafe, of Milwaukee; C. S. Pierce, C. S. Pierce Music Company, Brodhead; Herbert E. Davies, Davies Automatic Sales, Racine; F. J. Shimek, Berkedal-Shimek, Manitowish; Copeland Russell, Russell Candy Service, Milwaukee; Clemens E. Lueck, Ford Gum & Machine Company, Ripon; William H. Hirst, William Hirst Company, Shorewood; Peter Samster and Glen Ingretson, Spheris Bros. Company, Milwaukee; Duane and Bert Veldhuizen, Veldhuizen Vending Company, Lake Mills.

HONEST?

New Orleans Jobber Hits Cig Venders

NEW ORLEANS, Aug. 25.—Retail outlets, industrial plants and other actual and potential cigarette vending machine locations here have been receiving copies of a mimeographed, unsigned bulletin designed to stir up resentment among retailers for vending machines in general and for cigarette venders in particular.

Altho the two-page bulletin was not signed, local vending machine companies believed it was mailed out by one of the Crescent City's tobacco wholesale companies.

The bulletin started off by stating, "Most retailers do not realize why their sale of cigarettes, candy, gum, soft drinks, etc., have fallen off. The reason is very simple. Vending machine operators are placing machines in most office buildings, bus stops, fruit stands, gas stations, warehouses, industrial plants.

"Lost Profits"

"In fact," the bulletin continued, "in every location where your customers can reach them (the venders) rather than purchase their requirements from you, thereby depriving you of the sales and profits from these items, the most profitable items you handle."

In another section, the bulletin raised the question of the vending machine company's honesty in rendering commissions:

"You (the retailer) check all merchandise coming into your store to be sure that you receive the items with which you are charged. Do you count the money taken in by the vending machines so that you may know whether or not an error was made in your commission check?"

Urge Direct Sales

After this introduction, the bulletin confined itself to the cigarette business and wound up urging retailers and other outlets to buy their own machines as the most profitable method of operation.

Interestingly enough, after suggesting that vending machine operators might be dishonest in their commission checks, the bulletin states: "You (retailers) are told (by vending machine operators who want to install cigarette machines) that your help steals—your friends steal—even your family steals cigarettes. Is this true?"

The answer as the bulletin gave it: "We don't believe it—every human is fundamentally honest."

(Editor's note: The implication, apparently, is that cigarette vending machine operators are either (1) not human or (2) a group apart from all the rest of the people who are honest.)

Wholesaler Author

New Orleans operators, whose locations showed them the bulletin, believed it the work of one of the city's tobacco wholesalers who intends to sell cigarette machines direct to locations in a program which is currently troubling operators in many parts of the country.

Thus far, the direct sale of machines to locations, New Orleans operators report, seems no more likely of success here than elsewhere.

Mass Solons

Continued from page 71

of cigarettes in the Bay State.

The move was anxiously eyed by cigarette machine operators, who see the possibility of a 2-cent increase in federal excise taxes on cigarettes. This, added to the new 1 cent increase in Massachusetts, would force operators to reconvert their machines to 27 or 28 cents. Over-counter cigarette prices in Massachusetts are 23 cents, and in vending machines, 25 cents at present. New State and federal taxes would pose a problem for the operators on two counts—necessity of reconvert machines, and scarcity of parts, especially slug ejectors.

Charter S. C. Firm

GREENWOOD, S. C., Aug. 25.—Greenwood Cigarette Service, Inc., has obtained a charter to buy and sell cigarettes; to own and lease vending machines and to dispense cigarettes and related merchandise. Authorized capital stock is \$10,000. Herbert L. Cannon is president.

Debut Manual Juice Vender

COLUMBUS, O., Aug. 25. — A new electrically cooled, manual dispenser for frozen juice concentrates has been introduced by Ebeo Manufacturing Company here. Ebeo manufactures drinking fountains and electric water coolers.

Trade-named the Oasis, the Ebeo dispenser cools up to five gallons of constantly agitated juice. It has a hermetically sealed refrigeration system with a 1/4 h.p. compressor.

A thermostat control on the unit controls juice temperature between 34 and 40 degrees. The dispenser is 23 inches high, with a base 13 1/2 inches wide and 12 1/2 inches deep. It weighs 60 pounds. Cabinet and bowl are made of reinforced fiberglass. The Oasis can be sterilized in boiling water or with live steam. Unbreakable bowl, lid agitator and refrigerated faucet detach for cleaning without the use of tools. Faucet, agitator and cooling plate are of polished stainless steel.

Peter Paul Increases W. Coast Sales Force

NAUGATUCK, Conn., Aug. 25.—Max Sherman, Northern California sales manager for Peter Paul candies, has been named assistant to H. M. Billings, national sales manager of Peter Paul. The appointment was made by John H. Tatigian, president. As assistant to Billings, Sherman will be responsible for Peter Paul sales in the 11 Western States, from Colorado to the Pacific. He has been with the company for more than 20 years.

Peter Paul officials said rapidly expanding sales of Mounds and Almond Joy in the Western States necessitated increasing the sales organization to improve service to that area.

Vender Sales

Continued from page 71

declared, would solve the growers' problems by wiping out the surplus.

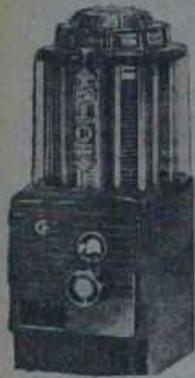
Florida newspapers, vitally interested in the commission's program, have joined in the clamor for subsidizing manufacturers, arguing that dispensers are the only practical answer to the surplus headache.

Profit-Making Combination For Wide-Awake Operators

MODEL 49

1¢-5¢-10¢

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal... eye-catching beauty... tempting merchandise display... clean, sanitary globes... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



1¢ Selective TAB GUM VENDER

The Selective Tab Gum Vender has everything operators want in a gum vender... big capacity... fast servicing... simple construction. It has been designed not only for mechanical perfection, but to SELL gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump from two to three times... and stay there!

FREE! You'll enjoy reading "The Northwestern," which contains news, photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

THE NORTHWESTERN CORPORATION

707 Armstrong Street

Morris, Illinois

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern



Outstanding MODEL 49

1¢-5¢-10¢ PRICES: Less than 25, \$17.25. Less than 100, \$17.15. 100 or more, \$16.95.

Sensational TAB GUM

PRICES: Less than 25, \$25.95. Less than 100, \$25.45. 100 or more, \$24.95.



10-COLUMN 1¢ SELECTIVE

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.

1/3 Deposit, Balance C.O.D.

MERCHANDISE

ADAMS, All Flavors, 100 Count... \$.42
WRIGLEY'S, All Flavors, 100 Count... .44
FRUIT CHARMS, Assorted, 100 Count... .40
SUCHARD, 20¢ Count... 1.20
HERSHEY'S, 20¢ Count... 1.30
MINIMUM ORDER: 25 Boxes of Any Assortment.

NORTHWESTERN SALES AND SERVICE COMPANY

MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

Reconditioned & Refinished Vendors

Vic. Mod. V, Globe Type	8.50	Exhibit Card Vendors (like new)	\$15.00
Vic. Mod. V, Cab. Type	9.00	NW Mod. 33 Ball Gum	7.50
SK Bulk, 1¢ or 5¢	8.00	Adams 4 Col., 1¢	14.50
Lucky Boy, 1¢ Bulk, new	9.75	Rowe 7 Col. Gum & Mint, 5¢	19.50
NW Deluxe, 1¢ & 5¢	15.00	Electro Serve Popcorn, 5¢	22.50
Master 1¢ & 5¢ Comb.	10.00	Shipman Stamp, 1¢-3¢	12.50
Master 1¢ Novelty	8.50	N.Y. Stamp, 1¢-2¢	17.50
NW Mod. 39 1¢ Bulk	7.50	Postage Stamp, 1¢-3¢, like new	4.95
NW Mod. 40 1¢ Bulk	6.95	Match Box Mchs., like new, 1¢	5.00
Columbus 1¢ Bulk	7.50	U-Chu Ball Gum, 1¢	12.50
Columbus 5¢ Bulk	8.00	SK Hot Nut, 5¢	10.00
S.K. Charm Kings, 1¢	8.00	Adv. Stamp, 5¢, new	15.00
Star Vendors 5¢ Bulk	3.00	Columbus Duo, 2-Camp., 5¢	15.00

SPECIAL! AJAX HOT NUT VENDORS, LIKE NEW. Adjustable for 5¢, 10¢ or 25¢ operation. Originally cost \$89.50. NOW \$39.50 COMPLETE WITH HEAVY STAND, 5 OR MORE \$35.00 EA.

RECONDITIONED AND REFINISHED COUNTER AND GAMES

SK Target King	\$19.50
SK Hunters	19.50
ABT Target Skill with stand	19.50
ABT Challenger with stand	19.50
Kicker & Catcher	19.50
Whirl-a-Ball	29.50
ABT Skill Gun with stand	22.50
Camera Chief	13.50
Etc. Shockers	12.50

CANDY MACHINES

Stoner 3 Col., 5¢	\$125.00
Stoner 3 Col., Late Model, 5¢	200.00
DuGrenier Candy Man, 5¢	59.50

COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST!
WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS!
1/3 Deposit With All Machine Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET PHILADELPHIA 23, PA. LOmbard 3-2676

SMOKESHOP '612'

The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.
230-B West 57th St., New York 19, N. Y.
PLaza 7-3122

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTERS WHEN IN USE.
SKILLED HAND WORKMANSHIP IS EMPLOYED IN BUILDING THIS SCALE TO ASSURE RELIABILITY AND ACCURACY.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35¢ for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

TOPPER DELUXE

With Plastic Side Display Windows

Write
Topper Standard With Plastic Globe
Write
COMPLETE VICTOR LINE IN STOCK!

CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St.
Boston, Mass.

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS

ORDER TODAY!

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcasi 7-1448

Miami Drink Sales

Continued from page 71

firm has expanded its route considerably in recent months, said Hersh, it would be difficult to determine any improvement based on the weather alone.

George S. McGrath, manager of the Coca-Cola Bottling Company of Miami, revealed that vended Coke sales are at least 5 per cent greater than in previous summers. The company is adhering to the nickel price in the Greater Miami area, except in one recent installation at Miami International Airport where a dime is charged for a Coke which pours from the bottle into a cup.

The area's bumper crop of summer tourists also has been a factor in spiraling business.

2,000 ASSORTED CHARMS

15 Different Items — everything we make — in plastic and plated mixture. WORTH MORE—SPECIAL DEAL

2,000 for \$10

F.O.B. Jamaica, N. Y. Immediate delivery.

EPY

Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 7, L. I., N. Y.

Vender Hit

Continued from page 71

\$500 or six months in jail. The Youngs Corporation and Philadelphia druggists were recently successful in pushing an ordinance thru city council there making vending machine sales of prophylactics illegal.

Want Wider Distribution

Manufacturers who want wider distribution are led by Killian & Shunk, of Akron. This company also does business as the Killian-Shun Sales Division and as the National Hygenic Products Corporation. Youngs sell their output thru drugstores exclusively.

Prophylactic machine manufacturers and distributors have also joined in the fight. They are in the United Sanitary Vending Association of Indianapolis and the Association of Manufacturers and Distributors of Prophylactics for Prevention of Venereal Disease.

Sales of contraceptives to minors was one of the major reasons for the stronger legislation.

Charter Florida Firm

MIAMI, Aug. 25.—Capital Vending Company has obtained a charter, listing authorized capital stock of 20 shares, no par. Incorporators: Harvey Campbell, Julius Gaines and B. B. Sigelbaum.

Bazavoff New Head Of Lion Match Co.

NEW YORK, Aug. 25.—Serge B. Bazavoff has been elected chairman of the board, treasurer, and executive vice-president of Lion Match Company, Inc., and Monroe Greenbaum has been elected president. Bazavoff and Greenbaum assume three of the offices held until last month by the late Dr. Boris A. Bakhmeteff.

Other new Lion officers include Alfred Rengensburg, vice-president in charge of sales; Andrew Shmyroff, vice-president in charge of engineering; Saul Silverman, elected controller in addition to continuing as secretary, and Miss Catherine Post, secretary.

Settle Pepsi Strike

FAIRFIELD, Conn., Aug. 25.—A five-and-a-half-week strike at the Pepsi-Cola Bottling Company plant was settled this week by William J. Leader, operator of the plant, and Local 145, International Brotherhood of Teamsters Union, AFL.

Settlement included a new contract until January 1, 1953, a union shop, an increase of about \$8 per week, commissions on sales and returns, and also provides that any increase negotiated in April, 1952, by the soft drink industry will be adopted automatically by the plant.

Controlling Stock

Continued from page 71

headquarters with Geiger Automatic Sales. Geiger will thus have completely diversified routes including hot and cold drinks, ice cream, candy, gum, nuts and cigarette machines.

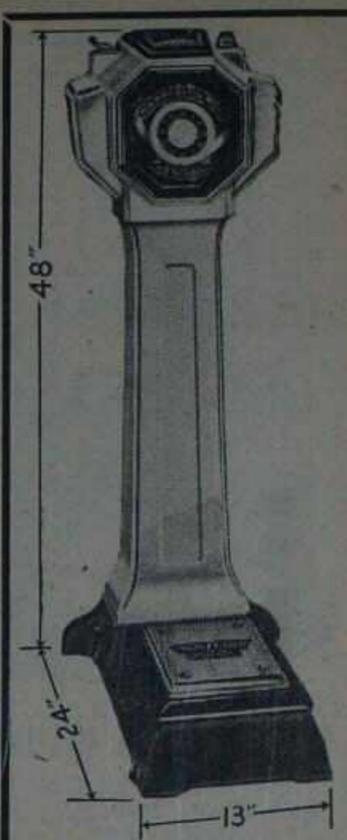
Concentrate on Manufacture?

Altho Zuehlke could not be reached for comment on either the sale of Founteen's control nor on his plans regarding Arctic stock, trade circles here generally held that Zuehlke plans to concentrate on the manufacture and distribution of equipment. No one, however, would hazard a guess as to the details of his manufacturing program.

While Zuehlke and Westphal retain minority interest in Founteen, it was understood that both minority parties had agreed to sell their remaining interests to Geiger in the event either or both decided to withdraw completely.

Below-Cost Sales Of Ala. Cigs Hit

MONTGOMERY, Ala., Aug. 25.—The Senate has passed a bill to outlaw the use of cigarettes as "loss leaders." The proposal would require that all cigarettes be sold at not less than cost plus a merchandising mark-up.



NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

VENDERS ARE IMPORTANT IN PRODUCT SALES-EFFORT

Pall Mall has always been strong along the east coast and Garratt ran an ad in Vend magazine earlier this year, claiming that it now was "neck and neck for second place" in New York.

TIDE, AUGUST 10, 1951

and . . . when a NATIONAL ADVERTISER has an IMPORTANT MESSAGE . . . it's placed in

VEND the magazine of automatic merchandising

Pall Mall, made by the American Cigarette and Cigar Co., Inc., jumped to Fifth Place in national cigarette sales . . . but found that many vending machines are not capable of handling king-size cigarettes.

Their reaction was quick. They carried the story direct to the vending machine operator, pointing out that unless his venders were converted to handle king-size cigarettes, sales were being lost.

Vend has carried that story to vending operators exclusively. Incidentally, Tide erred in saying that the ad appeared earlier this year. The Pall Mall advertising was on a multiple page and is currently appearing in this publication.



The quotations from Tide Magazine appearing on this page are from the article appearing in Tide's August 10, 1951, issue titled "Pall Mall's King-Size Growth." Reprinted by permission.

Among others, SSC&B's Don Stauffer, Heagan Baylis and account executive William Spire, who are naturally red hot for the long cigaret, point out that the advertising also helped to overcome another problem, that of the vending machine. Most machines originally carried only standard size slots and it wasn't until Pall Mall's sales began growing that venders agreed to enlarge the slots to accommodate the package.

TIDE, AUGUST 10, 1951

GIVE YOUR CUSTOMERS THE SMOKE THEY WANT!

6 BRANDS OUTSELL ALL OTHERS



"The Magazine of Automatic Merchandising"

"Just received my first issue of Vend and find it a great help. Enjoyed 'Operating's No Picnic'."

J. D. MERRITT, SR.
Hot Springs, Ark.

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 State

Vend ... published by **THE BILLBOARD PUBLISHING CO.**



Victor's TOPPER DELUXE
WITH THE ALL-PLASTIC GLOBE
Also Available in Double, Triple and
Revolving Super Market Units
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 29, Ill.

Charms, Trinkets

• Continued from page 71

'prize boxes' of an earlier day, are not contained within the gum or candy within any possible meaning of the act."

"If we look to its language," the court continued, "the deleterious subject must be contained within the food product offered for sale, and the trinkets are not contained in the pieces of gum or candy but are merely sold along with them. Neither the gum nor the candy contains the trinkets but it is contained along with the trinkets in the bowl of the vending machine."

"Surely the giving of trinkets or prizes along with the sale of candy or gum does not add anything to the 'articles of food consumption.'"

"We cannot imagine," the appeals court held, "that anyone would contend that the statute would be violated if a single trinket were included as a 'prize' in a package of candy or gum, and we see no difference between this and the sale by the slot machine method here employed, where only occasionally is one of the trinkets discharged, and the possibility that this may occur is one of the chief inducements to the purchase."

(Editor's Note: The District Court pointed out in the original case that, "In random samples it was found that to a quart of candy there were 840 peanuts and 21 trinkets, and a similar measure from the gum machine produced 225 pieces of gum with 65 trinkets.")

In conclusion, the appeals court stated it had "grave doubt" that even if adulteration could be proved the federal law would have any application since the mixing "was a local matter which occurred after their interstate journey had ended and they had come to rest at Norfolk."

Charms



Paul A. Price Co.
220 Broadway, New York 38, N.Y.

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 in location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue

	Issue of August 25	Issue of August 18	Issue of August 11	Issue of Aug. 4
Adams Gum 1c.....	\$9.95			
Advance Ball Gum, 1c.....		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
Candyman 72 Bar.....	50.00		50.00	59.50
Cigarette Machine, 25c (9 col.).....	90.00			
Columbus Ball Gum 1c.....			9.95	9.95
Columbus Duo, 2 Comb, 5c.....			15.00	15.00
Columbus 1c Bulk.....			7.50	7.50
Columbus 5c Bulk.....			8.00	8.00
DuGrenier Model (S) (7 Col.).....	69.50	69.50	69.50	79.50
DuGrenier Model W.....	49.50	82.50	49.50	82.50
Electro Sene Popcorn 5c.....			19.50	19.50
Exhibit Metal Post Card.....	10.95			
Kirk's Astrology Scale.....	85.00	95.00	95.00	95.00
La Boy Scale.....	50.00	50.00	50.00	50.00
Master's.....			10.00	10.00
Masters 1c Novelty.....			8.50	8.50
Match Box Machine, 1c.....			4.95	4.95
Mercury Grip Scale.....		27.50		49.50
Monarch (8 col.).....	85.00	85.00		
National 9A.....	75.00	75.00		
National 9 col. 25c.....			89.50	89.50
National 930.....	85.00	85.00		
New York Slamo.....			12.50	12.50
Northwestern De Luxe, 1c and 5c.....	14.50		15.00	15.00
Northwestern Tab Gum.....	25.95	25.95	24.95	25.95
Northwestern 33 Ball Gum.....	7.50	7.50	7.50(2)	7.50(2)
Northwestern 39's.....			7.50	7.50
Northwestern 40.....			6.95	6.95
Peanut Machine, 1c (2 col.).....	9.95			
Pop Corn 5c.....	89.50	89.50	89.50	89.50
Postage Stamp.....			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	50.00
Rowe Imperial (8 col.).....	77.50	77.50	69.50	77.50
Rowe President.....	85.00	85.00		
Rowe Royal (8 col.).....	85.00	45.00	85.00	85.00
Rowe Royal (10 col.).....	85.00	90.00	85.00	90.00
Rowe 7 col. Gum & Mint, 5c.....			20.00	20.00
Shipman Stamp.....		39.50	22.50	22.50
Shoe Shine Machine.....	95.00	95.00		
Siro's Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....			8.00	9.95
Silver King Hot Nut.....			12.50	12.50
Silver King Target King.....		27.50	19.50	19.50
Stoner 8 col. 5c.....			125.00	200.00
Target Hunter (Silver King).....		27.50	19.50	19.50
3 col. Cigar Machine.....			29.50	29.50
U-Chu Ball Gum, 1c.....			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
Uneda Model Pack A (8 col.).....			69.50	69.50
Uneda Pack E (6 col.).....			49.50	49.50
Uneda (500).....	69.50	69.50	69.50	69.50
Uneda (9 col.) Model 500.....	95.00	95.00	95.00	95.00
Uneda (15 col.).....	85.00(2)	85.00		
U-Select-It.....	35.00	49.50	35.00	49.50
Victor Model V.....			8.50	9.00
Watling Fortune Head.....		80.00		
Watling Tom Thumb.....		60.00		
Watling Tom Thumb Jr.....		95.00		

Perfumatic MEANS PROFITS



THE SENSATIONAL NEW NON-ELECTRICAL PERFUME DISPENSER
THERE'S A LOCATION WHEREVER THERE'S A WOMAN
Write for details

PERFUMATIC OF CANADA LTD.
361 EGLINTON AVE. WEST TORONTO - CANADA

Northwestern TAB GUM VENDERS

Single \$25.95
25 to 100 \$25.45
100 or More \$24.95

30-Day Money-Back Guarantee
We Stock All Make, for Mach.



Write for Charm and Merchandise List
1/3 Dep. Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

All Victor Machines

can be bought on time payment from

ROY TORR—LANSDOWNE, PA.

LOW PRICES on Spanish Peanuts, Virginia Peanuts, Mixed Nuts, Cashews and Pistachio Nuts. Write for prices to

ROY TORR
LANSDOWNE, PA.

\$4,000 Commission

is big money. We predict it will be made by men in one month on this new Dispenser never before advertised, now being introduced to the American market for the first time, selling a product never before sold through a Dispenser. We back our judgment by furnishing sample Dispenser and supplies to men selected. No territory restrictions. Selecting 20 key men total to United States. If qualified as a vendor salesman, experienced in selling routes through Business Opportunity Advertising, write, telling us specifically type and name of machine you represent. State information by letter only. Information must be complete.

BOX D-82
Billboard, Cincinnati 22, Ohio

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$4.75
EACH Lots of 25 \$7.75
11 or 24

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
1/2 Deposit, Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

BLOYD MFG. CO.
VALLEY STATION, W.V.

Available Now!
1c or 5c ACORN
ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BRUSH HOUSING

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave., Chicago 22, Ill.

OUR PRICES ARE STILL LOW! CIGARETTE MACHINES

Rowe Royal, 6 Col., 240 Pack Cap. \$ 82.50
Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00
Rowe Imperial, 8 Col., 180 Pack Cap. 69.50
Rowe Imperial, 8 Col., 240 Pack Cap. 77.50
Uneda Model A, 9 Col., 270 Pack Cap. 85.00
Uneda Model 500, 9 Col., 350 Pack Cap., King Size Included 95.00
DuGrenier Model 5, 7 Col., 210 Pack Cap. 69.50
DuGrenier Model W, 9 Col., 300 Pack Cap. 82.50
\$5.00 Additional for Silver Quarter or King Size Vending.

CANDY MACHINES

Rowe Candy, 120 Bar Cap. \$85.00
Uneda Candy 102 Bar Cap. 75.00
U-Select-It, 54 Bar Cap. 35.00
Advance Candy, 40 Bar Cap. 25.00
Vendall Candy (New) Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT

ALL RECONDITIONED AND REFINISHED UNCONDITIONALLY GUARANTEED 1/3 DEP WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • EVERGREEN 7-4568

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

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N.Y.

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

From LITTLE ACORNS mighty INCOMES grow!



1c & 5c mechanism slides into place—no screws!

ACORN

The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk make—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof. Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH** BRUSH HOUSING

DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone! East & Midwest
M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 3-6478
Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

WAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

BALLGUM OPERATORS AND DEALERS "SILVER-KING'S" NEW ROTARY "SUPERVENDOR"

VENDS NEW LARGE SIZE 7/8 "SUPER-GUM" (100 to the Pound) or regular 15/16" size.



Here is the answer to dwindling sales or where "CHARMS" are prohibited. "SILVER-KING'S" new "SUPERVENDOR" will outsell ordinary gum 5 to 1 with no incentive prizes needed. Entirely new rotary mechanism in Silver-King built especially for the job. New locations and larger profits secured with ease. \$10.00 in quantities. "SUPERVENDOR" Changeover parts available for all Silver-Kings—\$3.50 per set. Nut and Ball Gum Candy, Charms, Vendors, 1c-5c U.S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write.

Ask about the new "Hunter" **SILVER-KING CORP.**
622 Diversy Parkway Chicago, Ill.
Order new "SUPERVENDORS" today

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:

VINYL RESINS SUPPLY OPENS UP FOR DISKS. Most manufacturers report orders now being filled promptly and in full (Music Department).

DANCE BANDS ON VICTOR LIST AGAIN. The second push lists so far four packages for dancing (Music Department).

PIRACY IS PLAGUE TO RECORD FIRMS. Diskleggers flood market with 50,000 platters a week (General Department).

GLENN MILLER OFF-AIR ALBUM WAXED BY VICTOR. The new package of old hits is taken from air checks (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

IBEW Exec Joins Op Fight for OPS Rule

LOS ANGELES, Aug. 25.—Hal Sherry, representative of Local 1052 International Brotherhood of Electrical Workers, left here this week for Washington to endeavor to secure Office of Price Stabilization approval for the in-

creasing the per-play price of music to a dime. Sherry's departure followed conferences here last Thursday (16) with George Miller, president of the California Music Guild and Music Operators of America, and Ray Adams, president of the State-wide California Tavern Owners Association. Harrison W. Call, CMG counsel, is also in Washington representing the association. Sherry will act for the operators' union.

Sherry's departure for the capital followed the meetings during which it was also announced that Local 1052 would soon represent the operators in Bakerfield. Miller's association, at the present time, has Kern County, of which Bakerfield is the county seat, as the southern border of its jurisdiction. The local and the association are expected to hold meetings on the unionizing following Sherry's return here.

Following the local sessions, Miller said that he was not interested in extending the jurisdiction of his association into Southern California at this time. He conferred with several operators, he said, to obtain information to support the contention that dime play was necessary for continued operation. Adams voiced no opposition against the hike.

Prewar Music Boxes Becoming Real Scarcity

Continued from page 70

1422, and AMI's models A and B. Of the older units only one, Aireon Deluxe, was offered while in past weeks the Coronet, Fiesta and 1200 had been regularly listed.

The number of vendors this week was only 35, with just the Rowe Royal 10-column and Du-Grenier having more than a single listing. Each had two. All prices except Kirk's Astrology Scale were the same as a week ago. The scale was offered at a decrease of \$10.

MUSIC ON EXHIBIT

Promote S-45 Counter Jukes at State Fairs

APPLETON, Wis., Aug. 25.—In a move to reach coin machine operators and, at the same time, as many juke box patrons as possible, Ristaurat, thru its distributor network, is now in a new promotion tying in the counter model 12-selection 45 r.p.m. unit it manufactures with major fairs.

Initial showing and test was held last week at the Upper Peninsula State Fair in Escanaba, Mich. Handled thru the Range Amusement Company, Ironwood, Mich., a Ristaurat S-45 display was held on the fairgrounds from Tuesday (14) thru Sunday (19). Operators in the area were advised of the fair display, and Joe Cohen, general manager of Ristaurat, stated the heavy crowds

AMI Net Shows Increase Over First '50 Half

GRAND RAPIDS, Mich., Aug. 25.—Continuing to strengthen its position in the industry, AMI, Inc., this week reported net earnings before taxes of \$346,494 for the six-month period ended June 30. This is equivalent to \$2.19 a share on the 158,156 shares of outstanding common stock. During the corresponding period in 1950 AMI reported net earnings, also before taxes, of \$334,044, or \$2.11 per share.

Firm further reported that as of June 30 its assets totaled \$1,751,465.37, as compared with \$1,627,153 at the end of 1950. Of this figure, \$590,251.94 was in cash and

(Continued on page 73)

Switch MOA Exec Meet to Omaha After MCMS Confab

NEW YORK, Aug. 25.—The executive committee of the Music Operators of America, which normally holds its fall conclave in Chicago, has skedded its meet this year in Omaha immediately following the close of the Midwest Coin Machine Show. The site was shifted from Chicago, it was learned, because most top MOA committee men were planning to attend the show in Omaha October 14 to 16.

George A. Miller, MOA president, already has been announced as the featured speaker at the banquet closing the Midwest confab (*The Billboard*, August 25). This week it was learned that Hirsh de la Viez, MOA treasurer, and Dick Steinberg, secretary of the national music operators' org., also will deliver major ad-

resses at the regional convention. Steinberg will speak on music merchandising and promotion; de la Viez' topic will be public relations.

The all-day conference of MOA brass October 17, will concern itself largely with the 1952 convention of the music organization, to be held in Chicago next March.

Members of the MOA executive committee, in addition to Miller,

de la Viez and Steinberg, include Richard H. Schneider, East St. Louis, Ill.; Ray Cunliffe, Chicago; Clinton S. Pierce, Brodhead, Wis.; Morris G. Goldman, Detroit; Ben Ginsberg, Roswell, N. M.; Les Montooth, Peoria, Ill.; Jack Mulligan, Sharon, Pa., and Tom Withrow, Midland, Tex. With the exception of Ginsberg and Withrow, all MOA committee men hold leading posts in local phonograph associations.

Rock-Ola Revising Rep Set-Up; Starts Exports

CHICAGO, Aug. 25.—Partial re-vamping of its distributor network to strengthen coverage thruout the United States, a continuation of its finance policy wherein the manufacturer assists some distributors in financing juke box sales, and initial shipments of its new phonos to overseas markets were announced this week by the Rock-Ola Manufacturing Company.

Art Weinand, Rock-Ola vice-president in charge of sales, who warned of drastic changes in the distributor set-up when the Super-Rocket '52-50 was introduced several weeks ago, started the re-vamping program this week when he named two new representatives and said additional changes were in the works.

New appointments are: Baillie Distributing Company, a newly formed org. headquartered in Syracuse. Firm is headed by Cliff Baillie, who was formerly associated with Delaporte Distributing in the same area, and Merit Distributing, Baltimore, which takes over General Distributing's territory in that area. Merit is headed by Dave Ducat and Morris Silverberg.

Export Starts

Weinand said shipments of the new phonograph to export markets have now started, with orders

received and filed for Venezuela, Cuba and the Dominican Republic. Parts for the new Rocket will start moving to David L. Romero, Mexican distributor, shortly. Weinand said, now that Romero has rebuilt his plant which was recently destroyed by fire (see separate story).

Shipments to overseas distributors, Weinand said, are being made on an allocation basis—a percentage ratio worked out for distribution of all production to the Rock-Ola distributors both here and abroad.

To assist those distributors located in areas where local financing is a problem, Rock-Ola is making available financing, Weinand said. Firm has followed this policy in the past, and will continue it with its new phonograph.

Showings by most of Rock-Ola distributors for the new Rocket will start after Labor Day, Weinand said. Some are scheduled this week, but most representatives advised the factories they would wait until the holiday had passed because operators were vacationing at this time.

Meanwhile, firm is awaiting the final dies on its new 50-selection, three-wire wall box. The October 1 date for completion of first models is still planned, but because of material difficulties, cannot be assured. Weinand said.

AMI Distribs, Factory Execs In Annual Meet

Rumor New Phono Coming With More Disk Selections

GRAND RAPIDS, Mich., Aug. 25.—AMI distributors from all parts of the United States as well as Canada, Mexico and Cuba attended a two-day meeting called by the factory here Thursday and Friday (23-24). While attendance at the sessions was confined to distributors and factory execs, it was reported the reps were given a preview of the firm's new phonograph, which will probably be identified as the Model D.

While no information on a new model was forthcoming at the conclusion of the meeting last night, it was indicated the new unit would feature considerably more selections than the current Model C. However, it seemed certain the firm would also continue with the 40-selection unit, whether or not a machine offering more selections is introduced.

Distributors left here last night for their homes without issuing any statements on the meeting, or confirming that there was a new model.

MOVIE PLUGGER, NEW JUKE ROLE

NEW YORK, Aug. 25.—Eleven Wurlitzer phonographs went into as many top Loew's theater lobbies here yesterday as part of a special promotion to plug attendance at *The Great Caruso* and *Show Boat*, upcoming attractions at the chain. Fitted for free play, the juke boxes were stocked with records of tunes taken from the two features.

Posters on the music machines inform movie patrons that they were loaned to Loew's thru the courtesy of Young Distributing, local Wurlitzer outlet. They will remain in the theaters three weeks.

REVIVE VIDEO VIEWING

Color TV Gimmick in Juke Locations Hurts Grosses

CHICAGO, Aug. 25.—Juke box ops have a new headache staring them in the face—color television. With TV competition here practically dead, with the exception of baseball and some fight shows, new color gimmicks, which can be purchased from \$4.50 to \$8.50, depending upon the screen size, have hyped viewing once more and, as a result, juke boxes are suffering.

Initial installation was made here in Loop bistro which also has a phono on location. Formerly

used spasmodically, set is now going every afternoon, and patrons are calling for straight entertainment shows for the first time in over a year.

Use of the color sheets is spreading rapidly here, with ops reporting most of their locations jumping on the bandwagon. However, they also say the locations expect the novelty to wear off soon—and with only another six weeks of baseball left, they hope the juke boxes will be back to normal come October.

Gimmick has some advantages for the coin machine operators here. Realizing the demand, ops are actually handling the sale of the sheets to their locations, purchasing them thru jobbers here. Too, some ops report the gimmick is an excellent premium for use in game locations. Customers shoot for the sheet, then the winners can use it on their home sets.

Two sheets are now being offered local ops—one manufactured in California, the other locally. Both are priced identically.

San Antonio Jukes Grind Out 5c Tunes

SAN ANTONIO, Aug. 25.—Days of the juke-box nickel may be numbered in other cities of the nation, but San Antonio—barring any unforeseen happening—is due to stick with the 5-cent piece.

A cross section survey of local music machine operators shows the nickel will continue to be used instead of the upped price of a dime.

"The nickel psychology is too strong down here," explained one of the operators. "People are using nickels in candy machines, parking meters and in telephones. You can't change over to a dime in the music machines—it seems too high for three minutes of music."

Some Spots Okay

Music machines in some dance spots here are equipped with 10-cent chutes and also give three plays for a quarter. But they won't go in bars, cafes, taverns, small clubs and drive-ins. People just won't make a play on them, say the operators.

The hike from a nickel to a dime was tried out here shortly after the war. It failed.

"People here just didn't go for it," said one distributor of juke boxes.

KO Coffee Hike

The operators pointed out local cafes also upped the price of coffee and found it couldn't be done.

As far as this city is concerned, for the time being at least, the nickel is still king: it'll buy a cup of coffee, a candy bar and still give three-minutes of music.

Bill Schwartz, Hirsh Coin Co. Exec, Resigns

WASHINGTON, Aug. 25.—Bill Schwartz, general manager of the Hirsh Coin Company, has announced his resignation effective immediately. Schwartz joined Hirsh five years ago after service in the Navy.

Schwartz has a national reputation in the music business as a result of his activities as first executive secretary and business manager of the Washington Music Guild, a post he held from the inception of the WMG in February, 1948, thru last June, when he resigned. Schwartz founded and edited the WMG's *News Letter*, which was circulated nationally among operators and record men.

He also pioneered the WMG's policy of close co-operation with local disk jockeys, setting up the "record of the week" promotion for deejay Eddie Gallaher's WTOP *Sundial* and *Moondial* programs. Gallaher played the record

(Continued on page 78)

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.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and four vertical bars representing quality ratings.

Continued from page 32

Main record review table listing artists like Bob Ruehle, Cliff Steward, Buddy Di Vito, Jack Fina, Doris Day, Betty Hutton, and Harry James with their respective records and quality ratings.

RELIGIOUS

Table listing religious records by artists like Red Foley and Marie Knight.

INTERNATIONAL

Table listing international records by artists like Victor Zembruski.

Name Exporter Evans Distrib In N.Y. & N.J.

Int'l Amusement Maps Drive for U. S. Coin Sales

NEWARK, N. J., Aug. 25.—International Amusement Corporation this week was named exclusive distributor of the Evans Constellation in the State of New Jersey and Southern New York.

INSIDE JUKES

Atlanta Op Tells What's Behind Biz

ATLANTA, Aug. 25. — Jake and Al Friedman, president and manager of the Friedman Amusement Company and their music business here, were the subjects of a feature in The Atlanta Journal's "Around Town" column this week.

Move Set for Conn. Distrib

HARTFORD, Conn., Aug. 25.—Local office of Atlantic New York Corporation, distributor of Seeburg phonographs in Connecticut, will move to new quarters at 790 Albany Avenue September 4.

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.

For this week's prices consult the used machine advertisements in this issue.

Large table listing machine models (Aireon, Ami, Mills, Packard, Ristaucrat, Rock-Ola, Seeburg, Wurlitzer) and their prices across different issues of the magazine.

Advertisement for Rock-Ola Rocket Phonograph, featuring a graphic of a rocket and the text 'ROCK-OLA MFG. CORPORATION 800 North Kedzie Avenue Chicago 51, Ill.' and 'DEPENDABLE The No. 1 Choice of operators all over the world.' and 'on the Dot' logo.

History

IN THE MAKING

AMI dependability has become the standard by which all juke box economy is measured. Each new day of trouble-free performance is a shining page in the history of automatic music. Millions of hours of satisfying entertainment for the public, markedly improved business for thousands of locations, special prosperity and better living for all our operator customers — these are AMI's historic goals, joyously realized now.



GENERAL OFFICES AND FACTORY

1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Merchandising Music

DISK DELIVERY. . . . Johnny Morgan, Beach Amusement Company, Miami Beach, Fla., believes the record manufacturers could help operators considerably by making rapid delivery of new disks, thus keeping ops from buying them at near retail prices in the stores.

As it is, says Morgan, he must wait weeks for delivery after placing his order with local representatives of the major record companies. Meanwhile, location owners demand numbers while they are hot and Morgan has no alternative but to buy them from dealers at the full price. By the time the record firms make delivery, Morgan explains, the song has slipped in popularity and the operator is forced to dispose of the unwanted copies at whatever price he can get.

With 5-cent play still in effect in the Greater Miami area and the cost of supplies and equipment at an all-time high, the substantial discount afforded by wholesale purchase of records from the factory may well mean the difference between operating at a reasonable profit or virtually breaking even, says Morgan. He pointed out the Miami Beach

music tax of \$77.65 per unit is one of the highest in the country, and points up the necessity of reducing overhead by every possible means.

Seacoast Bows Rock-Ola Juke

ELIZABETH, N. J., Aug. 25.—The new Rock-Ola Rocket was introduced to New Jersey and New York music operators Tuesday and Wednesday (21-22) by Seacoast Distributors here, outlet for the territory.

A carnival atmosphere featured the show, with four phonographs, fitted for both 45 and 78 r.p.m., displayed in a 40 by 30-foot tent set up in the distributor's warehouse.

Dave Stern, Seacoast president, and Bob Slifer, manager, hosted the two-day event attended by an estimated 250 persons. Jack Barabasch and Larry Tapen were on hand as factory representatives.

MOBILE RECORD SHOP SERVICES CALIF. JUKE OPS

LOS ANGELES, Aug. 25.—Music machine operators thruout California, with the exception of Metropolitan Los Angeles, are now being serviced by a mobile record store handled by Larry Jackson, veteran disk man.

Jackson has obtained a number of record lines and is calling on the trade thruout the State. While his main purpose is to sell platters to operators, he also calls on radio stations and promotes new releases. At the present time, the promotion is around Cormac Record releases.

Jackson has been in the record business for a number of years and in contact with the operators during the past decade. Until recently he was associated with William Leuenhagen's Record Bar on West Pico Boulevard.

Schwartz Resigns

Continued from page 75

on each show and announced that it was a Music Guild selection, available on juke boxes all over town. Similar tie-ins were arranged with other jocks and ultimately the Guild made its record surveys available to every platter spinner in metropolitan Washington.

Profit Plan

At Hirsh, Schwartz was responsible for introducing many employee benefits, his latest achievement being the launching of the Kitty-Mazuma Club, a sort of profit-sharing plan.

Schwartz' departure from Hirsh Coin followed a recent change in the firm's set-up which resulted in a shift of duties for Schwartz. He is currently mulling offers from other Washington operators, and is also considering a post as sales representative for a record company.

Hirsh de La Vies now has two partners, Phil Mason and Thomas B. Keve. Mason joined the firm last year and Keve is a former sales director of Winter Distributing Company, Baltimore. Hirsh enterprises comprise four corporations: Hirsh Coin, Hirsh-Mason, the G-A Corporation, and Operating & Sales Service Corporation.

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 member of The Billboard music staff who reviewed the record.

LABEL AND NO.	ARTIST	COMMENT TUNES	RECORD	RECORD	RECORD	RECORD
INTERNATIONAL						
ERNE BENEDICT	Charlie Waltz	Victor 145151-1203—Accompanied organ-strings are a tidy wait from here repeats with the usual folk-dance shouts.	78	78	78	78
	Springtime Polka	Ork's polka reading is relaxed the rhythmic enough for the commoners.	78	78	78	78
GEORGIE COOKE ORK	My Sweetheart Polka	DECCA 45245—Real, zippy polka instrumental has the kind of swing which could grow into the polka belt.	73	73	70	75
	Michigan Waltz	A standard is done up brightly in Midwestern fashion. This is a sharp sounding little ball.	71	71	70	72
HOT JAZZ						
OSCAR PETTIFORD	Swinzin' 'Til the Girls Come Home	MERCER M-1946—Pettiford adds another fine swinging effort to his series of workings showing him as a celee plucker.	65	70	65	60
	Bei Mir Bist Du Schoen	The standard is plucked most imaginatively and persuasively by Pettiford.	67	72	67	63
CORONETS	Moonlight Fiesta	MERCER M-1947—A group of Duke Ellington's sidemen comprise this unit, which here plays a typically exotic Juan Tizol piece. Tizol plays the valve trom and Cat Anderson does the trumpet honors.	67	70	66	64
	She	Another exotic item, this one a bit simpler and more rhapsodic than the top-side, is played skillfully by the Ellingtonians with Tizol and Willie Smith, actually, backing the solo work.	70	75	70	65
CORONETS	Indian Summer	MERCER M-1948—Altoist Willie Smith puts on display his rich tone and earthy ideas in handsome reading of the Victor Herbert classic.	71	75	72	67
	Caravan	The newest of the Ellington sidemen deliver the unpretentious ballad group rundown of this classic item.—Juan Tizol shows the way as his valve trom and Louis Bellson trippily carries the drum lead.	72	75	72	70
CORONETS	Night Walk	MERCER M-1949—Cat Anderson writes and steers this trumpet solo, a mood piece which makes plenty use of the plunger.	68	70	68	66
	Happening, The	Paul Gonzalez' fat-toned tenor is featured on this up-tempo. He's proficient, but not exciting.	69	70	68	68

VOX JOX

Continued from page 22

Evelynne Gipson, KTKT, Tucson, Ariz., is billed as "The Talking Woman," rather than being a "girl" disk jockey, a word (girl) which has been somewhat misused by people of the distaff side!" She uses Hoagy Carmichael's "Talking is a Woman" disk for a theme. Speaking of feds, LaVerne Watson, WRCS, Aokskie, N. C., writes to say that he is "not a Miss but a Mr." Sorry! MR. Watson is currently running a "guess the ork" quiz on his show. Spins the disk, identifies the vocal, and asks listeners to guess the band. Doris Day has begun a series of long-distance

phone calls to spinners thruout the country to push her new film "On Moonlight Bay." To date, 25 jockeys have interviewed the flicker star and given her latest record album a whirl. Jack Pinto, WBUD, Morrisville, Pa., is staging a "courteous driving campaign," in co-operation with the Automobile Club of Central New Jersey, and a local newspaper. Each week a local "courteous driver" is chosen. Bill Silbert, WWJ, Detroit, offered a pair of ducats for a local stock car race to the listener calling in from the greatest distance, and promptly got a call from Vallejo, Calif.

RHYTHM & BLUES NOTES

Continued from page 23

the theaters with one of the several Aladdin recording bands and will conduct contests in 50 or so houses in the District Theaters chain, the group which operates the Howard Theater, Washington, and the Royale, Baltimore. From the talent gathered on the tour, Messner will select a sufficient number to make up three packages which will be brought into the Washington and Baltimore houses for a final run-off. Nightly winners will be awarded a cash prize and the winners of the contest tour will be signed to Aladdin recording contracts.

Paul Falippee, operator of the Celebrity Club, Providence, will resume a regular r.&b. name policy August 27 with Slim Galliard for 11 days. The nitery op-

erated thru the summer with local talent, except for one week when it played Louis Armstrong. Falippee already has set Johnny Hodges for his room for the week of September 24, and Louis Jordan for the week of October 18. . . . Lowell Fulson, the Clovers, and Jackie (Moms) Mabley comprise a three-cornered package which has been set to play seven days of Virginia one-day theaters beginning September 14.

AMI Net Up

Continued from page 75

receivables, or working capital. John W. Haddock, AMI president, said that since the firm's tax position was still in the process of determination, it was impossible to compute Federal taxes at this time. He said the company has a substantial tax adjustment from earlier years which will be applicable to its 1951 return. Firm this week held its annual meeting with distributors here.

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In Just
2
Weeks . . .

Juke Box Operators

will be reading, referring to and using

5 Big Valuable Reference Lists

. . . included among the 14 Important Features of

The Billboard's Annual Disk Jockey Programing Guide

—a supplementary section of the Sept. 15th Issue



No. 1

with Operators 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 5c non-selective 45.

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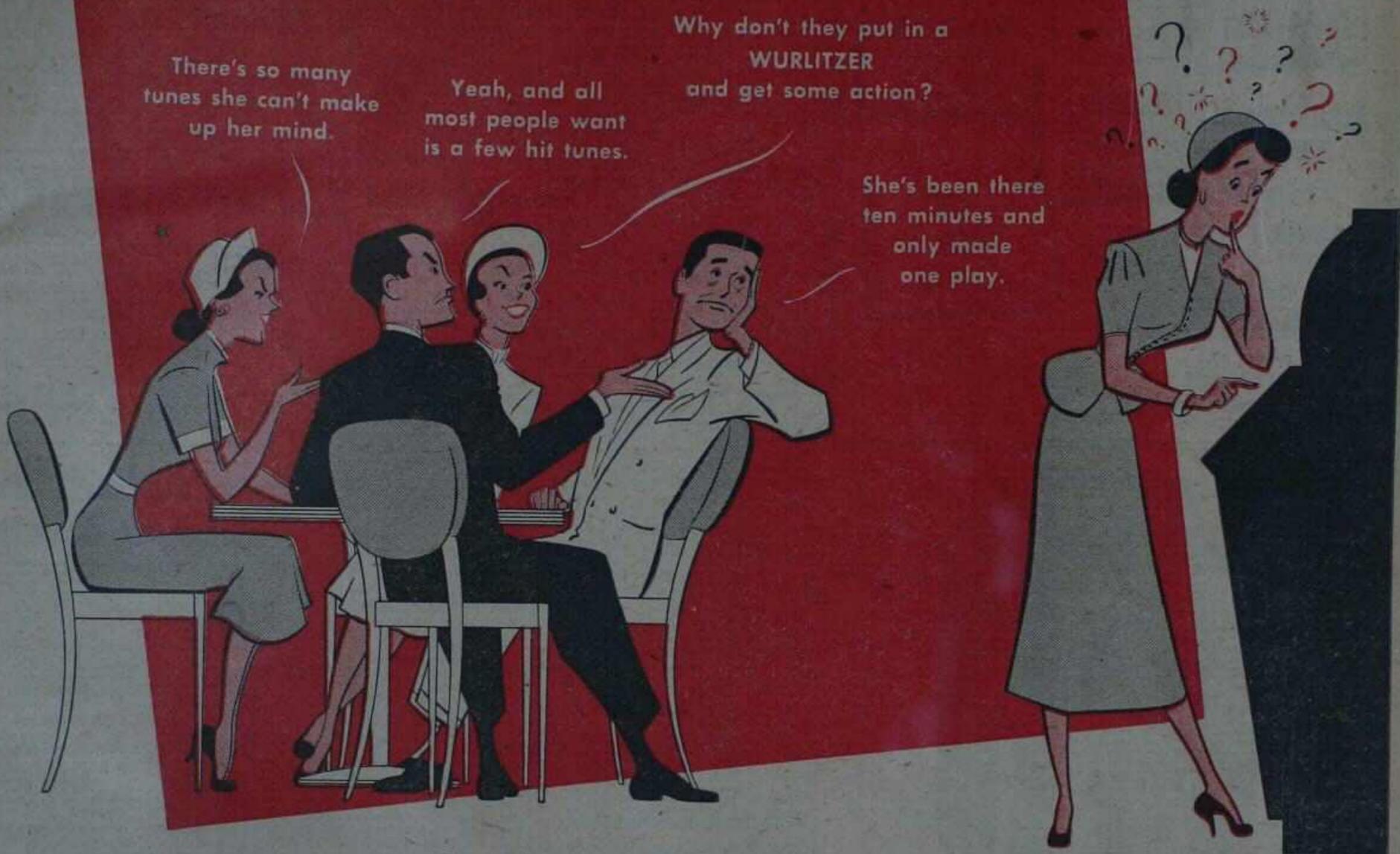
more than **48** selections
only causes delay and confusion

There's so many tunes she can't make up her mind.

Yeah, and all most people want is a few hit tunes.

Why don't they put in a WURLITZER and get some action?

She's been there ten minutes and only made one play.



48 SELECTION
All-Speed ☆
WURLITZERS
-Pay Best!



☆ **Why Buy Two**
When ONE Will Do?

FASTER SELECTION
FASTER CYCLING

The Rudolph Wurlitzer Company • North Tonawanda, New York

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 25	Issue of August 18	Issue of August 11	Issue of August 4
Advance Rolls (Genco) (roll-down)	\$39.50	\$39.50	\$39.50	\$35.00 39.50
All Babi (Gottlieb)	49.50	49.50	45.00 49.50	39.50 49.50
Alice in Wonderland (Gottlieb)	39.50 45.00	39.50 45.00	39.50 45.00	39.50 45.00
Aquacade (United)	50.00 59.50	50.00 59.50	44.50 50.00	50.00 59.50
Arizona (United)	99.50 110.00	110.00	89.50	109.50
Bally Hoo (Bally)			29.00	
Band Leader (Keeney)		69.50		
Bango (Chicago Coin)	49.50		49.50	49.50
Banjo (Exhibit)	20.00 34.50	34.50(2)	34.50	25.00 34.50
Bank-a-Ball (Gottlieb)		85.00	85.00	85.00
Barnacle Bill (Gottlieb)			59.50	
Basketball (Gottlieb)			79.50 109.00	
Be Bop (Exhibit)	114.50	34.50 114.50	114.50	114.50
Bermuda (Chicago Coin)	20.00	34.50		20.00 25.00
Big Top (Genco)	79.50	79.50	75.00 79.50	79.50
Black Gold (Genco)	50.00 69.50(2)	69.50(2) 74.50	44.50 50.00	69.50(2)
Blue Skies (United)	39.50(2) 54.50	39.50 54.50	54.50	39.50 54.50
Bomber (Chicago Coin)			199.50	
Boston (Williams)	95.00 104.50	104.50	95.00 104.50	79.50(2) 104.50
Bowling Champs (Exhibit)		95.00	75.00	
Buccaneer (Gottlieb)	45.00 69.50	45.00 49.50	45.00 69.50	45.00 54.50
Buffalo Bill (Gottlieb)	95.00	69.50	95.00	69.50
Buttons and Bows (Gottlieb)	79.50	79.50	59.00 79.50	75.00 79.50
Cameo Caravan (Genco)	79.50 125.00	79.50	79.50 84.50	125.00
Canasta (Genco)	59.50 89.50	59.50 109.50	59.50 119.50	119.50
Can Can	109.50 119.50	119.50		
Carolina (Bally)	50.00 69.50	44.50 69.50	69.50	69.50(2)
Carolina (United)			44.50	
Catalina (Chicago Coin)	20.00 25.00	29.50 49.50	25.00 29.50	25.00 29.50
Champion (Bally)	79.50 95.00	79.50 99.50	62.50 79.50	79.00 149.50(2)
Cinderella (Gottlieb)	99.50 125.00	175.00 200.00	80.00 99.50	175.00 200.00
Circus (Exhibits)	175.00 200.00		175.00 200.00	
Citation (Bally)	30.00 34.50	30.00 34.50	30.00 34.50	30.00 49.50
Circus (Exhibits)	49.50(2)	49.50(2)	45.00 49.50(2)	69.50
Citation (Bally)	69.50	69.50	69.50	69.50
Citation (Bally)	50.00 74.50(2)	74.50 125.00	60.00 74.50	49.00 65.00
College Daze (Gottlieb)	125.00 134.50	134.50	125.00 134.50	94.50 99.50
Coney Island (Exhibit)	95.00 99.50(2)	99.50(2) 104.50	95.00 99.50(2)	99.50 104.50
Contact (Exhibit)	104.50	34.50		
Control Tower (Williams)				25.00
Cover Girl (Gottlieb)	159.50		45.00	
Cover Girl (Keeney)		24.50	24.50	
Crazy Ball (Chicago Coin)	24.50	24.50	24.50	
Daily Races (Gottlieb)	29.50	29.50 34.50	29.50 39.00	29.50
Dallas (Williams)	15.00	15.00	15.00	
De-Icer (Williams)	69.50 79.50(2)	69.50 74.50	79.50(2)	79.50(2)
Dew-Wa-Ditty (Williams)	109.50	109.50	109.50 114.50	109.50
Double Feature (Gottlieb)	20.00 25.00	39.50(2) 40.00	39.50(2) 40.00	39.50(2) 40.00
Double Shuffle (Gottlieb)	39.50(2) 40.00	44.50		
Double Shuffle (Gottlieb)	149.50	75.00 149.50	75.00 145.00	149.50
Double Shuffle (Gottlieb)	94.50	94.50	89.00 94.50	79.50 94.50
Dream (Williams)	115.00	115.00	115.00	115.00
E. Pass (Williams)	79.50	79.50	79.50	79.50
Fiesta (Chicago Coin)			19.50	
Fighting Irish (Chicago Coin)	110.00 125.00	139.50	110.00 139.50	139.50
Fighting Irish (Chicago Coin)	139.50			
Fighting Irish (Chicago Coin)		44.50		
Floating Power (Genco)	49.50 69.50(2)	69.50(2)	34.50 69.50(2)	49.50 69.50
Flying Saucers (Genco)	112.50		112.50 129.00	
Four Horsemen (Gottlieb)	75.00 139.50	139.50 145.00	139.50 145.00	139.50 145.00
Four Horsemen (Gottlieb)	145.00		149.00	
Football (Chicago Coin)			49.50	79.50 89.50
Freddie (Williams)	89.50	89.50 99.50	74.50 89.50	89.50
Georgia (Williams)	110.00 125.00		110.00	110.00
Gin Rummy (Gottlieb)	110.00 125.00		100.00	100.00
Gizmo (Williams)		44.50		
Gold Cup (Bally)	50.00 64.50	64.50 64.50	45.00 64.50	40.00 79.50
Golden Gloves (Chicago Coin)	84.50	84.50	84.50	84.50
Golden Gloves (Chicago Coin)	89.50 95.00		95.00	
Gondola (Exhibit)	50.00	49.50	50.00	
Grand Award (Chicago Coin)	55.00 59.50	55.00 59.00	55.00 59.00	55.00 59.50
Grand Award (Chicago Coin)	69.50	69.50	69.50	69.50
Harvest Moon (Bally)	84.50 99.50	84.50 109.50(2)	87.50	
Harvest Moon (Bally)	109.50 115.00			
Hawaii (United)	19.50	19.50	19.50	
Hit Parade (Gottlieb)	29.50	29.50	29.50	29.50
Holiday (Chicago Coin)	85.00			
Hot Rod (Bally)	125.00 149.50	149.50	199.00 149.50	149.50
Humpty Dumpty (Gottlieb)	20.00 29.50	\$29.50	\$29.50 30.00	\$15.00 25.00
Humpty Dumpty (Gottlieb)	30.00 49.50	49.50	34.50 49.50	29.50 30.00
Humpty Dumpty (Gottlieb)			34.50 49.50	34.50 49.50
Humpty Dumpty (Gottlieb)			99.00	99.00
Irish Power		99.50	99.00	
Jamboree (Exhibit)			25.00	
Jockey Special (Bally)	44.50 54.50	54.50 64.50	54.50 64.50	34.50 54.50
Jumbo (Bally)		44.50		69.50
Just 21 (Gottlieb)	30.00 49.50	59.50 69.50	34.50 59.50	39.50 59.50
Just 21 (Gottlieb)	59.50 79.50(2)	79.50(2)	79.50(2)	79.50(2)
K. C. Jones (Gottlieb)	119.50	119.50	119.50	119.50
Kilroy (Chicago Coin)	16.50	16.50		
King Arthur (Gottlieb)	110.00		69.50	
King Cole (Gottlieb)			55.00	
Knock Out (Gottlieb)	75.00 134.50	134.50 139.50	135.00 139.50	100.00 139.50
Knock Out (Gottlieb)	135.00 139.50	150.00(2)	140.00 150.00	150.00
Knock Out (Gottlieb)	150.00(3)			
Lady Robin Hood (Gottlieb)	39.50	39.50	39.50	39.50
Leap Year (Marv)		39.50		
Literator			75.00	
Lucky Inning (Williams)	84.50 99.50	84.50 99.50	75.00 89.50	89.50 99.50
Lucky Inning (Williams)	109.50	109.50	99.50 109.50	
Madison Sq. Garden (Gottlieb)	125.00 140.00	140.00	140.00	140.00
Major League Baseball (United)	39.50	34.50 39.50	39.50	39.50
Major League Baseball (United)			54.50	54.50
Major League Baseball (United)			39.50	39.50

	Issue of August 25	Issue of August 18	Issue of August 11	Issue of August 4
Majors of '49 (Chicago Coin)	\$35.00 44.50	35.00 39.50	35.00 39.50	35.00 39.50
Manhattan (United)	20.00 22.50	22.50 34.50	22.50	25.00 39.50
Mardi Gras (Genco)	49.50	34.50 49.50	49.00 49.50	49.50 99.50
Maryland (Williams)	35.00 79.50(2)	79.50(2) 99.50	79.50(2) 99.50	79.50 99.50
Mercury (Bally)	99.50		64.50 72.50	
Merry Widow (Genco)	25.00 34.50	34.50 39.50	39.50	39.50
Mintrel Man (Gottlieb)	150.00		145.00	150.00
Monterrey (United)	22.50 59.50	22.50 34.50	22.50 45.00	
Moon Glow (United)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Morocco (Exhibit)	44.50 49.50	49.50	49.50	35.00 49.50
Nevada (United)	25.00	25.00	25.00	25.00
Nifty (Williams)	139.50	139.50	139.50	144.50
Oklahoma (United)	95.00 99.50	99.50	64.50 95.00	79.50 99.50
Old Faithful (Gottlieb)	114.50	114.50		114.50
One Two Three (Genco)	44.50 59.50	49.50 59.50	59.00 59.50	59.50
Paradise (Gottlieb)	49.50	49.50	34.50 49.50	49.50
Photo Finish (Universal)	99.50 139.50(2)	99.50 139.50	75.00 99.50	159.50 175.00
Pin Bowling (Chicago Coin)	125.00 135.00		175.00	135.00
Pinch Hitter (United)		74.50		34.50
Pinky (Williams)	135.00 160.00		135.00	135.00
Play Ball (Chicago Coin)	59.50 64.50	59.50(2)	54.50 64.50	64.50 100.00
Playland (Exhibit)	125.00			
Playtime (Exhibit)	79.50	59.50		
Puddin' Head (Genco)	44.50 69.50	54.50 69.50	69.50	
Quarterback (Williams)			59.50 85.00	79.50 95.00
Rag Mop (Williams)	135.00(2)		120.00	
Rainbow (Williams)			45.00	
Ramona (United)	39.50 54.50	54.50	29.50 54.50	19.50 54.50
Red Shoes (United)	119.50			
Rip Snorter (Genco)	99.50	99.50	64.50 99.50	99.50
Robin Hood (Gottlieb)	20.00 30.00	34.50(2) 35.00	34.50 35.00	25.00 34.50
Rocket (Bally)	34.50 35.00	49.50	49.50	35.00 49.50
Rocket (Genco)	139.50	139.50	139.50	139.50
Rockette (Gottlieb)	109.50	109.50	114.50	114.50
Rockette (Gottlieb)	115.00 140.00	115.00	140.00	
Roadvoo (United)	25.00 30.00	30.00 39.50	25.00 30.00	30.00 39.50
St. Louis (Williams)	59.50 69.50	69.50(2) 79.50	69.50 79.50	74.50 79.50
Sally (Chicago Coin)	30.00 34.50	30.00 34.50	30.00 54.50	30.00 39.50
Sally (Chicago Coin)	54.50	54.50	54.50	54.50
Samba (Exhibit)	97.50	34.50 97.50	97.50	97.50
Saratoga (Williams)	25.00 59.50	59.50 64.50	59.50	
Screwball (Genco)	39.50	34.50 39.50	24.50 39.50	34.50 39.50
Select-a-Card (Gottlieb)	54.50 59.50	59.50 69.50(2)	49.50 59.50(2)	64.50 69.50
Serenade (United)	65.00(2) 69.50		65.00 85.00	
Serenade (United)	20.00 44.50	54.50	54.50	54.50
Shanghai (Chicago Coin)	49.50	34.50 49.50	49.50	34.50 49.50
Shantytown (Exhibit)	115.00 119.50	119.50	109.00 119.50	119.50
Sharpshooter (Gottlieb)	99.50 105.00	84.50 99.50	44.50 99.50	
Shoe-Shoe (Williams)	35.00 149.50			129.50 150.00
Shortstop (Exhibit)	20.00			25.00
South Pacific (Genco)	110.00 119.50	99.50 119.50	59.50 89.50	89.50 119.50
Special Entry (Bally)	125.00	125.00	110.00 119.50	125.00
Special Entry (Bally)	39.50 54.50	54.50	54.50	29.50 54.50
Speedway (Gottlieb)	20.00 49.50	44.50 49.50	49.50	49.50
Spinball (Chicago Coin)	25.00 29.50	29.50 34.50	25.00 29.50	29.50
Spot Bowler (Gottlieb)	115.00		115.00	
Stardust (United)	49.50	49.50(2)	49.50	49.50
Stop and Go (Genco)	115.00			
Stormy (Williams)	20.00 29.50	29.50 34.50	29.50	25.00 29.50(2)
Summer Time (Gottlieb)	30.00 39.50	30.00 34.50	24.50 30.00	30.00 49.50
Sunny (Williams)	49.50	39.50 49.50	39.50 49.50	
Super Hockey (Chicago Coin)	49.50	34.50 49.50	49.50	29.50 49.50
Swanee (Exhibit)	79.50	64.50 79.50	39.50 44.50	79.50(2)
Sweetheart (Williams)	59.50(2)	59.50(2)	59.50(2)	59.50(2)
Sweepstakes	109.50	109.50(2)	54.50 109.50	114.50
Tahiti (Chicago Coin)	109.50	99.50 109.50	105.00 109.50	35.00 79.50
Tampico (United)		84.50		109.50
Telecard (Gottlieb)	50.00 64.50	50.00 64.50	50.00 6	

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 25	Issue of August 18	Issue of August 11	Issue of August 4
Ace Bomber (Mutoscope)....	\$95.00	\$75.00	\$95.00	\$95.00
Air Hockey (Woodcraft-Shufflevision).....	365.00			
Air Raider (Keeney).....	125.00	95.00	125.00	125.00
All Stars (Williams).....	69.50	109.50	69.50	109.50
	125.00	125.00	125.00(2)	125.00
	125.00	125.00	125.00	125.00
Astronaut.....	125.00	150.00	150.00	150.00
Atomic Bomber (Mutoscope).....	125.00	150.00	150.00	150.00
Basketball Champ (Chicago Coin).....				195.00
Bat-a-Ball Jr.....		19.50		
Batting Practice (Scientific).....	75.00	75.00	75.00	75.00
Bear Gun (Seeburg).....				375.00
Big Inning (Bally).....	185.00	185.00	185.00	185.00
Billiard Game.....	25.00			
Bomber (Rock-Ola).....		199.50		
Boomerang (Amusement Corp.).....	45.00	45.00	45.00	45.00
Built Up (Exhibit).....	20.00	34.50	24.50	35.00
	35.00		35.00(2)	35.00
			75.00	75.00
Bull's Eye (Bally).....			12.50	12.50
Camera Chief.....			95.00	95.00
Cannon Pilot.....	95.00	95.00	95.00	95.00
Challenger (ABT).....	24.50	24.50	19.50	24.50
			45.00	45.00
Chicken Sam (Seeburg).....	95.00	109.50	95.00	109.50
		150.00	75.00	95.00
		150.00	109.50	110.00
Date Gun (Exhibit).....	69.50	84.50	69.50	84.50
	85.00	85.00	85.00	95.00
			75.00(2)	84.50
			85.00(2)	95.00
				125.00
Date Pistol Gallery.....	85.00			
Deluxe Athletic Scale (Mercury).....	69.00	69.50	69.50	69.50
Deluxe Diggers (Buskley).....			95.00	
Electric Shocker.....			12.50	12.50
Fishing Well (Mutoscope).....	125.00	125.00	125.00	125.00
Goalie (Chicago Coin).....	95.00	99.50	99.50	125.00
	125.00			
Heavy Hitter (Bally).....	59.50	65.00	59.50	65.00
Hi-Ball (Exhibit).....		60.00		60.00
Hi-a-Homer.....	19.50	19.50	25.00	19.50
Hockey (Chicago Coin).....	75.00	65.00	75.00	75.00
Hollywood (Coco).....	295.00	375.00	295.00	375.00
Jack Rabbit (Amusement Corp.).....	109.50	109.50	109.50	109.50
Jungle Joe (Scientific).....	195.00			195.00
Kicker & Catcher (Baker).....			22.50	22.50
Lifter (Mills).....		45.00		
Lite League (Amusement Corp.).....	95.00	95.00	75.00	95.00
Magic Pen.....	125.00	125.00	125.00	125.00
Merchantman (Exhibit).....	99.50(2)	99.50(2)	99.50(2)	99.50
Monkey Shines.....	175.00			175.00
Night Bomber (Kirk).....		145.00		145.00
Panorama (Mills).....	225.00	100.00	225.00	225.00
Periscope.....	125.00	125.00	75.00	125.00
Phil Toboggan Ski Ball.....	350.00	350.00	350.00	350.00
Photomatrix (Mutoscope).....	350.00(early)	350.00(early)	350.00(early)	350.00(early)
	695.00(late)	695.00(late)	695.00(late)	695.00(late)
Pistol Pete (Chicago Coin).....	149.50	150.00	149.50	150.00
			135.00	145.00
			149.50	150.00
Pitch Em & Bat Em (Scientific).....	225.00	225.00	225.00	225.00
Play Ball (Evans).....	275.00	275.00	275.00	275.00
Poker & Joker.....	49.50	49.50	49.50	49.50
Pokerist (Scientific).....	99.50	99.50	99.50	99.50
Pop Up (Marvel).....		18.50		
Quizzer.....	125.00	125.00	125.00	125.00
Rapid Fire (Bally).....			95.00	95.00
Records (Wilcox-Gay).....	175.00	175.00	175.00	175.00
Rocket Busters.....	65.00	65.00	65.00	65.00
Rotary Claw Mdr (Exhibit).....	175.00	175.00	175.00	175.00
Sewer High (Edelman).....	75.00	75.00	75.00	75.00
Shipman Art Show.....	49.50	49.50	49.50	49.50
Shoot the Bear (Seeburg).....	325.00	339.00	339.00	339.00
	395.00	395.00	349.00	349.00
	100.00	100.00	100.00	100.00
Shoot Your Way to Tokyo.....	155.00	165.00	155.00	165.00
Silver Bullet (Exhibit).....	175.00	175.00	175.00	175.00
Silver Gloves.....	250.00			
Six Shooter (Exhibit).....	225.00	239.00	225.00	239.00
	275.00		150.00	150.00
	150.00		29.50	29.50
Six Ball (Wurlitzer).....		150.00		150.00
Skill Gun (ABT).....		57.50		57.50
Skill Test (Gisetschen).....		49.50		49.50
Sky Fighter.....	125.00	75.00	125.00	125.00
Standard Metal Typet.....			275.00	275.00
Star Series (Williams).....	125.00	139.50	139.50	139.50
			95.00	139.50
			125.00	139.50
			165.00	165.00
			95.00	95.00
Submarine (Keeney).....		75.00		75.00
Super Bomber (Evans).....	95.00	95.00	95.00	95.00
Target Skill (ABT).....		19.50		19.50
Team Hockey (United).....		155.00		155.00
Telequiz.....	115.00	119.50	119.50	119.50
	125.00		119.50	119.50
			125.00(2)	125.00
Ten Strike (Evans).....	75.00	75.00	75.00	75.00
Thunderbolt (Bally).....			75.00	100.00
Touchdown ABC Novelty Co.....		25.00		
Treasure Island (Buckley).....		75.00		
3-Way Wrapp (Gisetschen).....	22.50	22.50	22.50	22.50
Twin Drive Mobile (Mutoscope).....	350.00	350.00	350.00	350.00
Undersea Raider (Bally).....	95.00	95.00	95.00(2)	95.00
Upright Baseball (Scientific).....			75.00	75.00
Upright Basketball (Scientific).....			75.00	95.00
Vitalizer (Exhibit).....		75.00		85.00
Western Baseball.....	85.00	85.00	75.00	85.00
X-Ray Game (Scientific).....	85.00	85.00	85.00	85.00

Romero Distrib Resumes Output

MEXICO CITY, Aug. 25.—David L. Romero, distributor for many U. S. game manufacturers in this country, and also representative for the Rock-Ola Manufacturing Company, this week reported that he has rebuilt his plant which was destroyed by fire a month ago. Romero imports mechanisms and parts from the United States, then builds his own cabinets to factory specifications for the equipment.

He will resume work on new U. S. games and the new Rock-Ola Super Rocket phonograph within a week.

Monarch Plans Formal Opening

CHICAGO, Aug. 25.—Monarch Coin Machine, Inc., will hold formal opening festivities at its new headquarters, 2257-59 N. Lincoln Avenue here the week beginning Monday (10), owners Clayton Nemeroff and Charley Pieri announced.

Featured equipment at the operator showing will include Evans' Constellation and a variety of games.

Set 2 Lengths On Bally Game

CHICAGO, Aug. 25. — Bally Manufacturing Company is now producing the Shuffle Line game in both 8 and 9 1/2-foot lengths.

Game is played like a shuffle game but has in-line scoring and high score. A one or two-player game, Shuffle Line is set for dime play and has automatic puck return.

First Distrib Host Staff

CHICAGO, Aug. 25.—First Distributors, which is now completing an expansion program which will add more than 5,000 square feet to its showroom and service areas, declared a holiday for the staff today (25). Starting off with a luncheon, members of the firm will hold down box seats at the Boston Red Sox-Chicago White Sox baseball game in the afternoon, with more entertainment to follow in the evening.

Hosting will be Wally Finke and Joe Kline, partners. In attendance will be Mal Finke, head of the premium division, Ben Michaels, Art Cossid, Bob Van Allen, Jerry Jackson, Les Granger, Joe Dander, William Johnson, Marvin Lighton, and Kay Germick.

An open house will be held at First headquarters shortly after Labor Day at which time all three showrooms will be completed.

Ace Premiums In New Hdqrs.

CHICAGO, Aug. 25.—Ace Premium & Novelty Sales Company, recently formed by Ralph Sheffield, formerly a partner in Empire Coin, this week moved into new quarters at 1155 Milwaukee Avenue, and Sheffield announced the headquarters would be open for business Monday (27).

New company will specialize in premiums for coin machine operators, Sheffield said.

New Britain Tables Pin Game Ordinance

NEW BRITAIN, Conn., Aug. 25.—The salaries and ordinance committee of the New Britain, Conn., Common Council has tabled a resolution seeking the repeal of its pinball machine ordinance. In the discussion of a council resolution asking for repeal of the city's pinball machine ordinance, the committee referred the question to corporation counsel Harold L. Koplowitz to determine if the city will be required to refund license fees it had collected this year. Under the ordinance, each pinball location is taxed \$25 per year.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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 25	Issue of August 18	Issue of August 11	Issue of August 4
ABC Bowler (Keeney).....	\$25.00	65.00	\$65.00	69.50
		69.50		
Ace Bowler (Chicago Coin).....	149.00	149.00		
Baseball (Genco).....	45.00	99.50	99.50	99.50
Baseball (Nationwide).....		49.50		49.50
Bowlette (Gottlieb).....	34.50	35.00	34.50	50.00
	40.00	49.50	69.50	50.00
	50.00	55.00		55.00
		69.50		69.50
Bowling Alley (Chicago Coin).....	55.00	64.50	55.00	64.50
		69.50		69.50
Bowling Classic (Chicago Coin).....	139.00	139.50	139.00	139.50
	140.00	145.00	140.00	140.00
Bowling League (Genco).....	30.00	34.50	34.50	35.00
		35.00		35.00
Bow-O-Matic (Exhibit).....		35.00		35.00
Deluxe Bowler (Williams).....	25.00	35.00(2)	65.00	69.00
	65.00	69.50	69.50	75.00
		75.00		75.00
Double Bowler (Keeney).....	165.00	175.00	165.00	175.00
Double Header (Williams).....	149.50(2)	149.50(2)	149.50(2)	145.00
	150.00			149.50
Double Shuffle Alley (United).....	79.50	79.50	79.50	79.50
			85.00w/p	
Double Shuffle Alley Express Rebound (United).....	229.50	229.50	229.50	229.50
Duck Pin (Keeney).....	94.50	155.00	94.50	155.00
Four Player Shuffle Alley (United).....			295.00	285.00
			295.00	295.00
Glider (Genco).....	25.00	30.00	30.00	30.00
		39.50		39.50
Hi Score Bowler (Universal).....	185.00	195.00	159.00	195.00
Hook Bowler (Bally).....	250.00(2)	255.00	275.00	250.00
	275.00		275.00	275.00
King Pin (Keeney).....	25.00	65.00	67.50	85.00
	67.50	85.00	65.00	85.00
			85.00	85.00
League Bowler (Keeney).....	250.00	285.00	275.00	285.00
League Bowler (4-Player Rebound) (Keeney).....	265.00	269.50	269.50	275.00
	275.00		270.00	275.00
			275.00(2)	
Lucky Strike (Keeney).....		75.00		85.00
Pin Boy (Keeney).....	19.50w/p	19.50w/p	27.50	34.50
	25.00	34.50	35.00	35.00
		35.00		
Shuffle Alley (United).....	20.00	25.00(2)	25.00	34.50
	34.50	35.00	39.50(2)	39.50(2)
		39.50(2)	45.00w/p	45.00w/p
		59.50w/p(2)	59.50w/p	59.50w/p
Shuffle Alley Express 2 Player (United).....	199.50	199.50		69.00
Shuffle Alley Express (United).....	69.00	69.50(2)	69.00	69.50(2)
	74.50	75.00	74.50	75.00
			199.50	199.50
Shuffle Baseball (Bally).....	195.00	175.00	195.00	65.00
Shuffle Baseball (Chi. Coin).....		65.00		65.00
Shuffle Bowl (Exhibit).....		89.50		89.50
Shuffle Bowler (Bally).....	19.50	25.00(2)	34.50	44.50
	34.50	35.00	45.00	45.00
	44.50	45.00		45.00
Shuffle Bowler (United).....		145.00		145.00
Shufflecade (United).....		295.00		
Shuffle Champ (Bally).....	89.00	95.00	75.00	89.00
Shuffle Jungle (Rock-Ola).....		49.50	55.00	55.00
Shuffle Lane (Rock-Ola).....	35.00	39.50	39.50	39.50
Shuffle Lane (United).....		34.50		34.50
Shuffle Pool (Nationwide).....		44.50		44.50
Shuffle Skill (United).....		44.50		44.50
Shuffle Slugger (United).....	135.00	159.50	135.00	159.50
		159.50		159.50
Single Shuffle Alley Rebound (United).....	199.50	199.50	199.50	199.50
Skee Alley (United).....		95.00		
Speed Bowler (Bally).....	35.00	45.00	42.50	59.00
	49.50	59.00	69.50	79.50
	69.50	79.50	85.00	99.50
	85.00	99.50		89.50
Strike (Exhibit).....		99.50		99.50
		100.00w/p		
Super Shuffle Alley (United).....	25.00	49.50	49.50	49.50
Super Twin Bowler (Universal).....	135.00	145.00	135.00	145.00
			135.00	145.00
			129.50	135.00
Ten Pins (Keeney).....	25.00	34.50	34.50	34.50
Trophy Bowl (Chicago Coin).....	125.00	149.50	149.50	150.00
	150.00	155.00	155.00	159.00
Twin Bowler (Universal).....	50.00	69.00	69.00	69.50
	69.50	89.50	69.00	69.50
	129.50w/p	129.50w/p	89.50	89.50
			129.50w/p	
Twin Bowling Alley (Chicago Coin).....	45.00	50.00		45.00
			75.00w/p	85.00
Twin Shuffle Alley Rebound (United).....	214.50	214.50	215.00	214.00
	215.00(2)		225.00	225.00

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Selected Equipment
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Greater Values

and You Get
Lower Operating Costs,
Higher Collections,
Larger Profits



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ARCADE Specials

- Seaburg SHOOT THE BEAR, Latest Model \$229
- HOLLYCRANE, Late Model 295
- EXHIBIT SIX SHOOTER 231
- WINS STAR SERIES 125
- TELEQUIZ, Late Model w/ Film 115
- Chl. Coin GOALEE 95
- QUIZZER w/ Film 89
- EXHIBIT DALE GUN, Like New 85
- Seaburg SHOOT THE DUCK 85
- Seaburg CHICKEN SAM 75

BRAND NEW CLOSEOUTS

- United TEAM HOCKEY \$155
- IRISH POKER, Pool Game 99
- Chl. Coin PLAYBALL 45
- AST CHALLENGER 45

Guaranteed New! In Original
Crates! Limited Quantities!

NEW SHUFFLE GAMES

- United & Player SHUFFLE ALLEY
- Bally SHUFFLE LINE
- Genco SHUFFLE TARGET
- Chl. Coin HORSESHOES

SHUFFLE GAMES

- Completely Reconditioned
All Playing Fields Resurfaced
- Keeney LEAGUE BOWLER \$245
 - Bally HOOK BOWLER 245
 - Un. TWIN SHUFFLE REBOUND 115
 - Univ. HIGH SCORE BOWLER 185
 - Keeney DOUBLE BOWLER 155
 - Chl. Coin TROPHY BOWL 155
 - Keeney DUCK PINS 155
 - Chl. Coin ACE BOWLER 139
 - Chl. Coin BOWLING CLASSIC 139
 - United SHUFFLE SLUGGER 135
 - Univ. SUPER TWIN BOWLER 135
 - Bally SHUFFLE CHAMP 85
 - Keeney KING PIN 85
 - Keeney LUCKY STRIKES 75
 - Un. SHUFFLE ALLEY EXPRESS 69
 - Universal TWIN BOWLER 69
 - Chl. Coin SHUFFLE BASEBALL 65
 - Williams DELUXE BOWLER 65
 - Keeney ABC BOWLER 65
 - Bally SPEED BOWLER 59
 - Chl. Coin BOWLING ALLEY 55
 - Gottlieb BOWLETTE, 8 ft. 55
 - Bally SHUFFLE BOWLER 45
 - Keeney PIN BOY 35
 - Genco BOWLING LEAGUE, 10 ft. 35
 - Genco SLIDER 35
 - Williams TWIN SHUFFLE 30
 - United SHUFFLE ALLEY 25

New Type 5 BALL GAMES

- Keeney LITE A LINE
- Bally BRIGHT LIGHTS
- United ABC
- United 3-4-5
- Gaff. WATCH MY LINE

Reconditioned 5 BALL GAMES
Over 100 flippers and power bumper games perfectly reconditioned. Satisfaction guaranteed. Write for price list.

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| 1100 | 369 | 148M | 349 |
| 1030 | 229 | 147M | 249 |
| 1015 | 199 | 146M | 199 |
| "B" | \$429 | H148M Hideaway | 249 |
| "A" | 319 | H246M Hideaway | 225 |
| 500 Coronet with Tonar | \$159 | H143M Hideaway | 199 |
| 1426 | \$179 | | |

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SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special 279	750 \$109	1422 \$129
Envoy 69	780 79	Playmaster 69
Colonel 59	800 79	Commander 39
Majar 59	850 59	MILLS
Model Hightone 59	500 49	Empress \$39
Classic 59	600K 49	AIREON
Regal 49	600K 49	Deluxe '46 \$49
Gem 49	Victor 39	PACKARD
		Manhattan 76 \$149

WALL BOX SPECIALS

- Seeburg DS20-1Z, 5c, 3 Wire \$ 5.95
- Seeburg WS-2Z, 5c, Wireless 5.95
- Seeburg W1-L56, 5c, Wireless, Refinished 17.50
- Seeburg 3WZ-L56, 5c, 3 Wire, Refinished 18.95
- Wurlitzer 302D, 5/10/25 37.50

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<p>USED SHUFFLE ALLEYS</p> <p>Universal—TWIN BOWLER</p> <p>Bally—SPEED BOWLER</p> <p>Chicoin—BOWLING ALLEY</p> <p>Universal—SUPER</p> <p>Keeney—5LY LEAGUE BOWLER, 4 Player</p> <p>Keeney—KING PIN</p> <p>United—DOUBLE EXPRESS</p> <p>Un.—ORIGINAL ALLEYS</p> <p>Un.—ORIGINAL w/Dr. Pins</p>	<p>New WINNERS FUTURITY</p> <p>KEENEY ELECTRIC CIGARETTE VENDORS with Changer</p>	<p>PINS</p> <p>UTAH \$109.50</p> <p>BLACK GOLD 67.50</p> <p>JUST 21 79.50</p> <p>BIG TOP 79.50</p> <p>KC JONES 119.50</p> <p>COLLEGE OAZE 99.50</p> <p>SHARPSHOOTER 99.50</p> <p>SOUTH PACIFIC 135.00</p> <p>DOUBLE FEATURE 149.50</p> <p>CIRCUS 69.50</p> <p>PUDDIN' HEAD 69.50</p> <p>CINDERELLA 49.50</p> <p>FLOATING POWER 69.50</p>

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CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

Calendar for Coinmen

- 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 4-18—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- September 6—Oregon Music Association, special meeting, 827 S. W. 13th Avenue, Portland, Ore.
- September 10—Wisconsin Phonograph Operators' Association, monthly meeting, City Hall, Brodhead, Wis.
- September 11-25—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- September 11—California Music Guild, monthly meeting, 311 Club, Oakland, Calif.
- September 11—Automatic Phonograph Owners' Association, monthly meeting, Gibsop Hotel, Cincinnati.
- September 13-27—Connecticut State Coin Association, 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.
- September 24—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- September 27—California Music Guild, Northern Division, monthly meeting, Sacramento Hotel, Sacramento.
- October 11—Oregon Music Association, bi-monthly meeting, 827 S. W. 13th Avenue, Portland, Ore.
- October 14, 15, 16—Midwest Coin Machine Convention, 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.

Venders Vital in Danish Sales Pic

COPENHAGEN, Aug. 25.—Over the years, vending machines have become a basic distribution tool for a wide variety of Danish products. They fit in naturally with the retailer's tradition of keeping regular store hours. Almost all shops, those selling tobacco items, as well as purveyors of food and baked goods, shutter promptly at 6 p.m., Monday thru Friday. On Saturday, closing time is noon and they remain shut all day Sunday.

Cigarette machines, a standard sales medium for most tobacco shops, are owned and served by storekeepers. They are usually moved out in front of stores just before closing time. Several makes of machines have won public favor. All are actuated by the bronze krone.

Where patronage consists largely of foreign tourists and early morning inebriates, venders sometimes go haywire thru abuse and short-change customers. Just as frequently, tho, ill-treated equipment will jackpot and return a few extra coins in change.

All equipment is of sturdy metal construction and attractive in appearance, tho built on straight, simple lines. Most are solidly attached to building fronts by pad-locked chain. Thefts appear to be rare.

With the prices of all tobacco products fixed by government decree, standard brands of cigarettes are vended thru machines at three krone (about 45 cents) for a pack of 20. In some cases, cheaper brands are dispensed, with the proper change either inside the wrapper or returned to the buyer via a separate change chute.

Some machines also provide for the sale of cigar packages. The stogies are mostly of the midget-size type and go for 1, 2 or 3 krone, depending on brand.

Tobacco venders are versatile machines. They usually have 10 vertical columns, with a coin slot for 3 krone on one side and a slot for 2 krone on the other. The proprietor is able to adjust any number of columns to operate at either price.

Baked goods, fruit, chocolate bars and other food items are sold via large batteries of machines resembling, somewhat, the glass-cubicle venders in American Horn & Hardart Automats. For the most part, however, the venders have a single coin slot for a vertical unit of 10 or more cubicles.

Machine batteries in front of bakery shops usually are comprised of from 6 to 10 vertical units. Ordinary pastries (sugar buns) are priced at three to five for two 25-cent (nickel) coins, while frosted or fancy cakes are dispensed at 1 krone. Sandwiches, neatly wrapped, are vended in front of delicatessens at 1 or 2 krone, depending on type and quantity.

Fruit, chocolate and other food dispensers are of the same design as baked goods venders, but most operate upon the insertion of 1 or 2 krone. All items are so displayed that the patron is able to see exactly what he is purchasing.

Also Bike Parts

With bicycles the most common mode of transportation in Copen-

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ARCADE & LOCATION EQUIPMENT

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- Multiscope Silver Gloves 250.00
- Exhibit Knockout Punch 150.00
- Exhibit Punch Bag Trainer 150.00
- Exhibit Grip Developer 195.00
- Exhibit Vializer (New) 175.00
- Mercury Grip Scale 95.00
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- Turf Kings \$210.00 Photo Finish \$ 75.00
- Champions 80.00 Gold Cups 40.00
- Citations 60.00 Winner 75.00

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Seaburg Shoot the Bear Gun \$285.00 Williams Quarterback \$ 85.00
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One-third deposit required with each order.

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Just Off Location

- 3 Turf Kings. Each \$200.00
- 8 Winners. Each 150.00
- 20 Champions. Each 125.00
- 11 Citations. Each 100.00
- 2 Photo Finish. Each 100.00
- 1 Gold Cup. Each 50.00

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Coinmen You Know

Milwaukee

Michael Klein, legal counsel for Milwaukee Phonograph Operators Association, slated to head up to Door County over Labor Day for a week-end of fishing.

G. & W. Novelty's maintenance man, Bud Wagner, spending several weeks' vacation up North. G. & W. toppers, Glenn Gaedike and Herb Wagner report their new Shuffle Targets are bringing smiles all the way around. G. & W. also received a shipment of new music machines.

Harry Jacobs Jr. getting set once more for an extended sales jaunt thru Northern Wisconsin and Michigan.

Harry Jacobs Sr. insists his boy is finding up-State ops enthused over the Wurlitzer line.

Mel Curro, Metro Amusement topper, reports some increased activity on the used equipment sales front since he remodeled his basement into a salesroom and warehouse.

Tom Hungerford Jr., teen-age son of Tom Hungerford, sales exec of National Vendors, accompanied his dad to the NAMA luncheon and business session at the Wisconsin Hotel Monday (20).

C. S. Pierce, Brodhead, head of the Wisconsin Phonograph Operators Association sat in on the NAMA deliberations, altho the org's bylaws will not permit him to join. Clint maintains many problems faced by both groups are identical.

Premium goods jobber Phil Jonas is set to open up in a new North Side location. Jonas plans to make a heavier emphasis on lines of interest to coin machine premium buyers.

Twin Cities

Jack Weinberg, Twin Cities correspondent for The Billboard, suffered a heart attack here last week, and will be bedded for from six to eight weeks. Mrs. Weinberg reports Jack will be back covering coin machine row as soon as the doctor gives him an okay.

Herman Paster, head of Mayflower Distributing, spending much of his time in Milwaukee at the Mayflower office there, left for Grand Rapids, Mich., Wednesday to attend the AMI distributor meeting. Lou Nilva, who heads the Paster office in Omaha, will join Herman in Grand Rapids.

Local ops and distribs are making plans to attend the Midwest Coin Machine Convention in Omaha in October. Tom Crosby, who heads the Minnesota Amusement Games Association, one of the groups sponsoring the event, will head the local delegation, if his health permits.

Yankton, S. D.

Mike Imig, head of Mike Imig's Music Service Company and president of the South Dakota Phonograph Association, is making plans to see the World Series before journeying to Omaha in mid-October for the Midwest Coin Machine Convention. Between his baseball teams and his duties as co-chairman of the convention, plus his normal operating activities, he has not been able to vacation this summer.

South Dakota ops, reports Harold Scott, Mowbridge, are looking forward to a boom this fall as the result of one of the best crops in years. Summer biz has been good, with tourist trade not as heavy as expected, but still strong.

Norman Gefke, Sioux Falls operator, may also make the trip East for the World Series, and also plans to be in Omaha at convention time. In addition to his coin machine operations, Gefke operates several retail establishments in Sioux Falls, and thus is a barometer of business in general thru that part of the State. He also is looking forward to a boom after Labor Day.

Chicago

Roy McGinnis, J. H. Keeney & Company president, is an extra busy executive these days what with war contracts, TV output and production on the Lite-A-Line game. Harry Hooser, Fort Worth Amusement Company, Fort Worth visited McGinnis before leaving the AMI annual distributors meeting in Grand Rapids, Mich.

Frank Mencuri, Exhibit Supply, left for New York Wednesday (22). From there he will go to the Canadian National Exhibition, Toronto, where the firm is holding a showing. Frank expects to run over to exposition two or three times while it is in progress but Clare Meyer will be there for the entire event which ends September 8. This is the gathering which attracts visitors from all over the world.

Howie Freer, Gil Kitt's right hand man, is back from a Pacific Northwest vacation looking rested and healthy. Meanwhile, business in new and used games continue to perk up. Stanley Levin, road staffer, is setting up a tour for after Labor Day. It will include visits with ops in Iowa and Illinois.

Over at World Wide Distributors, Al Stern, Len Micon and Monty West are getting steady results on the Williams Hayburner and Keeney Lite-A-Line game. All three are pleased with initial reaction to the new Rock-Ola music line. . . . S. I. Neiman, public relations director for the National Coin Machine Distributors Association, hopes to sandwich in a few days of vacation soon.

Business continues steady at D. Gottlieb & Company and the action on Watch My Line has stepped up noticeably in the past few weeks. Nate Gottlieb, a real football fan, was a little disappointed over the lack of competition in the recent All-Star-Cleveland game.

This year 35 Como Hollycranes will be on display at the Canadian National in Toronto. Ralph Nicholson is on a road trip for the Hollycrane and Stadium units. . . . Dud Ruitenberg, Coin Machine Institute legal advisor, will be back from a vacation next week. . . . Jack Nelson Jr., Eastern Electric cigarette machine rep in several States, is now in Southern Illinois.

Bally's Art Garvey is in Dayton. Lou Dunis, Dunis Distributing, Portland and his Seattle office manager stopped in to see Bally's Shuffle Line and Brights Lights on the way to Grand Rapids, Mich., where they attended the AMI meet. . . . Al Siegel, Canadian rep is making

progress with Stadium and Hollycranes in his vast Canadian territory.

Work on the new facade of the Purveyor Shuffleboard Company is almost complete now and the workers are already tackling the interior remodeling. Herb Perkins is certain when the massive job is complete he will have one of the distributor show spots in the industry.

(Continued on page 86)

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- GOLD CUP 64.50
- JOCKEY SPECIAL 54.50

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ROCK-OLA Super Rocket '52-50 PHONOGRAPH Available 78 or 45 R.P.M. set for 1 play 10¢—3 plays 25¢. Easily convertible for other combination play. Complete! New Cabinet design—beautiful coloring! Life-up top and bottom. See it! Hear it today.	Williams HAYBURNERS New racing sensation that's sweeping the nation. Game can be played with 1, 2, 3, 4 or 5 balls. 5, 10 or 25¢ play. Horses actually run on race track. Breaking records for collections!
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SHUFFLE GAMES

Keeney LEAGUE BOWLER \$285	Williams DELUXE BOWLER \$75
Williams DOUBLE HEADER 150	Bally SPEED BOWLER 50
Bally HOOK BOWLER 350	Gottlieb BOWLETTE 30
United TWIN SHUFFLE REBOUND 215	Keeney KING PIN 45
Keeney DOUBLE BOWLER 175	Chi Coin TWIN REBOUND 45
United SHUFFLE BOWLER 145	Williams BOWLER 35
Chi Coin BOWLING CLASSIC 145	United SHUFFLE ALLEY 25
Bally SHUFFLE SLUGGER 125	Genco GLIDER 25
United SHUFFLE ALLEY EXPRESS 75	United SKEE ALLEY 195

Williams MUSIC MITE 5¢ or 10¢ play. New 45 R.P.M. 10 selection phono. Federal stand to match. Has 40 play accumulator. Write for price or will trade for late games.	NEW TYPE 5 BALL GAMES Keeney's LITE-A-LINE United ABC Bally BRIGHT LIGHT WRITE
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Super Selections of

5 BALL GAMES

PINKY \$160	SHANTY TOWN \$115	TUCSON \$95
KNOCKOUT 150	SOUTH PACIFIC 310	MAJORS OF '49 95
Gott. ROCKETTE 140	GEORGIA 110	CHAMPION 95
Chi. Coin PIN BOWLER 135	FIGHTING IRISH 110	MERCURY 95
EAG MOP 135	KING ARTHUR 110	DALLAS 95
SHOO SHOO 135	Genco TRI-SCORE 110	TELECARD 98
CAMEL CARAVAN 125	TUMBLEWEED 110	HOLIDAY 85
Gott. TRIPLETS 125	BANK A BALL 110	BLACK GOLD 85
GIN RUMMY 125	MARYLAND 110	PARADISE 85
HOT ROD 125	SHARPSHOOTER 105	JUST 31 85
MADISON SQ. GARDEN 125	HOWLING CHAMP 95	EL PASO 85
PLAYLAND 125	GOLDEN GLOVES 95	CARNIVAL 85
PIN BOWLERS 125	COLLEGE DAZE 95	ROUNDUP 85
DREAMY 125	OKLAHOMA 95	PHOENIX 75
HARVEST TIME 115	BUFFALO BILL 95	YANKS 65
	BOSTON 95	MOON GLOW 65
	THREE FEATHERS 95	MONTERREY 60

Miscellaneous EQUIPMENT Seeburg SHOOT THE BEAR \$225 Exhibit SILVER BULLETS 175 TELEQUIZ, With Film 125 Williams STAR SERIES 125 Exhibit DALE GUN 95 Williams SUPER WORLD SERIES Write ADVANCE ROLL 35 TOTAL ROLL 20	ROCK-OLA SHUFFLE BOARDS and SCORING UNITS Factory Reconditioned 22" Shuffle Board, includes crating. \$175 New 22" Shuffleboard includes crating. \$275 SCORING UNIT—Scores by frames, by points for horse-collar or baseball. \$125 Write for Quantity Prices
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HOLLYCRANES Like New. Real Profit Makers Late Model Early Model \$395 \$245	TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft
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Wurlitzer Model 1015 195.00	AMI Model B 450.00
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PROVED BY SENSATIONAL DEMAND
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THE NEW AND DIFFERENT
MERCHANDISE MACHINE
OF REAL SCIENCE AND SKILL!

Colorful, new appeal, plus greater opportunity to obtain merchandise through skillful play makes Push-Over the modern replacement for old-fashion crane diggers! Pusher entirely under player control throughout operation of the game!

DESIGNED FOR BIG PLAY ATTRACTION!

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QUALITY BUILT FOR MONEY SAVING OPERATION!

• Simple Mechanism, Easily Accessible from Back • Fool-Proof Anti-Tilt Device Locks Merchandise Door • Drop Coin Chute • Front Loading, Easy-To-Reach Coin Box • Adaptable for Buy Back. (Candy Available for Loading.)

FOOL PROOF! BUG PROOF! LOCATION TESTED!

PRICED RIGHT FOR PROFIT!

Buy Push-Over for HALF THE COST of Ordinary Merchandise Machines. Double Your Operation for Half the Investment! In Every Way the Ideal Set-Up for Digger Operators!

IMMEDIATE DELIVERY

SEE YOUR DISTRIBUTOR OR WRITE DIRECT NOW!

H.C. Evans & Co. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD, PAGE 80

NEW 10' GAME Makes 'NUT' QUICK "SHOOT THAT TIGER" \$99.50



64" FT. LONG, 2 FT. WIDE, 19" COIN CHUTE. Brand new and low priced so the dimes become your PROFITS instead of PAYMENTS on the game! Player gets 15 shots for 10¢. Automatic puck return. MOVING 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

still 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 mechanism in top score-board. . . any kitchen mechanic can service. Plugs into any AC outlet. Newly manufactured; not used or reconditioned.

No. 1095—IMMEDIATE DELIVERY. Ship. wt. 234 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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Coinmen You Know

Continued from page 85

Art Weinand, vice-president in charge of sales for Rock-Ola Manufacturing, at his desk daily this week despite a sore back, planned to visit the Northwest territory next week. Weinand will meet Archie LaBeau, his Twin Cities distributor, in Minneapolis, then head for the Dakotas via car. Meanwhile sales reports on the new Super-Rocket are excellent. Most distribs, Art reports, will hold their showings immediately after Labor Day.

Heavy load of visitors in town this week as distributors who were skedded to attend the annual AMI rep gathering in Grand Rapids stopped off for a looksee here. Included were Wolf Roberts, Denver, Herman Paster, St. Paul, and Harry Hooser, Fort Worth. They, as well as Mike Spagnola, who heads the local AMI distrib outlet, left Wednesday (22) for the factory session.

First Distributors partners Joe Kline and Wally Finke were working around the clock this week as the remodeling job on their new headquarters neared completion. Among the accomplishments this week were completion of the offices, two of the three showrooms, installation of a switchboard and inter-com system, and the new premium warehouse area. Mal Finke, who heads the premium division, expects to be in Omaha for the Midwest Coin Machine Convention.

Ralph Sheffield has moved into his new quarters, and his firm, Ace Premium and Novelty Company, will be set to go by next Monday. New showrooms were built in the building, and merchandise will be featured for coin machine ops. Bill Olsner, Abco, reports the bar business starting to resume after a summer slowdown. His game and den room service is making good progress now.

At Williams Manufacturing all hands are working to step up Hayburner shipments to keep up with mounting demand. Vice-President Sam Stern is all smiles over location reports on the game coming in from all parts of the country. Bill Ryan points out the game's new type playfield has received much comment.

Irving Webb, Webb Corporation president, entertained several out-of-town coinmen in this week for conferences on the Shoot That Tiger game, featuring moving animal targets and puck action. He says the 6½-foot length of the cabinet has been a sales aid.

Push-Over, H. C. Evans' new merchandise machine, is receiving steady attention from Arcade and traveling show operators. It has several new play ideas, the pusher entirely under player control thruout the game's operation. . . . The women's cushion shuffleboard team at Cavallini's in suburban Midlothian has started practice sessions for fall league play. Team is captained by Bobbie Cavallini and includes Jean Connally, organist, and the girls who are stationed in the dining room.

Gil Kitt, Empire Coin Machine Exchange owner, reports reception of a number of orders from European countries. . . . At Atlas Music, the accent continues on the Seeburg line, Harold Schwartz, Nate Feinstein and Owners Eddie and Morie Ginsberg have been huddling about fall plans. . . . Buckley Manufacturing's latest

wall and bar boxes can handle 20, 24 and 32 records on nickel or dime play. Firm's Race Horse amusement game and Criss Cross unit have resulted in stepped up inquiries the past weeks.

Sam Wolberg Chicago Coin, flew to Miami to be with his mother, who suddenly became ill. . . . Paul Nademan, Standard Metal Typer, is back from a trip thru the Southeast and Southwest, where he found operators hepped up over the steady earnings of the typer units. Charley Pieri and Clayton Nemeroff, Monarch Coin, have been encouraged by the number of visiting operators despite the confusion of moving to the new Lincoln Avenue quarters and the remodeling still going on. One of the uncompleted jobs is the installation of a switchboard and phones.

New York

Marty (Blackie) Blatt, son of Willie, ex-New Yorker now prominent in Florida coin machine circles, was injured in an automobile accident last week. He is employed by Harry Siskind, of Master Automatic. . . . Les Boyd, of Ace Distributing, is heading toward Cape Cod in his own power boat for a vacation on the high seas.

Al Layne, of Layne Music Company, has moved into a new home in North Bellmore, L. I. For the past few years he has made his home in a converted barracks, part of a veterans' housing development. . . . Hy Pollay, brother of Mac and partner in Casino Music, is vacationing in the Adirondacks.

Lloyd Gunn, who operates phonographs locally under his own name, is vacationing in New Hampshire before heading for Alberta, Can., for a visit with his folks. . . . Al Denver, Automatic Music Operators' Association prexy, is spending his vacation fishing, says Nash Gordan, AMOA office manager.

It will be school days again for operators of Seeburg equipment beginning September 8, when Atlantic New York resumes service training after the summer layoff. Meyer Parkoff and Harry Rosen, Atlantic toppers, are urging ops to take advantage of the weekly sessions.

Harold Chase, of Ajax Amusement, and Vincent Tamberino, of New Brunswick Music, were the lucky winners of door prizes at Dave Stern's showing of the Rock-Ola Rocket last week. Among the recording artists who attended the two-day intro at Seacoast headquarters in Elizabeth, N. J., were Les Paul and Mary Ford.

Max Weiss, of M. W. Vending, having received a gin rummy lesson last Saturday (See separate story), left for a visit with his sister in Scranton, Pa. . . . George Holtsman, local game and music op, is in Mount Sinai Hospital undergoing a series of operations for the correction of a sinus condition.

Barney Sugarman and Abe Green, of Runyon Sales, took Morris Rood, manager of their New York outlet, along last week to attend a distributors' meet at the AMI factory in Grand Rapids, Mich. . . . Albert Polak, partner in the International Amusement Company, is in from Belgium for a six-week visit with Abe Wisen, his associate who manages the business here. They are planning a tour of the Chicago factories soon.

Portland, Ore.

George Miller, manager of Jack R. Moore Company, announces that the distributing firm will remain at its present location despite sale of the building recently to the Portland Rehabilitation Center. Firm will occupy the warehouse which adjoins Moore's former office building. Move is slated during September.

Harry Arnsberg, secretary of the Coin Machine Men of Oregon, commuting between Portland and the Coast while his family vacations at Seaside Beach resort.

John Welch, music op, says the juke box men will watch with interest the State's convention of the Tavern Owners' Association of

YOU CAN'T BEAT THESE SHUFFLE ALLEY VALUES!!

BALLY:	
BASEBALL	Call
SPEED BOWLER	\$45.00
SHUFFLE CHAMP	95.00
SHUFFLE BOWLER	25.00
UNITED:	
SKEE ALLEY	\$ 95.00
SHUFFLE CADE	295.00
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KEENEY:	
PIN BOY	\$25.00
ABC	25.00
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TWIN	\$50.00
WILLIAMS:	
SINGLE	\$25.00
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TWIN	15.00

All other models and makes of Shuffle Machines in stock.

WANTED: Will pay cash \$5 dollars for Chicago Coin Band Boxes, United A.B.C., United Two Player, Four Player, Five Player Rebound Shuffle Alley, Keoney Four Way League Bowler, Wurlitzer 3020.

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NEW FLASH — NEW BEAUTY
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100 PER CENT SKILL!
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls \$49.50 F.O.B. CHICAGO
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5 BALLS FOR 5 CENTS, \$39.50

ORDER TODAY!
Try it for 10 days! Money back if not satisfied! You keep receipts!

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Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616
Fully repaired. Perfect condition. Ready for location.
\$79.50 (crated)
1/2 With Order, Balance C.O.D. Send for Complete List.

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**Dependable
Desirable
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Vital Statistics Deaths

Anne Susan Gerdy, 2-year-old daughter of Sam and Theresa Gerdy, in Chicago last week. Father is a coin machine operator. In addition to the parents, a sister, Linda, survives. Burial at Knights of St. Joseph's Cemetery, Waldheim.

Births

A daughter, Judith, to Mr. and Mrs. Eli Ross in Miami, August 3. Father is sales manager of Taran Distributing.

Engagements

Geri Lois Taran, daughter of Sam Taran, Florida distributor, to Marvin Lieber, pharmacist. Marriage is scheduled December 29.

Oregon at Medford, September 18-19, for any expressions of attitude toward the 10-cent play issue.

Budge Wright, Portland manager, and George Trambitas, Seattle manager, Western Distributors, left Portland by air Sunday (18) for the annual AMI meeting at Grand Rapids, Mich.

Miami

Milty Green back in town from New York, along with Dave Stern, Seacoast Distributors, of Newark, N. J. Stern on a vacation and Green to attend to his operation here.

When the stork deposited a daughter at the home of Eli Ross, sales manager at Taran Distributing, Ross sent out announcements using the "new pinball game" theme. Listed alongside a sketch of the new Judy were her outstanding features: First deluxe edition, new streamlined design, terrific play appeal, two kickers, vividly colorful, guaranteed hourly service calls, represents the combined knowledge and ideas of the experts. Net weight delivered, 4 lbs. 2 oz.; in stock August 3, 1951, 2:45 p.m.

Congratulations from "The Ac-Saxon Family" have gone out to the following: Wedding anniversary, Robert W. Lott, president of the Fort Lauderdale branch; Cecil Whitaker, routeman, and Berlin Saunders, sales manager; birthday felicitations to Catherine Teaney, of the office staff, and Wint Whitaker, assistant shop manager.

All-Coin Amusements is making deliveries of the new Gottlieb game, Watch My Line. . . . Geri Lois Taran, daughter of Sam Taran, will become the bride of Marvin Lieber, Miami Beach pharmacist, December 29.

Hartford, Conn.

Some 50 coinmen were in attendance at a stag party at Plainville honoring Pep Onofrio, Forestville, Conn., coin operator, who's slated to wed a Bristol, Conn., girl soon.

Atlantic-New York Corporation has been moving into its new quarters on Albany Avenue. The move is under supervision of Mac Perlman, branch manager. The firm was formerly situated on Franklin Avenue.

Next meeting of the Connecticut State Coin Association is slated for September 13 at the Hotel Garde in New Haven, according to Abe Fish, owner of General Amusement Game Company of Hartford, and president of the CSCA.

Ralph Colucci of Seaboard Distributors was in New York for a few days, seeing Broadway musicals, and visiting friends in the coin trade. . . . James F. Smith, sales manager of the Columbia Records division of Stern Company, visited Colucci at the latter's downtown Hartford office.

Walter Semagin of the Record Shop, retail Hartford store, owned and operated by Colucci, is planning a Mexican vacation. . . . Ralph and Robert, sons of the Ralph Colucci, continue their athletic abilities. The twins got

NEW IDEA FOR LAZY SMOKERS

LONG BEACH, Calif., Aug. 25.—A local inventor has a new gimmick in the way of vending machines: an automatic merchandiser which dispenses lighted cigarettes, one at a time.

George E. Thomas, Long Beach, has been assigned patent 2,555,618 for the device. The lighting element is activated by the venter's electrical circuit only when a coin is inserted and a cigarette is being vended.

Thomas' plans for marketing or manufacturing the device are not yet known.

United Holds Picnic

CHICAGO, Aug. 25.—United Manufacturing Company held its annual picnic Saturday (18) at the Village Grove grounds in nearby Lincolnwood, Ill.

The all-day affair featured contests for the children of United staffers during the afternoon and dancing and door prizes in the evening. Beverages and foods were served thruout the day.

awards in a recent swimming meet in West Hartford.

Manny Leibert, formerly with Vending Machines, Inc., of Hartford, more recently a wrestling promoter, has filed an application for a Hartford boxing license with the State Athletic Commission. His younger brother, Herb, also formerly with Vending Machines, has been associated with him in the wrestling field.

Pittsburgh

Morris Vinocur, president, Monarch Music Company, reports the firm's employees are enjoying week-ends at a cottage near Erie, Pa. . . . Raymond Showe, partner, Theatre Candy Company, Inc., one of the few firms in that field busy during the vacation lull.

M. J. Abelson, Oak Manufacturing Company, spending a few days on business in Chicago.

Raymond Watts, sales manager, Mills Automatic Merchandising Corporation has his routes spread out, one typical unit running thru Sewickley, Coraopolis, Emsworth and Avalon. . . . Ops find a new four-color inlaid linoleum job on the selling floor of Jack W. Young, distributor.

J. Rosenzweig, sales manager, Automatic Food & Refreshment Company, reports many plants want their vending apparatus handled by one op as a package job. . . . Eddie Shore, sales manager, Atlas Novelty Company back from a week's vacation at Presque Isle on Lake Erie.

R. J. MacNeil who formerly owned Refreshment Service Company, returned from a trip to England (23). He says he didn't see a vending machine during the stay. Food is rationed, fish is plentiful, meat is scarce, and vending products are considered luxuries.

Frank Droxinger, formerly chief mechanic for Refreshment Service Company, has joined the chemical department of the Blaunox Company.

Jesse Herron, head of Industrial Vending Service, is now based on Orion Street and servicing locations in and around the Heron Hill area. . . . Bill Sopira, partner, Service Rental Coin Machine Company had his machines covering the American Legion convention in Pittsburgh (7).

G. A. Hufnagel, head of Vending Service, Inc., away on a two-week vacation. . . . Jerry White, Wurlitzer, stopping in the Pittsburgh Coin Machine Exchange to see the new building. . . . Lou Sabatini of Grindstone, Pa., says the mines in his area are quiet during this vacation period. . . . Walter Hopka, California, Pa. is one of the newer ops building a route.

Pittsburgh Coin Machine Exchange completed moving into its new building on Fifth Avenue. . . . John Walsh, night mechanic at Pittsburgh Coin has been on a trip to Chicago on business. . . . Sidney Rosenthal is back from a vacation stay at the Mayflower Hotel in Atlantic City. . . . Henry Walkuski struck out for himself in the vending field, operating as Henry's Vending Service.

Herbert Cohen of Confection Specialties Company at locations leaves a self-addressed postal the owner may mail if the vending machine gets out-of-order or needs refilling. . . . Mr. and Mrs. Edward Butterworth of Butterworth Amusement Company, Johnstown, Pa., in town.

Los Angeles

Irving T. Baer, who formerly operated music machines in the Iron Range area near Duluth, has entered the novelty manufacturing business here. His firm is known as Magic Glo Company and the main item is the Auto Aerial Intensifier. It is a device about six inches long which fits on a car antennae, thus giving an added four feet of aerial. Baer has letters from engineers advising the good reception in desert and mountain regions. Altho it is a new venture, he still recalls the Minnesota days when he was operating Wurlitzers.

Bill Black, Bakersfield music operator, in town Wednesday to pick up new Wurlitzer phonographs. . . . Jack Mallet, of Claremont, is back home following an extended trip to the East. While there, he attended the national convention of Shriners. . . . News from down Santa Ana way is that Bert Hammond, is doing all right with a new venture. He purchased a cafe and immediately turned it from a 12 hour spot to a 24 hour service, he has one

of his own phonographs in the location. . . . Charlie Daniels, of the Paul Laymon Company, has received pedigree papers on his prize boxer pup.

Jack Wilson, vending machine operator, is expanding his route, adding Northwestern tab gum machines. . . . Leo Weiner has purchased several general merchandise routes in this area from Adolph D'Este, head of the vending department at the Badger Sales Company. . . . Fred Velie

is pinch-hitting for Jack Leonard in the parts department at Badger Sales Company while Leonard enjoys a couple of weeks in Chicago on vacation. . . . Eddie Gunsteens, of the Badger Sales Company service department, is off on a two-week vacation.

The many friends of Ray Powers, of the phonograph sales department of Badger Sales, will regret to learn of the passing of his father in Sacramento. Powers

is now in that city. Before returning to his post here, he will visit Portland and other cities in the Northwest. He is not expected to return until after Labor Day. . . . Ed Wilkes, of the Paul Laymon Company, is enjoying a two-week vacation with his family in Balboa. The Wilkes will also spend a week in the mountains. Jimmy Wilkins, outside salesman, is handling Wilkes' assignments while he is away.



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<p>SPECIAL OF THE WEEK! Rock-Ola Shuffle Lane . . . \$39.50 Rock-Ola 1950 World Series. 69.50</p>		<p>SHUFFLE GAMES RECONDITIONED—GUARANTEED</p> <p>United Shuffle Alley Express . . . \$ 69.50 United Shuffle Alley with flying pins . . . 39.50 United 2-Player Shuffle Alley Express . . . 189.50 United Twin Rebound like new . . . 209.50 United Shuffle Slugger, 1 or 2-player reb. . . 129.50 Exhibit Strike, 2-Player, 9 1/2' . . . 99.50 Universal Twin Bowler, 8' . . . 49.50 Chicoin Trophy Bowl . . . 149.50 Chicoin Bowling Classic . . . 129.50 Bally Shuffle Bowler 9 1/2' with flying pins . . . 69.50 Bally Speed Bowler . . . 89.50 Exhibit Shuffle Board Conversion . . . 59.50 Nationwide Baseball . . . 39.50 Genca Glider . . . 44.50</p>	
<p>MUSIC 5, 10 & 25c Wireless Bar-O-Matic . . . \$7.95 Seeburg 5c Wireless Wallbox . . . 9.95</p>		<p>ROLLDOWNS</p> <p>Tropicana . . . \$29.50 Singapore . . . 29.50 Advance Rolls . . . 29.50 Total Rolls . . . 24.50 Pro-Score . . . 49.50 Exhibit Dale Guns . . . 75.00 Perfect Condition</p>	
<p>SHUFFLEBOARD SUPPLIES</p> <p>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.</p>		<p>5 BALL PIN GAMES</p> <p>Bank-a-Card . . . \$69.50 Bank-a-Ball . . . 99.50 Majors . . . 49.50 Big Top . . . 79.50 Floating Power . . . 69.50 Cleopatra . . . 29.50 Melody Roll . . . 39.50 Hit Parade . . . 29.50 Merry Widow . . . 29.50 Marjorie . . . 29.50 Bally Hee . . . 29.50 Nudgy . . . 29.50 Trade Winds . . . 49.50</p>	

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TESTED AND PROVEN ON LOCATIONS TO INCREASE PLAY UP TO 80%.

These deals consist of thirty (30) good quality prizes which appeal to men and women. Here's how it works: Your established winning score (Example . . . 175 or more, as you set your own score) entitles player to one sealed ticket from box which contains 2000 single tickets. Player drawing ticket with number corresponding to number on any tagged prizes receives prize immediately. NO WAITING—NO WEEKLY DRAWING. EACH PRIZE IS INDIVIDUALLY TAGGED WITH A NUMBER.

30 prizes with 2000 tickets **\$39.50**
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THE HIGHER THE SCORE THE BETTER THE MERCHANDISE—Strictly a game of skill and is being used legally in many territories. It's Red Hot at

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Complete with display card

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(20) prizes
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Shuffle Bowler
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Twin Shuffles

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Wisconsin	49.50	Tennessee
Triple Action	39.50	Dallas
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